



## HORIZON 2020

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## Deliverable 6.2 Project website

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### Disclaimer

The contents of this deliverable are the sole responsibility of one or more Parties of CLIC Consortium and can under no circumstances be regarded as reflecting the position of the Agency EASME and European Commission under the European Union's Horizon 2020.

### Dissemination Level

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## Abstract

As outlined in different Horizon 2020 documents (Rules for Participants, RIA & IA Proposal Template, Grant Agreement), carrying out and implementing appropriate, synergic and integrated communication and dissemination activities is essential for the successful management of a project.

Art. 38 of Grant Agreement emphasizes the importance of promoting the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, possibly engaging in a two-way exchange. Going beyond the project community is crucial to enable the society to realize the concrete value, impact and benefits of the project and of EU-funded R&I activities, thus showing how they can contribute to solving fundamental societal challenges and how they can positively affect the everyday life of people, in terms of better quality of life, job employment and so on.

The CLIC Consortium intends to share the project and its results not only with the audience that may effectively use them, i.e. scientific community, stakeholders, professional organizations, policymakers (Art. 29 of Grant Agreement), but also with a broader audience, not necessarily specialized. This implies the definition of clear communication objectives, the identification of targeted measures and messages to promote the project as well as the choice of adequate tools and channels.

With this objective in mind, the project website has been conceived as the core component of the Communication, Dissemination and Exploitation Plan, developed in D6.1, showcasing the project and presenting up-to-date information to the wide and different audiences.

## Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 <i>Coordinator</i>	CONSIGLIO NAZIONALE DELLE RICERCHE	IRISS CNR	X
2	UPPSALA UNIVERSITET	UU	
3	GROUPE ICHEC - ISC SAINT-LOUIS - ISFSC	ICHEC	
4	UNIVERSITY COLLEGE LONDON	UCL	
5	TECHNISCHE UNIVERSITEIT EINDHOVEN	TU/e	
6	UNIVERSITY OF PORTSMOUTH HIGHER EDUCATION CORPORATION	UOP	
7	UNIVERZA V NOVI GORICI	ETCAEH	
8	WIRTSCHAFTSUNIVERSITAT WIEN	WU	
9	UNIwersytet Warszawski	UNIWARSAW	
10	ICLEI EUROPEAN SECRETARIAT GMBH	ICLEI	
11	FACILITYLIVE OPCO SRL	FacilityLive	
12	VASTRA GOTALANDS LANS LANDSTING	VGR	
13	GRAD RIJEKA-GRADSKO VIJECE	RIJ	
14	COMUNE DI SALERNO	SA	
15	STICHTING PAKHUIS DE ZWIJGER	PAK	

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The overarching goal of CLIC trans-disciplinary research project is to identify evaluation tools to test, implement, validate and share innovative "circular" financing, business and governance models for systemic adaptive reuse of cultural heritage and landscape, demonstrating the economic, social, environmental convenience, in terms of long lasting economic, cultural and environmental wealth.

The characteristics of cultural heritage and landscape pose significant challenges for its governance. Cultural heritage is a "common good", which enjoyment cannot be denied to citizens, although many buildings and landscape structures are privately owned. Furthermore, the large economic resources needed for recovery and maintenance of heritage goods are rarely available to the private owner, often charged of the additional cost of non-use due to limited degree of transformation allowed. The existing governance arrangements currently involve limited stakeholders concerning for the historic, aesthetic or religious sociocultural values, severely restricting the use of the heritage properties, and charge the central government of conservation costs. The approach of regulatory and planning tools throughout European countries has been to preserve cultural heritage by preventing transformation of buildings or areas having historic-cultural significance.

"The current monument-based, full protection, and government-financed approach that restricts the use of protected properties and relies almost entirely on public funds is incapable of tackling the vast urban heritage of most communities and of sustaining conservation efforts in the long term" (Rojas, 2016). To turn cultural heritage and landscape into a resource, instead of a cost for the community, the structures of authority, institutions and financial arrangements should be adjusted to ensure larger stakeholders' involvement in decision-making, attract private investments and facilitate cooperation between community actors, public institutions, property owners, informal users and producers (Rojas, 2016). The risk is that without financing channels the decay of European heritage and landscape will increase, until its irreversible loss.

Flexible, transparent and inclusive tools to manage change are required to leverage the potential of cultural heritage for Europe, fostering adaptive reuse of cultural heritage / landscape. Tools for management of change should consider costs and benefits at the local level and for all stakeholders, including future generations, and should take into account the cultural, social, environmental and economic costs of disrepair through neglect, compared to the benefits obtained through diverse scenarios of transformation / integrated conservation.

Costs and values of cultural heritage adaptive reuse have to be compared in a multidimensional space: the relationship between costs and "complex values" influences the willingness to invest in the functional recovery of cultural heritage and landscape. Therefore, it is necessary to clarify what is intended for the value of cultural heritage. The higher the perceived value for potential actors, the higher the willingness to take the risk of investment. This "complex value" of cultural heritage depends on the intrinsic characteristics, but also from extrinsic (context) characters.

Investment costs are related to the materials, technologies and techniques to be used to preserve the cultural value of the heritage / landscape, and to maintenance / management / operating costs. The willingness to invest, the same value done, increases with the reduction of costs. Then, the social cost of abandonment – and eventual irreversible loss of heritage – must be included in the investment choice.

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The investment gap in cultural heritage and landscape regeneration can be addressed through careful evaluation of costs, complex values and impacts of adaptive reuse, providing critical evidence of the wealth of jobs, social, cultural, environmental and economic returns on the investment in cultural heritage.

### **CLIC Specific objectives**

The scopes of CLIC project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To synthesize existing knowledge on best practices of cultural heritage adaptive reuse making it accessible to researchers, policy makers, entrepreneurs and civil society organizations, also with direct dialogue with their promoters;

Objective 2 – To provide a holistic ex-post evaluation of the economic, social, cultural and environmental impacts of cultural heritage adaptive reuse, stressing on the importance of appropriate conservation and maintenance approaches able to highlight the integrity and authenticity of heritage;

Objective 3 – To provide EU-wide participated policy guidelines to overcome existing cultural, social, economic, institutional, legal, regulatory and administrative barriers and bottlenecks for cultural heritage systemic adaptive reuse;

Objective 4 – To develop and test innovative governance models and a set of evidence-based, participative, usable, scalable and replicable decision support evaluation tools to improve policy and management options/choices on cultural heritage systemic adaptive reuse, in the perspective of the circular economy;

Objective 5 – To analyse hybrid financing and business models that promote circularity through shared value creation, and assess their feasibility, bankability and robustness for cultural heritage adaptive reuse;

Objective 6 – To validate the CLIC circular financing, business and governance practical tools in 4 European cities / territories representative of different geographic, historic, cultural and political contexts;

Objective 7 – To contribute to operationalise the management change of the cultural landscape also in implementing the UNESCO Recommendation on Historic Urban Landscape;

Objective 8 – To re-connect fragmented landscapes, through functions, infrastructures, visual relations at macro and micro scale;

Objective 9 – To design and implement a stakeholders-oriented Knowledge and Information Hub to make tools and information accessible, useful and usable and test them with policy-makers, entrepreneurs, investment funds and civil society organizations;

Objective 10 – To contribute to the creation of new jobs and skills in the circular economy through cultural heritage adaptive reuse, boosting startups and sustainable hybrid businesses and empowering local communities and stakeholders through public-private-social cooperation models;

Objective 11 – To contribute to the monitoring and implementation of SDGs (especially Target 11.4) and the New Urban Agenda, creating operational synergies with global initiatives of UN-Habitat, UNESCO/ICOMOS and the World Urban Campaign.

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All partners have wide experience in developing and testing CLIC proposed tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals. The integration of sectorial knowledge, tools and methods will be achieved through a trans-disciplinary approach promoting partners and stakeholders' cooperation, co-creation of knowledge and co-delivery of outcomes.

The expected impacts of the project are the following:

- Validation of integrated approaches and strategies for cultural heritage adaptive re-use, comprising innovative finance with high leverage capacity, business models and institutional and governance arrangements that foster multi-stakeholder involvement, citizens' and communities engagement and empowerment;
- New investments and market opportunities in adaptive re-use of cultural heritage, also stimulating the creation of start-ups;
- An enabling context for the development and wide deployment of new technologies, techniques and expertise enhancing industrial competitiveness and contributing to economic growth, new skills and jobs;
- Innovative adaptive re-use models that are culturally, socially and economically inclusive;
- Contribution to implementing the Sustainable Development Goals (SDGs) (Goals 1, 15, 11 particularly) and the United Nations New Urban Agenda.

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## 2.1 Purpose and scope of this document

The Deliverable 6.2, *Project website*, falls within the project work package focused on Communication, Dissemination, and Exploitation (WP6) and, precisely, within the Task 6.3 *Implementation of communication and dissemination activities envisaged* (M1-M36). The present report illustrates how the CLIC website has been designed and implemented, developing an attractive, accessible and usable interface, with special attention to responsiveness, versatility and technological performance. The website structure and contents are here described as well as the technologies used. In addition, screenshots of the entire website are provided. Finally, the deliverable includes a presentation (Annex 1) which illustrates the design process of the CLIC logo, the guidelines to apply it properly and the basic foundational elements on which the project visual identity has been building in order to make the project instantly recognizable and consistently communicated.

Available at <https://www.clicproject.eu/>, the CLIC website has being online for testing since January 2018 and online and visible for searching engines from June 2018. It represents the main communication tool to raise awareness by making the project known and spreading information about the CLIC objectives and scope over the wide and different communities of reference. At the same time, on the dissemination side, the website will contribute to maximising CLIC impact towards scientific community, stakeholders and the general public, showing how the project's results are relevant to the everyday life of people, granting better quality of life and increasing employment, as well as to the European challenge of innovative financing, business and governance models applied, in the CLIC specific case, to the functional reuse of cultural heritage.

Therefore, the target groups that the CLIC website intends to reach have been identified as it follows:

- Research scientific community;
- The European Commission;
- European and national policymakers, interests groups;
- Journalists and the general public;
- Local communities and community organizations;
- Private and public organizations dealing with cultural heritage management;
- SMEs, NGOs, financial institutions, investment funds;
- Other cultural heritage related projects

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## 2.2 Document structure

The deliverable is structured into the following chapters:

- Chapter 1 includes a description of the CLIC project;
- Chapter 2 presents an introduction to the deliverable, detailing the document structure;
- Chapter 3 describes the website architecture and contents, giving details of the key information hosted by the single sections of the portal, as shown by the related screenshots;
- Chapter 4 focuses on the technologies used to develop the website, with particular reference to the CMS and other technical issues (webhosting, security/privacy policy and data storage);
- Chapter 5 illustrates website analytics tools and KPIs (Key Performance Indicators) used to assess CLIC website performance in order to optimize it, identifying the actionable steps to take to give users a better overall experience;
- Chapter 6 concerns conclusions and further implementations of CLIC website that will be made gradually, as the project evolves.

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## 3 CLIC WEBSITE: DESIGN, DEVELOPMENT AND CONTENTS



### 3.1 Structure

CLIC website contains different information, including public information about the project objectives, achievements, events and news, as well as a private space and document repository only available to the Consortium.

The website design is characterized by a self-explanatory, user-friendly structure. Actually, if navigation and site architecture are not intuitive, it is difficult for users to comprehend how the system works and how to find the information they are looking for. Consequently, the website developers have opted for a clear structure, with easily recognizable sections and links, for the best possible user experience.

The public website intends to provide an overview of the project available to the wide audience, an introduction to the Consortium and team members, project activities and results, contact information for any party interested in collaborating with us and CLIC privacy policy, clearly describing what data the website collects from the users and how the Consortium will use these data.

The top menu bar consists of the following 5 items:

- Project
- Pilots
- Resources
- Community
- News & Events

Other 3 sections of the website are mentioned and accessible at the bottom of the page:

- Home, reachable also by clicking on the CLIC logo on the top left of the page, a simple and practical solution which saves the user time, thus avoiding long-scrolling and too much backtracking
- Contact
- Privacy Policy

All sections of the website have on top the CLIC logo, applied in different versions depending on the background, according to CLIC Logo Guidelines. At the bottom of each page, the EU emblem with the reference to the Horizon 2020 funding as well as the European Year of Cultural Heritage logo are displayed. In the same way, each page shows at the bottom the

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disclaimer excluding the responsibility of the European Commission and EASME about the information the website contains and for any use that may be made of it, as reported in Art. 38.1.3 of the Annotated Model Grant Agreement. Also a link to the main home page and the other tabs is included and accessible from all sub-pages.

On the top of each page, the icons of social media used within the project are shown. They will be regularly developed by updates, interactions, web streaming, pictures, events and community building activities. This will allow to increase the project visibility and reach out both the general public, raising awareness about the strategic importance of circular economy, and stakeholders, informing them on CLIC progress and milestones.

## Navigation

With the only exception of the landing page, each of the abovementioned categories are expandable to show further subsections and provide the user with more specific information. It has to be noticed that the menu bar recalls the colours of the CLIC logo, grey when static and orange when the user clicks on a specific section.

