SHAPE FUTURE

IN THE CENTER OF ECS DEVELOPMENT TO FURTHER BOOST THE TRANSFORMATION OF MOBILITY, TOWARDS ZERO EMISSION & ZERO FATALITIES.

# D7.1 Communication channels and project website

**Deliverable Lead: Innovation Dis.Co (DISCO)**

**Deliverable due date: 30/06/2024 (M1)**

**Actual submission date: 06/09/2024**

**Version: v0.2 (starting from 0.1)**

Chips JU

FUNDED BE THE EUROPEAN UNION

THE PROJECT IS SUPPORTED BY THE CHIPS JOINT UNDERTAKING AND ITS MEMBERS, INCLUDING THE TOP-UP FUNDING BY THE NATIONAL AUTHORITIES OF GERMANY, BELGIUM, SPAIN, FINLAND, NETHERLANDS, AUSTRIA, ITALY, GREECE, LATVIA, LITHUANIA AND TURKEY, UNDER GRANT AGREEMENT NUMBER 101139996-2. CO-FUNDED BY THE EUROPEAN UNION.

| **Deliverable** D7.1 – Communication channels and project website | |
|---|---|
| **Work Package(s)** | WP7 – Impact Management |
| **Task(s)** | T7.1 – Dissemination & Communication |
| **Dissemination Level** | Public |
| **Due Date** | 30-06-2024 |
| **Actual Submission Date** | 05-09-2024 |
| **WP Leader** | DISCO |
| **Task Leader** | DISCO |
| **Deliverable Leader** | DISCO |
| **Contact Person** | Vasiliki Chatzidogiannaki |
| **Email** | vchatzidogiannaki@innovation-disco.com |
| **Authors** | Vasiliki Chatzidogiannaki |
| **Contributors** | OTH-AW |
| **Reviewers** | George Dimitrakopoulos (HUA) |

| **Document History** | | | | |
|---|---|---|---|---|
| **Version** | **Date** | **Description** | **Comments** | **Editor(s)** |
| **v0.1** | 29-8-2024 | Document structure initialization | | Vasiliki Chatzidogiannaki, DISCO |
| **v0.2** | 06-9-2024 | Final Version | | Vasiliki Chatzidogiannaki, DISCO |

This document and the information contained within may not be copied, used or disclosed, entirely or partially, outside of the *ShapeFuture* consortium without prior permission of the project partners in written form

# Executive Summary

This document outlines the initial version of the ***ShapeFuture*** **Project Website**, which serves as the primary communication platform for disseminating the consortium's objectives, achievements, events, and publications. The document provides a comprehensive overview of the website's functionalities, along with a brief description of the existing content and structure. To illustrate the various features implemented and supported, several screenshots from the *ShapeFuture* Project Website are included.

The document also provides an overview of the **Social Media Channels** created for the project along with a brief description.

# Table of Contents

*Executive Summary* ..... *4*
*Table of Contents* ..... *5*
*List of Figures* ..... *5*
*List of Tables* ..... *5*
*1 Introduction* ..... *6*
1.1 Structure ..... 6
*2 The ShapeFuture website* ..... *7*
2.1 Open access and Management ..... 7
2.2 Modern design and audience focus ..... 7
2.3 Primary Objectives ..... 7
2.4 Website Structure and Features ..... 7
2.5 Relation to other activities in the project ..... 9
2.6 Website layout ..... 9
2.6.1 Pages ..... 10
*3 Social Media* ..... *17*
*4 Conclusions* ..... *20*

# List of Figures

FIGURE 1. HOMEPAGE 10
FIGURE 2. ABOUT PAGE 12
FIGURE 3. ABOUT PAGE 12
FIGURE 4. RESOURCES PAGE 13
FIGURE 5. MEDIA PAGE 14
FIGURE 6. NEWS PAGE 15
FIGURE 7. CONTACT PAGE 16
FIGURE 8. GENERAL INFORMATION FOOTER 17
FIGURE 9. *SHAPEFUTURE* LINKEDIN PAGE 18
FIGURE 10. SHAPEFUTURE X (TWITTER) PAGE 19
FIGURE 11. SHAPEFUTURE YOUTUBE PAGE 19

# List of Tables

TABLE 2: SHAPEFUTURE SOCIAL MEDIA CHANNELS ..... 18

# 1 Introduction

**This deliverable aims at** developing a comprehensive and user-friendly website for the *ShapeFuture* project that effectively communicates project goals, progress, and outcomes to a diverse audience.

