



POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

D6.2: POWERPOOR Website

Working on the ground with energy-poor households and policymakers on lowering energy poverty levels.

December 2020

www.powerpoor.eu



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Work Package 6: Raising awareness, dissemination and communication

Deliverable D6.2: POWERPOOR Website

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Table of abbreviations

Abbreviation	Explanation
EC	European Commission
EU	European Union
WPx	Work Package number x
Dx.y	Deliverable number y belonging to WPx

1. Introduction

Deliverable 6.2 is the second deliverable of WP6 entitled “Raising awareness, dissemination and communication” and in particular is part of Task 6.3 “POWERPOOR online presence”. The project website has been developed and is hosted at <https://powerpoor.eu/>. The website will be updated periodically throughout the project and will present all the relevant results, advancements, and activities.

1.1 Purpose & Scope

The project website will be a constant node aiming not only at presenting and disseminating the project’s results but also will be serving as a reference site containing useful material relating to energy poverty. The project’s progress and results will be published online in the designated website. The development of the website is of paramount importance for the effective promotion of the POWERPOOR concept, results, and stakeholder engagement. The website includes information about the project, including consortium composition, objectives, and mission, the Stakeholder Liaison Groups, the involved Municipalities, the certification scheme for Energy Supporters and Mentors and how to become one, all communication, dissemination, and exploitation material; project deliverables; and visualised materials (infographics, videos, etc.).

1.2 Structure of the document

In the next section the design, structure, content, and main elements of the website page such as the header, footer, home page and other pages are presented. In section three, the special features of the website are presented. In the fourth section, the next steps are presented.

2. POWERPOOR Website

The domain name of the project's website is <https://powerpoor.eu/>. It contains the name of the project, with the .eu extension denoting its European origin. The selected wording fulfils the primary requirements of a successful domain name: it is short, descriptive and easy to remember.

The website is built upon the latest version of the Drupal operating system, which is a free, open-source content management system (CMS).

For measuring the website traffic and monitoring the visitors' behaviour, a connection with the Google Analytics service has been established and configured. The data insights coming from the POWERPOOR website can be accessed directly from the Google Analytics interface.

2.1 Design





The design of the POWERPOOR website follows the latest trends in web design, having also in mind the special characteristics of the project's objectives and visual identity laid out within "Task 6.2: "Promotional and informational material".


More specifically, the POWERPOOR website exhibits the following properties:

- ❑ A modern, clean, and light interface, with contrasting colours for the text and background to make reading easier on the eye and with vibrant colours being only used for emphasis (e.g., links) where necessary.
- ❑ Easy navigation to content through a comprehensive structure that is implemented both on the front page and the various menus.
- ❑ A clean and modern typography utilised throughout the website and all sections, with large fonts that are easier to read.
- ❑ A responsive design, making the website respond and adapt to the user's input and environment, based on their device (desktop/laptop computer, tablet, or mobile/smartphone) and screen size.


Overall, the POWERPOOR website is built on modern web design principles, focusing on usability, accessibility, and intuitive navigation.

A preview of the website's front page is presented in the figure below.



[POWERPOOR](#)
[ABOUT](#)
[TOOLKIT](#)
[LIBRARY](#)
[STAKEHOLDERS](#)
[NEWS & EVENTS](#)
[COMMUNICATION](#)



Empowering Energy Poor Citizens through Joint Energy Initiatives

POWERPOOR aims to develop support programmes / schemes for energy poor citizens and encourage the use of alternative financing schemes e.g. establishing energy communities / cooperatives, crowd funding).

[View more](#)

News | 16/12/2020

Energy Communities discuss Energy Communities


[READ MORE](#)

Events | 16/12/2020


1st Online Conference on Energy Poverty

[READ MORE](#)


powerpoor library



TRAINING MATERIAL




DELIVERABLES




PUBLICATIONS


powerpoor toolkit



POWER TARGET




POWER ACT




POWER FUND

Tweets by @POWERPOOR_EU




POWERPOOR
@POWERPOOR_EU
Replying to @POWERPOOR_EU
Similarly to its neighbour in the south, #Latvia, the great majority of #Estonia's #housing stock was built between 1960 & 1990.