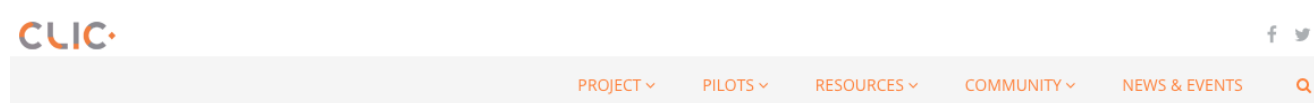


Figure 1. Navigation menu

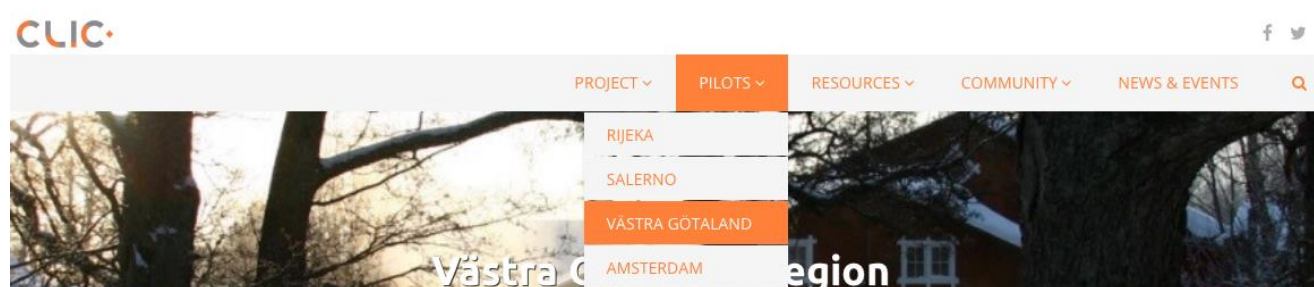


Figure 2. Navigation submenu

Great attention has been paid to another important issue, i.e. responsiveness of the web layout. The use of mobile devices to surf the web has grown at an astronomical pace. In order to offer an optimal viewing and interaction experience (easy reading and navigation with a minimum of resizing, panning, and scrolling), the entire site layout has been designed to be flexible enough to fit into any possible screen resolution, making it perfectly readable from mobile devices.

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## 3.2 Contents

All contents of the project website have been developed according to SEO (Search Engine Optimization) strategies, so that people can easily find it via search engines. Proper keywords have been identified by partners and used for contents to ensure maximum searchability.

### Home

The homepage gives an overview of the project goals and is intended to present the most significant and appealing contents. The website developers have tried to communicate from the very beginning what the CLIC project is about, relying on the high communicative power of video, images and lively graphics.

An impressive image, showing a cultural heritage building in a circular shape, has been applied to the background to capture the users' attention and immediately convey the key themes of the project. Additionally, a video has been embedded to describe the concept of circular economy and the many fields to which it can be applied. This animation video, easily understandable by the general public thanks to its non-technical jargon, will be soon replaced by another video, more focused on CLIC specific objectives and activities. The final video will be developed by a communication agency subcontracted by the Project Coordinator, which will support the CLIC team also in other tasks such as brand identity design and sentiment analysis, as reported in Annex 1 of Grant Agreement.

This section invites users to subscribe to CLIC newsletter which will inform the public on the most meaningful results of the project as well as cutting-edge topics and circular initiatives. Three Newsletters, scheduled at month 12, 24 and 33, will be delivered throughout the duration of the project. They will be prepared jointly by all partners, but under coordination and responsibility of the Project Coordinator. All versions of the Newsletters will be prepared in English and distributed electronically. The newsletter will be open for subscription and will be sent to more than 2500 subscribers. A webform will be available in order to collect target groups data.

Social profiles links and a Twitter slider widget will provide users with latest updates. Last but not least, the section News and Events is highlighted to inform not only about the project initiatives, but also about European Union conferences and further events organized by similar EU projects.

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**Figure 3. Top homepage**

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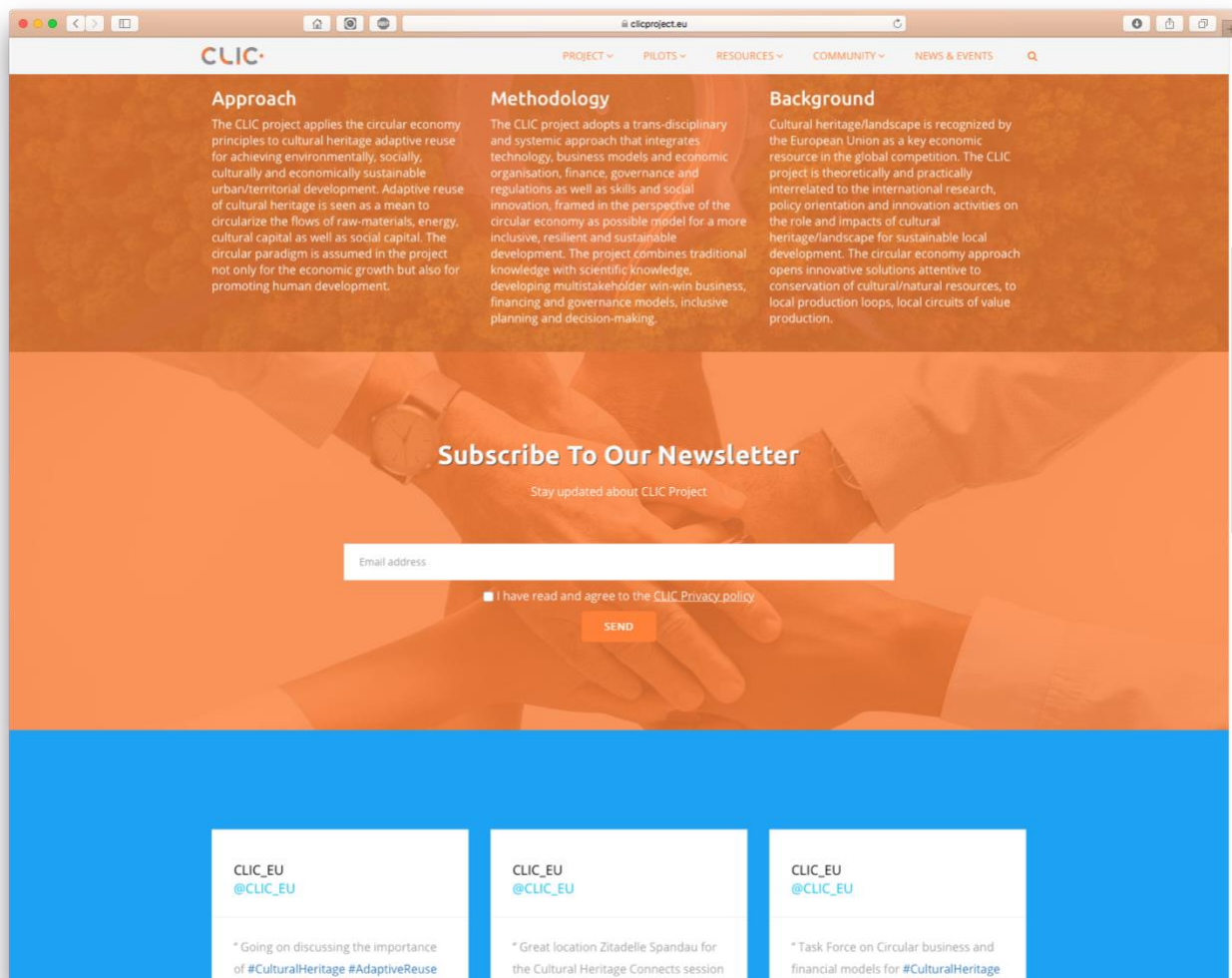


Figure 4. Middle homepage

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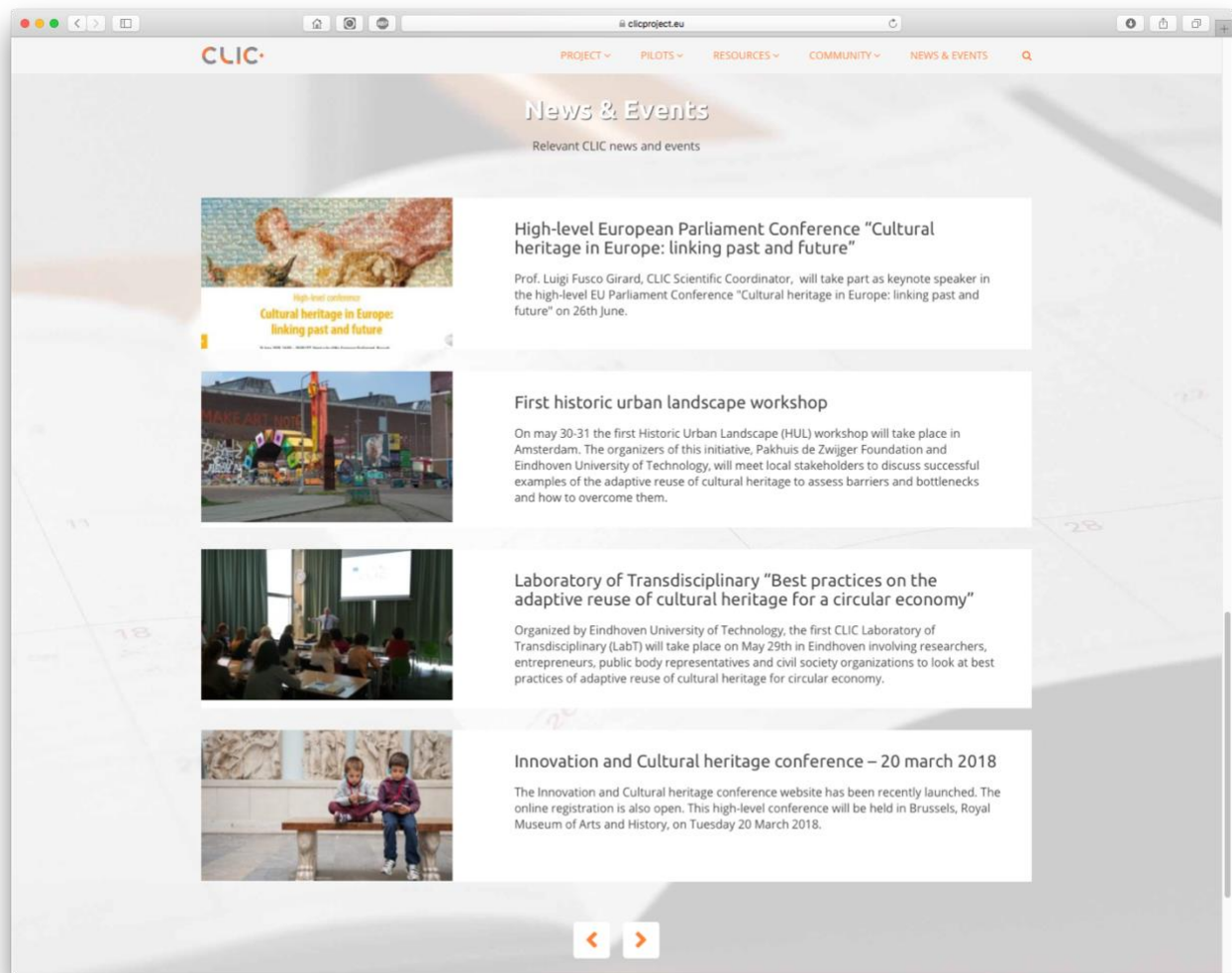


