D8.2 | Project website

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This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement no. 857796

2 Table of Contents

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1 Website overview

The REGATRACE website (www.regatrace.eu) will be one of the primary channels of communication for the project. It has four major objectives:

- To improve communication between consortium members (uploading of project-related documents, working papers, events, etc.) and inform them of new developments relevant to the project;
- To involve the different target groups and stimulate their contribution to outputs and their participation in the project's events;
- To raise the image of the REGATRACE project and to promote and market the results, objectives and impacts of the project towards ad-hoc groups of stakeholders (e.g., decision makers), as well as to the general public;
- In anticipation of the extensive portfolio of results from the project, to establish the web site as a resource that will merit retention and maintenance beyond the lifetime of the REGATRACE project.

The website offers an overview of the project and its intended impacts, as well as information about its partners. It is designed to be visually appealing, user friendly and content oriented.

The home page of the site has a modern look and feel and is highly visual. It uses attractive photographs and questions accompanied by calls to action to encourage users to click towards other sections of the site. It also features a section with news and ways to stay in touch with the project, by following it on social media, signing up for the newsletter, or contacting the coordinator directly.

News articles (written in an informal, engaging, web-friendly style) will keep users up to date on the project's events and outputs. These will be published in dedicated "News" and "Events" sections. Regarding outputs, there is a section for "Work Packages" where users can get information on each of the different work packages and their deliverables. These deliverables will be uploaded to the site and linked from these pages as they become available.

There is also the possibility of creating a "Restricted area" where the partners can publish material that is not accessible to the public. At the moment this is not foreseen, as draft deliverables, minutes, and other material not meant for public viewing are published on the project's Trello site.

2 Website structure

At the top of every page is a menu with the project's logo. At the bottom is a footer with the funding acknowledgement and social media links.

The website has seven separate sections, aimed at different target groups:

- Home page (https://www.regatrace.eu/)
- About REGATRACE (https://www.regatrace.eu/about/)

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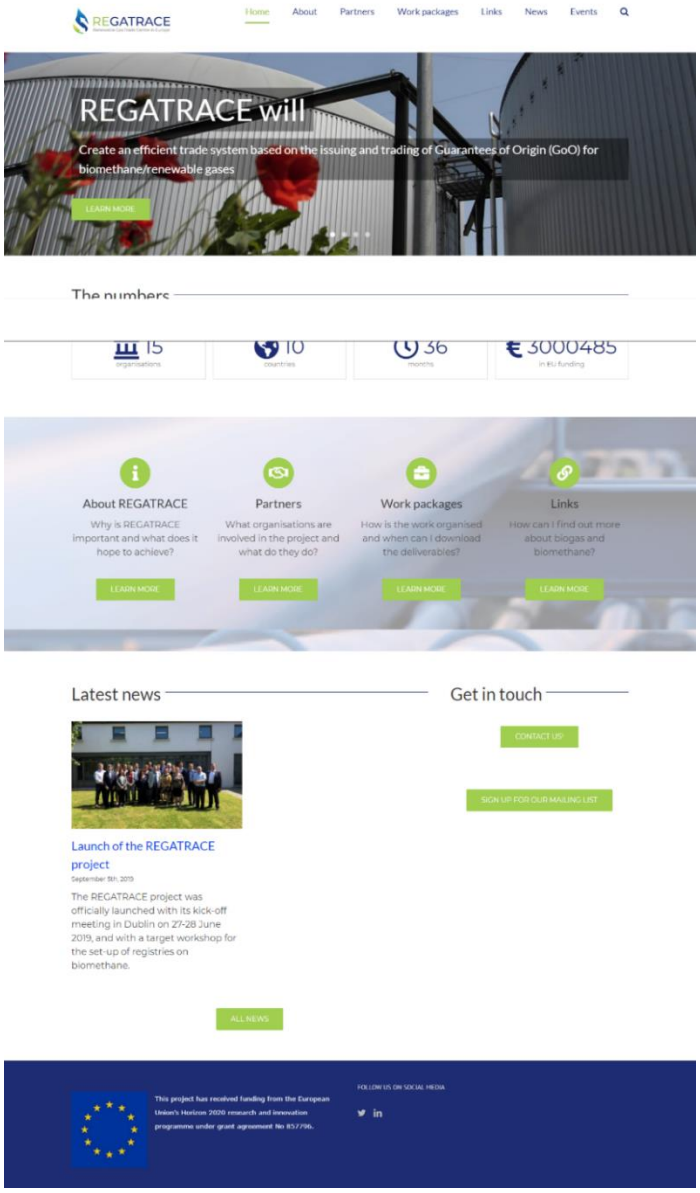
- Partners (https://www.regatrace.eu/partners/)
- Work packages (https://www.regatrace.eu/work-packages/)
- Links (https://www.regatrace.eu/links/)
- News (https://www.regatrace.eu/news/)
- Events (https://www.regatrace.eu/events/)

