D5.1 Project website, social media channels and internal collaboration tools

Status:	Under EC Review	**Planned due date:**	31/03/2021
Version:	1.0	**Submission date:**	06/04/2021
Lead Participant:	EGI Foundation	**Lead Author:**	Dimple Sokartara
Related WP:	WP5	**Document Ref:**	D5.1
Dissemination Level:	Public (PU)		
Document Link:	https://doi.org/10.5281/zenodo.4657757		

Deliverable Abstract

This deliverable reports on the setup of the initial version of the C-SCALE website and its contents, the social media presence, and the setup of the project's internal collaboration and communication tools. The C-SCALE website will serve as the primary access point for users, and together with social media, it will facilitate dissemination and raising awareness for various audiences, e.g. for the publication of success stories of the project. The website provides information about the project and the consortium, news, events, and contact details.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017529.

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C-SCALE receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101017529.

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DOCUMENT LOG

Issue	***Date***	***Comment***	***Author(s)***
V0.1	29.03.2021	First draft was created	DS, MH, TM, CC
V0.2	30.03.2021	Final draft for internal review	DS, MH, TM, CC
V0.3	31.03.2021	Updated document after internal review	CB, BB
V1.0	01.04.2021	Version approved by AMB	C-SCALE AMB

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List of Acronyms

Acronym	Description
AMB	Activity Management Board
CORDIS	Community Research and Development Information Service
C-SCALE	Copernicus – eoSC AnaLytics Engine
DIAS	Data and Information Access Services
EO	Earth Observation
EOSC	European Open Science Cloud
GA	General Assembly
PO	Project Office
VA	Virtual Access
WP	Work Package

Executive summary

The C-SCALE (Copernicus – eoSC AnaLytics Engine) project aims to federate existing European EO infrastructure services, including inter alia the Copernicus DIAS and the national Collaborative Ground Segment. The federation shall capitalise on the European Open Science Cloud's (EOSC) capacity and capabilities to support Copernicus research and operations with large and easily accessible European computing environments. This in turn will allow the rapid scaling and sharing of EO data among a large community of users by increasing the service offering available through the EOSC Portal.

By making federated scalable Big Copernicus Data Analytics services available through EOSC and its Portal and linking the problems and results with experiences from other research disciplines, C-SCALE will help to support the EO sector in its development, enabling the downstream application providers and the integration of EO data into other existing and future domains within EOSC. By abstracting the setup of computing and storage resources away from the end-users, C-SCALE will enable the deployment of custom workflows to generate meaningful results quickly and easily. The project will deliver a blueprint, setting up an interaction model between service providers to facilitate interoperability between commercial (e.g. DIAS-es) and public cloud infrastructures.

This deliverable reports on the setup of the initial version of the C-SCALE website and its contents, the social media presence, and the setup of the project's internal collaboration and communication tools. The C-SCALE website will serve as primary access point for users, and together with social media, it will facilitate dissemination and raising awareness for various audiences, e.g. for the publication of success stories of the project. The website provides information about the project and the consortium, news, events, and contact details.

1 Introduction

The C-SCALE website is the primary point for all dissemination and awareness raising activities, with the social media accounts of the project also promoting the project's activities to various audiences. The project's website is accessible at: https://c-scale.eu, while the project's Twitter is: @C_SCALE_EU.

The website has a WordPress[1] based content management system with the following structure:

- Home page
- About
- Partners
- Work Packages
- Wiki
- Twitter
- E-Mail contact

Section 2 presents the initial version of the website content in detail. During the project lifetime, the website will be maintained and adapted regularly according to the needs and progress of the project (for example the addition of a user forum, a project milestone due in August 2021). In addition, Section 3 gives some insights into the social media presence of the project.

For internal project collaboration, a C-SCALE space was created on EGI's Confluence[2] pages. The confluence pages are the central point for all project information, guidelines, documentation, meeting minutes etc. Finally, the communication between all participants is facilitated through the creation of dedicated mailing lists and the use of EODC's Microsoft Teams environment for instant messaging and virtual meeting room. Section 4 provides additional information on their setup.

[1] https://wordpress.org/
[2] https://www.atlassian.com/software/confluence

2 Website structure

2.1 Structure

The project website aims at keeping the navigation structure relatively "flat" for the introductory part. It is expected that the "News" section (when activated) will significantly grow along the project lifetime. It consists of a single list of items that intends to keep the most recent (and likely currently relevant) items on the top of the page for quick access.

The "Wiki" area (discussed in more detail in Section 2.1.5) links to the project's collaborative workspace that allows the community to develop and curate a set of pages that have a more complex, mesh-like navigational structure. The tool used to implement this part of the website (Confluence) helps to manage this complexity by providing automatic tools for presenting the basic page hierarchy, as well as supporting and maintaining the integrity of cross-linked pages (even in cases where the name – and thus address – of the page would change).

The primary purpose of the C-SCALE website is to develop a strong visual identity that can be carried over (suitably adjusted) to social media, the Wiki area as well as the User Forum (to be developed later on during the runtime of the project). Moreover, the Matomo analytics package[3] was integrated into the website to provide a privacy-protection method for gathering metrics and insights of the user behaviour on the website (and to gauge the impact of the Social Media channels and engagement on the User Forum).

2.1.1 Home page

The home page covers the following sections:

- **Vision:** A short text describing the vision of C-SCALE
- **Mission**: Introduction to the C-SCALE Mission
- **Services:** Overview of the three proposed services
- **Partners:** Logos of all partners contributing to C-SCALE
- **Twitter:** Twitter feed showing the latest tweets.

