



AI-informed Holistic Electric Vehicles Integration Approaches for Distribution Grids

D10.1

Project Website

July 2024 (M2)



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Lead author	Danielle Kutka (AVERE)				
Co-author(s)	Görkem Turer (AVERE)				
Peer reviewer(s)	Marzio Barresi (POLIMI) Samuele Grillo (POLIMI)				
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	22/07/2024	V0.2	AVERE	Updated deliverable template
	24/07/2024	V0.3	AVERE	Updated following POLIMI review
	31/07/2024	V1.0	AVERE	Minor changes and typos. Uploaded document

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EXECUTIVE SUMMARY

The AHEAD project website (D10.1) is due in M2 and is the central hub for stakeholders to access essential information, updates, and resources related to the project. The website enables AHEAD stakeholders to access the project resources to ensure proper and timely communication and dissemination of the project aims, ongoing work, deliverables, results, tools, and communication channels. The purpose of this deliverable is to provide an overview of the planning and delivery of the AHEAD website structure, its content, and is supported by visual screenshots of the published website at the end of July 2024 (M2).

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1. INTRODUCTION

1.1. Project Introduction

The AHEAD project—AI-informed Holistic Electric Vehicles Integration Approaches for Distribution Grids, will create a simulation environment capable of predicting the most convenient locations to place EV charging stations while optimising both the usage of the power grid resources and that of the charging stations in urban and rural areas. This simulation environment will exploit the unique features of the latest AI models and include two layers: a spatial mapping—placing the chargers where the people need them to be—and that of the power grid—placing the chargers where the grid can support them.

2. WEBSITE DESCRIPTION

The AHEAD project website will provide access to the key information, results and communication materials about the project, its partners, demonstrations, and activities.

The content management system WordPress will be used for the website development and will employ a responsive web design that suits its use on different browsers and screen sizes such as on mobile phones.

The website template is built in a horizontal structure and employs the AHEAD visual identity complete with static menu, dedicated newsletter subscription and footer containing the legal disclaimers of the project and social networks.

The project domain – horizon-ahead.eu – is purchased and hosted by Politecnico di Milano (POLIMI). All partners will contribute to its content by providing and reviewing its content upon request by WP10 lead, AVERE.

The delivery of M2 website will include main sections including the landing page, About AHEAD, Our work, News, Events, and Media section. The content of the website will be updated throughout the course of the project as further developments become available.

3. VISUAL IDENTITY

The AHEAD website design is based on the project's visual identity: a clean, abstract and modern typeface logo, target icon and cool vibrant colours.



Figure 1 – Official logo of the project AHEAD.

The target icon is derived from the abstracted “A” letterform that is multiplied and arranged in a circle. The highlighted green “A” stands as an indicator forward, and, doubling as an arrow, carries the forward the theme and name for “AHEAD”.

The abstract, modern icon and typeface is further supported by cool, vibrant colours signifying innovation and the cutting-edge: The vibrant blue gradient is crisp, bright, and full of energy in a playful gradient that imitates movement forward.

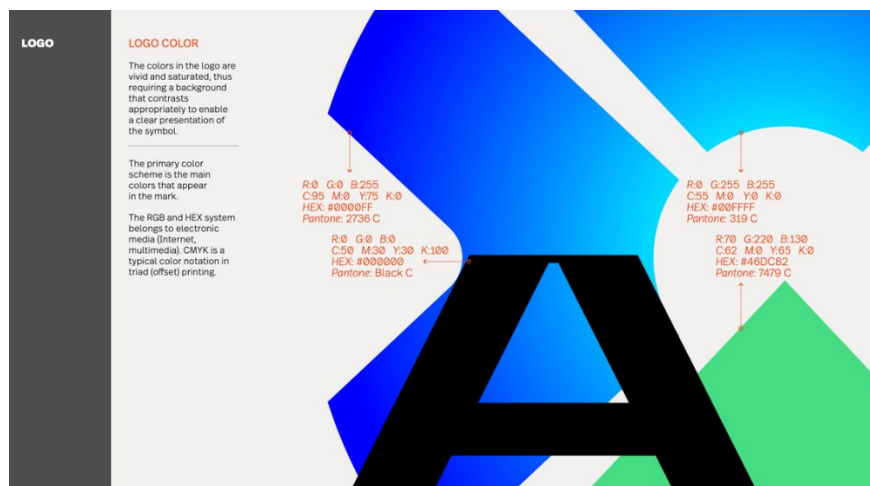


Figure 2 – AHEAD Logo from Brand Guidelines.

