Ref. Ares(2020)1810236 - 29/03/2020

D7.2 PROJECT WEB PRESENCE (WEBSITE, WIKI, BLOG, SOCIAL MEDIA)

Authors Neofytos Gerosavva, Ioannis Giannoulakis, Michalis Tzifas

Work Package WP7 Exploitation and dissemination plan including standardization activities

Abstract

This report addresses the project's Deliverable D7.2 "Project Web Presence Website, Wiki, Blog, Social Media) that is associated with the T7.1 "Dissemination planning and activities". The document provides a detailed overview of the CPSoSAWARE project website, its structure and its content. The website represents the basic channel for disseminating the project objectives, activities and results. The website is consisted of a public area, further subdivided in various thematic sections, and the private area accessible only to project partners. Moreover in the document there is a presentation of the social media created for increasing the project awareness and enhancing the dissemination of the project results. The website is developed by EIGHT BELLS the dissemination leader and will be monitored by them through all the project lifecycle.

Funded by the Horizon 2020 Framework Programme
of the European Union

Deliverable Information

Work Package	WP7 Exploitation and dissemination plan including standardization activities
Task	T7.1 [M1-M36] Dissemination planning and activities.
Deliverable title	D7.2 PROJECT WEB PRESENCE (WEBSITE, WIKI, BLOG, SOCIAL MEDIA)
Dissemination Level	Confidential
Status	F: Final
Version Number	1.0
Due date	31/03/2020

Project Information

Project start and duration	01/01/2017 – 31/12/2018, 24 months
Project Coordinator	Industrial Systems Institute, ATHENA Research and Innovation Center 26504, Rio-Patras, Greece
Partners	1. ATHINA-EREVNITIKO KENTRO KAINOTOMIAS STIS TECHNOLOGIES TIS PLIROFORIAS, TON EPIKOINONION KAI TIS GNOSIS (ISI) the Coordinator 2. FUNDACIO PRIVADA I2CAT, INTERNET I INNOVACIO DIGITAL A CATALUNYA (I2CAT), 3. IBM ISRAEL - SCIENCE AND TECHNOLOGY LTD (IBM ISRAEL 4. ATOS SPAIN SA (ATOS), 5. PANASONIC AUTOMOTIVE SYSTEMS EUROPE GMBH (PASEU) 6. EIGHT BELLS LTD (8BELLS) 7. UNIVERSITA DELLA SVIZZERA ITALIANA (USI), 8. TAMPEREEN KORKEAKOULUSAATIO SR (TAU) 9. UNIVERSITY OF PELOPONNESE (UoP) 10. CATALINK LIMITED (CATALINK) 11. ROBOTEC.AI SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA (RTC) 12. CENTRO RICERCHE FIAT SCPA (CRF) 13. PANEPISTIMIO PATRON (UPAT)
Website	www.cpsosaware.eu

Control Sheet

VERSION	DATE	SUMMARY OF CHANGES	AUTHOR
0.1	25/03/2020	Initial Draft circulated to the Consortium	Neofytos Gerosavva,Ioannis Giannoulakis, Michalis Tzifas (8BELLS)
0.2	26/03/2020	Reviewed by ISI	Aris Lalos, Apostolos Fournaris
0.3	27/03/2020	Pre-final version released	Neofytos Gerosavva, Ioannis Giannoulakis,Michalis Tzifas (8BELLS)
1.0	29/03/2020	Final version - Document ready for submission to the European Commission	Aris Lalos, Apostolos Fournaris

	NAME
Prepared by	8BELLS
Reviewed by	ISI
Authorised by	ISI

DATE	RECIPIENT
25/03/2017	Project Consortium
31/03/2017	European Commission

Table of contents

Executive summary 6

1 Introduction 7

1.1 Document structure 7

2 The project website 8

2.1 Structure and scope 8

2.2 Homepage 10

2.3 Project logo 13

2.4 The project 13

2.4.1 Concept 14

2.4.2 Overview 14

2.4.3 Approach 15

2.4.4 Objectives 15

2.4.5 Use cases 16

3 News section 17

4 Project Consortium 19

5 Private area 21

6 Media section 23

7 Material section 25

8 Social media 27

9 Dissemination monitoring 29

10 Conclusion 30

11 References 31

List of tables

Table 1: Website map 9

List of figures

Figure 1: Tree diagram representing the website structure 9

Figure 2: Top of the page 10

Figure 3: Sections preview in the homepage 11

Figure 4: Consortium preview in the homepage 11

Figure 5: Bottom of the page - Footer 12

Figure 6: Social media buttons 12

Figure 7: The project logo 13

Figure 8: Project logo placement in the website 13

Figure 9: “The Project” section 14

Figure 10: Project Concept 14

Figure 11: Project Overview 15

Figure 12: Project Approach 15

Figure 13: Project objectives 16

Figure 14: Project use cases 16

Figure 15: News section 17

Figure 16: News visible in the sidebar 17

Figure 17: Project consortium section 19

Figure 18: Short partner description- ISI presentation 20

Figure 19: Project private area button (homepage) 21

Figure 20: CPSOSAWARE private area section 22
Figure 21: Login process (private area) 22
Figure 22: Media section 23
Figure 23: Flyers section (under Media -currently empty) 24
Figure 24: Material section 25
Figure 25: Publications section (under Material- currently empty) 26
Figure 26: Project presence on Facebook 27
Figure 27: Project presence on Twitter 28
Figure 28: Project presence on Linkedin 28
Figure 29: Live tweets visible on the project website 28

Executive summary

The project website represents the most important mean of the overall project exploitation, dissemination outreach and communication with the external stakeholders and the general public. It therefore, consists the main channel for spreading project updates and news, related events, submitted papers, overall project progress and results. The website along with the already created social media and future blog and wiki will help towards creating awareness for the project, interacting with the visitors and relevant audience and promoting the project outcomes. The current document contains the description of the initial version of the CPSoSAWARE project website. The main objective of this document is to provide a detailed description of the website which has been set up according to plan at the M3 of the project and will be progressively updated and expanded for its entire three year project lifecycle. The current version of the website already contains information about the project itself and its objectives, the project partners, concept, approach, use cases etc. Furthermore in this document we present the three social channels already created in order to complement the dissemination activity that will be done mainly through the project website. Additionally we provide some information regarding the project's private space and document repository (only available for the CPSoSAWARE consortium).The private area was provided by the project coordinator, ISI.

1 Introduction

This document is the deliverable D7.2 which is part of the WP7 “Exploitation and dissemination plan including standardization activities” and lies under the T7.1 “Dissemination planning and activities”. As described in the DoA this task organizes the transfer of knowledge and of project results, both within the consortium and to the outside world. It ensures that all involved organizations are kept informed and can promote project results. Thus the interactive and online (professional social networks and project's website) dissemination channels are considered of particular importance for influencing prospective adopters of the CPSoSaware framework. The aim of this task is to widely disseminate and present the CPSoSaware project[1] outcomes to the scientific and technical communities. The first step for doing so is the creation of the CPSoSaware website that is going to operate as a forefront of the CPSoSaware ecosystem. Apart from the CPSoSaware ecosystem support, the website (portal) will act as a dynamic database centralizing the scientific results, standard documents, market information relative to the context of the CPSoSaware project. All appropriate dissemination material such as leaflets, brochures, posters, flyers, newsletters, posters as well as public deliverables and other project-related material will be available in the project website. Furthermore, the website will include feeds from the social media created in order to provide live updates of the project participation in public events, key achievements, pilot results etc. The project website[2] is accessible at the address http://cpsosaware.eu/ and is designed aiming to be simple, functional and intuitive for the project stakeholders’ and different types of audience. The current content of the website includes information such as a brief description of the project including the project objectives, concept and approach, some information about the consortium, and also some news. Of course the website will be dynamically updated and enriched through the project duration and according to progress and activities. This website is hosted by EIGHT BELLS the dissemination leader and in collaboration with all partners who also contribute to different sections of the website, such as publications, events and news will be updated according to project’s progress.