In the footer of the home page, contact information and links to further information and policies are listed:

- **Contact**: C-SCALE E-Mail and link to twitter handle.
- **Info / Policies:** contains links to the following pages
    - Privacy Policy
    - Terms of Use
    - View C-Scale on Cordis
    - Communications Toolkit

[3] https://matomo.org/

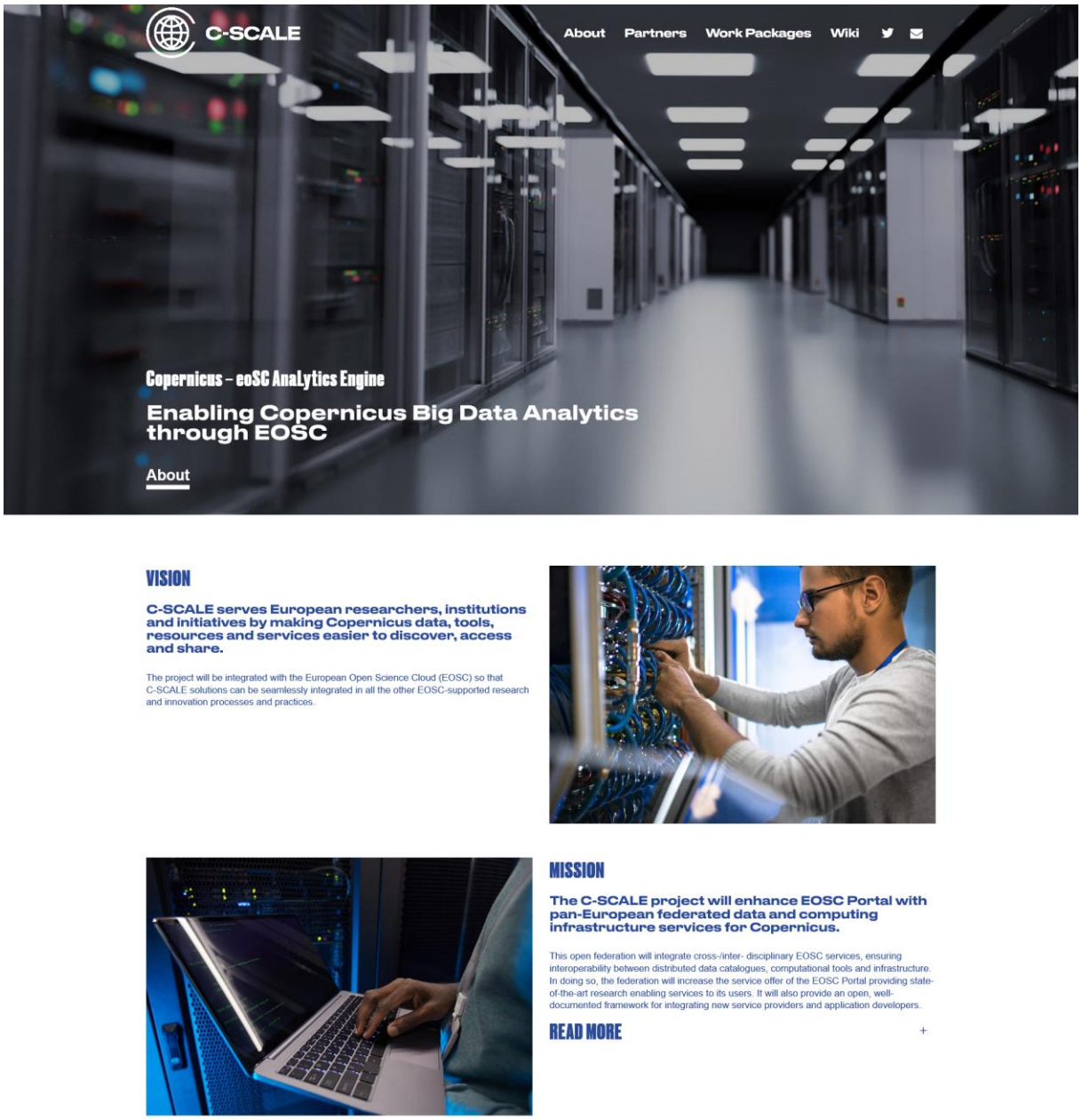

Figure 1: C-SCALE Website (https://c-scale.eu) – Home Page, Menu, Header, Vision and Mission

