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Project Acronym:

SOCRATCES

Project title:

SOlar Calcium-looping integRAtion for Thermo-Chemical Energy Storage.

DELIVERABLE D9.3

SOCRATCES WEBSITE

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1. INTRODUCTION.

The deliverable 9.3 is a public document of the SOCRATCES project prepared as part of Work package 9 “Dissemination and exploitation of results” and it is within Task 9.2 Production of dissemination and communication materials and means.

The objective of WP9 is to maximise the impact of project results and support the exploitation of the project outputs by consolidating the project visibility among stakeholders.

The dissemination and communication strategy included in the website comprises different types of information and results to reach different target groups. Dissemination and communication activities to carry out in general are:

-Creation of a visual corporative identity -comprising logo, font and colour palette- to be included in any communication.

-Participation in conferences, seminars, exhibitions and meetings.

-Development of physical dissemination materials: leaflets and catalogues.

-Press releases, radio and TV presence.

-Development of online materials: **web site**, social networking.

A project dedicated website is one of the main important selected channels for this dissemination and communication strategy. The website will be updated throughout the entire lifetime of the project. The website is available in English and can be accessed at www.socratces.eu.

Main target groups are the European Commission, the scientific community and R&D industrial company departments, energy and major diversified companies, venture Capital and general public and stakeholders.

Academic and technical audience will have the opportunity to benefit from the reports and research data published. The Public Library section will allow readers to download all project documentation for expert and non-expert audiences. In addition, journalists will find information sources in the News section, such as press releases.

As a secondary objective, the SOCRATCES website will allow partners to share technical and administrative information to enable a smooth communication and knowledge sharing among them in order to improve the project performance and efficiency.

The website has been developed using WordPress CMS which is an open source tool, and includes a premium management software including a visual composer premium plugin. WordPress is a popular and practical tool for web content management among minor companies and major enterprises. It has been chosen due to its functionality, security and for being easy to use.

At an SEO level a study of key words and an SEO on page will be implemented in order to improve the site as much as possible. As a previous step, an analysis of the main competitors regarding keywords will be executed. Besides, an SEO auditory with SEMRUSH will be performed.

The website will be subject to standard impact assessment practices through Google Analytics, Tag manager system, counting unique visitors, repeater visitors, time spent by visitors and other tools. These indicators will be used to enforce changes when required.

2. WEBSITE HOME.

This section is a basic project overview and has been designed to highlight the importance of the project, including objectives, expectations and consortium composition.

It has been designed to appeal visitors and make the project easy to understand for non-expert public.

The general menu is on the website top area, and it includes the six main sections of the project website: The project, Partners, News, Resources, Contact and Member Area.

