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EDDIE

EUROPEAN DISTRIBUTED
DATA INFRASTRUCTURE
FOR ENERGY

D9.1

Project website implemented and content created

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The EDDIE Consortium consists of the following partners:

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2	Copenhagen School of Energy Infrastructure, Department of Economics, Copenhagen Business School	CBS	DK
3	European University Institute	EUI	IT
4	University of Vienna, Faculty of Computer Science, Cooperative Systems Research Group	VIE	AT
5	University of Applied Sciences Upper Austria – Campus Hagenberg – Research and Development	FHO	AT
6	The Lisbon Council for Economic Competitiveness and Social Renewal asbl	LIC	BE
7	PONTON GmbH	PON	DE
8	Asociación de Empresas de Energía Eléctrica (aelec)	AEL	ES
9	DEDA – Public Gas Distribution Networks – Single Member S.A.	DED	GR
10	EDA Energiewirtschaftlicher Datenaustausch GmbH	EDA	AT
11	Südtiroler Energieverband	SEV	IT
12	FlexiDAO	FLE	ES
13	Digital4Grids	D4G	FR
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DEFINITIONS, ACRONYMS AND ABBREVIATIONS

Acronyms/ Abbreviations	Description
EDDIE	European Distributed Data Infrastructure for Energy
CMS	Content Management System
WP	Work Package
KPI	Key Performance Indicator
CD	Corporate Design

EXECUTIVE SUMMARY

The purpose of this deliverable is to provide an overview and key details regarding the project website, and the project cloud of EDDIE. To this end, this document outlines the main achievements, features, and goals associated with the launch and progress of EDDIE. The prime new achievement is that the project website is now fully operational and can be accessed worldwide at <https://eddie.energy/>.

The EDDIE website is part of WP9, “Communication and Dissemination”, and is recognised under the Deliverable D9.1. The website is a dynamic source of information which will be used throughout the project lifespan and after its completion. It addresses all stakeholders, end users, developers and academic institutions, and aims to provide a constant source of relevant information. For this reason, the website will be kept up to date according to the developments of the EDDIE project.

The website is based on Contao¹ – an open source CMS (Content Management System). Contao is used widely for creating professional websites due to its ability to provide web applications that can scale to a large degree, thus matching the dynamic demand from website visitors. Additionally, Contao was selected because of the extensive features provided which allow various customizations that can be very useful for the needs of our dissemination plan. Some of these features were exploited for supporting activities such as publishing news posts and facilitating round-table meetings. The website has been constructed considering high standards of usability for both desktop and mobile users in order to ensure straightforward and user-friendly navigation.

In the following, we provide further information regarding the structure of the EDDIE website along with representative KPIs (Key Performance Indicators), as well as EDDIE’s footprint in social media and the project cloud.

¹ <https://contao.org/de/> (last access 14 June 2023)



TABLE OF CONTENT

1	PROJECT WEBSITE.....	10
1.1	News.....	13
1.2	About.....	13
1.3	Partners.....	14
1.4	Round-Tables.....	14
1.5	Contact.....	14
1.6	Social Media Icons.....	14
1.7	Header.....	15
1.8	Footer.....	16
2	CORPORATE DESIGN.....	17
3	KPIS FOR THE WEBSITE.....	18
4	SOCIAL MEDIA.....	20
5	PROJECT CLOUD.....	21
6	CONCLUSION.....	23



LIST OF FIGURES

Screenshot of the navigation bar.....	11
Screenshot of the Desktop version of the website.....	12
Screenshot of the desktop version with the EU Grant acknowledgment.....	12
Screenshots of the mobile version of the website.....	13
Screenshot of the LinkedIn Profile.....	15
Screenshot of the Twitter Profile.....	15
Screenshot of the funding statement along with the European flag.....	16
Screenshot of the Sharepoint.....	22

1 PROJECT WEBSITE

The project website for EDDIE can be accessed at <https://eddie.energy/>. It serves as a comprehensive online resource for energy-related topics, featuring a wide range of articles, news posts, and discussions.

