



Creating a Centre of EXCELlence on sustainable Energy at NCSR Demokritos

Deliverable 9.1 – Project website and logo

Short description of the website and logo

Management Board, NCSR D

EXCELLEND – A HORIZON Coordination & Support Action funded under HORIZON-WIDERA-2023-TALENTS-01-01 - ERA Chairs

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Project coordinator: National Centre for Scientific Research "Demokritos" (NCSR D)

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Summary The deliverable <i>D9.1: Project website and logo</i> is a public document of the EXCELLEND project, produced in the context of WP9, <i>Task 9.1: Dissemination and communication activities</i>. The objective of WP9 is to promote the project activities and results to the relevant stakeholders for maximum visibility during the first reporting period, to prepare the ground for efficient knowledge management, and to expand the existing networks and create new ones targeting a variety of stakeholder groups. The project website is one of the fundamental tools that will be used during the entire project duration and beyond to communicate its objectives and goals, disseminate the project results, and update news and events. It is structured and organized to be easily accessible by a wide range of users, stakeholders, and other interested parties. Together with the website, the social media profile is another relevant means of disseminating and communicating the goals and progress of the project, reaching a wide audience. Finally, the project logo signifies its identity and is developed at the very beginning of the project.	
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Document history

Version	Date of issue	Content and changes
1	07/04/2025	First draft
2	14/04/2025	Final version

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1 Introduction

The current deliverable was prepared within the *WP9: Initiation of dissemination, exploitation & communication activities*, and presents the developed project website structure and the project logo setup.

The official project website (<http://www.excellend-era-chair.eu>) is available online and fully operative and updated since M3 (April 2025). The following pages explain more about the website, its structure, the content, and the decision process behind its concept. The project coordinator with the support of the early members of the team has developed the website specifications, with all material provided to an experienced website developer to implement it. The website is set to be responsive, SEO optimized, and GDPR compliant.

EXCELLEND website is the central communication channel, thus it will ensure the largest possible project impact and dissemination. It is part of a wider communication strategy that is carried out in the framework of WP9.

2 Website characteristics and structure

2.1 URL and technical specifications

EXCELLEND website is accessible at <http://www.excellend-era-chair.eu>. The website developer has registered this URL name at the very beginning of the project and reserved the URL for the project duration (5 years), with the plan to remain active beyond the project lifetime. Since all the promotion, communication and dissemination will be centred on the brand name “EXCELLEND”, it was crucial to secure this easy-to-find URL. Any cross-referencing websites to EXCELLEND website are included to ensure that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is driven to the website. It also allows finding dedicated content when searching, for example the search term “EXCELLEND ERA Chair” would list the corresponding calendar item in a privileged position.

The website was set up in association with a specialized company for website development, in a WordPress CMS, which makes it responsive and compatible with a large number of devices, browsers and screen sizes.

The main objectives of the project website are:

- To describe capabilities and benefits provided by EXCELLEND activities to audiences beyond the project’s communities, comprising the media and the public, to raise general awareness and achieve societal acceptance, releasing EXCELLEND results through all of the website’s features.
- To disseminate the project results included in articles, reports and other relevant dissemination material, to the academic and industrial community.
- To attract stakeholders (researchers, event organizers, industrial manufacturers) potentially interested in building up strategic partnerships and stimulate interaction with the consortium.

2.2 Website structure

The home page of the website is presented in Figure 1. The selected main colours are aligned with the ones of NCSRD logo (e.g. dark blue).



About

EXCELLEND is a Horizon Europe project under the call topic HORIZON-WIDERA-2023-TALENTS-01-01 – ERA Chairs. It officially started on the 1st of February 2023 with a 5-year duration and it aims to create a unique Centre of Excellence at the National Centre for Scientific Research “Demokritos” (NCSR) in Greece. The primary focus is on sustainable energy solutions towards net-zero fossil fuels and climate neutrality by 2050, bringing together all the scattered energy-related activities of



NATIONAL CENTRE FOR
SCIENTIFIC RESEARCH “DEMOKRITOS”

Figure 1. Home page

The structure of the website has been developed to be able to quickly address the key information needed by external users of the website, such as:

- **SECTION “PROJECT” (Figure 2):**
 - The importance of the project and specific challenges it addresses
 - Leaders of the project
 - Main objectives of the project
 - Basic work plan of the project
 - Overall vision of the project



To effectively address all challenges and objectives, the 5-year project is structured under five actions:



Figure 2. Project website, Section “PROJECT”

- **SECTION “CENTRE OF EXCELLENCE” (Figure 3):**
 - Role of the centre of excellence

- ERA chair holder information
- Team members presentation
- International Advisory Board members presentation
- International Recruitment Panel members presentation



ERA Chair Holder

The ERA Chair holder, Professor George Tsatsaronis, is an excellent researcher and innovator as demonstrated by his work as principal investigator in over 40 projects relevant to a wide range of energy solutions and technologies (e.g., hydrogen, thermal power cycles, waste and solar heat exploitation), by the growth of the Chair he has created at TU Berlin and of the two Centers he co-created at two universities in the USA and by his several research and industrial collaborations.

