

Grant Agreement No.: 779606

Project acronym: EVERYWH2ERE

Project title: Making Hydrogen affordable to sustainably operate Everywhere in European cities

Call (part) identifier: H2020-JTI-FCH-2017-1

Thematic Priority: FHC-02-10-2017, Transportable FC gensets for temporary power supply in urban applications

Starting date of project: 1st February, 2018

Duration: 60 months

Project URL: www.everywh2ere.eu



WP7 – Exploitation, Dissemination, Communication, Stakeholders and Public Opinion Engagement
D7.1 – Public Website and Social Media profile Setup

Due date of deliverable

30 April 2018

Actual submission date

29 April 2018

Deliverable version

1.0

Organisation name of lead contractor for this deliverable: RINA-C

Dissemination Level		
CO	Confidential	
PU	Public	X





Executive Summary

The current deliverable (D7.1) is entitled “Public Website and Social Media profile Setup” and is a public document of the EVERYWH2ERE project, produced in the context of WP7, Task 7.1 “Communication and Dissemination Activities”. The objective of WP7 is to maximise EVERYWH2ERE’s impact by connecting research and innovation activities to the public and professional audience.

The project website is one of the fundamental tool that will be used throughout the entire project duration to disseminate and communicate its plan. Although it includes several technical documents and information, it is organized in such a way so that it is easily accessed by a wide range of stakeholders and other interested parties. Together with the Website social media profiles will be another relevant mean of dissemination and communication of the project aiming to achieve a wide audience.



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Abbreviations and acronyms

PHCC	EVERYWH2ERE Combined Cycle
WP	Work Package
Dx	Deliverable number
M	Month
EU	European Union
RINA-C	Rina Consulting S.p.A.
FHA	Fundación para el Desarrollo de las Nuevas Tecnologías del Hidrógeno Aragón

1. Introduction

This deliverable was prepared within the framework of Work Package, “Exploitation, Dissemination, Communication, Stakeholders and Public Opinion Engagement” and presents the website for the EVERYWH2ERE project and the social media profile setup.

It is important to highlight that the official project website (<http://www.everywh2ere.eu/>) has been available online since M3 (April 2018) and the following pages explain more about the website, its visual elements, its structure, the contents and the decision process behind its concept. The Coordinator, RINA-C, has developed website specifications prior to the website development and all project partners had the chance to comment on them.

The EVERYWH2ERE website is the central dissemination channel and it will ensure the largest possible project impact and dissemination. It is part of the bigger communication strategy that is carried out in the framework of WP7 under FHA Guidance.

The whole EVERYWH2ERE external communication strategy is built upon the core concepts of the project:

- TRANSPORTABLE GENSETS
- ZERO EMISSION
- ZERO NOISE
- FUEL CELL
- HYDROGEN
- SUSTAINABLE ENERGY FOR TEMPORARY EVENTS
- SUSTAINABLE ENERGY FOR MUSIC FESTIVALS
- SUSTAINABLE ENERGY FOR CONSTRUCTION SITES
- DECARBONISATION
- URBAN PLANNING
- CITIES AND LOCAL COMMUNITIES
- LOW-CARBON ENERGY VECTORS

2. Website Characteristics

2.1 URL and technical specifications

The EVERYWH2ERE website is accessible on <http://www.everywh2ere.eu> and <http://www.everywh2ere.eu>. The coordinator, RINA-C, has registered this URL name in the very beginning of the project and reserved the URL for 5 years, well beyond the whole project lifetime (see illustration 1). Since all the promotion, communication and dissemination will be centred around the brand name ‘EVERYWH2ERE’, it was crucial to secure this easy-to-find URL.

WHOIS DATA	
Domain name	everywh2ere.eu
Status	In Use ?
Registered	8 Feb 2018
Expiry date	8 Feb 2019
Last update	8 Feb 2018
REGISTRAR	
Organisation	Aruba S.p.A.
Website	http://www.aruba.it
Inaccurate registrant data Dispute the registration Request an authorisation code	

REGISTRANT	
Name	Roberto Carpaneto
Organisation	RINA CONSULTING S.P.A.
Language	Italian
Address	Via San Nazaro, 19 16145 GENOVA IT
Phone	+39.0103628148
Fax	+39.0103621078
Email	caterina.traverso@rina.org

Illustration 1: Registrar details for the <http://www.everywh2ere.eu> URL

The website also includes a link to the consortium private share folder (based on NEXT CLOUD solution), which serves as private area for project partners and EU officials where presentations and deliverables, as well as working materials can be accessed and downloaded. This private area is secured and can only be accessed when entering a login name and password.

Furthermore, RINA-C ensured that Search Engine Optimisation, including proper referencing and specification of key words for each subpage, news item and event item, was carried out before the website went online. Together with cross-referencing from partners’ websites to the EVERYWH2ERE website, it is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is driven to the website. It also allows to find dedicated content when searching: e.g. the search term ‘EVERYWH2ERE demonstration’ would list the corresponding calendar item in a privileged position.

The website was set up in a WordPress CMS, which makes it responsive and compatible with a big number of devices, browsers and screen sizes.

The EVERYWH2ERE project website, is designed and maintained by RINA-C and FHA having as its main objectives the following:

- To **describe capabilities and benefits** provided by the EVERYWH2ERE gensets to audiences beyond the project’s communities, comprising the media and the public, in order to **raise general awareness** and **achieve societal acceptance**, releasing EVERYWH2ERE results through all of the website’s features.
- To **disseminate** project results included in articles, reports and other relevant dissemination material, to the academic and industrial community.

D7.1 – Public Website and Social Media profile Setup

- To **attract** stakeholders (cities, event organizers, industrial manufacturers) potentially interested in building-up strategic partnerships and stimulate interaction with the consortium.

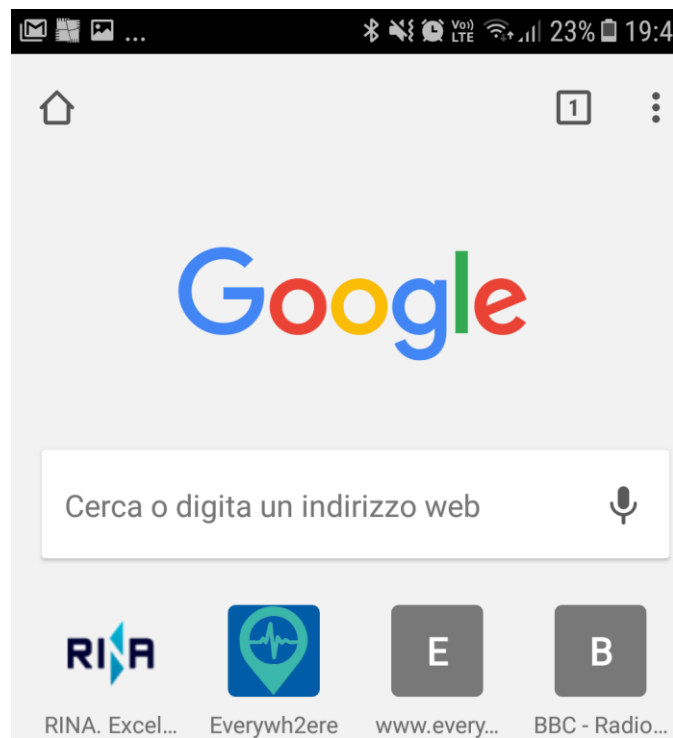


Figure 1 - Everywh2ere website in short cut icon in a search section

2.2 Technical details

The site is developed in PHP programming language in collaboration with MySQL database. It is fully responsive and adapts to all screen analyses of any device (Figure 2).

