

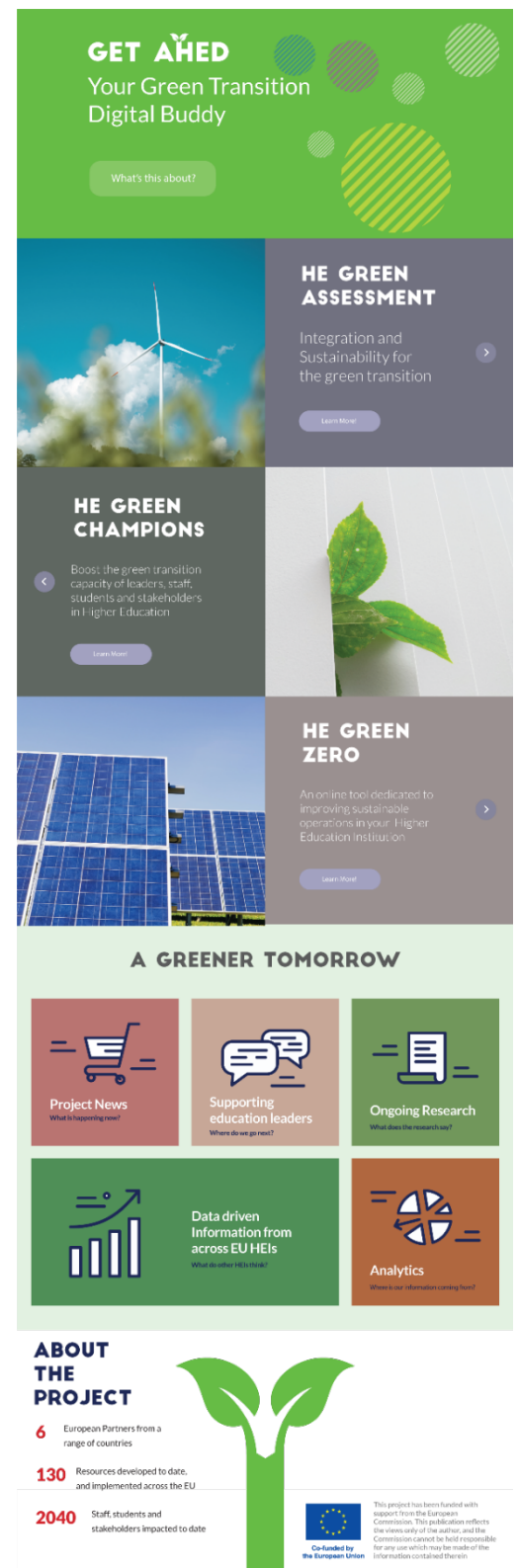


## Green Education & Transition - A Higher Education online Digital Buddy

### DELIVERABLE 5.1

## Initial GET-AHED Platform Prototyping and development

January 2024



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## Basic project information

|                       |                                                                                                                                                       |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project title</b>  | <b>Green Education &amp; Transition - A Higher Education online Digital Buddy</b>                                                                     |
| <b>Acronym</b>        | <b>GET-AHED</b>                                                                                                                                       |
| <b>Project number</b> | <b>101087248 — GET-AHED</b>                                                                                                                           |
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| <b>End</b>            | January 2026                                                                                                                                          |
| <b>Website</b>        | <a href="http://www.get-ahed.eu">www.get-ahed.eu</a>                                                                                                  |
| <b>Project team</b>   |                                                                                                                                                       |
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|                       |  University of Ruse "Angel Kanchev", Bulgaria (URAK)               |
|                       |  FHV Vorarlberg University of Applied Sciences, Austria (FHV)      |

## Information on the document/report

|                                |                                                                      |
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# 1. Introduction

The aim of this scoping document is to provide a specification outline for the work package (WP) of the GET-AHED Project, the online platform. This paper has been developed on the basis of a wide range of activities to date, which have included research, collaborative design thinking activities, design and development of prototypes and the gathering and interpretation of feedback on same.

In this document, the key features of the proposed platform - - are outlined along with the design and development activities which have been undertaken. From this, a platform specification is offered in section 4 which outlines the key features, base infrastructure, platform structure and visual identity which will be used in the development of the WP5 platform moving forwards. This will serve as the basis for development from this point forward.

It is, however, felt that it is important for the project and partnership to retain some flexibility with respect to the development process as the developed output should be responsive to user feedback and changing circumstances. Therefore, while this specification document outlines (as per the project proposal) a genuine attempt to represent “the technical specification for the platform to be built, the required outcomes and associated resources and the visual and media elements and the typology of resources and design framework”; it is important to not slavishly adhere to this document but to adapt elements as appropriate in the face of user testing over the entire duration of the project.

The information and recommendations contained within this document may be subject to changes based on user testing and feedback, stakeholder advice, amendments to budget and timelines, availability of new tools, security considerations, etc.

The other element of this D5.1 deliverable, the "demonstrator/pilot/prototype ("An initial non or semi-interactive prototype of the proposed platform") is available under the "12-Month Prototype" subheading in this document.

## 2. WP5 overview

### 2.1 WP5 Purpose in project proposal

The purpose of WP5 platform (developed by the project consortium) primarily relates to promoting and supporting whole institutional approaches to sustainability. The WP5 platform is identified as follows in the project proposal:



*“The platform will provide a range of tools to allow a multiple of HE stakeholder groups to promote and develop whole institutional approaches to sustainability which will focus on:*

- *Designing, implementing, and monitoring institution sustainability plans*
- *Supporting Higher Education leaders, in embedding sustainability into all aspects of the institution’s operations*
- *Supporting staff and students in promoting greater involvement in sustainability initiatives both internally and externally.*
- *Designing, implementing, and monitoring approaches related to sustainability operations of a HEI and in particular energy and energy related systems”*

## 2.2 WP5 Target Audience

The target audience for the WP5 platform is varied and incorporates a range of actors. Broadly speaking, it is possible to extract the target audience by examining the proposed functionality of the platform in Table 01.

