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## Deliverable 8.1

# Project Website

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## Document History

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Version	Date	Document history/approvals
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0.2	18/10/2021	Version out for reviewing by the Project coordinator and the STM
0.3	01/11/2021	Version after reviewing
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## List of acronyms

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Item	Description
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>MySQL</b>	My Structured Query Language
<b>PHP</b>	Hypertext Preprocessor
<b>SSL</b>	Secure Sockets Layer
<b>URL</b>	Uniform Resource Locator
<b>WP</b>	Work Package
<b>WPR</b>	WordPress

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## Executive summary

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The current document presents the website and the social media accounts that were created and will be used as the main channels to disseminate and communicate the SECANT project news, results, and achievements.

The website is available at the following address: <https://secant-project.eu> . The website has been designed to be professional, market facing, crawlable and responsive. It contains information about the project, its objectives, the challenges, and the use cases. It will be updated throughout the project lifetime with information about the project, news, events and dissemination material.

A twitter account was created using the name *@SecantProject*.

Finally, a LinkedIn account was created that will be used to post all project news. The link to the account is the following: <https://www.linkedin.com/in/secant-project/>.

The purpose of the document is to validate the creation and basic structure of the website and the creation of the social media accounts. Possible modifications and improvements might be identified in future to address any needs not identified at this stage of the project.

The current report is a working document and will be updated throughout the lifecycle of the project based on the provided feedback, dissemination needs and activities of the project. A final version will be submitted at the end of the project.

## 1. Introduction

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The SECANT platform will enhance the capabilities of organisations' stakeholders, implementing:

- a collaborative threat intelligence collection, analysis and sharing;
- an innovative risk analysis specifically designed for interconnected nodes of an industrial ecosystem;
- a cutting-edge trust and accountability mechanisms for data protection and
- a security awareness training for more informed security choices.

The proposed solution's effectiveness and versatility will be validated in four realistic pilot use case scenarios applied in the healthcare ecosystem. Ultimately, SECANT will contribute decisively towards improving the readiness and resilience of the organisations against the crippling modern cyber-threats, increasing the privacy, data protection and accountability across the entire interconnected ICT ecosystem, and reducing the costs for security training in the European market.

The SECANT project is expected to produce results which will be diffused towards the various audiences using different communication and dissemination channels. The project website will constitute one of the main channels and its creation is validated by the present report.

The "D8.1 Project Website" deliverable report, composed within the scope of "Work Package 8: Dissemination, Communication and Exploitation of Results", provides information regarding the design, specifications, content and delivery of the SECANT project website and its functionalities. Screenshots of the pages and content, that is currently available on the website, are included in this report. The website will be constantly updated during the project lifecycle. Furthermore, the website will be monitored with respect to its performance to ensure that it efficiently communicates the SECANT objectives and disseminates its results to the external stakeholders.

### 1.1. Purpose

The objective of the website is to become the main source of information regarding the SECANT project for the general public, the project partners and the EC, as well as to contribute to both its awareness creation and marketing foundation stage. Moreover, the consortium is responsible to keep a record of the website visitors as well as to update its content and posts in the SECANT subsections/pages.

This report includes relevant material about the design and structure of the SECANT website whose purpose is to promote the goals and concepts of the project, along with highlighting its impact in order to:

- A. Ensure that achievements and results of the project are promoted to the wider community of relevant stakeholders and potential new shareholders through various dissemination activities such as:
  - Webinars and trainings to incubators and associations.
  - Publications in conferences, journals, workshops, international events, and relevant fora.
  - Presentations in scientific events and conferences.
  - Quarterly newsletters.
- B. Engage external stakeholders<sup>1</sup> by promoting and communicating events such as:
  - Trials/Showcases.
  - Exhibitions in industrial and scientific events.

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<sup>1</sup> More detailed information on how liaisons with external stakeholders will be included into the SECANT deliverable 8.2 which will be submitted by the end of November 2021.

