

Project Title:

Intelligent Urban Water Management System

Project Acronym:



Seventh Framework Programme
Collaborative Project
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Subject:

D8.6 – Project Website – WP8

Dissemination Level: PUBLIC

Lead beneficiary: CRIC – Centre de Recerca i Innovació de Catalunya S.A.

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1 Introduction

A website specifically built for the Urban-Water project has been developed during the first three months of the Project. **It will be a valuable tool for the communication among partners as well as to disseminate Project results beyond the Consortium and to a wider audience.**

This document provides an overview of the project website, its strategy, goals, contents and main structure for the first months of Urban-Water. Given the duration of the Project, 30 months, **it will be constantly updated and its configuration and strategy may be changing responding to the needs of the members involved and the future commercial orientation of the prototype.**

In order to ensure an efficient communication within members and non-members of the Urban-Water, the website will be public while a different address will be used for private communications and storage of the files that will be created during the project lifetime. **On the public site, all the general and non-confidential information is presented including the project objectives and the consortium beneficiaries.** The private platform (Basecamp) requires a login and collects confidential documents such as meeting minutes, presentations, and technical deliverables, etc.

During the project duration, the **website will be updated by CRIC**, the Coordinator of the project, with the objective of collecting all the latest contributions from the partners (publications, meeting, documents, etc.) and to ensure that the visitor is provided with the latest information from the same channel, **without revealing any confidential details.**

2 Objectives of the website

The goal of the website is twofold: **firstly, to disseminate the Urban-Water project results to a wider audience; and secondly, to promote the communication between partners and its future market for this new technology.**

It will contain useful external information like:

- General information about the Project, including a description of its goals, scientific objectives and project partners;
- Upcoming seminars, conferences, meetings, events and project calendar;
- Media and papers published to let the visitor download and read them;
- Poster, logo and brochure;
- Contact information;
- Public project presentations used during seminars, conferences, meetings and other relevant events;

The public site of the project can be accessed through the following link:

www.urbanwater-ict.eu

2.1 General strategy

There will be different phases of the website according to the state of development of the Urban-Water Project. Each of the phases will have a different intent in all areas of communication, including the appearance of the present contents of the website. Partners may change its content according to the targets they may need to reach according to their exploitation decisions or even according to the events or important conference that may come in the 30 months of duration.

Still, there will be a **common strategy in the total duration of the Project: using the website as the main source of dissemination.** This means that whenever any partner in the Consortium talks about Urban-Water or introduces its development or current status to any third person, a referral to the website will be sent.

The website has been designed as a simple and easy-to-understand website during the first months of the Project. **A page that meets the conditions of confidentiality on the future development of the prototype for the first phase of the website, which gives basic information about the idea, the consortium, the related news and the way to contact the team.** This would be the traditional version of a website for a research and recent launched project in which there is still no tangible item to show to the public.

Second stage website:

At the second stage of the Project, after the second year of duration (after M12) and perhaps also in the third period, it is expected to renew the “home” section changing website content and focus. This will be provided under the orders of the Consortium (the future owners of the technology) to highlight the future product and **give a more commercial orientation.** Some new elements such as the following may be entered in the second phase of the website, at the “home” area:

- A future product factsheet (benefits, uses, FAQs, etc.)
- A new call to action on the “home” page for future end visitors of this product in the “what can we do for you?” style with the objective to obtain data from companies who could be interested in acquiring the UrbanWater product and perhaps interested in attending to a validation too.
- A short and easy to understand video with an explanation of the future product.
- Bringing elements to allow the visitors to identify what is sold and to whom it is addressed in the first 10 seconds of a visitor’s visit to the site.

