



## Work Package 5

### Dissemination

#### Deliverable 5.2

# Creation of the ELICiT Website

|                             |                          |
|-----------------------------|--------------------------|
| ■ Document Type             | : Other                  |
| ■ Document Version          | : Final                  |
| ■ Document Preparation Date | :21/08/2014              |
| ■ Classification            | :PU                      |
| ■ Author(s)                 | : Justine Evans (IIR)    |
| ■ File Name                 | : D5.2-Elicit Website-SU |

|                       |  |
|-----------------------|--|
| ■ Project Ref. Number | :603885  |
| ■ Project Start Date  | : 01/01/2014   |
| ■ Project Duration    | : 36 months  |
| ■ Website             | : <a href="http://www.ELICiT-Project.eu/">www.ELICiT-Project.eu/</a> |



## Deliverable D5.2

ELICiT Website

If you have any comment to make, please feel free to contact the author.

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Document history

| REV. | Content | Resp. partner | Date |
|------|---------|---------------|------|
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## ABSTRACT

The ELICiT website was developed to provide project partners with communication tools to allow them to:

- Ensure exploitation of project results by disseminating principal, innovative research results to consumers, industry, academia and policy makers from the refrigeration and food sector.
- Reach a larger public audience such as Food Industrial Associations and Energy Agencies, Consumers' Associations and Regulations Authorities to raise awareness around the project.

This site presents the various project components, the partners involved and progress updates. In particular, the site will focus on project news: results obtained, reports on the latest events, future events to be held within the framework of the project, etc. The IIR commissioned a subcontractor to design of the site and create templates for fixed and mobile devices providing greater user accessibility.

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## 1 Methodology — information architecture

The procedure employed to develop the website is divided into **3 essential phases** taking into account content, usability and design.

### 1.1 Content needs analysis

Defined key messages and target audiences to present and structure the content in line with technical functions. Using this data a sitemap was created outlining categories and pages.

### 1.2 Technical functions needs analysis

Defined usability, device suitability and template requirements as well as plugins, and dynamic elements necessary during the development stage, hinging on interactive scenarios.

### 1.3 Design and usability

AVELOOK's Art Director and Graphic Designer spearheaded the creation of a new concept for the ELICiT website. The website design focuses on easy access to information and usability.

After researching the refrigeration sector and, more specifically, magnetic refrigeration, they developed a concept corresponding to the project's scope and objectives. The initial design proposal was then submitted to the Work Package Leader and the consortium partners for feedback.

## 2 Validation

The designers then received the feedback, applying it where possible to the website design. The final design was then validated by the Work Package Leader and the General Assembly.

## 3 Development and Deployment

### 3.1 Development

The design was then provided to the AVELOOK website developer who is in charge of creating the website to match the design proposal. The AVELOOK website developer is also in charge of technical aspects related to the ELICiT website.

The IIR created pages and published the content (text and images).

### 3.2 Deployment

The URL to the website was then provided to the Work Package Leader and the Scientific Coordinator for final approval.

Once approval was given, the website went live, giving full access to internet users.

### 4 Website – Sections

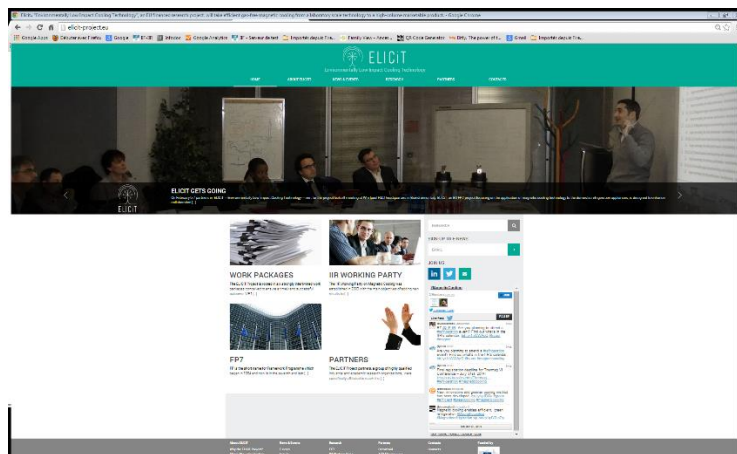
The elic-it-project.eu content is organized in 6 distinct sections highlighting different facets of the project:

- Homepage
- About ELICiT
- News & Events
- Research
- Partners
- Contacts

Each section contains one or more pages providing details on project activities. The content pages allows visitors to share the information in their networks via Facebook, Twitter, and Google+ functions; a print function allows them to print the pages. The site was designed with to facilitate the sharing of information. As the project grows new content will be added.

#### 4.1 Home Page

The home page design aims to provide as much information as possible to target audiences (research, industry, and consumer) about the project and to encourage them to join in project developments.



The home page has 3 specific functions:

#### 4.2 News

Site visitors immediately find the latest project news in the slide box at the top of the homepage with direct access to the stories.

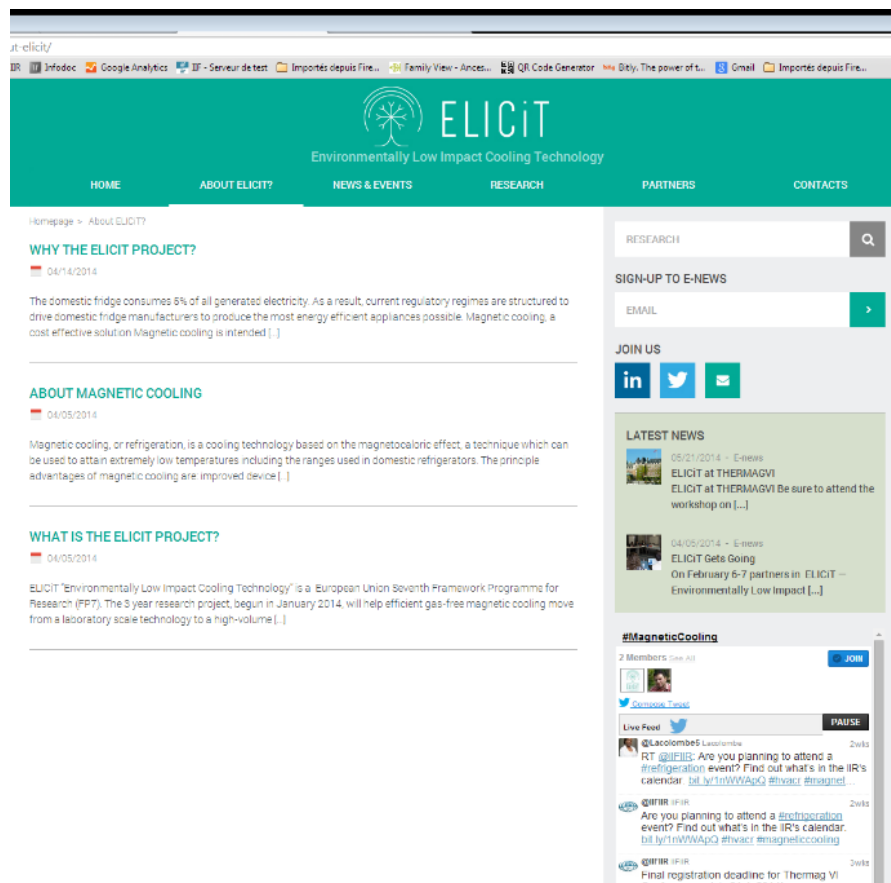
### 4.3 Project Information

Essential project content is accessed via four place holders which change according to project updates and activities.

### 4.4 Social Media

Visitors are also invited to sign up for e-alerts, join the ELICiT discussion group on LinkedIn, and to follow more widespread magnetic refrigeration news via the hastag #MagneticCooling which is also visible in a live stream on the home page. These functions can also be found on every website content page.

