

# SEAF

Standardisation and Communication of Sustainable Energy Asset  
Evaluation Framework  
EC GA n° 696023

## Deliverable D6.2

SEAF Website  
V1.0 **Final Version**



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v0.1	20/06/2016	Caroline Milne	First draft
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## **Executive Summary**

This document provides a summary of the development of the SEAF project website, its parameters, functions and the reasoning behind these elements. The SEAF website is a fully functional and user friendly website that has been designed to serve as a key dissemination tool of the SEAF project, both publicly to stakeholders, and privately within the consortium. The website is linked to the SEAF Twitter and LinkedIn accounts. Periodical updates of the website will be carried out, in line with users' evaluation session planned in dissemination tasks.

## 1 Introduction

The purpose of this document is to present and explain the SEAF project website. It will explain the actions carried out to achieve the creation of the website and the reasoning behind its individual elements.

The SEAF project website ([www.seaf-h2020.eu](http://www.seaf-h2020.eu)) is meant to serve as a public hub disseminating all information necessary to understand and follow the development of the SEAF project. The website therefore includes pages dedicated to the context and mission of the project, an overview of the project partners; information regarding the project deliverables, results and progress. The website also acts as both a repository for dissemination materials (factsheets, press release etc.) and a portal for accessing the SEAF Stakeholder area and consortium private document-sharing area. The SEAF website also serves as a means by which users can register for events organized and hosted by the SEAF consortium, such as the SEAF Introductory Webinar (April 26 2016) and Investor Days Barcelona (June 16-17 2016).

The website and its functionalities were designed first and foremost with user functionality in mind. It is meant to be easy to navigate and visually appealing. It was designed as a “living” deliverable that would grow over the lifetime of the project in terms of increasing content and displaying deliverables and web 2.0 updates on as needed basis. The website was designed using approved SEAF branding as well as partner-specific logos and EU imaging. The website is especially meant to serve as a basis for the SEAF visual identity.

## **2 Project Website**

Chapter two provides a description of the main uses of the SEAF project website. The website is a branded dissemination tool that functions as a conduit for general project information, project news, events and social media, stakeholder engagement, public deliverables for download, and private document sharing within the SEAF consortium. It is an ongoing deliverable that will be updated throughout the duration of the project as needed.

### **2.1 General information**

The SEAF website is meant to provide the user with a solid understanding of the SEAF project. The front page provides easy access to various pages that describe the project partners and their role, the project timeline and various Work Packages, the context and mission of the project. The aim is to ensure maximum transparency, and highlight that SEAF is a Horizon-2020 funded project.

### **2.2 Stakeholders page and private area**

The SEAF website consists of a password protected area reserved for stakeholders. The information posted on this area includes recordings of past webinars and presentations given at SEAF events. In such a way, this area is used as a repository for documents relative to the development of the project, and plays a role in creating and maintaining a stakeholder community.

### **2.3 Consortium Private Document Sharing Area**

The SEAF website is equipped with a private document sharing area that is password protected and meant for the consortium only. This area acts as a central document hub for anything related to project deliverables, as well as reporting templates, logos and contact information. Each member of the consortium has his/her own username and password and can upload documents to this area as necessary.

## **2.4 Public Documents Area**

In the effort to maintain maximum transparency vis-à-vis the SEAF project activities, the SEAF website consists of a page that will make public project deliverables available for download. This page will be updated as necessary throughout the funding period.

## **2.5 News and Events Page**

The SEAF News and Events page keeps viewers regularly updated with press releases and important information regarding events. This information will also be shared through the SEAF project's social media channels.

