



MAtchUP

D8.2: Project website

WP 8, T 8.2

30th March 2018 (M6)

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MAtchUP - SCC-1-2016-2017

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D8.2: Errore. L'origine riferimento non è stata trovata.

Technical References

Project Acronym	MAtchUP
Project Title	MAximizing the UPscaling and replication potential of high level urban transformation strategies - MAtchUP
Project Coordinator	Ernesto Faubel Ajuntamiento de Valencia efaubel@valencia.es
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Version	Person	Partner	Date
V 1.0	Veronica Meneghello	ICE	23 March 2018
V1.0	Costanza Caffo	ICE	23 March 2018
V1.1	Ernesto Faubel	VAL	27 March 2018



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0 Abstract

The MAtchUP website, which can be accessed through the URL www.matchup-project.eu was completed and made public at the end of March 2018. It contains all institutional information about the project and is intended to be used as the entry point to the MAtchUP project addressing different target audiences: multiple stakeholders' categories, scientific and professional users, citizens and the general public. The website acts as communication and dissemination channel for the project's results and for the involvement of the project's targets. The website is a living tool in continuous evolution as it will be regularly updated, not only in terms of contents but also in terms of improvement of new graphic layouts, tools and features, according to the needs of the project.

In line with this objective, the project website is considered as a community-building platform structured in view of highlighting all project components:

- the solutions, with reference to the MAtchUP actions in the field of ICT, Mobility, Energy
- the involved cities, both Lighthouse and Followers,
- the primary role of the citizens in designing the urban regeneration model
- relevant news, events and further information,
- the MAtchUP network of smart cities, smart city associations and clusters

The project website also works as a share-point for the consortium through the direct link to the repository, an online virtual space containing all institutional information, including working documents and deliverables.

All the contents are subject to editorial control of the D&C Secretariat.



1 Web platform design and set-up

1.1 Objective

The MAtchUP website aims to communicate and disseminate the MAtchUP project and contents to its various audiences. The website is the main entry point of the project and provides all the necessary information about the project. It will be regularly updated with information and news from the project, ensuring appropriate dissemination of the results produced by MAtchUP. It has been designed and built in its graphical layout and content structure by Fondazione iCons. The main achievements of the process for the web platform design and set-up are the following:

1.1.1 Temporary website splash page

A temporary splash page was publicly launched on November 2017.

The process leading to the set up of the splash page covered the following steps:

- Wireframe design and validation
- graphic mock-up design and validation
- final set-up

The MAtchUP splash page is available in Annex 1

1.1.2 Website design, set-up and launch

The following process was implemented for the design and final set-up of the website:

- Definition of the website architecture (sections and sub-sections structure) and navigation flow. The structure was shared with the WP leaders via audio meeting and via email who validated it. See Annex 2 MAtchUP Web Platform structure
- Website development of templates for homepage and internal sections
- Website responsive design implementation. The website is set to provide an optimal viewing experience for the users of different devices (such as tablets and smart phones)
- The website was finally launched on 31st March 2018

1.2 Current layout and structure of the website

1.2.1 Website layout and identity

It was agreed to opt for a clear, modern and appealing graphical layout, easy to browse, close to citizens and to a more general public, able to create interest and engagement especially throughout its vivid colours that provide a clear and unique visual identity. The aim was to express innovation, bright solutions and ideas through a smart use of colours and their link with the project's solutions and cities. The visual identity was expressly thought to attract the users and communicate a sense of uniqueness and innovation.



1.3 Website structure

The technical infrastructure and the graphical interface of the MATCHUP website was set-up at the beginning of the project. The website is structured in a homepage and seven main sections: The Project, Solutions, Cities, News, Events, Technical Insights, Contacts.

HOMEPAGE This is the main landing page of the MATCHUP website. It opens with a key-visual, the pay-off and a short description of the project. It displays an engaging video, last news, events and tweets.



Figure 1 – MATCHUP website homepage preview

THE PROJECT This section starts with an overview description of the project and contains specific information about objectives, impacts, partners, network and media kit. Information is displayed in one only page and five buttons (About, Objectives, Impacts, Network, Media kit) placed at the top of the page easily redirect users to the related section.



