DELTA

Project Acronym:	**DELTA**
Project Full Title:	**Future tamper-proof Demand rEsponse framework through seLf-configured, self-opTimized and collAborative virtual distributed energy nodes**
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DELIVERABLE D8.1
DELTA Branding, Website and Social Media Channels

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Executive Summary

This deliverable, outlined as **Deliverable 8.1 DELTA Branding, Website and Social Media Channels** in the Description of Action (DoA), provides evidence of advances towards the achievement of project objectives by defining the strategy of development and implementation of a consistent brand for DELTA. This document sets out the initial plan and actions for the communication and dissemination of the project at this early stage.

From CARR's extensive experience in this area a basic methodology which can be applied to "a brand" is the array of perceptions and associations that the subject of the branding provokes in others. It is rarely left to chance and is mostly a carefully crafted and systematically implemented series of messages and actions that invest meaning into the product/service/concept's name and identity. This is achieved in two phases - the first being definition and agreement, the second being the implementation plan to achieve the targets defined. This document will describe the development of the DELTA brand strategy, from defining the terminology behind each element to presenting, as an Annex, the first Brand Guidelines for DELTA. The document is intended to be a reference point for all project partners, reviewers and advisors. Its outcomes will influence several other project actions and deliverables, in addition to both shaping and influencing further deliverables.

The primary dissemination objective of the DELTA project is to ensure that all results and project outputs are made available to key stakeholders. The DELTA approach to dissemination will be inclusive and participatory, leveraging the expertise of the partners and encouraging discussion with stakeholders and related projects. The project partners will be involved in the dissemination activities from the planning stage through to implementation. As DELTA is a project that places key stakeholders at its centre, the engagement of a range of key stakeholders is essential for the project to be successful. Well planned and executed dissemination efforts will therefore be crucial to ensure that targeted stakeholders become engaged with the DELTA project.

Digital and social channels will have a central role to play in the DELTA dissemination strategy, as they provide extensive opportunities for DELTA to inform, engage and promote take-up of the DELTA results, all the while building and strengthening relationships with target audiences. Key performance indicators – numerical targets that facilitate the measuring of how well the project achieves its communication and dissemination goals – have been laid out in the DoA for the website and selected social media channels. As the project develops, a detailed time plan for dissemination activities using these channels will be developed to ensure strategic and effective actions throughout the project and beyond. This time plan will be developed in line with existing communication calendars for social media.

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List of Acronyms and Abbreviations

Term	Description
API	Application Programming Interface
CMS	Content Management System
DoA	Description of Action
DELTA	Future tamper-proof **D**emand r**E**sponse framework through se**L**f-configured, self-op**T**imized and coll**A**borative virtual distributed energy nodes
DR	Demand Response
EC	European Commission
GDPR	General Data Protection Regulation
PHP	Hypertext Preprocessor
SQL	Structured Query Language

UI	User Interface
UX	User Experience
WP	Work Package

1. Introduction

1.1 Scope and Objectives of the Deliverable

This report outlines the output of **D8.1** – *DELTA branding, website and social media channels* and consequently it will describe the establishment of the DELTA Brand as well as the creation and initial conduct of the overall web and social media presence of the DELTA project. This document is the first deliverable within Work Package 8 (WP8) Dissemination, Communication and Exploitation activities. DELTA is a Horizon 2020 funded research project aiming to unleash the demand response (DR) potential in small and medium-sized electricity prosumers in Europe.

This document will outline the strategy to create and establish the DELTA brand and, later, what it will mean when a key targeted stakeholder for the project hears the brand name DELTA.

1.2 Structure of the Deliverable

The purpose of this deliverable is to describe the development of the DELTA brand strategy, which will underpin the implementation of the DELTA brand throughout the project's lifecycle. Brand positioning, values, benefits, visual identity and brand story will be laid out, which will act as the foundation of the perception and associations we craft for the DELTA brand.

Secondly, the development of the DELTA website will be outlined, summarising the work completed to date and the initial structure and content of the site at launch. The development of the site in line with progress in the DELTA project will also be covered. The DELTA project website will serve as a central focal point for communication and dissemination activities, presenting information in a visually attractive and engaging manner.

- It is designed to be easy to navigate and be a definitive and comprehensive source of information regarding DELTA
- Content will be relevant to multiple stakeholder groups, providing updates on the progress of the project
- A newsletter registration function will be included to actively engage with stakeholders
- The website framework is designed to be flexible and agile in its structure, allowing for evolution and expansion throughout the project lifecycle and beyond.

Lastly, this document will cover the initial social media activities related to the project, as well as future plans for growing the online presence of DELTA. Finally, this deliverable will identify effective ways to use different social media platforms to enhance communication and dissemination efforts and to increase engagement with the target audiences for the DELTA project. Social media platforms involve a range of technological tools and social interaction. They often combine a variety of formats, such as text, photos and audio-visual content. The DELTA project will use social media in ways that are consistent with published European Commission (EC) social media guidelines[1].

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[1] H2020 Programme Guidance - Social media guide for EU funded R&I projects - Version 1.0 (6 April 2018.)

1.3 Relation to Other Tasks and Deliverables

The DELTA brand, website and social media presence will have a major influence on several associated deliverables within DELTA, and these are listed below in Table 1.

Table 1. Relationship to Other Deliverables

Deliverable	Title	Lead	Document Type
D8.3	Dissemination and Stakeholder Engagement Plan	CARR	Confidential Report – M6
D8.4	Report on Dissemination and Communications Activities	CARR	Public Report – M12, M24, M36
D8.5	DELTA Exploitation Plan	CARR	Public Report – M24, M36

1.4 Authorship

C.C.I.C.C. Limited (CARR), the author of this deliverable, is the partner responsible for leading WP8 in the DELTA project and thus CARR will take the lead on the communication and dissemination activities in the project. CARR aims to ensure that the communications objectives set out in the WP8 description of the DoA are met. The main objectives include the design and development of a DELTA dissemination and communication strategy as well as the delivery of high impact dissemination activities. This entails influencing the attitudes and behaviours of key stakeholders towards the objectives of the DELTA project and generating a significant stakeholder interest and engagement with the results and outputs of the project.

At the end of M6 in the DELTA project, **D8.3** - *Dissemination & Stakeholder Engagement Strategy* - will be delivered and this output will include the delivery of a comprehensive dissemination and stakeholder engagement plan. The plan will describe the strategy, activities and tools that will be used to achieve the project's objectives for dissemination and engagement.

1.5 Intended Readership

This deliverable is intended for use internally in the project as well as externally. The intended readership of this deliverable comprises the European Commission, the DELTA Project Officer, the members of the DELTA consortium, members of other H2020 funded projects as well as the public.

The broader intended readership across the scope of this deliverable, the website and social media channels, covers a wide variety of audiences and an understanding of the spaces these audiences occupy will influence DELTA's communication and dissemination activities throughout the project. These audiences include the following, but may expand as the project develops:

- aggregators
- small and medium scale consumers, producers and prosumers

- regulatory bodies
- energy market operators
- researchers
- blockchain experts

2. **DELTA Brand Strategy**

The DELTA brand strategy will have an influence on all dissemination and communication activities as it underpins all aspects of the DELTA brand and transmits the DELTA brand values and essence.

This deliverable **D8.1** provides evidence of advances towards the achievement of project objectives by defining the strategy of development and implementation of a consistent brand for the DELTA project.

2.1 What is a 'Brand'?

A basic definition of "a brand" is the array of perceptions and associations that the subject of the branding provokes in others. It is rarely left to chance and is mostly a carefully crafted and systematically implemented series of messages and actions that invest meaning into the product/service/concept's name and identity. This is achieved in two phases - the first being definition and agreement, the second being the implementation plan to achieve the targets defined.

