



D 8.20

Project Website

August 2018 (M3)

Responsible Partner: **OpenContent**

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 776751



Disclaimer:

The content reflects the views of the authors only. The European Commission is not liable for any use that may be made of the information contained herein.

This document contains information, which is proprietary to the CINDERELA consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with the prior written consent of the CINDERELA consortium. This restriction legend shall not be altered or obliterated on or from this document. Neither the European Commission nor the CINDERELA project consortium are liable for any use that may be made of the information that it contains.

DOCUMENT DETAILS

| | |
|----------|-----------------|
| Title: | Project Website |
| Annexes: | |

| | |
|-------------------------|---|
| Deliverable No. | 8.20 |
| Work Package | WP8 – Communication, exploitation and dissemination |
| Task | 8.3.2 |
| Deliverable Type | Websites, patents, filling, etc. |
| Lead Partner: | OpenContent |
| Contributing Partner(s) | All |
| Due date of deliverable | 31 August 2018 |
| Actual submission date | 31 August 2018 |

| Dissemination level: | | |
|----------------------|---|---|
| PU | Public | x |
| RE | Restricted to a group specified by the consortium (including Commission Services) | |
| CO | Confidential, only for members of the consortium (including Commission Services) | |

DOCUMENT HISTORY

| Version | Date | Partner | Author | Changes |
|---------|------------|-------------|---------------------------------|---|
| 1 | 20.08.2018 | OpenContent | Mario Conci | Document creation |
| 2 | 23.08.2018 | IETU | Mateusz Korcz Izabela Ratman | Revision |
| 3 | 28.08.2018 | OpenContent | Mario Conci | Integration of revisions and creation of new version "CINDERELA_D8.20_Project_Website_v2" |
| 4 | 28.08.2018 | IETU | Mateusz Korcz | Revision |
| 5 | 29.08.2018 | OpenContent | Mario Conci | Integration of revisions and creation of new version "CINDERELA_D8.20_Project_Website_v3" |
| 6 | 29.08.2018 | ZAG | Urška Kropf | Revision |
| 7 | 30.08.2018 | OpenContent | Mario Conci | Integration of revisions and creation of definitive version "CINDERELA_D8.20_Project_Website_v4" |
| 8 | 31.08.2018 | ZAG | Urška Kropf Kim Mezga | Finalization |

EXECUTIVE SUMMARY

This deliverable presents a general overview of the CINDERELA project website and services offered to stakeholders through this website. The website is an interactive environment providing access to all aspects related to the project implementation and permits collaboration and active participation in the CINDERELA methodology's development.

The website is structured of three main parts:

- Part I: CINDERELA Digital Community dedicated to project promotion and dissemination;
- Part II: CinderOSS Area serving as an entrance to access the CinderOSS services;
- Part III: Restricted access area dedicated to project's partners only.

The project website is built with an open source Content Management System that allows an easy and regular update. The system is easy to use and ensures different roles (i.e. dissemination and community managers) and it is integrated with CINDERELA social media accounts.

The website contain basic information about the project itself and its workpackages, the consortium, pilots that will be implemented during the project, events that will be organized, free dissemination and training materials as well as services that will be developed during the project.

The restricted access area is used as a collaborative working space for developing the project.

Contact:

| | |
|---------------------------------------|--|
| Mario Conci – Project Manager | E-mail: mario.conci@opencontent.it |
| OpenContent | Tel.: +39 0461 917 437 |
| Via Galilei, 24 - 38122 Trento, Italy | Cell: / |

Keywords:

Website, Project Community, Communication, Dissemination, Newsletter

TABLE OF CONTENTS

| | |
|--|----|
| DOCUMENT DETAILS | 2 |
| DOCUMENT HISTORY | 3 |
| EXECUTIVE SUMMARY | 4 |
| TABLE OF CONTENTS | 5 |
| EXPLANATION OF ACRONYMS & ABBREVIATIONS | 7 |
| 1. INTRODUCTION | 8 |
| 2. THE CINDERELA PROJECT WEBSITE | 8 |
| 2.1. WEBSITE'S CONTENT STRUCTURE | 9 |
| 2.2. DESIGN OF THE WEBSITE | 10 |
| 2.2.1. Website's main parts | 10 |
| 2.2.2. Design process and timeline | 11 |
| 2.3. PART I: CINDERELA DIGITAL COMMUNITY | 12 |
| 2.3.1. About | 12 |
| 2.3.2. Consortium | 13 |
| 2.3.3. Newsletter | 14 |
| 2.3.4. News | 15 |
| 2.3.5. Contact Info and Social Network | 15 |
| 2.3.6. Pilots | 16 |
| 2.3.7. Events | 17 |
| 2.3.8. Contents | 17 |
| 2.4. PART II: CINDERELA SERVICES | 18 |
| 2.5. PART III: RESTRICTED ACCESS AREA | 18 |
| 2.6. LEGAL SECTION | 20 |
| 3. CONCLUSION | 21 |