## 1.1 Structure

This document is structured as follows:

Section 1: Introduction

Section 2: The *ShapeFuture* Website

Section 3: Communication Channels

Section 4: Conclusions

# 2 The *ShapeFuture* website

## 2.1 Open access and Management

The *ShapeFuture* project website is openly accessible at https://ShapeFuture.eu for everyone to explore and is managed by OTH-AW. *(At the time of the submission of the deliverable, due to minor issues, the formal URL might be out of order from time to time, therefore please use the following URL: http://qtel7.ShapeFuture.eu/index.php used only during website content improvements).*
Innovation Dis.Co prepared the website's mock-ups. These mock-ups were shared with the coordinator for feedback and to make decisions regarding the final outcome of the website. It has been designed to meet the needs of the *ShapeFuture* project consortium and its collaborators, while also incorporating valuable feedback received during the initial development phase.

## 2.2 Modern design and audience focus

The website utilizes a modern and user-friendly design that effectively reflects the project's goals and objectives. This engaging design aims to capture the attention of a diverse audience, particularly the general public and key stakeholders involved in the project.

## 2.3 Primary Objectives

The *ShapeFuture* project website has two main goals:

- **Establish an online presence:** The website serves as a central hub for project information, allowing for the dissemination of project-generated materials and updates to the public.
- **Enhance awareness and stakeholder engagement:** The website aims to raise public awareness about the *ShapeFuture* project and provide regular progress updates to all stakeholders involved.

## 2.4 Website Structure and Features

**Ongoing Development and Updates**

The *ShapeFuture* project website will be established through a continuous process by project members. New information, such as project news, meetings, event participation, and progress updates, will be frequently incorporated. The website will also serve as a platform for downloading dissemination materials.

**Technical Website Development**

The technical setup of the *ShapeFuture* website involved several ongoing phases. These phases encompass defining the website's purpose, goals, target audience, and content. Additionally, they involved designing the website's layout, Including color schemes, typography, images, and other graphic elements.

The design is implemented within a user-friendly and secure content management system (CMS). This CMS ensures a flexible and updatable layout and allows for ongoing testing of functionality, usability, and compatibility across various devices and browsers. OTH-AW will be responsible for editing and uploading content to the website, including text, images, videos, and other media formats.

**Website Hosting and Accessibility**

The website will be hosted on a dedicated web server with its own domain name, accessible via the URL https://shapefuture.eu . This official web content has been online since the project's commencement.

**Benefits of the SHAPEFUTURE Website**

The *ShapeFuture* website serves as a valuable tool for presenting project work and dissemination materials in a practical and user-friendly manner. Utilizing the World Wide Web (www) allows access for all project members and provides the public with a convenient and efficient way to obtain project information.

**Visual Identity and Design Consistency**

The *ShapeFuture* website design has been specifically tailored to match the project's content, incorporating the logo and visual identity used for both internal and external communication. This design plays a crucial role in maintaining a consistent and recognizable image, which is essential for establishing a strong public image throughout the project duration.

**Website Maintenance and Post-Project Support**

The website will be updated and maintained throughout the project's lifecycle, including bug fixes, new feature additions and content creation. This maintenance will continue for four years after project completion.

## 2.5 Relation to other activities in the project

The *ShapeFuture* project website is the outcome of ongoing collaboration among all *ShapeFuture* work packages and supply chains. Inputs from other work packages, use cases, collaborative development teams, and tasks will be extensively utilized by the *ShapeFuture* project to achieve its objectives. Partners will be regularly solicited for input and can submit initiatives such as new research results, meetings, or publications. These requests will be managed by the dissemination partner, DISO, edited and published by OTH-AW.

The results of the *ShapeFuture* project will be employed in various ways by the project consortium and other stakeholders.

The project's results will be disseminated to the general public, experts in the field, related projects, other research programs, and relevant authorities through the *ShapeFuture* E project website and other dissemination channels, aiming to foster a better understanding of the project's objectives and achievements.

## 2.6 Website layout

The *ShapeFuture* project website features a modern and user-friendly layout on the homepage, with consistent page structures throughout the site. The overall layout consists of the following key elements:

- **Main Navigation Panel (Header):** This section provides quick and easy access to all website pages.
- **Main Content Area:** This central area of each page displays the primary content and information related to the specific page.
- **Footer:** Located at the bottom of each page, the footer contains essential information such as funding details and contact information.

## 2.6.1 Pages

This section outlines the pages that make up the *ShapeFuture* project website and are displayed in the Main Navigation Panel (Header).

