















# **PROJECT**

# PRO-ENERGY - PROMOTING ENERGY EFFICIENCY IN PUBLIC BUILDINGS OF THE BALKAN MEDITERRANEAN TERRITORY

Work Package:	2. Project Communication and Dissemination
Activity:	2.2 Project Website including social media
Activity Leader:	Region of Epirus - Regional Unit of Thesprotia
Deliverable:	2.1.2 Project Website including social media - D2.1.2.a. Ιστοσελίδα
	του έργου PRO-ENERGY

Version:	Draft 1.0	Date:	31/03/21
Type:	Report		
Availability:	Confidential		
Responsible Partner:	Region of Epirus - Regional Unit of Thesprotia		
Editor:	TREK Development S.A.		

















pro-energy-project.eu

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## **IDENTIFICATION SHEET**

Project Ref. No.	BMP1/2.2/2052/2019
Project Acronym	PRO-ENERGY
Project Full Title	'Promoting Energy Efficiency in Public Buildings of the Balkan Mediterranean territory'

Security (distribution	Confidential
level)	
Date of delivery	31/03/21
Deliverable number	2.1.2 Project Website including social media - D2.1.2.a.
	Ιστοσελίδα του έργου PRO-ENERGY
Туре	Report
Status & version	Draft 1.0
Number of pages	27
ACTIVITY contributing	2.2 Project Website including social media
to the deliverable	
Responsible partner	Region of Epirus - Regional Unit of Thesprotia
Editor	TREK Development S.A.

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#### INTRODUCTION

PRO-ENERGY is a transnational cooperation project, co-financed by the Cooperation Programme "Interreg V-B Balkan Mediterranean 2014-2020", under Priority Axis 2, Specific Objective 2.2 Sustainable Territories. The project aims at promoting Energy Efficiency in public buildings in the Balkan Mediterranean territory and to create a practical framework of modelling and implementing energy investments interventions, through specific ICT monitoring and control systems, as well as through energy performance contracting (EPC). The specific objective of PRO-ENERGY is to reduce by more than 20% the energy spending in public buildings of the participating entities in one year after the implementation of pilot actions.

Based on the above, Work Package 2 (WP 2) "Project Communication and Dissemination" aims to disseminate & diffuse project results, to involve stakeholders in project activities& to ensure replicability & multiplier effects of the project; it includes the drafting of the Communication Plan (definition of stakeholders strategy, messages, channels, action plan, assessment), the implementation of the Action Plan (project identity, website, social media, brochures, events, e-Newsletters, videos), monitoring of action's plan implementation,& the design of the PRO-ENERGY roadmap for replicability of results/multiplier effects& the roadmap's consultation with local/regional/national/European stakeholders.

More specifically, Activity 2.2 "Project Website (including social media)" includes the support to the design and development of a four-language (Greek, English, Bulgarian and Albanian) website of the project, as well as the contribution of all partners with relevant content throughout the project.

In addition, it includes support in the design and development of pages on social media (Facebook, Twitter, LinkedIn) and continuous updating with content (in English) until the end of the project.

The current deliverable presents the technical and functional specification that were by the lead coordinator aiming at:

- The promotion of the PRO-ENERGY project and its actions through the design and development of project pages on social media and through the promotion of project actions on these pages.
- Involvement of stakeholders through the connection with the project partners through the pages of social media.

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## 1. Project Website Specifications

The PRO-ENERGY Website should fulfill the following requirements:

- Be a multilingual promotional tool of.
- Will include two separate interfaces: public and private.
- Provide information about the project (presentation, participants, events and news, useful links, public deliverables etc.) - PUBLIC AREA.
- Provide access to eLearning and Cost-Benefit Analysis tools PUBLIC AREA.
- Provide access to the Joint Platform PRIVATE AREA.
- Function as a project management tool, where all project deliverables will be uploaded, timetables will be monitored and updated, meetings will be defined and documented - PRIVATE AREA.

## 1.1 Languages

The public interface will be available in:

- English
- Greek
- Bulgarian
- Albanian.

The private interface will be available only in English.

## 1.2 Target-Audiences

The PRO-ENERGY website target-audiences are the following:

- Non-subscribed users (visitors, general public etc.)
- Subscribed Users:
  - Project Partners
  - o Project Officer / JS (optional).

