D8.3

BeFlexible's website

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List of abbreviations

TERM	ABREVIATION
European Union	EU
Communication, Engagement and Dissemination	CED
Dissemination and Communication	D&C
European Commission	EC
Search Engine Optimization	SEO
General Data Protection Regulation	GDPR
Key Technology Area	KTA
Content Management System	CMS
Hypertext Preprocessor	PHP
Secure Sockets Layer	SSL
Work Package	WP

1. Executive Summary

The present document represents Deliverable 8.3 – BeFlexible's website. It has been developed as part of Work Package 8 – Exploitation, Dissemination & Communication, Clustering activities & Capacity Building programme and it consists of a description of the website www.beflexible.eu created for the project.
The BeFlexible website is the main tool of the project's Dissemination, Communication & Exploitation Plan (D8.1). It is essential to reflect all the advances and results of the investigation in this project and to collect all the D&C actions. Therefore, its design, management, maintenance, and generation of content are key activities to maintain the stakeholders engaged with the project.

This report describes the overall website and defines the strategy that will be followed. It is organised into 7 parts:
This report describes the overall website structure and design and defines the strategy that will be followed. It is organised into 7 parts:
(2) Website introduction
(3) Definition of the objectives of the website, aligned with the project's general objectives.
(4) Description of the website technical characteristics
(5) Overall website structure and sections.
(6) How the website is going to be updated.
(7) Monitoring tools that will be used to measure website results and improve the strategy.
(8) Conclusions

2. Introduction

The website aims to be the place where all the project official information will be gathered such as goals and objectives, activities and results. It is a meeting place for all stakeholders, the media and general public: It is a way to facilitate external stakeholders information about project activities as well as work as a meeting place for internal participants.

The creation of BeFlexible website started in month 1 of the project and has been **launched in month 3**, after being revised and presented to the partners. It operates under the domain www.beflexible.eu and the general website language is English even though it can contain specific materials such as press releases in other languages.

The website works as a communication tool to raise awareness of the project and as a dissemination tool to make available the project's published results. With this aim, the website is arranged in the following sections:

0. **Home**- Initial screen with general information and the possibility to direct users into the different website sections.
1. **What does BeFlexible do**: General information about, objectives, main blocks of the project, timeline and participation in the Bridge Initiative.
2. **Consortium**: List and description of all partners. A link to their website is included. Once the website is set up, this part will be shared with the partners in case they want to make any modifications.
3. **Management structure**: Management structure related to the work packages.
4. **Deliverables & Publications**: public deliverables and papers
5. **Pilots:** Description of the pilots that will be carried out in BeFlexible.
6. **Media corner**: Resources such as logo, brochures or other communication materials, as well as downloadable press releases for journalists or media that may reach our website.
7. **News and events**: All news related to the project and a description of events organized within the framework of the project.
8. **Contact**: Addressing and contact information.
9. **Footer**: Appropriate acknowledgement and reference to the funding by European Union's Horizon Europe Programme, contact, Privacy policy, cookie policy, terms and conditions in compliance with the EU General Data Protection Regulation (GDPR), Social media widget.

3. Dissemination and Communication objectives of the website

BeFlexible's website has specific objectives, which respond to the communication and dissemination needs. Among them, the most highlighted are the following:

- **Maintaining the stakeholders updated** about the progress and news related to the project: The website will count with technical articles, research papers, public deliverables, pieces of news and sector policies, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc.
- Giving **visibility** to the project itself: The content of the website, which will be periodically updated, will be shared on social media and the newsletter, in order to attract visitors.
- **Link building:** Create synergies between BeFlexible website and the partners' websites, as well as with other relevant agents of the sector, Horizon Europe projects in the same field encouraging the exchange of links. BRIDGE Initiative will also have a space on website as the project is part of it.
- **Promoting the visual identity** of BeFlexible project, which differentiates it from other projects carried out so far in the sector: In this sense, dynamic elements that reinforce the main message of BeFlexible have been integrated. For this, different elements related to the offshore wind industry have been included.
- **Involving members of the consortium**: Partners are requested to identify communication opportunities and offer information which enables the creation of articles on the website. Each of the partners must also help provide complementary materials (such as a piece of news, pictures from the workshop and the events, etc.) that can be later used for communication activities.

Dissemination and communication strategies and campaigns developed online and offline will be complementary and will aim to attract visitors to the website.

4. Digital Marketing Strategy

BeFlexible website is a central part of the **digital marketing strategy** deployed within the Dissemination and Communication Plan. The main pillars of the digital strategy regarding the website will be:

4.1. The use of Search Engine Optimization (SEO)

Search Engine Optimisation, or SEO, is the process of having a well-ranked (or positioned) in search engines like Google. It is the best long-term method of traffic generation as it can be done in avoiding costs and generates passive scalable results.

Keyword research is essential to SEO success and the keywords related to the project will be analysed, improved, and updated for frequent usage.

The proposed keywords for BeFlexible are the following: BeFlexible, Horizon Europe, HEU European Commission, Energy Project, Flexibility energy system, DSOs, TSOs, Innovation, European Project.

These keywords will be analysed, improved, and updated in order to adjust them to what the user is looking for.

4.2. Content Marketing

SEO is not only about ranking but about driving more traffic to the website and increasing engagement. Creating quality content in the news section is essential to get high search results and provide traffic to the website. In this sense and to connect with online visitors, copywriting is important. BeFlexible will work on creating quality content for the "News" section, as a content marketing strategy to engage with the website's audience.

If at some point users feel the text is very burdensome they might "bounce" which is one of the main issues that need to be avoided. The bounce rate is an important metric that will be considered in the periodical D&C reports, as it is useful for assessing user engagement.

Articles published on the website will be created based on the following ASMR formula:
- **A**nnotations – Adding notes, sidenotes, and other elements like blockquotes and callout boxes help break up the monotony of the post.
- **S**hort sentences and paragraphs.
- **M**ultimedia elements such as videos, images, and GIFs. Including these can help illustrate ideas and themes without having to use extra words.

- **R**eading the copy out loud to pinpoint areas where the content doesn't flow smoothly.

To create this content and improve engagement, moreover, the inverted pyramid method will be implemented. This is a technique used by journalists that offers the most important information and answers main questions found in the introduction.

4.3. Link building

Once quality content is created, it is important to begin building backlinks to it. A backlink is a link back to our website from another page. It is an indicator of how important, or useful the content is for search engines so having a high number of quality backlinks is a big influential factor in ranking highly on search engines. According to Google, links are one of their top three ranking factors, which means there is a clear correlation between links and organic traffic.

For this reason, the project will create synergies between **BeFlexible's website and partners' websites**, as well as with social media channels or other relevant initiatives of the sector or other Horizon Europe projects in the same field. Using these platforms in combination will increase the digital footprint and help maximise online awareness of it.

