HELENA

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Deliverable D9.2 Project website and social media presence

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Deliverable No.	HELENA D9.2	
Grant Agreement No	101069681	
Related WP	WP 9 – Dissemination, communication and exploitation	
Deliverable Title	Project website and social media presence	
Deliverable Date	2022-09-31	
Deliverable Type	WEBSITE	
Dissemination level	Public (PU)	
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Status	Final version	2022/10/25

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This project has received funding from the European Union's Horizon Europe programme for research and innovation under grant agreement No. 101069681. This document reflects the views of the author and does not reflect the views of the European Commission. While every effort has been made to ensure the accuracy and completeness of this document, the European Commission cannot be held responsible for errors or omissions, whatever their cause.

Publishable summary

Within this content, Deliverable 9.2 is expounded, focusing on the digital presence and interaction of the HELENA project across social platforms. This compilation has been developed as an integral facet of Task 9, which centres on Sharing, Outreach, and Application. It encompasses a detailed representation of the website www.helenaproject.eu, conceived for the initiative's purposes, along with the imminent initiatives within the project's social media networks. Acting as the central instrument to execute the project's strategy in terms of sharing and capitalizing on achievements (D9.1), the HELENA project's website plays a pivotal role, while the primary avenues for disseminating these communications are the project's social media channels.

The significance of the website lies in its role as a comprehensive showcase of the project's advancements and accomplishments. Its fundamental goal is to promote outcomes and aggregate all endeavours pertaining to Communication and Dissemination (Comm & Diss). Consequently, tasks encompassing its inception, supervision, maintenance, and content generation play a critical role in sustaining the engagement of stakeholders in the project.

Contained within this document is an overarching depiction of the entire website, coupled with an explication of the approach that will be embraced. This presentation is structured into 7 distinct segments:

- (1) Introduction to the corporate image, website and social networks.
- (2) A definition of the Digital Marketing Strategy related to the website.
- (3) The description of the technical characteristics of the website.
- (4) The overall website structure and its sections.
- (6) Information related to social networks.
- (6) Responsibilities of the consortium regarding the website.
- (7) The monitoring tools that will be used to measure website returns and improve the strategy.
- (8) A definition of the strategy to manage the social media networks of the project.
- (9) Responsibilities of the consortium regarding the website.
- (10) The monitoring tools that will be used to measure social media networks returns and improve the strategy.
- (11) Conclusions.

Contents

List of Figures

1 Introduction

The present document represents Deliverable 9.2 – Project Website and Social Media presence. It has been developed as part of Work Package 9 – Dissemination, Communication and Exploitation and it consist of a description of the website www.helenaproject.eu and the social media networks created for the project. The HELENA website is the main tool of the project's Communication and dissemination plan (D9.1).

This document is based on the *D9.1 - MUSIC online presence and visual identity kit* deliverable of MUSIC project (GA nº 101092080).

1.1 Logo and corporate colours

The **logo** (shown in Figure 1) **and corporate colours** have been defined and applied to the HELENA project's social networks and website. The **three main colours** of the HELENA project are **dark blue-grey (#2B353F)**, and the **gradient between green (#7FC551) and blue (#1EAFCD)**. The logotype uses the Lequire font, while the font for dissemination material is Verdana.

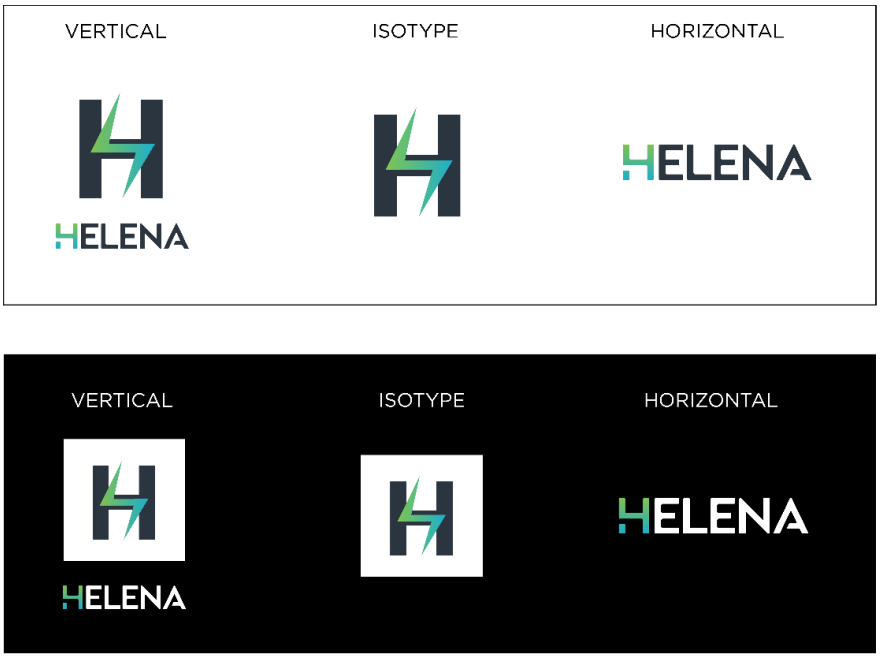


Figure 1. Logo of the HELENA project

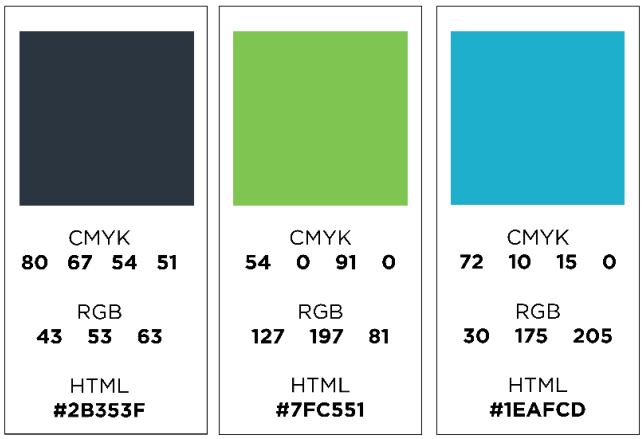


Figure 2. Corporate colours of the HELENA project.

1.2 Social networks

Regarding **social networks**, **X (Twitter)** -mostly scientific audience-, **LinkedIn** -mostly industrial audience- and **YouTube** -as a repository of videos and with a more general audience reach- have been identified as the most suitable for the project.

1.3 Website

The focal point of interaction for stakeholders, the media, and the general public within the HELENA project is its **website**. This platform fulfills a dual function: firstly, it serves as an initial stop for external stakeholders looking to gain insights into the project's activities or to acquaint themselves with its subject matter. Secondly, it acts as a virtual meeting ground for both individuals and groups engaged in the project. The project's social media channels will play a crucial part in guiding stakeholders to this website.

Operational under the domain www.helenaproject.eu, the website consolidates all authoritative project-related information, covering its aims, tasks, and results. Although the main version is presented in English, specific sections can be translated into the diverse languages pertinent to the project, as required, to facilitate understanding.

The inception of the HELENA website's development took place in the project's inaugural month and received official launch in the third month subsequent to comprehensive review by collaborative partners.

The website comprises the following sections:

- **Home**
- **About**
  - **Vision & Concept**
  - **Technical approach**

- **Consortium**
- **Links & Synergies**
- **News/Events**
- **Results/Research**
- **Contact**

The official website of the HELENA project operates with specific objectives that align with the project's needs for communication and dissemination. Some of the notable aims include:

- **Sharing updates on the project's progress** and pertinent news with stakeholders: The website will showcase academic papers, public releases, brief news items, and events linked to the project.
- **Amplifying the project's visibility**: The website's content, updated at intervals, will be distributed through social media platforms. These platforms will act as conduits, directing and enticing visitors to the website.
- **Enhancing the visual identity of the HELENA project**, thereby establishing it as a recognizable brand in the public domain.
- **Involving members of the consortium**: Collaborating partners are prompted to identify occasions for communication and furnish information to facilitate the crafting and publishing of articles on the website. Each partner is expected to provide supplementary materials (e.g., news pieces, images from workshops and events) that can later be employed for communication endeavours.

