



SUustainable solutions for affordable RETroFIT of domestic buildings

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Topic: LC-SC3-EE-1-2018-2019-2020

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Other authors	-

WP9 - Deliverable D 9.1 Project Website

Dissemination Level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, as referred to in Commission Decision 2001/844/EC	

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Abbreviations

CPR	Construction Product Regulation
hEN	harmonized European Norm
EAD	European Assessment Document
PHP	Hypertext Pre-processor
HTML	Hypertext Markup Language
SQL	Structured Query Language
SEO	Search Engine Optimization

Publishable summary

The deliverable D9.1 Project Website is a public document of the SUREFIT project, produced in task T9.1 “Project Website”, part of WP9 “Dissemination, communication and exploitation”. This deliverable presents in detail the project website that provides a real-time interaction for all involved partners, keeping them informed of the latest news of the project, achievements, process problems, plan revision, etc. The website will also be a formal window for all partners to communicate with the public and stakeholders, expanding the external impact of the project, and possibly attracting new collaboration partners. All information will be updated regularly, especially the “News”, “Documents” and “Gallery” tabs, with data and input based on the research findings, by AMS as WP9 leader.

Introduction

Leading Beneficiary: AMS

Participants: help from all partners is required for T9.1

Task description: Project website

The deliverable D9.1 Project Website is a public document of the SUREFIT project, produced in task T9.1 “Project website”, part of WP9 “Dissemination, communication and exploitation”. The objective of T9.1 is to develop a secure medium for disseminating and communicating successfully all information about SUREFIT to the public.

This document presents how SUREFIT website was strategically designed and developed in order to satisfy effectively the objectives set, in desktop and mobile versions. The first step was to create the projects’ Logo, establish the Logo guidelines and then build the website creating a unique brand identity.

The website includes all important information that can help the visitor understand the core values of SUREFIT (Project description, Project’s objectives, Concept analysis, Technologies used, Location & Description of Demo Site used, All public material and documents for distribution, Partners’ details, Success Stories). Additionally, the website will be dynamic and will be updated regularly with all news, data and information that will occur while the project is evolving.

SUREFIT online presence is completed with the effective use of Social media: Twitter, LinkedIn, Facebook, YouTube, Instagram. Google analytics is installed and will be used as Key Performance Indicator (KPI) in order to get and analyse data about the users, the countries, the languages, traffic, the bounce rate and the time spending on each page.

1 Logo & Brand Identity

The need of the visual representation of SUREFIT project is essential in order to develop awareness and establish the identity of the research. During dissemination activities the SUREFIT Logo will communicate professionalism and build trust.

1.1 Logo

SUREFIT LOGO was originally designed by THE UNIVERSITY OF NOTTINGHAM in the early stages of the project and was converted (redesign) to high quality vector and image by AMS in order to define the project's identity and is intended to be used in any document: public, confidential or classified. The Logo is coloured in a way that renewable energy and environment consciousness are represented (green and light blue). A straightforward font is selected in order to emphasize the need of clarity that the COVID-19 period requires and the icon (a house with a flower) communicates the core target of the program: domestic buildings and environment.

SUREFIT logo can be used in the following cases:

- In all documents created and distributed under the framework of the SUREFIT project
- In PowerPoint Presentations
- In all dissemination activities
- In all promotional activities
- In all promo material
- In the project's online presence (website, social media etc)
- In all partners' websites (with a link to www.surefitproject.eu)



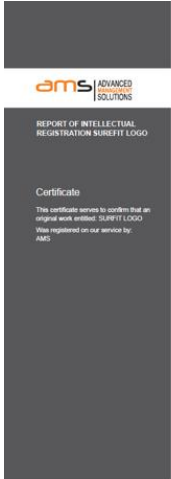
Figure 1: SUREFIT Logo

1.2 Logo Manual

In order to maintain an identity and prevent wrong uses of the Logo, AMS established a Logo Manual to help all stakeholders position it correctly.

Logo and logo manual download:

[https://isgpt.sharepoint.com/:b:/r/sites/GRP_Grij_SUREFITProject_IDI2/Shared%20Documents/General%20\(all\)/Surefit_guidelines.pdf?csf=1&web=1&e=PTTh5yk](https://isgpt.sharepoint.com/:b:/r/sites/GRP_Grij_SUREFITProject_IDI2/Shared%20Documents/General%20(all)/Surefit_guidelines.pdf?csf=1&web=1&e=PTTh5yk)

  Logo guidelines	Contents <table> <tr> <td>03</td><td>Presentation of SUREFIT Logo.</td></tr> <tr> <td>04</td><td>Company logo: Colors</td></tr> <tr> <td>05</td><td>Company logo: Guidelines of use</td></tr> <tr> <td>06</td><td>Company logo: Logo applications</td></tr> <tr> <td>07</td><td>Company logo: Incorrect use of logo.</td></tr> </table>	03	Presentation of SUREFIT Logo.	04	Company logo: Colors	05	Company logo: Guidelines of use	06	Company logo: Logo applications	07	Company logo: Incorrect use of logo.		
03	Presentation of SUREFIT Logo.												
04	Company logo: Colors												
05	Company logo: Guidelines of use												
06	Company logo: Logo applications												
07	Company logo: Incorrect use of logo.												
Presentation of Surefit Logo Every Logo is a result of various parameters that should not be excluded during any use. Modifying colors, dimensions, and general proportion's, Will not serve the purpose of existence of a logo, but will also impact negatively the corporate identity it represents. Company logo 	Company logo 1. Colors  Colors: For the logo the following colors where used: <table> <tr> <td>For the word SUREFIT:</td><td></td></tr> <tr> <td> C:75, M:33, Y:0, K:0</td><td> R:20, G:152, B:237</td></tr> <tr> <td>For the leaves:</td><td></td></tr> <tr> <td> C:60, M:0, Y:89, K:0</td><td> R:99, G:219, B:95</td></tr> <tr> <td>For the house vector:</td><td></td></tr> <tr> <td> C:72, M:61, Y:60, K:50</td><td> R:99, G:219, B:95</td></tr> </table>	For the word SUREFIT:		 C:75, M:33, Y:0, K:0	 R:20, G:152, B:237	For the leaves:		 C:60, M:0, Y:89, K:0	 R:99, G:219, B:95	For the house vector:		 C:72, M:61, Y:60, K:50	 R:99, G:219, B:95
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 C:75, M:33, Y:0, K:0	 R:20, G:152, B:237												
For the leaves:													
 C:60, M:0, Y:89, K:0	 R:99, G:219, B:95												
For the house vector:													
 C:72, M:61, Y:60, K:50	 R:99, G:219, B:95												

