SCAPE
POWERING E-MOBILITY

D8.6 – Project Website

SWITCHING-CELL-ARRAY-BASED POWER ELECTRONICS CONVERSION FOR FUTURE ELECTRIC VEHICLES

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Description: Design and implementation of the project's website.

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Executive summary

This deliverable provides an overview of SCAPE's website (www.scapepower.eu), illustrating its scope, high-level structure, technical details and updating/feeding strategies. The deliverable refers to the core version of the website which is planned to go live by December 31, 2022. Sections, sub-sections, calls to actions and contents will be shaped along the way based on the project's needs and requirements.

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Document History

Date	Person	Action	Status
28 December 2022	Valentina Malcotti (ISINNOVA)	First version	Draft (V0.1)
29 December 2022	Àlber Filbà (IREC)	Content review	Review (V1.0)
29 December 2022	Valentina Malcotti (ISINNOVA)	Final version	Final (V2.0)

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1. Welcome to SCAPE's hub – www.scapepower.eu

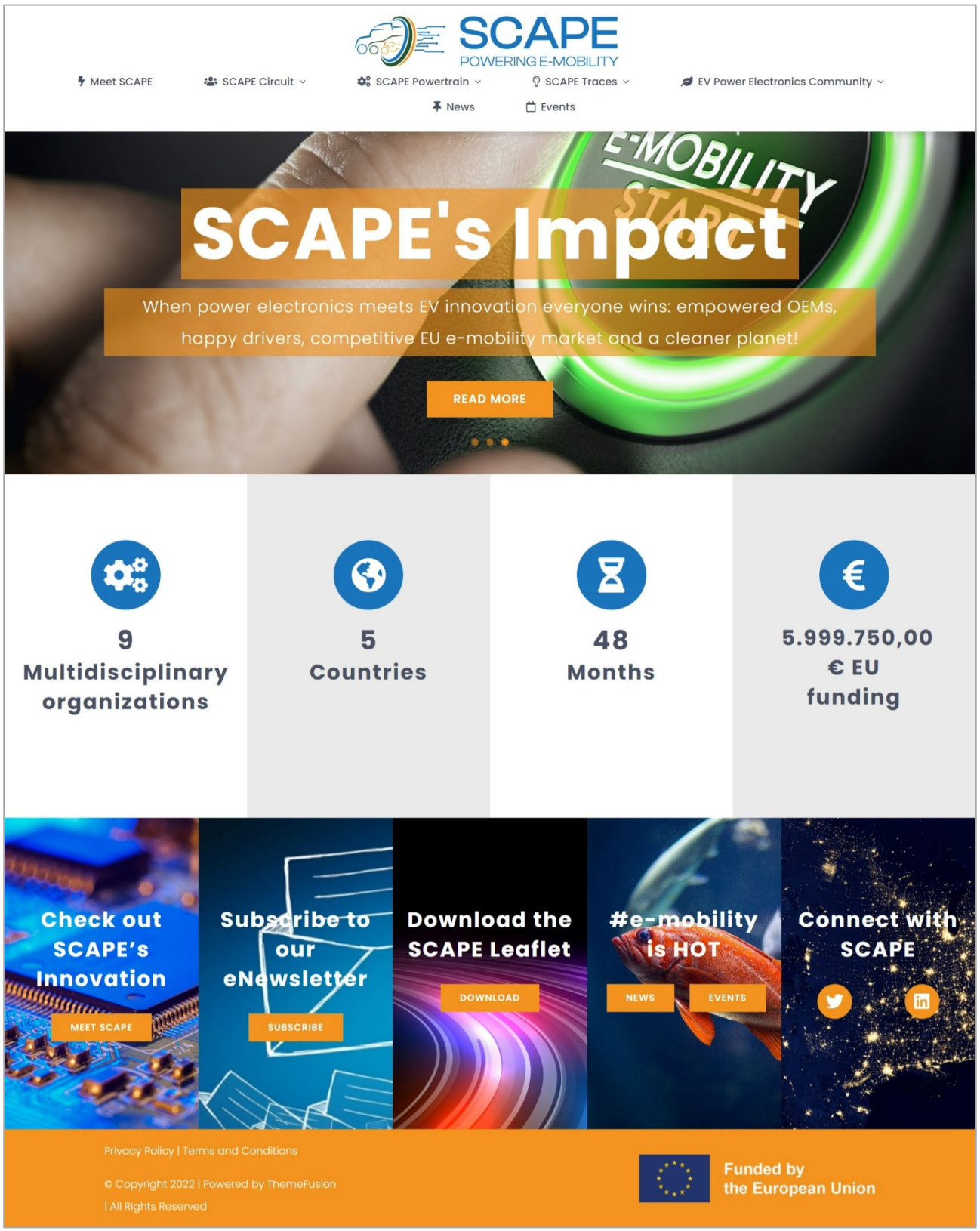

Figure 1 - SCAPE Website: Homepage

The SCAPE website aims to be a **highly visual, content-driven and user-friendly hub**, with one foot in project technicalities and one in **scientific communication**, tied to both innovation in power electronics and breakthroughs in the next generation electric vehicle (EV) powertrain scenario. To meet this dual purpose, the website has a professional but pioneering look and a sustainable feel to it, with **attention to the user's experience in navigation**. The website design and contents comply with the project's visual identity and communication/dissemination strategy (both outlined in D8.1).

Expected go live date: December 31st, 2022

1.1. Scope

As one of the primary communication streams for both project administration and outreach to partner organizations, stakeholder groups, media and the public at large, the website will **convey the project's aims and intended impacts and showcase project results** as they become available. It will also promote project events, provide information on project partners and grant access to SCAPE-related materials, including opensource scientific publications and papers, e-Newsletters, infographics, press releases and media statements. The website will engage in a **two-way relationship with the project's social media accounts**; on one hand by providing content to feed posts which will, in turn, point to specific pages, news, pdfs and links available on the website.