| Function                    | WP                       | Description                                                                                                                                                                                                                                      | Target Audience                                                                       |
|-----------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Online self-assessment tool | WP2: HE Green Assessment | <i>“Allow HEI to assess themselves in terms of the level of integration of sustainability and green transition across a range of indicators and dimensions”</i>                                                                                  | Higher Education Institutions as a whole                                              |
| Online training system      | WP3: HE Green Champions  | <i>“Will boost the green transition capacity of internal stakeholders in HEIs by providing learning initiatives for HEI leaders to help them embed sustainability into the operations of a HEI”</i>                                              | HEI “leaders” or management - those charged with supporting sustainability in the HEI |
| Online training system      | WP3: HE Green Champions  | <i>“Will boost the green transition capacity of staff and students which will support their involvement in sustainability initiatives and developing links with local community groups and other partners beyond the education institution.”</i> | HEI Staff                                                                             |
|                             |                          |                                                                                                                                                                                                                                                  | HEI Students                                                                          |
| Operations support          | WP4: HE Green Zero       | <i>“An online tool (HE Green Zero) dedicated to improving sustainable operations in the HEI relevant to energy and energy related systems”</i>                                                                                                   | HEI Institutions as a whole                                                           |

Table 01. WP5 Target audience

From this, it is possible to identify the target audience as:

1. HEI “leaders” or management - those charged with supporting sustainability in the HEI
2. HEI Staff
3. HEI Students

While each of the above represent distinct user groups for the platform, the broader context is that the platform will support Higher Education Institutions as a whole. Thus while the above 3 users will have their individual considerations, the overall intention of all 3 target audiences in engaging with the platform will be in “promoting and supporting whole institutional approaches to sustainability.”

It is further notable that the HEI “leaders” or management - those charged with supporting sustainability in the HE - are the primary individuals responsible for institutional change or movement to sustainability. The impact of the project on the HEI institution as a whole is dependent on the combined efforts or impact of the “leaders”, staff and students. Thus, for the purposes of this paper, it is useful to consider the target audience of “Higher Education Institutions as a whole” as a measure of impact rather than an unclear and nebulous target audience.

A detailed user persona analysis was conducted by the project partners. The process and results for this are outlined under section 3 in this scoping document.

## 2.3 WP5 Activities, Milestones, Deliverables

The Work Package (WP) itself has a number of key dates and associated activities and deliverables, which are outlined in Table 02, 03 and 04, below:

| Activities |                                          |                                                                                                                                                          |                              |          |
|------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------|
| Task No    | Task Name                                | Description                                                                                                                                              | Participants                 | Role     |
| T5.1       | Initial GET-AHED Scoping and Prototyping | Initial scoping of the GET-AHED Platform including the typology of resources and design framework and initial platform prototyping, testing and feedback | All partners, led by MTU TEL | COO, BEN |
| T5.2       | WP 2 c Development                       | Coordination of the process of digitisation of the WP2 outputs and their implementation on the platform.                                                 | MTU TEL, WP2 Lead Partner    | COO, BEN |

| Activities |                                                |                                                                                                                                           |                           |          |
|------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------|
| T5.3       | WP 3 GET-AHED Development                      | Coordination of the process of digitisation of the WP3 outputs and their implementation on the platform.                                  | MTU TEL, WP3 Lead Partner | COO, BEN |
| T5.4       | WP 4 GET-AHED                                  | Development Coordination of the process of digitisation of the WP4 outputs and their implementation on the platform.                      | MTU TEL, WP4 Lead Partner | COO, BEN |
| T5.5       | GET-AHED Platform Design & Development Phase 1 | An initial design, development, testing and feedback phase for the platform as part of an iterative design and development process        | MTU TEL                   | COO, BEN |
| T5.6       | GET-AHED Platform Design & Development Phase 2 | A second design, development, testing and feedback phase for the platform as part of an iterative design and development process          | MTU TEL                   | COO, BEN |
| T5.7       | GET-AHED Platform Design & Development Phase 3 | A third and final design, development, testing and feedback phase for the platform as part of an iterative design and development process | MTU TEL                   | COO, BEN |

Table 02. WP5 Activities

| Milestones |                                |                                    |                                                                 |          |                                                      |
|------------|--------------------------------|------------------------------------|-----------------------------------------------------------------|----------|------------------------------------------------------|
| Milestone  | Title                          | Lead beneficiary                   | Description                                                     | Due Date | Means of verification                                |
| MS1        | GET-AHED White Paper           | Project partners                   | Initial scoping and design document ("White Paper")             | 3        | Report Evaluation                                    |
| MS2        | GET-AHED Platform Prototype V0 | Project partners                   | Initial GET-AHED Platform Prototype                             | 6        | User Testing and Feedback, User Testing and Feedback |
| MS3        | WP2 GET-AHED Platform          | Target Audience of HE stakeholders | WP2 Section and resources integrated into the GET-AHED Platform | 15       | Implementation in platform,                          |

| Milestones |                         |                                    |                                                                 |    |                                                       |
|------------|-------------------------|------------------------------------|-----------------------------------------------------------------|----|-------------------------------------------------------|
|            |                         |                                    |                                                                 |    | User Testing and Feedback                             |
| MS4        | WP3 GET-AHED Platform   | Target Audience of HE stakeholders | WP3 Section and resources integrated into the GET-AHED Platform | 21 | Implementation in platform, User Testing and Feedback |
| MS6        | WP4 GET-AHED Platform   | Target Audience of HE stakeholders | WP4 Section and resources integrated into the GET-AHED Platform | 27 | Implementation in platform, User Testing and Feedback |
| MS7        | GET-AHED Platform V1    | Target Audience of HE stakeholders | GET-AHED Platform Iteration 1                                   | 15 | User Testing and Feedback                             |
| MS8        | GET-AHED Platform V2    | Target Audience of HE stakeholders | GET-AHED Platform Iteration 2                                   | 24 | User Testing and Feedback                             |
| MS9        | Final GET-AHED Platform | Target Audience of HE stakeholders | Final GET-AHED Platform Iteration                               | 36 | N/A                                                   |

Table 03. WP5 Milestones

| Deliverables |                                       |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------|---------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Deliverable  | Title                                 | Month | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| D5.1         | Initial GET-AHED Platform Prototyping | 12    | <p>An initial scoping document to outline the technical specification for the platform to be built, the required outcomes and associated resources and the visual and media elements and the typology of resources and design framework</p> <p>An initial non or semi interactive prototype of the proposed platform to test and receive feedback on structure, visual and media design, proposed functionality, layout and general UX, leading to an initial functional – but not complete – iteration of the platform, to be piloted and evaluated. This will be subject to piloting and evaluation and the resulting feedback will be used for future developments to the platform.</p> |

| Deliverables |                                                      |    |                                                                                                                                                                                                                                                                                                                               |
|--------------|------------------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| D5.2         | WP digitization and development in GET-AHED Platform | 24 | Working with partners, plans, templates and processes for digitising and structuring the developed WP2, WP3 and WP4 project resources within the platform will be developed. As the resources become fully available, the resulting spaces and resources associated with each WP in the platform will be updated accordingly. |
| D5.2         | Final GET-AHED Platform Iteration                    | 36 | The final functional iteration of the GETAHED Platform with improvements based on evaluation data from previous pilots and all finished and developed digital resources.                                                                                                                                                      |

Table 04. WP5 Deliverables

### 3. Platform Development

The process of developing this prototype has involved a number of subsequent steps and outputs. Each output is outlined below.