1.1 Document structure

Section 2 gives to the reader a detailed view about the use and the content of each specific webpage of the website. Section 2 is divided to various parts that each one of them describes the various sub-sections of the page. For instance, section 2.1 provides information about the website’s structure and scope, while section 2.2 gives a view of the “project homepage” and 2.3 presents the project logo. Section 4 presents all the sub sections under the tab “the project” that are in order the “concept”, “overview”, “approach” and “use cases”. The section 2.5 refers to the “news” tab while section 2.6 gives an insight of the project partners. Finally, section 2 concludes with a description of the private area. The document continues in Section 3 with the “media” section, section 4 refers to the “project material” while section 5 refers to the initial presence of the project in social media and the the three social media that have already been created. Section 6 provides an overview of the intended way of the website traffic monitoring towards KPIs and statistics collection. Finally Section 7 is the conclusion that provides a brief summary of the information reported in the deliverable.

More in detail, this document is divided as follows:

• A short introduction describing the website structure

- The outline of the website, providing a description of each section. In particular, the most important ones are: Home Page, Project and Objectives, Overview, Concept, Approach, Use case scenarios, Consortium, etc .
- Information about the private area created for facilitating collaboration among the project partners and useful for sharing reports, results and working documents. This area is accessible only by the CPSoSAWARE partners and its implemented through the Redmine platform
- Social media presence –social media channels
- Dissemination monitoring strategy, in this section the tools and KPIs to be used for performance monitoring are being suggested
- The conclusion chapter

2 The project website

2.1 Structure and scope

As mentioned above, the website contains of all the essential information concerning the project and will be constantly updated with produced material, news, photos, etc. The main goals of the website are to present the project progress to the scientific, academic and technical communities, and overall, to promote and make visible the intermediate and final outcomes to the general public. The portal is designed to be easily accessible and user friendly to its potential visitors and moreover an additional objective is to facilitate collaboration and be a key enabler for communication between project partners, stakeholders and the wider public for sharing project outcomes. The website will remain employable for 2 years after the project ending and the partnership will take any necessary measures in order to ensure that the results will be widely available, open and accessible to the public through additional mediums for a considerable length of time. The project web portal has been developed and published at the M3 of the project according to schedule. The domain is http://cpsosaware.eu/ and was created from the dissemination leader, EIGHT BELLS in collaboration with the Cyprus based company UniLink Technology

Table 1 below presents the initial website map (menu structure). Figure 1 provides a tree diagram representing the website structure

The main structure of the website is consisted by the following parts:

Root menu	**Sub Menu**
Home	
Project Consortium	All project partners: ISI, I2CAT, IBM, ATOS, PASEU, 8BELLS, USI, TAU, UoP, RTC, CRF, UPAT
The project	Concept Overview Approach

	Objectives Use cases
Media	Flyers Newsletters Videos Presentations
Material	Publications Deliverables
Events	
News	

Table 1: Website map

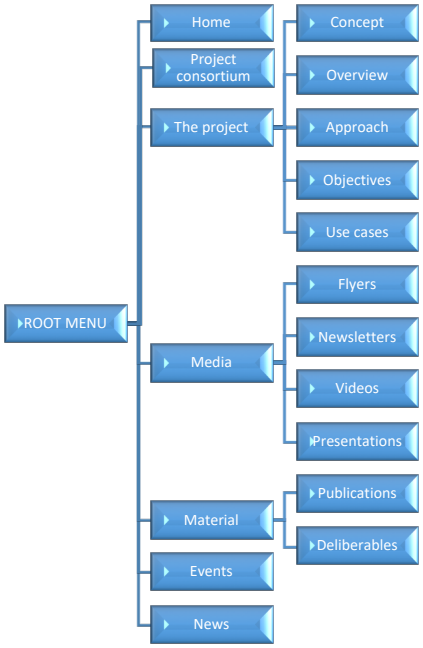

Figure 1: Tree diagram representing the website structure

EIGHT BELLS as the dissemination leader will be responsible for the website management, web-hosting, data handling, maintenance, upgrading, updating and any further changes needed in terms of content and appearance. Any partner can send content to the dissemination leader that will decide along with the project coordinator if will be uploaded in the website and in what section, and of course the aim is all the project partners to be involved in the content creation. Possible modifications and improvements might be identified in future in order to address any needs not identified at this stage of the project. The private area is being provided by the project coordinator, ISI.

2.2 Homepage

The Home Page is the gateway to the main website sections. The home page provides to the viewer a preview of all the sections in a slide form and represents a user friendly and easy interface to the visitors for navigation

The home page is organized according to the following design model:

Top of the page (Figure 2):

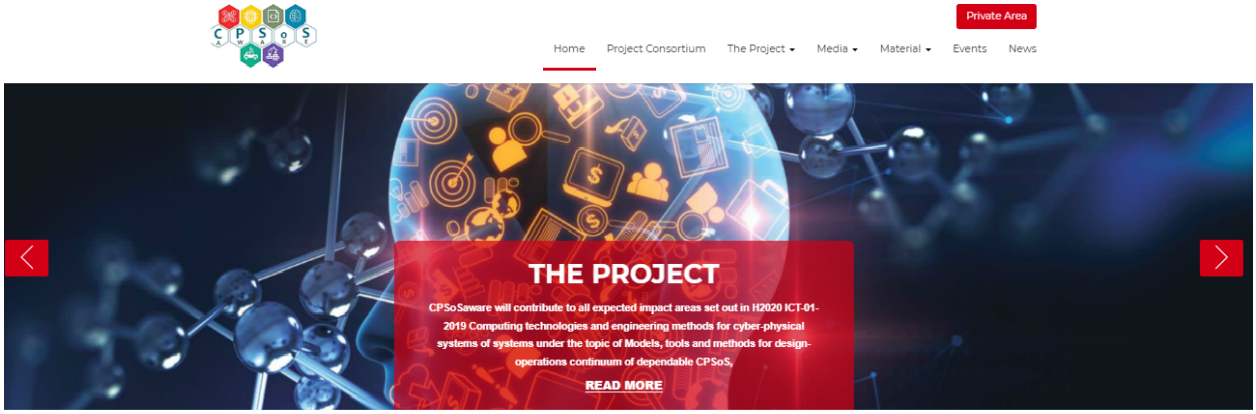

Figure 2: Top of the page

- Menu items: Home, Project Consortium, The Project, Media, Material, Events, News, Private Area (up right)

Sections preview (Figures 3, 4): Provides a preview of all the website sections. Visitor can scroll down and can find the consortium partners along with text and a map. Moreover the visitor can press on the individual partners' logos and can directly visit their respective sections in the site