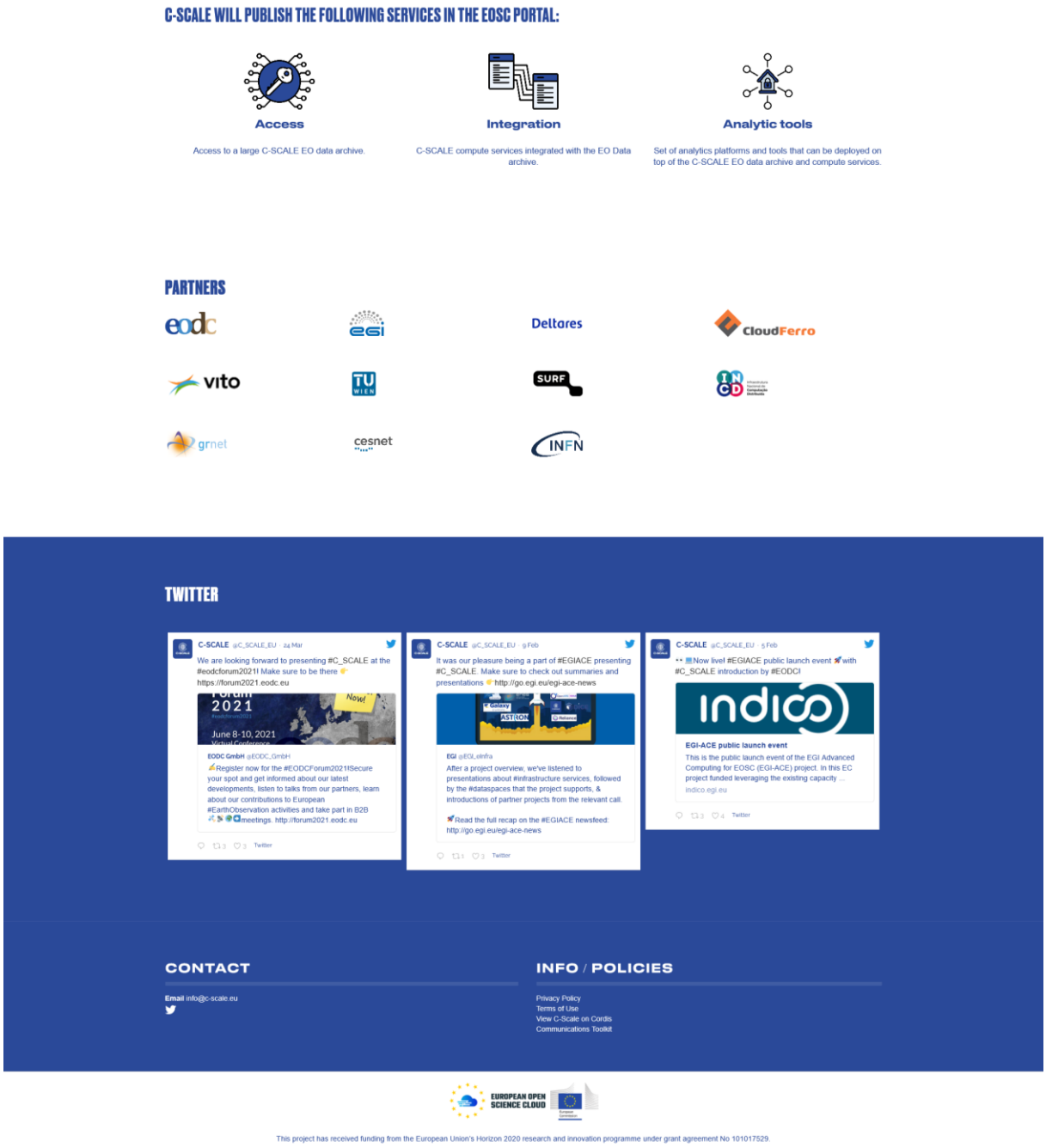

Figure 2: C-SCALE Website – Services, Partners, Twitter feed, Footer

2.1.2 About

The "About" page summarizes the background of the project, referencing the Copernicus program and the European Open Science Cloud (EOSC). It further describes the motivation and the aim of the project.

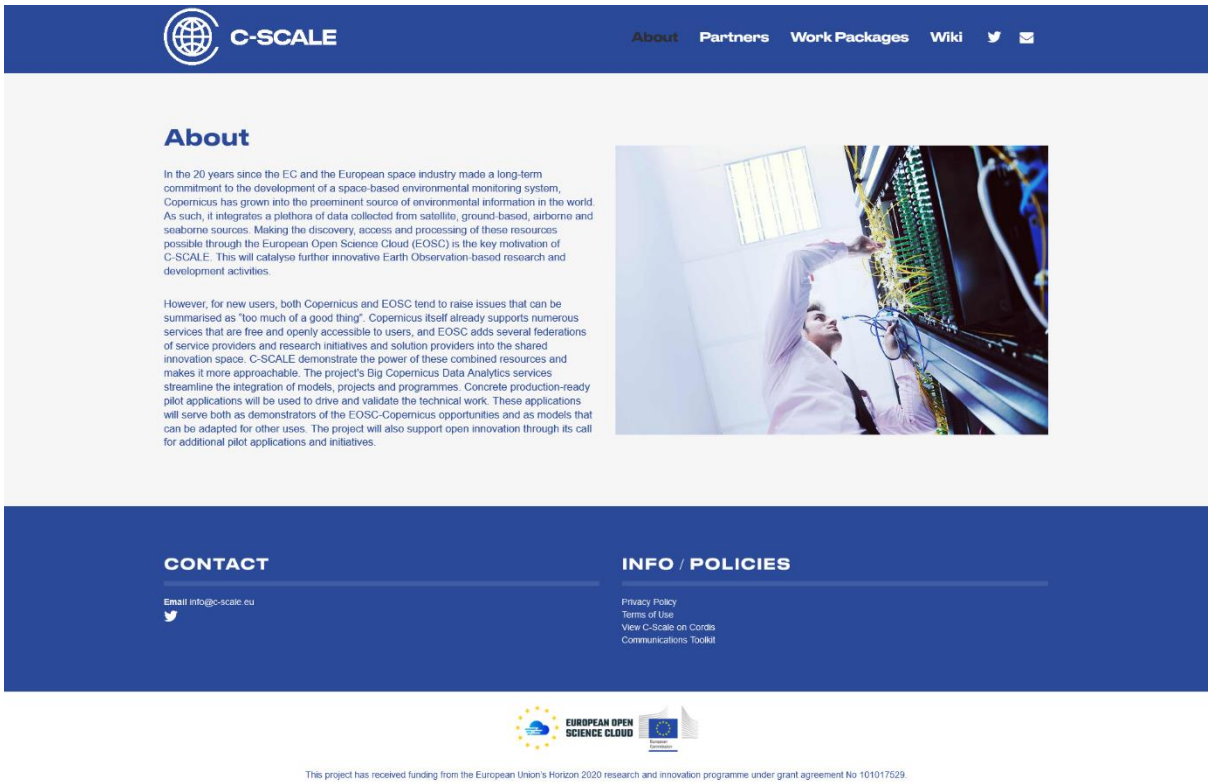

Figure 3: C-SCALE Website – About Page

2.1.3 Partners

The partners page lists all project partners with logos and links to the corresponding websites. It is planned to include short introductory texts for each of them.

