



**Emerging technologies for the Early location of Entrapped victims under Collapsed Structures & Advanced Wearables for risk assessment and First Responders Safety in SAR operations**

**D9.4 S&R website and Online dissemination and communication infrastructure**

**Workpackage:** WP9 – Dissemination, Communication and Exploitation

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## Search and Rescue Project Profile

**Grant Agreement No.:** 882897

<b>Acronym:</b>	Search and Rescue
<b>Title:</b>	Emerging technologies for the Early location of Entrapped victims under Collapsed Structures & Advanced Wearables for risk assessment and First Responders Safety in SAR operations
<b>URL:</b>	<a href="http://www.search-and-rescue.eu">www.search-and-rescue.eu</a>
<b>Start Date:</b>	01/07/2020
<b>Duration:</b>	36 months

### Partners

	NATIONAL TECHNICAL UNIVERSITY OF ATHENS (NTUA) <u>Co-ordinator</u>	Greece
	AIDEAS OÜ (AIDEAS)	Estonia
	SOFTWARE IMAGINATION & VISION S.R.L (SIMAVI)	Romania
	MAGGIOLI SPA (MAG)	Italy
	KONNEKT-ABLE TECHNOLOGIES LIMITED (KT)	Ireland
	THALES ITAIA Italia SPA (THALIT)	Italy
	ATOS IT SOLUTIONS AND SERVICES IBERIA SL (ATOS)	Spain
	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (CERTH)	Greece
	UNIVERSITA DEGLI STUDI DI CAGLAIRI (UNICA)	Italy

	UKEMED GLOBAL LTD (UGL)	Cyprus
	PUBLIC SAFETY COMMUNICATION EUROPE FORUM AISBL (PSCE)	Belgium
	UNIVERSITA DEGLI STUDI DI FIRENZE (UNIFI)	Italy
	DEUTSCHES FORSCHUNGSZENTRUM FUR KUNSTLICHE INTELLIGENZ (DFKI)	Germany
	UNIVERSITA CATTOLICA DEL SACRO CUORE (UCSC)	Italy
	VRIJE UNIVERSITEIT BRUSSEL	Belgium
	SYNYO GmbH (SYNYO)	Austria
	UNIVERSITEIT HASSELT (UHASSELT)	Belgium
	SPOLECZNA AKADEMIA NAUK (SAN)	Poland
	GIOUMPITEK MELETI SCHEDIASMOΣ YLOPOIISI KAI POLISI ERGON PLIROFORIKIS ETAIREIA PERIORISMENIS EFTHYNIS (UBITECH)	Greece
<b>Search and Rescue End-Users</b>		
	ELLINIKI OMADA DIASOSIS SOMATEIO (HRT)	Greece

	<p>ENOSI PTYCHIOYCHON AXIOMATIKON YPAXIOOMATIKON PYROSVESTIR OY SOMATEIO (EPAYPS)</p>	<p>Greece</p>
	<p>JOHANNITER-UNFALL-HILFE EV (JOHAN)</p>	<p>Germany</p>
	<p>JOHANNITER OSTERREICH AUSBLIDUNG UND FORSCHUNG GEMEINNUTZIGE GMBH (JOAFG)</p>	<p>Austria</p>
 <p>Consiglio Nazionale delle Ricerche</p>	<p>CONSIGLIO NAZIONALE DELLE RICERCHE</p>	<p>Italy</p>
	<p>POMPIERS DE L'URGENCE INTERNATIONALE (PUI)</p>	<p>France</p>
	<p>ASOCIATA CLUSTERUL ROAMN RENTRU PROTECTIE SI ECOLOGIE IN DOMENIUL MATERIALELOR CHIMICE, BIOLOGICE, RADIOLOGICE/NUCLEARE SI EXPLOZIVE (PROECO)</p>	<p>Romania</p>
	<p>SERVICIO MADRILENO DE SALUD (SERMAS)</p>	<p>Spain</p>
	<p>FUNDACIÓN PARA LA INVESTIGACIÓN E INNOVACIÓN BIOSANITARIA DE ATENCIÓN PRIMARIA (FIIBAP)</p>	<p>Spain</p>
	<p>ESCUELA ESPAÑOLA DE SALVAMENTO Y DETECCION CON PERROS (ESDP)</p>	<p>Spain</p>

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## Document History

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0.2	30/6/2020	Vasilis Zaritas (KT) Rosanna Babagiannou (KT)	1 <sup>st</sup> Draft ready for internal review
0.3	17/7/2020	Vasilis Zaritas (KT)	2 <sup>nd</sup> Draft ready
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1.0	31/07/2020	Christos Ntanos (NTUA)	Quality Control, Final Review

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## Executive Summary

This deliverable is meant to depict the Search & Rescue (S&R) website's architectural design and content, which has been developed aiming to provide information regarding the project and its findings as publicly and open as possible. A detailed overview of the tools used to develop the website will be provided. The website's pages, along with the respective links, attachments and segments will be illustrated thoroughly. In addition, the D9.4 is meant to provide the first overview of how the S&R online dissemination and communication infrastructure will act as an information and interaction bridge with the public and external actors, as well as to facilitate synergies across and within the cluster partners per se. Additionally, D9.4 examines possible future integrations, modifications and upgrades. The S&R domain (<https://search-and-rescue.eu/>) will be supported and developed throughout the project in parallel to the communication and dissemination needs of the S&R consortium.

