Project acronym: RETROFEED
Full title: Implementation of a smart RETROfitting framework in the process industry towards its operation with variable, biobased and circular FEEDstock
Grant no: 869939

D12.4 – Project website operative
Type of document: Report/Other
Dissemination level: Public
Delivery date: 28.02.2020
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ACKNOWLEDGMENT

Document sheet

Project acronym	**RETROFEED**
Full title	Implementation of a smart RETROfitting framework in the process industry towards its operation with variable, biobased and circular FEEDstock
Grant agreement number	869939
Programme	H2020-EU.2.1.5.3. - Sustainable, resource-efficient and low-carbon technologies in energy-intensive process industries
Topic identifier	CE-SPIRE-05-2019 - Adaptation to variable feedstock through retrofitting (IA 50%)
Call	H2020-NMBP-SPIRE-2019
Funding scheme	IA – Innovation Action
Project duration	42 months (1 November 2019 – 30 April 2023)
Project adviser	Cristina Fernández
Coordinator	CIRCE – Fundacion Circe Centro de Investigacion de Recursos y Consumos Energeticos
Consortium partners	CIRCE, AIMEN, IEN, IVL, EEIP, GEO, ODYS, OPTIT, TCID, SECIL, ASAS, FENO, FTIB, STEK, CSM, HTT, RINA-C, SILCOTUB
Website	www.retrofeed.eu
Cordis	https://cordis.europa.eu/project/id/869939

Deliverable number	D12.4
Deliverable name	Project website operative
Lead beneficiary	EEIP
Description	The document describes the project website, its structure, content and its technical characteristics.
WP	WP12
Related task(s)	T12.2
Type	Report/Other
Dissemination level	Public
Delivery date	28.02.2020
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Document history

Version	Date	Changes	Author
V1 – first draft	24.01.2020	-	EEIP
V1 – reviews	31.01.2020	Comments, suggestions	Task participants
V1 – consolidated version	07.02.2020	Consolidation of feedback received, additional information	EEIP
2nd review	14.02.2020	Comments, suggestions	Task participants
V2 – second draft	21.02.2020	Consolidation of feedback received, additional information	EEIP
3rd review	25.02.2020	Format changes	CIRCE
Final version	26.02.2020	Final consolidation of the document	EEIP
Final deliverable submission	28.02.2020	Adaption for submission	CIRCE

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Table of content

1 EXECUTIVE SUMMARY

In EU-funded projects, websites represent the main source of information and dissemination of the project news and outcomes, representing one the platforms where project partners and website users can get in touch. They support the innovative breakthroughs of EU-funded projects by providing the "field" on which partners communicate about them all the while fostering exploitation opportunities for innovation.

This deliverable describes RETROFEED website, both from the content and from the technical point of view.

Beyond providing the objectives of the document and of the website itself, its structure is described and displayed, with specific attention to both landing and secondary pages. In addition, the technicalities are considered, thus content updates, website maintenance and technical implementation.

2 ABBREVIATIONS

Abbreviation	Meaning
CA	Consortium Agreement
CMS	Content Management System
D	Deliverable
EC	European Commission
FAQ	Frequently Asked Question
GA	Grant Agreement
GDPR	General Data Protection Regulation
H2020	Horizon 2020
IPR	Intellectual Protection Right
KPI	Key Performance Indicator
REII	Resource and Energy Intensive Industry
RTD	Research and Technology Development
SEO	Search Engine Optimisation
SPIRE	Sustainable Process Industry through Resource and Energy Efficiency
URL	Uniform Resource Locator
WP	Work package
WP	WordPress

3 INTRODUCTION AND OBJECTIVES

3.1 Introduction

As part of the communication and dissemination actions, in EU-funded projects, websites represent one of the most relevant sources of information for external stakeholders interested in the project. For RETROFEED, deliverable D12.4 is the project website, and represents the main point for content, communication and dissemination channels and actions for the whole duration of the project.

RETROFEED website – under URL www.retrofeed.eu online since mid-February- provides an interactive environment that gives access to all publishable developments of RETROFEED including videos, deliverables and useful information regarding project actors, progresses and results.