The lack of maintenance & #energyefficient results in large expenditures for #heating - making up to 60% of the energy costs for a household.









POWERPOOR
@POWERPOOR_EU
We end this #energy poverty series with #POWERPOOR's second country in the #Baltics - #Estonia

The reasons to decide to be active in the country are quite a few







discover the cities
POWERPOOR interactive map



Project partners

Stay Connected
Follow and subscribe

☒ I have read and agree to the terms & conditions.

The POWERPOOR project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101017717.

[Terms of use](#)
[GDPR](#)
[Cookies policy](#)
[Contact us](#)

Figure 1: POWERPOOR website Home Page

2.2 Structure and content

The site can be navigated by using the main menu links, which are located at the top part of every website page. This is a two-level navigation menu that aims to guide the visitor in a simple and intuitive manner. Currently, it contains the following items:

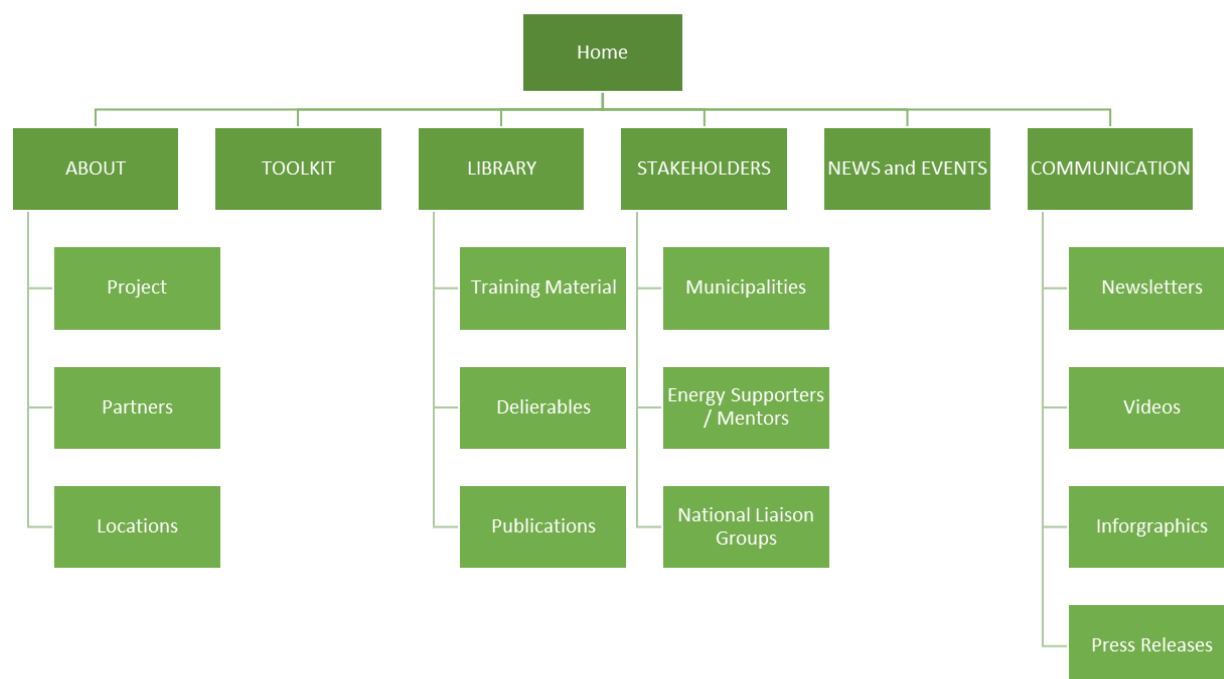


Figure 2: POWERPOOR website structure (sitemap)