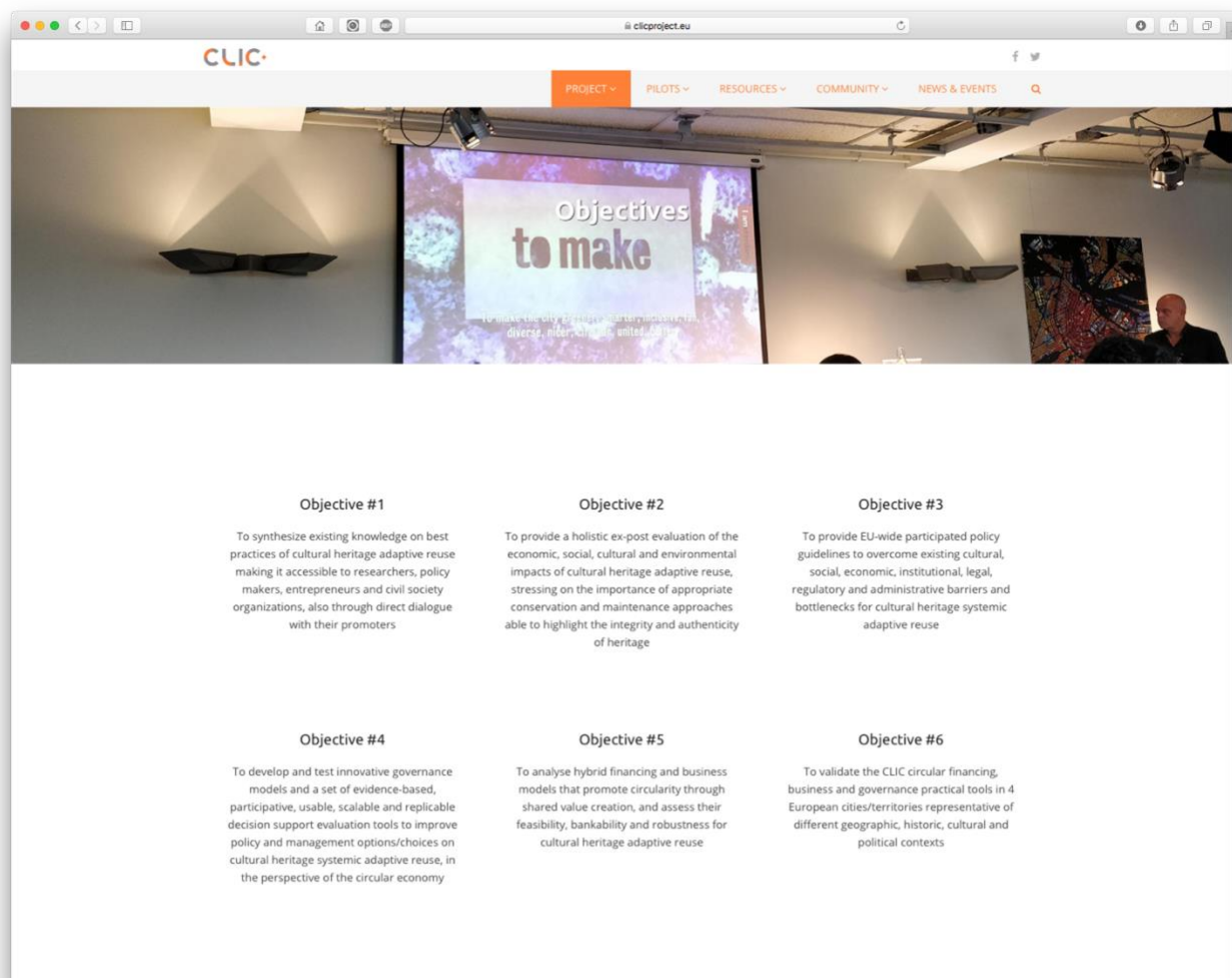
Figure 5. Bottom homepage

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## Project

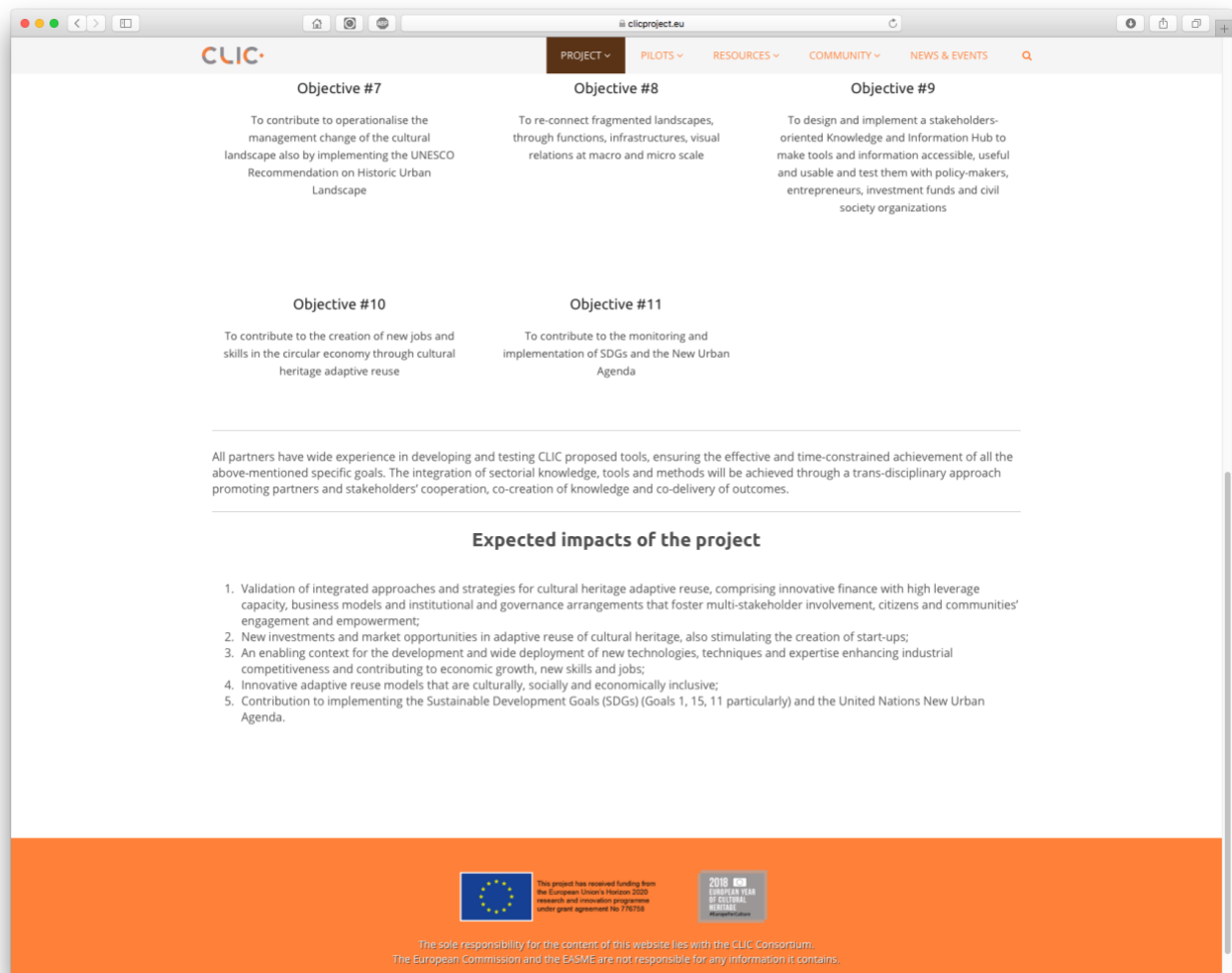
The section provides a summary of the project as a whole. A menu including the following options is displayed.

**Objectives:** This sub-section, which will be updated during the life project, describes the abstract, aims and objectives of the project.



**Figure 6. Top objectives**

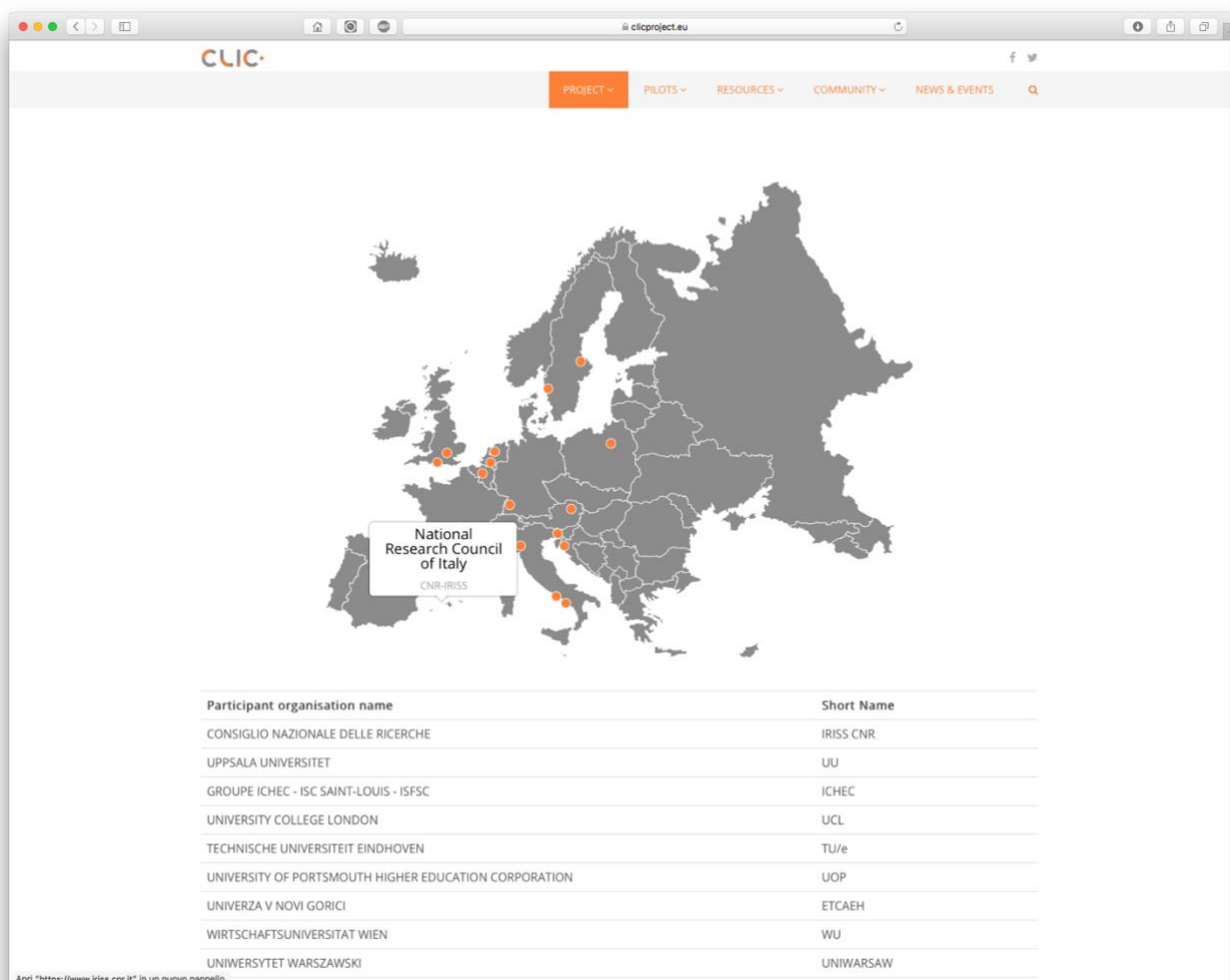
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**Figure 7. Bottom objectives**

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**Partners:** This section includes an interactive map showing the geographical distribution of CLIC partners across Europe. When hovering with the mouse the icon of a partner institution, users have access to a short description of its mission and objectives. The map is also hyperlinked to partners' website, which allows users to reach further specific information easily and immediately, for the benefit of an optimal user experience.



**Figure 8. Partners map**

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**Workplan:** It is the detailed description of the CLIC's work plan. By clicking on each WP title, a summary will appear, describing each single work package as well as the list of related tasks and deliverables. Public deliverables will be stored and accessible to users at the Section Resources. This section will be updated during the life project.



**Figure 9. Workplan**

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## Pilots

A specific section has been designed to introduce the four pilots where effective strategies for leveraging investments in cultural heritage adaptive reuse will be tested: Rijeka (Croatia), Salerno (Italy), Västra Götaland Region (Sweden), Amsterdam (Netherlands). The sub-section, focused on each pilot and populated by the respective partner, consists of a short description of the city/region; some pictures of the city and of its cultural heritage resources; a focus on how the city/region is positioned with respect to the project's objectives, to be enriched and upgraded little by little, as the project evolves.

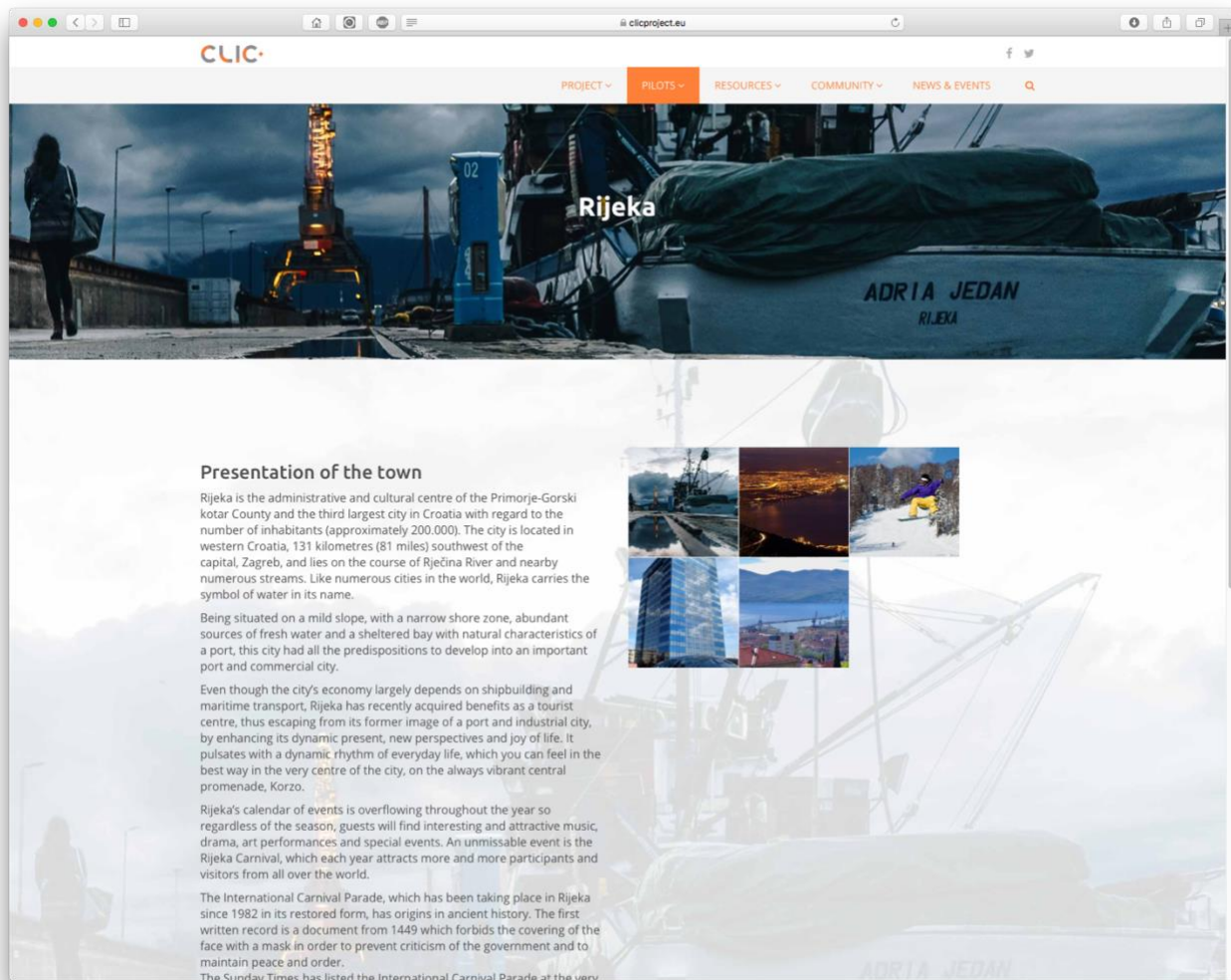
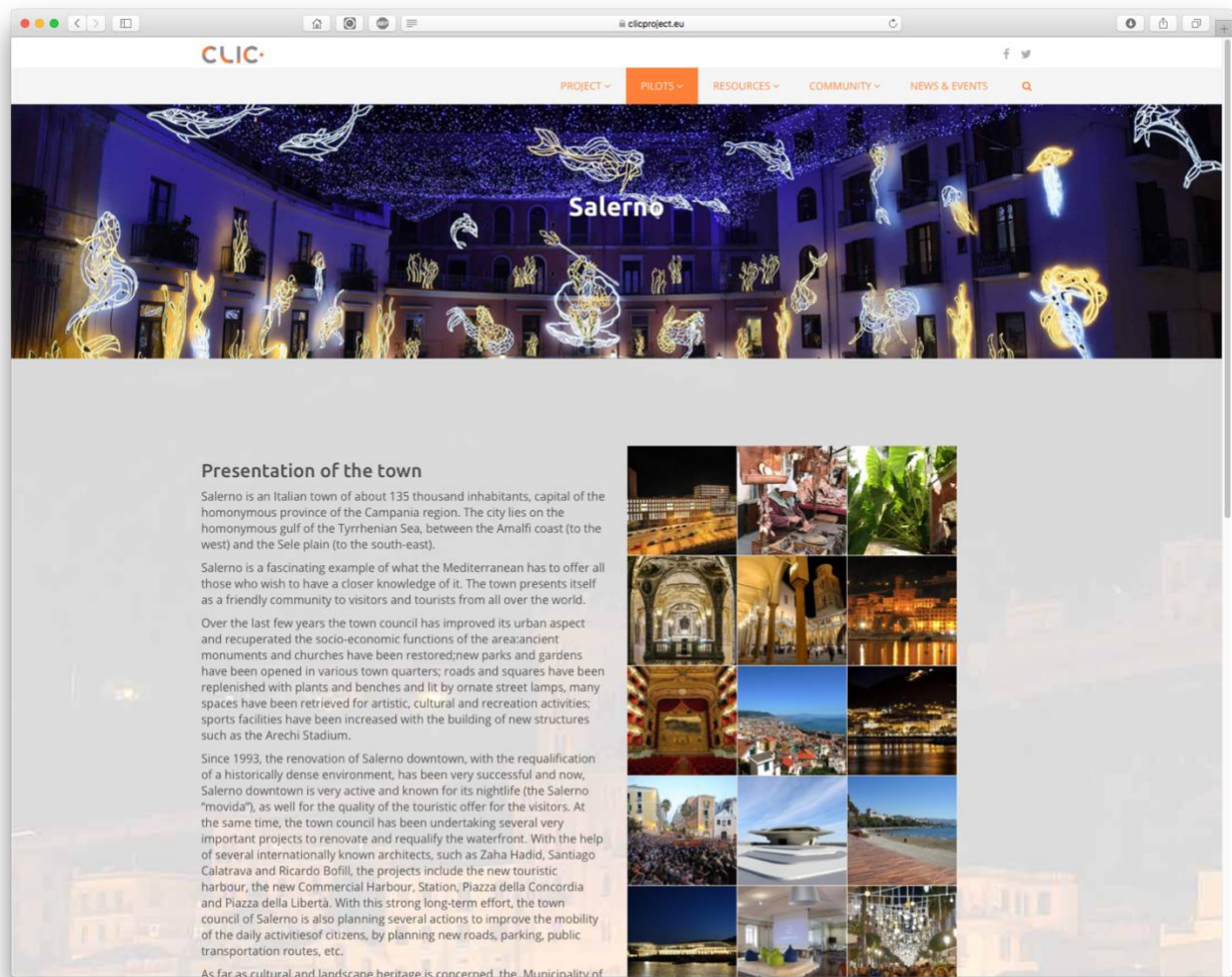