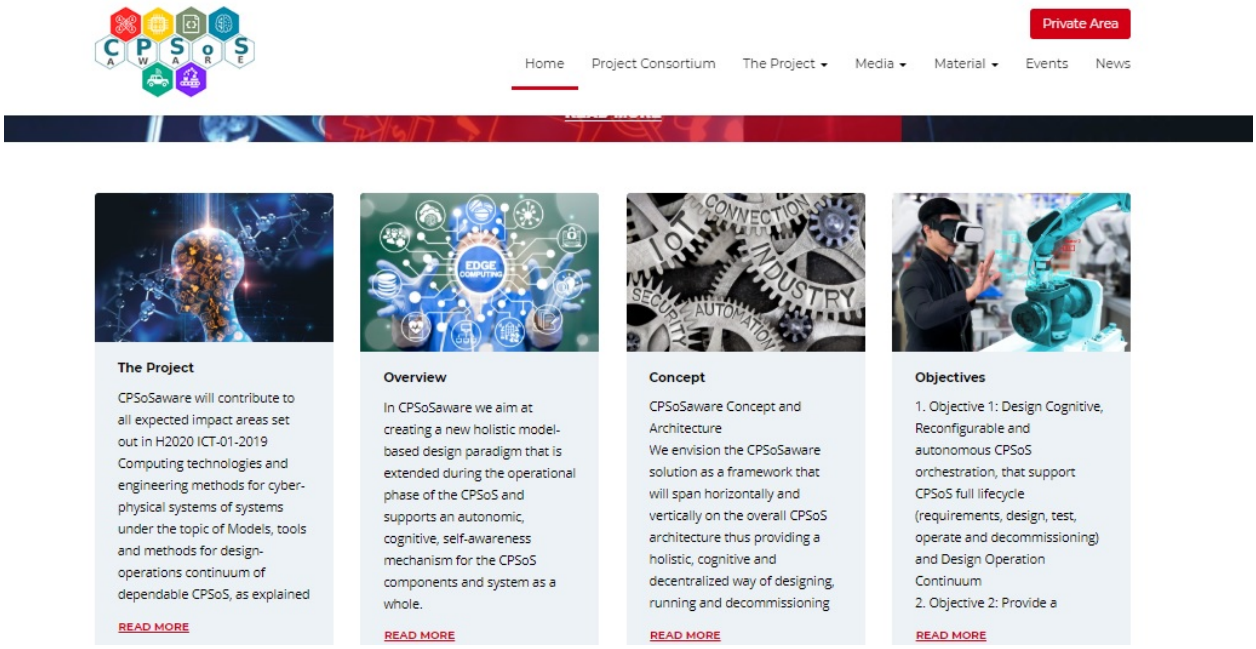

Figure 3: Sections preview in the homepage

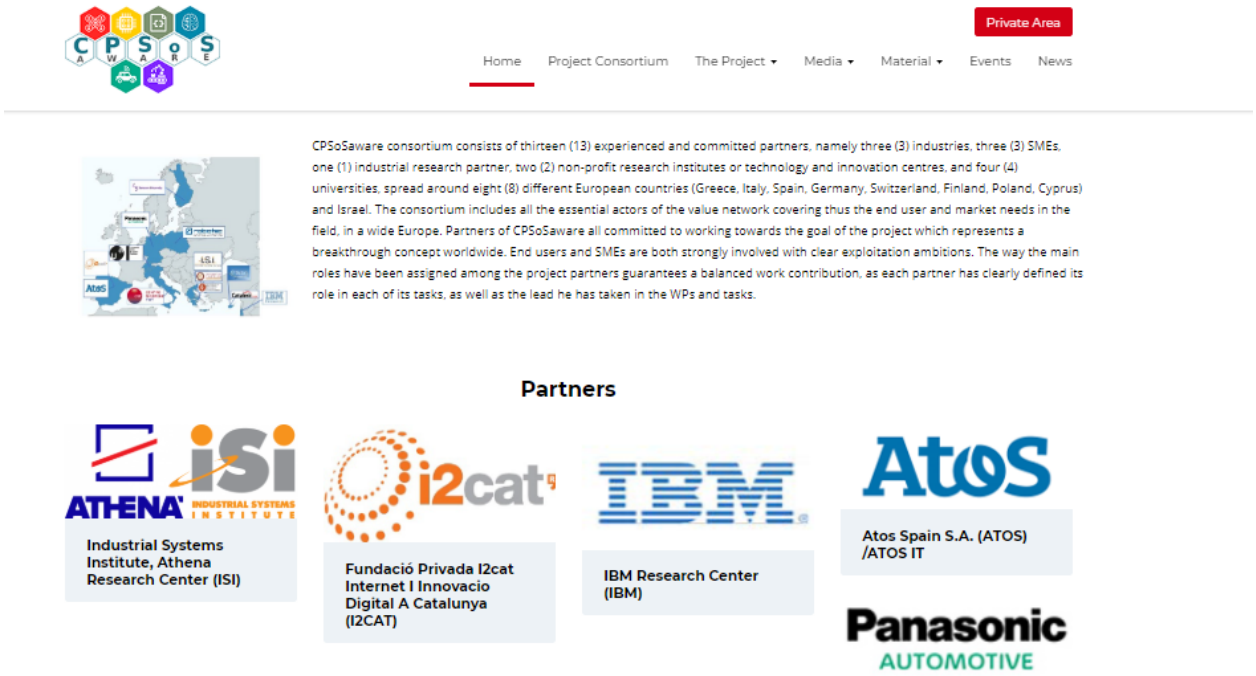

Figure 4: Consortium preview in the homepage

Bottom of the page- Footer (Figure 5)

The footer area (see Figure 5 below) contains the EU funding disclaimer, the project grand agreement number and the European Union flag. Similar with the header area, footer is visible by all the pages of the website. It includes:

- appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme
- Horizon 2020 message disclaimer excluding European Commission responsibility

Figure 5: Bottom of the page - Footer

• Social Media ("follow us") buttons for redirecting to the project's social media channels: Facebook, Twitter, Linkedin, and YouTube (in the future)

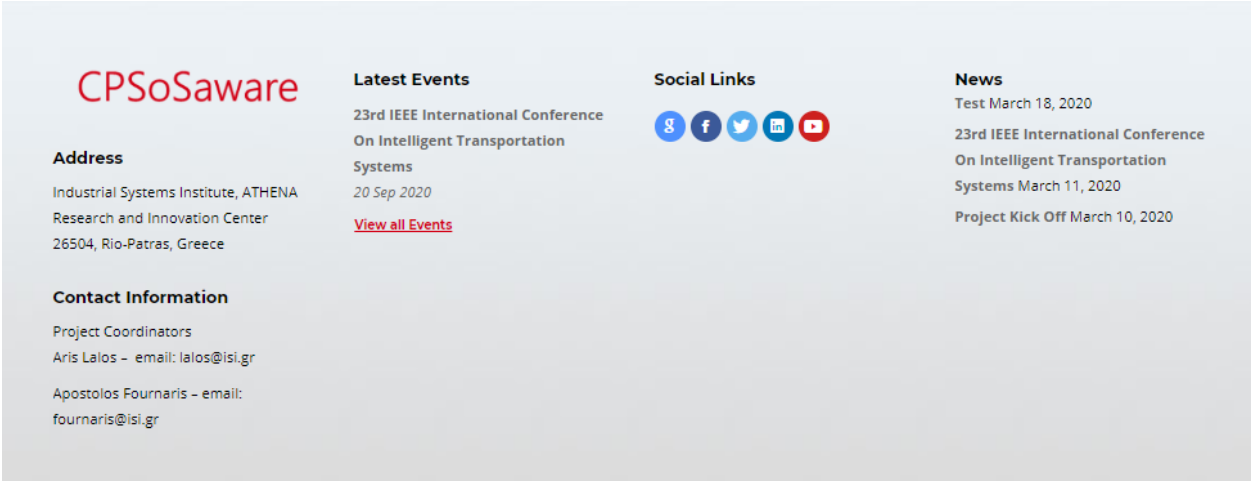

Figure 6: Social media buttons

2.3 Project logo

The project logo and the main navigation menu are located up to the header area and are visible and accessible from all the sections of the website. The logo tries to capture the concept behind the CPSoSAWARE project and its intended pilot use cases & results and provides a concrete identity to the project. The logo has been created from the project coordinator ISI since the beginning of the project and all project templates will be based on it (deliverables, poster, presentation and internal reports as well). Of course the logo will be used for any dissemination activity and created content.

Figure 7: The project logo

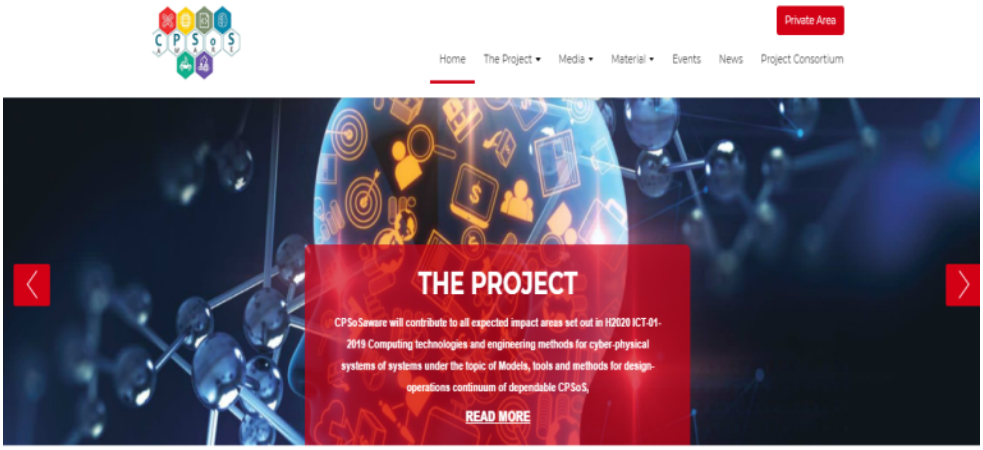

Figure 8: Project logo placement in the website

2.4 The project

The section “Project” is divided to various tabs that provide information about the project objectives, concept, approach, objectives etc

