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Grant agreement no. 774392



E-LOBSTER

**Electric losses balancing through integrated storage and power electronics
towards increased synergy between railways and electricity distribution
networks**

Deliverable D6.1

E-LOBSTER Public Website Set-up

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1 Introduction

The present report constitutes deliverable D6.1 “E-LOBSTER Public Website Set-up”, a public document produced in the framework of WP6 “Dissemination and Route for Replication” (Task 6.3 “Dissemination activities”) and describing the set-up of the E-LOBSTER website and its main features. The main objective of WP6 is to promote E-LOBSTER among public transport and DSOs stakeholders through the dissemination activities and to raise the awareness on the project results.

As a Research and Innovation Action (RIA), E-LOBSTER requires a website that assures the proper dissemination and exploitation of its results. Actually, the E-LOBSTER website, in close collaboration with the project social media accounts, will serve as the main upfront tool for disseminating the project results.

The E-LOBSTER website is constituted by the following main sections:

1. Homepage
2. About
3. The Project
4. Results & Public Reports
5. News & Events
6. Promotional Material
7. Contacts

Special emphasis has been given to the description of the project, the objectives, the main results, the expected impact as well as on downloadable information, such as project reports, guidelines, promotional material and presentations, for external use by professionals, media and consumers.

With this ambition in mind, E-LOBSTER website was launched in August 2018 (M3) and it is hosted by RINA C servers. The website will be regularly updated along the project under the responsibility of partner RSSB and with the contribution of all the project beneficiaries.

2 Brand Identity

The E-LOBSTER website is consistent with the project's brand identity and it is developed using the same colour palette of the logo. Actually, in order to allow an easier identification for the public as well as to favour a better visibility for E-LOBSTER during the dissemination activities, all the external actions of the project will be characterized by specific graphic designs based on the project logo.



Figure 2: Logo versions



C 0	C 32
M 65	M 10
Y 85	Y 85
K 0	K 0
R 238	R 179
G 117	G 44
B 56	B 56

Figure 3: Colour Palette

3 Website objectives & targets

E-LOBSTER website has been developed in English because it is the official language of the project and also the main communication language if the technology must reach a wide audience.

E-LOBSTER website has been designed to quickly address the key questions of the following target audiences:

User Category	Informational Needs	Priority
Railways and electric public transports managers	Understand the economic advantages offered by E-LOBSTER technology	High
Relevant associations representing the interest of DSOs, TSOs, Energy Retailers, Aggregators and ESCOs	Understand the economic advantages offered by E-LOBSTER technology	High
Relevant associations representing the interest of technology providers (such as storage, advanced power electronics, control systems developers, ...)	Understand the economic advantages offered by E-LOBSTER technology	High
Governments	Understand the social advantages offered by E-LOBSTER technology	High
EU bodies	Communicate the key-messages of E-LOBSTER in a clear, effective and intuitive way through the project website. It is essential to make public reports available.	High
R&D institutes & universities	Advancement of the project with respect to state of the art	High

In particular, E-LOBSTER website aims at:

- Providing a clear and easy to understand description of the project
- Presenting the consortium
- Communicating the main impacts of the project to a non-specialised audience
- Communicating the competitive advantages of the project to the above-mentioned target groups
- Guaranteeing a public access to the results of the project
- Guaranteeing the exploitation of the results of the project
- Providing material for press and specialised media professionals and to collect the appearances of the project on these media

4 Structure

4.1 The Website Management Tool

E-LOBSTER website has been developed using Wordpress, a free and open-source content management system (CMS) based on PHP and MySQL.

It was chosen because it is used by more than 60 million websites, including 30.6% of the top 10 million websites as of April 2018¹, which makes WordPress the most popular website management system in use.

Moreover, it has standard features that are functional and easy to use, such as content authoring, reliable performance, and excellent security.



Figure 3: Wordpress logo

4.2 Overview

The project website has been set up under the address www.e-lobster.eu. The “.eu” domain was chosen to emphasize the nature of the website as the official website of a project funded by the EC.

As project coordinator and dissemination leader, RINA-C is responsible for the website hosting, website design and correct functioning.

The overall responsibility of updating and operating the website will be the one of RSSB and all partners will be asked to contribute to its content development.

4.3 Website architecture

When designing E-LOBSTER website, particular emphasis was put on the following features:

- **Responsivity:** in 2017 almost half of internet users spent five or more hours on their smartphones daily ², so E-LOBSTER website is responsive in order to make sure results can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design make web pages look good on all devices and offers the best experience for all users.

¹ Coalo, J.J (September 5, 2012). "With 60 Million Websites, WordPress Rules The Web. So Where's The Money?". Forbes. Retrieved February 3, 2016.

² : <https://www.statista.com/statistics/781692/worldwide-daily-time-spent-on-smartphone/>

- **SEO optimisation:** E-LOBSTER website is designed having in mind the principles of SEO (Search Engine Optimisation), in order to gain a good positioning in the Google SERPs and raise awareness about the project. In fact, E-LOBSTER website is characterised by a strong site architecture and provided by a good navigation in order to encourage more and more visits. Also non-technical SEO techniques will be used to engage potential stakeholders, such as social media marketing.
- **Integration with social media:** In 2017, daily social media usage of global internet users amounted to 135 minutes per day³, so social media have been integrated into E-LOBSTER website to encourage website visitors to follow the project.
- **GDPR compliance:** E-LOBSTER website is compliant with the new GDPR as a privacy and cookie policy has been developed and the data about visitors retrieved by the web analytics tool (<https://statcounter.com/>) are anonymised.

4.4 Homepage

The homepage is designed to convey the 3 fundamental messages of the project:

- “Electric losses balancing through integrated storage and power electronics towards increased synergy between railways and electricity distribution networks”
- “An innovative Railway to Grid Management System to reduce electric losses in both the power distribution network and the light railway network”
- “A real time analysis of energy losses to optimise the interexchange of electricity between railways and electricity distribution networks”

The navigation through the homepage sections can be performed through a bar menu or through a lateral dot navigation bar according to the device.


The website homepage represents an attractive showcase for the project and a tool for the effective dissemination of the latest project news, events and public reports.


After a slider containing three captivating images showing the Metro of Madrid, users can navigate a section that links to 3 key-pages of E-LOBSTER website: Concept & Objectives, Results & Public Reports and News & Events.


The fundamental numbers of the project (partners, countries involved, months and funding) are presented through a dynamic counter that immediately attracts the users’ attention.

Moreover, the homepage includes the web form to subscribe to the project newsletter, carefully highlighted thanks to the colours in order to make it as more visible as possible for the website visitors. In the following screenshot, an overview of the Homepage is provided.


