COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME

Call FP7-ICT-2011-7

Project Acronym:	**Cassandra**
Project Number:	**288429**
Project Type:	**COLLABORATIVE PROJECT: Small or medium scale focused research project (STREP)**
Project Full Title:	**A multivariate platform for assessing the impact of strategic decisions in electrical power systems**

Work programme topic addressed: **ICT-2011.6.2 ICT systems for energy efficiency**

D2.2 Cassandra Website and Dissemination Material

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Abstract

This deliverable describes the Cassandra dissemination material, including the project website, logo, brochure, presentation, banners as well as the Network of Interest mailing list and templates for dissemination contacts. This material will be maintained and updated throughout the course of the project and will be used to support all CASSANDRA dissemination activities.
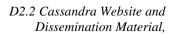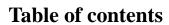
Document History

Version	Issue Date	Stage	Content and changes
#1.0	24th April 2012	Draft	Initial Deliverable version (DRAXIS)
#1.1	25th April 2012	Final	Minor revision (CERTH-ITI)

List of participants:

Participant no. *	Participant organisation name	Part. short name	Country
1 (Coordinator)	Centre for Research and Technology Hellas/ Informatics and Telematics Institute	CERTH-ITI	Greece
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Executive Summary

The Deliverable D2.2 "Cassandra Website and Dissemination material" provides an overview of the Cassandra project website and the Dissemination material. It provides a "snapshot" of the website and at the time of writing this document (April 2012).

Apart from 'static' contents (i.e. project and cluster description), the project website includes 'dynamic' areas were relevant news and announcements for events are regularly released (at least once a month with respect to information on project news and events). All partners contribute to the content creation and update.

The Cassandra website (http://www.cassandra-fp7.eu/) constitutes the primary platform of the project's communication activities, as it:

- is the main communication gate with the project target groups, promoting Cassandra-ICT activities and events

- is used as the main information repository of the project and

- supports internal communications and management of the consortium (through the Wiki that has been incorporated)

The dissemination material is comprised by:

- The brochure that provides essential information about Cassandra in a four page leaflet.

- The dissemination templates, documents and presentations

- The project presentation which is updated regularly in order to provide all current information according to the project progress

- The banner that partner organisations display on their websites to redirect visitors to Cassandra website

- The Network of Interest mailing list and associated Cassandra dissemination contacts.

- The dissemination reports that outline Cassandra dissemination activities and summarize collected information that will be useful for further analysis.

1 Cassandra website

1.1 Website structure

The Cassandra website (http://www.cassandra-fp7.eu/) is comprised of the following sections:

- Home
- About the project
  - o Summary
  - o Aims and objectives
  - o Actors
  - o Approach and methodology
  - o Expected outputs and results
  - o Project activities
- Partners
- Pilot cases
  - o Multi-residential building in Northern Sweden
  - o Shopping center
  - o Benchmarking in lighting products
- Deliverables
  - o Deliverables
  - o Documentation
  - o Downloads
- Project News
- Collaboration Space
- Contact

A Wiki is also available for use by the consortium (http://www.cassandra-fp7.eu/collaboration_space).

The Cassandra website also supports the sending of newsletters and press releases to a designated list of subscribers.

Currently, a Facebook group (Cassandra-Project), You Tube channel (cassandrafp7), a Twitter (cassandrafp7) and a Flickr account (cassandra_project), have been organized to present the Cassandra project and help networking. The links to these groups are available at the website.

Remark: The content of the Cassandra newsletter will be produced jointly by Draxis and the rest of the consortium while Draxis will be responsible for its graphical outlook. Partners will use their individual communication channels to maximize the newsletter reach.

1.2 Page Layout

The Cassandra website has a simple and easy navigate layout. It is comprised of a top menu bar and a colourful "pie" which contains the different pages with information. A top flash module has been placed on the top of the page which exposes how different kind of stakeholders (small/large scale consumer, etc.) can benefit from Cassandra solution. At the bottom there is a list of the latest news which news are also published to the Social Networks, placed underneath. At the bottom there is also a footer containing a copyright and funding note.
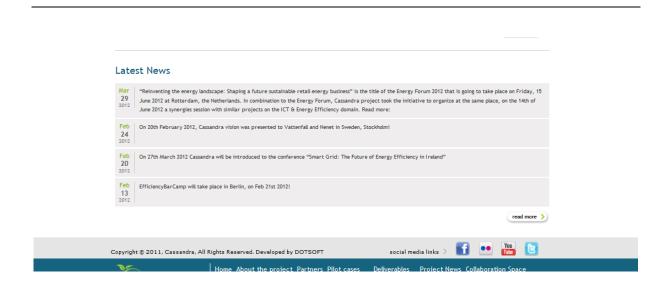
Figure 1: Cassandra website Layout

1.3   Portal Content

This part includes a brief description of the project's scope, concept, activities and partners as well as ICT related activities and news throughout Europe. To serve its purpose, it is divided into two types of content:

- • the 'static' part, which includes project information, and
- • the 'dynamic' part, which is used for informing/promoting not only Cassandra activities but also activities and news from similar projects/networks.