SOLUTIONS

The main focus of the project concerns the solutions provided and implemented in each lighthouse city. This section redirects to each type of solution (energy, mobility, ICT and non-technical or citizens solutions). By clicking on the solution button, the user is easily redirected to the related solution. Each solution is divided into a number of interventions foreseen by the project. By clicking on each intervention, a dedicated page is automatically opened, with further information, related technical insights, and the application of that solution in the lighthouse cities that adopt it. At the bottom the user can explore other interventions of the same area.

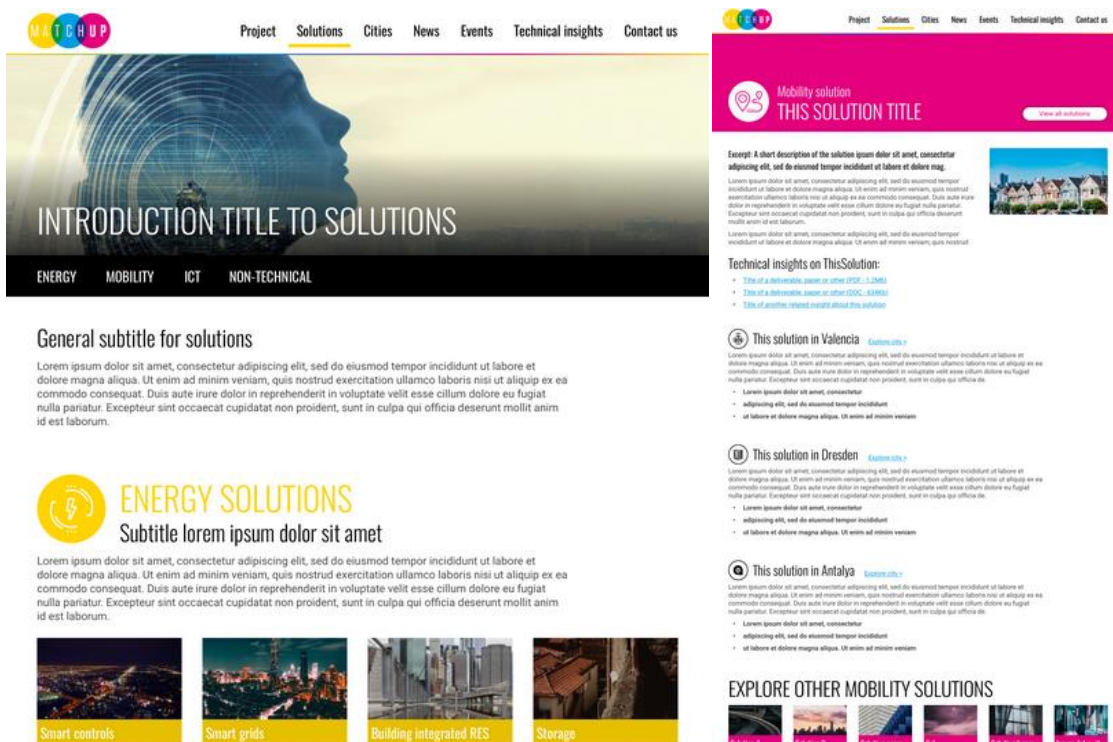


Figure 2 - Preview: all solutions and single solution sections

CITIES

This page is divided into lighthouse cities, displayed in the first part of this section and followers, placed at the bottom of the page. Lighthouse cities show a key image and a brief excerpt on the right side. The paragraph dedicated to follower cities displays a general introduction and a picture for each city. By clicking on a single city, the user is redirected on the dedicated page. Each city has also a dedicated page in its local language with the main information about the role of that city in the MatchUP project, in order to improve the citizen engagement and a link to the website of the municipality.

NEWS This page lists all the news about the project, sorted by most recent, to provide latest news and developments of MAtchUP. News are divided into the following categories: updates, press releases, articles and newsletter. At the bottom of each news the user can find social networks buttons, in order to facilitate the sharing of the information. On the bottom right, a window with the most recent tweets is available.