The website's main purposes are to:

- improve communication between **project partners**;
- inform consortium members, **stakeholders and target groups** (including technical/research audiences, industry/automotive suppliers and final EV vehicles drivers/users) of new developments, milestones and insights relevant to the project;
- showcase the SCAPE project in an effort to **enhance dissemination of project results** to potential users, relevant industry and the growing EV community and climate-sensible public (to this end, a determined effort will be made to present information in a manner that can be understood by members of the public);
- give visibility to project events and share information on relevant **key industry events**;
- **promote synergies with other EU-funded projects** in the field by displaying links and information, in a dedicated section, on cluster initiatives and activities of 'buddy' projects.

1.2. Structure

In its **core version, delivered at M6**, the website hosts **eight main sections (including the Homepage)**, all accessible from the website's header.

Figure 2 - SCAPE Website: Section Header

1.2.1. Homepage

As the project's main landing page, the Homepage has a captivating look with a **full-screen slider** offering a **highly visual overview of the project** through three main themes:

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- **SCAPE's challenge** - revolutionise the design, architecture and implementation of power converters for electric vehicles to counter the lack of standardisation across different models and types of vehicles.
- **SCAPE's solutions** – including the project's 3 in 1 approach to power converter design, architecture, implementation and integration of advanced control systems to develop a cost-efficient production chain in power converter development for next generation electric vehicles.
- **SCAPE's impact** – pointing to the expected impact of the project's potential innovations on (and beyond) the electronics community and the EV components' industry to reach all climate-sensible long-haul transport companies and vehicle drivers out there, contributing to the up-take of sustainable mobility.

