



Actions to Mitigate Energy Poverty  
in the Private Rented Sector

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# DELIVERABLE

## 6.3 Project website

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## Versioning and Contribution History

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**Website:** <https://www.enpor.eu/>  
**Twitter:** @EnporProject | <https://twitter.com/EnporProject>  
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### #ENPOR

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### SUGGESTED CITATION

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## 1

### INTRODUCTION

D6.3 provides an overview of the initial version of the fully operational ENPOR website, presenting the general provisions that guided its development.

This project's promotional material will support ENPOR in reaching out to its target audiences providing accurate information on the project activities and raising awareness on the topics it addresses, in a vulgarised language and with modern, elegant touches.

The ENPOR website will be continuously updated with new content, news, events and text sections if/when needed. Partners responsible will closely monitor its usage in order to proceed with required changes and additions, according to the implementation of project activities and the users' feedback, in order to enhance its attractiveness and keep the content updated.

## 2

### ENPOR WEBSITE

**A great deal of the ENPOR visibility relies on the project's website. It was, therefore, a key step to have it released during the first months of project implementation. The ENPOR website will be continuously updated with new content, news, events and text sections if/when needed.**

The web portal has been launched in February 2021 (<https://www.enpor.eu/>) aiming to:

- Present in a comprehensive yet understandable manner the project, its activities and scope, and act as a **dissemination and communication tool**, informing stakeholders (among else, policymakers, general public, project stakeholders (energy agencies, providers), research & academia, media, etc.) across the EU on:
  - The basic concepts that set the framework of the project implementation; and
  - Relevant reports, studies and events
- Serve as an easy-to-use and navigate portal hosting the several tools developed during the project,
- Share news, events and links bringing added value to visitors,
- Be a source of information, as transparent as possible, on what energy poverty for the private rented sector is, the legislation around it,
- Serve as an **entry point to the project's Social Media Accounts** (LinkedIn, Twitter, Facebook and YouTube).

IEECP launched in October 2020 a call for proposals to find a web designer for the development of the web portal theme and asked 4 companies for quotes. The chosen web designer (Exelmans) was

selected based on experience, pricing and understanding of the project's websites requirements. IEECP, representing ENPOR, requested a simple yet dynamic website, with interactive elements, icons and graphics whenever feasible and adding value to the content. A list of references was provided to serve as examples of such websites.

The final, commonly agreed, design and website structure is based on the Wordpress CMS platform<sup>1</sup>. The platform allows an unlimited number of pages/articles to be created/posted, while an integrated text editor enables the editor to use similar to Word formatting choices and add images, videos, etc. as well as create photo galleries or document libraries. As of February 2021, the website's online content is being developed and administered by the Dissemination Manager, IEECP, with the support of all partners (providing ideas for content, such as articles, external resources, and reviewing the existing contents when needed). The website will be maintained over the project's lifecycle, as from end of February 2021, and 2 years beyond the project completion.

More specifically, **IEECP**, as the project **Dissemination Manager** is overall responsible for:

- creating and updating the portal content and its presentation,
- 'marketing' activities to enhance the visibility of the portal ensuring that it is highly ranked in on-line search engines,
- quality control of the information that is published on the portal,
- monitoring the partners' performance to ensure that the targets are met and suggest corrective actions if and when necessary.

**All partners** will contribute to the portal content and periodically provide updates and communication material (e.g., articles, photos, news), regarding project activities - as well as regarding any other type of activity that is of interest to BECoop - to IEECP to be published on the web portal.

### 3

## CONTENT MANAGEMENT

- The content of the website is in English with specific pages in Dutch, German (Germany and Austria), Italian, Croatian, Estonian and Greek). Any material (e.g. report, legislation, etc.) that will be in a language other than English will be properly marked.
- It should be noted that all content, articles and reports uploaded on the website will be accessible and freely available to all visitors.
- IEECP is able and in charge of editing/changing the content of the portal ad-hoc.
- Emphasis is given to "cross-referencing" so that information is accessible from multiple pages/sections.
- The monitoring of the website's key performance indicators will be performed using the free Google Analytics service in order to track helpful information such as number of visitors, average time spent on the website, popular pages, number of downloads etc. This

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<sup>1</sup> <https://wordpress.com/>

