

# WINDTWIN

*Towards a digital twin for forecasting of power production to wind energy demand*

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Project 101147377 — WINDTWIN

## ***D8.2: WinDTwin website***

**Lead partner:** WavEC

**Authors:** Janete Correia, WavEC

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## 1. EXECUTIVE SUMMARY

Deliverable D8.2 “WinDTwin website” is produced in the scope of Work Package 8 related to the Stakeholder Engagement, Communication, Dissemination and Exploitation of the WinDTwin project.

The WinDTwin website will be launched on the 30th of September 2024 with the URL [www.windtwinproject.eu](http://www.windtwinproject.eu) and will be maintained and updated throughout the lifetime of the project. The website was designed to be one of the main communication tools to disseminate information about the project’s activities.

WinDTwin will respect the General Data Protection Regulation (GDPR) (EU) 2016/679 and introduced the Cookies Policy to its website.

The website will be monitored with the Google Analytics tool, which measures the website insights about the visitors and their behaviour on the project’s website. By measuring this data, we can update the content so that we give the exact information that visitors search for and optimize our website on search engines.

To enhance the dissemination, WinDTwin project also opened Social Media channels, such as LinkedIn, and X (formerly known as Twitter). Deliverable D8.1 Communication and Dissemination Plan outlines further details about all communication channels and tools that will be used during the lifetime of the WinDTwin project.

## 2. INTRODUCTION

The purpose of this Deliverable 8.2 is to provide synthesized information about the WinDTwin project website, with the following URL: [www.windtwinproject.eu](http://www.windtwinproject.eu).

The Deliverable is part of the Work Package 8 related to Stakeholder Engagement, Communication, Dissemination and Exploitation.

## 3. PROJECT WEBSITE

The WinDTwin project website will be launched on the 30th of September of 2024 with the following url: [www.windtwinproject.eu](http://www.windtwinproject.eu). It will be linked to the consortium members' individual webpages and will highlight up-to-date activities about or relevant for the project.

WinDTwin website is linked to the platform Google Analytics, a free analytics tool to measure website data, such as how many visitors the pages have, where they come from, and what pages they visit the most, among other information.

The website was created to disseminate the project's activities to a wide audience. To achieve this, Search Engine Optimization is being implemented to ensure the site is not only live but also easily found in search engine results by as many visitors as possible.

The WinDTwin website has the following structure:

- HOME
- ACTIVITIES
- DOCUMENTATION
- PARTNERS
- NEWS
- CONTACTS

### 3.1 HOME



Figure 1. Homepage of the project website

The HOMEPAGE, shown in Figure 1, was designed to be the main page and displays a short description about the project with a link to more information in a section called “Overview” (Figure 2).

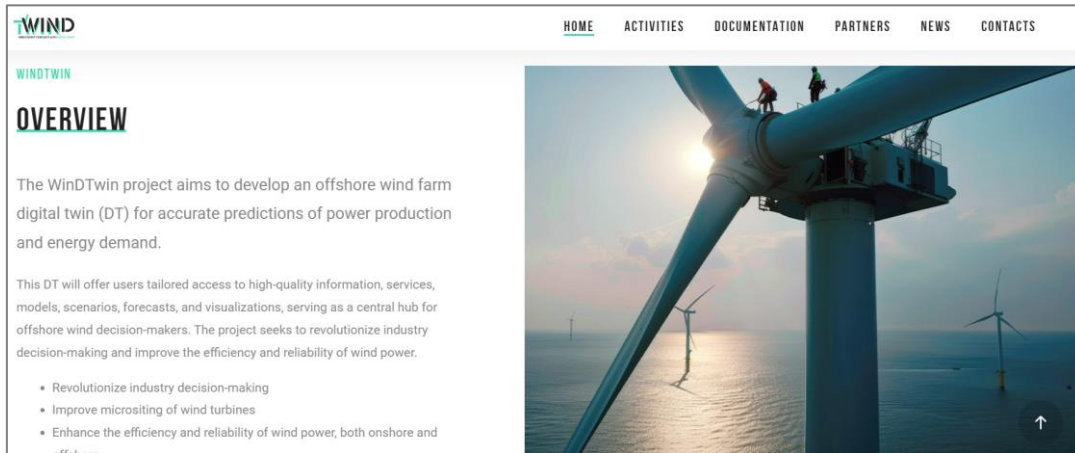


Figure 2. Homepage of the project website – Overview section

It is followed by a link to the latest news, and partners pages of the website.

At the end of the home page, the website mentions the project’s funding (Figure 3), social media, privacy, and cookies policies.

