



D5.6 EUCF public website wireframe and content

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Quality check	Status	Date	Comments
Quality Manager ENC	Ok	23/06/20	
Project Coordinator ENC	Ok	23/06/20	

The Purpose:

The purpose of the EUCF Website is to:

- Increase the general awareness on the EUCF
- Inform EUCF target groups on available calls and guide users through the online application process
- Host the access to the online application platform
- Disseminate relevant outcomes of the project.

Definitions:

CMS – Content Management System

CMT – Core Management Team

WP – Work Package

Responsibilities:

- The EUCF website is prepared by Climate Alliance, developed by ISSW Internet Services Schimmel Webdesign and constantly updated and maintained by Climate Alliance with inputs from the CMT and EASME.
- Based on feedback from CMT, users and EASME, and following the timeline of the project, the EUCF website will be updated by Climate Alliance.

Disclaimer:

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1. Introduction

1.1. About the EUCF

Cities and municipalities play a key role in a sustainable European energy transition. They have a tremendous potential to build comprehensive sustainable energy investment programs (i.e. investments in energy efficiency and renewable energy). They also play a key role in pooling smaller projects into larger investment portfolios and in mobilizing the significant financial resources required for the energy transition.

Although the potential is immense, there are fundamental obstacles. In many cases, there is a lack of credible, robust and sufficiently mature investment concepts (including identification of the potential project pipeline, legal analysis, governance analysis, basic financing strategy, and roadmap for implementation). However, such investment concepts are an initial prerequisite for access to different sources of funding.

In this context, a new pan-European City Facility is set up under the Horizon 2020 Framework Programme for Research and Innovation of the European Union: tailor-made, rapid and simplified financial support (in the form of EUR 60,000 lump sums) and related services will be provided to some 200 cities and municipalities to enable them to develop relevant investment concepts.

In this context, the Facility addresses two fundamental barriers for sustainable energy investments:

- Financial and legal capacity of local authorities to transform their long-term energy and climate strategies (e.g. SEAPs, SECAPs etc.) into appropriate investment concepts.
- Lack of aggregation of fragmented smaller projects (for example in the building sector) and thus lack of attractiveness for the financial sector.

The resulting investment concepts will represent an initial step towards a fully-fledged business and financial plan and – in this way - facilitate the subsequent mobilization of (local) investment in energy efficiency and renewable energy. Sources of funding may come from the private sector, but also from other EU-funded instruments such as the European Fund for Strategic Investments (EFSI), the European Structural and Investment Funds (ESIF), various Project Development Assistance (PDA) facilities, such as the ELENA facility of the European Investment Bank, or various national investment platforms.

Our vision: our vision of the EUCF is one where European cities have their say on how the EUCF financial and technical support will be used to meet their needs and help them overcome the barriers they face in financing and implementing their ambitious energy and climate strategies.

1.2. Website and link with other deliverables

Under this deliverable D5.6 *EUCF public website wireframe and content*, the wireframe structure and content of the EUCF website is developed. The consortium initially agreed on the wireframe of the website that remains a dynamic tool subject to adjustments following the evolution of the project.

Being the main EUCF channel for communication and dissemination, the website strongly relates with all deliverables included in WP5 *EU common actions*.

The EUCF website also serves as entry point for the EUCF FMP platform and it is therefore strongly connected to WP2 *EUCF planning*.

1.3. Objectives

The overall objective of deliverable D5.6 *EUCF public website wireframe and content* is to create a modern and user-friendly website to guarantee immediate and simple access to all the project information, and to provide first level accessibility to the EUCF online application process.

More specifically, the EUCF website:

- Provides an intuitive to navigate environment for all users available for the most popular Internet browsers;
- Creates a high level of awareness and understanding on the EUCF;
- Guides applicants through the EUCF online application process;
- Offers a first level assistance to clarify visitors queries regarding the EUCF;
- Makes available EUCF material and documents;
- Provides accessibility to the EUCF online application process and helpdesk;
- Allows knowledge sharing via project outputs, publications, etc;
- Offers up-to-date information and news on the EUCF outputs and status.

2. EUCF Website

The website of the H2020 European City Facility Project is available at

www.eucityfacility.eu

The website is responsive to the browser, making it also readable from mobile devices.

All sections of the website have on top the EUCF logo and on the bottom a reference to the Horizon 2020 funding by the European Union. Also a link to the main home page and the other sections is included and accessible from all sub-pages. Dedicated links to the subpages *News*, *Contact* and *FAQs* are always accessible on the top right corner of each page.

Figure 1 shows the EUCF website homepage



Figure 1

The homepage includes a news banner, an interactive map that shows the geographical distribution of EUCF beneficiaries and tweets feed linked the EUCF twitter account.

The website structure is divided in 6 sections, respectively:

- Home
- About
- Calls
- Support
- Investment concepts
- News & Events

Each section, except for *Home*, includes sub-pages to facilitate the access to specific information. The subpages are accessible via drop down menu.

The sections' subpages are subject to periodical review and adjustment based on the development of the project. This flexible approach has been agreed in order to keep the website constantly in line with the EUCF status of implementation and guarantee the easiest access to information to users.