#### 3.1 White Paper

The first task and output arising from WP5 was the development of a WP5 “White Paper” in April 2023. The aim of the white paper was to provide an initial scoping and design document for the fifth WP of the GET-AHED Project, the online platform.

The paper aimed to outline some potential considerations and approaches related to WP5. The intention of this report was to help identify, outline and evaluate some critical considerations around the output and to offer some potential approaches in terms of purpose and function which could best support the accomplishment of objectives around this.

#### White Paper

<https://drive.google.com/file/d/1P7Wuzyu-3XkBkKMgXmRaY3INetJwgCBt/view?usp=sharing>

#### 3.2 User Personas Analysis

In order to better understand the target audience for WP5, the partnership undertook the collaborative development of a number of user personas. To do so, an online workshop was created and run by MTU in May 2023, who led partners in the analysis and development of a number of User Personas via a miro.com board.

For the GET-AHED project, the following four personas - student, staff member, manager and champion - were intended to help MTU, but also the wider partnership, to understand the various needs, experiences, behaviours and goals of the project's end users with a view to the (ideal) functionality provided by final developed platform and outputs.

### User Persona Analysis

[https://docs.google.com/document/d/1LvQeXxeXJRM1mEF7O\\_aiZVwaxnW6xp\\_dAbUDFiMQKy4/edit?usp=sharing](https://docs.google.com/document/d/1LvQeXxeXJRM1mEF7O_aiZVwaxnW6xp_dAbUDFiMQKy4/edit?usp=sharing)

## 3.3 Prototype 1 (6-Month)

Following the above steps, an initial prototype of the WP5 platform was developed by WP5 lead partner, MTU, for MS2 ("6 Month Prototype") in July 2023.

This initial prototype was primarily focused on outlining or presenting a "vision" for the overall user experience. The prototype was designed to be an initial attempt to outline the overall user experience for users of WP5. However, it was noted that all content and details in the prototype (e.g. the text used, the graphics used, the overall UI, etc.) were all subject to change as no WP2, WP3 or WP4 content was available at time of development. Therefore, all content present in the prototype was "filler" developed by the Dept of TEL in MTU.

The prototype was designed to represent a student user - but it was noted as part of this prototype that the overall user experience (sign-in, undertake a self-assessment, be provided with relevant/ specific training, access relevant/ specific case studies, access useful resources, earn digital badges, etc.) - was envisaged to be the same for other types of users.

### 6 Month Prototype

<https://docs.google.com/document/d/1drr42jv6Fk3Q5l8pIOrqXlKP57lRnQspJDFExtJv6wo/edit?usp=sharing>

## 3.4 Prototype 1 (6 Month) Evaluation

The prototype was subject to feedback from partners, which was collated by MTU and developed into a review document in August 2023. Feedback on the overall user experience or structure of the prototype was generally positive, with partners noting that the progression and steps followed made sense.

Among the recommendations suggested, partners noted the potential for additional User Interface (UI) elements, that specific categories could be introduced to align assessment questions and digital outputs; that GET-AHED work package titles be named as such; that the potential to avoid account creation be investigated; that the visual identity closer align to the project logo and that additional frameworks such as the Sustainable Development Goals (SDGs) be aligned within the platform.

### Prototype 1 (6 Month) Evaluation

[https://docs.google.com/document/d/1uvSOvtW-osx5NQXmBCeQzTs4EAUfKU\\_rxKMwBQhA\\_VM/edit?usp=sharing](https://docs.google.com/document/d/1uvSOvtW-osx5NQXmBCeQzTs4EAUfKU_rxKMwBQhA_VM/edit?usp=sharing)

## 3.5 Additional Recommendations

Further to the feedback to the 6 month prototype developed by MTU, in discussion amongst the consortium, a number of additional suggestions and recommendations emerged. These recommendations were focused on 3 main areas :

### Visual

- Stick to the original mock-up ([original “mock-up” submitted with proposal](#))
- Use elements from the project website

### Content

- General information on project and sustainability
- Including links to EU initiatives and prototypes
- Link to Green Assessment
- Green Champions
- Green Zero

### Users

- Senior Managers, Faculty Managers, Dept Managers in HEIs
- But also available to general staff, student body, general public
- Important: much more than the positions that these people hold, they use the tools as representatives for the institution - esp. the self-assessment is for the institution as a whole. Green Zero as well. To a smaller extent maybe Green Champions,
- "Personas" share the common feature that they represent an institution, they wouldn't use the tool as a private person

### 3.6 Prototype 2 (12-Month)

Following the above steps, a second prototype of the WP5 platform was developed by WP5 lead partner, MTU, for D5.1 (“12 Month Prototype”) in December 2023.

This second prototype was primarily focused on outlining or presenting a more appropriate/ effective vision for the overall user experience of WP5 based on the feedback from the evaluation of the 6 months prototype and the additional set of recommendations from WPZ.

This prototype redeveloped the platform in its entirety, but was specifically focused on the following changes:

1. Changing the visual design and the UI (from a more isometric style to represent a flat UI style with stock imagery and simple icons) to align more closely with the "mockup" submitted with the project proposal and the project website.
2. Changing the content presented to focus more on the provision of access to the various tools from the home page and to represent a "management" user (Senior Managers, Faculty Managers, Dept Managers, etc. in a HEI) rather than the student user experience.
3. Providing a focused set of self-assessment questions as part of the WP2 tool more related to the HEI as an "institution" rather than the individual users' life and circumstances.

As with the 6 month prototype, it should be noted that all content and details in the prototype (e.g. the text used, the graphics used, the overall UI, etc.) were - and will be - all subject to change as no WP2, WP3 or WP4 content was available at time of development. Therefore, all content present in the prototype was “filler” developed by the Dept of TEL in MTU.