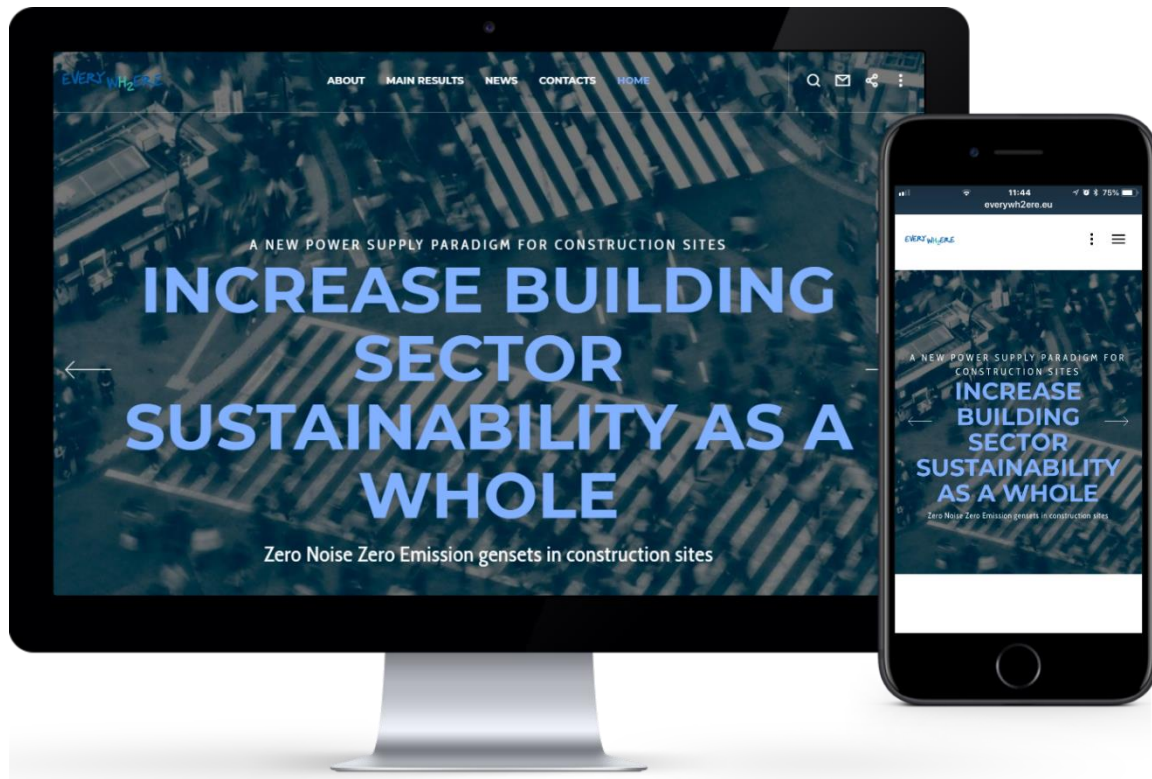


Figure 2 - Website adaptation to every screen analysis

Moreover, sophisticated techniques for appearing and displaying the various elements of the website have been used, particularly in the partners sub-page where the details of each appear in a modern way. Due to the fact that in some sub-pages the content may be long enough, a special item is automatically displayed on the right side of the web page, whereby the user will be taken to the top of the web page automatically by gently scrolling effect. The text font selected is a Google Font to provide a uniform display of the content regardless of the device used to visit the website. The particular Google Font selection provides a user friendly and easy-to-read font suitable for all devices (computer monitors, tablets, smartphones).

The web server hosts all the security requirements and its operating systems are currently the latest versions of PHP and MySQL. The public section of the website describes the project and its partners in detail, and will be updated with various news and announcements to be posted on the relevant sections.

2.3. Project logo

A common public image / branding for the project allows an easier identification by the public and ensures visibility and recognition. EVERYWH2ERE adopts a captivating project logo as a common project and graphical visual identity to attract external visitors and increase interest on the website's content (Figure 3).



Figure 3. Project logo

Additionally, the logo symbolises the main objectives that are integrated and investigated throughout the project's life. On one hand, the hydrogen are represented by the hydrogen molecules in the bottom and on the other hand, the potential demsites images (construction sites, festivals etc.) are visible in the four different pins. Light blue and blue-green are the official EVERYWH2ERE colours.

2.3 Website structure

The structure of the website has been developed in such a way in order to quickly address the key questions that external users of the website are expected to have, such as:

SECTION “ABOUT”:

- What is the importance of the project and what specific challenges does it address?
- Who is behind the project?

SECTION “MAIN RESULTS”:

- What are the objectives of the project?
- What are the relevant test facilities/experiments conducted/computational results?

SECTION “NEWS”:

- What is currently being done in the project?

SECTION “CONTACTS”:

- How to follow the project?
- How to receive information?

The website is structured in such a way so that it addresses the abovementioned questions. Hence, it consists of the following main elements:

→ The **homepage** (Figure 7) that communicates to the user the main aspects of the project. The home page is organized in six subsections: i. The header menu; ii. A slider section that includes an attractive three-image formation; iii. Highlights of the project and the latest news; iv. EVERYWH2ERE demonstration campaign; v. Consortium; vi. Footer.

→ The **header** which composes of the main navigation menu (Figure 4). This allows for a navigation through the various subsections and will be described in greater detail in the following chapters.

→ The **footer** which appears in all pages, home or content pages and contains links to the social media and funding acknowledgment (Figure 5). Clicking on the EC emblem and the FCH JU emblem the user can surf to the H2020 site and FCH JU site.

D7.1 – Public Website and Social Media profile Setup



Figure 4 - Website main navigation menu

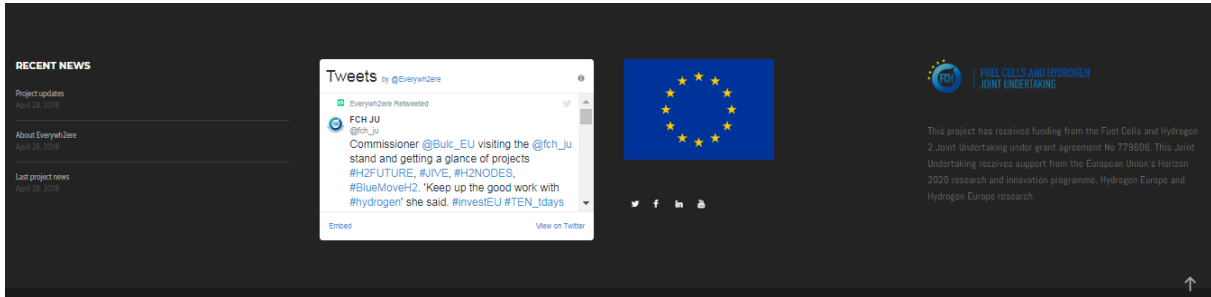


Figure 5 - Website footer including acknowledgment and social media, appears in all main and sub-pages

It should be noted here that the latest press and events field is an interactive section in the website's homepage that contains all the news of the website including: events, articles and publications of the project, newsletters, conference special sessions, public deliverables etc. This information is presented in a chronological order with the newest being presented first. Clicking on the title of the desired article will direct the user to the full content of the respective subject. In this section, there are some useful short cut icons, which show the relevant information of the website (Figure 6).



Figure 6 – Short cut icons

Finally, an invitation banner is added in the center of the homepage, indicating to the interested website visitors to stay in touch with the project, by registering to the project's newsletter (Figure 7).

D7.1 – Public Website and Social Media profile Setup

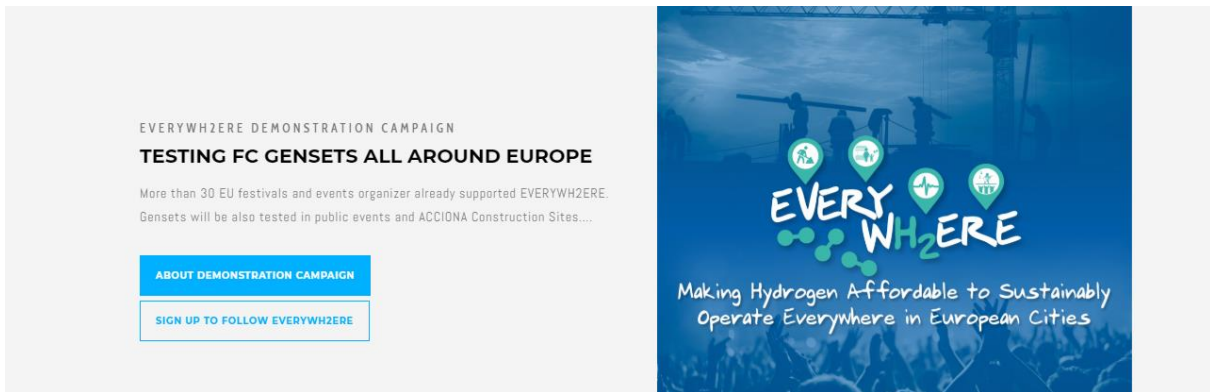


Figure 7 – Sign Up to Follow EVERYWH2ERE button is well visible also in the centre of the homepage

Furthermore one other graphical element that goes beyond the usual website designs was chosen for the overview page about the EVERYWH2ERE Demonstration campaign (Main Result Section): a Google Map was integrated showing the location of where the eight gensets are present and the location of the EVERYWH2ERE support cities.