Strategies and campaigns for Communication & Dissemination, both in the online and offline realms, will harmonize, with the shared objective of guiding visitors towards the website.

2 Digital Marketing Strategy

The HELENA website serves as the focal point of the project's Comm & Diss plan and strategy's digital marketing approach. The following constitute the primary cornerstones of the website's digital strategy[1][2]:

2.1 The Use of Search Engine Optimization (SEO)

A website's ranking or positioning in search engines like Google is achieved by a technique known as search engine optimization, or SEO. It is the most effective long-term traffic generating strategy because it requires no funding and produces passive, scalable results.

In order to succeed with SEO, keyword research is crucial, and the project's keywords will be examined, enhanced, and regularly updated. The following are the suggested keywords for the HELENA project:

batteries
battery
cells
energy
solid-state
electric vehicle
electrification
electrolyte
aircraft
aviation
transport
helena
halide
Europe
project
research

2.2 Content Marketing

Ranking is just one aspect of SEO. It involves building interaction and boosting website traffic. Even if it ranks highly in search engines, reading information that is not appealing is more challenging.

Copywriting is crucial for engaging web visitors. As part of a content marketing plan to interact with the website's audience, HELENA will concentrate on producing high-quality content for the "News/events" section.

If website visitors can easily read and understand the material, they will be more interested in it. They will "bounce" if they eventually decide that the test is too difficult to read. "The percentage of single-page sessions" (i.e., sessions in which a user departed the site without interacting with it further) is how Google defines bounce. The bounce rate is a crucial measure that will be taken into consideration because it may be used to gauge user engagement.

[1] D6.3 Report on communication and dissemination activities - SPIOMET4HEALTH
[2] D8.1 Project Website - RBDCOV

The goal of HELENA is to provide content that is simple to read, and this process starts with the way the content is laid out.

Additionally, from the standpoint of SEO, giving readers the information they need without making them search for it may help to lessen pogo-sticking (back and forth between sites).

As a result, the inverted pyramid strategy will be used to increase engagement. Journalists employ a strategy that presents the most crucial details and responds to the key issues raised in the introduction.

2.3 Link building

Once high-quality content has been produced, it is crucial to start constructing backlinks to it. Simply said, a backlink is a link to our website from another page. Search engines view it as a sign of how significant or helpful the information is, and a large number of high-quality backlinks is a significant component in ranking highly on search engines. Links and organic traffic clearly relate to one another because links are one of Google's top three ranking factors.

As a result, the project will establish connections between the HELENA website and those of the partners, as well as with social media platforms, other pertinent agents, and other Horizon Europe projects working in the same area. This will promote the sharing of links and the promotion of information on both internal and external websites.

The online portal will first create backlinks with each of the partners' websites and all of their personal communication channels, including their social media profiles.

Social media platforms are crucial for drawing users to the website. They will primarily be used to alert the audience to website updates (including direct links) in order to ensure that all project public outputs are distributed as widely as possible online.

3 Technical Characteristics

3.1 Full Responsive Content

Responsive web design involves utilizing HTML and CSS to ensure that content appears adequately on all screen sizes. This technique encompasses resizing, hiding, enlarging, shrinking, or repositioning elements as necessary. HELENA's website theme, through the implementation of responsive design, can now seamlessly adapt to different devices such as PCs, tablets, and mobile devices.

The incorporation of advanced methodologies in web design also contributes to providing site visitors with a fast and uncomplicated browsing experience. Here are several examples demonstrating the appearance of specific sections of the website on different devices:

Computer

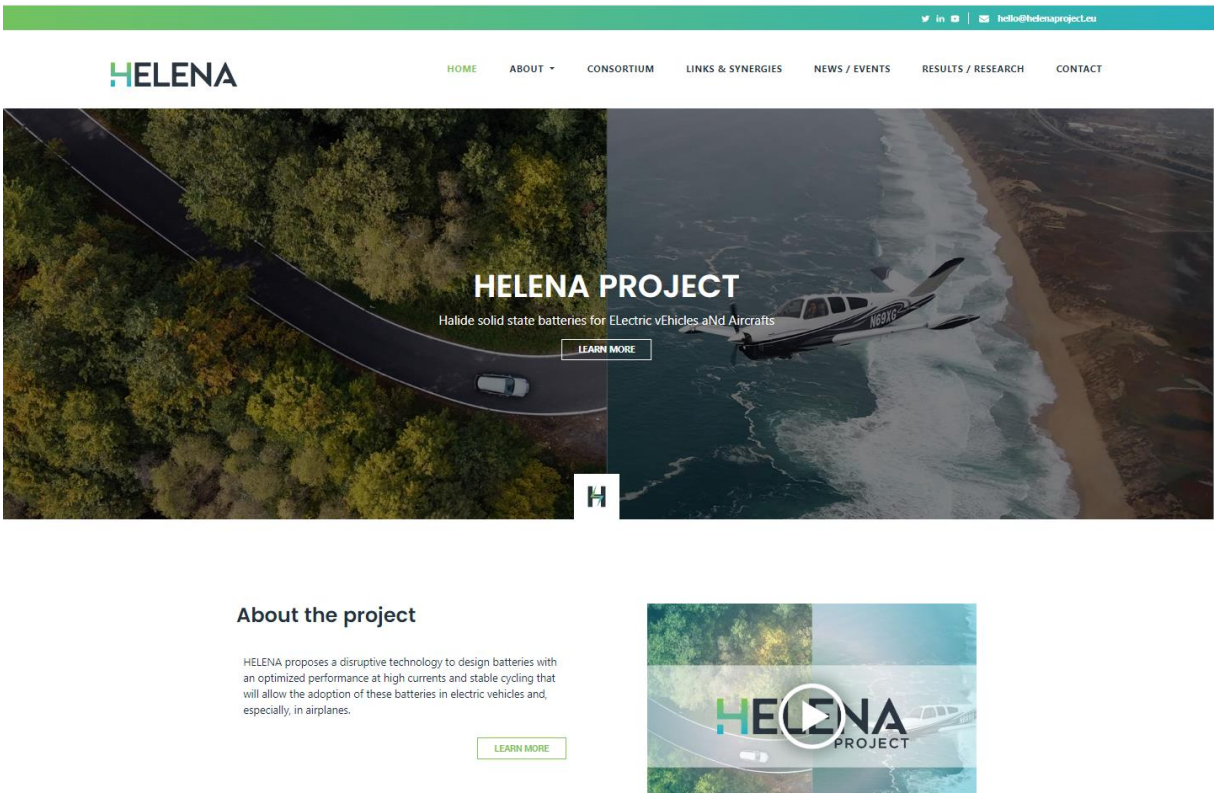


Figure 3. HELENA project's website for desktop application

Tablet

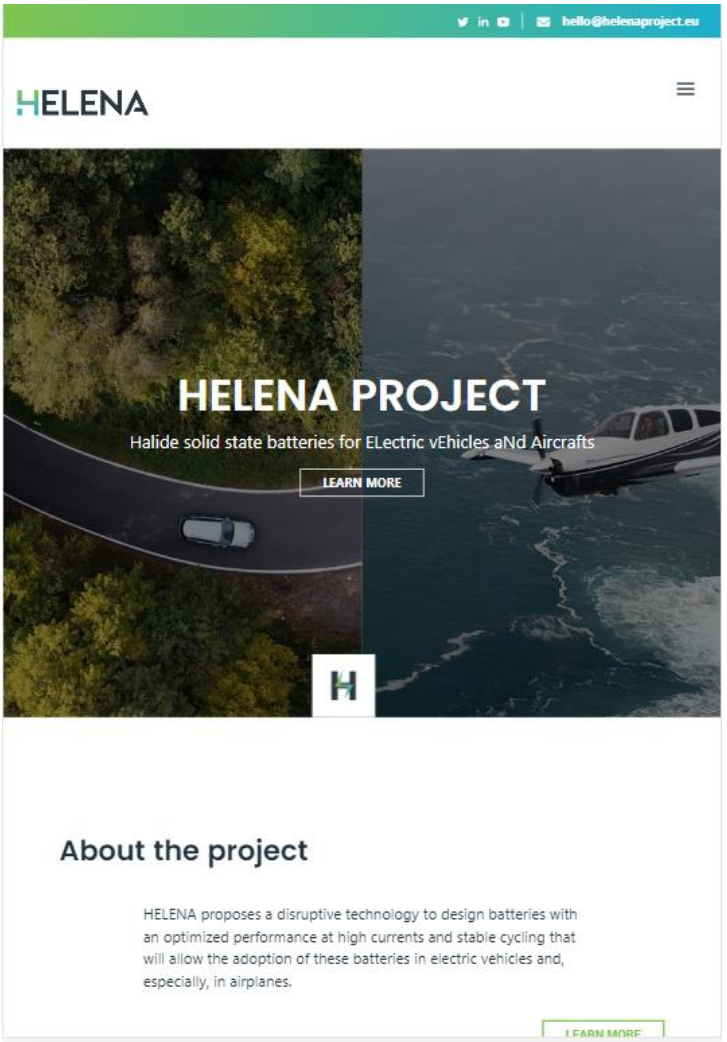


Figure 4. HELENA project's website for tablet application.

Mobile phone

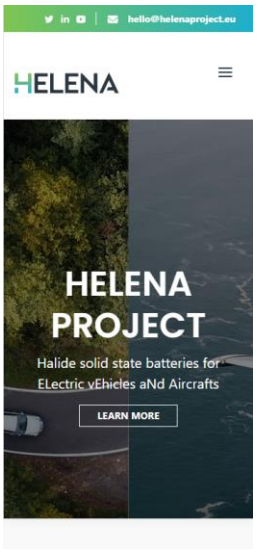


Figure 5. HELENA project's website for mobile application

3.2 Built using a customized CMS

The HELENA project's website is designed to be administered through a tailored content management system. This specialized system is uniquely configured to align with the project's requirements, providing significant benefits that surpass those of standard CMS platforms like Wordpress.

Through its thorough customization, design limitations are eliminated, enabling the HELENA project's website to be structured in harmony with the content it presents. This approach ensures that the content takes precedence over conforming to the restrictive templates of a default CMS. Furthermore, this tailored system allows for a more precise alignment with the search engine optimization (SEO) strategy, enhances usability, and provides advanced security measures against potential cyber threats.

3.3 Connection & data exchange protected under SSL Certificate

Creating an encrypted link between a server and a client, Secure Socket Layer (SSL) is a frequently utilized security protocol. Its purpose is to facilitate a secure transfer of sensitive data, including login credentials, credit card information, and social security numbers.

When SSL is absent, the majority of data exchanged between web servers and browsers is vulnerable to interception due to its unencrypted nature. To ensure a secure connection, an SSL certificate is deployed on a web server, fulfilling two core tasks:

- Confirming the legitimacy of the website.
- Encrypting the data being transmitted.

4 Project Website Structure

The creation of the website is designed to efficiently connect with stakeholders and those intrigued by the research undertakings of the HELENA project. It serves as the most straightforward approach to ensuring the project gains visibility.

To this end, it has been developed as an interactive platform for public information and fostering communication between partners and project contributors. Furthermore, it acts as an educational and training tool. Additionally, it will function as a repository for accessible resources, documents, and valuable information pertaining to the project. The website's structure is organized as follows:

4.1 Home

The website's main landing page features key segments that provide an initial insight into the project's goals, its contributors, and the noteworthy developments that have transpired over the course of the project. Visual elements, including images and graphical assets, bolster the storytelling of the HELENA project, effectively capturing users' interest.

On the top of each page the navigation menu can be found. From the menu it is possible to select the following topics: Vision & Concept, Project Technical Approach, Consortium, Results, News & Events, Links & Synergies and Contact. The navigation menu is reinforced by an extensive array of hyperlinks that guide visitors to the appropriate pages.

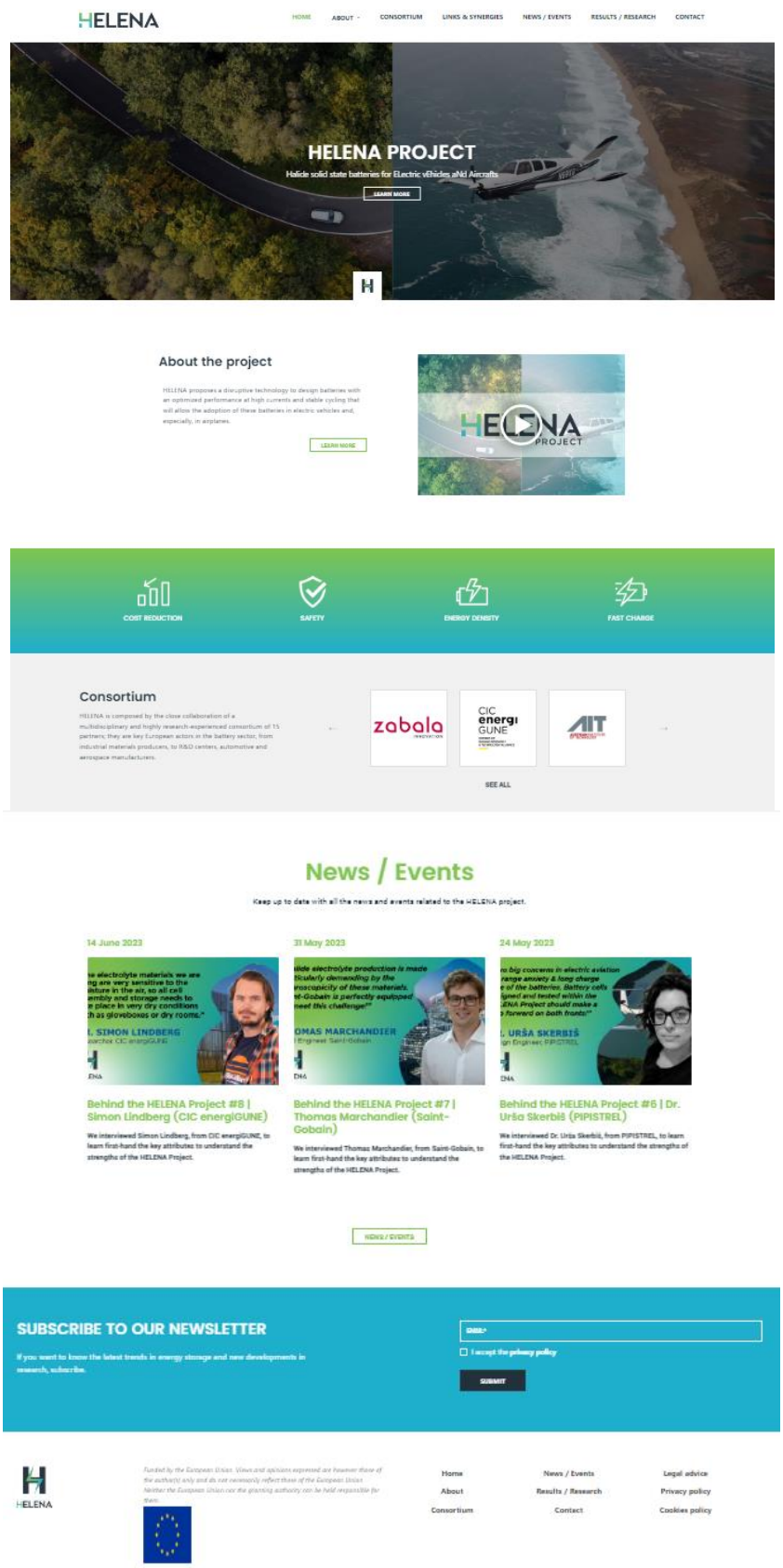


Figure 6. HELENA website: Homepage & Navigation Menu

4.2 About – Vision & Concept

The "About - Vision & Concept" segment strives to provide users with a context that enables them to independently gauge the significance of the HELENA project for both society and the future of energy transition. This section encompasses subcategories like objectives, impact, and project timeline, all of which furnish valuable insights to situate the project within a larger framework.