Unlike the 6-month prototype which was designed to represent a student user, the 12 month prototype represented the experience of an individual working within a HEI who is responsible for leading or supporting the green transition (broadly, a user in a managerial or professional service role). As with the 6 month prototype however, it is envisaged that much of the user experience for other platform users (students, staff who teach) will be subject to a similar process - i.e. sign-in, undertake a self-assessment, be provided with relevant/ specific training, access relevant/ specific case studies, access useful resources, earn digital badges, etc.

#### Prototype 2 (12-Month)

<https://docs.google.com/document/d/1qoFn4Jsh1DX0J2czuBTBczWW5R3mQd7N6VXhbE9Pblw/edit?usp=sharing>



### 3.7 Prototype (12 Month) Evaluation

The prototype was subject to feedback from partners, which was collated by MTU and developed into a review document in December 2023. Feedback on the overall user experience or structure of the prototype was generally positive, although some key differing opinions on the best routes forward emerged from between partners.

Among the recommendations suggested, the following key items were highlighted:

- How to represent the various tools on offer and how best to outline the differences between these as quickly as possible (particularly on the home page)
- Whether the user needs to be prompted to sign in before being presented the tools, or whether they should be presented with the tools, then sign in under a specific role as part of the sign-in process
- The "categories" utilised for the representation of the self-assessment (WP2) was noted and it was suggested that the ultimate representation of these "categories" may ultimately be more closely related to the six "pillars" based on the WP3 survey of the EU Green Deal.
- It was also suggested that for the self-assessment process (WP2), alternative forms of data input (e.g. linkers scale) may be more appropriate.
- Some minor suggestions to the visual identity were suggested including harmonising colour schemes and using different imagery.

#### Prototype (12 Month) Evaluation

<https://docs.google.com/document/d/1OYczTSxce-ntS7aJBQvcqNQhrdYGfvgdysUIZDR4ETo/edit?usp=sharing>

## 4. Platform specification

Arising from the activities and feedback to date, the following section will outline the current - and intended future - specification for WP5 - the online project platform.

### 4.1 Key Features

A number of elements are outlined below which are identified as essential to the functionality of the platform.

### **User registration & account creation**

There is a need to allow users to create their own accounts on the platform. This is important on a number of levels. The target audience needs to be able to develop their own profiles in order to access the system and for the project to be able to record user registration. For sustainability purposes, new users need to be able to continue to access the platform into the future. Registration should, however, be as straightforward and intuitive as possible - although this may need to be

### **User Dashboards**

As the platform requires the ability to offer differing content depending on the type of target audience and in order to help provide a positive user experience, the platform must be able to provide a clear dashboard to users to allow them to determine next steps.

### **Analytics**

As a project which has unique reporting requirements, the platform should be able to allow the partnership to interrogate it and to gather reporting data in the form of analytics in order to support data-gathering and reporting on same.

### **Self assessment (WP2)**

There is a need, as part of WP2, to provide a range of self-contained and specific set of self-assessment indicators (which will be formulated as survey questions) which users can fill in and which would then provide feedback and feed into their user experience. These indicators will be formulated by the consortium based on an elaborated methodology and that divided into dimensions as part of WP2 - "HE Green Assessment". These dimensions will be aligned to relevant areas of WP3 (HE Green Champions) and WP4 (HE Green Zero), so that relevant elements can be aligned within the user experience of the platform (i.e. the provision of relevant training resources and case studies based on the results of ones self-assessment). This is further highlighted in D2.1: "HEI Green Transition and Sustainability Mapping".

### **Course provision & tracking (WP3)**

There is a need, as part of WP3, to provide an online training experience which provides access to users with a range of asynchronous e-learning training modules. The nature of the training will vary, but is broadly envisaged as provision of training content, offering assessment, etc. In addition to allowing users to enrol in and undertake the e-learning training, additional requirements will relate to tracking and supporting a mechanism to record completion of these courses by users and to provide platform analytics. As outlined above, the "dimensions" or categories of training content will

be aligned to the dimensions/ indicators/ areas of WP2 and WP4 also. This is further highlighted in D2.1: “HEI Green Transition and Sustainability Mapping”.

### **Badging (WP3)**

In addition to the provision and tracking of e-learning training, it is worth considering the potential to award digital badges to learners based on completion of the e-learning training (tacked using system analytics and progress tracking). Digital badges can be used to recognise and award elements “outside” of HEI’s credit system. This can help make HEI’s students who are able to list additional Digital Badges on their CV or profile more attractive to employers. The platform would not need to be the sole platform for designing and creating micro-credentials and/ or issuing micro-credentials, but must integrate with such external systems (e.g. Badgr)

### **Accessibility**

As per a wide range of national and EU guidelines, policy and law, in addition to the ethos of the partnership, the accessibility of the platform should be considered in order to ensure a flexible, inclusive digital learning environment for all users through ensuring the accessibility of digital and online learning materials and content provided to users.

### **Green zero tool (WP4)**

Work package 4, the HE-Green Zero tool aims to facilitate users being able to search and discover good practice examples or Green Zero approaches in HEIs as well as good practice examples outside HEIs that can be adapted to the special needs of HEIs. These will be based on evaluation of good practice examples in peer review settings together with relevant stakeholders from industry, politics and society - and the results of same being made available on the platform. The ultimate intention for this tool is to support knowledge transfer from advanced to developing HEIs in terms of green transition and enable knowledge transfer from other public institutions (like state governments) to HEIs.

### **Alignment**

An important consideration in the development of the platform is the “bringing together” or “alignment” of the various dimensions of WP2 (Green Assessment), WP3 (Green Champions), and WP4 (Green Zero ). Within the user experience context, this means that the results of WP2 should inform recommendations to the users around relevant training material (WP3) and good practice examples (WP4). It is therefore required - in order to facilitate this “alignment” - that the dimensions or categories of content covered in WP2, WP3 and WP4 can effectively align. If a key dimension of WP2 relates to assessing a HEI’s sustainability research and strategy policy then associated training

and case studies must exist in WP3 and WP4 (respectively). This means that content categories across the various tools (WP2, WP3, WP4) in the platform should align to each other. An initial attempt to facilitate this has been made by the University of Aveiro as part of their work on WP2 - in particular deliverable “D2.1 HEI Green Transition and Sustainability Mapping” - a “Conceptual Framework of GET-AHEAD tools” which integrates the HE Green Assessment Tool, HE Green Champions tool and HE Green Zero tool. A representation of this from D2.1 is provided below.

