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1. Executive Summary

The present report describes the website www.rezbuildproject.eu and delineates the motivation behind the concept of the website, describes the content of sections and defines the expected impact for the project consortium and the whole community.

The REZBUILD website is the main tool of the project's Dissemination and Communication Plan, which reflects the rest of the communicative actions and the generation of results. Therefore, its design, management and maintenance are key activities.

The website is the Media Hub of REZBUILD as well as the meeting place for all stakeholders, Media and general public interested in the project. Dissemination and communication strategies and campaigns developed online and offline will be complementary and will aim to attract visitors to the website.

The web development plan hereafter is agreed with the REZBUILD Communication Team (made up of one member from each of the partners) and will include impact measures and indicators.
2. Introduction

The platform has been created to serve as a project content management system within the consortium and external communication to reach the stakeholders of the project as well as the Media and the general public.

The REZBUILD website was developed to act as an information hub about the project’s aims, goals, activities and results. The website works as a dissemination tool making available the project published results.

With this aim, website provides the following content:

- General information about the project.
- Description of all the organizations members of the consortium.
- Information, objectives, work packages and demo buildings included in the project.
- Information about the technologies of the project and the multi-collaborative refurbishment ecosystem.
- Information about public participation and education and training programme.
- Description of events organized within the framework of the project.
- Press releases and other materials focus on the Media.
- Information about the results.
- Stakeholders questionnaire.
- Public deliverables.
- Last news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union’s Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.
3. Dissemination and communication objectives

The website is the central part of the digital marketing strategy that is deployed within the Dissemination Plan of the project. The combination of on-line and off-line actions is essential to reach all target audiences and that the actions reinforce each other to have a comprehensive dissemination and communication strategy that contributes to the achievement of results and objectives of REZBUILD.

The REZBUILD website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- The project is going to develop a **multi-collaborative refurbishment ecosystem** for all the stakeholders involved in the European construction market. In this sense, the website integrates an specific sections to promote participation.
- **An innovative visual identity** that aligns with the spirit of the REZBUILD project. A wide variety of photographs of different buildings have been integrated to reinforce the main message of REZBUILD.
- With the aim of create a dynamic website, contents such as news and the calendar of events will be periodically updated. In this way, updating content will improve the positioning in Google. Likewise, it will be shared through social networks and the newsletter, which will continue to attract visitors to the website.
- The REZBUILD website is one of the main communication and dissemination tools of REZBUILD. To maximize the scope of the project, different strategies of digital marketing and ways of attracting traffic have been established.
  - **SEO**: the traffic of visits to the REZBUILD website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
  - **Social networks**: through the distribution of content hosted on the REZBUILD website on social channels (news about the project, industry events, infographics ...). Social Media channels (Twitter, LinkedIn and You Tube) will be able to increase traffic and visits.
  - **Newsletter**: A quarterly newsletter will be distributed between stakeholders and general public including achievements/news of the project that redirect to the website. Newsletters are uploaded as well on the website in a specific section.
  - **Link building**: It will be able to create synergies between the REZBUILD website and the partners’ websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.
4. Technical Characteristics

4.1 Full Responsive Content website

Responsive Web Design makes REZBUILD page look good on all devices (desktops, tablets, and phones). Also, responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move the content to make it look good on any screen.

The incorporation of the state of the art techniques in design also create a quick and intuitive user experience browsing the web.

![Figure 1 website frontpage on mobile devices](image-url)
4.2 Built using Wordpres CMS

- WordPress is an online, open source website creation tool written in PHP. It is probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.
- WP has a lot of themes that allows to change the design of the website quickly, perfect for a 4 years project like REZBUILD.
- Plugins allow to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like Social Media sharing, SEO, photo slideshows, and much more.
- WP is easy to update. Once a document is set up, it can be update at anytime, and that is important for engagement with visitors and for the search engines.
- Google loves WordPress sites because they are updated more frequently, and the content is well structured. A WordPress site ranking is very quickly compared to a static website. Google has even gone on record as recommending WordPress for business sites.
- WordPress is supported by a thriving, engaged community. A recent study estimates that approximately 8% of the sites on the Internet are run by WordPress.