The website is designed to provide valuable insights, analysis, and updates on energy-related issues, with the goal of fostering awareness, knowledge, and engagement in the field of energy. Users can explore various categories, read informative news posts, and subscribe to periodic newsletters.

The website embodies a visually captivating design while prioritizing user-friendliness, ensuring a seamless browsing experience for all visitors. Its aesthetic elements are carefully crafted to align with our corporate design, reflecting our brand identity and values.

The layout of the website is thoughtfully organized, allowing users to effortlessly navigate through different sections and access desired information. The use of intuitive menus and clear navigation paths enhances the user experience, enabling visitors to find what they are looking for quickly and easily.

Visual elements such as color schemes, typography, and imagery are thoughtfully selected to create a cohesive and visually appealing atmosphere. Our corporate design guidelines are meticulously followed, ensuring consistency in branding across all web pages. This consistency not only reinforces our brand image but also establishes a sense of familiarity and trust with our audience.

Additionally, the website employs responsive design techniques, adapting seamlessly to different devices and screen sizes. Whether accessed from a desktop computer, tablet, or mobile phone, users can enjoy the same captivating visuals and user-friendly interface, providing a consistent experience across platforms.

Through the combination of visually appealing aesthetics and user-friendly features, our website aims to engage and captivate visitors while providing them with an enjoyable and effortless browsing experience.

Therefore, we consider the website of the project to be a key channel for communication and dissemination of EDDIE. It was set up in M1 and was available online by the end of M1.

The completion of Deliverable 9.1 involved the development and implementation of various components on the project website. This deliverable focuses on creating a comprehensive online platform to enhance the communication and dissemination efforts for the EDDIE project. At the moment, the following sections are included in the navigation bar:

- News: Including news & posts from the project partners.
- About: Providing general information about the project and its goals.
- Partners: Mentioning all the organizations involved in EDDIE along with links to their official websites.
- Round-Tables: Providing extensive support for members of the energy community to join periodic meetings focusing on energy data sharing.
- Contact: Offering contact point for interested users to get in touch with us.
- LinkedIn: Link to the EDDIE LinkedIn profile.

To further convey the functionality of the website, in the following we show a few representative screenshots.



[BLOG](#) [PARTNERS](#) [NEWSLETTER](#) [ROUND-TABLES](#) [CONTACT](#) [in](#)

Figure 1: Screenshot of the navigation bar.



The Clean Energy Package establishes the rights to access energy data to customers and share it with eligible parties of their choice. This enables new energy data-based services within and beyond the energy sector. The main barrier for such solutions is the lack of large-scale and uniform procedures in the EU. Actors are tied to national practices, which limits their interoperability and growth perspective. These constraints have an industrial, economic and social dimension on a European level and beyond.

As a solution, **EDDIE** creates a de-centralised, distributed, open-source Data Space, aligned with the work of the EU Smart Grids Task Force on the Implementing Acts on Interoperability and other European activities. This *European Distributed Data Infrastructure for Energy (EDDIE)* lowers data integration costs drastically because the resulting *EDDIE Framework* lets energy service companies work and compete in a common European market. In addition, an *Administrative Interface for In-house Data Access (AIIDA)* ensures the customer consent-based secure and reliable access to valuable real-time data.

Figure 2: Screenshot of the Desktop version of the website.



Figure 3: Screenshot of the desktop version with the EU Grant acknowledgment.

