



D7.3 EFFECTOR Initial Web Presence

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| Project Title | An End to end Interoperability Framework For MaritimE Situational Awareness at StrategiC and TacTical OpeRations |
| Project Acronym | EFFECTOR |
| Deliverable Identifier: | D7.3 |
| Deliverable Due Date: | 31/12/2020 |
| Deliverable Submission Date: | 11/1/2021 |
| Deliverable Version: | v.1.0 |
| Author(s) and Organisation: | Barbara Basdeki (ICCS) |
| Work Package: | WP7 Impact Creation, Exploitation and Standardization Activities |
| Task | Task 7.1 Dissemination and Communication |
| Dissemination Level: | PU: Public |



Document Control Page

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| Dissemination Level: | PU: Public |
| Status: | Final |
| Author (s): | Barbara Basdeki (ICCS) |
| Contributor (s): | Pantelis Kanellopoulos (ICCS) |
| Peer Reviewer (s): | Giuseppe Vella (ENG), Alexis Blum (SG Mer) |
| Security assessment: | Passed <u>Comments (if any):</u> - |
| Ethics Assessment: | Approved |
| Ethics Reviewer (s): | Dimitra Papadaki (KEMEA) Comments: Comments regarding the Privacy and Cookie Policy adequately and appropriately addressed. |
| Funding authority: | European Commission |
| Funding Programme: | Horizon 2020 Research and Innovation Programme |
| Topic: | SU-BES03-2018-2019-2020 Demonstration of applied solutions to enhance border and external security |
| Rights: | EFFECTOR Consortium |

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Version History

| Version | Date | Edited by | Description |
|---------|------------|-------------------------------|---|
| v.0.1 | 2020/12/21 | Barbara Basdeki (ICCS) | Final Draft |
| v.0.2 | 2020/12/22 | Pantelis Kanellopoulos (ICCS) | Additions / Comments |
| v.0.3 | 2020/12/22 | Barbara Basdeki (ICCS) | Comments incorporated |
| v.0.4 | 2020/12/23 | Giuseppe Vella (ENG) | Peer review |
| v.0.5 | 2020/12/24 | Alexis Blum (SGMer) | Peer review |
| v.0.6 | 2021/01/08 | Pantelis Kanellopoulos (ICCS) | Final Version |
| v.0.7 | 2021/01/11 | Christos Bolakis (KEMEA) | Review by the SAB |
| v.0.8 | 2021/01/11 | Dimitra Papadaki (KEMEA) | Ethics review |
| v.0.9 | 2021/01/11 | Alexis Blum (SGMER) | Internal approval review by the Project Coordinator |
| v.1.0 | 2021/01/11 | Alexis Blum (SGMER) | Final version submitted |

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Executive Summary

The present deliverable describes the main features of the website that has been developed and the social media accounts created for the EFFECTOR project. EFFECTOR's website will be an important dissemination tool for EFFECTOR, as it will contain all the necessary information on the project and will be constantly updated with the latest information. It will be the project's main channel to the outside world, providing information on EFFECTOR objectives, partners, publications and news.

The website will be updated on a regular basis and may also be revised as the project progresses. EFFECTOR's social media accounts, a Twitter account and a LinkedIn page will actively advance the project's dissemination activities and serve as reflector of the website's content.

1. Introduction

1.1 Purpose and scope

The deliverable D7.3 aims in presenting the website that has been developed and the social media accounts created for the web presence of the EFFECTOR project. In more detail, the main features of the EFFECTOR website are presented along with the design goals and important upgrades and adjustments needed to ensure easy navigation for different users. The social media accounts of EFFECTOR are also presented.

1.2 Intended readership

This is a public document, and can also be consulted by the European Commission, EFFECTOR's consortium partners and external stakeholders.

1.3 Relationship with other EFFECTOR deliverables

This document is complementary to EFFECTOR's deliverable D7.1 Communication and Dissemination Strategy and Plan [1]. The deliverable D7.1 presents a complete communication and dissemination strategy taking into account the intended audience, stakeholders, dissemination channels and opportunities, appropriate communication tools, etc. Any eventual change in D7.1 that would affect D7.3 would be implemented in the latter. D7.3 deliverable focusses on the website as a tool developed specifically to fulfil the goals of the communication plan.

1.4 Structure

The document's structure is given below:

- **Chapter 1**, introduces to the reader the EFFECTOR project; the deliverable's scope and objectives, the intended readership and its relation with other project's deliverables.
- **Chapter 2**, presents the design goals and the main features of the project website, including a presentation of the main tabs, the key messages and the content.
- **Chapter 3**, presents information about the project's LinkedIn page and Twitter Account.
- Conclusions are provided in **Chapter 4**.
- Lastly, **Annex 1** provides a screenshot of website's initial version (*static version*) and **Annex 2** consists the Quality Review Report.

2. The EFFECTOR website

2.1 Concept and Approach

The EFFECTOR website (www.effector-project.eu) has been developed at the beginning of the project and was made accessible to public in its static version (see *Annex I*) in November 2020 (M2). This initial version of the website included a short description of the project, the consortium partners, the emblem of the funding authority and the acknowledgement text. Later on, its updated version was released in January of 2021 (M4). It has been designed to represent the project in a complete, transparent and user-friendly manner. The website's design has been carefully selected to follow EFFECTOR's brand identity to create a well recognisable visual pattern while browsing among the project's information. The website includes several dedicated sections in order to be as complete as possible.

2.2 Site Map

EFFECTOR website's high-level structure has been created to display information about the project in a transparent and accessible manner. For reader's ease a depiction of the site map is provided in *Figure 1*. The comprised elements are presented in detail at the section that follow.