Prof. Tsatsaronis is an active researcher with a research expertise since 1973, covering a very wide range of research topics with many under the domain of sustainable energy solutions, spanning from solar thermal combined with thermal cycles to the production and use of alternative fuels and processes.



Figure 3. Project website, Section “CENTRE OF EXCELLENCE”

- **SECTION “RESEARCH & RESULTS” (Figure 4):**
 - Project outcomes; deliverables, publications, collaborations and others.



Coming Soon



Figure 4. Project website, Section “RESEARCH & RESULTS”

- **SECTION “NEWS & EVENTS” (Figure 5):**
 - News items in chronological order
 - E-newsletters released

○ Events

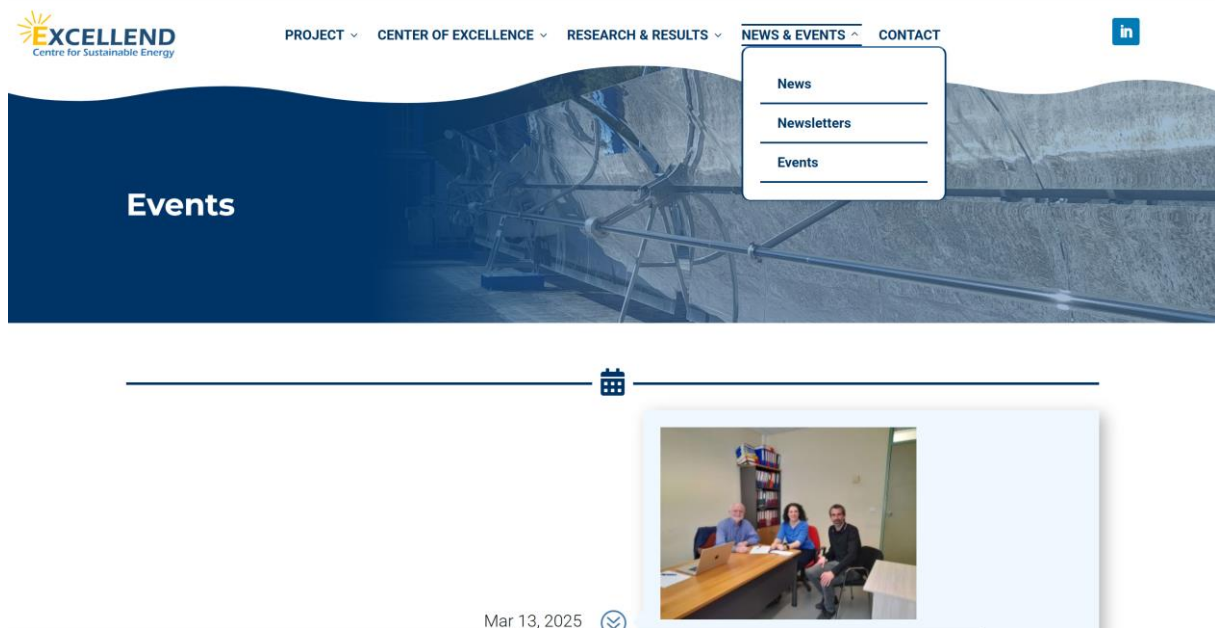


Figure 5. Project website, Section “NEWS & EVENTS”

- **SECTION “CONTACT” (Figure 6):**
 - Ways to follow the project and receive information

