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Innovative compact HYbrid electrical/thermal storage systems for low energy BUILDings

Project Acronym:

HYBUILD

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PU	Public, fully open, e.g. web	X
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European
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Table of contents

Publishable executive summary.....	3
Acronyms and Abbreviations.....	4
1 Introduction.....	5
1.1 Aims and objectives.....	5
1.2 Relations to other activities in the project	5
1.3 Report structure	5
1.4 Contributions of partners	5
2 HYBUILD Flipbook description	6
2.1 Overall description.....	6
2.2 Contributors.....	7
2.3 Followers.....	8
3 HYBUILD Flipbook management by R2M	8
4 Conclusions.....	9

Publishable executive summary

HYBUILD is an EU Horizon 2020-funded project, led by COMSA Corporación, which will develop two innovative compact hybrid electrical/thermal storage systems for stand-alone and district connected buildings.

The following document is deliverable D7.3 “HYBUILD Flipbook” of project HYBUILD. It is part of Work Package 7 – *Dissemination and Exploitation*.

The purpose of this report is to describe the HYBUILD Flipbook, an online magazine which supports HYBUILD watch activities in the area of innovative solutions for energy storage.

Flipboard is a news aggregator and social network aggregation company. Its software, also known as Flipboard, was first released in July 2010. It aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared.

A dedicated HYBUILD Flipboard magazine was created for the project. It is shared with all HYBUILD consortium partners who are able to upload and share relevant content (articles, pictures, social media updates, etc.) in relation to innovative energy storage solutions. The HYBUILD Flipboard magazine is also a public media, meaning that it is accessible to anyone using Flipboard and it therefore contributes to HYBUILD overall dissemination and communication activities. The HYBUILD Flipboard is also embedded as part of the HYBUILD public website, and its content is regularly relayed through social media (e.g. HYBUILD Twitter account).

R2M is the manager and moderator of the HYBUILD Flipboard and therefore shares on a regular basis with the consortium analytics from the Flipboard magazine in order to keep everyone engaged. A summary of the aggregated content – main lessons learnt and observed market trends – is also maintained and updated by R2M: it is presented at HYBUILD project general meetings and within periodic reports.

The HYBUILD Flipboard magazine is accessible at: <http://flip.it/5yVsa7>

Acronyms and Abbreviations

DL	Deadline
EC	European Commission
GA	Grant Agreement
PC	Project Coordinator
PO	Project Officer
RP	Reporting Period
TC	Technical Coordinator
TL	Task Leader
WP	Work Package
WPL	Work Package Leader

1 Introduction

1.1 Aims and objectives

The purpose of this report is to describe the HYBUILD Flipbook, an online magazine which supports HYBUILD watch activities in the area of innovative solutions for energy storage and which contributes to HYBUILD internal and external dissemination and communication activities.

The HYBUILD Flipbook was created at the very beginning of the project. Flipboard is a news aggregator and social network aggregation company. Its software, also known as Flipboard, was first released in July 2010. It aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared.

The HYBUILD Flipboard magazine is accessible at: <http://flip.it/5yVsa7>

This report may be used to inform other projects that may decide to create their own project Flipbook and / or to follow the HYBUILD magazine. However, since most of the HYBUILD Flipbook promotion is made online, its primary target audiences are the HYBUILD Project Officer, the Reviewers of the project appointed by the European Commission and the HYBUILD consortium members.

1.2 Relations to other activities in the project

The HYBUILD Flipbook is one element of the wider communication & dissemination strategy which will be further discussed in deliverables D7.1 - *Dissemination and exploitation plan* (due at M9), D8.1 - *Internal and external communication strategy* (due at M6) and D8.4 – *Communication plan* (due at M12). The HYBUILD Flipbook is also embedded into the HYBUILD public website – in its Hybrid storage section – which is further described in D8.3 – *Web-based platform*.

1.3 Report structure

Chapter 2 of this report presents the HYBUILD Flipbook and how it works. Chapter 3 presents the way R2M does manage and maintain the HYBUILD Flipbook and get people engaged in contributing. Chapter 4 concludes the report.

1.4 Contributions of partners

R2M created and configured the HYBUILD Flipbook and sent instructions to all partners on the way it works and how they can actively contribute. All partners contribute to feeding the HYBUILD Flipbook with relevant technical articles, updates and market trends they find in relation with the project.

2 HYBUILD Flipbook description

2.1 Overall description

Flipboard is used by millions of people every day to discover and share stories. Flipboard works with publishers around the world in order to help content creators reach new readers who are interested and engaged in the topics they cover.

Flipboard is free to everyone. It is necessary to sign up to get a Flipboard Profile. From the profile page, there is the possibility to “Create a Magazine”. Flipboard Magazines can be an extension of a website, a place where to share stories, videos and images that link back to the website. Creating a Flipboard Magazine and consistently adding content helps reaching a new audience from around the world and supports directing more traffic to a website.