Figure 1: Screenshot of the SOCRATCES website

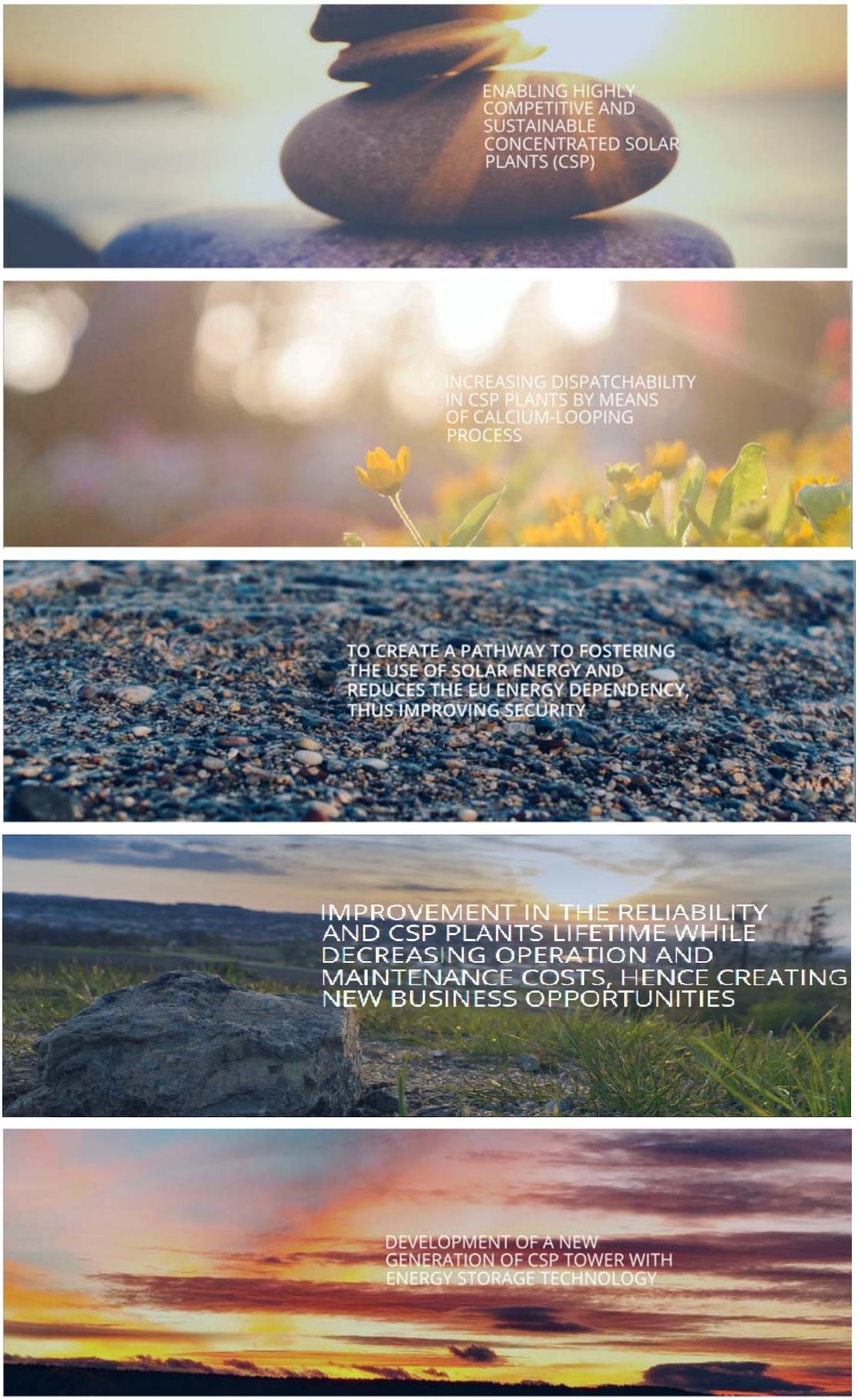

Figure 2: Slides of the SOCRATCES home web page

3. PROJECT.

This section includes general information about the project and executive summary along with expectations. The approach and methodology to be followed during the project life will be displayed as well in this area.

Figure 3: Screenshot of THE PROJECT web section

In summary, energy storage is one of the greatest challenges for a short-term deeper penetration of Concentrating Solar Power (CSP) plants, which are usually characterized by the intermittency of power production. **The Ca-Looping (CaL) process based upon the reversible carbonation/calcination of CaO is one of the most promising technologies for thermochemical energy storage (TCES)**. The wide availability of natural limestone (almost pure CaCO3) and its low price (<10€/ton) are key factors for the feasibility of the CaL process.

SOCRATCES is aimed at demonstrating the feasibility of the CSP-CaL integration by erecting a pilot-scale plant that uses cheap, abundant and non-toxic materials as well as mature technologies used in the industry, such as fluidized bed reactor, cyclones or gas-solid heat exchangers.

SOCRATCES global objective is to develop a prototype that will reduce the core risks of scaling up the technology and solve challenges; further understanding and optimise the operating efficiencies that could be obtained; with the longer-term goal of enabling highly competitive and sustainable CSP plants.

4. PARTNERS.

Within this section, the project consortium is described partner by partner, including links to their websites by clicking on their logos (Figure 4).

The consortium is constituted by fourteen European partners, comprised of universities and industrial companies interested in developing and deep on this promising technology and having in mind as a strategy objective to increase the energy world efficiency and to create new pathways to make easier people lives.