The website will also be actively promoted by all the partners on their own website homepages as well as on all their own communication channels such as social media profiles or newsletters. For example:
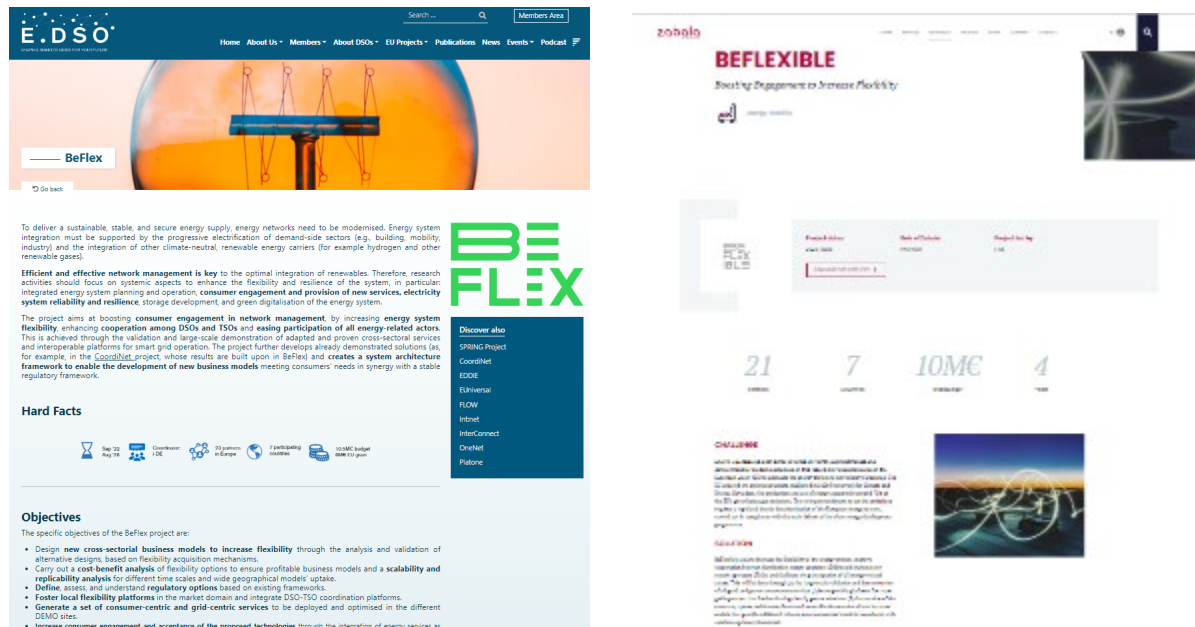

Figure 1 Link building with partner's websites (EDSO and Zabala)

As for **social media channels**, they are essential to attract visitors. They will be used mainly to inform the audience about **new updates** (including the direct link) to assure that all public outputs of the project reach their online dissemination potential.

5. Technical Characteristics

5.1. Full Responsive Content website

Responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move the content to make it look good on any screen. This allows BeFlexible website to be adapted to all devices (desktops, tablets, and phones).

The incorporation of state-of-the-art techniques in design also creates a quick and intuitive user experience while browsing the website. Some examples of how different parts of the website are seen on different devices can be found below:
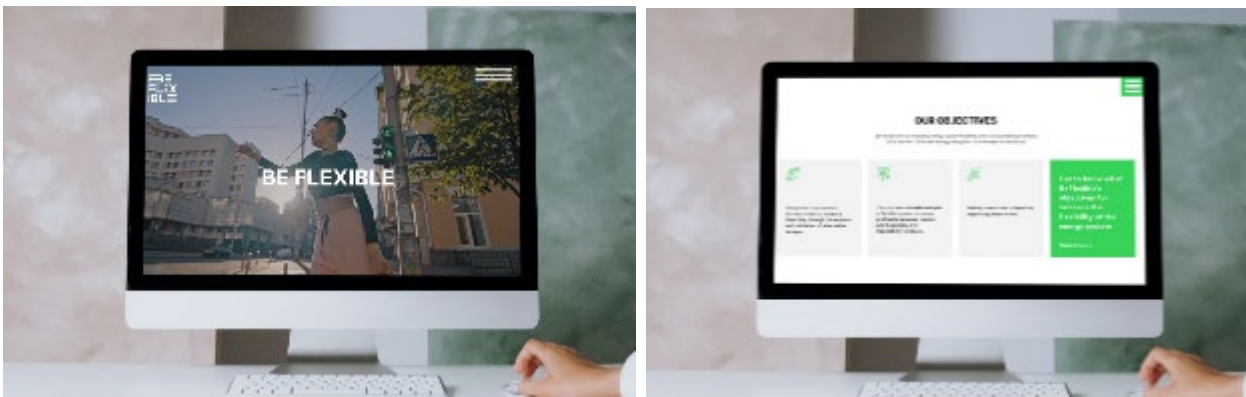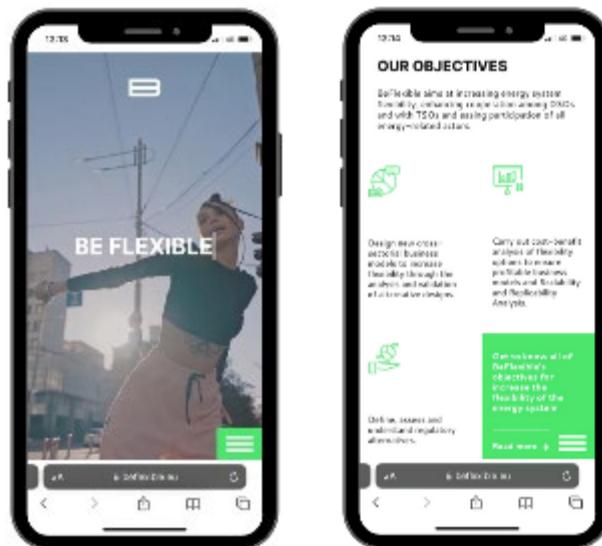

Figure 2 web view on the computer

Figure 3 Website view on the phone

5.2. Built using WordPress CMS

WordPress is the most popular Content Management System (CMS) in the world. For this reason, it is probably the easiest and most powerful blogging and CMS in existence today. Some of its advantages and reasons for choosing it are the following:

- **Highly customizable**: WordPress allows to create and modify layouts and applications to meet all demands. This is especially useful for a 4-year project like BeFlexible that could need to be updated in terms of design.
- **Design**: This option allows more freedom in designs as it can be customised, and visual effects can be added. WordPress allows for the creation and modification of layouts and applications.
- **Low page weight**: Low-weight webpages can be loaded faster.
- **Scaling up:** Plugins allow to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like social media sharing, SEO, photo slideshows, and much more. There are also plenty of excellent membership plugins that convert part of the site into a community. Together with the CMS, software used to manage the creation and modification of digital content, they will be regularly updated.
- **Designed not just for developers**: It is an easy-to-use platform that allows the communication team to update the website easily. Once an article is set up, it can be updated anytime, and that is important for engagement with your visitors and for the search engines.
- **Attractive for the users:** The resources in WordPress are easy reading, fact that invites website users to stay browsing for a longer time.
- **It supports numerous media types**: The list of accepted file types for WordPress is long, but the most primary categories are accepted (images, documents, audio, video), which is essential to communicate BeFlexible messages.
- **SEO friendly**: WordPress is known for having SEO built into the platform. In fact, WordPress automatically generates title tags and meta descriptions for all the pages and posts. This let's search engines get to know about the content, and get the website indexed and potentially moved up in the rankings. The Yoast SEO plugin is also a must-have for any WordPress site.