### 4.5 About ELICiT



This section, divided in 3 pages, contains information regarding the project overview, reasons behind the project and a history of magnetic refrigeration.

#### 4.5.1 What is the ELICiT project?

Presents the ELICiT project.

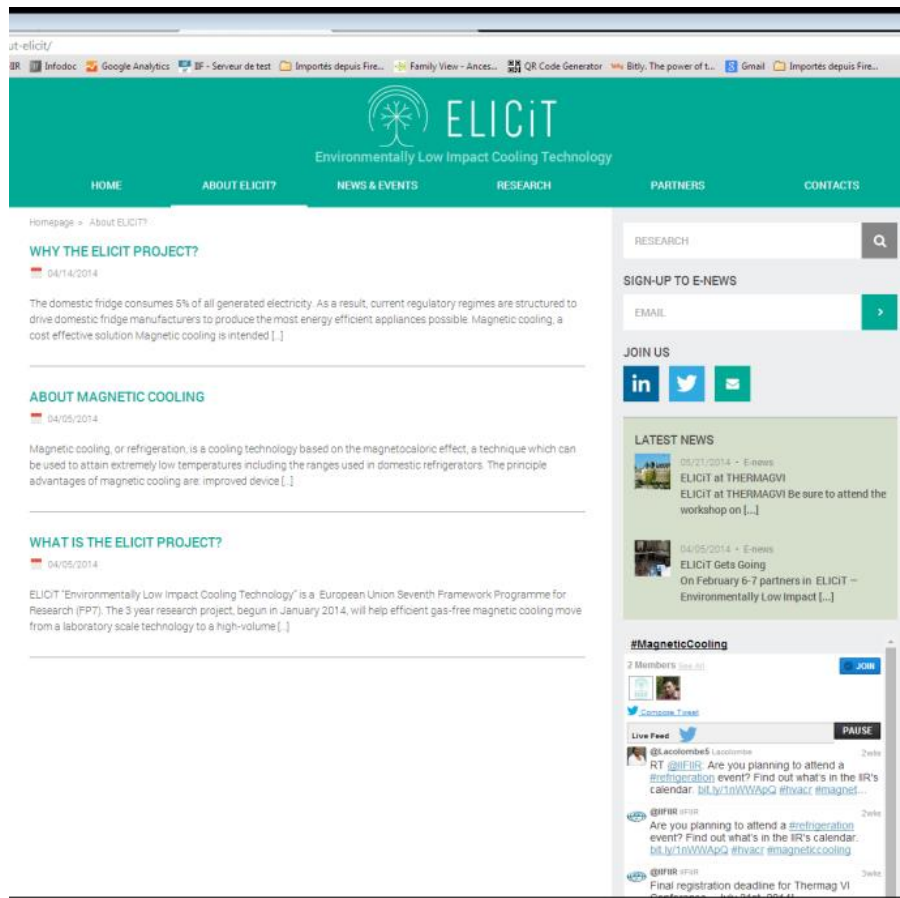
#### 4.5.2 Why the ELICiT project?

Explains the driving motivations and purposes of the project

### 4.5.3 About Magnetic Cooling

Provides a detailed definition of magnetic cooling / refrigeration.

## 4.6 News & Events



This section, divided in 3 pages, contains all the news regarding the project and provides access to additional information websites.

### 4.6.1 E-Alerts

Presents an archive of e-alerts, also accessible from the slide box on the Home Page.