In addition, there are eight subsections of the work package section with detailed descriptions of the work package objectives and expected results.

To comply with the GDPR (General Data Protection Regulation 2016/679), the first time users visit the page, they are asked whether or not they accept cookies (which anonymously track them on the site, so that we can monitor traffic, which pages are most interesting to readers, etc.). They can then choose to accept, get more information, or disable the cookies.

Please note: further detail regarding the target groups listed below is given in section 3.

2.1 Home page



Target group: All, including the general public

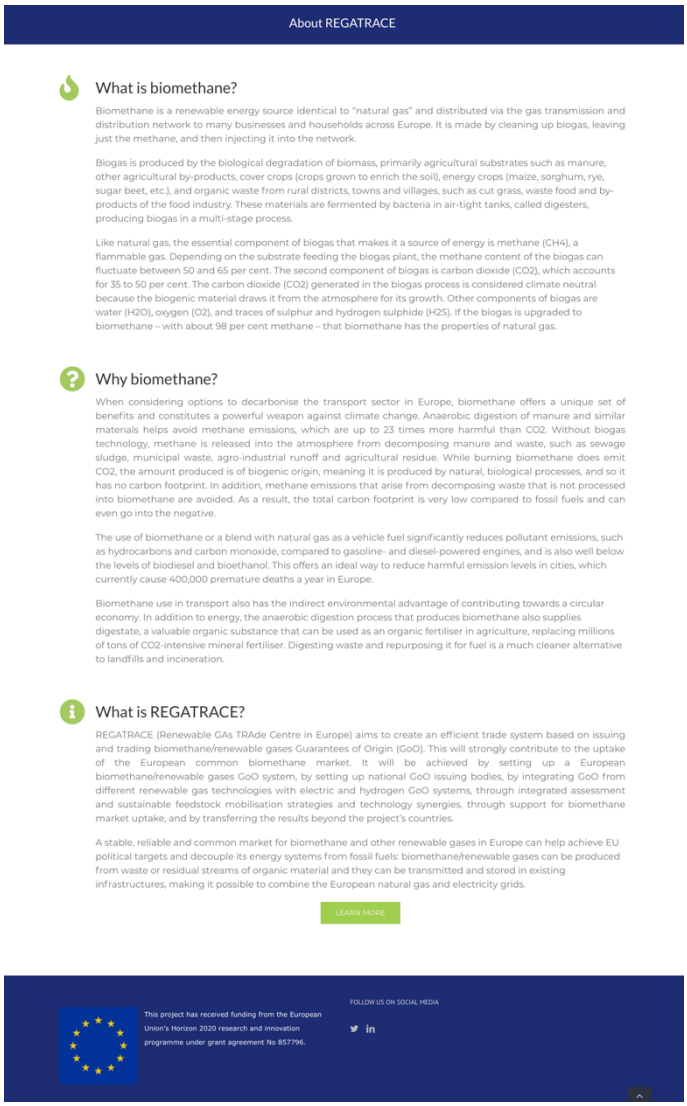
The home page of the website features a slideshow highlighting the project's main objectives. A "learn more" button takes users to the next section of the page, a series of counters with key numbers for the project. Scrolling down from there are questions and call-to-action buttons that lead to the main sections of the site: About, Partners, Work packages, and Links. Further down is a widget with the latest news and buttons where users can send an email to the project coordinator or sign up for the project's mailing list.

