D5.1 PROJECT WEBSITE

A written report with visuals summarising the website

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Document name	Project Website
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Document history

Version	Date	Contributor	Description
0.1	16 Jan 2024	Pavel Kogut (DRI)	Landing page ready
0.2	Feb-Mar 2024	Susie McAleer, Pavel Kogut (DRI)	Adding blog content and further improvements to the website
0.3	27 Mar 2024	Pavel Kogut (DRI)	Written report with visuals
0.4	27-29 Mar 2024	Tomas Mildorf (UWB)	Review and comments
1.0	29 Mar 2024	Pavel Kogut (DRI)	Final version

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Summary

The project website is one of the most important communication and dissemination tools that BIPED will have, especially in the early stages when no significant results (reports, publications, conference recordings, applications etc.) are available to promote the project.

The website presented in this document is an improvement on the first version (landing page) published in mid-January 2024. Back then, the goal was to establish online presence on a dedicated URL (https://www.bi-ped.eu/) to 1) give people a general introduction into BIPED and 2) drive traffic to the website from social media, press releases, partner websites and other third-party resources.

The latest version is a multi-page website that covers key aspects of the project in more detail. The different pages comprehensively address BIPED's:

- ***Team:*** individual consortium members plus areas of expertise
- ***Solution:*** the main objectives, research steps and technical architecture
- ***Testbed:*** objectives and expected impact of pilot activities in Aarhus

In addition, there is a page about results which currently contains just one deliverable (D1.1 Project Vision), a news page listing all the published blogs, and a page about privacy policy which visitors can also access via cookies consent banner.

Two KPIs linked to the project website are 10000 visitors and 200 newsletter subscribers. At the time of writing, BIPED has met 10% of each target: 1007 unique visitors and 21 subscribers. Website traffic is monitored through Matomo, a GDPR-friendly alternative to Google Analytics.

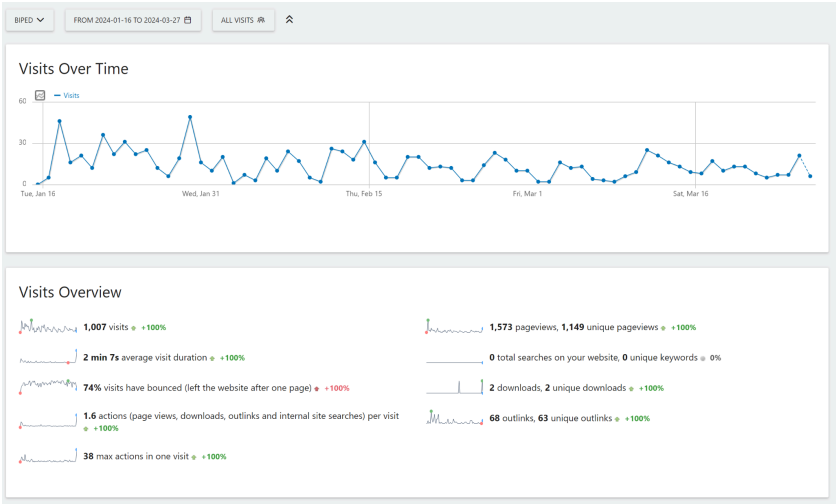


Figure 1. Matomo report Jan-Mar 2024

The website will be continuously updated to maintain and intensify its pull factor. KPIs are important, but they are not the end goal. We want to create an ultimate knowledge hub to enable cities to achieve their climate objectives. And this is what the final website version is going to be.

Home page

The general layout chosen for the homepage is bento grids. It offers a neat way of organising content into nested blocks of varying sizes. The hero section features a responsive 3D city model taken from codepen.io[1] and adapted to the project's colour board. The typewriter effect applied to the text ("building intelligent positive energy district") underscores the AI element in the project's title.