## 1.2. Scope and intended Audience

A high quality, well-structured website is an essential tool to create awareness of project objectives and results. Additionally, the dissemination activities can be communicated in a proper manner to have an increased impact on a variety of audiences including the external stakeholders such as academia, the general public, SMEs, etc.

The scope of website is to define the fundamentals of an effective promotion and communication of the project and its potential benefits which will lead to possible collaborations with various organizations mainly in Europe, but also internationally. Furthermore, one of the most significant goals of the website is to expand the visibility of the project to a wider ranged and diversified audience as well as to disseminate its plans, actions and results by keeping up to date the relevant stakeholders.

The promotion of the above goals will be enhanced by the presence of SECANT to the social media networks alongside with an efficient branding strategy<sup>2</sup>.

## 1.3. Development information

The website was created by Eight Bells LTD and is on air at the following URL: <https://secant-project.eu>.

## 1.4. Structure

This report contains the following sections:

- Section 1 - Introduction: In this section, a summary and brief overview are provided to describe the scope and the objectives of the website.
- Section 2 - Policy and Identity: This chapter includes a brief description of the visual identity of the website.
- Section 3 - SECANT website: This section describes the structure and the logic that this website has been created.
- Section 4 – Conclusion: The last section of the report summarises the purpose of the document providing possible future work based on website statistics and feedback from the external stakeholders.

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<sup>2</sup> More details will be included in the general Dissemination & Communication plan (Deliverable 8.2).

## 2. Policy and Identity

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### 2.1. SECANT Dissemination Framework

The dissemination activities that are linked to the completion of the SECANT objectives and results are highly served by external web-based means that will communicate the actions to the wide and heterogeneous audience. To this end, a project website has been developed to disseminate the project outcomes, objectives, significant achievements and public documentation such as deliverables and scientific publications. The website will support this purpose throughout the whole duration of the project and beyond as well.

#### 2.1.1. Logo visual identity

The logo has been designed on the rationale of a vibrant and unique icon that reflects both its mission and values.

The logo is consisted of two parts:

- Icon part: contains a lock which represents the security and the shapes inside the lock and means the relationships between different devices (IoT network).
- Text part: contains the title of the project.



*Figure 1. Final logo with text*

#### 2.1.2. Website visual identity

The SECANT website URL address is <https://secant-project.eu>. The choice of the eu-domain is crucial to enhance their project visibility both within the EU single market and globally and highlight its impact as well as the funding by the EC.

The main colours that have been used on the website are in line with the colours of the logo which are the HEX: # f36c24 and the HEX: #243c4c. More specifically, dark blue is associated with expertise and stability and the orange is often used to draw attention.

The relevant communication and dissemination activities of SECANT have to comply with the logo and the colours that have been identified on the visual identity section.



### 3. SECANT Website

The SECANT website aims to become an effective tool for communicating the SECANT project's activities, innovation results and relevant content to different stakeholders. The website has been designed to provide an easy navigation, accessible and user-friendly experience for its visitors, as well as to display project information in a fine-looking format to engage stakeholder interest, while its design is in line with the branding policy of SECANT.

Additionally, text and pictures have been chosen with consideration to ensure the proper communication of the project's objectives. Furthermore, consideration has been given to link appearance and feel of the website in conjunction with the project logo and brand to ensure congruity.

This website will be updated and maintained on a regular basis not only during its lifetime, but also as a static webpage even after the completion of the project.

This section of the deliverable presents the technical infrastructure that is used for hosting and running the website. Furthermore, this section presents the features, functionalities, and content of the SECANT website.

#### 3.1. Website technology & plugins

The project website is built in WordPress (WPR). WPR is a tool that offers loads of possibilities in order to construct a functional, accessible, responsive and modern website that adequately promotes the SECANT project.

In the following table some important WPR related specifications are described.

