EOPEN

opEn interOperable Platform for unified access and analysis of Earth observatioN data

H2020-776019

D8.2

EOPEN website and promotional material

Dissemination level:	Public
Contractual date of delivery:	Month 3, 31 January 2018
Actual date of delivery:	Month 3, 30 January 2018
Workpackage:	WP8 Dissemination and Exploitation
Task:	T8.2 Communication plan, project Web presence and promotional material
Type:	Websites, Patents, etc.
Approval Status:	Draft
Version:	v3
Number of pages:	18

Filename:	d8.2-EOPEN_website_and_promotional_material_v3.docx

Abstract

This document describes the activities taken for the development of the project's website and other promotional material. The website structure and its content are presented. D8.2 also reports promotional printed material, such as leaflet and poster, to complement the communication plan, as it is presented in the deliverable D8.1. The present document focuses on the EOPEN website and its delivery to the wider community of stakeholders.

co-funded by the European Union

History

Version	Date	Reason	Revised by	Approved By
v1	11/01/2018	Initial description	Stefanos Vrochidis (CERTH)	Ioannis Kompatsiaris (CERTH)
v2	19/01/2018	Integrated document	Ilias Gialampoukidis (CERTH)	Stefanos Vrochidis (CERTH)
v3	25/01/2018	Revised document after review	Ilias Gialampoukidis (CERTH)	Timo Nousiainen , Mark Paton (FMI)

Author list

Organization	Name	Contact Information
CERTH	Ilias Gialampoukidis	heliasgj@iti.gr
CERTH	Stefanos Vrochidis	stefanos@iti.gr
CERTH	Ioannis Kompatsiaris	ikom@iti.gr

Executive Summary

This deliverable presents the EOPEN website and any other promotional material that has been produced during the first months of EOPEN, in order to support partners in the effective dissemination of the project, and will be regularly updated during the project's lifetime. Deliverable D8.2 complements D8.1 on the dissemination and communication of EOPEN, focusing mainly on the project website: http://eopen-project.eu/

First, the deliverable showcases the means by which the project will be outwardly communicated and lists the objectives to be satisfied. Then, the deliverable analyses the dissemination tools that will be used:

- The website with its design, its structure, and its static or dynamic content.
- The internal wiki, which offers secure data exchange and communication between partners.
- Social Media, and specifically Twitter, with a dedicated and active account.
- A leaflet to introduce the project to researches, as well as to the general public.

Abbreviations and Acronyms

EU   European Union

Table of Contents

1 INTRODUCTION

An essential part of any contemporary research project is to build a strong communication strategy between the consortium and the audience interested in their work. To meet this goal, a website has been designed and implemented for the EOPEN project. It is supported by alternative communication tools, such as Social Media, internal wiki, and offline material.

With a straightforward structure, the website provides some static information about EOPEN, e.g. the main description of the project, its envisioned impact, and the involving partners. Moreover, the website will be constantly updated to deliver progress reports, valuable outcomes, and events that concern the project.

To enhance further its Web presence, EOPEN includes a Twitter page that aims to popularize its action to a wider audience, a private wiki page for connection between the project partners, and a promotional leaflet that can be distributed either online or offline.

The purpose of this document is to present the EOPEN website and other dissemination material, whose target is to fulfil the objectives in Section 2. Section 3 provides an overview of the website and describes its structure in detail. Section 4 discusses the Twitter account, Section 5 the internal wiki, and Section 6 the printed material. Finally, Section 7 concludes this document.

2 OBJECTIVES

The EOPEN website has been designed to present a project overview in an appealing manner, highlighting the main aspects, and it will be updated during the project's progress to capture all the relevant developments.

The website's homepage will provide a summary of the project's description, present the members of the consortium, and include up-to-date Social Media posts and news articles that are related to the project.

Through a clear navigation, the website will inform the visitors about the project's structure, the pilots to be implemented, the partners and the related projects.

Apart from the static information, the website will serve as a public repository of reports and publications, datasets and codes, multimedia and presentations; all content will be available for download.