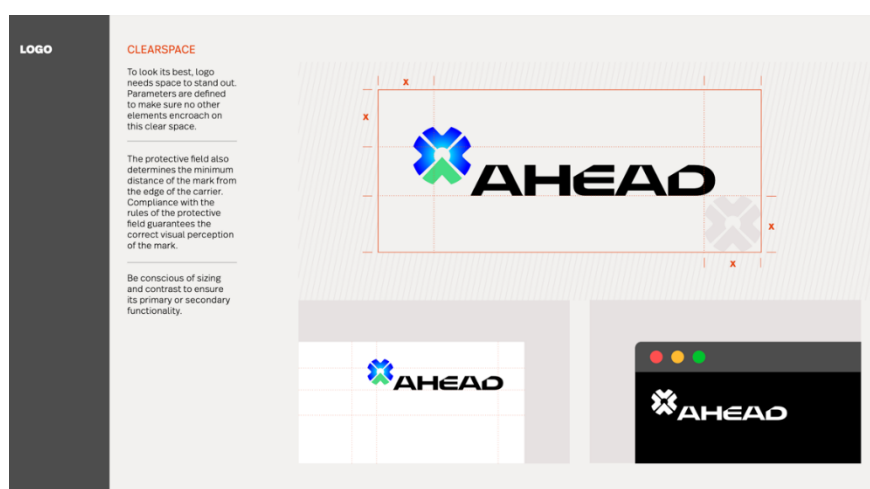


Figure 3 – AHEAD Logo 2 from Brand Guidelines.

More information on the brand manual and visual identity can be found in the Annex.

4. WEBSITE MAP

The main aim of the landing page is to provide an overview of the key information on the project – its name, key objectives, latest news, with calls to action to for further reading, browsing of resources, partners, or subscribing to the project newsletter.

4.1. Main landing – homepage

- Project logo in upper corner aside horizontal menu
- Visual element banner - lead image(s)
- Short project description – text blocks in combination with visual elements
- Content blocks for latest news – (selects from upcoming events and blog posts)
- Sign up to newsletter - data text for GDPR
- Short presentations of main menu sections of website – About, Our work, Demonstrations, Results, News, Events, Media
- Bottom Banner (contacts for coordinator, communication, legal disclaimer and links to data disclaimers)
 - Coordinator: First and Last Name, Organization, coordinator@horizon-ahead.eu
 - Communication: First and Last Name, Organization, communication@horizon-ahead.eu
 - X icon – https://x.com/AHEAD_ProjectEU
 - LinkedIn Icon – <https://www.linkedin.com/company/ahead-project-eu/>
 - Youtube (Forthcoming)

