



DRIVEMODE

**Integrated Modular Distributed Drivetrain
for Electric & Hybrid Vehicles**

DRIVEMODE: Project Website

D8.2: Project Website
WP8, T 8.2

Authors: Marcello Bardellini (ICONS)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°769989

DRIVEMODE

Technical references

Project Acronym	DRIVEMODE
Project Title	Integrated Modular Distributed Drivetrain for Electric & Hybrid Vehicles
Project Coordinator	Mikko Pihlatie VTT Technical Research Centre of Finland mikko.pihlatie@vtt.fi
Project Duration	November 2017 – October 2020 (36 months)

Deliverable No.	D8.2
Dissemination level*	PU
Work Package	WP8 – Dissemination and exploitation
Task	T8.2.2 – Website and social media
Lead beneficiary	12 (ICONS)
Contributing beneficiary/ies	1 (VTT)
Due date of deliverable	28 February 2018
Actual submission date	26 March 2018

* PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	20/02/2018	ICONS	Marcello Bardellini
1.0	12/03/2018	VTT	Alexander Smirnov (Approved)
1.0	12/03/2018	VTT	Mikko Pihlatie (Submitted)

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Table of contents

D8.2: Project Website WP8, T 8.2	1
Authors: Marcello Bardellini (ICONS)	1
Technical references.....	2
Table of contents.....	3
List of Figures	3
1. Introduction.....	4
2. DRIVEMODE Website	5
2.1. Development.....	5
2.2. Website sections	8
2.3. DRIVEMODE Repository.....	10
2.4. Dissemination	11
3. Conclusions	12

List of Figures

Figure 1: DRIVEMODE landing page.....	6
Figure 2: DRIVEMODE website homepage	7
Figure 3: DRIVEMODE website News, Events, Contacts	10



1. Introduction

The current report, D8.2 Project website, is aimed at providing evidence about the process followed in the DRIVEMODE website development. The layout designed is in line with project visual identity, as defined in the framework of the DRIVEMODE D8.1 Dissemination and Communication plan.

The website will be maintained in English and will constitute the main source of information regarding project activities and results and it will be regularly updated with project documents, news and events. It is also the main entry point for partners' internal repository and Requirement Management tools.

The layout has been designed in view of maximising the use of graphical elements, respecting the project visual identity and tone of voice defined. The release of the website accomplished with the project workplan timing, M4 (February 2018).



2. DRIVEMODE Website

2.1. Development

The website will be managed by ICONS, with the co-operation of VTT and all other partners for content provision and website population. The registered domain is <http://drivemode-h2020.eu>.

ICONS has designed the structure of the DRIVEMODE website and its layout with a strong bond with the visual identity defined in the DRIVEMODE brandbook. The website layout is device responsive, namely, it has been developed in view of providing, automatically, the best user experience from every device (smartphone, tablet, desktop).

The layout has been designed in view of maximising the graphical elements of the project, in line with the project visual identity and its tone of voice.

In line with the DoA, before the release of the project website, ICONS developed a landing page (M2) to provide with an official presence of the project on the web since its beginning, contact details of the project coordinator and a call to action to follow the conversation happening on social media and tracked by the official hashtag #DRIVEMODEH2020.

The following image gives an overview of the landing page developed.