#### 1.3 Roles

The operations are divided in three main parts:

- 1. **Public area:** Accessible to all users / visitors (no login required)
- 2. Administrators' area: Accessible to project partners (PP) (login required)
- 3. Super Administrator's area: Accessible only to the Lead Partner (LP) (login required).

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The roles and responsibilities of the administrators of the website as well as restrictions in access are the following:

- Super Administrator (SA LP): The SA will be responsible for all administrative activities and major changes regarding interface and functionalities of the website. Moreover, the SA will be responsible for gathering and placing initial content into the website stemming from the project documentation as well as information provided by all partners. The SA will be able to add categories and subcategories and provide useful links on the website's main menu as well as he/she will be able to have a general overview of the project partner's activity inside the website.
- Administrators (Project Managers, Work Package Leaders, Activity Leaders and Project Partners): Administrators will have full access to retrieve all project relevant documents and upload documents and content regarding their activities / tasks / deliverables to the relevant fields of the private interface of the website.

#### 1.4 Sitemap

The PRO-ENERGY Website will include two different types of interfaces, which will offer dedicated information and specific functionalities (Figure 1 & 2) as described hereafter.

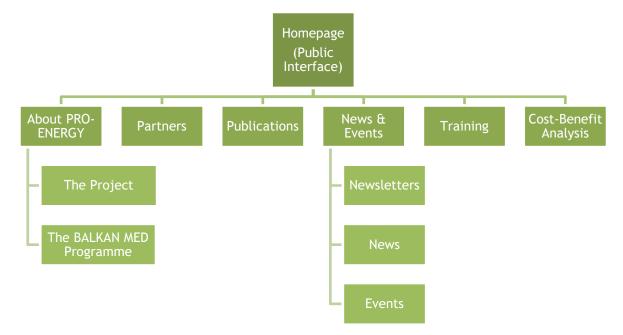


Figure 1: PRO-ENERGY Website Public Interface

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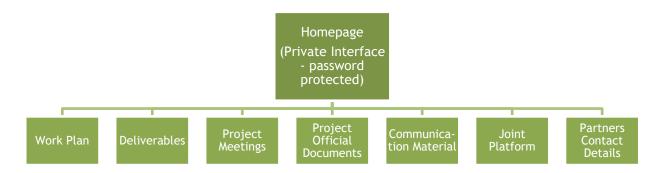


Figure 2: PRO-ENERGY Website Private Interface

#### 1.5 Website Public Interface

The public interface will be available in four languages (English, Greek, Bulgarian and Albanian) through the language bar and will integrate the following information and functionalities.

- About PRO-ENERGY: General information about the project (overview of the project, brief description of the project idea) and of the BALKAN MED Programme.
- Partners: All partners will be listed with their names that will be hyperlinks to further information according to the following table:

Partner Logo:	(image with fixed height)
Partner Organization Name:	
Address:	(number, street, postal code, city)
Country:	
URL:	
Contact Person:	(title, full name)
Email:	
Phone Number:	(country code - area code - number)

Whenever a visitor sees the details (table) of each partner, the full list of partners will still appear on top.

• **Publications:** Non confidential project deliverables will be uploaded here by the SA with the following information:

Del	iverable's Title:	
Sho	rt Description:	

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Details:	
Author:	
Date:	
Attachment:	

- **News and Events:** This section will include information regarding news, newsletters, events, conferences, meetings, seminars, etc. either organized in the framework of the PRO-ENERGY project or related to the themes tackled by the project. In particular:
  - eNewsletters created within the framework of the PRO-ENERGY project will stored here
    in pdf format. In this area visitors will also have the possibility to register in order to
    receive the eNewsletters by email by filling in the following information: Full Name +
    Email.
  - o The information provided for news and events will be structured as follows:

Title	
Description	
URL	(if applicable)
Attachments	(.doc, .xls, .ppt, .pdf, .jpg, etc.)

- Training: Training material and eLearning tools will be hosted here.
- Cost-Benefit Analysis: A CBA-modeler tool will be designed and developed and will be hosted here.
- Access Key: Redirection key to private interface. Users will provide their username and password.

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#### 1.6 Website Private Interface

The private interface will be available only in the English language and will be accessible only to the project partners and (optionally) the Project Officer / JS via respective usernames and passwords.

