



TRIÈRÈS

TRIERES

Towards the development of a hydRogen valley demonstrating applications in an intEgRated EcoSystem in Greece

D6.2 Project Website

WP6 – Communication, dissemination, and public awareness

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BACKGROUND AND DISCLAIMER

Project Background

TRIERES project with the full title: “Towards the development of a hydRogen valley demonstrating applications in an intEgRated EcoSystem in Greece” was submitted in the call HORIZON-JTI-CLEANH2-2022-2, under the topic HORIZON-JTI-CLEANH2-2022-06-02 “Hydrogen Valleys (small-scale)”. The project receives support by the [Clean Hydrogen Partnership](#) and its members [Hydrogen Europe](#) and [Hydrogen Europe Research](#) through the Grant Agreement No. 101112056.

Objective of Deliverable

The present deliverable, titled: “D6.2 Deliverable Project Website” is the second deliverable of WP6.

Disclaimer

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Executive Summary

One of the main communication measures in the framework of the planned communication activities (WP6) of the TRIERES project, is the project website. In general, all planned communication measures within the TRIERES project will be further defined in Deliverable 6.1 (M6) in the dissemination & exploitation plan which will be published in the second half of 2023.

Since the project website is of significant importance in the early stages of the project, it's use for the promotion of the project's content, events, and results is defined in this report. This is to ensure that the public awareness of the project is raised, and scientific/industrial/social related achievements are properly communicated to the relevant target groups and audiences.

TABLE OF CONTENTS

Document Information	3
Document History.....	3
BACKGROUND AND DISCLAIMER	4
Executive Summary	5
LIST OF FIGURES	7
ABBREVIATIONS.....	8
1. Introduction.....	9
1 Colour Schemes	10
2 Main Menu & Accessibility Bar.....	10
3 Page Header	11
4 Page Footer.....	11
5 Pictures	11
6 Movies	12
7 Project Website Structure	12
7.1 Home	12
7.2 Project Information	14
7.3 Project Status.....	16
7.4 Reports	17
7.5 News & Events.....	18
7.6 Project Partners.....	20
7.7 Young Researcher Network.....	22
7.8 Related Hydrogen Valleys.....	23
8 Optimization for mobile devices	23
9 Conclusion	25

LIST OF FIGURES

Figure 1 Colour scheme for the TRIERES Homepage.....	10
Figure 2 Main Menu of the TRIERES Homepage	10
Figure 3 Accessibility bar of the TRIERES Homepage	10
Figure 4 Page Footer of the TRIERES Homepage.....	11
Figure 5 Page Footer of the TRIERES Homepage.....	11
Figure 6 “Home” page of the TRIERES Website, Section 1.....	12
Figure 7 “Home” page of the TRIERES Website, Section 2.....	13
Figure 8 “Home” page of the TRIERES Website, Section 3.....	13
Figure 9 “Home” page of the TRIERES Website, Section 4.....	14
Figure 10 “Home” page of the TRIERES Website, Section 5.....	14
Figure 11 “Project Information” page of the TRIERES Website, Header.....	15
Figure 12 “Project Information” page of the TRIERES Website, Section 1.....	15
Figure 13 “Project Status” page of the TRIERES Website, Header	16
Figure 14 “Project Status” page of the TRIERES Website, Section 1a	16
Figure 15 “Project Status” page of the TRIERES Website, Section 1b.....	17
Figure 16 “Project Status” page of the TRIERES Website, Section 2	17
Figure 17 “Reports” page of the TRIERES Website, Header	18
Figure 18 “News & Events” page of the TRIERES Website, Header	18
Figure 19 “News & Events” page of the TRIERES Website, Post blurbs	18
Figure 20 “News & Events” page of the TRIERES Website, Post content.....	19
Figure 21 “News & Events” page of the TRIERES Website, YouTube Channel.....	19
Figure 22 “News & Events” page of the TRIERES Website, Newsletter	20
Figure 23 “Project Partners” page of the TRIERES Website, Header	20
Figure 24 “Project Partners” page of the TRIERES Website, Section 1	20
Figure 25 “Project Partners” page of the TRIERES Website, Section 2	21
Figure 26 “Project Partners” page of the TRIERES Website, Section 2	21
Figure 27 “Project Partners” page of the TRIERES Website, Header	22
Figure 28 “Young Researcher Network” page of the TRIERES Website, Section 1	22
Figure 29 “Related Hydrogen Valleys” page of the TRIERES Website, Header	23
Figure 30 “Home” page of the TRIERES Website, mobile view	23
Figure 31 Page header of the TRIERES Website, mobile view.....	24
Figure 32 Page header of the TRIERES Website, mobile view.....	24

ABBREVIATIONS

Abbreviation	Explanation
TRIERES	Towards the development of a hydRogen valley demonstrating applications in an intEgRated EcoSystem in Greece
MOH	Motor Oil Hellas
FAQ	Frequently asked questions

1. Introduction

To raise the public visibility of the TRIERES project and to promote its content, events, and results, a project homepage as well as social media channels (Twitter, LinkedIn and YouTube) will be implemented. A significant online presence will ensure that the public awareness of the project is raised, and scientific/industrial/social related achievements are properly communicated to the relevant target groups and audiences.

This deliverable describes the structure of the project homepage as well as the content provided in all sub-pages.

1 Colour Schemes

Other than black and white, the colours that were used for the website were taken from the TRIERES official logo. Furthermore, one additional colour was added (brown, see Figure 1).



Figure 1 Colour scheme for the TRIERES Homepage

2 Main Menu & Accessibility Bar

The project logo as well as the navigation menu are located at the top of the page (see Figure 2). When scrolling down, the main menu follows along with the page, so accessibility is always guaranteed. This design is the same for all pages, subpages and posts.