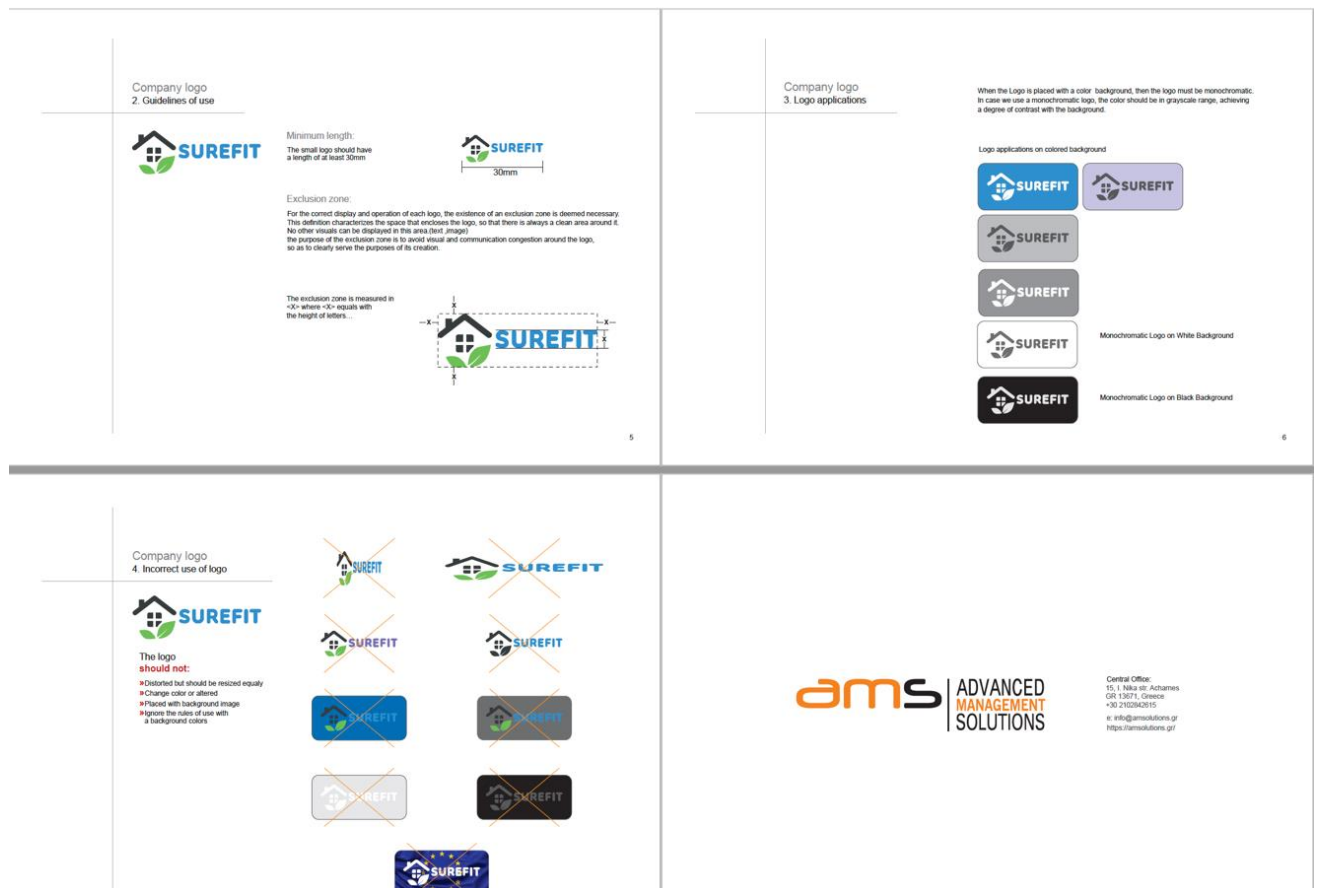


Figure 2: SUREFIT Logo Manual

2 Website Registration

The website was created early in the project (delivered in M3) with the domain name www.surefitproject.eu. This domain was selected by all partners, after a voting that took place in order to explore all acceptable solutions, since www.surefit.eu was not available:

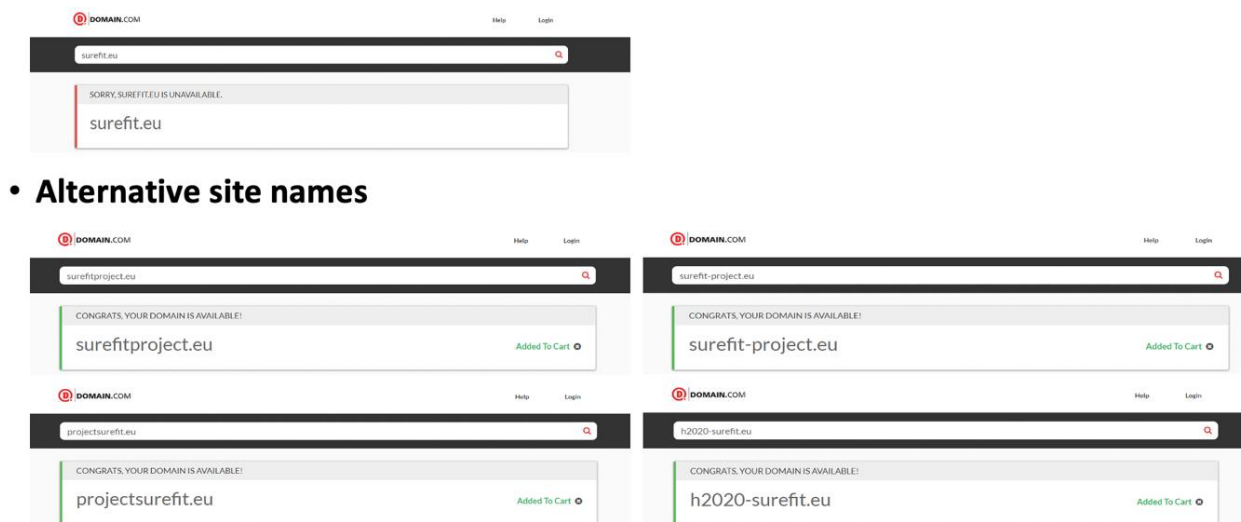


Figure 3: Available Domain Names

	surefitproject.eu	surefit-project.eu	projectsurefit.eu	h2020-surefit.eu
12 participants	✓8	✓1	✓1	✓2
	★			
Halil Ibrahim DAG	✓			
Saffa Riffat - UNOTT	✓			
ISQ	✓			
Mahmut Sami B�ker	✓			
Maria Sachini (AMS)	✓			
Peter Lund (Aalto U)				✓
Alexandros Morakis...	✓			
Stratos Zouganelis ...	✓			
Hayley Beasley PCM	✓			
Zafer URE - PCM				✓
Jonathan Archer		✓		

Figure 4: Doodle Voting

The domain name and the hosting are bought & registered by AMS for the following 8 years. The website is built on the open-source platform WordPress¹ and programming languages such as html², PHP³ database MySQL⁴, JavaScript⁵ are used. The official email address of the website is contact@surefitproject.eu (maintained by AMS) and it is used to facilitate communication with external and internal audiences.

3 Website Design & Description

The main objective achieved by the design of www.surefitproject.eu is to facilitate easily address questions and provide data to external and internal audiences, as an essential tool for disseminating the project and its key findings. The website was created based on the Five Ws rule that the ancient Greek rhetorician Hermagoras of Temnos first mentioned⁶:

- Who: is participating?
- What: is the research methodology selected?
- When: is the project due?
- Where: will the demo sites be developed?
- Why: are we doing this research (objective of SUREFIT)?

3.1 Information Communicated

The website contains the following information:

- Project description
- Project's objectives
- Concept analysis
- Technologies used
- Location & Description of Demo Site used
- All public material and documents for distribution
- Newsletter subscription
- Social media links
- Video and photo gallery
- List of news and events
- Partners' details
- Success Stories
- Private area for partners (for internal document distribution)

The project identifiers and EU funding are mentioned on every page of the website.

3.1.1 Sitemap

The above information is gathered in a concise Sitemap:

- HOME



- [ABOUT](#)
- [DEMO SITES](#)
- [DOCUMENTS](#)
- [NEWS](#)
- [GALLERY](#)
- [PARTNERS](#)
- [SUCCESS STORIES](#)
- [CLUSTER](#)
- [CONTACT](#)
- [LOGIN](#)

4 Sitemap Description

4.1 Home

The “Home” tab of the website is an introduction of the project to the visitor. It works as a landing page (destination page⁷) for all incoming leads. This page contains all important information about the project: description and objectives. The slider of the page (the most important element of a Home page) indicates the 3 competitive advantages of SUREFIT in order to grab the visitor’s attention. The logo is correctly placed in order to increase awareness and at the bottom of the page there is a news feed, social media feed, contact information, privacy policy, project identifiers and EU funding.

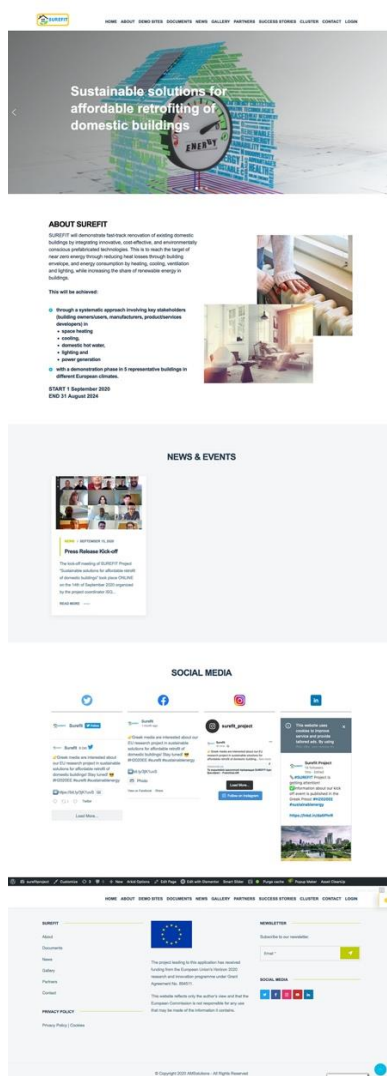
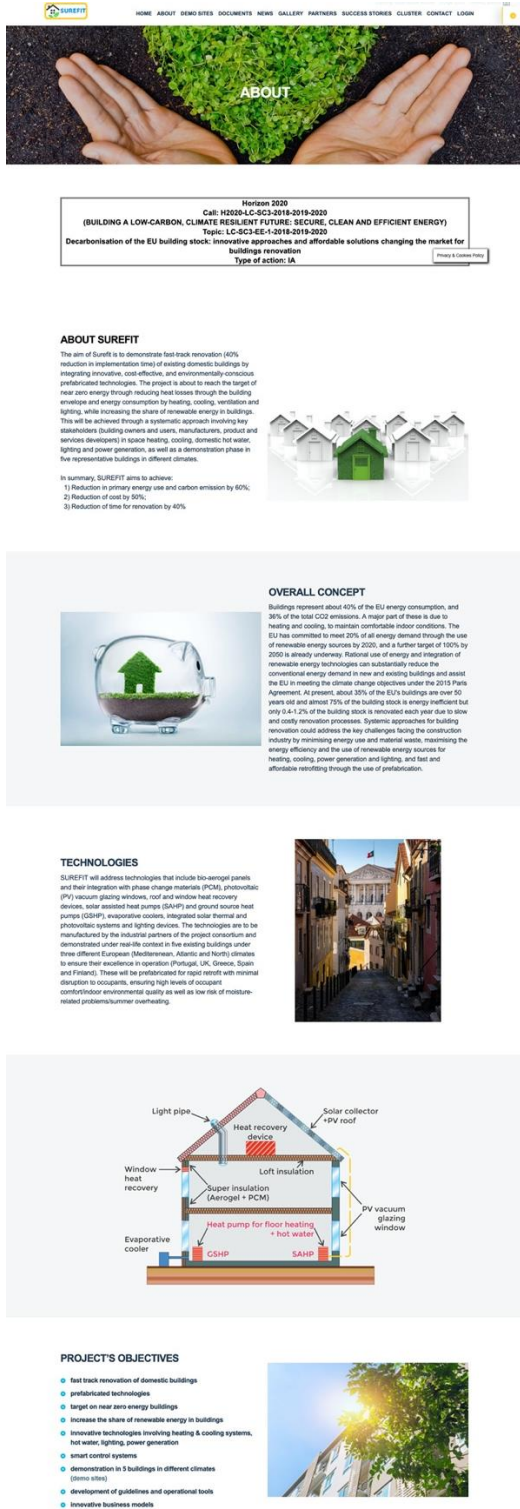