We could say that **this 2nd phase would change the look and content of the website giving a more commercial orientation in the last stage of the project**, always following the interests of the team involved in terms of exploitation. **This will be done by thinking of its continuity beyond the lifetime of the project stage and bringing some future contacts who may be interested and turned into customers because of the engagement caused.**

The Project partners have committed to use the Urban-Water logo and add the link to www.urbanwater-ict.eu to all possible professional communications, to their newsletters sent to their customers, to email communications, etc. and also to their own websites. In this way, **the Consortium ensures that all the information is distributed from a single source, and that it does not reveal confidential data.**



Figure 1 Electronic / Traditional Linkbuilding Strategy for the website

3 Design and implementation

3.1 The domain	3.2 The CMS: Wordpress
<p>Following the guidelines of the European Commission and following also the spirit of extending the communication and dissemination beyond the lifetime of Urban-Water as a project,</p> <ul style="list-style-type: none"> - The webpage is hosted on a .eu domain (which refers to the European Union and gives the sense of “union” and “European market” to the visitors). - The purchase of the domain www.urbanwater-ict.eu was made for 4 years of duration, one extra year beyond the 30 months of duration as a project promoted by the European Commission. Thus, if the Consortium decided to exploit the product under the trade name of Urban-Water, they could use this same domain and website, taking advantage of its strength originated in its 3 years in search engines like Google, and all the links created pointing to this website. 	<p>Also considering the continuity of the website and the name of Urban-Water beyond the Project phase, it has been decided to use an open source platform to manage it, which is free and very easy to use. Wordpress is the powerful Content Management System (CMS) that can be used for more than blogging. Wordpress has a free management system and provides automatic updates of its CMS without the need to renew or pay out of pocket for it.</p>  <p>In addition, there are many (free or low cost) templates and plugins that partners may use to adjust new contents in the future, without the need to use external programmers or invest more money. This CMS is also Google-friendly and indexes automatically all its content to the search engine. The template used is named “Responsive”, all themes under this configuration are clean, easy to customize, Google friendly and fully adaptable when seen from mobile devices.</p>

3.3 The creation of a wireframe

The basic elements of this recent launched website have been taken to the “Home” area, descriptions referring the project and the solution. These contents have been extended in their own area and subsections as presented in the content tree attached below,

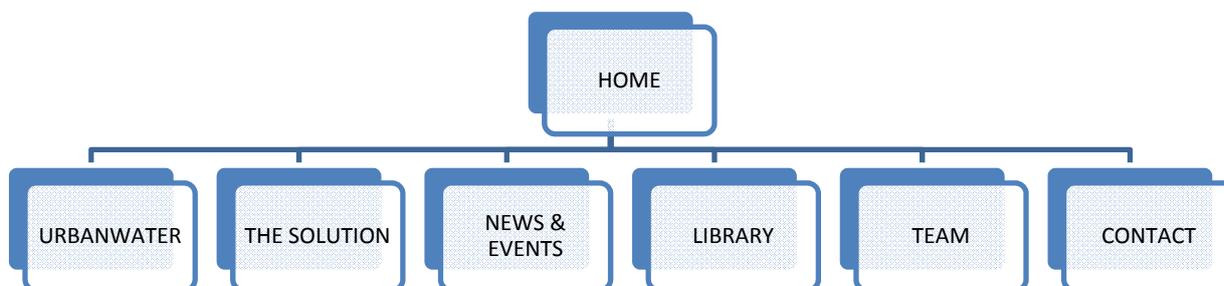


Figure 2 Shaping the contents tree for the initial configuration of the website

Figure 3 Wireframe designed for UrbanWater

4 Content structure

4.1 The welcome page

In the Urban-Water home section, the visitor can find a short description of the project including the update of the recent news, a sign up form to receive latest communications from the Consortium and a central panel giving a preview of the project with its short description and a “Call to action” button.

The header will show the contents coming from the Figure 2: Urban-Water, Solution, News & Events, Library, Team and Contact area. Each section can be accessed by clicking on the links. The website will show a page and URL for each section.

The public site and its contents will be updated, expanded and improved periodically, both in terms of functionality and in terms of information volume as the project proceeds.

