



STEP-IN

Using Living Labs to Improve Energy Efficiency and Comfort Levels

Grant Agreement: 785125

Call identifier: H2020-EE-2017-CSA-PPI

Project full title: STEP-IN - Using Living Labs to roll out Sustainable Strategies for Energy Poor Individuals

STEP-IN

D6.2 Public website

Deliverable lead beneficiary: ARTTIC

Authors: Stefanie Kirschke, Balazs Kern

Internal Technical Auditor	Name (Beneficiary short name)	Date of approval
Task leader	Balazs Kern (ARTTIC)	4.12.2018
WP leader	Thomas N. Mikkelsen (VaasaETT)	

Abstract: This deliverable report describes the setup and structure of the STEP-IN public website.

Due date (according to DoA): 30.11.2018

Actual submission date: 5.12.2018

Publication date: 5.12.2018

Project start date: 01.06.2018

Project duration: 30 months

Dissemination Level

PU Public

This publication reflects only the author's views and the European Commission or its delegated agency EASME is not responsible for any use that may be made of the information it contains.

STEP-IN has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 785125.



STEP-IN has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 785125

Table of Contents

Executive Summary	3
1. STEP-IN public website	4
1.1 Target groups for the STEP-IN public website	4
2. Structure of the STEP-IN public website	5
2.1 Home	5
2.2 About	6
2.2.1 About: Project	8
2.2.2 About: Partner	9
2.3 Living Labs	11
2.3.1 Individual Living Lab pages	13
2.4 Network of Interest	17
2.5 Media Center	18
2.6 Contact	20
2.7 Privacy policy, GDPR compliance and copyright	21
2.8 Website languages	24
3. Monitoring of website usage	25
4. Conclusions	26
Glossary	27

Executive Summary

The STEP-IN public website is one of the most important means for project communication and dissemination. It has been set up to reach a variety of different target audiences and stakeholder groups, in order to maximise the impact of project results and raise awareness among these groups.

This report summarizes the main objectives of the public website and briefly describes the different pages and functionalities which can be found on the website.

The STEP-IN public website was published online on November 30, 2018 and can be reached at www.step-in-project.eu



1. STEP-IN public website

The public website is the main entry point to the project and presents the project concept, the project's mission, the consortium, the recent news and press releases, and upcoming and past events. A special section is devoted to the Living Labs.

The public website has been designed and established to reach all target groups (see section 1.1 below). The website was launched on November 30, 2018 and can be reached at www.step-in-project.eu.

The website informs about the main objectives of STEP-IN and focuses on the central methodology, the Living Lab approach. The three Living Labs that will be carried out in the project are described in detail. The website features a dedicated Network of Interest section which lists all those stakeholders who support the project in one way or another. This section explains the benefits of being a member of the Network and provides the opportunity for potential new stakeholders to request membership (requests will be evaluated by the consortium/stakeholder engagement team). A direct link to the Community Management Tool (CMT, see D6.1 for more information) brings the potential new stakeholders to the registration page. On the CMT, stakeholders are provided with more detailed information on the project and can communicate and exchange knowledge and best practice in a password-protected workspace. Invitations to new stakeholders will be included to expand the network.

The website provides media relevant information in a dedicated media centre (for policy makers, press, authorities). Information about the STEP-IN consortium is provided in a Partners section, bringing together detailed information and contact details for each of the project partners.

During the setup of the website, a strong focus has been put on using visuals – photos, number counters, information boxes with icons, etc. The idea behind this was to stand out from more technical subjects and make the website appealing, approachable and interesting to the visitor, and to give it a human touch. The use of too much text was avoided in order to increase the time spent on the website.

The website will be managed and regularly updated by the Project Administrative Support Team (PAST).

1.1 Target groups for the STEP-IN public website

The public website has been designed and established to reach all of the below target groups:

- Local/regional authorities
- Consumer and advocacy groups, and practitioners
- EU and national policy makers and regulators
- Industrial representatives
- Academia and Think Tanks
- Vulnerable consumers and other citizens
- Wider European public

2. Structure of the STEP-IN public website

2.1 Home

The homepage of the STEP-IN public website provides general information about and an introduction to the project. It summarizes the three focus areas of the project and briefly describes the project impacts in easy-to-capture information boxes.

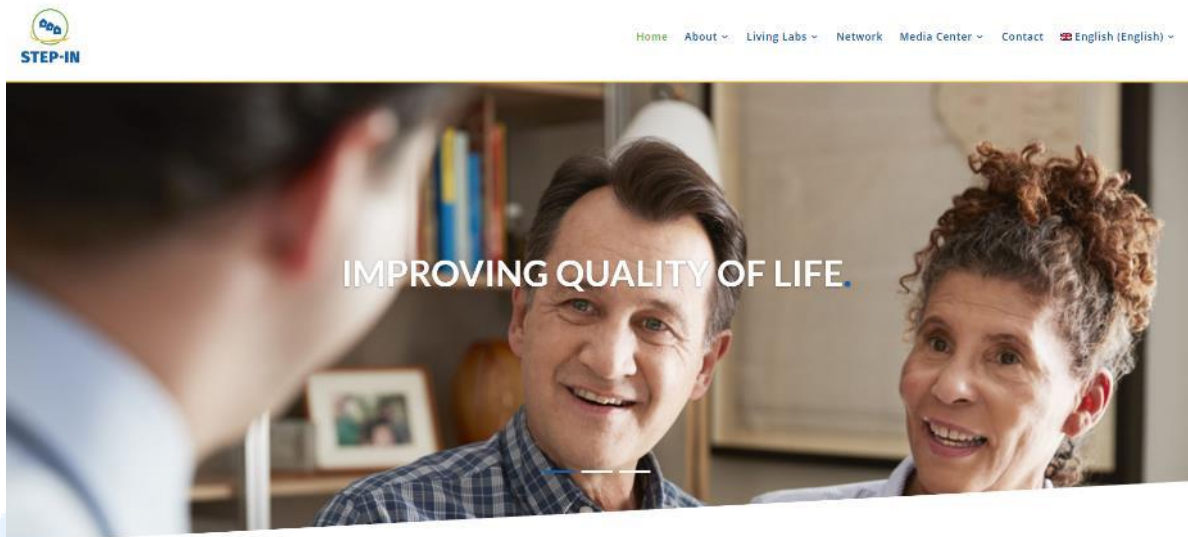


Figure 1: Header on the homepage

THE STEP-IN PROJECT.

STEP-IN is a coordination and support project funded by the European Union's Horizon 2020 programme.

The project will develop an innovative global methodology for the effective analysis and tackling of energy poverty. It will help those in need to improve their quality of life, household energy efficiency and overall comfort levels.

STEP-IN consists of a network of Living Labs across Europe. Through a strong network of supporters, STEP-IN engages with local, national and EU organisations and experts to define policies for reducing energy poverty.

The STEP-IN consortium brings together a wide expertise in the area of energy poverty: research institutes, universities, municipalities, energy providers, charities, consumer associations and regulatory authorities. Together, these partners are dedicated to make a difference in the lives of those in need.