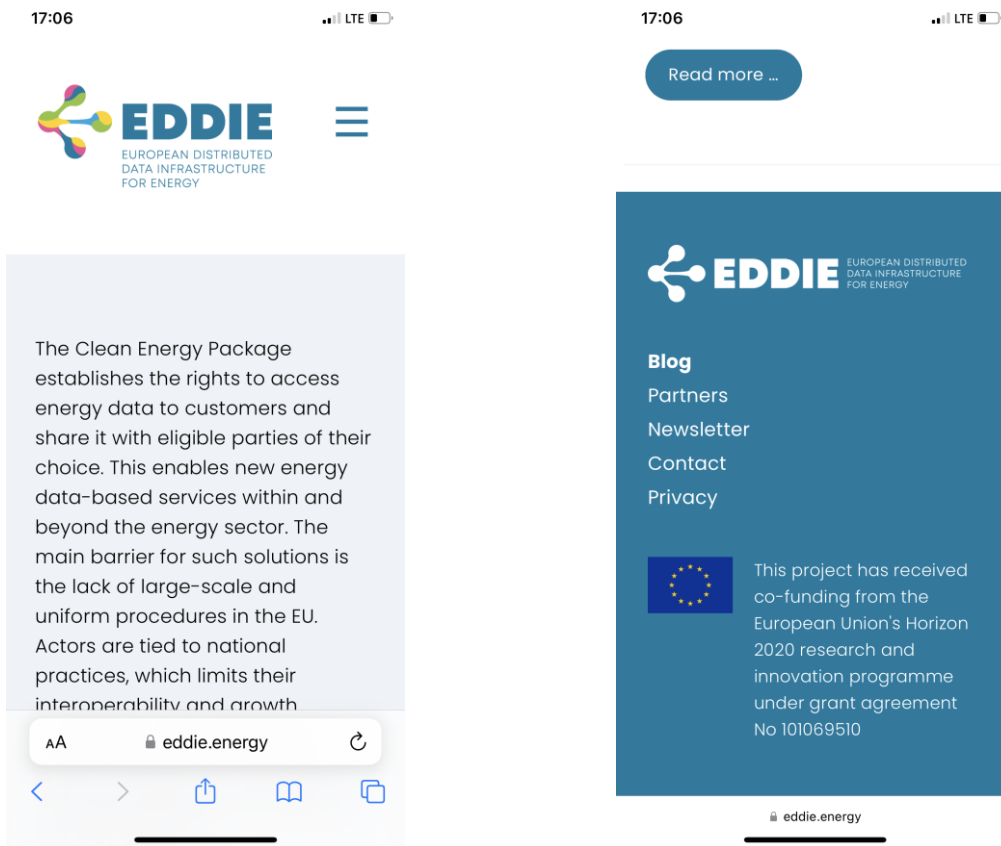


Figure 4: Screenshots of the mobile version of the website.

1.1 News

This section serves as a central repository of articles, posts, and discussions about energy-related topics. It provides valuable insights, analysis, and updates on various aspects of energy, fostering awareness, knowledge, and engagement among visitors.

1.2 About

This section can serve as an entry point for new users. It provides information about the motivation of EDDIE as well as involved actors and main obstacles. Furthermore, in this section the user can read a short outline of the goals of EDDIE.

1.3 Partners

The partners section of the EDDIE project website provides comprehensive information about all the involved participants. It serves as a platform to showcase the organizations, companies, research institutions, and experts who are actively collaborating on the project.

1.4 Round-Tables

The round-tables section highlights the project's activities involving round-table discussions. It provides information about past and upcoming round-table events. This section serves as a platform for fostering collaboration, knowledge sharing, and stakeholder engagement.

1.5 Contact

The contact section provides contact information for individuals or organizations seeking to get in touch with the EDDIE project. It includes relevant contact details, such as email addresses and phone numbers, to facilitate communication and address inquiries, partnerships, or collaborations.

1.6 Social Media Icons

Furthermore, on the project website, you'll find the LinkedIn² and Twitter³ logos that will take you straight to the EDDIE project's Social Media pages. These social media platforms serve as additional channels for communication, allowing visitors to connect with the project team, stay updated on project news, and engage in professional discussions about energy data disaggregation and efficiency. Take a look at the screenshot below showcasing this pages.