This document will describe the development of the DELTA brand strategy from defining each key element of the Brand to including, as an Annex, the first complete booklet of Brand Guidelines for DELTA. The document is intended to be a reference point for all project partners, reviewers and advisors. Its outcomes will have influence upon many other project actions and WP8 deliverables.

2.2 Brand Vision

The Brand Vision is the key to determining if implementation of the Brand Strategy is successful. This should outline the scale of ambition and challenge for the Brand. It should be inspiring and motivating and should provide stimulus for achieving stretch and outputs. It describes the goal for the project and makes it clear what the 'finish line' looks like.

The DELTA project is being implemented at a time when the energy landscape is on the verge of a radical transformation. This seismic level change is being driven by a number of significant forces including:

- the necessity for carbon emissions reduction
- the evolution of cutting edge Smart Grid technologies
- the rapid introduction of novel demand-oriented electricity market design approaches
- the implementation of ambitious energy targets from the EU including a reduction of greenhouse gas emissions by 40% by 2030 as well as achieving a 27% output share for renewables by 2030[2]
- the long-term commitments and contributions to the Paris Agreement

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[2] https://ec.europa.eu/energy/en/topics/energy-strategy-and-energy-union/2030-energy-strategy

Against this demanding backdrop, Europe must also be able to deal with a huge variability in peak load electricity demand, largely due to changes in weather conditions. This unpredictability of demand is one of the main barriers for accelerating a more sustainable future for Europe.

Electricity System Operators are forced to have a capacity much higher than what is actually required so they can respond effectively when peak load spikes occur. The new DELTA Framework will deliver a breakthrough concept in innovative DR solutions that can unleash the demand response potential of small and medium 'prosumers' (professional consumers) of electricity in Europe as well as supporting household consumers. DELTA will address the gaps in current demand-response schemes through several cutting-edge technologies.

Once implemented, the DELTA Framework will ensure greater flexibility in response to peak demands for electricity and it will increase the use of renewable power sources. As well as delivering environmental benefits, DELTA will ensure that electricity supply is more secure, reliable, competitive and of higher quality.

2.3 Brand Promise/Tagline

The Brand Promise is telling your stakeholders what you promise you will do for them. It is usually expressed as a "tagline". Ideally it is short and easy to remember.

In most commercial product/service contexts, the definition above is valid, as the relationship (the transaction, if you will) is from one party directed towards another. Therefore, one party can make promises, whether binding or not, to the other.

In the case of DELTA, however, the fundamental relationship is different. The tagline is a point of common ground shared by the participating member organisations and, in turn, with stakeholder groups. Its nature is less that of a promise being made to disparate parties within a transactional relationship and more of a grounding, focused definition of the shared aim of the project and, ultimately, its stakeholders.

The project tagline reads as follows:

Figure 1. The DELTA tagline appearing as a descriptive qualifier to the project logo

This tagline is the project's "elevator pitch" designed to quickly communicate the key characteristics of the brand essence – in this instance the aim ("empowering"), the primary audience ("energy prosumers") and the means of achieving the aim for the audience ("through intelligent demand response")

The tagline is not intended to communicate everything about the project. It is, rather, a single structured phrase designed to capture its essence, while remaining short and clear enough to be easily comprehended and to communicate a sense of the project's context.

2.4 Brand Core Values and Attributes

The Brand Values are the non-negotiable core beliefs that are vital to the realisation of the brand. To ensure the brand is delivered in a consistent way these values must be aligned to the Brand Vision and they must underpin every action and deliverable within the project.

Brand Attributes describe a brand's key characteristics. Brand Attributes are features that highlight the physical and personality aspects of the brand. A strong brand must be:

- Relevant – A brand must meet people's expectations and should perform the way they want it to.
- Consistent - A consistent brand signifies what the brand stands for and builds stakeholders' trust in the brand.
- Sustainable - A strong brand is sustainable and drives innovation and success.
- Credible - A strong brand should do what it promises.
- Inspirational - A strong brand should motivate positive action and engagement
- Unique - A strong brand should be different and unique.
- Appealing - A strong brand should attract stakeholders to engage with the brand.

To establish the Brand Core Values and Attributes, the DELTA brand team reviewed all written materials in relation to the DELTA project, for example the DoA and material gathered from the project kickoff meeting, as well as polling all DELTA project partners to establish what the DELTA project means to them.

As a result, the DELTA brand team have identified the following Core Values and Attributes:
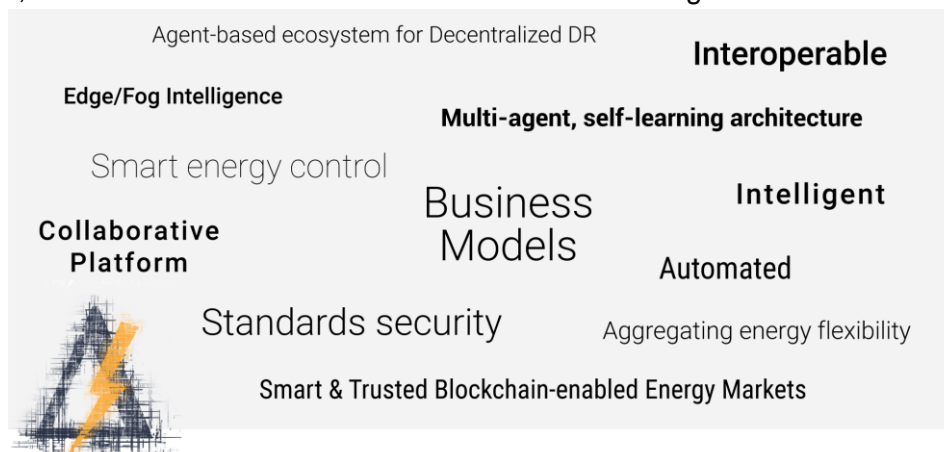

Figure 2. The DELTA project core values and attributes

It is important to note that given these values and attributes were formulated at such an early stage of the project, they can be considered as dynamic and a living element to the overall brand strategy. That is to say that as the project grows and progresses, values and attributes may develop as well. Tracking these developments will be important in realising the execution of the DELTA brand.

2.5 Brand Execution and Identity

The Brand Execution is how you plan to deliver on the Brand Strategy you have developed. It is the action plan that will ensure the Brand Vision is realised. The Brand Identity includes both the planned visual identity for the brand —logo, colours, and typography – and the voice identity—which includes tagline, tone, and communication styles.

A Brand Guidelines document (Guide to Communicating our Brand) has been prepared to provide a framework of parameters for communicating the DELTA brand in order to achieve consistency in our external presentation and thereby reinforce the messages (associations/perceptions) using one voice. The Guidelines booklet is included here under Annex I.

The overall brand identity for DELTA results from the union of a number of combined elements, namely:

- the logo mark
- typography
- standardised colour palette
- associated imagery
- consistency in tone and form of brand communications

2.5.1 The DELTA Logo Mark

The DELTA logo mark design, in its standard usage format, is the following:

Figure 3. The DELTA logo mark

The logo was designed to communicate a number of aspects of the project in a visually attractive and unique, recognisable form. In keeping with the best-practice principles of logo design it is:

- simplified down to its essential components
- minimal in its use of colour

- minimal in its reliance on graphic effects (such as drop shadows etc.)
- unique and memorable
- achieves high recognition and retention levels.

It does not try to communicate everything about the brand or the project, rather it establishes the context in which other complementary elements of the overall identity can then elaborate upon. The representations in the logo design are as follows:

- The shape of the Greek letter "delta" obviously reflects the name of the project.
- The letter shape is 'sparking' with energy, giving context to the sector in which the project is active, which is reinforced in turn by the lightning strike that bisects the letter shape.