3.2 Interested parties

The main partner, responsible for the creation, delivery and maintenance of the website, is the WP12 leader, EEIP. The web page was then revised by task participants, represented by all partners and by the project coordinator CIRCE before the official submission.

A first draft of the website was made available to task participants on 27th January 2020, who were asked to provide feedback. Afterwards, an updated version of the website was developed followed by a second review provided by the project coordinator, CIRCE, and project partners. A second website draft was created by EEIP, and by consequence a 3rd review by CIRCE, followed by the final version of the website, delivered on 28th February 2020 by EEIP to the project coordinator, the latter responsible for the official submission by 29th February 2020.

3.3 Objectives

The main objective of this document is the provision of an overview of RETROFEED website, its structure, content and technicalities.

The website, in fact, represents one of the main communication and dissemination channel, whose objectives are twofold:

- representing a one-stop source of information and engagement among and beyond target groups;

- supporting communication and dissemination efforts of project partners and stakeholders.

RETROFEED website follows EU requirements in terms of communication and dissemination activities, regarding usability and accessibility, and it includes the EU flag, the information regarding EU funding and the connection between the project and the SPIRE association.

The domain chosen www.retrofeed.eu has been selected thanks to its direct and clear link to the name of the project and to its geographical scope (.eu).
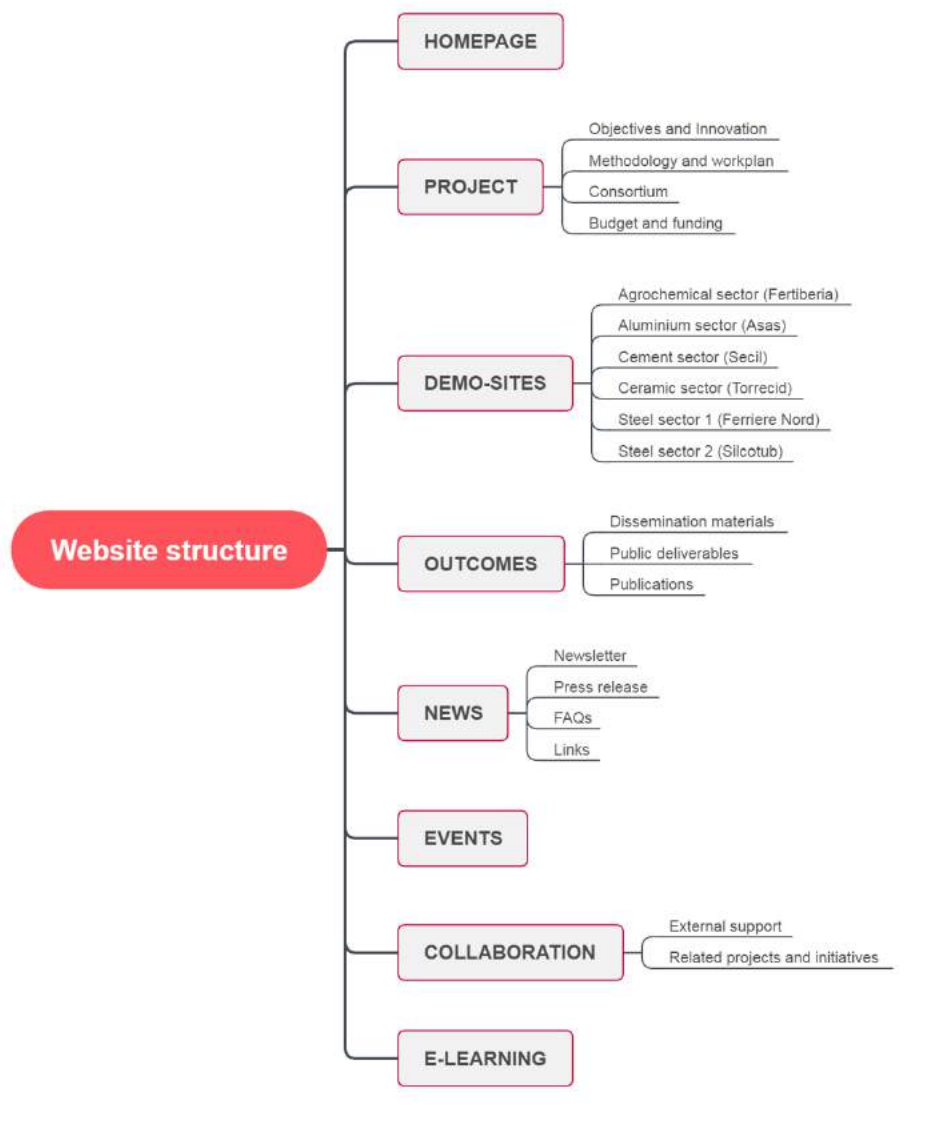
4 STRUCTURE OF THE WEBSITE