³ <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>


[HOME](#)
[ABOUT](#)
[THE PROJECT](#)
[RESULTS AND PUBLIC REPORTS](#)
[NEWS & EVENTS](#)
[BROCHURE/MATERIAL](#)
[CONTACTS](#)







Concept & Objectives
Discover more about E-LOBSTER innovative technology



Results & Public Reports
Keep up-to-date with the project work in progress





News & Events
Don't miss E-LOBSTER latest news and events




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Latest News



E-LOBSTER official launch
An international consortium to develop electric Transport Grid Inter-Connection...
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E-LOBSTER kick-off meeting
All project partners met in Brussels to discuss the future actions The E-LOBSTER...
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E-LOBSTER website launch
The official website of E-LOBSTER was launched in August to disseminate the...
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E-LOBSTER coordinators
A couple of opinions about the project








Giannicola Loriga - RINA
Project coordinator





"We are really proud to coordinate such an ambitious project providing efficient technologies and services for advanced power electronics, energy storage and energy management for both distribution and smart grids and electrified transport networks. The project will have a relevant impact on the growth of the participating organisations able to deliver adequate competitive products and services on the market in four/five years after the end of the project"




Dr Pietro Tricoli - University of Birmingham
Technical coordinator

"I am delighted to be the technical coordinator of this research project that will use power electronics and energy storage as key technologies to deliver a major step forward for the management of energy exchange between power distribution grids and electric railways. The team includes excellent partners from Belgium, Denmark, Italy, Spain and the UK with a broad range of technical expertise and I am looking forward to work with them to deliver this pioneering project"



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774332

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4.5 About

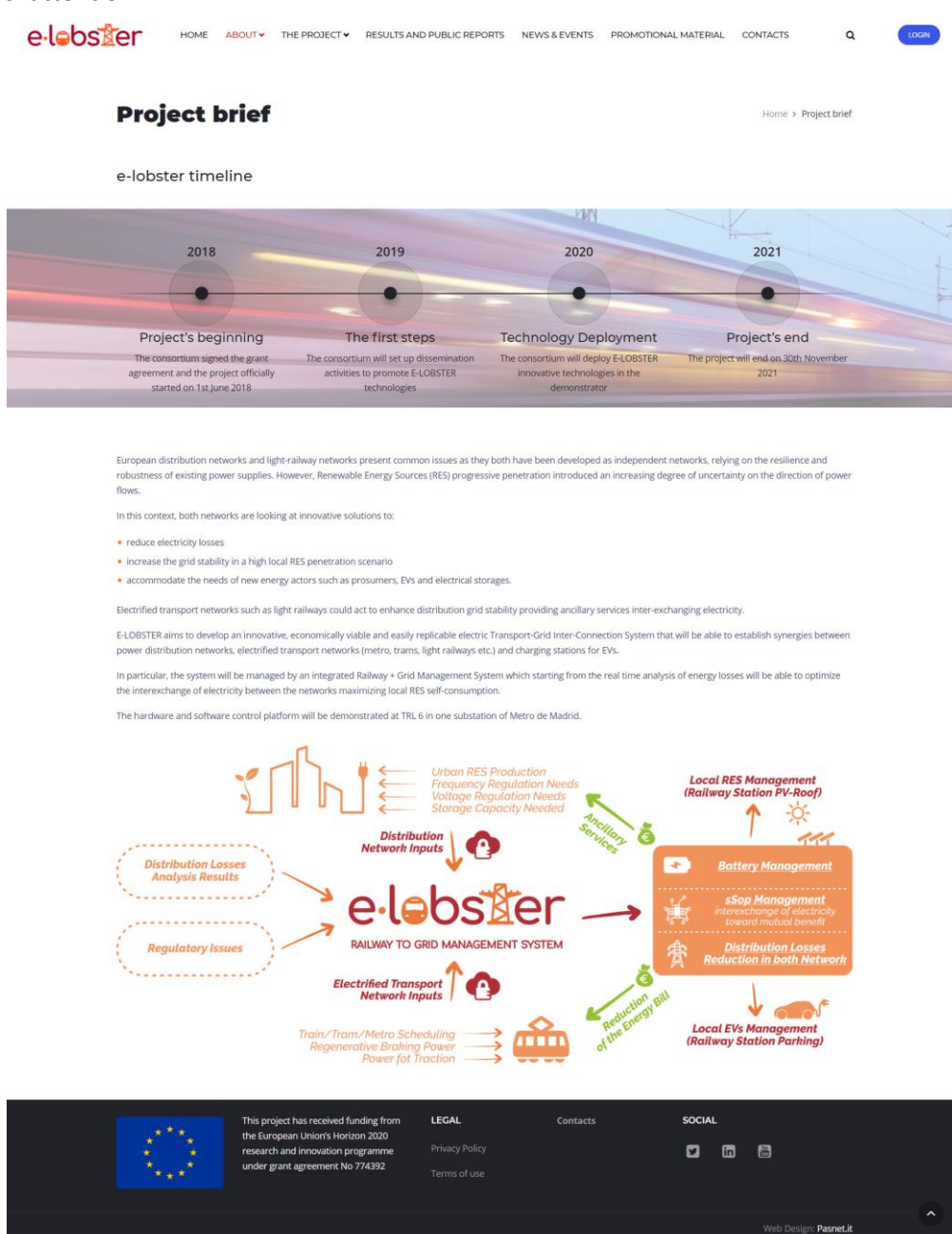
The section “About” is constituted by two sub-sections described in the next sub-paragraphs:

1. Project Brief
2. Team

4.5.1 Project Brief

This section shows a captivating timeline highlighting the most important milestones and objectives of the project.

The main concept of E-LOBSTER is conveyed thanks to a colourful graphic scheme in order to attract the users’ attention.



The screenshot displays the 'Project brief' section of the E-LOBSTER website. At the top, the navigation bar includes links for HOME, ABOUT, THE PROJECT, RESULTS AND PUBLIC REPORTS, NEWS & EVENTS, PROMOTIONAL MATERIAL, and CONTACTS, along with a search icon and a LOGIN button. The main heading is 'Project brief', with a breadcrumb trail 'Home > Project brief'.

The 'e-lobster timeline' is presented as a horizontal sequence of four milestones from 2018 to 2021:

- 2018: Project's beginning** - The consortium signed the grant agreement and the project officially started on 1st June 2018.
- 2019: The first steps** - The consortium will set up dissemination activities to promote E-LOBSTER technologies.
- 2020: Technology Deployment** - The consortium will deploy E-LOBSTER innovative technologies in the demonstrator.
- 2021: Project's end** - The project will end on 30th November 2021.

Below the timeline, the text explains the context: European distribution networks and light-railway networks present common issues as they both have been developed as independent networks, relying on the resilience and robustness of existing power supplies. However, Renewable Energy Sources (RES) progressive penetration introduced an increasing degree of uncertainty on the direction of power flows. In this context, both networks are looking at innovative solutions to:

- reduce electricity losses
- increase the grid stability in a high local RES penetration scenario
- accommodate the needs of new energy actors such as prosumers, EVs and electrical storages.