- Work Plan: In this area the SA will upload information (in the form of table, Gantt chart, pdf etc.) and updates about the project work plan.
- **Deliverables:** A list of deliverables titles with hyperlinks that will be uploaded here only by the SA upon a deliverable's finalization, quality control and approval.
- **Project Meetings:** The main aim of this area is to inform users regarding project meetings and other events. The following information shall be included here:

Title of the event						
Description						
Dates	From	: To:				
Place						
Organizer						
Hyperlinks						
Attachments	e.g. Atten	Agenda, ndance Shee	Registration ets, Photos etc.	Form,	Presentations,	Minutes,

- **Project Official Documents:** A list of all project official documents (subsidy contract, approved application form, approved budget, project implementation manual, amendments etc.) with hyperlinks that will be uploaded and updated only by the SA.
- Communication Material: A list of all project identity documents (logo, manual, stationery, communication plan, programme guidelines on communication etc.) with hyperlinks that will be uploaded and updated only by the SA.
- Partners Contact Details: The list of the team members [Partners, JS] that contribute to the project implementation with their contact details. All emails listed here should be included in a single emailing list (e.g. <a href="team@pro-energy-project.eu">team@pro-energy-project.eu</a>) that will be used throughout the whole project email communication. Each time some data are changed (new members, changes in email addresses etc.) in the mailing list the aforementioned email

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address should be automatically updated. For each member the following information shall be provided:

Partner Organization Name:			
Project Manager:	(title, full name)		
Email:			
Skype:			
Phone Number:	(country code - area code - number)		
Mobile Number:	(country code - area code - number)		
Member of the Team 1:	(title, full name)		
Email:			
Skype:			
Phone Number:	(country code - area code - number)		
Mobile Number:	(country code - area code - number)		
Member of the Team 2:	(title, full name)		
Email:			
Skype:			
Phone Number:	(country code - area code - number)		
Mobile Number:	(country code - area code - number)		
Member of the Team n:	(title, full name)		
Email:			
Skype:			
Phone Number:	(country code - area code - number)		
Mobile Number:	(country code - area code - number)		

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## 2. Project Website and main content

The project website was developed by the technical consultant and it is available on the following page: pro-energy-project.eu.

With regard to the content of the website as described above, this is categorised on the basis of the one that is available in public and the one that will be accessible only to the partners and the ones that are registered on the website. The main content has been developed by the activity leader in coordination with the other partners and is being presented in the following pages. More specifically:

## Public interface

This section provides general information about the project PRO-ENERGY as well as the Balkan Med Programme as follows:

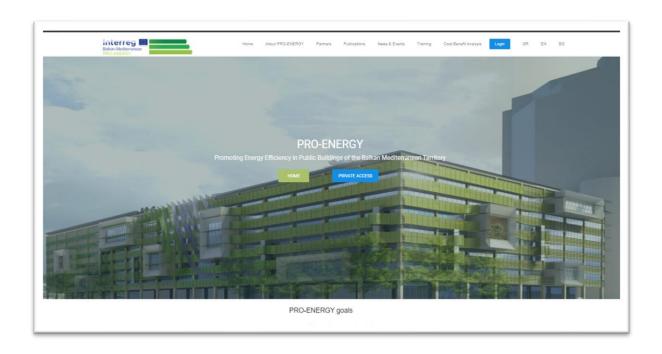
#### 1. About PRO-ENERGY

#### The Project

The common challenge of PRO-ENERGY is to improve energy efficiency of diverse public buildings (schools, museums, innovation centres etc). Participating territories face the common problems of old facilities, outdated/degradated building façades, materials& equipment (insulation, appliances, cooling/heating systems etc), low energy consciousness & awareness, lack of skilled civil servants, leading to high energy consumption&CO2 emissions.

Combined with the fact that participating territories are dependent on energy imports, it is more than evident that there is room for improvements in energy consumption & more efficient use of energy. More importantly, the exemplary role of the public sector should be promoted by increasing energy savings in public buildings. With focus on behavioural energy efficiency, PRO-ENERGY aims to address all issues by developing& implementing joint strategies& action plans, increasing competences of public buildings owners& operators, developing& applying technologies& tools for reducing energy consumption in public buildings& promoting good practices& results generated by the project to other local/regional/national entities in the area.

