

SCORE – ‘Supporting Consumer Co-Ownership in Renewable Energies’

D6.6 Online platform with database and online calculator tool including an editorial content concept

SCORE

Co-own. Prosume. Renew.

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SUMMARY

The SCORE project website will be the main communication tool besides physical meetings (workshops, conferences...) aimed at audiences most relevant to and interested in the project outcomes – i.e. stakeholders and multipliers like consumer groups interested in prosumer investments, energy providers, civil society groups, NGOs and initiatives, researchers, companies, public bodies, municipalities etc. directly impacted by the project.

The SCORE project website will be available under the URL www.score-h2020.eu.

The website will provide general information about the SCORE project and will also link with other relevant projects. Besides public deliverables and important project results the website will promote the online “SCORE Prosumer-Investment Calculator”. The calculator will be embedded as an iframe in the project website. The iframe makes it possible to embed the calculator in an unlimited number of host-websites with only minor programming or adaption effort.

The website will be based on a responsive content template and adapted to the corporate design of SCORE. This means that the website will automatically adjust to the device of the user and remains usable for the maximum number of potential users (desktop, tablet, smartphone).

1. Search Engine Optimisation (SEO)

A successful SEO enables a sustainable and cost-efficient increase of the range and number of hit rates of the SCORE platform. The technical SEO, technical maintenance and hosting of the online portal are included in the development of the website until end of the project duration.

The editorial SEO includes the design of headers (H1 headings) with most important keywords, the correct use of links and title attributes and metadata, such as the window title (title tag) and description. The editorial SEO will be the responsibility of the editorial team of the website

2. Usability and navigation

The website will have a main navigation (1st level blue in sitemap) and a sub-navigation (2nd level grey in sitemap). The number of main navigation (1st level) is limited to 5. Within the sub-navigation (2nd level), there is no limit to the number of subpages. For user friendliness it is recommended to have infinite amount of subpages.

On the sub-pages (2nd level) a menu bar on the right side allows navigation within the menu items. Therefore the user can switch quickly between the articles. Also a so-called breadcrumb navigation above the article will be displayed to give users who start from a subpage (coming for example directly from a google search result) a quick orientation of the website.

3. Content elements

For the presentation of the published content on the front-end (texts, images, link lists ...) at least 8 content elements will be developed. All content elements have to be adjusted for each end-device such as desktop computers, tablets and smartphones.

- Slider element: large picture and short text as call to action
- Teaser element for the start page with small picture and a little text
- An article element with image and text. Also with elements for headings, bullet points
- News box with teasers and picture for events and news
- Changing logo bar at the bottom of the homepage for partners logos
- Picture gallery with headline and text block below the picture
- Contact form
- A social media box on the homepage. This box will be connected with the social media channels of the partners. This box functions as a newsflash that will be fed in through an interface connection.

4. Workflow, database downloads and regular content-updates

The editorial team of the SCORE project website will be managed by EUV (Europa Universität Viadrina) and co2online. On the SCORE website various content articles and elements like events, best practice examples, reports of the pilot projects will be published during the project period.

The editorial team will publish on a regular basis different content formats on the project website. Besides the deliverables, the static content for the project website will be ready for the launch of the website in September 2019. This includes:

- News from the project – for example public deliverables or results and reports from the project.
- News from events – for example reports of workshops and conference participations with links to presentations, picture galleries and impressions.
- General static information about the project
- Information about funding (Horizon2020)
- List of consortium partners on national and European level and short description
- Detailed information about national pilot projects with short videos about the projects.
- Articles, presentations and short audio or video content explaining the CSOP financing technique and the relevance of prosumer-investments.



- Promoting and explaining the use of the CSOP-calculator (online tool).
- Advice regarding sustainable and efficient products and behaviour at home.
- Download list (database) containing analysis reports, guidelines, prospects, and sample calculations. As part of its Open-Access Strategy the EUV also offers the opportunity to archive publications in its own repository Opus4 (<https://opus4.kobv.de/opus4-euv/home>). Analogously to Zenodo, Opus4 can be harvested by the search browser OpenAire. Researchers also upload working papers and publications in the Social Science Research Network (<http://www.ssrn.com/en/>), which is the most important open access repository in the Social Sciences and the Humanities.