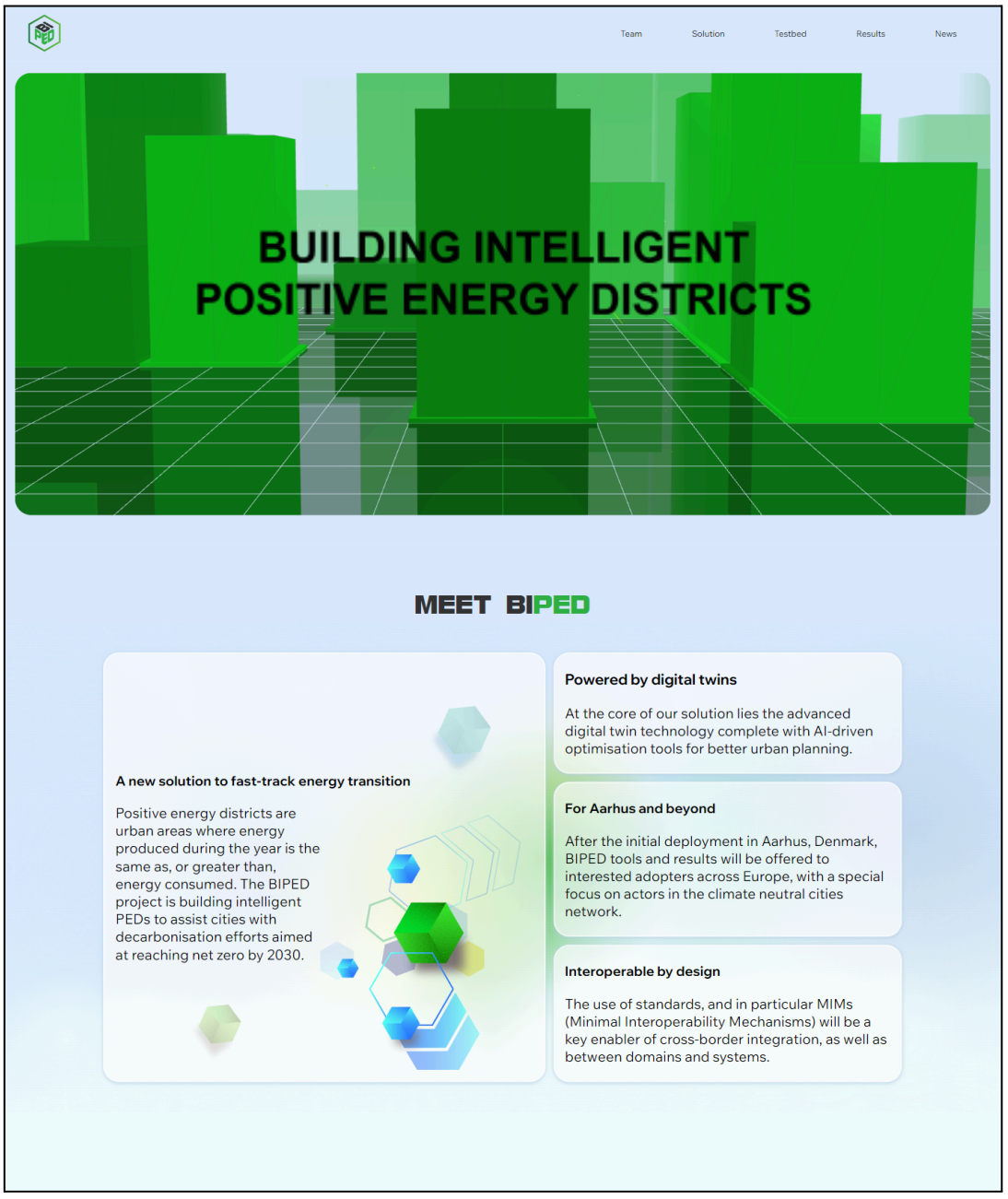


Figure 2. Home page 1/4

[1] https://codepen.io/richling/pen/jOWJdPX

Following the introduction is a section on Aarhus districts that want to become energy positive. They are shown on a map so that visitors can easily understand which areas are being targeted and where. The next section explains what PEDs are and how they work.

