



## **D6.2 – Project Website and Social Media Channels**

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WP 6, T 6.4

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Heat pipe TECHnologies for INDustrial APPlications.



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## Technical References

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Project Title	Heat pipE <u>TECH</u> nologies for <u>IND</u> ustrial <u>APP</u> lications
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history			
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1	January	ESCI	Elmar Bartlmae
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3.1			
3.2			



## Summary

The present deliverable is “Other” in nature, i.e. it is not a report. For convenience, we provide a short report below about the structure and the features of the ETEKINA website and the ETEKINA social media channels on LinkedIn and Twitter.

The ETEKINA website is set up along the details of Subtasks 6.4.1 and 6.4.2 described in work plan table of Annex 1 “Description of the Action” of the Grant Agreement and the rules governing in the Consortium Agreement signed by the partners.



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# The ETEKINA project website

The overall objective of the dissemination and communication activities is to ensure that the ETEKINA project website, set up at the very beginning of the project, is the entry point to the ETEKINA work and achievements for both: the scientific and professional communities and other stakeholders' categories including end users and the general public. It contains all the institutional information about the ETEKINA project. Besides that, the website acts as communication and dissemination channel for the project's results and for the involvement and enlargement of the stakeholders community.

The share point for the ETEKINA partners containing all institutional information including working documents and deliverables through a reserved partners' area, the team site. This is not part of this deliverable, as it was decided at the Kick-Off Meeting to use the existing private webshare facility of IKERLAN IK4.

A choice between several options for the domain name of the ETEKINA website resulted in the following domain: [www.etekina.eu](http://www.etekina.eu) and [www.etekina.com](http://www.etekina.com). The two domain names have been reserved in November 2017.

The website is managed by ESCI and supervised by IKERLAN. All partners contribute to the contents of the web site. The technical infrastructure of the site is developed by ANAXIMANDRE, who is also responsible for maintenance, hosting and search engine optimization (SEO). Statistics about visits and visitors of the website will be available in regular intervals.

The navigation within the website is easy and straightforward with pages accessible from the home page and sub pages within the pages. At the current stage of the project, the website will be launched with a light but essential structure that could be enhanced and enlarged as more contents are generated by the project.

The main structure and the main features of the ETEKINA website are presented in Chapter 2 below and an outlook for further features will be given in Chapter 3.

The technical infrastructure and the graphical interface of the ETEKINA website was set-up at the very beginning of the project and approved by the consortium. The website is structured in a homepage and three main sections: About ETEKINA, technologies and applications.



## 1.1 Homepage

The main elements of the homepage have been developed in order to give the site visitors a concise and short overview of ETEKINA project, to enhance the collaboration and interaction among ETEKINA partners and stakeholders, as well as to facilitate easy access to information.

The homepage provides a link to the ETEKINA introductory video and two short preview sentences of the About section: “European researchers aim to recover 57-70% of waste heat streams in energy intensive industries. Will the simple technology of heat pipes be a cost effective and efficient way to achieve this aim?”

Next to the About section, two preview sentences provide information on two technology subsections: on “heat pipes” and “thermal recovery”.

Scrolling further down, the reader finds information on the three applications, the “Iron Industry”, the “Aluminium Industry” and the “Ceramic Industry”.

At the bottom of the homepage, information is given on the contact details, links to the social media channels, links to the partners and a link to legal information on the website.