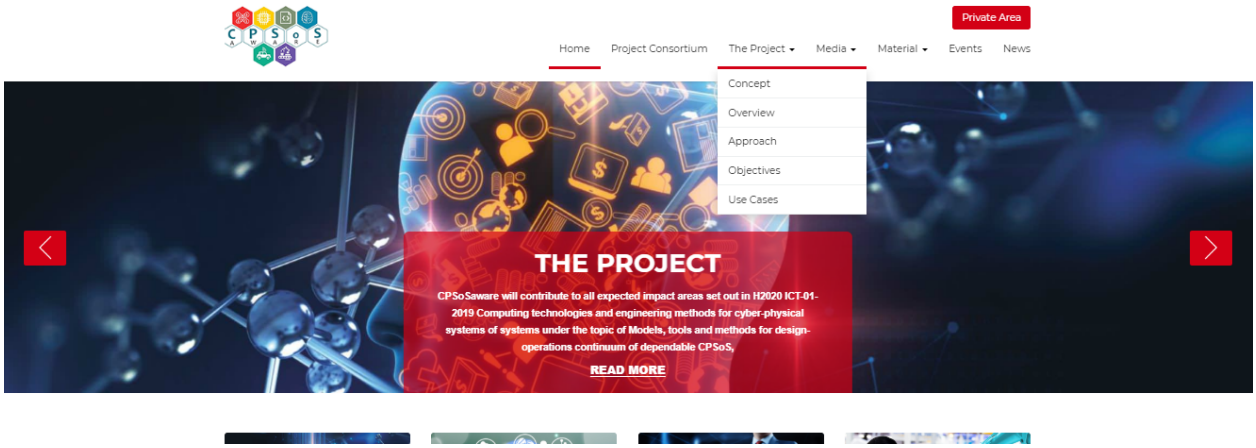

Figure 9: "The Project" section

2.4.1 Concept

This subsection provides to the reader some information about the project concept and architecture along with a related scheme

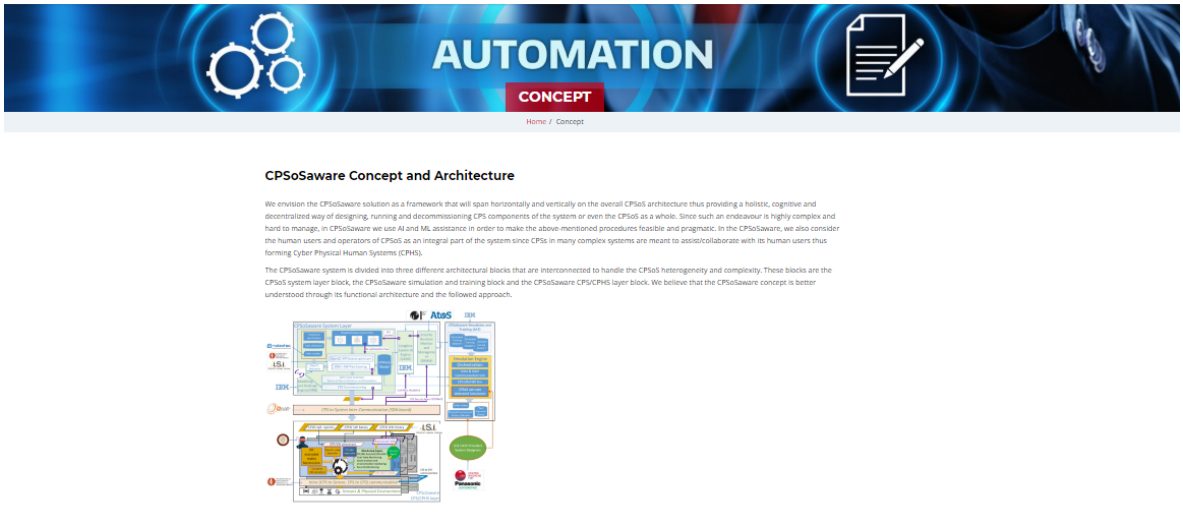

Figure 10: Project Concept

2.4.2 Overview

This subsection provides a short overview on the project. This section will be expanded further on.

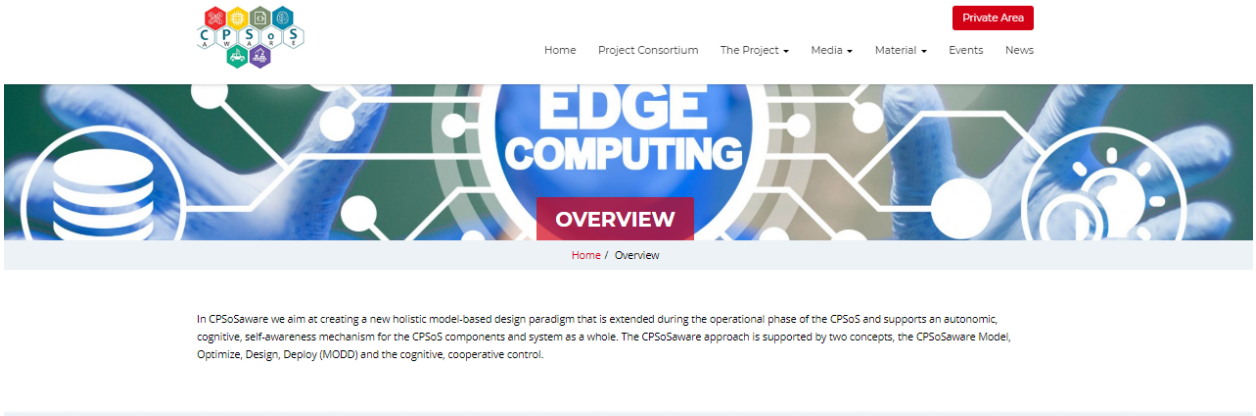

Figure 11: Project Overview

2.4.3 Approach

This subsection provides to the readers some information regarding the project conceptual approach along with the related scheme.

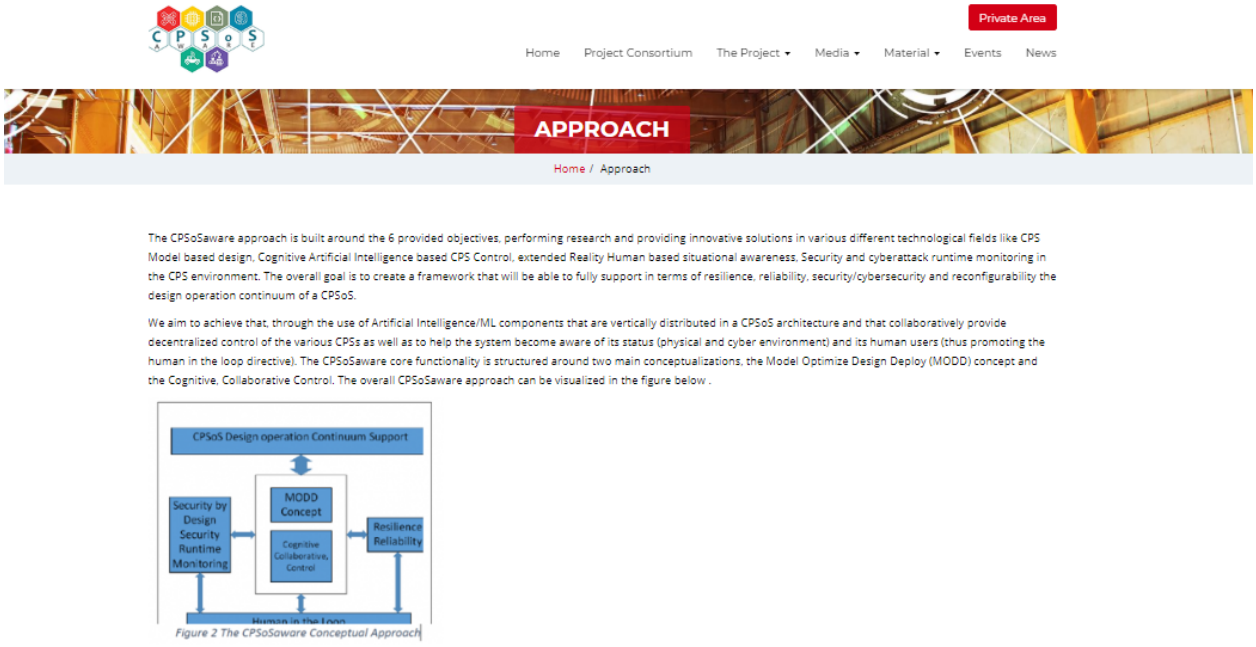

Figure 12: Project Approach

2.4.4 Objectives

This sub section provides a brief description of the project main objectives.