[LEARN MORE ABOUT STEP-IN »](#)



Figure 2: General information and introduction



Figure 3: STEP-IN focus areas

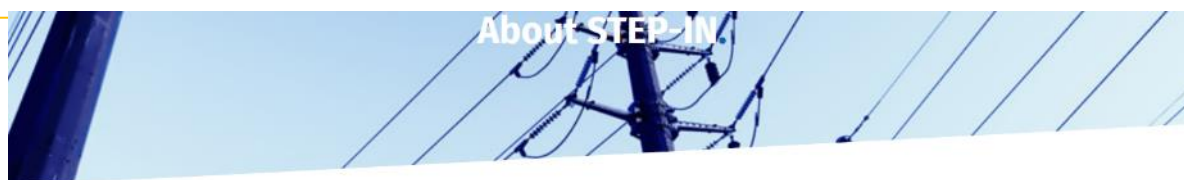


Figure 4: STEP-IN impacts at a glance

2.2 About

The page About provides additional information about the project (a link on the homepage guides the reader to the About page). An image gallery illustrates the problem of energy poverty, and an information box provides the visitor with further information about the subject.

In another section, information and indicators about energy poverty in Europe are given. Number counters provide critical information without the need to read too much text. A link to the EU Energy Poverty Observatory invites the visitor to further familiarize with the subject.



IMPROVING ENERGY EFFICIENCY AND COMFORT LEVELS.

STEP-IN will develop a global methodology for the effective analysis and tackling of energy poverty. STEP-IN has identified three highly challenging locations with diverse characteristics across Europe including: a mountainous region in Greece, a rural area in Hungary and an urban area in the UK with low quality housing. Within each of these areas there are a range of vulnerable consumers (e.g. low income households, elderly people, single-parent households). At each of these locations a living lab will be set up which will bring together local experts and stakeholders with energy poor consumers. These labs will consist of a range of approaches including energy cafes, advisor visits and ICT systems. The ICT tools provided by STEP-IN will support consumers, advisors and local stakeholder organisations to make effective decisions.



The emphasis of STEP-IN will be on improving people's quality of life through maintaining or improving comfort levels while at the same time encouraging more efficient energy usage.

Rod McCall
STEP-IN Coordinator, Luxembourg Institute of Science and Technology



Figure 5: About STEP-IN

ENERGY POVERTY IN EUROPE.



INFORMATION AND INDICATORS.

In general terms, energy poverty is defined as a situation in which a household is unable to attain sufficient levels of energy services (such as heating, cooling, and lighting).

According to the EU Energy Poverty Observatory (EPOV), "Energy Poverty is a multi-dimensional concept that is not easily captured by a single indicator". Four primary indicators are used in combination to measure energy poverty and view the issue from different perspectives, depending on context, country and household circumstances.

[EPOV INDICATORS & DATA >](#)

4/5



Figure 6: Further information about the subject of energy poverty

2.2.1 About: Project

The subpage About>Project explains the WP structure of the STEP-IN project.



Figure 7: Short introduction of the project structure.

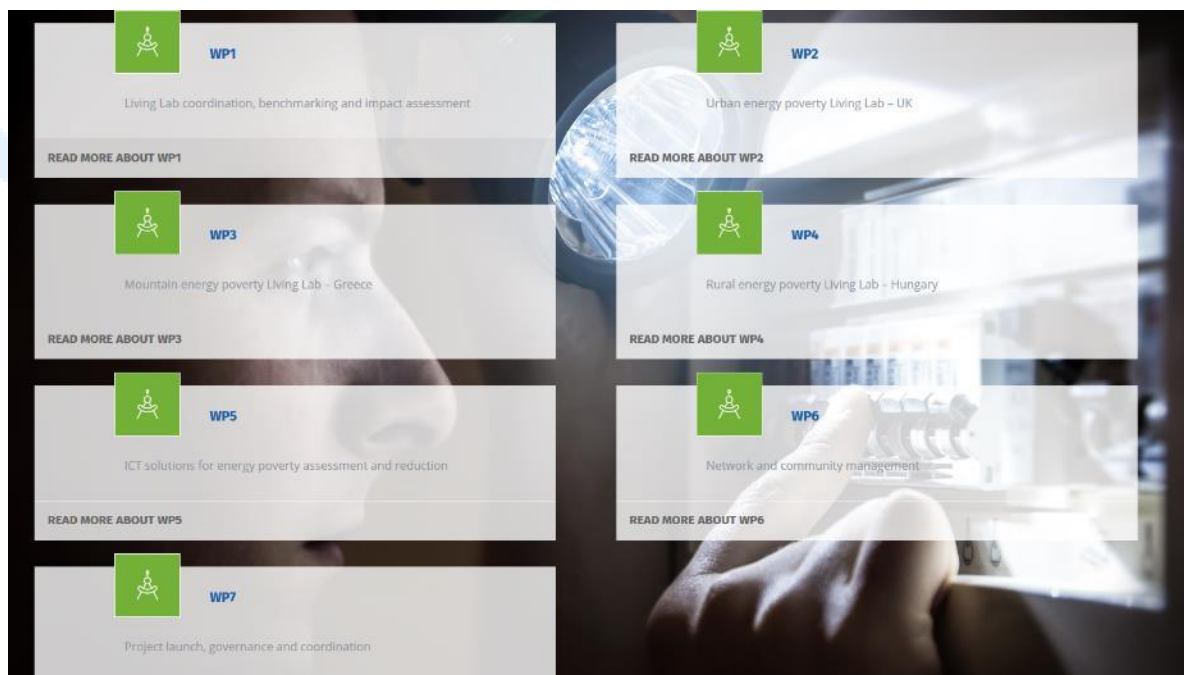


Figure 8: Info boxes for each of the WPs.

