

D5.9

Project website

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TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	5
2. INTRODUCTION.....	6
3. DISSEMINATION AND COMMUNICATION OBJECTIVES	7
4. TECHNICAL CHARACTERISTICS.....	8
4.1 FULL RESPONSIVE CONTENT WEBSITE	8
4.2 BUILD USING SXCMS.....	9
4.3 CONNECTION AND DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE.....	10
4.4 IMAGES OPTIMIZED FOR BETTER LOAD TIME	10
4.5 SEO FRIENDLY SITE AND CONTENT	10
5. STRUCTURE OF PROJECT WEBSITE.....	10
5.1 HOME	11
5.2 THE PROJECT: OVERVIEW	14
5.2.1 WHY CIRCUSOL	14
5.2.2 WHAT TO EXPECT	15
5.2.3 MEET THE PARTNERS.....	15
5.3 TOPICS	16
5.3.1 DEMONSTRATORS	16
5.3.2 SECOND LIFE PV MODULES.....	18
5.3.3 SECOND-LIFE BATTERIES.....	18
5.3.4 DESIGN FOR CIRCULARITY	19
5.3.5 CIRCULAR BUSINESS INNOVATION TOOLKITS.....	19
5.3.6 ASSET DATABASE	20
5.4 NEWS.....	20
5.5 EVENTS	20
5.6 RESOURCES.....	21
5.6.1 CIRCUSOL PUBLICATIONS	22
5.6.2 WEBINARS AND COURSES	22
5.6.3 RELATED INITIATIVES	23
5.6.4 LITERATURE	23
5.6.5 DATA HUB.....	24
5.6.6 OTHER USEFUL LINKS.....	24
5.7 MEDIA ASSETS	24
5.7.1 IN THE MEDIA	25
5.7.2 VIDEOS.....	26
5.7.3 PRESS RELEASE.....	26
5.7.4 BRAND RESOURCES	27
5.7.5 5.5.5 GALLERY OF PICTURES	27
5.8 CONTACT AND NEWSLETTER.....	27
6. MEASURING RESULTS	29

LIST OF FIGURES

FIGURE 1 WEBSITE FRONTPAGE ON MOBILE DEVICES.....	8
FIGURE 2 SXCMS CONTENT MANAGEMENT SYSTEM.....	9
FIGURE 3 CIRCUSOL WEBSITE STRUCTURE TOP BAR.....	11
FIGURE 4 CIRCUSOL WEBSITE STRUCTURE BAR	11
FIGURE 5 CIRCUSOL HOMEPAGE IMAGE 1	12

FIGURE 6 CIRCUSOL HOMEPAGE IMAGE 2	12
FIGURE 7 HOMEPAGE IMAGE 3	12
FIGURE 8 PARTNERS AT THE BOTTOM OF THE HOMEPAGE.....	13
FIGURE 9 EUROPEAN UNION DISCLAIMER	13
FIGURE 10 INFOGRAPHIC ON <i>WHY CIRCUSOL</i>	14
FIGURE 11 SECTION IN THE PROJECT	15
FIGURE 12 INFOGRAPHIC ABOUT THE CONSORTIUM	15
FIGURE 13 INFOGRAPHIC ABOUT THE PARTNERS 2	16
FIGURE 14 DEMO SITES	17
FIGURE 15 SECOND LIFE PV MODULES SECTION.....	18
FIGURE 16 SECOND-LIFE BATTERIES SECTION	18
FIGURE 17 DESIGN FOR CIRCULARITY SECTION.....	19
FIGURE 18 CIRCULAR BUSINESSES INNOVATION TOOLKIT.....	19
FIGURE 19 ASSET DATABASE	20
FIGURE 20 VIEW OF A PIECE OF NEWS.....	20
FIGURE 21 VIEW OF THE EVENTS	21
FIGURE 22 RESOURCES SECTION.....	21
FIGURE 23 CIRCUSOL PUBLICATIONS SPACE	22
FIGURE 24 WEBINARS AND COURSES TRAINING.....	22
FIGURE 25 RELATED INITIATIVES SECTION	23
FIGURE 26 LITERATURE REFERENCES	23
FIGURE 27 EASME DATA HUB.....	24
FIGURE 28 OTHER USEFUL LINKS (WORK IN PROGRESS).....	24
FIGURE 29 MEDIA ASSETS FRONTPAGE.....	25
FIGURE 30 IMAGE OF IN THE MEDIA. "PRESS CLIPPING" OF PIECES OF NEWS	25
FIGURE 31 PRESS CLIPPING ON THE WEBSITE	25
FIGURE 32 VIDEOS.....	26
FIGURE 33 PRESS RELEASES SECTION	26
FIGURE 34 BRAND RESOURCES PAGE.....	27
FIGURE 35 SECTION FOT THE PICTURES OF EVENTS AND WORKSHOPS	27
FIGURE 36 CALL TO ACTION TO STAKEHOLDERS.....	28

1. EXECUTIVE SUMMARY

The present report describes the website www.circusol.eu and delineates the motivation behind the concept of the website, showcases the content of sections and defines the expected impact for the project consortium and the whole “CIRCUSOL community”.

The CIRCUSOL website is the main Dissemination and Communication tool of the project, which will reflect news, progresses, advances, the rest of the communicative actions and the generation of results. Therefore, its design, management, maintenance, and generation of content are key activities.

The website is the Media Hub of CIRCUSOL as well as the meeting place for all stakeholders at the European and local level, Media outlets and public interested in the project. Campaigns developed online and offline will be complementary and will aim to attract visitors to the website. It will implement a site dedicated specifically to professional and stakeholders’ communities at the European, national and local level. The identification of target audiences of CIRCUSOL project is crucial to customise the messages every different group. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, contents and Social Media channels will be the three pillars to achieve the best results.

2. INTRODUCTION

The CIRCUSOL platform has been created to serve as a project content management system. With this aim, the website provides the following content, following guidelines and recommendations of the European Commission (EC):

Menu on the header

- 🔗 **Search tool.**
- 🔗 **Access to the CIRCUSOL Social Media profiles:** Twitter and LinkedIn and coming soon You Tube (videos), Slide Share (presentations) and Flickr (galleries of pictures).
- 🔗 **Resources and training:** CIRCUSOL publications, webinars and courses, related initiatives, literature, **Data Hub** (Open access covering EASME programmes) and other useful links.
- 🔗 **Media assets:** videos, press releases, brand resources and galleries of pictures focused on the Media outlet and the journalists.
- 🔗 **Contact.**

Main Menu

- 🔗 **Home** (access).
- 🔗 **Overview (general information about the project):** About CIRCUSOL, Why CIRCUSOL, What to expect, Meet the partners (description of all the organizations members of the consortium), glossary.
- 🔗 **Topics and Information about methodology and demo-sites** included in the project: second life PV modules, second-life batteries, design for circularity, circular business innovation toolkits and asset database.
- 🔗 **News.** Lasts news and progresses made about the project will be told in our “main communication channels”.
- 🔗 **Events calendar:** description of the events organized within the framework of the project and other events in which CIRCUSOL will be showcased by the partners or some information and interaction with the stakeholders will be promoted.
- 🔗 **“Join the CIRCUSOL network”.** Addressing and contact information to be part of the CIRCUSOL community, **newsletter**, contact form and surveys for stakeholders and end-users).

Footer

- 🔗 Coordinator contact.
- 🔗 Appropriate acknowledgment and reference to the **funding by European Union’s Horizon 2020** Framework Programme.
- 🔗 Privacy policy, cookie policy, terms and conditions **in compliance with the EU General Data Protection Regulation (GDPR).**
- 🔗 The content of the website will be at disposal of the CIRCUSOL community in **English, French, Dutch and German.** In the first phase the content has been developed in English and subsequently, it will be developed in the other languages.

3. DISSEMINATION AND COMMUNICATION OBJECTIVES

CIRCUSOL is going to establish solar power as the spearhead sector to demonstrate a path driven by **PSS business models towards a circular economy** in Europe. Through an eco-creative approach with end-users and the entire value chain, CIRCUSOL will develop two main blocks of a circular PSS model: circular product management with re-use/refurbish/remanufacture (“second-life”) paths in addition to recycling, and value-added new product-services for residential, commercial and utility end-users. In this sense, the website has a specific section to promote participation among the stakeholders and end users.

