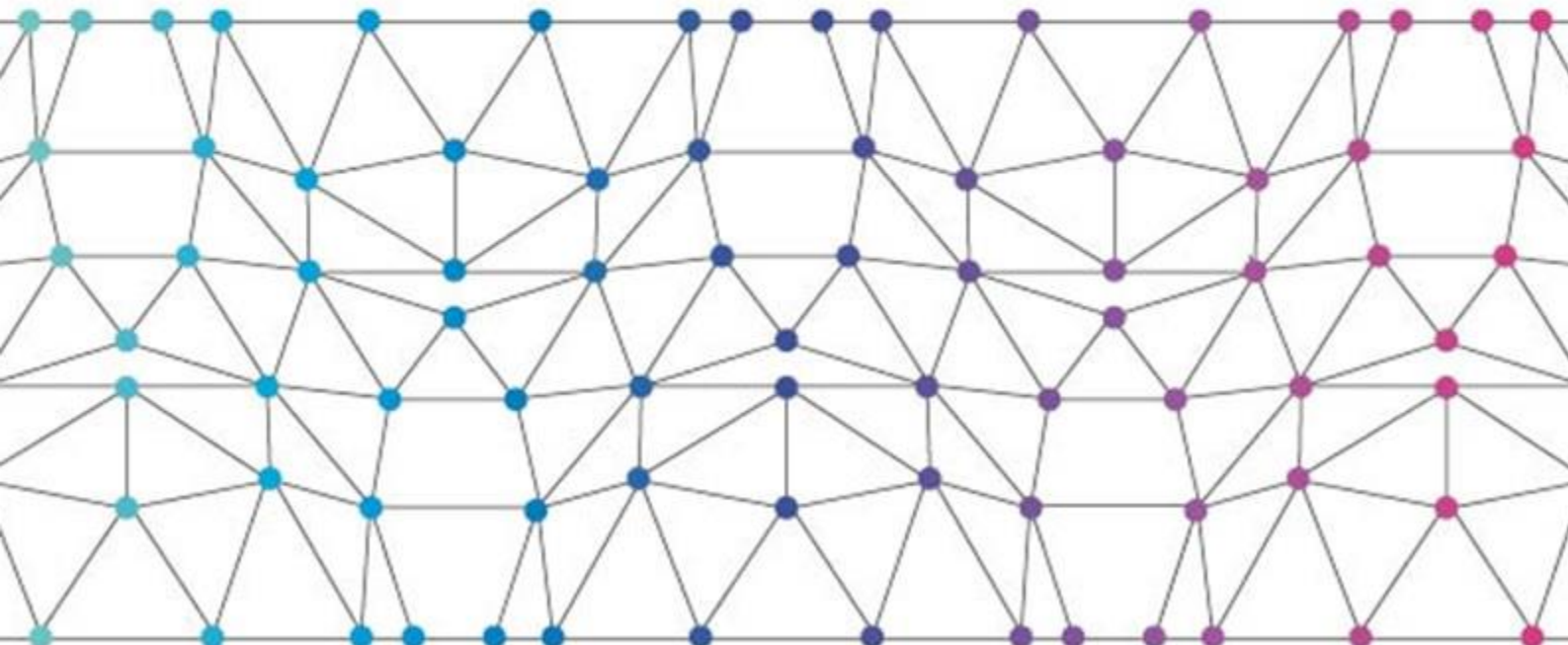


# D5.4 Project Website

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0.1	28/05/2020	Structure of the document and main content
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## EXECUTIVE SUMMARY

This document details the SmartCTClusters website developed under WP5 Communication and dissemination, describing its layout and purpose. The SmartCTClusters website is an important tool to present the project to the eyes of the 'outside world'. It presents the necessary information about the project, consortium partners, as well as multimedia features and contact information, in a well displayed manner.

## 1 Introduction

### 1.1 About SmartCTClusters

The Smart CiTies through smart Clustering striving for Excellence (SmartCTClusters) is a 24 months project financed by the COSME programme of the European Commission. It aims at exploring a relationship model between clusters related to aspects of the Smart City paradigm and establishing the bases of a collaborative network that includes some of the most relevant ecosystems of the Smart City model: Mobility, Energy, Environment and Information and Communication Technologies (ICT).