This map (Illustration 1) could be updated when new cities are going to join the project as supporting cities. Like this the map can give a real-time overview of the cities and events that are involved in the project.

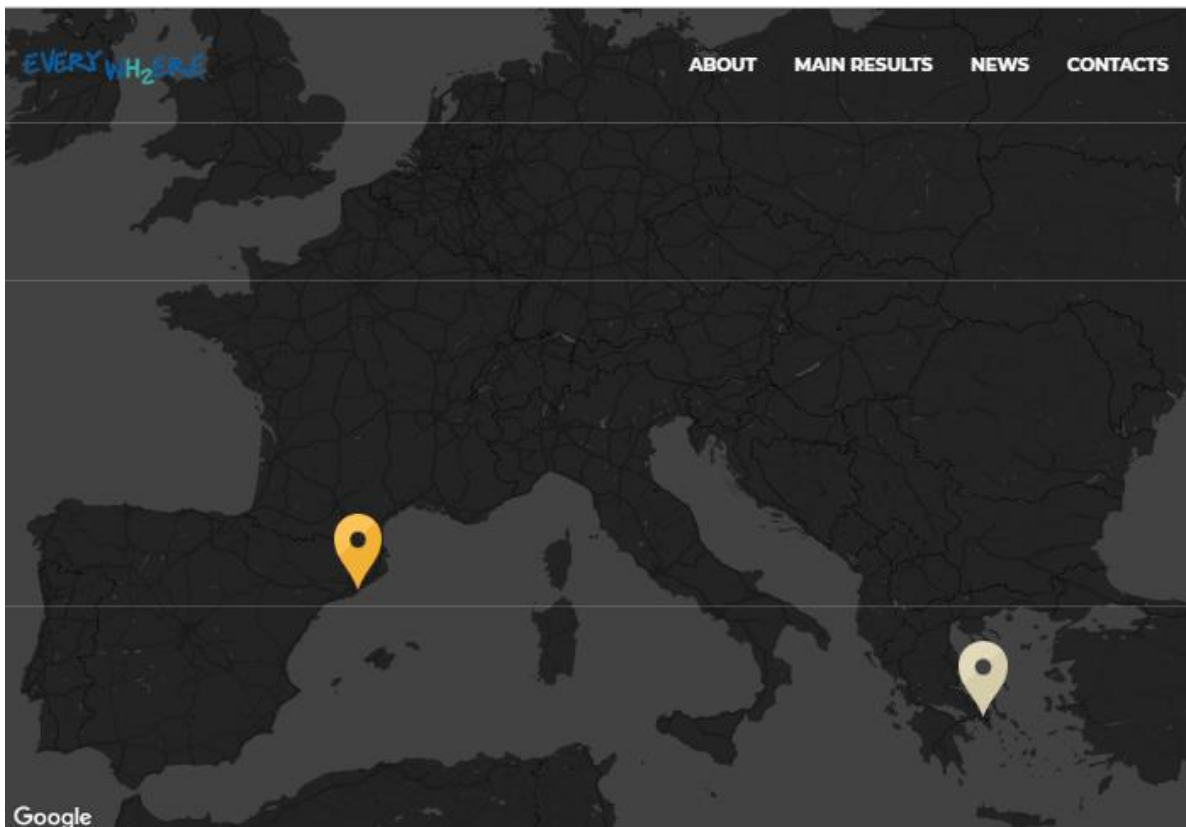


Illustration 1: EVERYWH2ERE cities and events map

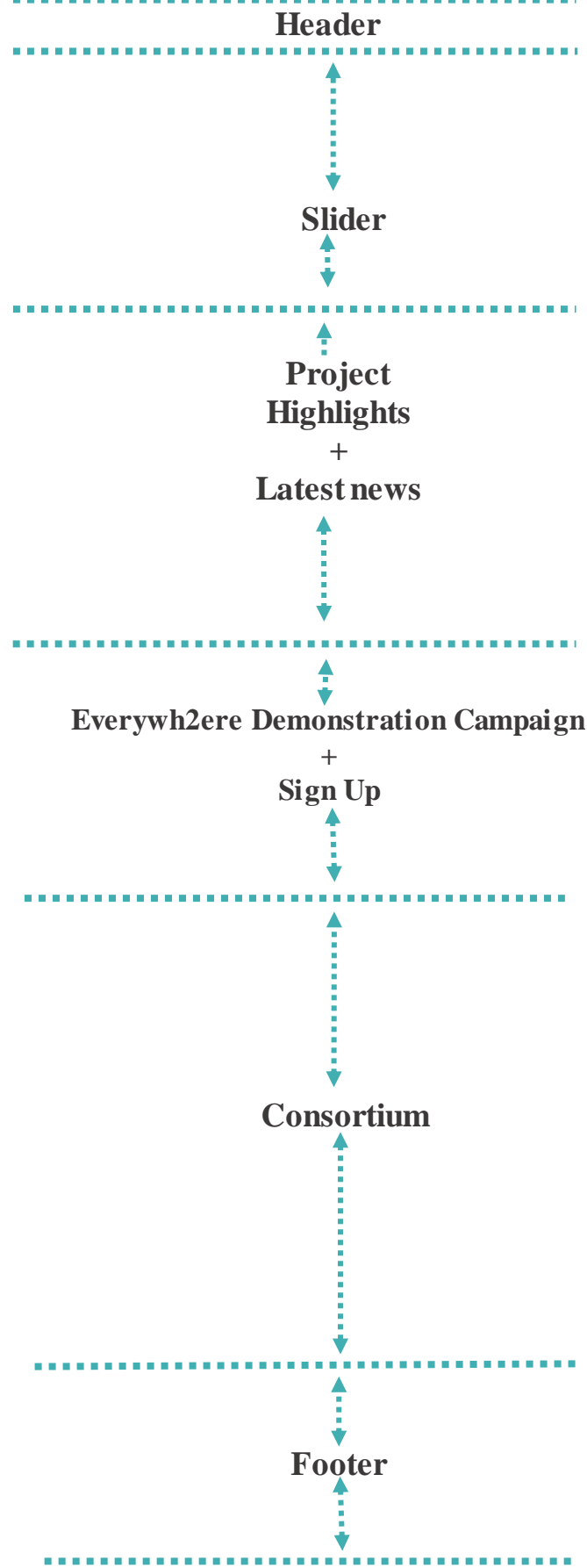
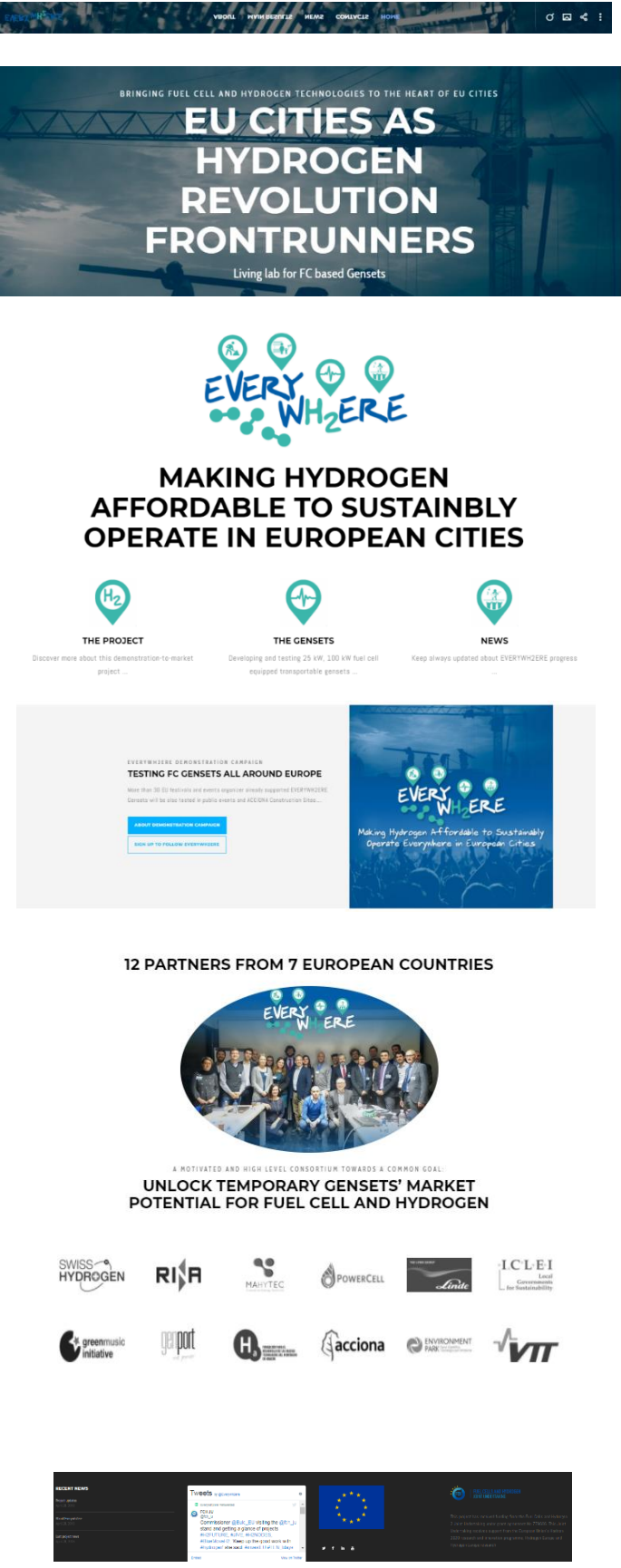


