



D9.5 SYNERGY Branding, Website and Social Media Channels



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Big Energy Data Value Creation within SYNergetic enERGY-as-a-service Applications through trusted multi party data sharing over an AI big data analytics marketplace

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Abbreviations and Acronyms

Acronym	Description
CA	Consortium Agreement
D	Deliverable
DoA	Description of Action (annex I of the Grant Agreement)
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
M	Month
T	Task
ToC	Table of Contents



Executive summary

To create awareness and common knowledge of the SYNERGY project communication and dissemination activities serve as a vital part. This document presents an overview of the branding of the SYNERGY project together with the identity colors of the project, the logos, and fonts to be used in connection to the communication in the project. This will help differentiate and recognize the project worldwide.

One project website has been established which will be the main hub for all relevant news and information. The website is intended to be easy to navigate, and the main menu will contain information about the project, Partners, Resources, News & Events, and Contact. Besides, the SYNERGY social media channels will be integrated into the website as part of the news feed on the front page. This functionality keeps the website updated at all times.

Through a flexible and structured communication content plan, WP9 will ensure the overall quality of the website and social media content. Besides branding, website, and social media, the document describes a way in which all partners work together for a successful dissemination and communication process. This document will provide an overview of social media strategy and content management as well as information about monitoring KPI's, responsible editors, and ongoing evaluation of results.



1 Introduction

1.1 Purpose of the document

This deliverable presents the project's ("corporate") design for all communication materials ranging from web design to brands and colors.

1.2 Scope of the document

This document is aimed to give a better overview of the SYNERGY brand and colors that are to be used in relation to all the communication material, in digital, print, or video format as well as the setting up of the website and social media channels.

1.3 Structure of the document

This document is structured as follows: Chapter two gives an overview of the branding, stylebook, fonts, and colors. Chapter three describes the website structure and what content should be created for each page. Chapter four gives an overview of the social media channels created and the social media strategy. Chapter five explains the analytics measured for the website and the social media profiles.



2 Branding

2.1 Style Book

The purpose of designing a stylebook is to create a unified message across all mediums of communication for achieving better results in the dissemination of communication. The SYNERGY stylebook includes the logo, the main colors used in the project, the font type, size and color, templates, and pictures, and tone of voice, to be used for printed or digital material. This stylebook should always be used for reference when presenting the SYNERGY project to the external stakeholders.

The SYNERGY stylebook can be found in the project Alfresco repository.



Figure 1 - Stylebook

The stylebook will be updated during the project to align with the visual identity of the project, the website structure, and style, and should only be modified by GECO.

2.1.1 Identity colors

The main colors of the SYNERGY project are:



DARK GREEN #267d85: Which represents the color of nature and is associated with nature, energy, and environment. The diamond in the SYNERGY logo as two similar colors of green with different tints and shades.



PINK #b53272: The pink is a contrasting color to the primary color of blue-green. Pink has the fierce energy of red and is very eye-catching. Pink will be used for icons, links and in graphics as well as to contrast the color green on buttons, titles, or other hard to notice information. We've chosen to use a dark grey instead of the black. This is to get a calmer



and toned-down feeling to a white background and in contrast to the other colors. This is also used in the font of the logo.



ANTHRACITE #515151: Anthracite is a chalky and earthy near-black or very dark grey. This is to get a calmer and down-town feeling to a white background and in contrast with other colors.

Alternative colors:

ORANGE #db873c: Orange is an energizing, positive color. The orange color will mostly be used as alternative gradient color and light background for text or pictures.

TURQUOISE #69dfea: The turquoise will be used to support backgrounds and/or hovers e.g. on the website.

2.1.2 Iconography and Logo



The SYNERGY logo is built up of a customized font set combined with three recognizable green diamonds. The diamonds symbol the interactions and in the SYNERGY project.

The logo has a variation of three colors:

- DARK #267d85
- BLUE-GREEN #008a9b

- DEEP BLUE #51979d



Figure 2 - SYNERGY Logo

2.1.3 Fonts

CALIBRI is the working font for Word, Excel, PPT, etc.

CALIBRI _____

ABCDEFGHIJKLMNOPQR

STUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890

!"#%&/()=?

SEGOE UI is used for print, invitations, folders, etc.

SEGOE UI _____

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890

!"#%&/()=?