5.3. Connection & data exchange protected under SSL Certificate

Secure Sockets Layer (SSL) is a security protocol; a standard security technology for establishing an encrypted link between a server and a client. It allows sensitive information (credit card numbers, social security numbers, and login credentials) to be transmitted securely. Normally, data sent between browsers and web servers is sent in plain text—leaving you vulnerable to eavesdropping. To create a secure connection, an SSL certificate is installed on a web server and serves two functions:

- It authenticates the identity of the website.
- It encrypts the data that is being transmitted.

5.4. Images optimized and gzip compression for better load time

The objective of gzip compression is to improve the page speed, as it speeds up the download process of these files by users. Website gzip compression makes it possible to reduce the file size of a web file (like HTML, PHP, CSS and JavaScript files) to about 30% or less of its original size before these files get sent to the user browser. This compressed file is then served to the user's browser which in turn decompresses it automatically to load the full original file in the browser again. The use of photographs in the visual contents created for BeFlexible are edited in the brand's colours (collected in BeFlexible Guidelines Manual).

5.5. SEO-friendly site and content

At a fundamental level, a SEO-friendly site allows search engines to explore and read pages across the site so to ensure this we must establish the required visibility in the results page.

BeFlexible website is SEO friendly and responds to the following standards:

- Keyword Research. In order to generate traffic through search, BeFlexible web is focused on keywords.
- Keyword Optimization: BeFlexible website use keywords in the content for maximum searchability.
- Content Organization: The content is organized in a logical way and considering the European guidelines of best practices. This is not only good for SEO, it also helps visitors to find other related content easily. (The longer they stay on the site, the better).
- Content Promotion: Increase new content visibility by sharing it on social networks and building links to content (both internally and from external sites).

6. Project website structure

The BeFlexible website has been design in order to address stakeholders and interested people in project's activities in an effective way. It is an easy way to ensure visibility for the project and for the public.

For this reason, it has been designed as an interactive, training and learning tool, as well for public information and communication among the partners and people of interest. It will also be a repository for public documents, materials and useful information related. Website's structure and design might be modified to follow to the project needs and outcomes:

6.1. Menu

The website includes a **responsive menu** adapted to the responsive page design. Typography size increases when seeing it on computer screens to make it easier to read. When it finds a limit on the screen, menu changes to a mobile version even if it is being displayed on another device so as not to damage its aesthetics or usability.
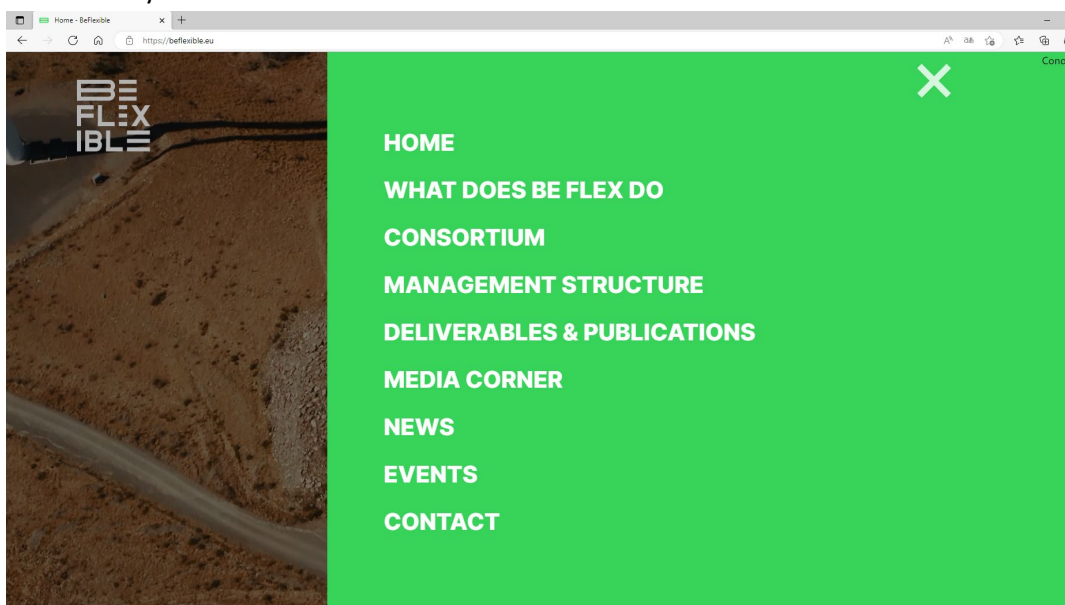
Figure 4 Website menu

It is also a **floating menu**, so that it can be opened while scrolling. The main function is to keep it visible so that users can continue browsing without having to go back to the top.
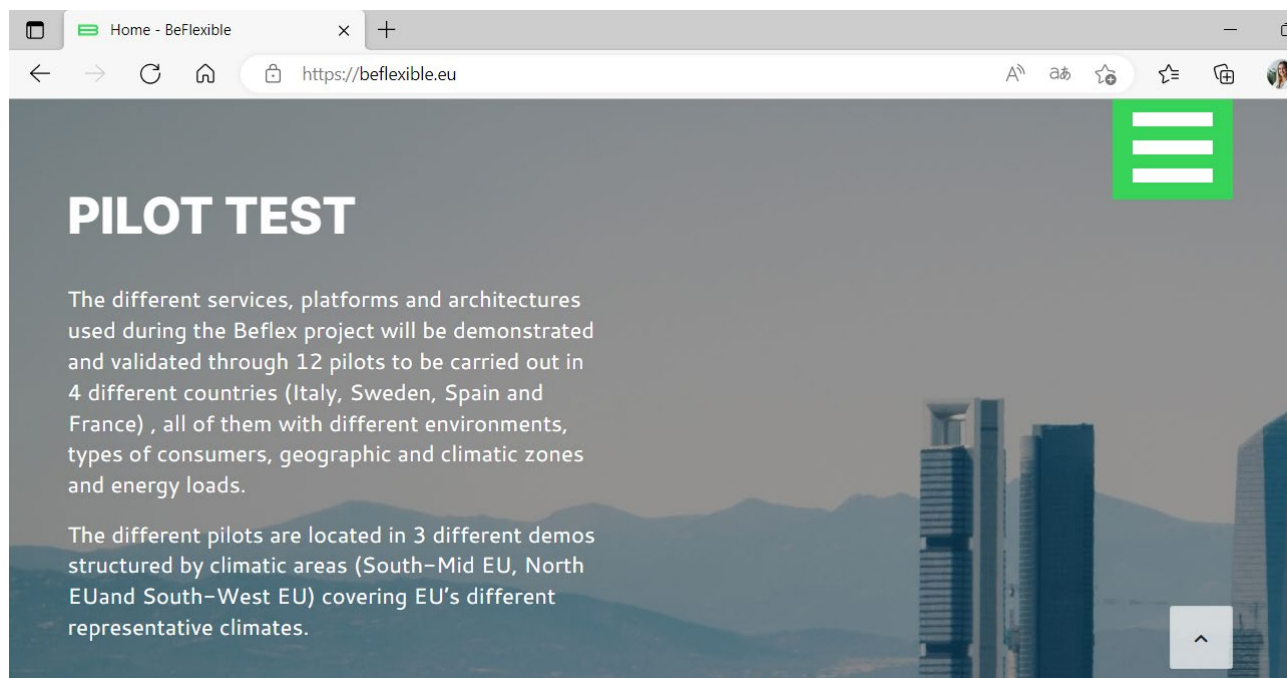
Figure 5 Menu while scrolling