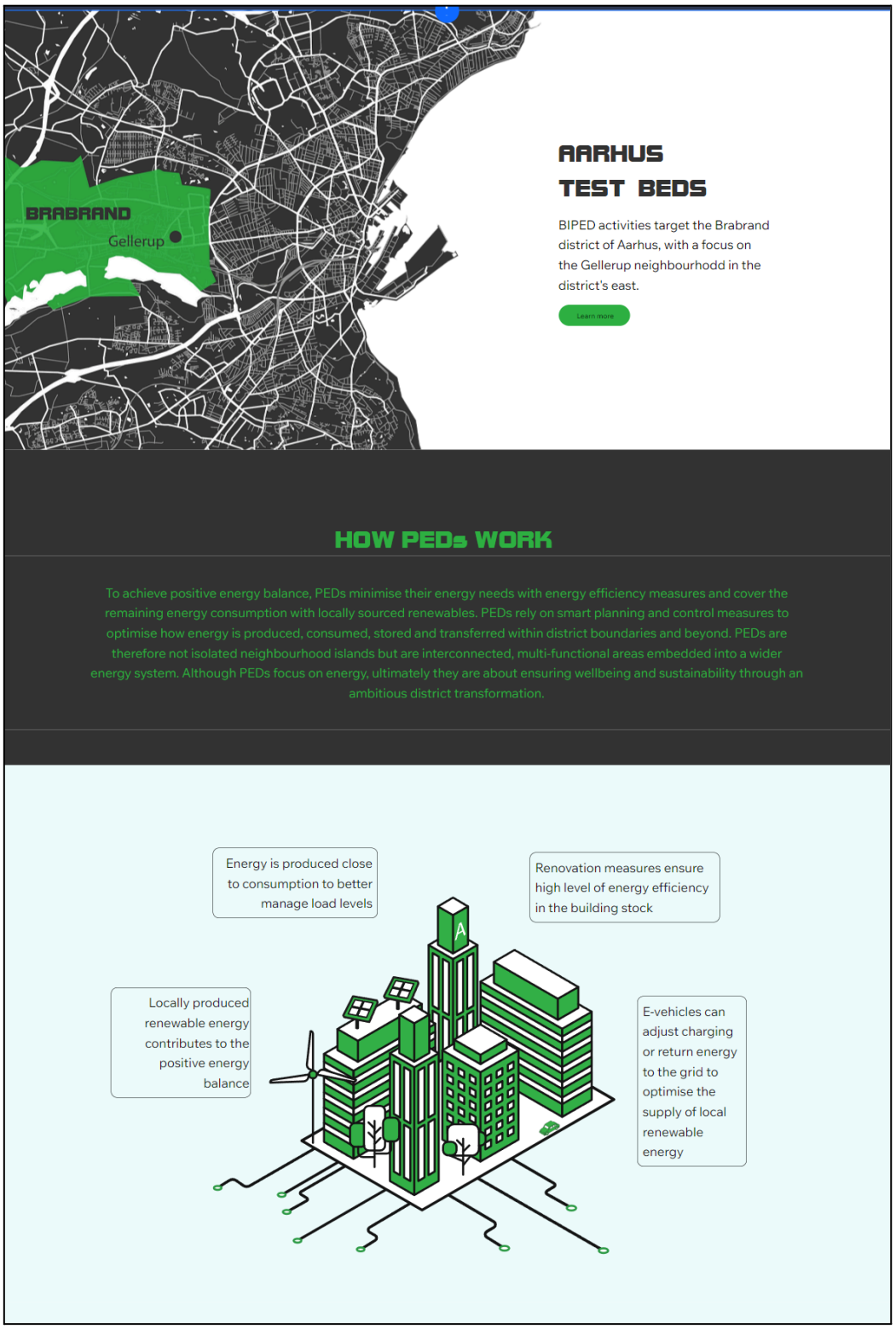


Figure 3. Home page 2/4

After that, we once again introduce BIPED, this time focusing on its USPs. We conclude with a quote from the project coordinator.

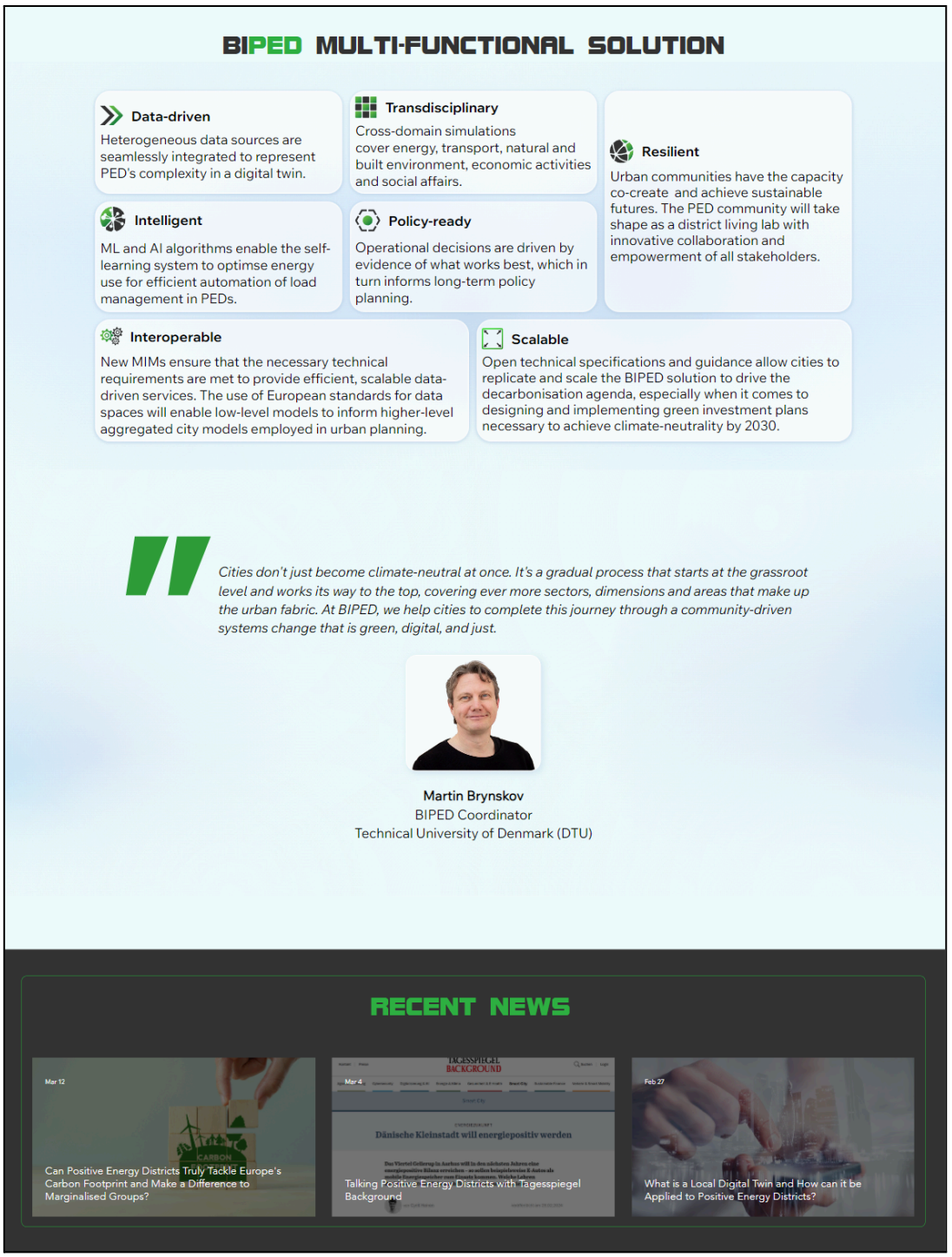


Figure 4. Home page 3/4

The last three sections feature recent news, a call to action with animations (moving cubes that react to cursor's movement are meant to elicit excitement, thus nudging people to subscribe), and a website's footer, where we provide contact information, privacy policy, funding acknowledgement, and another site's menu.

