



D9.3 – Public and Internal Website (First, Full version)

Project:	GASVESSEL
Project No.:	723030
Deliverable No.:	9.3
Document Version:	RV 4
Document Preparation Date:	2018-04-17
Responsibility:	PARTNER No.4 – PNO Innovation

Type of Deliverable				
R	Document, Report X			
DEM Demonstrator, pilot, prototype				
DEC	Websites, patent fillings, videos, etc.			
OTHER				
ETHICS Ethics requirements				
ORDP	RDP Open Research Data Pilot			

Dissemination Level			
PU	Public	Х	
CO	Confidential, only for Members of the Consortium (including the EU		
	Commission Services)		





Version Management

Software used		Microsoft Word	
Filename		D9.3 Public and Internal Website (First, Full version)	
Author(s)		Niels Bersma	
Reviewed by			
Approved by			
Authorized by			
Revision No.	Date	Modification description	
RV 1	2018-04-17	Writing Introduction and sections 1-2	
RV 2	2018-04-24	Adding section 3 of the report and formatting	
RV 3	2018-04-30	Minor editing of the text	
RV 4	2018-05-14	Incorporate last changes	

EC Grant Agreement	No.723030
Project Acronym	GASVESSEL
Project Title	Compressed Natural Gas Transport System
Instrument	HORIZON 2020
Programme	Smart, green and integrated Transport
Start Date of Project	2017-06-01
Duration	48 months
Organisation Name of Lead Contractor for	PNO Innovation
this Deliverable	

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The GASVESSEL Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement no. 723030





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Glossary, abbreviations and acronyms

SEO	Search engine optimisation
CNG	Compressed natural gas
LNG	Liquefied/liquid natural gas
R&D	Research and development
CMS	Content management system





1. Introduction

The key to securing Europe's energy supply lies in the diversification of supply routes, also through identification and building of new routes that unlock resources and decrease Europe's dependence on a single supplier of natural gas and other energy resources. The GASVESSEL project opens new possibilities to exploit stranded, associated and flared gas where this is currently economically not viable and creates new cost-efficient gas transport solutions. This will be achieved with a novel offshore and onshore compressed natural gas (CNG) transportation system.

The GASVESSEL project fills a market niche in transporting smaller gas volumes, where it is not justified to use the LNG concepts or pipelines. Unlike CNG, the LNG requires expensive liquefying and re-gasification plants, which drive up the costs. CNG is also much more flexible than point-to-point pipelines and is also not associated with environmental and political difficulties during construction. These reasons make CNG the most efficient transportation method (up to 2500 km) for natural gas.

Project's main objective is to prove the techno-economic feasibility of the new CNG transportation concept. R&D efforts will concern the functional design of the Pressure Cylinder, the prototype facilities and the ship design including gas-compression and decompression systems. This new concept will be validated with a cost-benefit analysis, class design review and safety assessment.

To keep GASVESSEL stakeholders and interested parties informed about project activities and results, a website containing public and restricted area was set up (as a part of Task 9.2.). This GASVESSEL project website focuses on the description of the project content, objectives and information on the involved partners; the website also features links to the partners' websites. Furthermore, the website hosts enewsletters and project results.

The restricted part of the website hosts 'private' deliverables for the exchange of documents and information between the partners. The private area supports dissemination within the consortium by providing up-todate information on the progress of the work packages and enable sharing of such documents as WP reports and project management reports. For example, a detailed communication and dissemination plan has been published on the dedicated project website at the beginning of the project.

All the communication on the site is done in English. The site is to be updated on a regular basis during the life-time of the project.

1.1 GASVESSEL logo

The project logo is very important for project visibility. It is designed to be easily recognisable to create immediate association with the GASVESSEL project. The logo should be prominently featured on all other project materials and tools, every document produced within the project context and all pieces of communication, such as e-mail signatures and presentations; its design and colour schemes define the project identity.

It is necessary that every newsletter, poster, presentation, event, brochure and deliverable make use of this image and be consistent with its style.

In the first instance, two logo proposals were created (see Figure 1 and 2). The second proposal was chosen as the definitive GASVESSEL logo (**Error! Reference source not found.**2).







Figure 1: GASVESSEL declined logo proposal



Figure 2: GASVESSEL accepted logo proposal and definitive logo

2. Technical summary

The GASVESSEL website serves as the main online public communication tool. The purpose of this website is to share the public information regarding the project with all the stakeholders and interested audiences across Europe. The website was released before M3, as agreed in the Grant Agreement.

2.1 Domain

This website's domain is: <u>www.gasvessel.eu</u>

GASVESSEL's digital private area is available at: https://www.innovationplace.eu/project/890

2.2 Hosting

The website was registered on: May 24th, 2017 The website is hosted at: Innovation Engineering S.r.l.