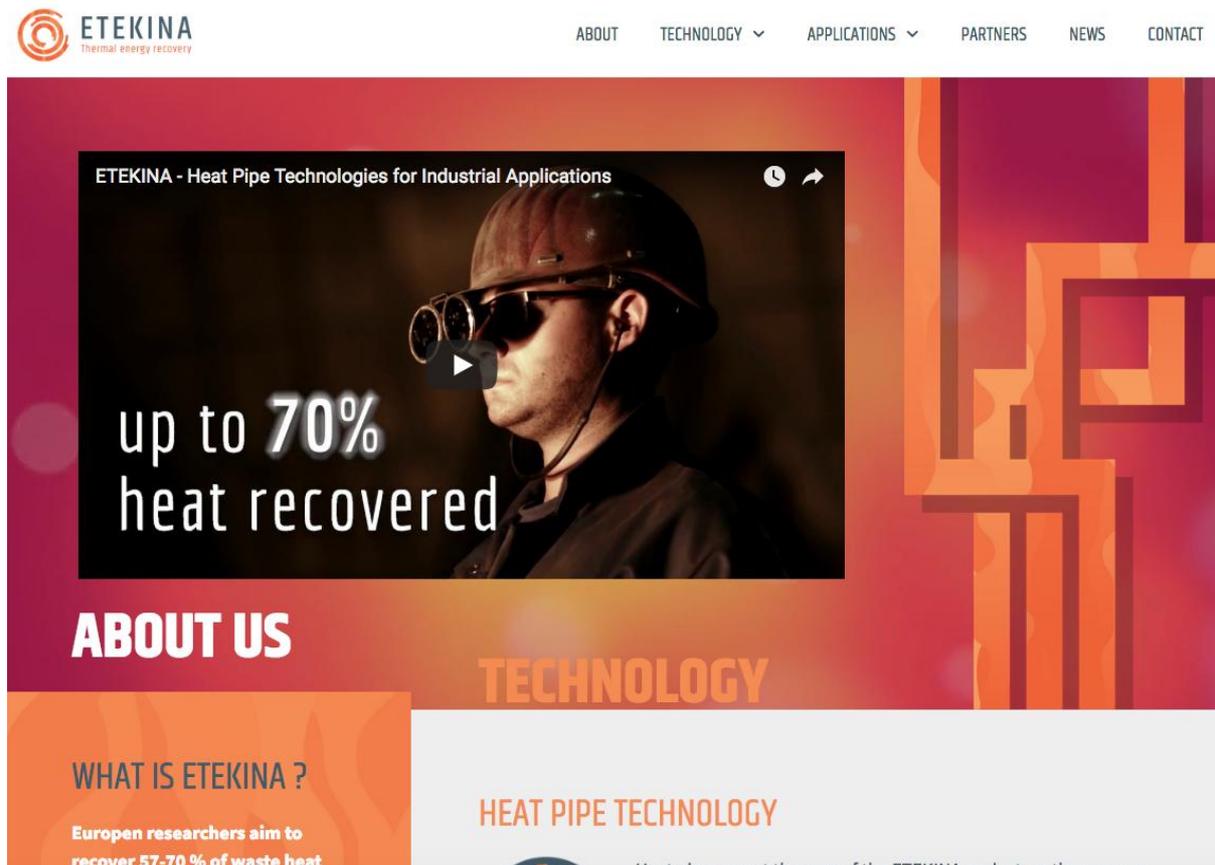


Figure 1: The ETEKINA homepage with the dominant video on the top left corner



## 1.2 About ETEKINA

The “About” section presents how ETEKINA is structured as a project. It describes the aims and objectives of ETEKINA, and how each partner is expected to contribute the work plan that will be implemented as well as the impacts expected from the project.

## 1.3 Technologies

The page on “Technologies” consists of the basic technological principals, used in the project. First, in the “Heat Pipe” section, the principles of heat pipes are explained. In the “Thermal Recovery” section, the reader can explore how heat pipe heat exchangers can help to recover thermal energy from an industrial plant.

## 1.4 Applications

The section “Applications” contains detailed information about the three ETEKINA industries, for which this project will produce three prototypes. This includes a description of the Iron Industry, with particular reference to SIJ Metal Ravne plant in Slovenia, the Aluminium Industry, on the example of a Fagor Ederlan foundry in Arrasate in Spain, and the ceramic tiles production plant of Atlas Concorde in Modena, Italy.

Each section provides detailed information on the energy intensity and cost implication of these sectors.

## 1.5 Partners

On the page “Partners”, each organisation of the ETEKINA consortium is presented with the logo and a hyperlink to their respective addresses. It is planned to add additional information on the partner’s role in the coming months.



## 1.6 News

The page “News” is still fairly empty, but as the project progresses, it will include news articles, interviews and press releases in chronological order. They will deal with different aspects of the ETEKINA technologies, prototypes or specific events. ESCI in cooperation with the coordinator and / or project partners will feed the News sections.

In addition, the current Twitter lead will be displayed at the bottom/side of the website, so that viewers can quickly review the latest Twitter feeds and subscribe to it, if they want.

## 1.7 Contact and further information

The bottom of the Homepage provides additional important information, such as the contact details to the coordinator and media partner, legal information and links to the three social media pages that will be used by ETEKINA: Twitter, LinkedIn and YouTube.



# The ETEKINA LinkedIn Site

Parallel to the launch of the website [www.etekina.eu](http://www.etekina.eu), also the LinkedIn Page of ETEKINA has been launched. It will be a way to connect to the professionals, who are interested in the project, but prefer to follow a LinkedIn group, rather than using Twitter or visiting the website on a regular basis. Figure 2 provides a snapshot of the ETEKINA LinkedIn page.