### 3 Visual Presentation of the SEAF Website

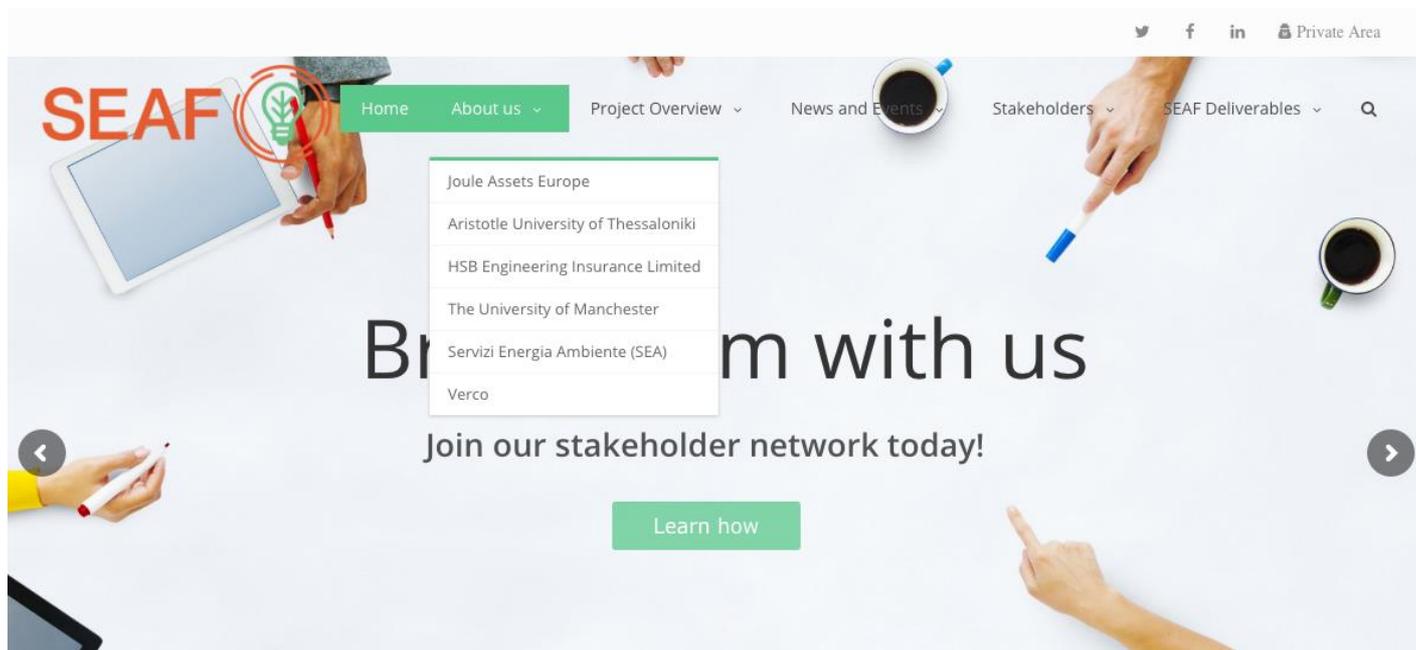


Figure 3.1 – Top of home page. Example of Menu and “About Us”