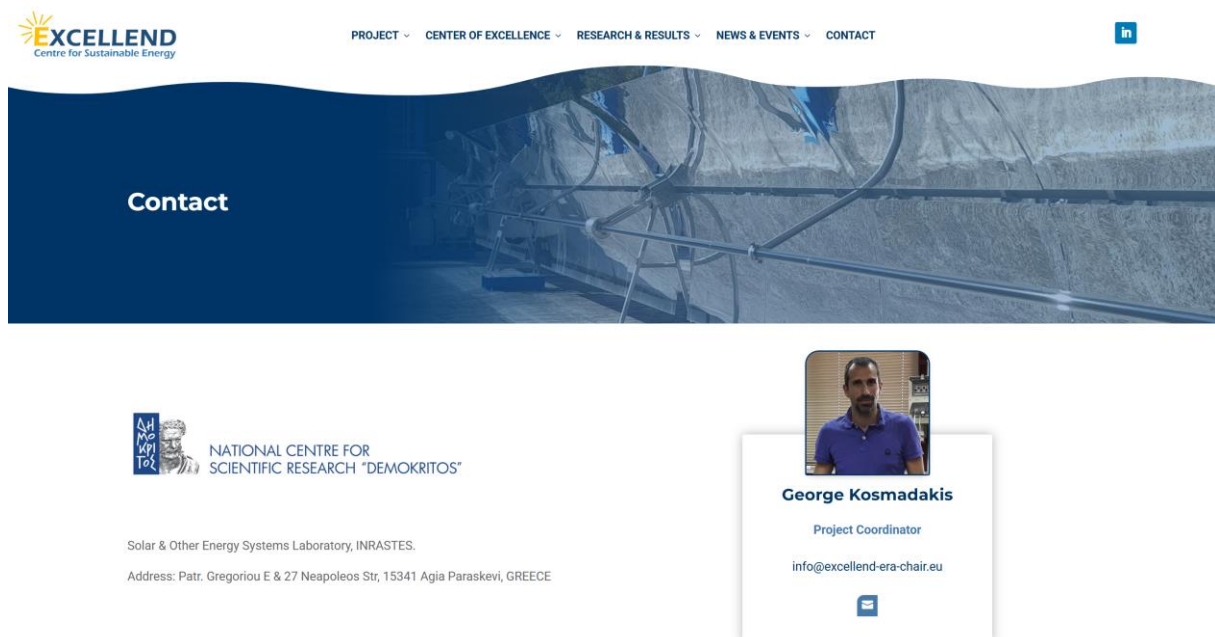


Figure 6. Project website, Section “CONTACT”

Finally, on the bottom of every page of the website, a special mentioning concerning the granting authority and the acknowledgement of the EU support has been foreseen, in full accordance with the Grant Agreement, as presented in Figure 7.

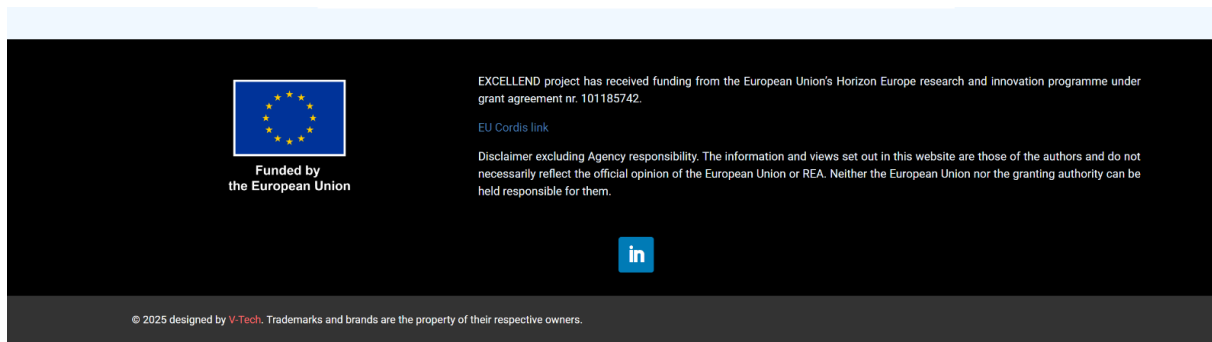


Figure 7. Project website, EU support acknowledgment

The project website will be updated regularly (every 1-2 months) to reflect the current state of the project's progress. The website will continue to be updated for the entire duration of the project, and remain active for at least five years after its completion. The texts for EXCELLEND website are drafted in a journalistic, easy-to-read style so that non-experts can also understand the project's scope. Illustrations and pictures, as well as short texts with bullet points and emphasized text parts have been favoured over long descriptions. Moreover, the website provides downloadable content, such as communication materials and public project deliverables, once these become available.

The project website will play a key role in the communication activities and dissemination of the results, with further details of the plan included in the dedicated deliverable *D9.2: Plan for dissemination, exploitation and communication activities*, to be submitted by M6.

2.3 Website visiting and traffic tracking

Google Analytics will be used to track the traffic and user behaviours. Data collected, processed, and stored by Google Analytics ("Google Analytics data") are several, such as: location, demographics, language, device, and visitor behaviour. According to Google, data is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations and in rare exceptions for legal reasons as described in Google's privacy policy. Number of visits and other indicators related to the website will be tracked and reported every reporting period.

3 Social media account

Concerning the social media pages, EXCELLEND project has developed its own LinkedIn page already from M1 (<https://www.linkedin.com/company/excellend-era-chair-project/>), as presented in Figure 8, for a more direct contact with a wider audience.