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#### The Balkan-Med Programme

"INTERREG Balkan-Mediterranean 2014-2020" is a new cooperation Programme, deriving from both the strong will of the "BalkanMed" participating countries to promote cooperation in the area and the split of the "South East Europe 2007-2013". The Programme brings together five (5) countries, three (3) EU member states (Bulgaria, Cyprus and Greece) and two (2) candidate countries, Albania and the Republic of North Macedonia.

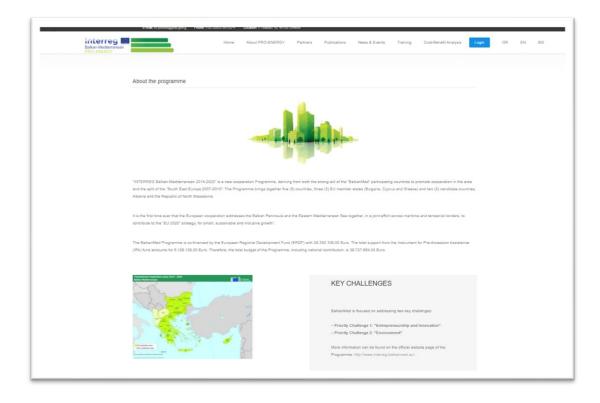
It is the first time ever that the European cooperation addresses the Balkan Peninsula and the Eastern Mediterranean Sea together, in a joint effort across maritime and terrestrial borders, to contribute to the "EU 2020" strategy, for smart, sustainable and inclusive growth".

The BalkanMed Programme is co-financed by the European Regional Development Fund (ERDF) with 28.330.108,00 Euro. The total support from the Instrument for Pre-Accession Assistance (IPA) fund accounts for 5.126.138,00 Euro. Therefore, the total budget of the Programme, including national contribution, is 39.727.654,00 Euro.

BalkanMed is focused on addressing two key challenges: territorial competitiveness and environment. Accordingly, the Programme is built upon the following two Priority Axes:

- Priority Axis 1: "Entrepreneurship & Innovation"
- Priority Axis 2: "Environment"

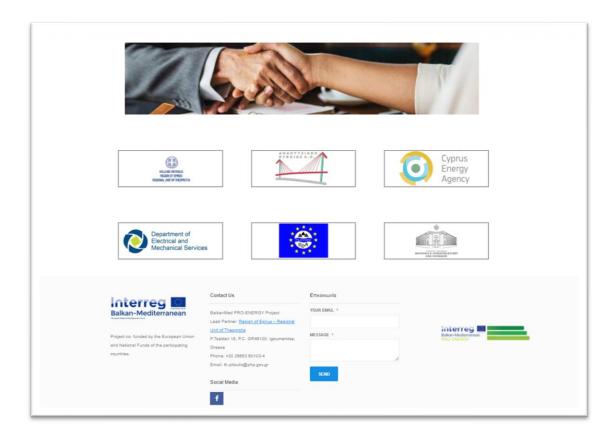
More information can be found on the official website page of the Programme: <a href="http://www.interreg-balkanmed.eu/">http://www.interreg-balkanmed.eu/</a>.



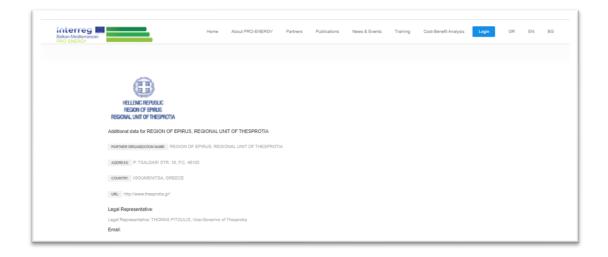
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#### 2. Partners

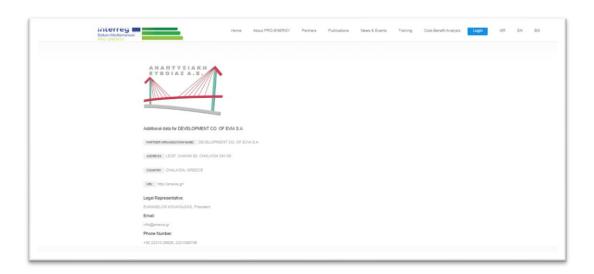
This section provides main information about the partners, contact details and linkages to their official website pages.