Five large-scale, real-life demonstrators will be set up by CIRCUSOL in these 3 market segments, in 3 European countries (France, Belgium and Switzerland) to validate market acceptance, business viability and resource efficiency benefits. An innovative visual identity that aligns with the spirit of the CIRCUSOL project has been built. A wide variety of pictures will be integrated to reinforce the main message of CIRCUSOL.

The CIRCUSOL website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- ✎ Maintaining a dynamic website, **contents such as news and the calendar of events** will be periodically updated (at least two pieces of news/posts per month). In this way, updating the content will improve positioning in Google. Likewise, it will be shared through social networks and the newsletter, attracting more visitors to the website.
- ✎ The CIRCUSOL website is one of the main communications and dissemination tools of the project. To maximize the scope of the project, different strategies of digital marketing and ways of attracting will be established.
- ✎ **SEO** – (Search Engine Optimization): the traffic of visits to the CIRCUSOL website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it. CIRCUSOL website will be SEO friendly and responds to the following standards. To generate traffic through search, CIRCUSOL web is focused on keywords like: Circular economy; Eco innovation; Solar power industry; Energy transition; Refurbish; Maintenance; Resource efficiency; Product management; Innovation; Second-life; Eco-friendly; Re-use; Added value; Recycle; Cost-effective; Electricity or Labelling. Also, the content is organized in a logical way and considering the European guidelines of best practices. This is not only good for SEO, it also helps visitors to find other related content easily.
- ✎ **Social networks**: through the distribution of content hosted on the CIRCUSOL website on social channels (news about the project, industry events, infographics, ...). Social Media channels (Twitter, LinkedIn and YouTube specially) will be able to increase traffic and visits.
- ✎ **Newsletter**. A bi-annual newsletter will be distributed between stakeholders and public including achievements/news of the project that redirect to the website. Newsletters are uploaded as well on the project in a specific section.
- ✎ **Link building**: It will be able to create synergies between the CIRCUSOL website and the partners’ websites as well as with other relevant agents of the sector (stakeholders), Horizon2020 project in the same field/call encouraging the exchange of links.

4. TECHNICAL CHARACTERISTICS

4.1 FULL RESPONSIVE CONTENT WEBSITE

Responsive web design makes the CIRCUSOL website look good on all devices (desktops, tablets and phones).

The incorporation of the state-of-the-art techniques in design also create a quick and intuitive user experience browsing the web.



Figure 1 website frontpage on mobile devices

4.2 BUILD USING SXCMS

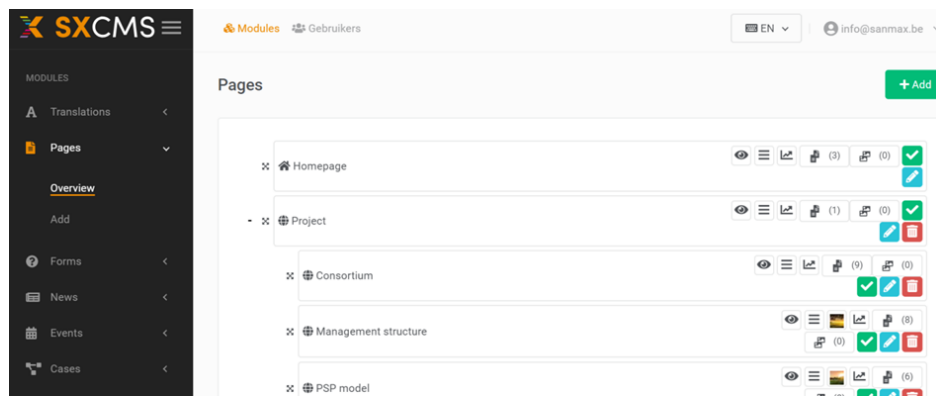


Figure 2 SXCMS content management system

CUSTOM CONTENT MANAGEMENT SYSTEM (CMS)

This project has a unique usage because it is done with an unusual system. The SxCMS is a content management system that has been custom made in predominantly PHP with a MySQL database. This content management system uses several opensource libraries and their biggest part is Symfony 4.

The developers thought that being exposed to other systems before like WordPress, Drupal websites, Joomla websites, and based on the problems that posed on these websites they chose to anticipate on this in a smart, economical and flexible way and eventually developed an entirely new system of their own

This new way of working proposes:

FLEXIBILITY

The system needs to be able to handle custom demands of the customer without the development period extending to the extreme.

SAFETY

Everything on the internet is hackable. But to increase safety, all modules are custom made by Sanmax Projects. We prefer to not use ready-made modules that can be downloaded anywhere. These modules are often made by hackers or amateurs and often not maintained. The result is that these modules often are leaks that can harm the website.

PERFORMANCE

A website always needs to work properly. To guarantee a good performance we take all possible issues into account from the start. Everything needs to work as it should. A lot of systems like WordPress, Joomla o Drupal are often not made for big custom websites. This does not mean it is not possible, but a constant follow-up on every update is necessary, as are the capsules that need to be built around the website to guarantee a good performance. By using a custom-made CMS, we are on top of all that from the beginning and the developers know where to look immediately in case of any problem.

EASY TO USE

Finally, the website needs to be easy to use! We build websites that work and that can be easily worked with. The website needs to be completely customizable and maintainable by the customer concerning the content. Whether that customer is a small business owner, a governmental service or a doctor, the website always needs

to be easy to use. Our CMS is developed with usability in mind. This means that it's dummy proofed for everyone who can turn on a computer. The modules are set up to avoid mistakes being made, even though you are not a frequent user.

FUTURE PROOF

Changing after 1.5 - 2 years because a certain version is no longer compliant to external connections or server upgrades? Our CMS has a lifespan of a lot more years and only needs little performance checks and updates now and then.

4.3 CONNECTION AND DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE

SSL stands for Secure Sockets Layer is a global standard security technology that enables encrypted communication between a web browser and a web server. It is utilized by 1million of online businesses and individuals to decrease the risk of sensitive information (e.g, credit card numbers, usernames, passwords, emails, etc.) from being stolen or tampered with by hackers and identity thieves. SSL allows for a private "conversation" just between the two intended parties.

To create this secure connection, an SSL certificate (also referred to as a "digital certificate") is installed on a web server and serves two functions:

- ☞ It authenticates the identity of the website (this guarantees visitors that they're not on a bogus site).
- ☞ It encrypts the data that's being transmitted.

4.4 IMAGES OPTIMIZED FOR BETTER LOAD TIME

Website compression makes it possible to reduce the file size of a web file (like HTML, PHP, CSS and JavaScript files) to about 30% or less of its original size before these files get sent to the browser of a user.

This compressed file is then served to the browser of the user which in turn decompresses it automatically to load the full original file in the browser again. Enabling compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

4.5 SEO FRIENDLY SITE AND CONTENT

At a fundamental level, an SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine can easily crawl and understand the content is the first step to ensuring CIRCUSOL's visibility in the search engine result pages.

5. STRUCTURE OF PROJECT WEBSITE

CIRCUSOL's website is the main online tool to present and disseminate all the results and events under the framework of the project. It will be regularly updated by ZABALA to provide the latest news with the collaboration of all the partners, relevant results and breakthroughs.

The website is carefully designed to address the stakeholders in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, consortium, stakeholders and the

public. The expected outcome using online communication strategies includes many stakeholders being more aware of the goals of CIRCUSOL and the networking with other similar projects.

CIRCUSOL's website was designed as an interactive tool for public information and communication among partners and stakeholders. It will also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them with target audiences.