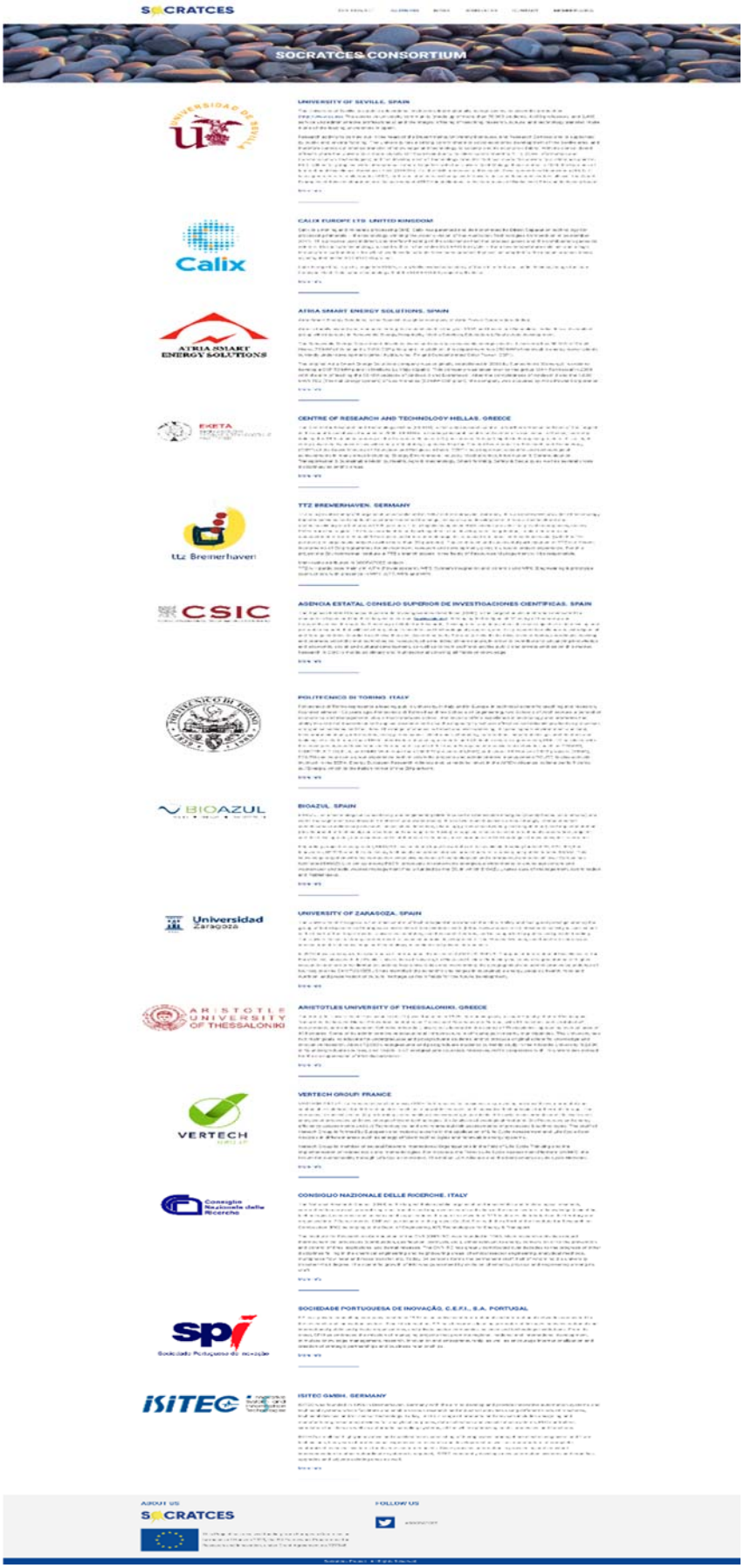

Figure 4: Screenshot of the PARTNERS section

5. NEWS.

Technical publications and news regarding the SOCRATCES project environment and energy-related areas will be posted in this part of the website in order to capture general public attention. This section will be updated continuously during the entire project lifetime.

Seville kick off meeting press release is in this page.

Any event attended by partners that relates directly or indirectly the project will be placed in this section and as well we will post consortium meetings and summaries of events considered important for the general public.