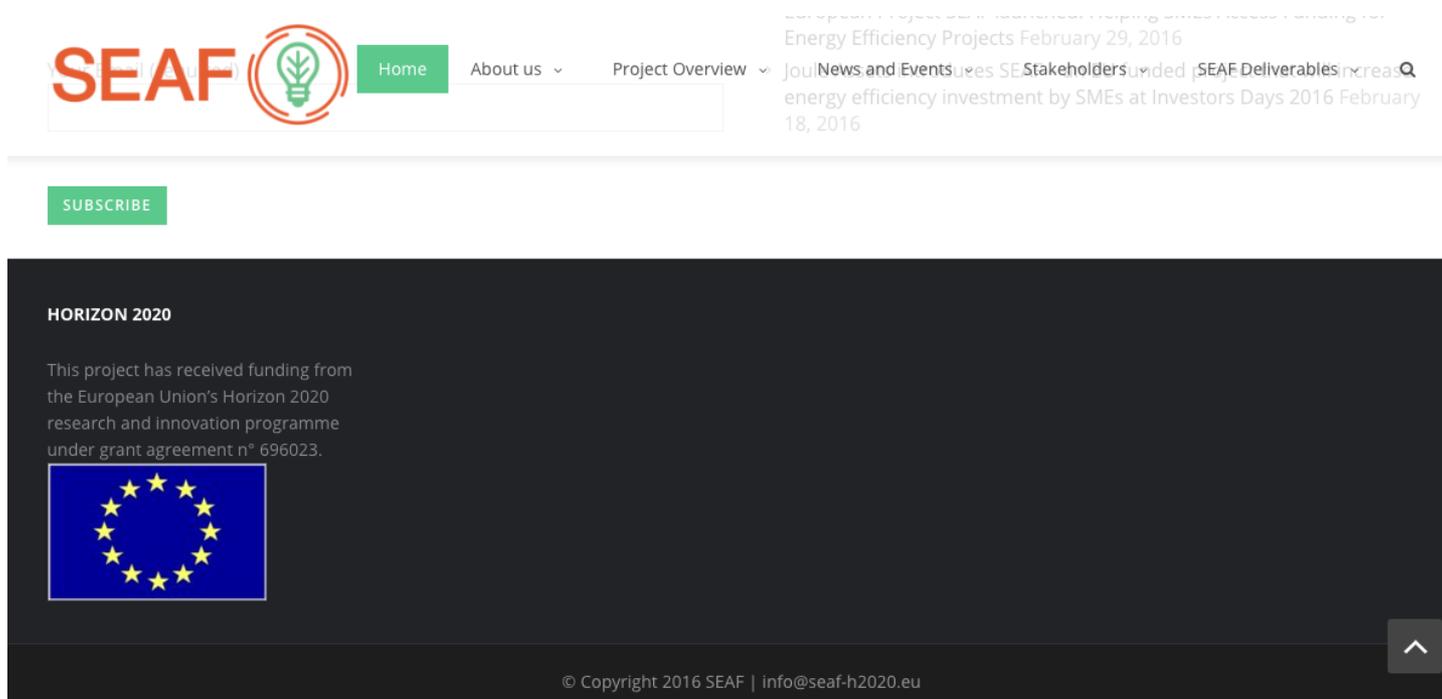


Figure 3.2 – Bottom of home page. EU Logo and Copyright appears on every page



## Joule Assets introduces SEAF at Investors Days 2016

BRUSSELS, 28 February 2016 – Jessica Strömback, Executive Director of Joule Assets Europe, introduces SEAF project – Joule’s innovative strategy to increase Energy Efficiency (EE) in Europe at Brussels conference.

 [READ MORE](#)



## European Project SEAF launched: Helping SMEs Access Funding for

Figure 3.3 Example of SEAF News Page

## Joule Assets introduces SEAF – an EU funded project that will increase energy efficiency investment by SMEs at Investors Days 2016

 BY CMILNE@JOULEASSETS.COM
  FEBRUARY 18, 2016
  PRESS RELEASE
  COMMENTS: 2



**Jessica Strömback, Executive Director of Joule Assets Europe introduces SEAF project – Joule’s innovative strategy to increase Energy Efficiency (EE) in Europe at Brussels conference.**

BRUSSELS, Belgium, Feb 25 2016 – Investor Days 2016, a conferences on financing energy efficiency, took place in Brussels on 23-24 February, one year following the Energy Efficiency Financial Institutions Group (EEFIG) published its final report on recommendations on how to increase investments in energy efficiency. The 2-day event included a report of concepts and high level

### LATEST NEWS

- > Protected: Investor Days Barcelona June 16th Presentations June 21, 2016
- > Protected: Introductory Webinar – 26 April 2016 April 27, 2016
- > European Project SEAF launched: Helping SMEs Access Funding for Energy Efficiency Projects February 29, 2016
- > Joule Assets introduces SEAF – an EU funded project that will increase energy efficiency investment by SMEs at Investors Days 2016 February 18, 2016