Figure 8 - EVERYWH2ERE project homepage



This project has received funding from the Fuel Cells and Hydrogen 2 Joint Undertaking under grant agreement 779606. This Joint Undertaking receives support from the European Union's Horizon 2020 research and innovation programme, Hydrogen Europe and Hydrogen Europe research





2.4 Social media

The social media buttons appear on the footer of the website's homepage as indicated in Figure 9.



Figure 9 - Social media links.

2.4.1 Facebook

The **Facebook** profile is named **@Everywh2ere** and can be followed at <https://www.facebook.com/everywh2ere/> (Figure 10).

It will consistently be updated with all EVERYWH2ERE related news and initiatives. The social networking services of Facebook will assist in the project's online presence.

Its main purpose is to attract both interested parties and also, people that are not directly related to the subject, but are interested to follow up with its updates.

Moreover, as the Facebook has the most active users out of the other social media, it may provide a tool of statistical significance due to the sample size. This approach also creates a natural opportunity to reach out to industry insiders and get their opinion as there are also other Facebook groups that are oriented towards the same industry as the EVERYWH2ERE project.

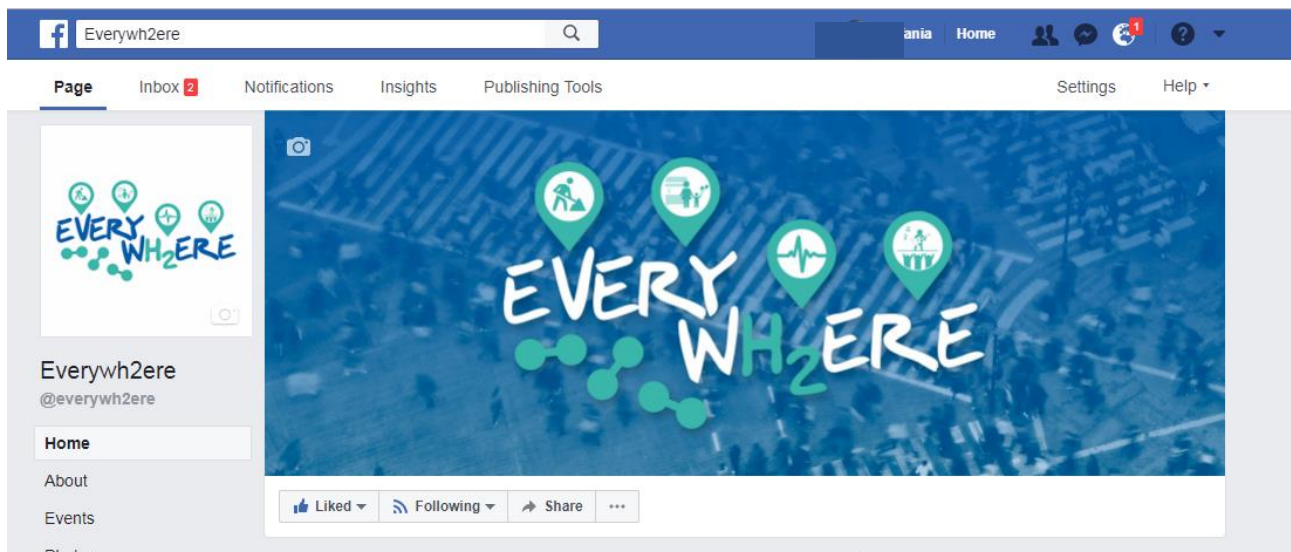


Figure 10 - EVERYWH2ERE project: Facebook profile.

The profile is shared among the main partners involved in the dissemination like FHA and RINA-C adding one administrator from each different Consortium partner (Figure 11).

Existing Page roles

Admin

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view Insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page, and assign Page roles.



Admin

Edit



Admin

Edit

Figure 11 - Edit roles section in the FB page



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D7.1 – Public Website and Social Media profile Setup

2.4.2 Twitter

The **Twitter** profile is named @everywh2ere and can be followed at @**EVERYWH2ERE** (Figure 12). It will consistently be updated with all EVERYWH2ERE related news and initiatives and will additionally follow several profiles of field-specific organizations and companies. The scope of utilizing the benefits of Twitter is to provide tweets related to all project's news and additionally and re-tweet any subjects that are relevant to the EVERYWH2ERE project's research activities.

The project hashtag will be #EVERYWH2ERE with the addition of several other hashtags like #h2020, #horizon2020 #h2 etc. which will also be included in corresponding tweets.



Figure 12 - EVERYWH2ERE project: Twitter profile.

As previously stated, EVERYWH2ERE account is active since the project KOM.

The Twitter profile has already 180 tweets and 82 followers in its first three months of social campaign.

2.4.3 LinkedIn

The **LinkedIn** profile is named **EVERYWH2ERE**. Its purpose is to allow for engaging of the interested stakeholders in an easy manner.

A corresponding group will be created for researchers and professionals that are not using the two aforementioned social media. The interested users can directly connect to this account and get familiar with the project's updates and fundamental findings (Figure 13). Additionally, groups offer the ability to ask questions when someone joins the group and therefore, provide a forum for discussion and sharing ideas.

All in all, creating a community around the EVERYWH2ERE project is a judicious approach to have success on the social media. Success on social media will result in better longevity to the project's brand.

D7.1 – Public Website and Social Media profile Setup

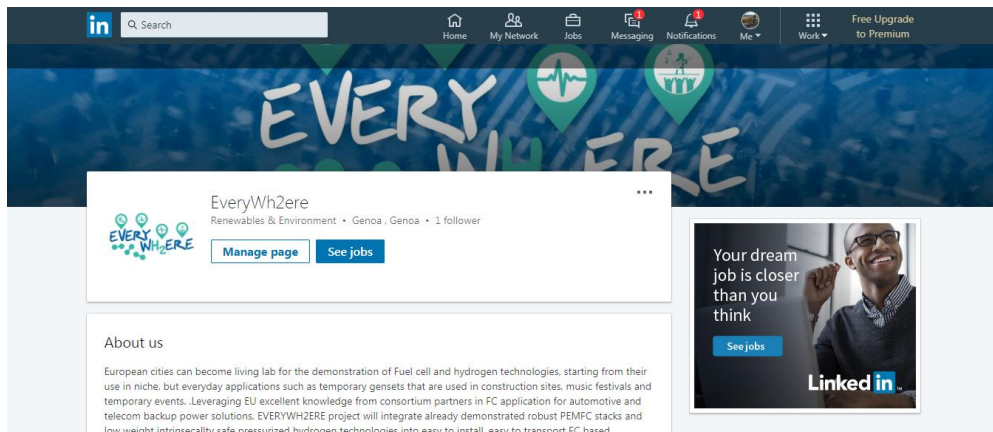


Figure 13 - EVERYWH2ERE project: LinkedIn profile.