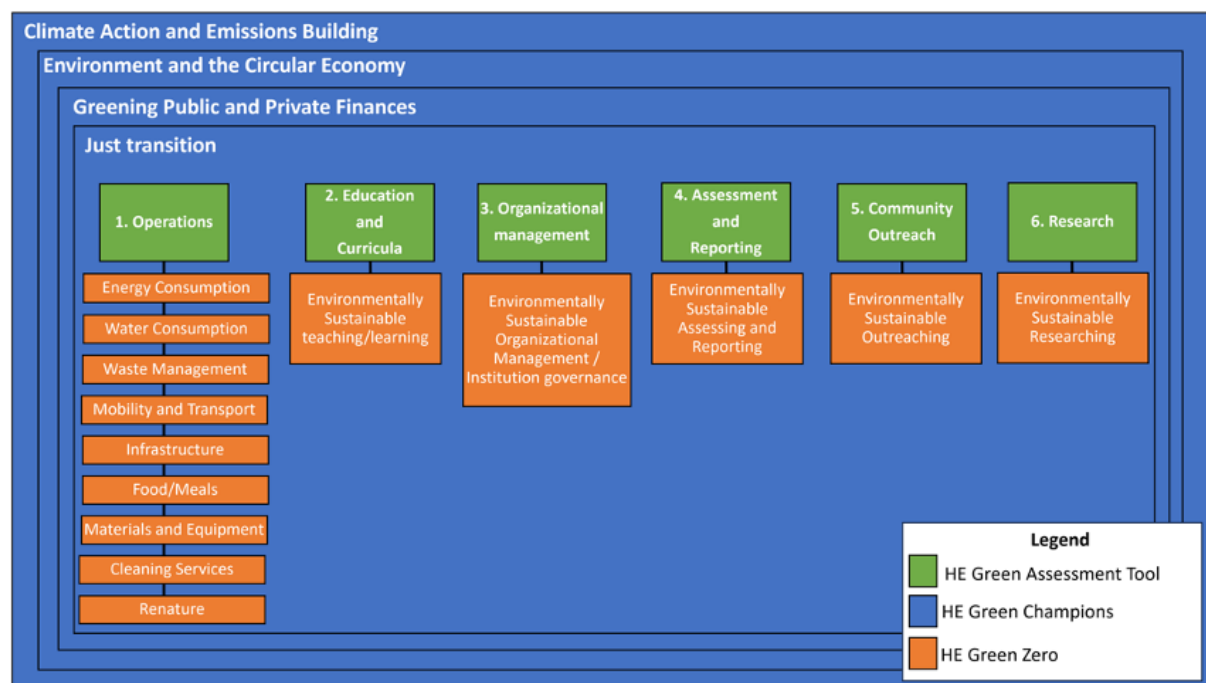


Figure 01. Conceptual Framework of GET-AHEAD tools

As noted in this output document “All the above six Dimension of HEI are now aligned to contribute in an integrated way to the four Modules of WP3 (Green Champions): (i) Climate Action and Emission Building; (ii) Environment and Circular Economy; (iii) Greening Public and Private Finances; and (iv) Just Transition. These relationships consider a holistic perspective of HEIs work and activities, ensuring a comprehensive approach across all facets of their missions. In this way, the GET-AHEAD project is supported by a conceptual framework able to transform HEI for Green Education and Transition: the GET-AHED conceptual framework.”

## 4.2 Base Infrastructure

In considering the base infrastructure of the platform, the following is a suggested approach which is envisaged to support the desired key platform features listed above in a cohesive and integrated way, leading to a positive user experience.

**Content Management System (CMS)**

A CMS would offer a means of providing a range of initial services required, including user registration and account creation, a clear and focused dashboard, as well as analytic support. A CMS would also support the provision of surveys and feedback for same. A CMS would also support management of the system with the partnership and/ or other administrators into the future.

**Virtual Learning Environment (VLE) sub platform**

A VLE sub-platform would offer a range of elements in the provision of course engagement & tracking for same. A VLE sub-platform which is connected to the primary CSM would allow a system whereby the training environment is as effective for training provision and assessment as possible - rather than attempting to adapt elements of the CSM to provide training which are not best designed for that purpose. The survey feature may potentially be part of the VLE (as opposed to the CSM)

**Badging Platform**

A badging platform would allow for the creation and issuing of micro-credentials to learners based on their completion of the system. It is envisaged that this system would integrate with the GET-AHED platform.

**4.3 Platform Structure**

The structure of the platform determines the user experience from the initial point of entry (i.e. the homepage) to accessing the requisite and relevant tools.

iven that there are multiple user groups and multiple means of allowing them access and/ or presenting the various tools that the platform will provide. This offers a variety of options and configurations in terms of the overall structure of the WP5 platform. Some of the key considerations around this include:

- What the user will see on the “homepage” of the platform.
- Whether the user is presented with the associated online iterations of WP2, WP3, WP4 before logging in or after logging in.
- Whether the online iterations of WP2, WP3, WP4 should differ according to the user type (student, staff who teach, “management”/ “Green Champion”).

Some options with respect to the platform structure - based on the considerations listed above - are outlined below. It is worth noting that no one option is superior to another - rather that there are pros and cons to each with respect to intuitiveness, support requirements, level of digital skills, etc.

### Option 1

With this structure, the user is:

1. Presented with the online iterations of WP2, WP3, WP4
2. Is required to sign in - either as a student, staff who teaches, “management”/ “Green Champion” - to access the online iteration of WP2, WP3, WP4
3. Is redirected to the relevant iteration of of WP2, WP3, WP4