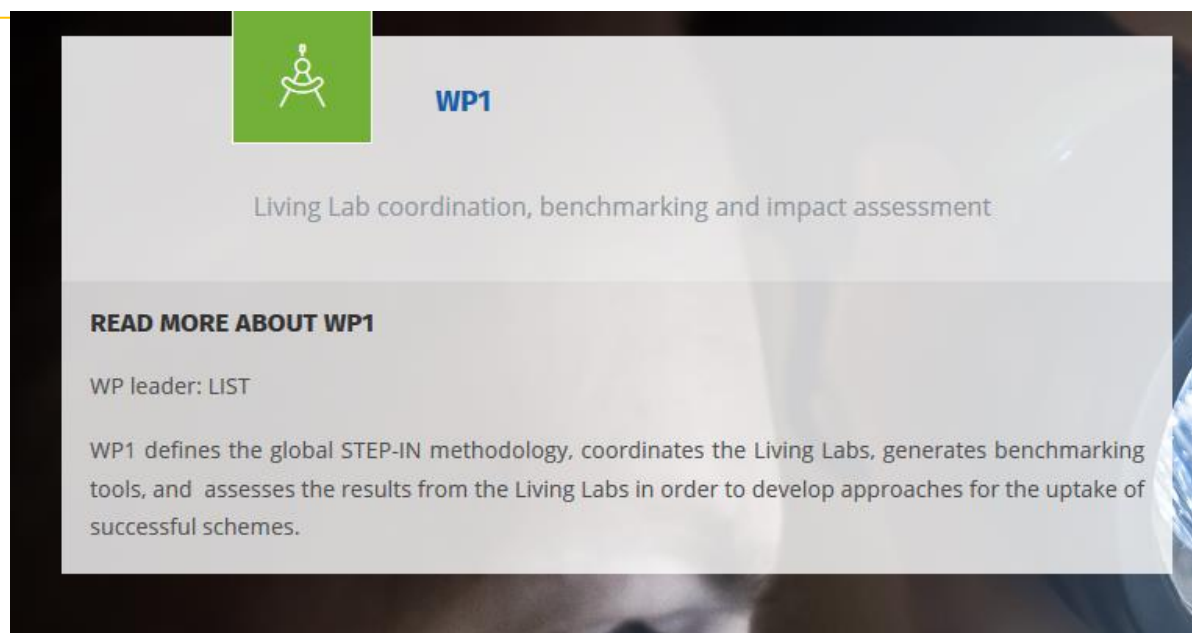
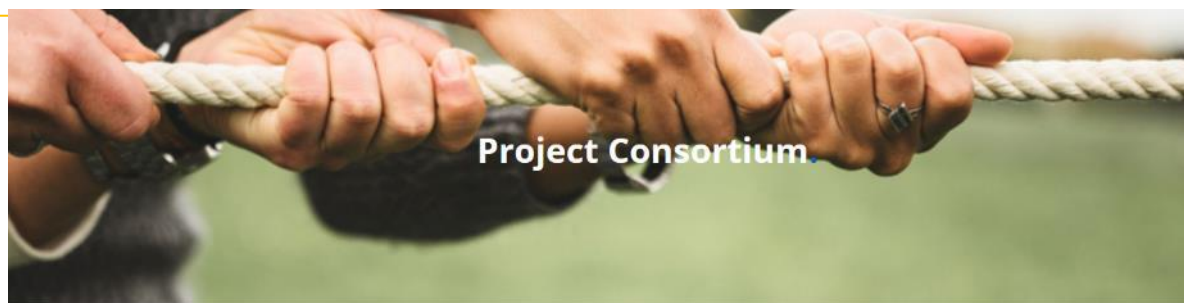


Figure 9: A click on read more provides additional information about each of the WPs.

2.2.2 About: Partner

The subpage About>Partner provides information about the project consortium. First there is a short text about the composition of the consortium and the expertise the partners bring to the project. The next section shows a map which includes a pin for each partner organisation showing its location in Europe. When clicking on one of the pins, the name and logo of the respective partner is shown. A click on the logo automatically redirects the visitor to a section with more information about that partner, including a short description and photos of the people working on STEP-IN.

Below the map the visitor can find a display of all project partners represented by their logos. Upon clicking on one of the logos, the visitor is again redirected to the partner description.



KNOWLEDGE AND EXPERTISE TO MAKE A DIFFERENCE.

Project partners consisting of organisations with diverse expertise form the backbone of the STEP-IN transnational, multidisciplinary network. The partners cooperate to achieve the project objectives, sharing experience and know-how to develop results with complementary skills. STEP-IN brings together partners with different backgrounds and from different European regions, representing a variety of different forms of energy poverty and approaches to tackle it.

This consortium provides a broad and complementary coverage of the needed capabilities, the geographic balance, and strategic motivation to succeed. A long history of previous collaboration provides the basis for an effective implementation of the project.



The partners are committed to bring their knowledge and expertise to the project to really make a difference in the lives of those in need.

Rod McCall
STEP-IN Coordinator, Luxembourg Institute of Science and Technology



Figure 10: Introduction to the consortium.

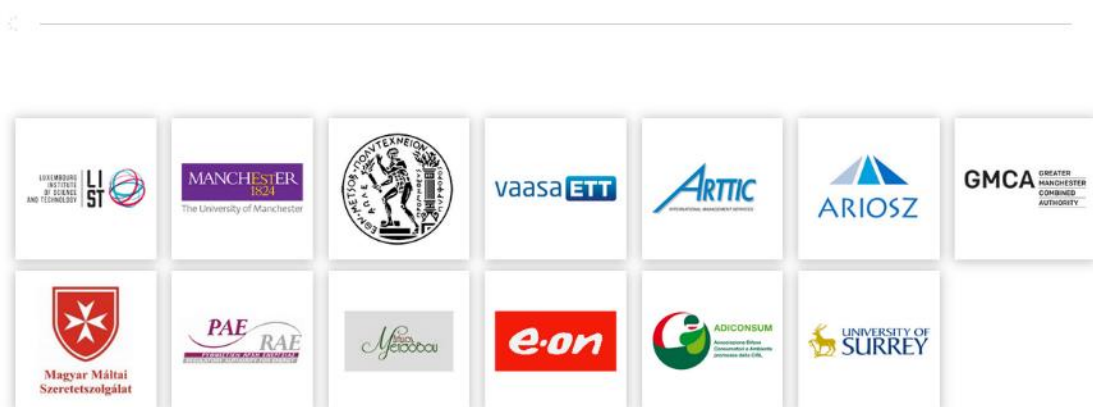


Figure 11: Map showing the locations of the partner organisations and display of logos below.

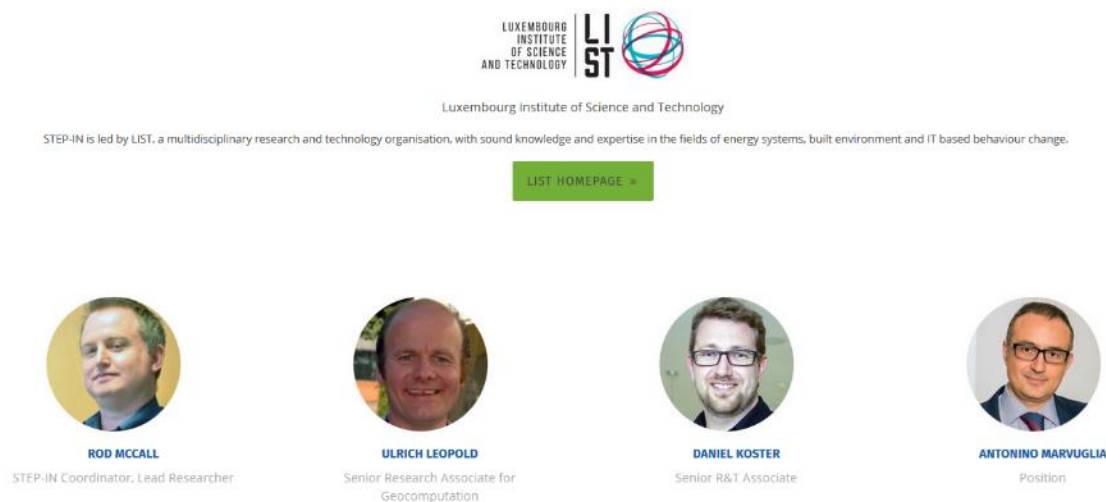


Figure 12: Information about partner LIST with photos of the people working on STEP-IN.

