ENPOR

Actions to Mitigate Energy Poverty
in the Private Rented Sector

Author

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DELIVERABLE 6.6
Project website
(final update)

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Website: https://www.enpor.eu/
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SUGGESTED CITATION

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INTRODUCTION

A great deal of the EU-funded project ENPOR visibility relies on the project website. It was therefore a key step to have it released during the first months of the project implementation as well as think early on what would happen after the end of the project.

A deliverable – this report – was therefore planned to brainstorm on and decide how to ensure the ENPOR digital exploitation. It was key for instance to have the project key outcomes available for a longer timeframe than the usual "+2 years", and to have a cleaned website, where past events or irrelevant news would not appear anymore.

This website supported 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.

IEECP, as WP6 lead, coordinator, and responsible for the project site, has a threefold responsibility for this website. IEECP decided to have a look at the site content, analyse it (looking at statistics of the most viewed pages, downloaded contents, etc.) and re-shape into a navigator the current site most viewed material.

How? By maintaining for a few months the site in its current state, accessible from the usual URL, then forwarding from March/April 2024 onwards visitors trying to access the www.enpor.eu site to a "microsite" onto IEECP's knowledge hub.

Why? This strategy, followed now for most new EU projects, such as under the LIFE programme, allows hosting the project content onto an existing website, that will stay online for an indefinite period, benefits from existing traffic, and this at zero cost. It also allows IEECP to continue adding news, material, and cross-link between contents without the need to continue paying for the ENPOR domain, hosting, and maintenance. Finally, as mentioned earlier, it allows somehow "cleaning" the current website to only keep the most important contents.

1
CURRENT WEBSITE

The ENPOR website, in its current form, was launched early 2021, with various goals in mind:

- Present in a comprehensive yet comprehensible manner the project, its activities and scope.
- Act as a dissemination and communication tool, informing stakeholders across the EU on the concepts that set the framework of the project implementation.
- 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 on energy poverty in the PRS, the legislation around it.
- Serve as an entry point to the project Social Media accounts (LinkedIn, Twitter, and YouTube).

We describe in this chapter the operational steps and roles, how we ensured for the website to follow the European GDPR legislation, how the content was managed and show visuals from the website. The current website will be live until March 2024 with the same URL, for the main contents to be transferred in a long-lasting site from then on, details on this are added in the last chapter.

1.1 Operational procedures and roles

IEECP launched in October 2020 a call for proposals to find a web designer for the development of the web portal and asked four companies for quotes. The chosen web designer (Exelmans) was selected based on experience, pricing and understanding of the project website requirements. IEECP, representing ENPOR, requested a simple yet dynamic website, with interactive elements, icons, and graphics whenever feasible, adding value to the content. A list of references was provided by IEECP to serve as examples of such websites.

The final, commonly agreed, website structure is based on the WordPress CMS platform[1]. The platform allows an unlimited number of pages/articles to be created/posted, while an integrated text editor enables the editor to use simple formatting choices and to add images, videos, etc. as well as create photo galleries or document libraries.

As of February 2021, the website 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). 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,

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[1] https://wordpress.com/

- Monitoring the partners' performance to ensure that the targets are met and
- Suggest corrective actions if and when necessary.

All partners contributed to the portal content and periodically provided 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 ENPOR, to be published on the web portal.

We have had 100 news items posted on the ENPOR website, among which over 50 are blogs and articles written by all partners!

1.2   Privacy policy

The website was 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 specifically allows people to decide not to be tracked, following the GDPR requirements. 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 privacy policy is accessible online (website footer) so that all visitors can thoroughly read it. It may also be found in the project Data Management Plan.

1.3   Content management

The main content of the website is in English, with specific pages in Dutch, German (with two pages for Germany and Austria), Italian, Croatian, Estonian and Greek. In addition to these pages, a selection of project material in 12 languages is available on the knowledge hub page, prepared by the ENPOR partners as part of their policy updates.

