



HeriTACE

HeriTACE Website and Social Media

Deliverable D7.3

June 2024 (M6)

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Funded by
the European Union

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Project information

Grant Agreement	n°101138672
Project Title	Future-proofing Heritage Townhouses by Optimising Comfort and Energy in Time and Space
Project Acronym	HeriTACE
Project Coordinator	Arnold Janssens, Ghent University
Project Duration	1 January 2024 - 31 December 2027 (48 months)

Deliverable information

Related Work Package	WP7
Related Task(s)	Task T.3
Lead Organisation	LGI
Contributing Partner(s)	ACE
Due Date	M6
Submission Date	
Dissemination level	Public

History

Date	Version	Submitted by	Reviewed by	Comments
10.06.2024	1.1	Pauline Assadi, LGI	Gloria Oddo, ACE	
26.06.2024	1.1		Gloria Oddo, ACE	Minor changes

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Introduction

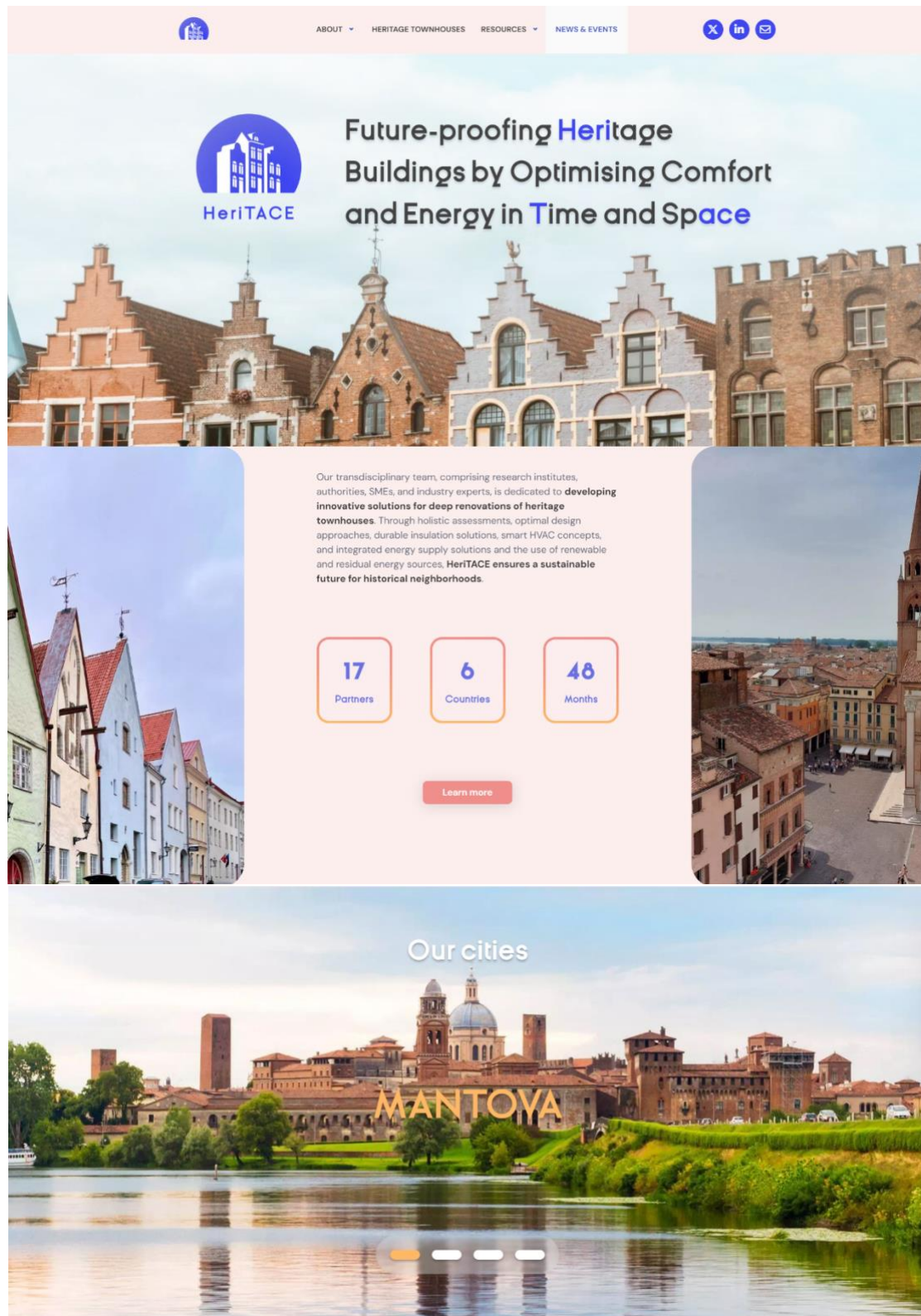
This deliverable describes the main sections and features of the HeriTACE website, an indispensable tool for project communication, dissemination, and stakeholder engagement. It serves as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have. The website was launched in June 2024. It will be continuously updated with news, events, communication items, deliverables, and results to keep frequent visitors and target audiences engaged. The website will evolve with the lifecycle of the project.