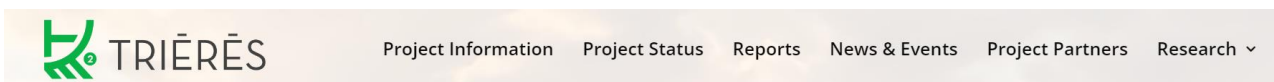


Figure 2 Main Menu of the TRIERES Homepage

To guarantee the best possible accessibility of the page, a bar containing a large number of accessibility tools such as “Increased Text”, “Grayscale”, “High Contrast”, etc. is available on the right side of each page just below the main menu (see Figure 3).

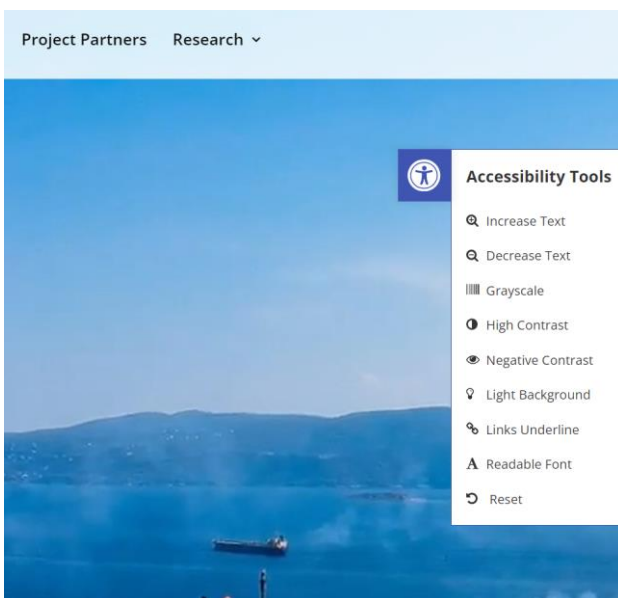


Figure 3 Accessibility bar of the TRIERES Homepage

3 Page Header

All Pages, with the exception of the “Home” page, present a similar “Header” section, which shows the name of the page as well as the accessibility bar. In the lower part of the Header, the logos of the Clean Hydrogen Partnership as well as the European Union are displayed (see Figure 4). By clicking on the logos, the user is redirected to their respective websites.



Figure 4 Page Footer of the TRIERES Homepage

4 Page Footer

All Pages present a similar “Footer” section, which shows the project logo as well as links to all social media channels (LinkedIn, Twitter, YouTube, etc.). Furthermore, links to important sections of the page (FAQ, Data Protection, Contact) are provided. In the lower part of the footer, reference to the website developers as well as the funding partners and general conditions are given (see Figure 5).

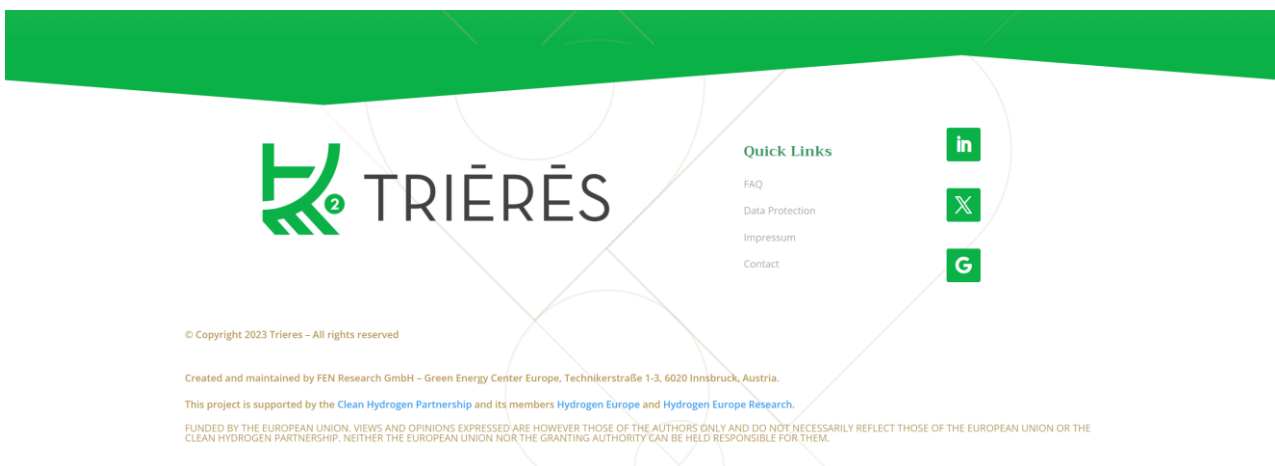


Figure 5 Page Footer of the TRIERES Homepage

5 Pictures

All pictures used for the website were either stock images with a royalty free license or were provided by the respective project partners.

6 Movies

All movies were made available by project partner MOH and relinked from the official YouTube project channel.

7 Project Website Structure

The TRIERES project website is designed in a modern layout, making the essential information regarding the project accessible to visitors as well as visually appealing. The main pages of the website are the following:

- Home
- Project Information
- Project Status
- Reports
- News & Events
- Project Partners
- Research
 - Related Hydrogen Valleys
 - Young Researcher Network

The layout of the TRIERES website is optimized for smartphones, tablets, and desktops. The content of each page is described in the following chapters and the related screenshots of the pages are presented.

7.1 Home

The purpose of the “Home” page is to create interest about the project and to animate the user to learn more about the TRIERES project. Therefore, information is kept in a simplified language, while images and movies are used to create interest (see Figure 6).

In the first section of the Main page, large, animated images of the project region, as well as the MOH refinery, around which the Greek hydrogen valley will be developed, are shown.