Electrified transport networks such as light railways could act to enhance distribution grid stability providing ancillary services inter-exchanging electricity. E-LOBSTER aims to develop an innovative, economically viable and easily replicable electric Transport-Grid Inter-Connection System that will be able to establish synergies between power distribution networks, electrified transport networks (metro, trams, light railways etc.) and charging stations for EVs. In particular, the system will be managed by an integrated Railway + Grid Management System which starting from the real time analysis of energy losses will be able to optimize the interexchange of electricity between the networks maximizing local RES self-consumption. The hardware and software control platform will be demonstrated at TRL 6 in one substation of Metro de Madrid.

A central diagram illustrates the 'RAILWAY TO GRID MANAGEMENT SYSTEM' (e-lobster). It shows the integration of 'Distribution Network Inputs' (Urban RES Production, Frequency Regulation Needs, Voltage Regulation Needs, Storage Capacity Needed) and 'Electrified Transport Network Inputs' (Train/Tram/Metro Scheduling, Regenerative Braking Power, Power for Traction). The system manages 'Local RES Management (Railway Station PV-Roof)', 'Battery Management', 'sSap Management' (interchange of electricity toward mutual benefit), 'Distribution Losses Reduction in both Network', and 'Local EVs Management (Railway Station Parking)'. It also provides 'Ancillary Services' and leads to a 'Reduction of the Energy Bill'.

The footer contains the European Union flag, funding information (This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392), LEGAL links (Privacy Policy, Terms of use), CONTACTS, SOCIAL media links, and the website design credit (Web Design: Pasnet.it).

4.5.2 Team

This section aims at introducing the project consortium, underlining in particular the partners' role in E-LOBSTER.



The screenshot shows the 'Team' page of the E-LOBSTER website. The page features a navigation bar with links: HOME, ABOUT, THE PROJECT, RESULTS AND PUBLIC REPORTS, NEWS & EVENTS, PROMOTIONAL MATERIAL, and CONTACTS. A search icon and a LOGIN button are also present. The main heading is 'Team', with a breadcrumb trail 'Home > Team'. The page lists several partners, each with a logo and a brief description of their role in the project:

- RINA**: RINA is a global corporation that offers a wide range of high quality tailored solutions in the Energy, Marine, Certification, Transport & Infrastructure and Industry sectors. RINA activities contribute to developing the qualitative level of the market by adopting measures to protect health and safety and to improve the well-being of society building value for future generations. RINA is the project coordinator of E-LOBSTER and its main role in the project will be the development of measures and technologies for collaborative rail and electricity networks for losses reduction and mutual benefit interaction.
- TPS**: Turbo Power Systems is based in Gateshead in the North East of England and specializes in the design and manufacture of a wide range of electrical machines and power electronic products for several different applications in the markets of Energy, Industrial, Transportation and Defence. Its main role in E-LOBSTER will be to design, manufacture, deliver and test prototypes of power electronics converter systems that facilitate shared assets between the electricity distribution and railway electrification systems.
- RSSB**: RSSB is an independent body that helps the rail industry carry out research, understand risk, set standards and improve performance. It supports rail in the areas of safety, standards, knowledge, innovation and in a wide range of cross-industry schemes. In the framework of E-LOBSTER, RSSB will guide research and analysis towards a cross-cutting regulatory, policy and standardization framework that could take into account wishes and needs from both transport and distribution networks stakeholders.
- University of Birmingham**: The University of Birmingham was established as a civic university in 1901 and it delivers excellence in the provision of both education and research and has strong international reach and impact. In particular, the Department of Electronic, Electrical and Systems Engineering provides fundamental scientific research, knowledge transfer and education to the international community of electrical engineers. The University of Birmingham will support E-LOBSTER through the analysis of energy losses for fully integrated power distribution and transport networks.
- Metro**: Metro de Madrid: The first stretch of what today is the Madrilenian Metropolitan Railway was opened by Alfonso XIII on 17th October 1919. After 97 years of operation, the Metro de Madrid is a modern company which comes under the authority of the "Comunidad de Madrid" (Regional Government), technologically advanced in all aspects of its operation and capable of providing passengers with a high quality and reliability service. Metro de Madrid will therefore constitute the demonstrator where E-LOBSTER technologies will be deployed and tested.
- Lithium Balance**: Lithium Balance is a Danish R&D intensive SME devoted to the development of battery electrical energy storage and BMS systems which meet the required safety, performance and reliability standards. For E-LOBSTER, Lithium Balance will develop, optimize and deliver a high power battery system for energy storage. In particular, it will identify, design and develop an Electrical Storage for the mutual benefit interexchange of electricity.
- Newcastle University**: University of Newcastle Upon Tyne: The University of Newcastle Upon Tyne is a member of the prestigious Russel Group, comprising of 24 leading research institutions in the UK and is ranked in the top 1% of universities in the world (QS World University Rankings 2016). Its main role in E-LOBSTER will be the assessment of the losses at distribution network level and the validation of all E-LOBSTER key technologies.
- FFE**: The Spanish Railways Foundation (FFE) was constituted on 20th February 1985 by Renfe and FEVE as a public non-profit foundation, responsible for promoting the scientific and technological development of railways. Amongst the FFE's objectives are to stimulate society's knowledge, awareness and use of railway transport, support transport R&D and training. For E-LOBSTER, FFE will support the University of Birmingham in the definition of energy losses, providing real data from their railway sector.
- UITP**: UITP is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. Today UITP includes, in addition to the Brussels Headquarter, 15 Regional and Liaison Offices around the world. In the framework of E-LOBSTER, UITP will organize a dedicated workshop with its associated members in order to cluster the current legislative and standard within the main electrified transport operators.

The footer of the page contains the following information:

- Funding**: This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392.
- LEGAL**: Privacy Policy, Terms of use.
- Contacts**: (Link to contact information)
- SOCIAL**: (Links to Twitter, LinkedIn, and Facebook)
- Web Design**: Pasnet.it

4.6 The Project


The section "The Project" is constituted by three sub-sections described in the next sub-paragraphs:

1. Concept and objectives

2. The Demonstrator
3. Main impacts

4.6.1 Concept & Objectives

This section deeper explains the project, underlining the context, the technical challenges and the structure of E-LOBSTER through easy-to-understand and colourful schemes.



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[THE PROJECT](#)
[RESULTS AND PUBLIC REPORTS](#)
[NEWS & EVENTS](#)
[PROMOTIONAL MATERIAL](#)
[CONTACTS](#)

[Log in](#)

Concept & Objectives



Home > Concept & Objectives

E-LOBSTER project is proposing an innovative R+G (Railway to Grid) Management system which, combined with advanced power electronics, will be able to reduce electricity losses in both the power distribution network and the light railway network.

The system will be able to make the best use of the available energy on both the grids by increasing their mutual synergies and maximizing the consumption of local Renewable Energy Sources (RES) production through electric energy storages.