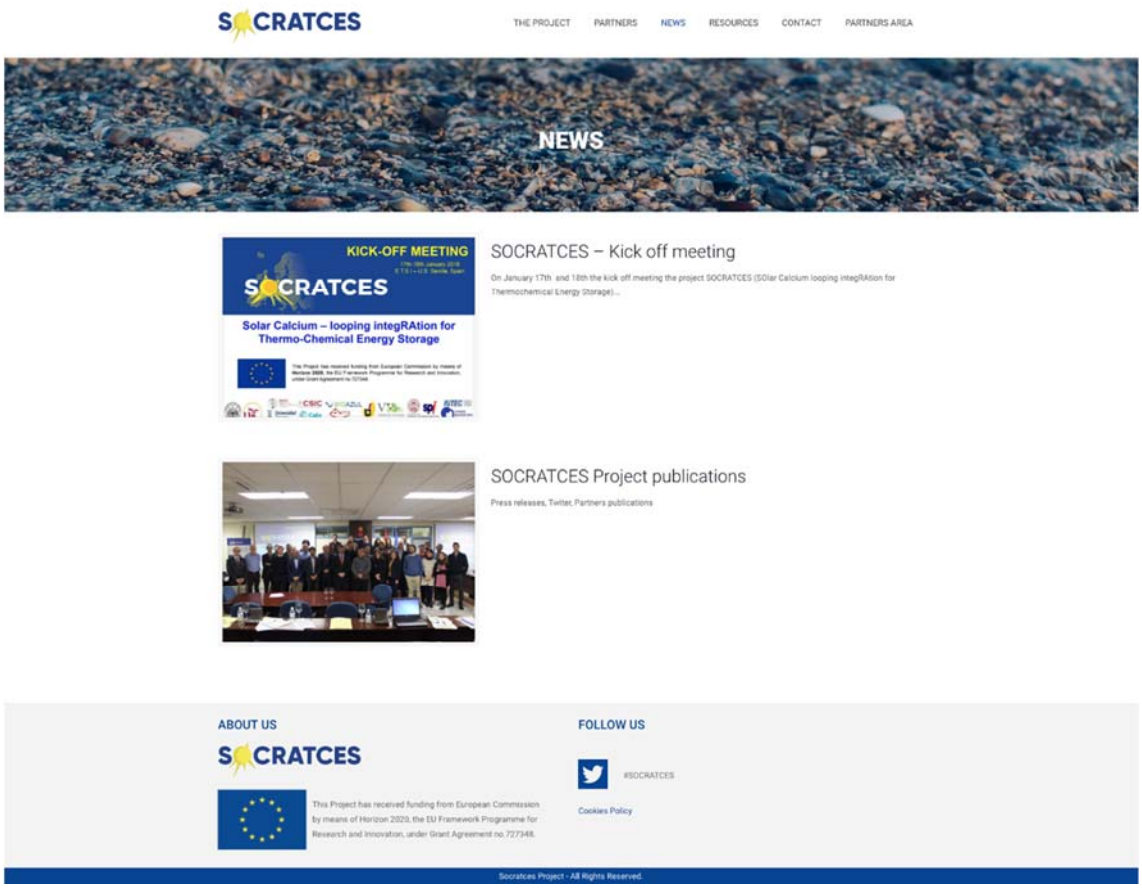

Figure 5: Screenshot of the NEWS section

6. RESOURCES.

6.1 Gallery.

It consists of pictures normally taken during events, internal meetings or project demonstrations. Therefore, different project moments will be represented in this section.

Kick off meeting that took place in January at Seville and FEED study London meeting are currently posted in this page of the website.

It contains different kinds of pictures relevant to the project. These pictures will mainly correspond to the project pilot sites, the SOCRATCES technology, etc., just to provide the visitors additional information on the project outcomes. In addition to this, pictures of the project meetings and dissemination events carried out by the partners as well as events or conferences that they attend related to the topic of SOCRATCES.