### 4.6.2 Newsletter Archive

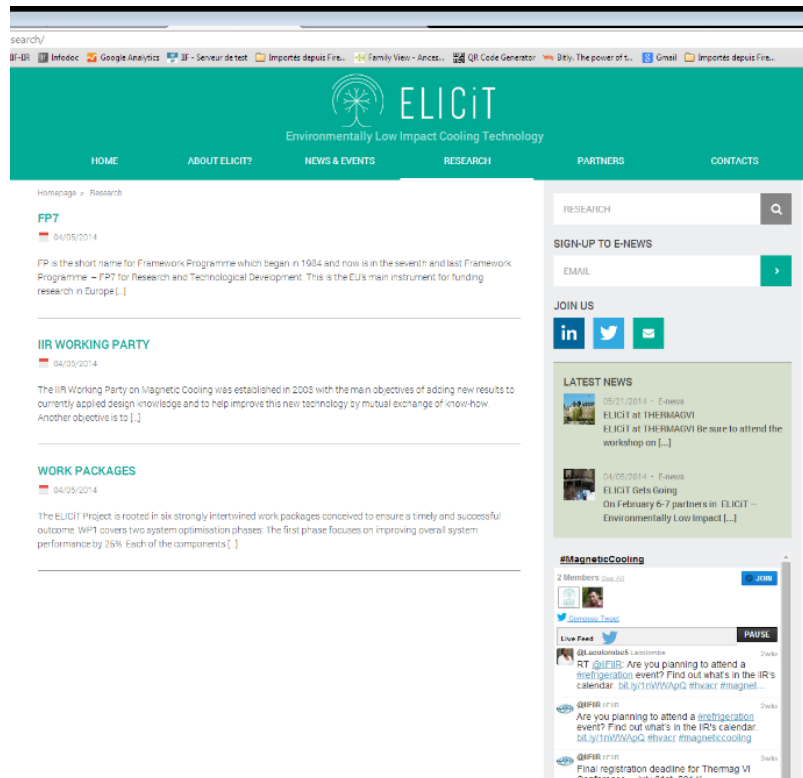
Contains a pdf archive of the yearly print newsletter

### 4.6.3 Useful Links

Provides links to other information websites on magnetic cooling.



### 4.7 Research



This section, divided in 3 pages, contains essential information regarding the research aspects of the project. At a later date, the issued deliverables and results will be added to this section.

#### 4.7.1 Work Packages

Explains the objectives and synergies of the 6 work packages.