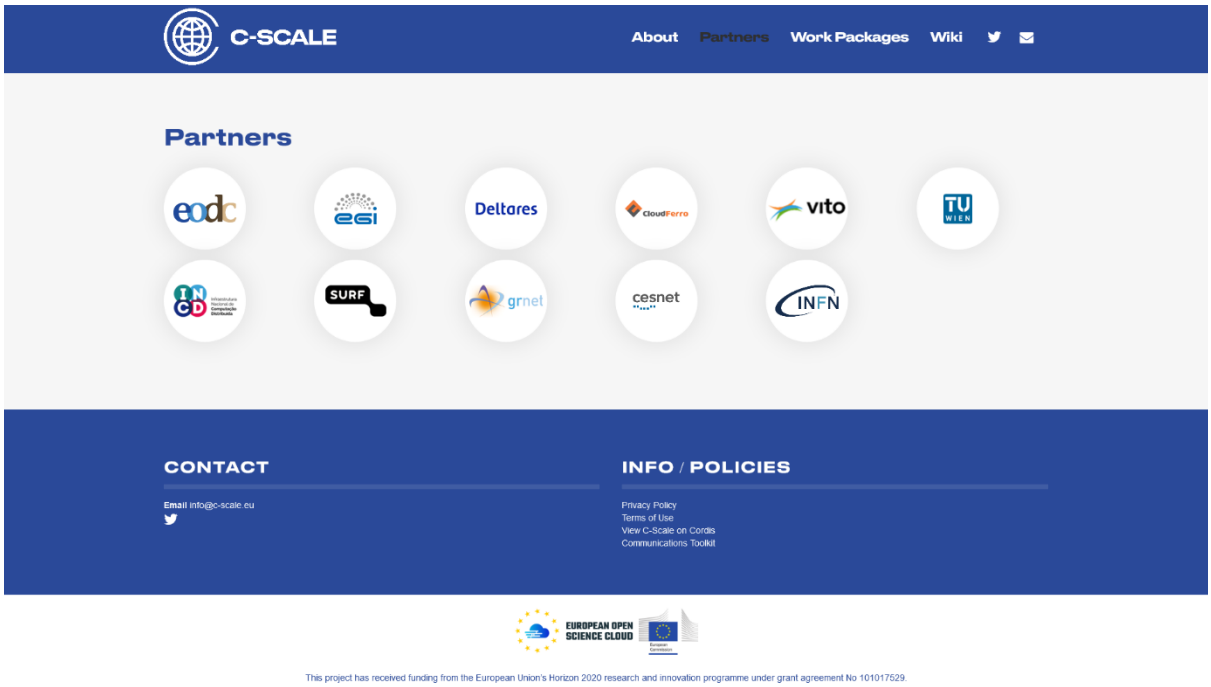

Figure 4: C-SCALE Website – Partner Page

2.1.4 Work Packages

In the “Work Packages” page, an overview of all Work Packages (WP) is given. Each WP is described with a short text on top and the corresponding tasks and deliverables can be selected (see Sections 2.1.4.1 and 2.1.4.2).

