

SCORE

Co-own. Prosume. Renew.

Supporting **C**onsumer **O**wnership in **R**enewable **E**nergies

D 6.7 Online platform with database and online calculator tool including an editorial content concept

Update 1

[Updates to D6.6 marked in blue](#)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 78496



Disclaimer

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 784960.

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Summary

The SCORE project website is the main communication tool besides physical / electronic meetings (workshops, conferences...) aimed at audiences most relevant to and interested in the project outcomes (see also Deliverable 6.4). These include stakeholders and multipliers like consumer groups interested in prosumer investments, energy providers, civil society groups, NGOs and initiatives, researchers/academia, companies, public bodies, municipalities and also interested consumers.

The SCORE project website has been available since September 2018 under the URL www.score-h2020.eu.

The website provides general information about the SCORE project. Besides public deliverables and important project results the website promotes the online “SCORE Prosumer-Investment Calculator”. The calculator is embedded as an iframe in the project website. The iframe makes it possible to embed the calculator into other host-websites with only minor programming or adaption effort.

The website is based on a responsive content template and adapted to the corporate design of SCORE. This means that the website automatically adjusts to the device of the user and remains usable for all potential users (desktop in various browsers, different tablets, all types of smartphones).

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 platform 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. [Moreover, the ad-on “Yoast SEO” has been added to the back-end of the website in order to optimise the website even further for search engines.](#) The editorial SEO is the responsibility of the editorial team of the website.

2. Usability and navigation

The website has a main navigation (1st level, blue in sitemap) and a sub-navigation (2nd level, grey in sitemap). [The number of items in the main navigation \(1st level\) has been increased to six due to the progress of the project.](#) Within the sub-navigation (2nd level), there is no limit to the number of subpages. There is also a menu in the header of the website and one in the footer.

On the sub-pages (2nd level), a menu bar on the right side allows navigation within the menu items of the respective 1st level navigation item. Therefore, users can switch quickly between the respective articles. Furthermore, a so-called breadcrumb navigation above the article is displayed to give users who start from a subpage (e.g. coming 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 of the website (texts, images, videos, link lists ...) 12 content elements have been developed. All content elements have been adjusted for all end-device types 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.
- Online calculator tool as iframe
- Newsletter registration with double opt-in (DOI)
- Video elements linking directly to Youtube
- Media downloads (to download the SCORE-brochure, public deliverables and other scientific publications)

4. Workflow, database downloads and regular content-updates

The editorial team of the SCORE project website is 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 are being published during the project period.

The editorial team is regularly publishing various content formats on the project website. Besides the deliverables, the static content for the project website was ready for the launch of the website in September 2018. This includes:

- News from the project – for example public deliverables, scientific publications, surveys 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, Youtube videos of recordings from online seminars and events.
- General static information about the project
- Information about funding (Horizon2020)
- List of consortium partners on national and European level and short description
- List of public deliverables for download
- 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).
- Download list (database) containing analysis reports, guidelines, flyers, 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 are being published by the editorial team. This list gives an overview of the estimated timeline based on Grant Agreement Annex 1, section 3.1.2: WT2 list of Deliverables ([with updated dates](#))