The structure of the website is clear and user-friendly. The following sitemap (Figure 1) showcases the pages of the website. Below that, a detailed description of each section of the website is provided.

4.1 Website map

The following figure showcases the structure of the website, displaying the landing page ("Homepage"), the secondary pages and their subsections.

Figure 1 - RETROFEED website map

4.2 Outline of the website sections

4.2.1 Homepage

The homepage is the landing page of the website (Figure 2 and Figure 3)

It displays the logo of the website, the project in brief and a clear link to the main end-users of the project, i.e. the six demonstrators. In addition, the latest news, a project progress bar and the latest posts on social media, with a link to the different channels. Moreover, the possibility to subscribe to the project e-newsletter (released every 6 months starting from May) and the information about consortium members and EU funding appear at the bottom of the page.

From the navigation bar, users have the possibility to access every page of the website.

Figure 2 - RETROFEED website landing page (top)

Figure 3 - RETROFEED website landing page (bottom)

4.2.2 Secondary pages

4.2.2.1 Project

"Project" is the first of the secondary sections of the website, with four different pages underneath.

- **Objectives and innovation**

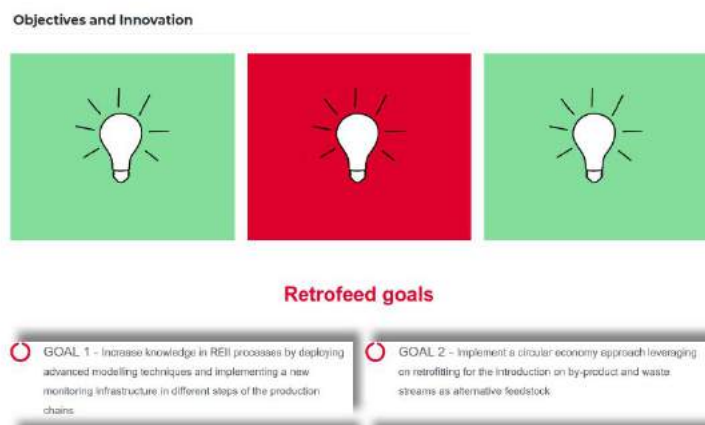On this page, the six goals of the project are showcased (Table 1).

Table 1 - RETROFEED goals (objectives and innovation)

GOAL 1	Increase knowledge in REII processes by deploying advanced modelling techniques and implementing a new monitoring infrastructure in different steps of the production chains
GOAL 2	Implement a circular economy approach leveraging on retrofitting for the introduction of by-product and waste streams as alternative feedstock
GOAL 3	Adapt REII equipment for the provision and use of bio-based feedstock whether as fuel or raw materials, thus replacing traditional feedstock for improving the processes of environmental performances
GOAL 4	Improve the control system of retrofitted processes in order to deal with a higher variability in feedstock while improving their overall technical, economic and environmental performances
GOAL 5	Develop a Decision Support System for assessing the best retrofitting options and operation plan of the improved processes in order to achieve a high impact over the whole production chain
GOAL 6	Ensure results replication and the exploitation of the retrofitting potential in REIIs thorough a retrofitting methodology, contributions to standardisation bodies and capacity building activities