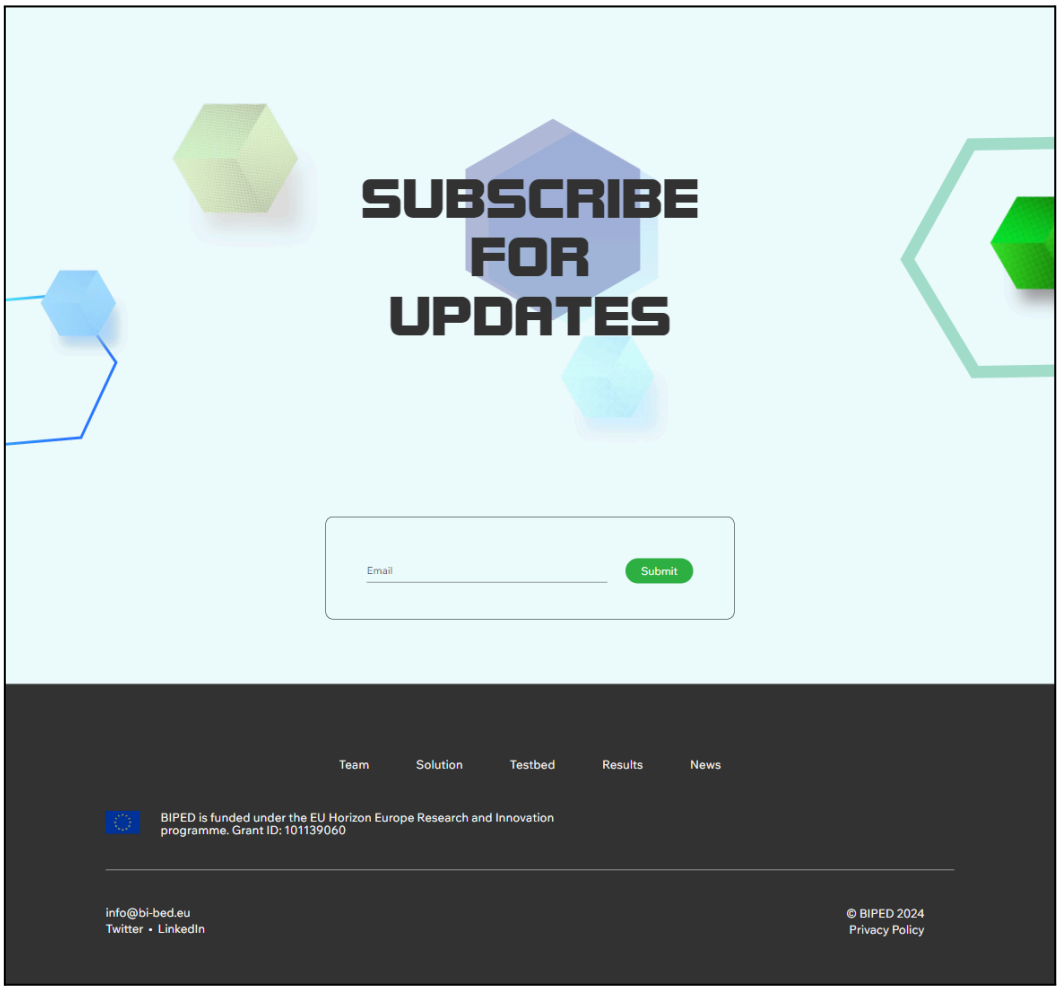


Figure 5. Home page 4/4

Team

This page introduces the BIPED consortium. The aim is not just to say which organisations are part of the project, but to show we have everything we need competence-wise to achieve our objectives. This is done by highlighting different skills that partners bring to the table.

The first section features DOKK1, the multifunctional space in Aarhus where the team had its first meeting. It's visible through a clipping mask stylised to represent a collection of hexagons. There is a direct link to the project logo which is shaped as a cube. One of the cubes has a cursor effect for greater interactivity.

On this and two other pages (solution, testbed) a side navigation bar has been implemented. It's meant to improve user experience by making it easier to navigate text-heavy pages. After a brief introduction and a logo collage, the page proceeds to describe five areas of expertise covered by partners: positive energy districts, digital twins, traffic modeling, legal affairs, and management.