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# 1 Introduction

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One of the pivotal aspirations of the Search and Rescue (S&R) project Dissemination, Communication and Exploitation strategy is to establish a visible and widespread online presence through the operationalisation of various social media platforms, forums and websites. Along those lines, this deliverable aims to demonstrate a first version of the S&R website and its architecture. The domain of the S&R project will be the following: <https://search-and-rescue.eu/>

The project's webpage will be used as the cornerstone of the S&R online activities and therefore it shall be continuously updated and developed as the S&R project unfolds. More in detail, the S&R website will serve as a connecting point between the various social media platforms, as well as the main dissemination platform of the project's activities, findings and milestones.

All scientific contributions, workshops and even videos of the S&R pilots will be uploaded to the project's online site, in order to maximise the impact of the project. The ambition of the S&R website and the project's overall online presence is to reach out to key actors, stakeholders and organisations in the broader Emergency Management and Response community as effectively as possible. To this end, establishing a comprehensive, engaging and user-friendly website that distils S&R's vision and contributions will be of utmost importance.

Since the project's webpage is meant to act as the centre-stage of all other clustering communication and dissemination activities, it will be heavily influenced by the S&R brand strategy which defines S&R's overall positioning, values and benefits (T.9.1 & T9.3).

D9.4 will provide all necessary details of the website's structure, tools, contents and features. Last, this deliverable aims to depict the blueprints-screenshots of all its segments.

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## 2 Project Website

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### 2.1 Aim

The main aim of the S&R website is to establish a heavy online presence. Through this online presence, S&R aims to become a central reference point at European level, thus bridging as many relevant key actors, stakeholders and organisations as possible at a European and Global level. The online presence of S&R is developed by considering this objective as well. To achieve this, the S&R website is aimed to be as attractive and useful to its users as possible. The website's architecture and objectives are designed with the aim of providing both an information and service-based platform to its guests and users. To that end, besides all relevant information about the S&R project, the S&R website will also support online training videos and material that will be targeted towards citizens, first responders and experts.

### 2.2 Objectives

In accordance to the project's aims and ambitions, the latest web technologies will be utilized in order to construct a comprehensive S&R website, which will be later connected with the S&R YouTube channel, LinkedIn group, as well as all other social media platforms that the S&R consortium will operationalize (such as Facebook, Twitter). The possibility to also provide an online discussion forum for practitioners on the scientific and technical fields addressed by S&R will also be investigated in relation with the clustering activities (T9.3)<sup>i</sup>. In addition, one of the website's secondary objectives will be to measure its online presence using an external analytics software (e.g. Google Analytics<sup>ii</sup>) in order and track the traffic on the S&R website. A confidential report will be created and distributed internally to the consortium partner responsible for the project's communication and dissemination strategy which will indicate the number of visitors that each Website-page registers on a monthly basis, as well as other relevant data regarding the S&R online traffic and presence. This report will be indicative and help design and plan future modifications to the website.

### 2.3 Structure

As a Research Infrastructure (RI) project, S&R, requires a website which reflects its propensity and responsibility of dissemination. With this ambition in mind, the S&R website was launched in July 2020 and is hosted by Konnektable (KT - Partner 5).

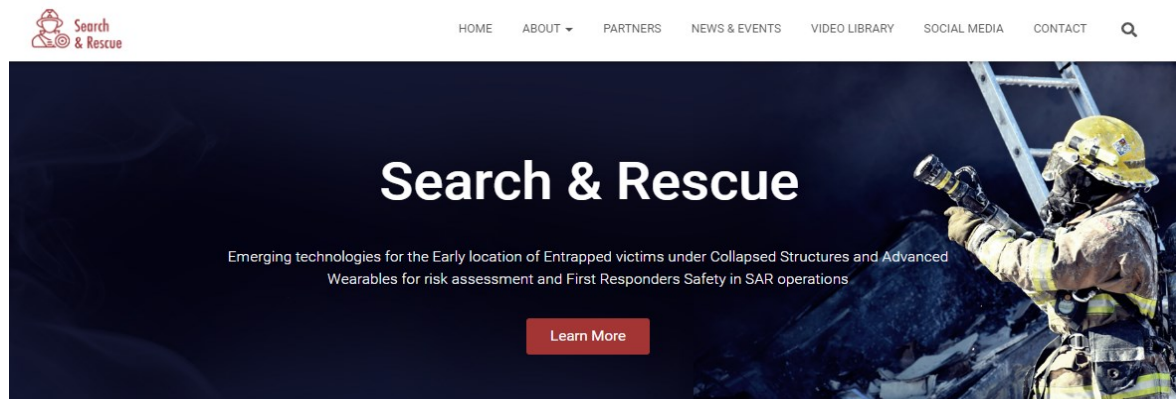
The S&R domain has been developed using WordPress tool<sup>iii</sup>, which is an open source content management software<sup>iv</sup>. There is a top bar in which several sub-categories are enlisted. The category pages that can be found are the following:

- **Home page** – Here the S&R logo will be portrayed, along with different sections showcasing the: project summary, latest News & events of the S&R, the project Partners, as well as a footer with several Social Media links and the S&R contact details.
- **About: Overview page** – This page will provide a more in-depth overview of the S&R, its expected impact and the advisory Board
- **About: Project Content Page** – This segment will depict The S&R Work Packages and Deliverables
- **About: Publications and Presentations page** – This page will illustrate brochures, press releases and similar useful information

- **Partners Page** – This page will depict the several partners and also feature a direct link to their website
- **News & Events** – This part of the website will contain the latest news about the project as well as sub-categories that will provide information and active links regarding the past or upcoming S&R events, Workshops, and conferences.
- **Video Library** – This page will have in-built active video links which shall demonstrate pilot cases, project presentations and information about the S&R project and its development and findings
- **Social Media** – Here the website will showcase several highlights harnessed from the S&R social media groups and conferences, workshops, pilot cases etc., as well as active links towards every Social Media platform used by the S&R project for communication and dissemination purposes.
- **Contact** – This link will provide the contact details (email addresses, phone numbers) of the respective S&R administrative teams.

### 2.3.1 Homepage

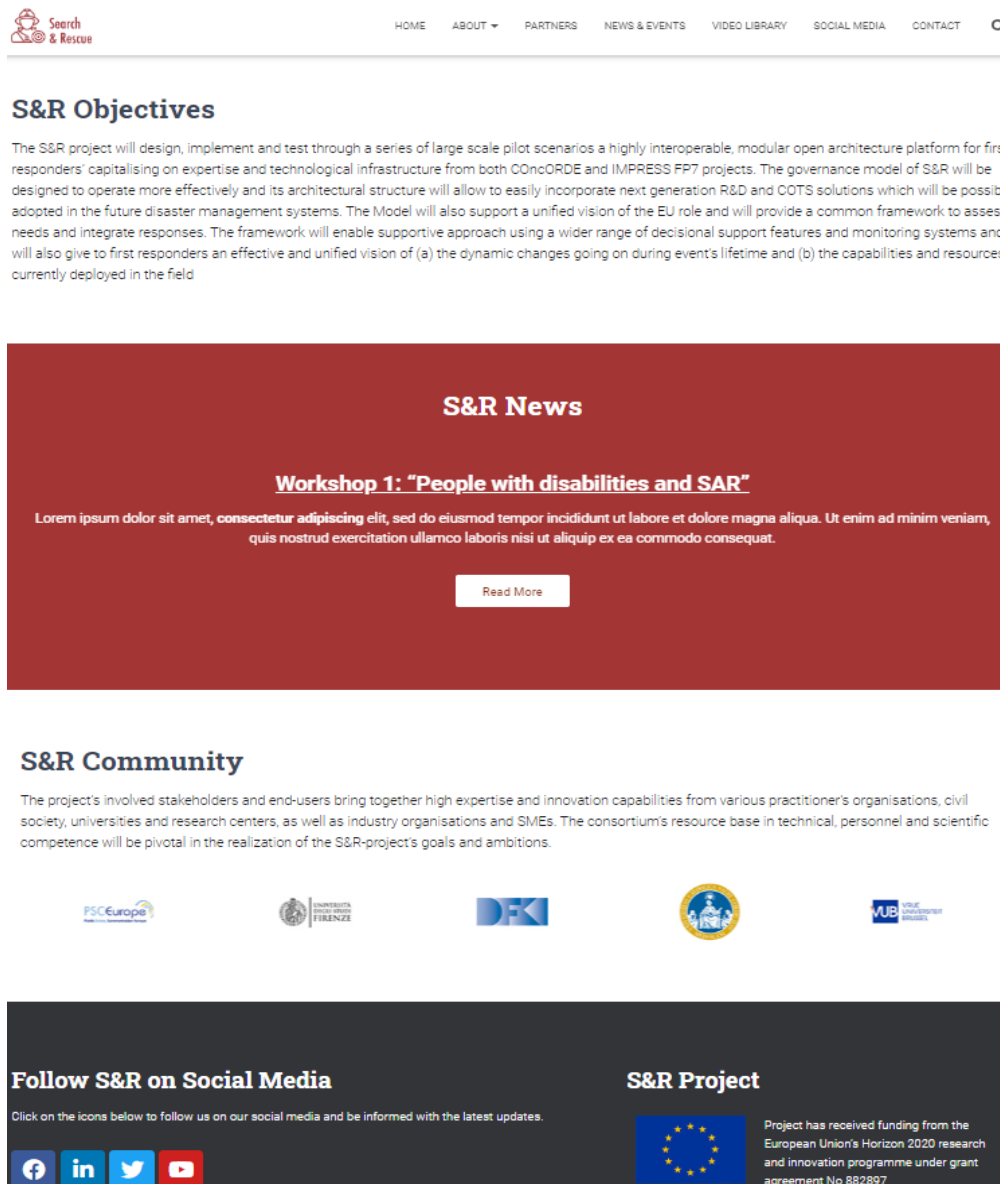
The homepage of the S&R project <<https://search-and-rescue.eu>> at first glance only indicates the Logo, contents, Title & Subtitle in order to allow the online viewer to orientate and navigate effectively (figure 1). The website's architecture was designed around the idea of providing a comprehensive interface, with direct and concise information which would allow for the efficient navigation of its users. As visitors scroll down the homepage, additional information is displayed (figure 2). The S&R news segment is meant to function as an info-snapshot portraying the most recent project updates, upcoming workshops, conferences or social media events. Further down the homepage illustrates the S&R partners with active links to their respective websites as well as a footer with the S&R Social Media links, subscribe buttons and the S&R contact details.