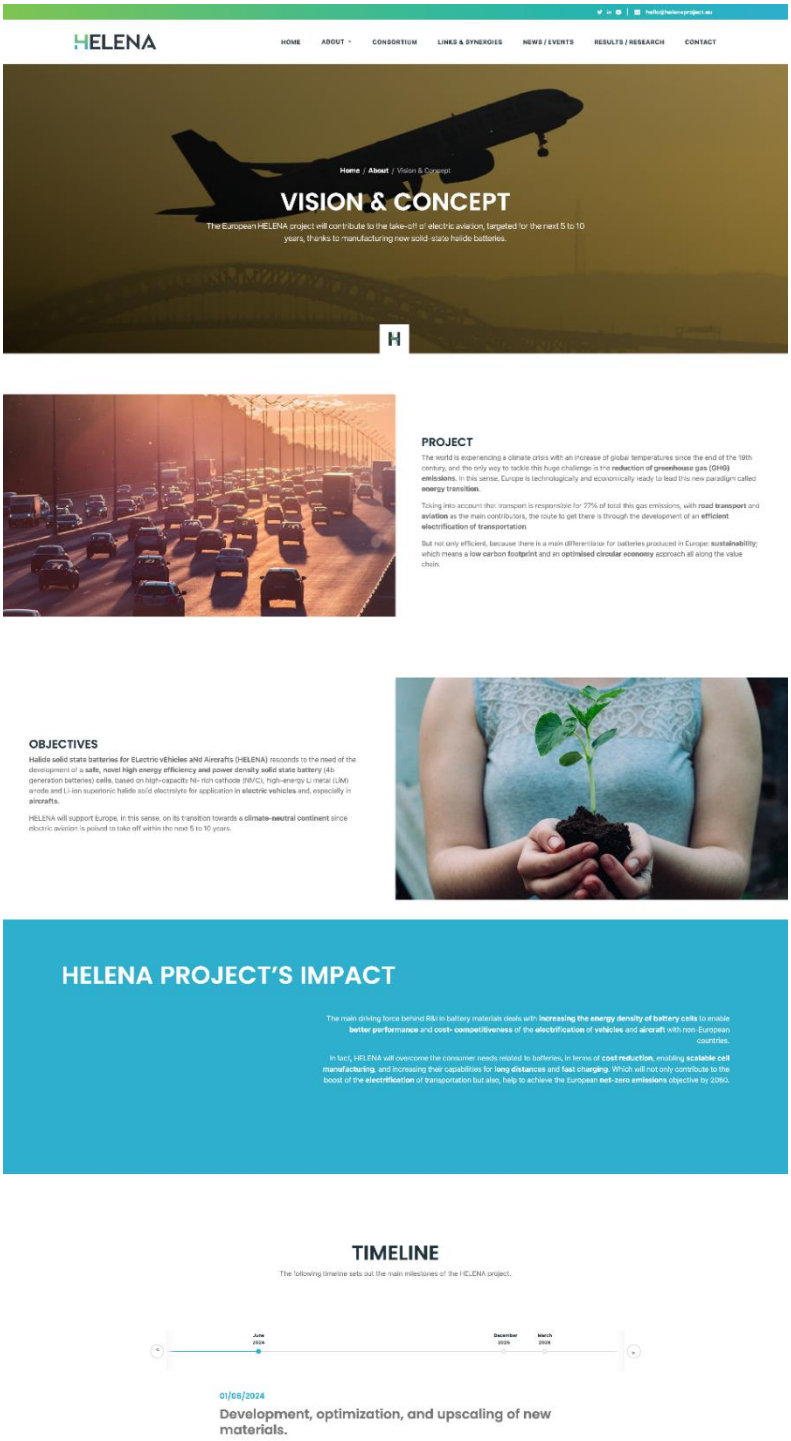


Figure 7. HELENA website: Vision & Concept

4.3 About – Technical approach

The "About - Technical approach" division presents a more intricate perspective of the project. It imparts comprehensive details regarding the goals, research endeavors, and ultimate applications for which the batteries conceived over the project's timeline will find utilization.

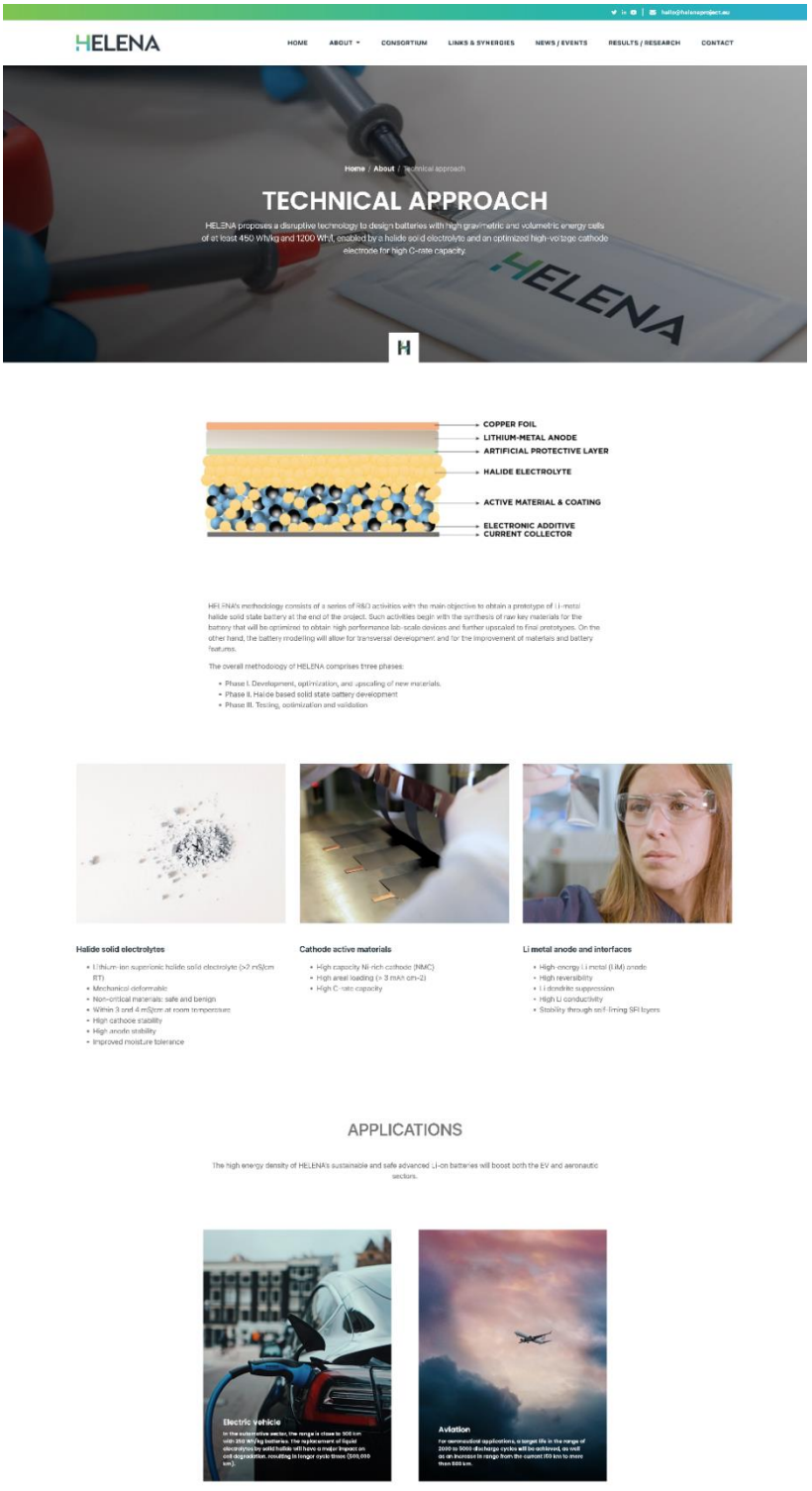


Figure 8. HELENA website: Technical approach

4.4 Consortium

The "Consortium" segment assembles all the collaborating entities involved in the project. It offers insights into their overall operations and their distinct functions within the framework of the HELENA project. This segment effectively underscores the combined capability of the consortium to drive the project's development forward.