Figure 6. Team page 1/2

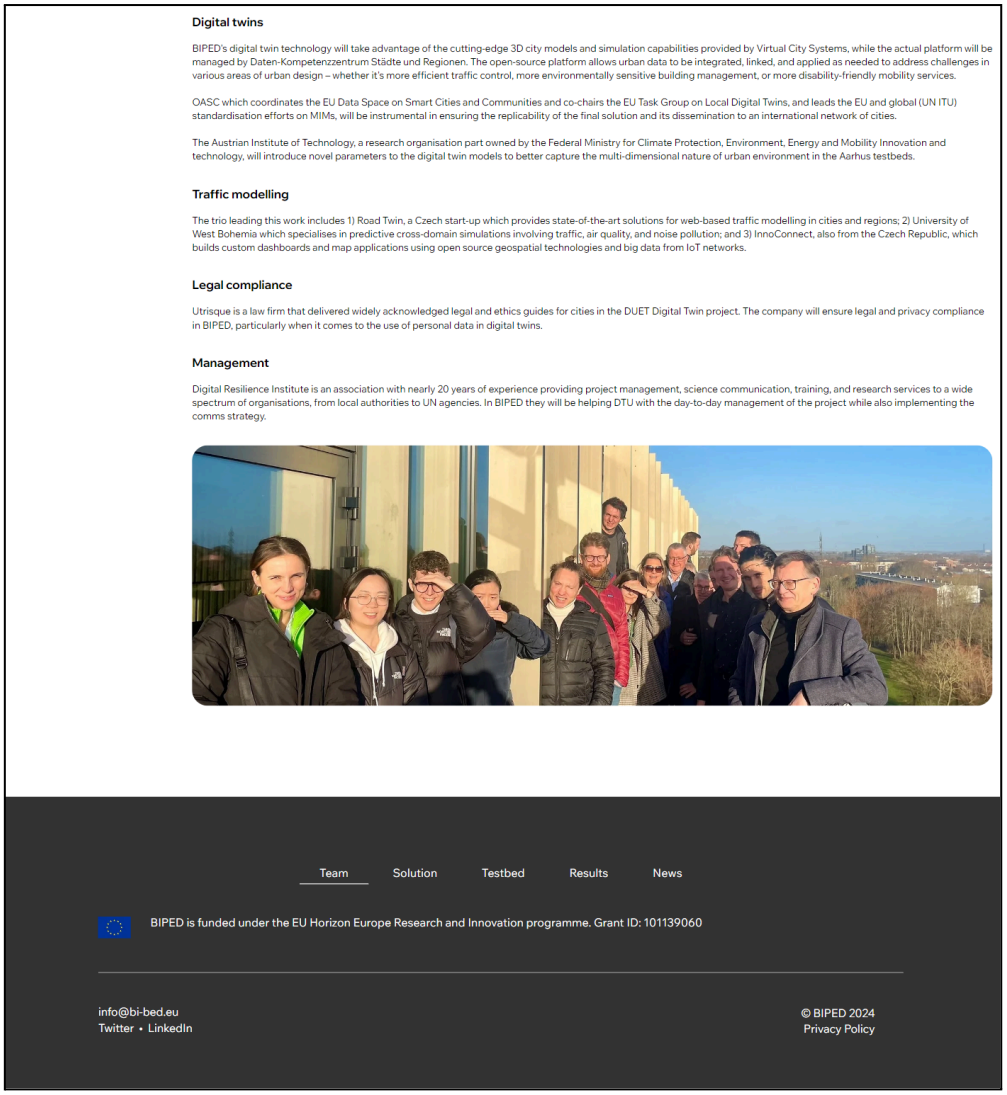


Figure 7. Team page 2/2

Solution

The page comprehensively covers the project concept and methodology, focusing on objectives, research design, and technical approach.

The navigation bar on the side is meant to improve user experience as Solution is the most text-heavy page of the website.

The visual in the first section features ARoS, an art museum in Aarhus. The top cube has the same dynamic element used in all other menu pages. Images in the objectives section are stylised to show a hexagon pattern in line with the brand book.

Figure 8. Solution page 1/3

A multi-state box is used to organise content in the research design section. Visitors can click through tabs to see which activities are planned in stages 1-3.

Figure 9. Solution page 2/3

The last section before the footer includes an SVG file showing the technical architecture.