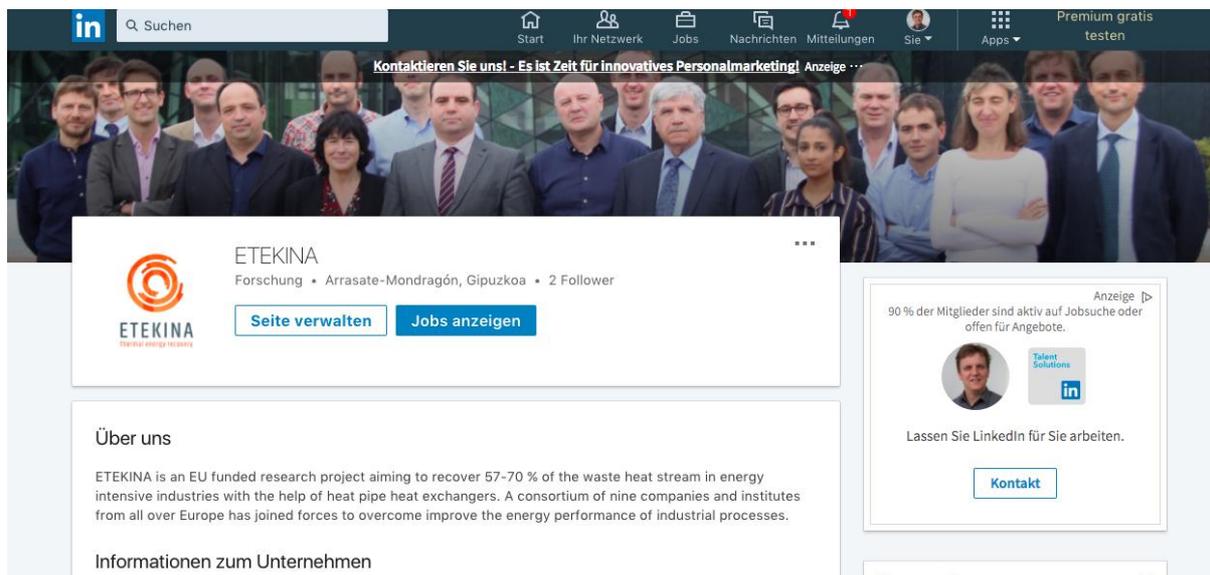


Figure 2: ETEKINA LinkedIn page just after its launch in January 2018



# The ETEKINA TWITTER Feed

During the ETEKINA Kick-Off Meeting in October 2017, ESCI has set up an ETEKINA Twitter feed and has started to post the first ETEKINA news, such as a press release about the Kick-Off Meeting. The partners have already started re-tweeting ETEKINA news, which has resulted in a steady increase in activity. We expect to reach at least 100 followers by the end of year one.



Figure 3: The ETEKINA Twitter Account with currently 22 followers



# The ETEKINA YouTube Channel

With the launch of the website, and the introductory video, also the ETEKINA YouTube Channel was launched. It will provide users and stakeholders to view in one location, all the videos we will produce on the ETEKINA project, including the Video News Release or also short interviews to be used in our ETEKINA social media campaign.

Figure 4 provides a snapshot of the ETEKINA YouTube Channel.

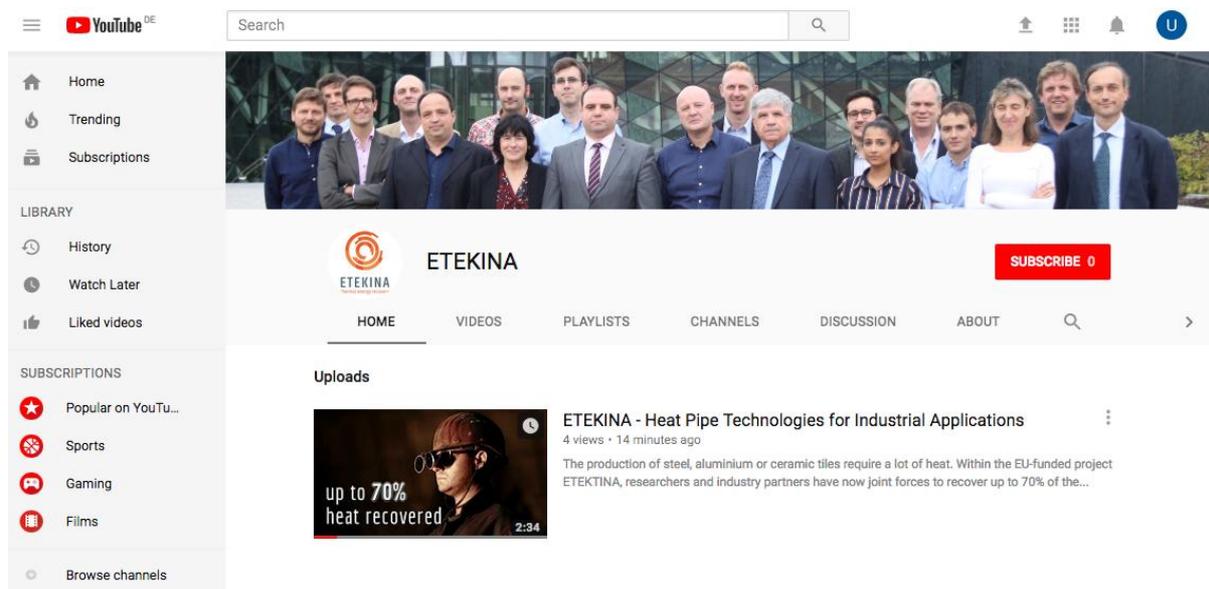


Figure 4: The ETEKINA YouTube Channel at its launch on January 31<sup>st</sup> 2018