LinkedIn has been selected as the most relevant kind of social media for the fulfilment of the project scope and vision, creating global scale visibility and synergies with other initiatives, and linked with the relevant groups of NCSRD, as described in the Grant Agreement (GA).

The updating of the social media profile will take place regularly (every 1 month), keeping the followers and connections up-to-date regarding innovations, collaborations and findings.

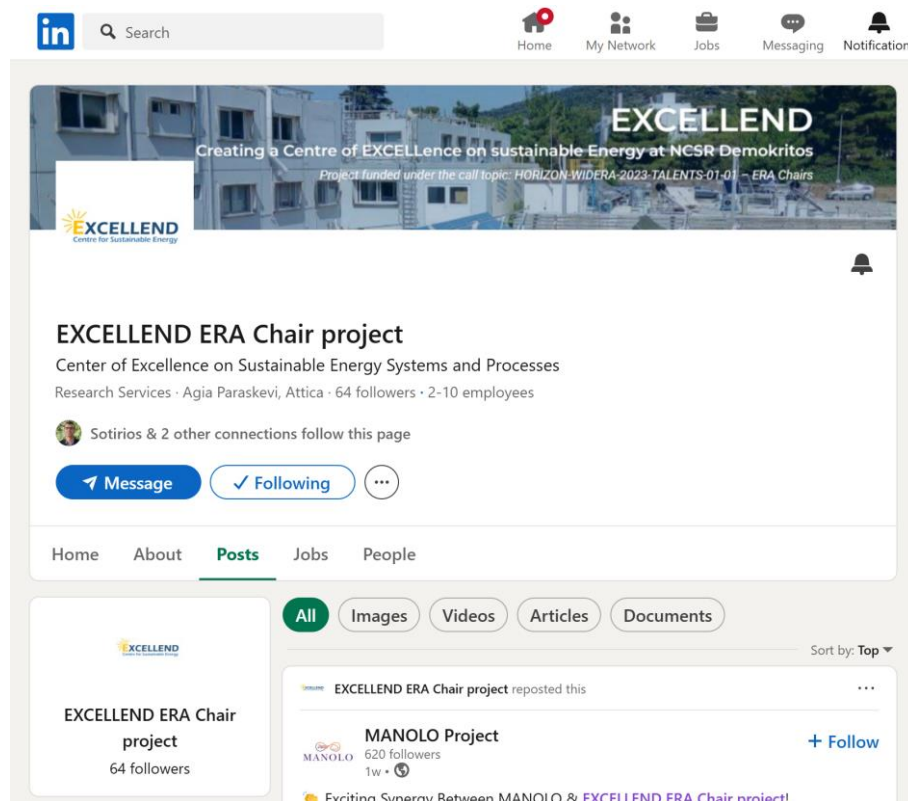


Figure 8. Project LinkedIn profile page

4 Project Logo

EXCELLEND adopts a captivating project logo as a common project and graphical visual identity to attract external users and increase interest in the website content. The final project logo resulted after several propositions and versions and is presented in Figure 9.



Figure 9. EXCELLEND logo

The logo remains simple, captivating the project's main scope in a brief sentence. The bright yellow sun on the first letter symbolises two main features of the project:

1. The link of the project with the Solar & Other Energy Systems Laboratory, INRASTES, of the National Centre for Scientific Research "Demokritos" that will host the team members.

2. The lighthouse example that EXCELLEND will have in the Greek research ecosystem aiming to support its research capacity upgrade.

A simpler version of the developed logo is shown in Figure 10, with the only difference that the second line is omitted. This is useful, when the logo is displayed in a very small size and the text of the second line is not easily visible.



Figure 10. EXCELLEND logo / simple version

The public image / branding for the project allows an easy identification by the public and ensures visibility and recognition. For this reason, it is essential to include the project logo as much as possible on the website; it is clearly visible and repeated in the upper banner of every page.

5 Conclusions

EXCELLEND website, with its structure, content, and graphic design, constitutes the basis for an impactful website that has the potential to attract many users and will be the main communication channel throughout the project duration and beyond. The website is effectively connected to LinkedIn account of the project to guarantee an interactive and fruitful project communication. The project team will regularly update the pages of the website uploading relevant material and publish new items (such as news and public deliverables) as well as external and project events.

The developed communication strategy envisions continuous monitoring of the website traffic and evaluation of the stakeholders' engagement, in order to ensure a maximum outreach potential for the project communication and dissemination, as will be described in the deliverable *D9.2: Plan for dissemination, exploitation and communication activities*, to be submitted by M6.