- ❑ The “Home” menu-item returns the visitor to the Home page. Clicking on the logo also returns the visitor to the Home page.
- ❑ The “Toolkit” section contains the POWERPOOR toolkit. Direct links to the toolkit itself as well as to the separate tools, namely POWERTARGET, POWERACT, and POWERFUND will be available along with a short description for each one of them.
- ❑ The “Library” menu-item comprises of three different pages. The first one is the “Training Material” containing the online trainer library as it has been described in Task 3.1. The second one is the “Deliverables” page containing all the public deliverables of the project. Finally, the “Publications” page will incorporate all the national policy roadmaps that will be developed and any other material that will be developed in a national and European level.
- ❑ The “Stakeholders” menu-item comprises of three pages. The first one is the “Municipalities” page, where all the municipalities participating in POWERPOOR will be displayed. The second one is the “Energy Supporters/Mentors” where a description of the role, how to become one, and the certification scheme will be displayed. The third one is the “Stakeholder Liaison Groups” where the national stakeholder liaison groups will be presented, and their role explained.
- ❑ The “News & Events” menu-item contains links to all posts about news concerning the project, as well as events scheduled for POWERPOOR that partners will attend or have attended. It is the main place for those visitors who would like to stay in touch with the progress of POWERPOOR.

- The “Communication” menu-item includes the title and four sections: Newsletters (created with Mailchimpapp and incorporating inputs from all partners on progress and key outcomes of the project, as well as a GDPR-compliant subscription service); Videos (used to disseminate the POWERPOOR results in a more effective way to appropriate audiences); Infographics (for better visualisation of the project’s results); and Press releases (regularly posted by title and date). Materials in these sections can be shared in the most popular social media platforms (Facebook, LinkedIn, Twitter).

2.3 Main elements of the Website pages

The POWERPOOR pages consist of three basic design parts or blocks:

- The Header at the top;
- The Footer at the bottom; and
- The Content in between (explained in subsection 2.3.3).

2.3.1 Header

The Header, as shown in Figure 3 below, is the container of the POWERPOOR logo, the navigation menu, and the search facility. It remains constant for all website pages. The header is marked as fixed, which means that it stays pinned always on top, even if the user scrolls down the page. The header also includes links to the project’s social media accounts (Twitter, LinkedIn, Facebook, and YouTube).

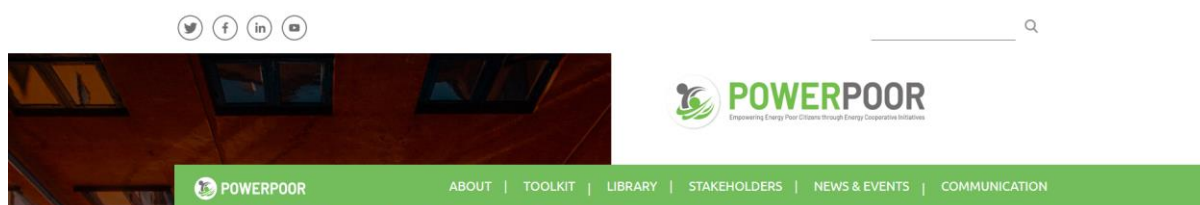


Figure 3: POWERPOOR website header

2.3.2 Footer

The Footer, as shown in the figure below, includes two sections of information.

The left section contains the project’s logo, followed by a statement that the project is funded by the European Union’s Horizon 2020 Research and Innovation Programme. The right section contains a link to the Privacy & Cookies Policy page.

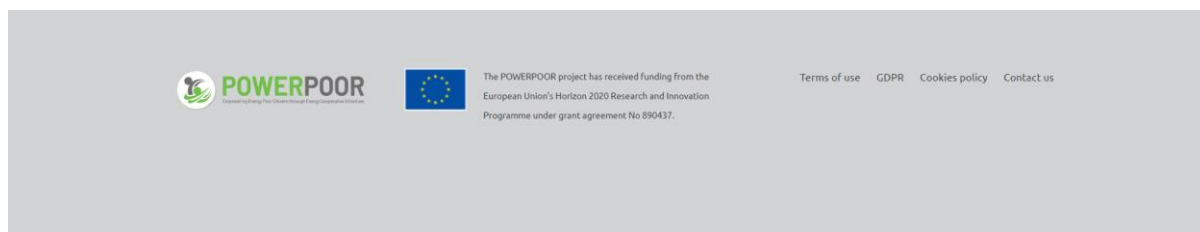


Figure 4: POWERPOOR website footer

2.3.3 Home Page

The home page consists of eight sections, as shown in the sample in Figure 1, aiming at attracting the visitor's interest and briefly inform them about the various aspects of the project.