2.1.4 Pictures

The SYNERGY profile will focus on positive values connected to the content of the project. To show the effect of the SYNERGY project, we will focus on values and people that will benefit from the results of the project. Sunshine or bright light will also be an important element of the pictures. This will give a feeling of future, coming generations, and a sense of sustainability. Pictures can also be integrated with the logo to get a more personal touch to the project.

2.2 Templates

Graphical layout guidelines have been created for the stylebook of the project and building upon that, several templates have been created for different purposes, to unify the communication message and style and to ease the building of communication materials during the project.

Several templates have been created:

- Press-release template
- PowerPoint presentation template (16:9 and 4:3)
- Deliverable (public/private)
- Minutes of Meeting (MoM) template



Figure 3 - SYNERGY Template

The templates are available in the Alfresco repository in the template section. Additional templates can be created if necessary.

2.3 Communication Kit and overall message of the project

A communication kit will be designed and available for all partners. The communication kit will be designed to reflect the most important information about the project, such as project and partner presentations, the overall message of the project, key figures and social media, link to the project website, and the main contact point for the project. This will be designed as a one-pager and continuously updated to include new updates and milestones.

The communication kit will also include the overall message of the project that gives SYNERGY recognition amongst other EU projects. Moreover, this will create a positive and memorable message that can help target groups and stakeholders easily identify the project. This is explained in more detail in D9.6 Communication and Dissemination Plan and will not be replicated here.



3 Website

3.1 Overview

The SYNERGY website is available with the URL www.synergyh2020.eu and will function as the main hub and a key tool, for all relevant news and information about the project, targeted towards the main external stakeholders, who are and can be committed to the project. The website will present the challenges and objectives of the project, introduce the beneficiaries and sister projects, and present the key outcomes. The website will host:

- Links to Social Media pages
- News about the project activity
- Events and workshops
- Presentation of the project partners and sister partners
- Presentation of pilot sites
- Newsletter subscription
- Dissemination of results and deliverables
- Dissemination materials to download
- Videos

In the time following the end of the project, the website is meant to work as a digital archive and showcase the project's goals, results, and impact.

The website should be dynamic and easy and clear to understand and access, always, for all internal and external stakeholders and should reflect the overall message and style of the project.

3.2 Structure

The website has been built on a WordPress platform and is using the Avada theme as the main theme, with English at the main language.



The structure of the website is presented in the figure below and shows various pages and headings with explanations in the subsequent paragraphs. The website will target both visitors that are looking for simple information and an overview of the project, as well as experts in the area.

As different visitors will visit the website looking for a simple or more detailed understanding of the project, there is a need for different levels of communication and dissemination provided throughout the website. As the overall goal of communication and dissemination is the creation of an impact in society, the website will develop and present material that is understandable for all citizens, not only for the scientific community. For this, videos about the project will be developed and presented on the website.

Additional pages can be added as the project progresses to reflect updates and milestones as well as the most up to date developments. Pages can also be re-arranged to reflect the best SYNERGY brand and vision.