Figure 10. Pilots: Rijeka

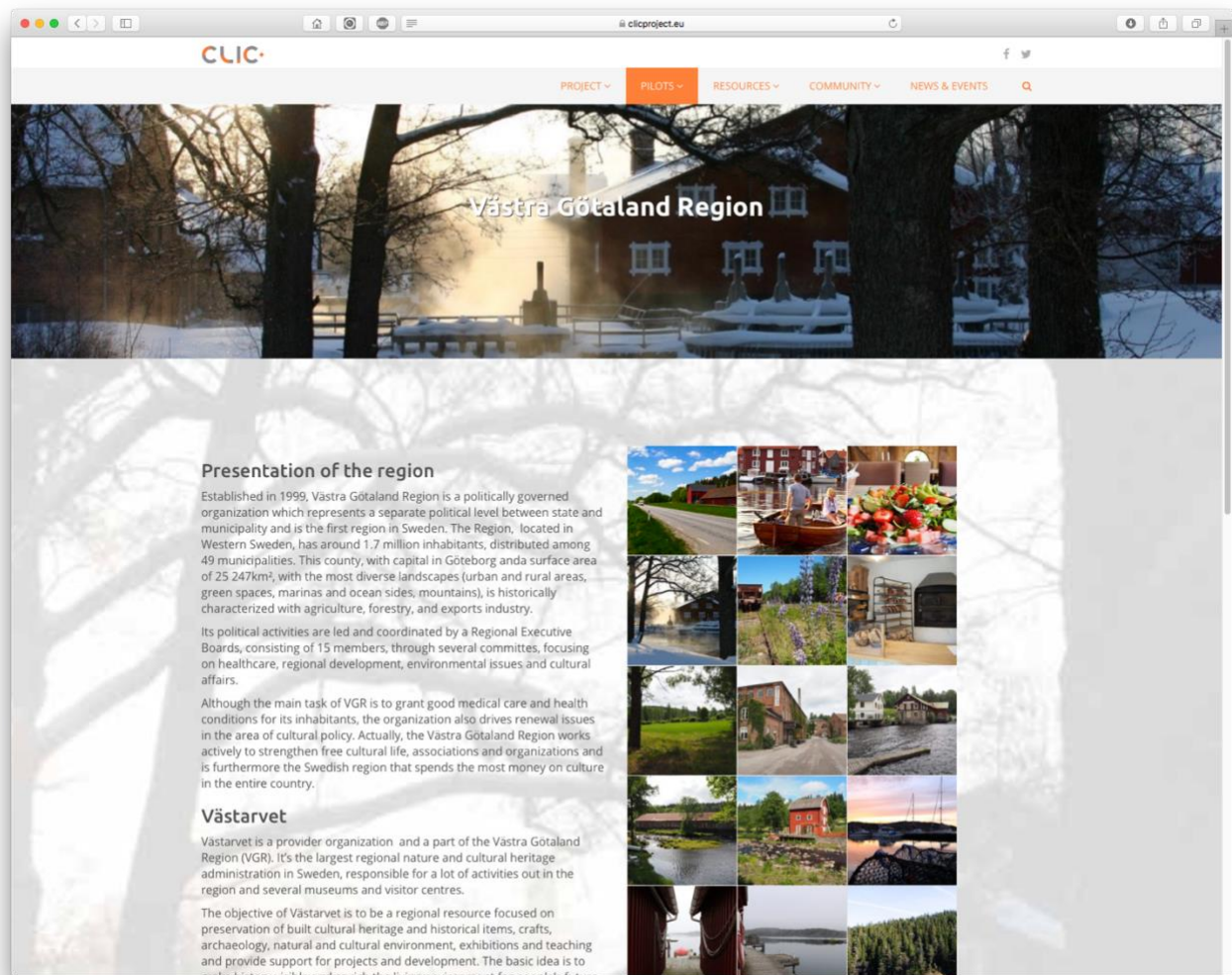
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**Figure 11. Pilots: Salerno**

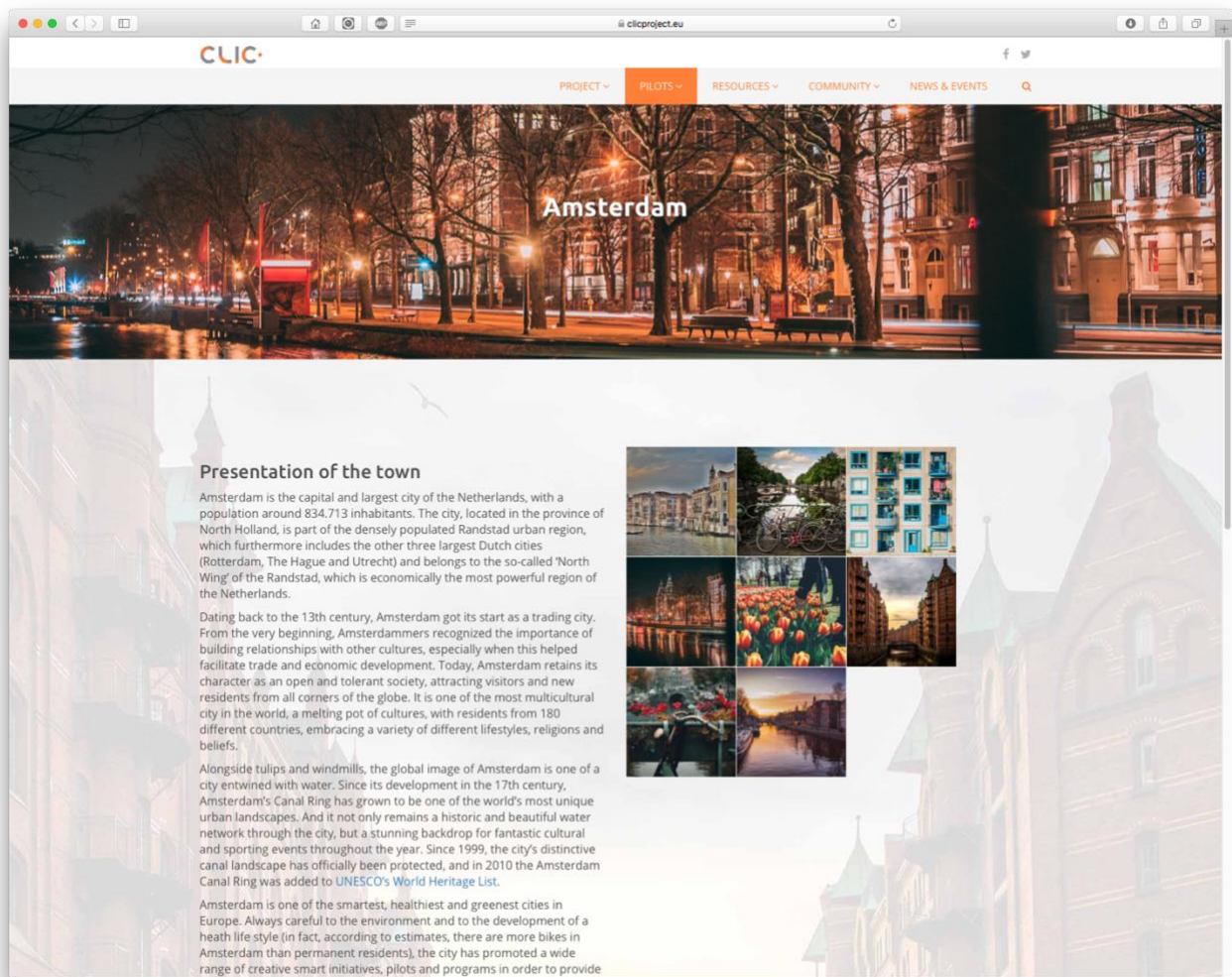
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**Figure 12. Pilots: Västra Götaland**

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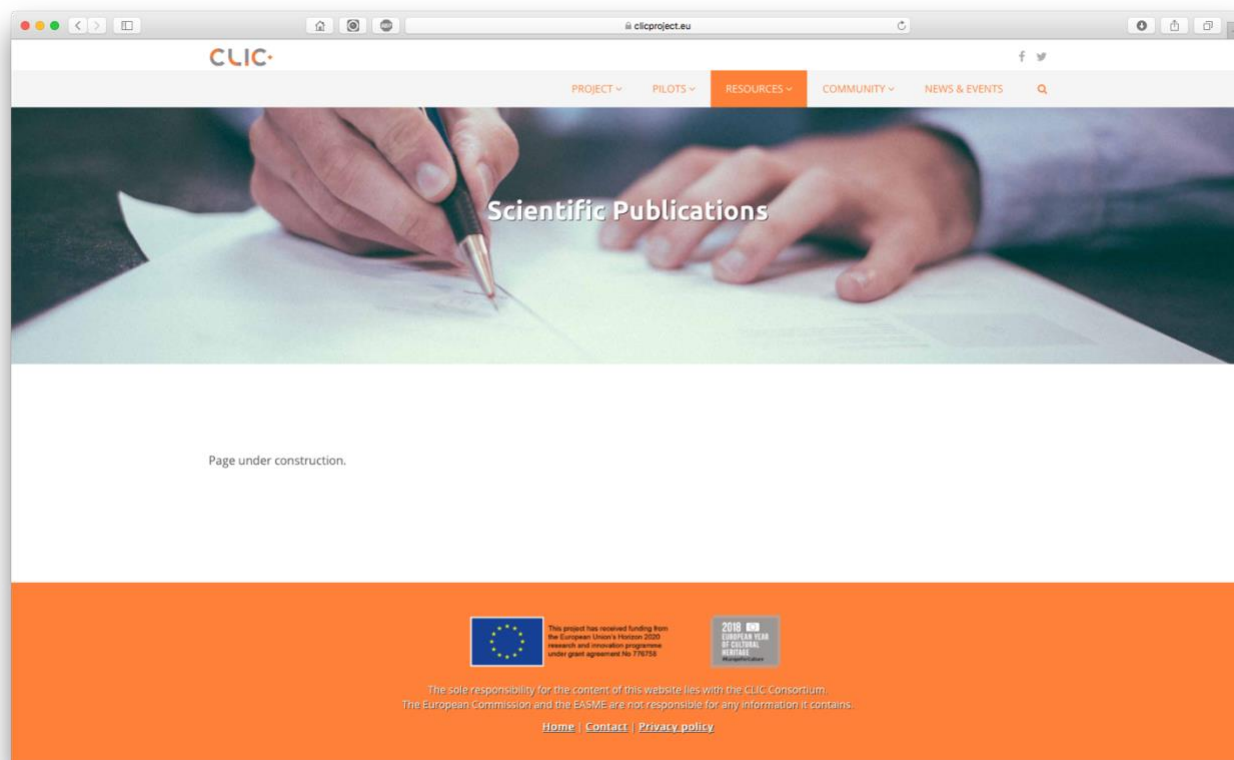
**Figure 13. Pilots: Amsterdam**

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## Resources

This page is a knowledge library, enclosing all relevant CLIC's publications and deliverables. A menu including the following options is displayed.

