Zero waste Heat vessel towards relevant Energy savings also thanks to IT technologies

D 6.1 | ZHENIT Project Website

WP6 – Dissemination, Communication and Exploitation

Version 6.1.4 | September 2022

HORIZON-CL5-2021-D5-01-10

Clean and competitive solutions for all transport modes -
Innovative on-board energy saving solutions

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Copyright Message

Document History

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Author(s)	Valentina Parodi (RINA-C), Alessia Peluchetti (RINA-C)

Date	Ver.	Contributers	Comment
01/08/2022	0.1	Valentina Parodi (RINA -C)	First version of the report
07/09/2022	0.2	Alessia Peluchetti (RINA -C)	Review and comments
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30/09/2022	0.4	Alessia Peluchetti (RINA -C)	Final draft ready for submission

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List of Organizations

Participant Name		Short Name	Country	Logo
1	RINA Consulting Spa	RINA-C	Italy	
1.1	RINA Services Spa	RINA-S	Italy	
2	Ethnicon Metsovion Polytechnion	NTUA	Greece	
3	Kyma as	KYMA	Norway	
4	Fundacion tecnalia research & innovation	TECNALIA	Spain	
4.1	Universidad del pais vasco/ euskal herriko unibertsitatea	UPV/EHU	Spain	
5	Anonimi naftiliaki eteria kritis (anek) s.a.	ANEK	Greece	
6	Consiglio nazionale delle ricerche	CNR	Italy	
6.1	Consorzio di ricerca per l'innovazione tecnologica, sicilia trasporti navali, commerciali e da diporto scarl	NAVTEC	Italy	
7	Sorption technologies gmbh	SORTECH	Germany	
7.1	Sorption technologies srl	SORTIT	Italy	
8	Bound 4 blue sl	B4B	Spain	
9	Encontech bv	ECT	Netherlands	
10	Gruppo sigla srl	SIGLA	Italy	
11	The university of Birmingham	UoB	United kingdom	

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Table of Contents

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List of Figures

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Abbreviation and Acronyms

Acronym	Description
RINA-C	RINA Consulting S.p.A.
WP	Work Package
WH	Waste - Heat
WHR	Waste - Heat Recovery
M	Month
HVAC	Heating, Ventilation and Air Conditioning

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Executive Summary

The ZHENIT Project aims to promote Waste Heat Recovery (WHR) as key and "ready-to-implement" solutions to achieve 2030 International Maritime Organisation and European Union targets for shipping sector decarbonization. ZHENIT goal is to fully untap "on-board WH potential" developing and validating WHR solutions at different temperature levels for different on-board services (cooling, power, desalination), in order to valorise heat in different vessel processes.

ZHENIT will strategically define a plan to boost WHR, and energy management onboards, providing clean energy solutions and "low emissions" ship services (e.g. desalinated water, power, on board Heating Ventilation and Air Conditioning systems etc.), with a significant impact already in the short-term.

The present document constitutes the Deliverable D6.1 "ZHENIT Project website", developed within Work Package (WP) 6, which gives an introduction of the structure of the project website, in its main sections and functions. The website is one of the fundamental tools that will be used during the entire duration of ZHENIT to communicate its objectives and goals, to disseminate the project results and to update news and events. It includes several technical documents and information; it is structured and organized to be easily accessible by a wide range of users, stakeholders, and other interested parties. Together with the social media profiles, the website is another relevant mean of dissemination and communication of the project aiming to achieve a wide audience (as one of the goals of WP6).

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1 Introduction

This deliverable was prepared in the framework of Work Package 6, and it is released at the end of September 2022 (M4) as public report to present the design, implementation and release of the ZHENIT website, one of the main communication channels of the project. Together with social media accounts and the newsletter delivery, the website is crucial to present within a unique identity the project to a mixed and non-technical audience, to disseminate the results and to give direct access to the public documents.

The whole ZHENIT external communication strategy is built upon the core concepts of the project:

- Waste Heat Recovery solutions;
- Decarbonisation;
- Low emission;
- Sustainable maritime transportation;
- Energy Management Services;
- ICT monitoring;
- Wingsail;
- Desalinisation.

Actually, the aim of D6.1 is to give an overview of the website characteristics and structure, first, to illustrate the sections and to provide the fundamental tools necessary to monitor the efficacy of the communication strategy adopted.

The present document is divided in chapters, listed as follows:

- Chapter 1: Introduction;
- Chapter 2: Website characteristics;
- Chapter 3: Supplementary information;
- Chapter 4: Conclusion.

The website will be released in October 2022 (M5) by RINA Consulting (RINA-C), and it will be constantly updated. The ZHENIT social media channels were opened in July 2022 (M2), and they are managed by RINA-C during the whole project duration and after the project conclusion.

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2 Website Characteristics

2.1 URL, technical details and objectives

The ZHENIT website is accessible on http://www.zhenit.eu. The RINA Consulting (RINA-C) as the project coordinator, in charge of managing the website preparation, has registered this URL name and reserved the URL for 5 years. Since all the promotion, communication and dissemination will be centred around the brand name ZHENIT, it was crucial to secure this easy-to-find URL.

The website was set up in static HTML programming language, which makes it responsive.