1. Objective 1: Design Cognitive, Reconfigurable and autonomous CPSoS orchestration, that support CPSoS full lifecycle (requirements, design, test, operate and decommissioning) and Design Operation Continuum
2. Objective 2: Provide a Decentralized, cooperative, autonomic control and management that is resilient, fail-safe and adaptable to unforeseen physical and cyber-changes
3. Objective 3: Structure a CPSoS Design approach that can be modelled and Simulated at system level
4. Objective 4: Provide vertically and horizontally Secure and Trusted Designs (Security -by- Design) and Provide Runtime Cybersecurity monitoring to protect against cyber-threats and respond to attacks
5. Objective 5: Consider throughout the CPSoS lifecycle Human users and operators and provide Extended Reality solutions that increase their situational awareness (Human in the Loop)
6. Objective 6: Integrate the CPSaware various tools into a unified solution and test it in two distinct use cases (connected autonomous cars and Manufacturing processes with Robotics and Human interaction
7. Objective7: To define evidence-based business and financing models along with a business plan for the post-project sustainable exploitation of the CPSoSaware framework.

Figure 13: Project objectives

2.4.5 Use cases

This subsection provides to the visitors some information on the two basic use cases: Connected and autonomous vehicles and Human-Robot interaction in manufacturing environment. This section will be further expanded during the project course providing more information and updates regarding the two pilot use cases.

The CPSoSaware architecture is going to be tested in two different pilot sites (Germany and Italy) by performing trail scenarios to two different use cases.

The first use case is focused on connected semiautonomous vehicles where we will perform trails focused on Human in the loop scenarios, like non predictable failures that may involve the human driver and how this affects the design operation continuum support of the CPSoSaware solution as well as human situational awareness enhancement when using the CPSoSaware architecture. We also use this use-case to access the cybersecurity mitigation strategies using the CPSoSaware architecture and its response to cyberattacks.

Use case 1 Connected and Autonomous Vehicles

One of our goals is to evaluate the CPSoS system in the automotive domain, considering different connected cars use cases, for validating issues related human in the loop control, reliability and security.

We will consider scenarios in which Autonomous Driving Systems (ADS), that are able to work unattended only under mild conditions, while they require a human driver to take control in situations that cannot be handled in an automatic way by issuing a so-called Request to Intervene (i.e. SAE level 3 vehicles). Such systems require the cooperation of a Driver State Monitoring System (DSM), that assesses the state of the human driver (e.g. by performing pose-estimation, or emotion recognition, possibly utilizing multiple modalities) and a sub-system that performs an analysis of the scene outside the vehicle and controls the vehicle to move autonomously on a predefined path (e.g. recognizing vehicles ahead, estimating their

Figure 14: Project use cases

3 News section

The section "News" intends to present the latest project updates and as it is easily understood, this section will be constantly updated with information such as upcoming plenary meetings, technical workshops, participations in events, synergies with other projects, demonstrations, conferences, publications, whitepapers, newsletters, papers , etc. Currently it includes two posts along the related photos. Any post in this section can be visible in the side bar of the website as displayed in Figure 16.

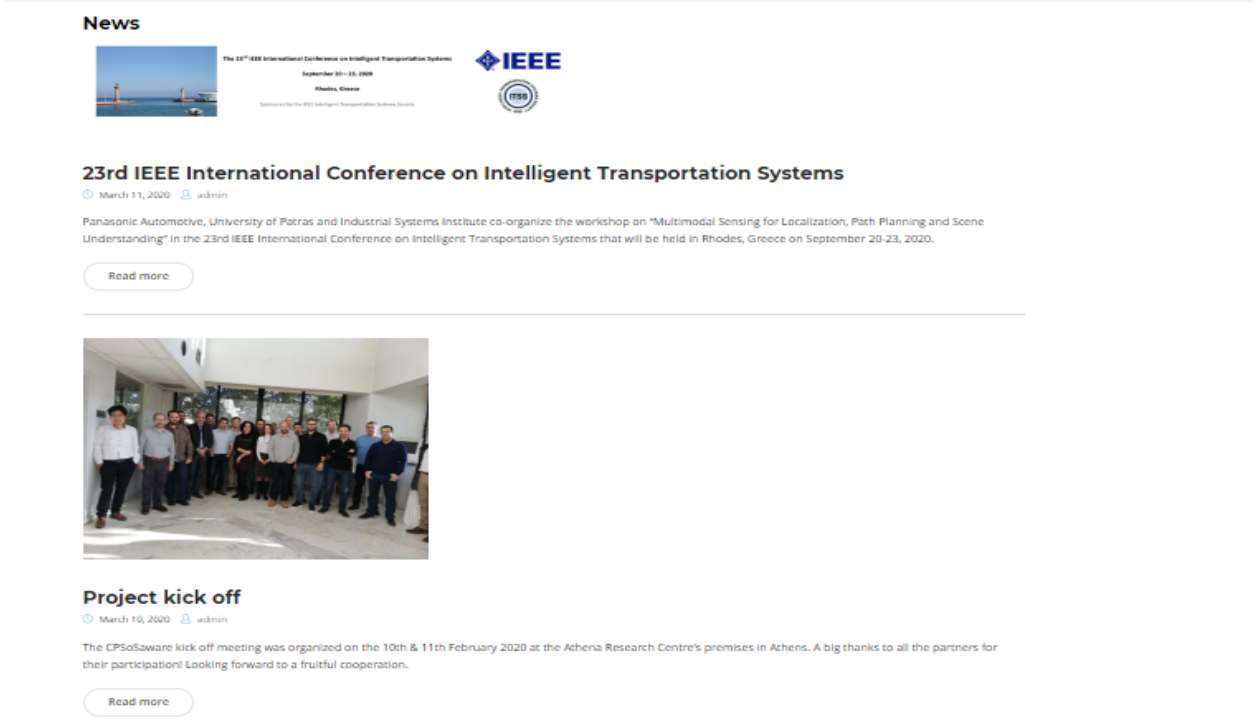

Figure 15: News section

Figure 16: News visible in the sidebar

4 Project Consortium

The CPSoSAWARE "Project Consortium" section presents each partner of the Consortium and allows to the website visitor to connect to its official website. CPSoSaware consortium consists of thirteen (13) experienced and committed partners, namely three (3) industries, three (3) SMEs, one (1) industrial research partner, two (2) non-profit research institutes or technology and innovation centres, and four (4) universities, spread around eight (8) different European countries (Greece, Italy, Spain, Germany, Switzerland, Finland, Poland, Cyprus) and Israel). Moreover a short description per partner is being provided.