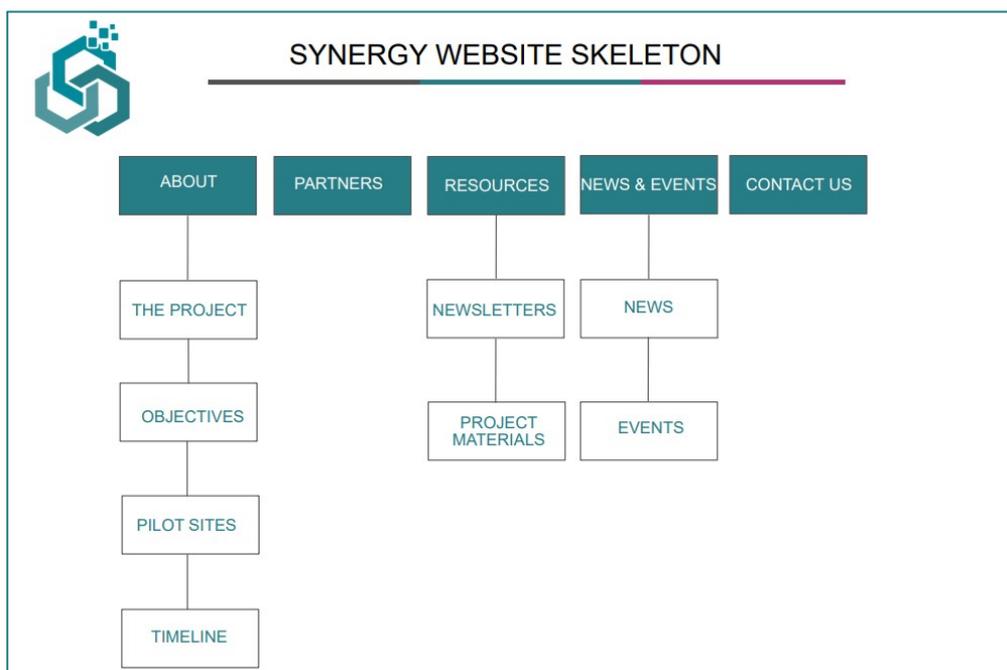


Figure 4 - SYNERGY Website

3.2.1 Front Page

The purpose of the SYNERGY website’s front page is to provide a first impression on what the project is about and draw engagement. Moreover, the page is meant to offer the most recent information and overview of the project and easy access to news, events, social media, partners, and the main menu.

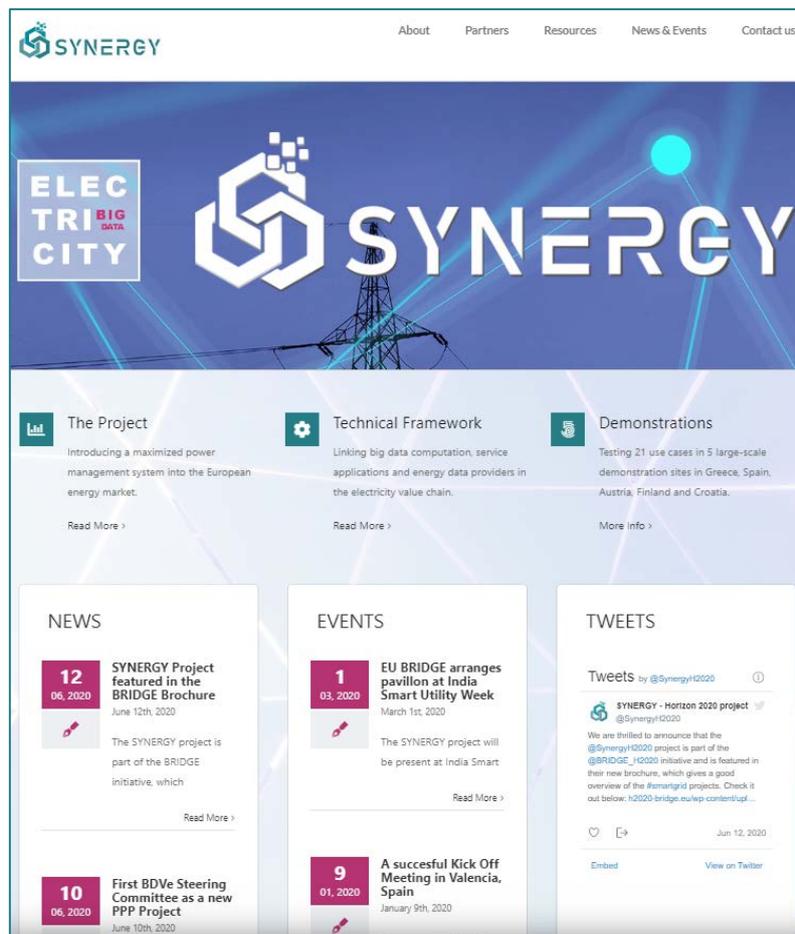


Figure 5 - Frontpage SYNERGY website

3.2.2 About

Under the About button a drop-down menu with the most important information on the project can be found: The project – and the framework, Objectives, Pilot Sites, and a Timeline. Here is where all the information about funding and impact expected, will be presented.

SYNERGY FRAMEWORK

End-to-end optimization of power grids, across deep and comprehensive understanding of real on the smooth end-to-end interoperable comm involved.

Both these parameters span four interrelated areas: physical systems building occupants and their behaviors), energy markets (transaction re environment (weather fluctuations and impact on the other systems).

In this context, SYNERGY will establish a highly effective, innovative and Analytics Marketplace, accompanied by big data-enabled domain-specifi the SYNERGY Big Data-driven Energy-as-a-Service (EaaS) Framework).