E-LOBSTER main objectives are:

- Develop an innovative unique tool for the real-time monitoring of losses and energy consumption of power distribution networks and railway electrification networks validated through real data.
- Develop advanced power electronics that will allow a unique management of the energy between traction substations and distribution network.
- Develop and validate a new real-time optimized Railway to Grid (R+G) energy management aiming to optimize the interaction between electrified transport and distribution networks using shared assets.
- Identify and validate the most suitable storage technologies for the mutual synergy interconnection of electrified transport and distribution network increasing the penetration of RES and promoting EVs solutions transferring the knowledge and expertise of the automotive sector to the power distribution and railway sectors.
- Demonstrate E-LOBSTER innovative solutions and technologies in real conditions in the Metro of Madrid.

E-LOBSTER societal challenge

There is a global need to increase the penetration of low-carbon technologies (LCTs) and, at the same time, there is a strong need to provide people, especially in urban centers, with sustainable form of transport, i.e. electric cars and trains, which are also connected to the same power distribution networks.

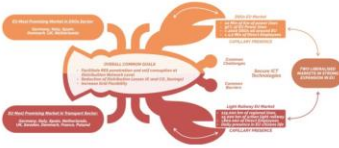
Both distributed generation with renewable power sources and electric transport have been developed so far as independent energy networks, both relying on the resilience and robustness of existing power supplies. However, their progressive penetration introduced an increasing degree of uncertainty on the direction of power flows and the power demand, which may have a very strong impact on the operation of distribution grids.

This is why E-LOBSTER proposes for the first time a substantial integration with renewable sources, electrified road and rail transport with advanced power electronics technologies and energy storage that will be managed by a unique Control Management system that will operate considering the mutual benefit of both transport and distribution network prioritizing distribution losses reduction.

E-LOBSTER technological challenges

The main technological challenges lie in the development and coupling of the various components (i.e. EVs, EES, RES, power electronics) which must be controlled with an efficiency-oriented approach for the minimization of distribution losses, taking into account:

- The specific standards of these two sectors
- Real-time parameters from the local energy grids (e.g. electricity price, balancing requests, ancillary services, local electrical demand, risks of local shortage or problems on the quality of supply)
- Environmental constraints
- Suitable new business models are needed to foster the replication all around Europe

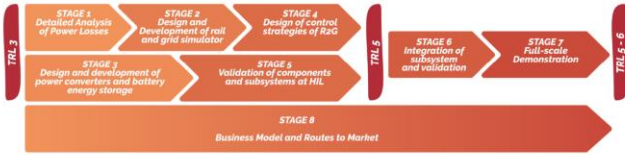



What is a Smart Grid?

Smart Grids are upgraded electricity networks in which two-way digital communication streams between suppliers and consumers, intelligent metering, smart appliances, electric vehicles, and monitoring systems have been added. Therefore, they offer an intelligent way to design, build, operate and manage power system transmission and distribution for a defined benefit or purpose.

Methodology

E-LOBSTER will last 42 months and has been divided into 7 Work Packages, each one targeting a fundamental step for the achievement of the project objectives and it will apply a design methodology based on two main streams (one dedicated to DN and the other one dedicated to light railway networks) that will progress in parallel with periodic interconnections and exchanges. In all these phases, the specific background from the consortium partners will be capitalized to achieve project objectives.





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4.6.2 The Demonstrator

This section is dedicated to the Metro of Madrid, the place where E-LOBSTER innovative technology will be deployed and tested.


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The Demonstrator

[Home](#) > [The Demonstrator](#)


The demonstrator of E-LOBSTER is the Metro de Madrid as its underground railway is connected to a local power distribution network with a high penetration of RES.


The first stretch of what today is the Madrilenian Metropolitan Railway was opened by Alfonso XIII on 17th October 1919. After 97 years of operation, the Metro de Madrid is the 7th largest Underground railway network in the world. It has a railway network with 300 stations that covers 293 kilometers of tracks and more than 300 trains at peak times.


Rolling stock is maintained and repaired in several depots and workshops, which are complemented by an advanced testing laboratory and an Electronics workshop.

The power to the railway network is supplied by 115 substations, 52 of them with a connection to the public power distribution network.

E-LOBSTER proposed energy management system will be implemented in one of these 52 substations and tested during real operations of the railway and the power distribution network, bringing the project to TRL6.







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

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4.6.3 Main impacts

This section highlights all the positive impacts that will be introduced by E-LOBSTER innovative technology.



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Main impacts

Home > Main impacts

The E-LOBSTER project is relevant with the EU 2030 Climate Energy package addressing its targets of:

- increasing energy systems efficiency (reduction of distribution losses)
- limiting transport emissions (promoting electrified urban transport and their new role of grid stability providers)
- promote the penetration of Renewable Energy Sources (RES)
- facilitate demand oriented energy management schemes.

Furthermore, the E-LOBSTER project targets some very recent directive inserted in the EU Energy Union about:

- the empowerment of the role of the consumers in the electrical market, promoting the role of Transport Managers of Energy and Ancillary Services Provider in the Electrical Market
- increasing of the resiliency of EU Distribution Networks increasing their stability and reducing losses
- the role of cities for the modernisation and decarbonisation of the European economy.

In particular, E-LOBSTER will have the following main impacts:

- reduction of energy losses both at Distribution Network level (where they are about the 5%) and at Railway Electricity level (where they are about 8%) through a proper R+G management system that will be able to interexchange electricity between the two grids for a mutual benefit reduction of losses and increasing of grid stability.
- support in ongoing policy developments in the field of the design of the internal electricity market, also supporting energy efficiencies policies in electrified transports and demonstrating new schemes for their "local smart" contribution to the DN management
- optimal energy management
- demonstration of stable and secure operation of smart grids integrating variable energy sources.
- integration of larger and larger shares of renewables in the future EU market
- renovation and installation of new "Smart Light Railway Network" to be implement on light-railways installation that are already planned or in construction all over EU
- enlargement of RES hosting capacity particularly at urban and railway station level