From time to time, other elements or banners will be temporarily added to the home page, to showcase surveys, events, or other initiatives.

2.2 About REGATRACE

Target groups: Decision makers and politicians; biogas/biomethane plant investors and producers; municipalities, cities, regions and interest groups; the general public

This page explains what biomethane is, the benefits of biomethane, and how it can help mitigate climate change. It then gives an overview of the project's impacts and how these impacts will be achieved.

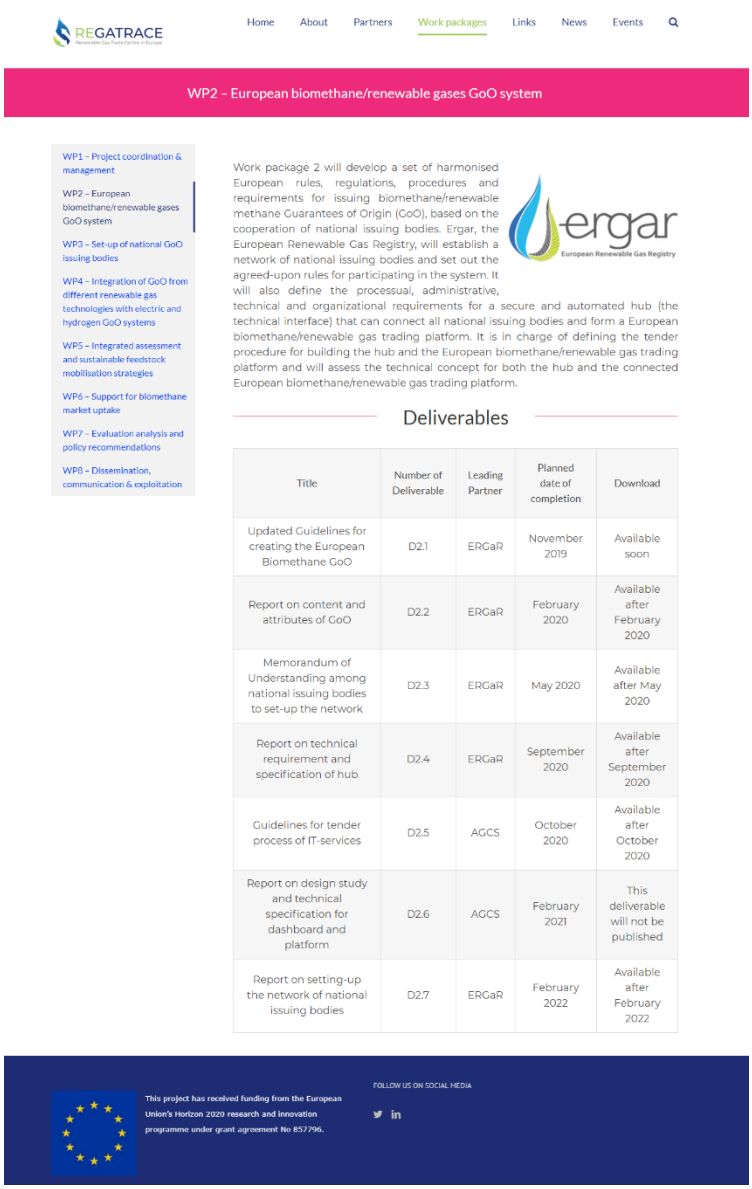


2.3 Partners

Target groups: Decision makers and politicians; organisations and interest groups; existing and potential feedstock suppliers; biogas/biomethane plant investors and producers; energy distribution companies; municipalities, cities, regions and interest groups

This page provides information about the partners, including their logos, links to their websites and social media channels, and a brief description of what each of them does.