SYNERGY HORIZON 2020
Project duration and impact

<p>Duration</p> <p>The project started in January 2020 and has a duration of 42 months</p>	<p>Funding</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 872734</p>	<p>Keywords</p> <p>Network Management Electricity Value Chain Big Data Artificial Intelligence Renewable Energy</p>	<p>SYNERGY</p> <p>24 Partners in 9 countries (Spain, Greece, Finland, Cyprus, Croatia, Italy, Portugal, Austria, Denmark)</p>
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Context

In response to the need for "end-to-end" coordination between the electricity sector stakeholders – not only in business terms but also in exchanging information between them – SYNERGY introduces a novel framework and references big data architecture that leverages data, primary or secondarily related to the electricity domain, coming from diverse sources (data APIs, historical data, statistics, sensor / IoT data, weather data, energy market data, and various other open data sources) to help the electricity value chain stakeholders to simultaneously enhance their data reach, improve their internal intelligence on electricity-related optimization functions while getting involved in novel sharing/trading models of data sources and intelligence, in order to gain better insights and shift individual decision-making at a collective intelligence level.

Simplified view of the mesh data (sh)

SYNERGY BIG DATA MANAGEMENT PLATFORM

The SYNERGY solution from a big data management point of view

Figure 6 - SYNERGY Framework and Project page

3.2.3 Partners

The partner page is meant to present all the 24 partners in the project. The logos are alternating left and right, with a short description of the partner company and their contribution to the project. Besides, links to the partner's homepages have been included to encourage the visitors to read more about the partners. This can be done by hovering over and clicking on a specific partner section.



Figure 7 - Partners page



3.2.4 Resources

This section will host the project materials of the project and the newsletter signing form, for the SYNERGY newsletter.

The “Project Materials” page will host the public materials from the project, and it is built as a retracting table with six categories.

The website will host public reports, scientific papers, market reports, policy reports, and communication materials.