4.1 List of public deliverables and timeline

All public deliverables will be published by the editorial team. This list gives a first overview of the estimated timeline:

Extract from Grant Agreement Annex 1: Table 3.1 c: List of (public) Deliverables

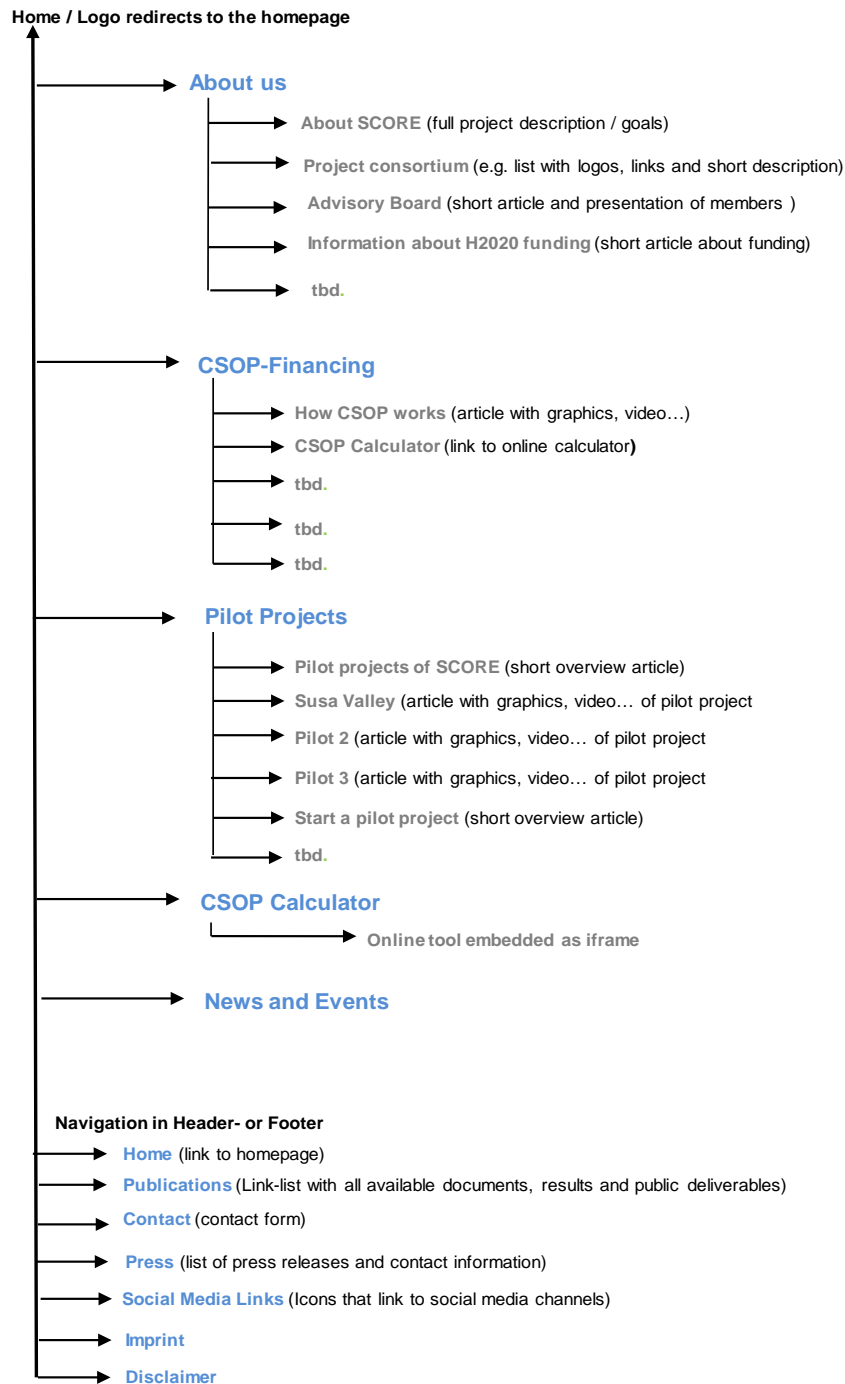
Deliverable	Deliverable Name	WP No.	Lead	Type	Diss. Level	Date (in months)
D2.1	County update reports on investment conditions	WP2	EUV	R	PU	3
D3.1	Report on needs and resources incl. manual avoiding rebound effects / energy refurbishing	WP3	POLITO	R	PU	12
D3.4	Progress report on each pilot project	WP3	IEO	R	PU	24
D4.3	Launch “SCORE Prosumer-Investment Calculator” on follower cities websites	WP4	co2online	R	PU	20
D4.4	Feedback webinar for “follower cities” and “How to” Technical Paper CSOP financing incl. manual to include vulnerable consumers	WP4	CA	R	PU	30
D5.1	Report impacts of consumer co-ownership incl. recommendations on fine-tuning	WP5	POLITO	R	PU	24
D5.2	Critical policy brief EU/national/local and mapping of policy options	WP5	CSD	R	PU	26
D5.3	Catalogue of prerequisites for transfer	WP5	EUV	R	PU	27
D5.4	RE prosumership policy recommendations	WP5	co2online	R	PU	36
D6.1	Corporate campaign design framework	WP6	co2online	R	PU	4
D6.6	Online platform with database and online calculator tool including an editorial content concept	WP6	co2online	OTHER	PU	6
D6.7	Online platform with database and online calculator tool update 1	WP6	co2online	OTHER	PU	24
D6.8	Online platform with database and online calculator tool update 2	WP6	co2online	OTHER	PU	36
D6.9	Promotion material (printed and online including audio-visual)	WP6	co2online	DEC	PU	36
D6.10	Press releases, websites, blogs and publication of articles in scientific journals	WP6	CA	R	PU	36