² <https://www.linkedin.com/company/eddie-energy> (last access 14 June 2023)

³ https://twitter.com/eddie_energy (last access 14 June 2023)

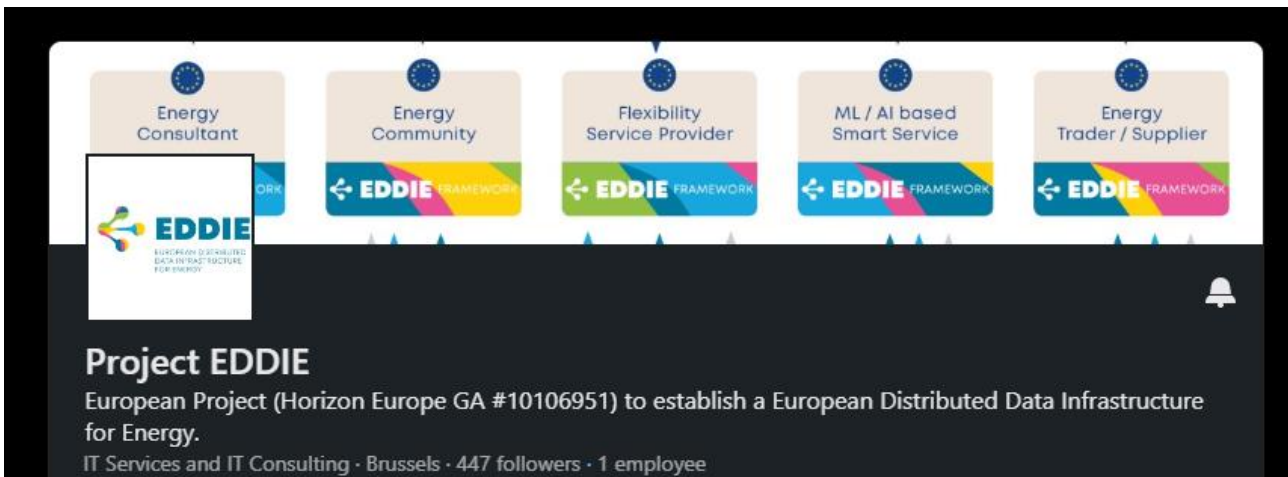


Figure 5: Screenshot of the LinkedIn Profile.

