



DELIVERABLE: D43-D7.3 **Project web portal**

Author: Anna Moreno

Network for Using BIM to Increase the Energy Performance

Grant Agreement Number: 754016
Net-UBIEP H2020

Date of delivery: 2017 December 9th

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1 Deliverable Details

Document Reference #:	D43 – D7.3
Title:	Project portal
Version Number:	1
Preparation Date:	2017 October 30 th
Delivery Date:	2017 December 10 th
Author(s):	Anna Moreno
Contributors:	
Work Package	WP7 Communication
Type of deliverable	Web site
Format	HTML
Dissemination Level:	PU

2 Short Description

The document describes the main characteristics of the web portal designed for the project.
The rules for the updating and the social media used.



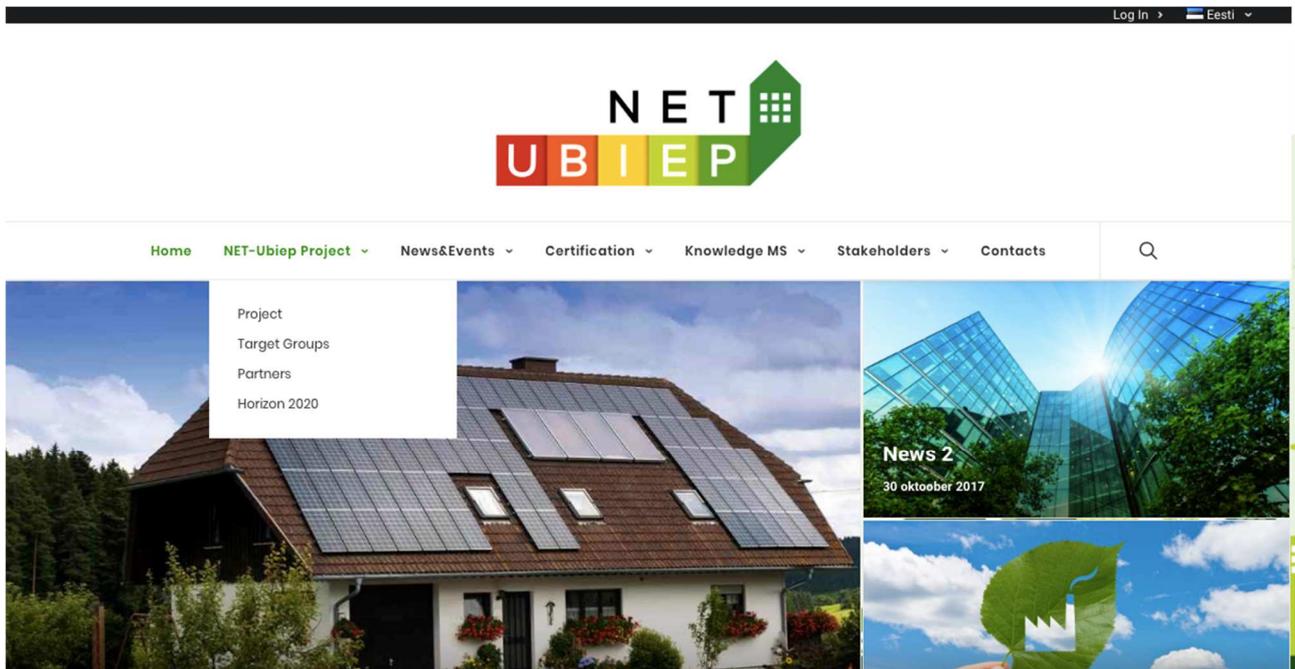
3 Web portals

The website plays a key role in the communication strategy of Net-UBIEP. It contains all the relevant information regarding the project and its results and will be updated on regular basis. It will be the main communication tool available to all of the different target groups and will be easy to use and navigate. Seven different versions, one for each of the six participating countries languages and one in English, are published in order to ensure the largest visibility. The main project website can be accessed through the following link: www.net-UBIEP.eu. The “national” websites are accessed through the same link but with the extension of the country international code. That is:

- www.net-ubiep.eu/it Italy
- www.net-ubiep.eu/et Estonia
- www.net-ubiep.eu/es Spain
- www.net-ubiep.eu/hr Croatia
- www.net-ubiep.eu/lt Lithuania
- www.net-ubiep.eu/nl The Netherlands
- www.net-ubiep.eu/sk Slovakia

The design of the website will has a simple structure and is user-friendly and optimized for all devices (pc, tablet and smartphone). It will become the reference point for the valorisation and dissemination activities, making available continuously updated information and progressive specific deepening. In figure 1 the home page.

Figure 1: the home page of the project



On the homepage, the spot video will be immediately visible, promoting importance to the use of BIM to increase energy performance of buildings.

The website will be constantly updated to keep the users informed about the novelty of the project. The **main** English website will be created with all the project information. Then the **country-websites**



will be managed by one partner per country. the translation is still underway.

4 The structure of the web site

The main areas are the followings: Partners and project description / Promotional video to promote the project objectives and results as well as partners' role / Video of training activities / Link to the training activities – seminars, classrooms courses / Recorded workshops and/or lectures to promote project activities.

The main structure of the web site, which could include other functions if required by partners, is represented in the figure 2.

Figure 2: the map of the foreseen web pages for the project.



HOME

- Video
- News (last news slideshow)
- Next Event
- Related Projects
- Knowledge (database of documents produced during the project)
- Promotional material (logo, brochure, poster...)
- Link buttons to social network
- Language choice menu

PROJECT

NEWS AND EVENTS

- Event History
- News History

QUALIFICATION CERTIFICATION

- Qualification Schemes
- Self-Assessment
- e-learning
- Assessment

KNOWLEDGE MANAGEMENT SYSTEM

- Best Practices
- Standards Databases
- links

STAKEHOLDERS

- Partners
- Associated Partners
- Users' classes

CONTACTS

In each country national contact point are displayed.

5 Rules for updating national web sites

For each country, the partners have established the person responsible for the translation into the national language as well as the contact points for the project.

Each person in charge has signed a letter to accept this responsibility.

6 Social network activities

To promote the Net-UBIEP project, an integrated communication plan has been developed.

The following social networks are present:

- Facebook (promotional viral campaign),
- Vimeo/Youtube (upload video clip of the project, recorded lectures and seminars),
- Linkedin (reach professionals, promote the project activities and group discussions),
- Twitter (Declarations / Communications / Project #Hashtag).