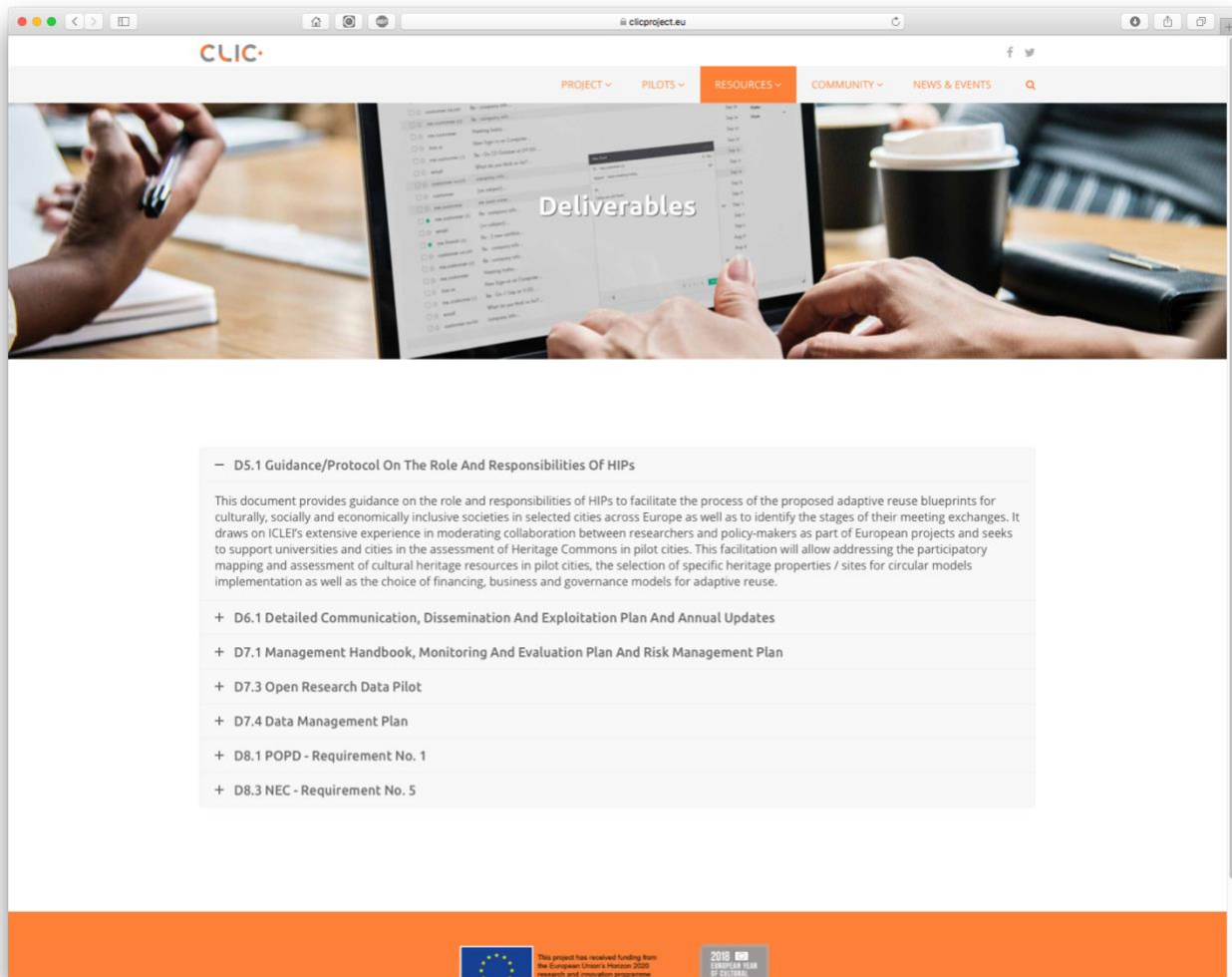
Scientific Publications: This section includes all scientific papers and journals published that are produced by CLIC partners as main scientific outcomes of the project.



**Figure 14. Scientific Publications - Page under construction**

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**Deliverables:** This section hosts a table of all project deliverables, their abstracts and the entire public deliverables.



**Figure 15. Deliverables**

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## Community

This page shows tools and actions that the CLIC website intends to use in order to reach and engage the identified target groups.

A menu including the following options is displayed.

Stakeholders: This section will include a list of CLIC stakeholders and their interests in the project. For each stakeholder, further details will be provided in order to assess them considering:

- Their interest in the project;
- Level of input into the project;
- Status of relationship;
- Desired outcome

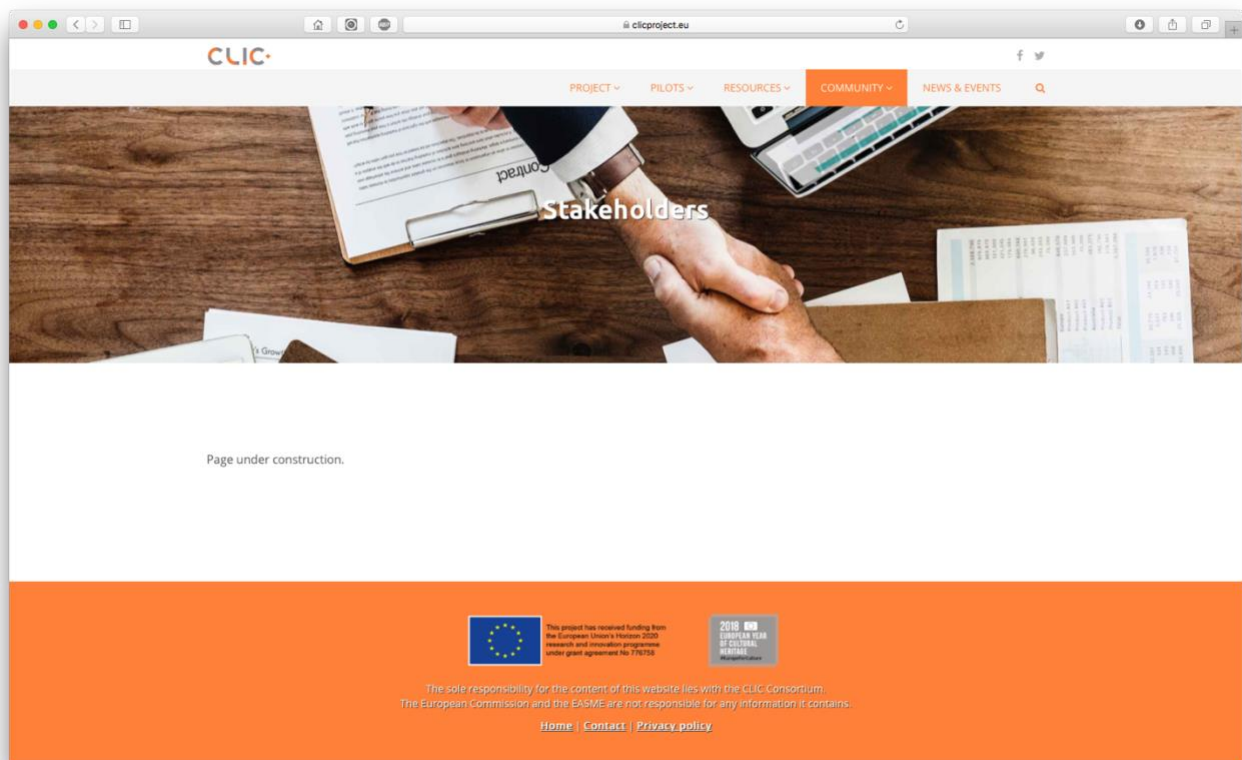
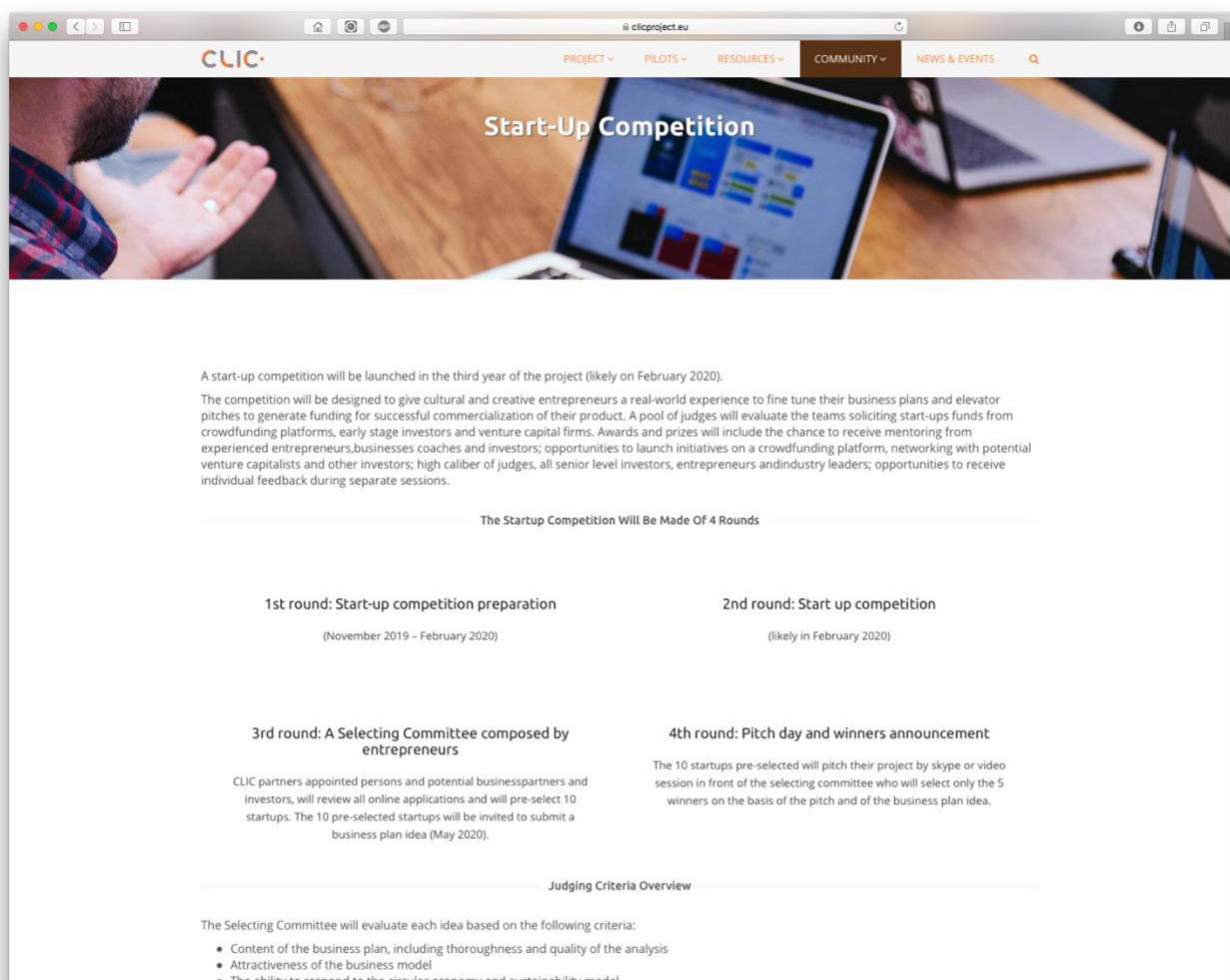


Figure 16. Stakeholders - Page under construction

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**Start-up Competition:** This section will provide all information and news about the CLIC Start-up Competition scheduled for February 2020. The section will start to collect information since September 2019.



**Figure 17. Start-up Competition**

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The competition will be designed to give cultural and creative entrepreneurs a real-world experience to fine tune their business plans and elevator pitches to generate funding for successful commercialization of their product. A pool of judges will evaluate the teams soliciting start-ups funds from crowdfunding platforms, early stage investors and venture capital firms. Awards and prizes will include the chance to receive mentoring from experienced entrepreneurs, businesses coaches and investors; opportunities to launch initiatives on a crowdfunding platform, networking with potential venture capitalists and other investors; high caliber of judges, all senior level investors, entrepreneurs and industry leaders; opportunities to receive individual feedback during separate sessions. We could image this section like a website spin off as all the information should be organized in proper sections linked to the following different stages:

- 1st round - Start up competition preparation (November 2019 - February 2020). A proper e-application form will be created in order to allow the submitting of new ideas.
- 2nd round - Start up competition launch during 2020 European Start up Competition (likely in February 2020). The competition will be promoted by CLIC website, Partners and stakeholders' websites.
- 3rd round - A Selecting Committee composed by entrepreneurs, CLIC partners appointed persons and potential business partners and investors, will review all online applications and will pre-select 10 startups. The 10 pre-selected startups will be invited to submit a business plan idea (May 2020).
- 4th round - The 10 startups pre-selected will pitch their project by skype or video session in front of the selecting committee who will select only the 5 winners on the basis of the pitch and of the business plan idea.

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## News & Events

This section includes all news related to the CLIC project activities, press releases and media clipping and includes a calendar with all project activities together with a short description as well.