	and magazines					
D6.1 1	Final publishable report	WP6	EUV	R	PU	36

5. Sitemap of SCORE project website

Sitemap SCORE project website

Blue = Main Navigation / Grey = Subsite 2nd Level of main navigation



6. Screen design of the SCORE project website

The screenshot displays the SCORE project website interface. At the top, there is a navigation menu with links for Home, Publications, Contact, and Press. Below the menu is a large hero image featuring a group of people standing in a field with a wind turbine in the background. A blue banner overlaid on the image contains the text: "Ready for the local energy transition? We support innovative prosumer investments in renewable energy!".

Below the hero image, there are three featured content blocks:

- Susa Valley (Italy):** A photograph of a town square with a church tower. Text: "New biomass (wood chips) heating facilities will be implemented in ten communities..". A "Read more" link is present.
- Advisory Board:** A photograph of a meeting around a table. Text: "Our partners Roundtable is a group of highly competent stakeholder and experts..". A "Read more" link is present.
- Funded by Horizon 2020:** The European Union flag. Text: "SCORE is funded by the European Commission's Research and Innovation programme Horizon 2020..". A "Read more" link is present.

Below these blocks are two columns of content:

- News:** A list of news items. The top item is dated 12.07.2018 and titled "Successful Kick-Off of SCORE project". It includes a small image of a group of people and a "read more" link. Below it are two more items with placeholder text "Lorum ipsum" and dates 08.07.2018 and 07.07.2018. A "Show all" link is at the bottom.
- Social Media:** A section titled "Social Media" with "Follow us" icons for Facebook, Twitter, LinkedIn, and YouTube. Below are three social media posts, each with a date (13.07.2018, 12.07.2018, 12.07.2018) and placeholder text.

At the bottom of the main content area is a "Lorum" section with a date of 14.07.2018 and the title "Financing structure and phasing of a Consumer Stock Ownership Plans (CSOP)". It features a flowchart diagram illustrating the process:

1. Shareholding represented by Trustee
2. Investment in RE or existing plant
3. Acquire shares as co-investor
4. Revenue from energy production sold to grid
5. Monthly payments for energy
6. Supply energy at fixed price
7. Long term loan secured by shares & assets
8. Placement of loan from profits

The diagram shows the flow between a Municipality/Financier, CSOP LLC, Consumers/SMEs, and a RE Plant, involving a Bank and a Trustee.

The footer of the website includes logos for co2online, a university logo, and Klima-Bündnis. At the very bottom, there is a navigation bar with links for Home, Publications, Contact, Press, Impressum, Disclaimer, and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

The screenshot displays the SCORE co2online website. At the top, there is a navigation bar with links for 'About us', 'CSOP-Financing', 'Pilot Projects', 'CSOP Calculator', and 'News and events'. Below the navigation, the main content area features a large 'About Score' section with the SCORE logo and the tagline 'Co-own. Prosume. Renew.'. To the right of this section is a sidebar with a 'Lorum Ipsum' heading and several lines of placeholder text. Below the 'About Score' section, there are three article teasers, each with a date (12.08.2018) and a title: 'The Challenge', 'SCORE', and 'Approach'. Each teaser includes a brief summary of the article's content. At the bottom of the page, there is a footer with logos for 'co2online', 'Klima-Bündnis', and 'Klimaschutzministerium', along with a 'Follow us' section containing social media icons for Facebook, Twitter, LinkedIn, and YouTube.