Item	Content
<b>Site URL:</b>	Site URL: <a href="https://secant-project.eu">https://secant-project.eu</a>
<b>WPR Version:</b>	WPR Version: 5.8.1
<b>5.6.1 PHP Version: 7.4.11</b>	PHP Version: 7.4.23
<b>MySQL Version:</b>	MySQL Version: 4.9.7

The website is structured in a way to allow navigation through the major points of the project. On the one hand, it comprises static pages, with in varying content that give an overview of the project, describe its objectives and use cases and present the consortium. On the other hand, it comprises blog pages, dynamically updated with new posts that aim to provide a picture of the project's current status, inform the general audience on activities related to the SECANT project.

A number of plugins have been installed in order to satisfy the multitude of requirements that emerge in order to build a functional and attractive website that offers high quality user experience. In the following, we present the functionalities of some of the most important plugins:

- **Responsiveness:** since nowadays the number of mobile users has undergone a tremendous rise and so has the variety of devices with internet access (tablets, laptops, PCs, mobiles etc.), one of the most important features of a modern website is to be responsive; that is to adapt to the screen size of each possible type of device, through which the user may access the website. For that reason, a responsive slider was selected, along with several other WPR settings that ensure the responsiveness of the SECANT website.
- **Anti-Spam:** a WPR plugin that protects the website from spam.
- **Google Analytics:** a WPR plugin that connects Google Analytics with the website, enabling the administrators to see how visitors find and use the website, discover possible shortcomings or sources of enthusiasm in the website and manage it in way to increase user satisfaction.

As part of the future development of the website and in order to enhance the website security, it is planned to add more layers of security. This progress will be reported into the forthcoming deliverables.

Finally, the pictures that are included in the project website have been acquired by 8BELLS, royalty free and licensed by WordPress Consulting and are in line with the dissemination strategy.

### 3.2. Detailed Technology profile

In order to achieve the functionalities presented in the previous section and fulfil the purposes of the website, the following technology profile has been used.

Item	Name	Link
Plugin	Elementor	<a href="https://el.wordpress.org/plugins/elementor/">https://el.wordpress.org/plugins/elementor/</a>
Plugin	Contact Form 7	<a href="https://el.wordpress.org/plugins/contact-form-7/">https://el.wordpress.org/plugins/contact-form-7/</a>
Plugin	Essential Addons for Elementor	<a href="https://wordpress.org/plugins/essential-addons-for-elementor-lite/">https://wordpress.org/plugins/essential-addons-for-elementor-lite/</a>
Plugin	myStickymenu	<a href="https://el.wordpress.org/plugins/mystickymenu/">https://el.wordpress.org/plugins/mystickymenu/</a>
Plugin	Premium Addons for Elementor	<a href="https://wordpress.org/plugins/premium-addons-for-elementor/">https://wordpress.org/plugins/premium-addons-for-elementor/</a>
Security Plugin	Akismet Anti-Spam	<a href="https://el.wordpress.org/plugins/akismet/">https://el.wordpress.org/plugins/akismet/</a>
Theme	OceanWP	<a href="https://oceanwp.org/">https://oceanwp.org/</a>
Content Management System	WordPress 5.8, WordPress	<a href="https://el.wordpress.org/">https://el.wordpress.org/</a>
JavaScript Libraries and Functions	jQuery, PHP	<a href="https://jquery.com/">https://jquery.com/</a> , <a href="https://www.php.net/">https://www.php.net/</a>
SSL Certificates	SSL by Default	
Web Servers	Apache, Apache 2.4	

### 3.3. Website Structure

The website is designed to achieve the easy navigation of both the pages and information that the users request.

The SECANT website has one horizontal menu as depicted in Figure 2.