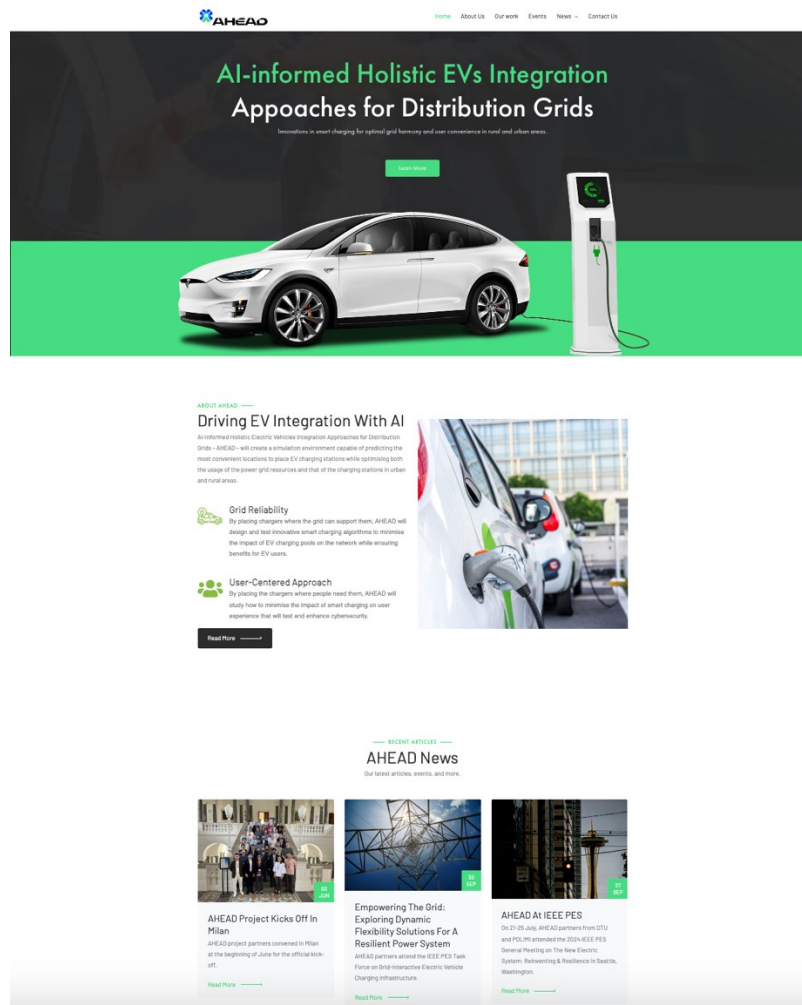


Figure 4 – AHEAD Homepage (screenshot).

The About AHEAD section provides more detailed information on the project objectives, approach, while contextualising the challenges and the potential impacts of the project.

4.2. About AHEAD

- Golden paragraph of project
- Context - challenges and barriers
- AHEAD Approach
- Objectives
- Partner overview and geographic spread
- Consortium – partner logos and links to websites