There are two variations in shape of the logo - one in which the elements are vertically stacked and another where they are horizontally stacked - for purely logistical reasons where, in context, one may prove too tall or the other too wide to maintain clarity or legibility at reduced sizes. There are then further variations of each shape available for use in different contrast contexts – i.e. for use against dark backgrounds, in greyscale publications or against multi-coloured photorealistic backgrounds. None of these variants detract from the logos spirit or meaning and each is contained and illustrated in the brand guidelines document.

As is standard practice, there is a defined colour palette included in the guidelines document. The primary reason for establishing a palette of colours that may be used in brand communications is one of consistency – to guarantee that all communications originating from the brand form an identifiable suite.

2.5.2 Typography

In devising the typographical treatment for the brand, the usual technical requirements of standardisation of fonts and font usage have been defined and included in the guidelines document. Care has been taken to select fonts that are available for different operating systems and which don't require expensive licenses for use by all partners.

2.5.3 Imagery

To consistently represent the nature of the project as being concerned with the development of a more efficient platform and framework, we have included guidelines for the use of imagery when representing the project. We make clear, however, the distinction between images that represent the project and the use of photographic images in news stories where greater latitude is given to represent the subject matter of the individual news item.

In general terms, our guidelines are that the main focus of imagery – both in background and foreground use – should be on objects such as tools, structures, equipment, etc. which form the building blocks of infrastructure. People should only be visible where they are seen to interact with or operate such object as a means of maintaining an efficient infrastructure. Images of people who are not engaged with such objects is not permitted as such usage disconnects the communication from the nature of the project.

2.5.4 Brand Communications

Over time, we have devised a methodology that we apply to the generation of all communications collateral. It is a three-stepped, sequential requirement of all items that they must (and in this specific order):

1. Attract (design)
2. Inform (content)
3. Facilitate taking action (strategy) - e.g. web home page.

These core principles are best explained in reverse order.

In step number 3, we assert that a communication activity which provides no means for the receiver to act upon the information is a wasted opportunity to be avoided. The form of facilitating action may be as simple as the inclusion of the website address as a point of reference for further information, but some means of sustaining hard-earned engagement should always be provided.

Taking one step further back to number 2, we believe that the most compelling argument will not be read if it is presented in an unappealing or careless manner, and become a waste of time. Hence the progression starting at step 1 – you must firstly attract the audience's attention to win their engagement and this must be followed by impactful and informative content which, having assimilated, they can then act upon through the means we provide to them.

This three-step methodology is common to all communications collateral that we produce and is exemplified in the dominant upper section of the home page of the DELTA project website:
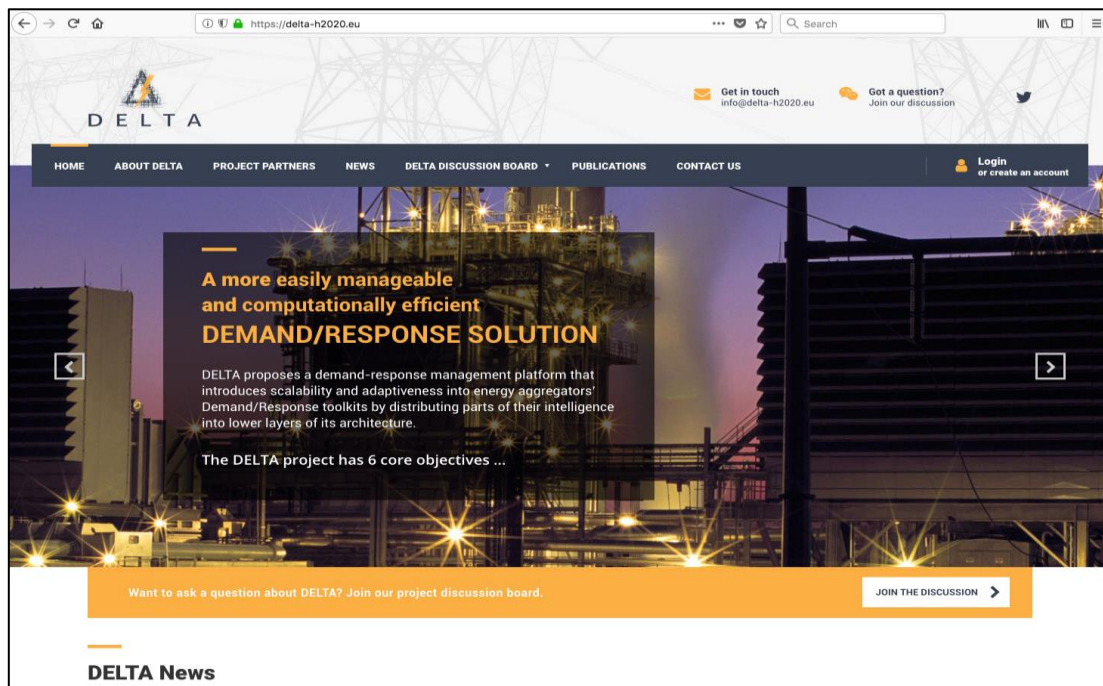

Figure 4. The DELTA website home page at time of launch

3. The Website

The DELTA website (http://www.delta-h2020.eu) will serve as the nucleus of online communications for DELTA, while any additional digital / social media channels will amplify the key messages from the project website. The website was reviewed internally in early June 2018 and went live on 22nd June 2018.

The project website will cater for different target audiences who will be able to navigate easily to dedicated website sections. This broad range of different target audiences includes:

- project partners
- relevant EU bodies
- aggregators
- small and medium scale consumers, producers and prosumers
- regulatory bodies
- energy market operators
- researchers
- blockchain experts

The website and online dissemination more broadly will serve as a powerful communication tool and a key element of engagement with the target audiences for the DELTA project.

The public site will overtime present the project brand and provide well-presented non-confidential project information including:

- project concept and methodology
- partner information
- core objectives
- results
- societal, policy and industrial impacts
- events
- links to relevant EC projects and initiatives

The site will be visually attractive, engaging, easy to navigate, informative, relevant and timely. It will be built in a way that is flexible; sections may be added or removed as required.

The website will facilitate the creation of a stakeholder-led DELTA community by allowing stakeholders to create their own profile and share content with other community members through its Discussion Board. This provides a communications tool between registered users of the site and the project team as well as peer-to-peer communications amongst the registered users. At the end of DELTA, public results will be available on the site, which will serve as a central virtual hub for all post-project activities.

The site will be designed and programmed using the technique of responsive design, meaning it will present itself in a layout most appropriate and optimised for the device on which it is being viewed, be it desktop, smartphone of tablet.

C.C.I.C.C. Limited (CARR) is responsible for the build and maintenance of the DELTA website. CARR will also develop the content required for the website. This will involve writing, editing and proofreading written content for each page. Material will be gathered from all partners to ensure a consistent stream of content. Given the broad range of audiences for the site, each with a different level of knowledge and expertise about specific areas of the project, the content writing will also comprise copywriting content in different ways, as the same information may have to be provided, using different tone and language, for the different audiences. CARR will also collect images and multimedia content related to DELTA to complement all written content to ensure that the site is visually appealing to potential visitors.

3.1 Website Development Approach

The approach to developing the DELTA project website is one CARR have developed based on experiences common to other Horizon 2020 projects and that is a modular approach to both its construction and layout. By modular, we mean that it is built as a series of "blocks" of function and content which provides for the flexibility of form in which each block can:

- be activated or deactivated at will
- have its on-screen prominence raised or lowered
- be easily converted from being a small subsection to becoming a thriving focus up to, and including, incorporating social networking features and community building around it.