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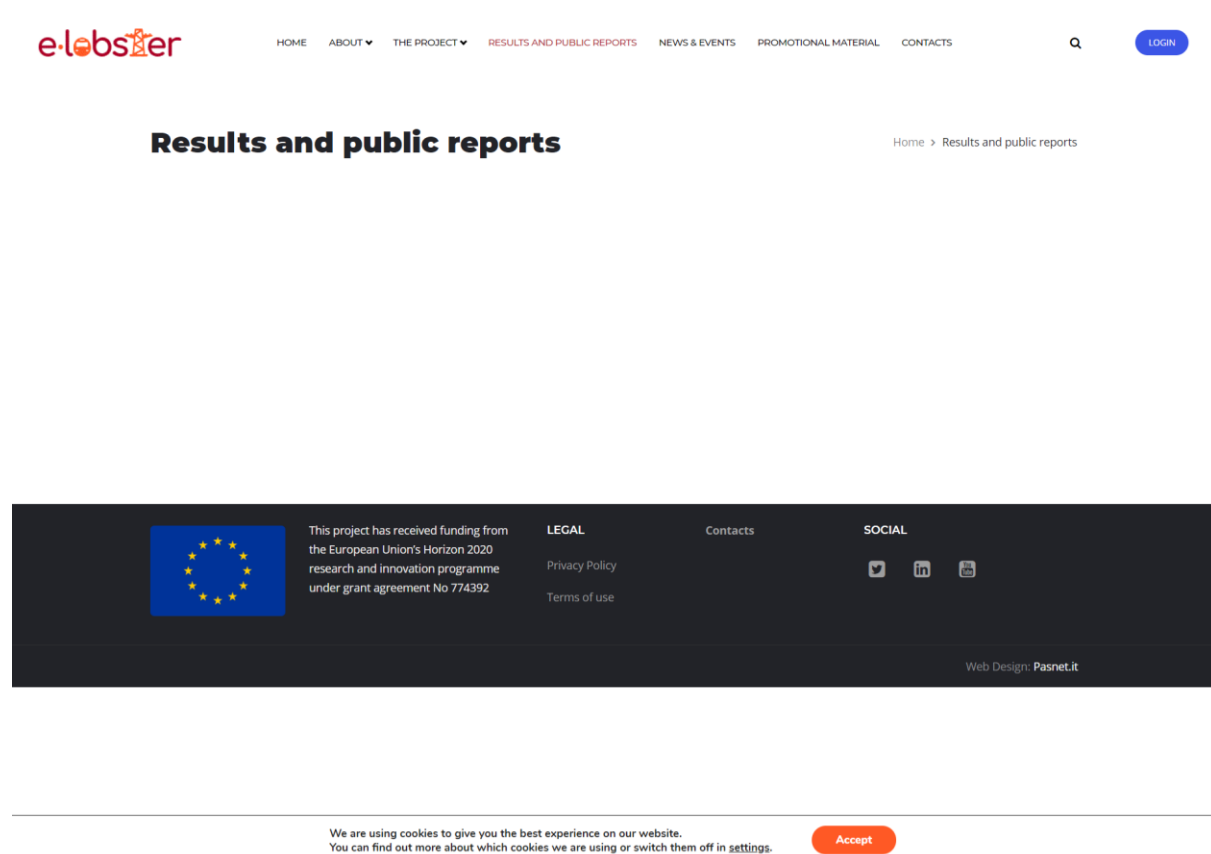
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4.7 Results & Public Reports

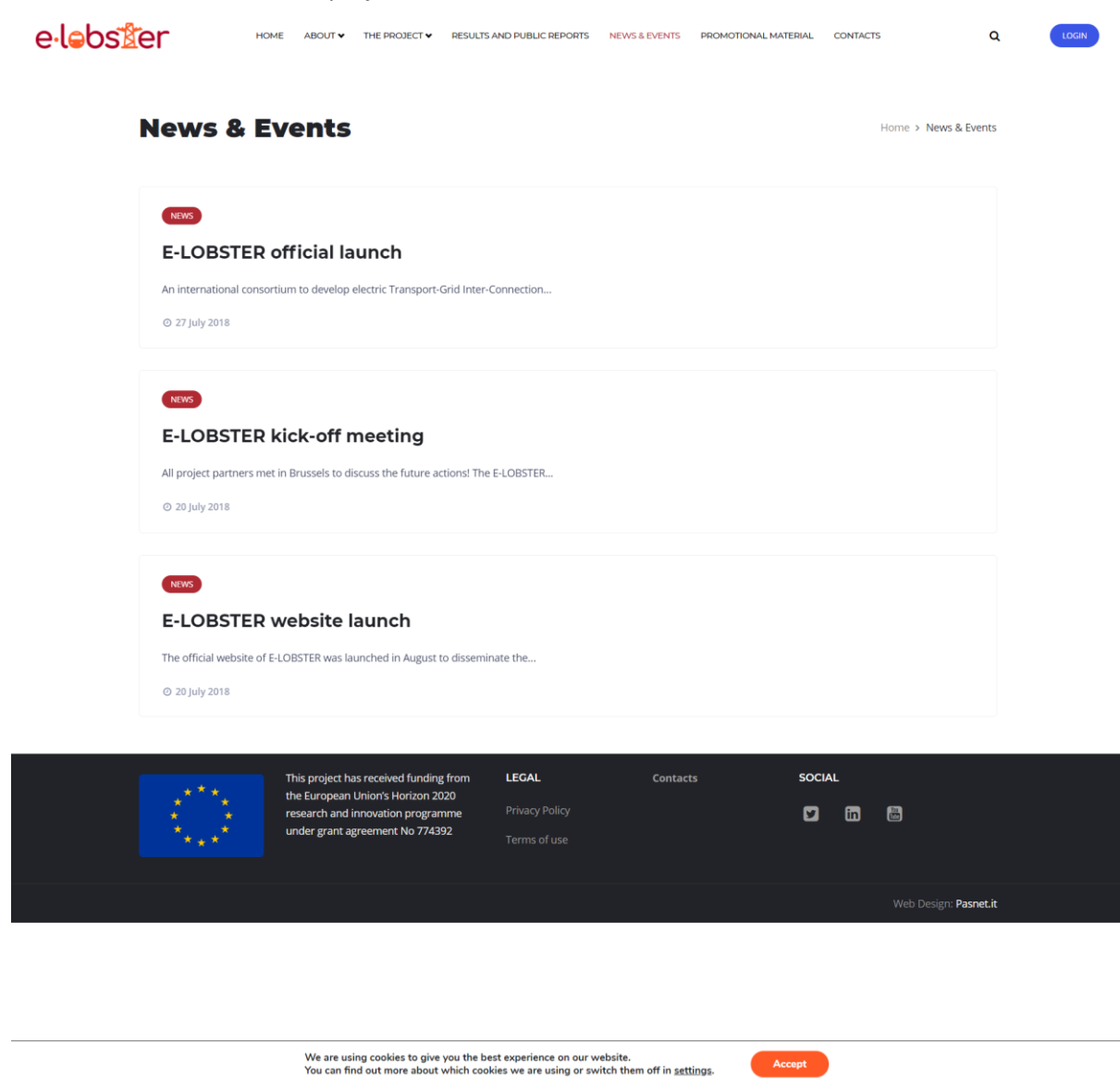
This section will include a list of all the public deliverables. In particular, E-LOBSTER will produce 25 public reports that will be uploaded in this section.

This section is particularly important to guarantee the exploitation of E-LOBSTER technology and it will regularly updated in order to make all the public reports approved by the European Commission accessible to potential stakeholders and the general public.



4.8 News & Events

This section will include articles about all the dissemination activities performed by the project consortium. A “share button” will be present under every piece of news in order to encourage website visitors to share the project on social media and raise awareness about E-LOBSTER.