2.3 Living Labs

This page provides the visitor with information on the STEP-IN Living Labs, the general approach and methodologies to be applied. Links to the individual Living Lab pages guide the visitor to more information about each of the Living Labs (see section 2.3.1).

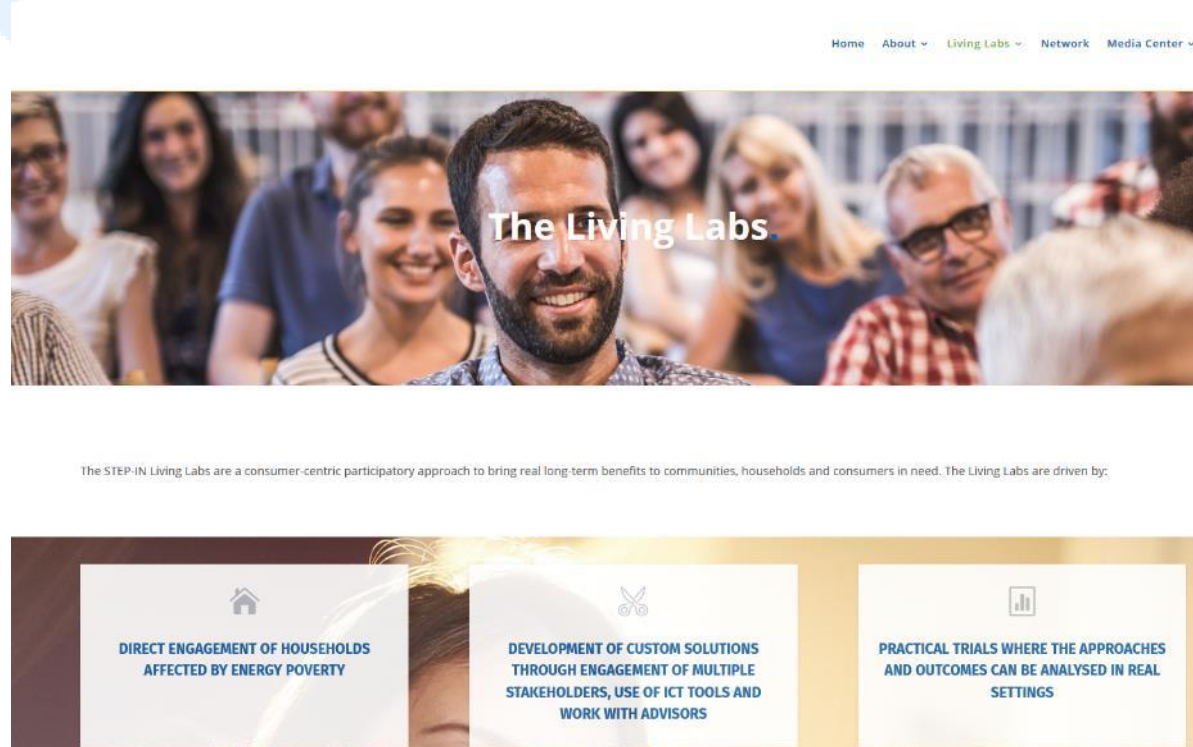


Figure 13: The Living Labs page provides information about the overall Living Lab approach in STEP-IN.

Living Labs allow for an interactive communication amongst all actors – in STEP-IN those are consumers in need, scientists, stakeholders and policy makers – in order to find concerted solutions that account for local contexts, cultures, and creativity potentials.

Each Living Lab in STEP-IN takes place in a unique setting:



URBAN LIVING LAB, MANCHESTER, UK >



MOUNTAIN LIVING LAB, METSOVO, GREECE >



RURAL LIVING LAB, NYÍRBÁTOR, HUNGARY >

Figure 14: Settings of the STEP-IN Living Labs with links to the individual Living Lab pages.



ENERGY CAFÉS

Energy cafés provide an informal space in which households can meet with energy saving experts and receive advice, in a relaxed environment over a drink and some food. The energy cafés will provide opportunities for local households to ask questions and discuss issues with energy experts, so that the communication is bi-directional and interactive, a process that has been shown to be effective at building trust and enhancing learning outcomes. Energy cafés create a sense of common purpose, the feeling of equality between participants and an informal and convivial atmosphere that allows much more effective communication, advice provision and information exchange than is possible through more formal forms of communication.

EXPERT HOME ENERGY ADVISORS

Energy advisors will visit the homes of consumers in need. They will provide detailed and tailored energy advice and training on a range of behaviour changes that will reduce energy waste in the home, for example: the efficient use of the heating system (check of thermostats, maintenance of oil burners, etc.), installation of a range of simple measures (radiator panels, LED light bulbs, draught proofing for doors, windows and letterboxes, etc.), time shifts for use of reduced energy tariffs, potential for savings from switching energy supplier (some suppliers provide reduced energy tariffs in hours selected by the customer), proper natural ventilation practices, etc.



USE OF ICT TOOLS

Dedicated ICT tools will be used to encourage the tackling of energy poverty issues at an individual and community level. ICT interfaces and visualisation of home energy information will aid improved consumer understanding. It will also lead to better decisions towards higher efficiency products and appliances, and to adopting actions that reduce energy consumption. If permitted by the consumers and legislation the data will be made available to their energy advisor to assist in providing further advice.

INFORMATION CAMPAIGNS



The energy cafés and energy advisor visits will be connected with a number of public awareness, dissemination and training actions (leaflets, poster, newsletters). These will provide additional support to consumers in need to help them tackle energy poverty by providing information that can facilitate more sustainable energy behaviour and choices in everyday life (improving consumer understanding of energy bills, routing purchase decisions towards higher efficiency products, adopting more efficient energy practices, etc.).



Figure 15: The central STEP-IN Living Lab methodologies.

2.3.1 Individual Living Lab pages

Three individual pages in the Living Lab menu give information about the Living Labs in Manchester, UK, Metsovo, Greece and Nyírbátor district, Hungary. On each of the pages, a small map shows the location of the Living Lab. Text boxes provide general information about the situation in each of the Living Labs, and what STEP-IN aims to do.




LIVING LAB URBAN AREA – MANCHESTER, UK.

Urban areas have been highlighted as 'the primary site for the geographic expression and articulation' of energy poverty (Bouzarovski et al., 2017).

Energy poverty has increased in most Greater Manchester districts in recent years (UK Government, 2015). In 2014 14.5% of households (30,222) in Greater Manchester were classed as fuel poor – above the national average of 10.6%. Many parts of the urban conglomeration contain ageing and poorly insulated housing, whilst average incomes are low and poverty rates high compared to national averages, leaving residents particular vulnerable to energy poverty. Energy poverty has also been linked to 'excess winter mortality', as living in cold homes can exasperate existing health issues and illnesses. Recently published excess winter mortality figures show many of Greater Manchester areas having higher than national average rates.