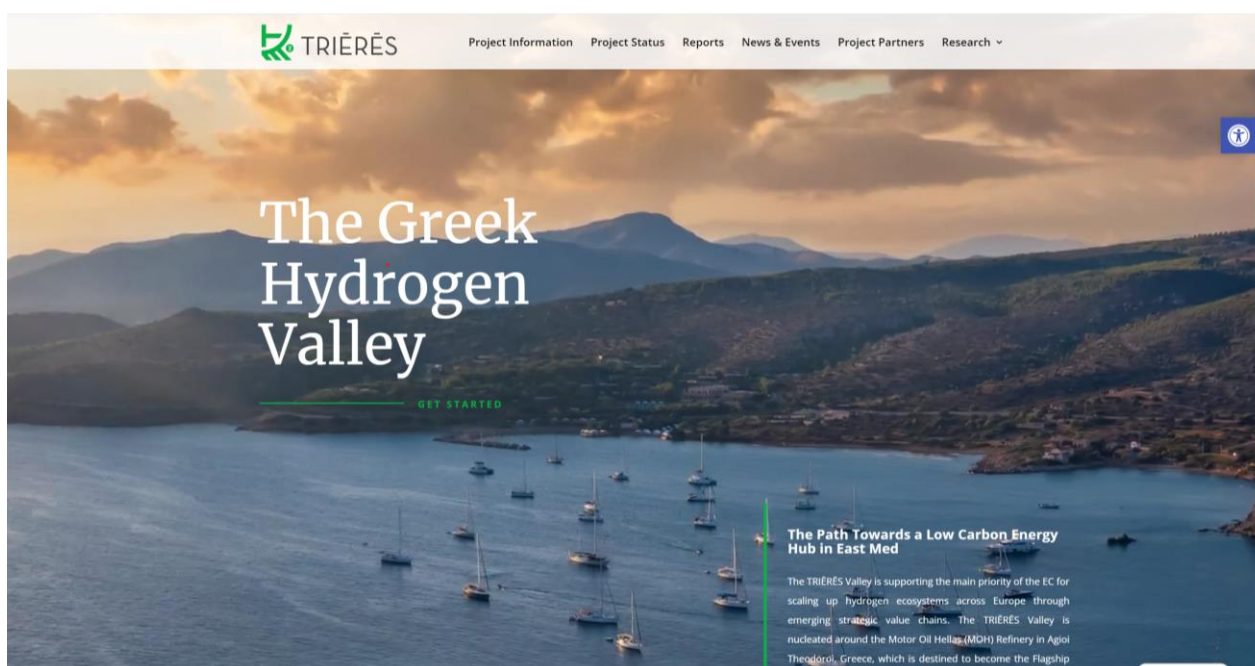


Figure 6 “Home” page of the TRIERES Website, Section 1

The main title of the page is “The Greek Hydrogen Valley”. This was approved by all the project partners. Some short information about the project is provided as well as a link to “Project Information”. In the next section general information about the project is given and key numbers are presented in some animations (see Figure 7).



Figure 7 “Home” page of the TRIERES Website, Section 2

Following this section, a YouTube video containing a short project overview and description will be embedded (see Figure 8). At the time of the redaction of this report, the video is yet to be produced, therefore a placeholder was placed on the site.



Figure 8 “Home” page of the TRIERES Website, Section 3

In section 4 reference toward the Clean Hydrogen Partnership as well as the European Union is given with their respective animated logos to acknowledge their support for the project implementation. By clicking on the logos, the user is relinked to their respective sites (see Figure 9).



Figure 9 “Home” page of the TRIERES Website, Section 4

At the bottom of the main page a very short overview over the objectives of the project is presented with three “bullet-point-style” paragraphs (see Figure 10).

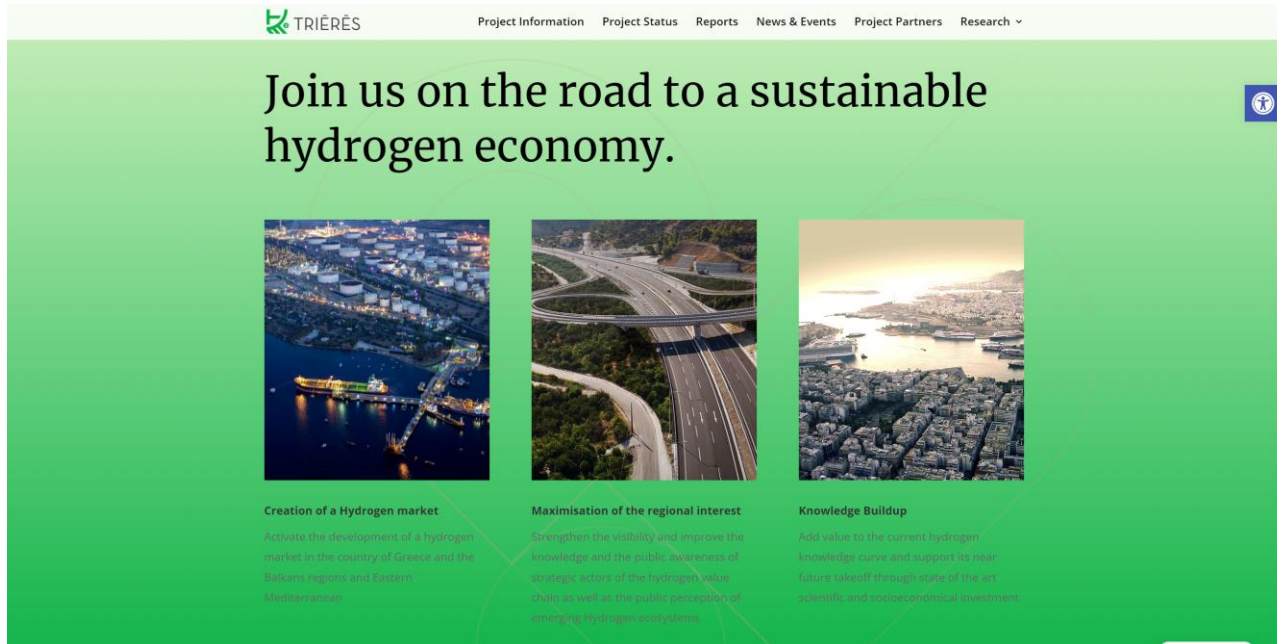


Figure 10 “Home” page of the TRIERES Website, Section 5

7.2 Project Information

The purpose of the “Project Information” page is to give detailed information about the TRIERES project and its goals and objectives (see Figure 11).



