PivotBuoy

An Advanced System for Cost-effective and Reliable Mooring, Connection, Installation & Operation of Floating Wind

Call identifier: H2020-LC-SC3-RES-11-2018

D8.2: Project website

Due Date of Deliverable: 30/06/2019
Completion Date of Deliverable: 27/06/2019

Start date of project: 01 April 2019   Duration: 36 months

Lead partner for deliverable: WavEC Offshore Renewable

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
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

Issue Date	Version	Changes Made / Reason for this Issue
26/06/2019	V1.0	First Draft by WavEC
26/06/2019	V1.1	Review by PLOCAN
26/06/2019	V1.2	Review by X1WIND
27/06/2019	V2.0	Final Version

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1   EXECUTIVE SUMMARY

Deliverable D8.2 "Project website" is produced in the scope of Work Package 8 related to the Communication of the PivotBuoy project.

The PivotBuoy website was launched on the 25th of June 2019 with the url www.pivotbuoy.eu and will be maintained and updated throughout the lifetime of the project. The website was designed to be one of the main communication tools to disseminate, as widely as possible, information about the project's activities to a wide range of public.

The website is monitored with the free online Google Analytics tool, that measures the website insights, where the visitors come from and what is their behaviour on the project's website. By measuring all this, we can update the content so that we give the exact information that visitors search for, and optimize our website on search engines.

To enhance the dissemination, PivotBuoy also opened Social Media pages, such as Twitter and LinkedIn, that are being considered as an extension of the website in terms of communication. Deliverable D8.1 Communication and Dissemination Plan outlines further details about all communication channels and tools that will be used during the lifetime of the PivotBuoy project.

2   INTRODUCTION

2.1   PURPOSE AND SCOPE OF THE DELIVERABLE

The purpose of this Deliverable 8.2 is to provide synthetized information about the PivotBuoy project tasks regarding the project's exploitation and dissemination. This deliverable will address the PivotBuoy website, with the following url: www.pivotbuoy.eu

The Deliverable is part of the Work Package 8 related to Communication & Dissemination of Results.

3   PROJECT WEBSITE

The main communication tool of PivotBuoy is the project's website. The PivotBuoy project website was launched on the 25th of June of 2019 with the following url: www.pivotbuoy.eu. It will be linked to the consortium member's individual webpages, and will highlight up-to-date news and events relevant for the project.

PivotBuoy's website is linked to the online platform Google Analytics[1], a free analytics tool to measure website insights, such as how many visitors the pages have, where they come from, how many minutes they spend on the pages and what pages they visit the most, among much more information.

The website was created to disseminate the PivotBuoy activities and to reach a large audience. To achieve this, the Search Engine Optimization is taken into account so that not only the website exists but can actually be found in the search engine results by as much visitors as possible. This is a process that is considered during the lifetime of the project.

The PivotBuoy website has the following structure:

- HOME
- TECHNOLOGY
- DOCUMENTATION
- PARTNERS
- NEWS AND EVENTS
- CONTACTS

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[1] The Tracking ID for Google Analytics and the Website Tracking code are available in D8.2 Communication and dissemination plan.
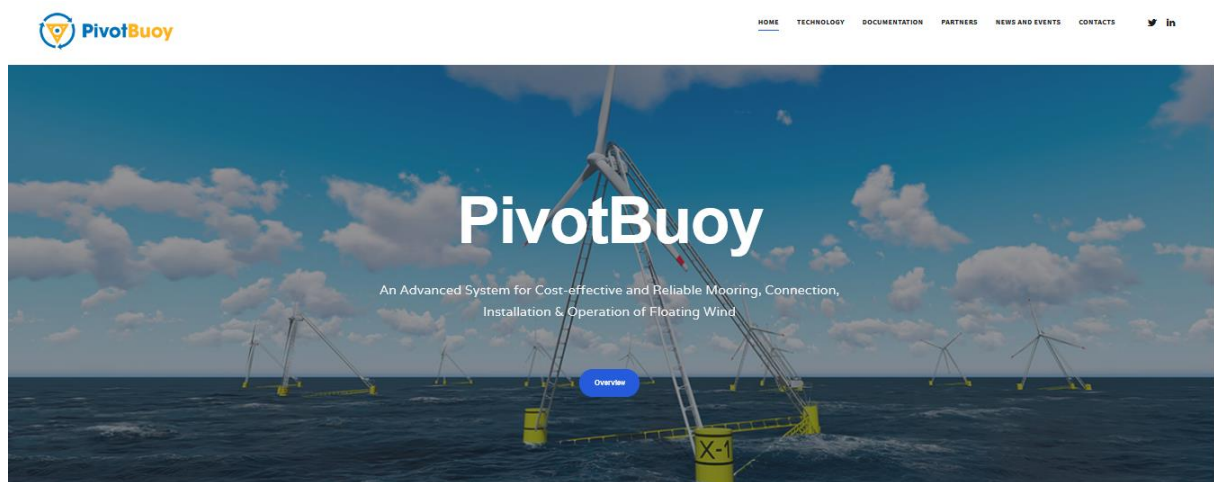
3.1 HOME