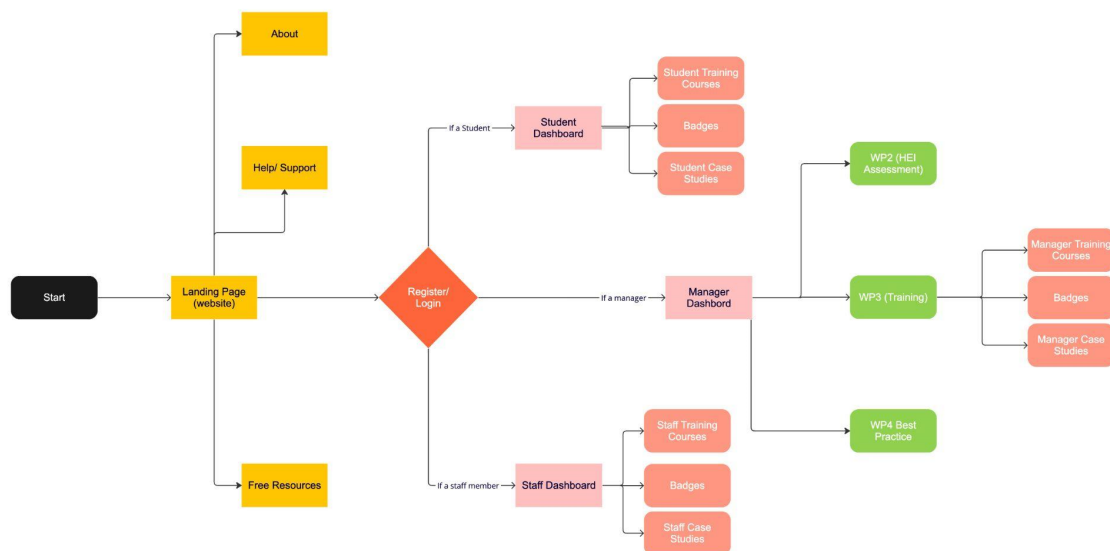


Image 01. Structure option 1

### Option 2

With this structure, the user is:

1. Required to sign in - either as a student, staff who teaches, “management”/ “Green Champion” - in order to access more information about the platform
2. Is provided with a relevant “dashboard” (i.e. a student dashboard / a dashboard for staff who teach / a “management”/ “Green Champion” dashboard).
3. From their dashboard the user can then select the relevant online iteration of WP2, WP3, WP4 and proceed from there.

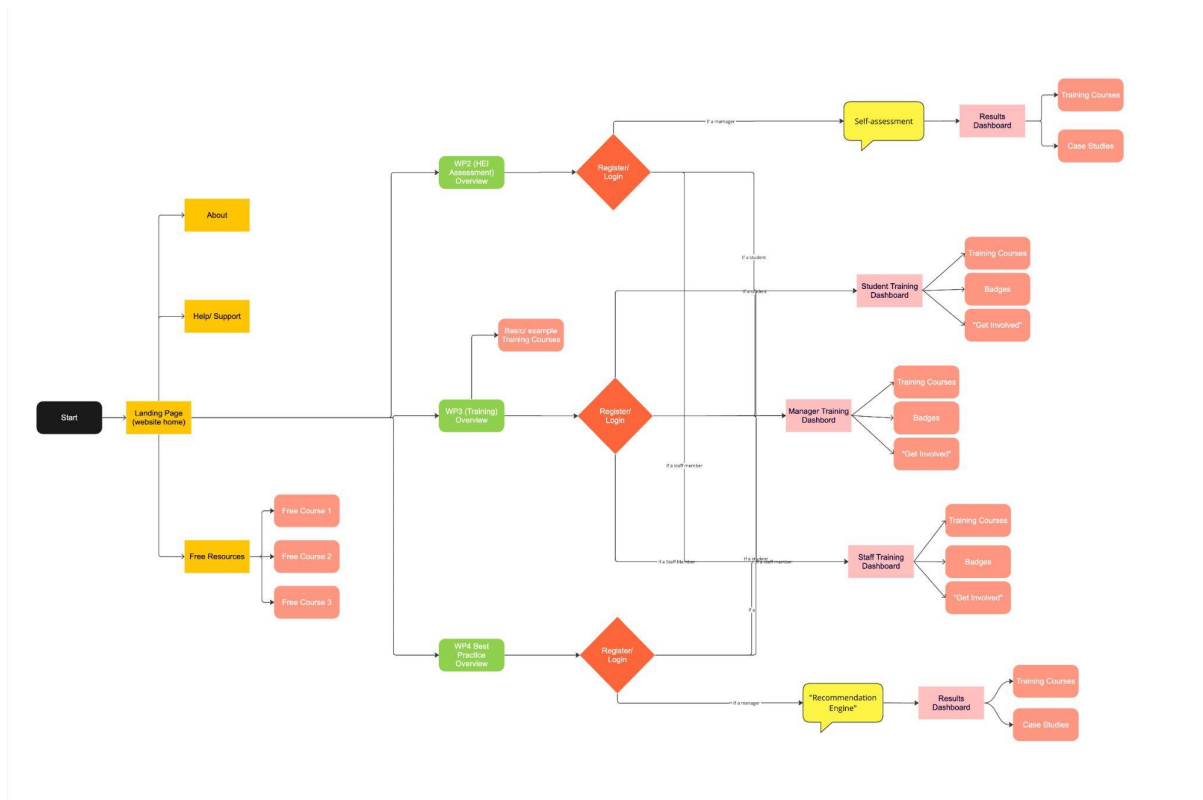


Image 02. Structure option 2

### Option 3

With this structure, the user follows a similar path to Option 2 - but a key difference is that the online iteration of WP2 (the self-assessment) is only available to the user type “management”/ “Green Champion”.

The rationale for this is based on the concept that the online iteration of WP2 is designed to gather data about the “HEI as a whole” (i.e. an all-encompassing perspective, not the perspective of an individual user) and that this user type - an individual working within a HEI who is responsible for leading or supporting the green transition (broadly, a user in a managerial or professional service role) - would be the only user type in a position to provide correct data regarding this.

It is envisaged that there would be multiple iterations of WP3 (training material) and WP4 (case studies) based on the relevant user type (i.e. that there would be student-relevant training content for student users, teacher-relevant training content for staff who teach users, etc.).