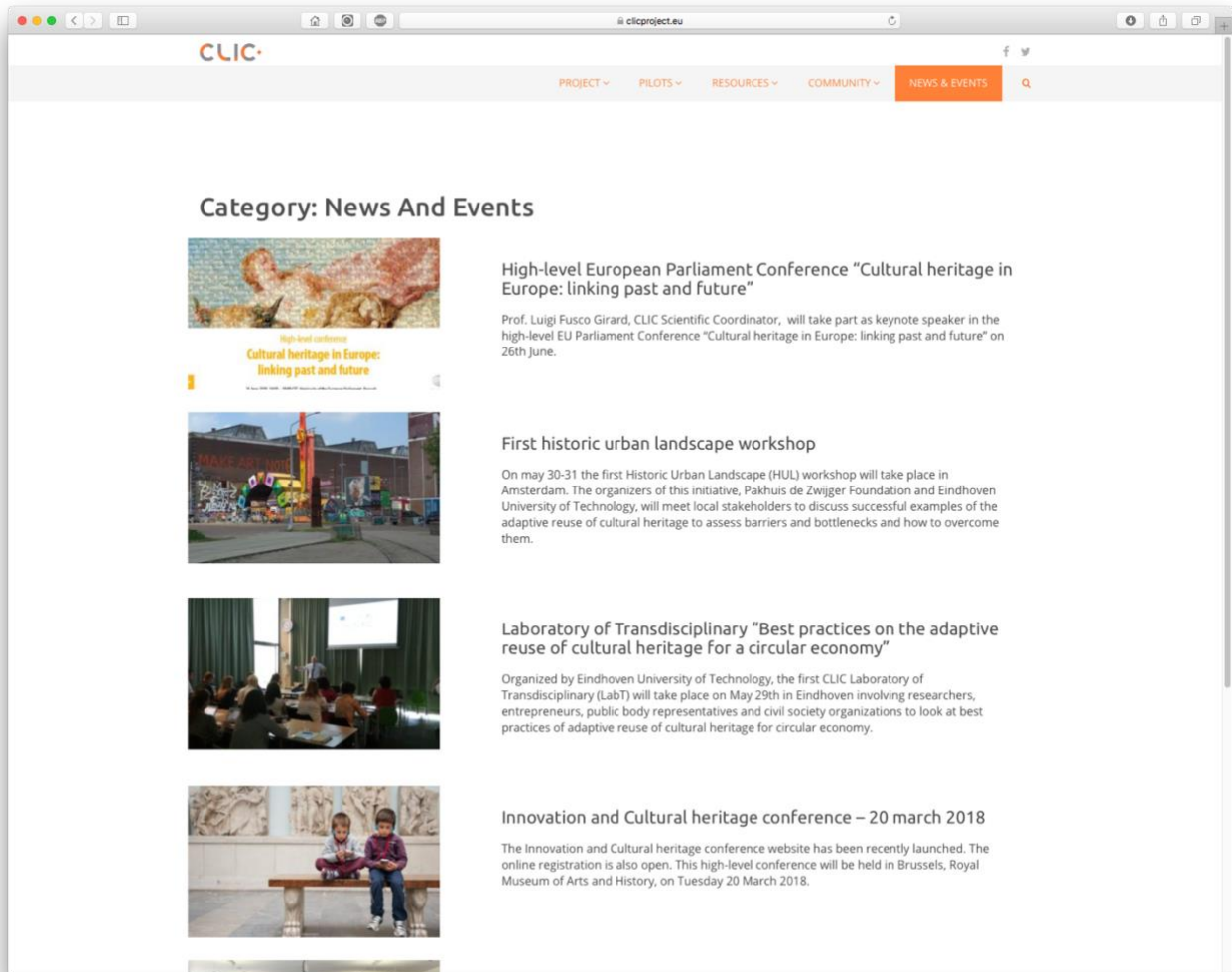


Figure 18. News & Events

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## Contact

This section shows the contact information for any party interested in learning more about the project and potential collaborators.

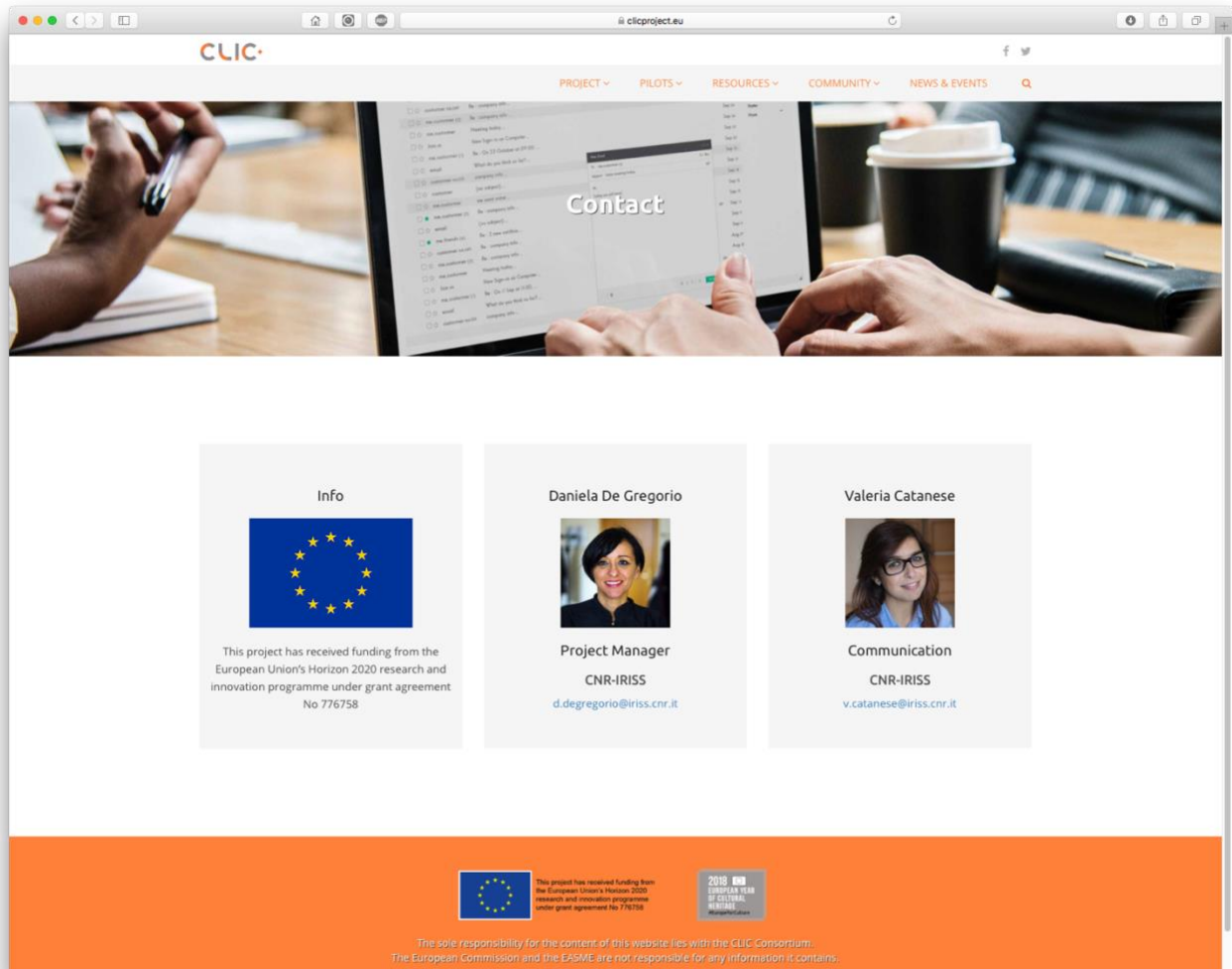


Figure 19. Contact

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## Privacy policy

The last section has been specifically designed to describe the privacy policy to inform the website visitors on what info is collected by CLIC website and how this information is managed, in order to create a transparent environment in which people are more confident, thus eliminating stress and concerns about potential abuse of personal data. Further details and explanations are provided in the next chapter, focused on more technical issues.

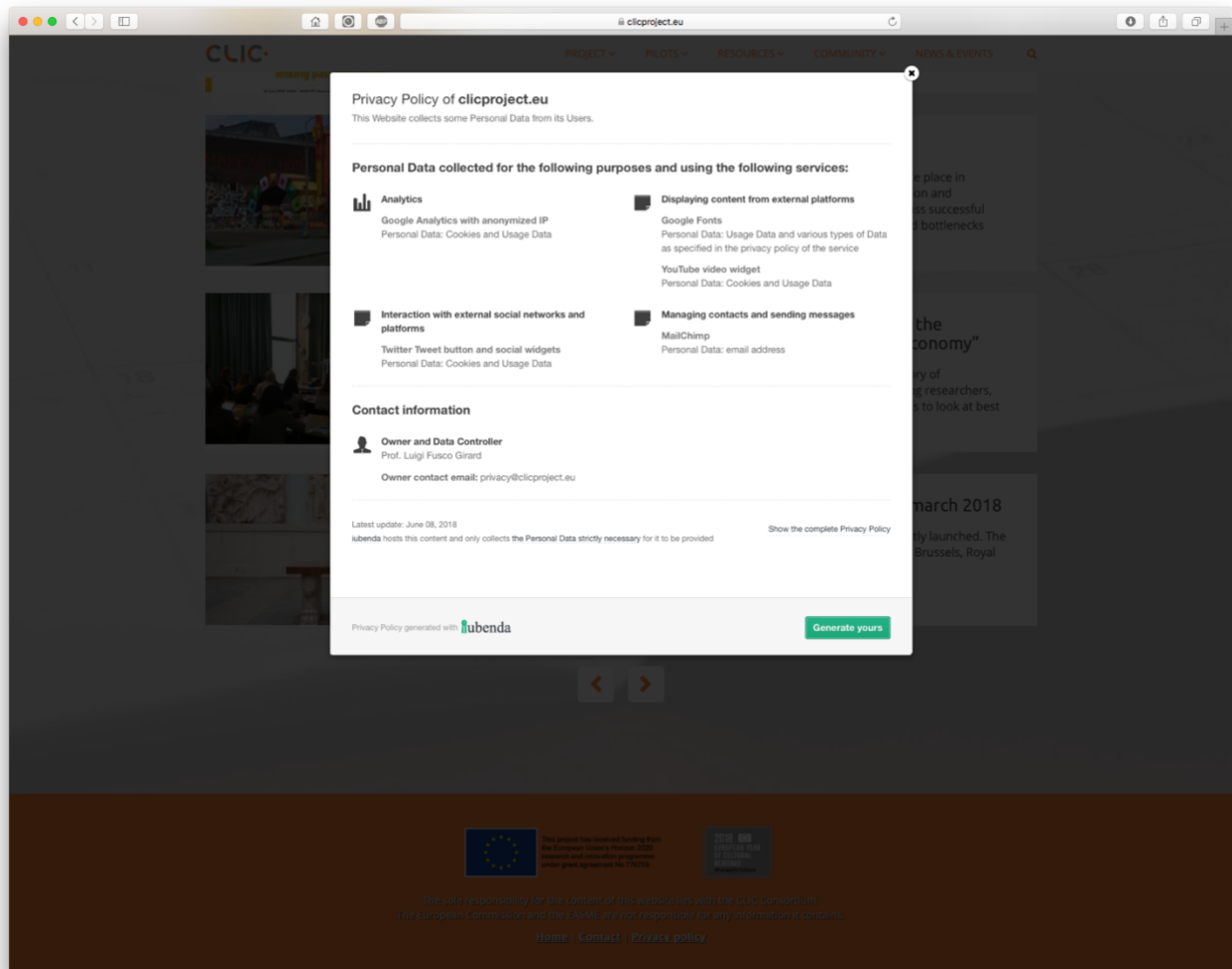


Figure 20. Privacy policy

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## 4.1 Hosting choice

CLIC website is hosted on the Aruba S.p.A. data centers provided with the most modern technological standards and with advanced security systems, connect to the internet at over 80 Gb/s and guarantee a transmission capacity which is two times the effective capacity required, this ensures service continuity and quality.<sup>1</sup>

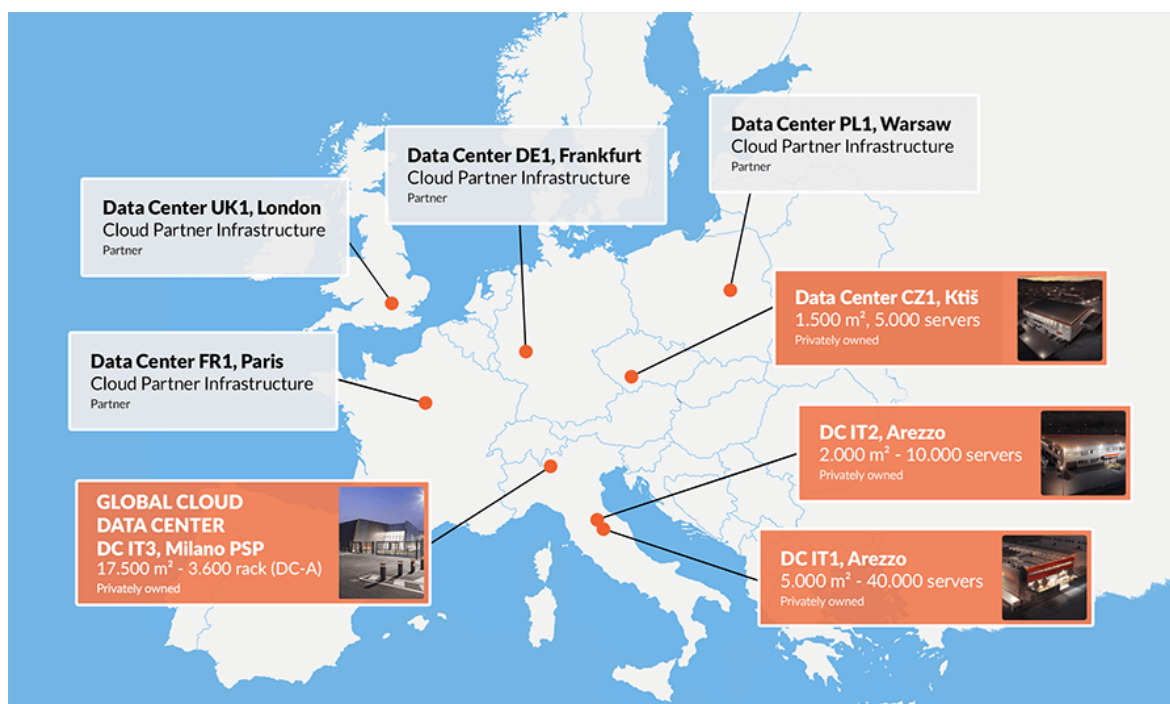


Figure 21. ARUBA Data Center Network

<sup>1</sup> <https://www.aruba.it/en/about-us.aspx>.

## 4.2 Content management system

CLIC website has been developed using WordPress CMS. WordPress holds the largest CMS market share by far, and currently powers over 30% of the websites. As a result, many users are already familiar with the WordPress CMS, requiring less staff training when building a new site.