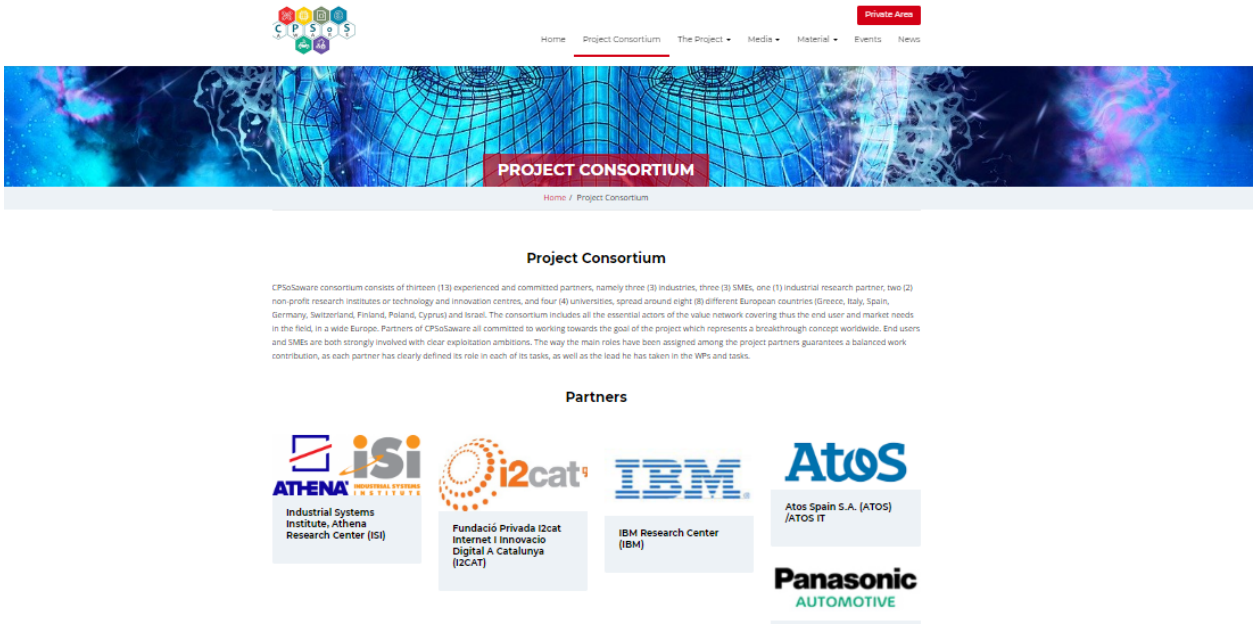

Figure 17: Project consortium section

Figure 18: Short partner description- ISI presentation

5 Private area

The CPSoSAWARE website provides to the consortium partners the ability to access a common project collaboration workspace, which represents a password protected repository that will be regularly updated with project documentation, and will be the area for accessing important project management information (reports, minutes, presentations, working documents, deliverables etc). As it contains confidential information, it is accessible only to registered consortium members. The platform is provided from the project coordinator that is ATHINA-Research Center – Industrial System Institute (ISI) and can be accessed through the "private area link" presented on the website main menu. The private area is organized per work package in order to stimulate collaboration between the consortium members, efficient production of deliverables and easy access to information. Redmine [3] was selected from the project coordinator as the private area platform. Redmine is an open source project management web application that offers to the users various features such as flexible issue tracking system, Gantt chart and calendar, news, documents & files management etc. Written using the Ruby on Rails framework, it is cross-platform and cross-database. As said, the access to the Redmine is reserved to pre-registered users that are authorized persons working in the project. Access to the private area is being monitored through the login procedure. User accounts and privileges are managed by the project coordinator and there is no register procedure offered in the login form.

The figures below provide a representation of the access page to the private area and the login process

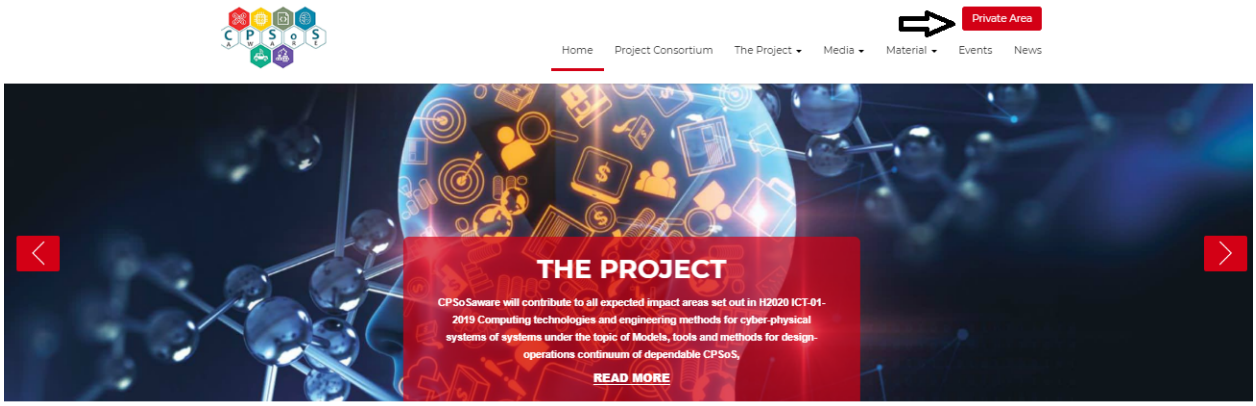

Figure 19: Project private area button (homepage)

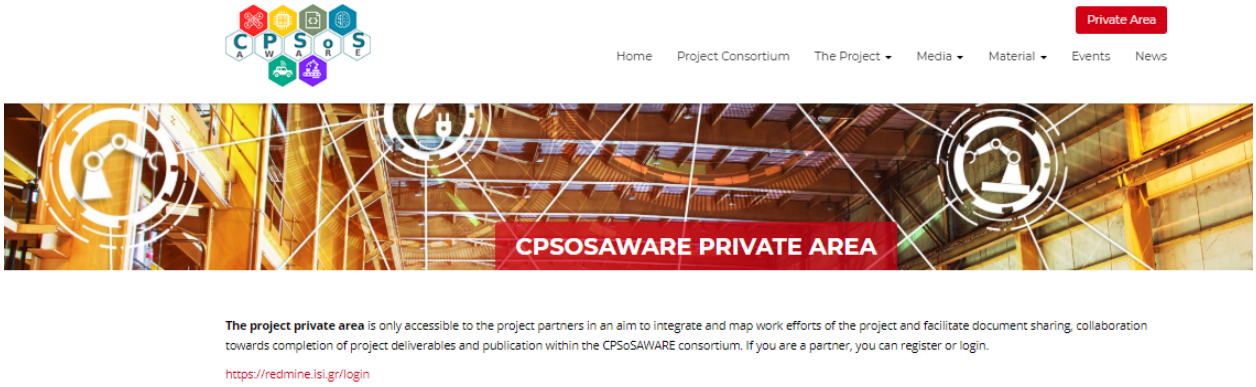

Figure 20: CPSOSAWARE private area section

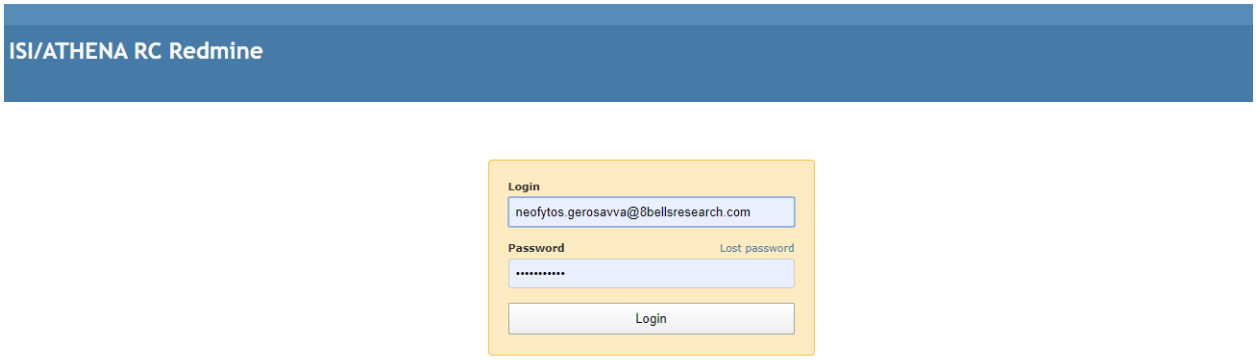

Figure 21: Login process (private area)

6 Media section

The “Media” section is designed to provide access to all the material produced in the future for the purposes of project dissemination and promotion. This page will be constantly updated with related content, such as flyers, brochures, newsletters, videos, etc. The users of the website can download the provided material using the associated hyperlink to each issue. A drop-down menu points to the various sections of the page.

This section is being divided in the following sub-sections:

- Flyers
- Newsletters
- Presentations
- Videos

All the press releases of the project will also be published under this page.

Figure 22 gives a representation of the “Media” page with the structure design ready to collect the various multi-media contents that will be produced during the course of the project.