The website will also include contact details, so that any interested individual will be able to get in touch with the EOPEN team.

In addition to the website, EOPEN will manage a Twitter account to stream information about the project's activities, and a wiki site for internal communication and data exchange.

Regarding the offline promotion, an informative and engaging leaflet will be used in events and conferences.

3   EOPEN WEBSITE

The EOPEN website, **http://eopen-project.eu/**, is a fundamental step to establish the Web presence of the EOPEN project in the digital world. The website's target is not only limited to offering information about the project but it aspires to engage an audience that is interested in the progress of EOPEN, as well as to connect a community of experts in the relevant research fields.

The website uses a modern theme to attract visitors and has a clear structure in order to facilitate the navigation. Moreover, the content is displayed in a compact way through pages (short texts, figures, tables, etc.) so that visitors can be informed about the project's material in a very user-friendly manner.

The EOPEN website will be maintained during the whole project lifetime and at least for 2 additional years.
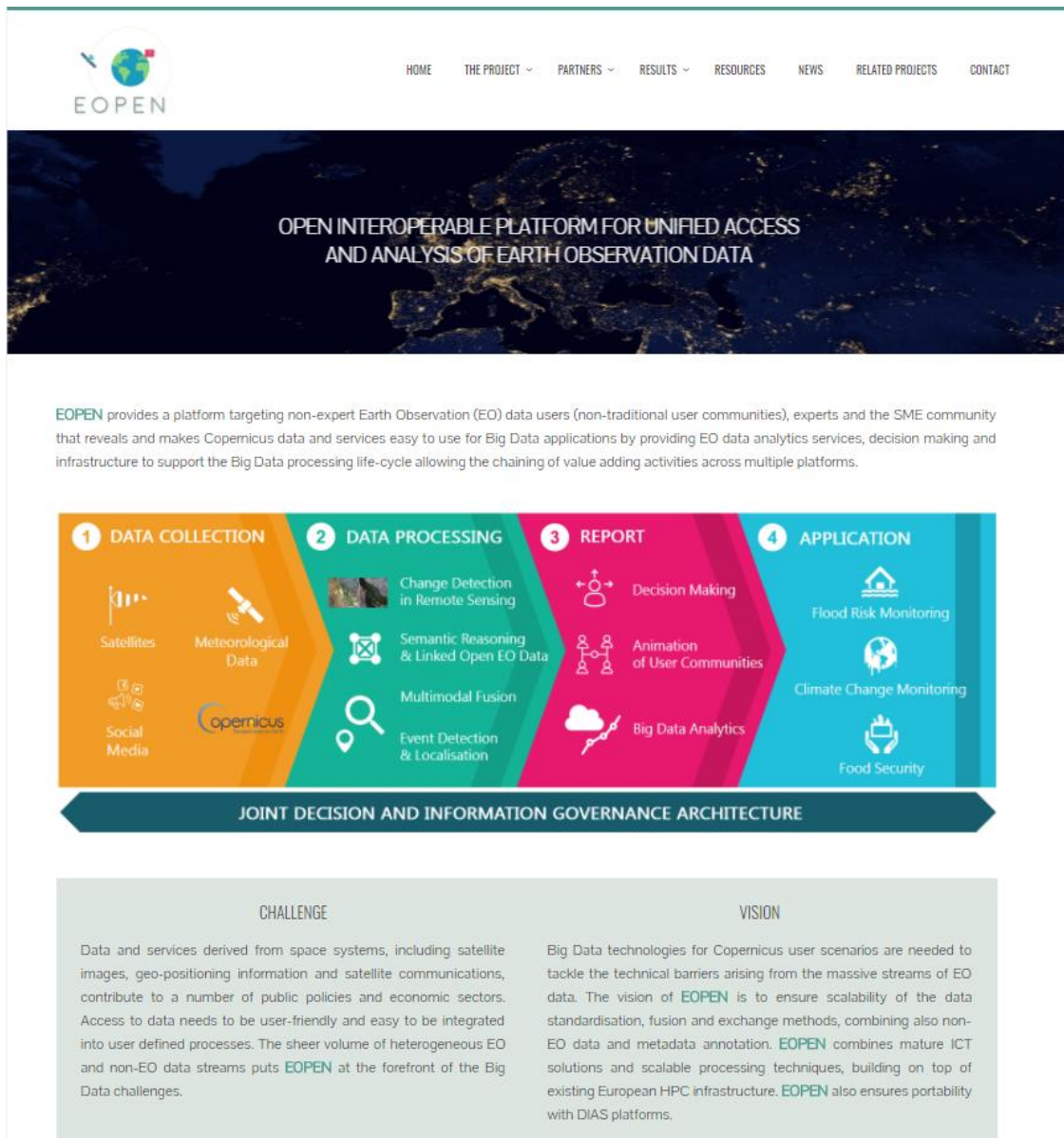
Figure 1: Homepage of the EOPEN website – part one
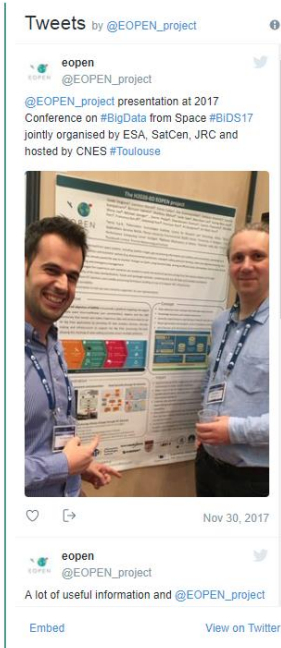
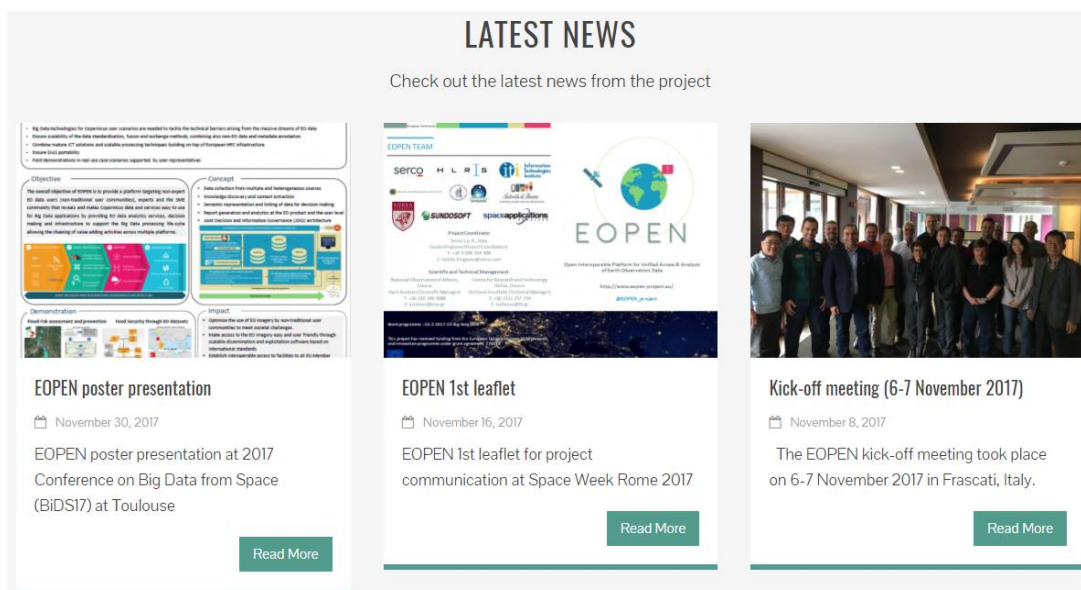Figure 2: Homepage of the EOPEN website – part two

Figure 3: Homepage of the EOPEN website – part three

3.1   **Overview**

When visiting the EOPEN website, users are presented with the homepage that is depicted in Figures Figure 1-Figure 3. At the top of the page a header includes a prominent view of the EOPEN logo to promote its visual identity and a navigation bar where menu and submenu options lead to the respective pages. A clearer and more detailed view of the navigation structure can be seen in Figure 4.