Figure 2 Wordpress content management system
4.3 Connection & data exchange protected under SSL Certificate

SSL stands for Secure Sockets Layer is a global standard security technology that enables encrypted communication between a web browser and a web server. It is utilized by 1 million of online businesses and individuals to decrease the risk of sensitive information (e.g., credit card numbers, usernames, passwords, emails, etc.) from being stolen or tampered with by hackers and identity thieves. In essence SSL allows for a private “conversation” just between the two intended parties.

To create this secure connection, an SSL certificate (also referred to as a “digital certificate”) is installed on a web server and serves two functions:

▪ It authenticates the identity of the website (this guarantees visitors that they're not on a bogus site).
▪ It encrypts the data that’s being transmitted.

4.4 Images optimized and gzip compression for better load time

Website gzip compression makes possible to reduce the file size of a web file (like HTML, PHP, CSS and Javascript files) to about 30% or less of its original size before these files get sent to the browser of a user.

This compressed file is then served to the browser of the user which in turn decompresses it automatically to load the full original file in the browser again. Enabling gzip compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

The use of photographs in the visual contents created for REZBUILD are edited in the brand’s colours (collected in REZBUILD Guidelines Manual).

4.5 SEO friendly site and content

At a fundamental level, an SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine can easily crawl and understand the content is the first step to ensuring REZBUILD’s visibility in the search engine result pages.

REZBUILD website is SEO friendly and responds to the following standards:

▪ Keyword Research. In order to generate traffic through search, REZBUILD web is focus on keywords like these:

  ▪ REZBUILD project.
  ▪ Construction.
  ▪ Energy Efficiency.
▪ Energy Reduction.
▪ Buildings.
▪ Refurbishment.
▪ Environment.
▪ Technologies.
▪ Near Zero Energy Building.
▪ Advanced refurbishment technologies.
▪ Additive Manufacturing.
▪ BIPV.
▪ Radiant floor.
▪ Insulating systems.
▪ Solar Assisted Heat pumps (SAHP).
▪ Agile Project Management Tool (APM).

▪ Keyword Optimization: REZBUILD website use keywords in the content for maximum searchability.
▪ Content Organization: The content is organized in a logical way and taking into account the European guidelines of best practices. This is not only good for SEO, it also helps visitors to find other related content easily. (The longer they stay on the site, the better).
▪ Content Promotion: Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

5. Structure of project website

REZBUILD website is the main online tool to present and disseminate all the results and events under the framework of the project. It will be regularly updated by ZABALA (leader of WP8) in order to provide the latest news, relevant results and breakthroughs.

The website is carefully designed to address the stakeholders in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, consortium, stakeholders and the general public. The expected outcome using online communication strategies includes a large number of stakeholders being more aware of the goals of REZBUILD and the networking with other similar projects.

REZBUILD website was designed as an interactive tool for public information and communication among partners and stakeholders. It will also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them the with target audiences.

The structure and design of the website used during the lifetime of REZBUILD might be modified to be adapted to new needs and evolution of the project. This is the REZBUILD website structure:
Next, each one of the sections of the web and its characteristics are explained:

5.1 Home

The homepage is designed to attract the attention of viewer by one first visual-impact. The graphic content are the protagonists so that the visitor has at a glance an overview of the project and can understand it through these elements. Also, the site contains the project logo and provides a summary of the project as a whole including:

- What is REZBUILD project.
- What does REZBUILD project do.
- Our objectives.
- Information about the new platform base don sustainability, advanced technologies and social innovation.
- Partners and locations.
- Key Players
- Take Part
- Recent News
Towards an innovative and collaborative refurbishment ecosystem for Europe

Figure 4 website frontpage

Key players

Key-relevant stakeholders have been selected in order to accomplish the overall integration methodology proposed. The stakeholders involved consider the main stages of the building renovation value chain such as: designers, construction companies, SMEs, public housing bodies, technology providers, research organisations, etc.