2.3 Website data

The website data is collected through: Google analytics.

2.4 GASVESSEL e-mail

The website's e-mail is: info@gasvessel.eu The website's e-mail is hosted through: http://webmail.gasvessel.eu/ The website's e-mail is forwarded to: gasvessel@navalprogetti.net

2.5 Private area

As mentioned before, the GASVESSEL website also contains a private (restricted) area that is available on a subpage of Innovation Place (https://www.innovationplace.eu/). Innovation Place can be accessed through the login button situated in the website's top menu bar. This area is only accessible for partners of the GASVESSEL consortium. Once the partners registered, PNO gave them access to this restricted area via a unique user name and password.

This private area helps to keep the files confidential and stored in one location. Innovation Place also provides basic information on the project: starting date, official full name, project duration.





2.6 Connected external services

GASVESSEL website is constantly monitored and supported with the help of various external tools that serve GASVESSEL's communication ambitions. Except for the private area, the site is connected to a Mailchimp mailing tool through a newsletter subscription plugin, which automatically saves newsletter subscribers to the Mailchimp database.

Website's footer links to project's LinkedIn and Twitter accounts.

2.7 Search engine optimization

As one of the website's main objectives is to update stakeholders about project results and progress, it is important that the website can be found in the top search results of search engines (such as Google or Bing). To make sure the website appears on the top for relevant search queries, the following efforts have been made and shall be maintained in the future.

CMS

The website is based on the WordPress content management system (CMS). For the chosen CMS the search engine optimizations (SEO) are performed automatically by a dedicated *YOAST SEO* plugin, which helps ensure good SEO ranking through feedback and relevant adjustments.

Backlinking

In order to be ranked higher (appear in the top search results), websites need a backlink profile. This means that GASVESSEL website should be linked from (relevant) websites; such websites are websites of the partners, industry relevant sites, online magazines, etc.

During the first consortium meeting, all partners have been asked to link back to the GASVESSEL website from each of their organisations individual websites. Besides, there are links from the social media profiles (LinkedIn and Twitter) to the GASVESSEL website, which also contribute to a better SEO.

Internal links

Besides being linked to from other websites, it is important that the website has a profile of outgoing links as well – links from the GASVESSEL site. Currently the GASSVESSEL website links to 37 external websites, among which the websites of the partners.

To further diversify the link portfolio and to increase the awareness of the project, plans are made to link to the website of the European commission.

Content

Another important part of SEO is updating content on the website. Updating the website content allows search engines to see that this website contains relevant content that is maintained and updated. For this reason, GASVESSEL has a very prominent news and events section on the website. This section is updated by GASVESSEL partner – PNO – with relevant project results, industry news, and notifications of upcoming events and conferences. During the consortium meeting, partners have been asked to provide PNO with relevant news and events, to stimulate new content generation/creation.





3. Website content

The website was developed in a style agreed by the GASVESSEL consortium. This style includes the GASVESSEL logo, together with the *house style* colours: green RGB (76, 173, 68) and blue RGB (21, 75, 122).

Since the website makes use of the house style colours in the header (top part of the site), the logo would not be visible. It was, therefore, chosen to make the logo fully white, which gives the website cleaner and more consistent appearance.

To assure awareness and accessibility of the project website, it is crucial to add all the relevant information. Since the GASSVESSEL project is rather complex, a one-page-site format would not suffice the set-out communication goals. Therefore, the information is distributed over the featured website pages; these pages are:

- Home (www.gasvessel.eu/)
- About (www.gasvessel.eu/about/)
- Consortium (www.gasvessel.eu/consortium/)
- Downloads (www.gasvessel.eu/downloads/)
- News / events (www.gasvessel.eu/news/)
- Contact (www.gasvessel.eu/contact/)

3.1 Homepage

The homepage encompasses links to six subpages that contain the most important content of the website. These links can be found in the top menu (that is replicated on every page)together with the (restricted area) login in the top menu, as well as in the footer of the website.

One can click on the logo to access the homepage from any other page of the website.

Part of the site where the top menu resides, contains a banner that displays a drawing of a vessel. The banner also contains a headline encouraging visitors to learn more about the project.

In the second section of homepage contains a short project description and video telling more about GASVESSEL. This section is visible without scrolling through the page, to ensure instant exposure to the website visitor, fostering further exploration of the project site.

The third section contains a GASVESSEL newsletter subscription module that is automatically synchronised with the Mailchimp platform. Right below this module, there is a prominent news section that contains both relevant news and events.

The last two sections of homepage (above the footer) contain partner logos and acknowledgements of the EU grant receival. This partner section has its aim to present the organisations involved in the GASVESSEL project and with that communicate its reliably. Hopefully, the website visitors are encouraged to get in touch or to follow the project on one of its channels.

The complete homepage impression can be found in Figure 3 below.