2.1.4.1 Tasks

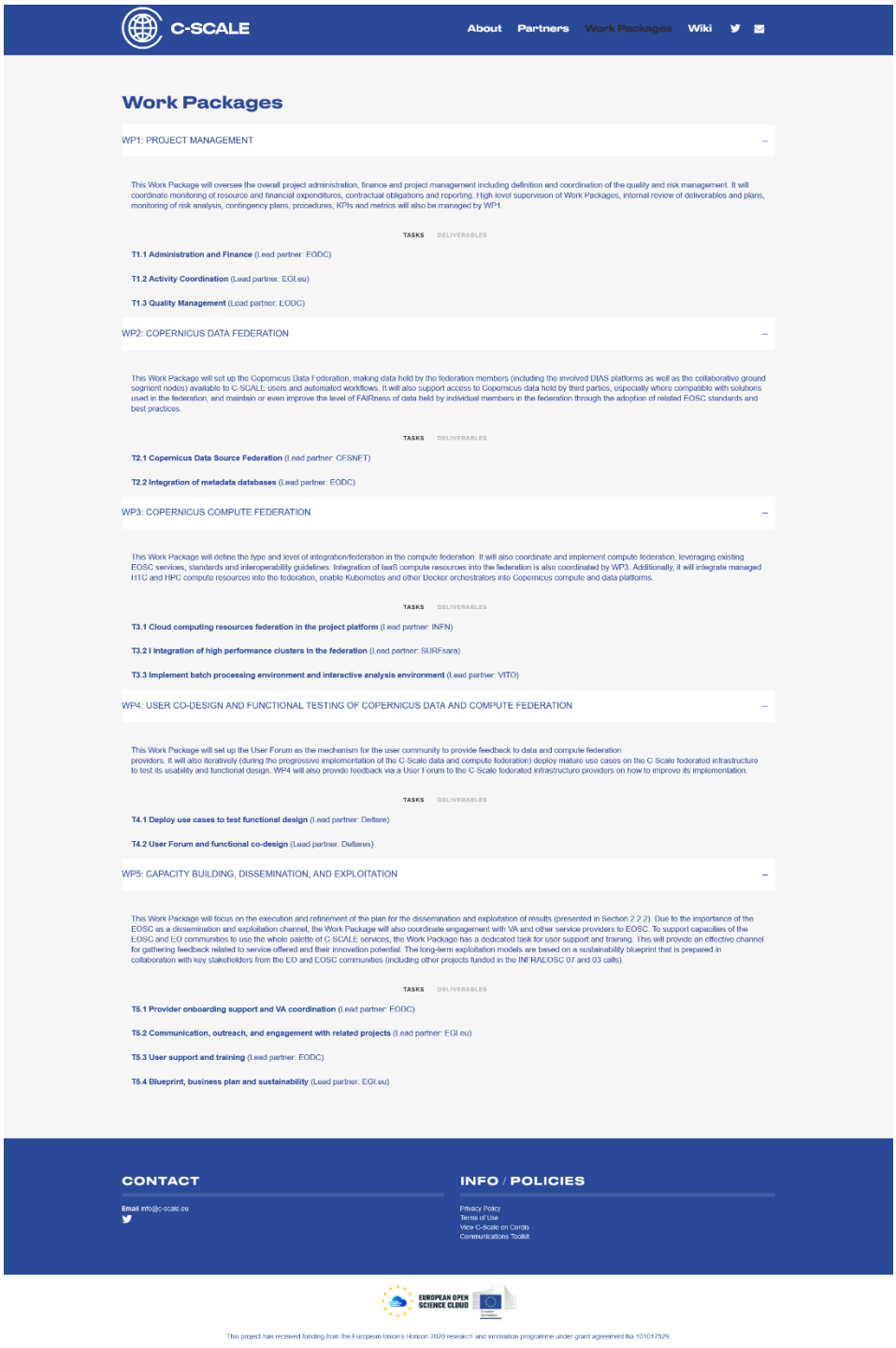

Figure 5: C-SCALE Website – Work packages Page, Tasks

2.1.4.2 Deliverables

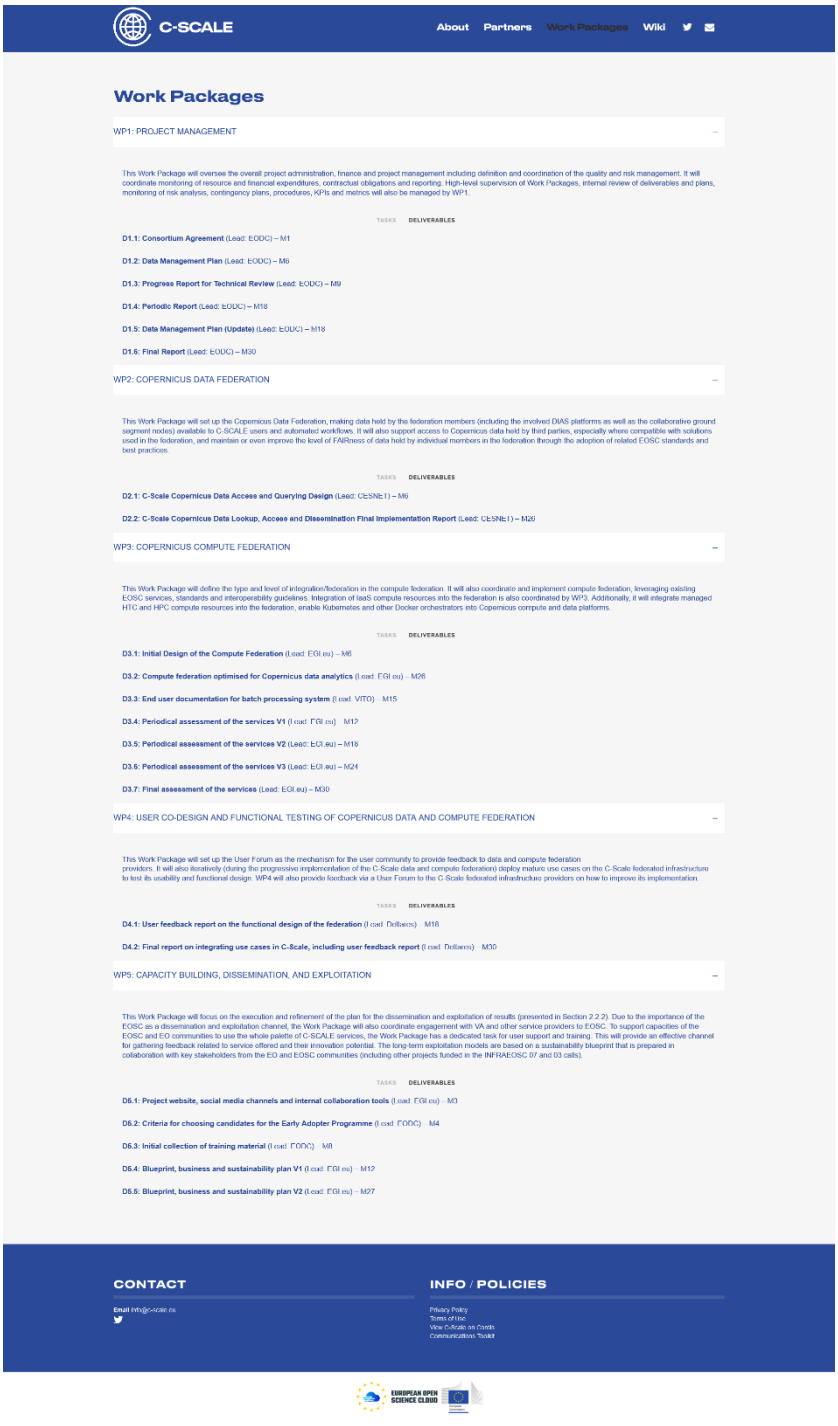

Figure 6: C-SCALE Website – Work packages Page, Deliverables

2.1.5 Wiki

The “Wiki” link in the top menu leads to the project wiki page using confluence, which is further described in Section 4.1 of this deliverable.