1st section: Header

Please see Section 2.3.1 Header.

2nd section: Brief Description and News section

On the right side of the top of the homepage the title of the project along with a short description and a link to the about page are located. On the left side the latest news items are presented. The user will be able to briefly scroll through them.

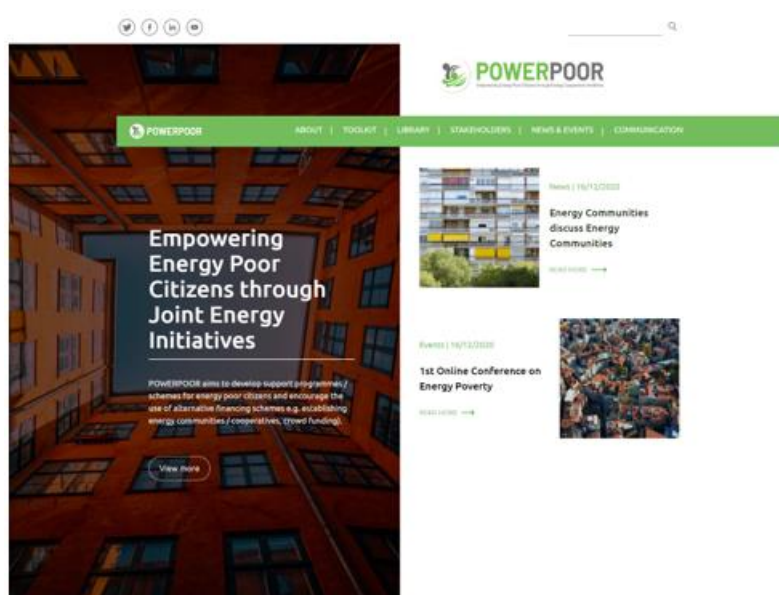


Figure 5: POWERPOOR website top of the Homepage

3rd section: Library and Tools

This section contains direct access to the 'Training material', 'Deliverables', 'Publications', and the tools namely 'POWERTARGET', 'POWERACT', 'POWERFUND'.



Figure 6: POWERPOOR website "Library and Tools"

4th section: Twitter feed

This section contains a live feed of the POWERPOOR Twitter account displaying the latest tweets. The user will have the ability to briefly scroll through the latest tweets and there is a link in the bottom right corner to the POWERPOOR Twitter account.

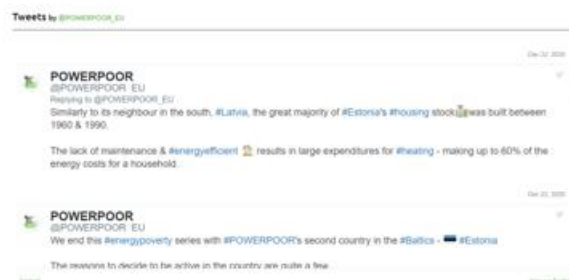


Figure 7: POWERPOOR website live “Twitter account feed”

5th section: Interactive map

In this section an interactive map with the POWERPOOR pilot countries highlighted will be displayed. When hovering over a country a button with a link to the specific country’s page will appear as demonstrated in the figure below with the example of Greece.



Figure 8: POWERPOOR website “Interactive map”

6th section: POWERPOOR consortium partners

In this section the POWERPOOR partners’ logo will be displayed, in a slider. The user will be able to see all the partners by swiping right.



Figure 9: POWERPOOR website “Project partners”

7th section: Stay connected

This section displays the POWERPOOR social media accounts. Here the users will also be able to register to the POWERPOOR newsletter.

Stay Connected
Follow and subscribe

First Name
 Last Name

Email Address

Organisation
 Country

☐ I have read and agree to the terms & conditions.