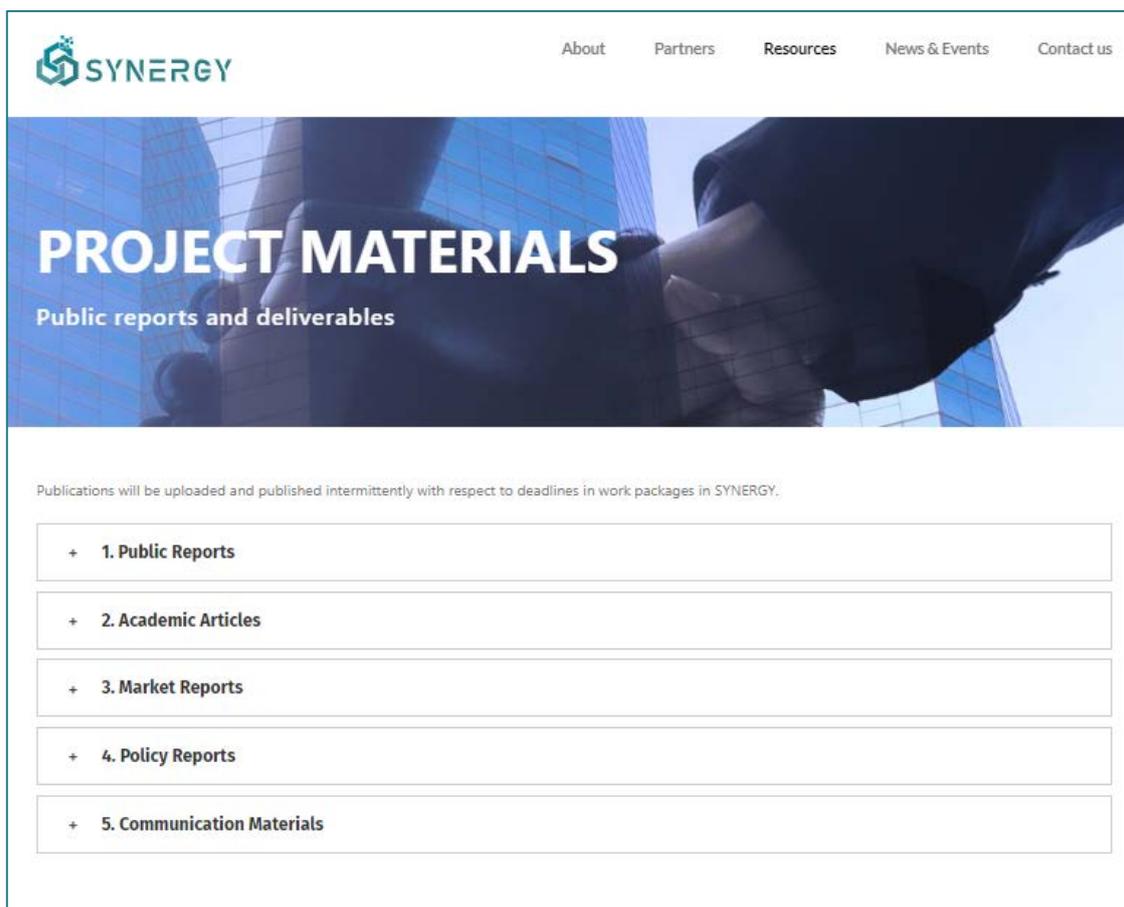


Figure 8 - Project Materials SYNERGY website

3.2.5 News and Events

This section will present the news and events in two separate pages.

The News page, a social media feed will be seen to the right. To the left/middle, the latest news articles that are published on the SYNERGY website will show at the top. Older news follows below. The news is presented with a picture to the left – with a title, by-line, date, and short introduction, as well as a “Read more” button, next to it. The button takes the visitor to the full article page.

This page is intended to provide the visitor with all the latest (public) news and updates from the project, either in a short form (Tweet) or a longer-form – in an article.

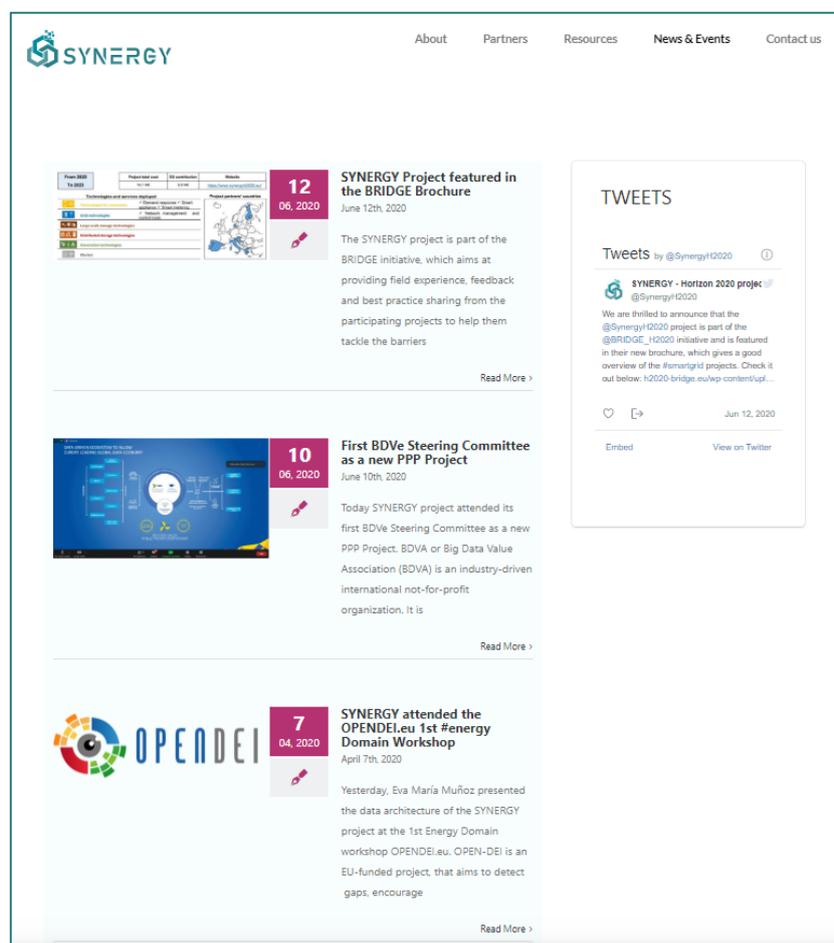


Figure 9 - News page on SYNERGY website

The event page will update on past and future events where SYNERGY participates in. The events will include the date, venue, and person of contact as well as links to the original event.