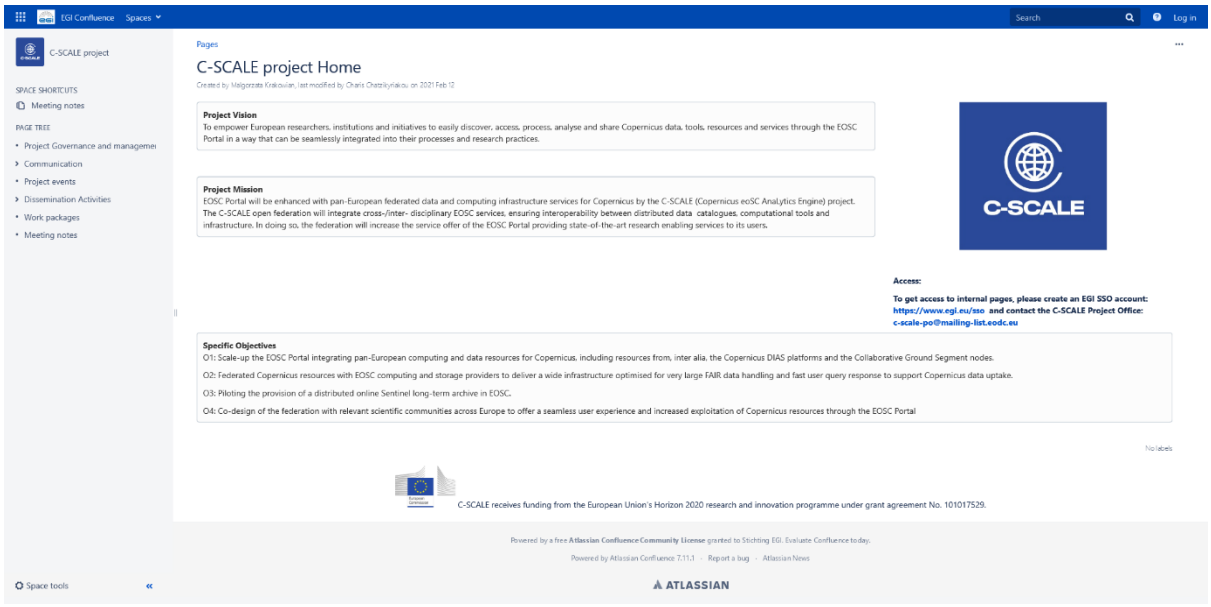

Figure 7: Confluence Page of the C-SCALE project

2.2 History and evolution of project's online presence

A distinct visual identity was already initiated by the project consortium during the development of the project concept. The basic ideas behind this have been carried over to the production website after being further developed and refined by a professional designer. These refinements have made the logo and other aspects of visual identity much better usable in a consistent manner across a broad range of use cases (from being recognisable even in an extremely low-resolution mobile version while being aesthetically pleasing when printed on a large poster size).

The project's nature as a connector of distinct communities poses additional challenges. The project website will need to appeal and be relevant for Copernicus and EOSC communities. Distilling the key aspects of the intersection between these two communities and how it contributes to defining and executing the project plan represents a communication challenge. For this reason, the process of refining the CORDIS[4] text and generating a short summary of the project was used as an opportunity to further sharpen the project's key messages.

C-SCALE's initial online presence was on Twitter (based on an image and the logo used for the proposal submission). In addition to serving a functional purpose (initiating the online engagement with key stakeholders), the Twitter account allowed for rapid prototyping of some of the visual elements carried over to the project website. This supported participatory process together with all consortium members allowed to ensure that the project partners jointly developed a sense of ownership and awareness of the design principles and goals of the website. This sense of ownership is important for motivating all the project staff to proactively contribute to the development and use the dissemination material.

[4] https://cordis.europa.eu/project/id/101017529

2.2.1 Project logo

The initial project logo (Figure 8) that was designed during the proposal phase symbolizes the earth embraced by a capital "C" representing the Copernicus programme. While visually pleasing, the logo turned out to have limitations related to readability, especially when downsized. The features of the globe were too detailed, and the "C" was not recognisable in connection to the name of the project (reading SCALE instead of C-SCALE).

To overcome this issue, the logo was fundamentally redesigned while retaining the overall concept: a globe embraced by a capital C and the project name next to it (Figure 9). The icon in the logo was reduced and flattened which makes it recognizable even as standalone icon. The project name was emphasised, and the C was added to avoid misinterpretation of the project's name.

Figure 8: Initial project logo

Figure 9: New project logo

Figure 10: Vertical logo in alternative blue

The logo is additionally provided in an alternative version (Figure 10) where the icon and the project's name are vertically stacked. In addition, the logo is provided in an alternative blue tone as well as in black and white versions. All variants of the logo can be found in the C-SCALE communication toolkit[5].

[5] https://confluence.egi.eu/display/CSCALE/Communication+toolkit

2.3 Support for mobile devices

Figure 11: C-SCALE website on a typical mobile device

The C-SCALE mobile website presents the key aspects of the project in a useful manner. The clear, contrasting fonts are easy to read on a small screen, especially when the key aspects of the project have been presented in the most concise manner possible.

3 Social media channels

3.1 Twitter

The C-SCALE twitter account was created in a very early stages of the project to be able to engage with potential users and stakeholders from the very start.

Figure 12: Twitter Home page

Within the first three months of the project, 8 tweets were posted. This led to approximately 5.200 impressions (number of times a user saw the tweet on twitter). Figure 13 shows the top tweets and extended statistics on user engagements.