2.4 Work packages



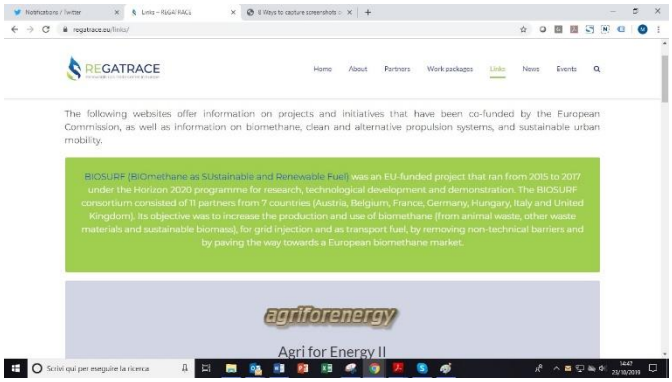
Target groups: Decision makers and politicians; organisations and interest groups; existing and potential feedstock suppliers; biogas/biomethane plant investors and producers; energy distribution companies; municipalities, cities, regions and interest groups

The page on work packages is a vibrant page with coloured boxes featuring the title of each work package, the logo of the partner leading the work package, and a link to a separate page that gives further details on the work package. Each of the eight work package pages contains a description of the work package and its objectives, a table with information on the deliverables (including the due date) and a link to download these deliverables once they are available.

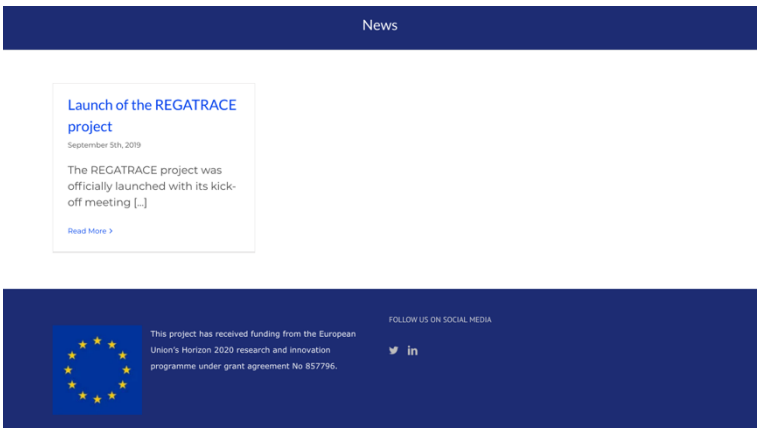
2.5 Links

Target groups: Decision makers and politicians; biogas/biomethane plant investors and producers; municipalities, cities, regions and interest groups; the general public

This page contains links to other projects, associations, initiatives and platforms aimed at promoting or facilitating the use of biogas. These links are showcased within flip boxes, which feature the entity's logo on the front. Hovering over the item flips the box to reveal a description with links.



2.6 News



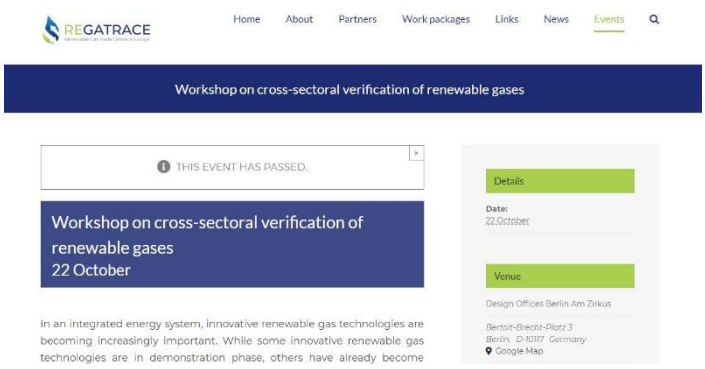
Target groups: All, including the general public

This page displays all news items related to the project in a grid, with titles and excerpts. Clicking on an item brings up the entire article.