Figure 11 “Project Information” page of the TRIERES Website, Header

In the first section, a short introduction to the project is given as well as some images from the project site and the surrounding area (see Figure 12).



Figure 12 “Project Information” page of the TRIERES Website, Section 1

The rest of the “Project Information” page will be structured in the following sub-sections:

- **Project Motivation:** In the second section, the project motivation as well as the need for the Greek hydrogen valley are portrayed. The Information is given in the form of bullet points to reduce text and increase readability for the users.
- **Objectives and long-term goals:** In the third section, the objectives and long-term goals of the TRIERES project are listed. The information is given in the form of bullet points to reduce text and increase readability for the users.
- **Approach and Implementation:** In the fourth section, the approach and project plan are developed. The idea is here to give information about how the project will be implemented, the different projects sites, etc.
- **Benefits and interested parties:** In the fifth section, the benefits of the project as well as all interested parties such as energy companies, industrial companies, maritime industry, transport industry, public authorities, etc. are highlighted.
- **FAQ:** At the end of the “Project Information” page a FAQ is established giving answers to the most common questions in relation to Hydrogen projects.

7.3 Project Status

The “Project Status” page is designed to give detailed information about the current status and general timeline of TRIERES project (see Figure 13).

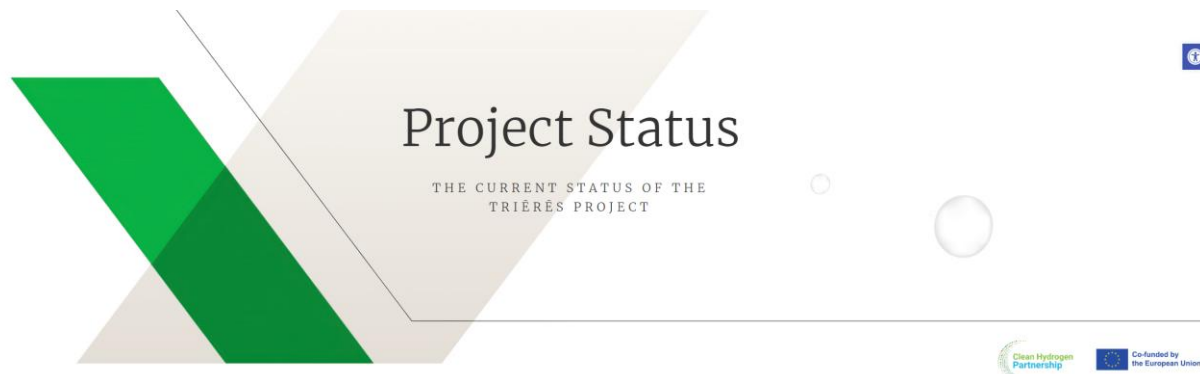


Figure 13 “Project Status” page of the TRIERES Website, Header

In the first section, a short status update of the project is given as well as a detailed list of all the work packages of the TRIERES project (see Figure 14). Information on the work packages is kept very short and is intended to give information in the form of bullet points (see Figure 15).