Figure 5: SUREFIT Website Home tab

4.1.1 About

The “About” tab presents in detail the description of the project, the concept, the technologies used and the objectives.



ABOUT

Horizon 2020
Call: H2020-LC-SC3-2018-2019-2020
(BUILDING A LOW-CARBON, CLIMATE RESILIENT FUTURE: SECURE, CLEAN AND EFFICIENT ENERGY)
Topic: LC-SC3-EE-4-2018-2019-2020
Decarbonisation of the EU building stock: Innovative approaches and affordable solutions changing the market for buildings renovation
Type of action: IA

ABOUT SUREFIT

The aim of SUREFIT is to demonstrate fast-track renovation (40% reduction in implementation time) of existing domestic buildings by integrating innovative, cost-effective, and environmentally conscious prefabricated technologies. The project is about to reach the target of near zero energy through insulating heat losses through the building envelope and energy consumption by heating, cooling, ventilation and lighting, while increasing the share of renewable energy in buildings. This will be achieved through a systematic approach involving key stakeholders (building owners and users, manufacturers, product and service developers) in space heating, cooling, domestic hot water, lighting and power generation, as well as a demonstration phase in five representative buildings in different climates.

In summary, SUREFIT aims to achieve:

- 1) Reduction in primary energy use and carbon emission by 60%;
- 2) Reduction of cost by 50%;
- 3) Reduction of time for renovation by 40%.

OVERALL CONCEPT

Buildings represent about 40% of the EU energy consumption, and 30% of the total CO₂ emissions. A major part of these is due to heating and cooling, to maintain comfortable indoor conditions. The EU has committed to meet 20% of all energy demand through the use of renewable energy sources by 2020, and a further target of 100% by 2050 is already underway. Rational use of energy and integration of renewable energy technologies can substantially reduce the conventional energy demand in new and existing buildings and assist the EU in meeting the climate change objectives under the 2015 Paris Agreement. At present, about 30% of the EU's buildings are over 50 years old and almost 75% of the building stock is energy inefficient but only 0.4-1.2% of the building stock is renovated each year due to slow and costly renovation processes. Systemic approaches for building renovation could address the key challenges facing the construction industry by minimising energy use and material waste, maximising the energy efficiency and the use of renewable energy sources for heating, cooling, power generation and lighting, and fast and affordable retrofitting through the use of prefabrication.

TECHNOLOGIES

SUREFIT will address technologies that include bio-sensor panels and their integration with phase change materials (PCM), photovoltaic (PV) vacuum glazing windows, roof and window heat recovery devices, solar assisted heat pumps (SAHP) and ground source heat pumps (GSHP), evaporative coolers, integrated solar thermal and photovoltaic systems and lighting devices. The technologies are to be manufactured by the industrial partners of the project consortium and demonstrated under real-life context in five existing buildings under three different European (Mediterranean, Atlantic and harsh) climates to ensure their excellence in operation (Portugal, UK, Greece, Spain and France). These will be prefabricated for rapid retrofit with minimal disruption to occupants, ensuring high levels of occupant comfort/indoor environmental quality as well as low risk of moisture-related problems/summer overheating.

PROJECT'S OBJECTIVES

- fast track renovation of domestic buildings
- prefabricated technologies
- target on near zero energy buildings
- increase the share of renewable energy in buildings
- innovative technologies involving heating & cooling systems, hot water, lighting, power generation
- smart control systems
- demonstration in 5 buildings in different climates (demo sites)
- development of guidelines and operational tools
- innovative business models

Figure 6: SUREFIT Website About tab

4.1.2 Demo Sites

The “Demo Sites” tab presents the demo sites in Portugal, Greece, UK, Spain and Finland along with any possible technologies for renovation used.



Figure 7: SUREFIT Website Demo Sites tab

4.1.3 Documents

The “Documents” tab contains all material that is generated and is public. This material is available for free download. The Documents are categorized in the following folders:

- Promo Material,
- Public Documents,
- Meeting & Events,
- Others.

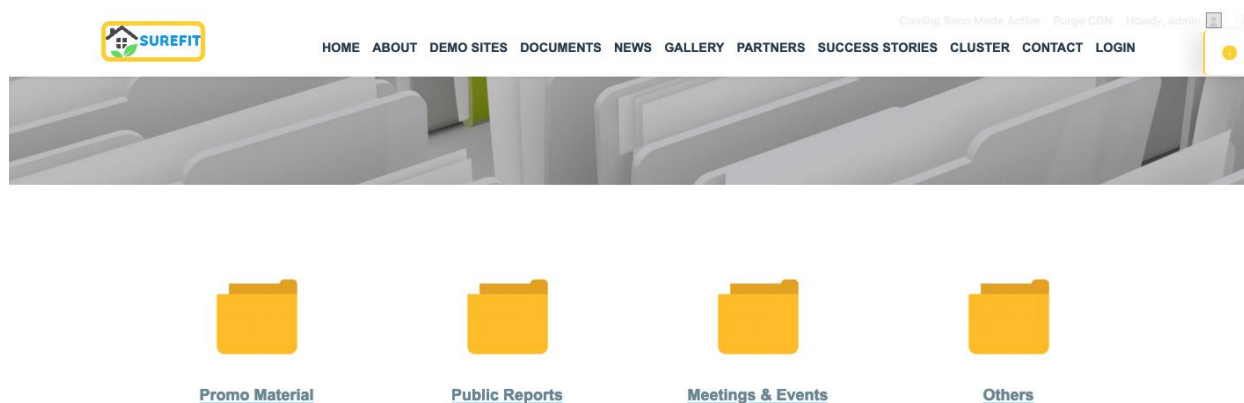


Figure 8: SUREFIT Website Documents tab

4.1.4 News

The “News” tab aims to communicate all news and events about SUREFIT. By uploading often material, this tab will be dynamic and show to visitors that the project is active and running.