This Living Lab will assess a local level energy poverty amelioration strategy in Greater Manchester, UK.



WHAT STEP-IN WILL DO.

The Living Lab will be operated jointly by the Greater Manchester Combined Authority (GMCA) and the University of Manchester. It will add to existing energy poverty actions being undertaken by GMCA. The University of Manchester will assess and evaluate the techniques being used.

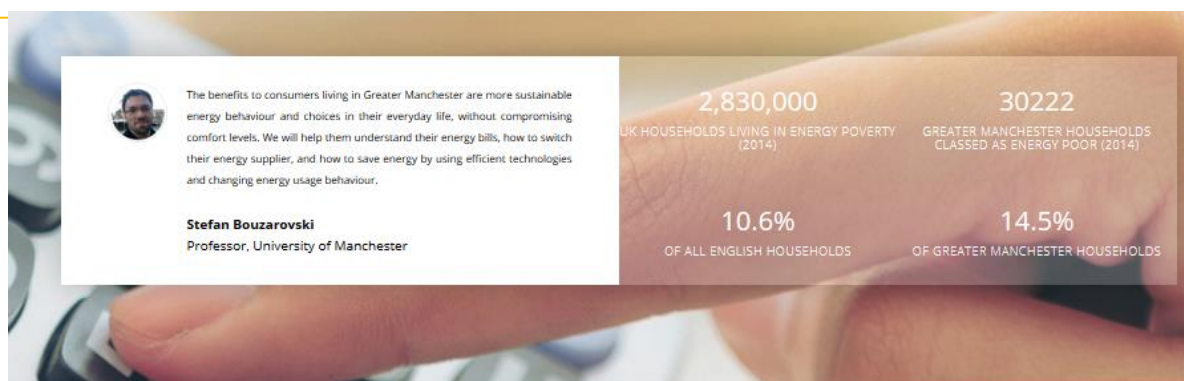
The Living Lab will engage with and build upon GMCA's Local Energy Advice Programme (LEAP) for 2018-2019. LEAP is a service that will provide free advice and support to energy poor and vulnerable households, alongside offering energy efficiency measures that are in some cases also free of charge. The Living Lab will have access to resources and trained energy advice experts, alongside GMCA's existing networks and expertise in working with vulnerable households.

The Living Lab will be conducted within three areas within Greater Manchester: Wigan, Salford and Oldham, all of which encountered increasing rates of energy poverty in recent years, alongside high-rates of material deprivation. It is estimated that 900 households (300 in each Local Authority area) will be engaged.

Figure 16: Information about the urban Living Lab in Manchester, UK.

In the following section, number counters show statistics about the Living Lab, and a quote from the Living Lab lead partner provides a local and in-depth perspective.

A last section on each of the Living Lab pages shows the characteristics of the Living Lab and the STEP-IN objectives.



LIVING LAB CHARACTERISTICS.

The Urban Area Living Lab targets low income households, single parent households, elderly households, and households in which somebody is disabled or has a long-term illness.

900

HOUSEHOLDS
INVITED TO HAVE
AN ENERGY
ADVISOR VISIT

450

HOUSEHOLDS
HAVE ENERGY
ADVISOR VISITS



225

HOUSEHOLDS
WHICH WILL
ADAPT
PROPOSED
MEASURES

563

PEOPLE WITH
IMPROVED
QUALITY OF LIFE

Figure 17: Living Lab statistics and characteristics for the Living Lab in Manchester, UK.



LIVING LAB MOUNTAINOUS AREA – METSOVO, GREECE.

Energy poverty has become a serious problem in Greece, especially in its mountainous areas, which are the country's geographical backbone and are characterised by cold climatic conditions. Metsovo is a small town, in the heart of Pindus mountain range. 87.8% of Metsoviot households are characterised as vulnerable. Households there spend an average of 18% of their income on energy. The percentage becomes 20% for households under the official poverty threshold, which means that these households are extremely vulnerable and in need of support. Around 40% of mountainous households in Greece report that they feel unable to keep their home adequately warm; approximately 70% state that they are forced to reduce other basic needs in order to cover their energy needs, even food, known as the *fast or eat* phenomenon. 20% reported arrears on energy bills, and 25% reported health problems related to inadequate heating at home.

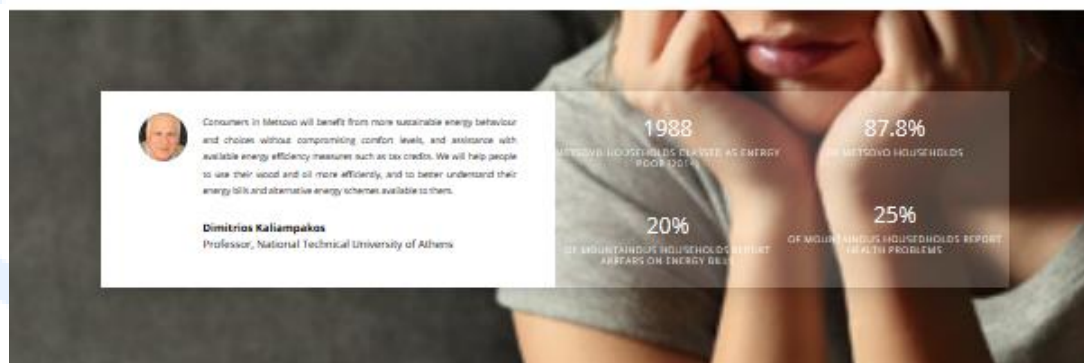
20% of the vulnerable mountainous households in Greece tend to waste energy, which reveals that offering advice leading to a change in behaviour will be of great benefit.



WHAT STEP-IN WILL DO.

The mountainous Living Lab will take place in the settlement of Metsovo. It will be operated mainly by NTUA in collaboration with the Municipality of Metsovo. The area has encountered increasing rates of energy vulnerability in recent years. Previous surveys conducted by NTUA, which operates an interdisciplinary Laboratory and a MSc programme in the town, revealed that certain groups are especially vulnerable to energy poverty: low income households, elderly households, households living in old dwellings, and households using inefficient heating systems, for instance open fireplaces, old wood stoves, and poorly maintained central heating systems. The Living Lab will deal with those households in highest need, affected by colder climatic conditions, older building stock, shortage of productive activities and higher fuel prices due to geographical isolation and high transportation costs.

Some measures have been implemented by the Greek Government, for example "Energy Saving at Home" (a project that provided subsidies for energy saving interventions), the Social Residential Tariff regarding electrical energy charges, and the policy for helping households purchase heating oil. So far, the effectiveness of these measures has not been assessed in a systematic way. The Living Lab will therefore implement, test, and evaluate a number of different tools, processes and actions to tackle energy vulnerability for the very first time in this area.



LIVING LAB CHARACTERISTICS.

The Mountainous Area Living Lab targets low income households, elderly households, households living in old dwellings, and households using different heating systems (wood and oil).