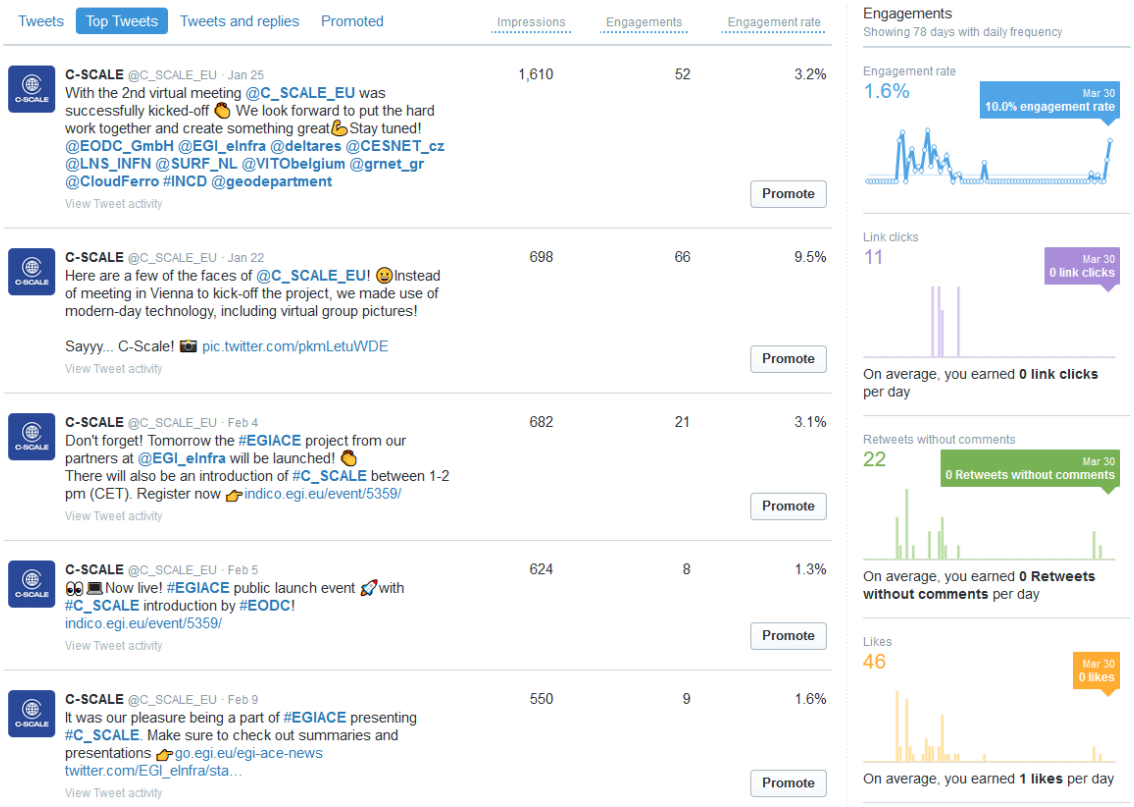

Figure 13: Twitter Analytics page showing the top tweets and advanced statistics

4 Internal collaboration tools

4.1 C-SCALE space in EGI Confluence

Internal collaboration for the project is achieved within the C-SCALE space that was created in EGI's Confluence pages. It is the central point for all project related information and storing of project results. The public part of the space – which is also accessible to external parties, consists of the following pages:

- Project Governance and management
- Communication
- Project events
- Dissemination Activities
- Work packages

In addition to that, the C-SCALE space offers several additional pages (listed below) that are accessible only by project members due to the established confidentiality measures:

- Reference guidelines for management of Project resources
- Project Office
  - Project documents
  - Project Amendments
  - Project reporting and finance
  - Plans
  - Procedures
  - Project Reviews
  - Metrics
  - KPIs
  - Risk registry
  - Project schedule
- Project Governance and management
  - GA General Assembly
  - AMB Activity Management Board
  - PO Project Office
- Communication
  - Communication toolkit
  - Project mailing lists
  - Participants and Contact Persons
- Project events
- Project tools
- Dissemination Activities
- Work packages
- Deliverables
- Milestones

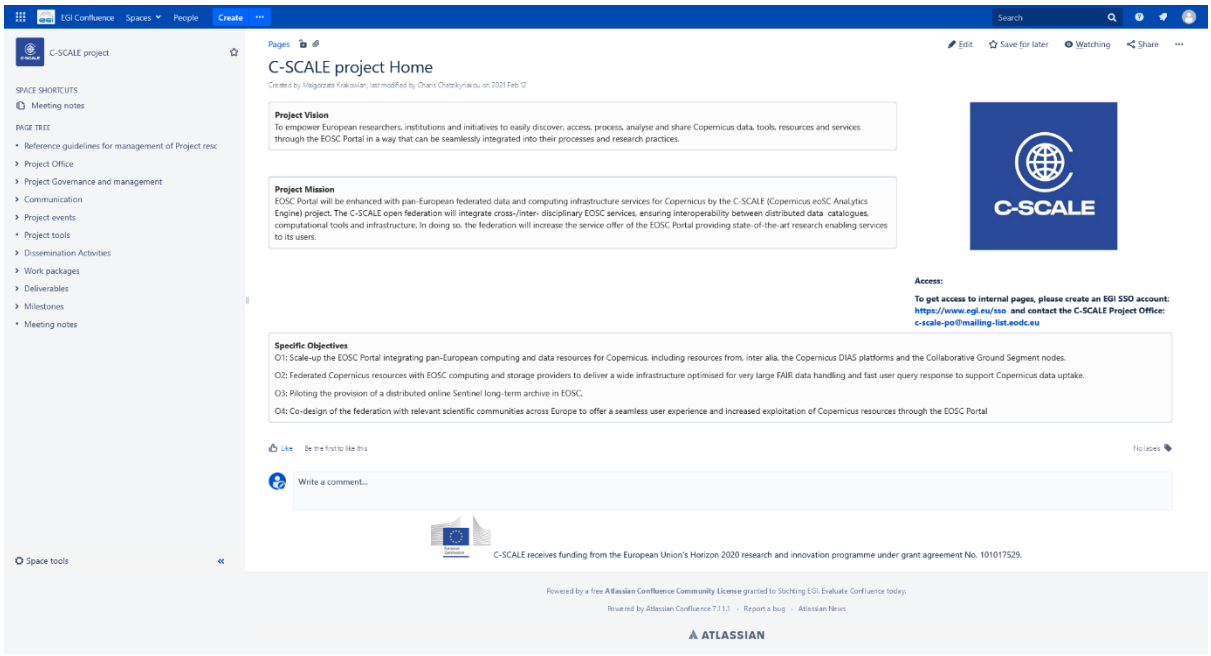

Figure 14: C-SCALE space in EGI Confluence for project members

In the future, it is envisaged that additional spaces for the engagement with other projects and external organisations will be created.