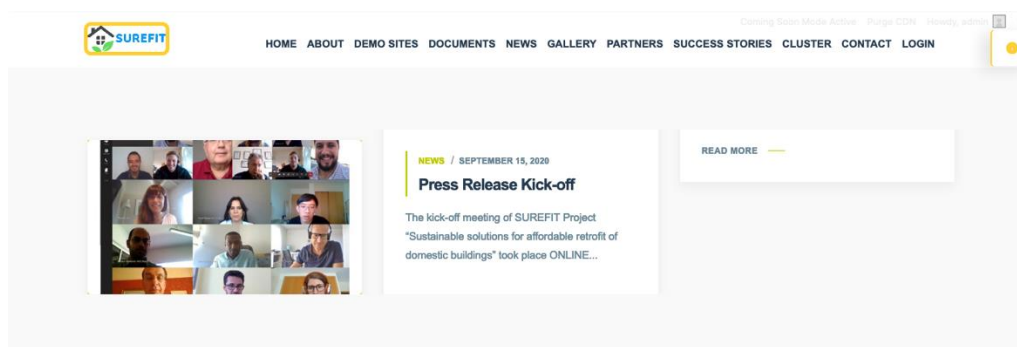


Figure 9: SUREFIT Website News tab

4.1.5 Gallery

The “Gallery” tab includes images from online meetings, physical meetings, events and contains pictures related to the project. Folders will help in the archiving of the material.

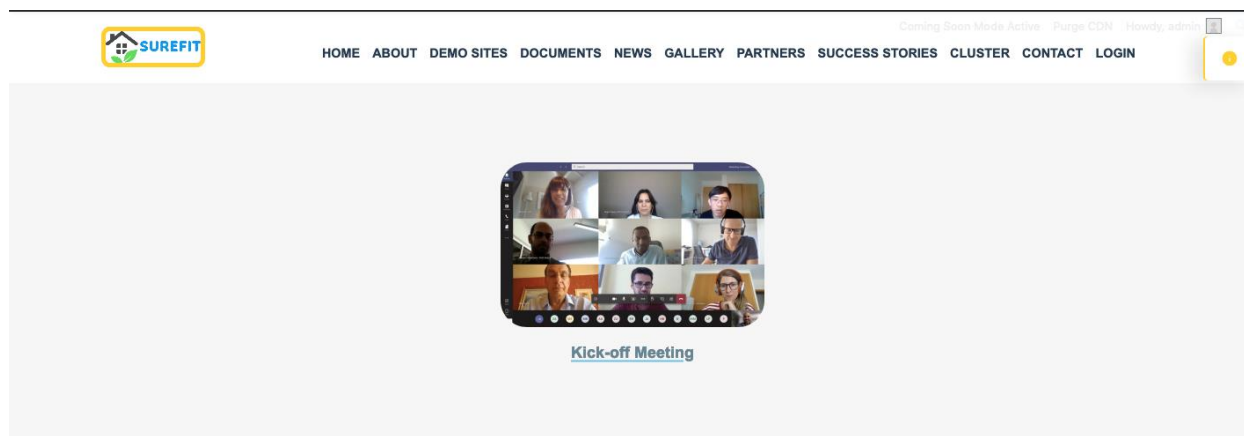


Figure 10: SUREFIT Gallery tab

4.1.6 Partners

Information about the partners working for SUREFIT project can be found in the “Partners” tab. Their logo is displayed, with a direct link to their website. Additionally, a pop-up window provides a short profile description for each partner in order to engage visitors in SUREFIT website.

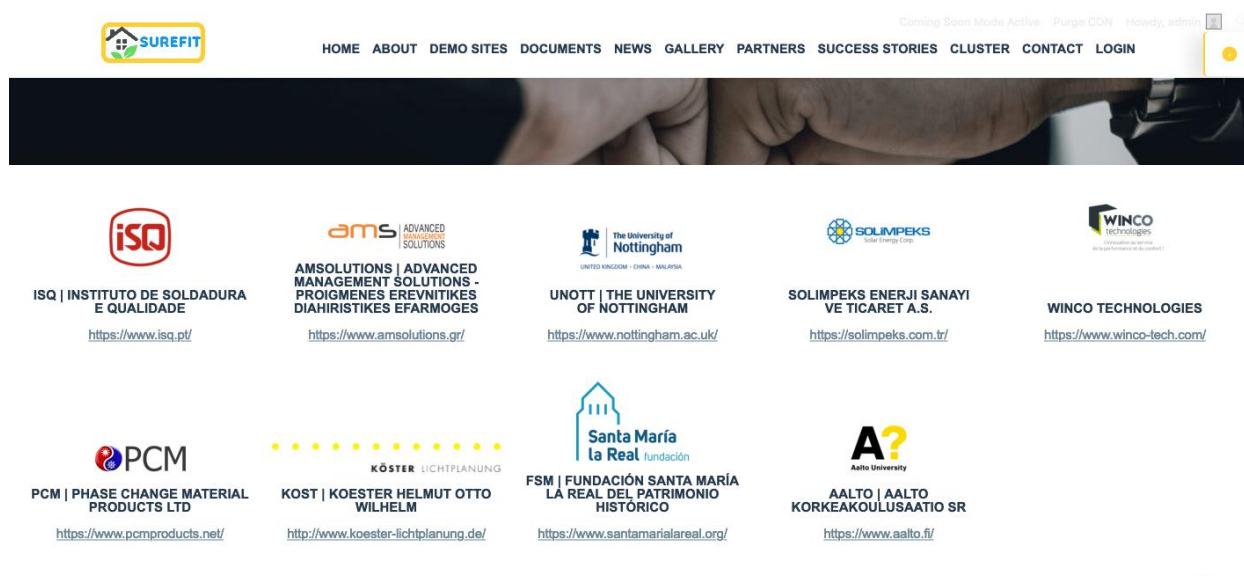


Figure 11: SUREFIT Partners tab

4.1.7 Success Stories

The “Success Stories” tab will be used to provide information for the impact, the output and the achievements of the project.