The screenshot displays the E-LOBSTER website's 'News & Events' section. At the top, the e-lobster logo is on the left, and a navigation menu includes links for HOME, ABOUT, THE PROJECT, RESULTS AND PUBLIC REPORTS, NEWS & EVENTS (highlighted), PROMOTIONAL MATERIAL, and CONTACTS. A search icon and a LOGIN button are on the right. Below the navigation, the 'News & Events' title is centered, with a breadcrumb trail 'Home > News & Events' on the right. The main content area features three news items, each with a 'NEWS' tag, a title, a brief description, and a date:

- E-LOBSTER official launch**: An international consortium to develop electric Transport-Grid Inter-Connection... © 27 July 2018
- E-LOBSTER kick-off meeting**: All project partners met in Brussels to discuss the future actions! The E-LOBSTER... © 20 July 2018
- E-LOBSTER website launch**: The official website of E-LOBSTER was launched in August to disseminate the... © 20 July 2018

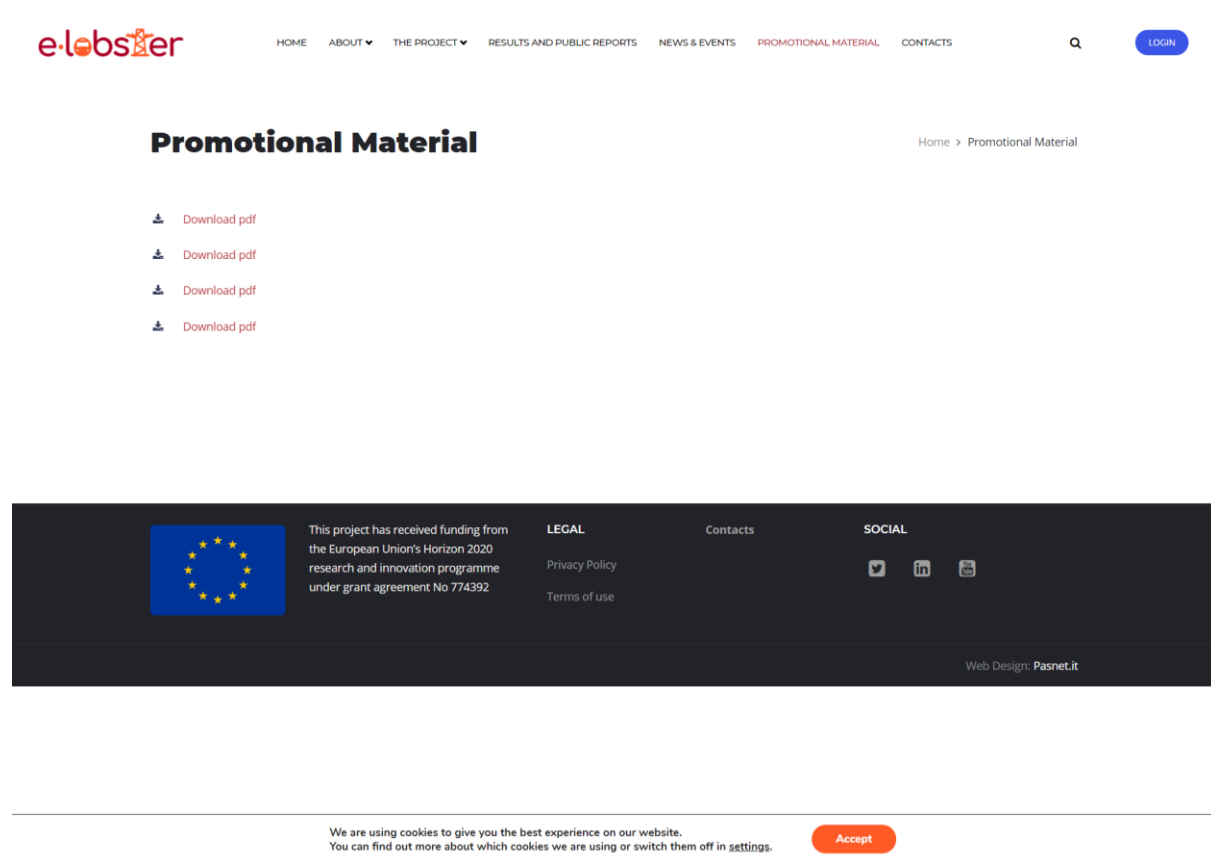
The footer is dark grey and contains several sections:

- European Union flag** and text: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392'.
- LEGAL** section with links for 'Privacy Policy' and 'Terms of use'.
- Contacts** link.
- SOCIAL** section with icons for Twitter, LinkedIn, and Facebook.
- Text: 'Web Design: Pasnet.it'.

A cookie consent banner at the bottom states: 'We are using cookies to give you the best experience on our website. You can find out more about which cookies we are using or switch them off in settings.' with an 'Accept' button.