4.2 Mailing lists and Microsoft Teams

For the formal communication between the project partners, but also between the members of the C-SCALE Boards, dedicated mailing lists for the respective groups have been created:

Project management

Address	Scope	Description	Audience
c-scale@mailing-list.eodc.eu	All members	Communication with all project members	All project members
c-scale-admin@mailing-list.eodc.eu	Administration and finance	Communication with all administrative contact persons from all project partners	Administrative contact persons from all project partners
c_scale_info_mailbox@mailing-list.eodc.eu	General information	Mailing list that archives all incoming mail received by info@c-scale.eu.	WP5 Participants

Work Packages

Address	Scope	Description	Audience
c-scale-wp1@mailing-list.eodc.eu	WP1	Communication between all WP1 participants	WP1 Participants
c-scale-wp2@mailing-list.eodc.eu	WP2	Communication between all WP2 participants	WP2 Participants
c-scale-wp3@mailing-list.eodc.eu	WP3	Communication between all WP3 participants	WP3 Participants
c-scale-wp4@mailing-list.eodc.eu	WP4	Communication between all WP4 participants	WP4 Participants
c-scale-wp5@mailing-list.eodc.eu	WP5	Communication between all WP5 participants	WP5 Participants

Boards

Address	Scope	Description	Audience
c-scale-po@mailing-list.eodc.eu	PO	Project Office	Project Office Members
c-scale-amb@mailing-list.eodc.eu	AMB	Communication between all Activity Management Board members	AMB Members
(to be created soon)	GA	Communication between all General Assembly members	GA Members
c-scale-ab@mailing-list.eodc.eu	AB	Communication between all AB members - and the Coordinator	AB Members, Coordinator

Furthermore, the C-SCALE consortium makes use of two Teams in EODC's Microsoft Teams environment for instant messaging. The first one is related to the progress in the Work Packages, and consists of one public channel per WP, while the second one is dedicated to the C-SCALE Boards, as shown in Figure 15.

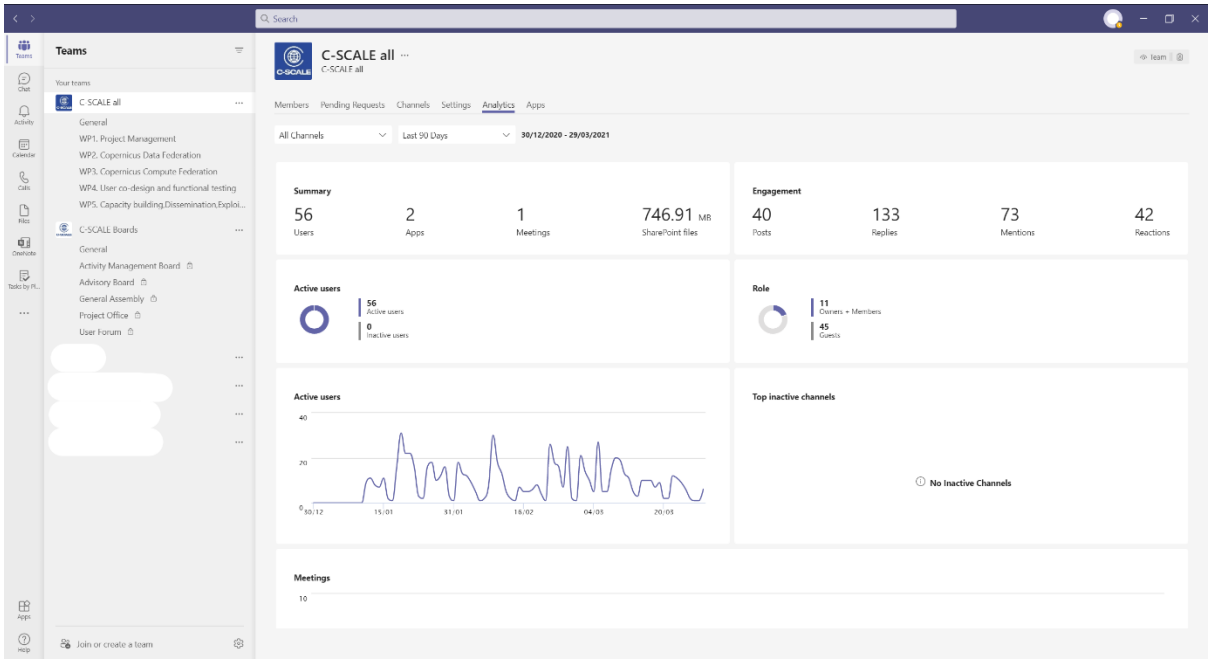

Figure 15: Microsoft Teams – C-SCALE all Team Analytics page

5 Conclusions and future work

The C-SCALE online presence has become fully operational by the end of the March 2021. There is sufficient content available to present the project's overall idea and goals to interested parties, and to give them sufficient background to digest more detailed technical documents.

The already spent effort to develop a robust concept and visual identity means that it is unlikely that we will need to change the basic communication approach or the website structure during the project lifetime. The deployed website and other channels give C-SCALE a solid foundation for future activities. This will also include future descriptions of the pilots, calls for additional use cases and the user forum that will allow pilot developers and VA providers to share knowledge, act as a complementary peer-support structure that will also encourage cross-pollination between the different pilots and their end-users.