Figure 3: Homepage of the GASVESSEL website

3.2 About page

The about page of the GASVESSEL contains a detailed description of the project, its objectives and the expected impact. On the right-hand side, there is an embedded vertical news and events feed. This feed is meant to trigger visitors to discover more about the GASSVESSEL, but at the same time to provide latest

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highlights from a quick glance over the page. For this reason, the vertical news feed was added to all the website pages apart from Home and News page itself. The *About* page impression can be found in Figure 4.

The general description of the project

This section rather extensively covers the GASVESSEL concept and project's intentions; the section mentions three routes within Europe that GASVESSEL project plans to open.

The project objectives

The objectives section includes a detailed description of GASVESSELS's objectives.

Impact

The third page section contains a description of the expected impacts of the project.





GASVESSEL about consortium downloads news contact

COMPRESSED NATURAL GAS TRANSPORT SYSTEM

learn more

About

The GASVESSEL Project

Key to securing Europe's energy supply is diversifying supply routes. This includes identifying and building new routes that unlock resources and decrease Europe's dependence on a single supplier of natural gas and other energy resources. The GASVESSEL project opens up new possibilities to exploit stranded, associated and flared gas where this is currently economically not viable and creates new cost-efficient gas transport solutions. This will be achieved with a novel offshore and onshore compressed natural gas (CNG) transportation system.

New in the CNG transportation concept is the innovative, patented solution for the manufacturing of Pressure Vessels that are 70% light than current state-of-the-art alternatives. This enables new ship designs with much higher payloads and consequently dramatically lower transportation costs per cubic metre of gas.

The GASVESSEL project fills a market niche in transporting smaller gas volumes, where it is not justified to use LNG concepts or pipelines. For CNG no expensive lique/ying and re-gasification plants are necessary, which drive up the costs of LNG. It is also much more flexible than point-to-point pipelines and is also not associated with environmental and political difficulties during construction. These reasons make CNG the most efficient transport method for natural gas up to 2500 km.

GASVESSEL will open up energy routes in Europe to three different oil and gas fields:

- East Mediterranean gas fields the CNG concept will enable supply of remote areas such as the Greek and Italian islands and Cyprus
- Black Sea region CNG transport offers a flexible solution for early start-up of gas exploitation, before the planned pipeline will be finished
- Barents Sea offshore oil field the CNG concept will exploit gas associated to oil winning, which is currently reinjected in the oil fields

Objectives

The main objective is to prove the techno-economic feasibility of the new CNG transportation concept. Three geo-logistic gas exploitation scenarios will be analysed to establish where and how the GASVESSEL concept provides added value. Research and development efforts will concern the functional design of the Pressure Vessel, the prototype facilities and the ship design including gas-compression and decompression systems. This new concept will finally be validated with a cost-benefit analysis and a class design review and safety assessment.

Impact

The GASVESSEL concept contributes to ensuring secure and affordable supplies of energy to Europe by diversifying supply routes. It allows identifying and building new routes that decrease the dependency of EU countries on a single supplier of natural gas and other energy sources. More efficient and economically viable off-shore CNG transport make waterborne supply of currently unexploited gas resources that dramatically exceed current annual gas consumption in Europe commercially interesting.

On top of that, the GASVESSEL concept is expected to open up important additional business opportunities for European industries from shipbuilding, shipping, Pressure Vessel manufacturers, epoxy resin and carbon fibre manufacturers to oil and gas and energy production companies.



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723030.

Latest News

search

27 February 2018 GASVESSEL Newsletter 2

16 February 2018 Interview with GASVESSEL coordinator Navalprogetti

2 February 2018 Meet the GASVESSEL consortium

16 January 2018 Letter from the coordinator

18 December 2017 The potential of the GASVESSEL CNG transport system for the East Mediterranean gas market all news

Latest Events

27 March 2019 Offshore Mediterranean Conference 2019

5 November 2018 Operational Excellence in Oil & Gas Smmit

25 June 2018 27th World Gas Conference

20 June 2018 19th International Conference on Ships and Maritime Research

17 June 2018 ECOS 2018 all events



Le (in) About Consortium Downloads News Contact

Figure 4: About page of the GASVESSEL website





3.3 Consortium

This page provides an overview of the GASVESSEL consortium partners in a form of a table with logos and contact information per partner. From this page visitors can access the official websites of the project partners.