List of Figures:

| | |
|--|----|
| Figure 1: Structure of the website | 9 |
| Figure 2: Website's main parts | 10 |
| Figure 3: Timeline of website design process | 11 |
| Figure 4: Screenshot of the Home Page | 12 |
| Figure 5: Screenshot of the "About" Section in the Home Page | 12 |
| Figure 6: Screenshot of the "Consortium" section | 13 |
| Figure 7: Newsletter subscription form on the Home Page | 14 |
| Figure 8: Newsletter subscription form by MailChimp | 14 |
| Figure 9: Screenshot of the "News" Section | 15 |
| Figure 10: Screenshot of the "Contact Info" section | 15 |
| Figure 11: "Contact us" Form | 16 |
| Figure 12: Screenshot of "Events" section | 17 |
| Figure 13: Description of each Event | 17 |
| Figure 14: Login to the Restricted Area | 18 |
| Figure 15: Restricted Area main page | 18 |
| Figure 16: Restricted Area content Toolbar | 19 |

| | |
|---|----|
| <i>Figure 17: Edit new website content.</i> | 19 |
| <i>Figure 18: Link a document to other objects.</i> | 20 |
| <i>Figure 19: Tag functionality.</i> | 20 |
| <i>Figure 20: Buttons for publishing, drafting or discarding a new content.</i> | 20 |
| <i>Figure 21: Website Legal Section.</i> | 20 |
| <i>Figure 22: Cookies Acceptance Banner.</i> | 21 |

List of Tables:

| | |
|--|---|
| <i>Table 1: Website technical details.</i> | 8 |
|--|---|

EXPLANATION OF ACRONYMS & ABBREVIATIONS

| Acronym | Full name |
|-------------|---|
| AEDHE | Asociación de Empresarios del Henares |
| BEXEL | Bexel Consulting d.o.o. Beograd |
| D | Deliverable |
| EC | European Commission |
| ETU | Instytut Ekologii Terenów Uprzemysłowionych |
| FGP | Fundación Gómez Pardo |
| FP | Framework Programme |
| H2020 | Horizon 2020 The EU Framework Programme for Research and Innovation |
| ICT | Information and communications technology |
| KplusV | KplusV organisatieadvies B.V. |
| M | Project month (e.g. M6 stands for month 6 of the project) |
| MIN | Minutes |
| NAT | National |
| NGO | Non-Governmental Organisation |
| NIGRAD | NIGRAD d.d. komunalno podjetje |
| Opencontent | Opencontent SCARL |
| OTH | Other |
| PMT | Project Management Team |
| POLOPN | Polo Tecnologico di Pordenone Societa' Consortile per Azioni |
| R&D | Research and Development |
| REG | Regional |
| S&T | Scientific and technological |
| SME | Small and medium enterprises |
| TECNALIA | Fundación Tecnalia Research & Innovation |
| TU Delft | Technische Universiteit Delft |
| UB | Università commerciale Luigi Bocconi |
| WP | Work package |
| ZAG | Zavod za gradbeništvo Slovenije |

1. INTRODUCTION

The purpose of this deliverable is to present a general overview of the CINDERELA project website and services offered to stakeholders through this website.. The website will offer an interactive environment providing access to all aspects related to the project implementation and will permit collaboration and active participation in the CINDERELA methodology's development. It will also provide an overview of the objectives, partnerships and activities proposed within CINDERELA project. The restricted access area will be used as a collaborative working space for developing the project. It will offer also information about the latest news and features of the project.

2. THE CINDERELA PROJECT WEBSITE

The project website (Tab. 1) serves as a key tool for communication and dissemination supporting the CINDERELA's ecosystem. It will also have an important role as tool for open innovation and knowledge management inside and outside the project. Therefore the website is structured of three main parts:

- Part I: CINDERELA Digital Community dedicated to project promotion and dissemination;
- Part II: CinderOSS Area serving as an entrance to access the CinderOSS services;
- Part III: Restricted access area dedicated to project's partners only.

The project website is built with an open source Content Management System that allows an easy and regular update. The system is easy to use and ensures different roles (i.e. dissemination and community managers) and it is integrated with CINDERELA social media accounts. The project website is linked with Google analytics allows to see visitors' statistics, most viewed contents, and to track systematically the request coming from visitors in the website. To provide better visibility and positioning of the project website, some Search Engine Optimization strategies will be deployed throughout the project and it will also be linked to other websites of relevant projects or thematic portals as agreed in the Dissemination Plan (D 8.1).

Table 1: Website technical details.

| TECHNICAL DETAILS |
|---|
| <ul style="list-style-type: none"> ● Address: www.cinderela.eu ● Contact email: info@cinderela.eu ● Default language: English ● eZ-Publish: open source enterprise PHP content management system ● Contents can be managed and categorized based on specific tags and classes |

2.1. Website's content structure

Figure 1 depicts the structure of the CINDERELA project website.