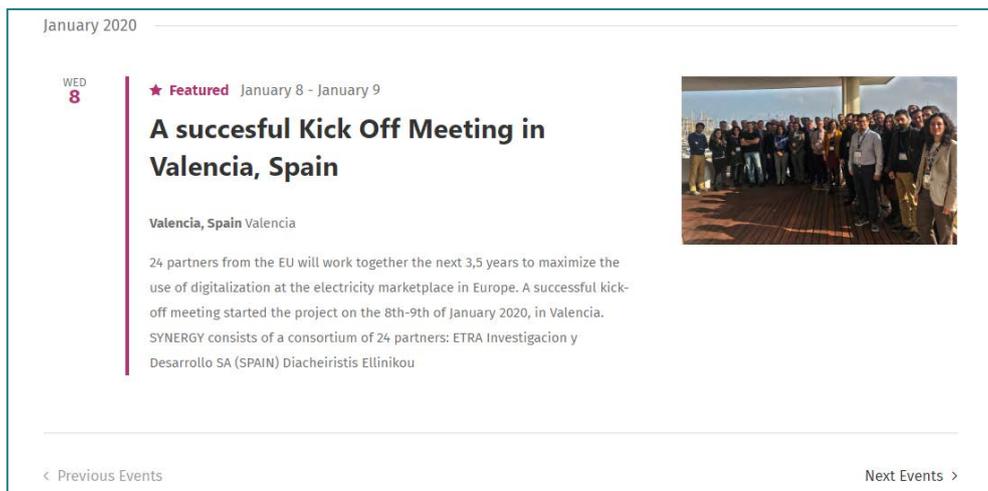


Figure 10 - Events page SYNERGY website

3.2.6 Contact

This page is meant to lists the relevant contact persons in the project such as the Scientific Coordinator, Project Coordinator, WP 9 (Dissemination and Communication) Leader. They are presented with pictures, names, and a short description of background, as well as mobile phone numbers and email. This way, the visitor can easily find and contact the relevant person for their request.

4 Social Media Network Profiles

One of the most efficient ways to reach larger audiences is by using digital tools. These digital tools are used to disseminate information through the project collaboration platform, the website, and social channels. The SYNERGY project will be visible and active on four social media platforms: Twitter, Facebook, LinkedIn, and YouTube. These channels will provide followers with all important updates from the project, to create awareness about the project and engage stakeholders. The profiles are integrated into the website, allowing website visitors to see real-time updates.

To ensure that all vital information and newsworthy activities/results are communicated to relevant audiences, one overall plan has been created and it includes the communication board and the way this process will work and can be found in D9.5 Dissemination and Communication Plan.

- The SYNERGY Twitter account has been created with the URL <https://twitter.com/SynergyH2020>. It will be used to cover ongoing news and updates from the consortium partners, and for collecting input and information. Twitter will enable the stakeholders to be involved directly with live discussions during a workshop or event. WP9 will encourage the consortium members to tweet about their everyday work with the project, and to tag/mention @SynergyH2020, in their tweets. Twitter allows only short posts, with a maximum limit of 280 characters, which makes this platform fit for quick updates from the project.
- A SYNERGY Facebook page, <https://www.facebook.com/SynergyH2020/>, has been created. As opposed to Twitter, Facebook allows for longer texts, and the news feed algorithm favors video content and images. Moreover, Facebook encourages people to interact and puts personal profile engagements first. Therefore, the Facebook page will be used to provide an interactive and visual presentation of the project activities to stand out from other information and advertisement in the news feed.
- The LinkedIn page created for the project has the URL: <https://www.linkedin.com/company/synergyh2020/>. Whereas Facebook targets more personal interactions between the actors involved in and affected by the project, the LinkedIn account will target businesses and stakeholders and will be used as the main social media channel to communicate and disseminate events, posters, and updates.

- SYNERGY also has a YouTube channel, SYNERGY - Horizon 2020 project, with the URL: https://www.youtube.com/channel/UCEoaSzsW1y1AsSllisjPk_Q. This account is mainly created as a main hub for all videos created in the project.

4.1 Content Management

Having a good content management plan is an essential part of communication and dissemination. Hence, ensuring content to be following SYNERGY profile and objectives, continuously optimized, and spread through the right channels to the right audience at the right time. The social media strategy will be based on four steps: collect, share, engage, and measure as you can see in the infographic below. For the collection part, all partners have the responsibility to collect information regarding events, updates, milestones, news that could be shared and disseminated.

The information will be sent further to GECO who is responsible for disseminating the information. Everyone will be involved in engaging with the content though, sharing, linking, and commenting on the content. Ultimately, GECO will be in charge of measuring the impact of the dissemination on social media.

This is further explained in D9.6 Communication and Dissemination Plan, and it will not be replicated here.