The HYBUILD Flipboard magazine is accessible at: <http://flip.it/5yVsa7>. Figure 1 shows two snapshots of the HYBUILD Flipboard magazine visualised on a desktop computer and through the Flipboard mobile app.

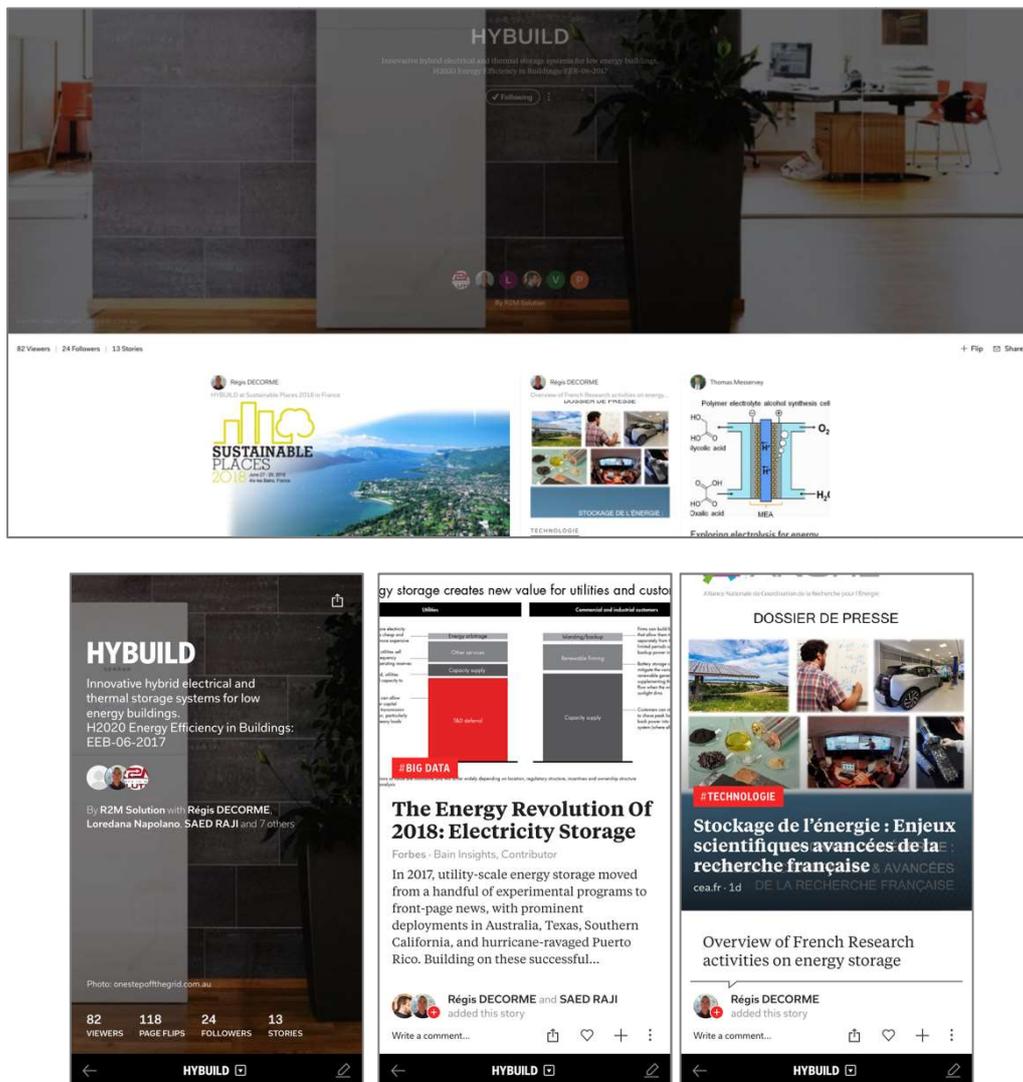


Figure 1. HYBUILD Flipboard magazine – Visualised on a desktop computer (above) and through the Flipboard mobile app (below) - as of February 20th, 2018

New articles (e.g. a recent report on energy storage market trends, a scientific publication on a promising innovative energy storage technology, an interesting event relevant for HYBUILD dissemination etc.) can be easily added by the magazine contributors through:

	Share buttons	Share buttons are often located at the end of the articles, grouped with other social media sharing options.
	Browser Buttons	Flipboard offers to drag the “+ Flip it” button into browsers bookmarks bar. It also offers a dedicated Chrome extension.
	Magazine widget	With the magazine widget, the HYBUILD Flipboard magazine is embedded into another public website – see the “Hybrid storage” section of the HYBUILD public website at http://www.hybuild.eu/hybrid-storage/
	Mobile devices integration	Flipping articles is also fully integrated with any mobile device (smart phones, tablet), provided that the Flipboard app is installed (available in Google Play and App Store)

2.2 Contributors

A core team from the HYBUILD consortium (see Figure 2) is currently able to contribute to the HYBUILD magazine by adding new relevant articles to it. Depending on the level of activity, additional contributors might join this core team during the project.