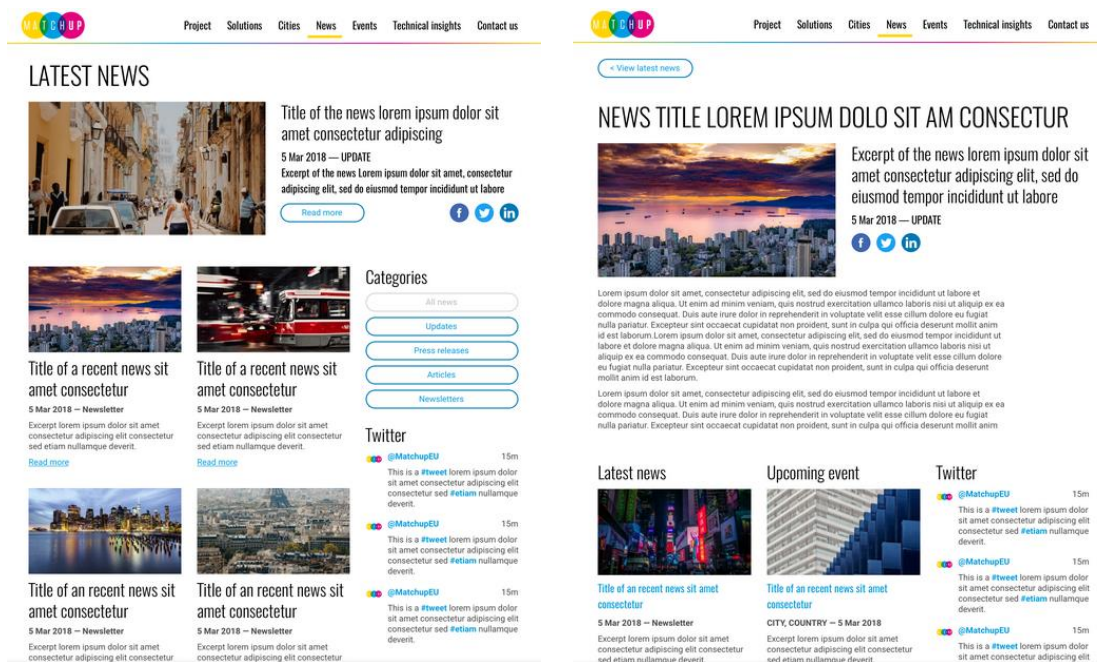


Figure 3 - Preview: all news and single news sections

EVENTS

This page provides a list of MATCHUP main events. It is divided into: an overview of all the events that MATCHUP will or have participated or organized and other events linked to the topics of the project.