Figure 10: POWERPOOR website “Stay connected”

8th section: Footer

Please see Section **Error! Reference source not found. Error! Reference source not found.**

2.3.4 Other pages

The rest of the pages, also called ‘inside pages’, can be categorised into “static content” pages and “dynamic content” pages. A static content page usually contains information that is not altered frequently. Typical examples of static pages are the Project, the Partners, Locations, the Toolkit page, and the Communication Page. On the other hand, dynamic pages contain information that will be updated frequently, such as the News & Events, the Library, the Stakeholders.

An example of a static and a dynamic page respectively is shown in the figures below.

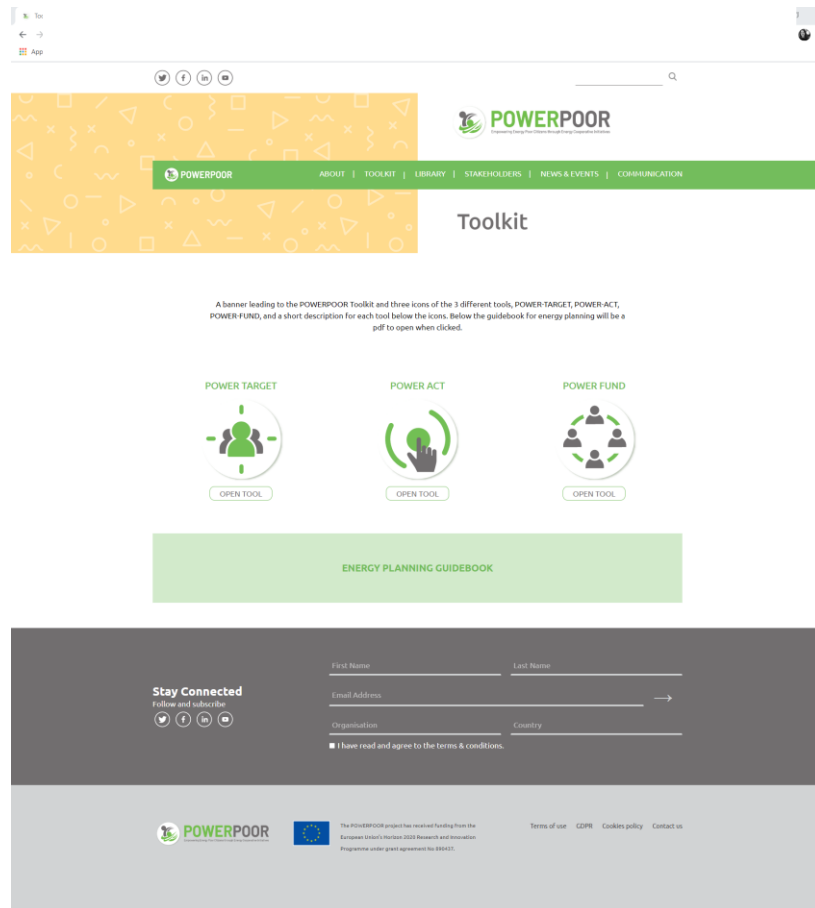
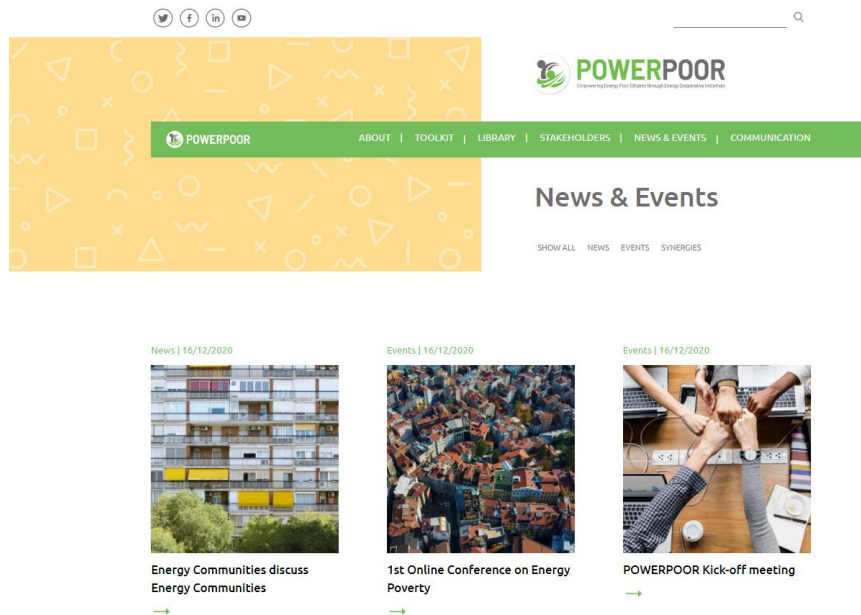