2.4.3 YouTube

The **YouTube** profile is named *Everywh2ere Project*. Its purpose is to allow for engaging of the interested stakeholders and also a wider audience (European citizens) in an easy manner via some simple and catchy videos from both project meetings, team members' interviews, demonstration and dissemination events etc. (Figure 14).

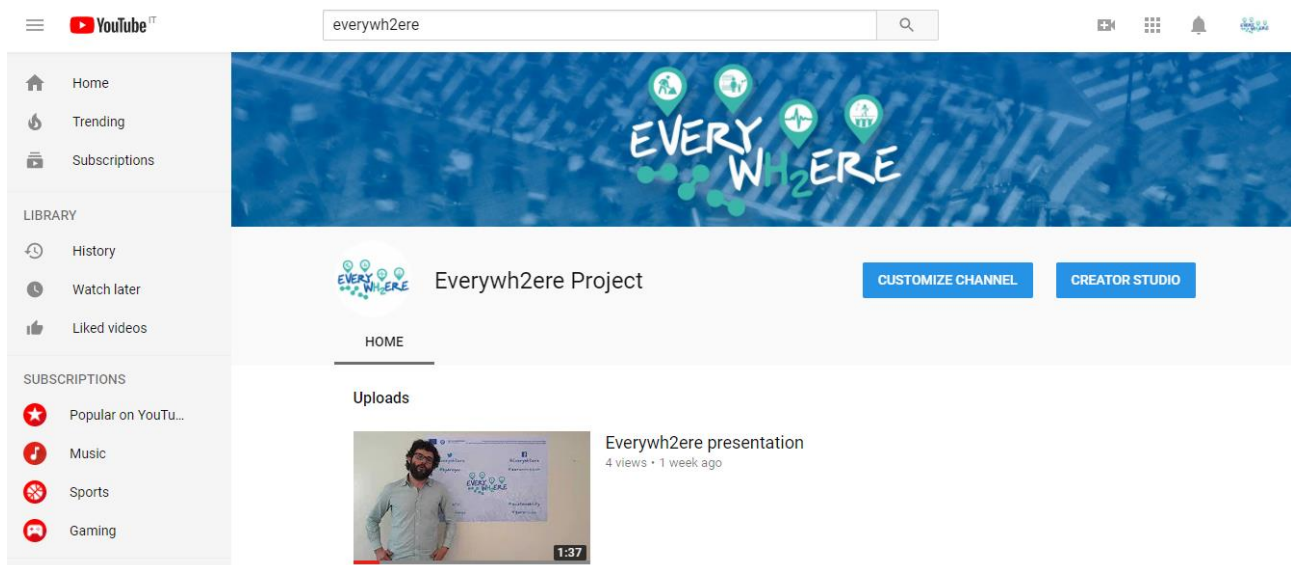


Figure 14 - EVERYWH2ERE project: YouTube channel.

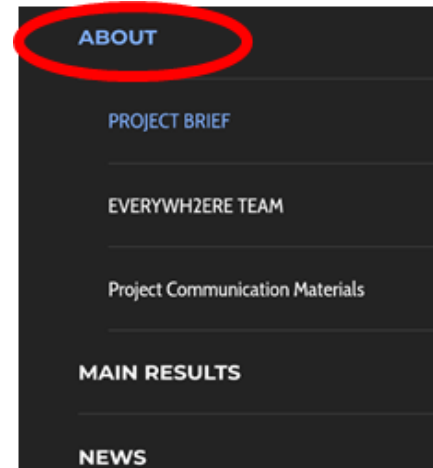
3. Navigation menu

The website navigation menu is located in the website header. It includes five important sections the purpose of which is described below. Additionally, a “Home icon” is provided to allow the user to return to the homepage whenever it is desired. Moreover, a search field is added in every page to allow for quick search of every interested user, regarding the project’s related information. The following tabs are used to provide a user-friendly interface.

The website structure results very attractive and user-friendly.

3.1 About

The main data of the project are usefully available directly click the button of the “About” (Figure 15).



3.1.1 Project Brief

Figure 15 – About navigation menu

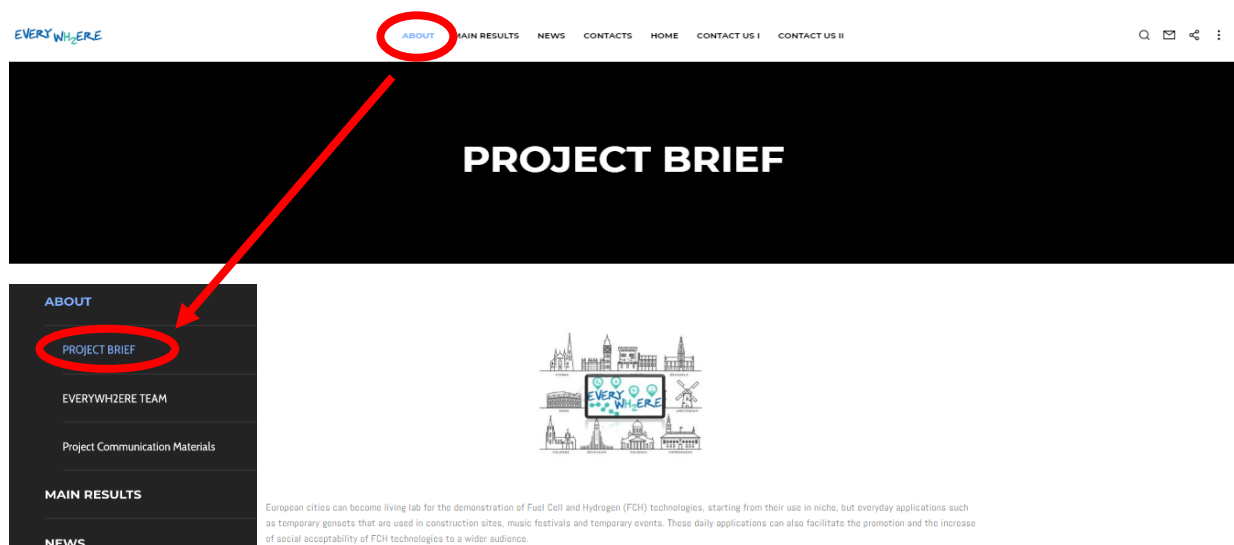


Figure 16. Project in Brief

The scope of this section is to inform the public about the features of the EVERYWH2ERE project by introducing its key-points and answer some of the fundamental questions that an interested visitor may have. A synoptic figure with the 25 kW and 100 kW BoP genset is provided and some of its most important aspects (Figure 16).

Furthermore this section provides basic information about the funding of the project. In addition to the funding acknowledgment which appears in all pages, this section includes more details about the funding received for



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D7.1 – Public Website and Social Media profile Setup

this research and innovation programme, a brief description of FCH JU and their related activities (i.e. Cities and Regions Initiative)

This submenu includes a link which redirects the visiting user to the FCH JU Website and Horizon 2020 Framework Programme, so that interested users may have the opportunity to easily access the Agency that is funding the current project.

Additionally, a short description of the Action's details is provided, regarding the submission, approval and beginning dates of the project.

and partners' expertise from more consolidated FCH sectors such as automotive,

EVERYWHERE MAIN ACTIVITIES

- Design, engineering, realization and industrial lab validation of FC equipped gensets
- Demonstration campaign all around EU
- Three replicability studies for the use of the gensets in new contexts (ports, emergency sites...)
- Identification of further steps (certification, marketing, performance enhancements...) towards a prompt marketability of EVERYWHERE gensets and promotion of them via a E-Handbook
- A detailed business, logistic and environmental analysis (Support Tool)
- Strong dissemination and stakeholders' engagement campaign (city, event industry ecc.)