Figure 3.4 Example of Press Release

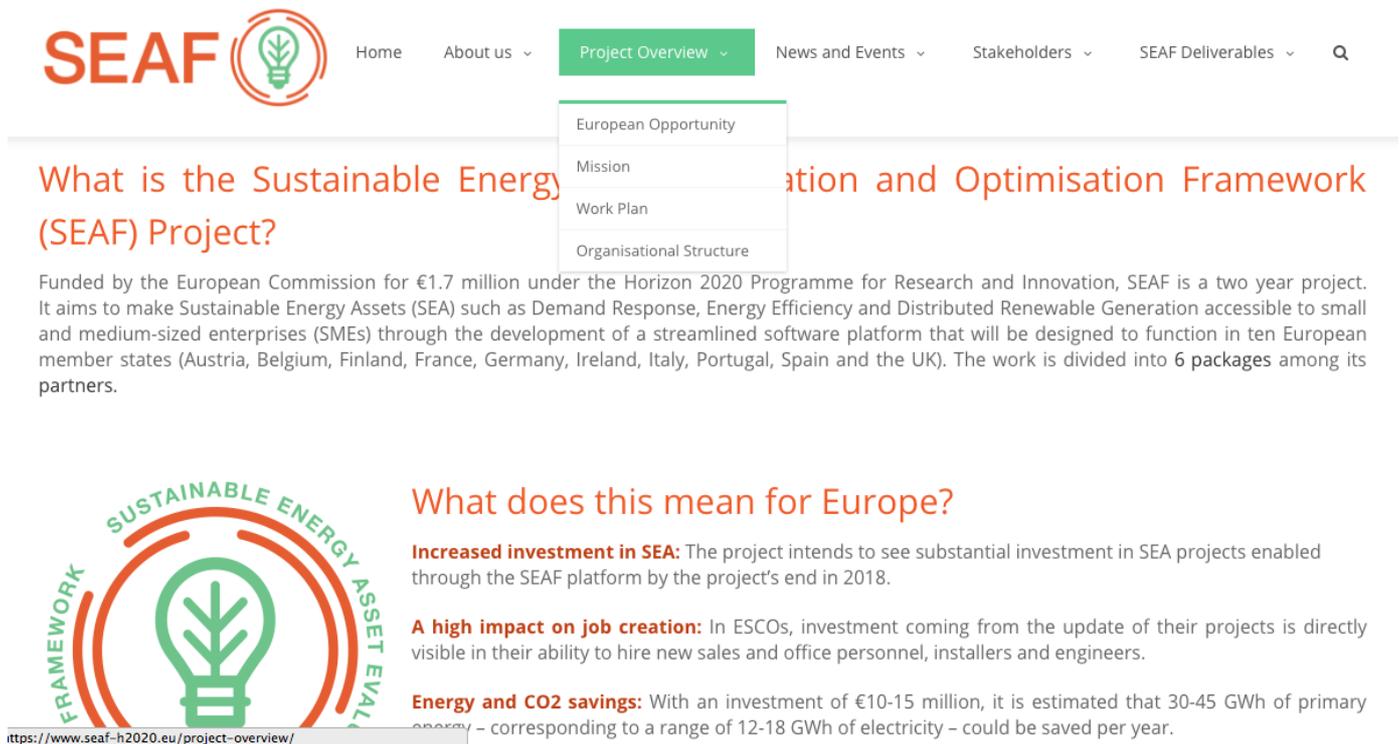


Figure 3.5 Display of the Project overview page