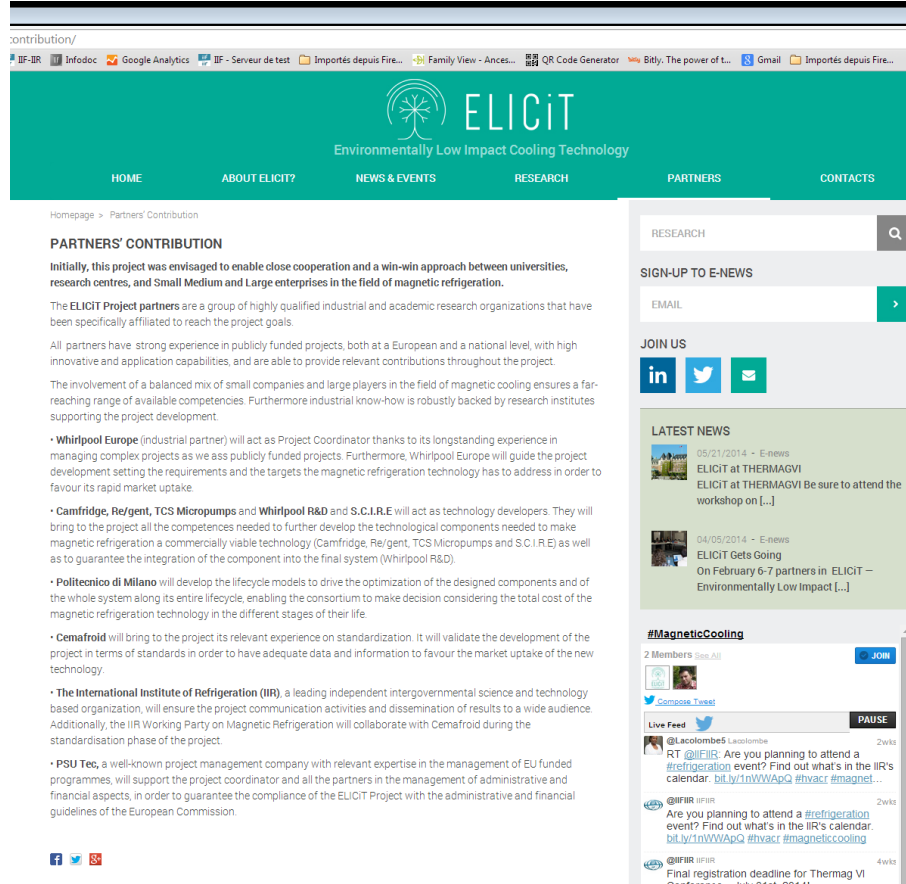
#### 4.7.2 IIR Working Party

Presents the IIR Magnetic Cooling Working Party and the role it plays in the standardization process.

#### 4.7.3 FP7

Provides a brief history of the FP7, linking to the section on the EU website.

## 4.8 Partners



contribution/

RESEARCH

SIGN-UP TO E-NEWS

EMAIL

JOIN US

LATEST NEWS

#MagneticCooling

2 Members

Live Feed

RT @IFIR: Are you planning to attend a #refrigeration event? Find out what's in the IIR's calendar. [bit.ly/1mVWAPQ](http://bit.ly/1mVWAPQ) #ivacr #magnet...

Are you planning to attend a #refrigeration event? Find out what's in the IIR's calendar. [bit.ly/1mVWAPQ](http://bit.ly/1mVWAPQ) #ivacr #magneticcooling

Final registration deadline for Thermag VI

**PARTNERS' CONTRIBUTION**

Initially, this project was envisaged to enable close cooperation and a win-win approach between universities, research centres, and Small Medium and Large enterprises in the field of magnetic refrigeration.

The **ELICIT Project partners** are a group of highly qualified industrial and academic research organizations that have been specifically affiliated to reach the project goals.

All partners have strong experience in publicly funded projects, both at a European and a national level, with high innovative and application capabilities, and are able to provide relevant contributions throughout the project.

The involvement of a balanced mix of small companies and large players in the field of magnetic cooling ensures a far-reaching range of available competencies. Furthermore industrial know-how is robustly backed by research institutes supporting the project development.

- **Whirlpool Europe** (industrial partner) will act as Project Coordinator thanks to its longstanding experience in managing complex projects as well as publicly funded projects. Furthermore, Whirlpool Europe will guide the project development setting the requirements and the targets the magnetic refrigeration technology has to address in order to favour its rapid market uptake.
- **Cambridge, Re/gent, TCS Micropumps and Whirlpool R&D and S.C.I.R.E** will act as technology developers. They will bring to the project all the competences needed to further develop the technological components needed to make magnetic refrigeration a commercially viable technology (Cambridge, Re/gent, TCS Micropumps and S.C.I.R.E) as well as to guarantee the integration of the component into the final system (Whirlpool R&D).
- **Politecnico di Milano** will develop the lifecycle models to drive the optimization of the designed components and of the whole system along its entire lifecycle, enabling the consortium to make decision considering the total cost of the magnetic refrigeration technology in the different stages of their life.
- **Cemafruid** will bring to the project its relevant experience on standardization. It will validate the development of the project in terms of standards in order to have adequate data and information to favour the market uptake of the new technology.
- **The International Institute of Refrigeration (IIR)**, a leading independent intergovernmental science and technology based organization, will ensure the project communication activities and dissemination of results to a wide audience. Additionally, the IIR Working Party on Magnetic Refrigeration will collaborate with Cemafruid during the standardisation phase of the project.
- **PSU Tec**, a well-known project management company with relevant expertise in the management of EU funded programmes, will support the project coordinator and all the partners in the management of administrative and financial aspects, in order to guarantee the compliance of the ELICIT Project with the administrative and financial guidelines of the European Commission.

This section, divided in 2 pages, presents the ELICIT partners' in detail.

