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|  Project Number 700667 | Title Project website | Deliverable Number D6.1 |
| | | Version 1 |

H2020-JTI-FCH-2015-1 (RIA)

SOSLeM – Solid Oxide Stack Lean Manufacturing

Deliverable D6.1

Project website

WP 6 – Dissemination and exploitation

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Type: Other



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Revision History

| Author Name, Partner short name | Description | Date |
|------------------------------------|-------------------|------------|
| Julia Goetz, ACCEL | Draft deliverable | 12/05/2016 |
| Jan Van herle, EPFL | Revision 1 | 19/05/2016 |
| Julia Goetz, ACCEL | Final version | 20/05/2016 |

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Acronyms

| | |
|------------------|--|
| ACCEL | accelopment AG |
| Athena | Athena SpA |
| AVL | AVL List GmbH |
| EC | European Commission |
| EPFL | École Polytechnique Fédérale de Lausanne |
| EU | European Union |
| FCH | Fuel Cells and Hydrogen |
| GI | Greenlight Innovation GmbH |
| H2020 | Horizon 2020 |
| HTceramix | HTceramix SA |
| JTI | Joint Technology Initiative |
| SP | SOLIDpower SpA |
| WP | Work Package |

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Executive Summary

This deliverable consists of the SOSLeM project website. The website serves as the main source of information for stakeholders (outside the consortium) on objectives, progress and results of the project.

Need for the Deliverable

SOSLeM needs a flexible communication instrument to provide up-to-date, consistent and complete information to its stakeholders. A website is a much asked for instrument to satisfy this need.

Next steps

The website will be continuously updated and new sections will be added as the project progresses and first results become available.

Objectives of the Deliverable

With the help of this deliverable, we want to

- Increase awareness of SOSLeM
- Increase awareness of reducing costs and resource efficiency for the manufacturing of solid oxide fuel cell stacks
- Document our progress
- Inform about our planned activities
- Increase the project's impact

Outcomes

The SOSLeM website went online on 19th April 2016 under www.soslem.eu. It includes sections targeted at a lay audience (for example, a page explaining the current challenges in the industry and how the project will impact the FCH industry) and sections targeted at experts in the field (for example, which main domains SOSLeM will impact).

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1 Key facts

- The SOSLeM website address is www.soslem.eu
- ACCEL has registered the domain with [Europe registry](#).
- The website went online on 19th April 2016.
- ACCEL has created and maintains the website with [Weebly](#).

2 Objectives

The main objective of the SOSLeM website is to increase awareness of the SOSLeM project and the potential of reducing costs and resource efficiency for the manufacturing of solid oxide fuel cell stacks. It will be used as one of the main tools throughout the project to disseminate results and the progress of the project to the various stakeholders including the general public, i.e. non-experts in the field.

Throughout the first year of SOSLeM, the website will be used as a platform to inform visitors on the goals, principles, its potential impact and planned activities of the project.

Once first results are available, the website will inform stakeholders about what results were achieved and how these results will impact the further development of the project.

To keep the various SOSLeM stakeholders interested throughout the project and motivate them to get involved, opportunities for engagement and interaction can be created via the SOSLeM website. To make the website attractive and inviting, it will contain also audio-visual material, such as short videos, e.g. a short explainer video targeting FCH Industry.

3 Website structure

The website is structured as follows to support the above goals:



Figure 1: Navigation of SOSLeM Website

- **Home:** This is the landing page of the website. The information on the landing page has consciously been kept to a minimum in order to lead the stakeholder further into the website. With the use of icons as visual cues the website helps to navigate the visitor to the subpages that are of most interest to them.
- **Project:** There are currently three main sections within the project area; (1) Background – gives the stakeholder an insight as to what challenges there are in the industry and where the idea for the project came from, (2) Objectives – focuses on the main aims of the SOSLeM project and how their goals will impact the industry, (3) Workplan – which offers an overview of the SOSLeM WPs.
- **Partners:** The partners section offers an overview of all partners within the SOSLeM Consortium. For each partner a subpage has been created to offer general information about

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the organisation, their role within the SOSLeM project and an external link to their own website. Team members are also introduced in the partner subpage to offer a personal touch behind the project.

- **Downloads:** All relevant logos, images and further material can be downloaded as a source of information or for communication purposes in the downloads area.
- **News:** Whenever there is an update regarding the SOSLeM project, a short blog post will be published in this section. Teasers to this content are automatically displayed on the landing page. On average a new blog post will be created every 2-4 weeks. The events section will include any conferences and events which SOSLeM partners are participating in.

As the project progresses and yields first results, further menu points will be incrementally added to the website;

- **Results:** This will include a results area where scientific publications, posters and other material will be accessible.
- **Events:** where any conferences or events partners are participating in will be specified.