The three main innovation approaches are showcased as well (Figure 4)

- Circular economy concepts applied to retrofitting

- Bio-base sources as alternative feedstock

- Steel industry residues and other similar residues for other industrial sectors as alternative feedstock

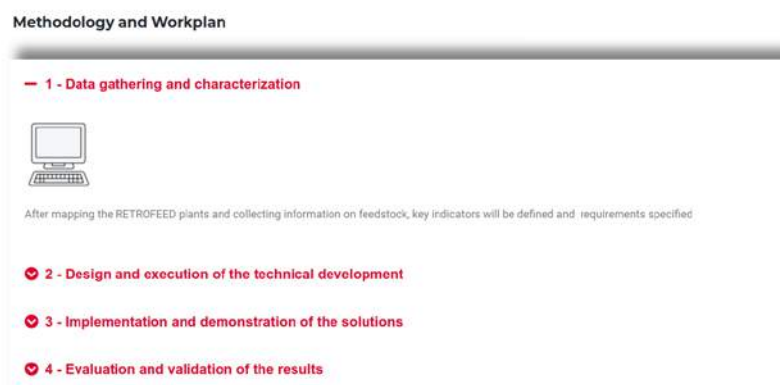*Figure 4 - RETROFEED innovation (objectives and innovation)*

- **Methodology and workplan**

This page displays how the innovation is carried out (Table 1, Figure 5), thus how the project will be executed.

Table 2 - Innovation phases (methodology and workplan)

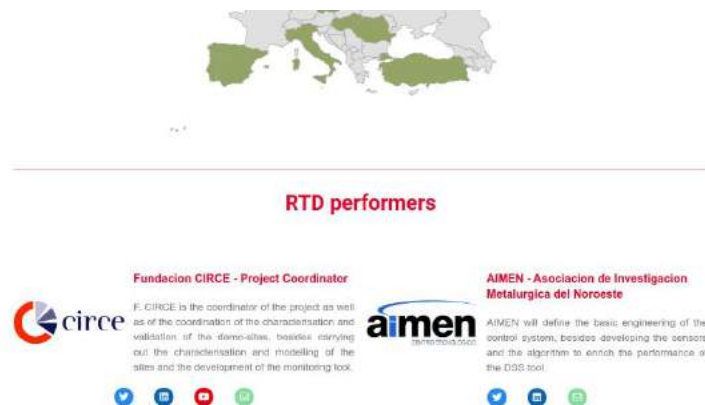|	
1st phase	Data gathering and characterization
2nd phase	Design and execution of the technical developments
3rd phase	Implementation and demonstration of the solutions
4th phase	Evaluation and validation of the results
5th phase	Development of the replication strategy

Figure 5 - Methodology and workplan

- **Consortium**

This page explains who carries the project, thus project partners, with a brief description of their main role in the project. They are grouped by role: RTDs, technology, demo-sites and horizontal partners. An interactive map shows where the partners are geographically located. Partners' social media accounts, websites and main contacts are provided (Figure 6).
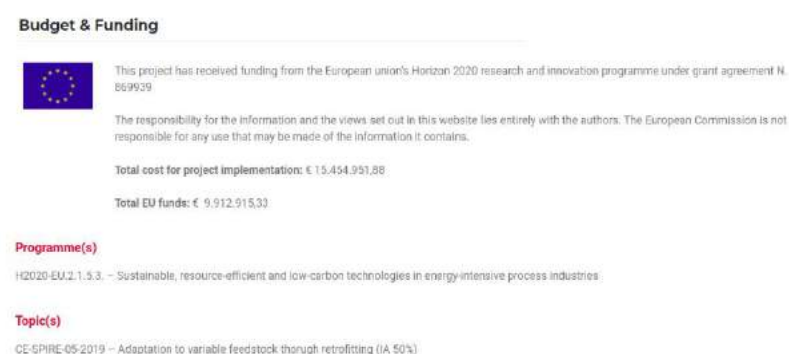
Figure 6 - Project partners (consortium)

- **Budget and funding**

This page (Figure 7) presents how the project was funded and by whom, with information about the programme.