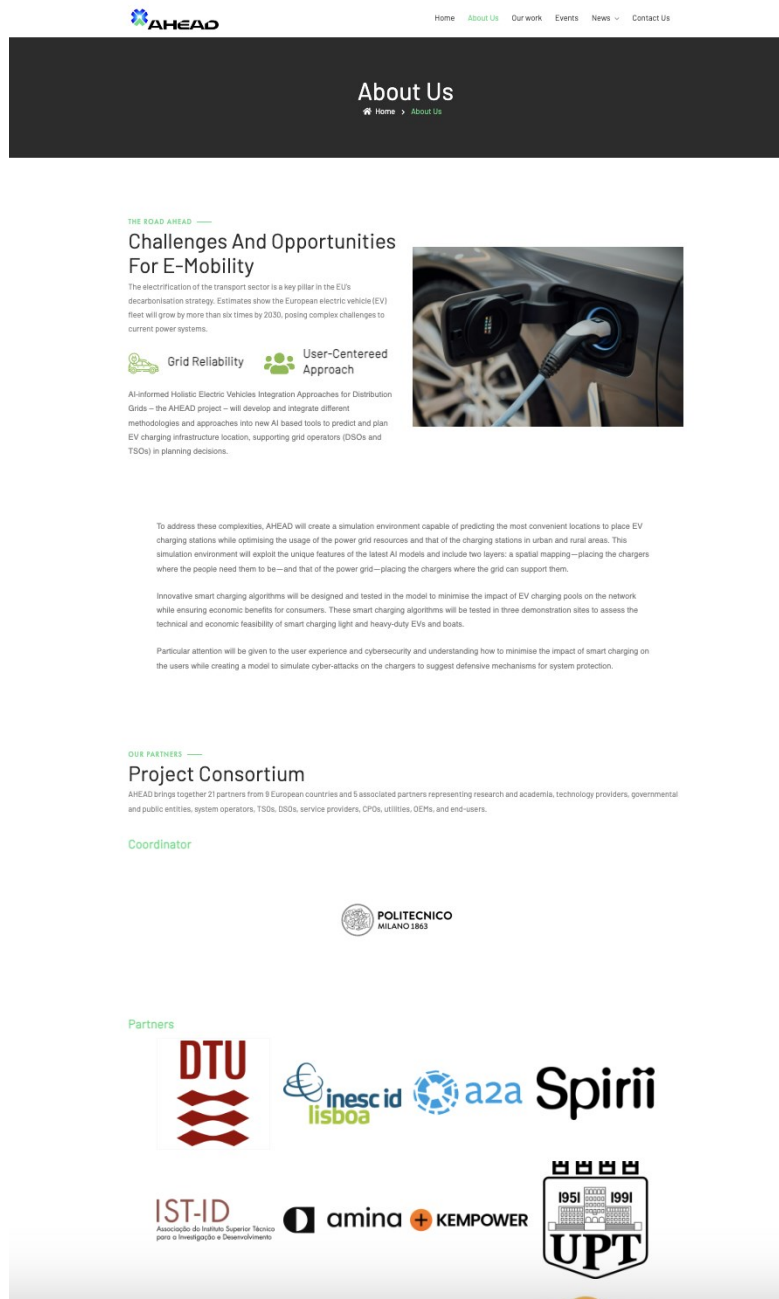


Figure 5 – AHEAD About Us (screenshot).

The Our Work Section gives a detailed presentation of the objectives, tasks, and partners leading the respective work packages through an interactive accordion display.

4.3. Our work

- Presentation per work package
 - Brief description
 - Logo of WP lead

○ Objectives



Figure 6 – Our Work (screenshot).

The Demonstrations page will be an interactive page where information on the respective demonstrations and their use cases will be easily navigable for users. The logos of the respective partners will also be provided.

4.4. Demonstrations (forthcoming)

- Map element of geographic spread and selection of demo overview
 - Public description of the demonstration
 - Partners

- Key innovations – use cases

The Results page will consolidate all public deliverables, reports, and other resources (papers, posters, etc.) for stakeholders to easily navigate.

4.5. Results (forthcoming)

- Presentation of all public deliverables, academic articles and presentations
 - Deliverables
 - White papers
 - Academic articles

The Events page features blog-style overview of upcoming and serve as an archive for past events, featuring an event description, date, venue (or online) and registration links.

4.6. Events

- Distinction between Upcoming events and Past events
- Event title, event banner or lead image
- Description, date of event
- Online or venue
- Newsletter Registration button (Mailchimp)
- Image bank for events- past events

