



FP7-ICT-2013-11-619249

Accelerate SSL Innovation for Europe

Deliverable

D5.8 Full version of SSL-erate Innovation Platform

Dissemination Level:	PU
Deliverable type:	Other
Due Date of deliverable:	Month 9
Completion date of deliverable:	30.07.2014

Lead beneficiary responsible for deliverable: RMP

Related work package: WP5

Author: Anne Vick, LightingEurope
anne.vick@lightingeurope.org

Co-authors: -

Document history:

Revision	Date	Status
V1.0	30.07.2014	Final

Disclaimer:

The material contained in this document is provided for information purposes only. No warranty is given in relation to use that may be made of it and neither the copyright owners or the European Commission accept any liability for loss or damage to a third party arising from such use.

Copyright Notice:

Copyright SSL-erate Consortium 2014. All rights reserved.

Table of Contents

Summary	4
1 Introduction	5
2 Analytics, next steps, and where we're headed	6
3 Conclusions.....	7

Summary

Deliverable: Full version of SSL-erate Innovation Platform

A full version of the SSL-erate Innovation Platform is available at www.lightingforpeople.eu. It is best to read this report after visiting the site and viewing the capabilities and functions of the site to date.

Additionally, a supporting site strictly for project information is available, with log-in at www.ssl-erate.eu.

1 Introduction

The Innovation Platform, otherwise known as www.lightingforpeople.eu, has been designed to be the “reference point for SSL related issues in Europe including the promotion of the results of SSL-erate and other SSL projects.” It was designed as an interactive dialogue tool with a fourfold concept: “dissemination tool; communication tool; a channel dialogue tool between actors outside and inside the lighting value chain; and an information tool towards audiences that today may or may not be part of the wider stakeholder network along the lighting value chain.” The basic version of the Platform was successfully launched on 1 April at our launch event at Light + Building. While a final version of the Platform is now operational, keep in mind that it is continually being modified and updated.

The Platform is now operational and:

- Serves as an external communication portal;
- provides an internal (and private) communication network for consortium partners;
- engages a CRM system so users can register for events, subscribe to updates and newsletters, and follow the Platform on social media outlets: Twitter, flickr, and LinkedIn.

2 Analytics, next steps, and where we're headed

From 1 April, when the basic version of the platform was launched until 23 July there were 1,961 sessions and 1,241 users from around the globe, although primarily from Europe. This is an encouraging number of visits—but there is still room to grow!

There are currently 322 registered users on the site. Of those users, they identify their sector in the following categories that are available to choose from:

- Lighting Design Practice = 39
- Academic Reseracher = 13
- Central Government = 4
- Commercial = 8
- Construction = 3
- Education = 11
- Electrical Contractor = 6
- Engineering Consultancy = 18
- Healthcare = 3
- Industrial Manufacturing = 123
- Leisure = 1
- Lighting Contractor = 24
- Local Government = 4
- Medical Professional = 1
- Town Planning / Urban Development = 3
- Trade Association = 57
- Transport = 2
- Misc = 2

In the first nine months of the project, we have developed: 1) a solid basis of information and 2) a small but solid and diverse user base. With the structure of the Platform in place, we now will begin a more proactive outreach to interested parties and to those parties that we would like to see interested in order to further raise our profile and gain followers.

To do this, several activities are planned:

- In the fall the first newsletter will be emailed to registered users, consortium partners and their members, and interested parties.
- As a number of events are scheduled for the fall months, we will begin webinar sessions, as well as accept registration for events, as ways to gain greater visibility with new audiences and entice new visitors. (Given the holiday months of July and August, this activity is best undertaken in the fall).
- We will be creating another video in the upcoming months.

3 Conclusions

In conclusion, the Innovation Platform is up and running successfully. The next phase of the Platform will be to become more proactive in the outreach to users and potential users (via newsletters, webinars, etc.) and to increase the number and diversity of users.