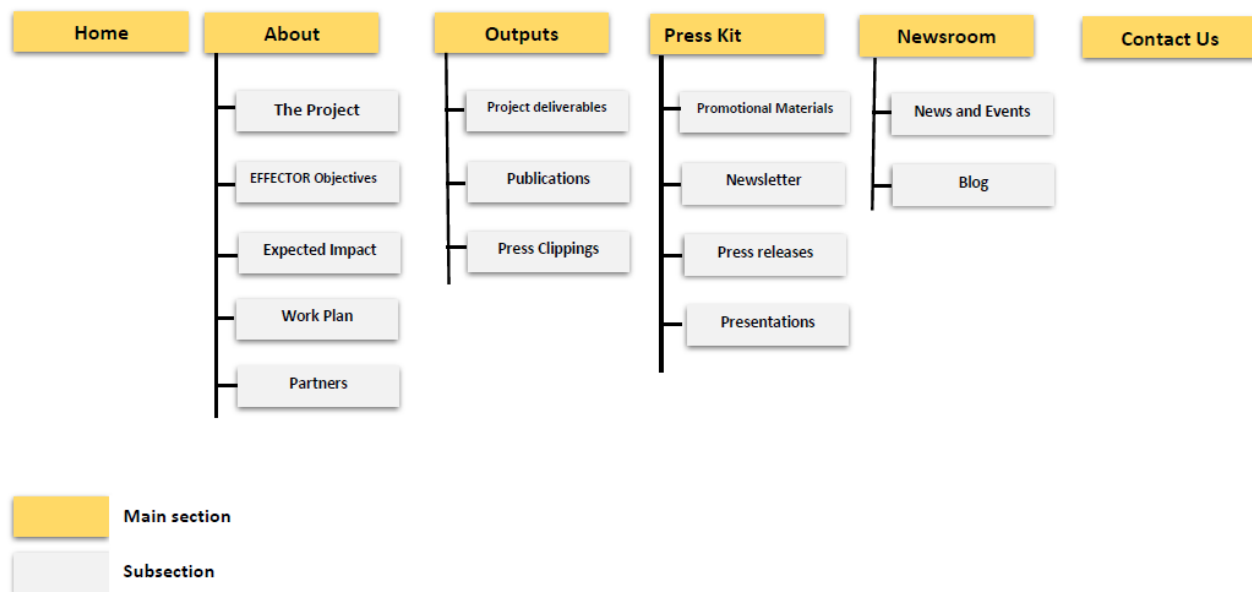


Figure 1: Site Map Depiction

2.2.1 Homepage

The homepage (*Figure 2*, *Figure 3* and *Figure 4*), being the point of entry for site visitors, uses a simple layout to place focus on the essential information and branding and also to facilitate navigation. The header area contains the project's logo on the center and the menu banner just right after this. The menu banner has been divided into Home, About, Outputs, Press Kit and Contact us. The homepage is laid out as follows:

- It features a visual slider with eye catching images, including also the project's acronym and the project's complete title (*An End to end Interoperability Framework For MaritimE Situational Awareness at StrategiC and TacTical Operations*); the visitor can understand where the word "EFFECTOR" comes from. Moreover, one of the images contains the phrase "Unlocking the full capabilities of maritime surveillance", which explains briefly one of the main challenges of the project, along with "Interoperability Framework, Data Fusion and Analytics services for Maritime Surveillance and Border Security" that are included in the other image of the slider.

- A Project news section that shows a preview of the latest news published on the website.
- A call for action button where visitors can subscribe to EFFECTOR’s newsletter. In parallel, a mailing list on Mailchimp has been created to store the email addresses of all subscribers. Subscribers will have the option to also opt-out and stop receiving EFFECTOR’s newsletters, as foreseen by GDPR.
- The Twitter feed, where a live feed from the project’s social media account is provided.
- Bottom banner with the EU flag, the reference to the EU funding and copyright (*present on all pages of the website*), privacy and cookies policy and the social media icons (*Twitter and LinkedIn*).