The main goal of the project is to create a network to promote long-term, cross-sectoral, cross-geographic initiatives capable of generating a clear impact in the different involved territories through the collaboration of their productive fabric and the transmission of knowledge and generation of new value chains.

The project is designed around two main concepts:

- The Clusters Capacity Building Block devoted to enable management skills of cluster organizations by carrying out benchmarking activities, individual mentoring by external experts, specific thematic training sessions as well as strengthening relationships with their respective regional ecosystems.
- The inter-cluster Community Building Block oriented to analyse the cross-regional value chains on smart cities searching for C2C and B2B collaboration opportunities driving to the elaboration of a collaborative partnership strategy and roadmap.

SmartCTClusters will implement the ClusterXchange pilot scheme of European Strategic Cluster Partnerships for Excellence programme (ESCP-4x) to facilitate cross-regional strategic cooperation, learning and networking between Clusters.

### 1.2 Purpose of the website

The website is the most important communication channel for the project activities, as it is the first landing place for external stakeholders interested in the project. It includes a description of the project objectives, main activities, the partners profiles with links to their websites and the link to the ECCP website where the ClusterXChange tool will be placed.

The main functions of the website are:

- Provide continues update of the project news and activities: webinars, info-days, hosting activities and other related events.
- Disseminate progress results and key messages to the targeted audience.
- Store public relevant reports and communication material.
- Share external links to other relevant activities that are linked or of interest to the SmartCTClusters audience (e.g. The ECCP website, ClusterXChange programme).

### 1.3 Intended Audience

The primary target audiences of the project and thus, of the website are the following: clusters, SMEs, government agencies and other relevant stakeholders and actors of the ecosystem.

The website also aims to reach secondary targets, namely policy makers at European, national, and regional levels, the media and other actors having an interested in the field of the Smart Cities.

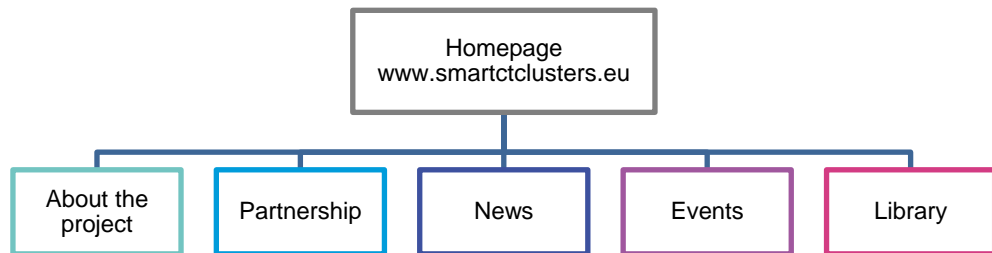
### 1.4 Website domain

The SmartCTClusters website active domain is [www.smartctclusters.eu](http://www.smartctclusters.eu). The main contact e-mail address is as well linked to this domain: [info@smartctclusters.eu](mailto:info@smartctclusters.eu).

## 2 Website content and design

### 2.1 Structure and functionalities of the website

The website adopts the following content structure:



*Figure 1 Website structure*

- **Homepage.** It highlights last news and events related to the project, as well as the contact information and links to the social media. It showcases other relevant brief information concerning the objectives and the partners of the project, the EU and the ESCP4x logos, the latest materials uploaded to the library and a Twitter widget. This structure allows the user to visit the website in a dynamic way without having to access each of the sections it consists of.
- **About the project.** It includes a description of the project, its detailed objectives and other key information concerning the consortium.
- **Partnership.** It includes the logo, the website and relevant information emphasizing the different capacities in the smart cities value chain about each one of the 5 clusters of the consortium: Asociación Clúster de Movilidad y Logística de Euskadi; Associació Clúster Digital de Catalunya; Fondazione Torino Wireless; Electric Vehicles Industrial Cluster, and Netzwerk Energie & Umwelt e. V.
- **News.** It contains a compilation of news related to the project. Each news page can include external links and tags to better identify its content.
- **Events.** It compiles all the upcoming and past events organized by the consortium or those where the SmartCTClusters project is participating. Among other information, each event page can include sections to emphasize the host organization's logo and website, the target audience and a link for registrations.
- **Library.** It is a repository of supporting documents, such as publications, infographics, etc



## 2.2 Design of the website

The website has been designed according to the guidelines included in the SmartCTClusters brand manual, such as the typography and the color palette developed for the project.