### S&R Objectives

The S&R project will design, implement and test through a series of large scale pilot scenarios a highly interoperable, modular open architecture platform for first responders' capitalising on expertise and technological infrastructure from both COncORDE and IMPRESS FP7 projects. The governance model of S&R will be

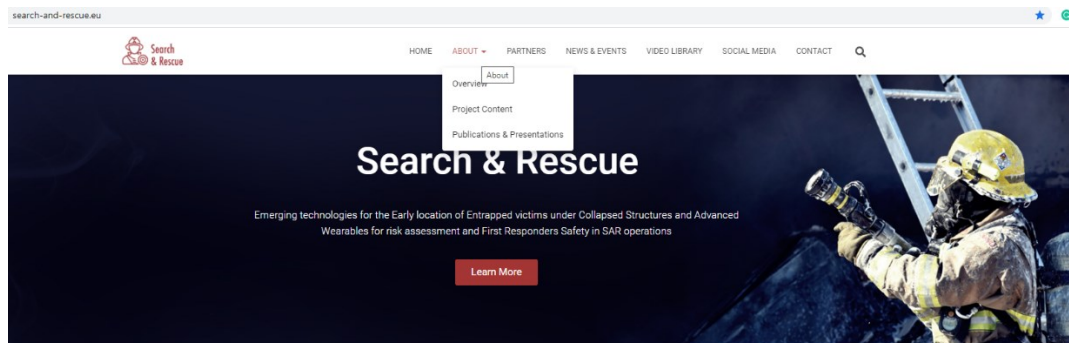
**Figure 2-1 Home - Introductory webpage**



**Figure 2-2 Structure of Home-page**

### 2.3.2 About

The 'About' webpage is divided in three sub-pages (Figure 3), which are meant to provide in-depth information regarding the S&R project. The three sub-menu's, are presented to the guest after a simple mouse-over navigation, illustrating a direct link to the i) Overview-page, ii) Project Content-Page iii) Publications & Presentations-page



### S&R Objectives

The S&R project will design, implement and test through a series of large scale pilot scenarios a highly interoperable, modular open architecture platform for first responders' capitalising on expertise and technological infrastructure from both COncORDE and IMPRESS FP7 projects. The governance model of S&R will be designed to operate more effectively and its architectural structure will allow to easily incorporate next generation R&D and COTS solutions which will be possibly adopted in the future disaster management systems. The Model will also support a unified vision of the EU role and will provide a common framework to assess needs and integrate responses. The framework will enable supportive approach using a wider range of decisional support features and monitoring systems and will also give to first responders an effective and unified vision of (a) the dynamic changes going on during event's lifetime and (b) the capabilities and resources currently deployed in the field

### S&R News

Figure 2-3 About–page

#### 2.3.3 About: Overview

The first part of the "Overview" page graphically depicts the project's full title, its duration, the Grant Agreement ID, the H2020 funding programme title along with the Funding scheme and EU contribution. In the same column the project coordinator will be illustrated with an active link to its official website and project contact-person. Besides this information, the main segment of the Overview-page is meant to provide a summary of the S&R project-rationale, expected impact and ambition (Figure 4).