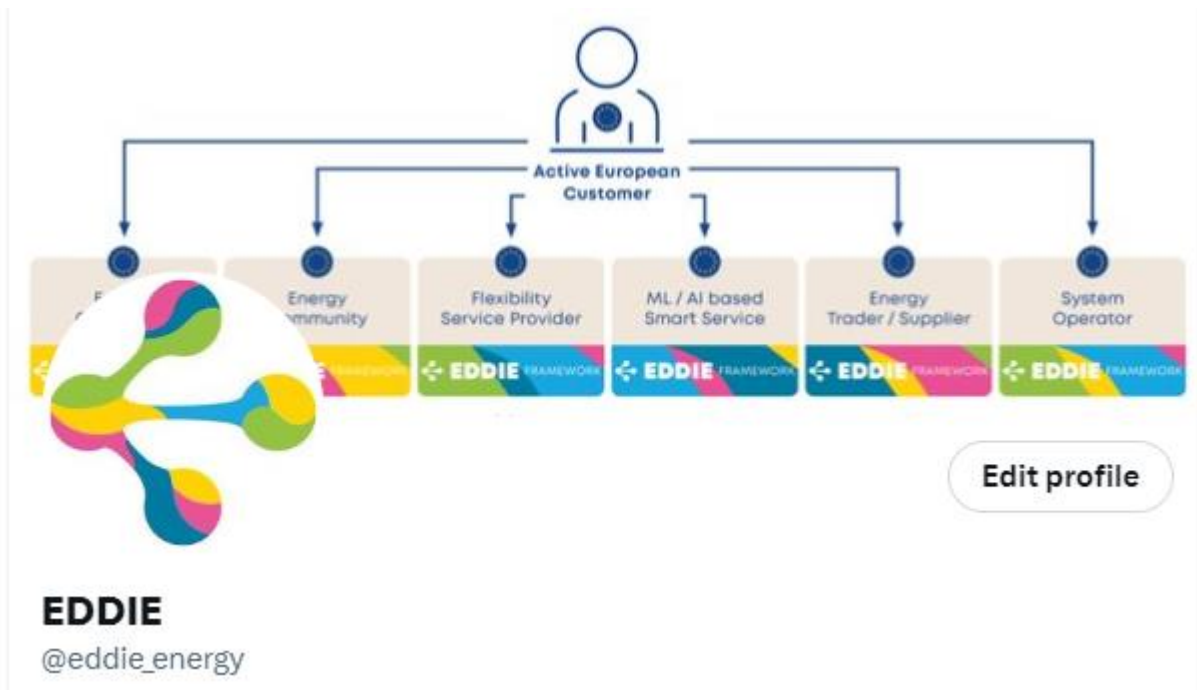


Figure 6: Screenshot of the Twitter Profile.

1.7 Header

The header section of the website appears at the top of each page and provides consistent navigation and branding elements. It includes the project logo and the navigation bar to access different sections of the website.

1.8 Footer

The footer section appears at the bottom of each page and contains additional navigation links, copyright information, privacy policies, and other legal informational elements, like the European flag and funding statement. It provides a consistent layout and helps visitors navigate to important sections. A screenshot of the funding statement is shown in the figure below.

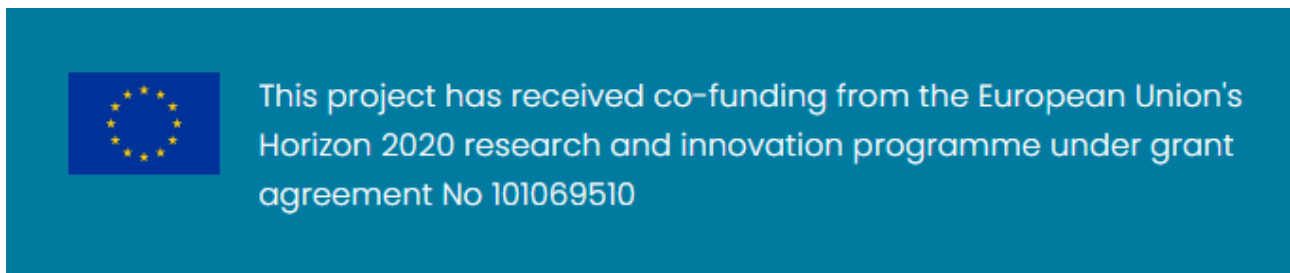


Figure 7: Screenshot of the funding statement along with the European flag.

2 CORPORATE DESIGN

In today's competitive business landscape, establishing a strong corporate identity is crucial for companies to stand out and make a lasting impression on their target audience. One essential aspect of this identity is corporate design (CD), which encompasses visual elements and guidelines that convey a consistent and cohesive brand image.

Corporate design refers to the visual representation of a company's brand identity through various design elements such as logos, color schemes, typography, and graphical elements (the EDDIE logo set, font definitions and color specifications are included in D1.3 Chapter 5.5). It plays a pivotal role in shaping a company's image and communicating its values and personality to the audience. Consistency in corporate design across all touchpoints helps in creating a recognizable and memorable brand presence.

Firstly, thorough research was conducted to gain an in-depth understanding of the brand, its target audience, and industry trends. This knowledge served as the foundation for the design process. The next step involved brainstorming and sketching ideas to conceptualize the visual elements that would represent the brand effectively. Once the initial concepts were defined, designers from <https://formfroh.com/> began creating digital drafts. These drafts included variations of logos, color palettes, typography choices, and visual elements that resonated with the brand's identity. Iterative feedback and revisions helped refine the design until it aligned perfectly with the brand's vision.