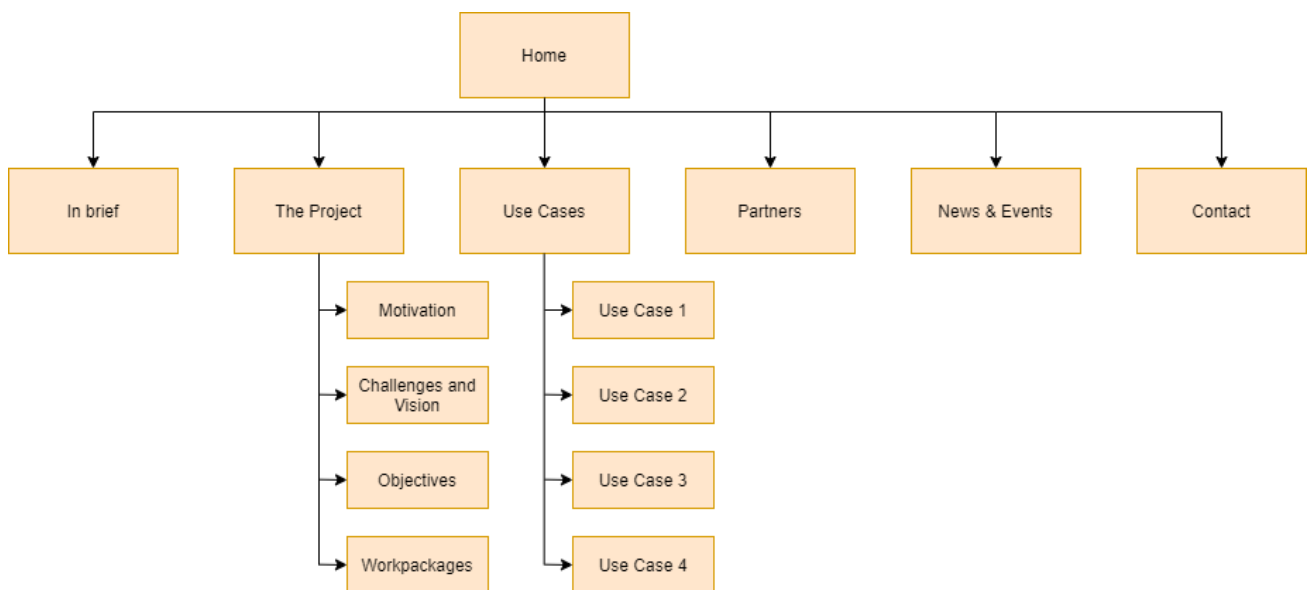
Figure 2: Main Horizontal Menu

The main menu of the website has the following links:

- Home (the house icon)
- In Brief
- The project
- Use cases
- Partners
- News & Events
- Contact

Furthermore, the website includes four sub-pages to facilitate its navigation to the visitors.

The structure of the project website is presented in the following Figure 3.



*Figure 3: Website structure*

### 3.3.1. Home

At the home page each visitor can get useful information about the project such as the main pillars of it and the involved partners and countries via the SECANT homepage.

The project logo is presented on the header and left area while the social media links are located on the bottom of the homepage.

The footer of the home page includes the EU logo, the SECANT project disclaimer, the privacy policy as well as links for the social media profiles associated to the project.



The screenshot shows the home page of the SECANT project website. At the top, there is a navigation menu with links for 'IN BRIEF', 'THE PROJECT', 'USE CASES', 'PARTNERS', 'NEWS & EVENTS', and 'CONTACT'. Below the navigation is a large hero section with a dark background and orange particle effects. The main heading reads 'SECURITY And privacy protection in Internet of Things devices'. Below this, four white boxes display statistics: 9 Countries, 19 Partners, 3 academics, and 15 Companies.

The 'OUR VISION' section contains the following text:
 

The SECANT platform will enhance the capabilities of organisations' stakeholders, implementing (a) collaborative threat intelligence collection, analysis and sharing; (b) innovative risk analysis specifically designed for interconnected nodes of an industrial ecosystem; (c) cutting-edge trust and accountability mechanisms for data protection and (d) security awareness training for more informed security choices. The proposed solution's effectiveness and versatility will be validated in four realistic pilot use case scenarios applied in the healthcare ecosystem. Ultimately, SECANT will contribute decisively towards improving the readiness and resilience of the organisations against the crippling modern cyber-threats, increasing the privacy, data protection and accountability across the entire interconnected ICT ecosystem, and reducing the costs for security training in the European market.

