Project acronym: CS3MESH4EOSC

Deliverable D5.7: First revamp of the project website

Contractual delivery date	31-10-2020
Actual delivery date	08-12-2020
Grant Agreement no.	863353
Work Package	WP5
Nature of Deliverable	O (Other)
Dissemination Level	PU (Public)
Lead Partner	Trust-IT Services
Document ID	CS3MESH4EOSC-20-007
Authors	Francesca Spagnoli, Rita Meneses, Silvana Muscella, Mirko Santori, Lorenzo Calamai, Luca Fiore (Trust-IT)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 863353

Abstract

Deliverable 5.7 provides information about the **first revamp of the CS3MESH4EOSC project website** that has been performed in September and October 2020. The document includes the different steps and activities developed in order to publish an updated version of the website.

Executive summary

Under the set of activities planned in **Work Package 5, a specific Task under 5.1** "Branding and Web-based Support" for the updated version of the CS3MESH4EOSC project website for **external dissemination of results** has been set up. The first version of the project website was **launched in March 2020** (M3).

The **public website is accessible** to all users visiting https://cs3mesh4eosc.eu and it was built based on the overall graphic design and CS3MESH4EOSC branding. Following the first set of guidelines developed at the beginning of the project, a subsequent version of the website has been released in **October 2020** (M10), which follows an **updated version of the branding rules**.

This document describes **how the new CS3MESH4EOSC website has been conceived** and further details all the improvements made both in terms of branding strategy and relevant information to be promoted through it.

The website will be timely updated, in synchronization with the CS3MESH4EOSC main developments during the project timeframe, with key messages and value statements to our relevant stakeholders. A final release of the website will be produced in **June 2021 (M18)** and presented in Deliverable 5.8 "Second revamp of the project website".

Table of Contents

Table of Figures

1 Introduction

1.1 Purpose

The deliverable details the activities carried out within Work Package 5 "Dissemination, Exploitation & Outreach", and more specifically under Task 5.1 "Branding and Web-based Support". The document will serve as a report of the activities carried out within CS3MESH4EOSC to create a new version of the project website with the final goal to raise awareness about the project and its results among the target communities, thus maximising the impact of the project overall.

Given that the involvement of early adopters and developers will be essential for the activities to be carried out within Work Package 2 (Information gathering on federated infrastructure development), Work Page 3 (Science Mesh technologies adopted and foundation standards and protocols implemented) and Work Package 4 (Applications to promote projects results) starting from December 2020 (M12), an updated version of the website will help the project to enlarge the Science Mesh community, thus including vendors and policy makers in the process.

1.2 Structure of the document

Starting with a needs' analysis performed with all the partners' representatives at Steering Committee level and Work Packages Leaders, this document is organised in 4 main parts.

Section 2 provides information about the reasoning behind and main expected objectives of updating the website, along with a series of wireframes produced and a first structure of the proposed new website. Section 3 shows the main new elements of the CS3MESH4EOSC project branding strategy and guidelines, previously detailed in Deliverable 5.1. Section 4 offers an overview on how the website is structured, with links to the different sections, providing info about the website privacy policy and terms of use as well.

2 Reasoning behind and main goals of the update

The CS3MESH4EOSC website (https://cs3mesh4eosc.eu) is an integrated and versatile platform aimed at animating its community of users. It is a dynamic platform that will evolve during the project timeframe to include additional features to serve the project community and scope. The web platform is the main hinge for the project's outcomes and as such, it has a primary importance in its communication and stakeholder engagement strategy. For this reason, many of the efforts carried out by the other communication channels will be made to address and attract target stakeholders to the website itself. Plus, this versatile platform will be regularly updated to deliver well-targeted messages for the project audiences, and will evolve during the project lifetime to best showcase the project outcomes and facilitate uptake of the project results.

The main goals of the CS3MESH4EOSC web platform are listed in the table below.

Website main goals	
1	Provide quality information & user-friendly access to the project results, to appropriate stakeholders' communities
2	Facilitate the engagement of the Science Mesh community and exploitation of the assets
3	Release news from the Science Mesh developments
4	Promote papers, documents, deliverables and reports prepared by the consortium
5	Access the CS3MESH4EOSC media kit
6	Promote events organized by the project and participation to third parties' events

The strategy for reviewing the CS3MESH4EOSC project website follows the project communication and marketing timeline, which is graphically presented below and it is divided into three major phases.

Figure 1 CS3MESH4EOSC communication roadmap and activities

Currently, we are moving from Phase 1, "Building the Science Mesh" to Adopting it (Phase 2). For this reason, this update of the CS3MESH4EOSC website is necessary in order to better promote the preliminary project results, as well as the upcoming relevant activities to be promoted at wide international level to create the Science Mesh community.

3 Branding

A new version of the branding guidelines has been produced for CS3MESH4EOSC and includes a new logo package, an updated colour-palette along with the new typography base, an updated Powerpoint template for presentations, and new visual branding for both Twitter and Linkedin. The full branding guideline is included in Deliverable 5.1. Below we provide some visuals of the main marketing materials created.