Once the corporate design for EDDIE was finalized, it became a valuable asset for the project. It served as a visual guideline that ensured consistency across all brand communications, both online and offline. The corporate design elements were strategically integrated into the website's layout, ensuring a seamless user experience.

The logo, with its distinct shape and color, became the face of the brand. It was prominently displayed on the website's header, reinforcing brand recognition. The color palette was used consistently throughout the website to evoke emotions and create a harmonious visual experience for visitors. Typography choices reflected the brand's personality and were carefully selected to enhance readability and convey the intended message effectively.

3 KPIS FOR THE WEBSITE

In order to assess the effectiveness and overall success of the EDDIE website, a comprehensive set of Key Performance Indicators (KPIs) has been identified. These KPIs will serve as metrics to gauge the performance, engagement, and impact of the website, enabling the project team to make data-driven decisions and continuously improve its effectiveness.

First and foremost, the website itself has specific targets to achieve. The primary objective is to generate a minimum of 18,000 website visits, with users collectively viewing 180,000 pages and generating 450,000 hits. The website will serve as a centralized platform, housing all the valuable information and resources generated throughout the project. Additionally, it will incorporate the EDDIE Data Services Market Place, granting users access to a range of valuable data services. To enhance transparency and user engagement, an opt-in feature will be implemented, allowing users to anonymously share their usage information, which will be regularly updated and displayed on a dedicated dashboard.

In parallel with the website, a quarterly newsletter registration feature will be offered to visitors. During the initial three months, the target is to secure 150 newsletter registrations. To sustain growth and foster ongoing engagement, the project aims for a monthly growth rate of 5% throughout its duration. This approach seeks to surpass 1,000 relevant registrations, enabling the newsletter to become a powerful tool for disseminating project results and strengthening awareness and trust in the field of energy data-sharing and data spaces.

To maximize outreach and establish a strong presence on social media, the project will create dedicated groups on various platforms such as LinkedIn, with a specific focus on engaging service providers, policy makers, regulators, data-infrastructure providers, and other relevant stakeholders. The initial target of attaining more than 200 followers on LinkedIn has already been achieved, ensuring a diverse and engaged audience.

In terms of dissemination, the project has planned to organize six dissemination workshops and webinars at the national level, targeting the Member States of the project contributors. These events will serve as platforms for sharing project updates,



exchanging knowledge, and fostering collaboration among stakeholders. Additionally, two European-level dissemination events will be held to reach a wider audience and showcase the notable achievements of the project.

By aligning the project's efforts with these predetermined KPIs, the aim is to drive engagement, disseminate knowledge, and foster meaningful collaborations within the energy data-sharing domain. Regularly tracking and analyzing these KPIs will provide valuable insights into the website's performance, user engagement, and overall impact of the EDDIE project. These metrics will serve as essential tools for making informed decisions to enhance the website's effectiveness and ultimately achieve the communication and dissemination goals of the EDDIE project.

4 SOCIAL MEDIA

After careful consideration, Project EDDIE has made a strategic decision to concentrate its promotional efforts exclusively on LinkedIn and Twitter, while choosing not to utilize Facebook. This decision is based on a thorough evaluation of several compelling reasons.

First and foremost, LinkedIn and Twitter emerge as the ideal platforms for EDDIE's target audience. LinkedIn is purposefully designed to cater to professionals, providing an excellent opportunity to reach individuals who are most likely to engage with EDDIE's content and benefit from their offerings. Twitter, on the other hand, offers a dynamic and real-time environment where EDDIE can connect with a broader audience, including professionals and influencers in their field.

Furthermore, recent controversies surrounding Facebook and Twitter have significantly influenced EDDIE's decision-making process. Facebook has faced substantial criticism and public scrutiny regarding its handling of user data, raising concerns about privacy and data security. Twitter, although not immune to challenges, has taken measures to combat harassment and abuse and remains a widely used platform for professional networking and information sharing.