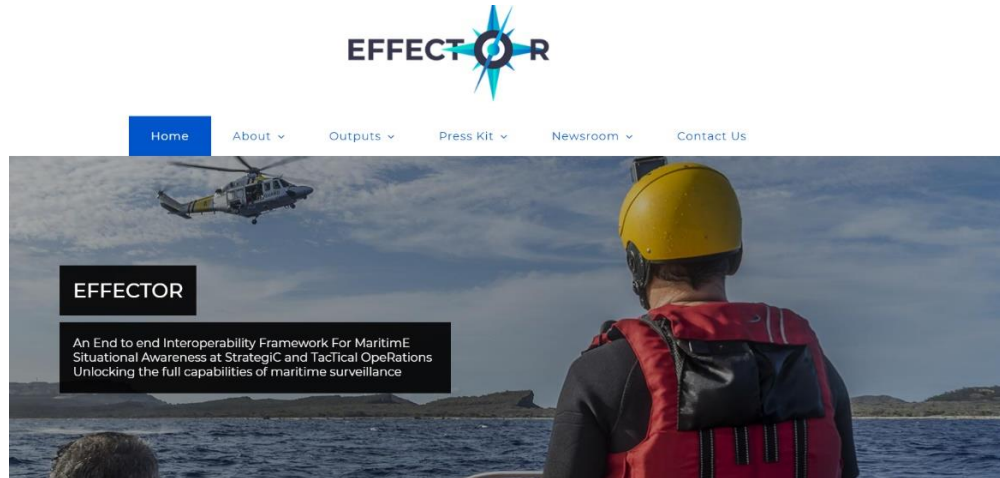


Figure 2: Homepage with logo and slider

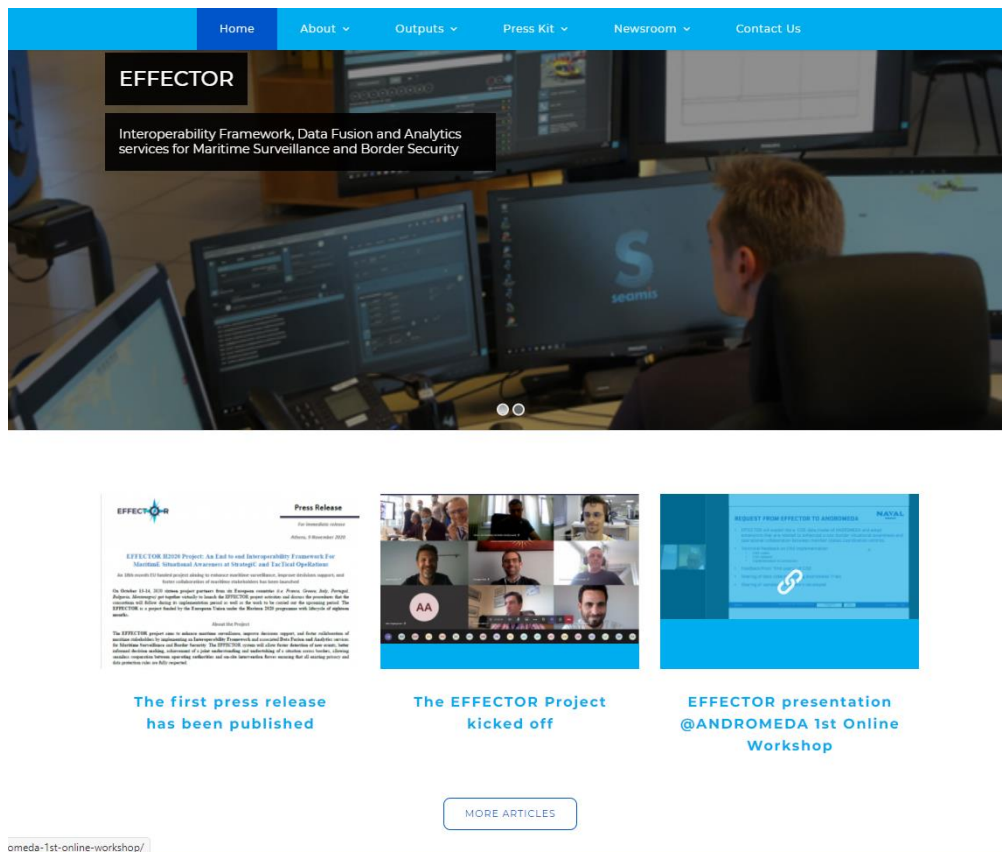


Figure 3: News in home page

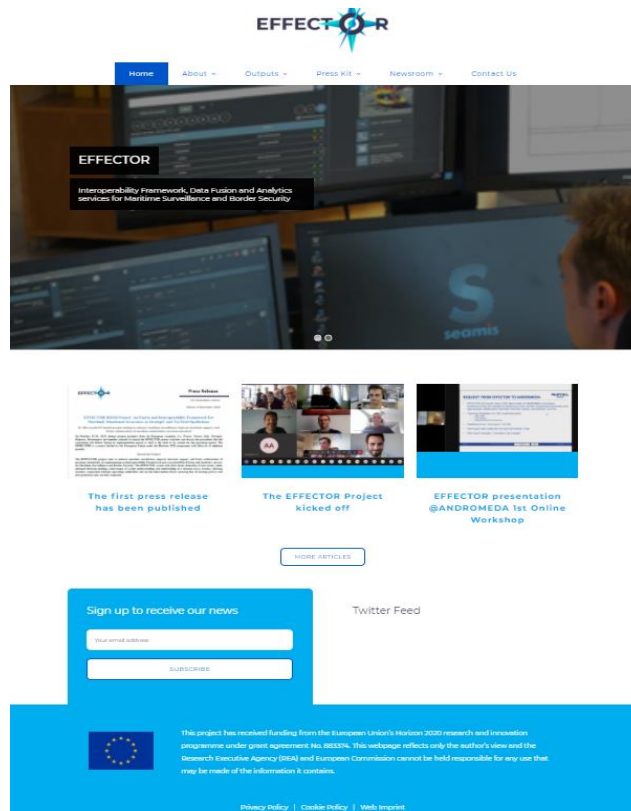


Figure 4: Homepage overview

2.2.2 About

This section outlines EFFECTOR's identity through different subsections:

- **The Project:** General information about the project (*Figure 5*)
- **EFFECTOR Objectives:** This page provides a more detailed description of the project's main objectives, each one with sub-points, as indicated in *Figure 6*.
- **Expected impact:** In this section visitor can find information about the expected impact of the project in several sectors in bullet points (*Figure 7*).
- **Work Plan:** This tab links the visitor to a different page where information about each WP of the project is provided in separate boxes (*Figure 8*).
- **Partners:** This section offers quick access to information about the project partners (*Figure 9*). By scrolling down the users can find the logo and link to the website of each project member.