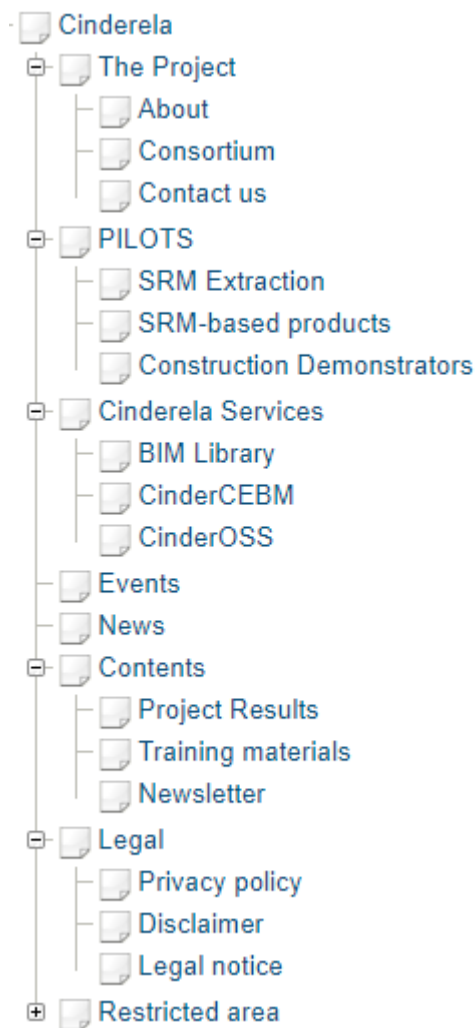


Figure 1: Structure of the website.

2.2. Design of the website

2.2.1. Website's main parts

CINDERELA website is divided into 3 main parts (see Fig. 2):

- Part I: CINDERELA Digital Community dedicated to project promotion and dissemination, including general project description, presentation of project consortium, links to other projects, as well as other relevant events, access to public project deliverables, training materials, multimedia contents and dedicated social media accounts and other useful links.
- Part II: CinderOSS Area, serving as an access point to the CINDERELA services, such as:
 - CinderCEBM section about the Business Model developed;
 - BIM Library section, where it will be possible to search through the digital library made available;
 - CINDERELA Virtual Service Desk where it will be possible to collect and track information requested by potential customers.
- Part III: Restricted access area accessible by project's partners only and dedicated to the exchange of project documents, reports, meeting minutes, and repository of confidential deliverables.

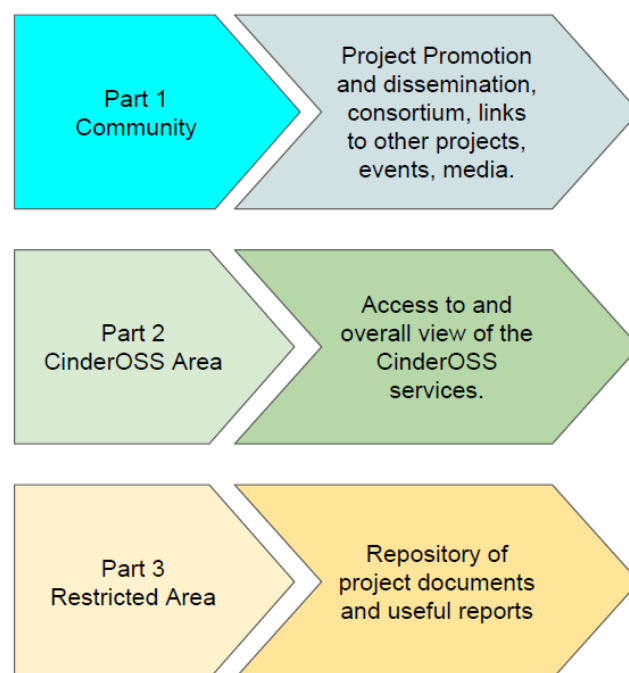


Figure 2: Website's main parts.

2.2.2. Design process and timeline

Figure 3 depicts the different phases of the design of the website. The website with the three main parts: public area, restricted area and basic information about the CinderOSS services are ready and online in August 2018 (M3). Regarding Part2 CinderOSS Area, further developments will be required based on the activities of WP4 (starting November 2018, M6) getting to a first release in May 2020 (M24). In parallel, a constant update of contents of the whole website will be also carried on.