In light of these concerns, EDDIE has made a deliberate choice to prioritize the safety and well-being of both its audience and staff. By abstaining from Facebook and focusing on LinkedIn and Twitter, EDDIE aims to create a professional and inclusive online environment that aligns with their values and resonates with their target audience. Both LinkedIn and Twitter provide opportunities for meaningful connections, fostering engagement and collaboration within EDDIE's industry.

In conclusion, while Facebook, LinkedIn, and Twitter all have their merits as valuable tools for website promotion, EDDIE has chosen to concentrate its efforts on LinkedIn and Twitter. This decision is driven by the tailored focus of these platforms on professionals and EDDIE's concerns regarding the negative aspects associated with other social media platforms. By embracing LinkedIn and Twitter as their primary promotional platforms, EDDIE strives to cultivate a strong brand identity, foster a thriving online community, and provide a positive and enriching experience for their users.

5 PROJECT CLOUD

The project cloud, hosted on Microsoft SharePoint, serves as a comprehensive repository, housing a diverse range of content accessible to all participants involved in the project. This centralized platform offers an array of information and media intended for effective communication and engagement. Participants have the advantage of accessing well-written textual information, featuring carefully crafted messages to convey the project's objectives, values, and key messaging points. These texts are meticulously curated to ensure clarity, coherence, and persuasive impact.

In addition to textual content, the project cloud provides an extensive collection of high-quality pictures that visually represent various aspects of the project. These images are thoughtfully selected to capture the essence of the project, whether it be showcasing the innovative technologies, illustrating the project's impact on communities, or highlighting key milestones and achievements. The visual content aims to evoke emotions, spark interest, and create a memorable impression on the project's audience.

Participants benefit from the project cloud's user-friendly interface, enabling seamless navigation and efficient retrieval of the necessary materials. The repository's organized structure and intuitive search functionality allow participants to locate specific content swiftly and conveniently. By having quick access to these resources, participants can effectively communicate and engage with the project's audience, whether it be through presentations, reports, social media campaigns, or other communication channels.

Moreover, the project cloud's repository plays a pivotal role in facilitating collaboration and knowledge sharing among partners. It serves as a centralized hub, fostering a sense of unity and providing a common ground for partners to exchange ideas, insights, and best practices. By offering a diverse range of content, including case studies, research findings, technical documentation, and project updates, the project cloud encourages creativity and innovation, empowering partners to leverage the available resources in their unique ways to contribute to the project's success.

The project cloud's repository is continuously updated and maintained to ensure the relevance and accuracy of the content. It serves as a dynamic platform that reflects the project's progress and evolution over time. As new information, achievements, and

insights emerge, they are promptly added to the repository, enabling participants to stay informed and up-to-date with the latest developments.

Overall, the project cloud's repository is an indispensable asset that plays a vital role in streamlining communication, enhancing engagement, and ensuring the consistent delivery of compelling and impactful messages. By providing partners with a wealth of well-curated content, including textual information, high-quality pictures, case studies, and research findings, the project cloud serves as a catalyst for effective collaboration, seamless communication, and the overall success of the EDDIE project.