### Most popular content management systems

© W3Techs.com	usage	change since 1 May 2018	market share	change since 1 May 2018
1. <a href="#">WordPress</a>	30.9%	+0.2%	59.8%	-0.1%
2. <a href="#">Joomla</a>	3.1%		6.1%	
3. <a href="#">Drupal</a>	2.1%		4.0%	-0.1%
4. <a href="#">Magento</a>	1.1%		2.2%	
5. <a href="#">Squarespace</a>	1.1%	+0.1%	2.2%	+0.2%

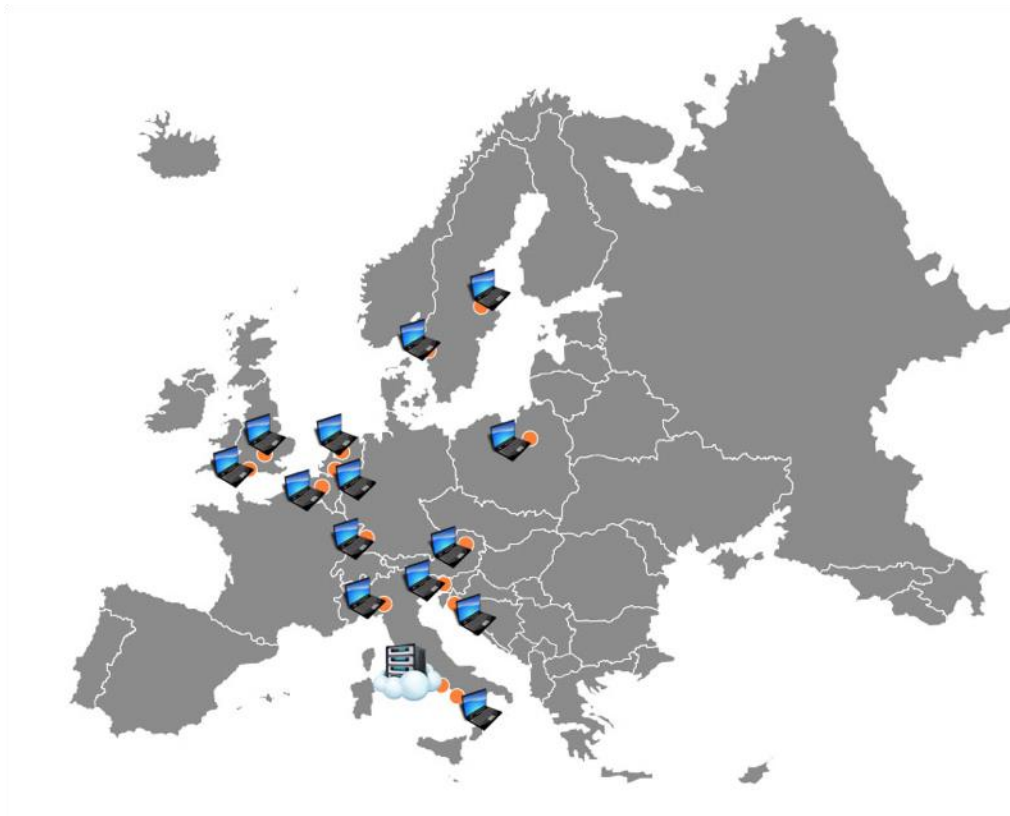
percentages of sites

**Figure 22. Most popular content management systems according to W3Tech's**

Other reasons to choose the WordPress CMS over other competitors are its powerful extendibility through the use of over 55.000 plugins (according to WordPress plugins repository, most of them free) to add important features to the website, and the fact that its code is written very clean and simple, making it easy for search engines to read and index a site's content.

### 4.3 Cloud data storage for CLIC Project

During CLIC project life, the documents will be stored at CNR-IRISS cloud server located at CNR-IRISS HQ, Naples, Italy. CNR-IRISS Cloud has been built and based on the Nextcloud self-hosted file share and collaboration platform.



**Figure 23. Cloud map**

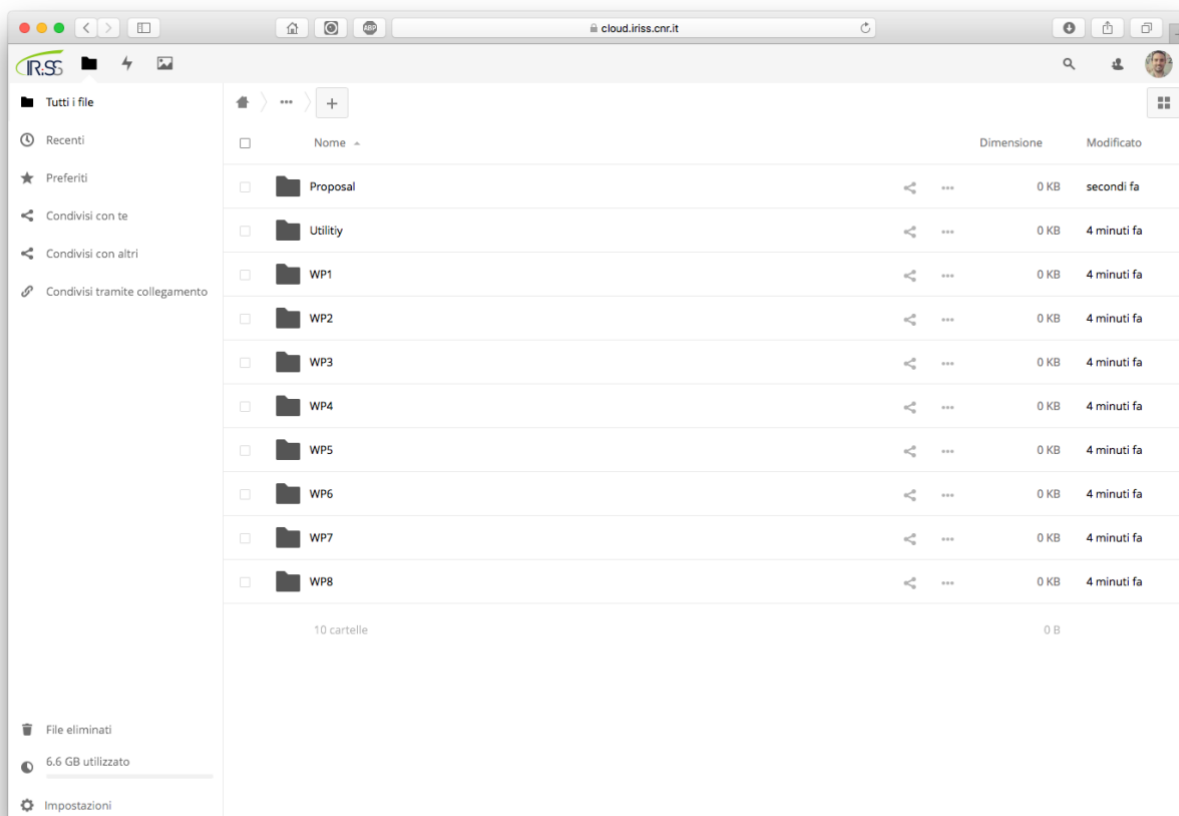
Confidential documentation, if relevant to CLIC partners, will be made available via <https://cloud.iriss.cnr.it> only to those who need access to the documents.

Every partner will identify one or two people inside its organization who will have a unique username and password to access and manage confidential documents through the cloud system. Users are encouraged to change their pre-assigned passwords and use high strength standards password in order to access documents. Passwords that do not meet these requirements or are otherwise found vulnerable by automatic password strength checkers may be rejected. The cloud system will give suggestions about the right password to choose during the process.

Once changed, passwords cannot be known by CNR-IRISS technical staff. If lost, a password could be recovered and changed through an automated process available at <https://cloud.iriss.cnr.it>

Cloud web interface will be available at <https://cloud.iriss.cnr.it> by logging in with user credentials. Connections between partners clients and the cloud web server are encrypted with SSL standard security technology.

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**Figure 24. Folders structure on cloud**

The cloud is structured into a parent folder called CLIC made of: a subfolder dedicated to the project proposal, hosting the documents related to negotiations, the Gantt and the scientific publications presented by each partner for the call; a specific subfolder for each WP (1-8), set up for the upload and editing by authorized users (containing reference material for research, work environment, resources and products); a folder focused on scientific literature and case studies; a folder based on pilots' materials; a utility folder, concerning the entire project, which will collect templates, presentations, contacts, guidelines and further materials, downloadable by the authorized users.

Any folder will have further subfolders and files which will follow naming rules and conventions described in the Project Management Handbook Deliverable 7.1.

#### 4.4 Final documents repository on CLIC website

Final documents will be uploaded on clicproject.eu website. An open repository will be available for public documents, freely downloadable. A partners' repository with confidential finalized documents will be available as well on the CLIC website through a restricted area accessible only by partners.

Before being uploaded on the repository (confidential or open), new or edited files should be sent to the CNR-IRISS authorised staff.

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## 4.5 Privacy policy

CLIC website collects some Personal Data from its Users. Among the types of Personal Data that this website collects, by itself or through third parties, there are: Usage Data, Cookies and email address. Complete details on each type of Personal Data collected are provided in a dedicated page of the website: <https://www.clicproject.eu/privacy-policy/>. Owner and Data Controller for CLIC Project is Prof. Luigi Fusco Girard.

## 5 EVALUATION



The implementation of communication and dissemination strategy implemented by CLIC WEBSITE will be regularly evaluated with Google Analytics. The frequent evaluation will enable monitoring of the quality of communication and dissemination activities.

The following list is intended as the minimal set of attributes that will be monitored to measure the effectiveness of the campaign. More attributes could be added from the beginning of the project or ongoing.

Indicators	Type of indicator	Forecast	Currently achieved
Number of official website developed	Quantitative	1	
Number of Newsletters published	Quantitative	3	
<b>WEB ANALYTICS</b>			
Total visitors on the website	Quantitative	TBD	
New / returning visitors on the website	Quantitative	TBD	
Growth rate ( <i>measures the increase or decrease in visitors to the website typically either month-over-month or year-over-year</i> )	Quantitative	TBD	
Bounce rate ( <i>a measure of the effectiveness of a website in encouraging visitors to continue with their visit. It is expressed as a percentage and represents the proportion of visits that end on the first page of the website that the visitor sees</i> )	Quantitative	TBD	
Users flow ( <i>analyze user flows to try to make the website more user-friendly, and to understand the goals of the user as well as the goals of the project</i> )	Qualitative	TBD	

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Indicators	Type of indicator	Forecast	Currently achieved
Traffic sources analysis ( <i>displays information about the places on the website that drive traffic to the site</i> )	Qualitative	TBD	
Keyword analysis ( <i>to determine which keywords represent project's best opportunities for C&amp;D and impact maximisation</i> )	Qualitative/ Quantitative	TBD	
Device analysis ( <i>which devices are used to visit the website</i> )	Qualitative	TBD	
Demographic analysis	Qualitative/ Quantitative	TBD	
Country analysis	Qualitative/ Quantitative	TBD	
<b>SOCIAL ANALYTICS</b>			
Total fan/follower for each channel	Quantitative	TBD	
Growth rate	Quantitative	TBD	
Clicks on content	Quantitative	TBD	
Engagement rate ( <i>measures the level of engagement that a piece of created content is receiving from an audience</i> )	Quantitative	TBD	
Comment rate	Quantitative	TBD	
Post per week	Quantitative	TBD	
<b>SENTIMENT ANALYSIS</b>			
Total and percentage positive / neutral / negative sentiment	Quantitative	TBD	
Monthly and overall trend of sentiment	Qualitative/Quantitative	TBD	
Cluster / topic sentiment	Qualitative	TBD	
Channel (social network) sentiment	Qualitative/ Quantitative	TBD	
Main relevant comments (for user appreciation or for quality of the contribute)	Qualitative	TBD	

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Indicators	Type of indicator	Forecast	Currently achieved
Number of mentions	Quantitative	TBD	
Total engagement	Qualitative/Quantitative	TBD	

**Table 1. KPIs for website monitoring and evaluation**

## 6 CONCLUSIONS



CLIC website represents the main online tool to communicate the project and disseminate all its results and events. It will be regularly updated by the 15 partners in order to provide the latest news, relevant results and breakthroughs. Available for 5 years after the end of the project, the website will be continuously improved and updated as the CLIC project evolves.

Partner consultation will take place at each Consortium Meeting to identify potential ways of improving the website. The basic idea is to gather as many data as possible during the lifetime of the project and select the best items to be disseminated.

A list of future improvements to the CLIC website has been already planned, as it follows:

The CLIC homepage will host videos and other promotional materials will be provided by the communication agency that has been subcontracted.

A repository for the project's findings and results will be accessible from the CLIC website. Access to these documents can be made public, or it can be limited to certain users.

A special section will be designed and updated for the Start-up competition.



[CSM]	[Content Management System]
[EU]	[European Union]
[KPI]	[Key Performance Indicator]
[NGO]	[Non-Governmental Organization]
[SDGs]	[Sustainable Development Goals]
[SEO]	[Search Engine Optimization]
[SME]	[Small Medium Enterprise]
[WP]	[Work Packages]

## 8 Annex 1

Project:	CLIC
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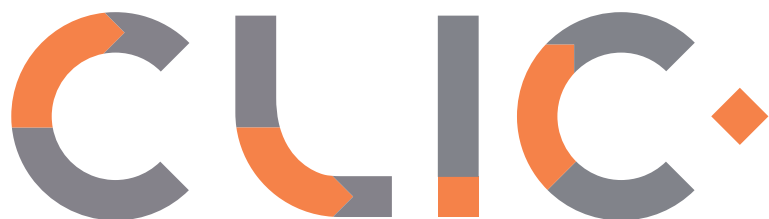


## **GUIDELINES FOR PARTNERS**

How to use the logo

00

## OUR LOGO



Version with Pictogram Only



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

Version with Pictogram and Logotype

# 01

# INTRODUCTION

## CLIC Overall objective

The overarching goal of the CLIC trans-disciplinary research project is to identify evaluation tools to test, implement, validate and share innovative "circular" financing, business and governance models for systemic adaptive reuse of cultural heritage and landscape, demonstrating the economic, social, environmental convenience, in terms of long lasting economic, cultural and environmental wealth.

## CLIC Opportunities

CLIC represents an opportunity for cities involved, in terms of regeneration and management of historic urban landscape, attracting capitals and investments, improving cultural initiatives in local contexts, building new jobs, especially for young people, and developing skills useful for the adaptive reuse of cultural heritage in a circular economy perspective.

## Circular economy perspective

"A circular economy seeks to rebuild capital, whether this is financial, manufactured, human, social or natural. This ensures enhanced flows of goods and services. The system diagram illustrates the continuous flow of technical and biological materials through the value circle."