6.2. Home

The main objective of BeFlexible homepage is **to attract user's attention** with first visual impact. A video has been used for this purpose, which shows images related to the project's topic and some words that change (BE ENERGY, BE ENGAGED, BE FLEXIBLE). The **graphic and audio-visual content** are the protagonists so that the visitor has immediately an overview of the project and can understand it through these elements. Images, videos, and icons have been especially used to make the website attractive and easy to understand. It also contains the project logo in a clear and visible way under the colour website theme.
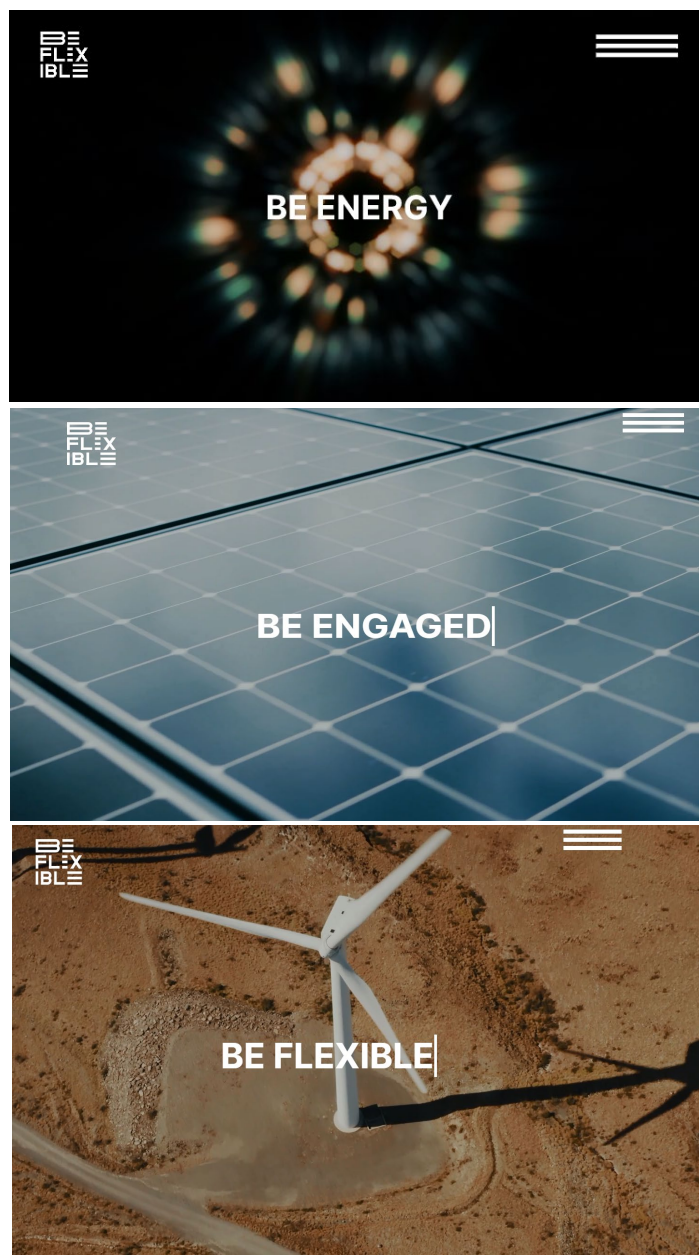
Figure 6 Website's home video

The homepage provides a summary of the project including:

- Short project description that directs to "What is BeFlexible?".
- Description of the main objectives of the project that invites to read more.
- Introduction to the Pilots that the project will develop.
- Invitation to enter into the "Four conceptual blocks" of the project.
- News and events.

WHAT IS BEFLEXIBLE?

The main objective of BeFlexible project is to increase the participation of prosumers to increase the flexibility of the electricity system, and to this end it will work in four areas: Markets and Regulation, Services Ecosystem, Platforms & Architecture and Customer engagement and social co-creation

Read more →

OUR OBJECTIVES

BeFlexible aims at increasing energy system flexibility, enhancing cooperation among DSOs and with TSOs and easing participation of all energy-related actors.

Design new cross-sectorial business models to **increase flexibility through the analysis and validation of alternative designs.**

Carry out **cost-benefit analysis** of flexibility options to ensure **profitable business models and Scalability and Replicability Analysis.**

Define, assess and understand regulatory alternatives.

Get to know all of BeFlexible's objectives for increase the flexibility of the energy system

Read more →

PILOT TEST

The different services, platforms and architectures used during the Be Flexible project will be demonstrated and validated through 12 pilots to be carried out in 4 different countries (Italy, Sweden, Spain and France) , all of them with different environments, types of consumers, geographic and climatic zones and energy loads.

The different pilots are located in 3 different demos structured by climatic areas (South-Mid EU, North EU and South-West EU) covering EU's different representative climates.

Read more →

FOUR CONCEPTUAL BLOCKS

Be Flexible project is built upon 4 conceptual blocks:

A-
Markets and Regulation analysis and definition of a flexibility framework for new business opportunities

D-
Customer engagement and social co-creation approach to meet consumers' needs.
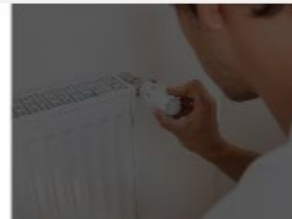
C-
Platforms and architectures implementation, including the design of a Grid Data and Business Network (GDBN) and the definition of the system architecture to ensure full data interoperability

B-
Services ecosystem definition and adaptation offering a broad catalogue of flexibility and cross-sector solutions for end-users

NEWS AND EVENTS

Green light to the European
project BeFlexible that will
increase flexibility of the
energy system

Read more →

Figure 7 Home's sections

All homepage content is connected with the rest of website pages to make it appealing for users to read it. All sections have on top the BeFlexible logo and the menu bar enabling quick orientation through the search. Also, email contact and social media channels are facilitated to the users.

In the same way, all sections provide addressing and contact information, social media channels, reference to Horizon Europe programme's funding and a disclaimer excluding EC responsibility.

Funded by the European Union. Views and
opinions expressed are however those of the
author(s) only and do not necessarily reflect
those of the European Union. Neither the
European Union nor the granting authority can
be held responsible for them

Cookies policy   Legal notice

Name

Email

Organisation

☐ I accept the Privacy Policy

SEND

Figure 8 Footer

6.3. What does BeFlexible do?

This section presents the project and its details in more technical way, and it is mainly directed to a more specialised stakeholders that might be interested in the details of the project organisation.

In this section, basic information about BeFlexible can be found. It is a first description of the project, including information about main figures, main objectives of the project, expected impacts and the 4 main conceptual blocks.

WHAT DOES BE FLEXIBLE DO

Be Flexible project aims to increase the flexibility of the energy system, improve cooperation between Distribution System Operators (DSOs) and Transmission System Operators (TSOs) and facilitate the participation of all energy-related stakeholders. This will be done through the validation and large-scale demonstration of adapted and proven cross-sectoral services, interoperable data exchange platforms for smart grids operation and the creation of the required system architecture framework that will enable the creation of new business models providing additional value to meet consumers' needs in compliance with a stable regulatory framework.