The ZHENIT website, is designed and maintained by RINA-C, with the following purposes:

- To elucidate capabilities and benefits provided by the ZHENIT strategies to audiences beyond the project's communities, comprising the media and the public, to raise awareness and to achieve societal acceptance, releasing the project's results through all of the website's features;
- To present the ZHENIT Consortium and the role of each partner within the project ambition;
- To giving public access to project's results included in scientific articles, reports, and other relevant dissemination material, to the academic and industrial community;
- To guarantee the exploitation of the results of the project;
- To attract stakeholders (ports, event organizers, industrial manufacturers) potentially interested in creating strategic partnerships and stimulate interaction with the consortium.

2.2 Website management tools

The site is developed in HTML static programming language in collaboration with JavaScript on Azure Static Web App. It is fully responsive and adapts to all screen analyses of any device.

2.3 Project visual identity

A common project logo has been designed by RINA-C according to the consortium approval to allow a unique public image/branding for the project. The logo allows the public to identify easily ZHENIT thus

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ensuring visibility and recognition. For this reason, it is fundamental to include the project logo on the website in all the sections and banner to make ZHENIT clearly visible by, for example, repeating it in the upper banner of every pages. ZHENIT adopts a captivating project logo as a common project and graphical visual identity to attract external users and increase interest on the website's content (Figure 2.1).

Figure 2.1: ZHENIT Project Logo

The logo well represents the project by reporting a navigating vessel which is producing vapor. The colours of the logo, thus red and blue, give an idea of the temperature directly linked to the WHR solutions developed to reach the goals of ZHENIT. Actually, by maximizing the WHR, the vessels may reduce the emissions making the maritime transport more environmentally sustainable.

2.4 Structure

ZHENIT website has been designed with the following structure, by creating specific sections to facilitate the navigation (Figure 2.2).

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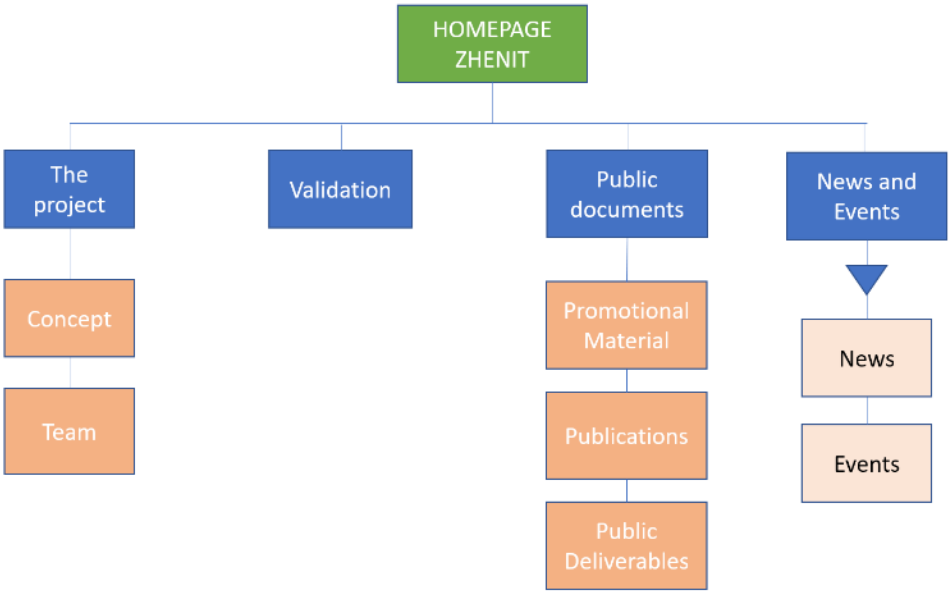

Figure 2.2: ZHENIT Website Map

- "The Project":
  - "Concept" section gives an overview of the project innovations and technical developments;
  - "Team" presents who are the players involved in the project developments.
- "Validation":
  - Section that simplifies the ZHENIT project innovations during the validation campaign.
- "Public Documents":
  - Divided in multiple subsections to organize the public documents which will be realised during the project lifetime, comprising also the updated promotional material, publications and official reports.
- "News and Events":
  - Section that will collect separately the most relevant news and past/future events of the ZHENIT project.

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In Figure 2.3, the ZHENIT website header is presented. In this upper bar, the project's logo appears on the left and the links to the sections are on the right side.

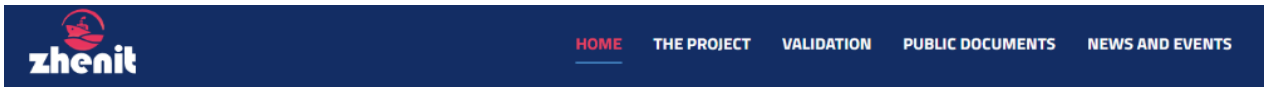

Figure 2.3: ZHENIT website header

In Figure 2.4, the website footer is reported with all the references that are fundamentals for the funded project to be compliant with art.17 and annex 5 of the grant agreement, i.e., "communication, dissemination and visibility", showing the European flag and the acknowledgement. Furthermore, within this part, the direct link to the ZHENIT social media, Twitter and LinkedIn, is present, as well as the "newsletter" and "contact" buttons. Here, the viewer has the possibility to explore the website privacy policy, cookie policy and the disclaimer containing the terms of use.