Figure 7 - Budget and funding

4.2.2.2 Demo-sites

The "demo-sites" is the section dedicated to the six demonstrators of the five different sectors; it therefore contains six pages, based on the type of industry ("agrochemical sector", "aluminium sector", "cement sector", "ceramic sector" and two times the "steel sector"). Each of these pages provides the user with the location and the objectives of each demonstrator (including a map), together with a brief description of the company. Examples are below (Figure 8).

The six pages are:

- *Agrochemical sector (Fertiberia)*

- *Aluminium sector (Asas)*

- *Cement sector (Secil)*

- *Ceramic sector: (Torrecid)*

- *Steel sector 1: (Ferriere Nord)*

- *Steel sector 2: (Silcotub)*

Figure 8 - Agrochemical sector (Demo-sites)

4.2.2.3 Outcomes

This section contains three pages, which display the results and outcomes of the project (Figure 9).

- **Dissemination materials**

From this page, users have the possibility to download all the public dissemination materials, such as "written and visual identity" or "communication and dissemination plan".

- **Public deliverables**

From this page, users have the possibility to download all the public deliverables concerning the results achieved during the project lifetime.

- **Publications**

From this page, users have the possibility to download all the scientific and general publication that will be developed and made available to the public.
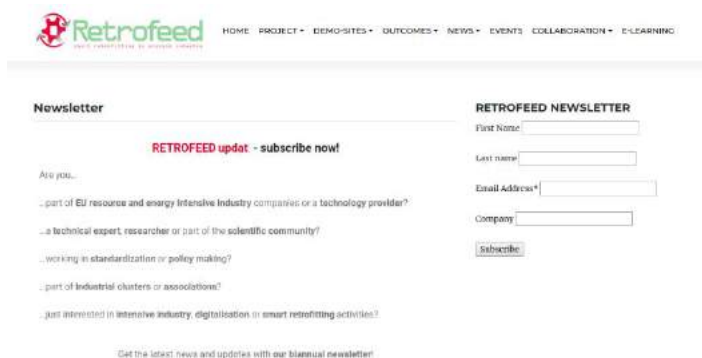
Figure 9 - Outcomes

4.2.2.4 News

This section contains four pages, dedicated to the latest news interesting facts and links related to RETROFEED project.

- **Newsletter**

from this page, users will have the possibility to subscribe to RETROFEED newsletter and download all past ones that are send around every six months (Figure 10).
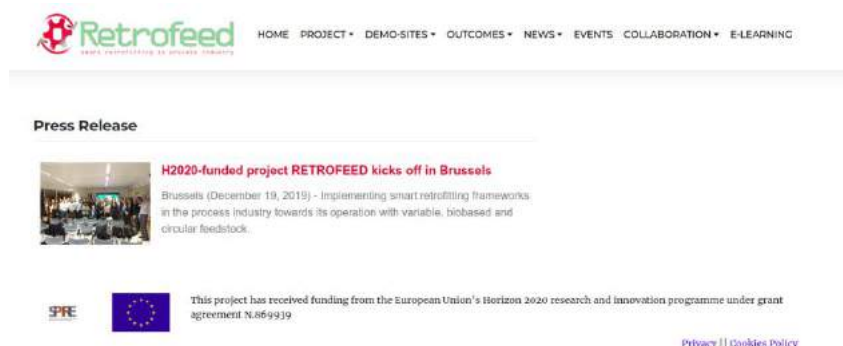
Figure 10 - Newsletter (News)

- **Press Release**

In this section, all press releases will be available with a link to the external source (Figure 11).