Figure 11: Example of a static page

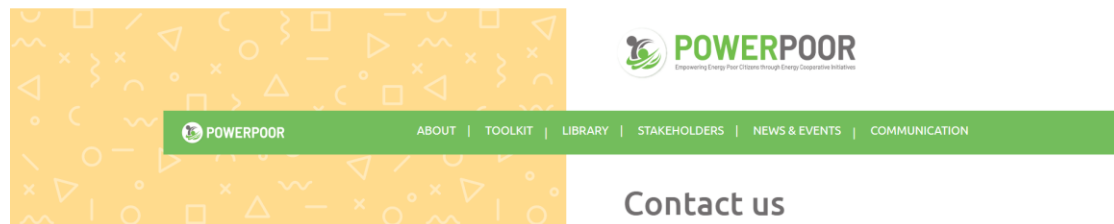


The screenshot shows a dark-themed registration form titled "Stay Connected" with the subtext "Follow and subscribe". On the left, there are social media icons for Twitter, Facebook, LinkedIn, and YouTube. The form fields include "First Name", "Last Name", "Email Address" (with a right-pointing arrow), "Organisation", and "Country". Below these fields is a checkbox labeled "I have read and agree to the terms & conditions." The footer of the form contains the POWERPOOR logo, the European Union flag, and a small text block stating: "The POWERPOOR project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101019121." To the right of the logo and text are links for "Terms of use", "GDPR", "Cookies policy", and "Contact us".

Figure 12: Example of a dynamic page

Another static page is the communication page. The “Communication” page provides the visitor with the capacity to send an e-mail to the consortium. The name, email address, subject and message are required, as is a CAPTCHA verification of the request. Once this information is provided and the message is sent, it is routed directly to the management team mailing list.

A sample of the “Communication” page is shown in the figure below.



Contact us

If you have any questions or just want to get in touch, please fill out the form.

POWERPOOR
E: info@powerpoor.eu

Get in touch with us

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	
<input type="text"/>	
Subject	
<input type="text"/>	
Message	
<input type="text"/>	
Attachment	
<input type="button" value="Choose File"/>	No file chosen
<input type="button" value="Upload"/>	

One file only. 2 MB limit. Allowed types: pdf doc ppt.

Stay Connected

Follow and subscribe



First Name	Last Name
<input type="text"/>	<input type="text"/>
Email Address	
<input type="text"/>	
Organisation	Country
<input type="text"/>	<input type="text"/>

☐ I have read and agree to the terms & conditions.



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Figure 13: POWERPOOR website Communication page

3. Special Features

The POWERPOOR website special features, include several functionalities. Initially, the news section displaying the latest news located in the homepage will have a scrolling function. The same functionality appears also in the live Twitter feed embedded in the homepage. That way the user will be able to get to know the latest updates of the project, though scrolling in the homepage.

Another special feature is the interactive map with the countries that participate in the project highlighted. When the user hovers over one of the participating countries a button will appear and it is a link to the country's specific page, containing all the energy poverty information along with the latest country facts and project activities.

Finally, the online trainer library, has a filtering feature. The documents within the library are categorised to help the user to find exactly the material they need. The filters are presented in the figure below.

Filter training material

Language
- Any -

Target audience
- Any -

Type
- Any -

Format
- Any -

Module
- Any -

Search

Apply Reset

Figure 14: The filters of the online trainer library

4. Next steps

The website is being populated with all the material needed and will be disseminated through the social media channels. It will serve as the main node of communication and reference for the project activities.

The website will be updated periodically. What is more, it will be translated to all national languages to remove any language barriers and enable project partners to provide any additional information they deem necessary to the local stakeholders and end users.