1. Website

The website is structured into the following main pages and subpages:

- **Homepage**, giving a glimpse of the project and the case studies, countries and duration, and containing the form to subscribe to the project newsletter and a preview of the news and events;
- **About**, containing further information on the project, the consortium, and the related initiatives and projects (such as the sister project FutureHIST and other HEU projects involving heritage buildings);
- **Heritage townhouses**, which will provide more information on the typologies of buildings selected as case studies in the future months;
- **Resources**, including the public deliverables and publications, as well as the promotional material;
- **News and event**, containing all events and initiatives in which the HeriTACE project will be involved;

The header displays three icons linking to LinkedIn, X, and the project email. It will display the YouTube icon as soon as the first videos will be available in this channel. Furthermore, a footer on all pages showcases the EU flag and a disclaimer indicating the project GA number.



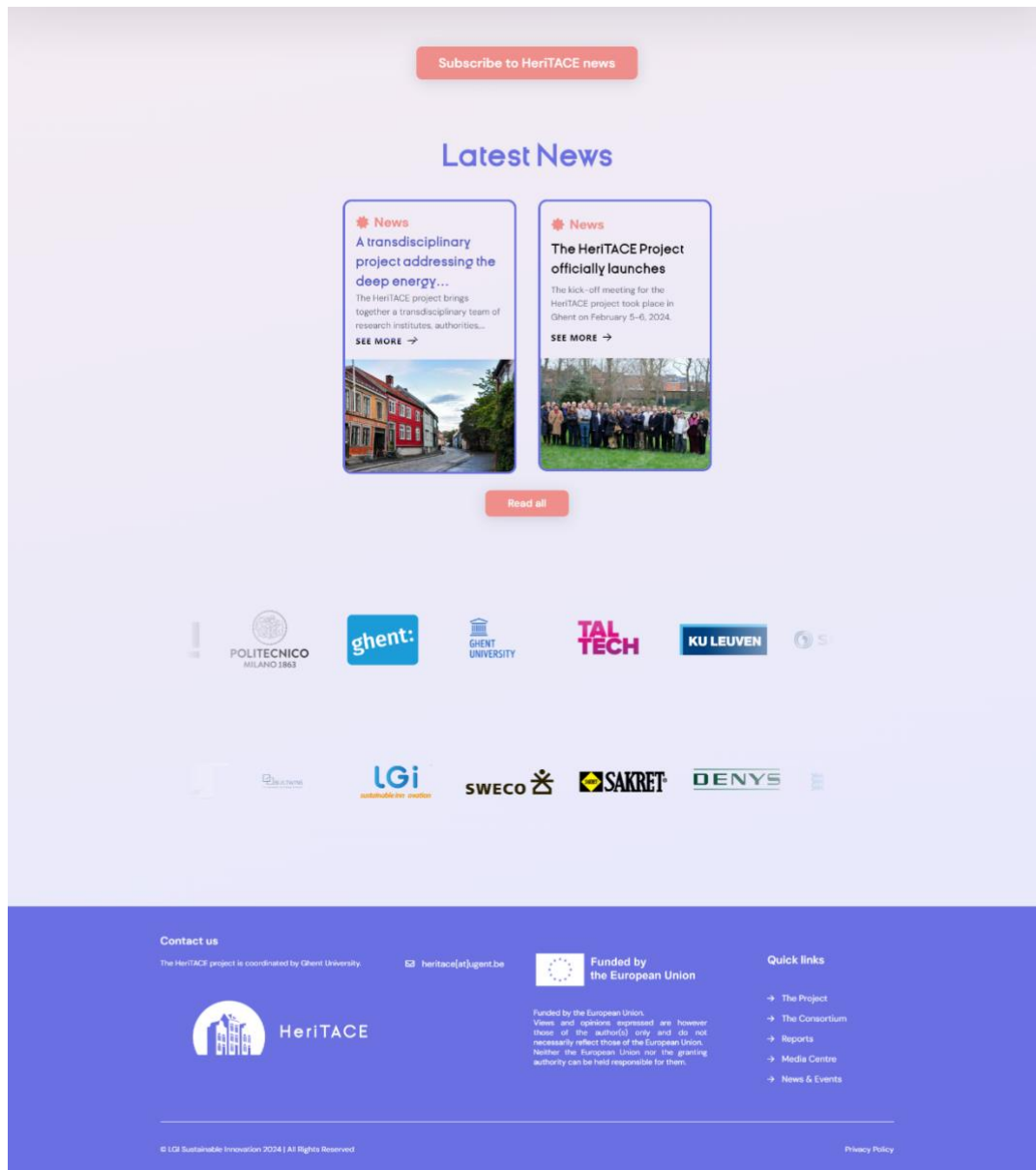
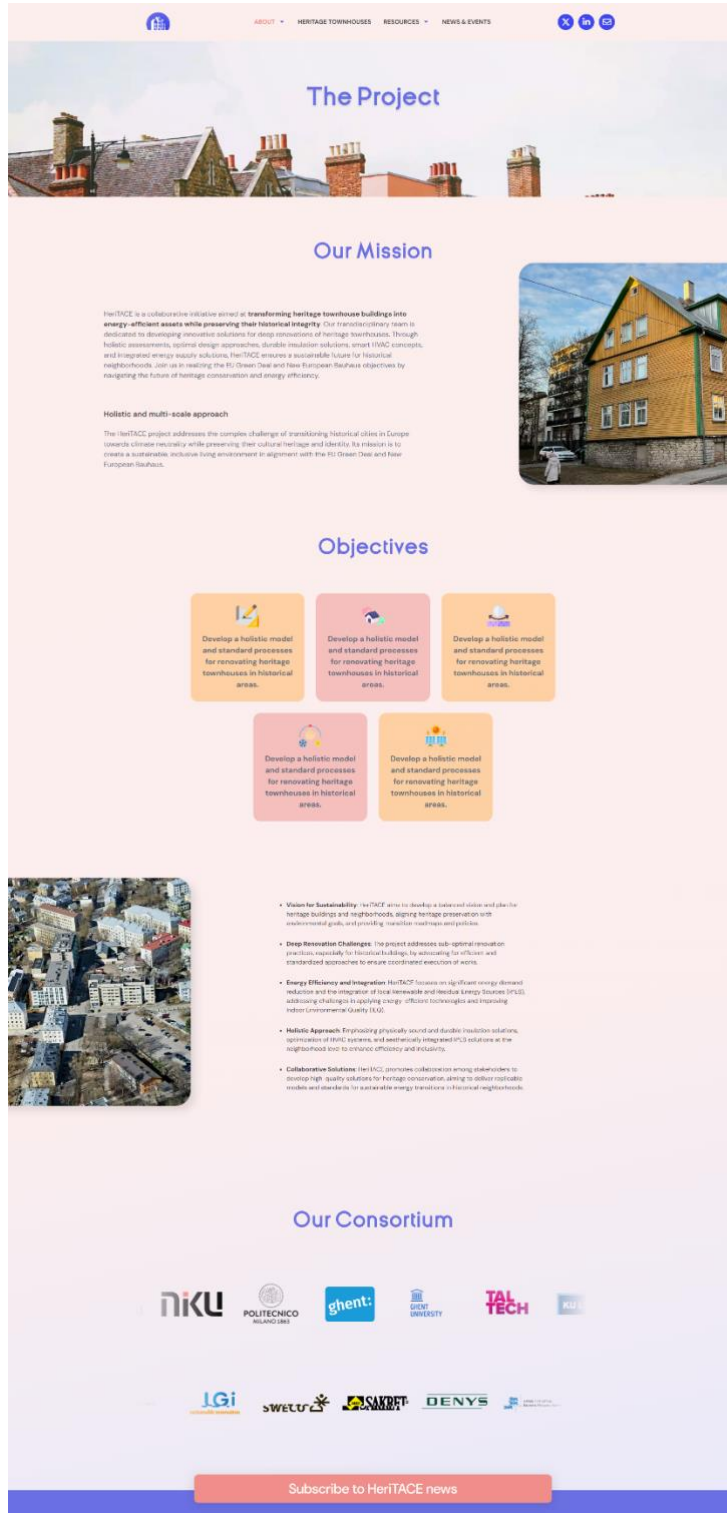