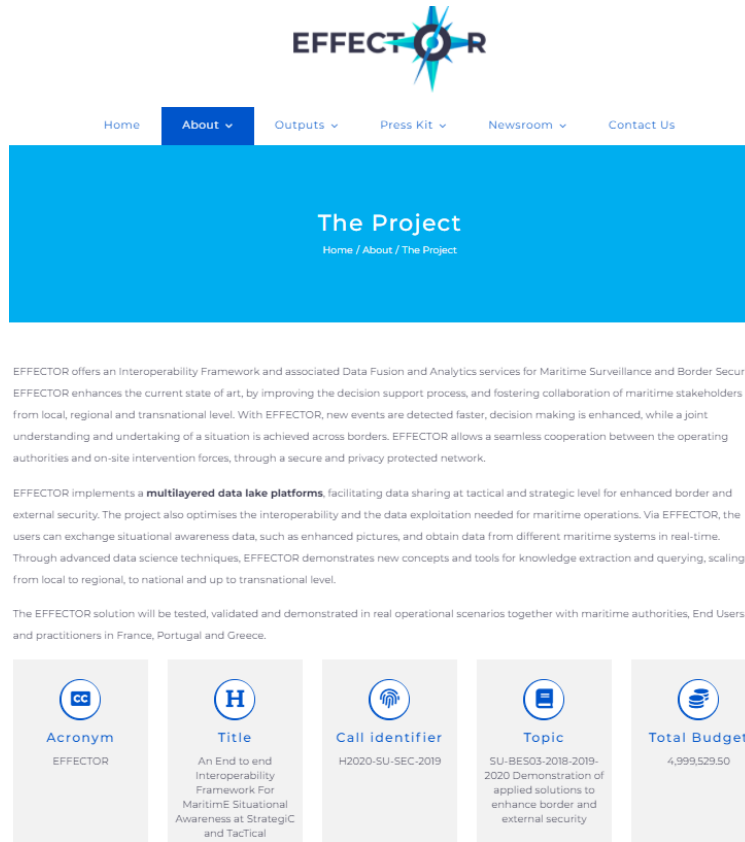


Figure 5: About – The project sub-menu

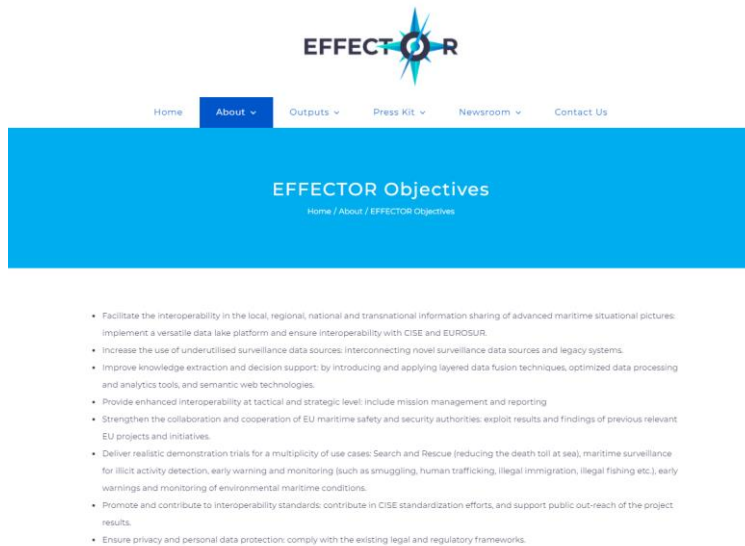


Figure 6: About – EFFECTOR Objectives sub-menu

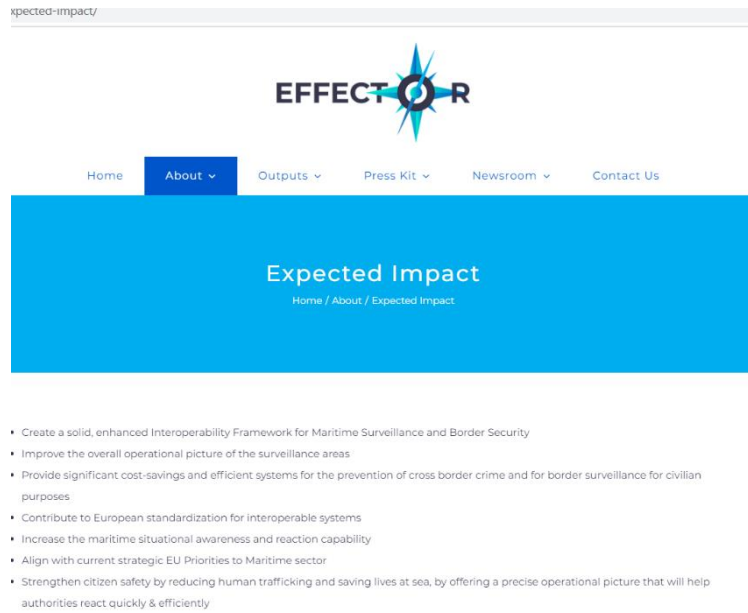


Figure 7: About – Expected Impact sub-menu

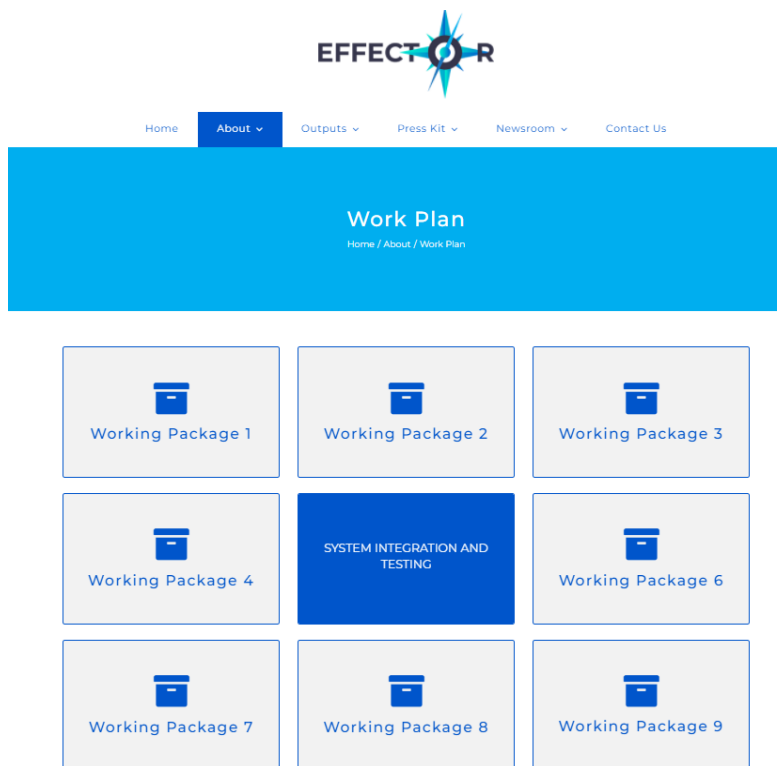


Figure 8: About – Work Plan sub-menu



Figure 9: About – Partners sub-menu

2.2.3 Outputs

Three subsections consist the Outputs main section (*Figure 10*):

- **Project Deliverables:** This sub-page displays all deliverables of the project (*when available*). The public deliverables and an executive summary of the confidential ones will be uploaded on the website when approved by the EC.
- **Publications:** This section contains EFFECTOR’s publications made by project partners (*when available*).
- **Press Clippings:** This section contains mass media articles mentioning the EFFECTOR project. The main purpose of this sub-page is to keep website visitors up to date concerning all the media news related to the project.