The rationale behind this style of approach is the evolving dynamic nature of projects, where certain developments may transpire that alter the trajectory somewhat or where the focus shifts from one aspect to another. While a concrete roadmap will exist to chart the progression of actions over the duration, the appropriate tone and means to communicate these to stakeholder audiences can be more fluid, being refined and modified in real-time.

The home page, for example, is designed with this dynamic and modular approach. It is built in the modern style of content 'blocks', each of which can be modified and moved around. An analogy for the function of the home page within the context of the overall site is for it to act like a shop window. In this window, which changes on a regular basis, certain content can be elevated to a prime position for a defined period before making way to allow the next item of immediate relevance, such as a current promotion or initiative, to take its place. There will be tiered placeholder areas where prominence will rotate from one aspect of the project to another at an appropriate time. As one featured aspect is replaced by another of more immediate relevance, the previous item will move to another slightly-less-prominent area of the screen. Using this approach, it is less important where within the site's structure the featured content is actually positioned, as awareness of it and quick access to it are achieved by it being currently "featured".

DELTA web site home page at launch (June 2018)

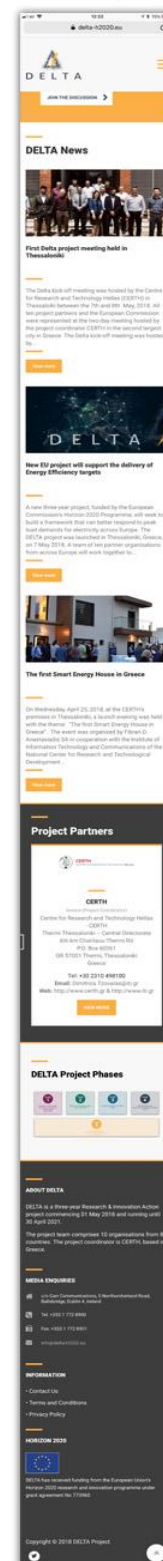Desktop/Laptop view
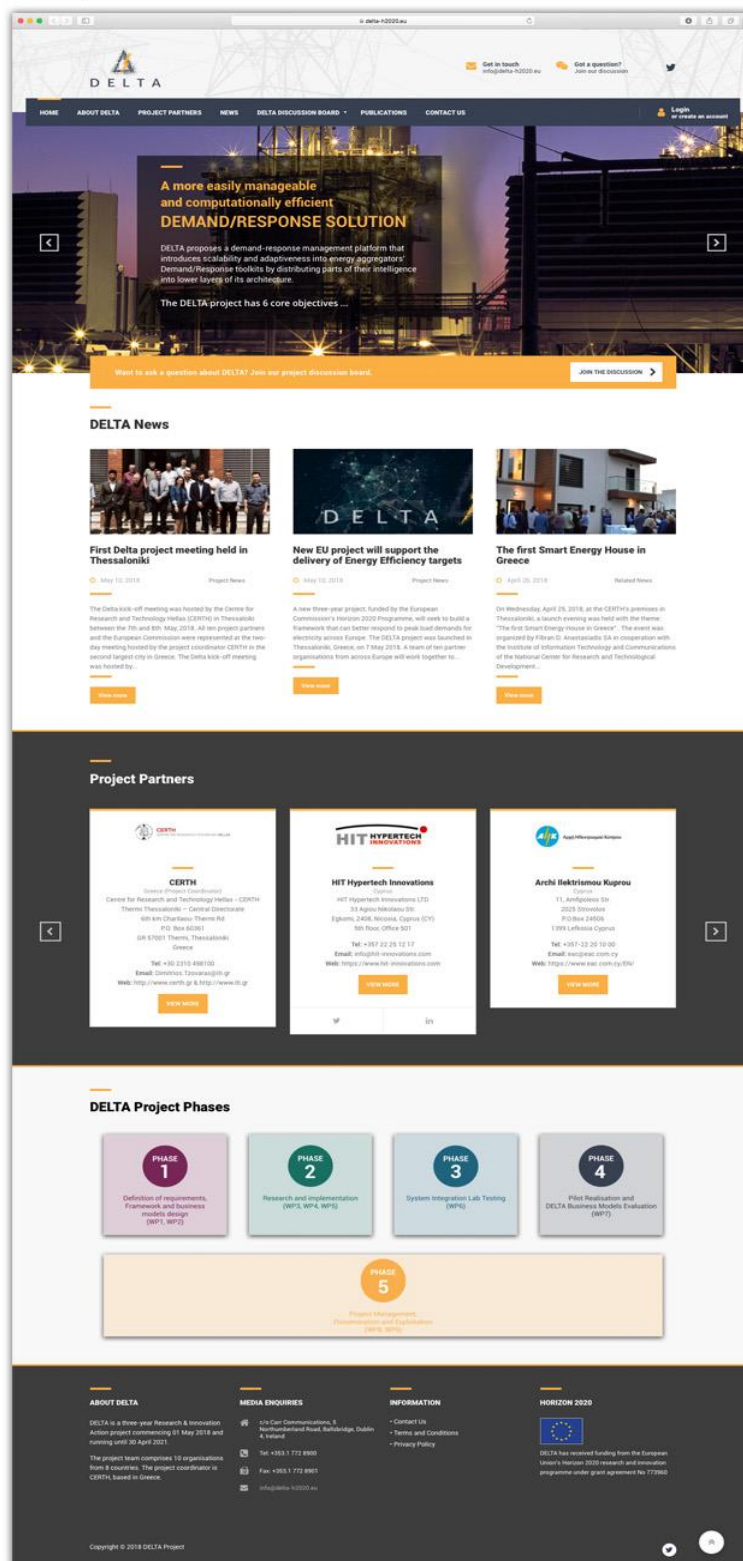
Mobile view (iPhone)

Figure 5. The DELTA web site home page, for desktop and mobile, at time of launch

Figure 5 on the previous page illustrates two views of the DELTA Home Page at launch showing the vertical "block" structure. The image on the left is a full view of the page showing how it renders on a desktop or laptop computer. The image on the right is a full view showing the same page as it renders on a smartphone and demonstrates how a responsive design enables the page to restructure itself, by stacking the elements differently, to suit the resolution and orientation of each device's screen.

Worth noting is the fact that the photographic "slider" is not present on the mobile phone view as the convention does not work on a screen with portrait orientation and would ultimately frustrate site visitors rather than impress them.

The modular build approach is facilitated by the deployment of a Content Management System, which is discussed further under "Technologies Used" below.

Prior to finalising the structure of the website, CARR distributed a draft version of the website to all the WP leaders for discussion and comment. Included was a specific request to make us aware of any modifications or additions they would like to see to site functionality or content at site launch. In addition, prior to the kick off meeting of the project in early May 2018 each DELTA project partner was asked to specify their long-term requirements for the project website.

3.2 Site Structure at Launch

The initial launch version of a project website usually presents the challenge of conveying the dynamic energy behind the work and gravitas of the consortium credentials while not yet having much information, being such an early stage. There are the 'standard' areas of information which are expected of the site and, for some projects, there are areas that are unique - as in the case of DELTA.