Both types content have been included in the portal under certain sections (basic menu). For the management of the content, DotSMS, a Content Management System (CMS) has been used to support the development.

For each section, there is the possibility to add/edit/delete sub-sections on demand through the administrative interface. The level of granularity, although technically unlimited, for practical reasons has been limited to 2 levels. The content of the portal will be updated on demand. Through DotSMS's administration interface the content in all sections can be added/edited/deleted.

The following sections present each part of the Cassandra website's content.

1.3.1   Home

The home page greets visitor with the description of Cassandra platform and a module that explains how he can be benefit from Cassandra platform. Visitors can directly access the main sections of the website by placing their mouse on the "pie", which is split into six different parts.

Figure 2: Cassandra website "pie"

Clicking on the banner "Join our network" the visitor can access the Cassandra Community which comprises from organisations who belong to the project Network of Interest. At the moment there is currently dynamic information and will be soon enhanced with additional tools, such as discussion place, etc.

Figure 3: Cassandra website banner for the Network of interest

1.3.2   About the project

This menu item provides extended information about the project with text description and images. It is comprised by six different sections:

Summary: describes and overview of the project. An indicative image is placed at the bottom of this page.

Figure 4: Cassandra website "About the project" section

Aims and Objectives: Here are listed the main objectives that Cassandra project focuses on.

Figure 5: Cassandra website "Aims and objectives" section

Actors: It is important that the website captures the interest of visitors so that they will study the information provided in the webpages and ultimately join the Cassandra Network of Interest (or contact the consortium for more information). For this reason, there is a flash module at the home page that shows simple questions that attract visitors to click to learn more information. By clicking, the visitors are redirected to a set of Cassandra usage scenarios.

Figure 6: Cassandra website "Actors" section

Approach and methodology: A representative image is placed at the top of this page that shows that methodology that the whole consortium agreed to follow to reach the desired result.
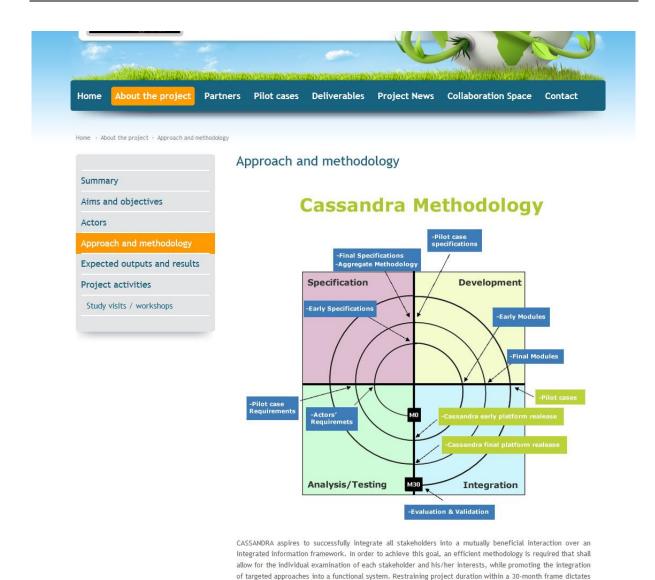
Figure 7: Cassandra website "Approach and methodology" section

Expected outputs and results: Here are listed the most basic expected results in relation to ICT infrastructure, reduction of energy consumption and CO_2 emissions, industry, business and social impact.

Figure 8: Cassandra website "Expected outputs and results section"

Project activities: Here will be announced the project workshops and events that will be organised by the project consortium.

1.3.3 Partners

Partner's menu item contains an image with consortium puzzle that shows the role of all partners to the Cassandra project. Under this image, there is a logo that redirects to the corresponding page which includes more information about partners.

Figure 9: Cassandra website "Partners" section

1.3.4 Pilot cases

This section of the website at the moment includes the description of the project concept for all three (3) pilot cases of the project.

Figure 10: Cassandra website "pilot cases" section

1.3.5 Deliverables

This section has been prepared to contain a variety of files like manuals of the Cassandra platform, Public deliverables or downloads of different versions of Cassandra platform.