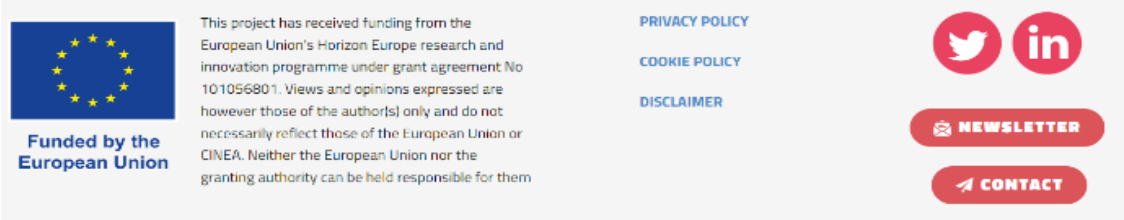

Figure 2.4: ZHENIT website footer

In Figure 2.5, it is reported the automatic pop-up banner to inform the user that the website use cookies and to access directly to the cookies and privacy policy of the website (direct link to the policies pages).

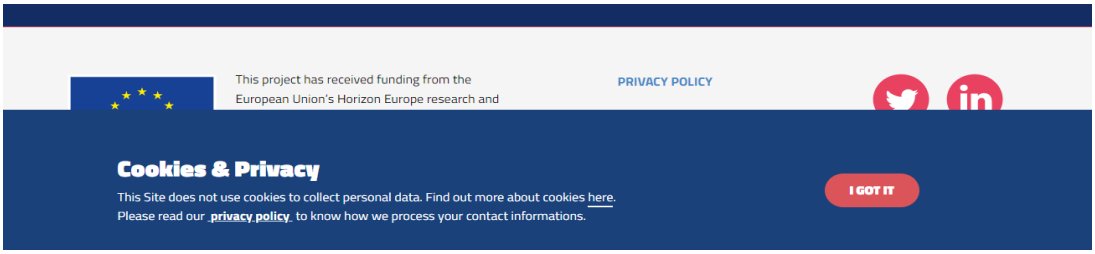

Figure 2.5: Pop-up banner with cookies and privacy policy's references of the website

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In the following paragraphs a detailed analysis of each website section is presented, starting from the "Home" page.

2.4.1 Homepage

The home page of the ZHENIT website provides a summary of the project's key objectives, concept and vision and serves as the entry point for users. The primary purpose of the home page is to provide the basic information around the project to let the users get a quick grasp of what the project is about and become attracted to navigate through the rest of the sections to learn more about the project.

Three key messages have been reported:

- Decarbonisation of the maritime transport via waste heat recovery;
- ZHENIT straight forward to boost zero waste heat solutions by coupling it with innovative ICT monitoring;
- Energy Management solutions, thermal energy storage and a hybrid propulsion system will be developed to reduce pollutants in harbour area and in open sea.

All of them, as shown in Figure 2.6, are presented using appealing images to attract immediately the visitors and keep them engaged with ZHENIT website. The homepage will soon be enriched through a promotional video, such as one-minute long animations, showing the main concept of ZHENIT.

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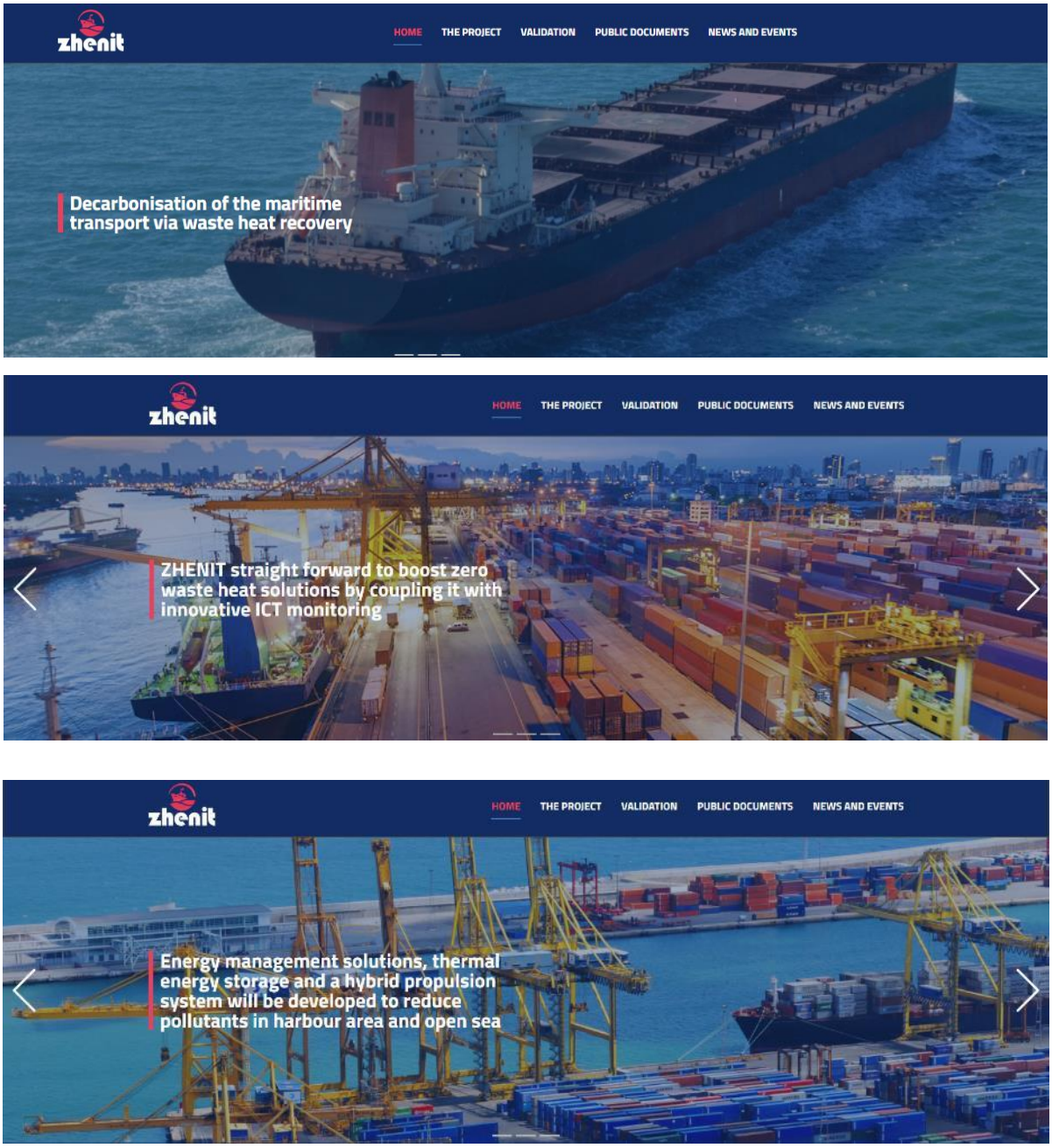