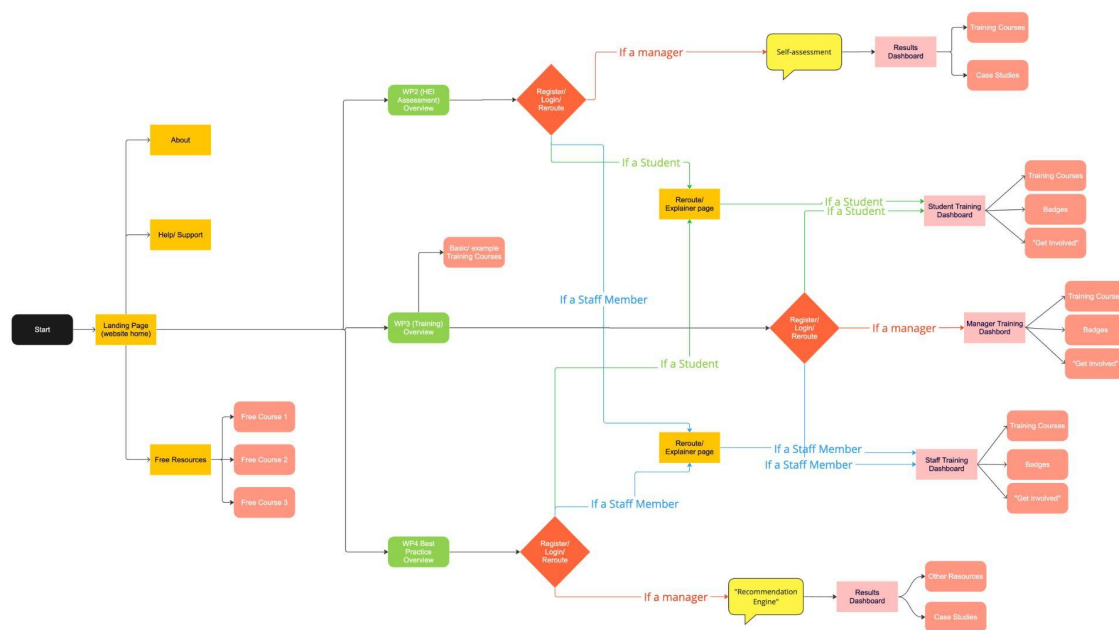


Image 03. Structure option 3

Currently, in the 12 month prototype produced, option number 1 has been utilised. Prior to this, in the 6 month prototype, option number 2 was utilised. At present, it is envisaged to proceed with a structure based on - or at a minimum, similar to - option 1. It is notable however that this may be subject to changes based on further discussion with partners and/ or further user testing.

## 4.4 Visual Identity

The visual identity of the platform is an essential element. The visual identity - broadly speaking - identifies and informs all graphical assets for the project platform, but also the online iterations of WP2, WP3, WP4; as well as (potentially) the project identity, the project dissemination resources, etc.

Over the course of the development period, a number of different visual identities have been designed and discussed between the partnership. These visual identities have been developed by MTU, based on research into similar projects and platforms and based on partner feedback and consultation. A sample of some of the most popular visual identity options are outlined below:



## “Cutout” Option

A visual identity based on a "cutout" style ties in closely to the core subject content of the project and platform, with paper textures and simple iconographic images conveying a sense of reuse and sustainability.

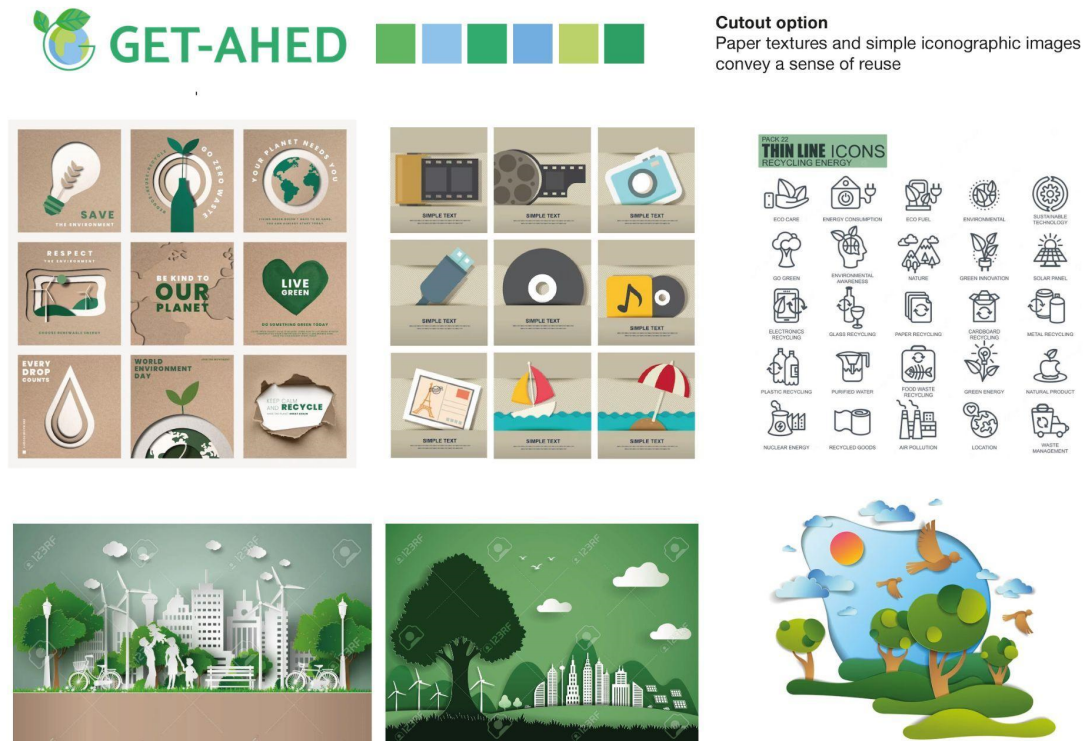


Image 04. Visual identity option 1

## “Simplified Illustrations” Option

A visual identity based on a more muted colour palette and simplistic visuals serve to make the illustrations on the platform less distracting than the actual content.

**Simplified Illustrations**

A more muted colourway to make the illustrations less distracting vs the content.



Image 05. Visual identity option 2

**“Logo-style” Option**

A visual identity based on the type of project logo tie in to the project identify. The associated simplified illustrations also will not distract from the content of the course.



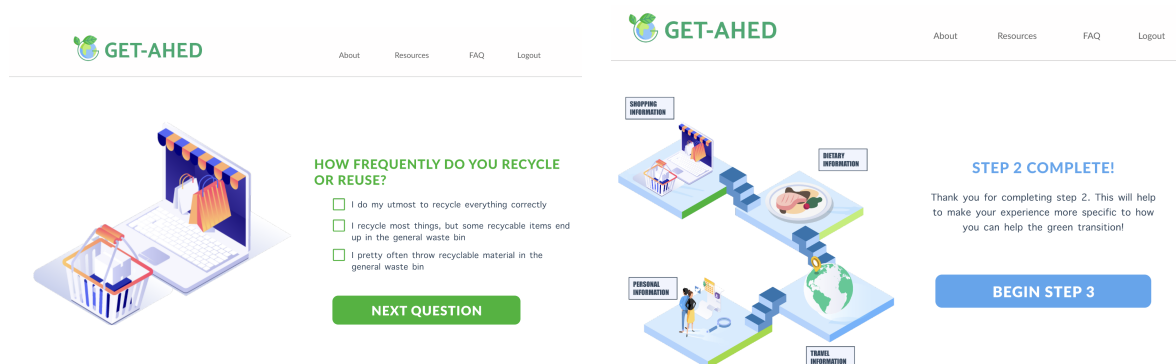
**Illustrations that tie into the logo style**  
Simplified illustrations that will not distract from the content of the course