Project Start Date: 1 February 2018

Project End Date: 31 January 2023

Key Exploitable Results	TRL	Key Exploitable Results	TRL	Key Exploitable Results	TRL	Key Exploitable Results	TRL
PCS Fuel Cell Stack	7	PCS Fuel Cell Stack	8	PCS Fuel Cell Stack	8	PCS Fuel Cell Stack	9
Ejector for Cold Operation	5	Ejector for Cold Operation	6	Ejector for Cold Operation	7	Ejector for Cold Operation	8
H ₂ Storage Control / Safety Devices	6	H ₂ Storage Control / Safety Devices	7	H ₂ Storage Control / Safety Devices	8	H ₂ Storage Control / Safety Devices	9
ATEX Containerised Solution	5	ATEX Containerised Solution	7	ATEX Containerised Solution	8	ATEX Containerised Solution	9
H ₂ Tanks	7	H ₂ Tanks	8	H ₂ Tanks	8	H ₂ Tanks	9
Power Management (Electronics / Control)	8	Power Management (Electronics / Control)	7	Power Management (Electronics / Control)	8	Power Management (Electronics / Control)	9
EVERYWHERE GENSET	6	EVERYWHERE GENSET	7	EVERYWHERE GENSET	8	EVERYWHERE GENSET	9

Project Demosites

MAIN APPLICATIONS:

- Construction Sites
- Music Festivals
- Temporary Events
- Exhibition Centres

Figure 17 – Project Action's details

3.1.2 EVERYWH2ERE TEAM

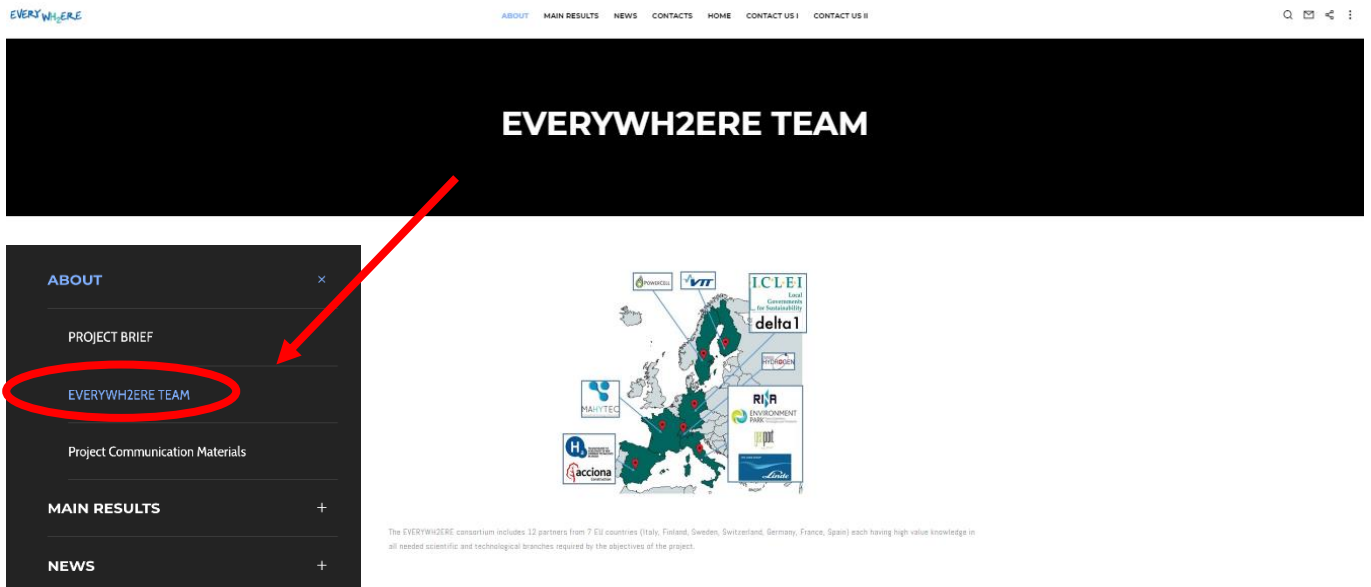


Figure 18 – EVERYWH2ERE TEAM

The second section of the website header is the ‘Partners’ list which contains the list of all partners involved in the EVERYWH2ERE consortium (Figure 18).

Whenever the user clicks on a partner’s logo, more details unfold as shown in Figure 19. These details provide further information about each partner, followed by a description of its role in the project and a brief reference on its members that are involved in the project. Additionally, a respective link can be found at the bottom of each partner page which navigates the user to the corresponding, official website of the partner.



Figure 19 – Members of the Consortium description

3.1.3 Project Communication Material

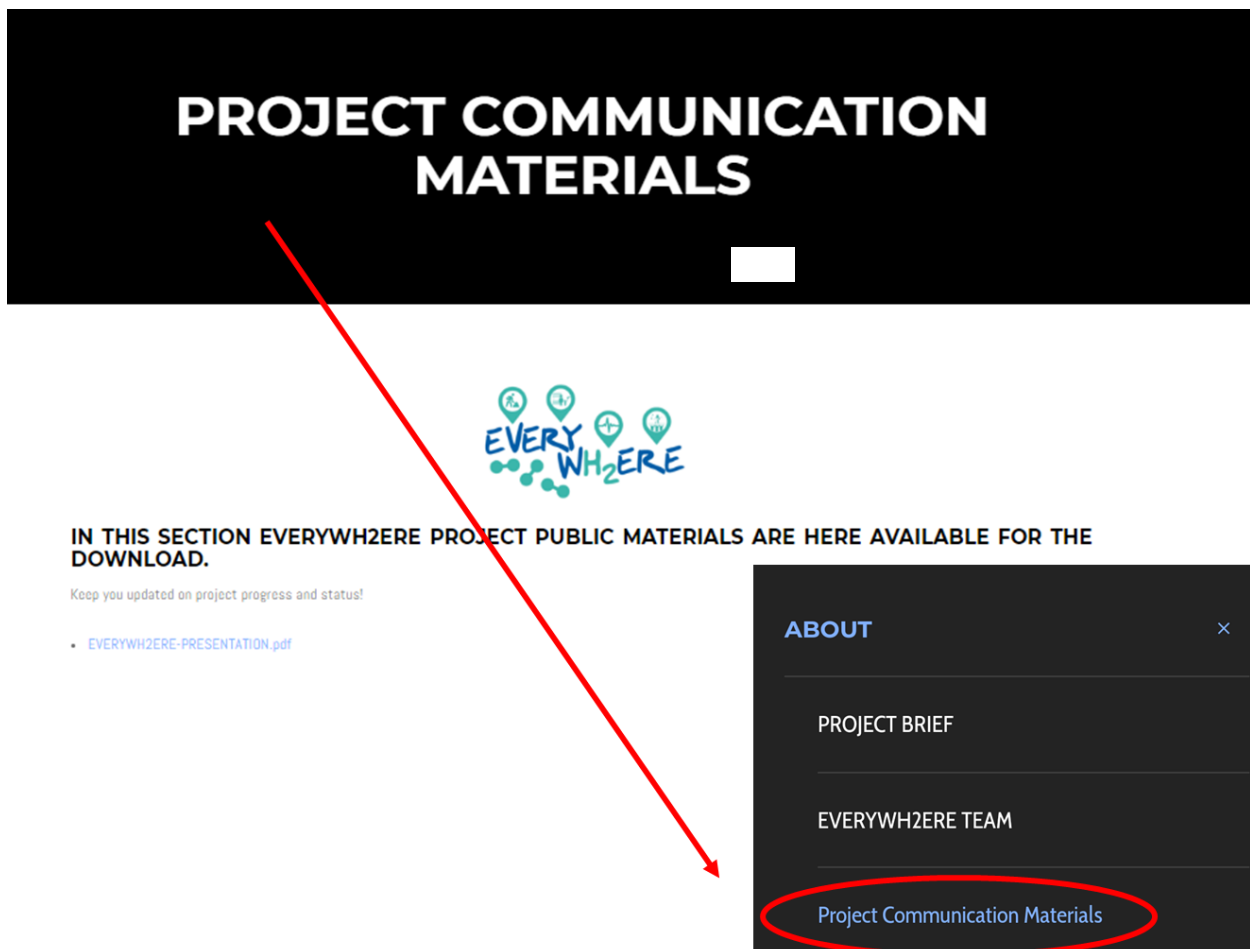


Figure 20 – Project Communication Materials

In this section public communication and dissemination material (poster, leaflets, promotional videos etc.). At the project website official release, a video interview to the project coordinator and the official EVERYWH2ERE dissemination PowerPoint presentation have been uploaded.

3.2 Main Results

The second section of the website header is the ‘Partners’ list which contains two sections: one related to the description of 25 kW and 100 kW genset and one related to demonstration campaign including the map to track the presence of the gensets.

3.2.1 Gensets

In this section EVERYWH2ERE gensets are described via simplified picture and BoP schemes.