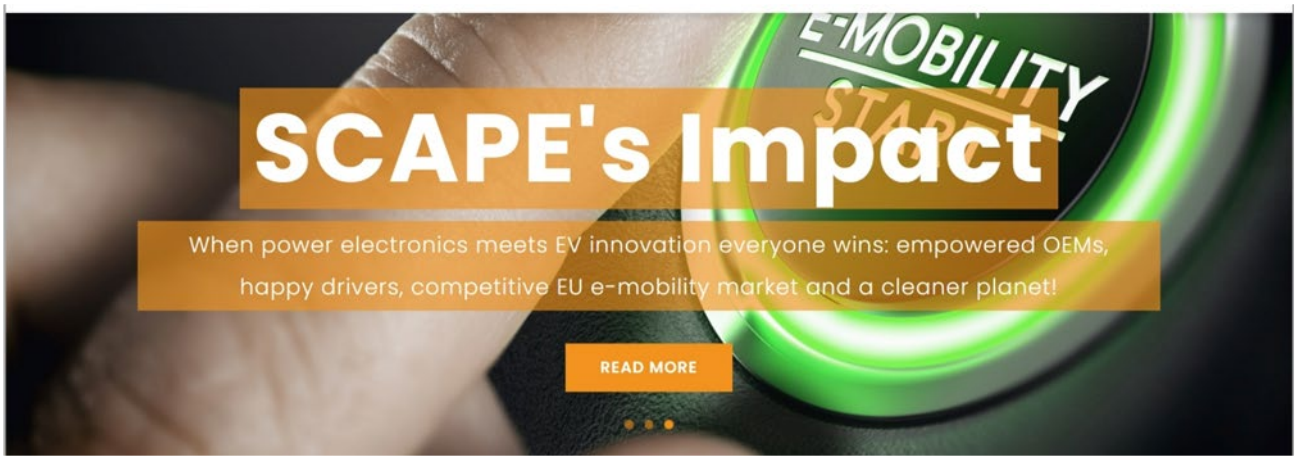

Figure 3 - SCAPE Website: Homepage (Slider 3)

The first scroll will display the **project's main details** in terms of consortium, duration and funding.

Figure 4 – SCAPE Homepage - Project details

A second scroll will bring to **five 'calls to action' to stimulate active engagement** with the website and project materials:

- **Check out SCAPE's innovation:** provides a quick link to the *Meet SCAPE* section, which contains the heart of the website
- **Subscribe to our e-Newsletter**
- **Download the SCAPE leaflet** (pdf file)
- **#e-mobility is HOT**: provides a quick link to the News and Events sections.

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- **Connect with SCAPE**: provides quick links to the project's social media accounts (LinkedIn and Twitter) and an e-mail contact (info@scapepower.eu).

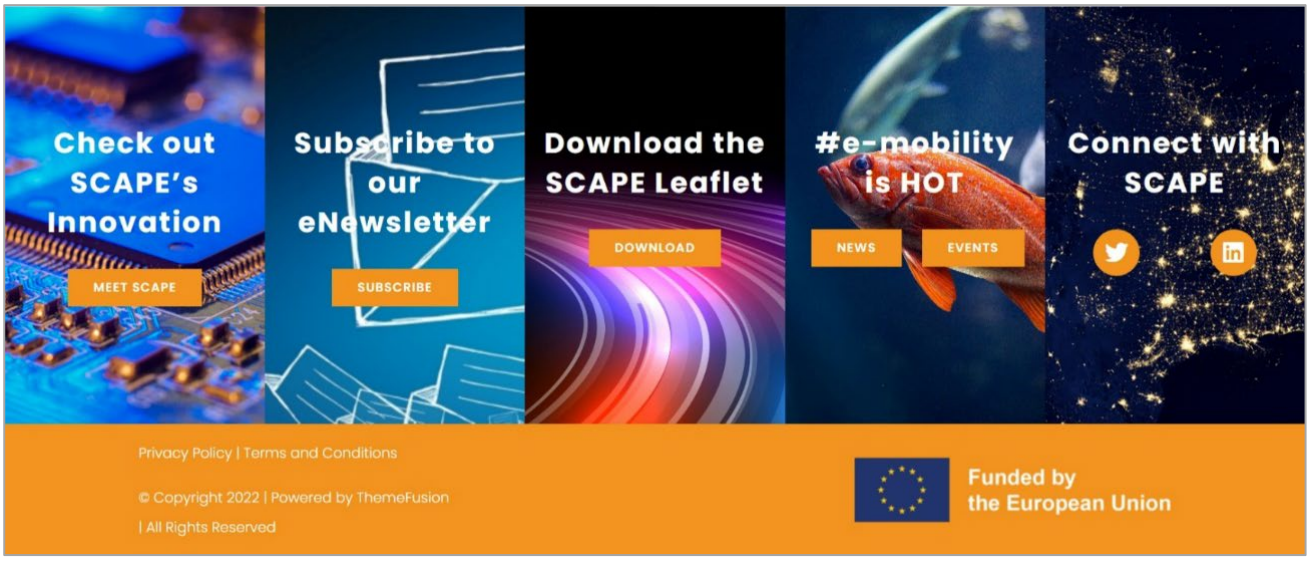

Figure 5 - SCAPE Website: Homepage (Calls to action and Quick links)

As project outcomes (i.e., Deliverables, papers, etc.) become available, a specific quick link to reach these materials will be included in the homepage in addition to (or in replacement of) those presented in the core version.

The website's footer, which is visible for all internal pages, displays:

- Full acknowledgment of EU funding,
- Privacy Policy,
- Cookie Policy,
- Terms and Conditions.