Figure 5 Infographic on the frontpage 1
All sections of the website have on top the REZBUILD logo and the menu bar enabling quick orientation through the search. Also the contact and the Social Media channels are facilitated to the users.

In the same way, all sections also provide addressing and contact information, reference to Horizon2020 Programme and European Commission (EC) support and a disclaimer excluding EC responsibility.
5.2 The Project

This section presents the project at a glance, describes its objectives, the partners, expected results and impacts (economic, societal and environmental). To facilitate the understanding, this section includes infographics and photos that provide data and relevant information about REZBUILD:

▪ Reducing energy consumption in a key sector (general information, numbers of demo buildings, numbers of partners and budget).
▪ Three objectives for a unique project.
▪ Collaboration, advanced technologies and new business models.
▪ Expected results.
▪ Impacts (economic impacts, environmental impacts and societal impacts).

5.2.1 Consortium

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality and groups participating in REZBUILD project.
5.2.2 The management structure

This section includes the list of work packages including naming their titles, leaders, and linking to short description of the objectives of every package. In this way interested stakeholders can get a general idea of the structure of REZBUILD and the actions that will be carried out.
5.2.3 Technologies

This page is dedicated to explain all the information about the technologies that will be developed in the project.
During the lifetime of project, a set of advanced refurbishment technologies selected at project proposal stage will be developed, tested and optimized through an accurate product development strategy.
5.2.4 Multi collaborative refurbishment ecosystem

REZBUILD project will develop a multi-collaborative refurbishment ecosystem based on an APM platform. In this sense, this section explains how is going to work this innovative ecosystem and what are the objectives.

*Figure 15 Multi collaborative refurbishment ecosystem section 1*
5.2.5 Demo Buildings

The REZBUILD project will focus on 3 multi-scale demo buildings. This section describes each demo building of the project. In addition, the section will include a picture of each building and all the information and characteristics about the demo buildings that will be developed in Spain, Norway and Italy.
Figure 17 Demo buildings section
SINGLE-FAMILY BUILDING LOCATED IN SPAIN

The dwelling selected for the demonstration is a semi-detached house, representing typical single-familiar dwellings in different districts in Madrid Community.

This dwelling is near the end of its cycle of life. The goal of the renovation is to extend the useful life with another 40 years, reduction of more than 60% in consumption and cost energy, improving comfort for the tenants, including the energy performance of the building as a factor of total property value, decrease the renovation time at least 30% and reduce refurbishment budget.

APPARTMENT BLOCK BUILDING LOCATED IN NORWAY

The dwelling selected for the demonstration is a housing cooperative, representing typical dwellings in Norway.

The housing cooperative is a suitable site for demonstrating the expected higher efficiency of BIPV in cold climate and good utilization of aerogel insulation. The goal of the renovation is reduction of more than 60% in consumption and cost of energy, improving comfort for the tenants, including the energy performance of the building as a factor of total property value.
TERRACED HOUSE BUILDING LOCATED IN ITALY

Figure 18 Demo buildings section 2

5.3 Events and news

This page is dedicated to conferences, symposiums and workshops in which REZBUILD takes part or are organized within the project. It presents the information on a calendar concerning the timing, venues, topic areas, and practical information of each event.

This section has also a news section, which will be the own Media of REZBUILD included on the website. Through this section will be explained the actions, progress and results of the project, participation in events and will contribute to the scientific dissemination and innovation related to the construction sector.