The structure and design of the website used during the lifetime of CIRCUSOL might be modified to be adapted to new needs and evolution of the project. This is the CIRCUSOL website structure:

TOP MENU:

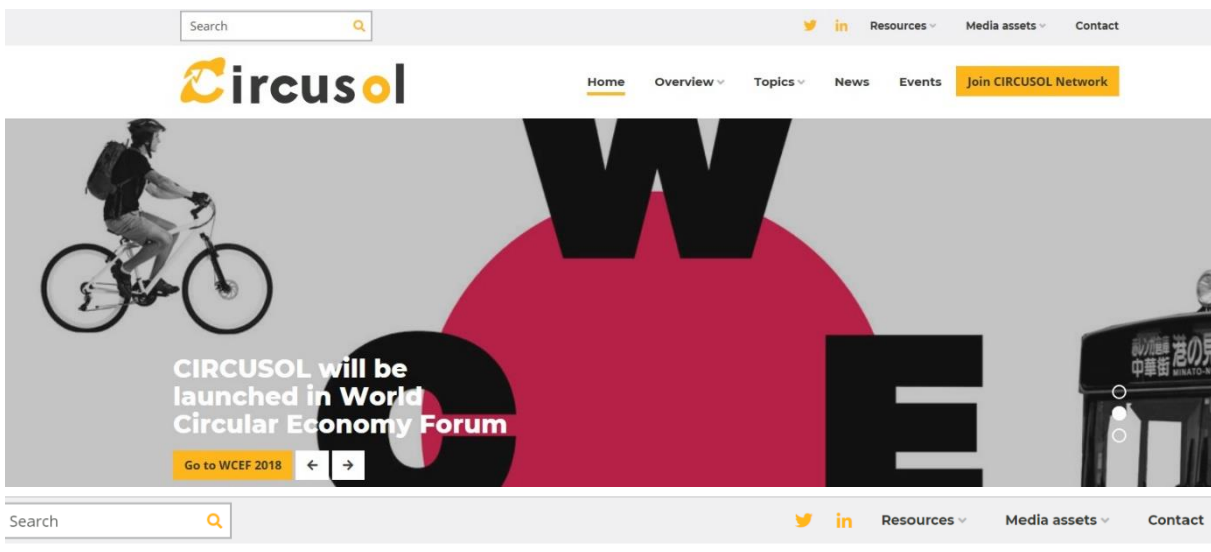


Figure 3 CIRCUSOL website structure top bar



Figure 4 CIRCUSOL website structure bar

5.1 HOME

The homepage is designed to attract the attention of the viewer with the first visual impact. The viewer gets an overview of the project. The project logo is very visible.

There are also several call to actions that will be filled in with links to internal pages as chosen:



Figure 5 CIRCUSOL homepage image 1

Circular business models for the solar power industry



Solar photovoltaic (PV) and electric vehicle (EV) have been two key engines powering the energy transition. As the numbers of PV and EV on the market rise, resource efficiency is becoming an increasingly critical factor for the long-term success of these sectors. Circular economy and renewable, clean energy need to go hand in hand, to safeguard a truly sustainable transition towards a low-carbon future.

CIRCUSOL is an Innovation Action project funded by the Horizon 2020 program of the European Commission. CIRCUSOL wants to unleash the full potential of circular business models, in particular **Product-Service Systems (PSS)**, in simultaneously delivering real environmental and economic benefits. By that, CIRCUSOL aims to establish solar power as a spearhead sector in demonstrating a path driven by service-based businesses towards a circular economy in Europe.

[Read more](#)

BY 2030...



Figure 6 CIRCUSOL homepage image 2

Upcoming event

10/08 - 14/08 ENDED

ACADEMY OF MANAGEMENT CONFERENCE (AOM)

The 2018 Theme asks the question: How can organizations contribute to the betterment of society through elevating the health and...

[Read more](#)

04/09 - 05/09

VERTRIEBSLEITERTAGUNG ENERGIE

Fokusthemen der...

[Read more](#)

Latest news

19/AUGUST

PRESS RELEASE CIRCUSOL

CIRCUSOL: Solar power business models towards a circular economy in...

[Read more](#)

Would you like to know more?
...maybe also take part in the innovation?

[Join CIRCUSOL Network](#)

Figure 7 homepage image 3

The partners are shown at the bottom of the homepage with each of their logo that links to their website.



Figure 8 partners at the bottom of the homepage

The reference to Horizon 2020 and the European Commission and the fulfilment with the GDPR is shown on every page in the footer:



Figure 9 European Union Disclaimer

5.2 THE PROJECT: OVERVIEW

This part is called "Overview" this section distributes itself in different topics:

- ☞ About CIRCUSOL:
- ☞ Why CIRCUSOL
- ☞ What to expect
- ☞ Meet the partners
- ☞ Glossary

5.2.1 WHY CIRCUSOL

WHY CIRCUSOL

Solar power is booming. With a total installation of 400 GW by 2017 - a staggering 30% increase from 2016, solar photovoltaic (PV) currently accounts for about 5% of world's electricity generation capacity. (data from SolarPower Europe and Bloomberg New Energy Finance).

Electric vehicle (EV) is booming. It is expected that by 2014, one in every three cars on the road will be an EV. (Bloomberg New Energy Finance)

As the PV and EV markets boom, so will their "waste" output such as decommissioned PV panels and batteries. **How can we make sure that the material aspect of the energy transition will also be sustainable? How can we avoid creating a new environmental problem while solving an existing one?**

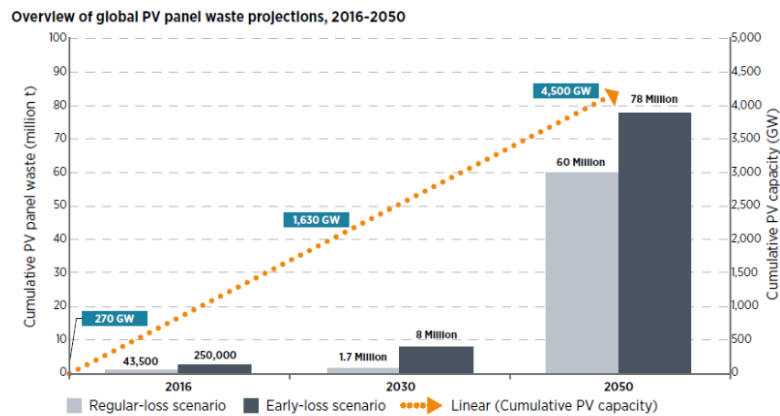


Figure 10 infographic on *Why Circusol*

5.2.2 WHAT TO EXPECT

Home > In a nutshell > What to expect

WHAT TO EXPECT

CIRCUSOL conceptualizes a service-based, multi-path systemic business model for the solar power sector. Product ownership remains within the supply chain (left side in the graph) and the end-users (right side in the graph) pay for the delivered performance/functionality. The circular **Product-Service System (PSS)** model consists of two fundamental building blocks: **Circular product management** in the supply chain, with multiple paths including re-use and refurbish of PV modules, remanufacture retired EV batteries for solar power storage, and recycle; AND **value-added product-service** for the end-user. The product-service provider is a central link between the two building blocks.

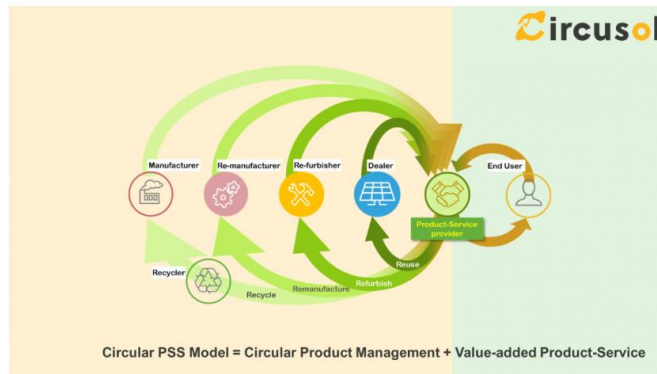


Figure 11 Section in The Project

5.2.3 MEET THE PARTNERS

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality and groups participating in CIRCUSOL project.