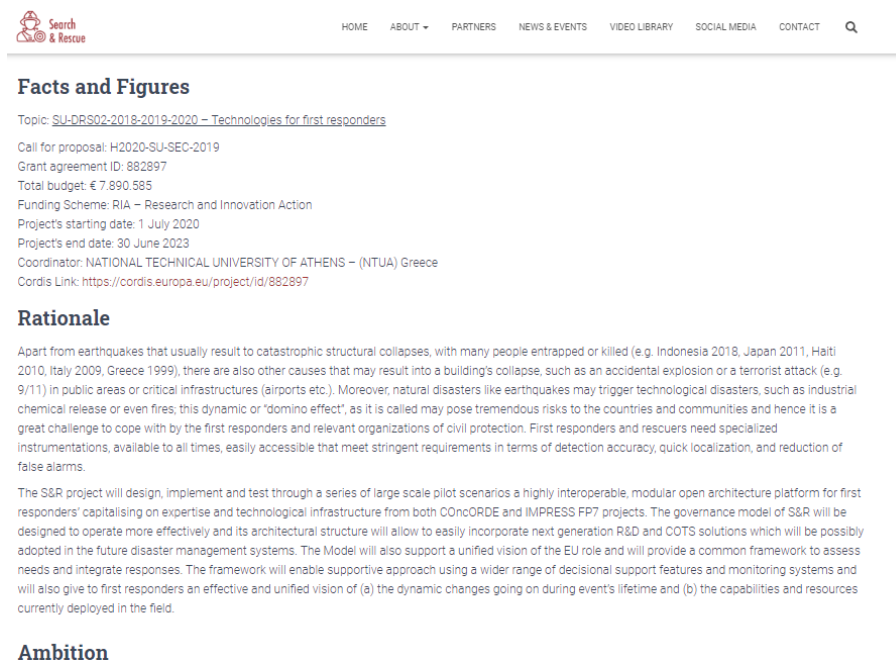
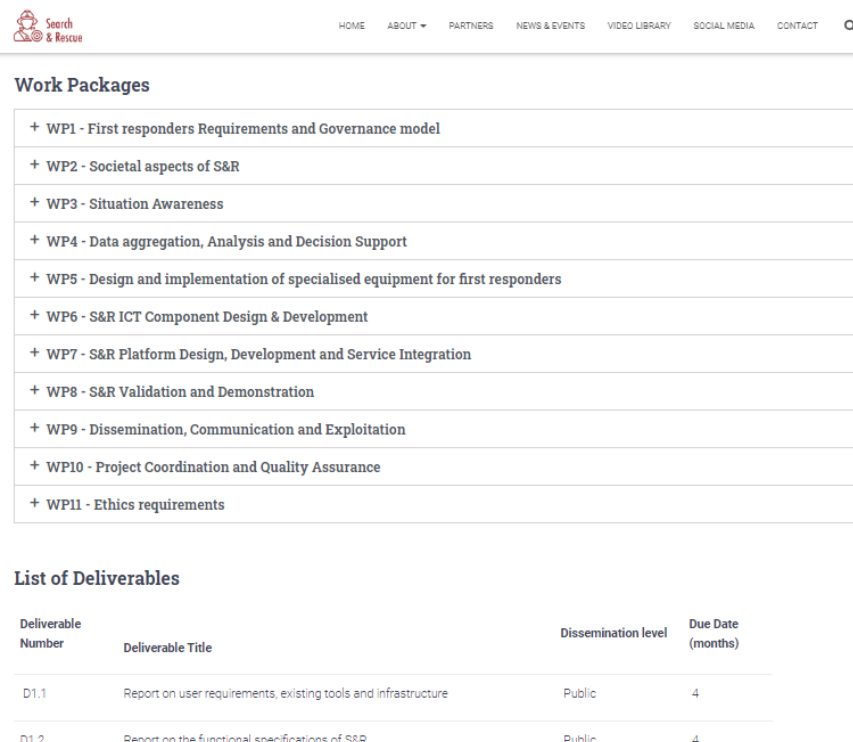


Figure 2-4 About – Overview Subpage

### 2.3.4 About: Project Content-Subpage

The "Project Content" sub-page is designed to provide its guests with various relevant material about the S&R the architecture and functions of the technologies operationalised throughout the development of the project. A list of the S&R Work Packages as well as a short description of each work package is populating the first part of the webpage (Figure 5). Right below the WP list, the S&R Deliverables are depicted in a table, with active 'download' button to the right, which will provide a pdf version each public deliverable. In addition, the project-content page effectively is meant to facilitate in-depth scientific, managerial and technological information which would be targeting the engagement key actors, stakeholders, organisations as well as experts in the field of Emergency Response and Management community.