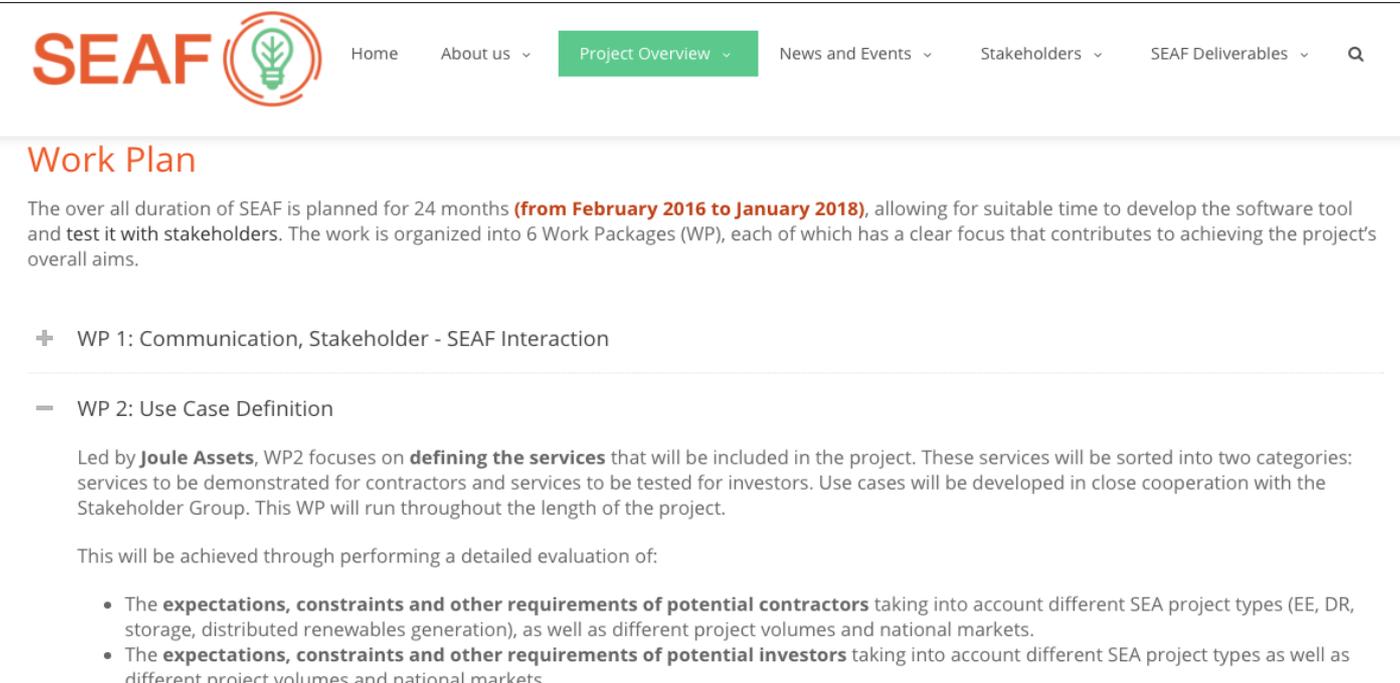


Figure 3.6 Display of Work Package Description organized in drop down menu.