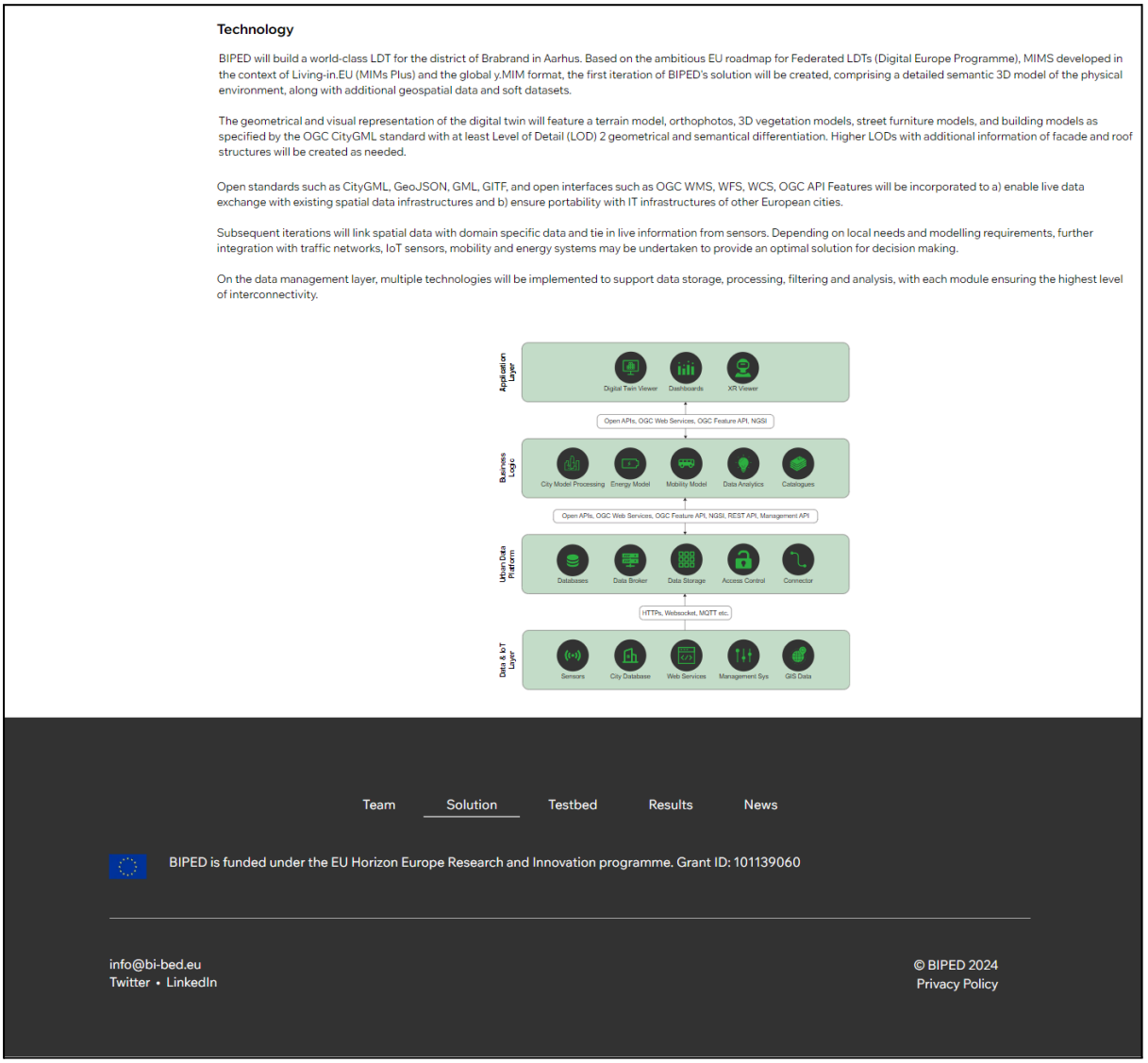


Figure 10. Solution page 3/3

Testbed

The page provides general information on pilot activities in the Aarhus district of Brabrand and its eastern neighbourhood Gellerup. Site descriptions are complete with pictures of the area taken by partners during a study tour that was organised as part of the kick-off meeting. A blog feed is provided at the bottom, linked to Aarhus related categories.

We expect this page to grow in size/content as more results become available, so the side navigation is active here as well. For consistency with other menu pages, we applied the same style to the first section.