Figure 1. *Homepage* of the project website

The HOMEPAGE, shown in Figure 1, was designed to be the main page and displays a short description about the project with a link to more information in a section called "Overview" (Figure 2).
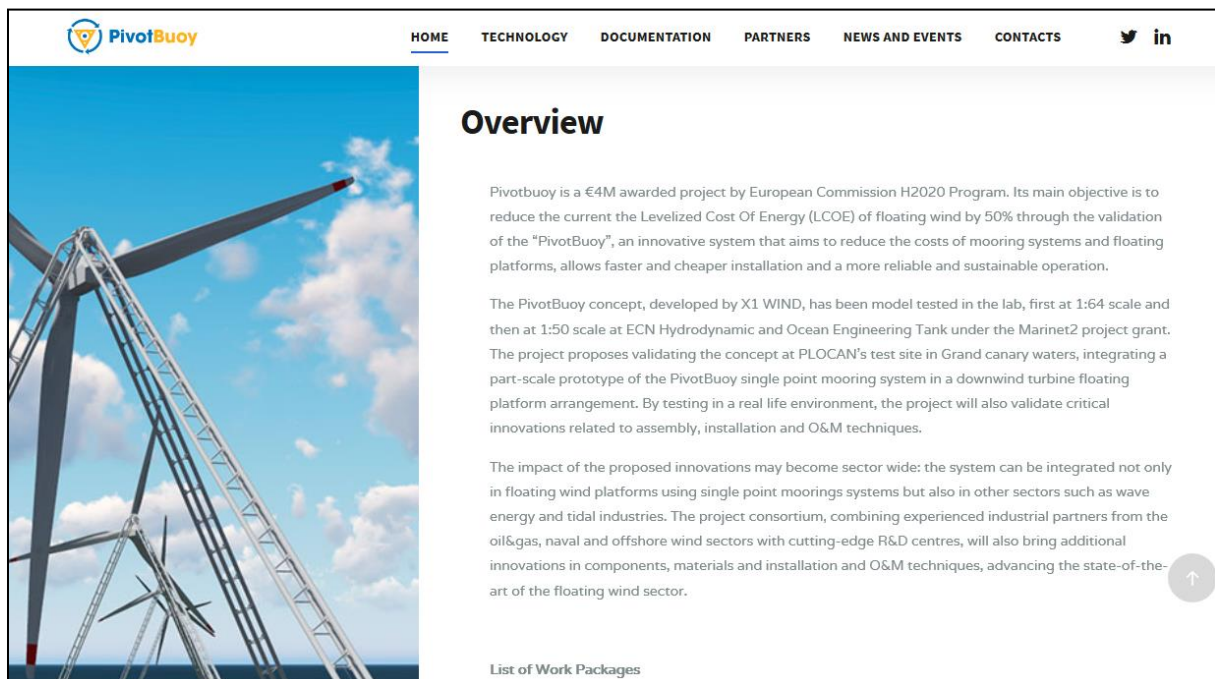

Figure 2: *Homepage* of the project website - Overview section

It is followed by a news and events section, a link to the technology, documentation and partners pages of the website.