300

HOUSEHOLDS INVITED TO HAVE AN ENERGY ADVISOR VISIT

150

HOUSEHOLDS HAVE ENERGY ADVISOR VISITS



300

HOUSEHOLDS WHICH WILL ADAPT PROPOSED MEASURES

750

PEOPLE WITH IMPROVED QUALITY OF LIFE

Figure 18: Living Lab page for Metsovo, Greece.

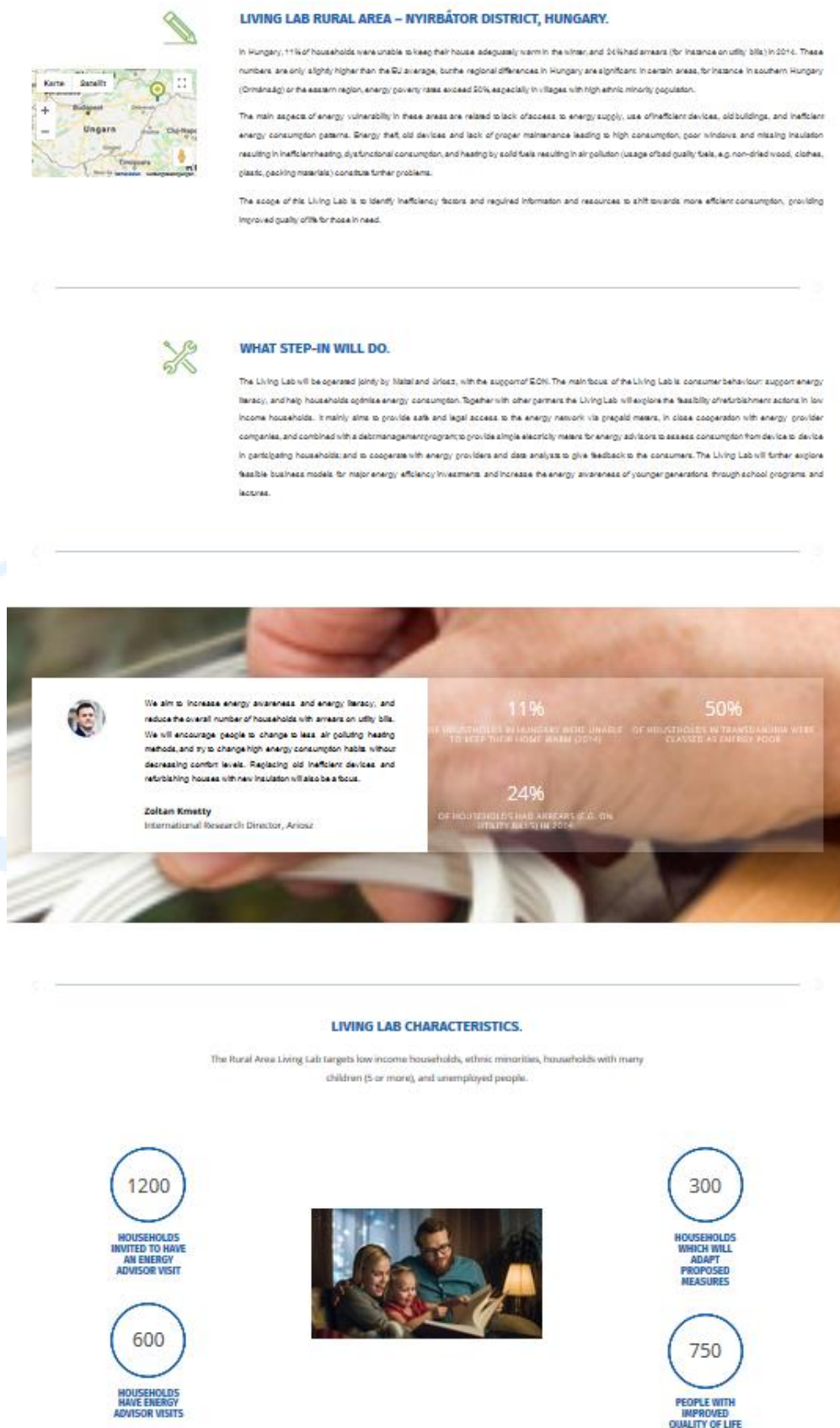


Figure 19: Living Lab page for Nyírbátor district, Hungary.

2.4 Network of Interest

The website features a dedicated Network of Interest section which lists all those stakeholders who support the project in one way or another. This section explains the benefits of being a member of the Network and provides the opportunity for potential new stakeholders to request membership (requests will be evaluated by the consortium/stakeholder engagement team). A direct link to the Community Management Tool (CMT, see D6.1 for more information) brings the potential new stakeholders to the registration page. On the CMT, stakeholders are provided with more detailed information on the project and can communicate and exchange knowledge and best practice in a password-protected workspace. Invitations to new stakeholders will be included to expand the network.



Figure 20: Page showing the number of supporters in the Network of Interest and a map of the countries in which the supporters are located.

ORGANISATION TYPE (7)



BELGIUM

Tamás Meszerics, MEP
<http://www.europarl.europa.eu>

Katalin Csiba, MEP
<http://www.europarl.europa.eu>

DENMARK

SEAS-NVE
<http://www.seas-nve.dk>

FINLAND

Figure 21: Bar counters showing the number of supporting organisations sorted by organisation type.

2.5 Media Center

The page Media Center displays news, information on events and publications. There are dedicated subpages for News, Events, Publications, and Links to related projects. On these pages, the project will regularly publish news items and posts on events. Whenever a STEP-IN publication becomes available, it will be posted on the Publications page.