The visual representation below shows the current structure:

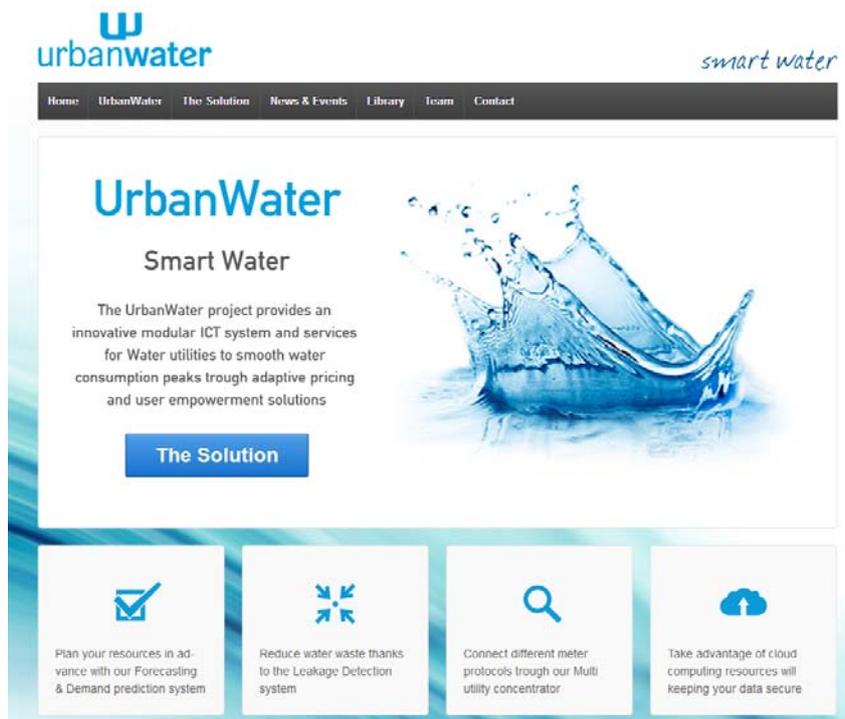


Figure 4 Urban-Water welcome page

4.2 UrbanWater and The Solution

The “Project” and the “Solutions” section state the main goals and scientific objectives of Urban-Water.



Figure 5 UrbanWater “The Project” area

4.3 News & Events

All the events, news or relevant updates for the Project including the presence in Conferences, General Assemblies, technical meetings, training activities and other events are presented in this section.

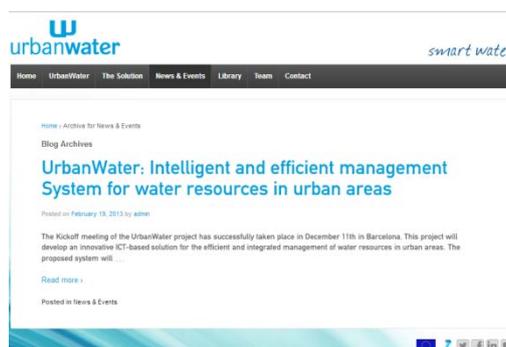


Figure 6 UrbanWater “News” area

4.4 Library

This section will contain all the relevant documents such as non digital publications and other downloadable files or publications available for the visitors.

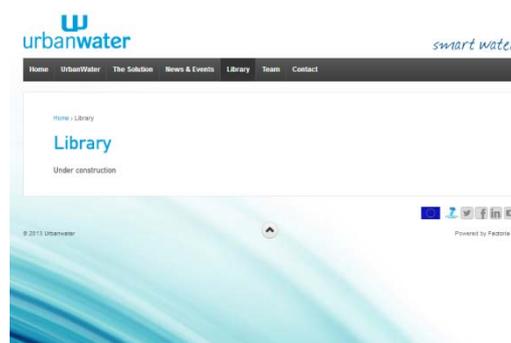


Figure 7 UrbanWater “Library” area

4.5 About Us

The Project Consortium is presented in the TEAM section including the logo of each of the beneficiaries. More information on the partners is given when clicking on the corresponding beneficiary's name, including the link to the respective institution's website.