Figure 2.6: ZHENIT Home page slider and key messages

During the navigation through the homepage a synthesis of the main project data can be viewed, thanks to the explicative boxes that easily attract the users' attention, followed by a progress bar with the representation of the time evolution of the project, currently at M4 (Figure 2.7).

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Figure 2.7: ZHENIT numbers and progress bar

Moreover, within the home page it is possible to directly request to subscribe to the project newsletter (Figure 2.8). By clicking the button "Subscribe" a direct mail with a request can be sent to the ZHENIT newsletter mailbox.

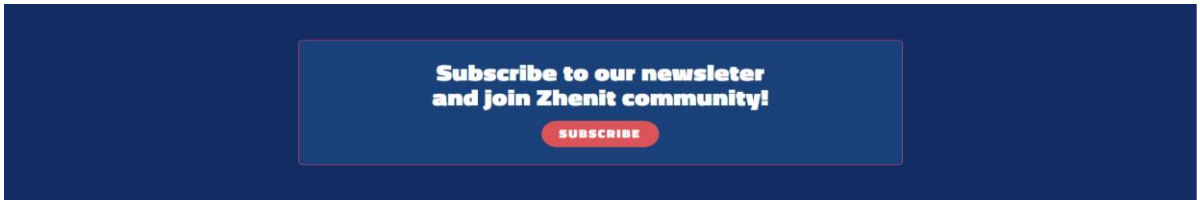

Figure 2.8: ZHENIT newsletter link

2.4.2 Section "The Project – Concept"

To access to "The Project", the user can visit the "Concept" section or select the "Team" page as these have been distinguished.

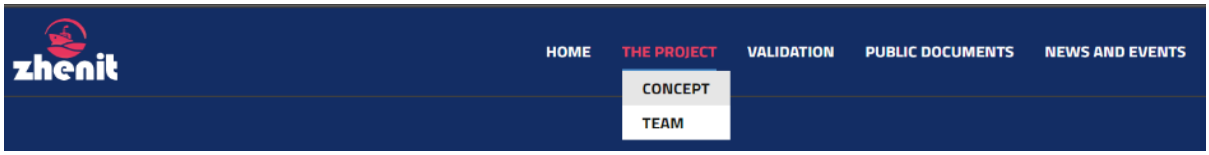

Figure 2.9: Selection of "The Project - Concept" page

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Considering the "Concept" page, a short introduction to the section is presented to help the user to understand the technical aspect of the innovations adopted during the project development (Figure 2.10).

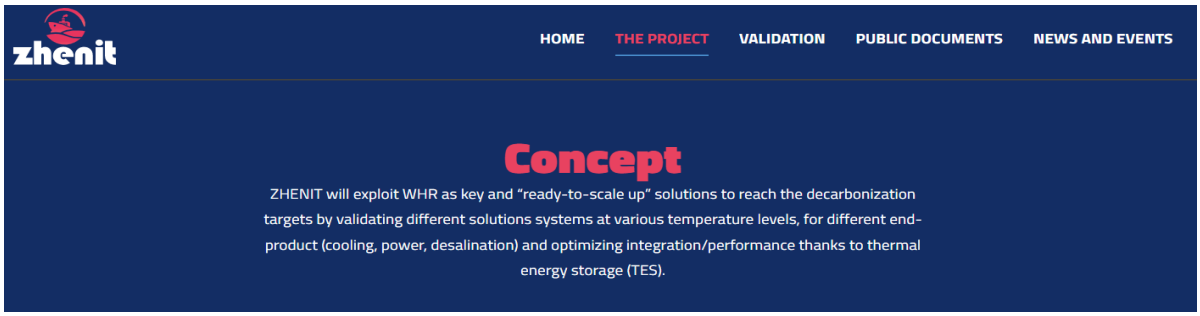

Figure 2.10: "Concept" Introduction banner

Following the introductory text, a descriptive and schematic panel has been included to identify the main technologies that will be developed during the project evolution, as clearly visible in Figure 2.11.