The 'PARTNERS' section features a row of national flags from various European countries and a map of Europe with several countries highlighted in orange. Below the map are logos for the project partners: TIC Salut Social, i2cat, ianus consulting, and INFO LYSIS.

The footer includes a European Union flag and a funding notice: 'This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No. 101019645.' It also contains a navigation menu with links for Home, IN BRIEF, THE PROJECT, USE CASES, PARTNERS, NEWS & EVENTS, and CONTACT, along with a Disclaimer and Privacy Policy link.

Figure 4: "Home" page

### 3.3.2. In Brief

The "In Brief" section contains a short summary of the objective as well as other useful information about the project.

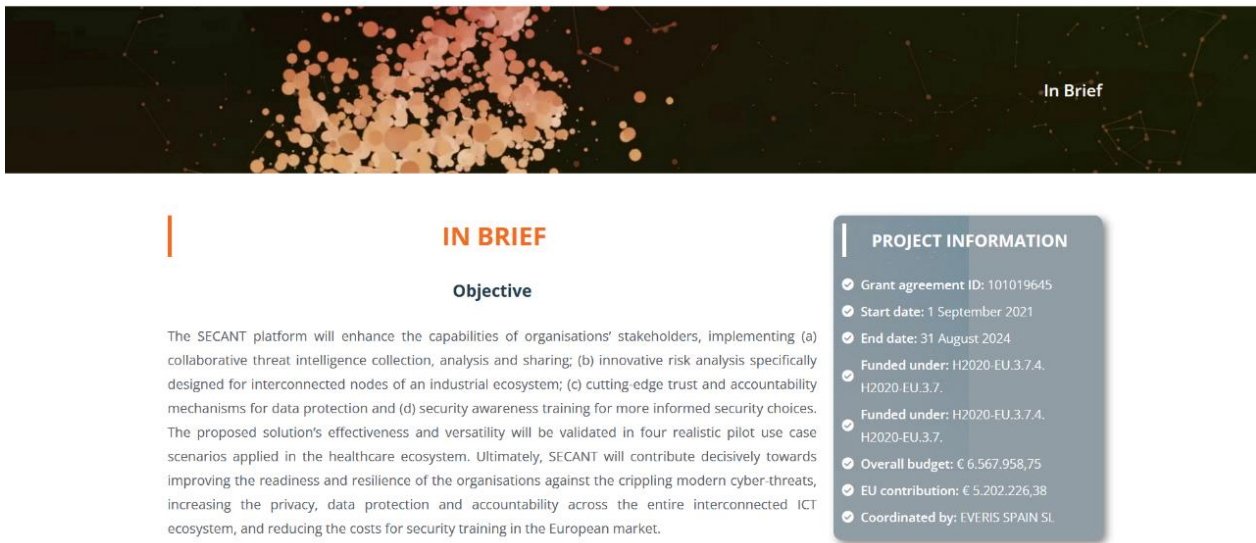


Figure 5: "In Brief" page

### 3.3.3. The Project

This page and the respective sub-pages summarise the motivation, challenges and vision, objectives and work packages as whole information of SECANT project.