In the main panel, there is a short description about the general concept, the architecture, the challenge and the vision of the project. Next, members of the consortium are introduced in the form of their logos and a widget on the right shows the project's presence in social

media, specifically on Twitter (more in Section 4). Finally, a sample of recent news articles about EOPEN aims to forward the project's activity, by triggering the interest of people into reading more.

In accordance with the order shown in Figure 4, the various pages of the website are described in the next subsections.

Figure 4: The complete navigation menu

3.2   Project information

Following "The Project" tab, visitors are able to discover primary information about EOPEN. In detail, "Aims & Objectives" refer to the envisioned goals, "Project Structure" provides a short description for each Work Package (Figure 5), and "Expected Impact" lists the anticipated socioeconomic effects. The last option, "Pilots", presents the three use cases that will be investigated in the project.
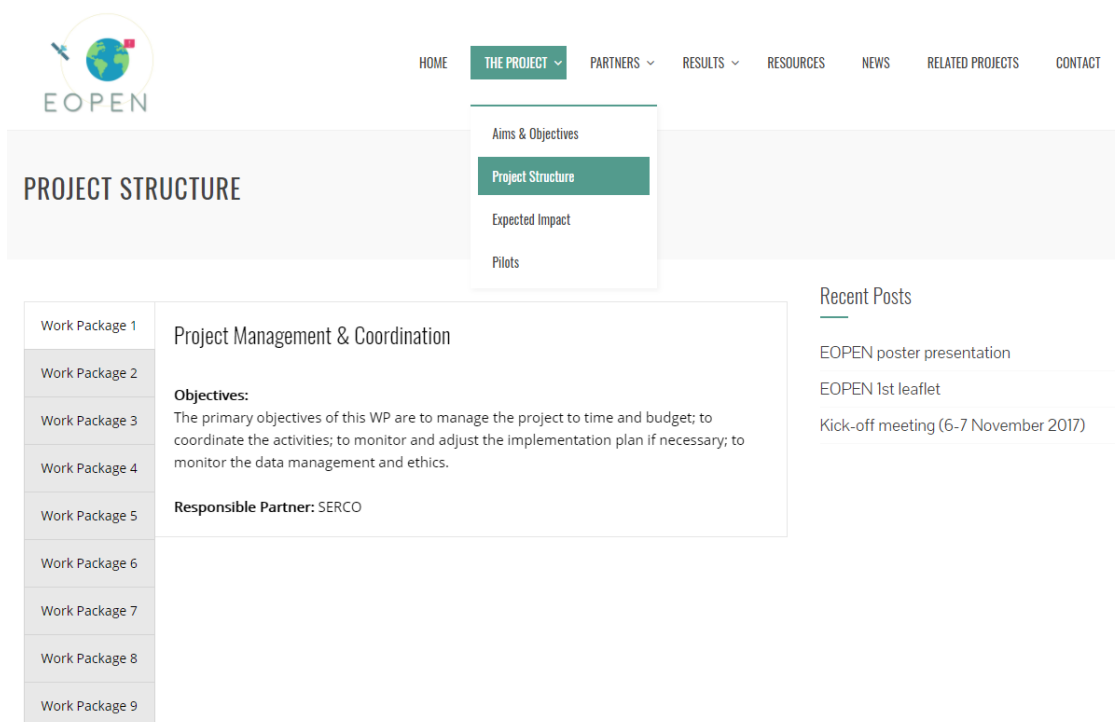
Figure 5: The "Project Structure" page