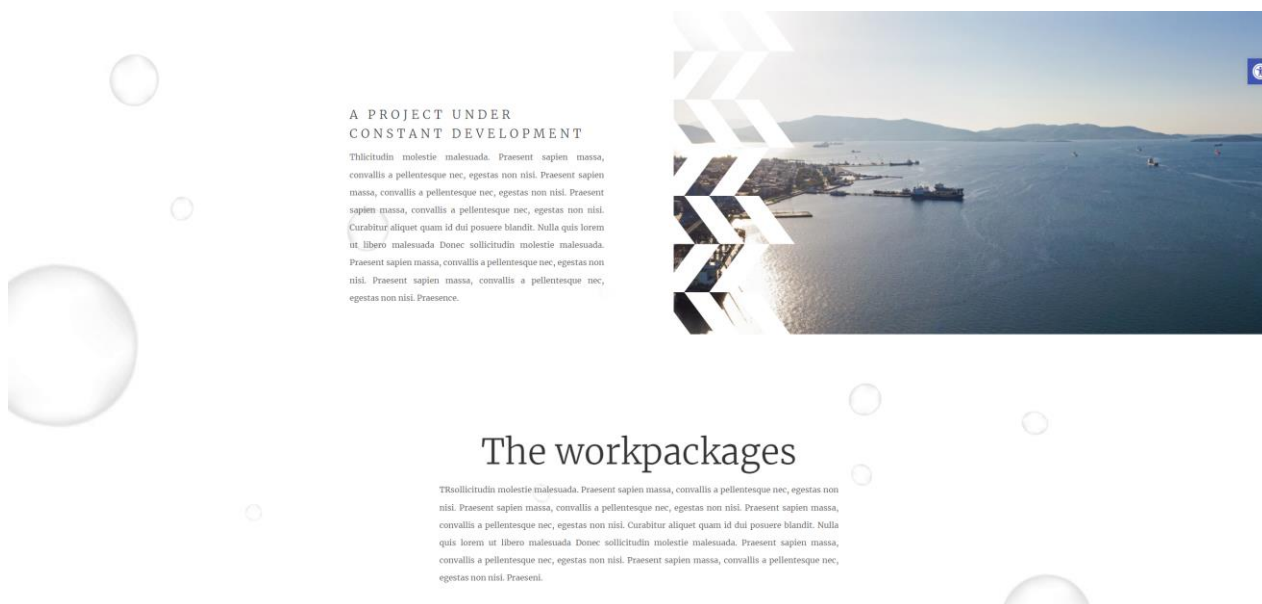


Figure 14 “Project Status” page of the TRIERES Website, Section 1a



Figure 15 “Project Status” page of the TRIERES Website, Section 1b

In the second part of the “Project Status” page an interactive project timeline will be implemented. In this timeline all relevant project milestones as well as important events will be displayed and automatically relinked with the corresponding posts on the “News & Events” page (see Figure 16).



Figure 16 “Project Status” page of the TRIERES Website, Section 2

7.4 Reports

On the “Reports” page all important public documents and deliverables of the TRIERES project will be made available for download (see Figure 17).



Figure 17 “Reports” page of the TRIERES Website, Header

In the first section, all project deliverables will be displayed as a blurb/image and by clicking on the respective document, they can be viewed and downloaded. In the second section an overview of all documents required in the project is given (Data protection plan, cookie policy, project dissemination plan, etc.).

7.5 News & Events

On the “News & Events” page all important events and news regarding the project are published in the form of posts (see Figure 18).



Figure 18 “News & Events” page of the TRIERES Website, Header

In the first section of the page, all posts are displayed as a grid of blurbs/images (see Figure 19). By clicking on the respective blurb/image, the post is opened, and the information is displayed in a new page (see Figure 20).

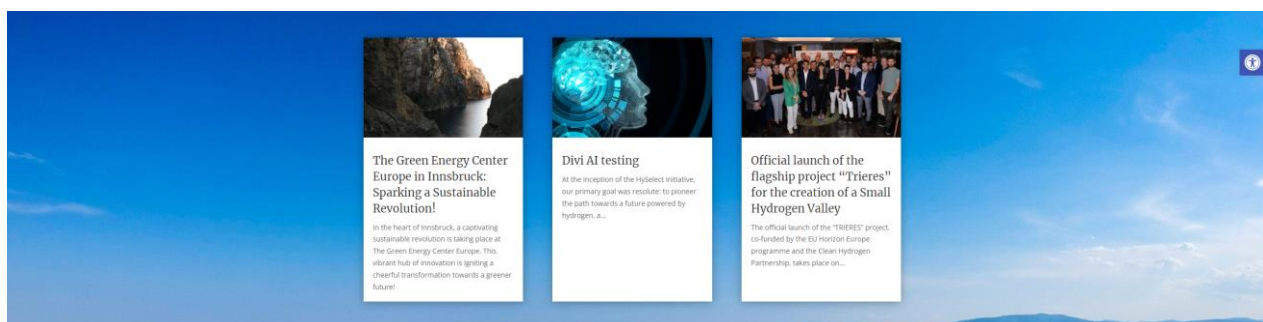


Figure 19 “News & Events” page of the TRIERES Website, Post blurbs

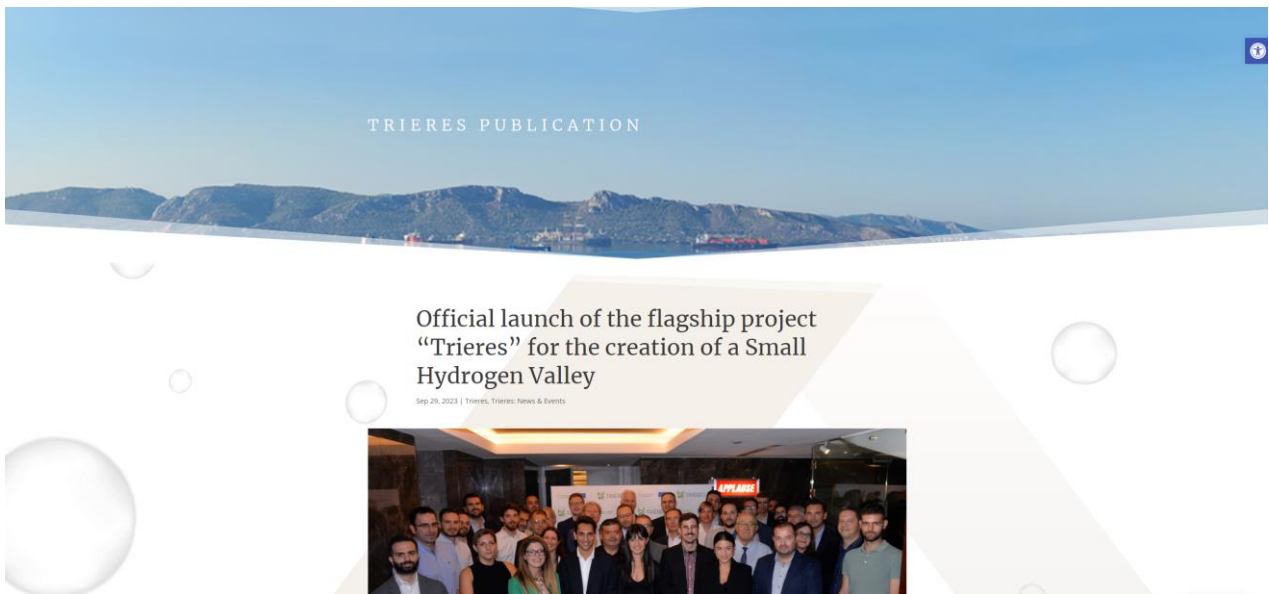


Figure 20 “News & Events” page of the TRIERES Website, Post content

In the second part of the page, the official TRIERES YouTube channel and all its videos are embedded (see Figure 21). This allows the user to gain current information in an engaging and exciting way.