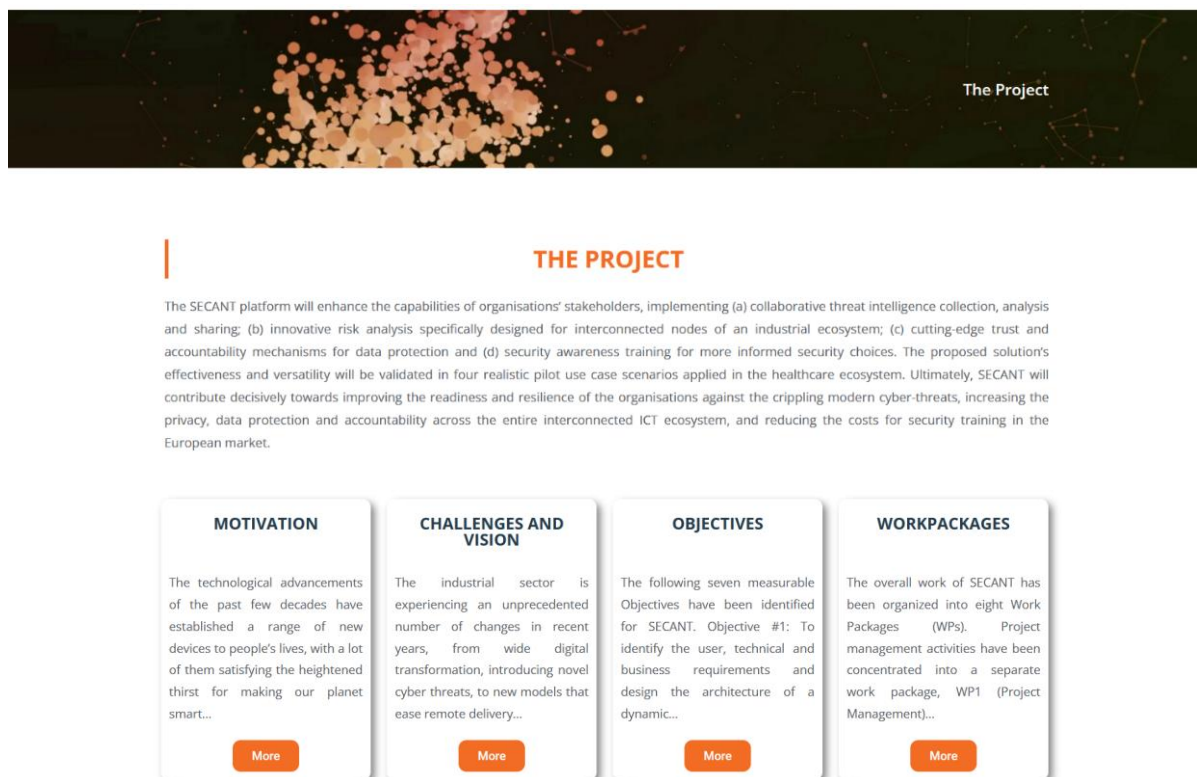


Figure 6: "The project" page

### 3.3.4. Use cases

The use cases page includes a brief summary and the demonstration setup for each of the four use cases.

