



EC Project 610829

**A Decarbonisation Platform for Citizen Empowerment and Translating  
Collective Awareness into Behavioural Change**

**D7.1: Project Website**

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## 1. Purpose and Intention of the Project Website

The DecarboNet project website ([www.decarbonet.eu](http://www.decarbonet.eu)) provides information on the project to a larger public. Therefore, it describes and promotes the project's objectives and activities on a higher level abstracted from both the administrative project structure and the technical details in the research work going on in the project. It is intended as a simple and highly accessible 'shop window' for the project.

As technical base we employ the WordPress publishing platform, which provides to option to integrate plug-ins, e.g. for including or referencing external public Web resources or community features.

## 2. Content Structure

The content of the website is structured based on an easy-to-understand schema, which in parallel serves as primary navigation hierarchy. The top level navigation points are: "Project Overview" (Home), "Objectives", "News", "Links" and "Consortium". Other sections such as "Publications" (see below) will be added throughout the lifetime of the project once additional content becomes available.



Figure 1. Screenshot of the DecarboNet Web Site

## **2.1. Project Overview (Home)**

The navigation point “Home” refers to the landing page and is equivalent to the entry point when coming to the website. This first page will give a very brief description of what the website is about.

The navigation point Home is a standard interaction method and helps users to easily navigate the website, as they can always and easily get back to the landing page.

## **2.2. Objectives**

The category provides a description of the project objectives. Mainly, the description here will focus on the setting, the objectives and the intended impact of the project.

The intention of this section is to provide a quick overview for people interested in the DecarboNet project. Under this point they could find information on the topics DecarboNet is dealing with. A few simple examples might serve to explain how the work done in DecarboNet reflects to concrete real world scenarios of risks and opportunities in online communities.

## **2.3. News**

Under the section News all of the partners will report on news, activities and on-going work related to or of interest for the project. The main idea for the news section is that all partners can contribute frequently to the contents of the web site. While announcements can be made at any time, the consortium aims to have at least a monthly update from one of the partners, or the project as a whole. This keeps the website alive and fosters the generation of fresh contents on a frequent basis.

News items comprise accepted publications of papers at relevant conferences or journals, the availability of a live demonstrator or the release of a report or a prototype. While some of these items will appear also at other places of the website, the news section can be exploited to promote this kind of news and increase visibility. Additionally, interesting progressions, thoughts, ideas, considerations or other relevant high-level articles can be referenced in this section.

In particular, conferences and workshops on which DecarboNet results are presented will be included. This permits interested people to obtain an insight into the on-going work by direct contact and meeting people at a conference. Also conference and workshops organized by partners and in the fields of interest of DecarboNet will be announced here.

Likewise all partners will – due to the course of on-going work – monitor the developments in relevant areas. Also discoveries outside the DecarboNet consortium can be published if they are of interest for the community. A typical occasion for feedback from outside of the project can be an attendance to a conference or a workshop, where the latest findings in relevant fields are discussed and stimulate new ideas.

## **2.4. Consortium**

Further information on the composition of the consortium will extend the project description with a focus on the institutions, enterprises and people involved in DecarboNet. The purpose of this section is to introduce the consortium in more detail and underline the expertise flowing into the work.

A brief overview introduces the involved academic institutions and enterprises, including the specific background of individual partners and their contributions to the project. Links to the involved partner investigators (PIs) including their contact details allow interaction with the project consortium.

## **2.5. Publications**

In order to connect to the research community, this (future) section will list and reference scientific publications at conferences or relevant journals. Bibliographic information will be hosted at the partners' platforms and be made available as pre-prints through e-Prints or similar self-hosted services. This renders the scientific results visible to a wider group in academia and can attract interest from and interaction with the research community.

## **2.6. Links**

The link collection provides an overview of relevant references to third-party Web sites and documents – e.g., related projects, user groups, articles, relevant EC sites or software components of interest in the context of DecarboNet. The list will constantly be updated and extended throughout the course of the project.

## **2.7. Community Integration**

By integrating content from social media we automatically connect the DecarboNet project to online communities. As soon as the Twitter account (@decarbonet) will be used actively, we will integrate Twitter messages related to the project. People involved in the project will use a particular hashtag (#decarbonet) to mark tweets associated with the work on the project. Establishing such a tag in the vocabulary of twitter users will support the introduction of DecarboNet as a topic in online communities.

# **3. Technical Implementation**

In order to enable a comfortable management of contents and an easy access for partners to contribute to the contents, it is necessary to establish the website on a modern technological grounding. Web content management systems (CMS) are dedicated tools to achieve this goals and the DecarboNet website is employing such a system (WordPress; see below), extended by a few plugins to realize particular features and content syndication.

## **3.1. Technical Infrastructure**

The DecarboNet website is hosted on a virtual server, which has the advantage to make better use of hardware resources and supports flexible transition between physical servers. This allows for providing a better uptime

of the server as it is less depended on concrete hardware. A fixed IP address is assigned to the virtual machine and the domain name decarbonet.eu is registered to resolve to this IP address. The domain name, the virtual machine and all the published content will be available throughout the project and will remain online for at least two years after the end of the DecarboNet project.

### 3.2. Content Management System

We employ the WordPress Publishing Platform. There are several reasons for using WordPress in the context of DecarboNet:

- WordPress is an actively developed, well documented, professional open source CMS. It can be extended by plugins, which are actively supported by a WordPress community of developers.
- WordPress comes with a flexible template mechanism that permits to personalize the appearance of the website.
- Authors can easily and comfortably add, edit and review contents within WordPress. WordPress supports user roles, access restrictions and an editorial review process for publishing contents.
- WU and MOD have in-house expertise with WordPress, as several other project websites are based on WordPress.

### 3.3. Installed Plugins

In order to protect the website from spam, security exploits and to provide the required integration to Social Media, the website uses the following plugins:

- **Wordfence Security** ([www.wordfence.com](http://www.wordfence.com)). Anti-virus and firewall security plugin.
- **RSS Multi Importer** ([www.allenweiss.com/wp\\_plugin](http://www.allenweiss.com/wp_plugin)). Importing and merging multiple feeds. This allows to automatically integrating related links and publications to the website.
- **Twitget** ([wpplugz.is-leet.com](http://wpplugz.is-leet.com)). Widget to show recent tweets.

## Version history

Version	Date	Author	Comments
0.1	18/12/2013	Heinz-Peter Lang	Initial version
0.2	22/12/2013	Arno Scharl	Minor updates
0.3	29/12/2013	Heinz-Peter Lang	Minor updates, added plugin descriptions
0.4	29/12/2013	Arno Scharl	Review and minor edits

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