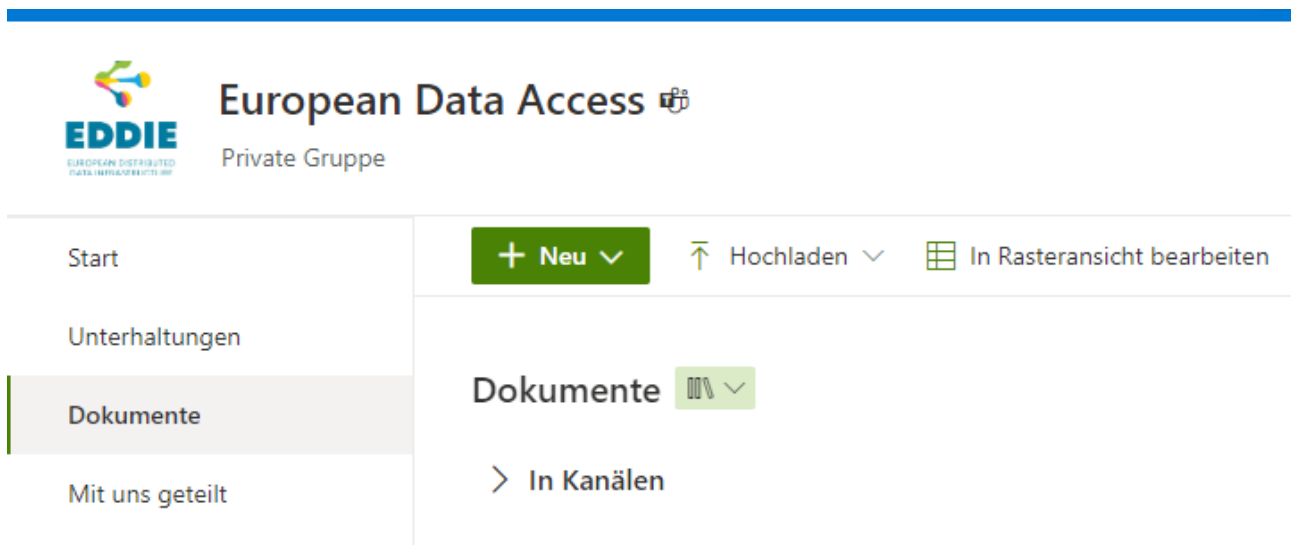


Figure 8: Screenshot of the Sharepoint.

6 CONCLUSION

The implementation of Deliverable 9.1 focused on the development and deployment of the EDDIE project website and all associated communications channels, encompassing various essential sections and features to support communication, dissemination, and public engagement efforts. The following key components were incorporated into the website:

EDDIE News and Newsletter: A dedicated section on the EDDIE website was created to host the EDDIE News, which serves as a central platform for sharing valuable insights, articles, and updates related to energy-related topics. Additionally, the website features the EDDIE Newsletter, distributed at least quarterly, providing subscribers with the latest project developments, news, and upcoming events.

Public Relations and Social Media: To maximize public outreach, the consortium collaborated with sub-contracted public relations and social media experts. These professionals worked closely with the consortium to create professional press releases and targeted social media campaigns. Through these activities, the project aimed to engage the public, including the press and media, to raise awareness of EDDIE's significance. The focus was on showcasing how EDDIE's services could support end-user customers in managing their energy behavior and highlighting specific applications that users could test and utilize with their smartphones.

The objectives of incorporating these components into the EDDIE website were to facilitate effective communication, knowledge sharing, and public engagement. By providing a dedicated news section and distributing the EDDIE Newsletter, the project aimed to disseminate relevant and up-to-date information to various stakeholders. The collaboration with public relations and social media experts allowed for targeted outreach, ensuring that EDDIE's message reached a wider audience through press releases and engaging social media campaigns.

Through the EDDIE website, the project sought to raise awareness among citizens about the importance of energy efficiency and demonstrate how EDDIE's services could assist them in optimizing their energy consumption. By emphasizing the user-friendly applications available for testing and utilization with smartphones, the website aimed to encourage public participation and active engagement.



The successful implementation of these features on the EDDIE website contributed to the project's overall objectives of effective communication, dissemination, and public engagement. The website served as a vital hub for sharing project-related content, engaging with the public through the website and newsletter, and leveraging public relations and social media activities to raise awareness of EDDIE and its benefits to end-user customers.

The EDDIE website is an important element for an effective dissemination and will foster the information exchange between stakeholders and the project consortium. Any development that is relevant to any of the stakeholder groups will be published to the news section of the website and communicated on the EDDIE social media LinkedIn channel.

Furthermore, public deliverables as well as press materials, such as the official EDDIE logo, press releases, poster and brochure will be available as downloadable documents on the project website .

The website serves as an anchor point for information about the project and will help to reach the dissemination and communication goals of EDDIE.