

SCORE

Co-own. Prosume. Renew.

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

**D 6.8 Online platform with database and online calculator tool
including an editorial content concept**

Update 2

Updates to D6.7 marked in blue

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Disclaimer

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1.

2. Table of Contents

| | |
|--|-----------|
| TABLE OF CONTENTS | 1 |
| LIST OF TABLES | 1 |
| LIST OF FIGURES | 1 |
| SUMMARY | 3 |
| 1. 4 | |
| 2. 4 | |
| 3. 4 | |
| 4. 5 | |
| 4.1 LIST OF PUBLIC DELIVERABLES AND TIMELINE | 6 |
| 5. 7 | |
| 6. 9 | |
| IMPRINT | 12 |

3. List of Tables

| | |
|--------------------------------------|---|
| TABLE 1: LIST OF PUBLIC DELIVERABLES | 6 |
|--------------------------------------|---|

4. List of Figures

| | |
|---|----|
| FIGURE 1: SCORE WEBSITE SITEMAP | 8 |
| FIGURE 2: UPDATES SCORE SCREEN DESIGN, TITLE PAGE | 9 |
| FIGURE 3: UPDATED SCORE SCREEN DESIGN, CONTENT PAGE | 10 |

5. 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 6.5). 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 adaptation effort (see also D4.3).

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 the 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 add-on “Yoast SEO” has been added to the backend of the website 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. [Furthermore, additional items have been added on the 2nd level, e.g., on SCORE Legal Partners, the Prague pilot, the SCORE Final Conference, downloads of previous Newsletters and a section for the SCORE Brochures and Leaflets.](#) 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 frontend 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, scientific publications, [and other relevant documents, e.g., event programs or presentations and previous newsletters](#))

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 [and updated](#) 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 and presentations 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). Deliverables which are marked with () were still work-in-progress during the writing of this deliverable and will be uploaded to the SCORE webpage later in December 2021 or latest with the submission of the final publishable report.

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 | ✓ |
| D5.1 | Report impacts of consumer co-ownership incl. recommendations on fine-tuning | WP5 | POLITO | R | PU | ✓ |
| D5.2 | Critical policy brief EU/national/local and mapping of policy options | WP5 | CSD | R | PU | ✓ |
| 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 | ✓ |
| D6.7 | Online platform with database and online calculator tool update 1 | WP6 | co2online | OTHER | PU | ✓ |
| 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:

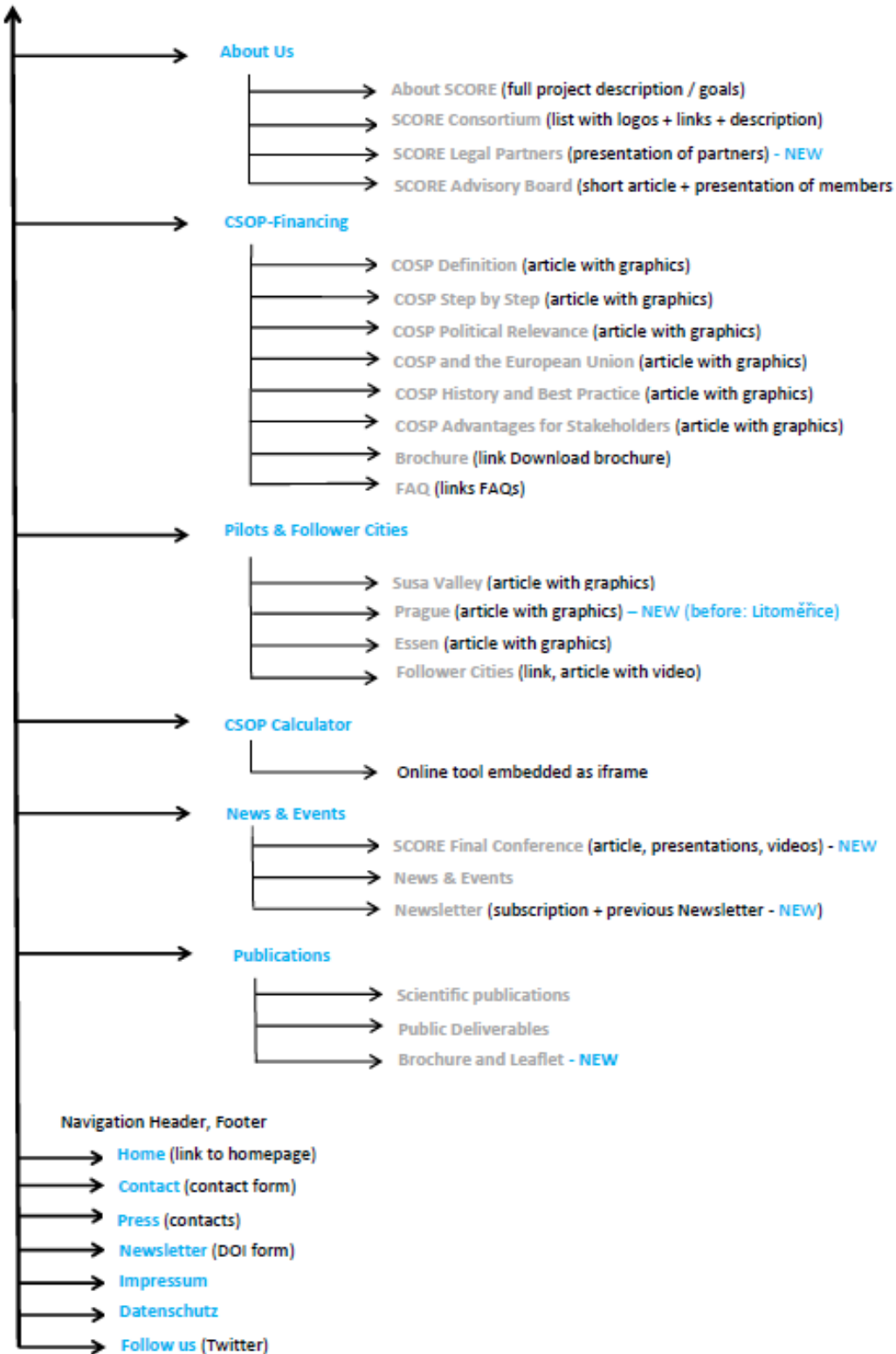
- New menu items in 1st level navigation (Follower Cities + Publications)
- New menu item in 2nd level navigation (brochure, Essen, Follower Cities, online tool embedded as i-frame, news, newsletter subscription, scientific publications, public deliverables, [SCORE Legal Partners](#), [Prague Pilot](#), [SCORE Final Conference](#), [download for previous Newsletters](#), [SCORE Brochure and Leaflet](#))
- New menu items in footer / header