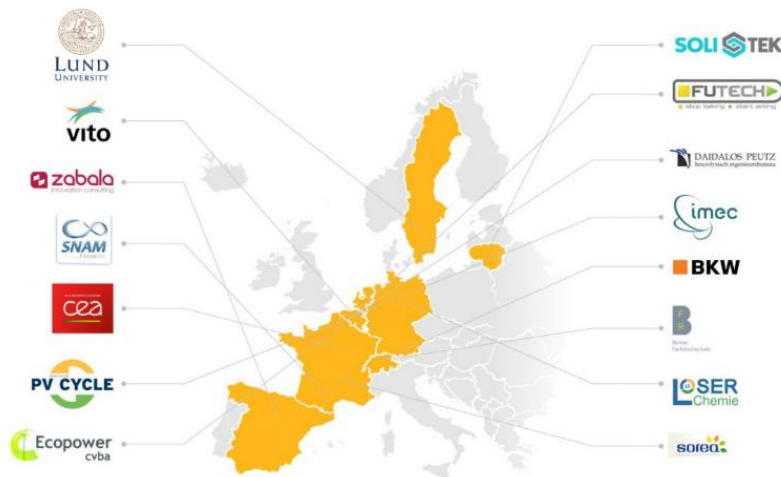


Figure 12 Infographic about the consortium



Flemish Institute for Technological Research (VITO)

VITO is an independent research and technology organisation in the areas of cleantech and sustainable development, elaborating solutions for the large societal challenges of today. VITO has over 800 highly-qualified employees who work on international projects all around the world. This organisation combines sustainability and transition throughout its research programmes and it's committed to maximise the valorisation of research results. It's five main research areas are sustainable materials, sustainable energy, sustainable chemistry, sustainable land use and preventive health.

VITO is the project Coordinator and leads the "circular business model co-creation" work package. VITO also contributes to the development of battery certification protocols and energy user feedback tool.

<https://vito.be/en>



Lunds Universitet (LUND)

LUND was founded in 1666, is the largest institution of research and higher education in Scandinavia. It has eight faculties; engineering; science; law; social sciences; economics; medicine; humanities & theology; performing arts; research centres and world class research infrastructures. The University is ranked as one of the top 100 in the world. LU is a research-intensive university with over 5,000 researchers and PhD students with a large portfolio of research projects. The experience from EU funded research is significant. In Horizon 2020 researchers participate in more than 100 projects in all areas of research and from the first framework programme and onwards in more than 1000 projects. In FP7, Lund University researchers have been involved in more than 300 projects.

LUND leads the "Dissemination, Exploitation and Communication" work package. LUND's main contributions to the project include the circular business

Figure 13 Infographic about the partners 2

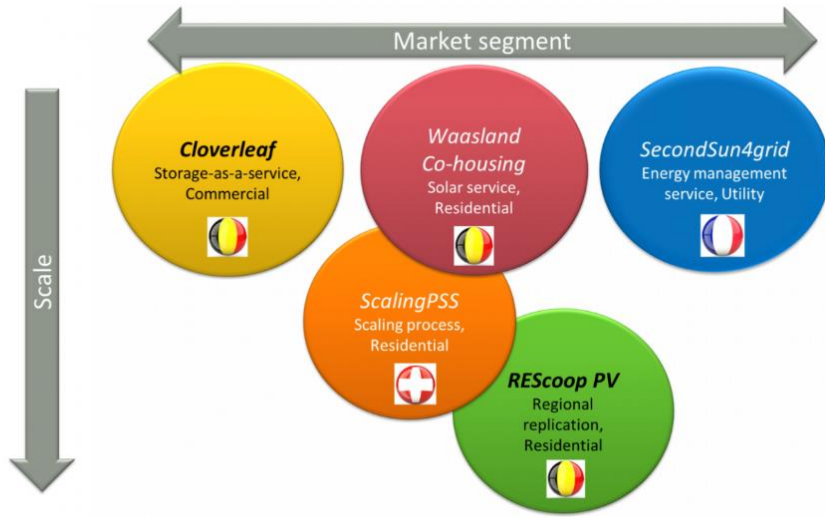
5.3 TOPICS

This submenu is organized in the following sections:

- ☛ Demonstrators.
- ☛ Second life PV modules.
- ☛ Second-life batteries.
- ☛ Design for circularity.
- ☛ Circular business innovation toolkits.
- ☛ Asset database.

5.3.1 DEMONSTRATORS

The CIRCUSOL project will focus on 5 multi-scale demo buildings . This section describes each demo building of the project. In addition, the section will include all the information and characteristics about the demo buildings that will be developed in Belgium, France and Switzerland.



CLOVERLEAF (HEUSDEN-ZOLDER, BELGIUM; DEMO LEAD FUTECH).

This demonstrator site is at an existing EV charging facility in Belgium. The facility already has a 2MW PV installation, provided by FUTECH under Power Purchase Agreement. The demo plans to extend the performance-based service by adding at least 200 kWh storage capacity with remanufactured EV batteries to the facility.

The objective is to demonstrate both the economic and technical feasibility of a storage-as-a-service model using second-life batteries for a commercial end-user.



SECONDSUN4GRID (ST-REMY-DE-MAURIENNE, FRANCE; DEMO LEAD SOREA)

This demonstrator will build a solar power plant with about 100kWp refurbished PV and 100kWh remanufactured EV batteries. The solar power plant is planned to be financed as an investment by a combination of private individuals (possibly through a crowd funding platform), local authorities and SOREA