21 PARTNERS	12 pilots in 4 countries	10,5M€ Budget	4 years

OUR OBJECTIVES

Design new cross-sectorial business models to **increase flexibility through the analysis and validation of alternative designs.**

Carry out **cost-benefit analysis** of flexibility options to ensure **profitable business models and Scalability and Replicability Analysis.**

Define, assess and understand regulatory alternatives. based on existing frameworks and the Clean Energy Package and Fit for 55 Package requirements.

Foster **local flexibility platforms** in the market domain and **integrate DSO-TSO** coordination platforms.

Contribute and develop recommendations and solutions from different projects and initiatives.

Generate a set of **consumer-centric and grid-centric services** to be designed, deployed and optimised in the different DEMO sites.

Increase consumer engagement and acceptance of the proposed technologies through the integration of energy services as well as other services.

Apply a set of ambitious **exploitation, dissemination, communication and capacity-building activities,** focused on maximising the impact of the project, as well as empowering the consumers towards prosumer scenarios.

WHAT IS EXPECTED TO ACHIEVE

The Be Flexible project will result in the following main expected impacts:

- Design a whole value chain framework within the energy and cross-sector for flexibility-centric services and business models as a basis to create sustainable revenue streams for consumers.

- Test and validate an open pool of adaptive, interoperable, intuitive, multidevice and secure 32 data-driven services, creating the Be Flexible open services ecosystem.

- The optimal design of the Acquisition flexibility mechanisms and the Assessment of market designs will contribute to the creation of accessible, cost-efficient and competitive markets.

- Increase the number of users to drive transaction costs down.

- Contribute to a higher resistance of the energy system.

- Deliver Enabled efficient functioning, standardized and interoperable energy services/platforms through digital technologies.

- The strategy for the exploitation will allow to define the pathway for the mid-term new profitable business models, which will enable a smooth market introduction and proper orientation of the future services.

- Allow in a later stage the exploitation of protected knowledge in strategic target markets.

- Ensure the most efficient pathway to maximise awareness on Be Flexible digital solutions.

- Define a co-creative strategy to increase social acceptance.

- Act as facilitators for the interaction of active and intermediary actors of the energy and non-energy value chain. Act as a common data space exchange to enable different flows of information supporting flexibility-centric business models.

CONCEPTUAL BLOCKS

The project addresses the natural step that the energy transition requires to achieve the current challenges, to drive this new paradigm in grid operation supported by 4 conceptual blocks: (A) Markets and Regulation, to ensure an appropriate regulative framework and guarantee the replicability of the solutions within all EU scenarios. This will be achieved through the adaption and fine-tuning of a complete (B) Services ecosystem and its integration thanks to the developments in the field of (C) Platforms & Architecture, ensuring the security, and versatility and establishing the required system inter-connectivity of all the market operators, and finally, (D) Customer engagement and social co-creation block will focus on ensuring societal influence and broad citizens' acceptance.

| A | B | C | D |

A

Markets and Regulation

Be Flexible will analyze markets and regulations and define a framework of flexibility for new business opportunities.

This conceptual block will focus on two Key Areas: Flexibility acquisition mechanisms design within relevant countries and their optimal combinations and design and implement the framework required, based on Regulatory proposals complying with the requirements from Clean Energy and Fit for 55 Packages.

Figure 9 What does BeFlexible do site

6.4. Consortium

This section provides a list of all partners and a link to a short description and website. Every partner is briefly described in terms of research quality and their role in BeFlexible. Detailing the consortium members on the website is a way of showing transparency to users.

Figure 10 Consortium part

6.5. Management structure

This section focuses on explaining the importance, goals, key results and structure of the work packages including their leaders and their main roles. This part will include visual material to make it more attractive.
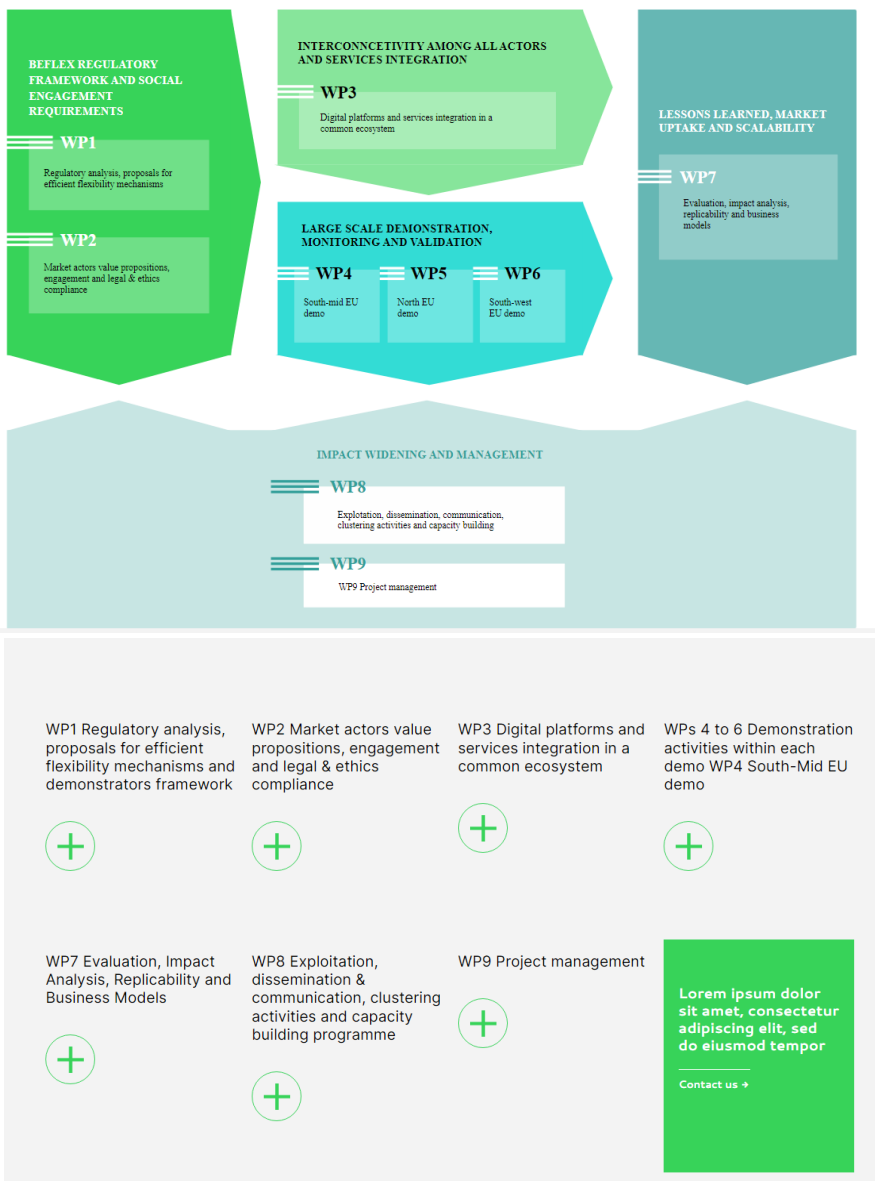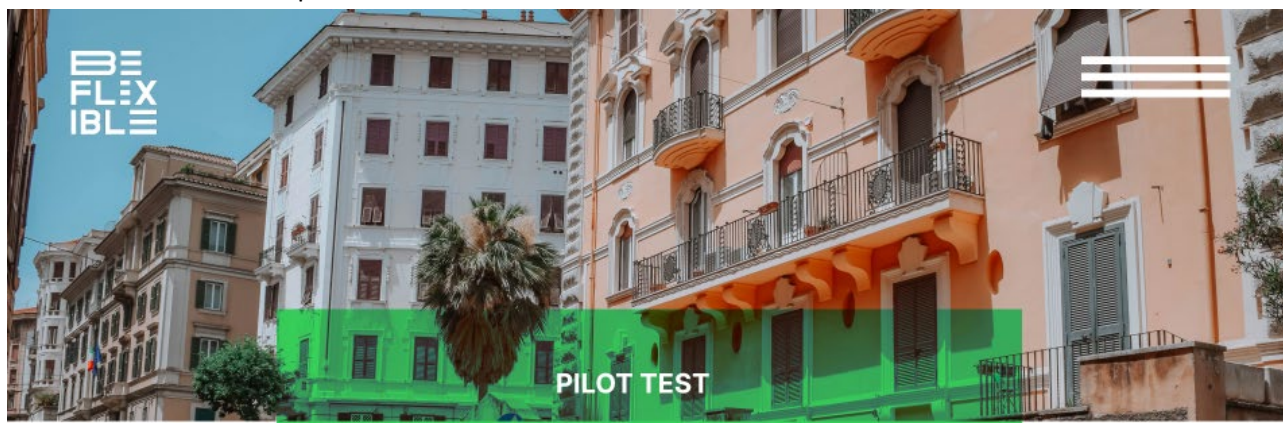
Figure 11 Management structure part