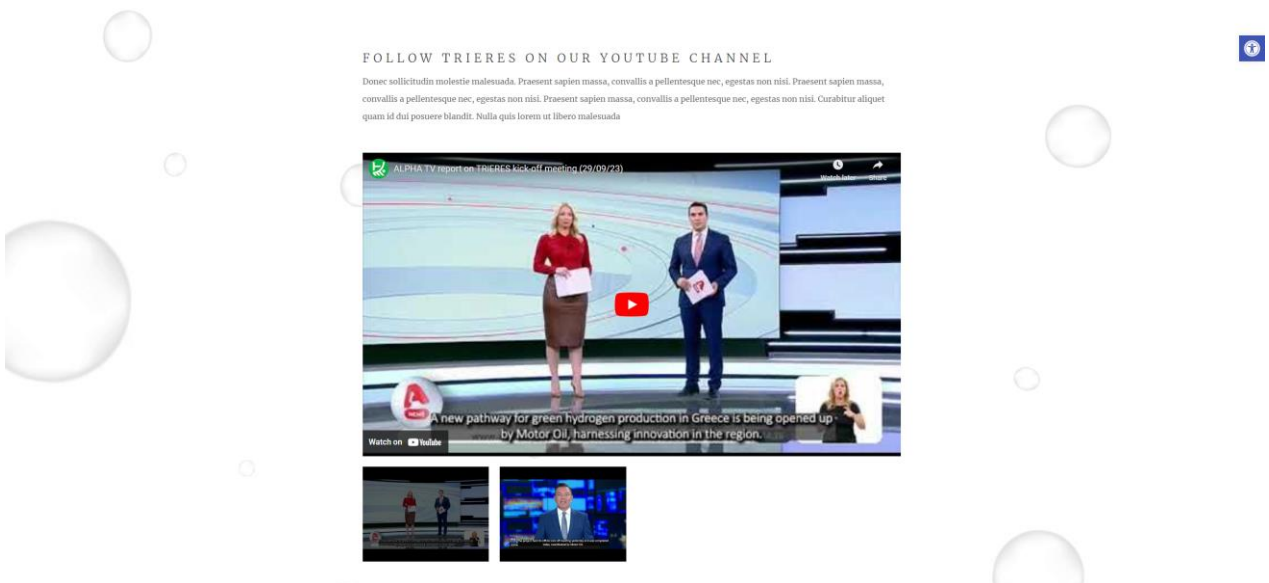


Figure 21 “News & Events” page of the TRIERES Website, YouTube Channel

At the bottom of the “News & Events” page a form for subscription to the TRIERES newsletter is placed (see Figure 22). Users can leave their contact details and subscribe in order to regularly obtain the TRIERES newsletter.

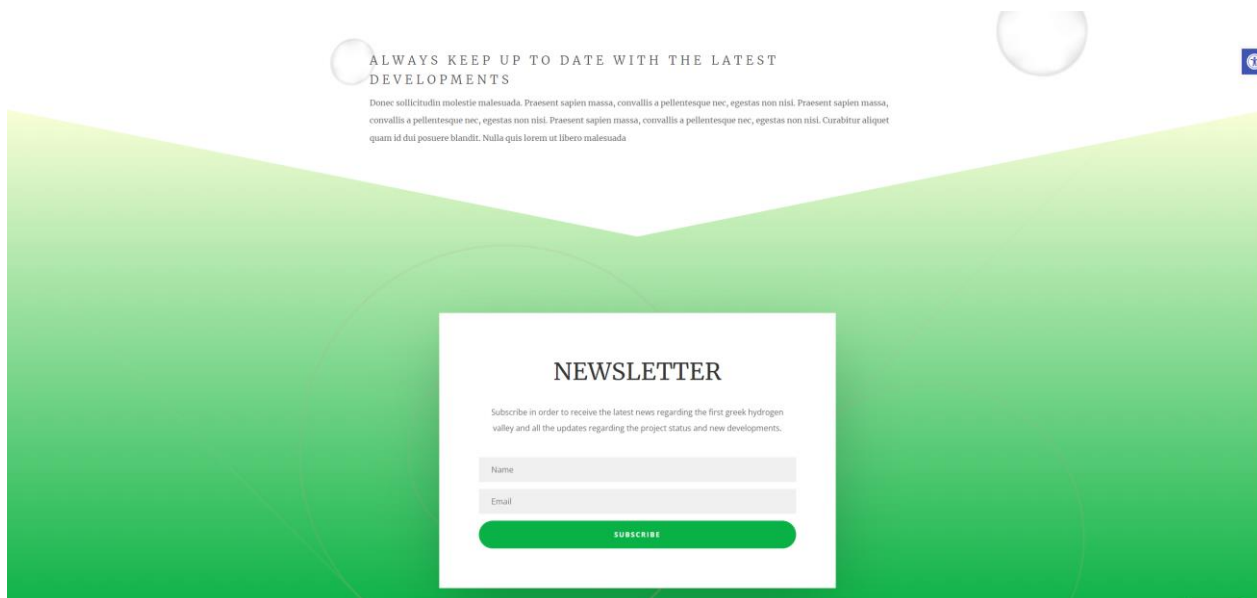


Figure 22 “News & Events” page of the TRIERES Website, Newsletter

7.6 Project Partners

The “Project Partners” page is used to give an overview over the stakeholders and the project consortium (see Figure 23).