Table 1: List of public deliverables

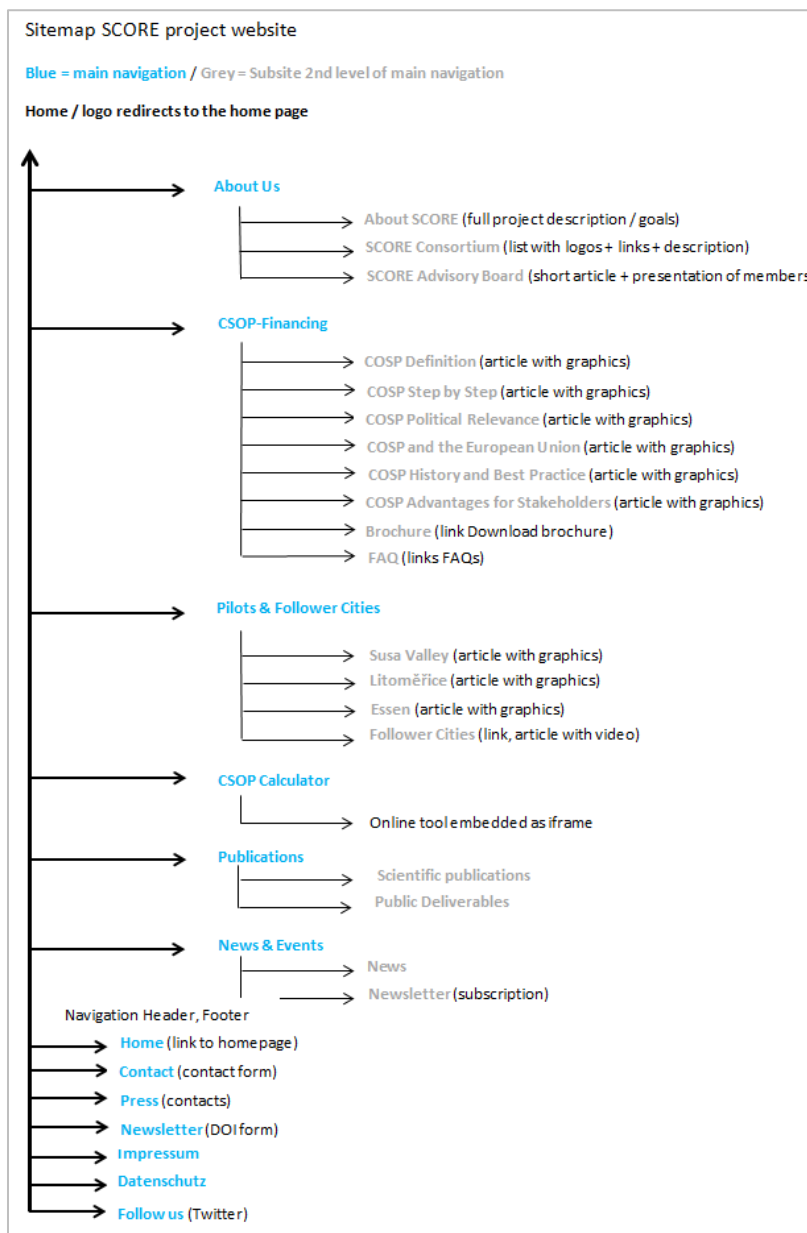
Deliverable	Deliverable Name	WP No.	Lead	Type	Diss. Level	Date (in months)
D2.1	County update reports on investment conditions	WP2	EUV	R	PU	✓
D3.1	Report on needs and resources incl. manual avoiding rebound effects / energy refurbishing	WP3	POLITO	R	PU	✓
D3.4	Progress report on each pilot project	WP3	IEO	R	PU	39
D4.3	Launch “SCORE Prosumer-Investment Calculator” on follower cities websites	WP4	co2online	R	PU	35
D4.4	Feedback webinar for “follower cities” and “How to” Technical Paper CSOP financing incl. manual to include vulnerable consumers	WP4	CA	R	PU	39
D5.1	Report impacts of consumer co-ownership incl. recommendations on fine-tuning	WP5	POLITO	R	PU	30
D5.2	Critical policy brief EU/national/local and mapping of policy options	WP5	CSD	R	PU	35
D5.3	Catalogue of prerequisites for transfer	WP5	EUV	R	PU	39
D5.4	RE prosumership policy recommendations	WP5	co2online	R	PU	45
D6.1	Corporate campaign design framework	WP6	co2online	R	PU	✓
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	30
D6.8	Online platform with database and online calculator tool update 2	WP6	co2online	OTHER	PU	45
D6.9	Promotion material (printed and online including audio-visual)	WP6	co2online	DEC	PU	45
D6.10	Press releases, websites, blogs and publication of articles in scientific journals and magazines	WP6	CA	R	PU	45
D6.11	Final publishable report	WP6	EUV	R	PU	45

5. Sitemap of SCORE project website

Updated sitemap as elaborated on in D6.4:

- New menu items in 1st level navigation (Follower Cities + Publications)
- New menu item in 2nd level navigation (brochure, Essen, Follower Cities, online tool embedded as i-frame, news, newsletter subscription, scientific publications, public deliverables)
- New menu items in footer / header