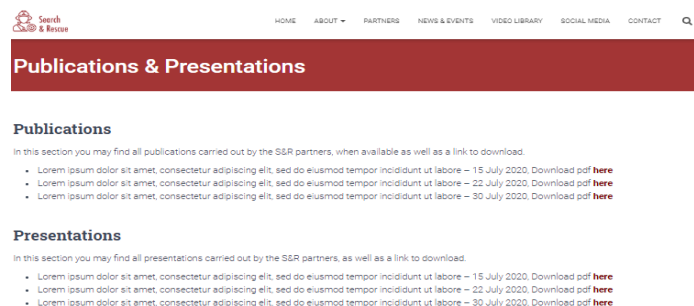


Deliverable Number	Deliverable Title	Dissemination level	Due Date (months)
D1.1	Report on user requirements, existing tools and infrastructure	Public	4
D1.2	Report on the functional specifications of S&R	Public	4

**Figure 2-5 About – Project Content Subpage**

### 2.3.5 About: Publications and Presentations Subpage

Here, everything that the S&R consortium partners will issue to publicly promote the project will be placed (Articles, working papers, reports, leaflets, presentations etc.), with a download option (Figure 6).



**Publications**

In this section you may find all publications carried out by the S&R partners, when available as well as a link to download.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 15 July 2020, Download pdf [here](#)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 22 July 2020, Download pdf [here](#)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 30 July 2020, Download pdf [here](#)

**Presentations**

In this section you may find all presentations carried out by the S&R partners, as well as a link to download.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 15 July 2020, Download pdf [here](#)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 22 July 2020, Download pdf [here](#)
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore – 30 July 2020, Download pdf [here](#)

**Figure 2-6 About – Publications and Presentations Subpage**

### 2.3.6 Partners

The 'Partners' S&R webpage will fully depict the list of all involved consortium partners, along with their logo and active links to their respective websites. On one side of the <https://search-and-rescue.eu> partners-page there is a map (figure 7) which will indicate the country and location of the engaged partners. Last, a short summary of the consortium with all relevant information regarding their involvement in the S&R project will be provided in this segment.

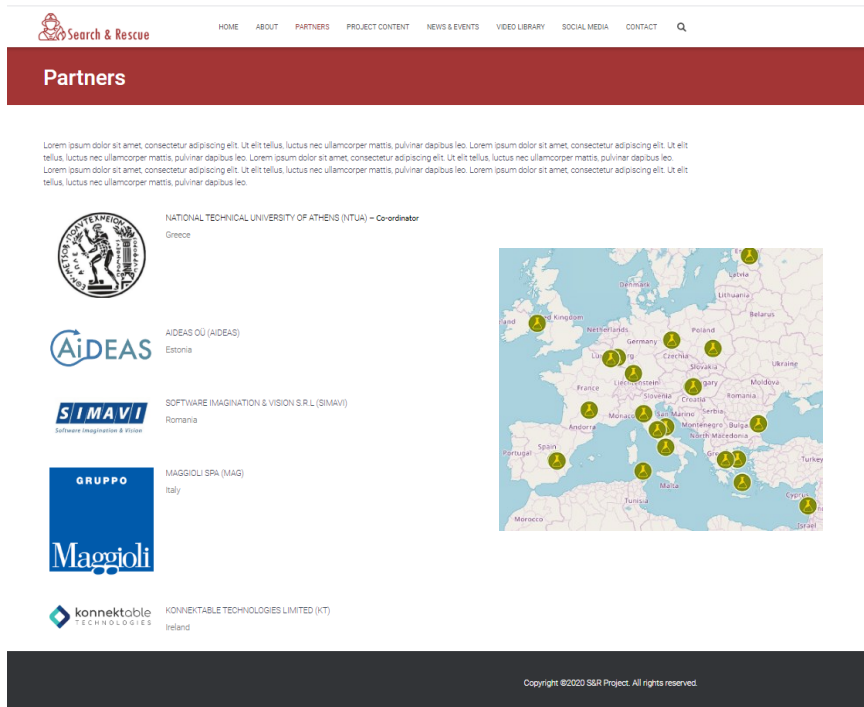


Figure 2-7 Partners-page

### 2.3.7 News and events

The news and events page will display past events, upcoming events, team meetings and workshops as well as a calendar which will be updated accordingly (Figure 8). News from the Emergency Management and Response community will also be illustrated as well as the S&R key actors, stakeholders and organisations involved in the project's activities.

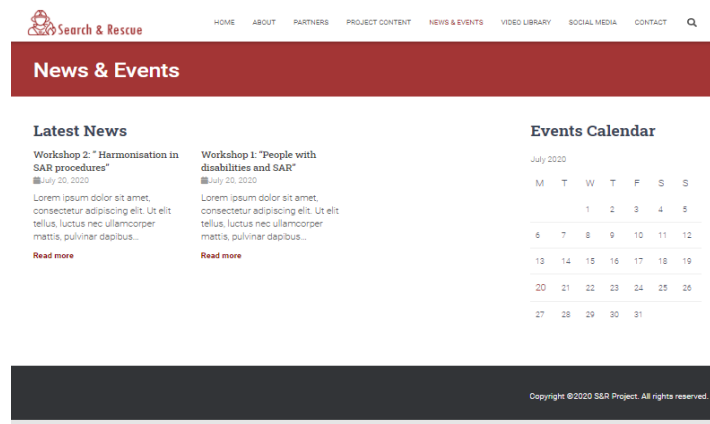


Figure 2-8 News and events-page



### 2.3.8 Video Library

The video Library page of the S&R website will be the main reference-point for all informative videos and video updates that will be made throughout the project's lifecycle. These videos will be targeting a range of audience and online visitors. Short clips that will aim to disseminate the project's development, aims, and ambition as well as more technical videos which will be longer and can even be used for training purposes or informative reference-points for first responders, key actors and experts in the field of Emergency management.