Figure 11 - Press release (News)

- **FAQs**

This section will collect all frequently asked questions which might emerge during the lifetime of the project.
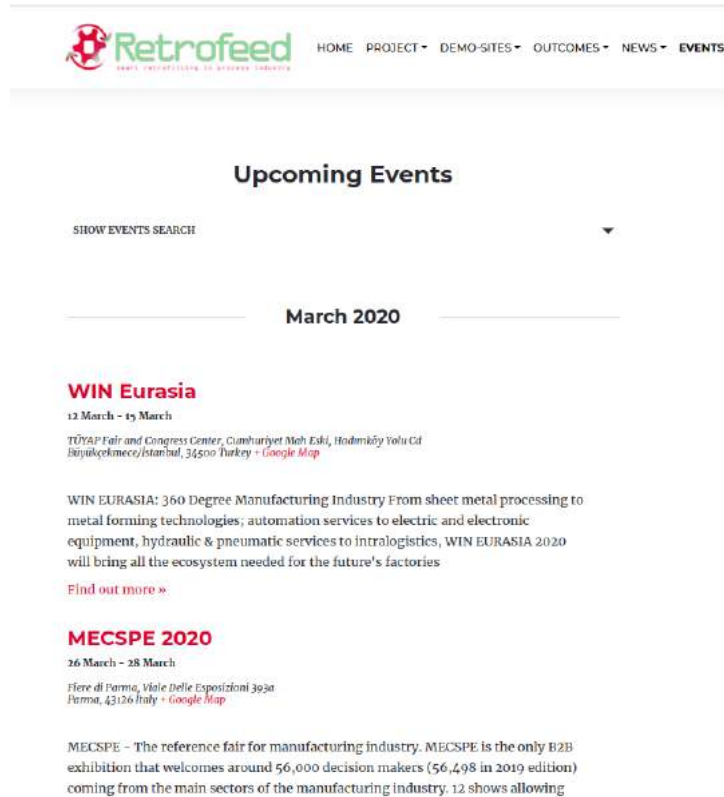
- **Links**

Under this page, all useful links related to the project execution will be provided.

4.2.2.5 Events

This section shows all events organised by or related to the project (Figure 12). It gives the possibility to add the event to users' calendar and provides detailed information about the event, in addition to time and location.

Additionally, this section will provide access to the webinars organised by project partners in the framework of the project or connected to it.

Figure 12 - Events

4.2.2.6 Collaboration

This section contains two pages which connect the project to external sources, with the main aim to create a "network".

- **External support**

This section (Figure 13) contains the main links to external support, such as CORDIS, H2020 stories or OpenAIRE.
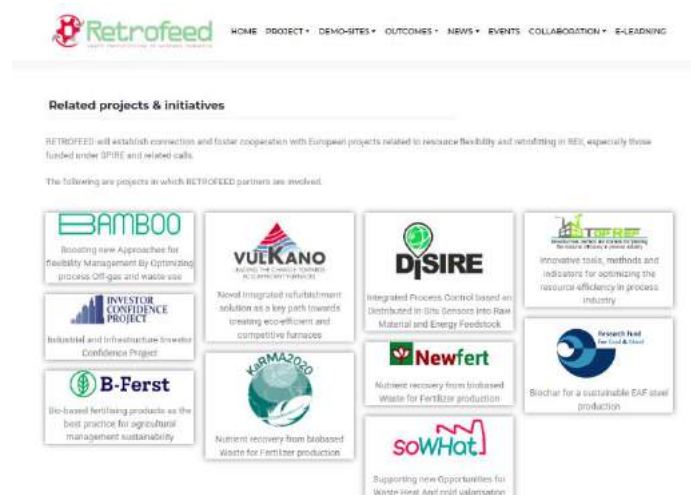
Figure 13 - External support

- **Related projects & initiatives**

This page (Figure 14) showcases projects in which RETROFEED partners are mainly involved, together with other SPIRE ones (ongoing, 2020+).

Figure 14 - Related projects and initiatives

4.2.2.7 E-Learning

This section of the website is dedicated to the eLearning platform and modules of RETROFEED, which will be ready during the second half of the project.

4.3 Content update and maintenance

Content updates and maintenance of the project website will be periodically performed by EEIP, WP12 leader. This action will thus take place as a result of the two following reasons:

- General periodical update.