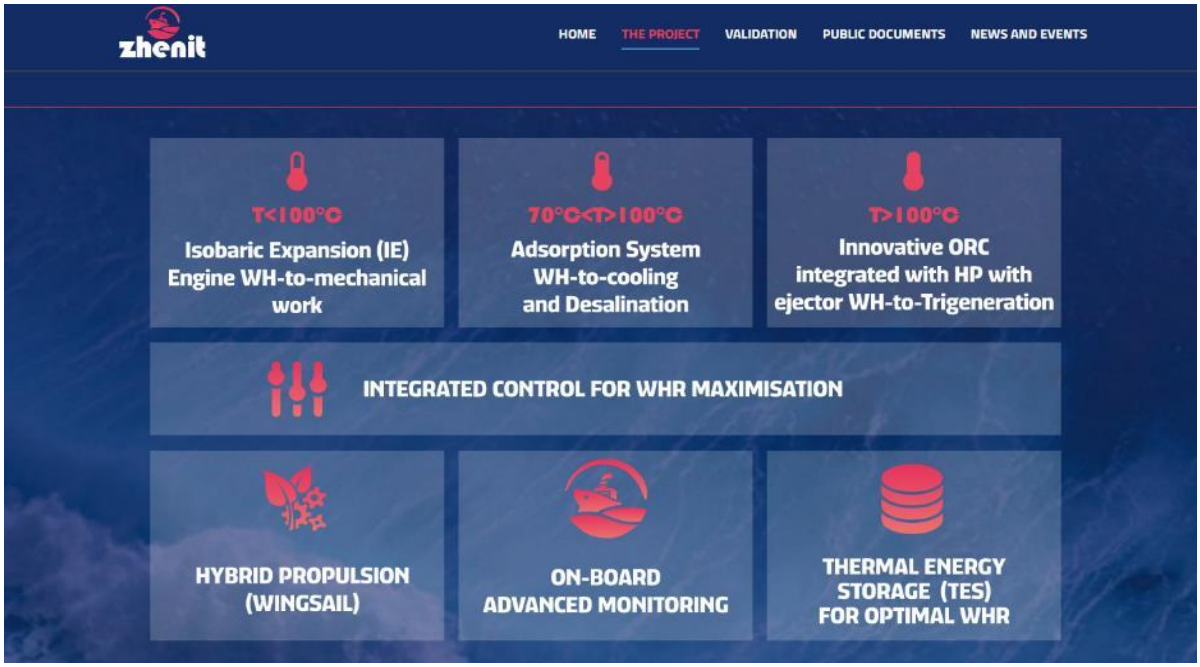

Figure 2.11: "Concept" schematic panel

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2.4.3 Section "The Project – Team"

To access the section "Team", as visible in Figure 2.12, the user must move to "The Project" button and select the second option.

In this section, it is visible as first instance, the map with the geographical distribution of all the ZHENIT Consortium members, with their relative logo (Figure 2.13).

Figure 2.12: Selection of "The Project - Team" page

Figure 2.13: Schematic map of the ZHENIT Consortium members

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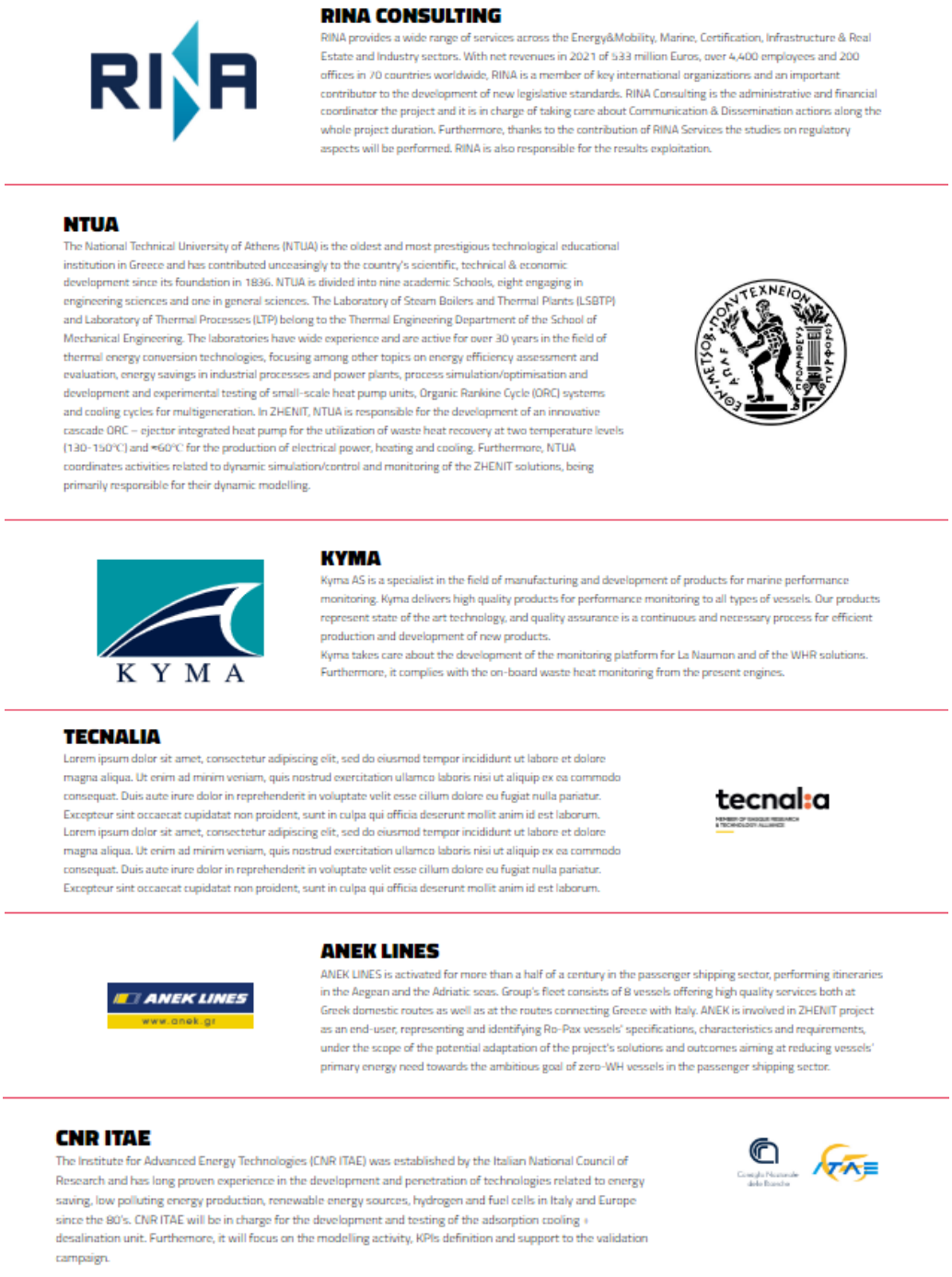
Scrolling the page, a short description of each partner is reported including a "partner profile" displayed for each member of the consortium, with the following information: logo linked directly to the partner's website, short description of the organisation and relative role in the project (Figure 2.14).