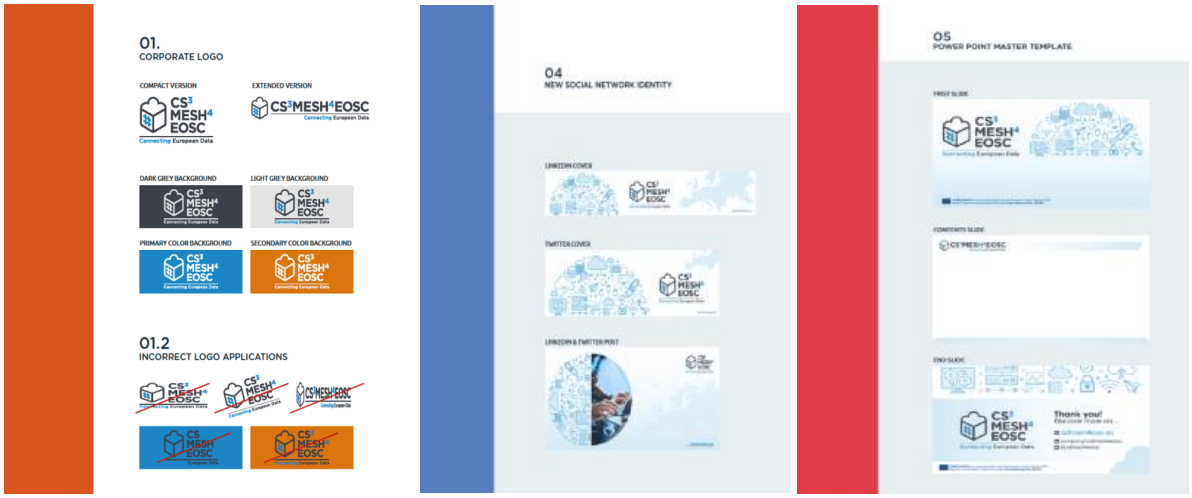


Figure 2 CS3MESH4EOSC new marketing materials

4 Website

The project website includes updated information about the project, a section for news, events, videos, social media plugins, newsletter area (with a link to subscribe the newsletter), project library with a media kit and publications (including deliverables), as well as an internal space for project partners and communities.

The CS3MESH4EOSC website allows visitors to contact the project via a specific form. Questions will be directed to communication representatives. The temporary project website was created in March 2020 (and was available here https://cs3mesh4eosc.eu/) to ensure a solid reference point for the expected target audiences. This website consisted of basic information about the project, links to social media, and contact information. An updated version of the website has been released in October 2020.

4.1 Wireframes

The preliminary set of wireframes for the new CS3MESH4EOSC website which was created in September 2020 is presented below. The 6 main voices of the menu has been conceived to offer the reader relevant, quick and concrete information about the project, along with relevant updates from the Science Mesh community.

Figure 3 CS3MESH4EOSC new website menu

The idea was to completely restructure the home page of the website in order to immediately highlight all the relevant information that should be promoted to the different categories of key stakeholders throughout the project lifetime. In the figure below, we show the wireframe of the home page envisioned by the CS3MESH4EOSC project partners, which includes:

- A top menu.
- A main slider with relevant images and videos from the project.
- A description of the project main mission and expected impacts, along with a presentation of the project main asset (e.g. the Science Mesh).
- Logos from all the 13 partners of the consortium.
- A short section to briefly introduce the active early adopters and how potential interested ones could get in touch with the project.
- A disclaimer with the European Flag and acknowledgement to the European Commission, along with social media channels buttons.

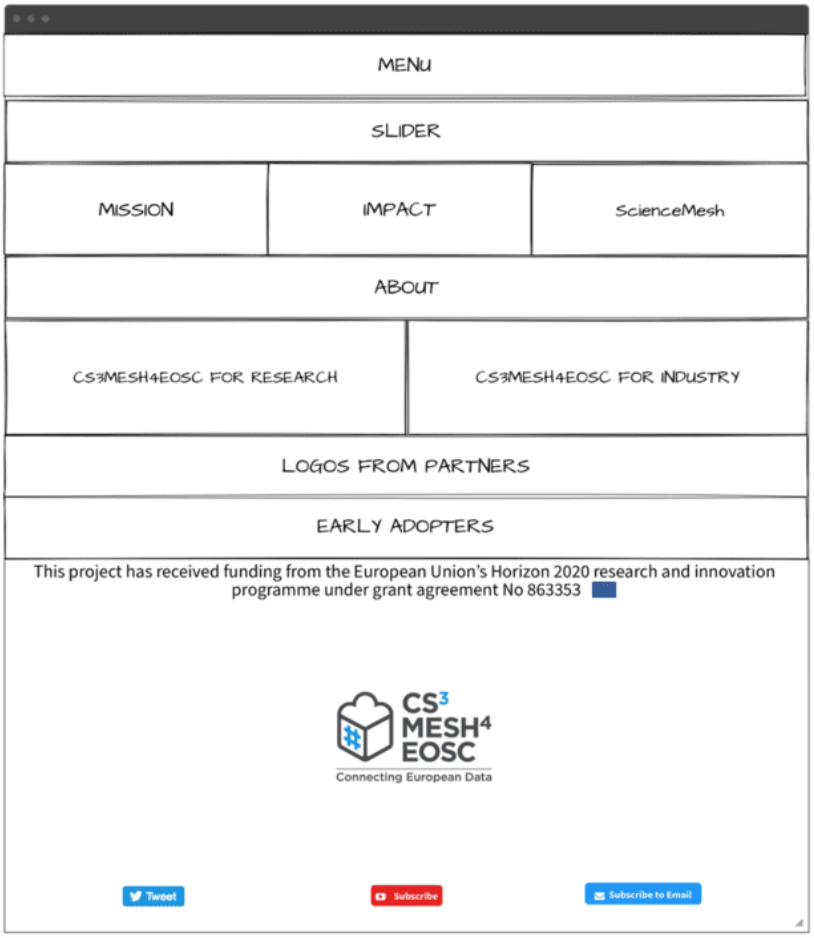


Figure 4 CS3MESH4EOSC new website home page

4.2 Revamp of the website

The CS3MESH4EOSC website has been designed to allow our stakeholders to quickly find information and insights about the project. The wireframes produced in September 2020 have been reviewed both at consortium level, during the weekly Steering Committee Meetings, and internally within the Work Package 5 bi-weekly meetings with our partners, held in September and at the beginning of October 2020. A slight review of the main menu section, especially regarding section titles, has been provided as requested, along with some small modifications to the home page.