At the lower part of the page, the website mentions the project's funding (Figure 3); Social Media icons are also present in this section. The project's funding and social media icons can be seen at the lower part of all sections of the website.
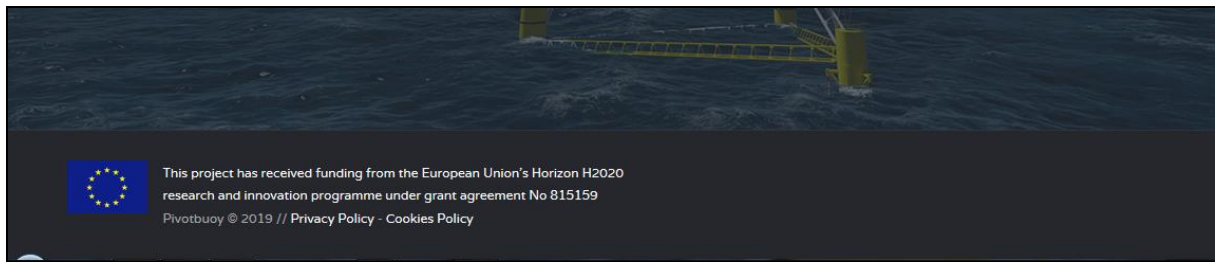
Figure 3: *Homepage* of the project website - Funding reference

3.2 TECHNOLOGY

At the TECHNOLOGY page, shown in Figure 4, information is available about the PivotBuoy technology through a short description, a video and a link to the X1WIND website detailed technology section: https://www.x1wind.com/x1wind-technology/
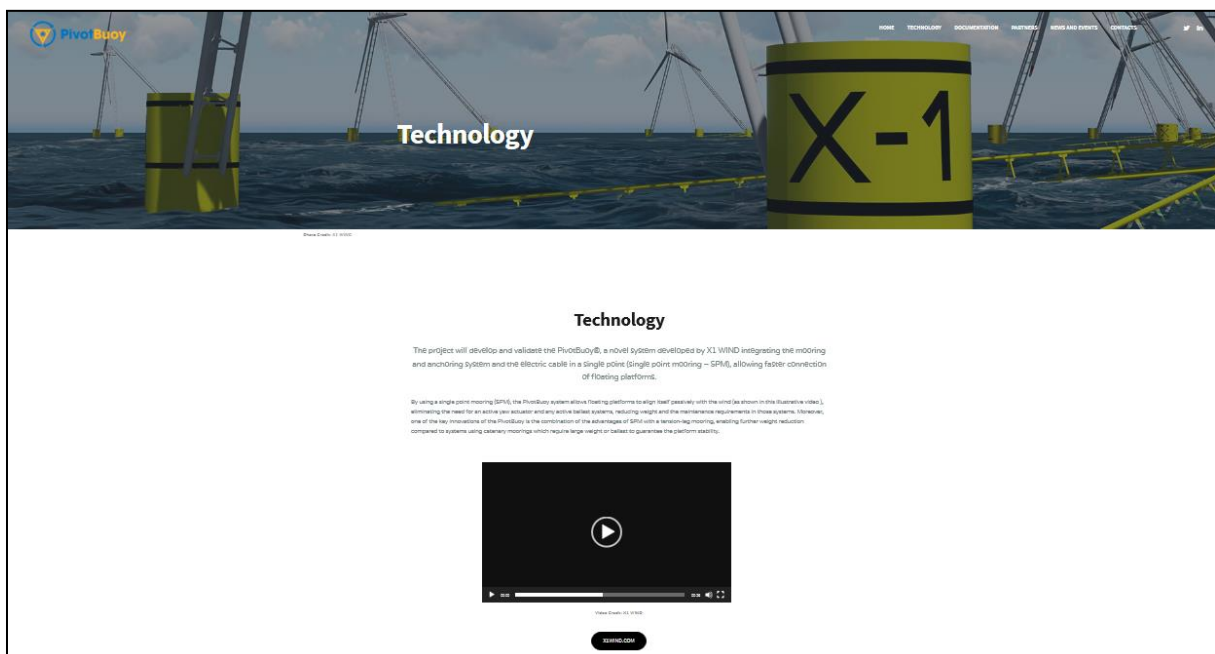