- When new materials have to be added to the website (e.g. events, publications, videos).

4.3.1 Technical implementation

RETROFEED website is a multi-device supported platform, i.e. has a responsive design which is suitable for laptop, tablet and mobile phone.

4.3.1.1 Domain and server

For the access to the project web page, the WP12 leader has purchased the following domain: www.retrofeed.eu, provided by Key System, one of the European Internet Solutions providers.

4.3.1.2 Implementation

For the hosting of the website, RAIDBOXES was chosen, considered as High-Performance WordPress-Hosting & Management (https://raidboxes.io/) and a powerful WordPress management solution. Among the options offered by the company, the "fully managed" packet has been chosen since considered the most complete one. It offered a Europe-based (Germany) and secure hosting platform, a live customer assistance (support reaction time within minutes) and backup, hacking and malware protection. It supports the creation of a website on the WordPress platform, with access to all its templates and plugins.

The RETROFEED website has thus been developed using WordPress, one of the best platforms where to build a website and one of the top CMS - Content Management System in the world with its 58.55% of the CMS market share.

The theme used for the website is WP Bootstrap Starter. Being a plain template, it allowed for major flexibility in comparison to the other templates available.

In addition to the core elements of the webpage, the developers have included in the website the use of plugins which improve the usability, the visual identity and prevent from unwanted messages.

For the selection of plugins and themes for the system, it has been considered the security of each of them, selecting only those that are regularly updated, that have the most users and have the highest reviews.

The following plugins have thus been used:

- Cookie Notice, which allows to inform users that the website uses cookies, helping with compliance with EU GDPR cookie law.

- Elementor – an advance frontend drag and drop page builder.

- Essential Addons for Elementor – an elements library for Elementor page builder.

- Image Hoover Effect Addon for Elementor – a collection of images hoover effects for Elementor page builder.

Elementor and its addons let the construction of the website smoother and more flexible, all the while providing additional interactive characteristics to the different pages.

- Interactive Geo Maps – the plugin used for creating interactive geographic vector maps of the world with a hover action on it. Interactive Geo Maps added an interactive feature to the consortium partners page, by letting its user hoover the mouse on the European map showcasing the wide geographical spread of the different partners.

- Sendinblue Subscribe Form and WP STMP – used for the RETROFEED newsletter.

- The Events Calendar – used for the "Events" page.

- Widget Context – which was used to implement the newsletter form on the homepage.

- WP Statistics – the plugin for WordPress statistics and analytics. WP Statistics represents an essential plugin since it tracks website traffic, users and most visited page. This web monitoring solution has thus been sought for, in order to track the website performance and deliver high results in terms of KPIs.

4.3.1.3 SEO

SEO – Search Engine Optimization is a process that increases both quality and quantity of website traffic and brand exposure, and it has been considered relevant for RETROFEED. A SEO positioning analysis will thus be performed during the first month following Go-Live to ensure high visibility in web search engines. This analysis will be frequently updated and will also include SEO competitor analysis (e.g. other EU project websites) to identify opportunities to increase SEO ranking.

The analysis will take into account aspects such as content, image optimization, tags, readability and page organization.

4.3.1.4 Data

The privacy section, accessible from the bottom of every page of the website, explains which personal data are collected and how they are used. This information ensures that the website, its use and content are GDPR compliant and follow EU requirements.

As explained in the privacy section, some data are collected by the website operator (e.g. technical data or operating system), which help the good functioning of the website, while other data are collected by the plugin operators (e.g. Sendinblue newsletter). Unless clearly mentioned or specified, all these data are anonymous and serve statistical purposes.

In regard to the content of the website, the information published follow the Consortium Agreement and Grant Agreement in terms of IPR. Specifications are explained in the project handbook.

5 CONCLUSION

RETROFEED website acts as a strong tool to communicate and disseminate project information. Project website is in line with SPIRE in order to reach industrial stakeholders and public audience.

The website will accessible as from the end of February, and will be periodically updated, considering the progress of the project activities and updates from Consortium partners will be implemented to the website.