The current version of the website (after revamping) offers several dedicated sections:

- **About:** general information about the project, partners and establishment of synergies to maximise outreach within the European Open Science Cloud and towards improving the FAIR data principles.
- **Technology Projects:** a presentation of key existing technologies exploited in the CS3MESH4EOSC project to support our community.
- **Science Mesh:** a description of the main asset of the project, along with information about the data services that will be provided and how to join the Science Mesh community.
- **Users & Developers:** a brief detail of our key target stakeholders and added value of Science Mesh for their benefit.
- **News & events:** latest developments about the project in general. Recent pieces of news are highlighted on the homepage as well. This section includes a list of all third-party events where the project will be showcased, along with events organised directly by CS3MESH4EOSC.
- **Media:** online library with relevant documents, presentations and reports produced by the project, as well as a downloadable media kit.

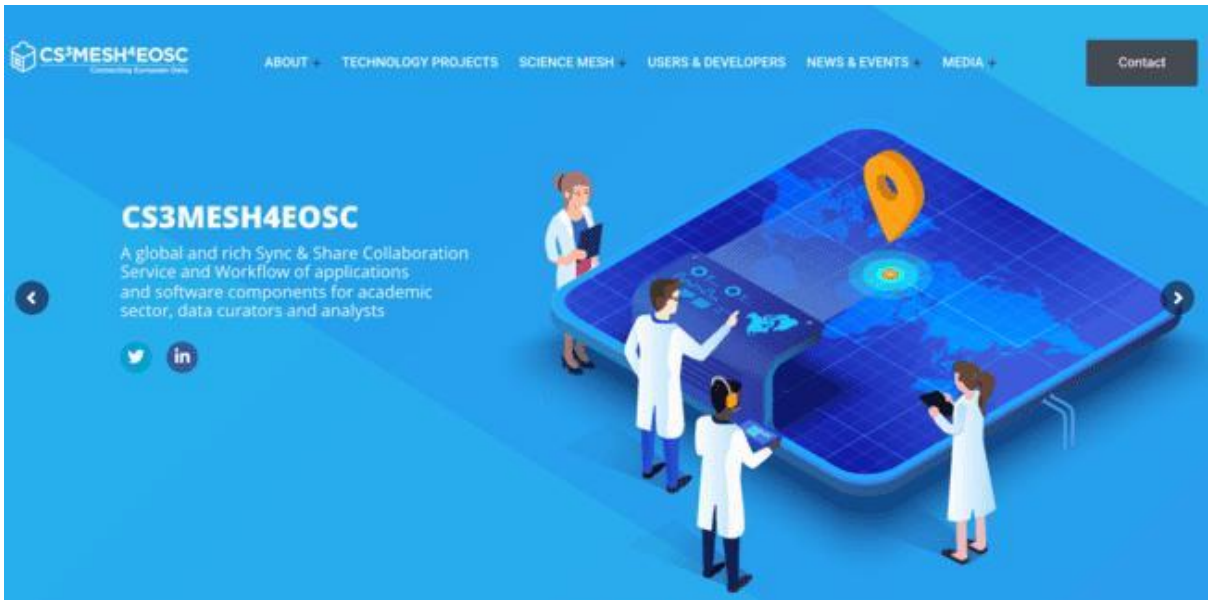
Contact features, links to social media and integrated Twitter widget are clearly accessible as well. The official language on the CS3MESH4EOSC website and social media platforms will be English. Key documents (e.g. Press Releases) might be available in other languages to maximise outreach.