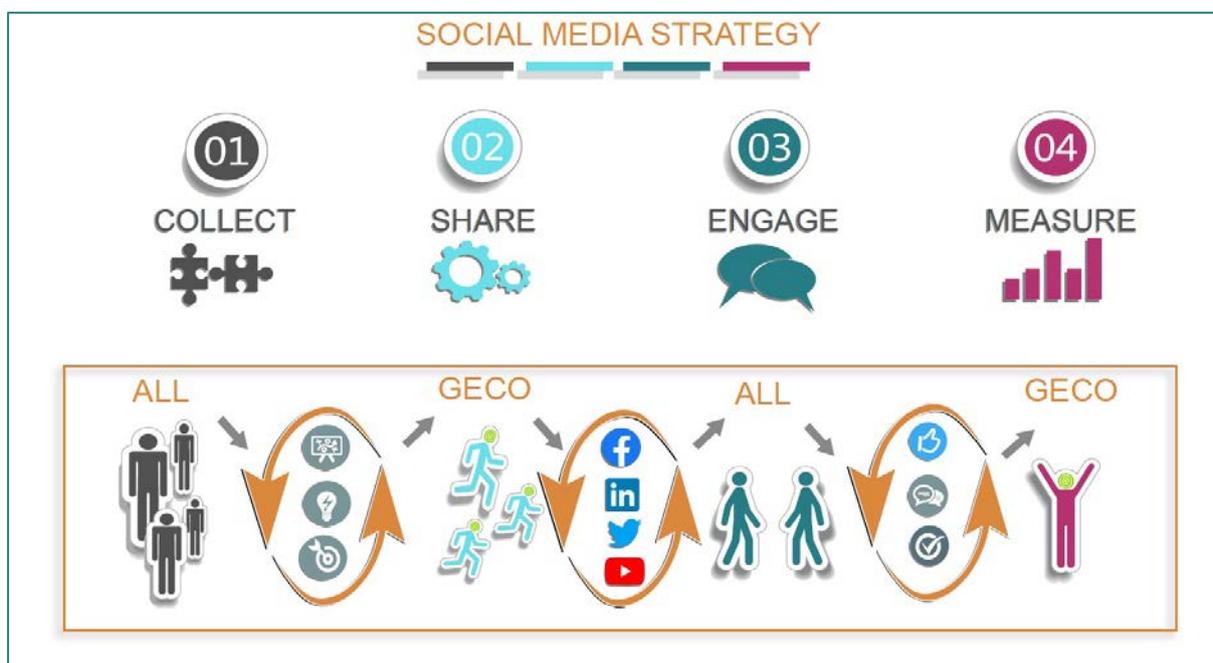


Figure 11 - Social Media Strategy

5 Monitoring the website and social media profiles

For the most successful communication and dissemination of the SYNERGY project, weekly evaluations of the social media accounts will be made to ensure the best optimization and content sharing and to be able to make the necessary structural and communicative changes if necessary.

Moreover, the website www.synergyh2020.eu has a Google Analytics account established for collecting data and analysing the ongoing results from the planned activities.

The website analytics will consist of the following measurements:

- The number of visits and clicks: Provides information about the total traffic (from different channels) and frequency of visits to the entire website.
- Bounce rate: Indicates how relevant the visitor finds the content of the site. It shows the percentage of visitors who enter the site and then leave ("bounce") instead of continuing to other pages within the same site.
- Source and medium: Provides information about the source of the traffic and which channels which is more effective when it comes to duration of visit, bounce rate, and the number of pages visited.

Other measurements:

- Page ranking on Google (and other search engines): Indicates the website's performance with a relevant keyword.
- Number of people signing up for the SYNERGY Newsletters.

Social media monitoring:

- Number of followers in SYNERGY media accounts; Facebook, Twitter, LinkedIn.
- The number of actions in social media (engagements), such as comments, shares, likes, retweets. These results provide insight into how much the users interact with the content.



6 Conclusions

The goal of the SYNERGY website is to inform and engage project partners, stakeholders, and end-users throughout the project lifetime, through publishing content such as social media updates, news articles, photos, videos, newsletters, scientific publications, relevant documents and event descriptions. Through this, we will ensure the desired results – creating awareness about the SYNERGY project. The first, basic version of the SYNERGY website will be delivered on June 30th, 2020.



7 References

SYNERGY Consortium. (2019). *SYNERGY GA - ANNEX 1*.