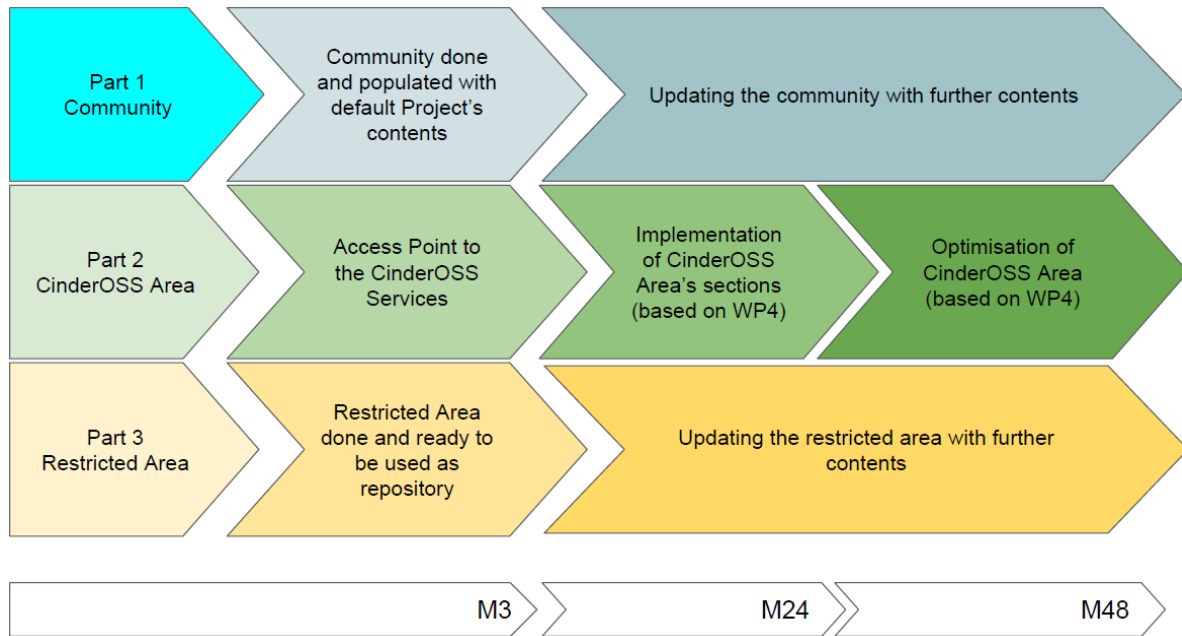


Figure 3: Timeline of website design process.

2.3. Part I: CINDERELA Digital Community

CINDERELA Digital Community is dedicated to project promotion and dissemination. The project's home page (Fig. 4) is a one-scroll page reporting information about the project, the Consortium, subscription to the Newsletter, and Contact Info.

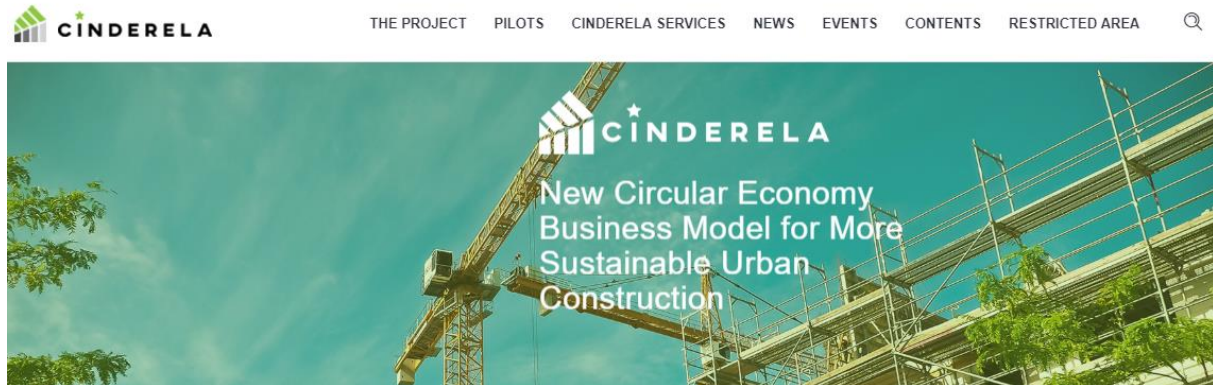


Figure 4: Screenshot of the Home Page.

2.3.1. About

This section (Fig. 5) contains a description of the project and its work packages.



Figure 5: Screenshot of the "About" Section in the Home Page.

2.3.2. Consortium

Partners of the consortium are represented by means of interactive panels including their logo and link to an internal webpage with further information (Fig. 6).



Figure 6: Screenshot of the "Consortium" section.

2.3.3. Newsletter

The Newsletter will be delivered to stakeholders via MailChimp service. They will be able to submit their contact data (name, surname, company and e-mail address) by filling in the form in the Home Page (Fig. 7). In addition, subscription to the Newsletter can be done also by filling in questionnaires at various CINDERELA events upon their consent.