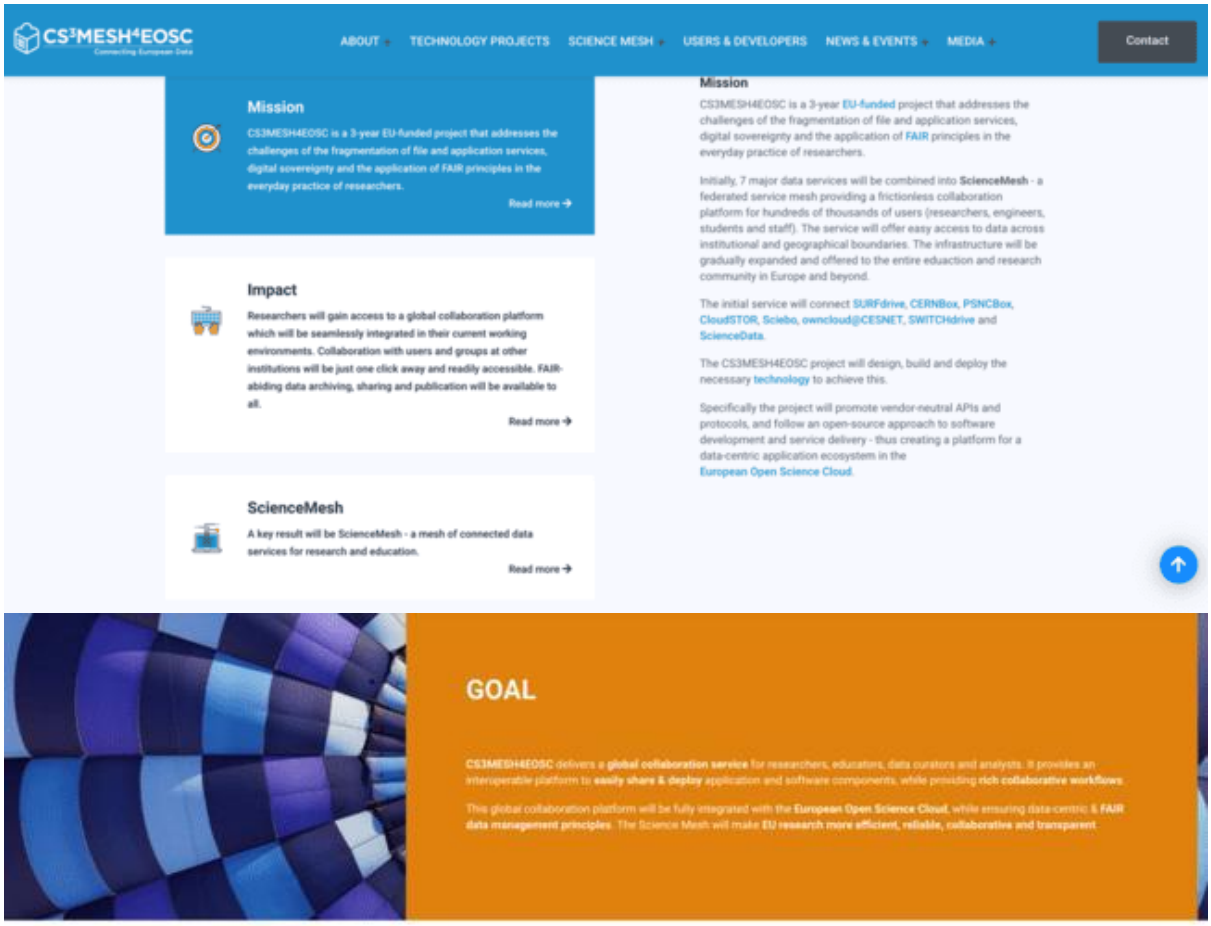
4.2.1 Homepage

The homepage of the CS3MESH4EOSC website provides an exhaustive overview on the project vision and goals, at the same time offering a first version of the content that will be further improved during the coming months. The home page currently features:

- **An interactive slider:** providing a first impact for the user on the CS3MESH4EOSC project and acting as a useful feature for highlighting specific content. The slider will be timely updated with the latest project results (e.g. events, workshops, reports).
- **Data services:** a dedicated section with five of the project's services highlighted, with a small illustration diagram and a teaser giving first info about the service.
- **Mission, Impact and Science Mesh:** a descriptive section providing information about the project's main objectives, impact aiming to be reached on the target stakeholder communities and the main asset's added value.
- **Early adopters:** linking potential interested users on how to get in touch with the project.

- **News and Events:** a highlight on the major forthcoming events (it will lead to the events section) and showing the latest news and articles uploaded regarding the project and other relevant activities.
- **Social Media:** links to the Twitter and LinkedIn accounts of CS3MESH4EOSC.
- **Partners:** list of partners being showcased in a carousel loop, with direct links to each partner's dedicated page.
- **Newsletter:** subscription to the newsletter to get updates from the project.
- **Privacy:** providing the terms & conditions for the website's registration, personal data management and access, copyright and other legal information.
- **Disclaimer & Terms of Use:** with relevant info about usage of the website.




CS³MESH⁴EOSC
ABOUT
TECHNOLOGY PROJECTS
SCIENCE MESH
USERS & DEVELOPERS
NEWS & EVENTS
MEDIA
Contact
Mission
CS3MESH4EOSC is a 3-year EU-funded project that addresses the challenges of the fragmentation of file and application services, digital sovereignty and the application of FAIR principles in the everyday practice of researchers.
Read more
Impact
Researchers will gain access to a global collaboration platform which will be seamlessly integrated in their current working environments. Collaboration with users and groups at other institutions will be just one click away and readily accessible. FAIR-abiding data archiving, sharing and publication will be available to all.
Read more
ScienceMesh
A key result will be ScienceMesh - a mesh of connected data services for research and education.
Read more
Mission
CS3MESH4EOSC is a 3-year EU-funded project that addresses the challenges of the fragmentation of file and application services, digital sovereignty and the application of FAIR principles in the everyday practice of researchers.
Initially, 7 major data services will be combined into ScienceMesh - a federated service mesh providing a frictionless collaboration platform for hundreds of thousands of users (researchers, engineers, students and staff). The service will offer easy access to data across institutional and geographical boundaries. The infrastructure will be gradually expanded and offered to the entire education and research community in Europe and beyond.
The initial service will connect SURFdrive, CERNBox, PSNCBox, CloudSTOR, Sciebo, owncloud@CESNET, SWITCHdrive and ScienceData.
The CS3MESH4EOSC project will design, build and deploy the necessary technology to achieve this.
Specifically the project will promote vendor-neutral APIs and protocols, and follow an open-source approach to software development and service delivery - thus creating a platform for a data-centric application ecosystem in the European Open Science Cloud.

GOAL
CS3MESH4EOSC delivers a global collaboration service for researchers, educators, data curators and analysts. It provides an interoperable platform to easily share & deploy application and software components, while providing rich collaborative workflows.
This global collaboration platform will be fully integrated with the European Open Science Cloud, while ensuring data-centric & FAIR data management principles. The Science Mesh will make EU research more efficient, reliable, collaborative and transparent.


EARLY ADOPTERS
The project builds on unique experience developed in the CS3 community.
All current and future CS3 participants are welcome to join the infrastructure and participate to its development.
Specifically, collaboration with storage and application vendors will actively be pursued.
If you're a service provider interested in joining ScienceMesh, or a researcher or tool builder interested in deploying applications on ScienceMesh, get in touch.