6.6. Pilot test

As BeFlexible will be tested in real operational environments, the pilot test section will provide information about the pilots characteristics and their geographical areas.

- South mid-EU: Italy
- North EU: Sweden
- Southwest EU: Spain and France

DEMO 1 SOUTH-MID EU (IT)

Pilot 1.1 [ARETI] Rome (ITALY) – Cross-sectoral business involved (water, EVs, residential and industrial customers)

Be Flexible roman demo will upgrade the following platforms developed in the EU Platone Project: the DSO TP, a platform able to elaborate local flexibility requests and to assess the grid constraints; the Blockchain Access Layer, a solution able to certify the flexibility data for the settlement phase (the Blockchain Access Layer increases the trust in the market and avoids disputes between stakeholders); the flexibility register.

Location: Rome, urban context with high population density (2.8 M inhabitants & 1,285 kms), peak load of 2 GW in 2020 will grow to 3 GW in 2030.

Climate: [MDN] temperate Mediterranean climate

Pilot 1.2 [EDI, ENEL] South Italy (Foggia and Benevento) and Pilot 1.3 North of Italy (Cuneo) (ITALY) - Flexibility from aggregated distributed resources

This pilot leverages on already developed DSO technical platform (DERMS to plan and operate local flexibility) and DSO Local Market platform for bilateral contracts. Local Flexibility services are scheduled depending on short term forecast of grid congestions and voltage control needs. Both TSO–DSO coordination and BSP communication will be improved through block-chain based layer. Test advanced solutions for remote control and grid automation allowing data exchange between the DERs and the DSO/TSO eventually via the BSP, also for observability issues, and the activation and provision of all the necessary services to be provided using PGUI.

➕ Know the specific data

DEMO 2 NORTH EU (SE)

Pilot 2.1 E.ON pilot in Southern Sweden area (SWEDEN) - Flex markets for congestion management: over consumption/insufficient production

The aim of this pilot is to increase the seller liquidity in Swedish congestion areas and the knowledge in the aggregation sphere. Moreover, an improvement on current business models for flex markets and the development of new where needed, together with an increased knowledge and internal capabilities in the DSO business to realize potential applications of flexibility are expected.

➕ Know the specific data

Pilot 2.2 EONEIS pilot in Southern Sweden area (SWEDEN) - Unlocking flex from buildings

In order to build aggregation capabilities EONEIS will carry out a pilot where loads in building will be unlocked for flexibility reasons, both for DSO and TSO markets. The goal of this pilot consists of easing market participation and increasing liquidity for grid flexibility as a flexibility enabler and aggregator, by developing and testing concepts/services based on local energy production, storage and control.
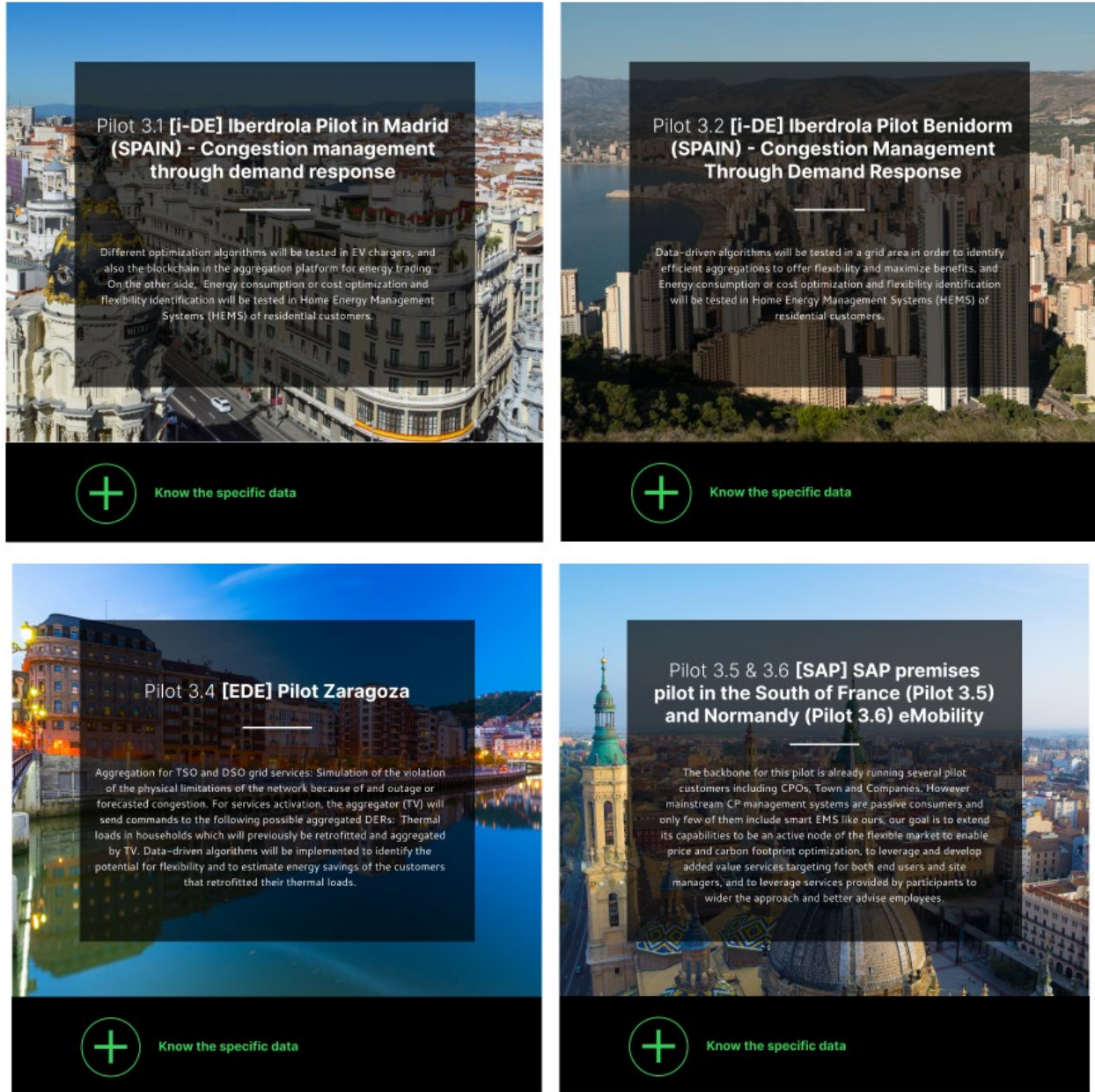
➕ Know the specific data