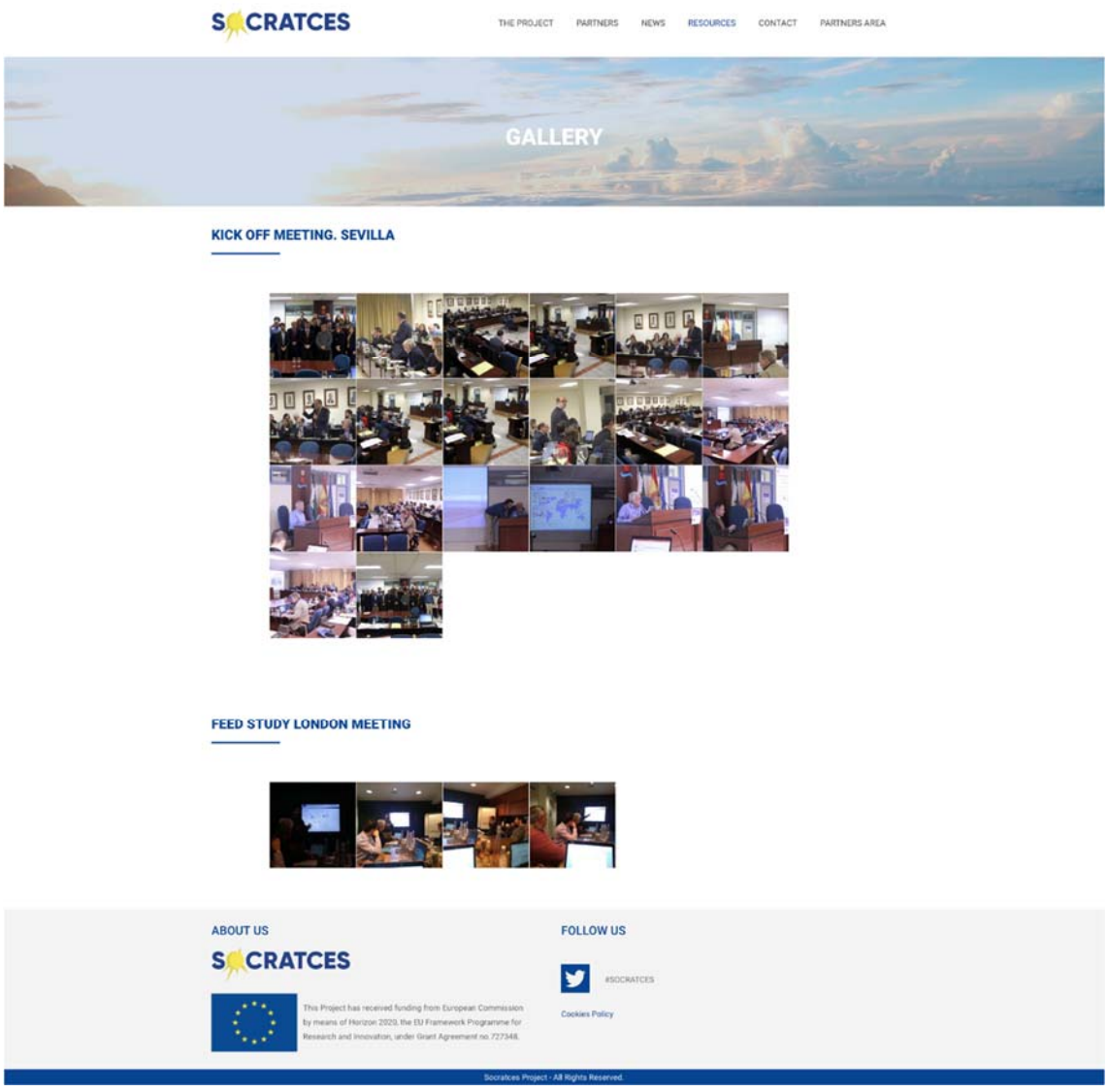

Figure 6: Screenshot GALLERY section

6.2 Public Library.

Downloadable material will be uploaded to this section. Different kinds of materials can be found here:

Specific project dissemination material (like roll-up, posters, leaflets, etc.) can be found here in addition to those project outputs and deliverables with public dissemination level are also available.

Legislation related to the project topics. Official European and national legislation related to the sectors covered by the project is also available here.

Interesting papers and articles on hot topics related to the sectors covered by the project are available here. This also includes those produced specifically by the project partners in order to disseminate **SOCRATCES** as much as possible.

This is the page where the ongoing advance and progress will be shown during the entire project life time.