NEWS & EVENTS
H-CLOUD Summit
Shaping the New Strategy for Cloud Computing in Europe
06
Nov
EVENT
1st Horizon Cloud Summit 2020
The Horizon Cloud Summit 2020 aims at gathering researchers and innovators, Cloud stakeholders, as...
05
Nov
NEWS
The initial definition of Science Mesh Protocols and Application Programming Interfaces is ready!
ONLYOFFICE
28
Oct
EVENT
ONLYOFFICE Conference

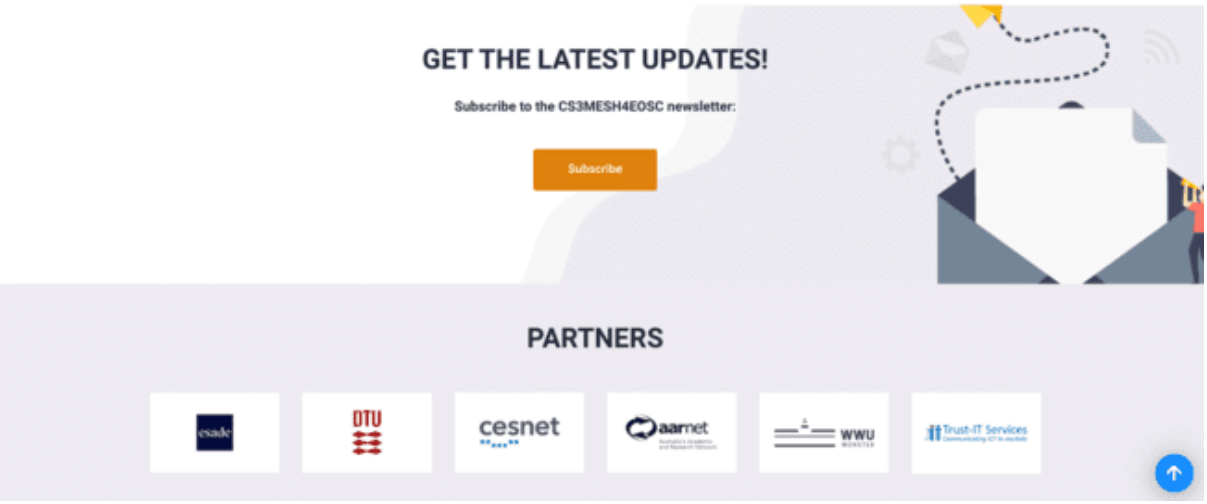


Figure 5 Screenshots from the CS3MESH4EOSC home page

4.2.2 About page

The "About" section offers an overview on the project's main goals, mission, services and stakeholders, with call to actions to connect with CS3MESH4EOSC on Twitter & LinkedIn, as well as to register on the website to subscribe the newsletter. The "About" section has subsections with complementary info about the project:

- **Partners:** with the list of CS3MESH4EOSC's 13 European partners and their expertise and experience in different sectors. Each partner has a dedicated page with more detailed info and contact details.
- **Contribution to EOSC & FAIR:** providing descriptions on how the project will be integrated within the European Open Science Cloud and will support the improvement of FAIR data management principles.

4.2.3 Technology projects

This section of the website provides an overview of the different key technologies which shall be used for creating the Science Mesh: eduGAIN, Reva, OpenCloudMesh (OCM) and the CS3 APIs, which constitute the starting point and basis for further developments in the project. By clicking on each logo included in this section, the user can access the official web site of each one of these technologies.