### *2.6.1.1 Home*

The homepage serves as the initial point of entry for visitors to the website. It features the project logo, the number of participating partners, and a concise summary of the *ShapeFuture* project's primary objectives. Additionally, an inspirational video showcases the project's vision. For convenient navigation, direct links to other important website pages, such as "About," "Consortium," "Resources," "News," , “Deliverables”, “Publications”, “Media” and a dedicated "Contact" button, are provided.

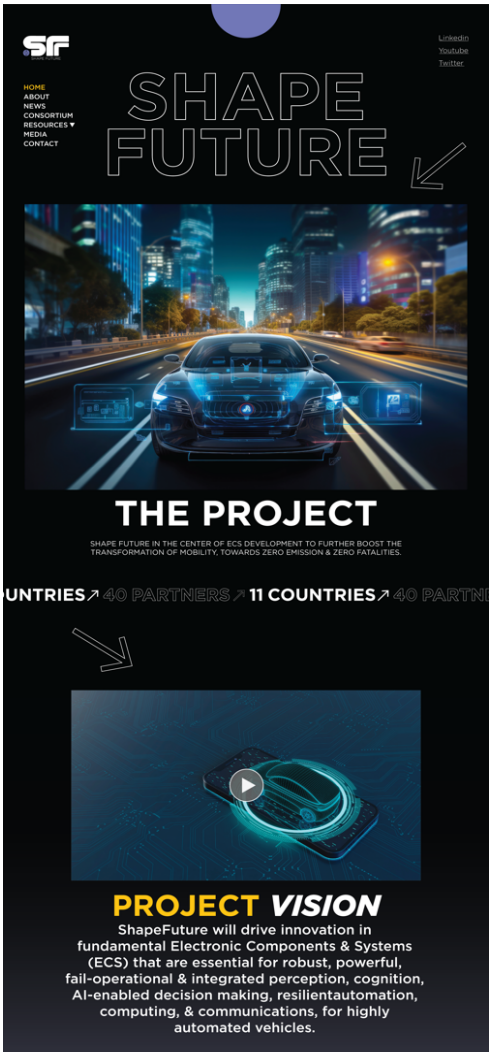

*Figure 1. Homepage*

### 2.6.1.2 About

The "About" page provides a comprehensive overview of the *ShapeFuture* project.

It outlines the project's primary objectives, as well as its strategic, scientific, and technological goals. Also, visitors can see a list of WPs and their interrelations.