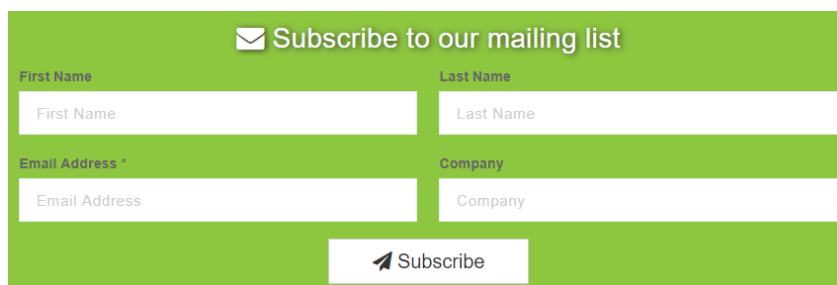


Figure 7: Newsletter subscription form on the Home Page.

By clicking on “Subscribe” visitors will be forwarded to the MailChimp form (as in Fig. 8), where they will have the option to choose the language they would like to receive the newsletter, they will be asked for privacy consent and will actually subscribe to the CINDERELA Newsletter.

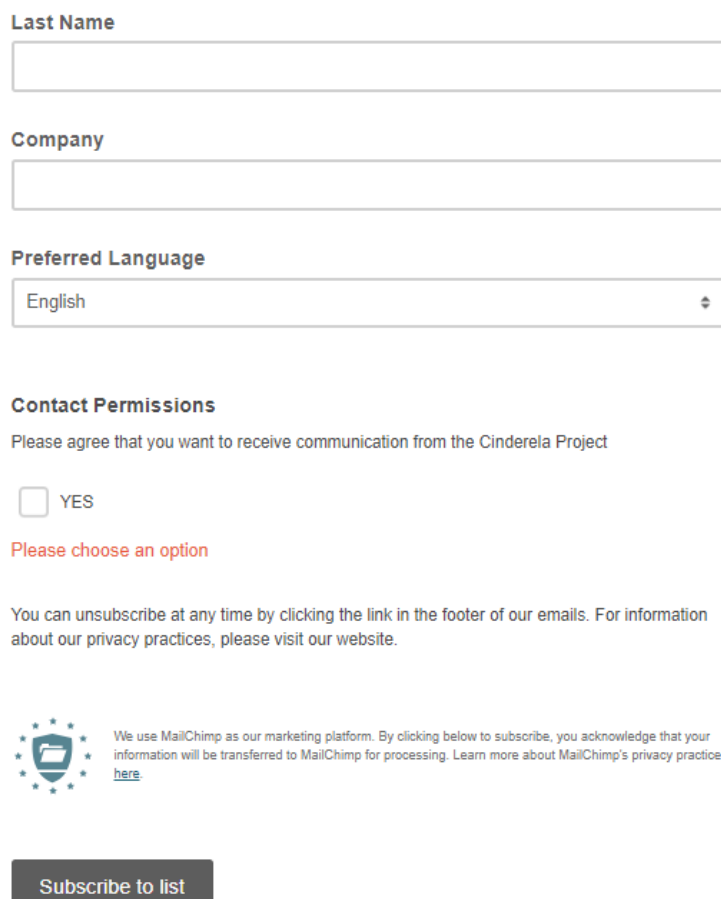


Figure 8: Newsletter subscription form by MailChimp.

2.3.4. News

This section of the homepage displays the latest news with topics similar to the CINDERELA project (Fig. 9). This section will be regularly updated with relevant news gathered together by all project partners.

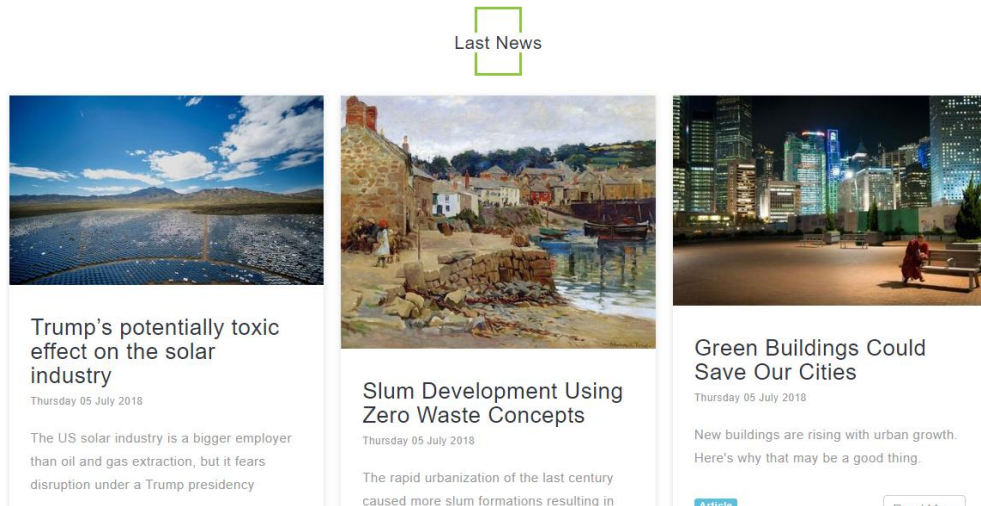


Figure 9: Screenshot of the “News” Section.