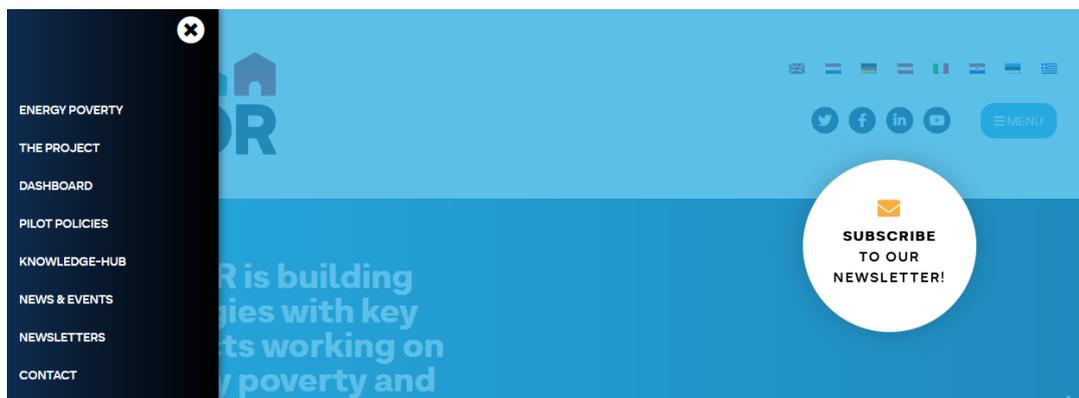
will allow us to fine tune our communication strategy and identify potential ways of improving the website in order to ensure maximum visibility and reach our targets.

## 4 PRIVACY POLICY

The website is committed to being transparent and to ensuring that the privacy of its visitors is respected and protected. A Privacy Policy according to the General Data Protection Regulation (GDPR) also applies to the project website and governs personal information and collection usage by the website only. The cookie policy will specifically allow people to decide not to be tracked, following the GDPR requirements. In particular, it explains what type of personal data the web-portal collects, how it uses them and stores them, and issues that relate to the rights of users, their security, as well as descriptions about Google analytics. The project’s privacy policy will be readily available online (website footer) so that all visitors can thoroughly read it. This document may also be found on the latest Data Management Plan.

## 5 WEBSITE SITEMAP AND HOME

The fully operational website version of the ENPOR website went online towards the end of February 2021. The website, simple yet complete, easy-to-use, and intuitive, avoids excessive “project” jargon, providing well-structured and easy-to-find information. Its content will constantly be updated to reflect the audience needs and project advancements. The website’s structure and sitemap is presented in the following figure:



The following screenshot presents the website homepage:



Energy poverty—or vulnerability—is a critical factor for a fair energy transition. It remains at high levels in Europe due to increasing energy costs and slow progress on energy efficiency improvements. Alleviating its impact in the private rented sector (PRS) is a challenge because of the difficulty:

- to identify and quantify energy-poor households in the sector,
- to deliver energy efficiency measures to these households due to structural problems like information deficits, split incentives, and more.

ENPOR aims to overcome both challenges, making energy vulnerability in the PRS visible, and testing energy efficiency support schemes to address it.

ENPOR will:

**Examine in depth energy poverty policies for the PRS across the EU**

**Support the adoption and implementation of 10 policies in 7 countries tailored to the PRS needs**

**Monitor the dimensions of energy poverty in the PRS with a Dashboard of emerging energy poverty in EU**

**Provide a structured knowledge exchange platform and guidelines for other countries**



### LATEST NEWS

**Support EPAH's planned activities**

→ Dr. Jochen Pedro Decroix of IRETH University of Liège, presented the EU Energy Poverty Advisory...

**Is the Renovation Wave on Track to Address the Complexity of Fuel Poverty?**

→ Maria Correia received a podcast episode to discuss this issue with Maria Buitrago and Professor...

**Help ENPOR review the factors preventing investment in the energy efficiency in the PRS**

→ We would like to encourage to complete a quick survey for the ENPOR project...

**The 1st ENPOR News is out!**

→ The ENPOR News is a service to understand energy vulnerable households and how to support...

### PARTNERS



ENPOR has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 889385.

## 6 CONCLUSION

The main aim of the document was to present the project website, including the structure and home screenshot.

Further material will be developed in the coming months and made available on the project website to effectively conveying the key messages of ENPOR to its target audiences as well as increasing the visibility of the project along with its activities and results, thus paving the road for their post-project deployment and uptake.