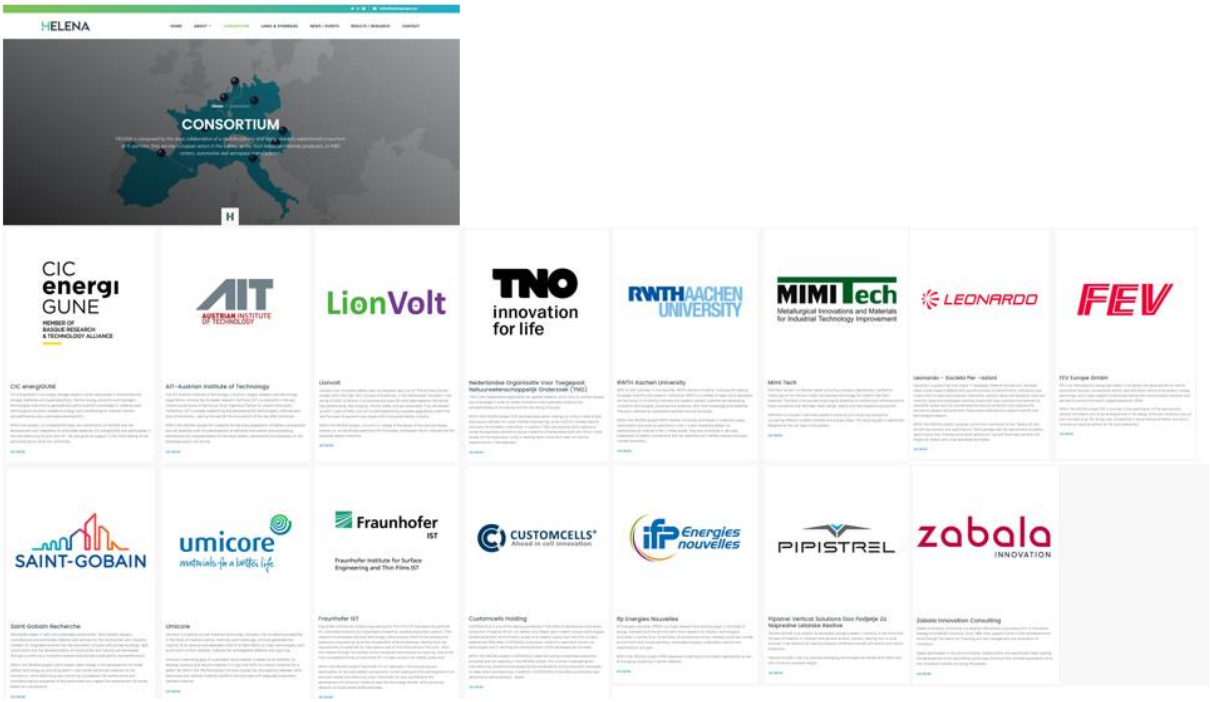


Figure 9. HELENA website: Consortium

4.5 Links & Synergies

The "Links & Synergies" division furnishes details about initiatives involved in the same funding opportunity as the HELENA project or those that share research focal points. Through this section, the opportunity to spotlight the collective research endeavors in Europe aimed at enhancing energy transition solutions is presented.

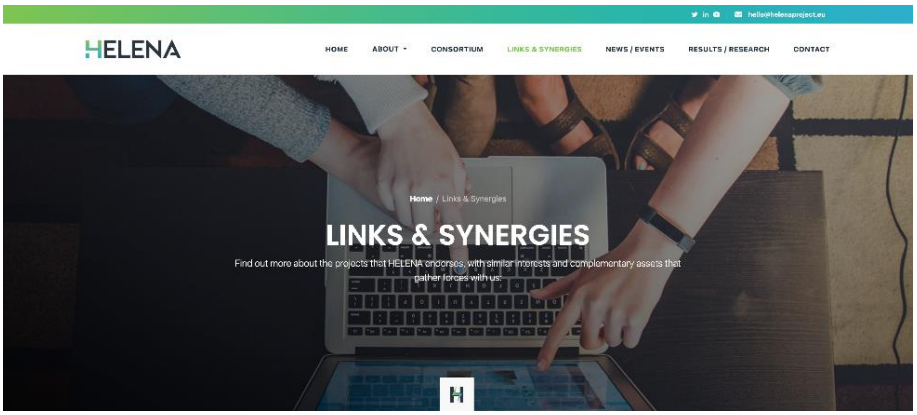
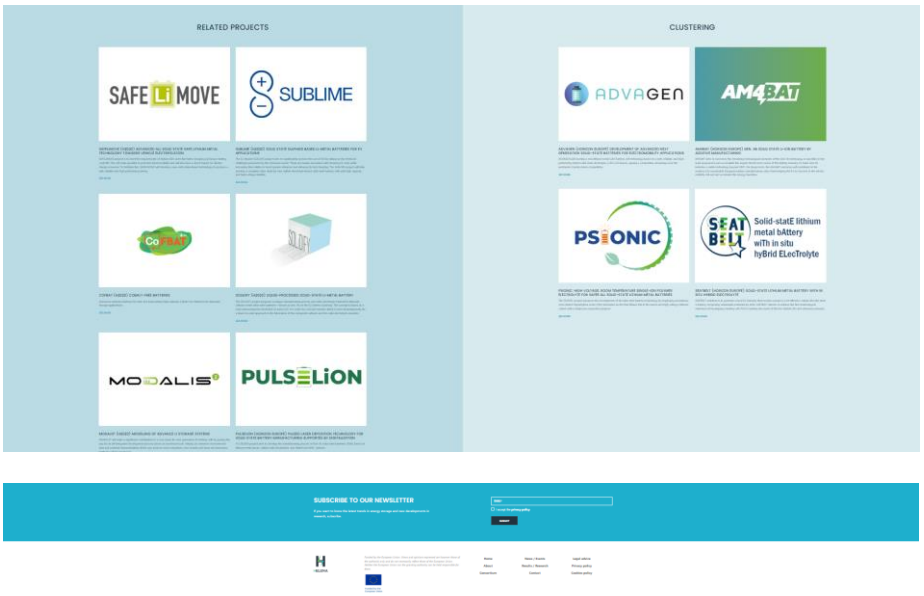


Figure 10. HELENA website: Links & Synergies



4.6 News/Events

Within this section, a compilation of news and current updates linked to the HELENA project is curated. These items are intended for dissemination and are relevant to the broader community. Consistent updates to this section will be made throughout the project's duration.