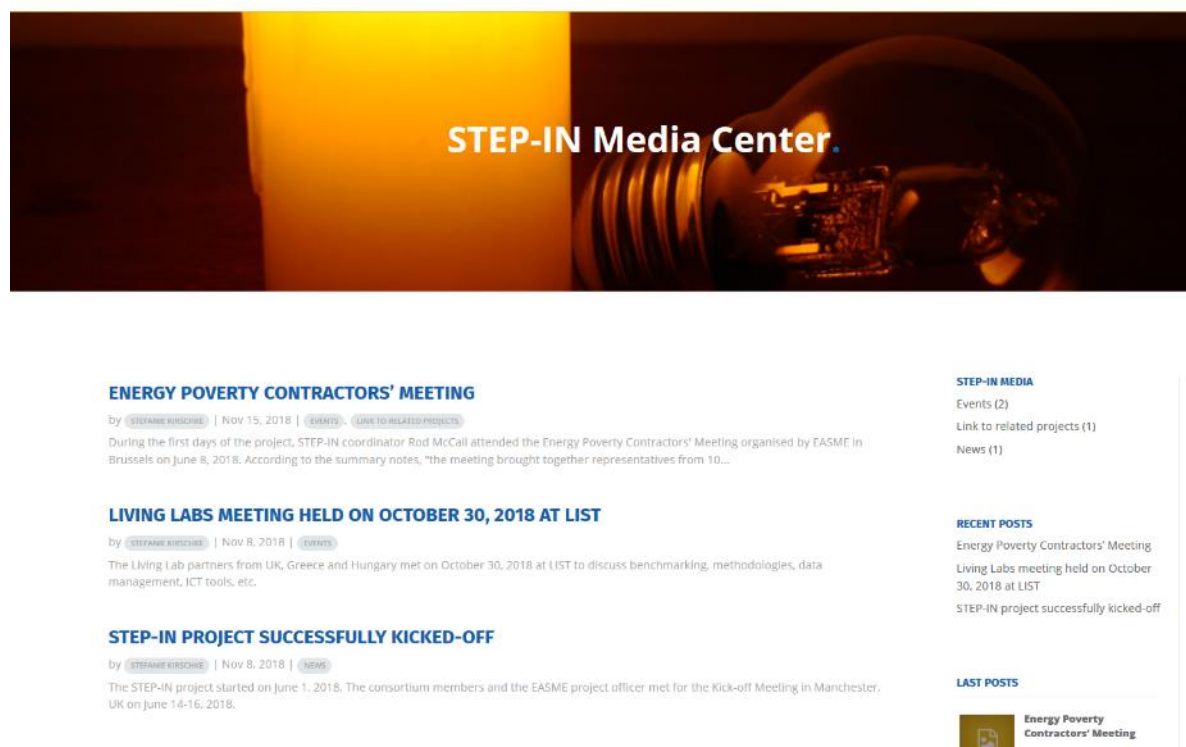


Figure 22: Page Media Center displaying posts from the News, Events and Publications sub-pages.

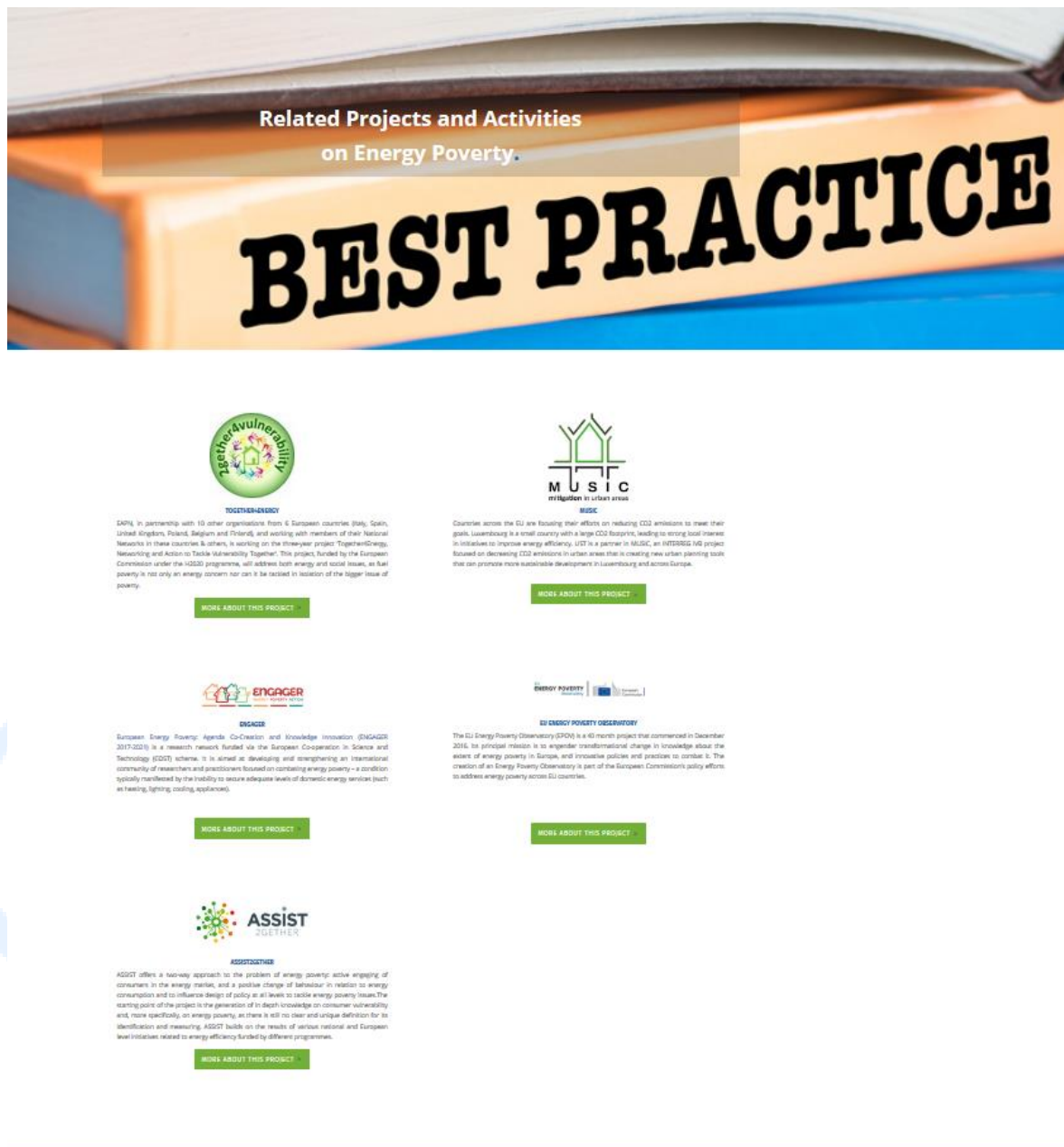


Figure 23: This page shows links to related projects and also contains some general information about the related projects.

2.6 Contact

A contact page shows the coordinator address, a contact email address and links to the project's social media accounts (Twitter, LinkedIn). A web form offers the possibility to directly send a message through the website (it will be received at the contact email address).

Contact STEP-IN.

COORDINATOR ADDRESS
Rod McCall
Luxembourg Institute of Science and Technology (LIST)
Belvaux, Luxembourg

E-MAIL
step-in-past@eurtd.com

FOLLOW US
Twitter LinkedIn

SEND US A MESSAGE

First Name Last Name
Email Address Website URL
Your message here...

This form collects some data and will save it in our database. Check out our [privacy policy](#) for the full story on how we protect and manage your submitted data! *

☐ I consent to having STEP-IN collect my data from this form!

Figure 24: Contact page with web form to contact the project coordination team.

2.7 Privacy policy, GDPR compliance and copyright

The footer of each page contains links to the following pages:

- Contact (see section 2.6)
- Imprint & Disclaimer
- Privacy Policy
- Copyright
- Horizon 2020 acknowledgement of funding and grant agreement number
- Links to display the website in other languages, Greek and Hungarian

Figure 25: Information displayed in the footer on each page.

Imprint & Disclaimer.

PROVIDER

STEP-IN project
Represented by
Dr Roderick McCall
Luxemburg Institute of Science and Technology (LIST)
Maison de l'Innovation
5, Avenue des Hauts-Fourneaux
L-4362 Esch-sur-Alzette
Email: roderick.mccall@list.lu
Project Administration Support Team: step-in-past@eurtd.com

WEBMASTER

To contact the webmaster: step-in-past@eurtd.com

Webhosting and Webdesign
ARTTIC

Registration details and legal entity
ARTTIC S.A.S.