Clips produced during S&R pilots, conferences and workshops will regularly be posted in this part of the website (figure 9).

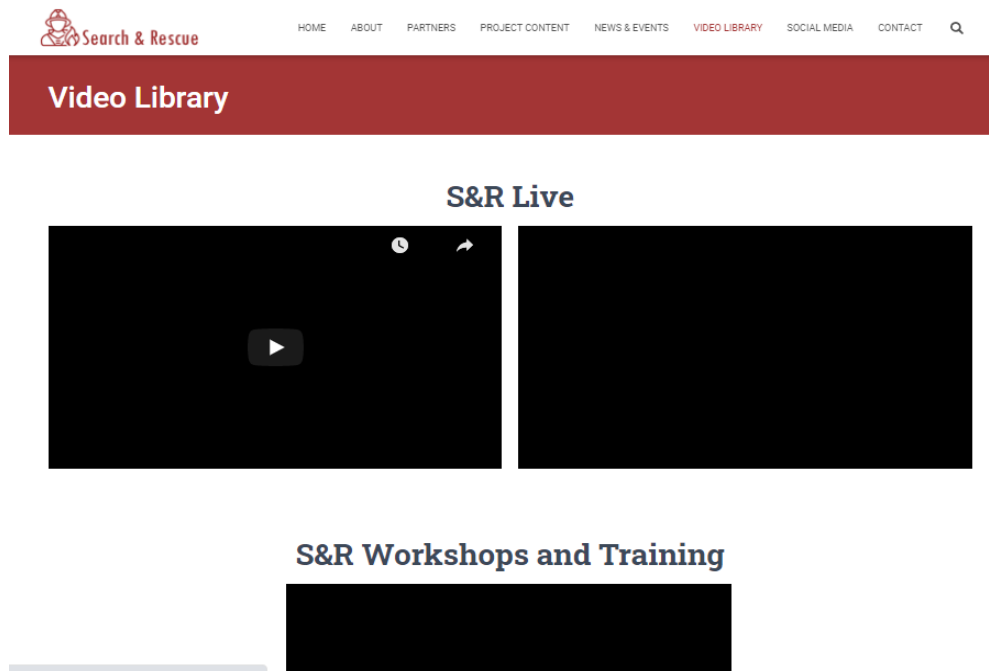


Figure 2-9 Video Library-page

### 2.3.9 Social Media

This part of the website will aim to showcase all the social media that the S&R project is using in order to promote its activities. The content will be disseminated across many groups and platforms in order to maximise the efficiency of the S&R online presence, as well to manage to connect and expand the network of engaged key actors, stakeholders and organisations from the Emergency management and response community. Workshops and EU-global events that the S&R will participate in, as well as pilot cases and operational or scientific findings, training material and videos will be communicated publicly using the most fitting Social-media platform. On the top of the page, most recent 'Tweets' from Twitter will be illustrated. Figure 11 and 12 depict the S&R YouTube and Twitter Channels, which will be used along with a Facebook and LinkedIn account in order to disseminate the project's communication and networking strategy as efficiently as possible. The goal of the Social Media strategy is to enhance the project's online presence and facilitate different type of information along the various S&R social media channels. Depending on the type of information, the most suitable social media will be used to create a 'Net' of data, videos, pictures and news that will all be further linked to the S&R website with further options and active links available.