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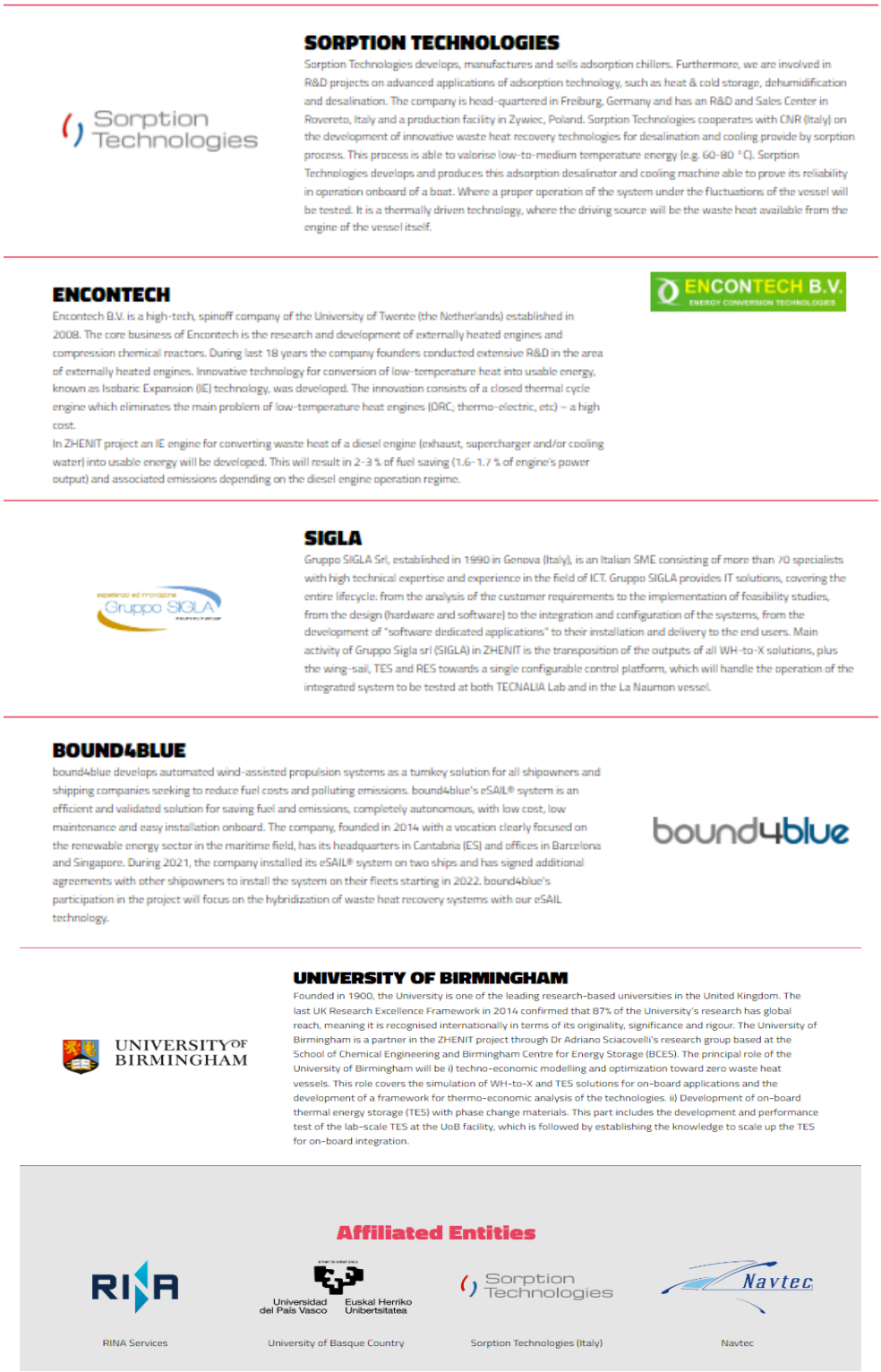

Figure 2.14: List of the partners with relative logo and description

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2.4.4 Section "Validation"

By moving to the "Validation" page, it is clearly visible the short description of the page like in Figure 2.15. this sub-page the structure of the ZHENIT workplan reported and visualized with an infographic.