Figure 1 - Homepage



The screenshot displays the HeriTACE project website with a clean, modern design. The header includes the HeriTACE logo, navigation links (ABOUT, HERITAGE TOWNHOUSES, RESOURCES, NEWS & EVENTS), and social media icons. The main content area is divided into several sections: 'The Project' with a background image of historic townhouses, 'Our Mission' with a detailed paragraph and a photo of a townhouse, 'Objectives' featuring five icons and their descriptions, 'Our Consortium' with logos of partner institutions, and a 'Subscribe to HeriTACE news' button at the bottom.

The Project

Our Mission

HeriTACE is a collaborative initiative aimed at transforming heritage townhouse buildings into energy-efficient assets while preserving their historical integrity. Our transdisciplinary team is dedicated to developing innovative solutions for deep renovations of heritage townhouses. Through holistic assessments, optimal design approaches, durable insulation solutions, smart HVAC concepts, and integrated energy equity solutions, HeriTACE ensures a sustainable future for historical neighborhoods, join us in realizing the EU Green Deal and New European Bauhaus objectives by navigating the future of heritage conservation and energy efficiency.

Holistic and multi-scale approach

The HeriTACE project addresses the complex challenge of transforming historical cities in Europe towards climate neutrality while preserving their cultural heritage and identity. Its mission is to create a sustainable, inclusive living environment in alignment with the EU Green Deal and New European Bauhaus.