Project Overview

The aim of Surefit is to demonstrate fast-track renovation (40% reduction in implementation time) of existing domestic buildings by integrating innovative, cost-effective, and environmentally-conscious prefabricated technologies. This is to reach the target of near zero energy through reducing heat losses through the building envelope and energy consumption by heating, cooling, ventilation and lighting, while increasing the share of renewable energy in buildings. This will be achieved through a systematic approach involving key stakeholders (building owners and users, manufacturers, product and services developers) in space heating, cooling, domestic hot water, lighting and power generation, as well as a demonstration phase in five representative buildings in different climates. In summary, SUREFIT aims to achieve:

- 1) Reduction in primary energy use and carbon emission by 60%.
- 2) Reduction of cost by 50%.
- 3) Reduction of time for renovation by 40%.



[Privacy & Cookies Policy](#)

Success Stories

Here you will find information on the Impact, the output and the achievements of Surefit Project.

"Success Story 1" – To be published.

"Success Story 2" – To be published.

Figure 12: SUREFIT Success Stories tab

4.1.8 Cluster

This tab will be used for communicating any possible clustering activity of the SUREFIT project.

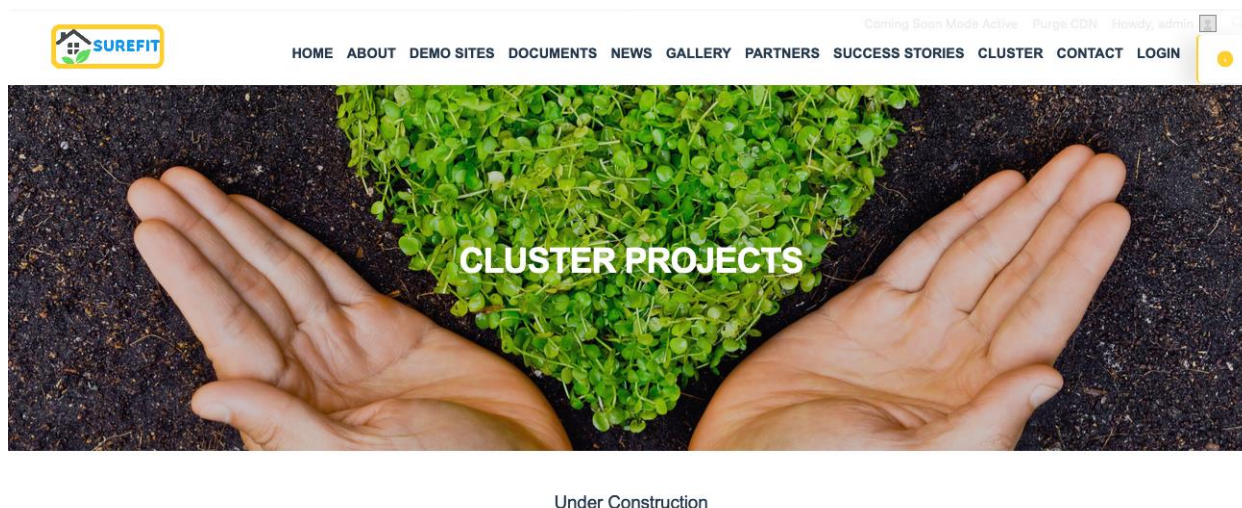


Figure 13: SUREFIT Cluster tab

4.1.9 Contact

The “Contact” tab of the website provides contact information with the coordinator.