Key content management points:
- 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 project knowledge hub is the page gathering all knowledge generated by the project: awareness-raising material, reports, briefings, scientific publications, event recordings, and more.

The monitoring of the website key performance indicators is performed using the free Google Analytics service to track helpful information such as number of visitors, average time spent on the website, popular pages, number of downloads, etc. The key statistics are reported in this document, in the next chapter.

1.4   Website sitemap and home

The fully operational 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 is constantly updated to reflect the audience needs and project advancements. The website structure and sitemap is presented in the following figure:

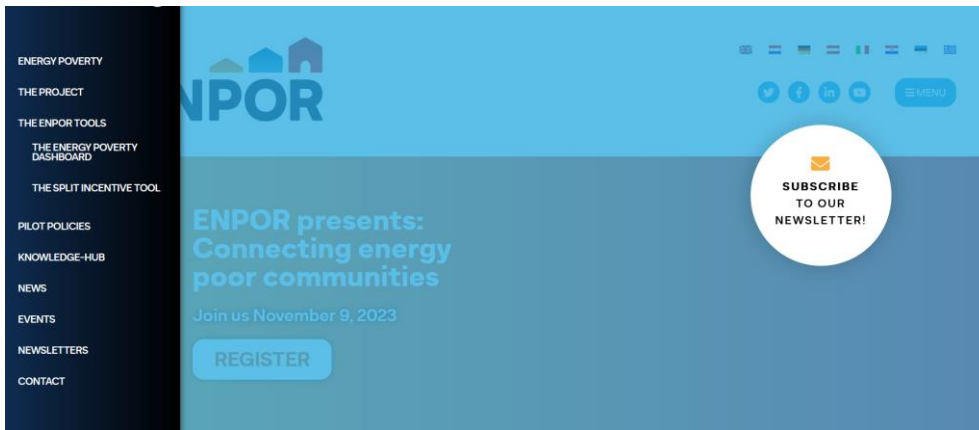**Figure 1 – ENPOR website navigation menu as of November 2023**

The following screenshot presents the website homepage, that was also updated during the project, for instance to add a video presenting the project, or remove the Twitter feed (as when Twitter became X, many rules changed, and websites willing to keep the feed needed to pay a monthly subscription).
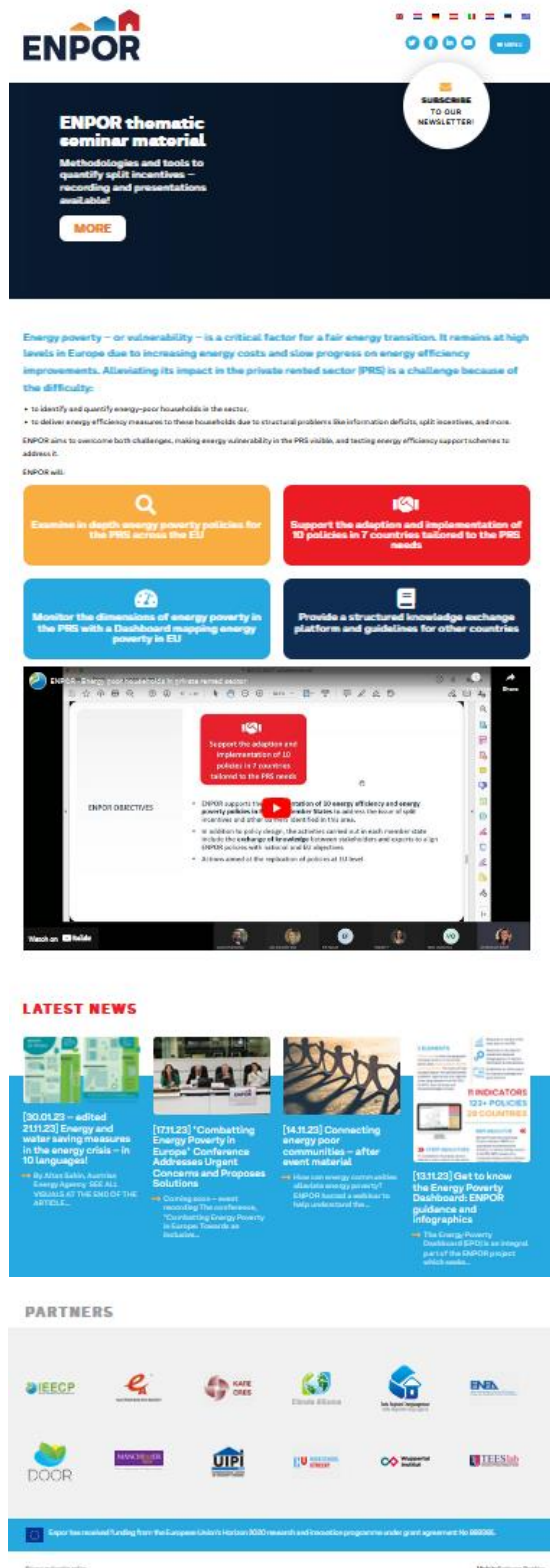
Figure 2 – ENPOR website homepage