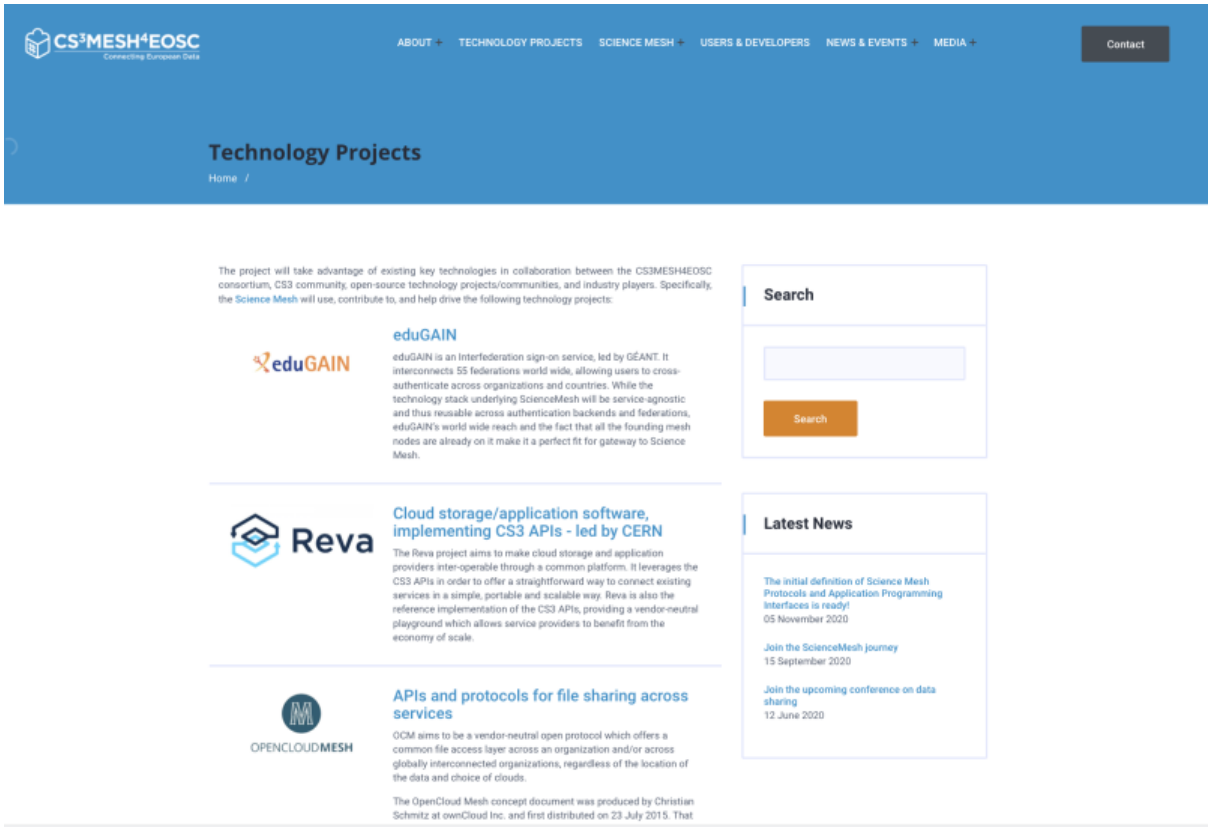


Figure 6 CS3MESH4EOSC Technology projects page

4.2.4 Science Mesh

A detailed description of CS3MESH4EOSC's main asset is provided in this section. In addition to in-depth information and an intuitive diagram illustrating the capabilities and vision for the Science Mesh, this section of the menu allows visitors to access two subsections:

- **Data services:** with a general overview of the Project's main offerings in terms of data science environments, Open Data systems, collaborative documents, on demand large data set transfer and cross-domain data sharing.
- **Join our Science Mesh community:** showing the group photo taken at the Project's Kick-Off meeting in Copenhagen in January 2020, and providing some information on how to get in touch with the project as well as contribute to it in the upcoming period.

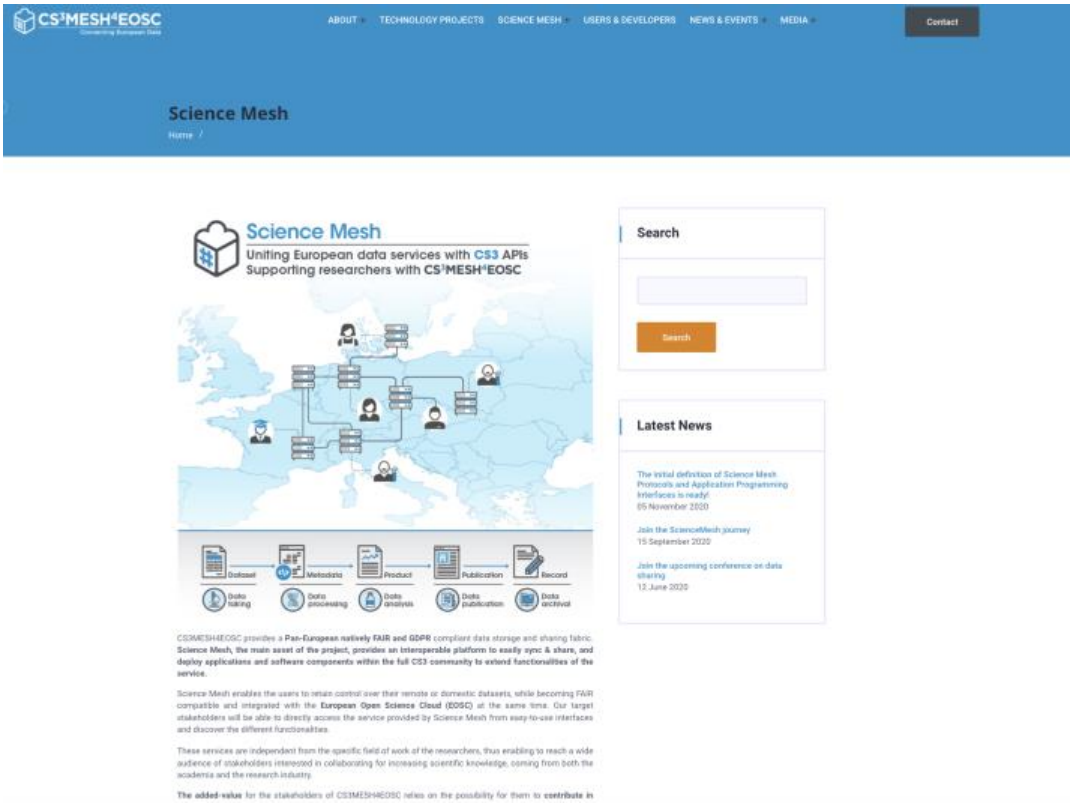


Figure 7 Science Mesh page

4.2.5 Users & developers

This section aims to present the main target stakeholders of the CS3MESH4EOSC project which are organized in three macro-categories (academia, developers and industry), and which consist of:

- **End-users & research communities:**
  - researchers and geographically distributed research groups
  - non-research users who need cross-institutional collaboration (e.g. administration collaborating on documents)
- **Institutional operators of services**:
  - system administrators and service managers who deploy and operate services
  - most of our project partners who make up a federated infrastructure
- **Commercial software developers:**
  - core sync/share development companies
  - vendors/companies developing other applications
- **Non-commercial software developers:**
  - development teams
  - general FOSS developers
- **Policy makers & citizens**
  - policy and decision makers
  - citizens