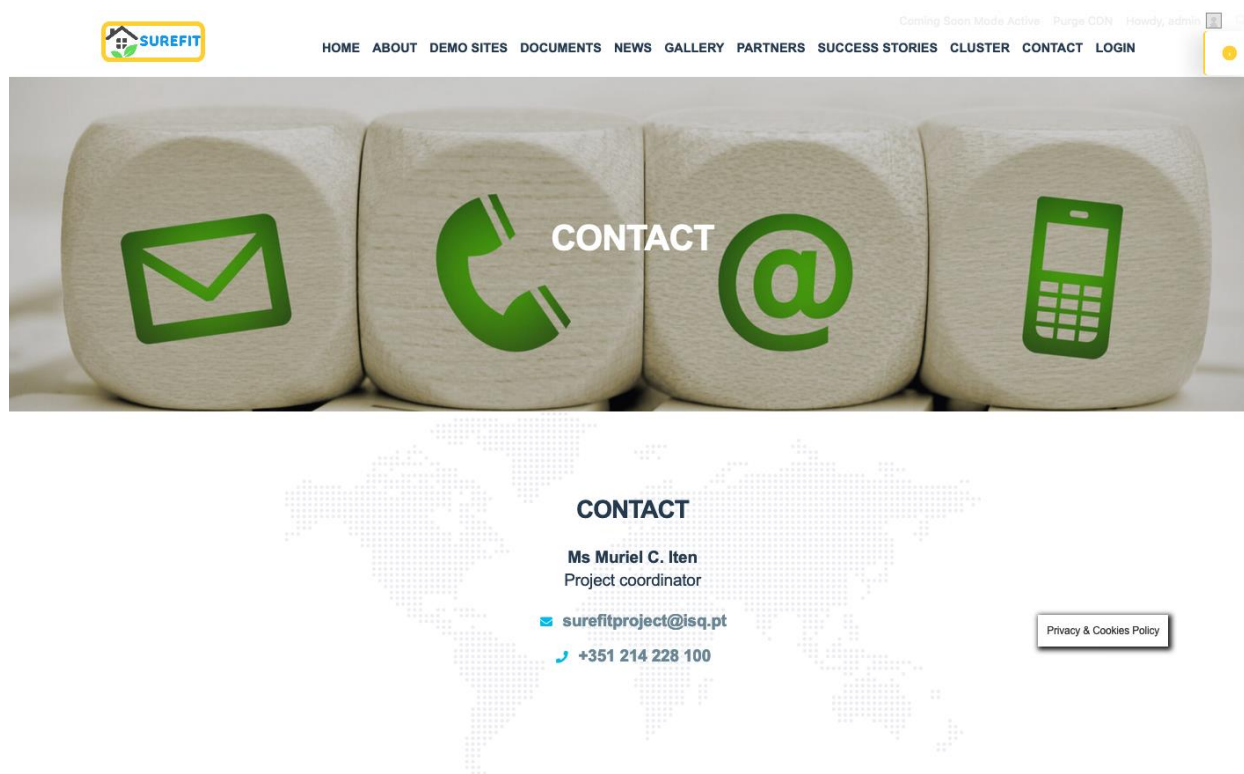


Figure 14: SUREFIT Contact tab

4.1.10 Login

The “Login” tab serves as a private area for the SUREFIT project partners. Each partner has received a unique user id and password in order to have access to all documents that are available for internal distribution.



[KoM](#)

[Privacy & Cookies Policy](#)

[Log out »](#)

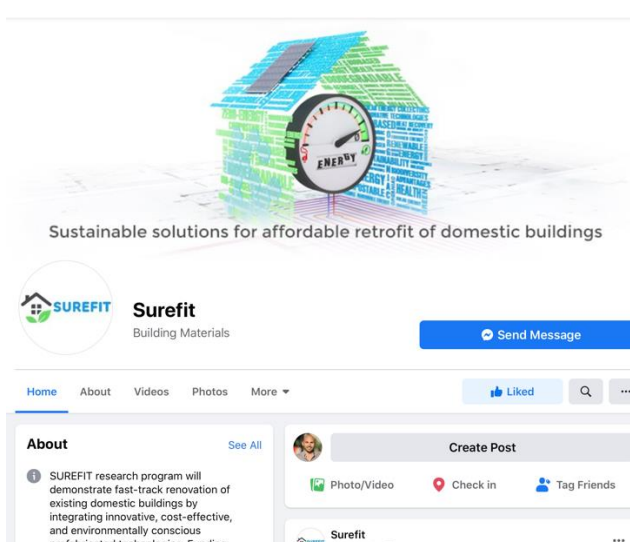
Figure 15: SUREFIT Login tab

4.1.11 Social Media & Newsletter

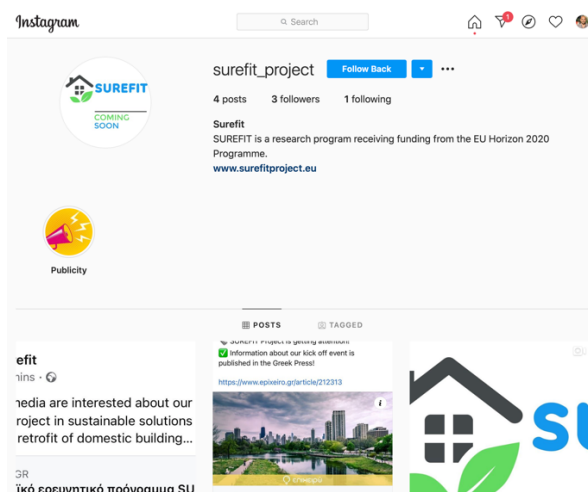
Social media were developed from M1 and are updated regularly in order to communicate all SUREFIT project’s activities. The Social Media available are: LinkedIn, Facebook, Instagram, YouTube and Twitter, with live feeding the “Home” tab.



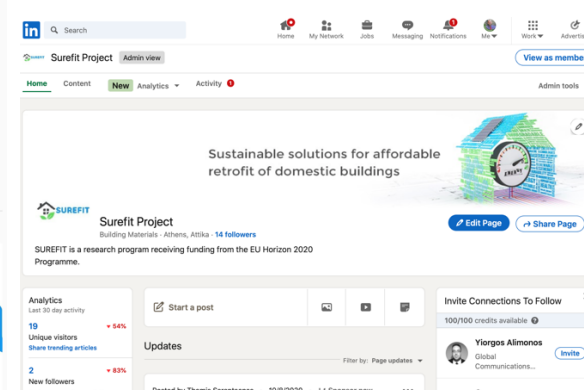
Twitter



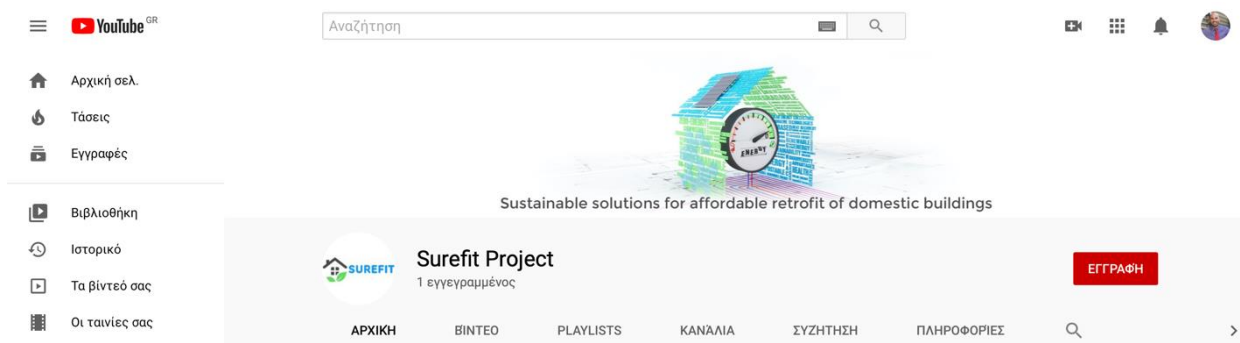
Facebook



Instagram



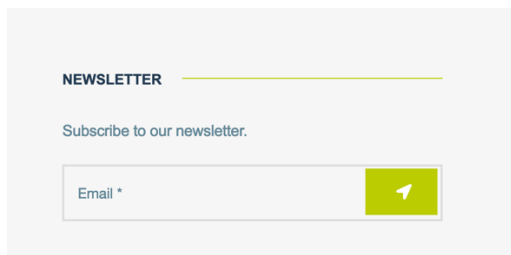
LinkedIn



YouTube

Figure 16: Social Media Network Profiles

Also, there is a “Newsletter” subscription area, in order to capture leads for building an email database.