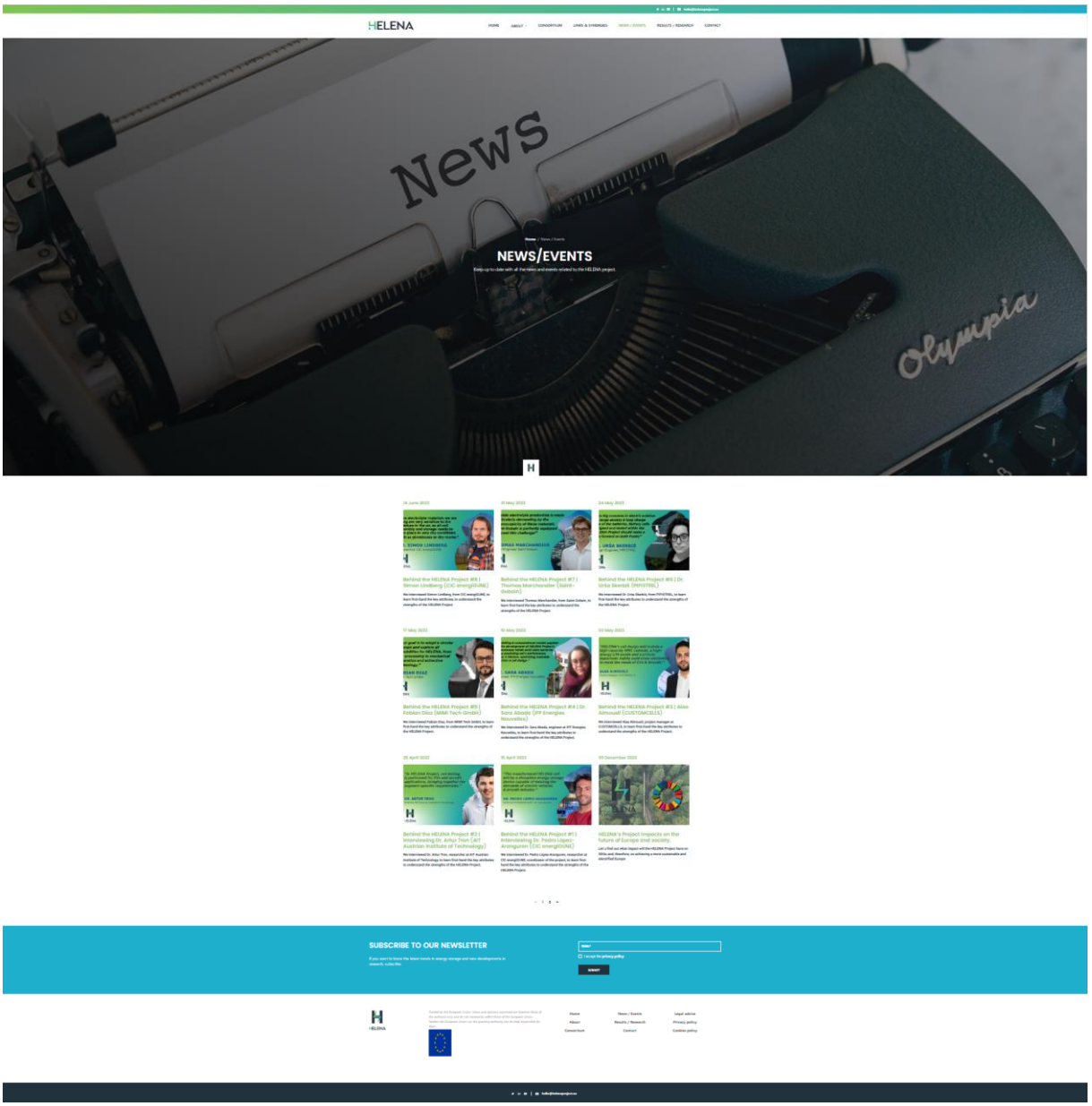


Figure 11. HELENA website: News / events

4.7 Results/Research

This category will amass deliverable documents, scientific papers, or other relevant information crucial for sharing the project's progress and fulfilling its aims.

Once a deliverable is submitted, the content accessible will differ based on its public or confidential status. For public deliverables, the complete document will be accessible. In the case of confidential deliverables, a public summary will be provided. Furthermore, any publications or articles associated with the HELENA project will also be made available.

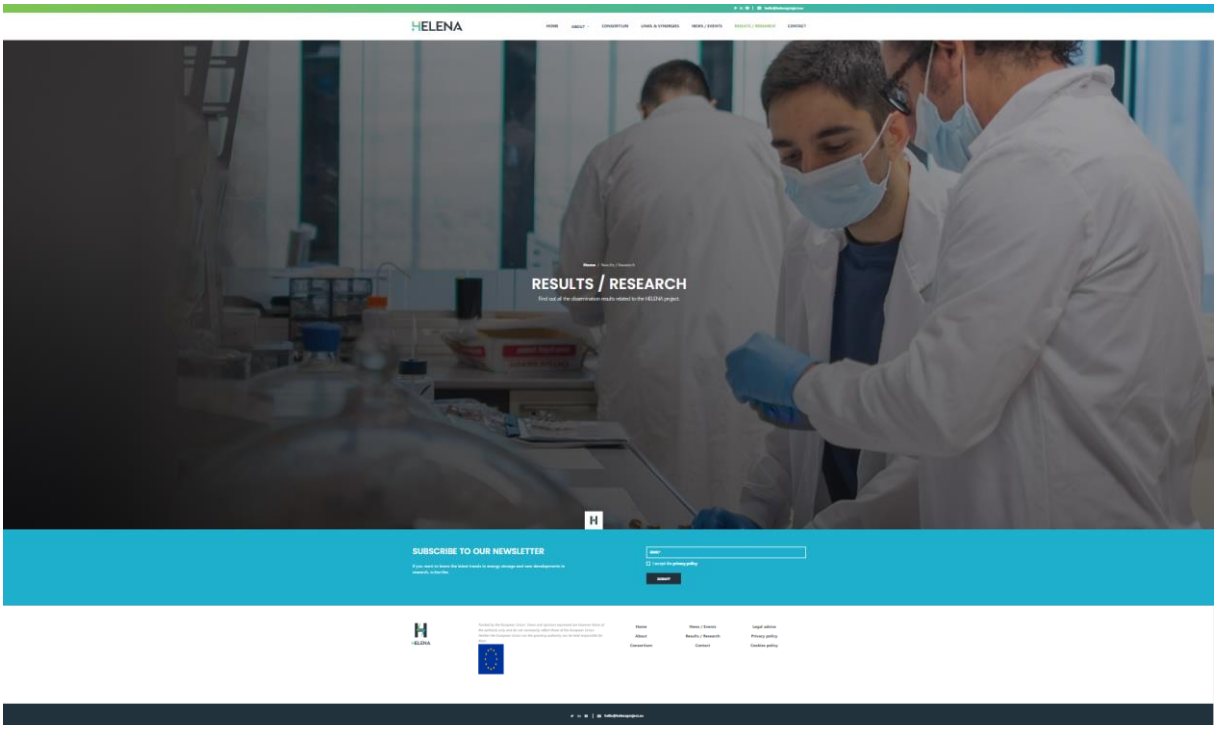


Figure 12. HELENA website: Results / Research

4.8 Contact

The contact section allows any user to contact the project coordinators for information or possible collaborations.