Objectives

- Develop a holistic model and standard processes for renovating heritage townhouses in historical areas.
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Our Consortium

- Vision for Sustainability:** HeriTACE aims to develop a balanced vision and plan for heritage buildings and neighborhoods, aligning heritage preservation with environmental goals, and providing transition roadmaps and policies.
- Deep Renovation Challenges:** The project addresses sub-optimal renovation practices especially for historical buildings by introducing efficient and standardized approaches to ensure coordinated execution of works.
- Energy Efficiency and Integration:** HeriTACE focuses on significant energy demand reduction and the integration of local renewable and flexible energy sources (FLES), addressing challenges in applying energy-efficient technologies and improving Indoor Environmental Quality (IEQ).
- Holistic Approach:** Emphasizing physically sound and durable insulation solutions, optimization of HVAC systems, and aesthetically integrated PV3 solutions at the neighborhood level to ensure efficiency and reliability.
- Collaborative Solutions:** HeriTACE promotes collaboration among stakeholders to develop high-quality solutions for heritage conservation, aiming to achieve national models and standards for sustainable energy transitions in historical neighborhoods.

Subscribe to HeriTACE news

Figure 2 - Project page

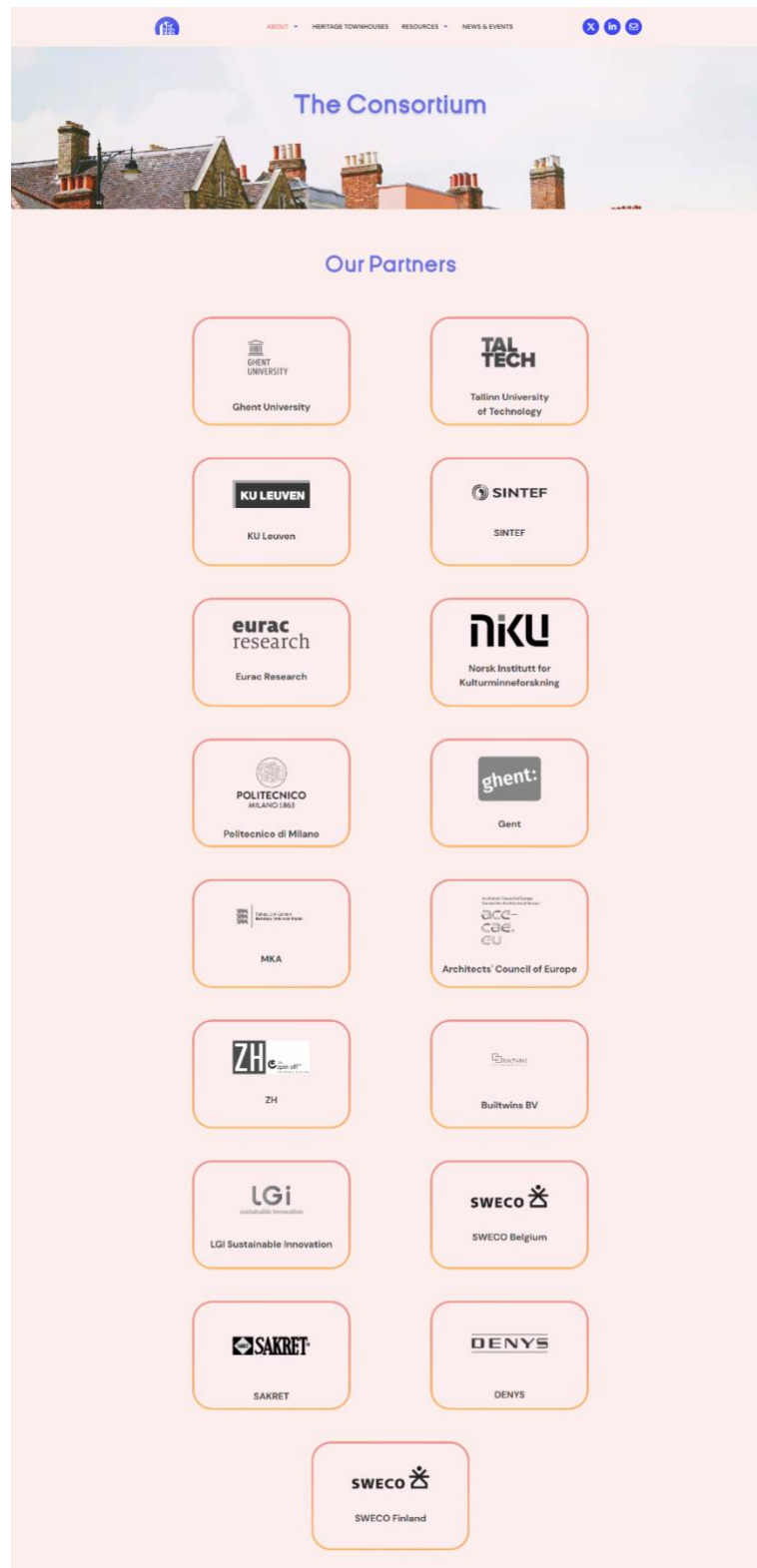


Figure 3 - Consortium page

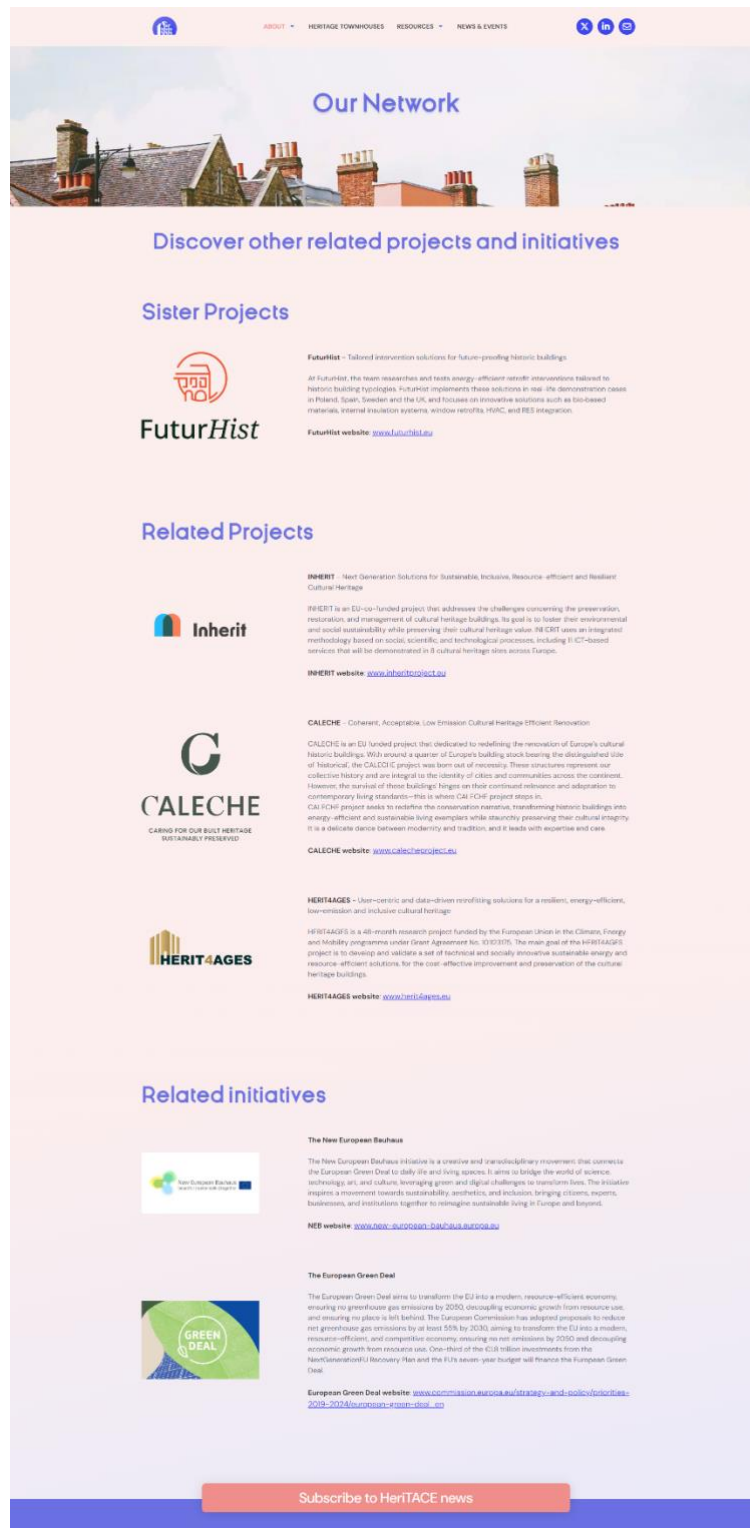


Figure 4 - Network page



Figure 5 - Heritage Townhouses page

This page will be completed by deliverables on the cities case studies. Each town image will be clickable and allow the visitors to learn more about the methodology.