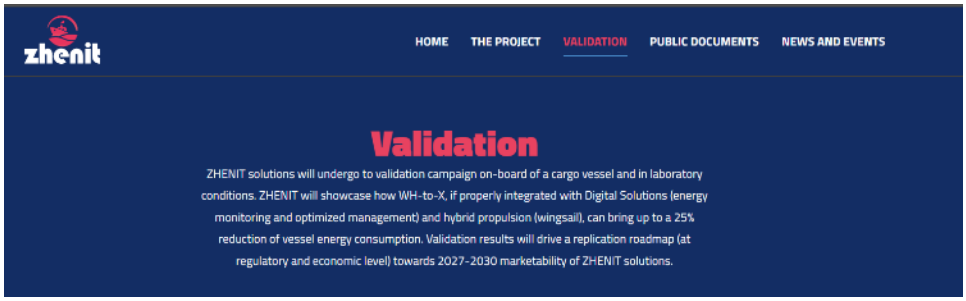

Figure 2.15: "Validation" section introduction

By scrolling down the page, an infographic representing the planned roadmap of the ZHENIT project is report to guide the user throughout the project developmental aspects (Figure 2.16).

Figure 2.16: "Validation" ZHENIT roadmap

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2.4.5 Section "Public Documents"

The section "Public Documents" has been included in order to support the user to deepen the knowledge of the project. Actually, in this page it is possible to download the ZHENIT public material (Figure 2.17). The section includes the following sub-sections:

- Promotional Material: in this block all the promotional materials (e.g., brochure, poster, public presentation, and video, etc.) will be shared and made available for downloading;
- Publications: in this block all the scientific publications released by the consortium's partners will be shared and the related files will be available for the download every time they will be approved and available;
- Public Deliverables: in this block all the public deliverables and reports of the ZHENIT project will be uploaded after the approval from the EC and the related files will be available for the download.

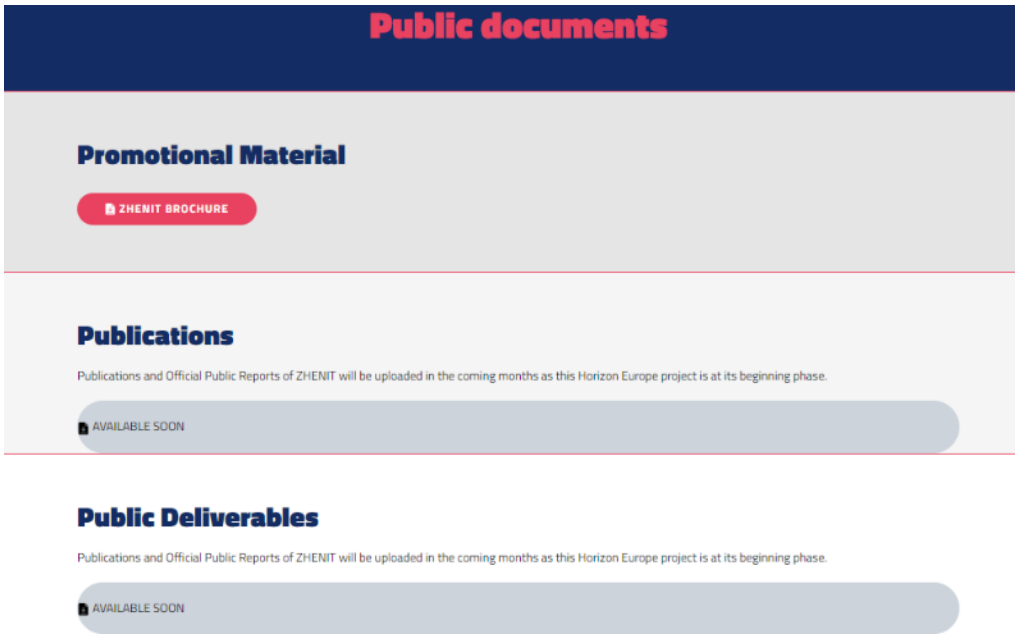

Figure 2.17: "Public documents" section

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2.4.6 Section "News and Events"

The section "News and Events" has been included to share directly with the ZHENIT audience and visitors the information regarding the latest news (e.g. press releases from partners, interviews and articles in magazines and journals, etc.) and events, both internal (e.g. consortium meetings, working groups meetings, etc.) and external (e.g. dissemination events, stakeholders workshop webinars, learning programme, etc.). The news can be distinguished with respect to the events blocks, thanks to an identification label on the top of each box and to a different colour code: news is tagged in red, while the events appear in light blue.