3.2.1 Brand Communications

There are the 'standard' areas of information which are expected to be in place, for example:

- about the project
- about the project partners
- a means of contacting the project representatives
- the acknowledgement of funding from the EU under the Horizon 2020 programme
- a "news" section which will fill up over time
- a "publications" section which will be increasingly populated with publicly-distributable documents
- a feed from the project's active social media channel(s), usually Twitter

3.2.2 Areas of Content Unique to DELTA

In the case of DELTA, we will eventually have a number pilot studies each of which is anticipated to be highly active for sustained periods. It is also anticipated that these areas will have a strong requirement to communicate an array of messages to an array of audiences,

from peers and experts to participating stakeholders. As these sections grow, what is currently not presented on the initial website will transform to become the "front page" of a section with subsections and nested subsections providing as much detail as possible of the progress of the studies.

3.3 Site Functionality

While there are only basic functional elements visible in the launch version of the website, our aim during the initial development is to "see around corners" based on experience and predict requirements that may come at a later point. At the time of site launch, the key functional blocks of the site are:

- Newsletter signup and management (integrating with the 3rd party service MailChimp for GDPR-compliant newsletter management)

- Contact forms

- A Discussion Area where visitors can browse discussions taking place on the site between stakeholders. Visitors can also register their unique login credentials (username and password) to participate in the discussions or to start a new area of discussion

The elements that are not visible, but have been incorporated into the development of the launch site are:

- An events calendar capable of multiple categories of calendars with independent access levels from private to public, from project events to related international workshops and conferences. Calendar categories can be added and modified at will.

3.4 Design Approach – User Interface (UI) and User Experience (UX)

3.4.1 Overall Stylistic Layout Approach(es)

The main challenge in designing a broad-spectrum communication platform for DELTA is the diversity of potential audience groups, each of whom will have different levels of understanding and experience, resulting in different expectations and familiarity with different conventions from a user experience perspective.

An example of this challenge in practice came in the form of a question submitted during the request for input from WP Leaders. The question was about whether the website style was going to be the 'infinite scroll' modern block-structure, or the more traditional navigation-based web page format. The answer was that the site would be a combination of the two and the reason for that is, irrespective of personal preferences or current passing trends, the reality is that our audience will be divided between those more familiar and comfortable with the former style and those more so with the latter.

While the block, scrolling presentation style can create greater visual impact, best practice requires us to also provide a more traditional navigation system so that we do not alienate a section of our audience who would not feel at home as they cannot navigate the site easily.

3.4.2 Omnipresent (Sticky) Navigation

In addition to providing a traditional navigation menu to assist in usability, we have taken it a step further in making the navigation always appear at the top of the screen when viewed on a desktop/laptop computer. This "sticky" menu provides a grounding anchor for the site visitor, not unlike a panic button to find your way "back". On certain tablets and smartphones, the navigation will remain tucked away (to maximise available screen space) but can be called up at any time from the hamburger menu icon provided. This decision was founded not only on best-practice for such a diverse audience group, but also because of the scale and depth to which we anticipate the content of this website will grow. This form of navigation enables a user to move from deep within one section of the site to deep within another section with minimal click-throughs to achieve it.

Figure 6. The 'sticky' navigation as it appears on the desktop version of the site as a semi-transparent overlay at the top of the screen

3.4.3 The Home Page

The Home Page, being the normal point of entry for first time site visitors, has many key tasks to perform. Some parameters act as a means of reassurance to the visitor that we have followed the conventions with which they are familiar - most notably the branding and the navigation bar. The positioning and surface-simplicity in our presentation of these two elements in our layout are designed to instantly communicate that we recognise interface conventions and will use them to help and guide the visitor.

And so, within the small area of screen real estate that the visitor sees when the site first loads we have conveyed the following:

- That we are competent and professional.
- That we are sensitive to user experience needs, we recognise conventions and have made use of them to assist the visitor.
- That we are keen to convey key messages in a succinct and visually impactful way.
- That the visitor is welcome; that they are "one of us" and belong.
- That the project is alive, vibrant and there is an energy to it.

3.5 Technologies Used

The website is built on the somewhat ubiquitous PHP and MySQL-based CMS platform WordPress. Statistics show that, as of May 2018, WordPress powers some 30% of the entire internet.

As a system, WordPress has been through a period of security issues. However, what has come to pass is that WordPress has enjoyed the benefit of undergoing these issues at an early stage of its evolution and excellent solutions, both open source and commercial, to maintain a secure WordPress site now exist. In comparison, its main competitor, Joomla, previously enjoyed the reputation of being more secure but has in the last 18 months become a victim to an exponentially increasing number of security attacks, without the tools necessary to combat them. In short, five years ago, WordPress would not have been an option for a site of this stature. In mid-2018, it's the most appropriate, flexible and safe open source CMS available (providing you maintain proactive security measures).

The ubiquity that attracted hackers to the system has also, fortunately, attracted a huge number of excellent developers who have built an ecosystem of available add-ons to the core system that provide close on any type of function or presentation layer that you can imagine adding to your site. For each function that you can identify, there is not only a WordPress plugin to meet the need but there is a choice of plugins to select from. Most plugins are based on the freemium model of offering reduced features free of charge and then putting a price on the "pro" versions. From experience, these pro versions are worth the licence from the perspective of the support provision that purchase brings.

The range and quality of the available add-ons to the core system makes WordPress the ideal platform for a site requiring the adaptability and flexibility of DELTA. Through using WordPress with this modular approach, the DELTA website can easily turn in any direction or evolve into something different without losing legacy information or duplication of effort.

In addition to the WordPress core running on PHP and using a MySQL database, the site also employs the JQuery JavaScript library to provide some interactive and visual effects and motion. As the website develops it is anticipated that there will be a number of 3rd party API calls running on the site also, most notably those for Google Maps, Twitter and for Mailchimp for integrated tracking of future newsletters.

3.5.1 Monitoring Traffic to the Project Website

Google Analytics will be used to track the number of visits and to analyse trends in the behaviours of visitors to the project's website. This monitoring will be carried out throughout the project. Useful insights may be obtained, including how long visitors remain on the website, how many pages of the website visitors view and which content was most popular. The content and structure of the website may then be tailored to satisfy the interests of the website visitors, thus attracting additional traffic.

Search engine optimisation is a key element in promoting traffic to a website. The website needs to be updated regularly with content which includes key tag words, which allow Google to prioritise websites based on the search words selected by users. Information on CARR's

strategy to ensure the website is updated regularly with relevant information across all WPs will be available in deliverable **D8.3** 'Dissemination & Stakeholder Engagement Strategy' **(M6)**.
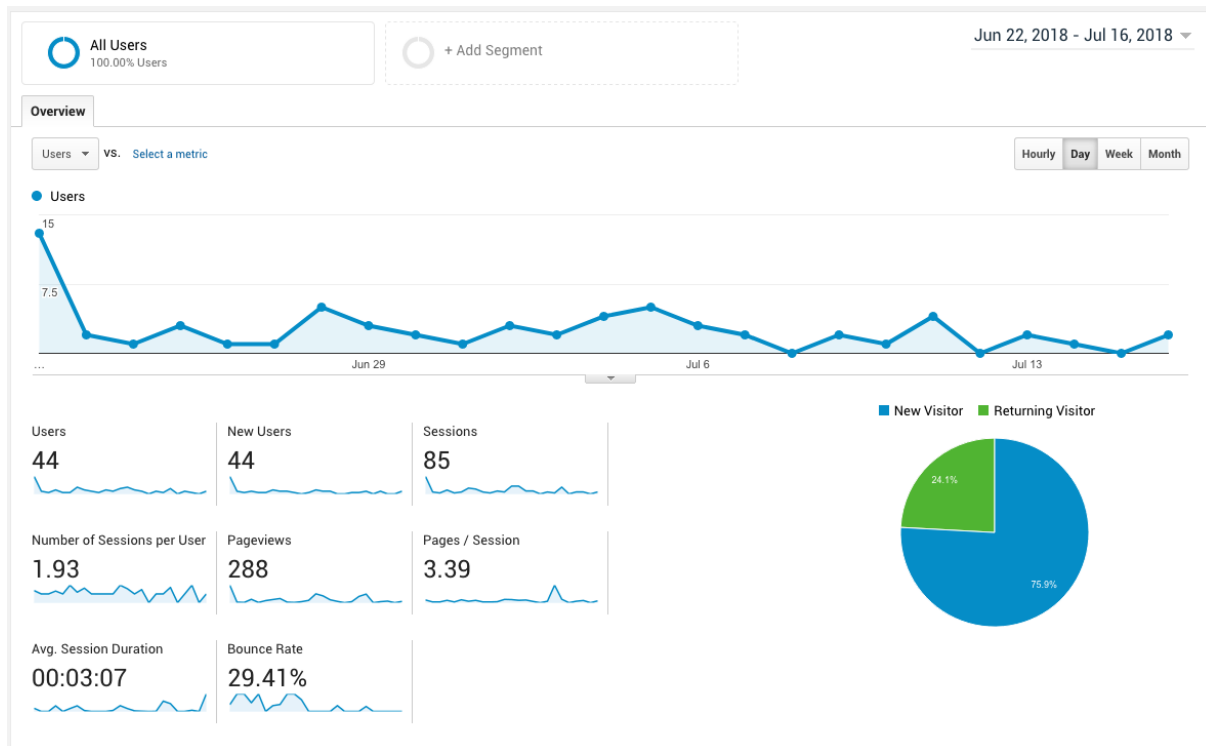