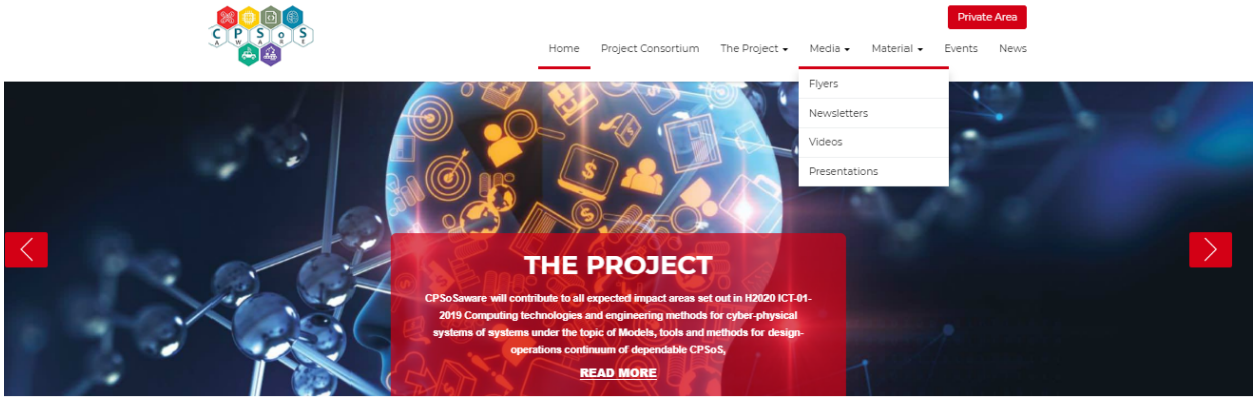

Figure 22: Media section

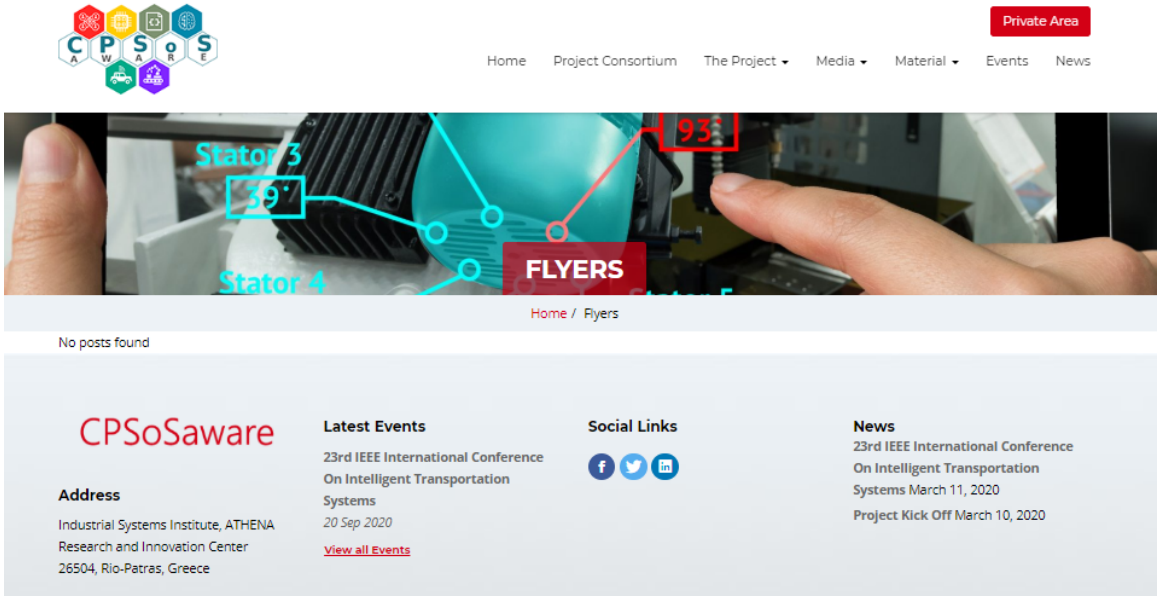

Figure 23: Flyers section (under Media -currently empty)

7 Material section

This website section will provide to the reader all the scientific publications e.g papers, articles, whitepapers produced by the CPSoSAWARE Consortium. All details about the authors, titles and the conference/journal/workshop will be also given for each publication with the related links. The provided publications will also be properly archived.

This section is split into the following sub-sections:

- Publications (under this sub section we will release research papers, journal articles, concept notes, whitepapers etc)
- Deliverables, according to the definition of the work formally committed with the EC, will be limited to the project deliverables where dissemination level is set to "public"

Figure 24 gives a representation of the Material section.

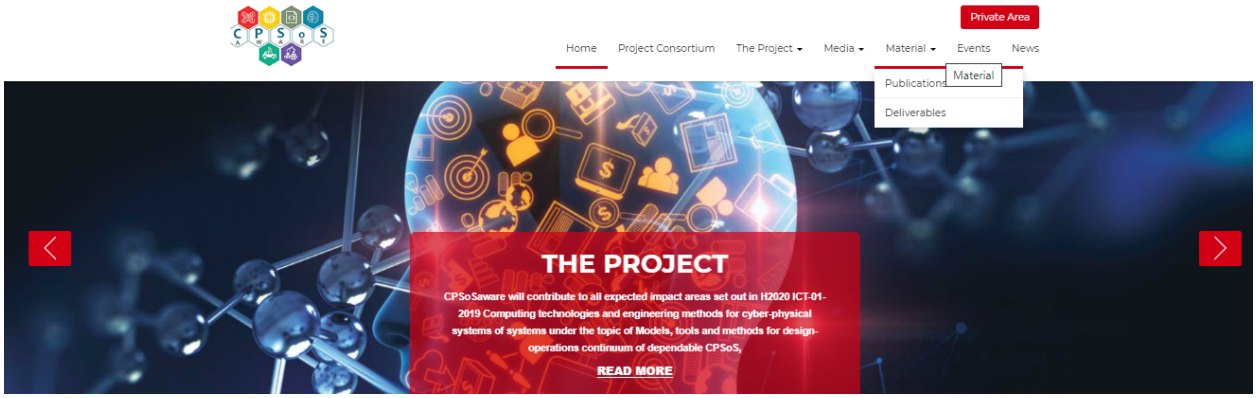

Figure 24: Material section

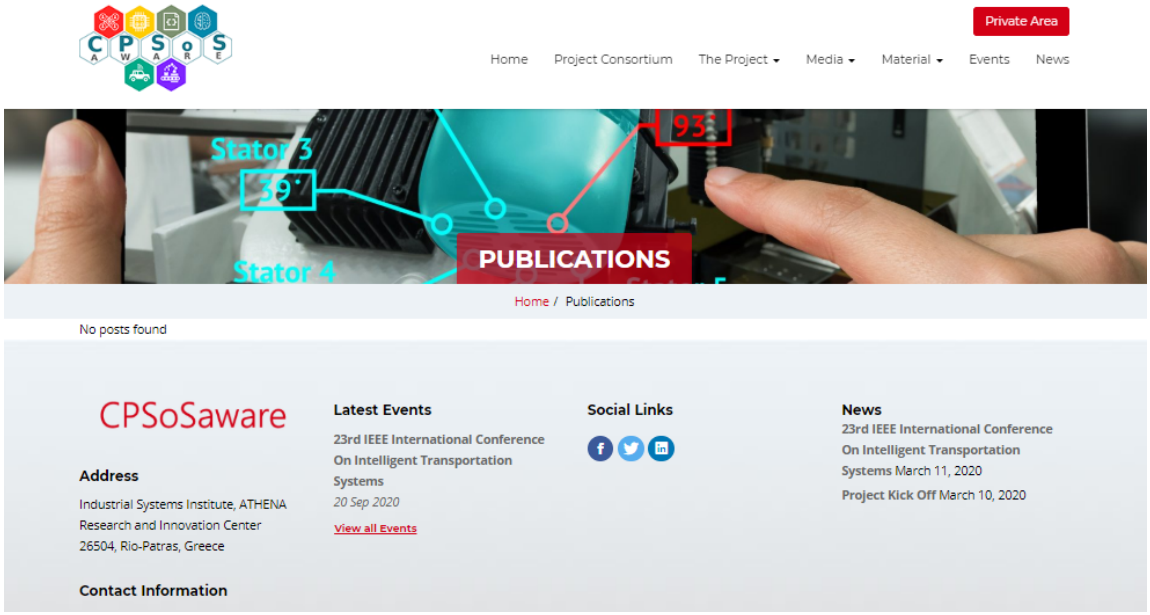

Figure 25: Publications section (under Material- currently empty)

8 Social media

The project's online presence will be complemented via a strong social media presence as, dissemination nowadays through Social Networks is essential. Already a Facebook page, a Twitter account and a Linkedin page have been created for starting communicating project achievements to the wider audience. Social media channels, such as Twitter, can be effective in communicating project announcements while LinkedIn and Facebook can be effective in promoting discussion, spurring debate and generating awareness of the project and its associated activities.