3.3 **Partners**

"Partners" consist of two categories: the "Consortium" and the "Advisory Board" that are involved in EOPEN. For each member of the consortium a logo, a website address and a summary of their work is provided, as in Figure 6, while members of the advisory board are listed in a table.
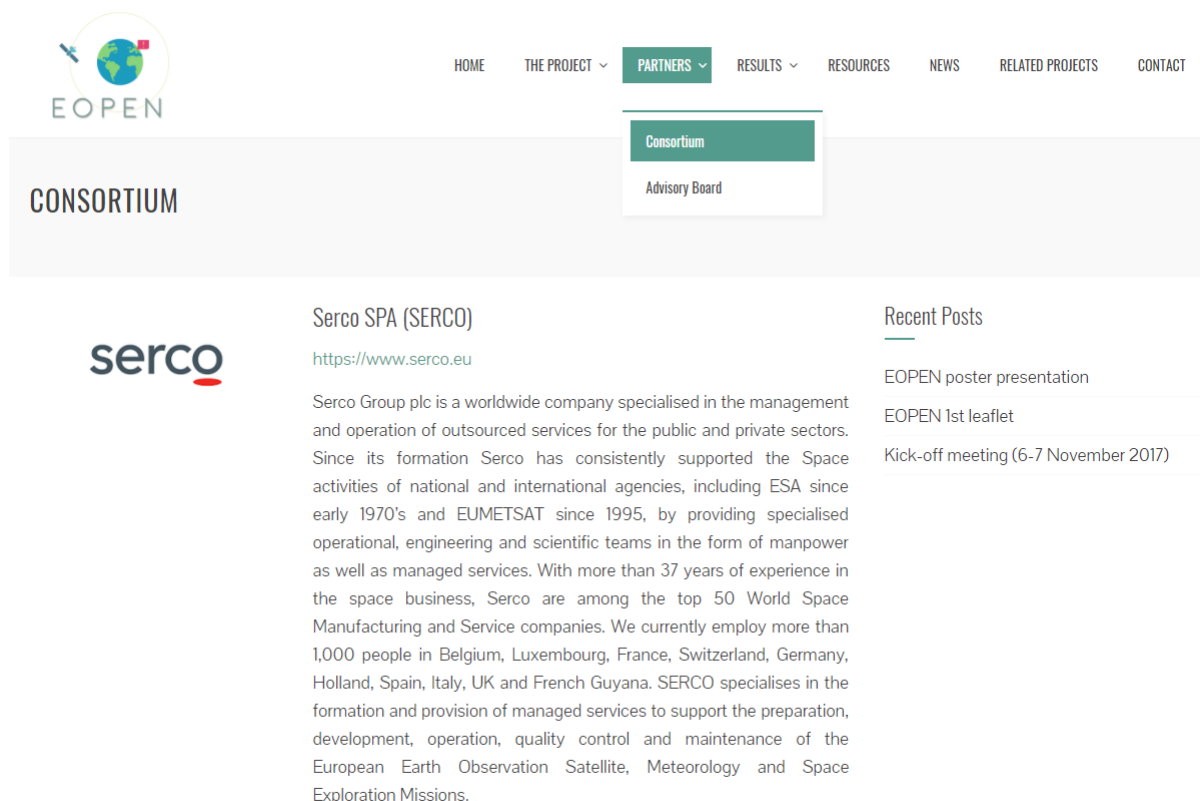

Figure 6: The "Consortium" page

3.4 **Results**

The "Results" category refers to every outcome of EOPEN that can be publicly accessible. For the time being, its subcategories are almost empty, but they will be updated during the project's lifetime, as soon as the first results occur. The "Public Deliverables" page displays a table with all the upcoming deliverables, so that visitors can follow the project status, and in the future it will also offer the actual files to be downloaded. The next subcategories involve the "Presentations", the "Publications" (e.g. academic papers), the "Code" and the "Datasets" that will be produced within the framework of EOPEN.