- citizen scientists

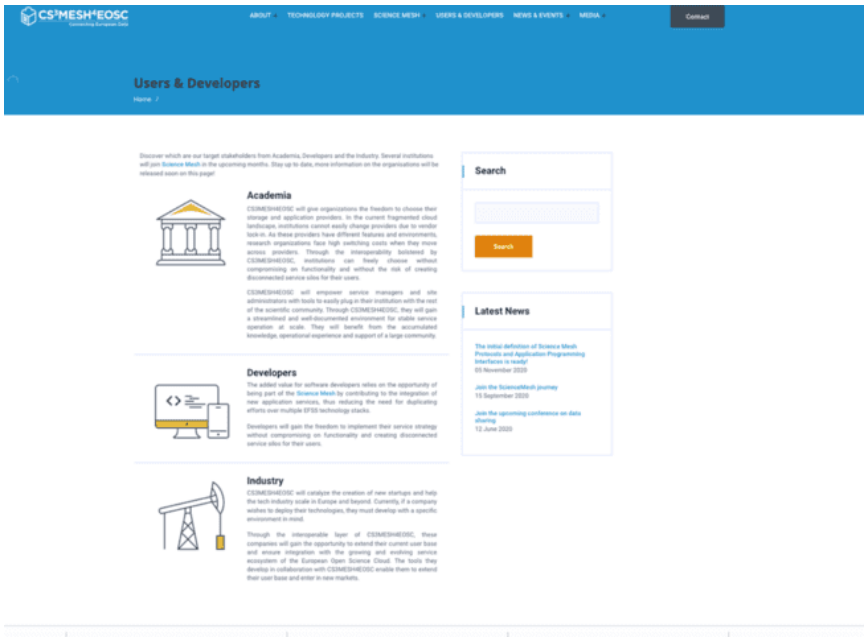


Figure 8 CS3MESH4EOSC Users & developers page

4.2.6 News & events

The “News” section highlights all the relevant updates regarding the project and the Science Mesh community. The “News” section is organised by chronological order (most recent publication at the top), with a teaser aimed at getting reader’s attention. The “Events” section lists all CS3MESH4EOSC events, third parties’ events and other relevant dates, organised in chronological order.

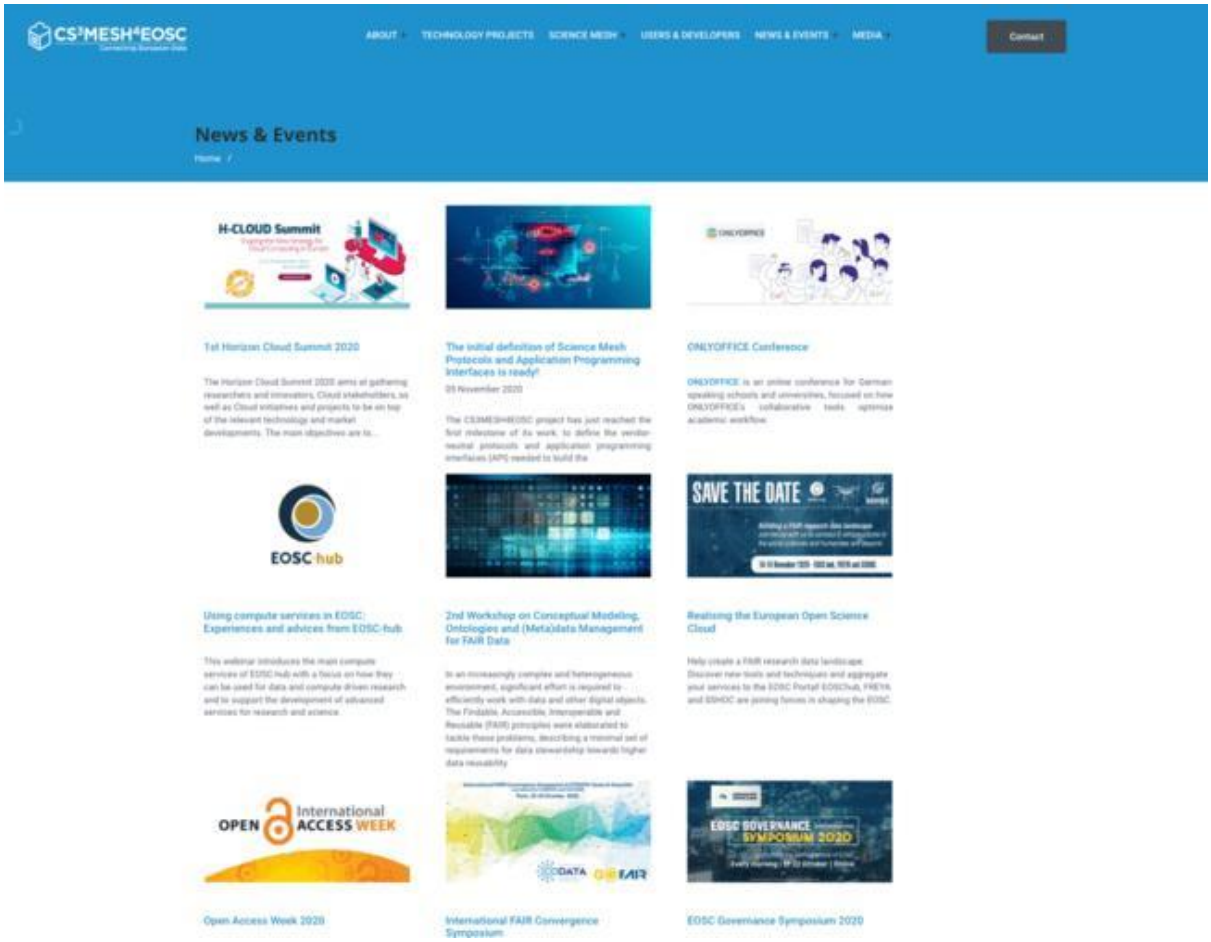


Figure 9 CS3MESH4EOSC News & events page

4.2.7 Media

The media section of the website offers to the reader a media kit taking into account the Project's Branding guidelines and logos. This kit is meant to be used for promotional activities and communication purposes. This section offers as well as an overview of articles, papers and presentations published by the Project and available to all potential stakeholders. This section will be further improved in the upcoming Project phases and enriched with more contents from the CS3MESH4EOSC projects, especially focused on promoting the Science Mesh.