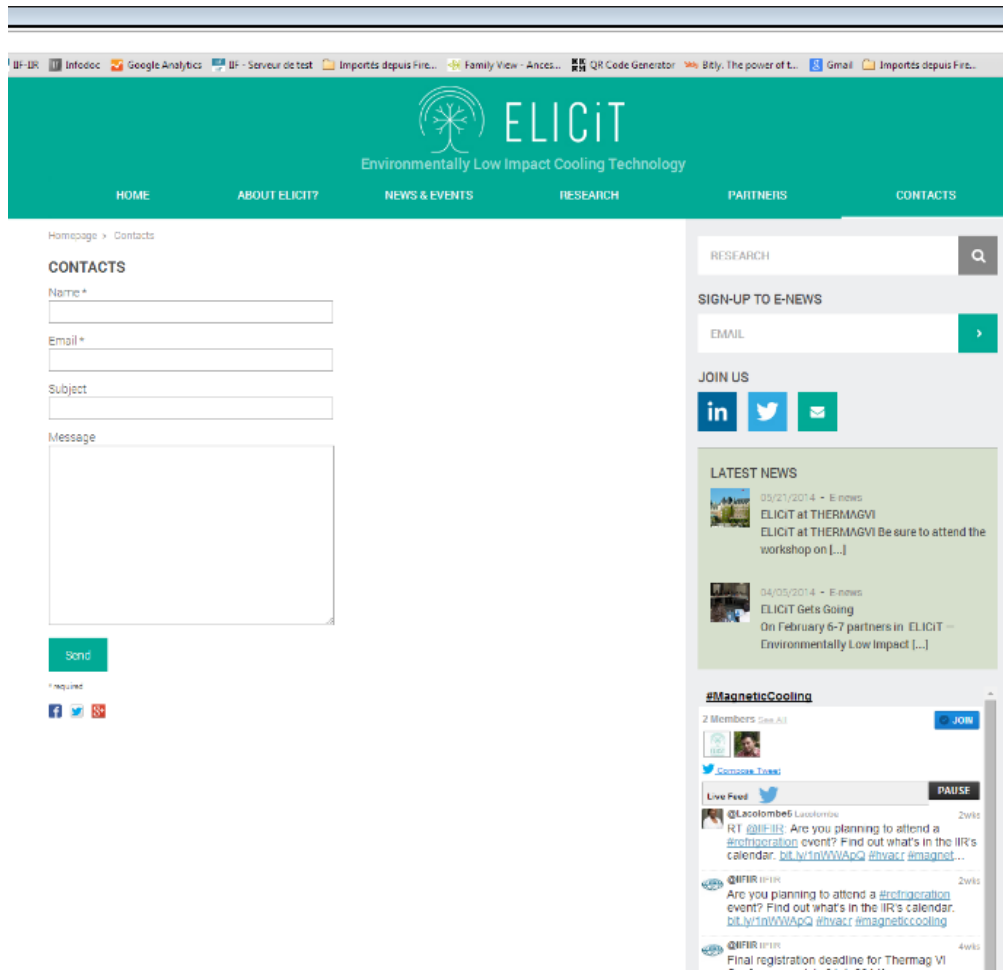
### 4.8.1 Partners' Contribution

Presents each partners role and the tasks they undertake in the project.

### 4.8.2 About ELICIT Partners

Presents a short description of each partners' activities, their contact information and their website URL.

### 4.9 Contacts



An online contact form for people wishing more information on the project, sent to the project manager, Raffaele Paganini.

A FAQ section may be added using content using enquiries made via the website.

## 5 Conclusion

The ELICiT website was developed to provide project partners with communication tools to ensure exploitation of project results through dissemination to consumers, industry, academia and policy makers from refrigeration. And also to reach a larger public audience.

After consulting the ELICiT partners concerning the visual identity, content and structure of the website, AVELOOK undertook the creation of the website including all technical aspects.

The ELICiT website was officially launched the 1<sup>st</sup> April 2014 and the web address is <http://elicit-project.eu/>.