Figure 23 “Project Partners” page of the TRIERES Website, Header

In the first section of the page, a photograph of all the project partners is shown (see Figure 24).



Figure 24 “Project Partners” page of the TRIERES Website, Section 1

In the following section of the page, an animated map highlighting all the project partners as well as their countries of provenance is shown (see Figure 25). The animation also shows all the logos of the project partners.



Figure 25 "Project Partners" page of the TRIERES Website, Section 2

In the lower half of the page, all the project partners are classified into five categories:

- Project Coordination
- Local and regional authorities
- Public & private companies
- Academic & research ins
- EU and third country institutions and companies

By clicking on one of the categories, a detailed list of the project partners in this category as well as a short summary of their activities and their contact information is shown in the window on the right (see Figure 26).



Figure 26 "Project Partners" page of the TRIERES Website, Section 2

7.7 Young Researcher Network

In the framework of the TRIERES project a “Young Researcher Network” is to be established by the academic & industrial project partners. It has been decided to include information about this network on the official TRIERES website (see Figure 27 and Figure 28).



Figure 27 “Project Partners” page of the TRIERES Website, Header

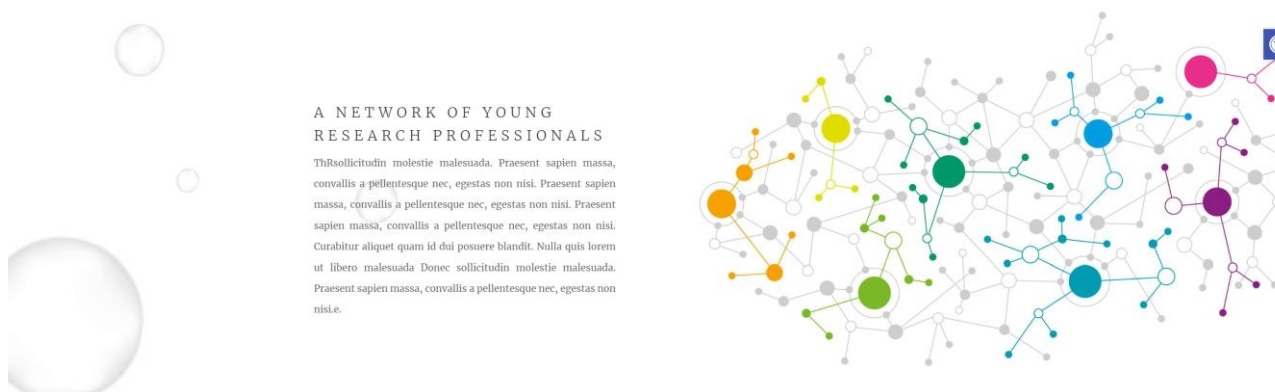


Figure 28 “Young Researcher Network” page of the TRIERES Website, Section 1

The “Young Researcher Network” page is currently still under development however it is planned to structure the page in the following way:

- Short introduction
- Goals and objectives
- Organizational committee
- Call to action to join the network
- Links to social media channels
- Newsletter

7.8 Related Hydrogen Valleys

As part of the TRIERES project a hydrogen valley observatory is to be established. It is planned to integrate this observatory into the official website (see Figure 29).

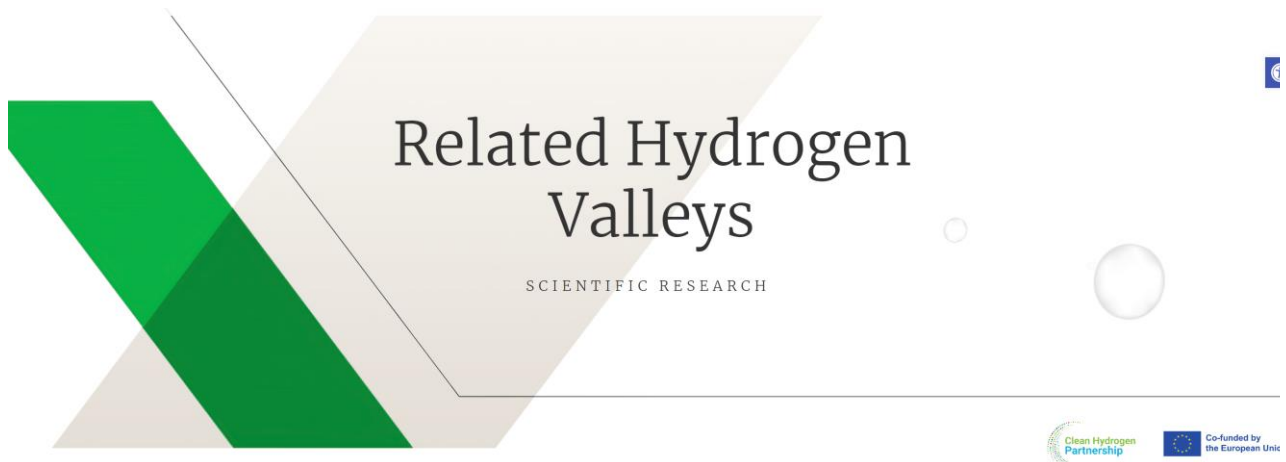


Figure 29 “Related Hydrogen Valleys” page of the TRIERES Website, Header

The “Related Hydrogen Valleys” page is currently still under development however it is planned to structure the page in the following way:

- Short introduction
- An animated map of Europe showing a selection of related hydrogen valleys.
- Some short information about the hydrogen valleys as well as links to their respective websites
- Integration of the “Hydrogen Valley Platform” database which is maintained by the “Clean Hydrogen Partnership” as well as “Mission Innovation”.