- The Facebook page channel is set up to spread information to the general public. Facebook page was created under the link https://www.facebook.com/cpsosaware. This social media is appropriate and will be used for public project communication in the form of text, pictures and videos from project meetings as well as disseminations activities such as participation and presentation in conferences, attendance in forums etc.
- The Twitter page will be used for communication with related stakeholders and actors through networking, short updates on project news (tweets) and announcement of upcoming or completed activities. A Twitter account (https://twitter.com /CPSoSAWARE) has been created in order to share with the large twitter community all the news related to the project. All "tweets" will be posted by the dissemination leader and already the appropriated functionality was implemented in order to be visible in the website in real time.
- The LinkedIn page is appropriate for providing updates for the project progress targeting mainly the professional networks and communities of Linkedin. The project Linkedin page is accessible at https://www.linkedin.com/company/cpsosaware-eu-funded-project

All social media channels will be updated regularly by the dissemination leader in order to ensure that the content is current and accurate and will include all relevant information, photos and updates on the project's on-going activities. Moreover a YouTube channel will be created in the later stages of the project, when video clips will be produced about the research activities and the pilots conducted. Video material on YouTube will aim at explaining in an accessible way how the CPSoSAWARE technologies work and which are the benefits for the end users and other stakeholders. As for Facebook, Linkedin and Twitter, direct links are already visible in each website's section by means of their characteristic icon.

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Figure 26: Project presence on Facebook

Figure 27: Project presence on Twitter

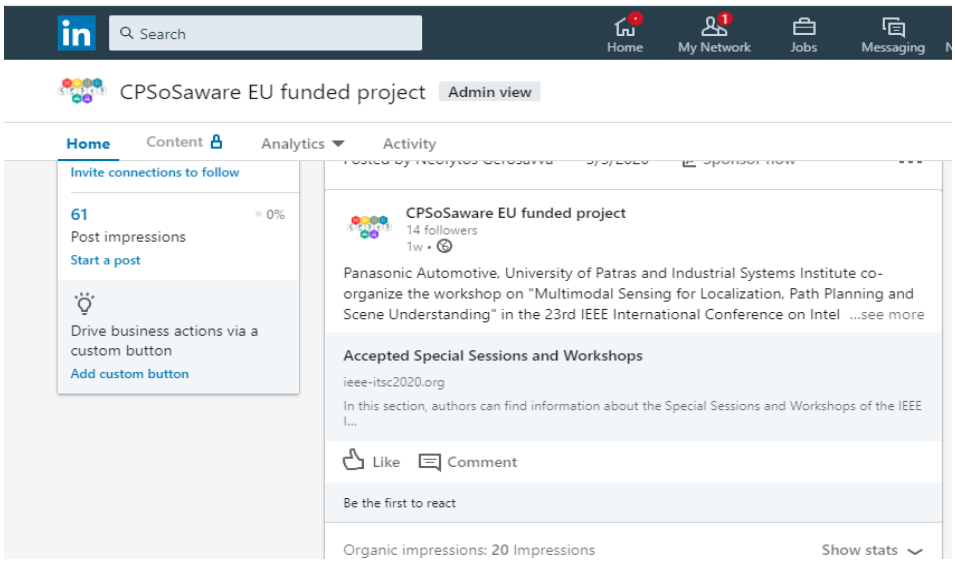

Figure 28: Project presence on Linkedin

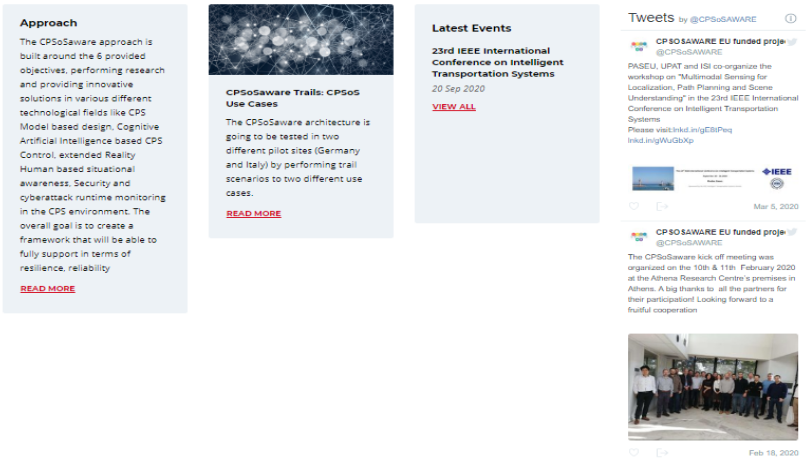

Figure 29: Live tweets visible on the project website

9 Dissemination monitoring

Dissemination outreach will be measured by internet hit statistics on website, attendance of events and other statistical methods of the chosen dissemination channels.

The website will produce measurement of web traffic based on web analytics. The aim is to measure the digital impact of the project, through the collection of information like bounce rate, number of visitors per day, month, visitors per country, returning visitors, most visited sections, used devices and browser for entering the website etc.

Some KPIs considered for monitoring the project website are the following ones:

- number of visitors
  - per day
  - per month
  - per year
- visitors' country
- new and returning visitors
- Bounce rate -It represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits. It is then represented as a percentage of total visits
- What types of device they use to access the website (mobile, tablet etc)
- What type of browser do the users use for entering the website
- Visited pages – most popular sections
- Pages per visit: How many pages are being visited on average (per visit)?
- Average visit duration; - How much time do visitors spend on a page
- Number of news subscribers

10 Conclusion

In a nutshell, the current document includes a detailed description for the CPSoSAWARE project website. At the present stage the current state of the website is considered sufficient for starting disseminating the project and promoting some initial activities. The current design is considered as a starting point, and will evolve during the project reflecting the progress and development on the different use cases and work packages. The website will be regularly updated by the responsible partner EIGHT BELLS in collaboration with the rest partners in order to provide the latest project updates, relevant results and breakthroughs. It will remain also available for 2 years after the projects end. Of course sections and content will be continuously updated and progressively elaborated as the project lifecycle moves on and the objective is to expand the sections and if needed to add new sections. For instance in the Media and Material sections, newly produced dissemination material such as leaflets, flyers, brochures, newsletters, whitepapers and public deliverables will be uploaded and will be available for downloading. It is foreseen also a subscription functionality for the newsletter respecting EU GDPR applying rules. Moreover, the news area will be updated with upcoming events and information, photos, partners' activities etc. Graphic layout will be maintained simple, in order to be user friendly and easily accessed by any visitor. As mentioned, we will use available tools such as Google analytics for monitoring KPIs regarding the website traffic and already a list of potential KPIs is under study. The dissemination leader will maintain and review the website performance trends and along the rest of the consortium will suggest possible corrective or mitigation actions intending to increase the website impact. Additionally, all partners are committed to advertise the project website during the various dissemination activities they will be participating into as well as through their companies' social media. Finally, the use of three of the most popular social networks will facilitate information exchange and interaction with other interested stakeholders, and will help to establish synergies with other projects as well as various scientific communities. Of course the project website will be the main dissemination channel, but social networks will help spreading the CPSoSAWARE results in the wider scientific, academic and business audiences.

11 References

[1].Grant agreement NUMBER 871738 –CPSoSAWARE project

[2]. CPSoSAWARE Website http://cpsosaware.eu/

[3.]Redmine platform https://www.redmine.org/

12 Acknowledgment

This project has received funding from the European Union's Horizon 2020 research and innovation programme (grant agreement n° 871738).