The attractive design of the website features an intuitive navigation based on a responsive design that supports several devices.



*Figure 2 Homepage*

The following pictures show the images of the design of the different sections of the website.

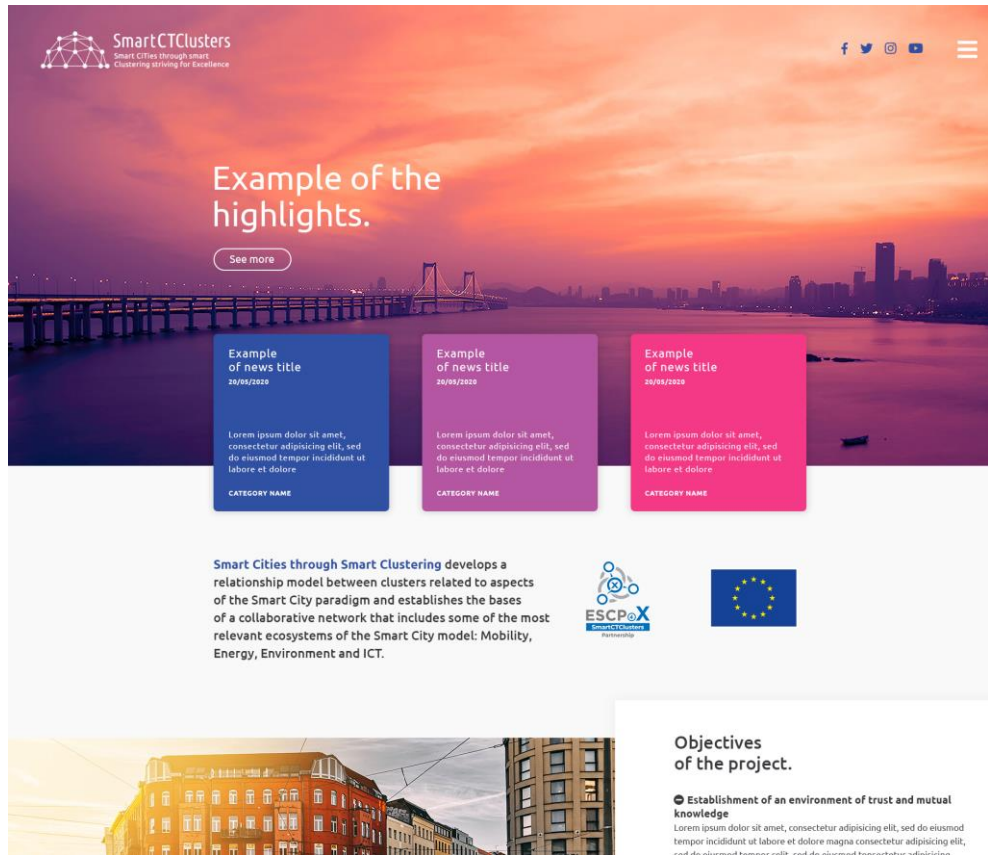


Figure 3 Homepage