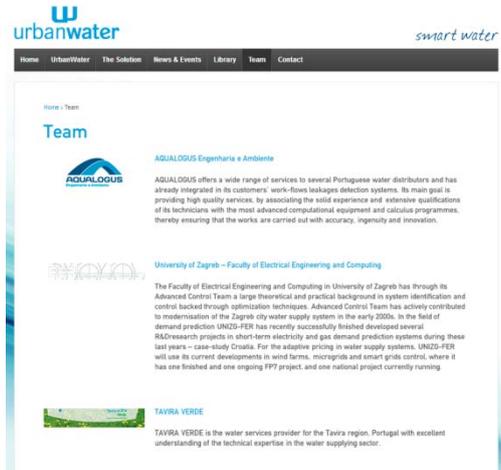


Figure 8 UrbanWater "Team" area.

4.6 Contact

This section will allow the public to obtain more information about the project by contacting (when providing basic data such as name, surname, email and text) in a form that will be sent directly to the coordinator.

In order to build a database with contacts who may be interested in special communications, newsletters or invitations to public events, all the addresses will be always saved and ready to be emailed if required.

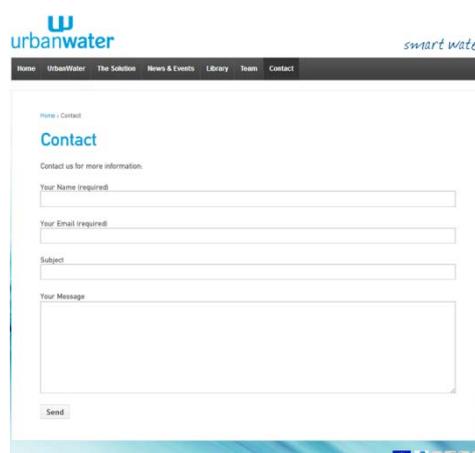


Figure 9 UrbanWater "Contact" area

5 Other resources

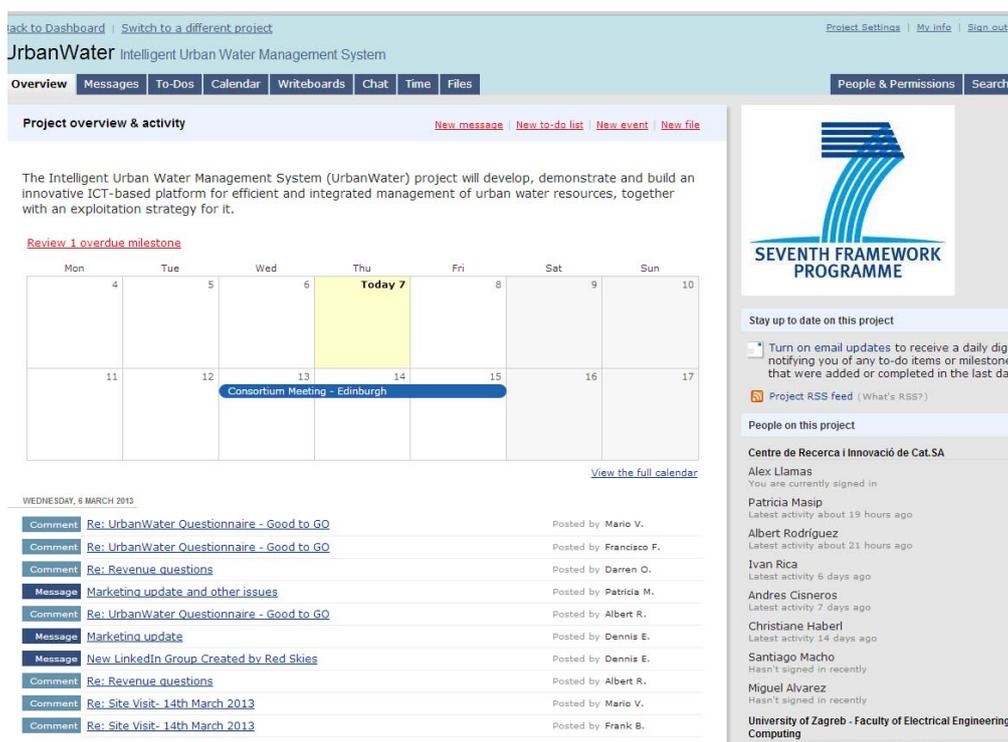
5.1 Internal Communications



The easy to use **Basecamp** tool has been selected to collect all the important files generated during the lifetime of the project. This internal use tool will be key for the members' communication, making it easy to share large files and preventing the content may be lost in inboxes. **The objective is to maintain a constant contact between partners and also to have all the information, files, deliverables and private documents collected on the same platform at the end of the project.**

It will be easier for all members to login with a private password and retrieve all administrative and technical information needed without digging through 3 years of messages in their inboxes or asking other partners for files.