Figure 1: SCORE website sitemap

Sitemap SCORE project website

Blue = main navigation / Grey = Subsite 2nd level of main navigation

Home / logo redirects to the home page



6. Screen design of the SCORE project website

Figure 2: Updates SCORE screen design, title page

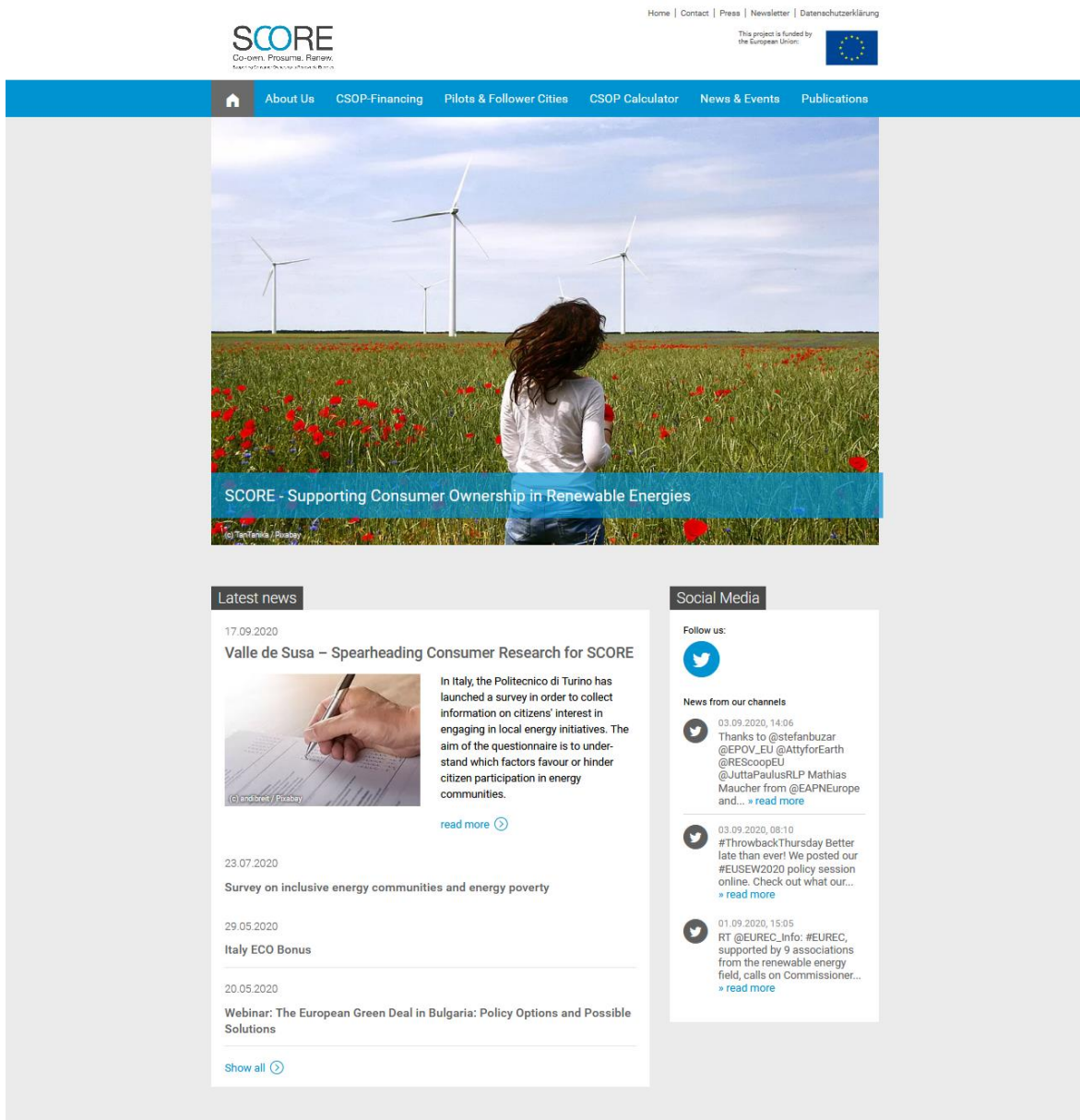


Figure 3: Updated SCORE screen design, content page

The screenshot displays the SCORE website's content page. At the top, there is a navigation bar with links for Home, Contact, Press, Newsletter, and Datenschutzerklärung. The SCORE logo is on the left, and a European Union funding notice is on the right. Below the navigation bar is a blue menu with links: 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', 'The SCORE project has received funding for a coordination and support action...', and 'SCORE Advisory Board Members'. Each section includes a representative image, a brief description, and a 'Learn more' link. A 'Contents' sidebar on the right lists the page sections with expandable icons. At the bottom, logos for Climate Alliance, Federacja Konsumentów, and PORSENNA are displayed. The footer contains a secondary navigation bar 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 | 45 months (extended by 9 months) |
| Deliverable Document Sheet | |
| Deliverable | D 6.8 Online platform with database and online calculator tool including an editorial content concept, Update 2 |
| Lead beneficiary | co2online |
| Work package | WP 6 |
| WP-leader | co2online |
| Submission due | December 2021 |
| Submission date | December 2021 |
| Dissemination type | Other |
| Dissemination level | Public |
| Document properties | |
| Author(s) | Laurenz Hermann Jonas Eimermacher |
| Reviewer(s) | Alexander West; Jens Lowitzsch |



6. 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.

Project Coordinator

European University Viadrina Frankfurt (Oder)

Prof. Dr iur. Jens Lowitzsch

Kelso Professorship of Comparative Law, East European Business Law and European Legal Policy, Faculty of Business Administration and Economics

Director of the Inter-University Centre

EUROPA-UNIVERSITÄT VIADRINA FRANKFURT (ODER) | FREIE UNIVERSITÄT BERLIN|SVEUČILIŠTEUSPLITU| UNIVERSITÉ PARIS 1 PANTHÉON-SORBONNE

Postal address: Große Scharrnstraße 59, 15230 Frankfurt (Oder) Germany

T +49 (0) 335 5534 2566

F +49 (0) 335 5534 72566

E kelso-professorship@europa-uni.de

SCORE Consortium

Centre for the Study of Democracy | Město Praha | City of Essen | Climate Alliance | co2online | Consorzio Forestale, Regione Polveriera | Cooperativa La Foresta | Cooperativa Sociale Amico | Deutscher Caritas Verband (in coop. with Energierreferat Frankfurt/Main) | Europa Universität Viadrina, Frankfurt (Oder) | Federacja Konsumentów | Politecnico di Torino | Porsenna.

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