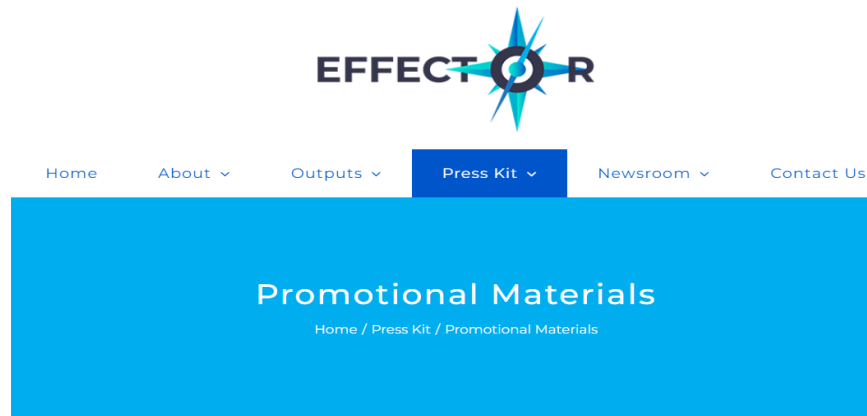
Until the project has developed content to fill each of the above sections, the phrase “Content will be available soon” will be displayed.



Figure 10: Outputs menu

2.2.4 Press Kit

In this section useful information and material about the project addressed to media, other interested stakeholders or general public is included. It contains “**Promotional Materials**” where flyers, brochures etc. will be included when available (*Figure 11*) and “**Newsletter**” where the latest e-Newsletters issues will appear (*Figure 12*). Press Kit also includes “**Press Releases**” tab, where the project press releases can be found in downloadable version (*Figure 13*) and “**Presentations**” tab where all the presentations carried out by the project partners in order to disseminate the project’s results and developments will be available to download (*Figure 14*).