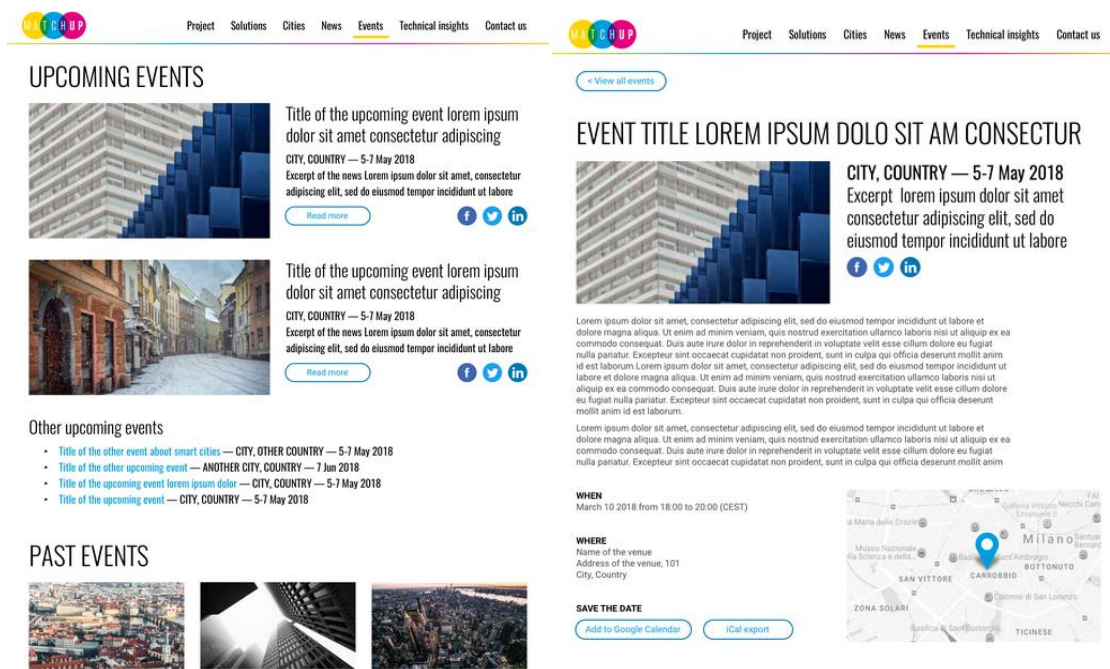


Figure 4 - Preview: all events and single event sections

TECHNICAL INSIGHTS

Technical materials like papers, deliverables and info-packs are stored in this section, to be handy and easily consulted online or downloaded. This section will be hidden until any public insight will be available to be published.

CONTACT US

This page contains contact info such as the project coordinator, the Communication Secretariat and local desk coordinators emails

1.4 Other features

Website mobile version (responsive design) - A mobile version of the MATCHUP web site to provide easy surfing by mobile devices is also accessible since the launch of the website.

Repository - the private area is accessible via the website throughout the dedicated link available at the bottom of every page and available only to the consortium partners.

Newsletter - A dedicated section to invite users to join MATCHUP newsletter is displayed at the bottom of every page of the website, with the related privacy policy to be accepted.



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Website content management – The overall content editing and updates, the website structure and its associated databases (registered users) are managed by Fondazione Icons.

Acknowledgment to the EC funding – All website pages (including the homepage) feature the EU logo at the bottom.

Social Networks sharing buttons: the homepage contains the link to the project twitter account and YouTube channel. Each news and events provides the social buttons to easily share the information.

Website for visually impaired people: the contents and images of the website are accessible also by users affected by blindness

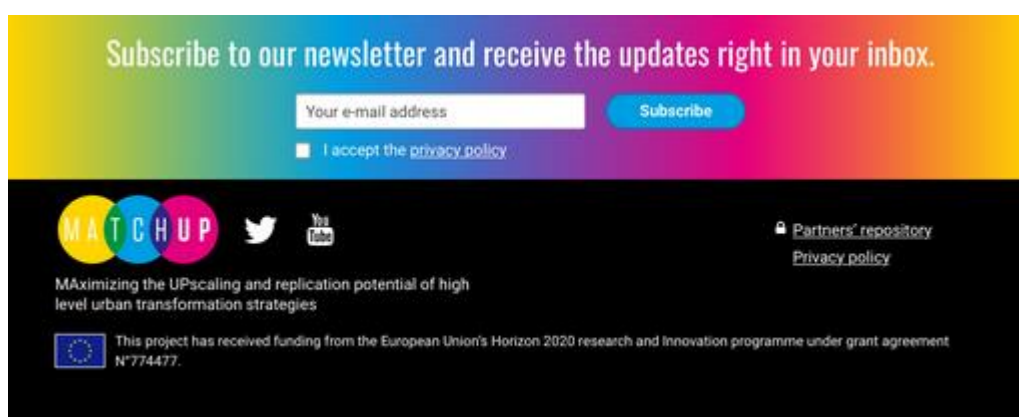
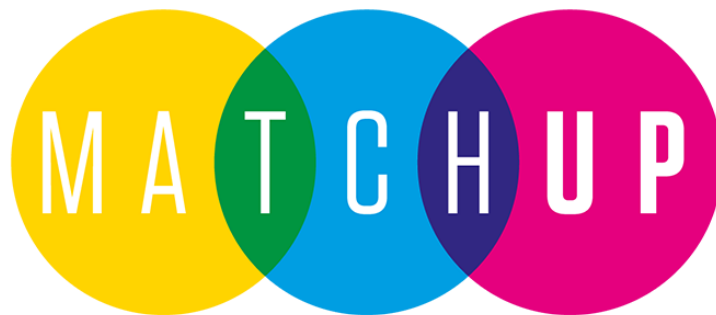


Figure 5 - Newsletter subscription, socials, repository, EC funding footer



Annex 1 – MAtchUP splash page



AN INNOVATIVE PALETTE OF SOLUTIONS FOR YOUR CITY

[Contact us for further info](#)

[Follow us on Twitter](#)

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Annex 2 – MAtchUP website structure