1.5 Statistics and what they tell us

IEECP and Climate Alliance regularly analysed the website statistics to report on them as well as see the most viewed pages or areas and improve consequently the website.

The analytics presented in this report range from early February 2021 until November 8, 2023. We see that the website can be reported as quite successful, with over 15 000 unique visitors in less than 3 years, for a total of 42 000 visits / page views and over 1 500 files downloaded. The most downloaded material come from the knowledge hub (briefings, reports, material) with over 300 downloads, and from the page hosting the materials developed by AEA, the project Austrian partner. This page hosts flyers advising how to save energy in 10 languages. In an effort to make them easily accessible, IEECP added the text on what each flyer is in the language (Farsi, Bosnian, etc.). There we can report over 200 downloads. Finally, about 30 downloads of each event briefings (5 thematic seminars organised in 2023) are to be reported.
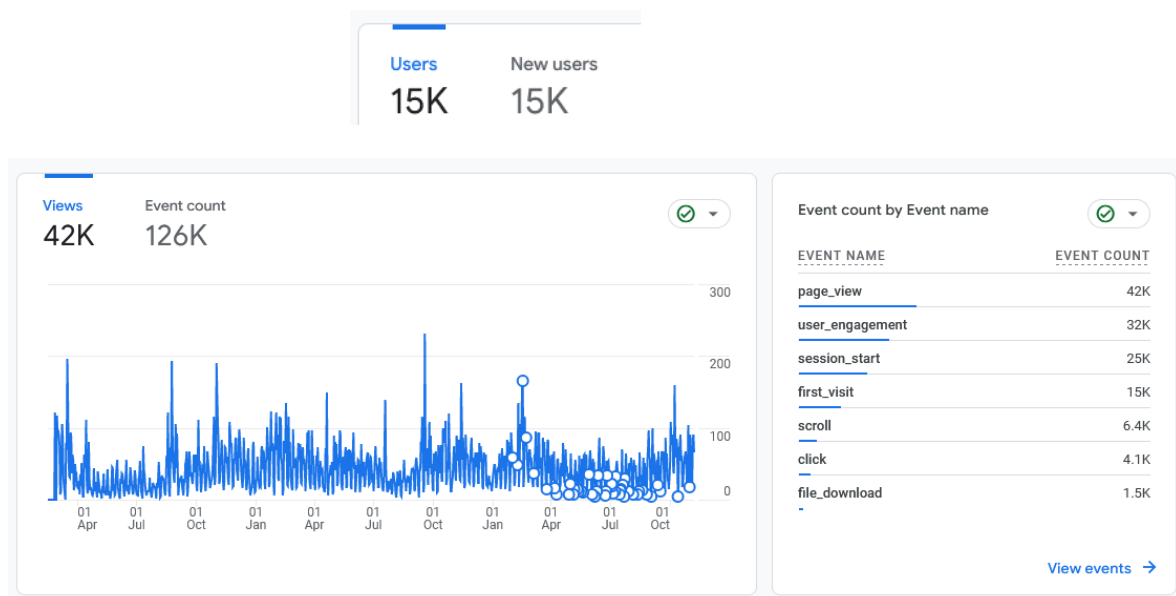
Figure 3 – ENPOR website statistics – users, views and event counts

The ENPOR website appears to have a clear purpose of being efficient and giving vital information about energy poverty to its readers. The layout and content are designed to provide a user-friendly experience, with special emphasis paid to language preferences, project overview, and specialised parts that pique the user's interest.