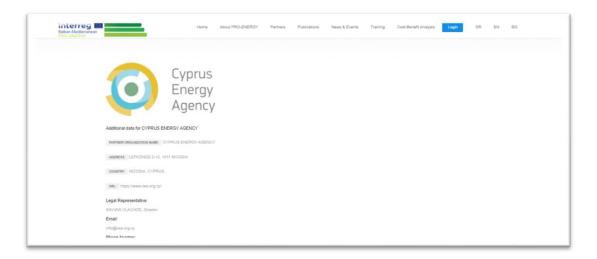


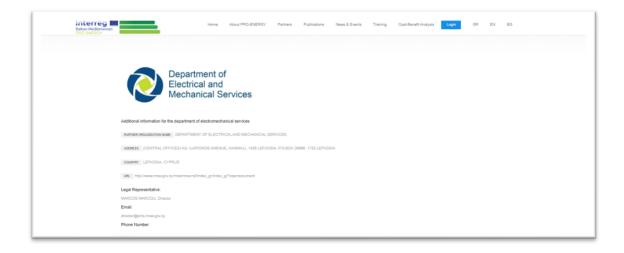
More specifically, by clicking on the each of the frames shown above, another page is shown providing additional information for each of the partners as shown in the below pictures:



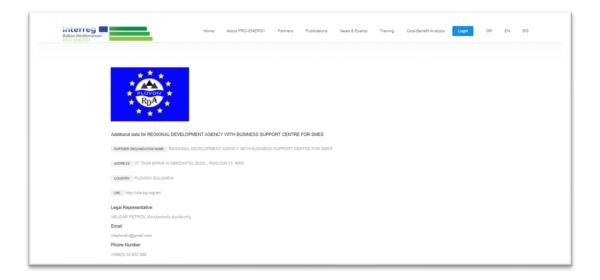
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## 3. Publications

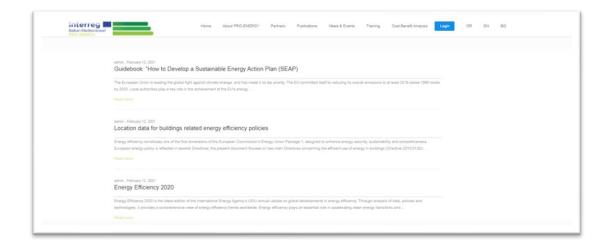
This section includes project deliverables in a format shown below.

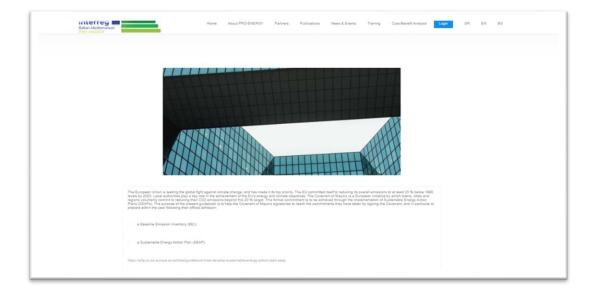
Deliverable's Title:	
Short Description:	
Details:	
Author:	
Date:	
Attachment:	

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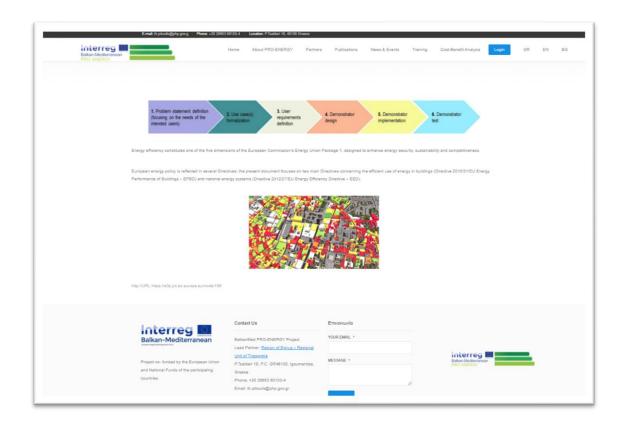
#### 4. News & Events