Figure 11: Cassandra website "deliverables section"

1.3.6 Project news

This page is one of the website's dynamic content pages. It presents a list of events that are related to ICT, FP7 or ICT for energy or are related to Cassandra dissemination activities. This information is automatically announced also to the Social Networks.

1.3.7 Collaboration space

Collaboration space has been created for private use within the project consortium. A Wiki has been installed in order to support discussions and file transmission and storage of project related documents.

Figure 12: Cassandra website "Collaboration space" section

1.3.8 Contact us

This page consists of a web page allowing visitors to input information and send an email to the consortium. The first name, last name, country, email and message are all required fields and must be completed by users if they wish to contact the project. Contact information is additionally provided at the same page.

Figure 13: Cassandra website "Contact us" section

2   Logo

In order to establish the project's identity of Cassandra Logo has been created, which will be associated and included in all the documents (paper or electronic).

Figure 14: Cassandra Logo

The agreed design which became our official logo for the project is characterised by the expressiveness and capacity to communicate the ICT element of the project in terms of the energy efficiency, as well as by an arresting polychromy that goes well with the project's approach in regard to decrease electricity energy consumption.

Cassandra project logo has been designed to serve as the flag for promoting the project in exhibitions and other events. This logo is intended to be used in the Dissemination and exploitation activities derived from the project in order to improve the Cassandra project visibility. The Logo will be used in all the dissemination tools, ranging from the website to documentation sheets and brochures.

3 Brochure

The initial project brochure has been developed for the flow of every service to be implemented. We expect to use an effective and simple communication mood to explain the developed services in terms of benefits and use conditions, besides the way to access them.

Brochure approach (format, language, style) is user-centred. The current brochure will be distributed by each partner in order to provide a common view of the project at any workshop, conference or meeting where they can present the Cassandra project.

The front page contains:

- Logo, acronym
- A welcome slogan including Cassandra vision in relation with ICT for energy
- A representative image of Cassandra solution
- A link to the Cassandra website
- The FP7 program logo and references to the underlying contract with the European Commission

The second page briefly summarises:

- The Cassandra solution

The third page shortly outlines:

- The cases of the three Cassandra pilots

Finally, the last page (the brochure's cover page) provides:

- Full contact details of the Cassandra coordinator
- Consortium members
- Project work programme information
- Partner's puzzle image
- The Cassandra Facebook group
- The Cassandra twitter
- The FP7 program logo and references to the underlying contract with the European Commission

Figure 15: Cassandra Brochure, front and end page

Figure 16: Cassandra Brochure, inside pages

4 Dissemination templates

Templates for text documents and presentations were developed and made downloadable for all members of the project from the website. Templates include the Cassandra deliverable template:

Figure 17: Cassandra deliverable template

and the Cassandra presentation template to be used as tool for presenting the project results:

Figure 18: Cassandra presentation template

5 Project presentation

The Cassandra project presentation is a generic presentation to be used for dissemination purposes by all partners. The project presentation is updated every month by the communication manager to include the newest project outcomes and is distributed to all partners.

6 Banner

A banner has been designed with the project logo so every project partner can insert it to the website of the organisation. In this way, all partner organisations will disseminate Cassandra to the web visitors of their website and therefore, traffic in Cassandra website will be increased.

Figure 19: Cassandra Banner

7 Network of Interest mailing list

Every partner keeps and administers internally the mailing list which template has been created by Draxis.

For confidentiality reasons, partners maintain contact details lists internally, using the excel template of Figure 20. For each contact the following information is stored:

- Name of organisation,
- Type of organisation (European Administrations, Investor, Stakeholder, Utility Customers, Technology Customers, Aggregator Customers, Environmental Consulting, Energy Consulting, General Public)
- Country
- Person in charge or Contact Person
- Telephone
- Email
- Website URL
- Kind of Interest (get informed, get involved, invest, purchase)

A	B	C	D	E	F	G	H	I
	Cassandra NoI							
1	2	3	4	5	6	7	8	9
Nr.	Name of Organisation / Department	Type of Organisation (select)	Country	Person in charge or Contact Person	Telephone	e-mail	website URL	Kind of interest (select)
1	<<the full name of the entity>>		Country name or code	Full Name		Full.name@xyz.abc	www.xyz.abc	
2								get informed
3								get involved
4								

Figure 20: Mailing list template

All personnel from the different partners' organizations, participating in the project examines and enhances the mailing list, to make sure that nobody is excluded from valuable information. Even if not everybody is interested in all details of the project, general knowledge of Cassandra is important since every project member is a representative for the whole project. Since not everybody is interested in all information, messages will contain a descriptive subject to let know at a glance if the "information is for me".