Image 06. Visual identity option 3

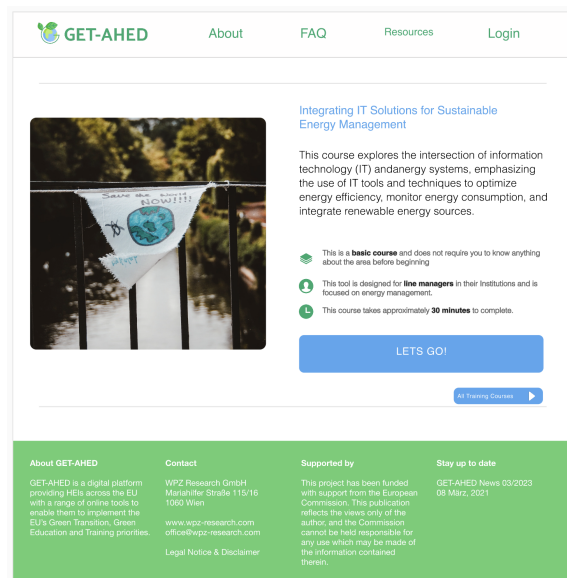
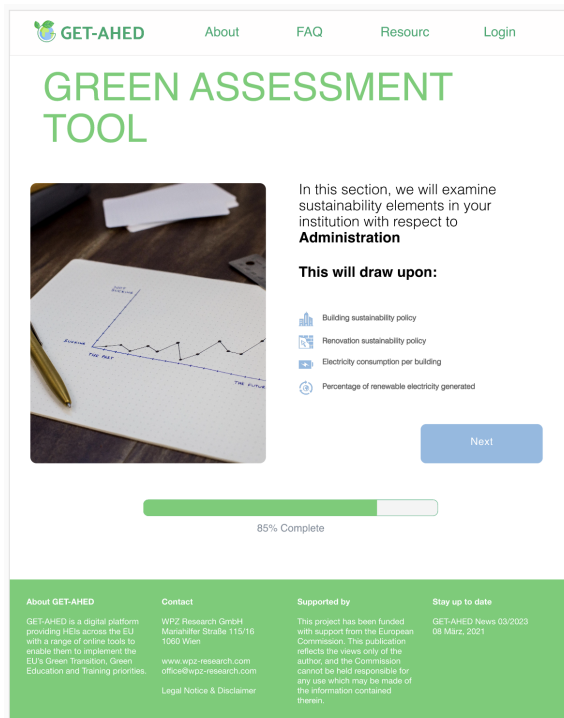
## “Isometric” Option

In the 6 month prototype, an “isometric” visual identity was utilised. An isometric style can facilitate the creation of a sense of visually appealing "gamified" design and interactivity on the platform.



## “Simple” Option

In the 12 month prototype, a visual identity more aligned to the initial “mockup” provided with the project proposal was used, focusing on very simple flat iconography and stock imagery. This closely aligns with the project identity and does not distract from the content of the course.



At present, it is envisaged to proceed with a visual identity based on the “Simple” Option. It is notable however that this may be subject to changes based on further discussion with partners and/or further user testing.

## 5. Recommendations and conclusions

Based on the scoping for the platform, the current status and the previous iterations of WP5, along with partner input and suggestions, a number of key elements can be identified.

Key features to be implemented include the implementation of:

1. WP2 - the HE Green Assessment tool - to be used as an online self-assessment tool to assess an institution in terms of the level of integration of sustainability and green transition across a range of indicators and dimensions.
2. WP3 - the HE Green Champions tool - to provide training to for HEI leaders, staff and students to boost the green transition capacity of an institution's internal stakeholders in order to support their involvement in sustainability initiatives.
3. WP4 - the HE Green Zero tool - to offer a range of case studies to help improve sustainable operations in each HEI relevant to energy and energy related systems, with the ultimate goal of achieving net zero energy on school/campus sites.

Based on this process, platform structure offers three potential approaches options: Option 1 involves users signing in before accessing online iterations of WP2, WP3, WP4; Option 2 requires signing in to access more information, then provides a relevant dashboard for further access; Option 3 limits access to the online iteration of WP2 to the user type "management"/"Green Champion." Currently, Option 1 was utilised for the 6-month prototype and option 2 was utilised for the 12 month prototype - however both structures offer benefits and disadvantages, which has been highlighted by partner feedback for both prototypes. Therefore, the structure may evolve based on discussions and user testing. Based on the above, the platform will need to provide user registration, user dashboards, and user analytics.

The proposed base infrastructure involves a Content Management System (CMS), a Virtual Learning Environment (VLE) sub-platform, and a Badging Platform. This is not expected to require changes as this will encompass all required elements. The Visual Identity section discusses different design options, including "Cutout," "Simplified Illustrations," "Logo-style," "Isometric," and "Simple." The preferred option is currently "Simple," with flat iconography aligned with the project identity and minimal distraction from course content. The choice may be subject to changes based on partner discussions and user testing.

Some considerations for future development include:

1. User Feedback and Testing:

- a. Additional user testing and data-gathering to understand and test user preferences, challenges, and expectations will be conducted. In particular, this should consider the platform structure and features to enhance user experience and address any usability issues.
2. Scalability:
  - a. Server and infrastructure requirements should be considered for the future scalability of the platform to accommodate a growing user base. This should help to ensure that the infrastructure can handle increased data, user registrations, and concurrent usage without compromising performance.
3. Adherence to Accessibility Standards:
  - a. The platform should ensure that it attempts to address guidelines, policies, and laws related to accessibility. This is particularly important given the emphasis higher education does and/ or should place upon access and equality. The platform should aim to regularly assess and enhance the platform's accessibility features to provide an inclusive digital learning environment for all users.
4. Content Management and Updates:
  - a. The platform should attempt to implement a robust content management strategy to keep information, training modules, and surveys up-to-date. To this end, the venture partnership should aim to regularly review and update training content to reflect the latest developments in the field and maintain relevance.
5. Security Measures:
  - a. The platform should prioritise the security of user data and sensitive information. To this end - from a server perspective - the platform should aim to support strong data encryption and other security measures to protect against potential cyber threats. The platform should also ensure that it aligns with GDPR requirements.