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ERASMUS-EDU-2023-CBHE- ERASMUS

Erasmus+ Programme (ERASMUS) Project: 101128611 — reZEB

Fostering Renewable energy technologies and energy Efficiency
knowledge towards near Zero Energy Buildings of engineers and
professionals in Western Balkan Countries

DELIVERABLE 1.2 Project Website



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1. DOCUMENT INFORMATION

Project Number	101128611	Acronym	reZEB
Full Title	Fostering Renewable energy technologies and energy Efficiency knowledge towards near Zero Energy Buildings of engineers and professionals in Western Balkan Countries		
Project URL	https://rezebproject-eu.com/		
Document URL			
EU Project Officer	Carla Giulietti		

Date of Delivery	Contractual	M6	Actual	M6
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Reviewers (Names and affiliations)	Technical review	Juan J. Hernández	UCLM (Coordinator)
	Technical review	PEC	Project Executive Committee
	Language review	PEC	Project Executive Committee

Version Log			
Issue Date	Rev. No.	Author	Change
April, 25 th . 2024	v0.1	Kebjana Haka (UET)	Original version
April, 29 th . 2024	v0.2	PEC	Minor corrections regarding the structure and content
April, 29 th . 2024	v0.3	Juan J. Hernández (Coordinator)	Checking of the comments from PEC and final version



2. PROJECT DESCRIPTION

Project title:	Fostering Renewable energy technologies and energy Efficiency knowledge towards near Zero Energy Buildings of engineers and professionals in Western Balkan Countries
Acronym:	reZEB
Coordinator:	University of Castilla-La Mancha, Ciudad Real
Project number:	101128611
Topic:	ERASMUS-EDU-2023-CBHE
Type of action:	ERASMUS LS
Project Starting date:	01 November 2023
Project duration:	36 months

3. DELIVERABLE DESCRIPTION

Deliverable 1.2 – Project website

Deliverable nature	[DEC — Websites]
Dissemination level (Confidentiality)	PU - Public]
Date	April, 29 th . 2024
Keywords	website

3.1 Description

A user-friendly, well-designed and easily accessible website is established. Within the duration of the project, the website will be constantly updated with project activities and results (reports, presentations of the events and trainings, meetings, etc.), besides the use of the EU Dissemination Platform for the mainstreaming and multiplication of project results and highlighting good practices. The website activity is and will be monitored using Google Analytics, a tool that tracks and reports visitor traffic and gives a complete picture of the behavior of the website audience.

The website infrastructure is now set up and fully operational, featuring a mobile-friendly design to ensure an optimal layout across different devices.



The website is progressing well with regards to the content population. It now includes essential sections such as project description, consortium members, latest news, contacts and cookie policy. All materials produced during the project implementation will be made available for public consultation and reuse, contributing to transparent and accessible dissemination.

The dedicated area to the consortium members provides the names of all teams members involved along with their respective bios and photos. This will enhance the visibility and credibility of the project, showcasing the expertise and dedication of our team. We are actively gathering the names and activities of the associated partners as well as those of the project network (currently being set up). This information will be regularly updated. Moreover, the names and bio of the EAB (External Advisory Board) will be also uploaded when established.

Furthermore, a password-protected area for partners is under construction. This secure area will be used for internal communication (working documents, grant agreement, meeting records, etc.).

As part of our dissemination strategy, the website will be promoted through social and media networks. It will serve as a central reference point for all project presentations and will disseminate project activities, results, and specific actions effectively.

3.2 Objectives

The objectives that this website aim to achieve (through the continuous updating and validation procedure) are:

- To provide comprehensive information about the project, including its objectives, activities, partners involved, and expected outcomes. This ensures transparency and clarity for stakeholders, including participants, funding agencies, and the public.
- To promote opportunities offered by the project, such as scholarships, grants, mobility programs, training sessions, and networking events. The website can serve as a platform to attract potential participants and encourage their involvement.
- To facilitate communication and collaboration among project partners, participants, and stakeholders.
- To serve as a repository for project resources, including reports, research findings, training materials, best practices, and publications.
- To promote project-related events, such as conferences, workshops, seminars, and webinars.
- To monitor and evaluate the project activities and outcomes by providing tools for data collection, feedback mechanisms, and progress tracking. This enables project managers to assess the project's effectiveness and make informed decisions for improvement.
- To ensure that the website is accessible to all users, including those with disabilities, by adhering to web accessibility standards and providing alternative formats for content where necessary. Promote inclusivity by offering multilingual content and considering the needs of diverse audiences.



- To promote European values such as solidarity, tolerance, diversity, and inclusion through the project's activities and messaging on the website. This reinforces the program's commitment to fostering a cohesive and democratic European society.
- To plan for the sustainability and legacy of the project by documenting its impact, lessons learned, and recommendations for future initiatives.
- To track and analyze performance by monitoring website metrics and analytics to assess performance and effectiveness in achieving objectives. This will involve tracking metrics such as traffic, engagement, conversion rates, and return on investment (ROI), and using this data to make informed decisions and optimizations.

3.3 Indicators

Understanding the effectiveness of a website's outreach efforts is essential for achieving its goals and maximizing its impact. Various indicators help assess the reach, engagement, and overall performance of a website in attracting and interacting with its target audience. From traffic volume to social media engagement and conversion metrics, each indicator provides valuable insights into the website's outreach effectiveness. Below is a table summarizing key outreach indicators, offering website owners a comprehensive overview to evaluate their strategies and optimize their online presence.

Indicator	Description
Traffic Volume	Total number of visitors to the website over a specific period.
Traffic Sources	Breakdown of where the website's traffic is coming from, including search engines, social media, and referrals.
Referral Traffic	Number of visitors coming from other websites or online platforms.
Search Engine Rankings	Position of the website in search engine results pages (SERPs) for relevant keywords.
Backlink Profile	Quantity and quality of websites linking to the website.
Social Media Engagement	Engagement metrics on social media platforms (likes, shares, comments, mentions).
Audience Demographics	Characteristics of the website's audience, such as age, gender, location, and interests.
Time on Page	Average time spent by visitors on the website.
Bounce Rate	Percentage of visitors who leave the website after viewing only one page.
Conversions and Goals	Actions taken by visitors on the website, such as purchases, sign-ups, or form submissions.
Brand Mentions and Citations	Instances where the website or brand is mentioned or cited on other online platforms.

3.4 Content

The reZEB information displayed on website will be the following:

- Context/background of the project,
- Objectives of the project,
- Number and profile of participants,



- Description of activities and Deliverables
- Project documents and Information Materials
- Target groups
- Partners
- A short description of the results and impact envisaged,
- The potential longer-term benefits.

which is structured in the following sections:

- Home
- About the Project
 - Partners and Project Team
 - Objectives and Target Groups
 - Work Packages
- Project Activities
- Progress
- Publications
 - Information Materials
- Reserved Area
- Contact Us

More info can be found on the website page: <https://rezebproject-eu.com/>

Abbreviations

EAB	External Advisory Board
PEC	Project Executive Committee
reZEB	Fostering Renewable energy technologies and energy Efficiency knowledge towards near Zero Energy Buildings of en
UCLM	University of Castilla La-Mancha
UET	European University of Tirana