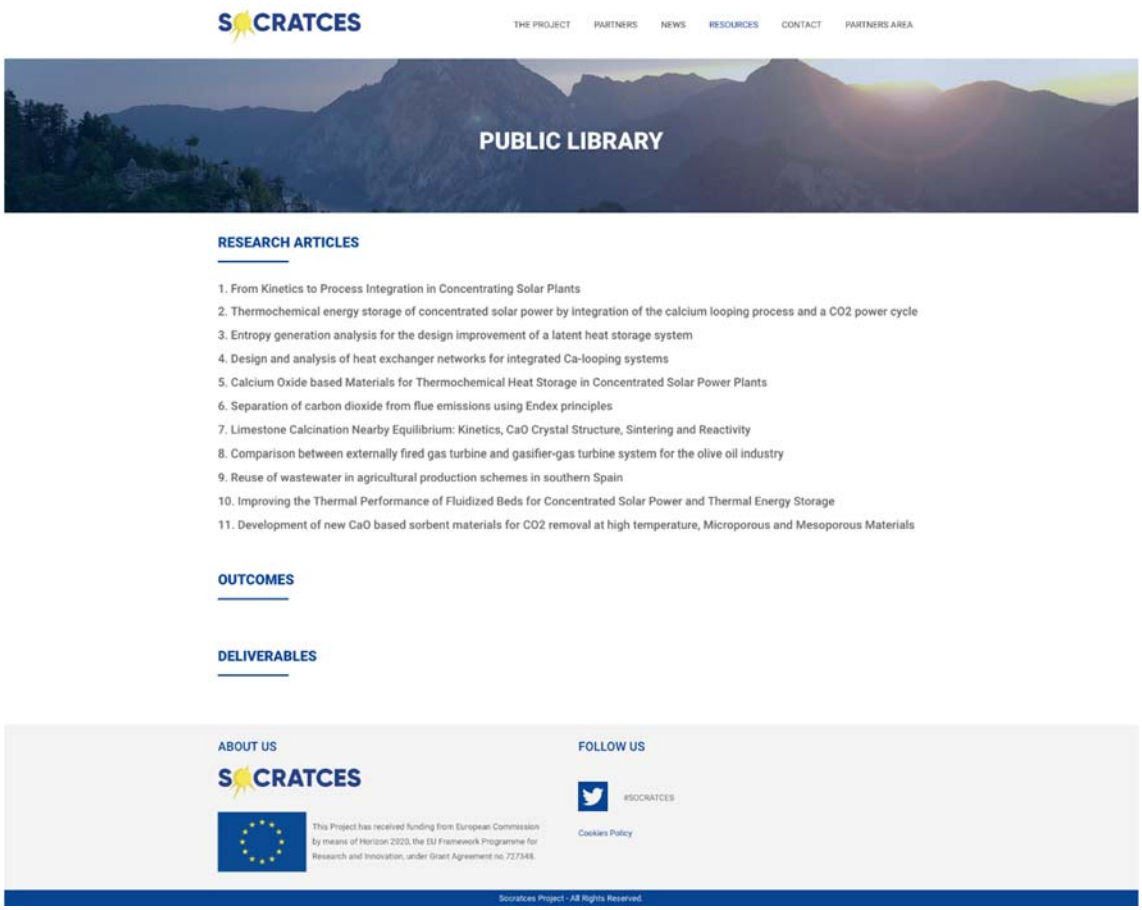

Figure 7: Screenshot PUBLIC LIBRARY section

7. CONTACT.

Website visitors can deep in project content or communicate anything they consider through this page using the contact information displayed on it.