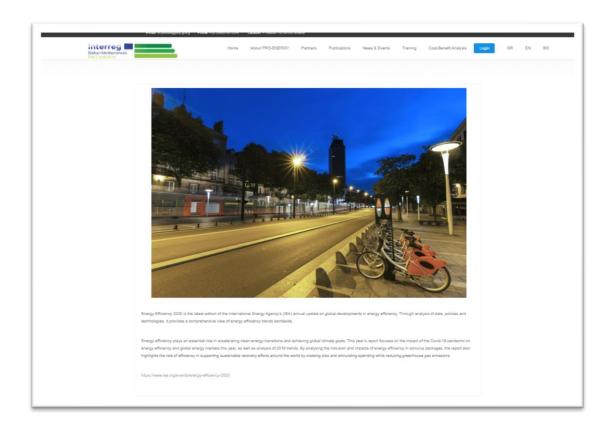
This section includes information regarding news, newsletters, events, conferences, meetings, seminars, etc. either organized in the framework of the PRO-ENERGY project or related to the themes tackled by the project, as shown on the below pictures:





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## **Private interface**

## 1. Project Meetings

This section includes information regarding project meetings and other events.

Title	PRO-ENERGY Kick-Off Meeting
Description	Project's Kick-Off Meeting took place on 30 <sup>th</sup> January 2020 in
	Igoumenitsa. During the meeting all main WPs and activities
	were presented. Partners organised future tasks and upcoming
	meetings.
URL	
Attachments	

Title	PRO-ENERGY 2 <sup>nd</sup> project meeting
Description	Project's 2 <sup>nd</sup> partners' meeting took place on 18 <sup>th</sup> December 2020 via web means. During the meeting the LP presented the
	progress made so far in physical and financial terms. Partners organised future tasks and upcoming meetings.
URL	organical results and approximation and approxim
Attachments	

#### 2. Partners Contact Details

The section includes the list of the team members that contribute to the project implementation with their contact details.

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Partner Organization Name:	
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	HELLENIC REPUBLIC
	REGION OF EPIRUS
	REGIONAL UNIT OF THESPROTIA
Project Manager:	Advisor to the Vice-Governor, Thomas
	Logothetis
Email:	th.logothetis@php.gov.gr
Skype:	
Phone Number:	+30-26653-60267
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	Melina Lazaropoulou
Email:	melina@trek-development.eu
Skype:	
Phone Number:	+30 2106179414 (ext. 401)
Mobile Number:	
Member of the Team 2:	Project Manager (TREK development),
	Maria Mikroni
Email:	maria@trek-development.eu
Skype:	
Phone Number:	+30 2106179414 (ext. 403)
Mobile Number:	
Member of the Team 3:	Consultant (TREK development), Orestis
	Schinas-Papadopoulos
Email:	orestis@trek-development.eu
Skype:	
Phone Number:	+30 2106179414 (ext. 406)
Mobile Number:	
Member of the Team 4:	Employee at R.U. Thesprotia, Mariana
	Verbi
Email:	
Skype:	
Phone Number:	+30 26653-60172

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Mobile Number:	
Member of the Team 5:	Employee at R.U. Thesprotia, Dimitra Goula
Email:	
Skype:	
Phone Number:	
Mobile Number:	

Project Manager:  General Manager, Nikolaos-loannis Margaritis  Email:  nimarga@otenet.gr  Skype:  Phone Number:  Member of the Team 1:  Project Director (TREK development), Melina Lazaropoulou  Email:  melina@trek-development.eu  Skype:  Phone Number:  ### A30 2106179414 (ext. 401)  ### Mobile Number:  Member of the Team 2:  ### Project Manager (TREK development), Maria Mikroni  ### Email:  Skype:  Phone Number:  ### 430 2106179414 (ext. 403)  ### Mobile Number:  ### A30 2106179414 (ext. 403)  ### Mobile Number:  ### Consultant (TREK development), Orestis Schinas-Papadopoulos  ### Email:  ### Orestis@trek-development.eu  Skype:  ### Division of the Team 3:  ### Consultant (TREK development), Orestis Schinas-Papadopoulos  ### Email:  ### Orestis@trek-development.eu  Skype:	Partner Organization Name:	ANATTYEIAKH EYBOIAE A.E.
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## 3. Project Website maintenance

The maintenance of the website is the responsibility of the activity leader in coordination with all the other partners of the project. The Technical Advisor of the activity leader has undertaken the maintenance and renewal of the Project Website for the entire implementation period as well as for the period after the end of the project.

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