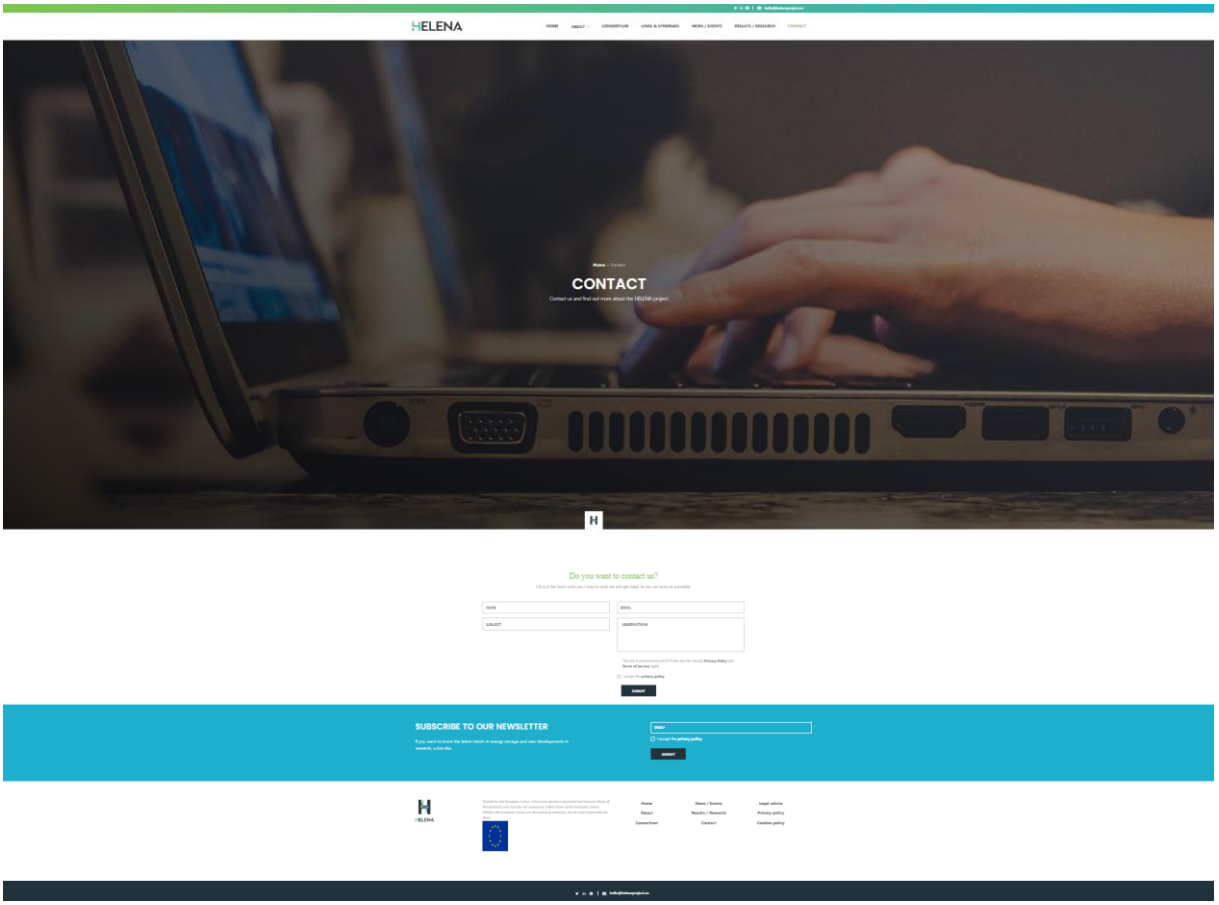


Figure 13. HELENA website: Contact

Visitors have the opportunity to "Subscribe to our newsletter" (displayed on every page). This feature enables individuals to enroll in the HELENA project's newsletter by furnishing their email addresses. The provided contact details will exclusively be utilized for the HELENA newsletter, through which project-related information will be communicated.

5 Social media

The task of overseeing the activation of selected social media platforms for sharing HELENA project updates will fall under the purview of CIC energiGUNE.

5.1 X (Twitter)

The X (Twitter) account of the HELENA project is @HELENAProjectEU and the URL https://twitter.com/HELENAProjectEU

X (Twitter) boasts a vibrant scientific community, rendering it an excellent platform to distribute the project's scientific findings. Recognizing the significance of acquainting the broader public with scientific endeavors, we intend to blend specialized and disseminative releases with accessible content suited for all readers. Maintaining an average rate of two posts per week, our communications will span all phases of the value chain within the HELENA project. This approach will underscore the significance of each phase and the dedicated efforts invested therein.

Figure 14. HELENA's Twitter account

5.2 LinkedIn

The LinkedIn account of the HELENA project is @HELENA Project and the URL https://www.linkedin.com/company/helenaproject/

LinkedIn, a premier professional social network, predominantly attracts a business and industrial readership. Consequently, the tone we adopt will align with this demographic. Thus, when disseminating scientific findings, our approach will entail presenting the practical implications of these outcomes within the industrial realm or their ultimate applications. Moreover, given the absence of character constraints, LinkedIn enables comprehensive discourse tailored to the interests of the business and industrial audience.

However, we won't overlook the broader public. As such, we will interweave technical communications with content possessing a broader appeal.

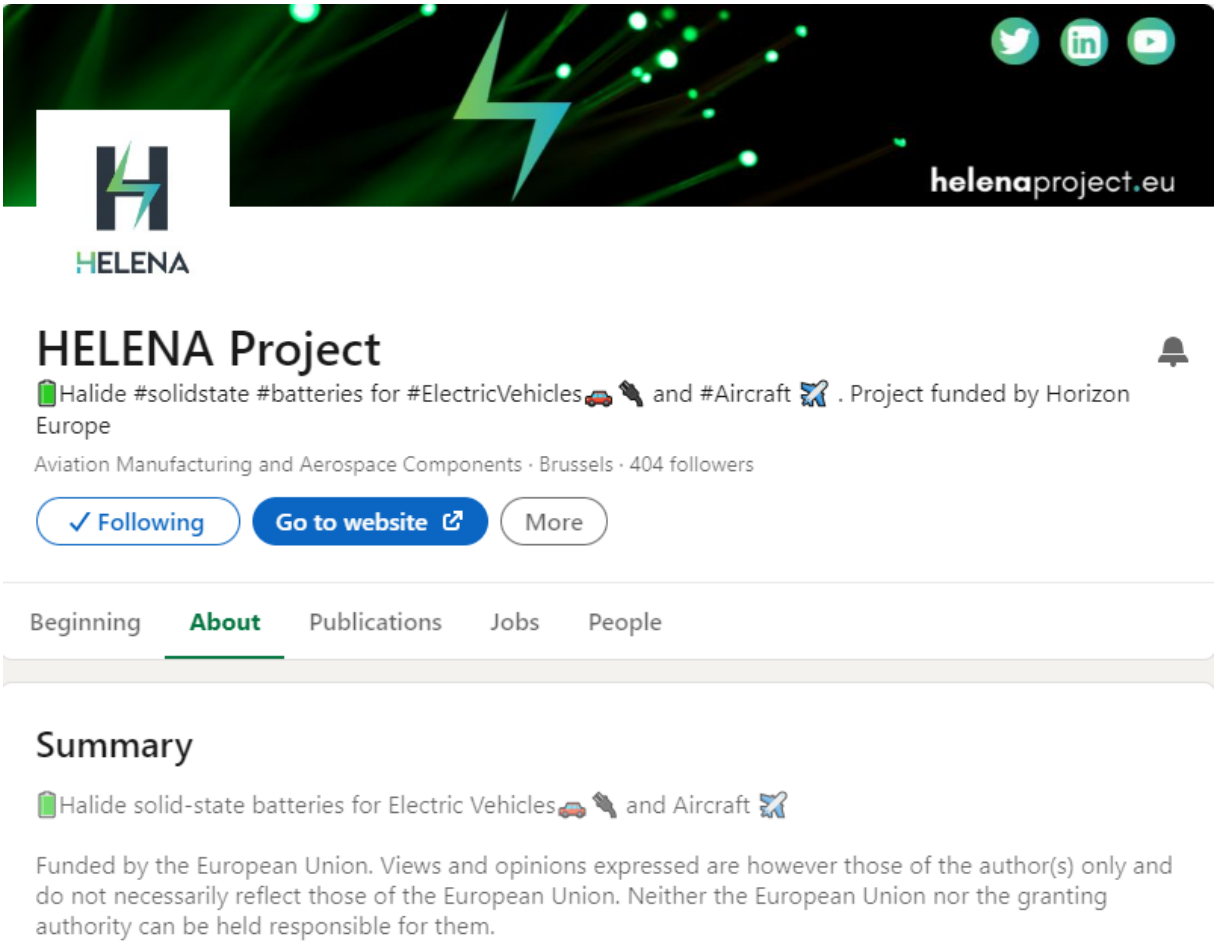


Figure 15. HELENA's LinkedIn account

5.3 YouTube

The Youtube account of the HELENA project can be found in the following URL: https://www.youtube.com/channel/UctSZuKP32SsKdWm3JH30faQ

Youtube, a prevalent video-based social network, ranks as the second most frequented content search engine after Google. This underscores its pivotal role and the necessity of establishing a presence there. Our strategy involves crafting videos brimming with engaging content, catering to a wide spectrum of viewers: from the general populace to the scientific community.