CONTENT WILL BE AVAILABLE SOON

Figure 11: Press Kit – Promotional Materials sub-menu



CONTENT WILL BE AVAILABLE SOON

Figure 12: Press Kit – Newsletter sub-menu

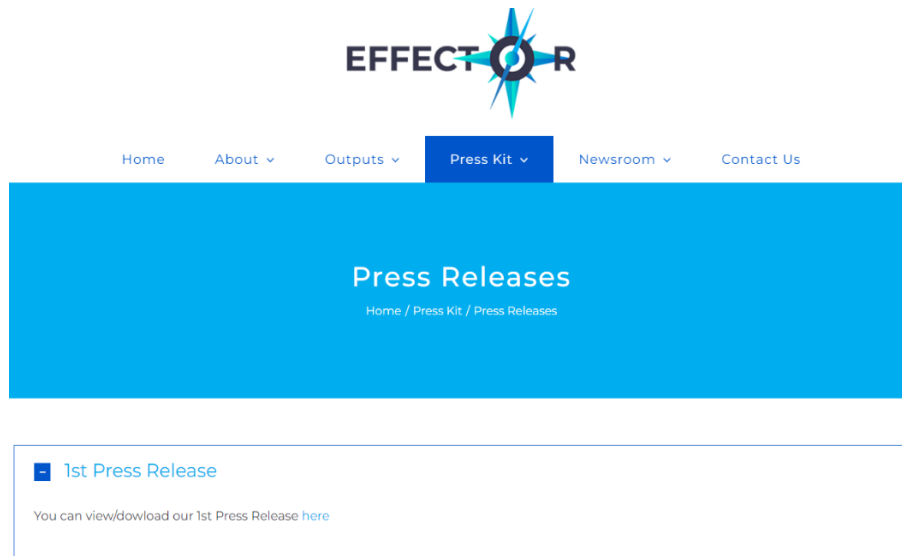


Figure 13: Press Kit – Press Releases sub-menu

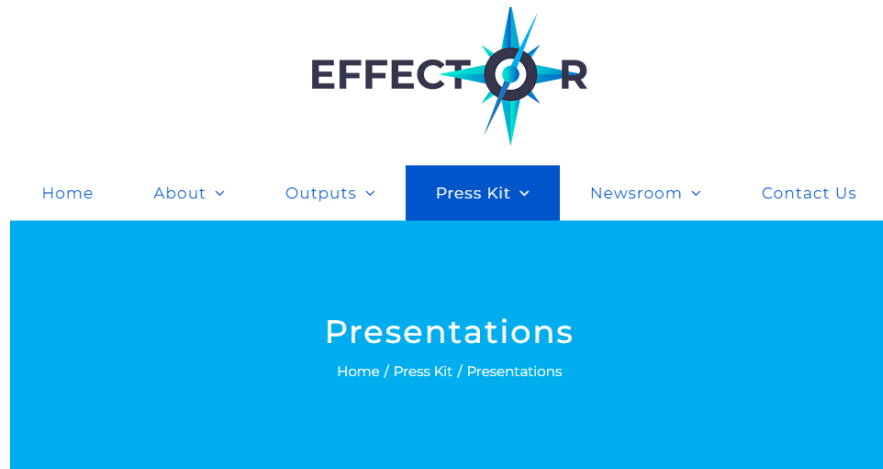


Figure 14: Press Kit – Presentations sub-menu

2.2.5 Newsroom

This page is comprised of two sub-pages: “**News and Events**” sub-page, where the latest three items are published (*Figure 15*) and “**Blog**” sub-page, a space for the User Community established in WP2 as defined in the GA [2].

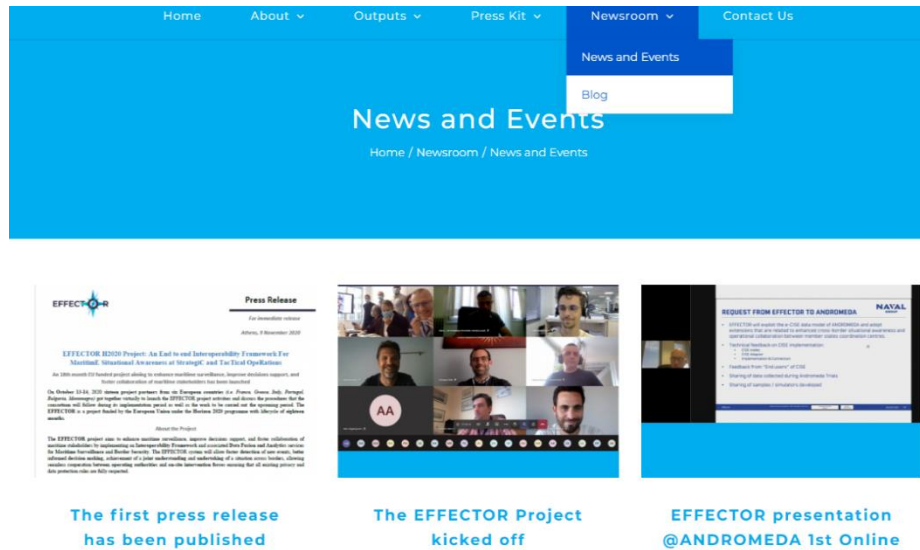


Figure 15: Newsroom – News and Events submenu

2.2.6 Contact us

Users can get in touch with EFFECTOR members via this dedicated form on the “**Contact us**” page. The form is directly linked to a dedicated email reflector, connected to ICCS communication and dissemination team. This team will then make sure that the messages containing specific inquiries are redirected to the proper project member (*Figure 16*).

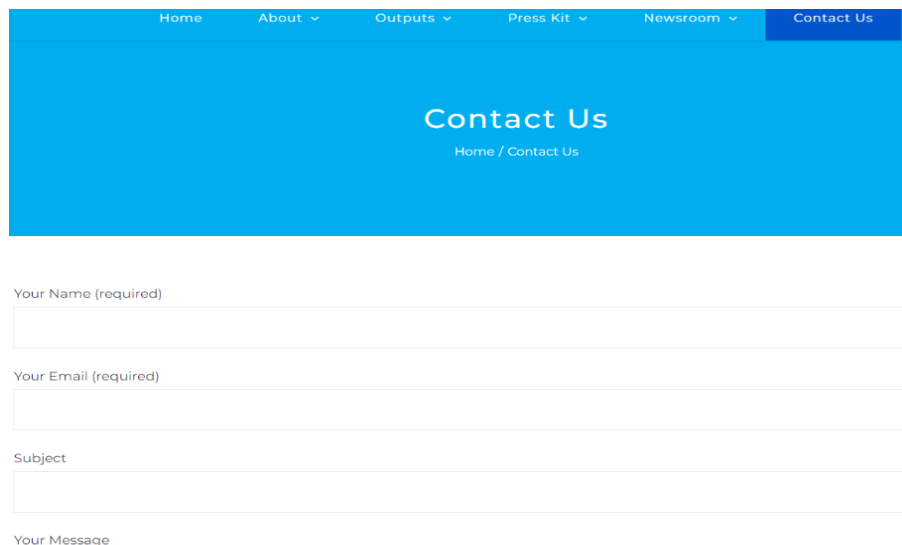


Figure 16: Contact Us menu

2.3 Privacy and Cookie Policy

EFFECTOR's website will be compliant with the European General Data Protection Regulation (GDPR). To fulfil the requirements set by this Regulation, EFFECTOR's website will implement a cookie policy and a privacy policy. The correct use of the website visitors' personal data will also be ensured when using Mailchimp service for the project's newsletter. Subscribers, in fact, will be able to actively subscribe and unsubscribe to the project's newsletter at any moment. The data collected with Mailchimp will be stored throughout the project and subsequently deleted once the project ends.