2.3.5. Contact Info and Social Network

The website is linked with the main social media: Linked-in, Twitter, Facebook and Instagram (Fig. 10).

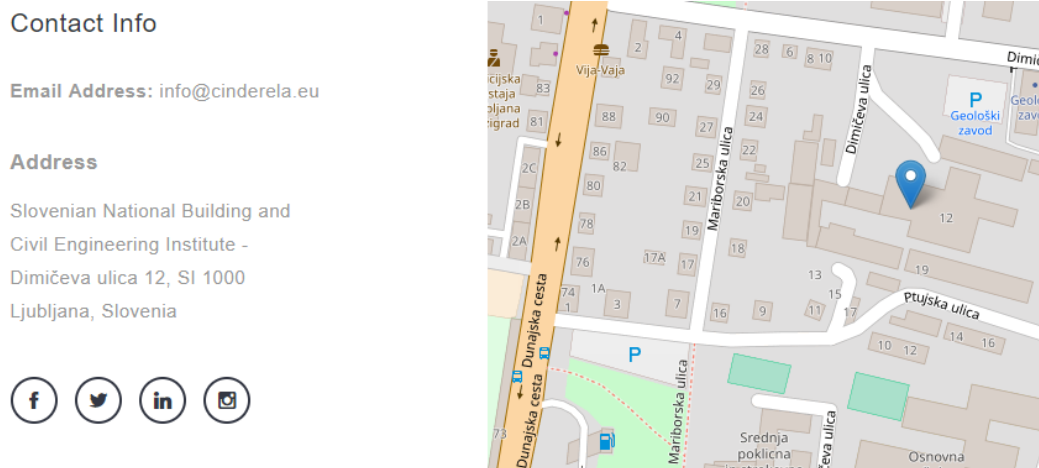


Figure 10: Screenshot of the “Contact Info” section.

Stakeholders can also get in contact with the project partners by sending a message using the website’s contact form as indicated in the Figure 11.

Contact us

Please write us a message and leave your e-mail to be contacted

Sender name

Subject

Message

Email

Consent to Private Person data processing ☐ I agree to my data being processed for contact purposes as described in Privacy Policy

Figure 11: "Contact us" Form.

2.3.6. Pilots

This section is dedicated to the description of the main pilots that will be implemented during the project. They are:

- SRM Extraction: Demo of extraction of phosphorus from municipal waste;
- SRM-based products: Production of SRM based construction products;
- Construction Demonstrators: Use of SRM materials.

This part of website is still 'under construction' because further details about the pilots will be decided throughout the project.

2.3.7. Events

Events can be displayed either via “Calendar” or “List” view (see Fig. 12). A search of specific events can also be accomplished.

Events

August 2018

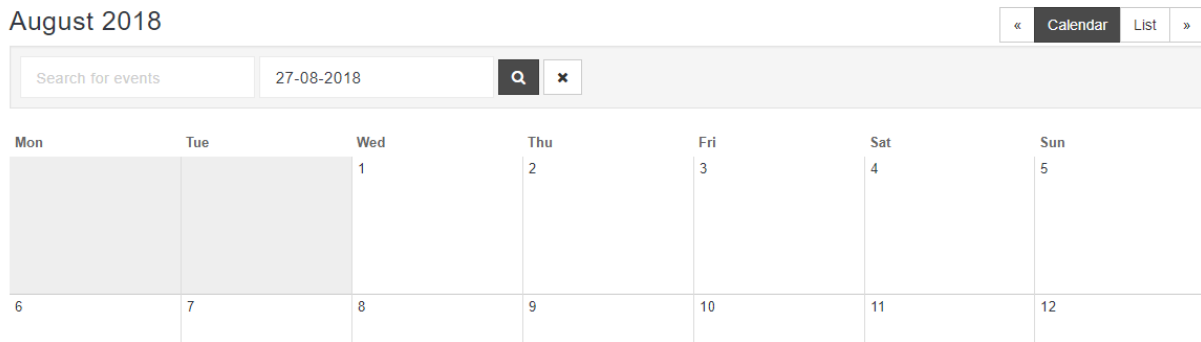


Figure 12: Screenshot of “Events” section.

Each event can be described as in the Figure 13, with a title, picture, and information about when and where it happens.

Meeting in Amsterdam

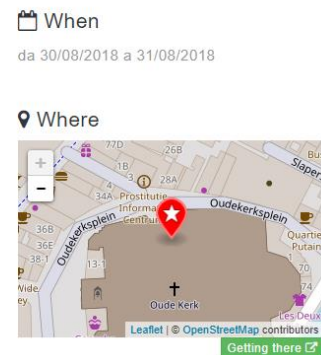


Figure 13: Description of each Event.