Figure 4: *Technology* page

3.3 DOCUMENTATION

The DOCUMENTATION page, shown in Figure 5, will contain all public documents generated during the PivotBuoy project, such as Deliverables, Publications and other. Here, two public deliverables that were issued in M1 are already published.
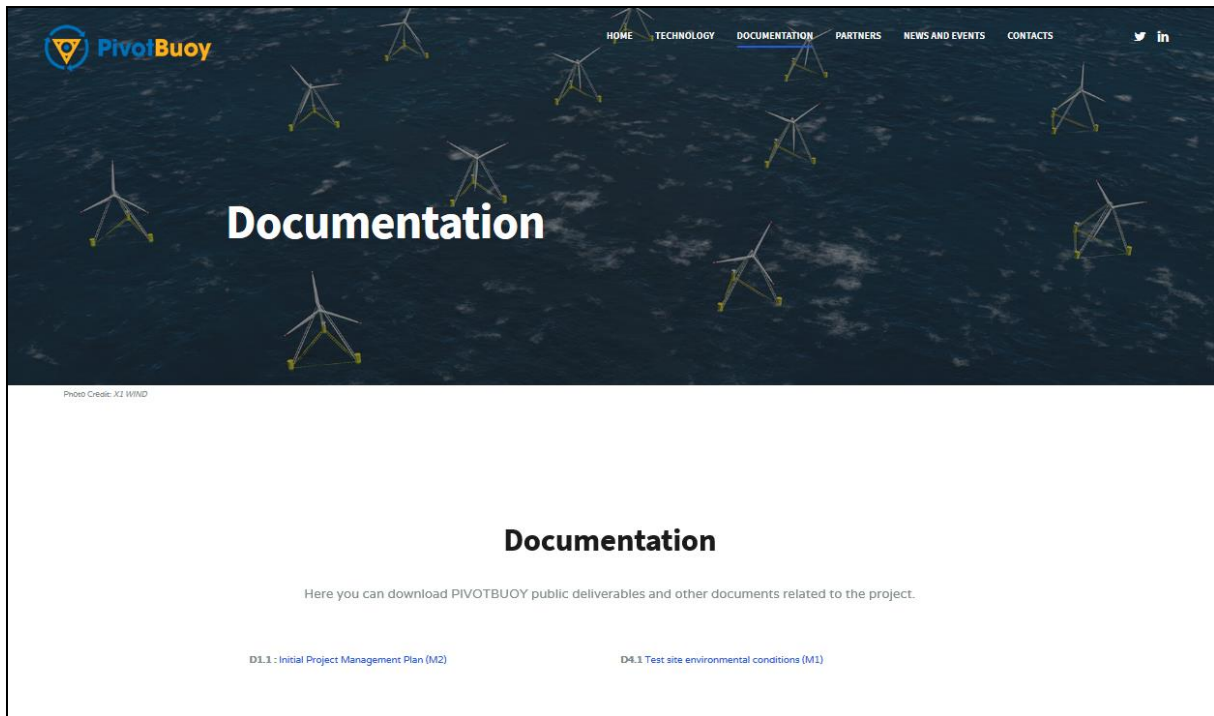
Figure 5: *Documentation* page

3.4 PARTNERS

The PARTNERS page displays the logos of the project Consortium with links to the partners' websites, along with a short description of each partner. Figure 6 shows the top part of this page.
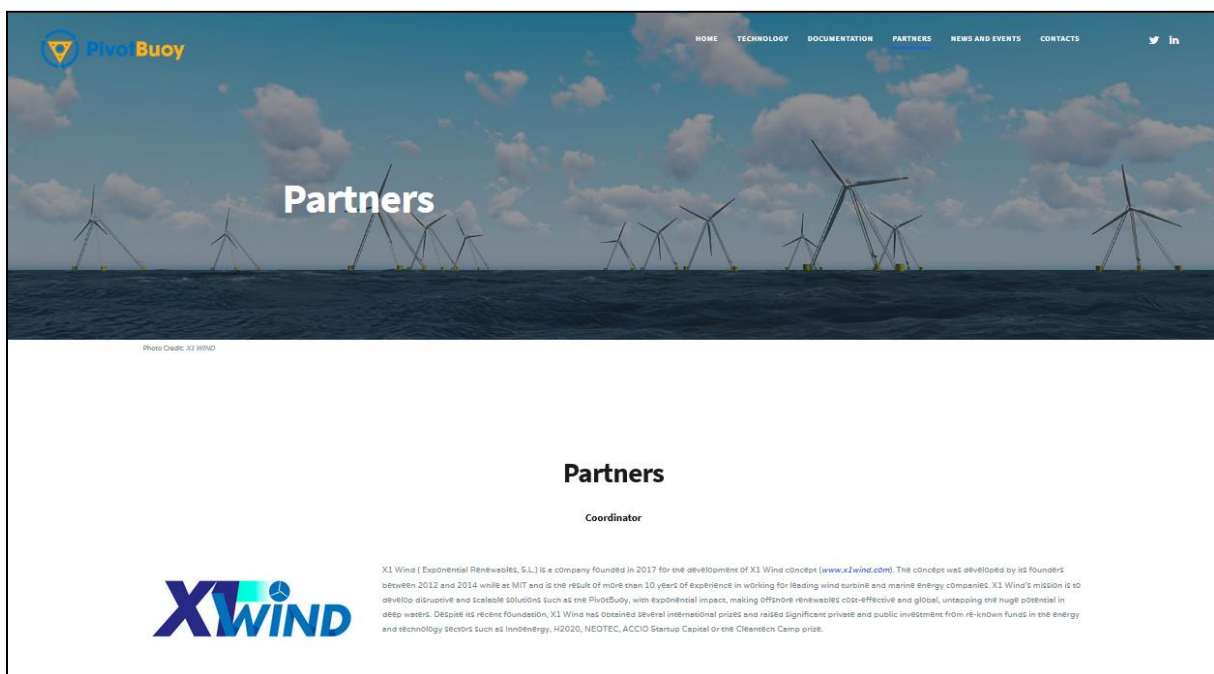