1.2.2. Meet SCAPE

This section is the **content heart of the website**. It is reachable through three paths: from the header's menu, from all three sliders (clicking on *Read more*) and via a quick link in the Homepage (*Check out SCAPE's innovation*).
The section expands the project's main themes (Challenges – Solutions - Impact) allowing a complete project overview in a single, user-friendly, spread.
Each section has a list of significant bullet points which can be clicked on to expand, keeping the page informative but not overwhelming.

1.2.3. SCAPE circuit

The section has two sub-sections:

Partners - contains information on consortium partners, through nine intro cards, illustrating their expertise and specific role in SCAPE. All contacts are displayed for each partner, including websites, social media accounts (if available) and e-mail addresses.

Advisory Board - will host information and details on Advisory Board members, currently in the process of being appointed.

1.2.4. SCAPE Powertrain

The section has two sub-sections:

Workpackages - contains a brief intro of what WPs are, in the context of EU fundina programmes, and provides information on SCAPE's specific WP map.

Deliverables - list of all public project deliverables (approved by European Commission) which will be downloadable, in digital format, through the SCAPE Zenodo repository (see deliverable D1.2) and made available once they are produced in the four-year span of the project.

1.2.5. SCAPE Traces

This section will host any potential **downloadable project outputs for scientific dissemination**, including:

- **scientific publications** – SCAPE-related articles published in academic journals
- **project newsletters** – repository of all issues
- **technical factsheets** (if shareable under IPR restrictions)**/infographics**
- **video pills**

1.2.6. EV & Power Electronics Community

This section will display two sub-sections:

E-VOLVE Cluster – link to the E-VOLVE (Electric Vehicle Optimized for Life, Value and Efficiency) cluster - which SCAPE is in the process of joining – that gathers EU-funded initiatives in the field of EV components to promote joint dissemination and exploitation activities and maximise the reach of potential innovations covering a wide range of EV components. Once SCAPE's participation to the cluster is formalized, the section will be structured following the guidelines provided by the E-VOLVE coordinator (this will also entail adding a link/reference to the cluster in the Homepage).

Useful resources and links – providing a list of links and referrals to **relevant external resources** within the power electronics and EV communities.

1.2.7. News

Regular feed of project-related news such as project milestones, in and out project events, partner initiatives, interesting news from the power electronics' research and EV world. **Regular calls for content** will be circulated amongst the partners. Content provided by partners will be proofread by ISINNOVA and might be rewritten to adhere to scientific communication requirements.

1.2.8. Events

The section provides **a calendar plug-in** to display the **key industry events/conferences** in the field and any other **project-related dissemination events** worth mentioning. Each entry will have a brief description of the conference and include registration links (if available).

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1.3. Privacy settings and Data Management

The website will be fully **GDPR compliant**. For monitoring and evaluation purposes (including assessment of KPIs), the website will be linked to **Google Analytics** tools thorough which anonymous data will be collected (users' consent is stated in the Privacy and Cookie policy) to keep track of the number of visits, users' behaviour (pages visited and for how long), audience overview (countries of provenience and other socio-demographic characteristics). No personal data will be collected or stored on the SCAPE website. Micro copy and guiding statements on Disclaimers, Cookies, etc. will be available through pop-ups, in addition to specific references to data management in the Privacy Policy section.

1.4. Technical details

The SCAPE website has a **'responsive design'** to ensure usability and readability on a variety of devices and screen sizes. The backend **Content Manager System (CMS) is WordPress**, powered by an **Avada Theme**.
The website uses the project fonts: Poppins and Poppins Light or their equivalents.
The project website will be maintained for at least five years following the end of the project.

1.5. Feeding and updates

Keeping the website 'alive' is a top priority! As the project's main showcase, special attention will be devoted to **regular feeding of the hub** with the project's latest news, including important milestones reached, participation at EV/power electronic/sustainable mobility events and details on any synergies built along the way.
To achieve this regular flow of contents ALL partners are invited to share updates and progress on their project-related work and actions. Text and contents will be revised and, if necessary, rewritten by ISINNOVA to make sure the text is informal, engaging, web-friendly and understandable also for wider (non-technical) audiences. **Regular calls for content** will be circulated by WP8 leaders (ISINNOVA) but partners are encouraged to jump the gun and share insights when available. Accompanying images/photos truly empower any content and partners are encouraged to include visuals and provide any useful links/pdf/materials to make their proposed contribution richer.
Along with the regular update of contents, the **website will be re-structured along the way** (e.g., adding specific calls to action displayed in the Homepage) based on the project's promotional needs. The SCAPE social media accounts will also point to the website via dedicated posts on project outcomes (deliverables made available, news articles, etc.).

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