Figure 7. Website analytics accurate as of July 17th, 2018

4.Social Media Strategy and Platforms

This section focuses on identifying initial ways to use different social media platforms to enhance the communication efforts and to begin to increase engagement with the target audiences. CARR's role as the communication, exploitation and dissemination Work Package (WP8) leader is to communicate DELTA and its ideas on a grand scale across various digital channels, such as Twitter and LinkedIn.

As with the overall communication strategy that will be included in **D8.3** 'Dissemination & Stakeholder Engagement Strategy' **(M6)**, the social media strategy will need to be flexible and will need to evolve to respond to developments and progress in the project as well as the communications environment. The strategy will be evaluated regularly, and modifications will be made where necessary to meet the defined objectives

A DELTA social media content calendar has been created to allow us to identify upcoming events, news developments, themed weeks or days of relevance to DELTA well in advance and have them displayed in one accessible file. The calendar also allows for ad hoc activity in response to unexpected last-minute contributions. Content is continuously developed and updated for the different channels to engage with other projects, organisations and influencers and to develop our presence and network. The content calendar will also help us analyse and measure our content output for different project campaigns, events and more, as well as the impact that our output has had.

4.1 The Role of Social Media

Social media is the term used for technologies and online resources that allow for the creation and sharing of information, opinions, ideas and other forms of expression to promote discussion and networking. Social media platforms involve a range of technological tools and social interaction. They often combine a variety of formats, such as text, photos and audio-visual content (European Commission social media guidelines[3]).

Significant focus in DELTA will be placed on social media, owing to its potential for reaching and engaging with a large number of people. Many activities will be carried out to maximise the DELTA social media presence, as outlined in the DoA as well as from CARR'S existing experience:

- The creation of a social media grid that outlines the most appropriate social media channels for targeting specific audiences has been drawn in line with requirements laid out in the DoA (*Table 2*)
- A DELTA social media content calendar has been created to allow us to identify upcoming events, news developments, themed weeks or days of relevance to DELTA as well as keeping track of ad-hoc content
- A content maintenance plan will be put in place for managing and streamlining content across multiple channels

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[3] H2020 Programme Guidance - Social media guide for EU funded R&I projects - Version 1.0 (6 April 2018.)

- To maximise the brand identity and attractiveness of DELTA, content will take multiple forms including info-graphic imagery, animations, icons, videos and mobile enabled content
- The DELTA logo and channel names will be used in all promotional material to increase brand awareness and maximise visibility

The above actions will assist in being able to accurately and continuously measure the performance of DELTA on social media throughout the project. This measurement will then in turn allow content to be properly tailored to the channel and audience, with a tone of voice which is credible, consistent, respectful, friendly, approachable and responsive. Messages will be kept simple and jargon will be avoided. Visual media will be used abundantly and in line with the brand strategy outlined earlier in this deliverable.

Table 2. DELTA Social Media Grid

Social Media channel	Account	Target stated in the DoA	Comments
Twitter	@delta_eu	At least 1 weekly update and 1,000 followers by end of project	Launched May 2018
Facebook			Decision to be taken in future if Facebook is a suitable DELTA channel
LinkedIn	Forthcoming	At least 1 monthly update and 350 connections by end of project	To be launched in July/ August 2018
YouTube	Forthcoming	An initial video plus 5 update videos with at least 1,000 views in total across the 6 videos.	To be launched later in 2018

4.2 Twitter

Twitter is a social networking platform that allows people to post and interact with 280-character messages, 'tweets'. Tweets can include news, status updates, opinions, responses to other users' tweets, links to interesting articles, multimedia content and more. Twitter can be accessed through the Twitter website interface or a smartphone app. Twitter has over 313M monthly active users, 82% active users on mobile and handles 500 million tweets per day.[4]

4.2.1 DELTA and Twitter

- The DELTA Twitter account **@delta_eu** will interact with the other DELTA social media channels and with related Twitter accounts (focusing on topics including Electricity Demand Response, Energy Efficiency, Smart Energy Control, Blockchain enabled Energy Markets and Electricity Aggregators and other relevant EU-funded research projects).
- A list of relevant stakeholders to follow and interact with will be developed and updated regularly; targeted stakeholders include policy-makers, authorities, professionals, industry representatives and other relevant projects.

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[4] https://www.omnicoreagency.com/twitter-statistics/

- Audio-visual content will be posted; condensed video highlights from events will be used (for example content from the project plenary meetings).
- Twitter Moments, a function that enables users to stitch together multiple tweets into slideshow-like stories will be tested for its effectiveness and possibly employed.
- TweetDeck, a tool that enables users to follow multiple hashtags, will be useful in analysing the content related to a particular subject. TweetDeck also lets us post at predetermined times, to schedule tweets for a chosen date and time in line with our content calendar.
- Retweets will be used to endorse, emphasise and raise awareness of relevant messages.
- Currently, the @delta_eu Twitter page has amassed 62 followers, earned over 18,500 impressions and received 27 retweets and 138 likes since its inception (figures accurate as of July 17th, 2018)

Figure 8. The DELTA Twitter Bio

Figure 9. The DELTA Twitter Page
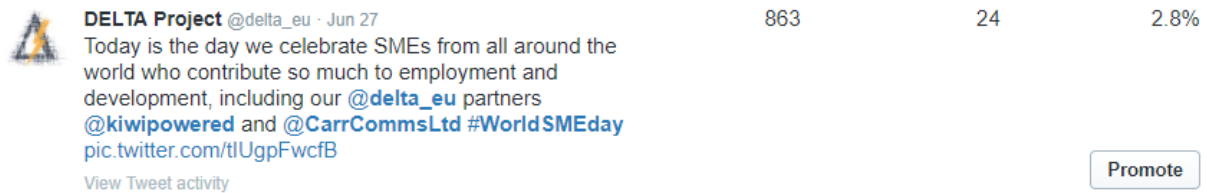

Figure 10. High Performing Tweet

| | | 863 | 24 | 2.8% |

DELTA Project @delta_eu · Jun 27
Today is the day we celebrate SMEs from all around the world who contribute so much to employment and development, including our @delta_eu partners @kiwipowered and @CarrCommsLtd #WorldSMEday
pic.twitter.com/tIUgpFwcfB
View Tweet activity