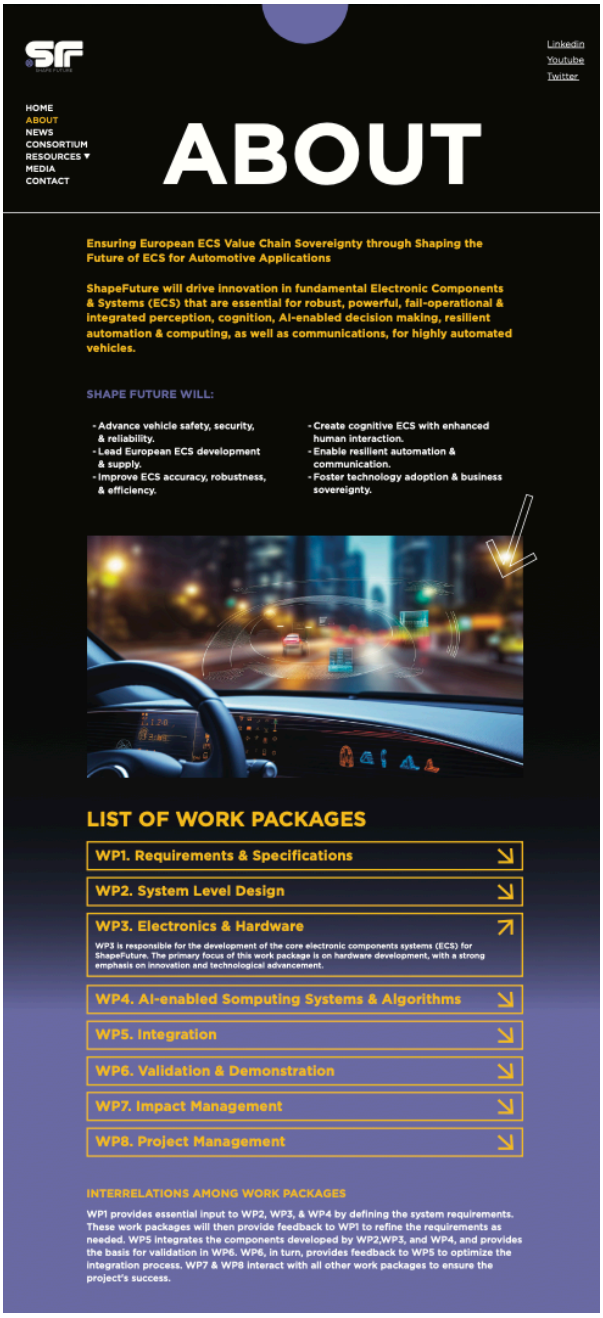

*Figure 2. About page*

### *2.6.1.3 Consortium*

The "Consortium" page features a comprehensive list of all partners involved in the *ShapeFuture* project. Each partner is showcased with their respective logo and a link to their official website.

*Figure 3. About page*

### 2.6.1.4 Resources

The "Resources" section is divided into two subsections: **Deliverables & Publications.** The *ShapeFuture* project website's publications section is designed to provide convenient access to all project-related publications, including reports, scientific papers, presentations, and more. This section is crucial for sharing the project's knowledge and results with the scientific community, industry, and the general public. The section includes links to external platforms where the publications are hosted, ensuring they are always up-to-date and easily accessible. This section is currently under development and will be released in the upcoming website update.

The Deliverables section highlight the publicly available deliverables of the *ShapeFuture* project, which can be downloaded directly from this page. We anticipate that more materials will be added to this section in the future.

*Figure 4. Resources page*

### 2.6.1.5 Media

The *ShapeFuture* project website's media section houses a variety of multimedia content, including photos and videos related to the project. This section will also feature press releases, news articles, and other media coverage of the project. Additionally, it may provide access to interviews with project team members, stakeholders, and experts in the field, as well as webinars and presentations delivered by the project team. The media section will serve as a central repository for all publicly available media related to the project, allowing users to easily access and engage with this content. This section is currently under development.

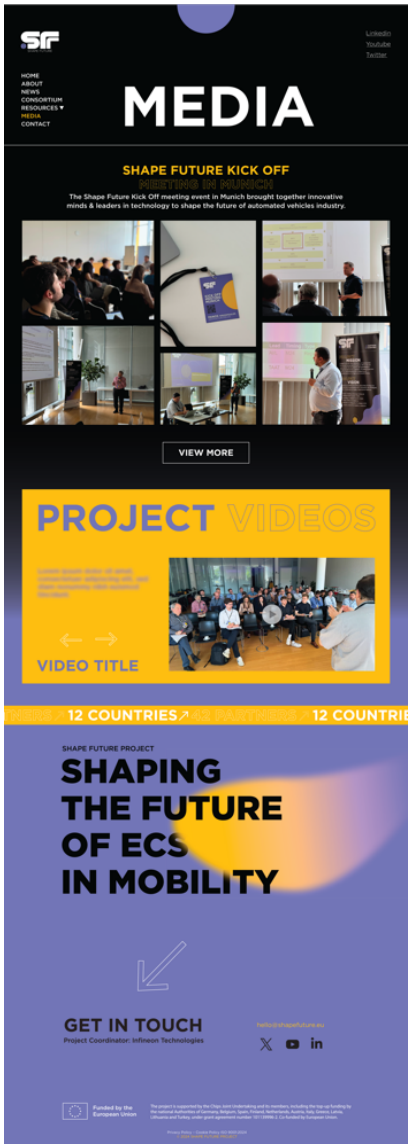


*Figure 5. Media page*

### 2.6.1.6 News

The *ShapeFuture* project website's news section serves as a platform for sharing project updates, events, and other relevant news with the public. Keeping this section updated with the latest information about the project helps to maintain stakeholder engagement and inform them about project progress.

Additionally, the news section can be utilized to highlight important achievements and milestones, which can contribute to increasing the project's visibility and impact. To ensure the effectiveness of the news section, we will regularly update it with relevant and engaging content and make sure that the content is easily accessible and shareable on social media platforms.

*Figure 6. News page*

### 2.6.1.7 Contact

The "Contact" page provides a convenient form for individuals to reach out to the *ShapeFuture* project team. Additionally, the page displays the contact details of the project coordinator.

*Figure 7. Contact page*

### 2.6.1.8 General Information Footer

Each page features a consistent footer section, acknowledging the Chips JU project. The footer also includes general information about the project, imprint and privacy details.