Its periodic update, at least once a month, will allow generating contents of interest for the REZBUILD community, sharing them in the different channels of dissemination and communication (Social networks Twitter and LinkedIn) attracting visits to the web and having a good positioning in Google.
EVENTS AND NEWS

Figure 19 Events and news section
5.3 Public Participation

The Public Participation section is full of new ideas that meet social needs, create social relationships and form new collaborations. This section aims to involve all the stakeholders from the local to the European level and promote dialogue on best practices, with resources, results, workshops and surveys. Additionally this space includes a forum to interact with stakeholders and citizens.
PARTICIPATIVE PROCESSES

“Participation is a way of viewing the world and acting in it. It is about a commitment to help create the conditions which lead to significant empowerment of those who at present have little control over the forces that condition their lives.”

What?
Methodology for decision making processes which involves all the stakeholders

Why?
Involves all the relevant expertise in the process: “people are experts in their life”

When?
Before, during and after the implementation of the project/measure

Figure 22 Public Participation section 2
5.4 Education and training

This is a specific section to deliver effective training and education programme for industrialists (especially, SMEs), research infrastructures, as well as to non-specialists to enable the uptake of the technologies.

5.5 MediaCorner

The Media are also part of the target of the communication actions of the project and a specific section has been designed for them with different resources and materials disseminating REZBUILD results. These include press info, press releases, press clipping and corporative materials (brochure, typography, logos...).

The content is organised in the following subsections:

- In the Media (press clipping).
- Press release.
- Resources.
5.6 Top Menu (Newsletter, Documents and Contact)

Top Menu includes:

- **Newsletter**: The quarterly newsletters of the project.
- **Documents**: Research papers, public deliverables, and other dissemination materials provided by the consortium members. Dissemination Plan of REZBUILD can be downloaded here.
- **Contact**: This is a meeting point for stakeholders, other projects interested in networking and the general public, that are allowed to contact with REZBUILD project.
- **Links to Social Media channels**.
Figure 25 Newsletter section

Figure 26 Documents section
6. Measuring results

Visits to the website will be measured and evaluated with the use of statistics integrated with **Google Analytics**. This is the best tool for personalized views and graphs about type of users, geographical procedence, origin of web traffic, most visited sections, most demanded materials, etc.

Google Analytics gives a wealth of information about REZBUILD website performance metrics, but very simply put, it shows us the following:

- How much traffic is coming to the site.
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

Analytics works by tracking 'tags', which are a small piece of JavaScript code that are installed on every page of the website in order for Analytics to work properly. This data is then collated and shown in a ‘report’ page in the Google Analytics' admin interface.

The reports contains these data:

- **Visits**: The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more in this number, and so “visits” is a different measurement to "absolute unique visits".
- **Page Views**: The total number of pages viewed.
- **Bounce Rate**: The percentage of visitors who leave site without viewing a second page, i.e. they click the ‘back’ button, type a new URL, close the window or session time-out (usually 30 minutes). A good bounce rate is below 20%, 30% is pretty standard, and anywhere over 50% would suggest a close look is needed to why so many people are leaving the site on first glance.

- **% New Visits**: The percentage of visitors who were new; the difference between this and 100% is the percentage of returning visitors.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages, as well as a breakdown of the browsers and platforms they are using.

So to summarize, Google Analytics is an awesome core tool, that allow REZBUILD to accurately measure the performance of the website, and means that the web strategy should be constantly evolving, tweaking both traffic strategy and our conversion processes to optimize the site.

Other popular applications in this field will be used to combine with the KPI’s in Social Media channels. The combination of all these tools will allow having a complete view of the evolution in Social Networks, favouring the definition of improvements due to the analysis in complete reports.

The evolution of the indicators will be revised in the quarterly and the main results of the communication actions will be reporting in the annual deliverable about "Reporting of Dissemination and Communication activities, including for instance the following indicators:

- Number of visitors to the website.
- Number of followers in Social Media Accounts.
- Number of newsletter receptors.
- Socio-demographic data studies of the website visitors.
- Information requests.
- Engagement indicators.

This helps to quantify more precisely the results obtained and define the upcoming milestones which will improve the quality of the communication.