Promote

Figure 11. High performing tweet showing impressions, engagements and engagement rate

4.3 LinkedIn

LinkedIn is a social networking site designed for the professional community. It allows registered members to establish connections with people they want to network with professionally. It enables individuals and organisations to create profiles and connections with each other, search for relevant profiles using specific keywords and post and react to articles. LinkedIn is the world's largest professional network on the Internet and has more than 562 million members in over 200 countries and territories.[5]

4.3.1 DELTA and LinkedIn

- A LinkedIn profile for DELTA will be created in July/August 2018.
- It will be useful for building networks with some of DELTA's target groups, including Aggregators; Small and Medium Scale Consumers, Producers and Prosumers. Regulatory Bodies; Energy Market Operators; Researchers; Blockchain experts; Energy Efficiency / Environmental organisations, Policy makers, and individuals and entities involved in any of the fields relevant to DELTA.
- People and organisations connected to DELTA via LinkedIn will help form valuable networks for increasing engagement.
- Project news and related news articles will be published both on the website and on LinkedIn to increase the number of followers.
- Partners will have the opportunity to initiate conversations on particular themes and topics, thus attracting relevant academic, policy and industry stakeholders.
- DELTA will follow relevant experts to keep up to date with the latest news, topics and thought leadership in key areas.

4.4 YouTube

YouTube is a video-sharing website that allows people to upload, watch and share videos. The platform serves as a forum for people to inform, inspire and engage with others. YouTube has over a billion users and the site covers 95% of the world's internet population as it is localised in more than 88 countries and is available in 76 different languages.[6]

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[5] https://about.linkedin.com/
[6] https://www.brandwatch.com/blog/39-youtube-stats/

4.4.1 DELTA and YouTube

- A DELTA YouTube channel will be set up later in 2018 and will be used as an important communications platform for highlighting the activities of the DELTA partners as the project progresses.
- Content will include interviews, highlights of events and meetings and documenting the pilot projects once these are underway.
- All DELTA videos will be stored on the YouTube channel under different categories and YouTube video content will be used on other media channels.
- Videos will be embedded into Tweets and LinkedIn posts.
- Target audiences will be invited to like, share and subscribe to the channel.
- The channel will feature both short-form/highlight videos for DELTA, and long-form versions will subsequently be made available/stored on YouTube. Certain videos will also be specifically long-form format, such as more technical videos aimed at a more technical audience.
- The account will be set as open to video additions from citizens to foster the inclusive nature of the project. People can also add comments to the videos, which adds to the engaging and interactive approach of DELTA

5. Conclusions

This deliverable has outlined the planned approaches, and some early stage activities, that have been taken to three of the core components of the dissemination and communication actions for the DELTA project – namely:

- Branding
- Website
- Social Media

It has outlined the core thinking and key principles behind all three and described how this thinking has influenced the planned implementation in each of the three components. It has established that the approach to be taken in each of the three will be, by necessity, dynamic, and will be updated and developed throughout the lifetime of the DELTA project.

Deliverable **D8.3** Dissemination & Stakeholder Engagement Strategy **(M6)** will go into more detail about the dissemination and communication strategy regarding the website and the development of the approach to social media and how this will be done in line with DELTA's established brand image.

6. References

[1]. Ec.europa.eu. (2018). *H2020 Programme Guidance Social media guide for EU funded R&I projects*. (online) Available at:

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[5]. About.linkedin.com. (2018). *About LinkedIn*. (online) Available at: https://about.linkedin.com/ Accessed 12 Jul. 2018.

[6]. Smith, K. (2018). *39 Fascinating and Incredible YouTube Statistics*. (online) Brandwatch. Available at: https://www.brandwatch.com/blog/39-youtube-stats/ Accessed 12 Jul. 2018.

ANNEX A: A Guide to Communicating our Brand
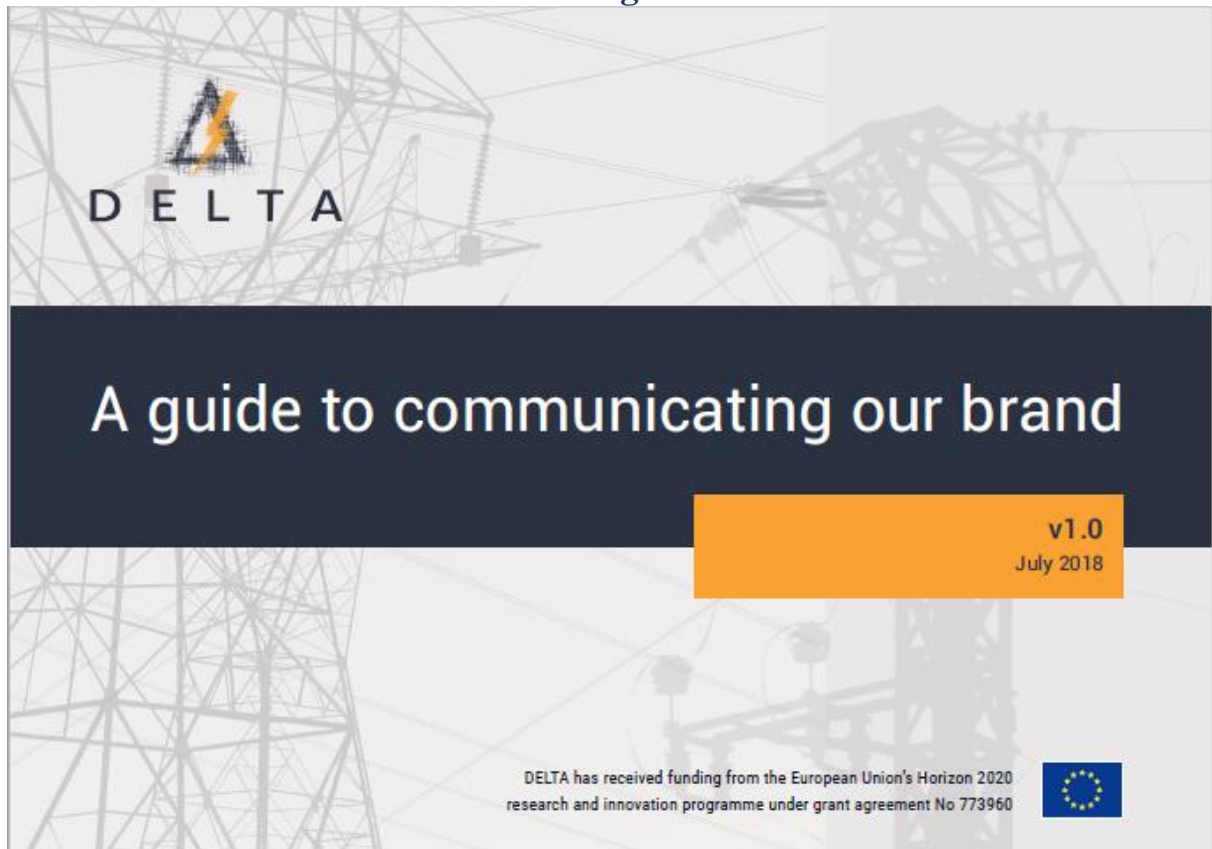
Contents

ANNEX A: A Guide to Communicating our Brand

The DELTA Logo Mark - Standard Usage

1.1

The Logo Mark
The standard logo mark is the preferred option for all communications originating from the project.

The mark visually represents the nature and nomenclature of the project through its iconic use of the letter Delta from the Greek alphabet, sparking with energy as it does and bisected by a bright lightning strike.