D7.1 – Public Website and Social Media profile Setup

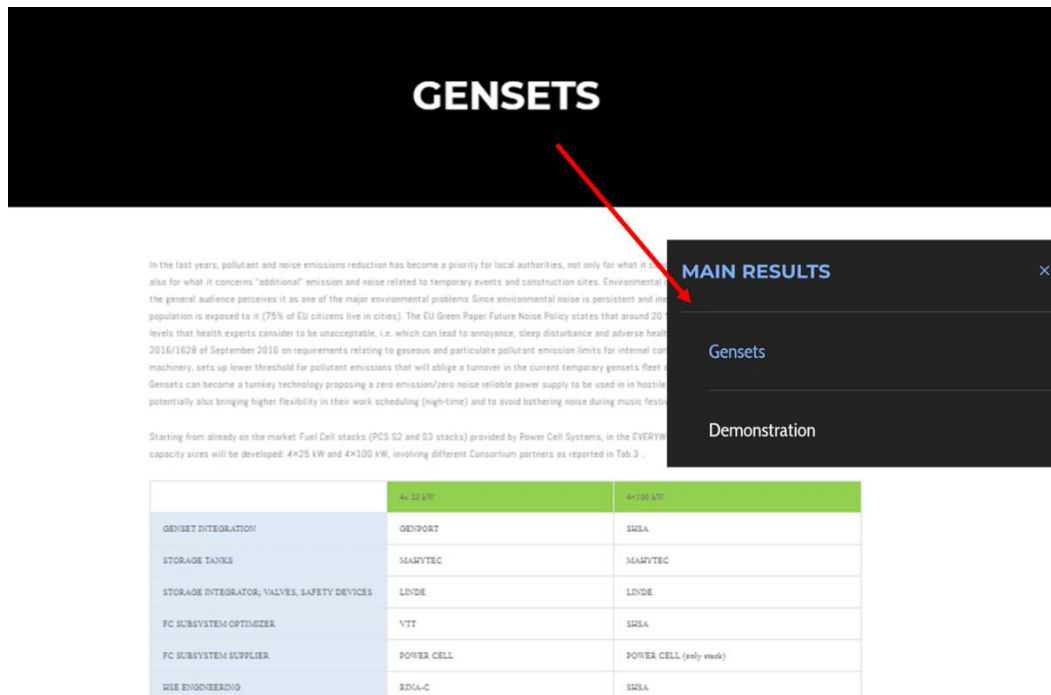


Figure 21. The Gensets

3.2.2 Demonstration Campaign

In this section project demosites and their challenges are briefly described and constantly updated. This section will be updated by FHA and RINA-C describing temporary events and music festivals that will be engaged during demonstration campaign. Demonstration events will be reported via pictures, interviews and videos in this section

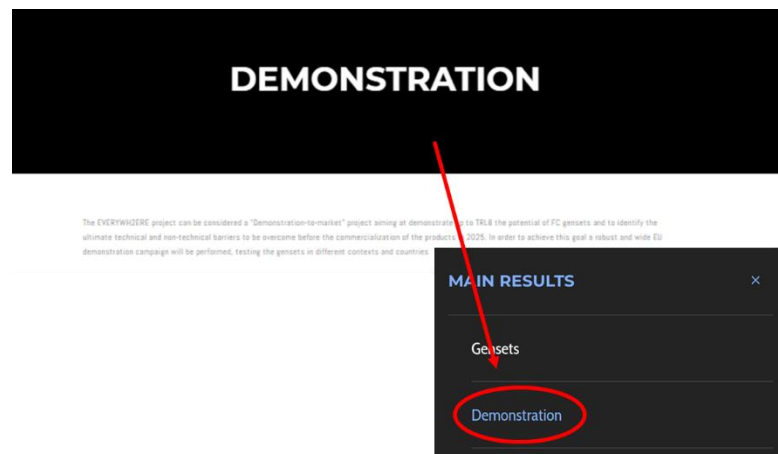


Figure 22 - Demonstration campaign

3.3 News

The third section of the website header is the ‘News’ which includes the following items: i. Project news; ii. Project Events; iii. Press and Dissemination

3.3.1 Project news

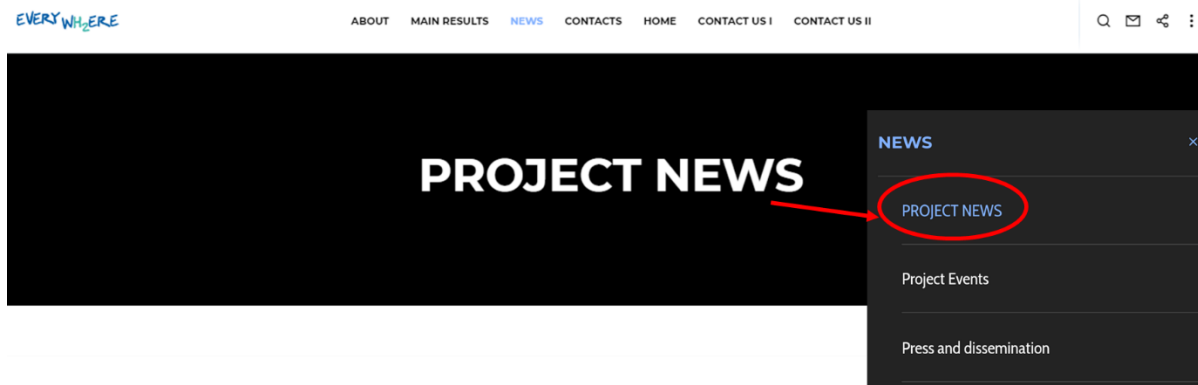


Figure 23 – Project news section and menu

This section contains all the news that are made publicly available during the project’s progress. These include meetings, conferences, workshops, special sessions, results, reports, deliverables and even references on the project by significant organizations (Figure 23). The user will be able to look back on older project news as this section will play the role of a news archive file where the most recent will be placed first in the list.

3.3.2 Project Events

The Events section scope is to include all project related events and allow the users to catch up with the project’s progress. Furthermore a calendar is directly present in this section to facilitate the tracking of all EVERYWH2ERE events. There is also the opportunity of checking the project’s respective photos of each event.

3.3.3 Press and dissemination

The Press section will deliver all the related press mentions of the project in related events, newsletters, magazines, websites and other media. The usefulness of this section is to provide to everyone who is interested in, an understanding of the project’s recognition to the rest of the world as it is progressing to its final goal. Furthermore this section will contain linkage to scientific article published in the framework of EVERYWH2ERE project.

3.4 Contacts

3.4.1 Contact us

The final section is the contact page. It provides all the necessary details so that every interested person may use to directly contact the project coordinators. Additionally, a feedback form with CAPTCHA security can be used both for useful and creative feedback on the project’s goals and bring the interested parties into direct contact with the project coordinators.