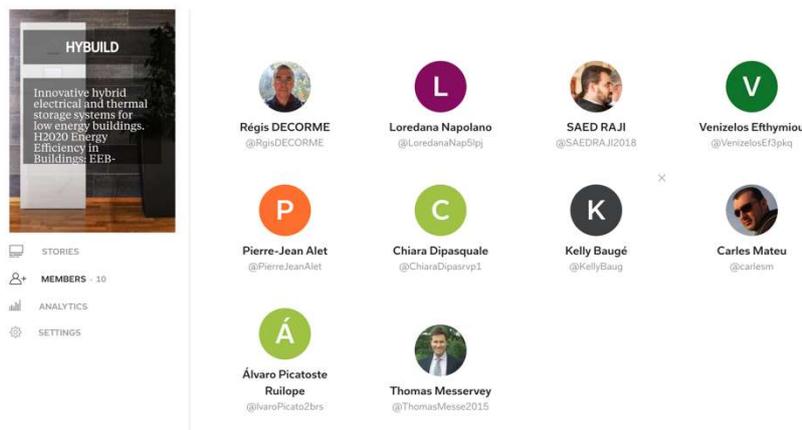


Figure 2. HYBUILD Flipboard contributors - as of February 21st, 2018

R2M – the manager of the HYBUILD Flipboard – is able to send a specific link to HYBUILD members in order to add them as new contributors.

2.3 Followers

All HYBUILD consortium members have been invited to become followers of the HYBUILD Flipboard. In addition, any Flipboard member who finds the HYBUILD magazine is also free to register and follow it. Followers are able to share Flipboard articles on other social media and to comment them with the community.

3 HYBUILD Flipbook management by R2M

R2M is the manager and moderator of the HYBUILD Flipboard. This means that R2M has access to extra functionalities such as changing the magazine title, its cover picture, and analytics. This last section provides info about most viewed articles, number of hits in terms of “articles by day”, “viewers by day”, and “flips by day”, as shown in Figure 3.

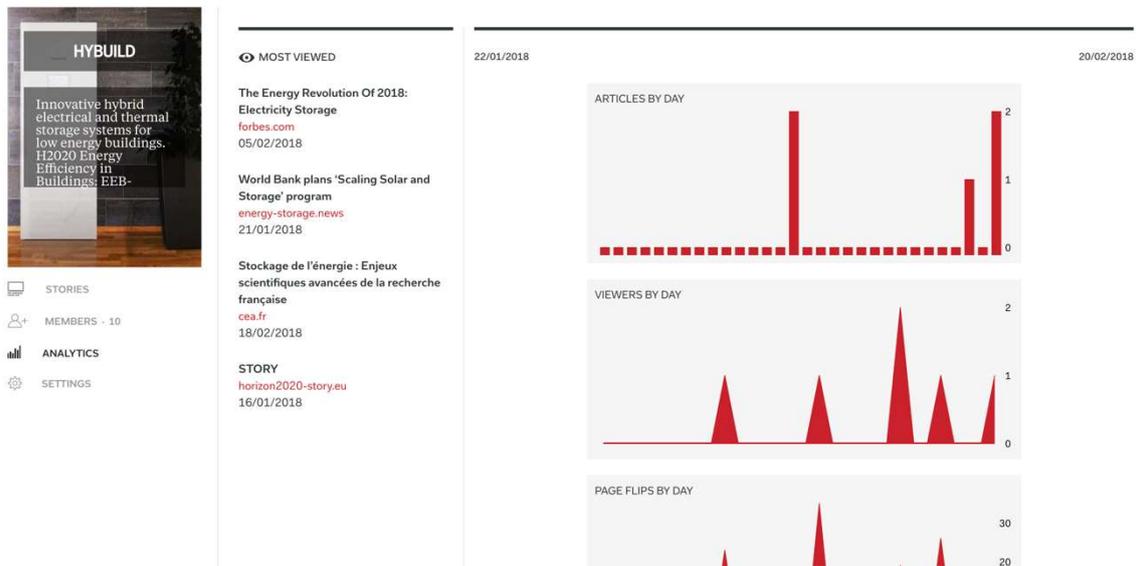


Figure 3. Analytics page from the HYBUILD Flipboard management page

R2M will share on a regular basis with the consortium the analytics from the Flipboard magazine in order to keep everyone engaged in contributing and commenting. A summary of the aggregated content – main lessons learnt and observed market trends - will also be maintained and updated by R2M: this summary is presented at HYBUILD project general meetings and integrated within periodic reports.

4 Conclusions

The HYBUILD Flipbook (Flipboard) is a tool to support the HYBUILD project technology and market watch activities, and it contributes at the same time to the wider dissemination and communication effort of the project, to be further developed and described in the context of Task 7.1 - *Development of a Dissemination and exploitation plan* - and Task 8.3 – *Development of the communication plan*.

The HYBUILD Flipboard magazine is accessible at: <http://flip.it/5yVsa7> and anyone is able to register and follow it.