8 Dissemination reports

Using the above dissemination material all project partners are carrying out a number of dissemination activities, either to their countries or internationally. In order to document these dissemination activities, partners are able to use a common template which is structured as below:

- Event: title, place, dates
- Event aim & purpose
- Impact to the project
- Type of Audience, Target audience reached, Size of audience, Coverage Level
- Brief report and feedback gathered

Dissemination report: EVENTS

N° of event	*event 1.*
Event title, place, dates	*Seminar / infoday / bilateral meeting / fair trade / stand* *Town, Country* *DD/MM/YY*
Event aim & purpose	*Write 2-4 lines to describe the objective of the event and link to the project objective*
Impact to the project	*Write 2-4 lines about the impact of such activity to the project, eg. create awareness about the project's outcomes, encourage involvement, create synergies with organisation or projects, collaboration agreements with third existing parties, strengthen links with public bodies, consolidate exploitation position, etc*
Type of Audience[1]	*Write the type of audience that attended the event*
Target audience reached[1]	*Write the type of audience that you reached during the event*
Size of audience	*Write the number of all people that attended the event*
Coverage Level	*Local / regional / national / European level*
Partners involved	*Partner acronym*

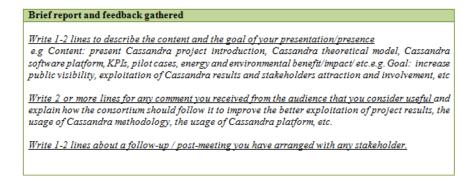| **Brief report and feedback gathered** |
|---|
| *Write 1-2 lines to describe the content and the goal of your presentation/presence*
 e.g Content: present Cassandra project introduction, Cassandra theoretical model, Cassandra software platform, KPIs, pilot cases, energy and environmental benefit/impact/ etc.e.g. Goal: increase public visibility, exploitation of Cassandra results and stakeholders attraction and involvement, etc

Write 2 or more lines for any comment you received from the audience that you consider useful and explain how the consortium should follow it to improve the better exploitation of project results, the usage of Cassandra methodology, the usage of Cassandra platform, etc.

Write 1-2 lines about a follow-up / post-meeting you have arranged with any stakeholder. |

Figure 21: Cassandra Dissemination reporting template

9   Closing remarks

Based on at the Description of Work dated on 2011-10-21, this deliverable is a result on M6 of the Task 2.2 Project website and dissemination material Lead by DRAXIS. According to the DoW:

> *"This task aims at the design and implementation of the project website, as well as the creation of offline dissemination material, and their periodic updating during the project progress.*
>
> *The project website goal will be twofold; it will be used as the dissemination tool among the CASSANDRA consortium and project interested audience, and it will be also used as management tool among the project partners. The website will be constituted by:*
>
> - *Static information, referring to the project aim, objectives, methodology followed, pilots description, etc.*
> - *Dynamic information, such as News about forthcoming and completed project activities, Events, etc.*
> - *Multimedia material, such as project presentations, videos from events, pilot testing, etc.*
> - *A private section for safe access by project partners, which will include a repository for document uploading and downloading and wikis where partners will be able to discuss about project topics.*
> - *CASSANDRA Community, a private section where both project partners and interested audience will be able to register. This Community section will include training sessions and collaborative tools such as forums and virtual conferences.*
>
> *The project website will be maintained and updated during the whole project duration. Offline dissemination material that will be continuously updated, will include:*
>
> - *Development of project logo and project brochure.*
> - *Publication of a semi-annual project Newsletter, to be sent electronically to established concerned bodies."*

These tasks have been carried out as described in the previous sections. To summarize, the Cassandra website has been implemented and now it is running at: http://www.cassandra-fp7.eu/ . It includes static and dynamic information for the website visitors, which is described under chapter 1.3. Besides, the infrastructure of the website allows publication of multimedia material. Additionally, the website offers also a management tool among the consortium through the "Collaboration Space". Finally the Cassandra community which is called at the website "Join our network" has been initially built including the organisations that are interested to join our network. This section will be further enhanced in the near future aiming to facilitate any "private" discussion and events.

The project logo scheme and colours represents as much as possible the Cassandra objectives while the brochure introduces Cassandra to interested audience and makes them familiar with the objective at a glance. Finally, the semi-annual Newsletter will be circulated directly to the mailing list of the current Network of Interest, as well as to the ICT for Sustainable Growth Unit.