2.4 Technical aspects

EFFECTOR's website has been built with WordPress, using the theme: Avada. This theme allows the website manager to add, remove and change items directly from the front-end of the website. The following plugins were also used: Avada Builder, Avada Core, Contact Form 7, Custom Twitter Feeds, Duplicator, MC4WP: Mailchimp for WordPress, Post Type Switcher, Yoast Duplicate Post, Yoast SEO.

The performance of the website will be tracked using Google Analytics. The parameters chosen to track such performance are the number of visitors and the location from where they visit EFFECTOR's website. Such parameters will provide a useful insight into the project's communication activities.

3. EFFECTOR on Social Media

3.1 EFFECTOR LinkedIn Page

LinkedIn is considered a key social media platform that will be used to enhance the online presence of the project. A LinkedIn company page has been set up following the project's visual identity and will communicate and engage with users by regularly posting content. LinkedIn will play an important role in disseminating information on the project in professional networks. The LinkedIn account will allow a large group of stakeholders to interact with the project and follow up on EFFECTOR's developments, serving at the same time as a tool for the dissemination of activities and events. The LinkedIn page is a public, rather than a private group and can be found at www.linkedin.com/company/effector-h2020-project.

The project's LinkedIn page is managed by ICCS which will ensure that posts will be published regularly. The main purposes of EFFECTOR posts on the project LinkedIn page are the following:

- Spread information about the project and the current activities,
- Maintain a professional and up-to-date profile,
- Share and promote interesting scientific and industrial developments and events to the community,
- Liaise with other projects and initiatives.

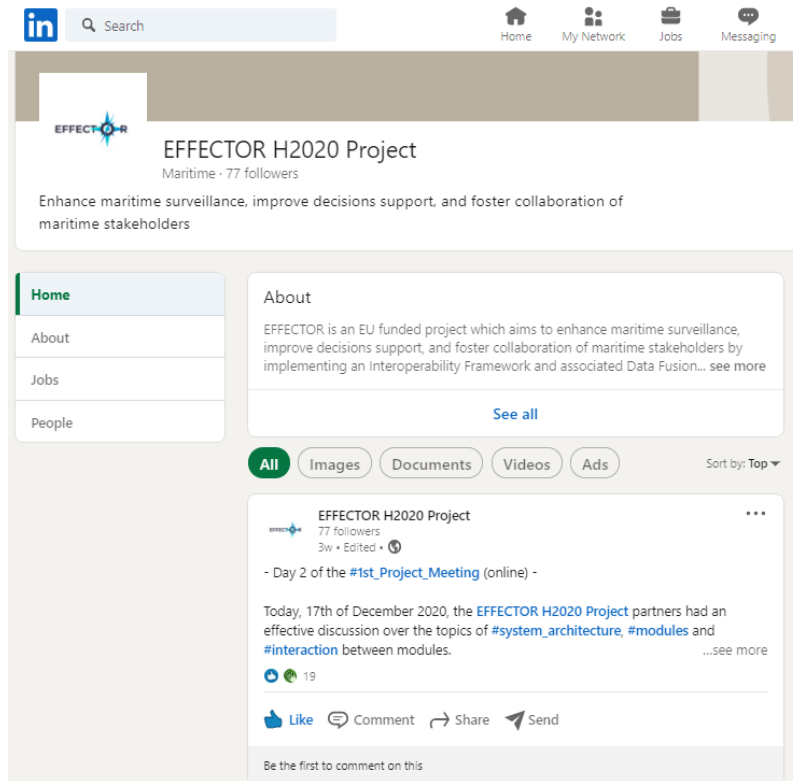


Figure 17: EFFECTOR LinkedIn Page

The main language will be English and additional language posts will be shared in order to reach specific objectives. LinkedIn's activity is also in line with the relevant rules of the EC Directorate-General for Research and Innovation H2020 listed in the Social media guide for EU funded R&I projects [3]. At the submission time of this deliverable (*Jan. 8th, 2021*) this page had **77 followers**.

3.2 EFFECTOR Twitter Account

A Twitter profile (@effector_h2020) has been also set up following the project's visual identity and identifying the most influential hashtags in the field of maritime surveillance and border security. Twitter will play a key role in supporting the communications objectives of EFFECTOR. The Twitter account will be used to raise awareness for the project and showcase EFFECTOR's activities and events. The language of the account will be English, however, occasional posts in the project local languages will be allowed when needed.



Figure 18: EFFECTOR Twitter Account

The Twitter account audience will be general public, other EU projects, European institutions, end users, stakeholders and various professionals. The idea behind this channel is to reach a large number of followers from different backgrounds interested in the project and its methodologies and solutions. Tweets will contain:

- Latest news from the project
- Activities from meetings or workshops
- Retweets of related twitter accounts of initiatives, partners, projects and events

ICCS manages the project Twitter account and will ensure to update content in a regular basis. Nevertheless, all partners are expected to send relevant content for Twitter and support the promotion of EFFECTOR's social media accounts by sharing, liking and retweeting. The administrator of the account will be also committed to follow and be followed by relevant audience (e.g. *partners social media accounts, EU stakeholders, relevant EU projects, EU institutions etc.*). Main keywords and hashtags (such as #maritime, #surveillance, #border, #security, #euproject, #h2020) will also be used in order to increase the tweets' visibility. At the submission time of this deliverable (Jan. 8th, 2021) this account had **51 followers** while **following 64**.