This page also features a vertical side news feed. Figure 4 below contains the page impression.

		learn m	in)	
Consortium	(9 CALCAD) (**			Latest News
	NAVALPROGETTI SRL Italy www.navalorooetti.net		DOW DEUTSCHLAND ANLAGENGESELLSCHAFT MBH	27 February 2018 GASVESSEL Newsletter 2
	1919/97.11031014/191910.1103	Dow	Germany de.dow.com	16 February 2018 Interview with GASVESSEL coordinator Navalprogetti
* >	DOWAKSA DEUTSCHLAND GMBH Germany		PNO INNOVATION Belgium www.pnoconsultants.com	2 February 2018 Meet the GASVESSEL consortium 16 January 2018
DowAksa	www.dowaksa.com	PNO		Letter from the coordinator 18 December 2017 The potential of the GASVESSEL
VNIPTRANSGAZ	PUBLIC JOINT STOCK COMPANY ENGINEERING AND PRODUCTION ENTERPRISE VNIPITRANSGAZ Germany	() SINTEF	SINTEF OCEAN AS Norway www.sintef.no	Ine potential of the CHSVESSEL CNG framport system for the East Mediterranean gas market all news
	BM PLUS SRL Italy		C.N.G.V. D.O.O. Slovenia	Latest Events 27 March 2019
bm plus s.r.t.	www.bozzimeccanica.com	-CND-V		Offshore Mediterranean Conference 2019 5 November 2018 Operational Excellence in Oil & Gas
cEnergy	CENERGY SRL Italy www.cenergy.it	ILL Hanseatic Lloyd	HANSEATIC LLOYD SCHIFFAHRT GMBH & CO KG Germany	Smmit 25 June 2018 27th World Gas Conference
Clicity			www.hansealic-lloyd.de	20 June 2018 19th International Conference on Ships and Maritime Research
CHC	YDROGONANTHRAKON KYPROU (E.Y.K) LTD Cyprus chc.com.cy	Ĵ	Italy www.esteco.com	17 June 2018 ECOS 2018 all events
	AMERICAN BUREAU OF SHIPPING – ABS HELLENIC			
WABS	Greece			your email address subscribe

Figure 5: Consortium page of the GASVESSEL website





3.4 Downloads

This page contains the dissemination materials produced during the GASVESSEL project lifetime, as well as the public deliverables completed by the partners.

Currently the page features newsletters and reports; and contains the vertical news feed. Figure 6 below contains the page impression.

lear more	
Downloads	Latest News
Newsletters	27 February 2018 GASVESSEL Newsletter 2
GASVESSEL Newsletter issue 2 – February 2018	
GASVESSEL Newsletter issue 1 – December 2017	16 February 2018 Interview with GASVESSEL
Reports	coordinator Navalprogetti
Work package 1: Project Management	2 February 2018 Meet the GASVESSEL consortium
Download Deliverable D1.1 – Consortium Agreement and Executive Board minutes of meeting	
Download Deliverable D1.2 – Project Management Plan	16 January 2018 Letter from the coordinator
<u>Download Deliverable D1.3 – Quality Management Plan</u> Download 2nd Consortium Executive Board minutes of meeting	18 December 2017
Download 3rd Consortium Executive Board minutes of meeting	The potential of the GASVESSEL CNG transport system for the East
Work package 2: Scenario Analysis	Mediterranean gas market
Download report milestone MS1 – Scenario description and characterisation; Decision Support Model defined	all news
Work package 9: Exploitation and Dissemination	
Download Deliverable D9.1 – Dissemination and Exploitation Plan	Latest Events
	27 March 2019
	Offshore Mediterranean Conference 2019
	5 November 2018
	Operational Excellence in Oil & Gas Smmit
	25 June 2018 27th World Gas Conference
	20 June 2018
	19th International Conference on Ships and Maritime Research
	17 June 2018
	ECOS 2018
	all events
	_
	\bigcirc
	GASVESSEL Newsletter
	your email address subscribe

Figure 6: Download page of the GASVESSEL website





3.5 News and events

The *News* page contains news and updates about the project, its progress and details of events where GASVESSEL is or will be promoted. This section functions as a news archive of the website, therefore, all news can be found here. Currently the page contains six news items and fifteen event mentions.

Homepage news section and the vertical news feeds just show a display of the newest articles and updates. The page is presented in Figure 7 below.



Figure 7: News page of the GASVESSEL website





3.6 Contact

The contact page is meant to allow all interested visitors to contact the project partners using an easy-tocomplete form and/or to find contact details of a project-responsible.

The form on this page is linked to a dedicated project e-mail address (info@gasvessel.eu) that is linked to a dedicated Navalprogetti e-mail address and monitored by the project coordinator, Loris Cok. Coordinator's e-mail is also visible on this page in case visitors would like to approach him directly. The page screenshot is available in Figure 8 below.

	COMPRESSED NATURAL GAS TRANSPORT SYSTEM				
Contact					
Loris Cok	Name"				
Project Coordinator					
H2020 Gasvessel 723030	Email*				
gasvessel@navalprogetti.net	Subject"				
	Subject				
	Message*				
	Send				
The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723030.					
	E in				
About Consortium Downloads News Contact					

Figure 8: Contact page of the GASVESSEL website