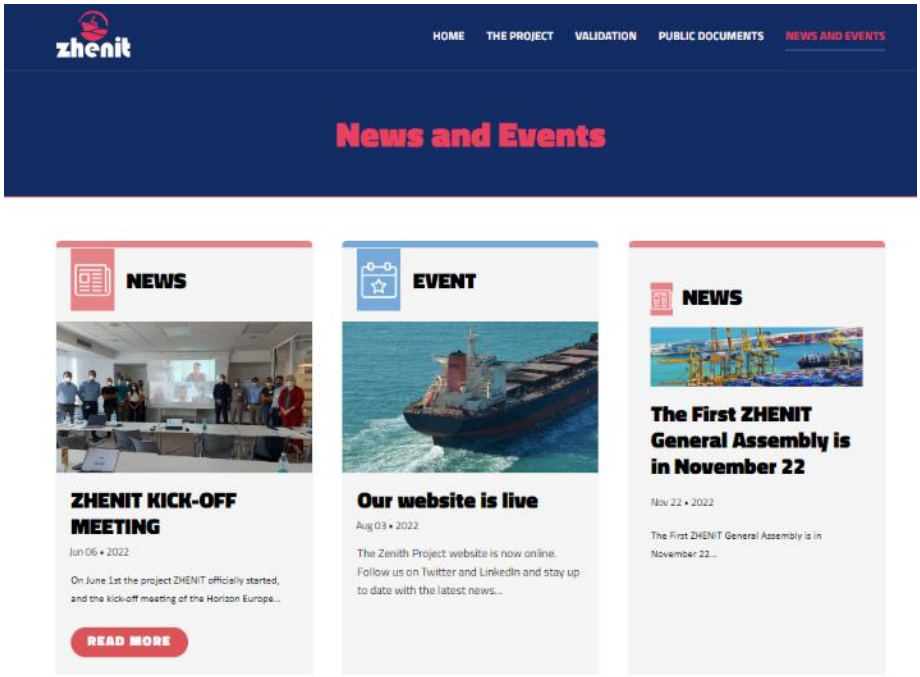

Figure 2.18: "News and Events" section

2.5 Supplementary information

2.5.1 Website's visits tracking systems

One of the most important aspects while managing a project website, or a website in general, is the tracking of the visits to have a clear view of the communication and digital marketing strategy adopted. As the actual situation that is affecting the European country in terms of legal advocacy of Google Inc. to treat the personal data while tracking the users' visits through Google Analytics tool, we are still

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evaluating the best option for that purpose (https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/9782874).

Google Analytics in its latest version (v4) can be freely used to track the traffic and user behaviours. Data collected, processed and stored by Google Analytics ("Google Analytics data") are several: location, demographics, language, device, user behaviour, etc (Figure 2.19).

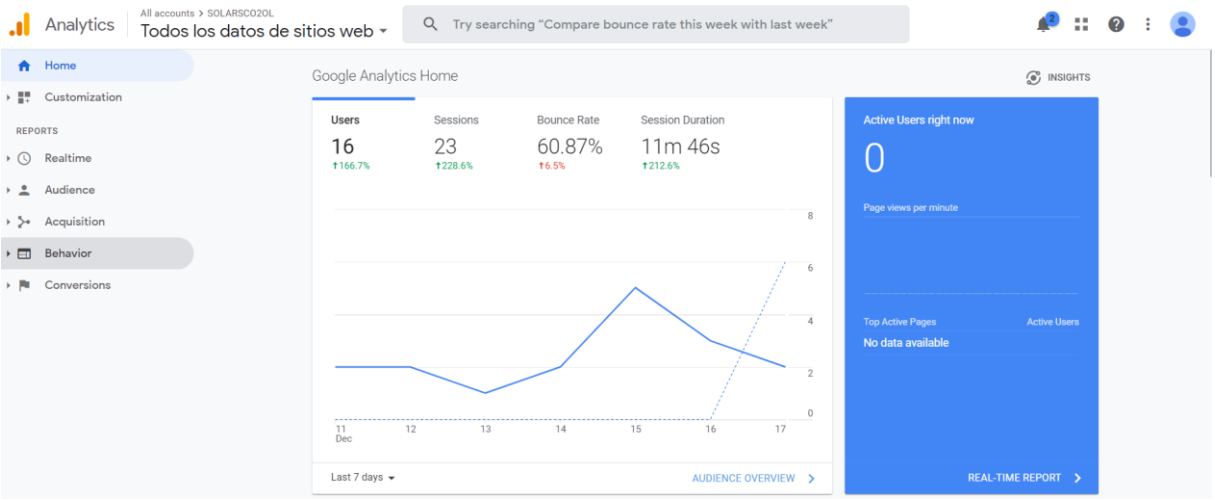

Figure 2.19: an example of Google Analytics interface

According to Google, data should be kept confidential and anonymized, however this is still under legal inspection.

To solve this issue, there is still the possibility to install a tracking tool which stores the anonymized data in Europe and that is compliant with our national privacy authority. This system is "*Matomo*", which offers several additional analyses by paying an annual charge. During the coming months, the consortium will go through the situation to find which solution is the most safe and compliant for the ZHENIT visitors.

2.5.2 Updates

The ZHENIT Project website will be updated regularly to reflect the current state of the project's progress. The website will continue to be updated for the entire duration of the project as well as at least two years after its completion.

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3 Conclusion

The ZHENIT website, with its structure, content and graphic design, constitutes the basis for an impactful website that attracts many users and will be the main communication channel for the project duration.

The website is effectively connected to all the other social media accounts of the project to guarantee an interactive and fruitful project communication. RINA-C will regularly update the pages of the website knowing its structure and how it has been developed, upload relevant material and publish new items (such as news and public deliverables) as well as external events and project events.

The communication strategy developed by RINA-C envisions a continuous monitoring of the website traffic and evaluation of the stakeholders' engagement, to ensure a maximum outreach potential for the project communication and dissemination.

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