Drones4Safety

Research & Innovation Action (RIA)

Inspection Drones for Ensuring Safety in Transport Infrastructures

Project Website
D8.1

Start date of project: June 1st, 2020

Type: Deliverable
WP number: WP8

Responsible institution: Deep Blue SRL
Editor and editor's address: Damiano Taurino, DBL
damiano.taurino@dblue.it

Version 1.1
Release Date: August 31, 2020

Project funded by the European Commission within the Horizon 2020 Programme		
Dissemination Level		
PU	Public	✓
CO	Confidential, only for members of the consortium (including the Commission Services)	

Change Log

Rev.	Date	Who	Site	Change
1	01/08/2020	Damiano Taurino	Deep Blue	Created initial version
2	28/08/2020	Damiano Taurino	Deep Blue	Final version
3	31/08/2020	Emad Samuel Malki Ebeid	University of Southern Denmark	Final Revision

Executive Summary

This document presents the Drones4Safety website structure, developed to communicate and promote the project progress and achievements to the stakeholders' community, EU decision makers as well as general public. The website is designed to provide full overview of the project. It is the main public interface and the practical framework for Drones4Safety communications activities. It will be constantly updated during the course of the project.

The main goals to be achieved through the Drones4Safety website are:

• Inform the stakeholder community and the general public about the project activities and goals;

• Increase awareness about the project results and benefits;

• Promote the use of project outcomes for the future and support exploitation;

• Stimulate participation at all levels in order to support the European Commission's rulemaking process and strategies regarding the safety management of transport.

The website can be reached at http://www.drones4safety.eu/ .

Contents

1 Introduction

The website is one of the main elements within the dissemination plan of the Drones4Safety project. It is aimed at displaying general information and arising overall awareness about the project, its objectives, activities and results. In order to improve the effectiveness of dissemination, it will offer a wide range of functionalities: these include document download, information on news and events, and relevant external links to create synergies with other EU projects or related initiatives. It links to the project social networks (Linkedin and Twitter), so to provide updated information about the status and progress of the activities and any other relevant communication related to Drones4Safety.

The website will have an essential role in helping the Drones4Safety project to achieve its purpose to engage with key stakeholders and end-users. It will grant visibility to the project at all levels: in fact, not only it will facilitate communication and interaction within the Consortium but also it will be essential to disseminate information towards specialists, politicians and public funding authorities, as well as the general public. For this reason, the website will be continuously monitored and updated.

The website is meant to remain available beyond the D4S project duration in order to ensure the exploitability of new knowledge and achievements.

The website is available on: http://www.drones4safety.eu/ .

2 Website structure and main feature

Deep Blue has designed and developed the website. It will maintain the website structure, its graphic layout and content with the Consortium approval. Deep Blue has preliminary shared with all the partners the templates and contents, who were then internally discussed and reviewed. The Project Manager has given the final approval before the publication. The same process will occur before the publication of new contents.

In order to populate and update the website, Deep Blue will ask all the partners to provide documents, news, information or any other dissemination material of public interest. In addition, Deep Blue will also ask them to share the website new contents through their main communication means (social network, newsletter, etc.).

The website is online starting from M3 (August 2020). It will be kept online beyond the end of the project. The interface is user-friendly: the website categorizes information in a organic and searchable way. The users will be able to navigate through pages well organized in a simple layout with clear sections, texts and contents easy to understand.

Deep Blue used a Content Management System (CMS) platform for the development of the website, to ensure an easy management of both the graphical layout and its content. The chosen platform is WordPress (WordPress.org), a free, open-source CMS whose features include a plugin architecture and a template system. This makes the website easy to design, maintain and modify throughout the duration of the project.

The project uses Google Analytics to monitor the quantitative and qualitative performance of the website. Google Analytics is a web analytics service that tracks and reports website traffic and is the most widely used web analytics service on the web. It will be used to analyze the visitors' traffic and consequently shape and implement the communication strategies. It will also show in-depth details about the visitors (age, gender, interests and location), how long they stay, and all pages do they visit on the website. For all these reasons, it will be used to easily extrapolate dissemination and communication assessment indicators (number of visits, countries' visitors, etc.) and evaluate the website effectiveness as a communication and dissemination tool along the whole project lifecycle.

The website comprises the following pages:

- **Homepage:** an introductory, scroll-down page with general information about the project.
  It consists of 6 sections:
    - **Payoff:** together with a static image, it sums up in a simple and immediate way the project mission;
    - **Objectives**: with a brief description of the project and its goals;
    - **Numbers**: illustrating the relevant data (duration, budget, partners, member states) of the project;
    - **Consortium**: listing the different partners involved into the project with their logo linked to their website;
    - **News carousel**: a slider with the articles published by the project. It will include the events that Drones4Safety organizes or attends.

- o **Contacts**: showing the contacts of the Project Coordinator and the Dissemination Manager, and the link to the project social media (twitter and linkedin). In this section will be add a small and updated preview of the twitter profile.

- **Page of the news:** presenting the text of the news (article or press release) or information about the events related to the project. It includes a section for users comments.

Finally, a header and a footer will always be available on each page of the website.

- **Header**: provides the main website menu;
- **Footer**: provides the project disclaimer.

3 Future development

The website will be enriched with a new page related to the Work-plan of D4S project. This page will show the structure of the project through the list of the 8 Work Packages and related information about objectives, timing and partners involved. For each Work Package will be also indicated the deliverables expected and their status (not started/ in progress/ submitted).
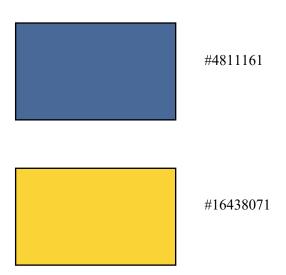
Once the Advisory Board will be established, the information about its composition and contribution to the project will be published on the website.

The website will be enriched further with videos, infographics, news and editorial outputs (periodical project reports, scientific papers and publications).

All public deliverables and products of the project will be made available for download from the website.

Appendix

A.1 Design colors

#4811161

#16438071

The website shows a neutral color background with colored buttons and boxes in order to focus the visitor on the key concepts expressed. Those used are the recognizable colors of the project logo, the blue and the yellow. This helps establish recognition and familiarity with the project but moreover contributes to give to the project a powerful visual identity.

A.2 Home page

A.3 Page of the news