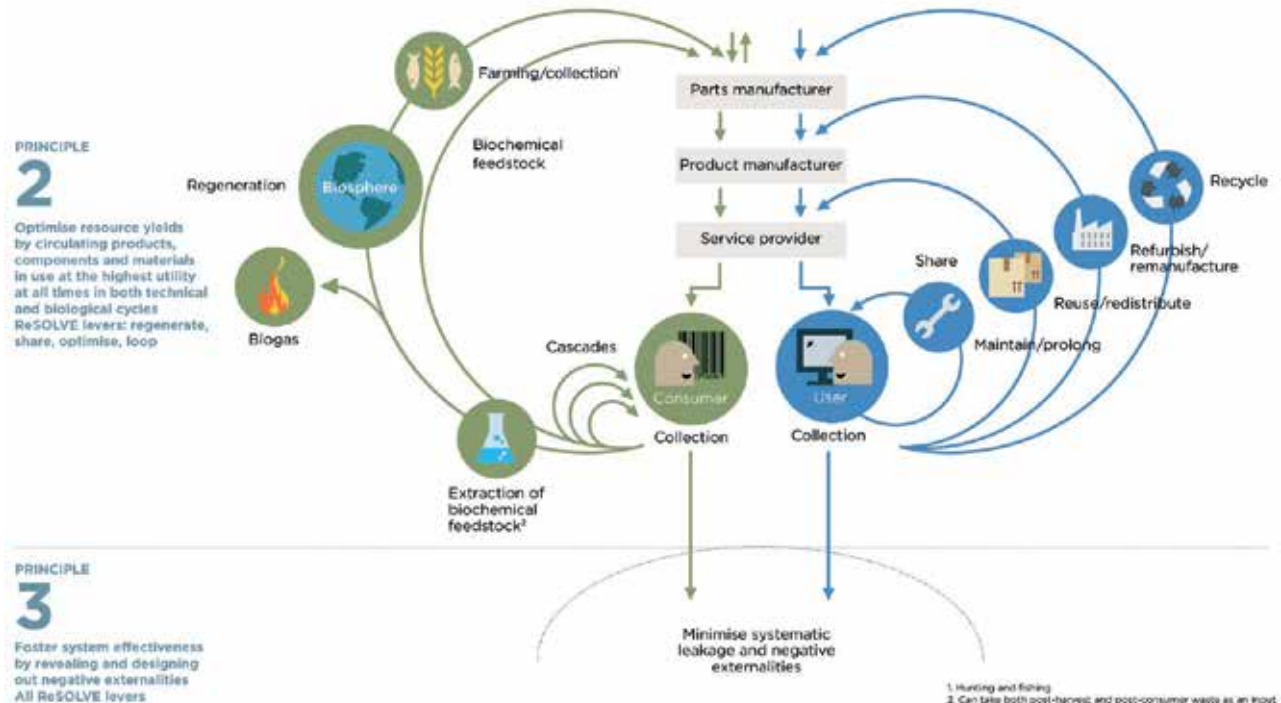
(Ellen MacArthur Foundation)

### OUTLINE OF A CIRCULAR ECONOMY

#### PRINCIPLE

1

Preserve and enhance natural capital by controlling finite stocks and balancing renewable resource flows  
ReSOLVE levers: regenerate, virtualise, exchange



1. Hunting and fishing.  
2. Can take both post-harvest and post-consumer waste as an input.  
Source: Ellen MacArthur Foundation, DfE and McKinsey Center for Business and Environment. Drawing from Bissinger & McDonough, Cradle to Cradle (C2C).



**Adaptive reuse**

**Innovative business** Circular models

Complex values Systemic innovation **Land use** Governance

**Evaluation** Urban regeneration Regional planning

Innovative financing **Social enterprise** Urban development

**Land use** **Well being** Circular economy **Evaluation**

Intrinsic Value Creative economy **Well being** Intrinsic Value

**Cultural heritage** Innovative financing

Historic Urban Cultural Creative Industries **Circular cities**

**Circular economy** **Sharing Economy**

**Sustainable innovation**



**03**

## **KEY CONCEPTS**

**Cultural heritage**

**Adaptive reuse**

**Circular models**

**Circular economy**

**Circular cities**

**Innovative business**

04

## KEY IMAGES





05

## FIRST PROPOSAL



The first proposal starts from the awareness that a new and more responsible approach to the exploitation of limited natural resources is required to prevent their depletion. Here the core concept is the need for circular regeneration of environmental resources, represented in this logo by the four natural elements' colours.

06

## SECOND PROPOSAL



The second proposal is based on cultural heritage adaptive reuse. The pictogram represents not only the physical reuse of architectural elements but also the key role of citizens in preserving and reusing cultural assets in an innovative way.

07

## THIRD PROPOSAL

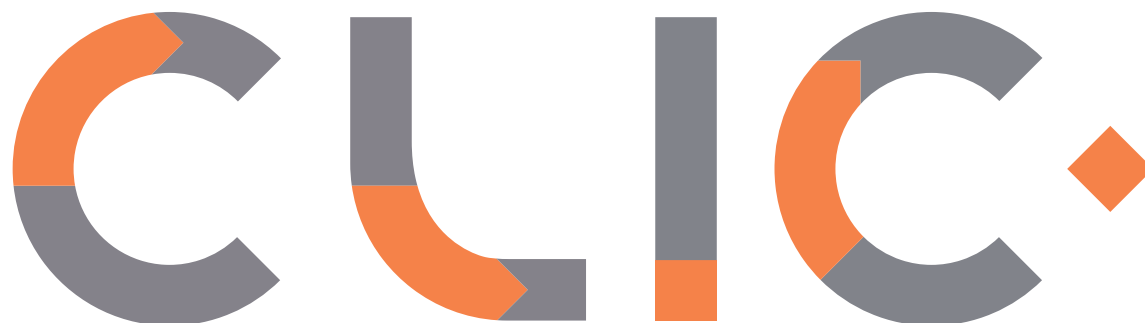


The third proposal is related to the concept of circular economy (product reuse, recycling and cascading). The aim is to stress both economic sustainability and environmentally-friendly production through the choice of colours (green and light blue).

08

## CLIC LOGO

Version with Pictogram Only



By accepting the Partners' feedbacks collected during the kick-off meeting and the suggestions of communication experts, we reached the final version of the logo. The core concept of reuse has been applied to the CLIC characters in all its parts (solid and empty), each one reintegrated into the system of the "value circle" in a continuous creative flow. Every letter in the acronym is derived from the geometric shape of circle, thus referring to the typical circularity of reuse, where discarded parts become new precious resources.

A new graphic element has been included to convey the idea of "arrival point" at the end of a path (ideally, the output reached at the end of project's activities). Furthermore, this graphic element can be used to identify messages and sections matched with different lettering. For instance, it can be used to characterize printed covers and background images.

9

## CLIC LOGO

Pictogram Colours



The high expressive capacity of the logo is based not only on forms, but also on colours:

1. Orange symbolises vitality and energy;
2. Grey is a symbol of modernity and technology and expresses innovation and projection to the future. From a graphical point of view, grey also enhances the other colours acting as a background. Thanks to its adaptability, grey can be easily integrated into all colours and shades: it gives sobriety to other more lively colours.

10

## CLIC LOGO

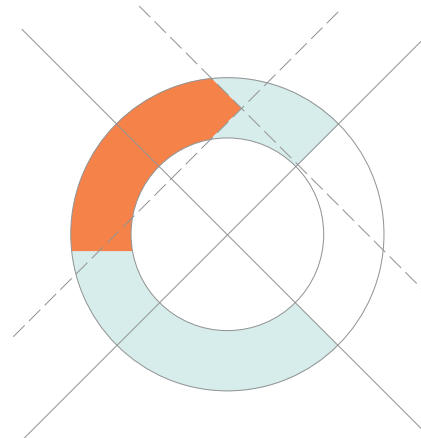
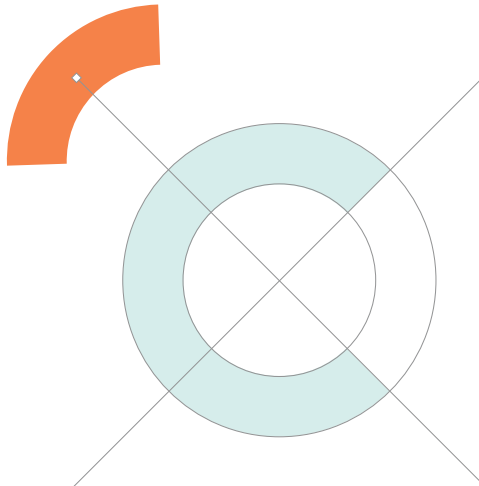
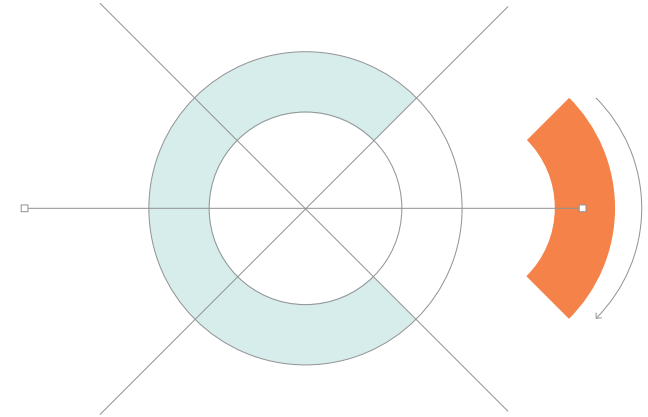
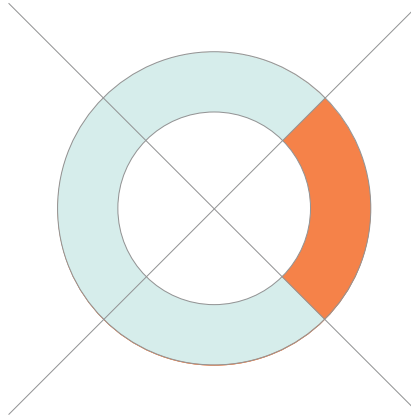
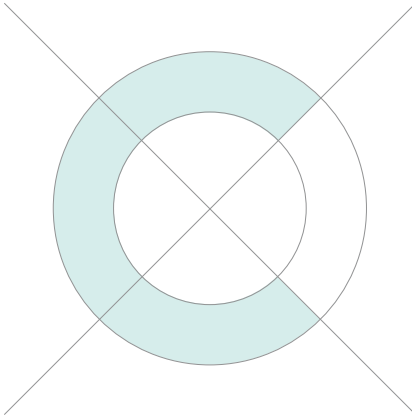
Version with Pictogram and Logotype



### Circular models Leveraging Investments in Cultural heritage adaptive reuse

The logo with project title in full should be used to strengthen the concept of the logo itself, thus clarifying what the project deals with and identifying its target audiences.

Our suggestion is to be careful when using the version with logotype to avoid that legibility may be threatened.





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## CONSTRUCTION PROCESS

colic



# LOGO GUIDELINES

It is essential that the logo is not altered but used consistently for recognition purposes and communication effectiveness. Please apply it properly in accordance with these guidelines. There are very few rules but it is important to respect them.

14

## CLIC LOGO

Negative and Positive Version



BLACK #000000

GREY #898B8E

The priority is to ensure the readability of the logo. On white background the logo version of slide 00 should be used; in case of different backgrounds, we recommend to use the following versions.



ORANGE #FF8038

WHITE #FFFFFF



GREY #898B8E

WHITE #FFFFFF

15

## CLIC LOGO

Positive and Negative Version



**Circular models Leveraging Investments  
in Cultural heritage adaptive reuse**

GREY #898B8E

BLACK #000000

BLACK #000000

The priority is to ensure the readability of the logo. On white background the logo version of slide 00 should be used; in case of different backgrounds, we recommend to use the following versions.

ORANGE #FF8038

WHITE #FFFFFF



**Circular models Leveraging Investments  
in Cultural heritage adaptive reuse**

GREY #898B8E

WHITE #FFFFFF



**Circular models Leveraging Investments  
in Cultural heritage adaptive reuse**

16

# COLOURS

CMYK & RGB



[Four-colour printing]

C	M	Y	K
0%	50%	90%	0%

[RGB per Web]

R 255 G 128 B 56

#FF8038



[Four-colour printing]

C	M	Y	K
28%	16%	12%	35%

[RGB per Web]

R 137 G 139 B 142

#898B8E

17

## SAFETY AREA

When using the logo, allow it to "breathe" and have maximum impact by preserving a minimum clear space zone around it. Further graphic elements (type, images, other logos and so on) have to be adequately placed in the space surrounding the logo on all four sides, not invading the space marked by the **[x]**.



18

## SAFETY AREA

When using the logo, allow it to "breathe" and have maximum impact by preserving a minimum clear space zone around it. Further graphic elements (type, images, other logos and so on) have to be adequately placed in the space surrounding the logo on all four sides, not invading the space marked by the **[x]**.





CORRECT  
USE

CORRECT  
USECircular models Leveraging Investments  
in Cultural heritage adaptive reuse~~Circular models Leveraging Investments  
in Cultural heritage adaptive reuse~~~~Circular models Leveraging Investments  
in Cultural heritage adaptive reuse~~~~Circular models Leveraging Investments  
in Cultural heritage adaptive reuse~~~~Circular models Leveraging Investments~~~~in Cultural heritage adaptive reuse~~~~Circular models Leveraging Investments  
in Cultural heritage adaptive reuse~~



CORRECT USE



INCORRECT USE



CORRECT USE



INCORRECT USE

22

## LOGO USAGE



CORRECT USE



INCORRECT USE



CORRECT USE



INCORRECT USE

23

# FONT USED

Typography

[ Avenir Font ]

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890? !/()&%\$£<|>#@+\*.:;.,

24

## DIMENSIONS ALLOWED

Maximum and Minimum Size

To ensure that our logo is always clearly visible and legible, please use it respecting the proportions shown here.

100 %



30 %



25

## DIMENSIONS ALLOWED

Maximum and Minimum Size

In particular when reproducing the logo with project title in full, be careful and enlarge or reduce both in size proportionately. Maintain the proportions shown here, using common sense: a title which is too small is no useful for communication purposes at all.

100 %



5,2 cm

Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

10 cm

40 %



Circular models Leveraging Investments  
in Cultural heritage adaptive reuse

2 cm

3 cm