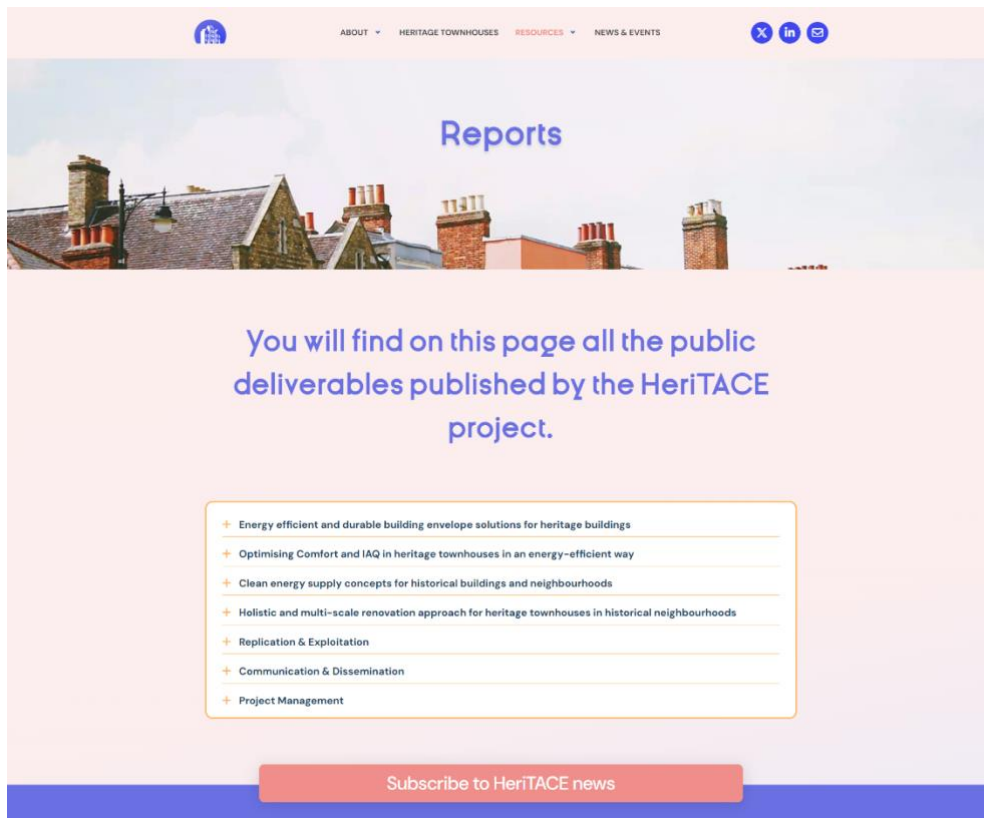


Figure 6 - Reports page

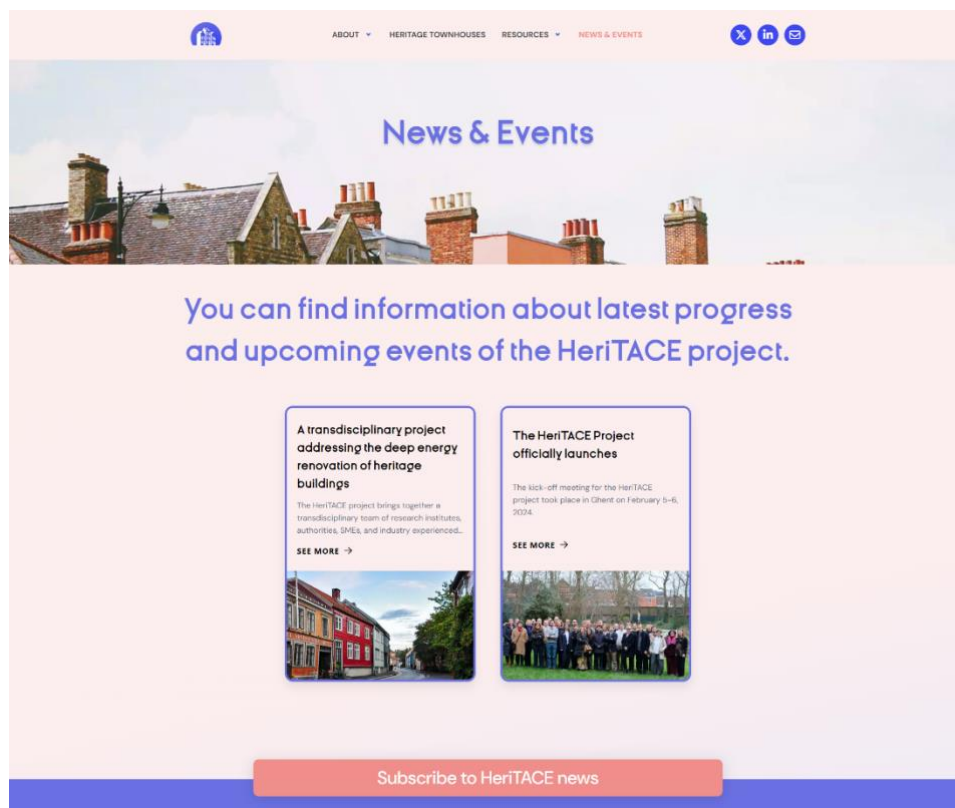


Figure 7 - News & Events page

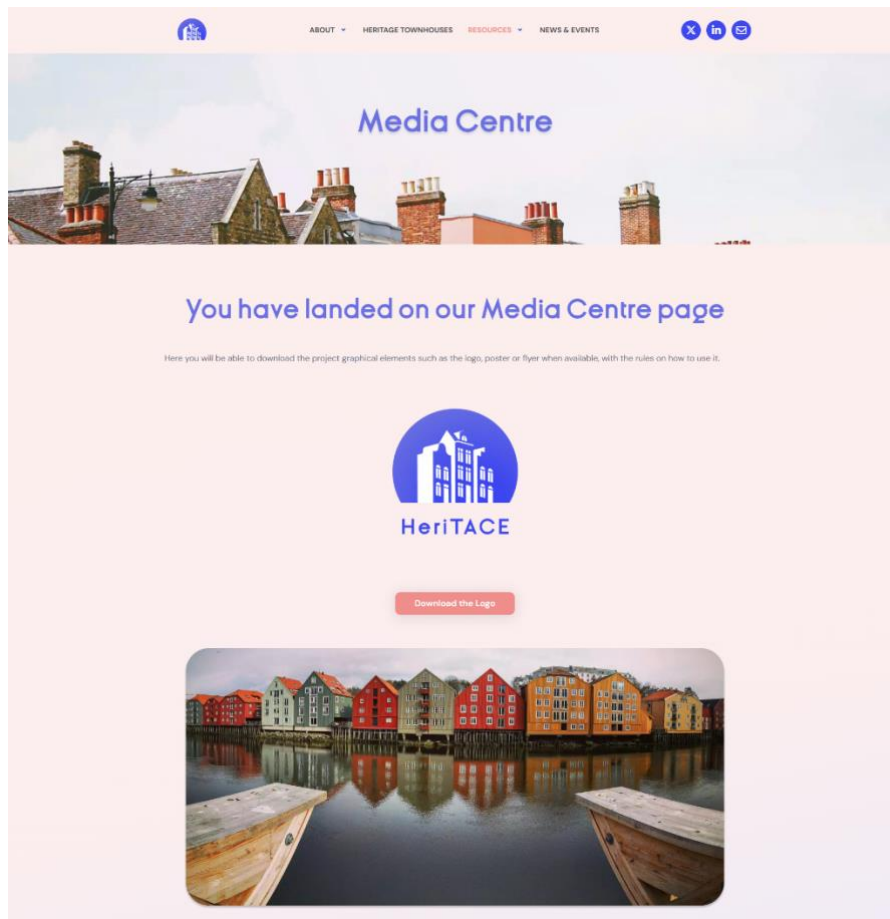


Figure 8 - Media Centre page

2. Social Media

HeriTACE LinkedIn account

The HeriTACE LinkedIn profile has 136 followers (June 2024), including architects, engineers, experts in energy efficiency, experts in heritage buildings, researchers, and representatives for the EC. In the last six months, the page has had 176 unique visitors, 518 page views, and 4,429 overall impressions.

The KPI for social media channels is set for a combined number of 650 followers, so we are confident that we will reach this target by the end of the project.

<https://www.linkedin.com/company/heritace/>

More information can be found on D7.1.