2.3.8. Contents

This section collects materials that will be developed during the project and will be available for download to all interested website visitors. These are:

- Public deliverables with a specific interest for CINDERELA’s community;
- Project’s newsletters;
- Training materials.

These contents will be created with the intent of engaging key stakeholders and to stimulate the development of new policies and the non-commercial exploitation of project results. Training materials in particular, will also be used in training programs and delivered by means of an e-learning platform linked to the CINDERELA website.

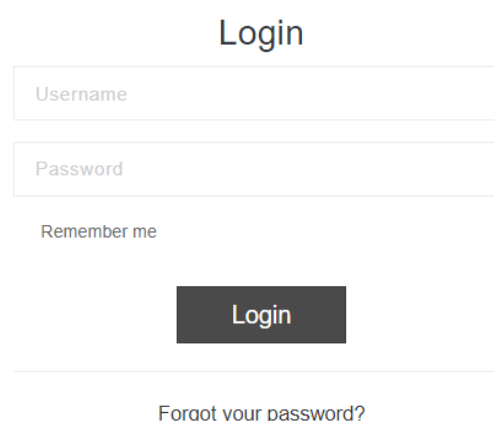
2.4. Part II: CINDERELA Services

This section describes the services that CINDERELA will provide to the stakeholders. It is envisaged as a whole service supporting the CINDERELA Business Model (CinderCEBM) and ensuring its environmental, social and economic feasibility. Implementation of the CinderOSS service depends on the industrial partners who have an economic interest in the implementation of the CinderCEBM.

The activities for the development of the CinderOSS Area will start in November 2018 (M6). For the time being, this section will include a general description of the CINDERELA Business Model (CinderCEBM), the CINDERELA One Stop Shop service (CinderOSS) and the BIM Library.

2.5. Part III: Restricted Access Area

Restricted access area is accessible by CINDERELA project partners only (Fig. 14). Each project's partner will receive personal credentials for accessing the restricted area.

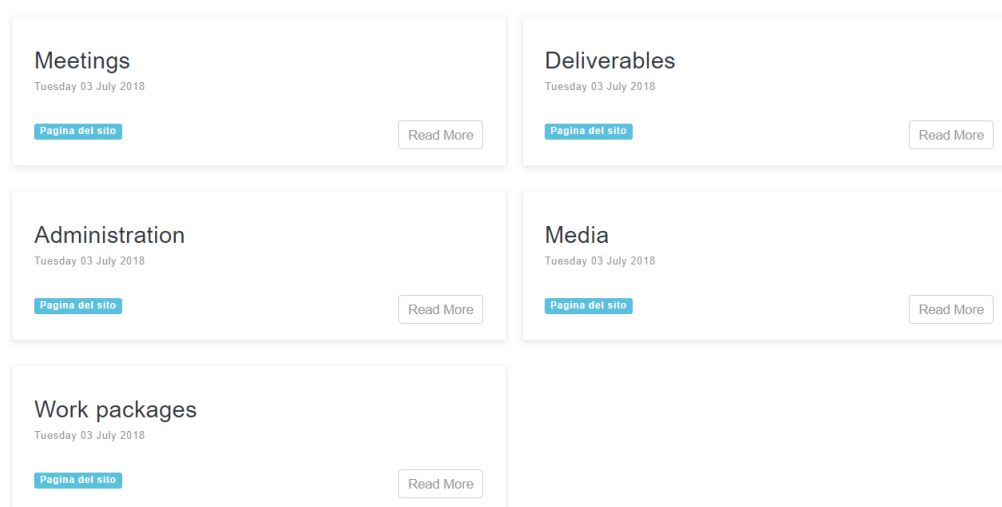


The login form is titled "Login". It contains two input fields: "Username" and "Password". Below the "Password" field is a checkbox labeled "Remember me". A dark grey "Login" button is positioned below the checkbox. At the bottom of the form, there is a link that says "Forgot your password?".

Figure 14: Login to the Restricted Area.

This area is dedicated to the repository of project documents, meeting minutes, media, and confidential deliverables, displayed as in Figure 15.

Restricted area



The "Restricted area" page displays five content cards arranged in a grid. Each card has a title, a date "Tuesday 03 July 2018", a blue button labeled "Página del sitio", and a grey button labeled "Read More". The cards are: "Meetings", "Deliverables", "Administration", "Media", and "Work packages".


Figure 15: Restricted Area main page.

Project partners will be able to create and update contents by using a simple toolbar (Fig. 16).



Figure 16: Restricted Area content Toolbar.

Contents that can be created are: Deliverables, Minutes, Events, Articles (News), Administration document, and Reports (general documents). They have approximately the same structure with specific fields to fill in as depicted in Figure 17.











































Edit New Administration document Content in English (United Kingdom) 

Main contents

General informations

Name of the document

Description

Paragraph                                          

Path: paragraph

Files

Attached files:

No files uploaded




Figure 17: Edit new website content.