8 Optimization for mobile devices

All Pages will be optimized for display on mobile devices such as smartphones or tablets (see Figure 30, Figure 31 and Figure 32).

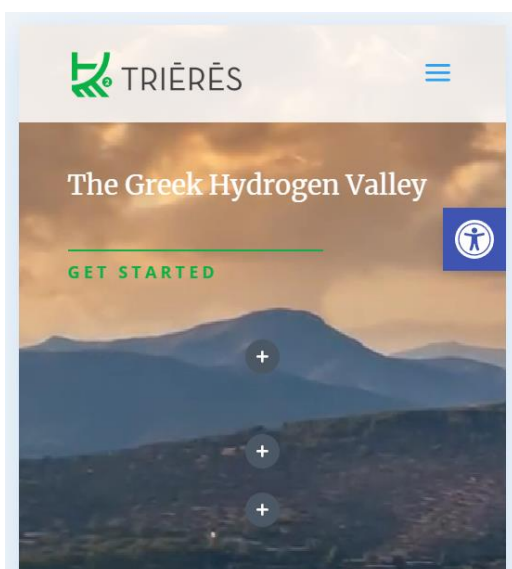


Figure 30 “Home” page of the TRIERES Website, mobile view

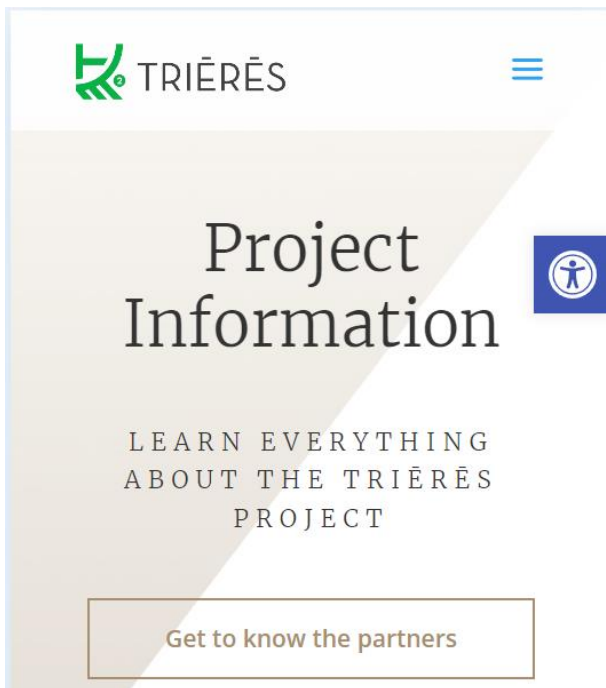


Figure 31 Page header of the TRIERES Website, mobile view

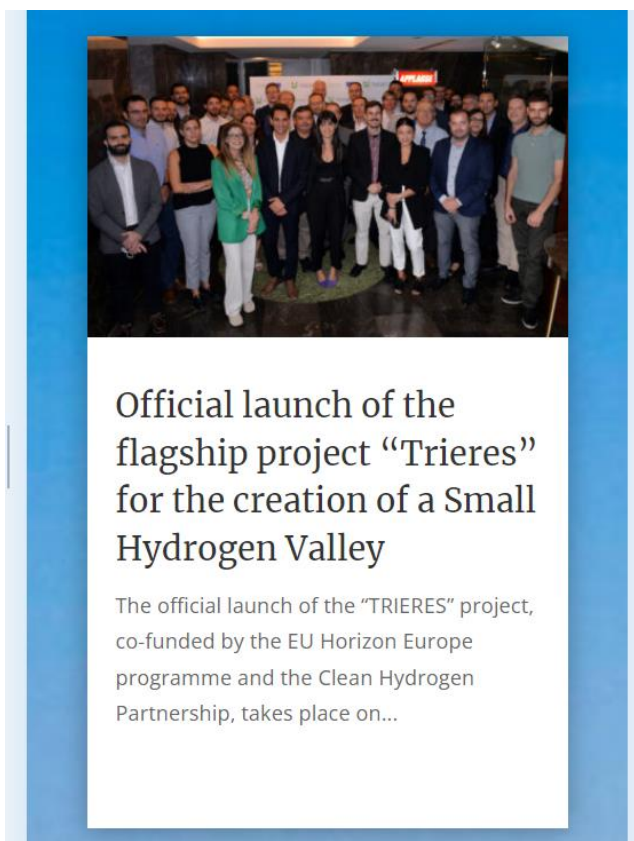


Figure 32 Page header of the TRIERES Website, mobile view

9 Conclusion

The TRIERES homepage is accessible via <https://www.trieres-h2.eu/> and has been optimized for smartphones, tablets, and desktops.

Some short information regarding the project objectives and goals is provided in “Home” also named the main page. This information respectively consists of:

- project and funding body logos
- short project description
- full title of the project
- short animated video showing pictures from the project sites.
- explanatory embedded YouTube video
- some key figures of the TRIERES project

Access to all social media accounts is made available in the footer of every page.

More detailed information about the TRIERES project is available on the “Project Information” page. The goals and objectives as well as the motivation for and the implementation of the project is shown there.

The timeline of all project events, results, and breakthroughs is shown in the “Project Status” page. This page further provides a brief description of all the work packages.

The “News & Events” page is regularly updated with posts related to important project meetings, workshops, webinars & seminars, conferences, and awards.

All published press releases, public reports, project reports, scientific publications and public deliverables will be made accessible on the “Reports” page.

The TRIERES project partners will be presented in the “Project Partners” section. The contact of the project coordinator will be further made available on this page.

Planned workshops with all the consortium partners will further aim to regularly update the homepage content. This will ensure that scientific/industrial/social related achievements are properly communicated to the relevant target groups and audiences and that public awareness of the project is raised.