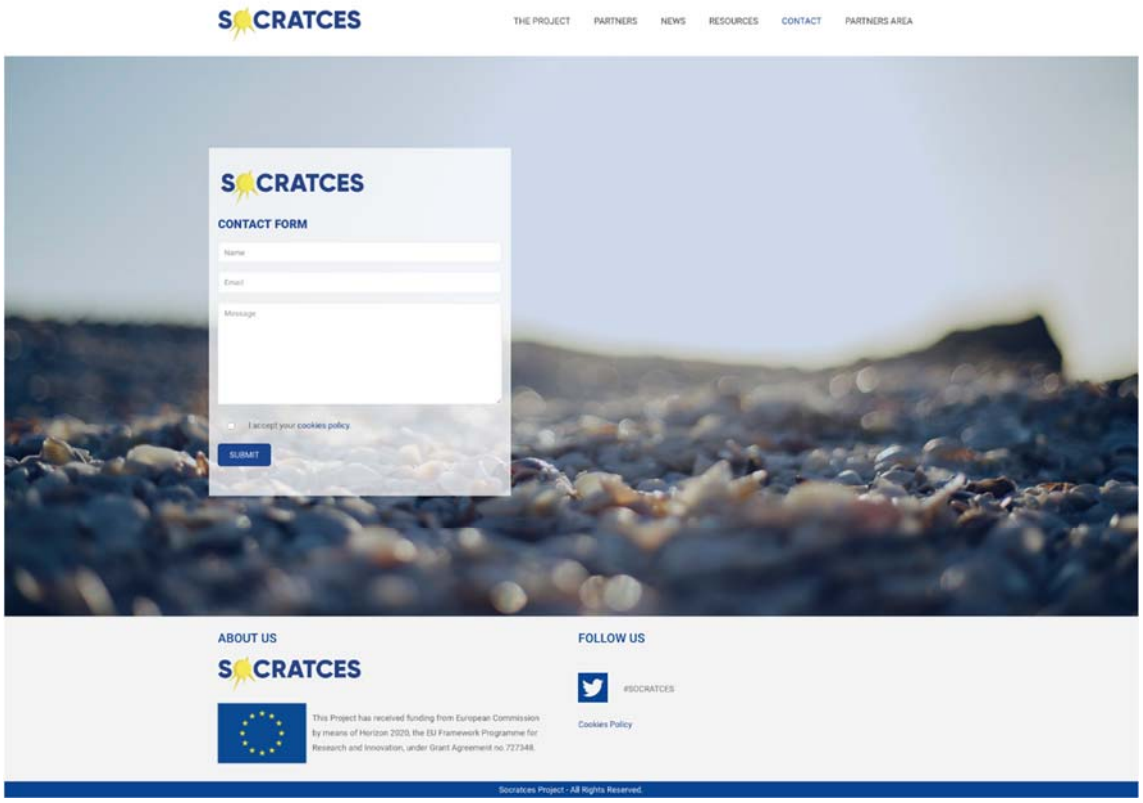

Figure 8: Screenshot CONTACT section

8. PARTNERS AREA.

SOCRATCES Intranet is an area accessible only by authorized users and it is designed to make easier the communication within the consortium. As a second objective of this platform, it is important to have a secure and private place to share information and documents among partners. The information include in this page is technical and administrative, and definite or can also be working versions of documents and deliverables, meeting minutes and all documents relevant to the project.

Intranet area is password protected. Every partner is allowed for registration in order to obtain login and password. After the registration, access to private materials has to be manually accepted by the Intranet administrator. Additionally, Intranet is secured by dedicated mechanisms, such as unique security encryption key, brute force login protection, unique IP access restrictions, and one-way password encryption.

The first level of the information structure included in this section is already defined. Work leaders will be soon required to suggest how to organise its area in order to develop the documentary file process in a consistent way and besides to reach thus a website space properly used.

9. CORPORATIVE IDENTITY.

This section states the SOCRATCES Project corporative identity.

Figure 9: SOCRATCES logo

Blue:

CMYK: 99 79 5 0

RGB: 24 68 146

WEB: #184492

Yellow:

CMYK: 10 6 90 0

RGB: 252 234 24

WEB: #fcea18

Typography: Gilroy ExtraBold

10. CONCLUSIONS.

Website is the main online tool to communicate information and disseminate results of the project. The website is the easiest way to ensure the visibility of the project for the European Union as well as target audiences, consortium, stakeholders and general public. The SOCRATCES website was designed as an interactive tool for public information and communication among partners and stakeholders. It can be continuously improved and update by coordinator since a content management tool has been used for its developnent.

This deliverable presents SOCRATCES website to the public and shows expectations for this platform. In Summary, the website role is to inform general public about SOCRATCES Project and its achievements, as well as to attract potential collaborators to the project. The success of our project depends strongly on efficient communication and coordination, and the Website is an essential tool to achieve this goal.

The European Union domain name socratces.eu has been registered for the site and is now open for visitors.