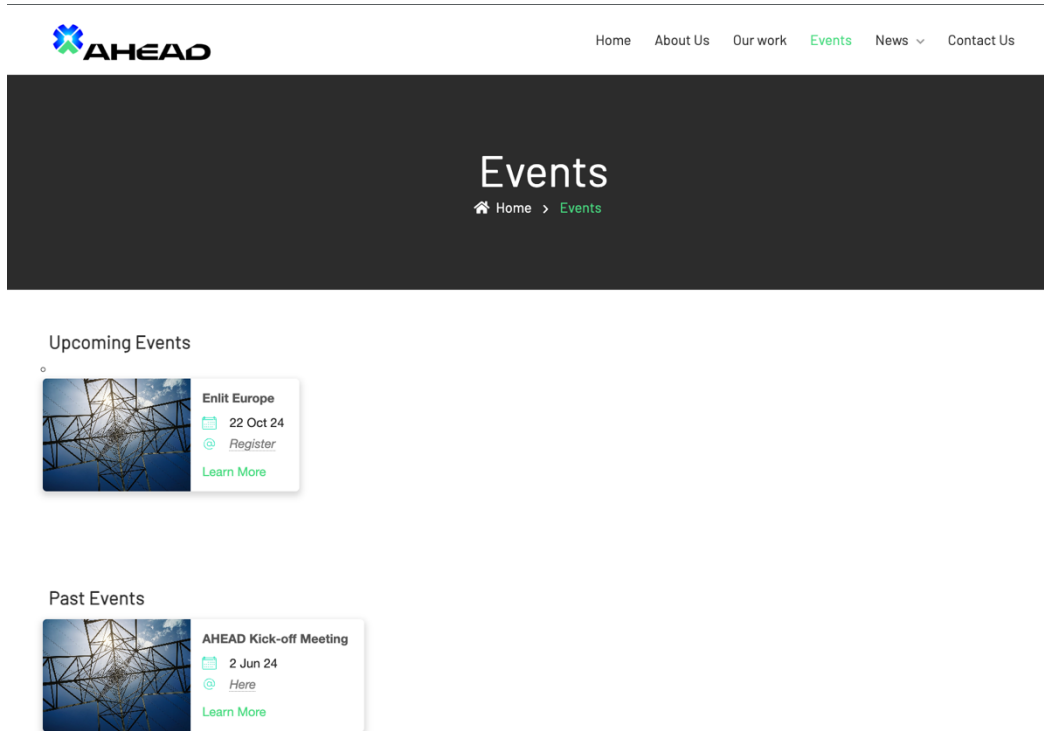


Figure 7 – Events page (screenshot).

The News page features blog-style articles for reporting the latest project news, event attendance, partner features/interviews, and other written content that can be used for promoting the project via communication channels and social media, and other media outlets.

4.7. News

- Blog post style - Slider display where lead image is displayed with a title, date, and preview of text

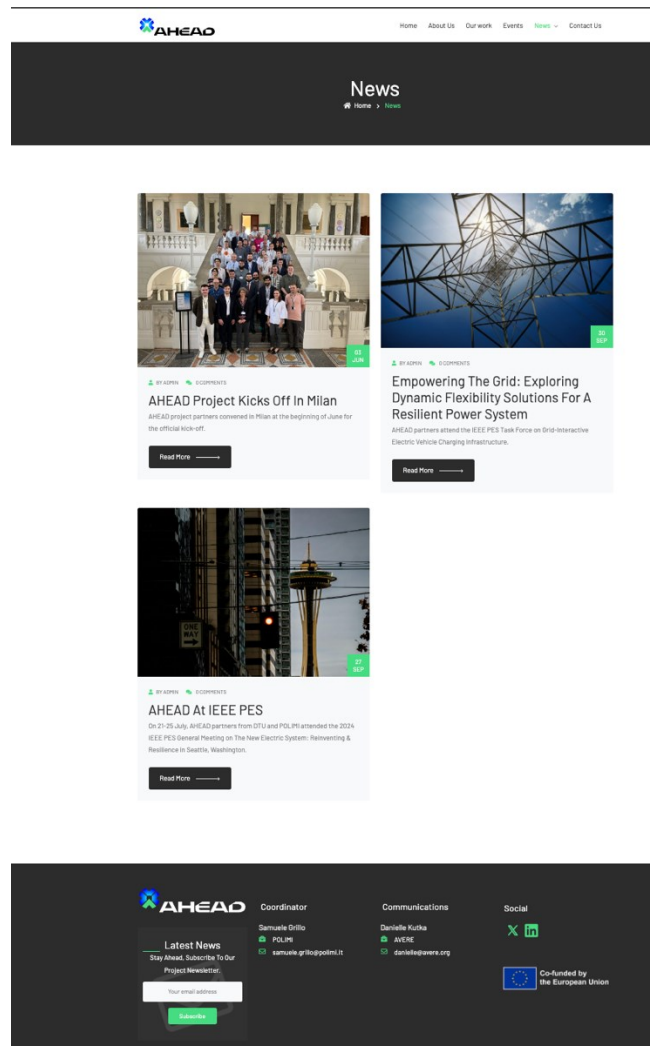


Figure 8 – News page (screenshot).

The final Media section will be a one-stop source for interested press and journalists to find sources for the project visual identity, logo, and brand guidelines. The section will also serve as an archive for the latest coverage on the project, per media outlet.