4.9 Promotional Material

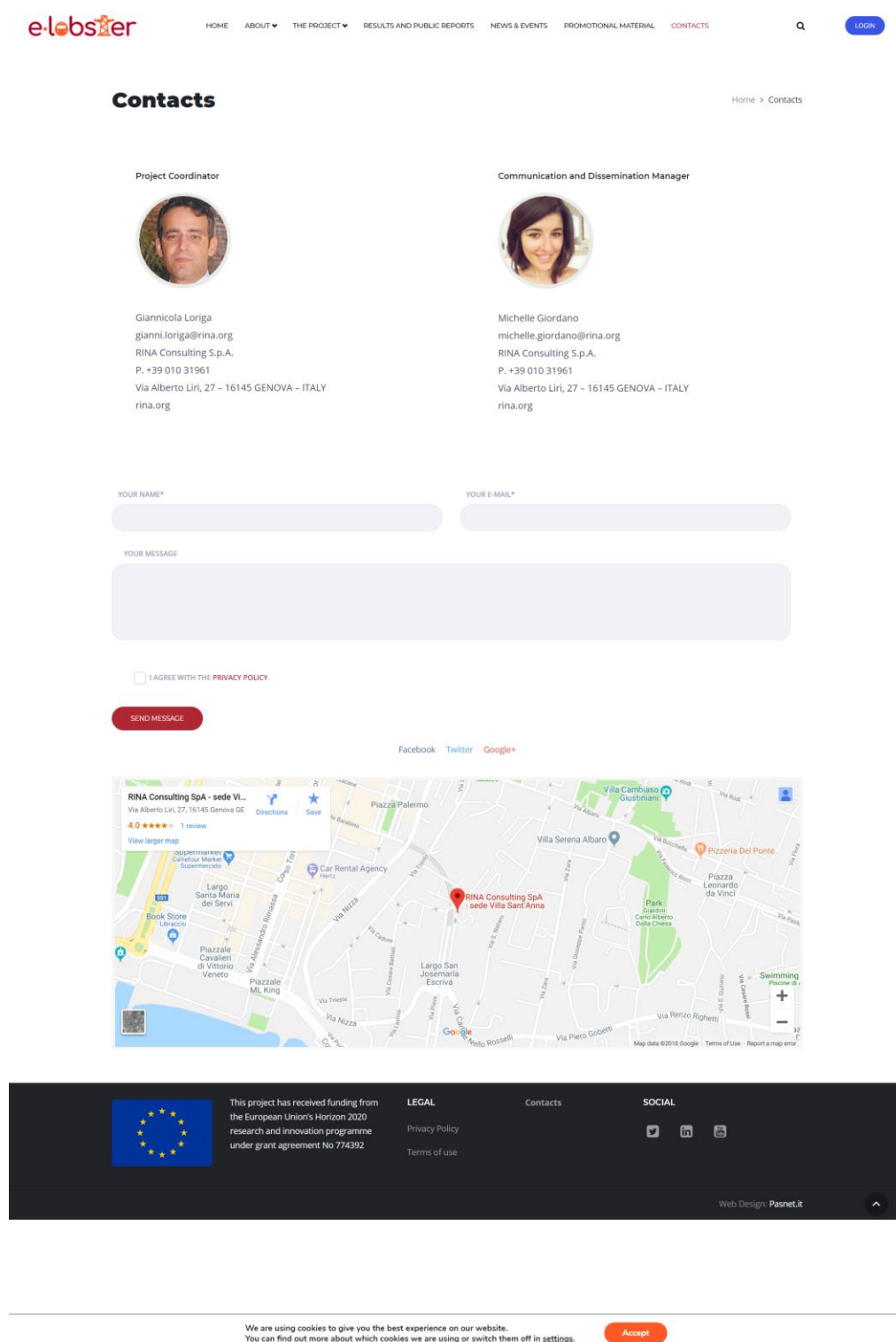
This section will include the project promotional material, such as flyers and posters, that will be mainly used during dissemination events by all project partners in order to promote E-LOBSTER.



The screenshot shows the E-LOBSTER website's 'Promotional Material' page. The header features the e-lobster logo, a navigation menu (HOME, ABOUT, THE PROJECT, RESULTS AND PUBLIC REPORTS, NEWS & EVENTS, PROMOTIONAL MATERIAL, CONTACTS), a search icon, and a LOGIN button. The main content area is titled 'Promotional Material' and includes a breadcrumb trail 'Home > Promotional Material'. Below the title, there are four 'Download pdf' links, each accompanied by a download icon. The footer is dark and contains the European Union flag, a funding statement ('This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774392'), a LEGAL section with links to 'Privacy Policy' and 'Terms of use', a CONTACTS link, a SOCIAL media section with icons for Twitter, LinkedIn, and YouTube, and a credit to 'Web Design: Pasnet.it'. A cookie consent banner is visible at the bottom, stating 'We are using cookies to give you the best experience on our website. You can find out more about which cookies we are using or switch them off in settings.' with an 'Accept' button.

4.10 Contacts

The “Contacts” section has been implemented with the aim to provide to the public audience the contact points where asking for more information about the project. In the screenshot below, an overview of the “Contacts” section is provided.



4.11 Newsletter

A periodic project newsletter will be delivered every 6 months and the page to subscribe has been carefully highlighted in the homepage.

The aim of the newsletter is to keep up-to-date potential stakeholders about the project and create an E-LOBSTER community.

The banner of the newsletter has been placed in the homepage in order to make it as more visible as possible and attract potential stakeholders.

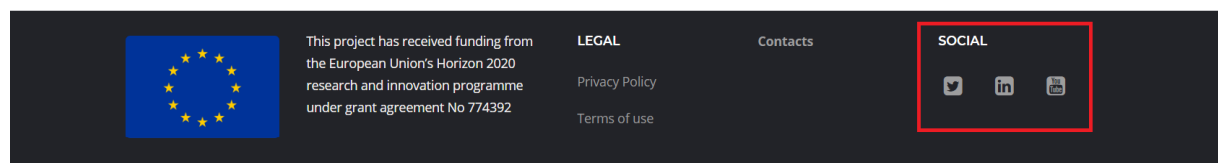


4.12 Social media

In 2017, daily social media usage of global internet users amounted to 135 minutes per day⁴ and it has therefore become fundamental to be present on social media in order to raise awareness about the project.

In particular, two social media pages have been created:

- **Twitter:** It was chosen by the project consortium because it is a conversation-based social media and 47% of marketers agrees that Twitter is the best social media channel for customer engagement.⁵ E-LOBSTER Twitter account (<https://twitter.com/H2020ELOBSTER>) has been created to promote online conversation and debates around the project.
- **LinkedIn:** 94% B2B organizations rely on LinkedIn for content marketing and distribution⁶, so E-LOBSTER linkedin page (<https://www.linkedin.com/company/e-lobster/>) has been created and will be used to inform and engage the (business) stakeholders such as Railways and electric public transports managers and relevant associations representing the interest of DSOs, TSOs, Energy Retailers, Aggregators and ESCOs.
- **YouTube:** a YouTube channel will be opened around M12 to share promotional videos about the project