- By analysing the website statistics, we also find that:
- In terms of **languages**, English is the most viewed content, then followed by German, Italian, Dutch and Greek.
- Our visitors come, **geographically**, from the US, Italy (over 1 000 visitors), Spain, Germany, Belgium, The Netherlands, and Greece, that all score about 1 000 visitors too. We see on the map in figure 4 that visitors yet come from almost all countries in the world!
- Around 67% of ENPOR website visitors use desktop computers, while approximately 32% use mobile devices. Visitors come from organic research, with people searching for project-related terms. That is a good thing for ENPOR exploitation plan to

transfer the project main content onto IEECP's knowledge hub, as the website SEO will allow people to easily find their way to ENPOR material hosted on it.

Users by Country

COUNTRY	USERS
United States	1.6K
Italy	1.1K
Spain	1K
Germany	957
Belgium	792
Netherlands	743
Greece	723

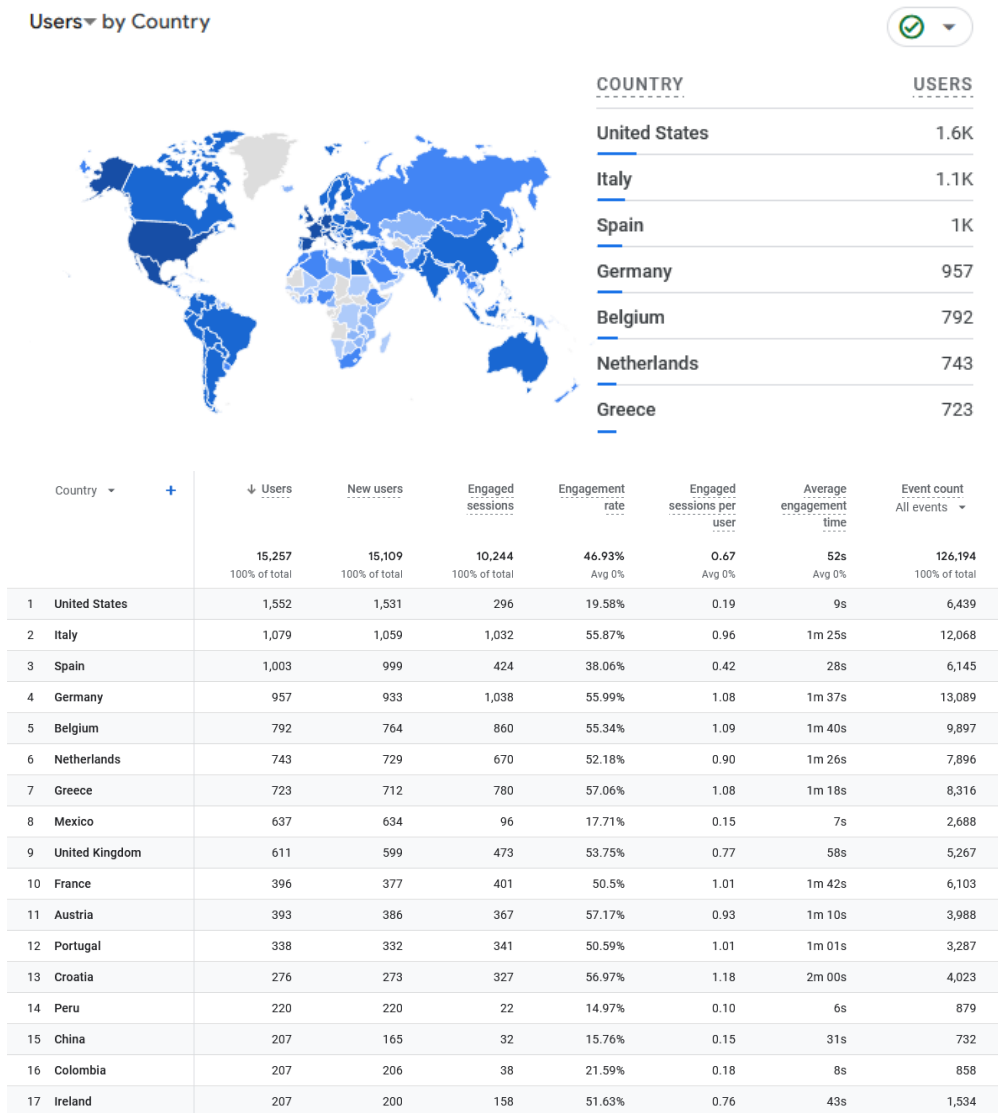|	Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count (All events)
		15,257 100% of total	15,109 100% of total	10,244 100% of total	46.93% Avg 0%	0.67 Avg 0%	52s Avg 0%	126,194 100% of total
1	United States	1,552	1,531	296	19.58%	0.19	9s	6,439
2	Italy	1,079	1,059	1,032	55.87%	0.96	1m 25s	12,068
3	Spain	1,003	999	424	38.06%	0.42	28s	6,145
4	Germany	957	933	1,038	55.99%	1.08	1m 37s	13,089
5	Belgium	792	764	860	55.34%	1.09	1m 40s	9,897
6	Netherlands	743	729	670	52.18%	0.90	1m 26s	7,896
7	Greece	723	712	780	57.06%	1.08	1m 18s	8,316
8	Mexico	637	634	96	17.71%	0.15	7s	2,688
9	United Kingdom	611	599	473	53.75%	0.77	58s	5,267
10	France	396	377	401	50.5%	1.01	1m 42s	6,103
11	Austria	393	386	367	57.17%	0.93	1m 10s	3,988
12	Portugal	338	332	341	50.59%	1.01	1m 01s	3,287
13	Croatia	276	273	327	56.97%	1.18	2m 00s	4,023
14	Peru	220	220	22	14.97%	0.10	6s	879
15	China	207	165	32	15.76%	0.15	31s	732
16	Colombia	207	206	38	21.59%	0.18	8s	858
17	Ireland	207	200	158	51.63%	0.76	43s	1,534