Figure 14 Demo sites

5.3.2 SECOND LIFE PV MODULES

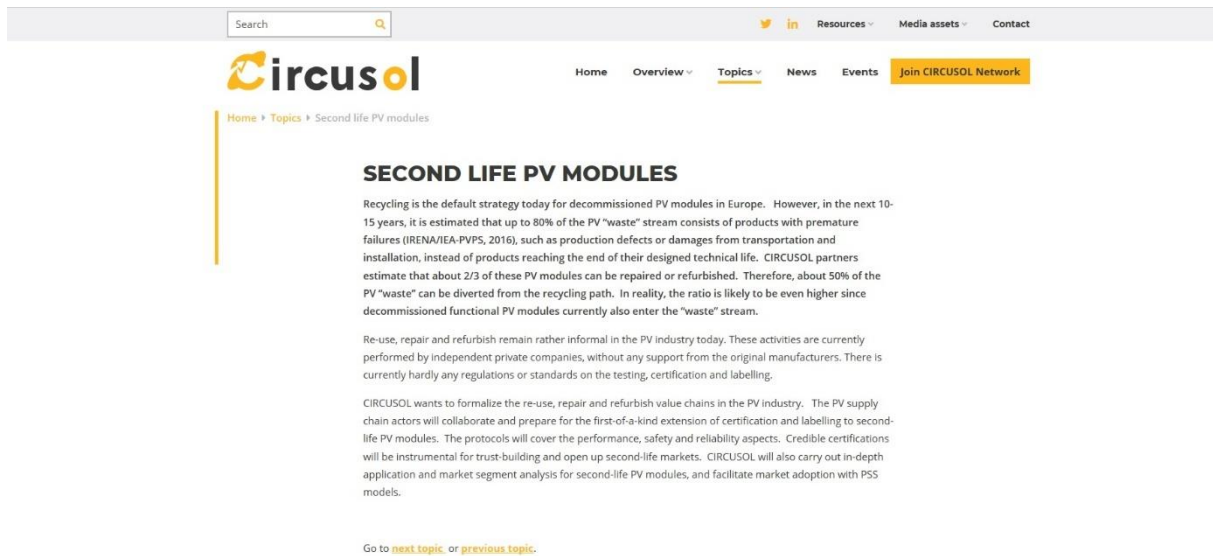


Figure 15 Second life PV modules section

5.3.3 SECOND-LIFE BATTERIES

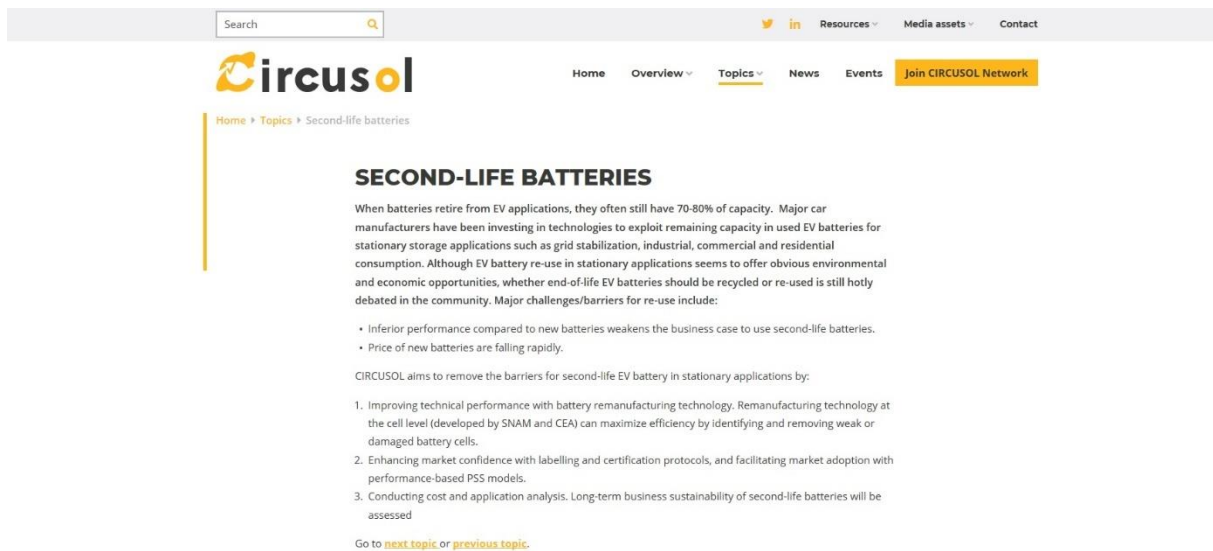


Figure 16 Second-life batteries section

5.3.4 DESIGN FOR CIRCULARITY

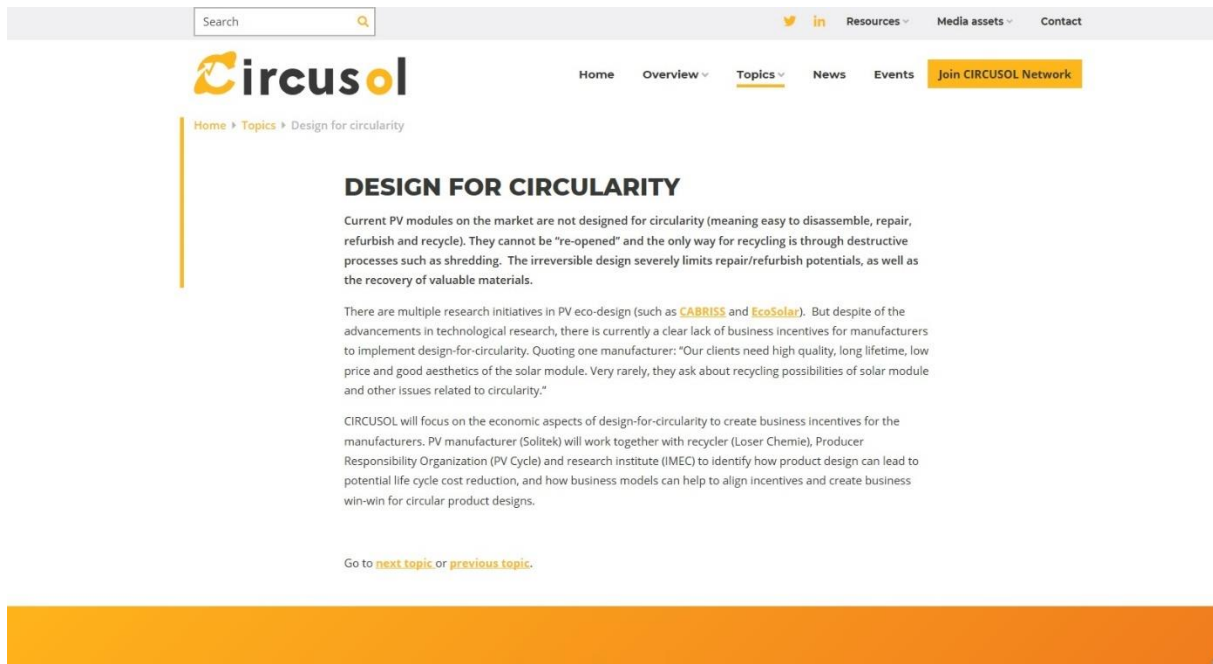


Figure 17 Design for circularity section

5.3.5 CIRCULAR BUSINESS INNOVATION TOOLKITS



Figure 18 Circular businesses innovation toolkit

5.3.6 ASSET DATABASE

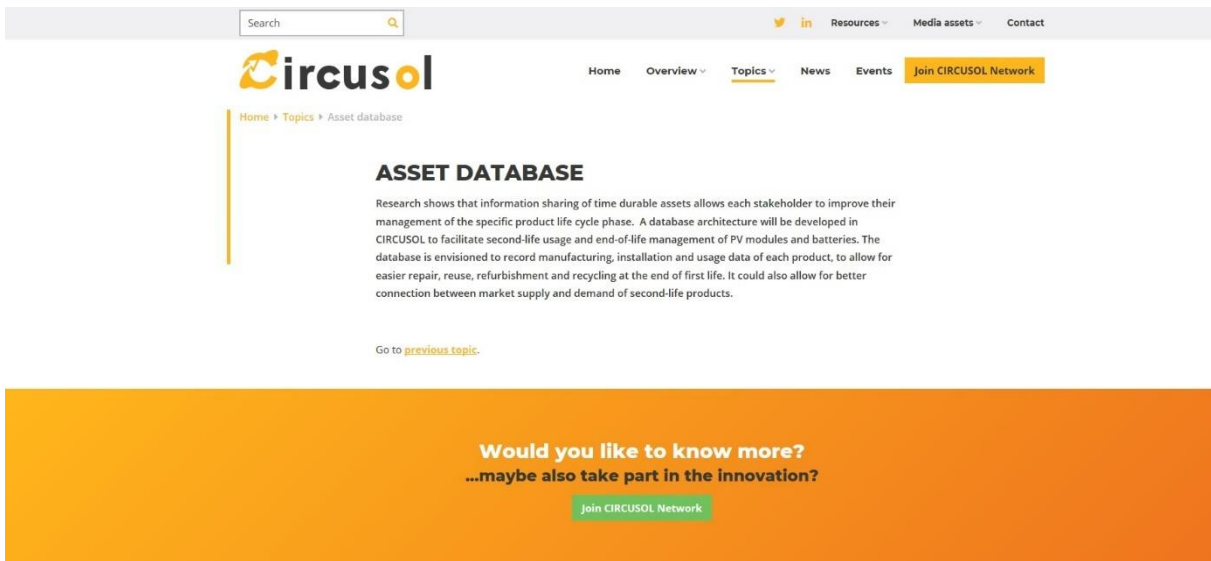


Figure 19 Asset Database

5.4 NEWS

In news section there is an overview page that links to several news items. In this case, a press release.



Figure 20 View of a piece of news

5.5 EVENTS

Also, there is another page with all the past and upcoming events. The links will be made with the websites of the event so that signing up is very easy.