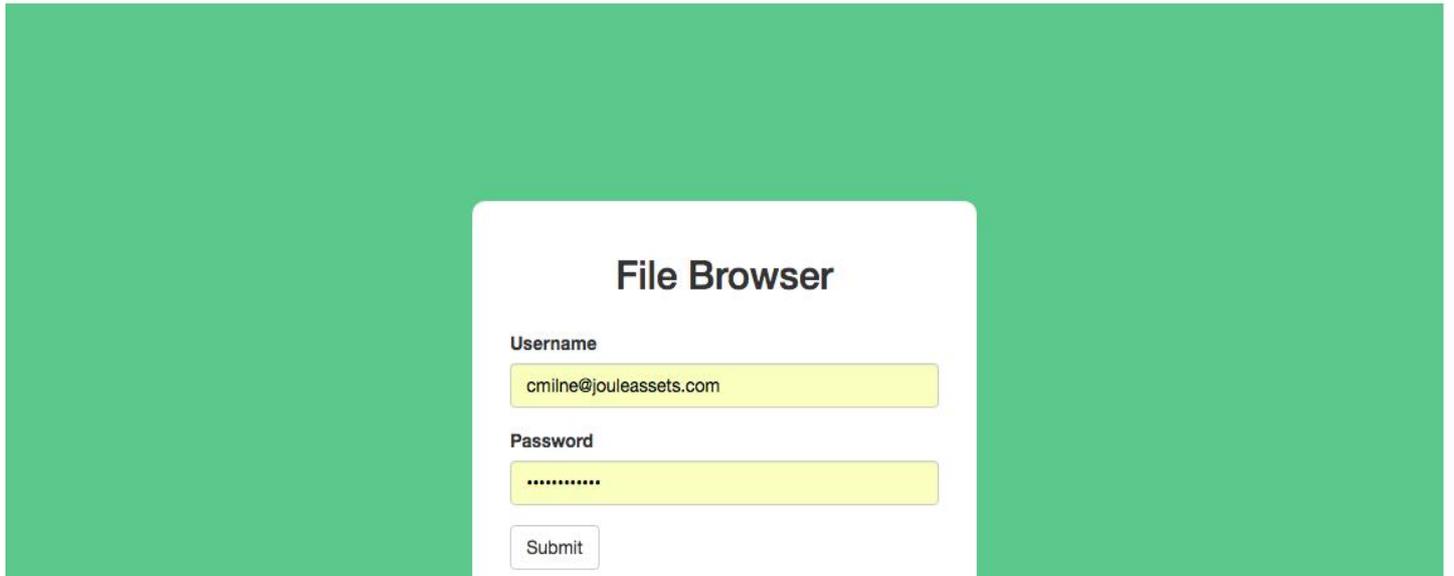
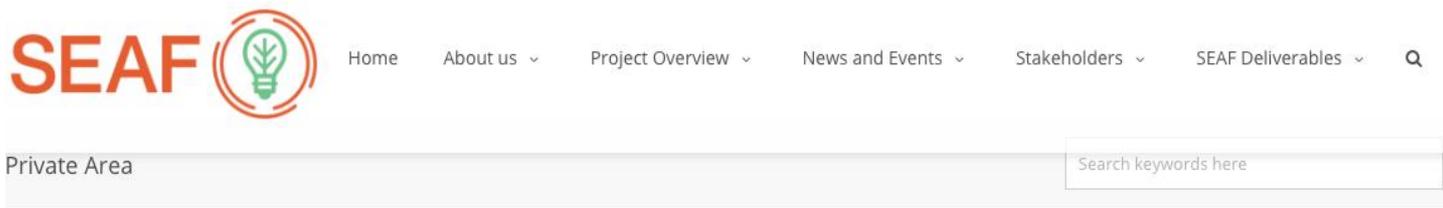


Figure 3.7 Login for SEAF consortium private document sharing area.

Hi cmilne@jouleassets.com [Log Out](#)

Drag Files Here To Upload or  No file chosen

Home

Name	Size	Modified	Permissions	Actions
 Admin	--	Jun 8, 2016 6:01 PM	read+write+exec	 delete
 Communication	--	Jun 9, 2016 10:15 AM	read+write+exec	 delete
 error_log	163 bytes	Jun 13, 2016 1:24 PM	read+write	 download  delete
 Monthly Meeting Minutes	--	Jun 8, 2016 6:00 PM	read+write+exec	 delete
 WP 1	--	Jun 9, 2016 10:27 AM	read+write+exec	 delete
 WP 2	--	Jun 8, 2016 6:00 PM	read+write+exec	 delete
 WP 3	--	Jun 8, 2016 6:01 PM	read+write+exec	 delete
 WP 4	--	Jun 8, 2016 6:03 PM	read+write+exec	 delete
 WP 5	--	Jun 8, 2016 5:53 PM	read+write+exec	 delete
 WP 6	--	Jun 8, 2016 6:02 PM	read+write+exec	 delete

Figure 3.8 Display of the back end of the private document sharing area for SEAF consortium members.

## **4 Conclusion**

This document lays out the key elements of the SEAF project website. It contains and explains visuals of its parameters, functions and the reasoning behind these elements. The website as such is an ongoing deliverable and will be updated throughout the project based on feedback from within the consortium and its external users, as well as through key reporting periods in M12 and M24. Furthermore, this document has explained the basis of the consortium's private document sharing area, the SEAF news and events page, and stakeholder's area.