Figure 4 – ENPOR website statistics by country and key statistics (engagement, downloads, etc.)

The most popular pages are shown in Figure 5. We see that the homepage, as in most website occurrences, is the most viewed. It should therefore guide users in an optimal way to where we host the most important contents. We also see that a significant majority of users are interested in learning about the project. The next sections are the dashboard, the main project tool and our knowledge hub, hosting the various project-related documents such as publications, infographics, and other informational resources. The pilot policies page is also viewed by most users, and plays a key role in explaining the 10 different policies based on different criteria.

To conclude on these analytics, the user behaviour analysis shows that the discovery path

on the ENPOR website is as follows: users often start with the general introduction, move on to learn about the project, explore tools, delve into policy details, check out events, and, for some, subscribe to newsletters.

IEECP therefore suggests keeping, for the development of what we call the project navigator (ENPOR website 2.0), a user-centric design: the popularity of different sections suggests a user-centric design, catering to varying user interests and needs. We will consider the learnings from this section, keeping most information in a first area (project presentation as well as policies), gather our tools and material into various tabs. The past events and news will be removed.

	Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count All events
		42,232 100% of total	15,257 100% of total	2.77 Avg 0%	52s Avg 0%	126,194 100% of total
1	ENPOR · Energy poor households in the private rented sector	13,521	7,039	1.92	23s	41,710
2	Energy poverty · ENPOR	5,048	2,566	1.97	47s	15,980
3	The energy Poverty Dashboard (EPD) · ENPOR	2,413	1,208	2.00	26s	6,930
4	Knowledge-hub · ENPOR	1,575	854	1.84	49s	4,420
5	ENPOR at a glance · ENPOR	1,407	841	1.67	44s	3,755
6	ENPOR IN BREVE · ENPOR	769	334	2.30	44s	2,347
7	Energy Poverty Resources · ENPOR	590	331	1.78	21s	2,034
8	Events · ENPOR	586	276	2.12	29s	1,427
9	Pilot policies · ENPOR	500	320	1.56	56s	1,180
10	Fit for 55 and Energy Poverty: Will the new package help energy poor? · ENPOR	485	261	1.86	1m 05s	1,476
11	News · ENPOR	468	258	1.81	38s	1,145
12	[31.03.2023] Thematic Seminar #1 - Examples from quantifying the split-incentive problem in the private rented sector in the national level · ENPOR	467	223	2.09	40s	1,332
13	Newsletters · ENPOR	440	220	2.00	22s	1,249
14	Contact · ENPOR	418	288	1.45	26s	1,153
15	ENPOR IN KURZFORM · ENPOR	417	187	2.23	46s	1,269
16	[30.01.23] Austrian ENPOR Measures in the Energy Crisis · ENPOR	353	176	2.01	34s	1,124
17	[19.08.21] Guest Article-Women are highly affected by energy poverty, but strong in fighting it · ENPOR	349	178	1.96	52s	1,116
18	EU ENERGY POVERTY OBSERVATORY · ENPOR	321	185	1.74	18s	1,116
19	[14.09.22] Austrian ENPOR Measures in the Energy Crisis · ENPOR	319	162	1.97	52s	973
20	[31.08.22] In depth: energy poverty coverage in EED and EPBD recast proposals · ENPOR	308	176	1.75	53s	850
21	Guest Article: Women are highly affected by energy poverty, but strong in fighting it · ENPOR	294	158	1.86	53s	898
22	[10.03.21] Energy Poverty Resources · ENPOR	245	126	1.94	21s	814
23	ENPOR Lunch Talk - Energy Prices Skyrocket in Europe: Will Fit for 55 help the energy poor? · ENPOR	239	105	2.28	35s	690
24	First Report on Energy Poverty in the Private Rented Sector in Europe and related analysis · ENPOR	233	106	2.20	34s	679
25	International Energy Poverty Action Week, 20th-24th February 2023 · ENPOR	233	124	1.88	38s	694

Figure 5 – ENPOR website statistics by page

2
PROPOSAL FOR A PROJECT NAVIGATOR

We have presented in the previous chapters how the ENPOR project website was developed and managed, and what it gathered, and its key statistics of the past 2.5 years.

IEECP had planned, upon writing the proposal, to test a new strategy for the website exploitation, to ensure a selection of project results and outputs would remain available for a longer timeframe than the usual "+2 years", and to have a clean website, where past events or irrelevant news would not appear anymore.

IEECP, as WP6 lead, coordinator, and responsible for the project site, has a threefold responsibility for this website. IEECP decided to have a look at the site content, analyse it (looking at statistics of the most viewed pages, downloaded contents, etc.) and re-shape into a navigator the current site most viewed material.

The decision was presented to partners at two points in time (project meetings in September 2022 and November 2023), agreeing on the following strategy:

- The ENPOR website, accessible now at www.enpor.eu will not be hosted and maintained after March 2024.
- Yet, the domain will be kept, to redirect users to the new version of the site…
- … a [microsite](#)" onto IEECP's knowledge hub.

Why? This strategy, followed now for most new EU projects, such as under the LIFE programme, allows hosting the project content onto an existing website, that will stay online for an indefinite period, benefits from existing traffic, and this at zero cost. It also allows IEECP to continue adding news, material, and cross-link between contents without the need to continue paying for the ENPOR domain, hosting, and maintenance.
Finally, as mentioned earlier, it allows somehow "cleaning" the current website to only keep the most important contents.

