

Project website

Deliverable D5.2

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EUROPEWAVE

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Contents

EuropeWave Project Website	3
Domain name	3
Website function and platform	3
Holding page	3
Staff	
Metrics & analytics	4
Website pages	4
Header/menu & footer	4
Homepage	4
About.....	4
News & Events.....	5
FAQs	
PCP Programme	5
Contact us.....	5

Abbreviations & Acronyms

Partner Short name	Partner Full name
EVE	Ente Vasco de la Energía
OEE	Association Européenne de l'Énergie de l'Océan
WES	Wave Energy Scotland Limited

EuropeWave Project Website

Domain name

The domain name www.europewave.eu was chosen for its simplicity. The .eu extension reinforces the message that this is an EU-funded project.

A SEO (Search Engine Optimisation) plugin is integrated into the website in order to improve the results when a search engine is used to find relevant keywords.

Website function and platform

The website's function is to be the primary online platform and information source for the project. The website will:

- act as the main source of **news** on the project;
- provide an overview of the project's **objectives, activities and partners**;
- showcase the **successful projects** funded by the programme;
- and host all **public deliverables and results** that are generated.

The official PCP information, documents and portal will be hosted on the Public Contracts Scotland website. The project website will provide a summary of information and FAQs relating to the PCP process, but will redirect visitors to the PCS website for detailed information and to submit their tender application.

Communication via other channels (social media, email, press etc.) will aim to direct people to the website. The website will also complement the project's visual identity package to position and promote the EuropeWave brand among internal and external stakeholders.

The website has been developed using the Squarespace platform. This offers a high degree of flexibility and personalisation, but also ensures that the majority of changes can be made directly by OEE, with only limited need for a professional web developer.

Holding page

In the initial months of the project, a holding page, created in and hosted on MailChimp, was put online at the project domain. This was to ensure that basic information and news was available to visitors while the main website was being developed. An archived version of this holding page remains available via OEE's MailChimp account.

Staff

The OEE representative will be the main person responsible for the updating and maintenance of the website. The CDE Committee (EVE & WES representatives) will be provided with access to the website admin as a backup.

Metrics & analytics

Squarespace Analytics will be used to track site usage and user profiles. These statistics will be used to measure the impact metrics of the website.

The impact metrics associated with the website are as follows:

- 300 new users per month (average)
- Average session duration: 2 mins
- References from external web pages: 10

Cookie and privacy policies are included in the website footer and outline how visitors' data may be used. A pop-up bar explaining the website's use of cookies is also included, as per EU GDPR requirements.

Website pages

The website structure is outlined below. Not all pages will be visible initially – as the project progresses through its phases and new content becomes available, the 'hidden' parts of the website will be update and made public. Additional pages and sections may also be added if required.

Header/menu & footer

The header contains the site menu, directs visitors to sign up for the mailing list and access the project's social media accounts. The footer contains a site map, social media & mailbox links, the acknowledgment of EU funding, links to the Cookie Policy and Privacy Policy, and a search bar.

Homepage

The homepage is the 'shop window' of the project, and is designed to briefly summarise the project, and highlight the latest news and events. It is the most design-focussed page, in order to give a strong first impression to visitors.

About

About the project – About wave energy – Project partners – Advisory board

This section includes a number of subpages. About the project summarises the project's goals, challenges and innovative PCP model. About wave energy gives an overview of what wave energy, with links directing visitors to external information sources for more detailed explanations. The final two pages will profile the consortium partners, and the members of the Advisory Board.

News & Events

Latest news – Events – Videos & recordings – PRs & newsletters

These pages showcase the latest news from the project (e.g. consultation actions, awards and results, deliverables etc.), and inform visitors of the project's events. They also provide recordings and presentations made at EuropeWave events, and an archive of press releases and newsletters. Videos will also be included in this section.

FAQs

This section includes extensive Questions & Answers relating to the project. These were compiled from queries received during the open market consultation – both via the online portal, and the webinar. They will be updated as necessary as the project progresses.

PCP Programme

Market consultation – Request for Tenders – Awards – Results – Case studies

This section provides information on the PCP programme and its outputs. An overview of the activities undertaken within the market consultation phase is included. A summary of the Request for Tenders will also be provided, and will direct potential applicants to the full information available on the Public Contracts Scotland website. During the later stages, the tender awards, public results and project case studies will be added.

Contact us

This page provides the project's social media accounts, and a contact form, via which visitors can send an email to the info@europewave.eu mailbox.