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4 Technical implementation

4.1 Weebly

The website has been created with the online website creating tool [Weebly](#). The tool works mostly via drag-and-drop, offers flexible and professional layouts and easy integration of interactive features like blogs and forms. By default, it also offers responsive designs, i.e. website layouts that adapt to different screen sizes. While Weebly offers only a limited amount of layout options, other companies like [webfire](#) sell templates that can be imported in Weebly.

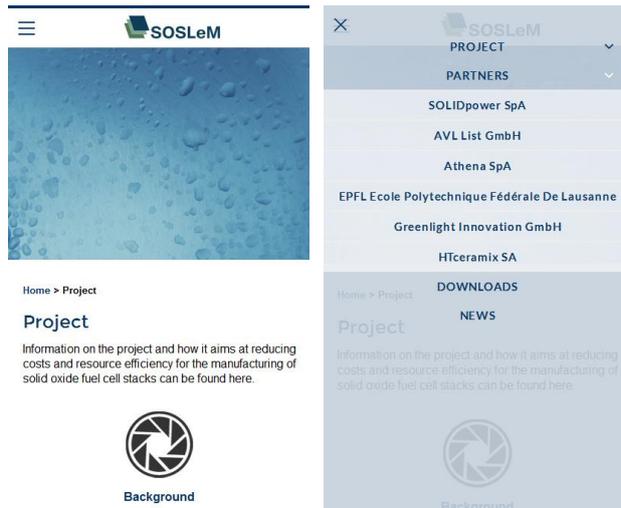


Figure 2: Responsive design – Website displayed on a small screen (tablet or smartphone), left image shows the website and the right image shows the navigation.

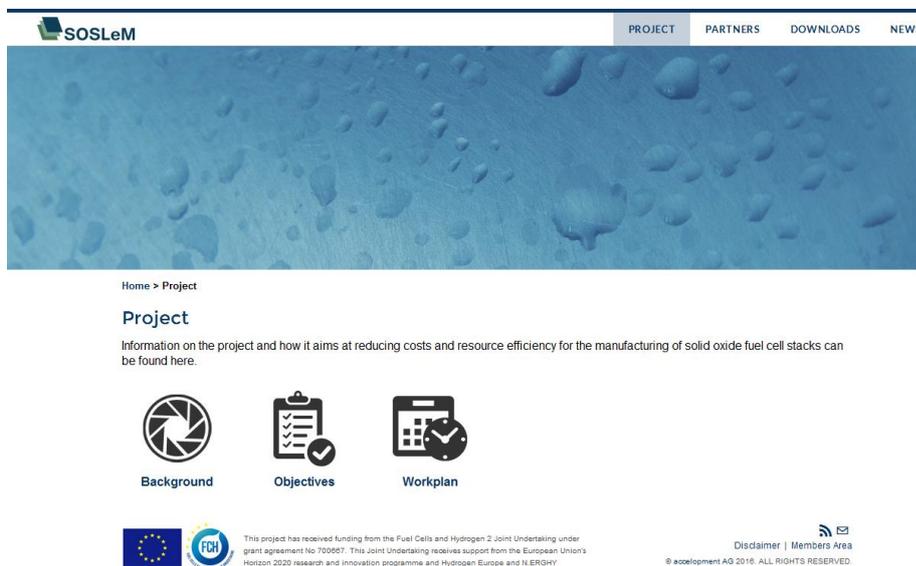


Figure 3: Responsive design – Website displayed on a larger (computer) screen.

4.2 Theme

The theme chosen for SOSLeM is called *Paris*. The theme has been adjusted by ACCEL to meet the project design guidelines and to increase readability. Links are displayed in the SOSLeM blue (R14 G62 B88), and text colour was set to black for the sake of readability.

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4.3 Graphics

To make the website more appealing, photos are used throughout the headers to illustrate the various pages.

The aim is to use different image material for the various subpages in order to give the website some movement and make it appear less static. Images used for the headers have either been bought via [istockphoto](#) or been provided by the partners.



Figure 4: Header image for [SOLIDpower spa page](#)

Icons were used for links to subpages in order to visualise their intended content.



Figure 5: Icons in use as links to subpages

4.4 News

For the News section, Weebly's blog module is used. Posts are ordered in reverse chronological order. As the number of posts grows, tags can be used to order them. The aim is to create news entries whenever relevant project information or interesting situations occur (conferences, new laws, meetings etc.). On average, a news article will be written approximately every month.

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5 Publication process

- ACCEL routinely reviews the website every 4 weeks in order to update it with, for example, new results, events or communication material.
- All SOSLeM partners are welcome to send information to ACCEL to be published on the website. ACCEL in collaboration with WP6 Leader EPFL will then decide whether and how to integrate this information on the website.
- Unless a piece of information is already public and not sensitive (for example, when a newspaper article on SOSLeM appears), ACCEL will send news entries or other website updates for approval to the project coordinator and any other partner(s) who have a stake in its content.

6 Outlook

The website can be complemented with videos, event calendars, slideshows and other multimedia features. As the project progresses and yields first results, such elements will be incrementally added to the website.