Figure 12 Pilots part

6.7. Deliverables & Publications

This page will include research papers, public deliverables, and other dissemination materials provided by the consortium members. This part will be used to disseminate research results to different key scientific communities.
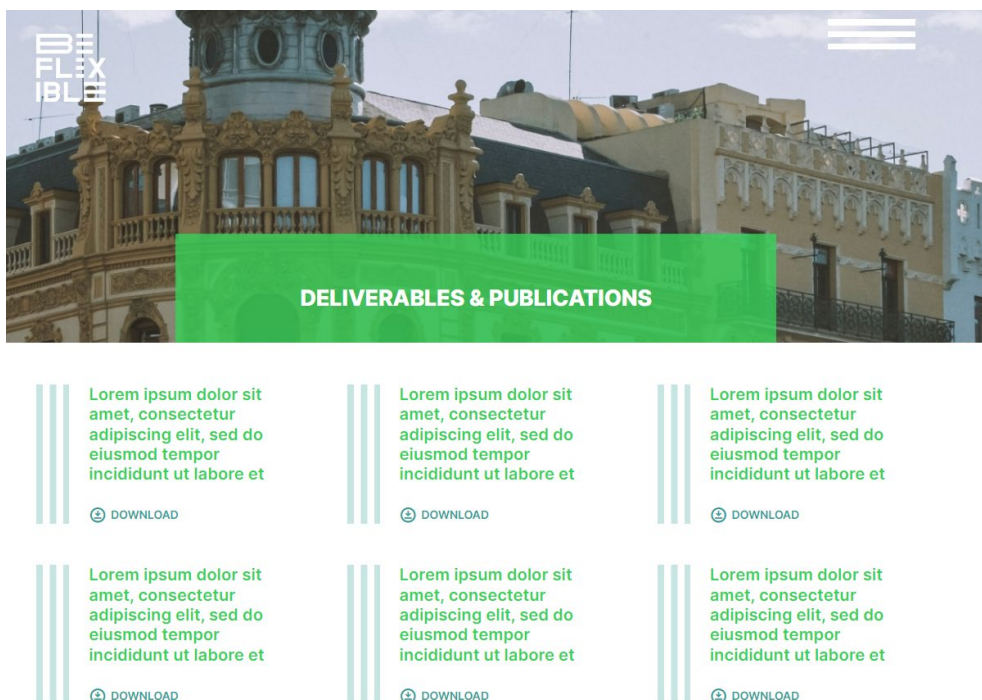
Figure 13 Deliverables & Publications

6.8. Media Corner

Media are also part of the communication target actions that is why a specific section has been designed with different resources and materials disseminating BeFlexible results. These include:

6.8.1. Press releases

Press releases will be produced by the BeFlexible communication team and revised by the project coordinators. Once revised, they will be sent to the media by the WP8 leaders and the communication departments of the members of the consortium. The specific communication procedures are included in the D8.1 Dissemination, Communication & Exploitation Plan – incl. IPR strategy.

After sending them, all the press releases will be collected on this site so that journalists can access and download the material when they need specific information or if they have not received the press release directly by email. The press releases are a way to show the work progress matching with the main project milestones.

6.8.2. Resources

This part of the website will work as a space to upload corporative materials (brochure, typography, logos, templates, other specific campaigns…). These materials are intended for communication or media departments. In this way, the production of materials is facilitated, and greater coverage is achieved. It also encourages the use of the materials by the partners.
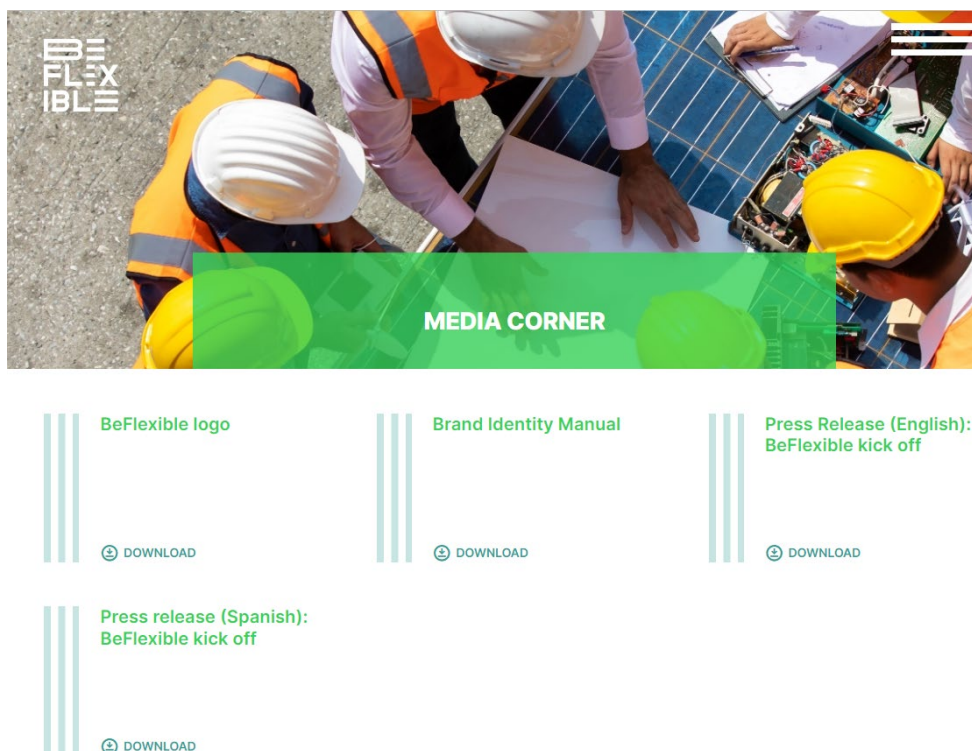

Figure 14 Media corner

6.9. Events and news

BeFlexible will regularly publish content to obtain high search results and direct traffic to the website. To build up audience loyalty, the news part of the website will be periodically updated. It will include information based on the advances of the project, interviews with the partners, specialised publications, deliverables, meetings, workshops, EC policies, etc. This section is also dedicated to posting the conferences, events and workshops in which BeFlexible takes part or that are organized within the project.

Participation on events such as international conferences, congresses or workshops will be encouraged by the communication team and proposed to the consortium members. Moreover, partners should also seek communication opportunities.