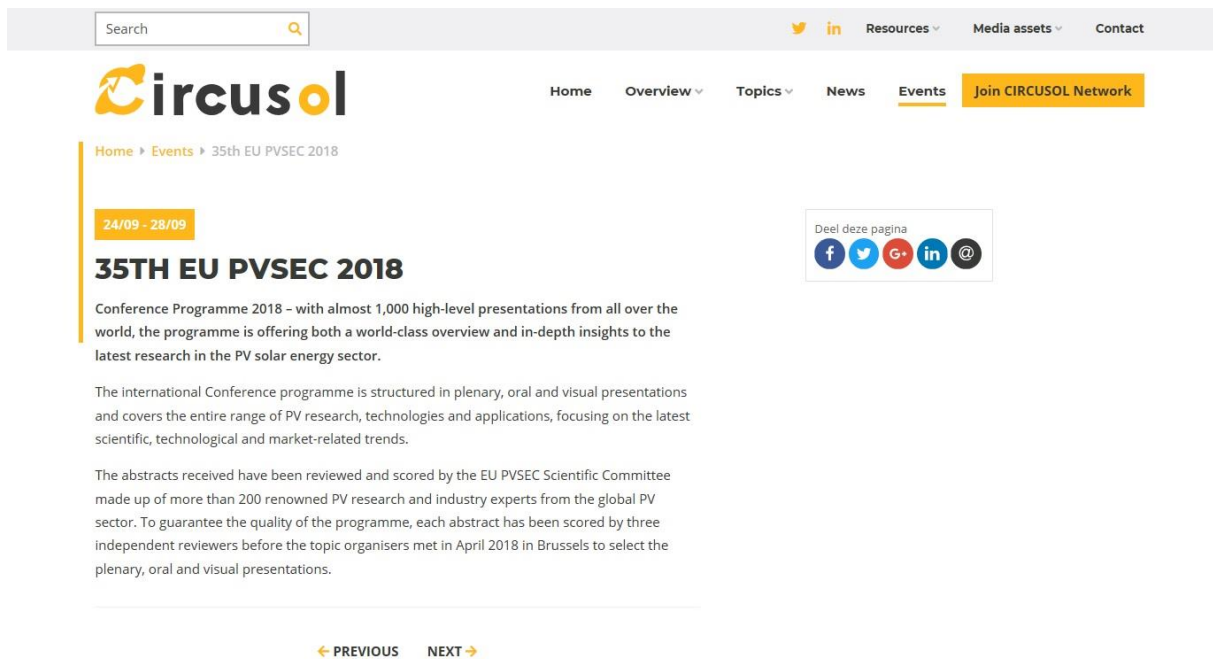


Figure 21 View of the events

5.6 RESOURCES

Here visitors will find:

- ☛ CIRCUSOL publications.
- ☛ Webinars and courses.
- ☛ Related initiatives.
- ☛ Literature.
- ☛ Data Hub (Open access covering EASME programmes).
- ☛ Other useful links.