3.5 **Resources**

This page brings together any other material that is relative to EOPEN and does not fall under the subcategories mentioned in Section 3.4 . Some examples, as shown in Figure 7: The "Resources" page, include a poster for a conference and a leaflet created for dissemination reasons. All these items are accompanied by a downloadable file.
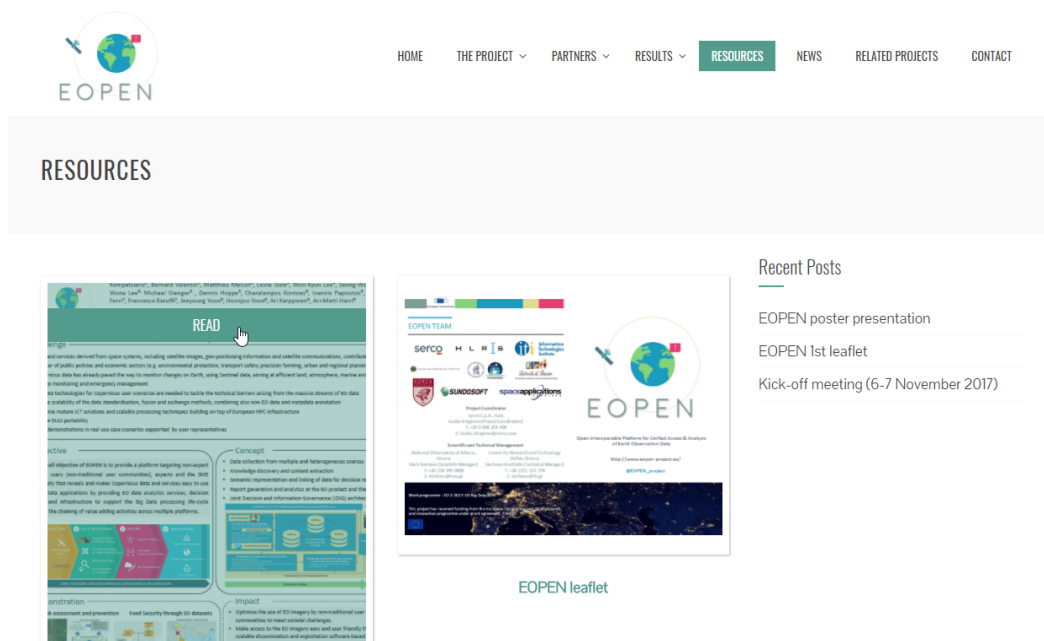
Figure 7: The "Resources" page

3.6 News

The "News" tab navigates to the blog-like page of Figure 8, where visitors are able to find articles that are linked to the project, from most recent to oldest. The target of this category is not only to inform about the project's progress, but also to attract people generally interested in the involving research fields. In addition to this page, most recent news posts are also displayed on the homepage (as it was mentioned in Section 3.1) and in a widget on the right side of every page, e.g. in Figures Figure 5-Figure 8.
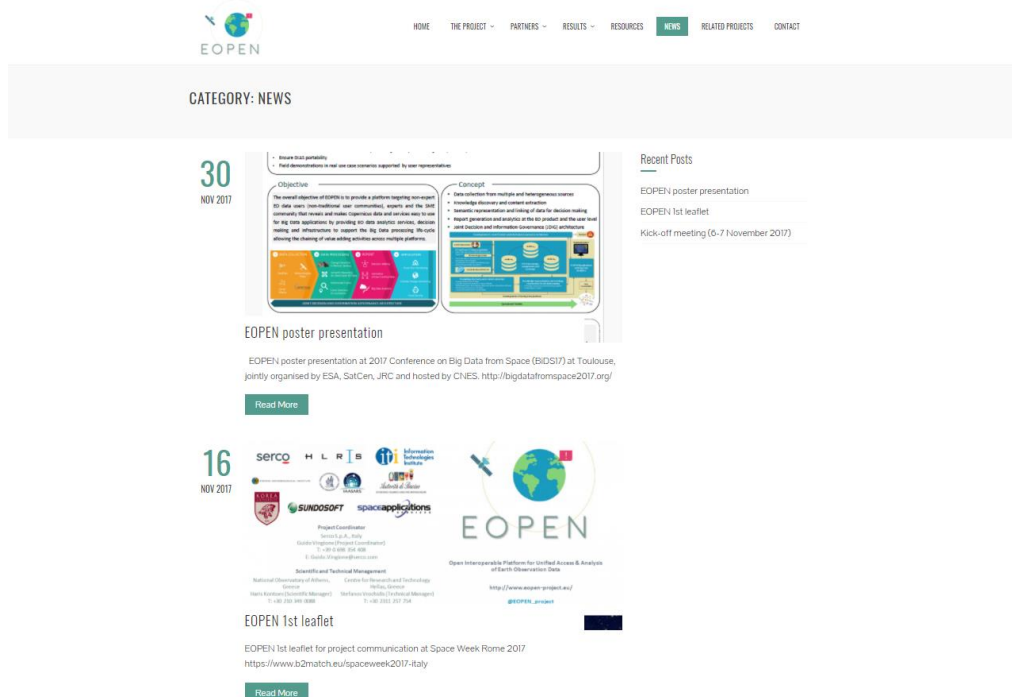
Figure 8: The "News" page