4.2.8 Privacy Policy, Disclaimer & Terms of Use

The CS3MESH4EOSC Web Site Privacy Policy explains some or all of the ways the project gathers, uses, discloses, and manages a user's data. This Privacy Policy is GDPR (General Data Protection Law) compliant, that is, it takes into account the European Union's (EU) Regulations on data protection and privacy, which apply to all its individual citizens as well as those of the European Economic Area (EEA). It also addresses possible transfers of personal data outside the EU and EEA areas. This Privacy Policy aims to simplify the regulatory environment for international business while preserving the individual rights of citizens who visit and consult it and offering them direct control over their own data. "Disclaimer & Terms of Use" is a section which limits the project liability for the outcome of the use of

the web site, by setting up rules and regulations for visitors.

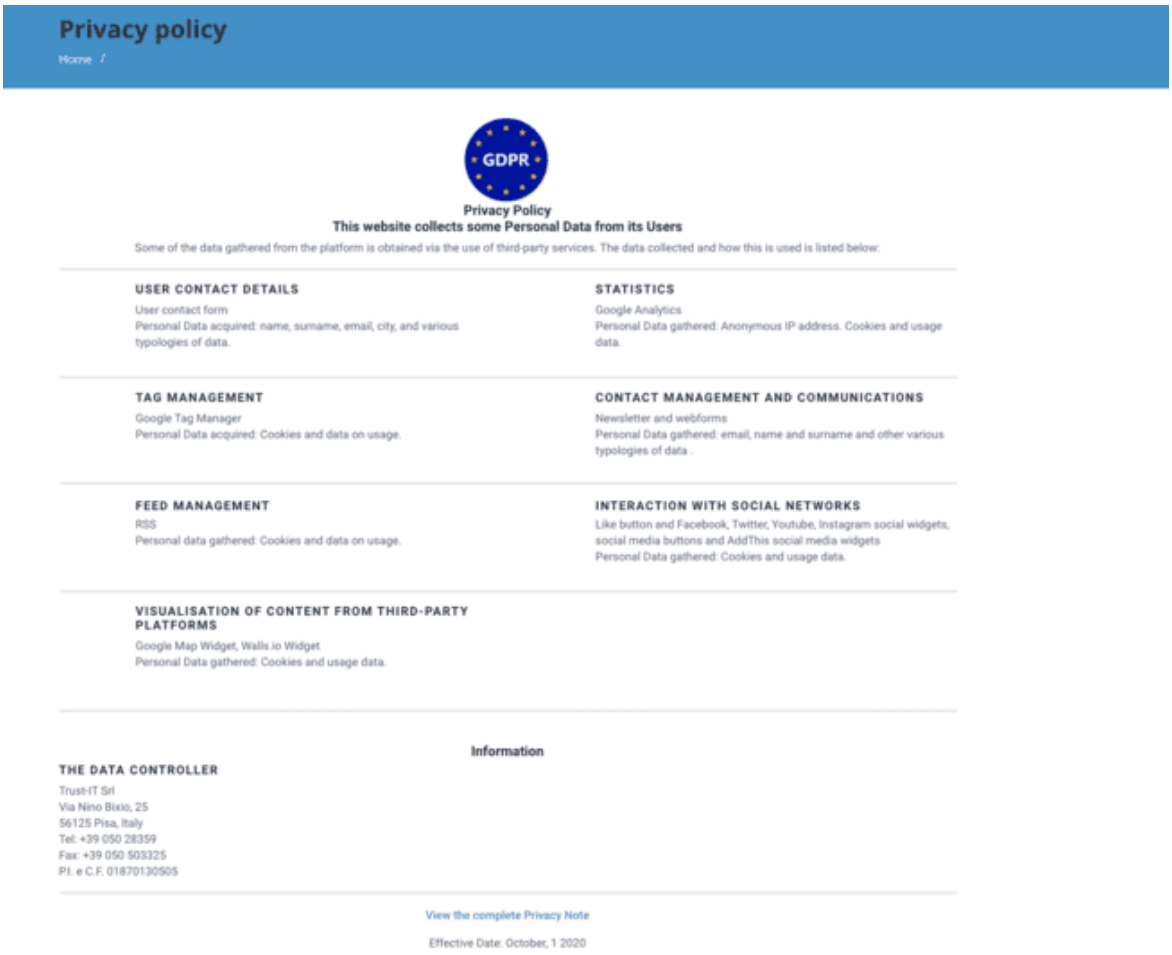


Figure 10 CS3MESH4EOSC Privacy policy

5 Conclusions and next steps

This document has presented the activities performed in order to provide a first revamp of the CS3MESH4EOSC website and includes Project's the new branding guidelines, along with a set of detailed information about the web platform.

A second version of the document is foreseen to be provided in June 2021 and will present the second revamp of the Project's website. Feedback from Project partners will be gathered regarding potential improvements to be made to the it in the following period (from June 2021 to December 2022).