4. Conclusions

The present Deliverable has presented in detail the tools have been developed to support the web presence of the EFFECTOR project. EFFECTOR's website initial version (*static version*) was delivered in M2 of project's lifespan and the updated one in M4, while social media accounts were delivered in M2. The website fully embeds the visual identity set at the beginning of the project and it is built following a structure that best contains and communicates the project's resources and findings. Thanks to an easy-to-navigate website, the end user is once again at the centre of the project, in all of its aspects. The current website represents a good and efficient starting point on which the project can progress and build itself, and will be constantly updated as EFFECTOR progresses. Finally, more activity in the social media is expected for the remaining period.

5. References

- [1] EFFECTOR (2021). Deliverable 7.1 Communication and Dissemination Strategy and Plan
- [2] EFFECTOR (2020). Grant Agreement
- [3] EC- Directorate-General for Research & Innovation (7/1/20). H2020 Programme. Guidance Social media guide for EU funded R&I projects.

Annex 1: Static Website Version

The static version of the project’s website was launched in early November 2020 (M2) and consists the initial one of the EFFECTOR website. A screenshot of the webpage is provided below.



EFFECTOR will unlock the full capabilities of maritime surveillance systems and data sharing at tactical and strategic level by introducing applied solutions for enhanced border and internal security, including the implementation of a multi-agency data base platform for end-to-end interoperability and data exploitation, the exchange of enhanced operational awareness at border or different level with CGE and EUROSTAT, the benefits of interoperability standards for exploiting data sources and systems currently unexploited in maritime environment and the dissemination of new concepts and tools for knowledge retention, semantic representation, data fusion, analysis, and federated querying that can scale from local to regional and up to national and transnational level.

The EFFECTOR solution will be tested, validated and demonstrated in **real operational scenarios** together with maritime authorities, border guards and practitioners in **France, Portugal and Greece**.

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|---|--|--|--|---|
| <p>Acronym EFFECTOR</p> | <p>Title An end-to-end Interoperability Framework for Maritime Situational Awareness at Strategic and Tactical Operations</p> | <p>Call Identifier H2020-101-040001</p> | <p>Topic EU Horizon 2020 2019-2020 Communication of applied solutions to enhance border and internal security</p> | <p>Total Budget 4,394,000,000</p> |
| <p>Funding Authority Subproject Coord.</p> | <p>Programme Horizon 2020</p> | <p>Project duration 18 months</p> | <p>Start Date 1st October 2020</p> | <p>Project Coordinator SECURITY/SAI/ GANEMAL EN LA PIRIA, France (GEMAL)</p> |



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 860274. This webpage reflects only the author's view and the Research Executive Agency (REA) and European Commission cannot be held responsible for any use that may be made of the information it contains.

Annex 2: Quality Review Report

The EFFECTOR Consortium uses the Quality Review Report process for its internal quality assurance for deliverables to assure consistency and high standard for documented project results.

The Quality Review Report is used individually by selected peer reviewers. The allocated time for the review is 7 calendar days. The author of the document has the final responsibility to reply on the comments and suggestions of the peer reviewers and decide what changes are needed to the document and what actions are to be undertaken.

Reviewers

| | |
|--------------------------------|---|
| Project Coordinator | Alexis Blum (SGMer) |
| Management Support Team Member | Alkis Astyakopoulos (KEMEA) |
| Internal Peer Reviewer | Giuseppe Vella (ENG), Alexis Blum (SGMer) |

Overall Peer Review Result

The Deliverable is:

- Fully accepted
 Accepted with minor corrections, as suggested by the reviewers
 Rejected unless major corrections are applied, as suggested by the reviewers

Consolidated Comments of Quality Reviewers

| General Comments | |
|---|--|
| Deliverable contents thoroughness | Reviewers comment: Giuseppe Vella (ENG) The deliverable is well described and address the main objective of the task challenges. Author's reply: |
| Innovation level | Reviewers comment: Giuseppe Vella (ENG) not applicable Author's reply: |
| Correspondence to project and programme objectives | Reviewers comment: Giuseppe Vella (ENG) fully correspondence with project and programme objectives Author's reply: |
| Specific Comments | |
| Relevance with the objectives of the deliverable | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply: |
| Completeness of the document according to the its objectives | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable |

| | Reviewers comment: Author's reply: | |
|---|--|--|
| Methodological framework soundness | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input checked="" type="checkbox"/> Not applicable Reviewers comment: Author's reply: | |
| Quality of the results achieved | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply: | |
| Structure of the deliverable with clear objectives, methodology, implementation, results and conclusions | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply: | |
| Clarity and quality of presentation, language and format | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially <input type="checkbox"/> Not applicable Reviewers comment: Author's reply: | |
| Detailed Comments (please add rows as appropriate) | | |
| No. | Reference | Remark |
| 1 | Overall text | Check the verbal tenses across the document future or present? Or section present in the sandbox and available in the future public version? |
| 2 | Section 2.7.4 | Figure is missing as indicated in the comment? |
| 3 | Section 4 | Is a KPI table with the evidence of the KPI status? |
| 4 | | |
| 5 | | |