Our plan is to display the contents as follows:
- Start with a focus on the definition on Energy Poverty and the project itself. (gather both existing pages into one only).
- First tab: focus on policies. It will present the 10 policies at the core of the project and will include the graphics developed for the policy recommendations, as well as the policy fiches in a nice design.
- In a second tab, the ENPOR tools.
- In a third tab, the awareness raising material, briefings and event recordings.
- In a fourth tab, the project reports and scientific publications.

Figure 6 includes a screen of the current microsite, where first information have been added.
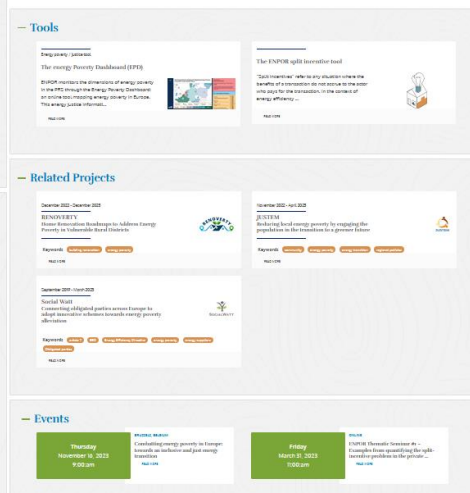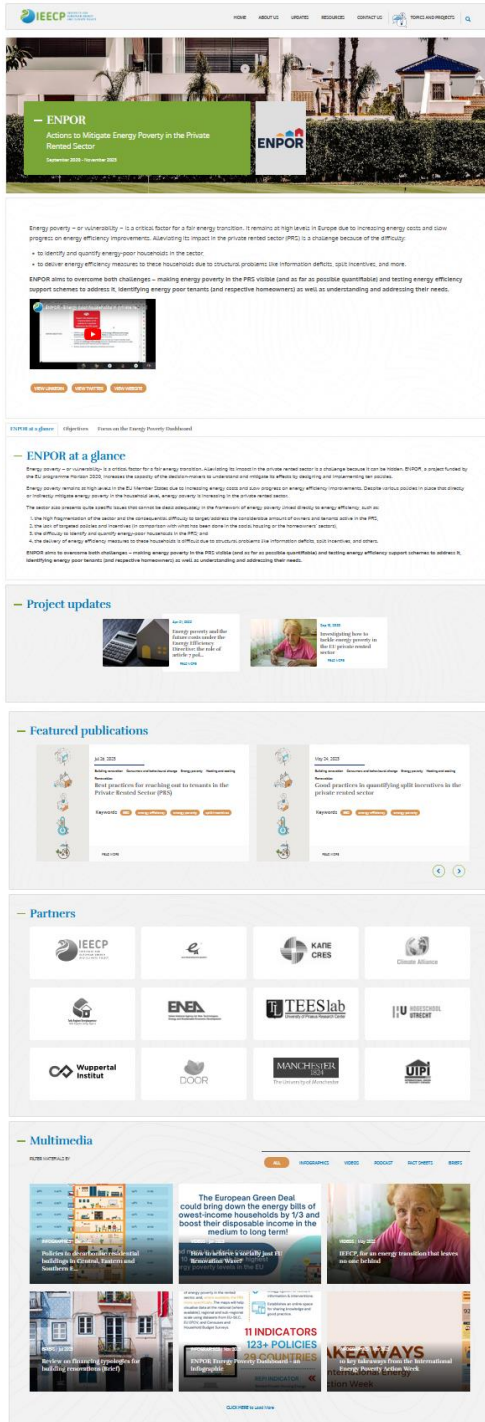
Figure 6 – ENPOR website turned into a microsite

3 CONCLUSION

IEECP summarised in this report the work done on the ENPOR website: how it was managed, the statistics it generated and how we intend to further develop it in the future, ensuring its proper exploitation. Although this strategy is new for Horizon-funded projects, IEECP is confident that this is the right approach that can ensure project results remain accessible for an indefinite period and can even be further used and developed.