Figure 1: SCORE website sitemap



6. Screen design of the SCORE project website

Figure 2: Updates SCORE screen design, title page

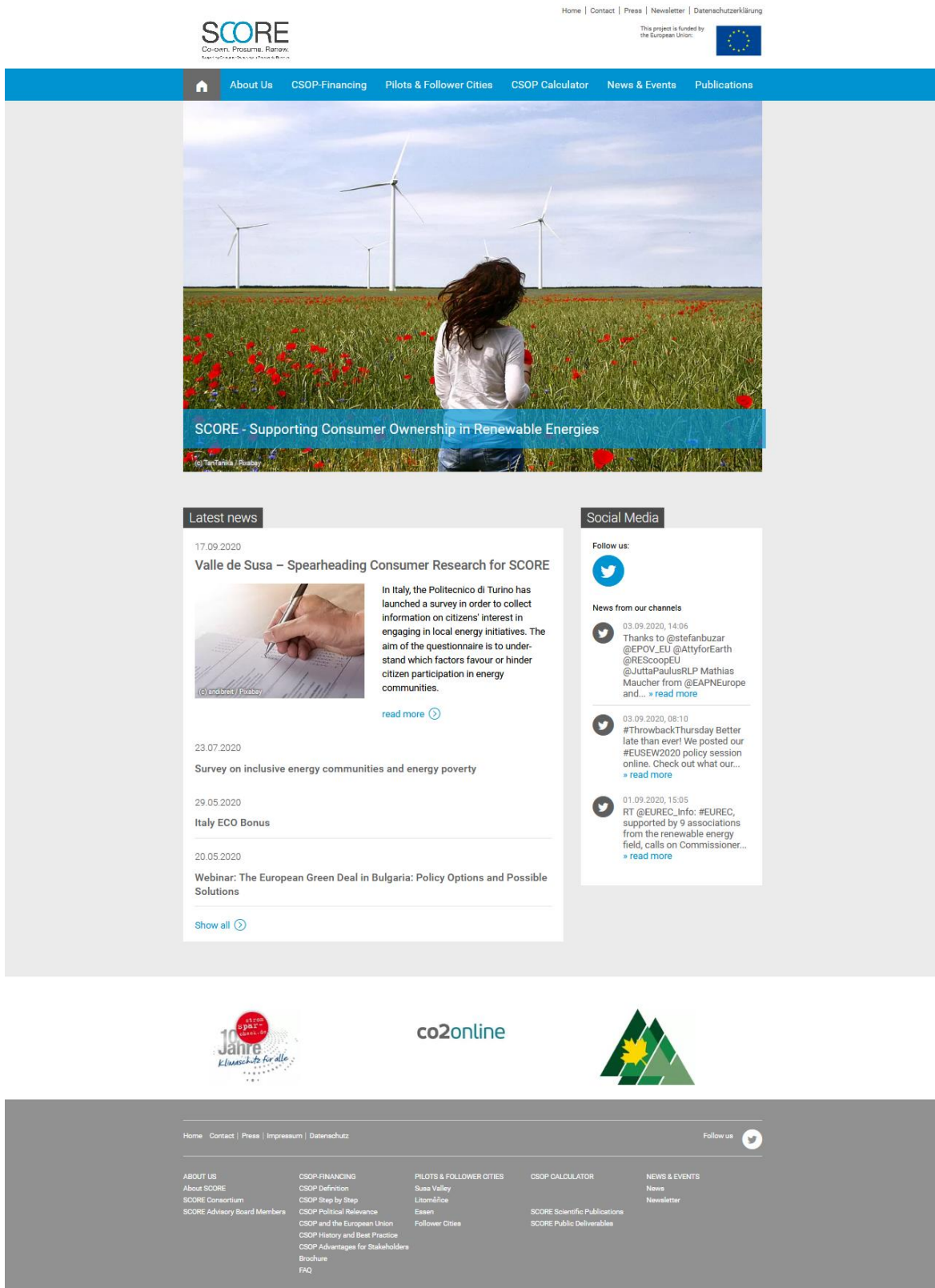


Figure 3: Updated SCORE screen design, content page

The screenshot displays the SCORE website's content page. At the top, the SCORE logo is on the left, and navigation links (Home, Contact, Press, Newsletter, Datenschutz/Etikette) are on the right. A banner indicates the project is funded by the European Union. Below is a blue navigation bar with links: Home, About Us, CSOP-Financing, Pilots & Follower Cities, CSOP Calculator, News & Events, and Publications. The main content area is titled 'About Us' and features three sections:

- SCORE - Supporting Consumer Ownership in Renewable Energies:** Accompanied by an image of wind turbines and a field of yellow flowers. Text describes the project's aim to facilitate consumer co-ownership in RE first in pilot regions (Italy, Czech Republic, Poland, Germany) and later in follower cities across Europe. It highlights the potential of democratic participation models for inclusion and mentions the use of CSOPs as a prototype model for RECcs introduced by RED II in 2018/19. A 'Learn more' link is provided.
- The SCORE project has received funding:** Accompanied by an image of a group of people. Text states the project is funded by the European Union's Horizon 2020 research and innovation programme, coordinated by the European University Viadrina Frankfurt (Oder), Germany, and involves a consortium of 14 partners from 5 EU countries (BG, CZ, DE, IT, PL). A 'Learn more' link is provided.
- SCORE Advisory Board Members:** Accompanied by an image of people in a meeting. Text states the advisory board consists of seven renowned experts from politics, science, and economy. A 'Learn more' link is provided.

A 'Contents' sidebar on the right lists: About SCORE, SCORE Consortium, and SCORE Advisory Board Members, each with a 'Learn more' link. The footer includes logos for Climate Alliance, Federacja Konsumentów (fk), and PORSENNA, along with navigation and social media links.

General Data	
Acronym	SCORE
Project title	Supporting Consumer Co-Ownership in Renewables
Grant Agreement N°	784960
Call identifier	H2020-EE-2016-2017
Topic identifier	Engaging private consumers towards sustainable energy
Funding scheme	Coordination and Support Action
Start Date	1 April 2018
Duration	36 months
Deliverable Document Sheet	
Deliverable	D 6.7 Online platform with database and online calculator tool including an editorial content concept, Update 1
Lead beneficiary	co2online
Work package	WP 6
WP-leader	co2online
Submission due	September 2020
Submission date	September 2020
Dissemination type	Report
Dissemination level	Confidential
Document properties	
Author(s)	Laurenz Hermann Isabel Peter
Reviewer(s)	Florian Hanke; Jens Lowitzsch; Kaja Kreutzer

Imprint

SCORE facilitates consumers to become (co-)owners of RE in three pilot regions and in cities across Europe following these pilot projects. SCORE applies Consumer Stock Ownership Plans (CSOPs) utilising established best practice updated by inclusive financing techniques. Vulnerable groups affected by fuel poverty – as a rule excluded from RE investments – are in the focus of the project.

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