Figure 6: *Partners* page

3.5   NEWS AND EVENTS

The NEWS AND EVENTS page is the page that suffers most changes. This page contains all the new activities of the project and is constantly updated as tasks are accomplished, and milestones achieved. As shown in Figure 7, it currently displays two news about the launch of the project.
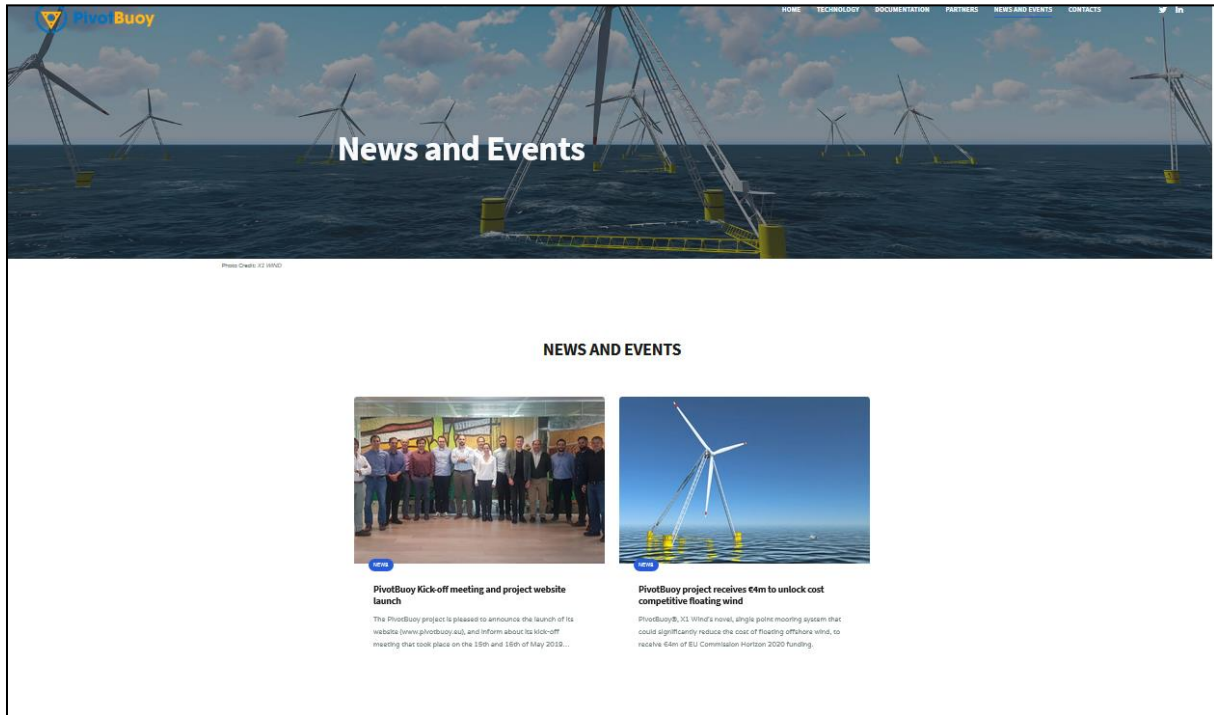