This tool also allows the members to create discussions, set to-do lists, keep assignments and relevant files / documents / images and any related schedules in the project.



The screenshot shows the Basecamp interface for the 'UrbanWater' project. At the top, there are navigation links like 'Back to Dashboard' and 'Switch to a different project'. The main header includes 'Project overview & activity' with links for 'New message', 'New to-do list', 'New event', and 'New file'. Below this is a calendar view for 'Today 7' (March 7th, 2013), showing a 'Consortium Meeting - Edinburgh' on March 14th. A list of recent activity is shown below the calendar, including comments and messages. On the right side, there is a sidebar with the 'SEVENTH FRAMEWORK PROGRAMME' logo, a section to 'Stay up to date on this project' with an email update checkbox, and a list of 'People on this project' including Alex Llamas, Patricia Masip, Albert Rodríguez, Ivan Rica, Andres Cisneros, Christiane Haberl, Santiago Macho, and Miguel Alvarez.

Figure 10 Private communications tool general overview. Basecamp

5.2 Google Analytics

The free **Google Analytics snippet has been added** to the website in order to monitor the visits and extract relevant information of the visitors' profiles via the Google Analytics platform.



The collected data will give insights into the website traffic and valuable information for effective project dissemination. **The tool automatically tracks all visitors and organizes the data** in straightforward reports that will harness the collected data in a way that improves the website performance and the dissemination of the project activities.

Details that can be tracked and reported at the end of the project regarding the presence of the UrbanWater website in Google are:

- the number of visits and page views
- the average time on site
- the frequency overview (how many times a visitor comes to a second, third visit)
- the bounce rate (how many visitors are reading more than one page before leaving)
- the country of the visitor (which will let the Consortium know if a future commercial website would need a translation into a different language)
- the activity and the most accessed sections
- other data (referrals, traffic generated from Social Media links, etc.)

6 Social Media Promotion



With the rise of Social Media usage, it has become indispensable to employ tools to share content on the main channels like Facebook or Twitter, for example. For this reason, especially over the content under the "News" area, **there is a "Social Sharing Tool" that will let the visitors share content on they may need to communicate their own social media channels..** These icons will allow the visitor to contribute dissemination updates of the UrbanWater project to their own social and professional networks.

The Consortium has also taken steps to optimize the UrbanWater website for search engines. In an effort to obtain as many links as possible from related sites pointing to all the web pages published. This will be done via **SEO** and with the installation of the free plug-in for Wordpress "All in one SEO pack", and paying special attention to the description of all the contents to make everything more accessible to the visitor from the search engines. Constant optimization of keywords, content descriptions and metatags will be carried out to ensure that the website is prominent in related web searches.



LinkedIn  Partners have been encouraged to add a link to UrbanWater in their own **LinkedIn profiles** in order to attract new visitors. LinkedIn is a helpful networking tool of which the Consortium will take advantage creating inbound links to it's the project website. These links will generate traffic and will also help the website with its optimization efforts in search engines, increasing its ranking position in search results. LinkedIn will help increase the website's popularity among people and institutions related to the sector of each member.

7 Conclusions

The **UrbanWater public website is a key element of the project's dissemination strategy**, and the site will become the **main source** of dissemination ensuring the projects visibility, facilitating the diffusion of the results and promoting its future exploitation.

The project coordinator will be responsible for performing website updates on behalf of the Consortium, providing the basic information about the current status of the project.

In the following 2 years, the partners will take a decision about the renewal of the "Welcome Page" in order to give the visitor a more commercial orientation, targeting the visitors and helping themselves to get the necessary engagement with their future customers.