Headquarters and Publication Director
ARTTIC
58A rue du dessous des berges
75013 Paris
FRANCE
step-in-past@eurtd.com
Website
© 2018 STEP-IN. All rights reserved.

DISCLAIMER

Accountability for content

The contents of our pages have been created with the utmost care. However, we cannot guarantee the contents' accuracy, completeness or topicality. According to statutory provisions, we are furthermore responsible for our own content on these web pages. In this context, please note that we are accordingly not obliged to monitor merely the transmitted or saved information of third parties, or investigate circumstances pointing to illegal activity.

Accountability for links

We will link to external sites that help us perform our mission – to inform about STEP-IN. Links to external servers do not imply any official STEP-IN endorsement of the opinions or ideas expressed therein, or guarantee the validity of the information provided. Links to commercial sites are in no way an endorsement of any vendor's products or services.

Links will be provided to external servers that are managed in a professional manner (i.e., it is fully operational, is available most of the time, does not serve inaccurate information or obscene graphics, etc.). This server will not link to external servers if such a link would appear to provide an official endorsement of fundraising efforts or lobbying for a political agenda.

Responsibility for the content of external links (to web pages of third parties) lies solely with the operators of the linked pages. No violations were evident to us at the time of linking. Should any legal infringement become known to us, we will remove the respective link immediately.

Copyright

Images of individuals are the personal property of the person displayed. Illustrations are the property of the organisations which provided them to the webmaster.

You may download, reproduce and re-transmit material displayed on this web site for non-commercial, personal use. If you do so, you agree to mention the source and retain all copyright and other proprietary notices contained in the materials. You may not use, distribute, modify, transmit, or post the content of the SHUTTLE website for public or commercial purposes, including any text, images, audio, or video, without the written permission of STEP-IN.

Figure 26: Imprint and disclaimer.

Privacy Policy

INTRODUCTION

ARTTIC collect and processes your data legally, honestly and transparently, in accordance with the General Data Protection Regulation (GDPR).

ARTTIC limits collection of personal data to what is strictly necessary, in accordance with the principle of data minimisation. By means of this Policy, ARTTIC hereby gives an undertaking to data subjects to maintain a written register of the categories of processing activities performed as data processing manager or subcontractor in respect to SHUTTLE.

DEFINITIONS

ARTTIC: The legal entity that publishes online communication services and that is responsible for collecting data. ARTTIC is a simplified joint-stock company, registered with the Trades and Companies Register with number 344 112 396 and with registered office located at 58A rue du Dessous des Berges, 75013 Paris, France, represented by its *ex officio* legal representative located at the aforesaid registered office.

Contact details:
+33 (0)1 53 94 54 60
+33 (0)1 53 94 54 70
info-paris@eurtd.com

For more information about the contact details for the ARTTIC's different offices: <http://www.arttic.eu/pages/fr/contact.php>

Project: Research and innovation project taken as part of the European Union Horizon 2020 programme, entitled SHUTTLE, in which ARTTIC is involved.

Consortium: Agreement of understanding between several persons, associations or companies for the purpose of cooperating to carry out one or more economic, financial, scientific or cultural operations intended to fulfil the Project. It endures as long as the activity for which it was established by its founders.

Partner(s): Persons making up the Consortium, other than ARTTIC.

Site: All the content of the different pages and services of the site, accessible using the following URL address: <https://www.shuttle-pcp.eu>.

User: The person using the Site and services to which the site may give access.

Data subject: Any person whose personal data are processed by ARTTIC as part of the project, whether it is a Partner, a Partner's employee, a User or another party.

INFORMATION AND RIGHTS OF DATA SUBJECTS

ARTTIC hereby informs you clearly about how it processes personal data as part of its business activity, how data are collected, used and protected. ARTTIC is available to provide data subjects any information about processing carried out as part of the Project.

For any request or complaint about processing of personal data, it is possible to contact ARTTIC at this e-mail address: shuttle-sec09-arttic@eurtd.com.

In particular, any data subject has the right to ask ARTTIC:

- For access to the personal data supplied;
- To correct the data;
- To object to the processing, when such processing is based on ARTTIC's legitimate interest and given the particular situation of the data subject;
- To exercise their right to portability of their information.

On the right to portability, ARTTIC offers you the option to return all the personal data about a subject, at their express request. The data subject is thus guaranteed better control of their data, and retains the possibility of reusing them. These data will be supplied in an open and easily reusable format, directly into the hands of the other data controller when desired and when technically possible.

For it to be accepted, the request message must be accompanied by proof of identity. The data subject may authorise a person of their choice to exercise their rights, provided that this person proves their identity, that of the applicant and the extent of their authority in the form of explicit written evidence.

Any person receiving the newsletter has the option to unsubscribe, unless this person is bound to receive the aforesaid newsletter under its obligations to a Partner. ARTTIC ensures an affirmative

Figure 27: Privacy policy (excerpt only, more information is displayed on the page).



IMAGES OF INDIVIDUALS ARE THE PERSONAL PROPERTY OF THE PERSON DISPLAYED.

Please note: You are welcome to make a link to any of the web pages the service has published on the internet. There is no need to request permission. Not all the information on our site is in the public domain. Some images/graphics are licensed for use under the copyright law, and the use of the service logo is restricted to official publications. We will identify material we use from sources outside the service, and request others do the same when using information published by the service.

This site reflects only the providers view and the community is not liable for any use that may be made of the information contained therein.



Figure 28: Copyright page listing the copyrights of all images displayed on the website.

2.8 Website languages

At the time of the website launch on November 30, 2018 all pages were available in English only. However, the translation process to Greek and Hungarian – the languages of the Living Labs in Metsovo, Greece and Nyírbátor district, Hungary – has started in parallel. As soon as the translations will be finished, each page/ the entire website will be available in all three languages. This will significantly improve the communication with local stakeholders in the countries where the Living Labs are carried out, and it will also increase the visibility of STEP-IN in those countries.

 English  Ελληνικά (Greek)  Magyar (Hungarian)

Figure 29: Links to display the website in different languages.

3. Monitoring of website usage

In order to monitor the usage of the website, a few key performance indicators (KPI) have been defined. Website activities will be measured against these KPIs regularly and throughout the whole project duration. The list below shows the KPIs which have been defined for the website. This list is not exhaustive and may be adjusted in the further course of the project.

Measure	KPI	Target value
Public website	Unique visitors per month	25
	Number of page views per month	25
	Average time spent on website per visitor (in minutes)	1
	Number of news articles posted on website per month	1



4. Conclusions

The STEP-IN public website was published online on November 30, 2018. It is the main entry point to the project and presents the project concept, the project's mission, the consortium, recent news and press releases, and upcoming and past events. A special section is devoted to the Living Labs, the central methodology of the project.

The website has been designed and established to reach all stakeholder groups and target audiences. It will be regularly updated over the course of the project.



Glossary

<u>Abbreviation / acronym</u>	<u>Description</u>
CMT	Community Management Tool
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
PAST	Project Administration Support Team