CMYK: 80 / 69 / 47 / 37
RGB: 56 / 64 / 82
HEX:#384052

CMYK: 0 / 35 / 85 / 0
RGB: 251 / 176 / 64
HEX: #fbb040

The DELTA Logo Mark - Horizontal Lockup

1.2

The Logo Mark - Horizontal Lockup
The horizontal lockup can be used in situations where there is insufficient vertical space for the primary lockup to remain impactful or sufficiently legible, such as in footers of presentations or documents.

The horizontal lockup may also be deployed in any context where it proves more aesthetically pleasing or integrates better with its surrounding elements than the primary format.

CMYK: 80 / 69 / 47 / 37
RGB: 56 / 64 / 82
HEX:#384052

CMYK: 0 / 35 / 85 / 0
RGB: 251 / 176 / 64
HEX: #fbb040

1.3 The DELTA Logo Mark - Reversed Usage

The Logo Mark - Reversed Usage
The reversed form of the logo is intended for use against dark coloured backgrounds where there is insufficient contrast for the darker tones of the primary logo to remain visible.

Reversed usage may apply to either the vertical or horizontal lockups of the logo shape.

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX:#ffffff

CMYK: 0 / 35 / 85 / 0
RGB: 251 / 176 / 64
HEX: #fbb040

1.4 The DELTA Logo Mark - Greyscale Usage

The Logo Mark - Greyscale Usage
A specific version of the logo mark has been developed for greyscale usage, as simple desaturation of the primary logo form does not provide sufficient contrast between the lightning bolt shape and the Delta letter shape.

The greyscale form instead uses a darker tone for the lightning shape to achieve sufficient contrast to the Delta letter shape in the absence of colour.

CMYK: 60 / 51 / 51 / 20
RGB: 102 / 102 / 102
HEX:#666666

CMYK: 69 / 63 / 62 / 58
RGB: 51 / 51 / 51
HEX: #333333

The DELTA Logo Mark - Pure White Usage

1.5

The Logo Mark - Pure White Usage
In exceptional circumstances, where no other logo form option provides sufficient contrast to the context in which it sits - usually against a dark background of varying shades - a pure white form of the logo may be used.

This form is intended to be a last resort, however, and all other form options should be explored prior to settling on use of this form.

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX:#ffffff

Using the DELTA Logo Mark

1.6

Clearance Area
The clearance area around the logo should always be a proportional minimum size equal to *double the size* of the "D" lettering from the name. The clearance area should be measured from the outermost tips of the full logo shape on all sides.

No Distortion of Shape
The logo mark must always be constrained proportionately and must never be stretched wider or taller.

No Substitution of Colours
No colour substitution or variation of colour is permitted beyond the appropriate prescribed use of the greyscale logo variations included in this guide.

The "Overlapping Boxes" Device

2.1

The Device
As part of the visual language for the DELTA project, a device has been developed for use with headlines, titles or to highlight other key text within a communication in order to maintain a consistency of style across communication pieces.

The device takes the form of a solid block of DELTA Logo Blue containing white text, overlapped with a smaller yellow box containing either DELTA Logo Blue text or white text, depending on contrast levels in context.

The precise overlap
While the blocks of solid colour used may be of any specific width or height, two elements are vital for consistency:

1. The blue box is always larger and "background"

2. The yellow box is always smaller and overlaid so that its vertical centre meets the bottom edge of the blue box.

Imagery - Background images

3.1

Faded Greyscale Silhouettes
Where a background image is required to add visual texture to a communication, there are three stylistic rules to observe:

1. The image must be of equipment, machinery, tools, circuitry, power structures etc. and not of people

2. The images must appear greyscale and of low-contrast so that they appear as silhouettes, or close to it.

3. The images must be somewhat bleached out so that they attain a "watermark"-like characteristic.

Imagery - Foreground images

3.2

Show people only when engaging with equipment.
As with background image use, the focus of any foreground imagery (with the exception of news items) should be on structures, equipment, tools and objects.

People can be shown in foreground images as long as they are pictured as engaging with the structures/tools etc. - as in, they are actively playing a role by operating or working with the required tools and infrastructure.

What is NOT PERMITTED is to use imagery of people who are not engaged with relevant structures or tools, even when the structures or tools appear within the same image.

The main exception to this convention is for news items. In news items, people can be represented naturally and casually in any context.

Typography

4.1

PRIMARY HOUSE FONT

Roboto
The quick brown fox jumps over the lazy dog.

Roboto Bold
The quick brown fox jumps over the lazy dog.

Roboto Light
The quick brown fox jumps over the lazy dog.

Roboto Condensed
The quick brown fox jumps over the lazy dog.

OFFICE FONT

Calibri
The quick brown fox jumps over the lazy dog.

Calibri Bold
The quick brown fox jumps over the lazy dog.

SECONDARY BODY FONT

Open Sans
The quick brown fox jumps over the lazy dog.

Flexible and free
In selecting typefaces for use in project communications, we were keen to assign fonts that were free to download and use and, in the case of the Primary House Font, one that has a variety of weights and variations within its family.

Roboto and Open Sans are part of the Google Fonts collection and are open source. Calibri (intended for use in Word/PowerPoint etc.) is a copyright of Microsoft, but is installed with any version of the Office suite including the free PowerPoint Viewer utility, providing a means to acquire it free of charge.

Colour Palette

5.1

DELTA LOGO PALETTE

CMYK: 80 / 69 / 47 / 37
RGB: 56 / 64 / 82
HEX:#384052

CMYK: 0 / 35 / 85 / 0
RGB: 251 / 176 / 64
HEX: #fbb040

CMYK: 60 / 51 / 51 / 20
RGB: 102 / 102 / 102
HEX:#666666

CMYK: 69 / 63 / 62 / 58
RGB: 51 / 51 / 51
HEX: #333333

SECONDARY PALETTE

CMYK: 87 / 36 / 63 / 19
RGB: 18 / 111 / 99
HEX:#126f63

CMYK: 35 / 8 / 31 / 0
RGB: 169 / 203 / 183
HEX:#a9cbb7

CMYK: 89 / 53 / 36 / 12
RGB: 27 / 100 / 127
HEX:#1b647f

CMYK: 0 / 89 / 100 / 0
RGB: 239 / 68 / 39
HEX:#ef4423

CMYK: 50 / 98 / 37 / 42
RGB: 121 / 35 / 89
HEX:#792359

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX:#ffffff

The DELTA Logo Palette is the primary palette for all communications and presents the main colours to be used in all collateral. Adherence to these palettes ensures a consistent visual style for the project.

The Secondary Palette above provides a wide range of colours that can be used to supplement the primary palette. These should only be used in addition to one of the primary colours and not used in isolation.

Tagline

6.1

"Empowering energy prosumers through intelligent demand response"

The tagline for a project is a means of capturing the essence of the project's aim and raison d'etre in a short, clear and memorable phrase.

The tagline devised for DELTA, above, conveys a number of attributes of the project:

1. It defines the main beneficiaries of the project's outcomes - in this case being energy prosumers.

2. It conveys a sense of the benefits that the project's outcomes will bring to this group - in this case they will be empowered.

3. It communicates the area of focus for the project in which it will endeavour to realise its aims - in this case "intelligent demand response".

The tagline is intended for use as a condensed introductory overview of DELTA to audiences who are not familiar with the project or its aims.

Use of the project tagline is at each team member's discretion. Its use is neither mandatory nor prescribed, but it does provide a consistent and considered sound-bite introduction for circumstances where this is required.

Note, while its use is not mandatory, the tagline may not be modified nor replaced based on subjective discretion. In other words, if any tag line is to appear it must be this one and no other.

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