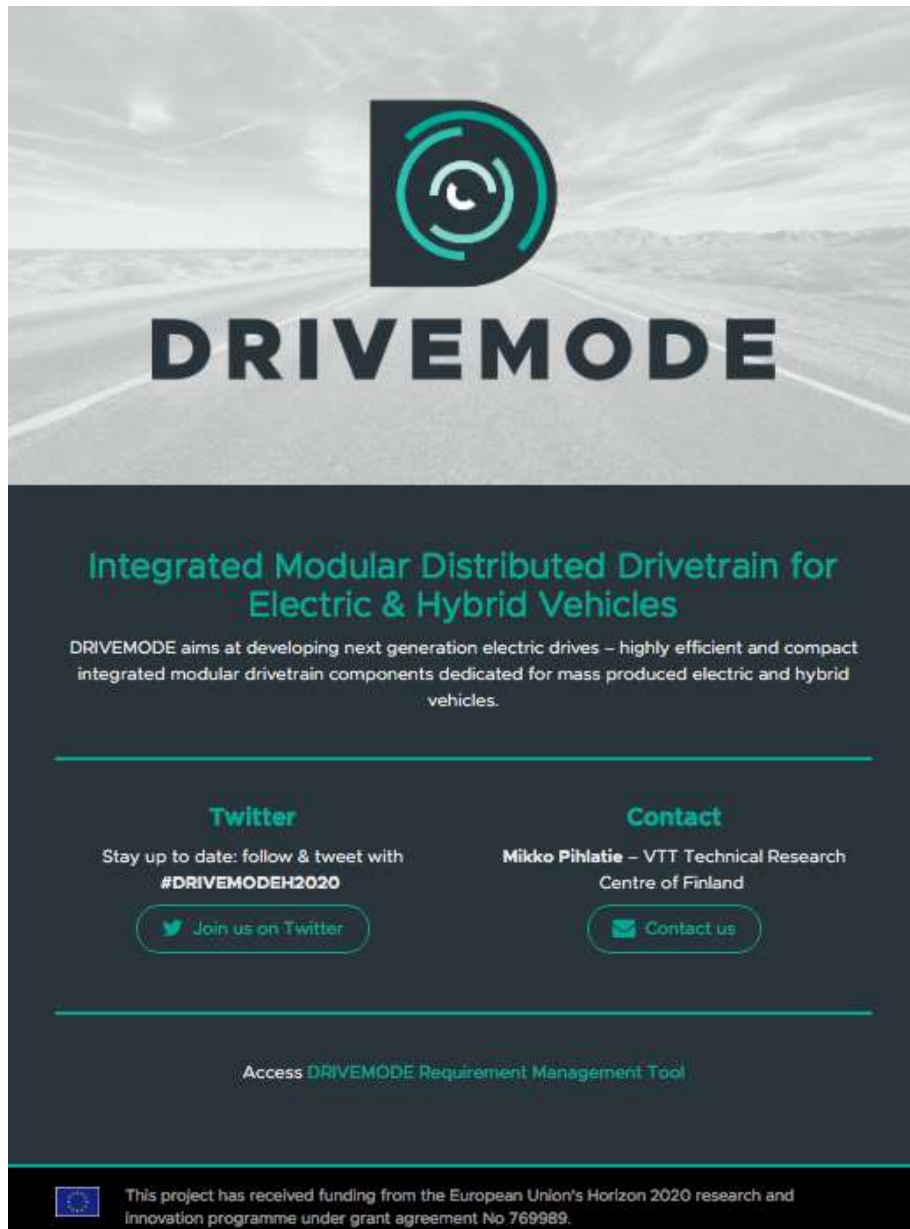


Figure 1: DRIVEMODE landing page

The landing page has been replaced with the official project website, by using the same URL. The homepage shows the content making use of graphical elements (animation of the project logo) with catchy key messages and contents appearing as the users navigate the homepage from the header to the footer, where the official EU disclaimer has been included. The user experience has been designed guiding through a series of images, and key contents with the purpose of outlining DRIVEMODE innovation from the home page. The following image represent the homepage layout designed:



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Figure 2: DRIVEMODE website homepage



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2.2. Website sections

With the launch of the project website (M4), most of the sections foreseen have been developed, however, additional sections are expected to be designed at a later stage of the project. Thus, the website will be continuously updated as new contents associated to the project results development, editorial production progress, participation of partners' to events, clustering activities with fellow GV-04 projects.

A specific attention has been devoted to the DRIVEMODE homepage, which has been designed in view of creating an attractive narrative about the innovative aspects of the project, raising interest on the project through the adoption of a simple tone of voice and making use of visual elements and key messages.

Towards the footer of the homepage, the users finds the latest news and the social media feed through the hashtag activated to keep track of the conversation happening around the project on Twitter. At the bottom of the homepage, links to internal sections, the consortium internal repository, the Requirement Management tool and official disclaimer of EU funding and flag have been included.