All sections in the footer (Imprint, Disclaimer, and Privacy Policy) have been developed and reviewed in alignment with Infineon's responsibilities. The imprint section includes a contact address, which is accessible through a form located next to the imprint button.

*Figure 8. General Information Footer*

# 3 Social Media

In the *ShapeFuture* project, social media is crucial for amplifying our message and fostering community involvement. Platforms like LinkedIn, Twitter, and YouTube act as dynamic channels for sharing project updates, showcasing success stories, and engaging with stakeholders globally. By strategically leveraging social media, we can reach a broad audience, including policymakers, industry leaders, and the general public, effectively promoting the significance of sustainable mobility. Moreover, social media fosters dialogue and collaboration, allowing us to gather valuable feedback, solicit input, and create a sense of ownership among stakeholders. Utilizing the power of social media, we can boost visibility, drive engagement, and ultimately, speed up the transition to eco-friendly transportation solutions.

*Table 1: ShapeFuture Social Media channels*

| Social Media Channel | Direct Link |
|---|---|
| Linkedin | https://www.linkedin.com/company/shape-future-project |
| Twitter | https://x.com/ShapeFutureeu |
| YouTube | https://www.youtube.com/@ShapeFutureEU |

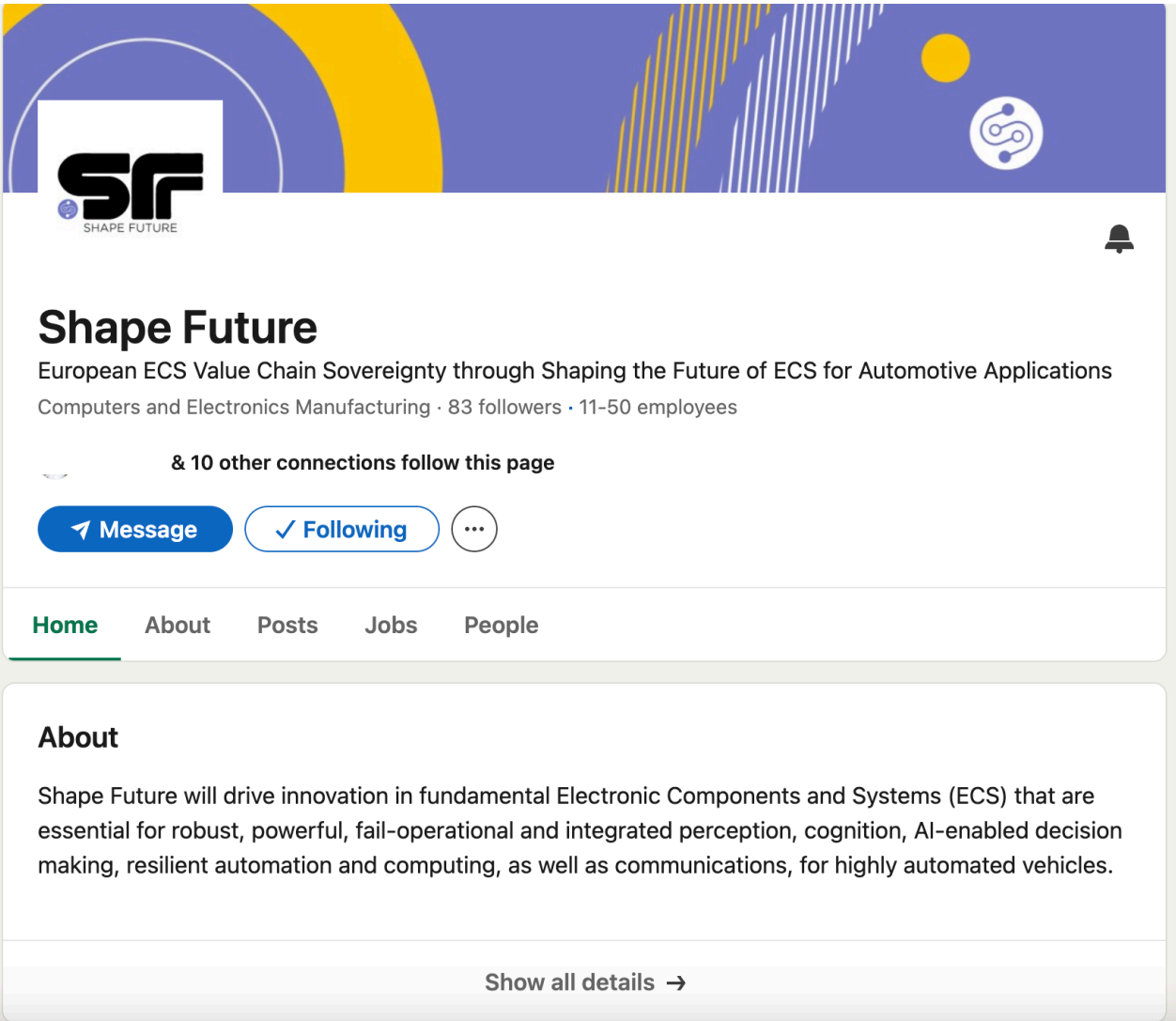


Figure 9. *ShapeFuture* LinkedIn page

Figure 10. ShapeFuture X (twitter) page

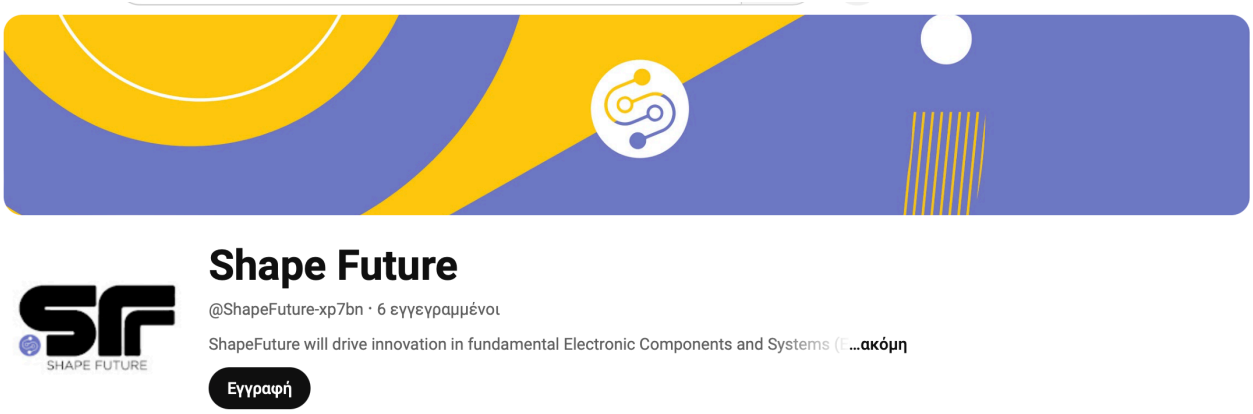


Figure 11. ShapeFuture YouTube page

# 4 Conclusions

**Contribution to the Overall Picture**

The *ShapeFuture* project website serves as a vital platform for disseminating information about the project to a wide range of stakeholders, including the general public, experts in the field, related projects, other research programs, and relevant authorities. The website acts as a central hub for information on project progress, including work status, results, news, meetings, events, and publications. With its responsive design and user-friendly interface, the website offers an optimal viewing and interaction experience for users across various devices. In summary, the website plays a crucial role in establishing the project's brand identity and maximizing the applicability and usability of its results for a wide range of end users.