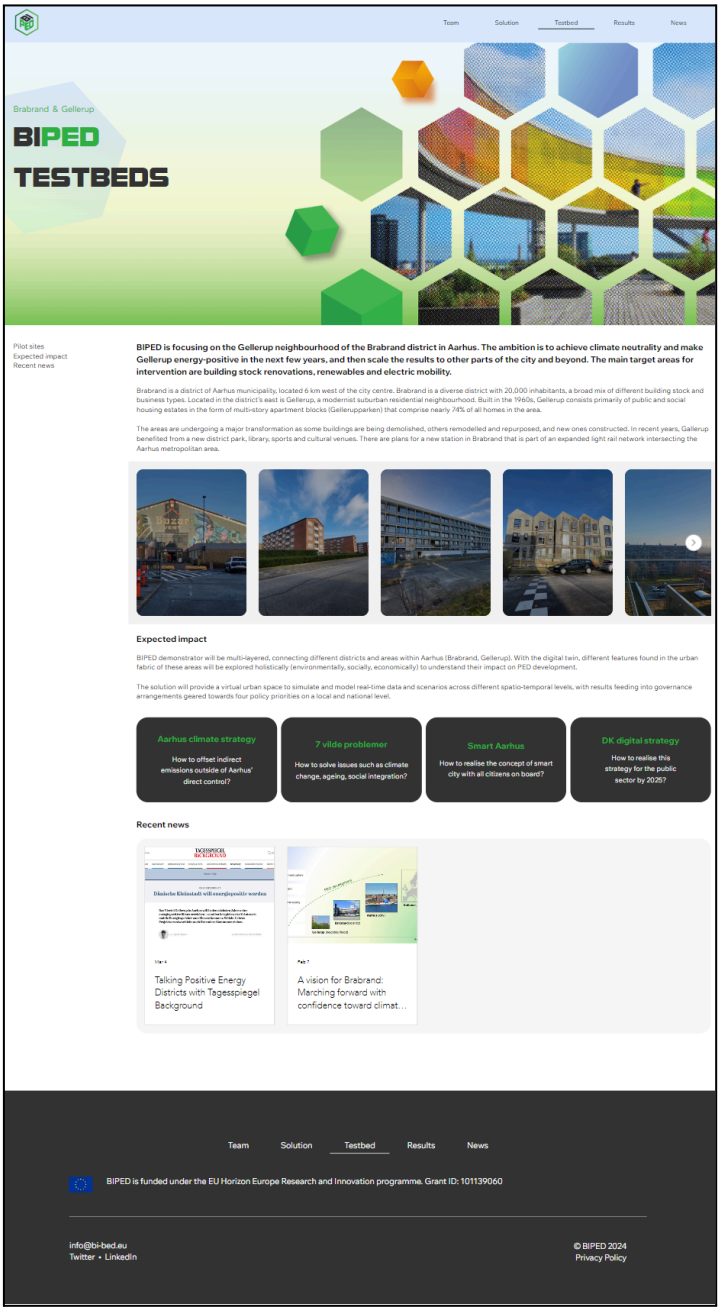


Figure 11. Testbed page

News

The page displays a list of blog articles that can be filtered according to different categories. Because of that, no sidebar navigation was added. However, News has the same first section as other menu pages when it comes to look and feel.

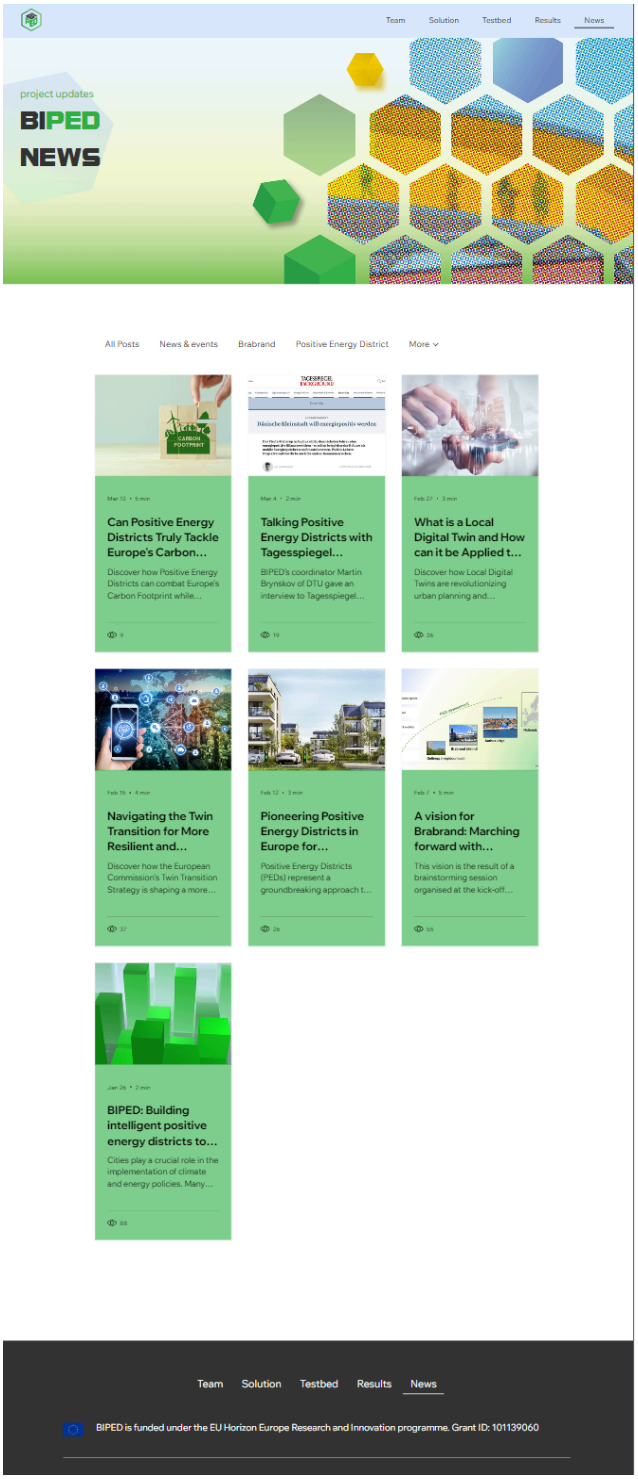
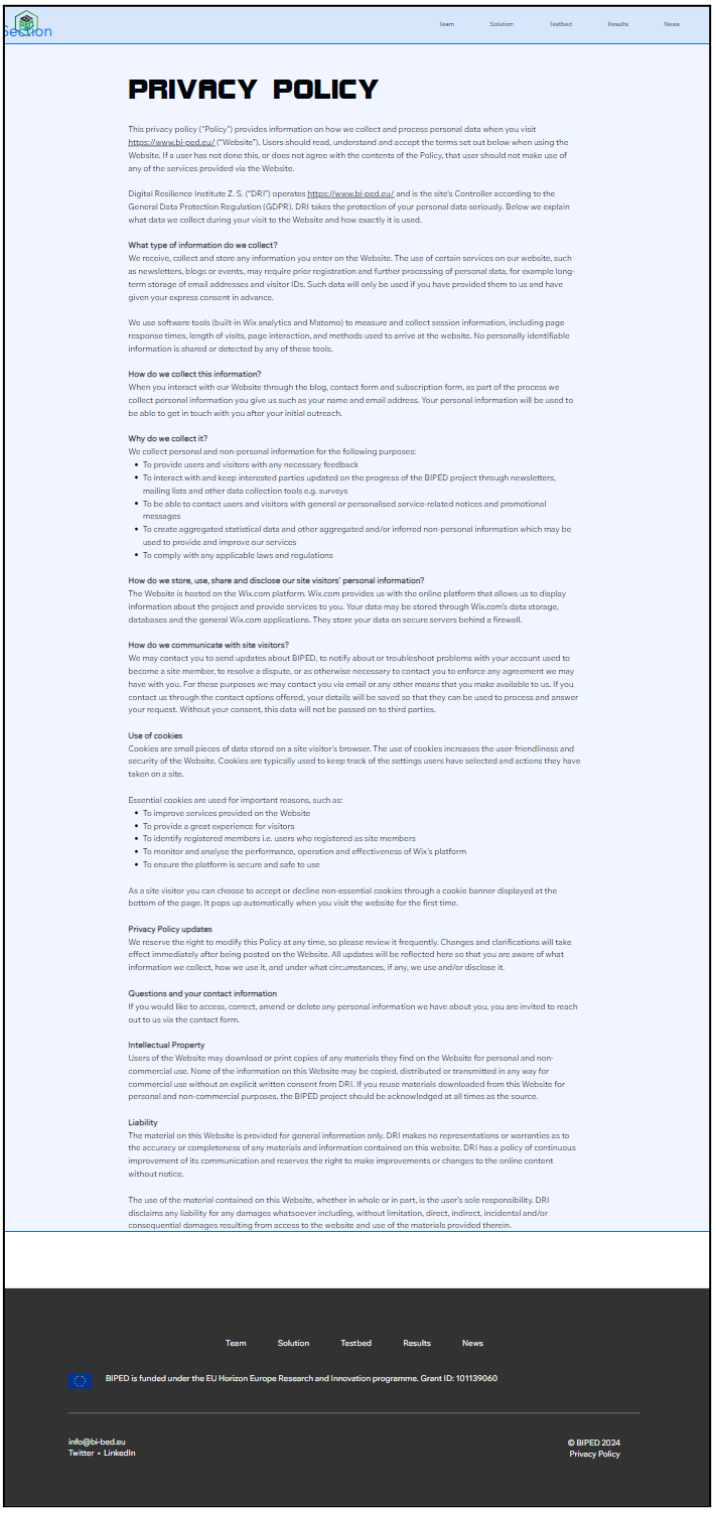