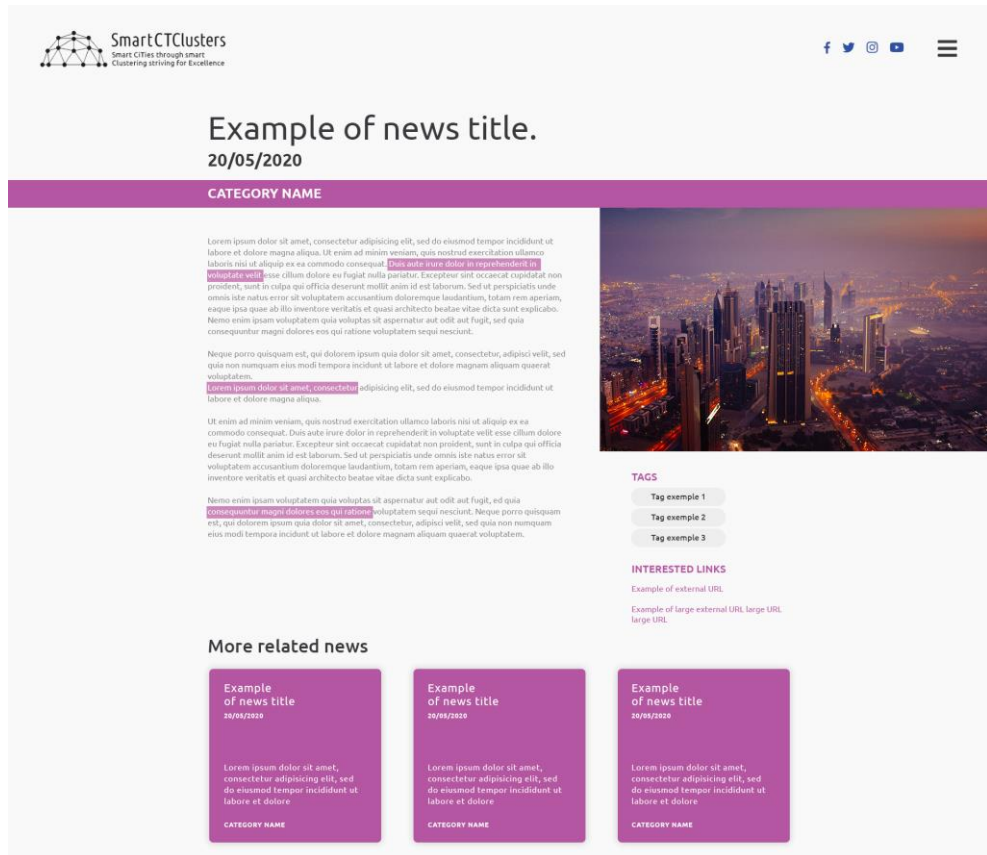


Figure 4 News section

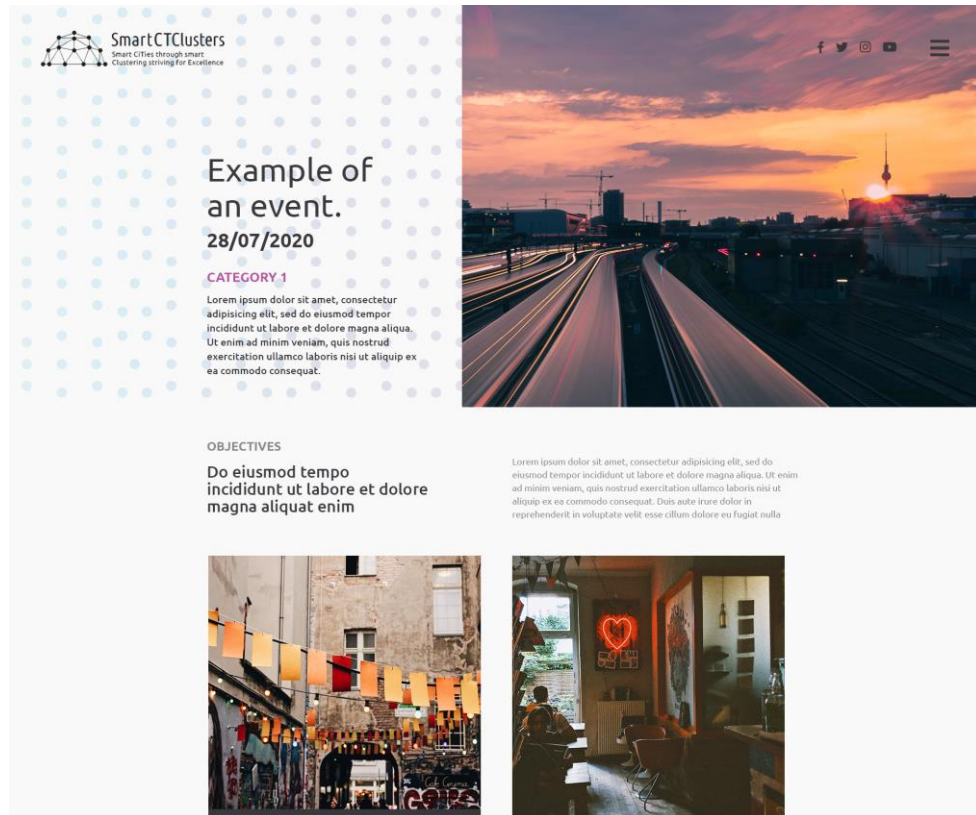


Figure 5 Events section



Figure 6 Menu

### 2.3 Language

The website's language is English. An automatic translation tool is included in all pages of the website to allow visitors to visualize the content in their own language.