Figure 7: *News and Events* **page**

3.6 CONTACTS

The CONTACTS page displays a registration form to contact the PivotBuoy project, as can be seen in Figure 8. The emails that will receive these messages are: mail@wavec.org and info@1xwind.com
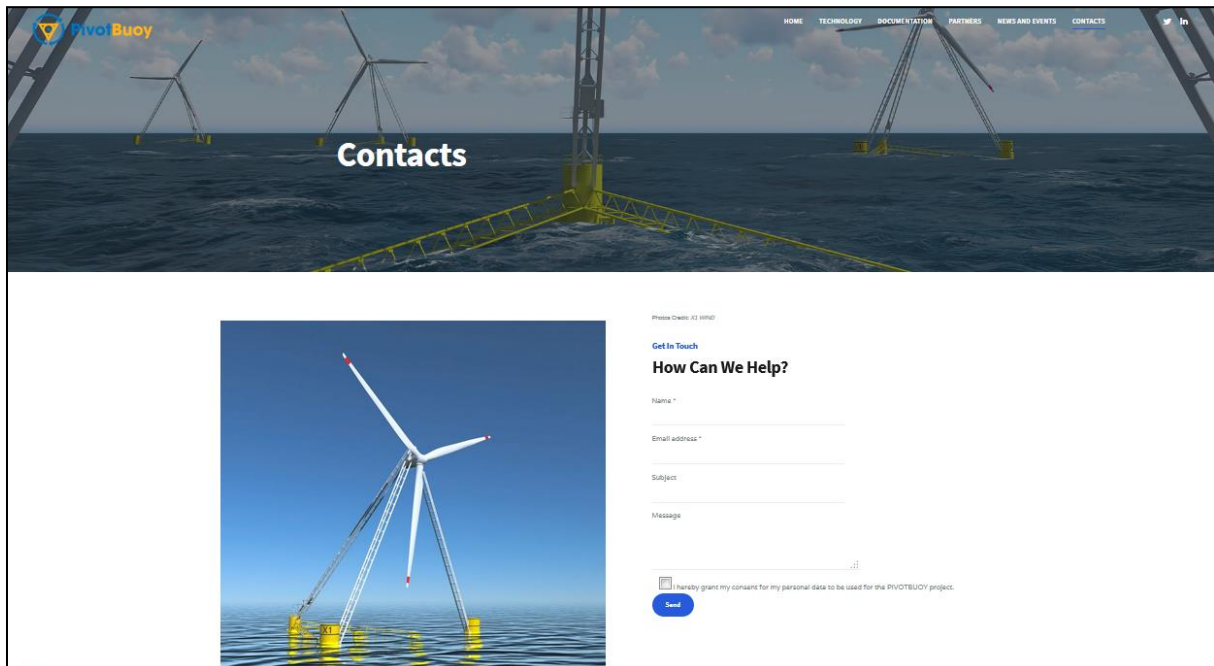

Figure 8: *Contacts* page

4 SOCIAL MEDIA

Social media is another channel that PivotBuoy will use to disseminate the project's activities. PivotBuoy has chosen to have two main social media channels, namely LinkedIn and Twitter at the start of the project. These social media are linked to the website:

Linkedin link: https://www.linkedin.com/groups/8790014/

Twitter account: https://twitter.com/pivotbuoy

As mentioned in the Executive Summary, Deliverable D8.1 Communication and Dissemination Plan outlines further details about all communication channels and tools that will be used during the lifetime of the PivotBuoy project.

5 GENERAL DATA PROTECTION REGULATION

PivotBuoy respects the General Data Protection Regulation (GDPR) (EU) 2016/679 and has introduced the Cookies Policy to its website. The contact registration form has also been programmed respecting the GDPR stating that the registrant grants consent for personal data to be used for the PivotBuoy project.

6 IMPACT ASSESSMENT

To measure the success rate of the implemented dissemination methods, the Communication leader will monitor the performance indicators and calendar regarding the project Website and social media overview (defined in D8.1 Communication and Dissemination Plan). With this measure, the Communication Leader and Project coordinator will track what can be done to improve these communication channels, if necessary.

7 CONCLUSIONS

The PivotBuoy Website is produced in the scope of work package 8 related to the Communication of the PivotBuoy project. It was launched on the 25th of June 2019 and a Press Release has been sent to inform stakeholders of the project and website.

This Deliverable describes all information that the website contains.