Figure 12. News page

Privacy policy

BIPED's privacy policy explains what type of information we collect, how and why we collect it, how we store and use information provided by site's visitors, how we communicate with them, how we use cookies etc. There are also statements concerning intellectual property and liability. Users can access this page from the footer or via cookies consent banner.



PRIVACY POLICY

This privacy policy ("Policy") provides information on how we collect and process personal data when you visit https://www.bi-ped.eu/ ("Website"). Users should read, understand and accept the terms set out below when using the Website. If a user has not done this, or does not agree with the contents of the Policy, that user should not make use of any of the services provided via the Website.

Digital Resilience Institute Z. S. ("DRI") operates https://www.bi-ped.eu/ and is the site's Controller according to the General Data Protection Regulation (GDPR). DRI takes the protection of your personal data seriously. Below we explain what data we collect during your visit to the Website and how exactly it is used.

What type of information do we collect?
We receive, collect and store any information you enter on the Website. The use of certain services on our website, such as newsletters, blogs or events, may require prior registration and further processing of personal data, for example long-term storage of email addresses and visitor IDs. Such data will only be used if you have provided them to us and have given your express consent in advance.

We use software tools (built-in Wix analytics and Matomo) to measure and collect session information, including page response times, length of visits, page interaction, and methods used to arrive at the website. No personally identifiable information is shared or detected by any of these tools.

How do we collect this information?
When you interact with our Website through the blog, contact form and subscription form, as part of the process we collect personal information you give us such as your name and email address. Your personal information will be used to be able to get in touch with you after your initial outreach.

Why do we collect it?
We collect personal and non-personal information for the following purposes:

- To provide users and visitors with any necessary feedback
- To interact with and keep interested parties updated on the progress of the BIPED project through newsletters, mailing lists and other data collection tools e.g. surveys
- To be able to contact users and visitors with general or personalised service-related notices and promotional messages
- To create aggregated statistical data and other aggregated and/or inferred non-personal information which may be used to provide and improve our services
- To comply with any applicable laws and regulations

How do we store, use, share and disclose our site visitors' personal information?
The Website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to display information about the project and provide services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

How do we communicate with site visitors?
We may contact you to send updates about BIPED, to notify about or troubleshoot problems with your account used to become a site member, to resolve a dispute, or as otherwise necessary to contact you to enforce any agreement we may have with you. For these purposes we may contact you via email or any other means that you make available to us. If you contact us through the contact options offered, your details will be saved so that they can be used to process and answer your request. Without your consent, this data will not be passed on to third parties.

Use of cookies
Cookies are small pieces of data stored on a site visitor's browser. The use of cookies increases the user-friendliness and security of the Website. Cookies are typically used to keep track of the settings users have selected and actions they have taken on a site.

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- To provide a great experience for visitors
- To identify registered members i.e. users who registered as site members
- To monitor and analyse the performance, operation and effectiveness of Wix's platform
- To ensure the platform is secure and safe to use

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Team Solution Testbed Results News

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Figure 13. Privacy policy