⁴ <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>

⁵ <https://sproutsocial.com/insights/social-media-statistics/>

⁶ <https://sproutsocial.com/insights/social-media-statistics/>

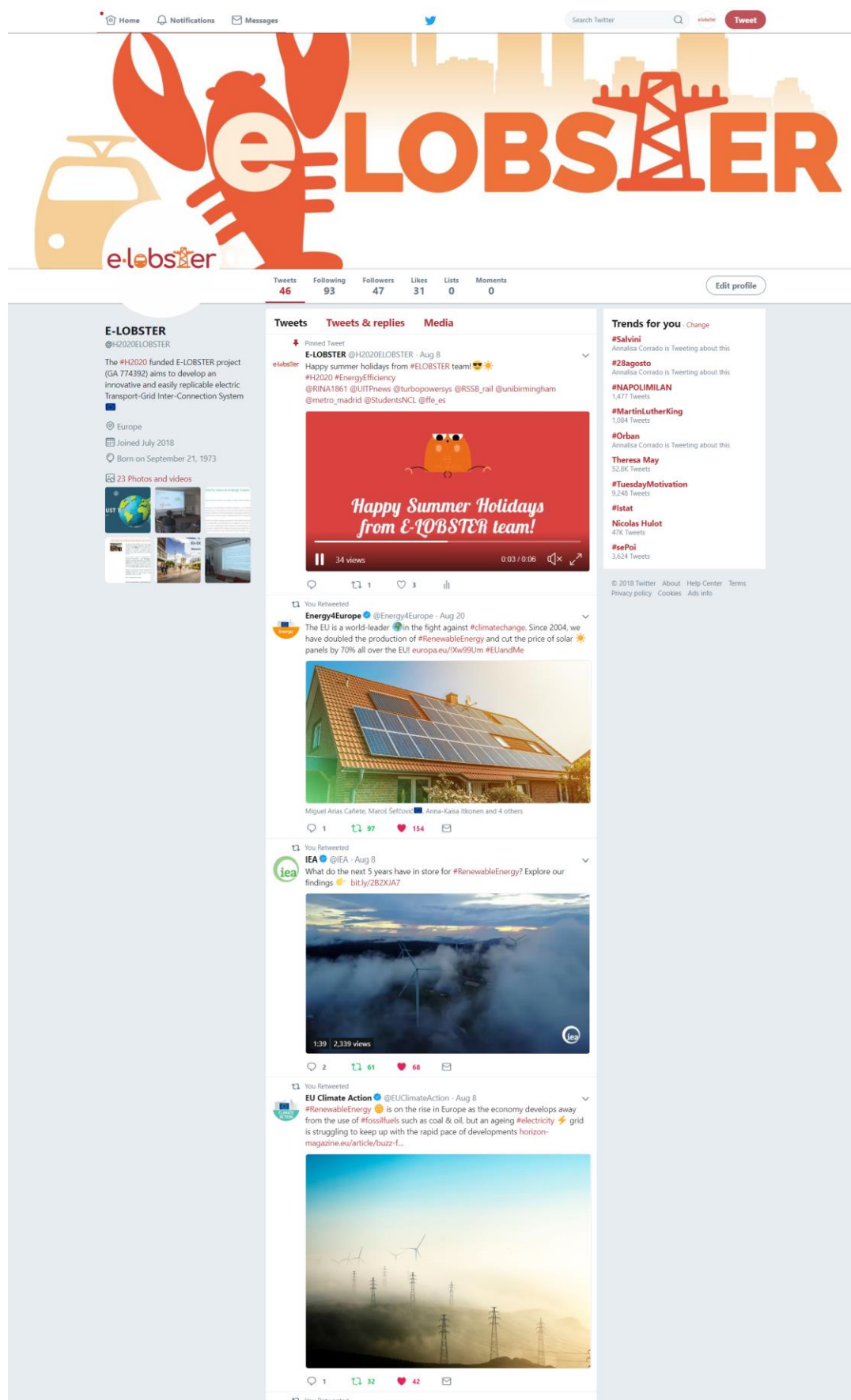


Figure 4: E-LOBSTER twitter account

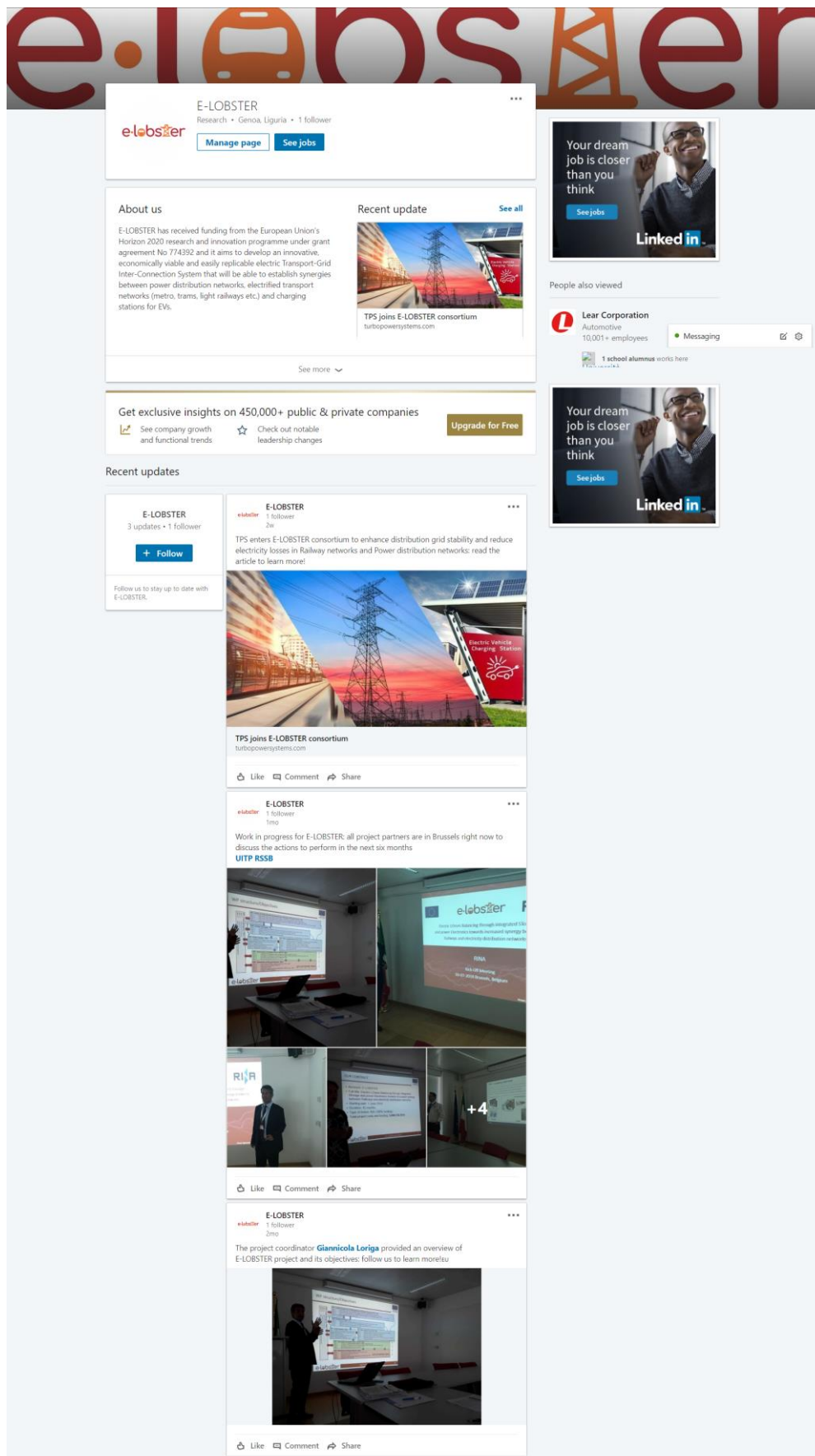


Figure 5: E-LOBSTER LinkedIn page

5 Conclusions

In conclusion, E-LOBSTER website is responsive, SEO optimised and GDPR compliant in order to offer the best navigation experience to its visitors, disseminate the project's results in the most efficient way and guarantee the proper exploitation of E-LOBSTER innovative technologies.

All the contents can be easily accessed and understood also by a non-specialised audience in order to raise awareness about the project.

The sections of the website are:

- Homepage
- About
- The Project
- Results & Public Reports
- News & Events
- Promotional Material
- Contacts

Social media pages (Linkedin and Twitter) have also been created in order to drive traffic to the website.

The website will be regularly updated along the project.