3.7 **Related projects**

Since EOPEN is not the only EU project that is currently dealing with Earth Observation and Big Data, "Related projects" gathers all relevant projects with some short information for each one. EOPEN intends to stay in close contact with these teams to assure any possible synergies and to avoid future interferences.

3.8 **Additional elements**

For all visitors that wish to submit questions or learn more about the EOPEN project the website's "Contact" tab provides all the necessary information in order to get in touch with the project team, along with a contact form for instant messaging.

Finally, at the bottom of every page there is a footer (Figure 9) that contains useful links to the project's Twitter page and internal wiki page. Both are described in the following Sections 4 and 5 respectively.
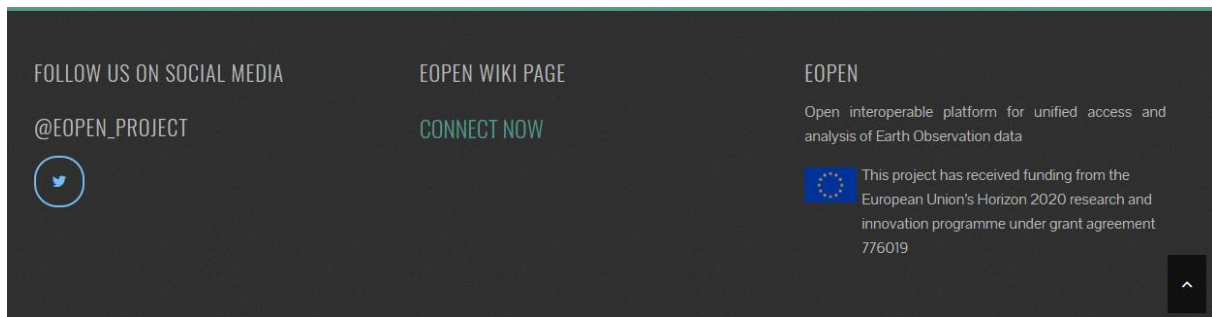
Figure 9: The EOPEN website's footer

4 SOCIAL MEDIA

At the present time Social Media has evolved into a dominant area of the Web and plays a strong role in the Marketing field. It is considered an integral part of any organization's communications strategy, thus active engagement with Social Media will be a valuable addition to the EOPEN project.

From the most popular social networking sites and apps, Twitter was preferred to disseminate the project's work. With more than 300 million active users, Twitter ensures that the project's message will reach the target audiences in a timely fashion. A new EOPEN Twitter account (**https://twitter.com/EOPEN_project**) joined the community in November 2017 and published its first tweet on November 13, 2017 (Figure 10). Currently the account has posted 4 tweets and is followed by 15 users; the number of followers is expected to grow during the project's process. Towards this goal, all members of the consortium are encouraged to promote and retweet the EOPEN account.