The screenshot shows a newsletter subscription form. At the top, the word "NEWSLETTER" is followed by a horizontal line. Below this, the text "Subscribe to our newsletter." is displayed. There is a text input field labeled "Email *" and a green button with a white right-pointing arrow.

Figure 17: Newsletter Subscription

4.1.12 SEO & Optimization

The website is optimized by using tools, advanced strategies, and experiments to improve the performance, further drive more traffic and increase conversions. The SUREFIT project website is a SEO ready website⁸. It is well coded, loads reasonably fast, displays nicely on all devices (mobile and desktop), has a powerful internal link structure and it should be easy to navigate by humans and search engines.

4.1.13 Cookies

A computer “cookie” is more formally known as an HTTP cookie, a web cookie, an Internet cookie or a browser cookie. The name is a shorter version of “magic cookie,” which is a term for a packet of data that a computer receives and then sends back without changing or altering it. The purpose of the computer cookie is to help the website keep track of your visits and activity⁹. A policy about cookies and data handling is displayed on SUREFIT website.

The exact Cookie Policy of www.surefitproject.eu follows:

- The website Cookie Policy explains what cookies are and how we use them. You should read this policy to understand what cookies are, how we use them, the types of cookies we use i.e., the information we collect using cookies and how that information is used and how to control the cookie preferences. For further information on how we use, store and keep your personal data secure, see our Privacy Policy. You can at any time change or withdraw your consent from the Cookie Declaration on our website. Learn more about who we are, how you can contact us and how we process personal data in the Privacy Policy.
- **What are cookies ?**
Cookies are small text files that are used to store small pieces of information. The cookies are stored on your device when the website is loaded on your browser. These cookies

help us make the website function properly, make the website more secure, provide better user experience, and understand how the website performs and to analyse what works and where it needs improvement.

- **How do we use cookies?**

As most of the online services, our website uses cookies first-party and third-party cookies for a number of purposes. The first-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data. The third-party cookies used on our websites are used mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

- **What types of cookies do we use ?**

Essential: Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your basket and checkout securely. **Statistics:** These cookies store information like the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit etc. These data help us understand and analyse how well the website performs and where it needs improvement. **Marketing:** Our website displays advertisements. These cookies are used to personalize the advertisements that we show to you so that they are meaningful to you. These cookies also help us keep track of the efficiency of these ad campaigns. The information stored in these cookies may also be used by the third-party ad providers to show you ads on other websites on the browser as well. **Functional:** These are the cookies that help certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing contents on the website on social media platforms. **Preferences:** These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the website.

- **How can I control the cookie preferences ?**

Should you decide to change your preferences later through your browsing session, you can click on the “Privacy & Cookie Policy” tab on your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely. In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies.

4.1.14 GDPR & Privacy Policy

SUREFIT website has a clear a concise Privacy Policy in order to comply with GDPR restrictions.

The exact Privacy Policy of www.surefitproject.eu follows:

- SUREFIT Project is committed to protecting your privacy. When we process personal data, we observe the rules laid down in the General Data Protection Regulation. This privacy notice explains how we collect and use your personal data and which rights and options you have in this respect.
- **What information do we collect about you?**
We collect information about you when you register to SUREFIT Project. We also collect information when you voluntarily subscribe to our newsletter, provide feedback or participate in competitions. Website usage information is collected using cookies.
- **How will we use the information about you?**
We collect information about you to process your inquiry and, if you agree, to email you about project news that we think may be of interest to you. SUREFIT Project will not share your information for marketing purposes with companies, institutions or other third parties without your consent.
- **Marketing**
SUREFIT Project disseminates information about project work and related activities by email. If you have consented to receive email-marketing, you may opt out at a later date. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please send an email to contact@surefitproject.eu
- **Access to your information and correction**
You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email us at contact@surefitproject.eu. We want to make sure that your personal information is accurate and up to date. Therefore, you may ask us to correct or remove information you think is inaccurate.
- **Google Analytics**
This website uses functions of the web analysis service Google Analytics provided by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Analytics uses “cookies”, text files saved on the users’ computer which enable the analysis of the users’ website use. The information on the users’ website use are usually sent to and stored on a Google server in the USA. More information on Google Analytics’ handling of user data can be found in the Google’s data protection report.

- **Cookies**

Users can prevent the storage of cookies through the settings of the browser software used; for that case, keep in mind that some functions of the website may not be usable to full extent. Furthermore, users can prevent the transmission and analysis of the data (including the users' IP address) gained through the cookie by Google by downloading and installing the browser plugin found under the following link. Check also our Cookie Policy.

- **Other websites**

Our website contains links to other websites. This privacy notice only applies to this website, so when you link to other websites you should read their own privacy policies.

- **Changes to our privacy policy**

We keep our privacy policy under regular review, and we will place any updates on this web page. This privacy notice was last updated in October 2020.

- **How to contact us**

Please contact us if you have any questions about our privacy policy or information, we hold about you by email at contact@surefitproject.eu.

4.1.15 Next Steps

Updates and additions will be made on SUREFIT website with information that will be added regularly in order to keep track with the project's findings.

Conclusions

The website of SUREFIT is designed to be informative and aims to provide answers to all questions of external visitors quickly and accurately. Besides that, the information will augment, as new data will be added while the project evolves.

This website is a very important tool for communicating the project, the findings and promote their exploitation. Also, all information mentioned will be valuable even after the end of the project in order to give insights to the public in the long term.

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