2.7 Events

Target groups: Decision makers and politicians; biogas/biomethane plant investors and producers; municipalities, cities, regions and interest groups; the general public

This page displays all events related to the project in calendar form. Clicking on an individual event brings you to the event description, which includes information on the date, time and venue.



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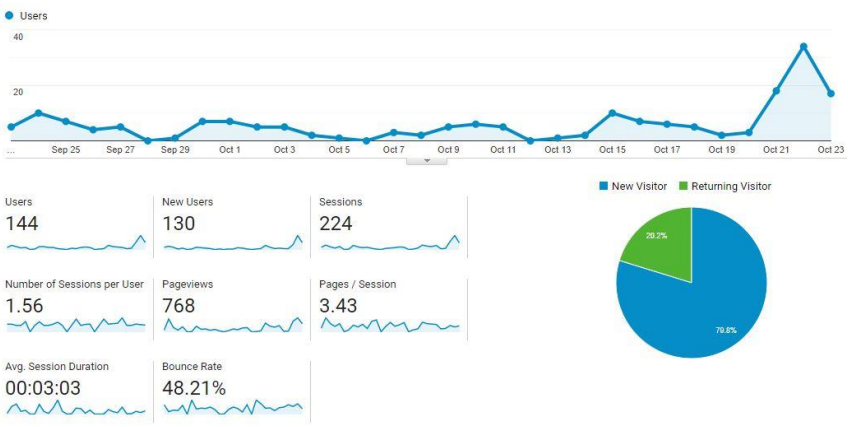
3 Target audience

Decision makers and politicians at the regional, national and EU-level. These will be provided with valuable experiences for informed decision making on framework conditions for the enhanced, sustainable and viable production and use of biomethane as renewable energy source.
Organisations and interest groups willing to increase energy efficiency and therefore interested in supporting the dissemination of REGATRACE's knowledge: e.g., associations/organisations (farmers associations, biogas associations) and networks of municipalities, cities, and regions, public transport operators' associations, networks of energy-agencies.
Existing and potential feedstock suppliers, the starting point of the biomethane supply chain. This group comprises farmers, sewage, wastewater and municipal waste companies/authorities, etc. Focus will be put on suppliers providing alternative feedstock from undisputed resources, non-competing food supply, sustaining natural cycles, reliable logistics and low conversion losses and feedstock that can also be provided in winter.
Biogas/biomethane plant investors and producers, who can be private and public companies and authorities, as well as groups of citizens, when it comes to financing models of biogas plants. These shall ensure viable approaches for setting up and running biomethane plants, as well as ensuring a location with possibilities for economic grid-injection and/or customer supply.
Energy distribution companies, who are of the utmost importance to ensure supply from the production site to the customers. Key actors in this field are owners/operators of gas grids for grid injection as well as public/private filling operators for direct use in transport.
Municipalities, **cities**, **regions** and **interest groups** willing to set up a biomethane supply chain in their region (e.g. to diversify the regional economy), and who are in charge for permits for biomethane plant construction. Together with biomethane interest groups, these key actors for biomethane production can act as multipliers and will spread the REGATRACE approach within their local/regional/national community and the networks, which will be set up within the project and target the policy level for improving the framework for the use of biomethane.
The **general public** will be shown the diverse benefits of a biomethane economy (in environmental, economic and social terms), in order to increase their awareness and to defuse the "NIMBY" resistance (not in my backyard) in some countries.

4 Metrics

Google analytics is being used to track how many users are coming to the site, where they are coming from, what pages are visited the most and other statistics related to website traffic.

The desired reach will eventually be at least 1000-page views per month.



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