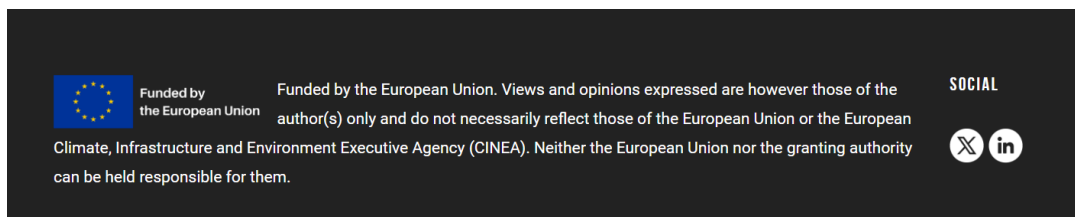


Figure 3. Homepage of the project website – funding

### 3.2 ACTIVITIES

The ACTIVITIES section presents a summary of all work packages of the project and a scheme of the interactions between them.

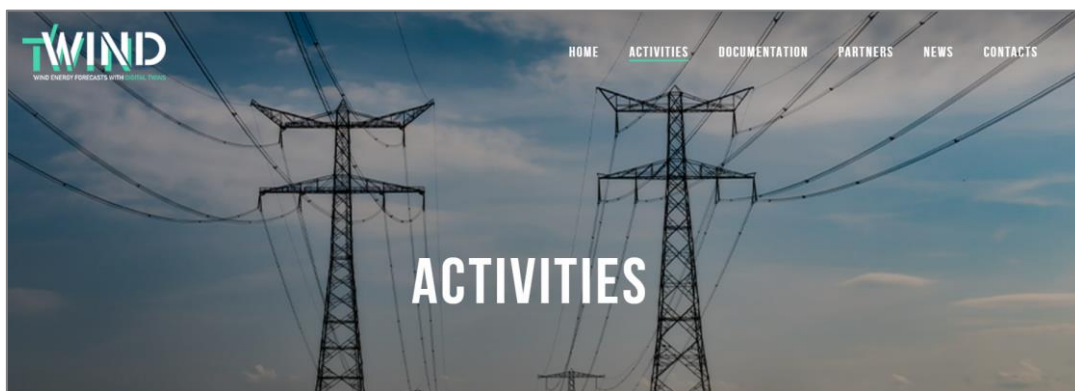


Figure 4. Activities page

### 3.3 DOCUMENTATION

The DOCUMENTATION page, shown in Figure 5, will contain all public documents generated by the WinDTwin project, such as Deliverables, Publications and other.

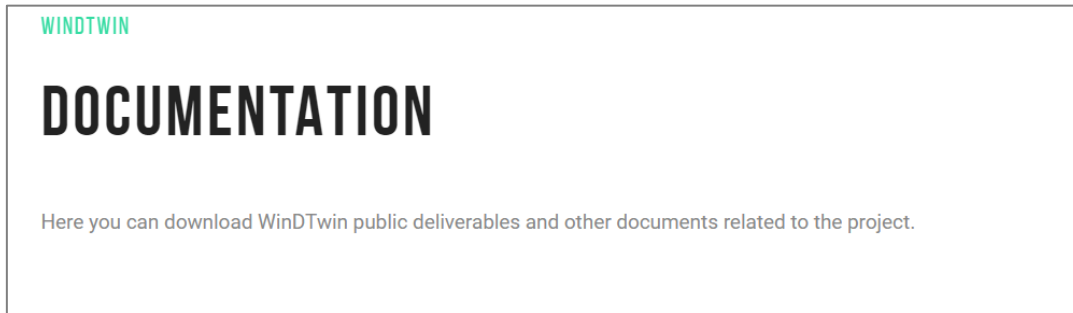


Figure 5. Documentation page

### 3.4 PARTNERS

The PARTNERS page, as shown in Figure 6, displays a short description of each partner with the logo and links to the partners' websites.



Figure 6. Partners page

### 3.5 NEWS

The NEWS page contains all the new activities of the project and is constantly updated as tasks are accomplished, and milestones achieved. Figure 7 presents the NEWS page.