NEWS

October 31, 2022

Green light to the European project
BeFlexible that will increase
flexibility of the energy system

Figure 15 News on the website

Figure 16 Events on the website

6.10. Contact

This page provides the email to contact with BeFlexible project in a form with the GDPR consent. This is a meeting point for stakeholders, other projects interested in networking and the public, to be able to get in touch with the researchers and the consortium.

Figure 17 Contact

7. Roles and responsabilities

ZABALA managed the domain purchase and hosting (www.beflexible.eu) as well as performed the design & development of the website architecture and user experience. The graphic chart and web design are in line with BeFlexible visual identity guidelines. ZABALA will be in charge of updating the website, with the support of the consortium members and their communication departments.

To improve and fine tune the website´s usability, the communication team will execute a periodical review of its various components such as:

- User's and visitors profile analysis: policy makers, experts, researchers, technicians, journalists, etc.
- Analysis of content and functionalities.
- A preliminary conceptual map based on searchability, accessibility and user experience. User tests will be regularly performed to check their effectiveness.
- Construction of new navigation flows and periodic evaluation by user surveys.

Work package leaders are required to keep ZABALA informed about the developments within these advances. This is a crucial request to follow during the whole project implementation as it helps dissemination results.

Regarding partners' responsibilities, the consortium members are requested to identify communication opportunities and offer information that enables the creation of articles on the website. Articles will be written either by the Communication team or by the BeFlexible Consortium members, always revised by the WP8 leader and project coordinator.

Each of the partners must help provide complementary material (such as articles, pictures from the workshop and events, etc.) which can be later used for communication activities.

This will be promoted by proposing a calendar of publications along with the partners. The partners' collaboration is essential in the creation of news pieces for the project website. They are in direct contact with the project's progress and the ones most involved in the sector, aware of each news piece or publication that may affect them. For that reason, the Comm & Diss package leader should encourage the partner's participation in the news creation process.

The following steps will be followed in order to involve the consortium in the Dissemination and Communication of the project through new pieces:
1. **Analysis of Diss & Comm opportunities**
ZABALA will analyze communication opportunities of each WP in order to identify milestones and work towards them through a structured table:

Table 1 Template for the analysis of D&C opportunities

Work Package	Activities to communicate	Specific D&C actions

This is done to provide the partners with ideas about what can be accomplished. Partners will be asked to complete or correct the information.

2. Sharing participation guidelines

An email will be sent to the partners, explaining how to collaborate in the creation of news about the project. It should include the following information:

What are we looking for?

We suggest providing ideas on project activities or:
- Upcoming project activities or activities already accomplished.
- A summary of meetings with other WPs, conclusions, etc.
- The promotion of activities in specific WP.
- News related to public deliverables in specific WP.
- What is accomplished every day at work and could be of interest to the project.
- Reports, pieces of news or topics of interest related to the sector that will be published by the project. Information that is found daily on other Twitter accounts, websites and internal messages.

ZABALA will prepare a Word template to fill in with information on the piece of news proposes to create. Partners will receive the template through email, and they will have two weeks to complete it. Within two weeks, the news piece will be created and once it is finished, coordinators will have one week to revise it. When no answers are provided in the form of revisions, this will be considered a validation of the news piece.

Images which accompany the news document should be added when sending the information, in .jpg or .png format in a separate file.

Calendar:
ZABALA will share with the partners a calendar to manage the publication of news for each month.

Table 2 Template for content creation calendar

Partner	Start date	Publishing date

Info collector:
The partners will receive a template to complete in order to offer clear guidance on the type of information that is required to provide.

Table 3 Template for news creation

NEWS CREATION	Information to fill in
Type of news	Report, deliverable, meeting summary, reflection, visit, project outcomes, progress, promotion, etc.
Topic	
Information to include	Remember to respond to the 5Ws (Who, What, When, Where, Why and How).

Relevance for the project	
Quotes and author	
Link-Source (if any)	
People/ organisations to tag when promoting it on Social media	Twitter or LinkedIn users

8. Results measurement

According to the DEC Plan and the Digital Strategy, monitoring key indicators on the website is essential in order to track the progress and keep the strategy updated. Measuring helps quantify the results obtained and define upcoming milestones that will improve the communication quality.

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This tool offers personalized views and graphs about the type of users, geographical precedence, origin of web traffic, most visited sections, etc.

Google Analytics provides information about the following:
● How much traffic is coming to the site.
● Where the traffic is coming from.
● What visitors are doing once they are on the site.

Google Analytics works by tracking 'tags', which are small pieces of JavaScript code installed on every website pages. This data is then collated and shown on a 'report' page in the Google Analytics admin interface.

The report contains the following data:
● The total **number of visitors**, including both new and returning visitors. A user would be counted as a visitor each time it enters the website. If we want to know only the new visitors, then we would measure "absolute unique visits".
● **Page views**: The total number of pages views.
● **Bounce Rate**: The percentage of visitors who leave the site without viewing a second page. I.e., they click the 'back' button, type a new URL or close the window or session time-out. A good bounce rate is below 20%, a 30% rate is standard and anywhere over 50% would suggest rethinking the page and find why so many people are leaving the page at first sight.
● **% New visits**: The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the 100% are the people who return.
● **Information about the visitors**: An overview of where in the world the visitors are located, the languages they speak, and the platforms they are using to look at the page.

Other popular applications in this field will be used to combine with the KPIs in social media

channels. The combination of all these tools will allow a complete view of the evolution of the project in social networks.

The indicators evolution will be revised, and the main results of the communication actions will be reported in **D8.2 Dissemination, Communication and Exploitation Plan - 2 (M48)** and in **D8.4 and 8.5 Report on communication & dissemination activities, interactions with BRIDGE and AB (ZAB, M24, 48)**, including the following indicators:

- Number of visitors to the website.
- Number of followers in social media accounts.
- Number of newsletter receptors.
- Socio-demographic data studies of the website visitors.
- Information requests.
- Engagement indicators.

9. Conclusions

The website is a **meeting point that must be kept alive**. ZABALA will be in charge of producing and publishing new content regularly, with the collaboration of the whole consortium. Partners will receive **communication training** at the beginning of the project to help them find communication opportunities and tips on how to produce material, take photographs or use social media channels in a way that helps the communication objectives. All partners are encouraged to share with ZABALA the dissemination activities where they take part regarding the BeFlexible project.

Each partner should make use of their communication and networking channels and tools in order to reach the project community and spread news and results.

The website will be **connected with social media channels, newsletters, and other initiatives**. Using these platforms in combination will **increase the digital project footprint** and help maximise online awareness.

The BeFlexible web portal will facilitate visibility which remains essential to **reach the target audiences**. Due to the importance of maintaining the webpage updated, the consortium should work on it by feeding the website and being near the stakeholders.

The website shown in this Deliverable (D8.3) is **aligned with the D8.1 Dissemination, Communication & Exploitation Plan – incl. IPR strategy** and the strategy explained in it. It is an initial version, that will be periodically **updated**, completing the different sections with information coming from the corresponding WPs, refining the structure by considering specific requirements and functionalities, and creating new sections if needed. This **evolution will be reported** in **D8.2 Dissemination, Communication and Exploitation Plan - 2 (M48)** and in **D8.4 and 8.5 Report on communication & dissemination activities, interactions with BRIDGE and AB (ZAB, M24, 48)**.