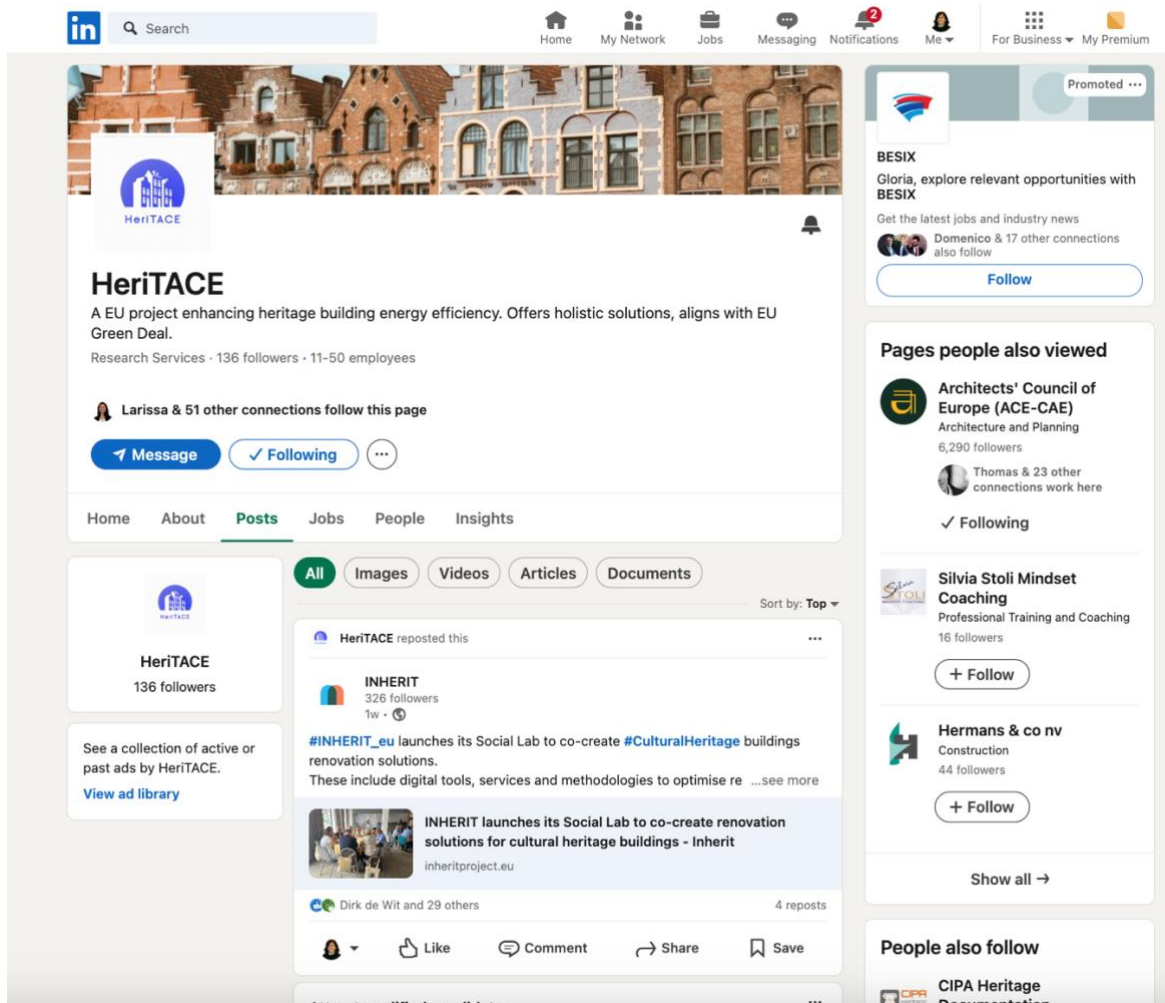


Figure 9 - LinkedIn account

HeriTACE X account

The HeriTACE X account has 51 followers, including H2020/HEU projects. In the last 28 days, the page has reached 14 impressions and an engagement rate of 3,4%.

The consideration about the LinkedIn KPIs can be applied to X, with the target being the total number of followers of LinkedIn and X combined.

<https://x.com/HeriTACEproject>

More information can be found on D7.1.

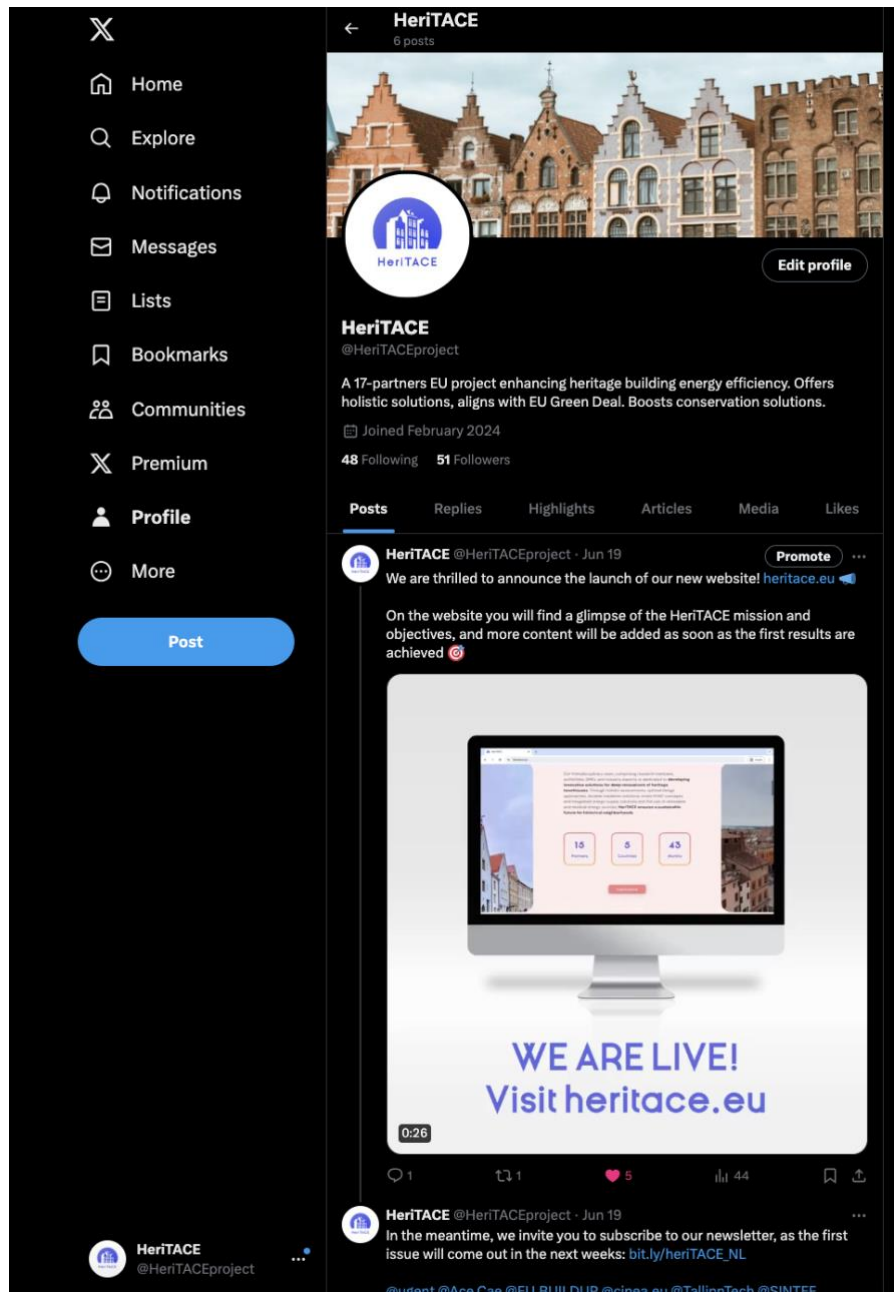


Figure 10 - X account