Each document can also be linked to other objects such as a specific work package, task or project partner (Fig. 18).

Work package

Add existing objects

Select the items in the search results:

Task

Add existing objects

Select the items in the search results:

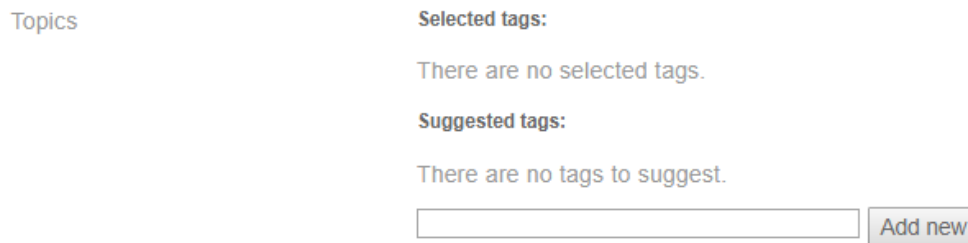
Partners

Add existing objects

Select the items in the search results:

Figure 18: Link a document to other objects.

A tagging functionality allows adding tags to each new document (Fig. 19). This allows for an easy retrieval of documents based on keywords just using the internal search engine.



The interface shows a 'Topics' section on the left. On the right, there are two sections: 'Selected tags:' with the text 'There are no selected tags.' and 'Suggested tags:' with the text 'There are no tags to suggest.' Below these is a text input field and an 'Add new' button.

Figure 19: Tag functionality.

Finally, one can decide to store and publish the content, save it as a draft or discard it (Fig. 20).



Three buttons are shown: 'Discard' (red), 'Store draft' (orange), and 'Store' (green).

Figure 20: Buttons for publishing, drafting or discarding a new content.

2.6. Legal Section

CINDERELA consortium has adopted a strict internal regulation on management of privacy-related issues as described in the website's Legal section (Fig. 21). Contents provided and data collected through the CINDERELA website will follow this regulation.

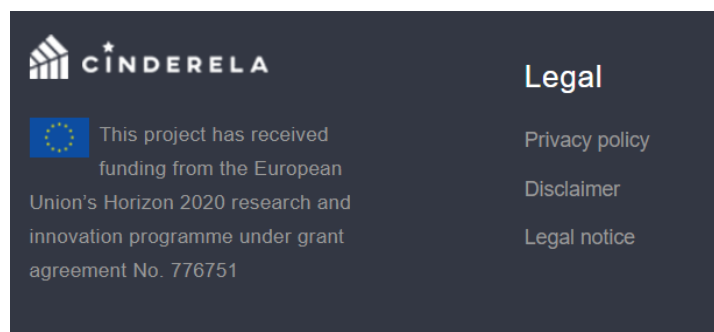


Figure 21: Website Legal Section.

The CINDERELA website uses cookies, which are text files placed on the user's computer. Two types of cookies are collected:

- Technical cookies: are cookies needed to show the website correctly such as session cookies, analytics cookies and functionality cookies;
- Third-party cookies: are cookies that are placed by the managers of another website ("third-party") via the publisher's website.

Through the use of cookies, CINDERELA project can provide website visitors with more user-friendly services that would not be possible without the cookies setting. The purpose of this recognition is to make it easier for users to utilize CINDERELA website, for example by means of cookies, users do not have to enter access data each time the website is accessed, because this is taken over by the website, and the cookies are thus stored on the user's computer system. Users decide to accept cookies by clicking on the Cookies acceptance banner (Fig. 22).

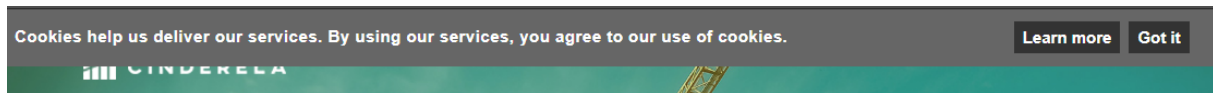


Figure 22: Cookies Acceptance Banner.

Users may also refuse to use cookies by selecting the appropriate settings on their browser. Furthermore, already set cookies may be deleted at any time via an internet browser or other software programs. This is possible in all popular internet browsers. If user deactivates the setting of cookies in the internet browser, not all functions of CINDERELA website may be entirely usable though.

3. CONCLUSION

This report describes the basic structure of the CINDERELA website. Further developments may be needed to respond to new requirements throughout the CINDERELA project lifetime. This is mainly the case of the CinderOSS Area, which will be developed in the upcoming 21 months and will be finalized by May 2020.

The website will be updated regularly under the supervision of project partner IETU and with the technical support by project partner OpenContent. Each partner of the consortium will be requested to contribute to the enrichment of the CINDERELA website by sharing contents, events and relevant information in accordance with the Dissemination plan (D 8.1).