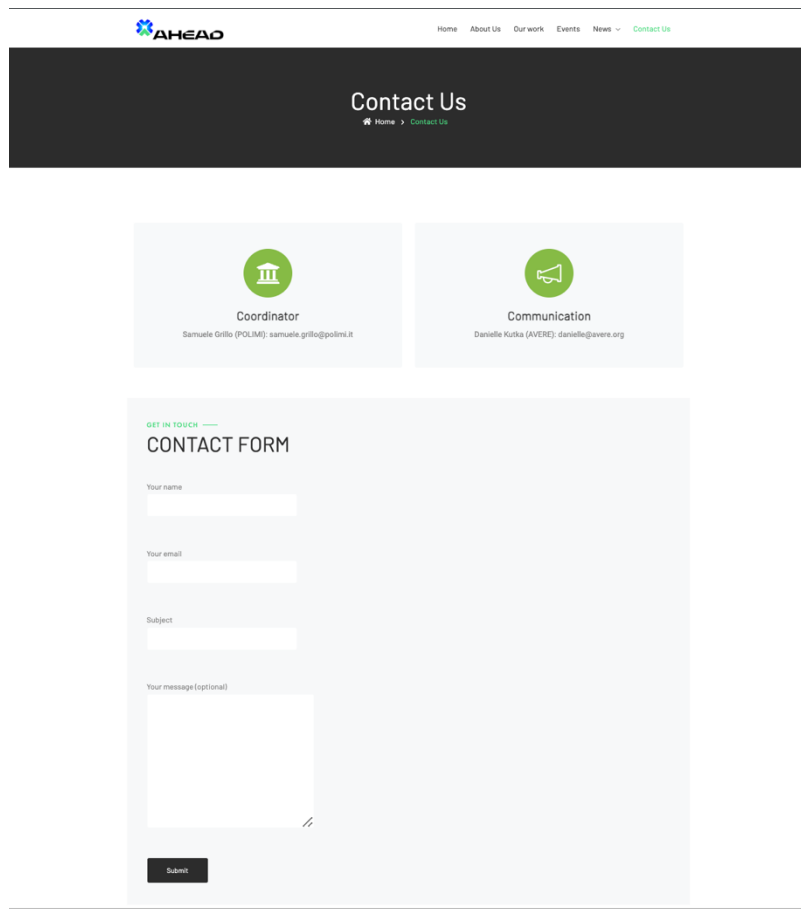
4.8. Media (forthcoming)

- -Button 'Download media kit' Zip download when click on the media kit
- Media kit – ZIP FILE with the following
- -Logo pack
- -Image bank and captions
- -Visual guidelines
- In the Press section – overview of press articles and coverage on project from non-academic sources

Lastly, the contact page has the coordinator, communication contacts listed as well as a generic contact form to allow clear contact with AHEAD stakeholders.

4.9. Contact

- Coordinator Email, Communications Email, Generic contact form



The screenshot shows the 'Contact Us' page of the AHEAD website. The page has a dark header with the AHEAD logo and navigation links: Home, About Us, Our work, Events, News, and Contact Us. Below the header, the title 'Contact Us' is displayed with a breadcrumb trail: Home > Contact Us. The main content area is divided into two columns. The left column features a green circular icon with a building, labeled 'Coordinator', with the contact information: Samuele Grillo (POLIMI): samuele.grillo@polimi.it. The right column features a green circular icon with a megaphone, labeled 'Communication', with the contact information: Danielle Kurka (AVERE): danielle@avere.org. Below these columns is a 'CONTACT FORM' with the heading 'GET IN TOUCH'. The form includes input fields for 'Your name', 'Your email', and 'Subject', and a larger text area for 'Your message (optional)'. A 'Submit' button is located at the bottom of the form.

Figure 9 – Contact page (screenshot).

5. CONCLUSION

The AHEAD website – horizon-ahead.eu is the primary communication and dissemination tool for the project, delivered at M2 of the project (July 2024). Though the project website will be updated throughout the duration of the project lifecycle, the delivery of the website includes essential information on the project aims, work, and activities that will set the tone for future uptake of results their dissemination, providing the hub for further learning and links to social media, events, and more.

6. ANNEX

AHEAD VISUAL IDENTITY