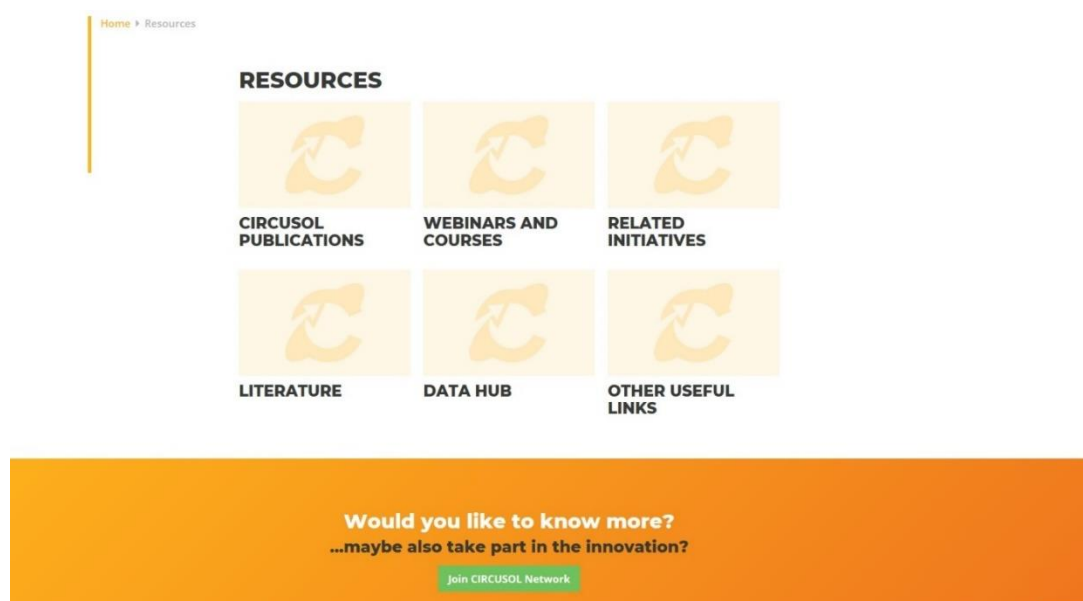


Figure 22 Resources section

5.6.1 CIRCUSOL PUBLICATIONS



Figure 23 CIRCUSOL publications space

5.6.2 WEBINARS AND COURSES

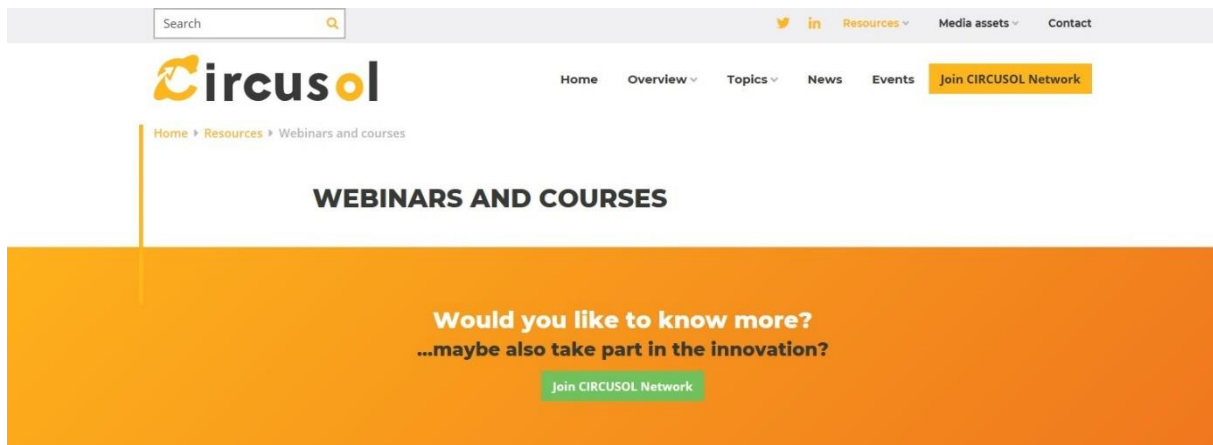


Figure 24 Webinars and courses training

5.6.3 RELATED INITIATIVES

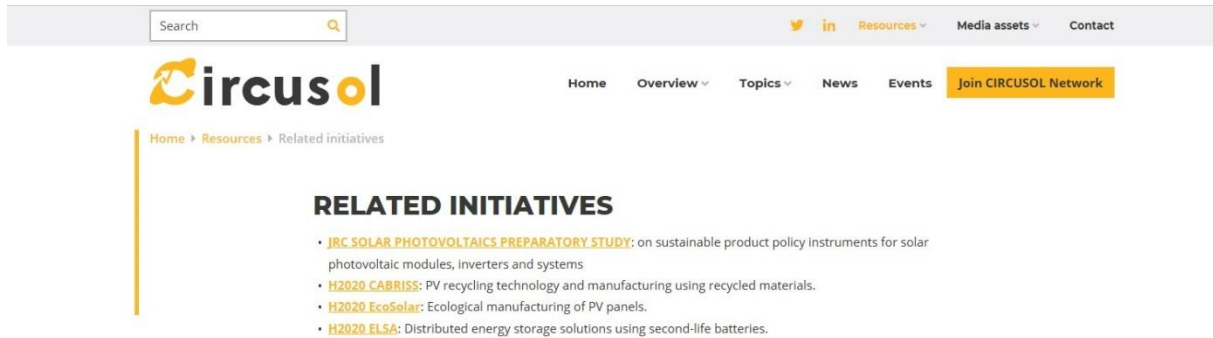


Figure 25 Related initiatives section

5.6.4 LITERATURE



Figure 26 Literature references

5.6.5 DATA HUB

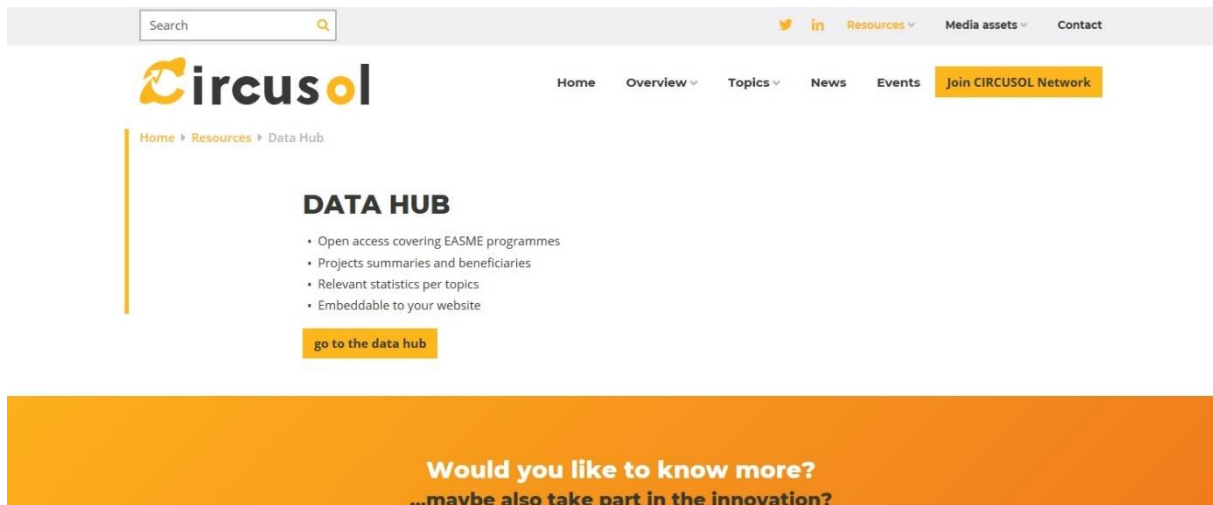


Figure 27 EASME Data Hub

5.6.6 OTHER USEFUL LINKS

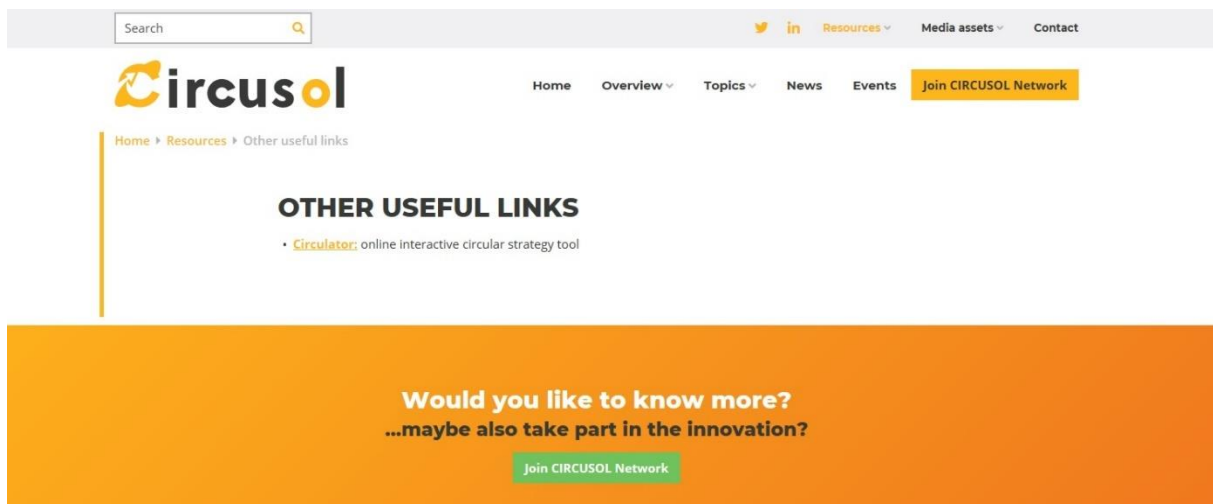


Figure 28 Other useful links (work in progress)

5.7 MEDIA ASSETS

This section consists in different subsections:

- ☞ In the Media: Here we will find a press clipping of all the pieces of news released in the media about CIRCUSOL.
- ☞ Videos.
- ☞ Press releases.
- ☞ Brand resources: Documents about the branding and the image used on CIRCUSOL.
- ☞ Gallery: Images of the project will be posted here.