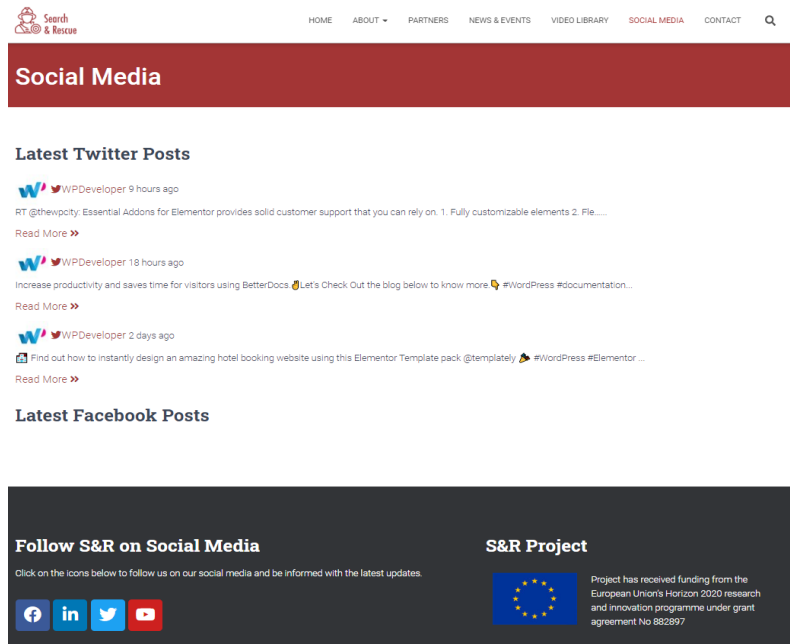


Figure 2-10 Social Media-page

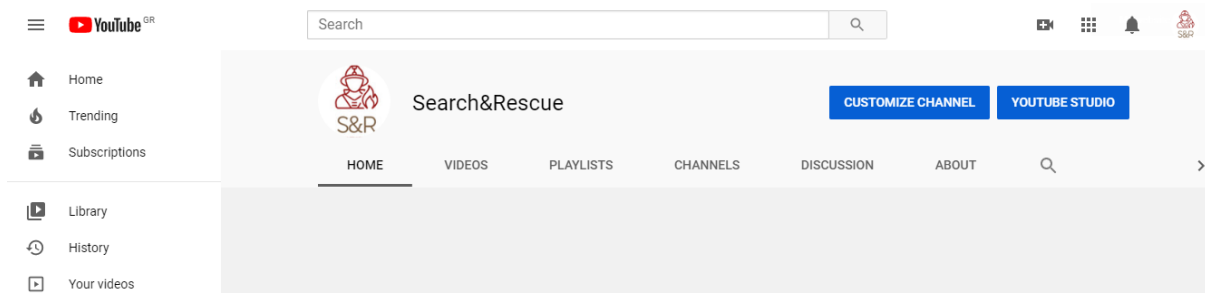


Figure 2-11 YouTube Channel

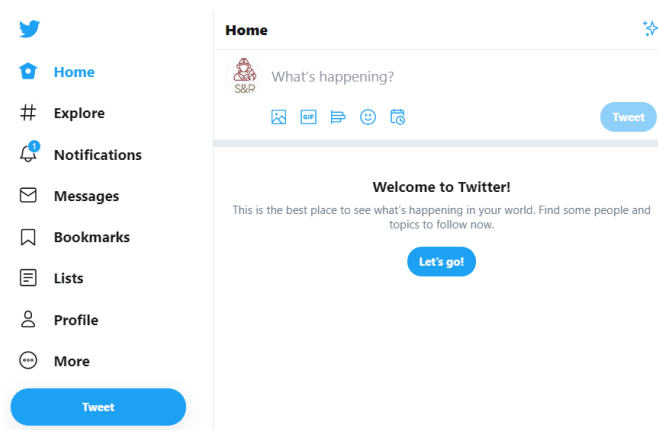


Figure 2-12 Twitter Channel

### 2.3.10 Contact

This part of the S&R online-site will be used to provide a direct contact-bridge to the S&R consortium. The official S&R contact email will be illustrated with an active link to send a direct email to the consortium partners responsible of such communication and feedback as well as a direct contact-form, through which the visitors can contact the S&R concisely through the S&R website itself.

search-and-rescue.eu/?page\_id=43

**Search & Rescue** HOME ABOUT PARTNERS PROJECT CONTENT NEWS & EVENTS VIDEO LIBRARY SOCIAL MEDIA CONTACT

## Contact Us

[search-and-rescue@gmail.com](mailto:search-and-rescue@gmail.com)  
<https://cordis.europa.eu/project/id/882897>

**Name \***  
Name

**Email \***  
Email

**Message \***  
Message

**SUBMIT**

**Figure 2-13 Contact-page**

### 3 Future Modifications

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Since the main aim of the S&R website is to establish a heavy online presence, regular updates and future modifications will be seriously taken into consideration along the development of the project's life cycle and its different stages. In order for the website to reflect the ambitions and magnitude of the S&R project, the <https://search-and-rescue.eu/> should be used as the online site of the project which showcases the project's milestones, developments, achievements and impact. In an era in which technology and social media platforms are developing rapidly, the S&R website will have to take into considerations all available media and find a way to integrate them in the most efficient manner into the website. The integration of an online discussion-forum is already developed, however further modifications will also be considered according to the project needs and communication strategy.

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## Annex I: References

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- i <https://cordis.europa.eu/project/id/882897>
  - ii <https://support.google.com/analytics/#topic=3544906>
  - iii <https://wordpress.com/>
  - iv <https://en.wikipedia.org/wiki/WordPress>