To have a complete overview of the DRIVEMODE website structure at the release date and to get an outline of its further developments as new contents will be available, the following list is provided:

- section “Project” includes the following contents:
 - “Innovation”: highlighting the innovative drivetrain module of DRIVEMODE;
 - “Partners”: this section provides contact details, logo and a brief description of each partner;
- section “News”, including all latest news related to the project;
- section “Events”, including all events DRIVEMODE partners will organize or attend to;
- section “Publications”: this will be developed at a later stage and will include all publications and downloadable documents produced by the project.
- section “Contacts”, providing the contact details of the project coordinator and of the communication leader.

The following images are provided as an overview of the design of the abovementioned sections.



DRIVEMODE Project News Events Publications Contacts

Latest news

News title lorem ipsum dolor sit amet consectetur
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

News title lorem ipsum
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Radio Astronomy
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Look Up In The Sky
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Shooting Stars
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Astronomy Or Astrology
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
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Look Up In The Sky
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[Read more](#)

1/10 — Previous Page 1 of 10 Next —> Last

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DRIVEMODE
 European Space Agency (ESA) Horizon 2020 research and innovation programme under grant agreement N° 769989

- Equipment Management Tool
- Partner's repository
- Privacy policy

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DRIVEMODE Project News Events Publications Contacts

Upcoming events

Event title lorem ipsum dolor sit amet consectetur
 Milan, Italy
 10 Mar 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Astronomy Or Astrology event is the title
 Helsinki, Finland
 10-12 May 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Past events

Shooting Stars
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Astronomy Or Astrology
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Look Up In The Sky
 10 Feb 2018
 Excerpt lorem ipsum dolor sit amet consectetur adipiscing elit nullamque sententiam constaverit
[Read more](#)

Radio Astronomy
 10 Feb 2018
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Radio Astronomy
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[Read more](#)

1/10 — Previous Page 1 of 10 Next —> Last

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DRIVEMODE Project News Events Publications **Contacts**

Contacts

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— Communication

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Twitter

Stay up to date: follow & tweet with [#DRIVEMODEH2020](https://twitter.com/DRIVEMODEH2020)

CONCEPTS_EU @CONCEPTS_EU
New year, new efficiency requirements for several energy-guzzling and polluting heating products. #EUCodesign #EnergyEfficiency #CO2products #uknews#how-year...

New Year to bring efficiency requirements for...
Some of the most energy guzzling and polluting heating and ventilation products will no longer be allowed to enter the EU market. The EU's legislation...

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DRIVEMODE
Integrated Modular Distributed Consortium for Electric & Hybrid Vehicles

Requirement Management Tool
Partners' repository
Privacy policy

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Figure 3: DRIVEMODE website News, Events, Contacts

Task 8.2.2, D8.2 (M4)

Responsible Partner: ICONS

Contributing: all partners, for provision of updates about the project and participation to events

2.3. DRIVEMODE Repository

The DRIVEMODE Repository is a specific internal communication platform, supporting the management of DRIVEMODE activities and collaboration among all partners. The repository is set on the Nextcloud software, which has been customised by ICONS for the consortium to exchange live documents and to act as a repository of institutional information and deliverables of the project. Each partner has been attributed with a username and password to log-in and a dedicated link to access the repository has been included in the footer of the homepage of the website.



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2.4. Dissemination

Each DRIVEMODE partner is asked to give the highest visibility to the website, linking it to their company/organization institutional websites, disseminating it among their networks and referring to it in any communication concerning the project. We also envisage to link the DRIVEMODE website to other EU thematic networks official websites not just to improve the visibility of the project, but also to facilitate the exchange of knowledge and clustering activities among GV-04 fellow projects.

DRIVEMODE website is indicated in all communication templates circulated by the dissemination partner ICONS. Additionally, a referencing and Search Engine Optimisation will be devised by ICONS in order to tag DRIVEMODE website contents with relevant keywords through web search engines.



3. Conclusions

The DRIVEMODE website represents the main online communication tool the project will exploit in order to sustain the online visibility and impact of the project results. ICONS has developed the project website respecting the key visual elements designed for the project, ensuring communication coherence in terms of tone of voice adopted and visual components designed, across channel and over the project duration.



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