**SHAPEFUTURE's Innovative Approach**

The *ShapeFuture* project aims to create an easily accessible and user-friendly platform that provides comprehensive information on project progress and results. The website is designed to adapt to different devices, ensuring optimal viewing and interaction for all users. Additionally, the website is complemented by a social media presence and dissemination templates to enhance visibility and impact. Continuous revisions of the website aim to further improve its functionality and provide more detailed information on the project's work packages, use cases, and demonstrators.

**Impacts on Other Work Packages and Tasks**

The *ShapeFuture* project website serves as a valuable communication and dissemination tool, impacting other work packages and tasks. It provides a platform for project partners to share their progress, results, and findings, fostering collaboration and knowledge sharing. The website also plays a role in disseminating project results to a wider audience, including stakeholders, policymakers, and the general public. Thus, the website contributes to achieving the project's objectives and ensures the alignment of different work packages and tasks toward common goals. Moreover, the website allows for efficient management and coordination of project activities, further supporting the successful implementation of the project.

**Contribution to Demonstration**

The website will showcase the achievements and innovations of the *ShapeFuture* project. This may include the use of new technologies or processes, the implementation of new systems, or the validation of theoretical concepts.

## Other Conclusions and Lessons Learned

Overall, the establishment of the *ShapeFuture* project website and Social Media pages provide a solid foundation for project communication and dissemination. However, there are always opportunities for improvement, and regular evaluation and updates can help ensure that the website and Social Media platforms remain effective in achieving their objectives. We will consider needs and changes to continuously enhance the website's Social Media pages performance.