D7.1 – Public Website and Social Media profile Setup

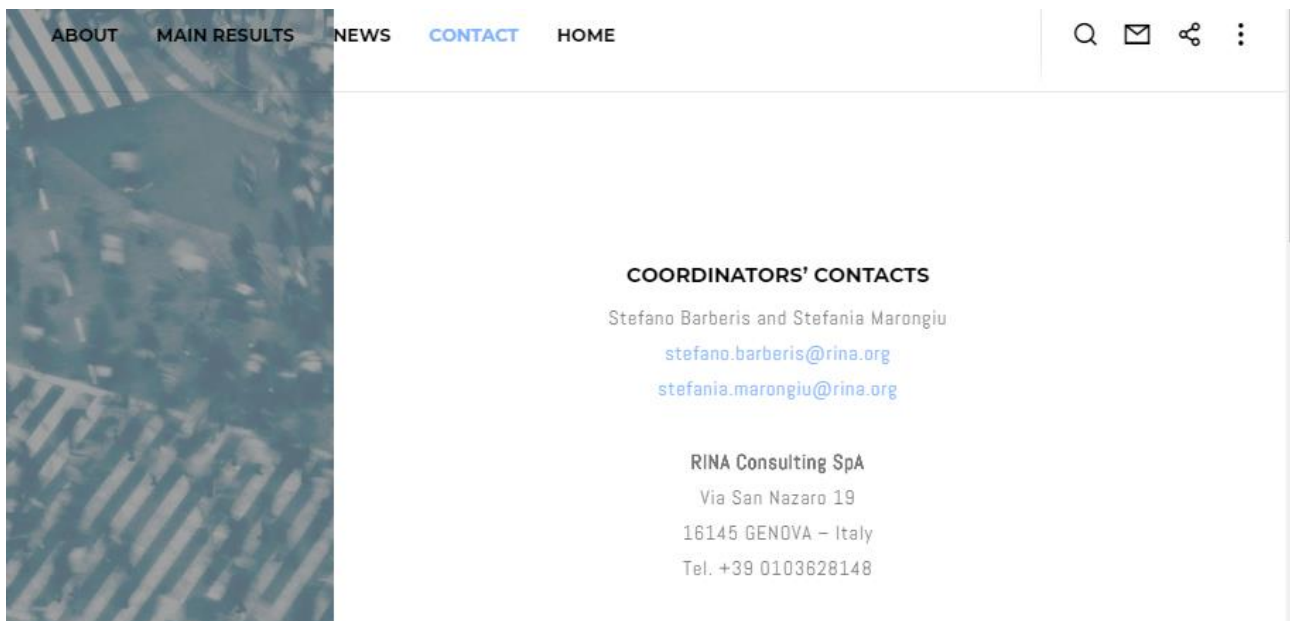


Figure 24 - Coordinators' contacts

3.4.2 Support EVERYWH2ERE

In this section a description of the two EVERYWH2ERE Stakeholders group will be presented. This section will also be the repository of activities, documents, initiatives that will be organised during the project targeting cities and industrial manufacturers.

This section provides a form, where the visiting user can subscribe and receive the published newsletters, in order to stay tuned with the project's updates via newsletters etc. The newsletters will provide relevant audiences up-to-date information about the project. The subscription's purpose is solely to disseminate the project's results and receive useful feedback from the interested parties (Figure 25) particularly those ones related to Stakeholders' activities.

The newsletters will be sent to relevant stakeholders beyond the project community and to all registered users via email

The data and ID of the registered users will not be shared with anyone and treated according to legal disclaimer issues described in the dedicated website section. The demographics are handled in anonymous way and all the security requirements are met.

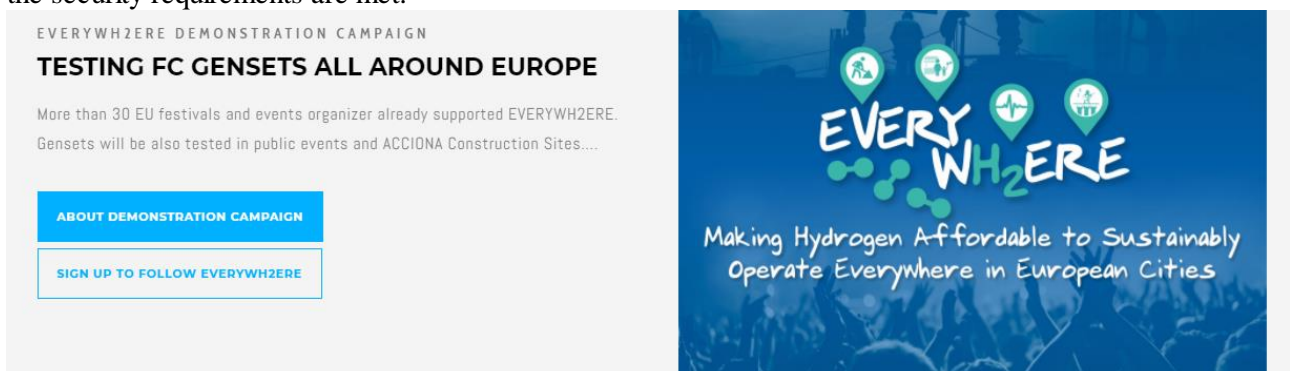


Figure 25. Registration form to the Stakeholders' group of the EVERYWH2ERE project.

4. Supplementary information

4.1 Legal Disclaimer

A website section has been dedicated to description of the website terms of utilization with a precise Legal disclaimer that describes and guarantees how personal data and cookies are used by the project website manager (RINA-C). All website visitors implicitly accepts these terms of utilization.

In May 2018 a new regulation on data protection is due to take effect: the General Data Protection Regulation (GDPR). More information can be found on the official website: www.eugdpr.org

Individuals benefit now from more rights to protect their personal data and we need your active consent to be able to send you the information requested. After you subscribe you will receive an email to confirm your opt-in to our database. Please remember to click the link in this email otherwise you won't be able to receive information from our side. Do not forget to check your spam or junk folder in case you do not receive said email!

If you have any questions regarding the opt-in email or the regulation in general, do not hesitate to contact us via email to coordinator@everywh2ere.eu

[PLEASE READ OUR TERMS OF USE](#)

Figure 26 - General Data Protection Regulation (GDPR) disclaimer

4.2 Updates

The EVERYWH2ERE Project website will be updated regularly to reflect the current state of its progress. The website will continue to be updated for the entire duration of the project as well as at least two years after its completion.

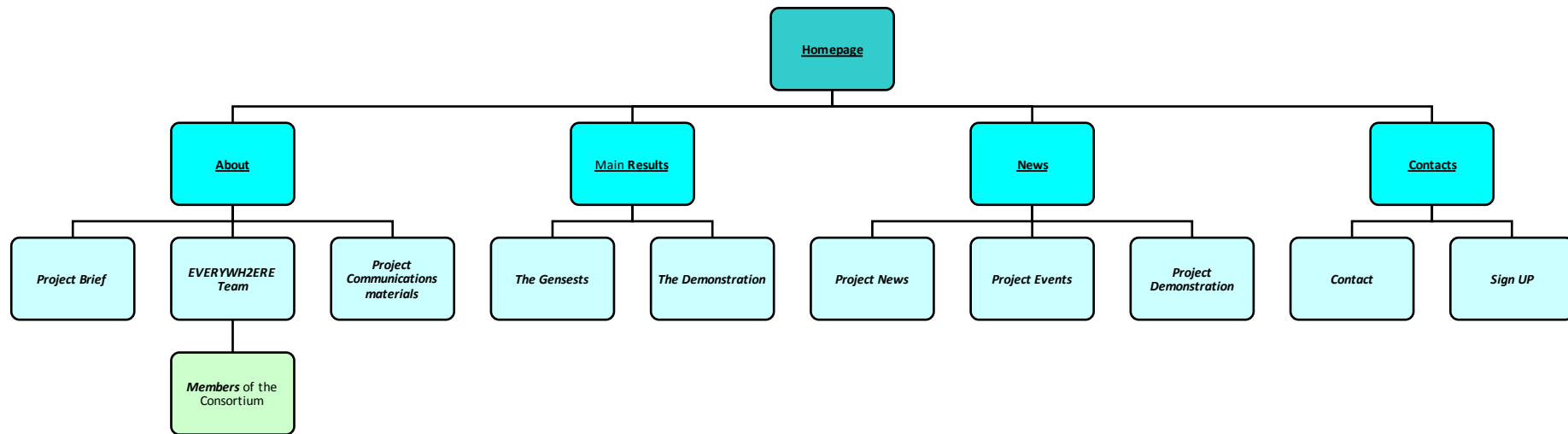
Additionally, the updating of the social media profiles will take place regularly by the authorised members of the RINA-C and FHA team and other involved beneficiaries and keep the followers/friends/connections up-to-date regarding the EVERYWH2ERE innovations and findings.

The texts for the EVERYWH2ERE website were drafted in a journalistic, easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts with bullet points and emphasised text parts were favoured over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and the public project deliverables.



Illustration 2: Initial outline of the project website structure



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5. Conclusion and Future Plans

With all these measures, including a graphically appealing, easy text formats and well-structured contents, RINA-C, FHA and the other consortium partners have laid the ground for an impactful website that attracts many visitors and will be the main communication channel for the project duration. The website is effectively connected to all the other social media account of the project to guarantee an interactive and fruitful project communication.

FHA and RINA-C will regularly update the pages and subpages of the website, upload relevant material and publish news items as well as related events and project events.

Only by keeping the website up-to-date, it is possible to ensure a maximum outreach potential for the project communication and dissemination. In the coming months it will be crucial to fill the website with even more content and details.

RINA-C has set up monitoring tools to continuously control the website traffic and evaluate the success of the project website.