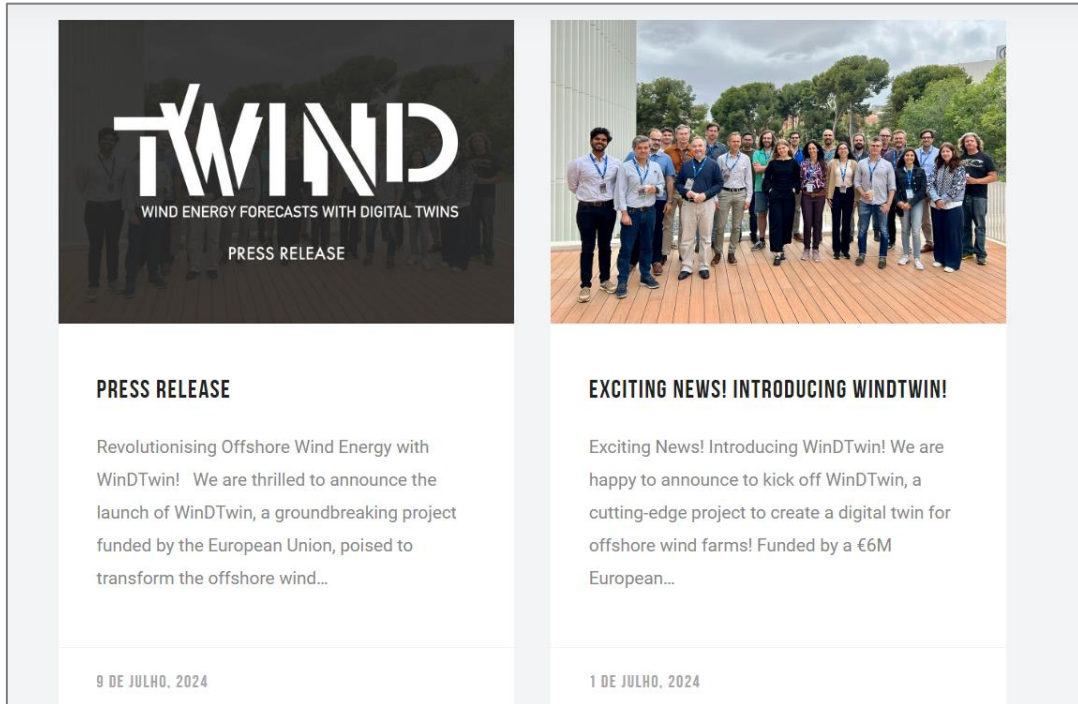


Figure 7. News page

### 3.6 CONTACTS

The CONTACTS page displays a registration form to contact the WinDTwin project partners, as can be seen in Figure 8. The email that will receive these messages is: mail@wavec.org.

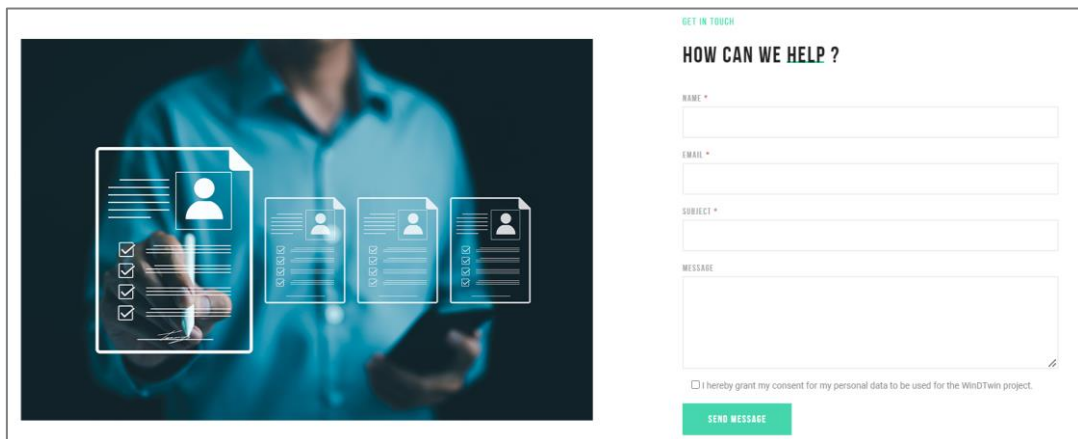


Figure 8. Contacts page

## 4. SOCIAL MEDIA

Social media is another channel that WinDTwin will use to disseminate the project's activities. The Consortium has chosen to have two main social media channels, namely LinkedIn and X (Formerly known as Twitter). These social media are linked to the website:

### LINKEDIN

<https://www.linkedin.com/company/windtwin>

### TWITTER

<https://x.com/WINDTWINproject>

@WINDTWINproject

## 5. IMPACT ASSESS

To measure the success rate of the implemented dissemination activities, the Communication leader will monitor the performance indicators regarding the project website and social media (defined in D8.1 Communication Plan). With this measure the Communication Leader – together with the Project coordinator – will track what can be done to improve these channels.

## 6. CONCLUSIONS

The WinDTwin Website is produced in the scope of work package 8 related to the Stakeholder Engagement, Communication, Dissemination and Exploitation of the WinDTwin project. It will be launched on the 30th of September 2024. This Deliverable describes the website structure and presents the social media channels. Both website and social media will be updated regularly.