Figure 10: The EOPEN Twitter account

5 INTERNAL WIKI

A DokuWiki website (**http://mklab.iti.gr/eopen/doku.php**) has been created for the EOPEN project to serve a dual purpose:

1. to provide a secure repository where partners will be able to upload and download files, and
2. to offer a safe medium for internal discussion about project related topics.

The material exchanged through the wiki website has to stay private within the project, so access is restricted to members of the consortium, by creating personal accounts. The main contents of the EOPEN wiki can be seen in Figure 11. Among others, the available information includes planned meetings, contact and mailing lists, draft documents, codes, datasets, and templates for presentations and deliverables.
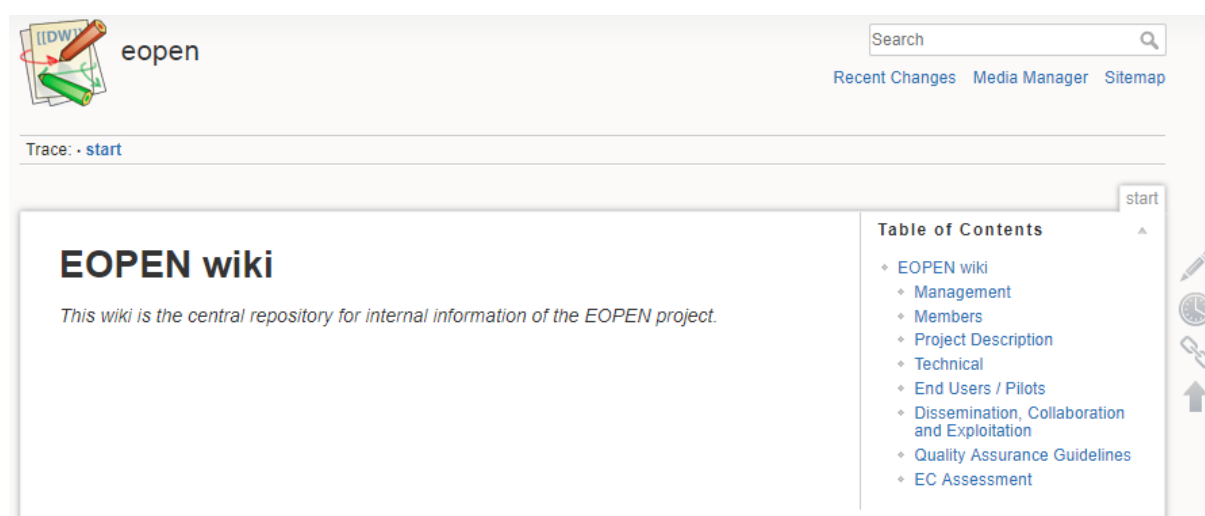
Figure 11: The EOPEN wiki site

6 PRINTED MATERIAL

The EOPEN team has developed an informative leaflet to support workshops and other dissemination events. The two-page leaflet, depicted in Figure 12, was designed following the aesthetics of the project's logo and website and aims to give a clear picture of the EOPEN concept and vision. This version will be further iterated and expanded whenever needed for future events and for inclusion of forthcoming outcomes of the project.

Figure 12: EOPEN's first leaflet

7 CONCLUSIONS

This document reports on the website and the promotional material produced for the EOPEN project. The website presents static information, such as a description of the project and the partners' details, and dynamic content, e.g. reports, multimedia, news posts. Other digital dissemination materials are also discussed, such as a Twitter account and a leaflet to serve as publicity, while internal communication between partners is managed through a wiki website.

Along with EOPEN's progression and development, the form and the content of the available material will evolve and, correspondingly, the overall impact of the aforementioned tools. Therefore, it is necessary to continuously provide updates on the project's status, along with engaging news and tweets about its activity.

In conclusion, online and offline communication is a never-ending dynamic process, that allows the consortium partners to disseminate the project, as well as their involvement, to different target groups ranging from specific stakeholders to the general public. Even though the website is one amongst a variety of tools used to popularise EOPEN it is expected that it will play a significant role in dissemination.