All project-related video content, encompassing both project dissemination videos and communication materials tailored for social media, will be hosted on our dedicated YouTube channel. This channel shall serve as a repository for all project-related audiovisual resources. Special emphasis will be placed on optimizing keywords and descriptions for each video, as these elements can serve as pathways for users to discover the HELENA project.

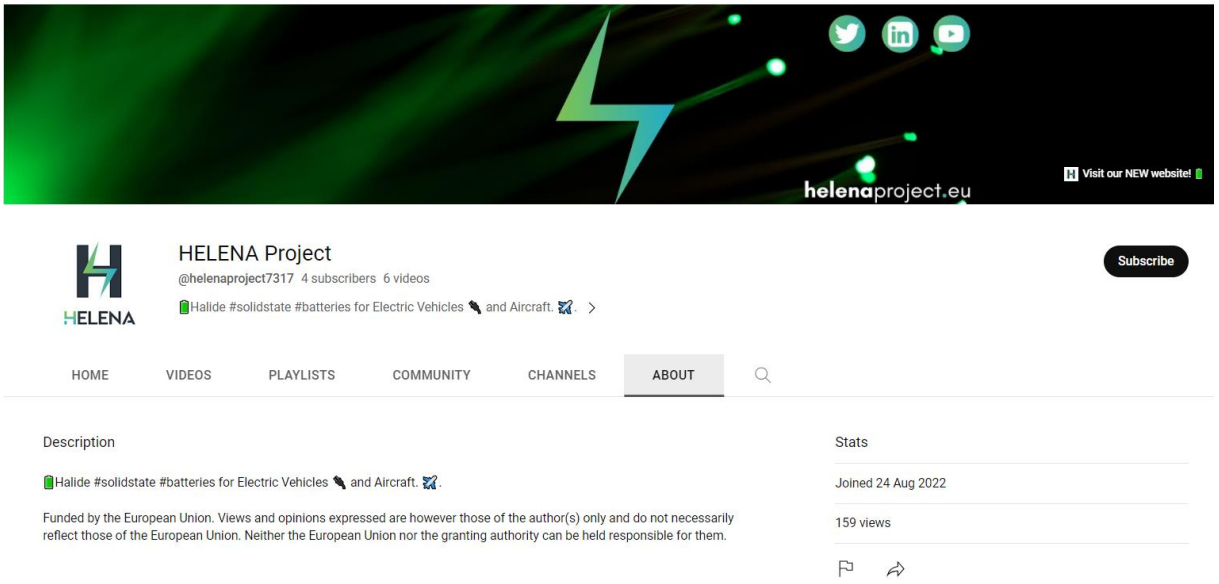


Figure 16. HELENA's Youtube channel

6 Responsabilities

The domain name (www.helenaproject.eu) was purchased and hosted by CIC energiGUNE, who also constructed the website's architecture and user interface. The online design and graphic chart adhere to the HELENA visual identity requirements.

Regarding partners' obligations, the consortium's members are asked to spot communication gaps and provide data that permits the construction of website content. Every partner is required to contribute complementary content (such as articles, images from the workshop and events, etc.) that can be utilized for communication initiatives in the future. This will be advertised by putting up a publication schedule with the partners.

In order to provide news articles for the project website, the partners must work together. They keep abreast of every news story or publication that might have an impact on them because they are in constant communication with the people most involved in the project and the sector. The Comm & Diss package leader should encourage the partner's involvement in the news-creation process as a result. To involve the consortium in the communication and dissemination of the project's new components, the following measures will be followed.

- Evaluation of Communications & Diss opportunities

The communication options for each WP will be analyzed and listed by CIC-energiGUNE. The CIC will choose the milestone for each WP and make a table using the following format to list the communications and dissemination activities for each WP:

Work Package	Activities to communicate	Specific Comm & Diss actions

This is done to give the partners suggestions for what they can accomplish. The information will need to be completed or corrected by the partners.

- Participant requirements

The partners will receive an email outlining how to work together to create news about the project. It should have the following details:

What are we trying to find?

We advise offering suggestions for project activities or on:

- Project activities now underway or recently completed.
- An overview of discussions with other WPs, conclusions, etc.
- The promotion of initiatives inside particular WPs.
- Information about public deliverables for a particular WP.
- What gets done at work every day that is relevant to the project.
- Publications made by the project on reports, news items, or interesting subjects pertaining to the industry. Information that is regularly found on websites, internal messaging, and other Twitter accounts.

How can I assist with news production?

CIC will provide a Word template that may be filled out with data regarding the proposed news item. The template will be sent to partners through email, and they have two weeks to complete it. The news item will be written in two weeks, and after that, coordinators will

have one week to make any necessary revisions. When no adjustments are made in the form of responses, the news item will be deemed accurate.

Furthermore, the website will also be actively promoted by all the partners on their website homepages, as well as on all their communication channels such as Social Media profiles. They will also promote the content created for the website such as press releases or published articles.

Technical support and maintenance of the website will be carried out during the project's lifetime.

7 Results measurement

To assess progress and revise the strategy, it is crucial to monitor important website indicators. Measuring helps to define the next milestones and quantify the accomplishments already attained, both of which will enhance communication.

Statistics from Google Analytics will be used to quantify and assess website traffic. This application provides customized views and graphs about the different user types, geographical rankings, sources of web traffic, frequently visited pages, etc.

The following are clearly detailed by Google Analytics:

- The volume of traffic that the site receives.
- The point of origin of the traffic.
- What site visitors do after arriving there.

The Key Performance Indicators (KPIs) from the social media channels will be combined with other well-known apps in this industry. A comprehensive view of the project's development on social networks will be possible thanks to the combination of all these instruments.

8 Conclusions

It's crucial to maintain the website as the central hub for communication, with the effective utilization of social media channels being the key driver of directing traffic. CIC energiGUNE will be responsible for consistently generating and publishing new content, collaborating closely with the entire consortium.

For engaging the project's online community and disseminating information related to the project, each partner will make use of their unique communication resources, networks, and tools.

A strategy aimed at fostering collaboration with partners and integrating them more deeply into the project involves inviting them to actively partake in the project's communication and dissemination (Comm & Diss) endeavors. Moreover, leveraging their expertise in the field aids in enhancing the industry's understanding of the subject matter. The significance of partners as effective avenues for reaching new audiences and boosting engagement underscores the pivotal role of their participation.

The website will establish links with other campaigns and social media platforms. Through the integration of these platforms, the project's digital outreach will broaden, thereby enhancing its online visibility.

9 Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

Project partners

#	PARTICIPANT SHORT NAME	PARTNER ORGANISATION NAME	COUNTRY
1	CICE	CENTRO DE INVESTIGACION COOPERATIVA DE ENERGIAS ALTERNATIVAS FUNDACION, CIC ENERGIGUNE FUNDAZIOA	Spain
2	AIT	AIT AUSTRIAN INSTITUTE OF TECHNOLOGY GMBH	Austria
3	SGR	SAINT GOBAIN RECHERCHE SA	France
4	UMI	UMICORE	Belgium
5	LV	LIONVOLT B.V.	Netherlands
6	TNO	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	Netherlands
7	FHG	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	Germany
8	CCI	CUSTOMCELLS HOLDING GMBH	Germany
9	RWTH	RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN	Germany
10	MIMI	MIMI TECH GMBH	Germany
11	IFPEN	IFP ENERGIES NOUVELLES	France
12	PVS	PIPISTREL VERTICAL SOLUTIONS DOO PODJETJE ZA NAPREDNE LETALSKE RESITVE	Slovenia
13	LDO	LEONARDO - SOCIETA PER AZIONI	Italy
14	FEV	FEV EUROPE GMBH	Germany
15	EDLP	FEV eDLP GmbH	Germany
16	ZAB	ZABALA INNOVATION CONSULTING, S.A.	Spain

Table 1: Project Partners

This project has received funding from the European Union's Horizon Europe programme for research and innovation under grant agreement No. 101069681.

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