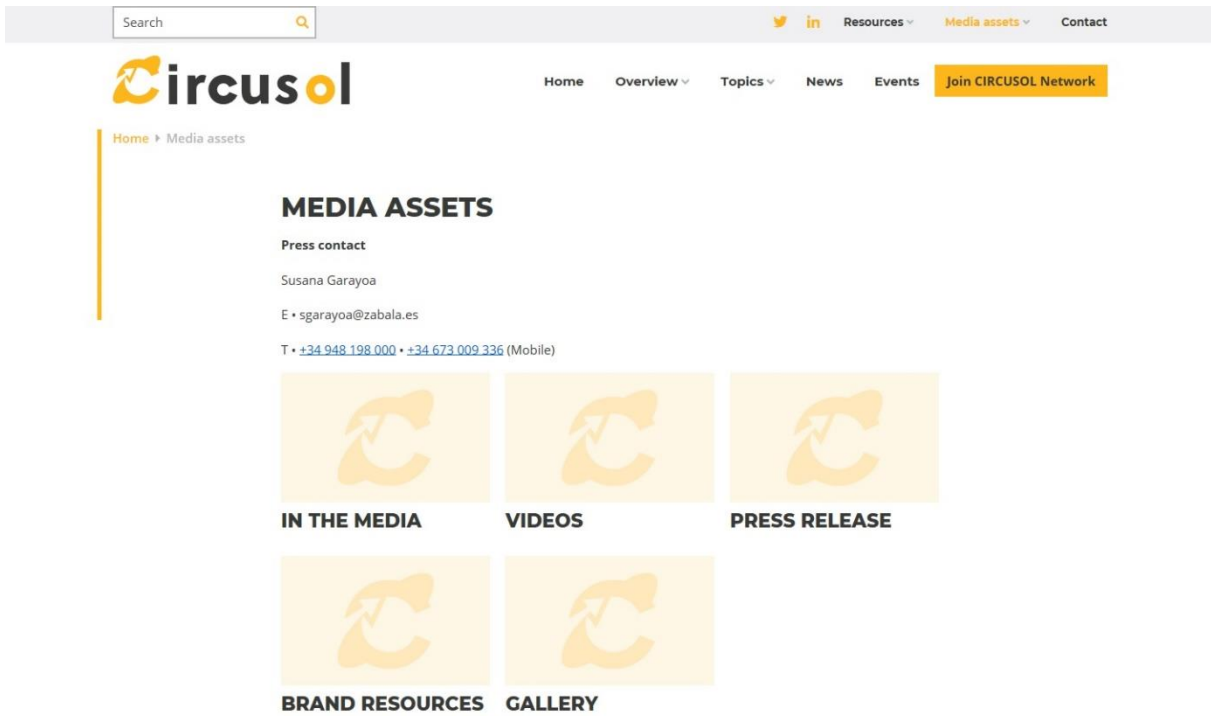


Figure 29 Media Assets frontpage

5.7.1 IN THE MEDIA



Figure 30 Image of In the media. "Press clipping" of pieces of news

Figure 31 Press clipping on the website

5.7.2 VIDEOS

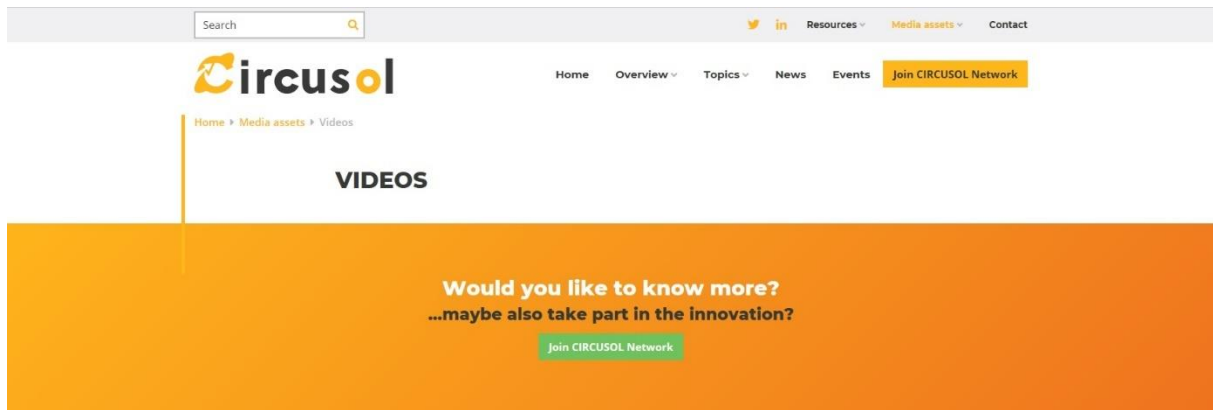


Figure 32 Videos

5.7.3 PRESS RELEASE

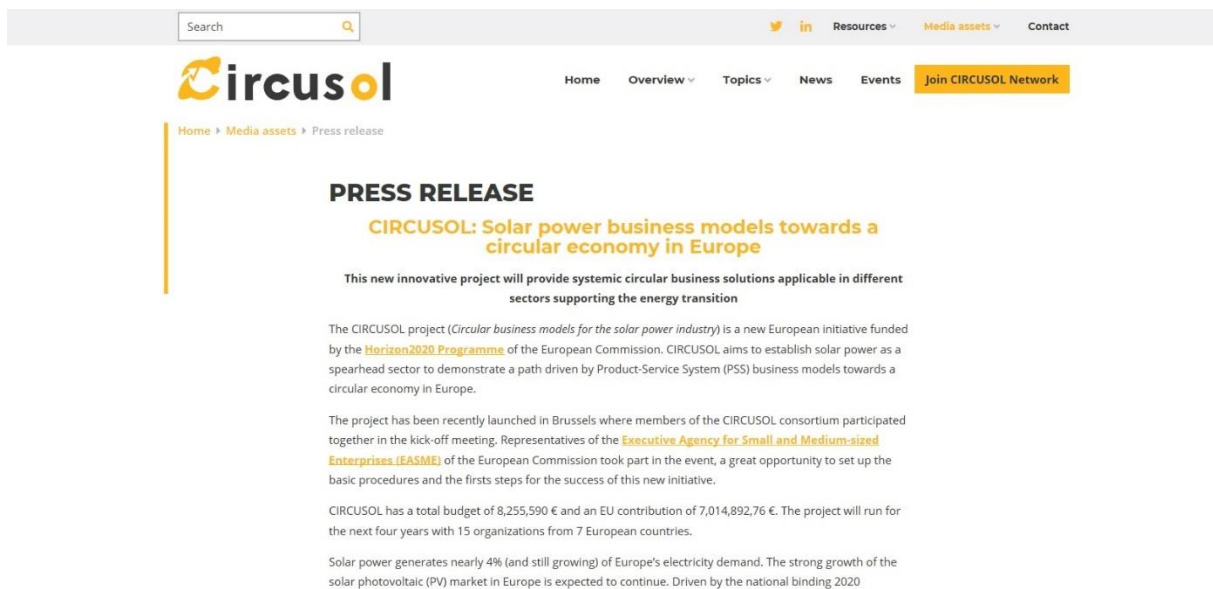


Figure 33 Press releases section

5.7.4 BRAND RESOURCES



Figure 34 Brand resources page

5.7.5 5.5.5 GALLERY OF PICTURES

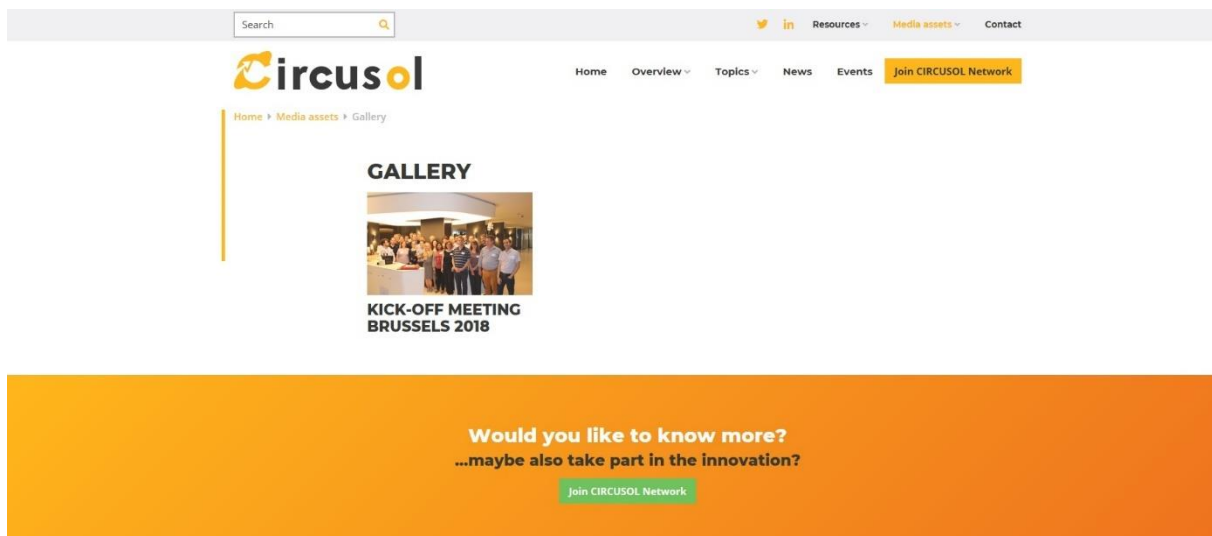


Figure 35 Section for the pictures of events and workshops

5.8 CONTACT AND NEWSLETTER

The newsletter that will be sent out bi-annually will also be visible in its own section on the website. It will be a module on the website for the visitors to inscribe in it. Also, a contact form will be placed here so that it will be very easy to get in contact with CIRCUSOL, as a public member and as well joining to the CIRCUSOL network.

Search

[Home](#) [Overview](#) [Topics](#) [News](#) [Events](#) [Join CIRCUSOL Network](#)

Circusol

Home > Contact

CONTACT

First name*


Last name*

Organization

Email*

Telephone / Mobile

Question or suggestion*

I'm not a robot 

Contact us

GENERAL CONTACT

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PRESS CONTACT

Susana Garayoa
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Figure 36 Call to action to stakeholders

6. MEASURING RESULTS

Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reach the stakeholders of the project and build the CIRCUSOL community. Monitoring and analytics will be incorporated on the web and Social Media in CIRCUSOL's digital marketing and communication processes, as a source of essential information for monitoring key indicators.

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalized views and graphs about type of users, geographical procedence, origin of web traffic, most visited sections, most demanded materials, etc.

Google Analytics gives a wealth of information about CIRCUSOL website performance metrics, but very simply put, it shows us the following:

- How much traffic is coming to the site.
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

Analytics works by tracking 'tags', which are a small piece of JavaScript code that are installed on every page of the website in order for Analytics to work properly. This data is then collated and shown in a 'report' page in the Google Analytics' admin interface.

The reports contains these data:

- Visits: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more in this number, and so "visits" is a different measurement to "absolute unique visits".
- Page Views: The total number of pages viewed.
- Bounce Rate: The percentage of visitors who leave site without viewing a second page, i.e. they click the 'back' button, type a new URL, close the window or session time-out (usually 30 minutes). A good bounce rate is below 20%, 30% is pretty standard, and anywhere over 50% would suggest a close look is needed to why so many people are leaving the site on first glance.
- % New Visits: The percentage of visitors who were new; the difference between this and 100% is the percentage of returning visitors.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages, as well as a breakdown of the browsers and platforms they are using.

Other popular applications in this field will be used to combine with the KPI's in Social Media channels. The combination of all these tools will allow having a complete view of the evolution in Social Networks, favouring the definition of improvements due to the analysis in complete reports.

The evolution of the indicators will be revised in the quarterly and the main results of the communication actions will be reporting in the "Final communication report", including for instance the following indicators:

- Number of visitors to the website.
- Number of followers in Social Media Accounts.
- Number of newsletter receptors.

- ☞ Socio-demographic data studies of the website visitors.
- ☞ Information requests.
- ☞ Engagement indicators.

This helps to quantify more precisely the results obtained and define the upcoming milestones which will improve the quality of the communication.

The logo features a stylized orange letter 'C' that incorporates a white silhouette of an umbrella.

ircusol