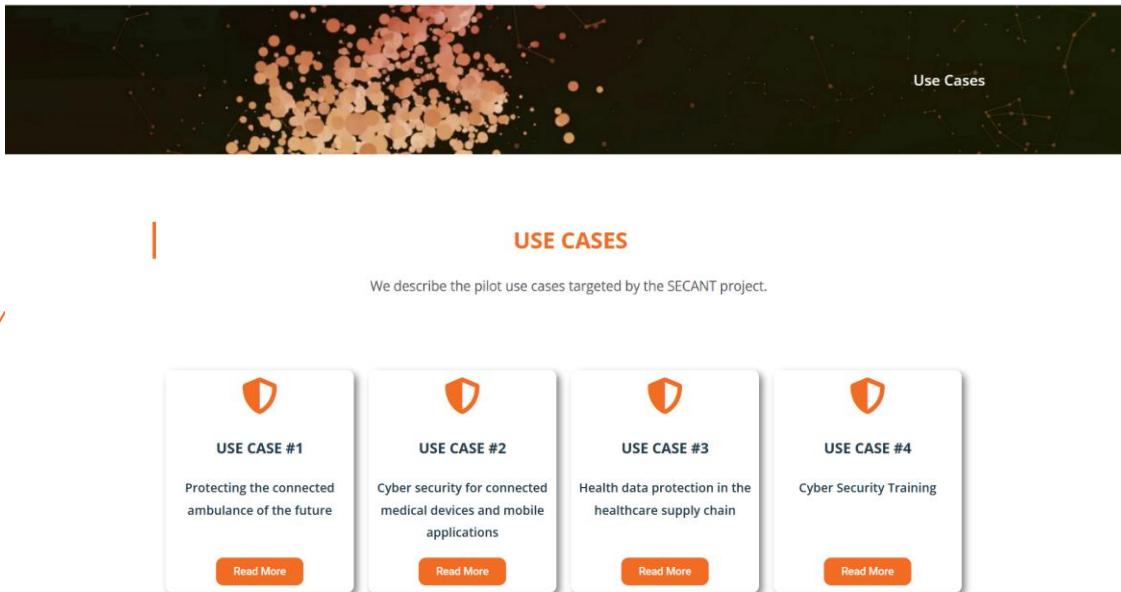


Figure 7: "Use Cases" page

### 3.3.5. Partners

Using this page, website users have access to the general profiles and the official logos of the partners involved in the SECANT project, as well as their role and contribution on it.

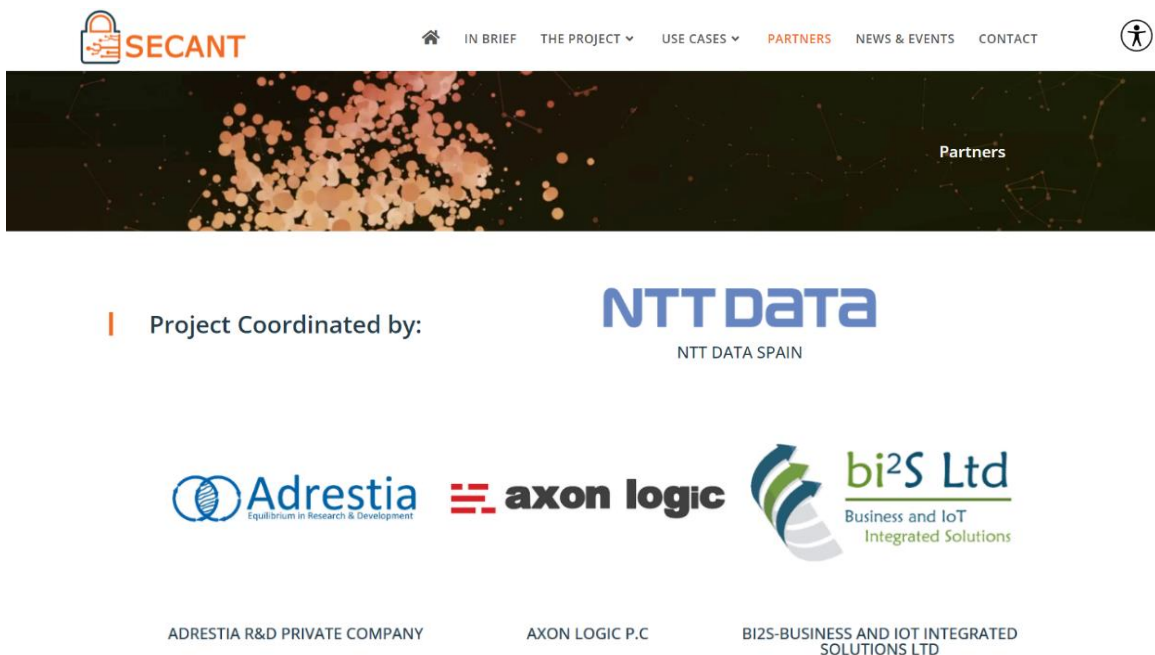


Figure 8: "Partners" page



### 3.3.6. News and Events

The News & Events page will include any major news or events that are related with the SECANT project.

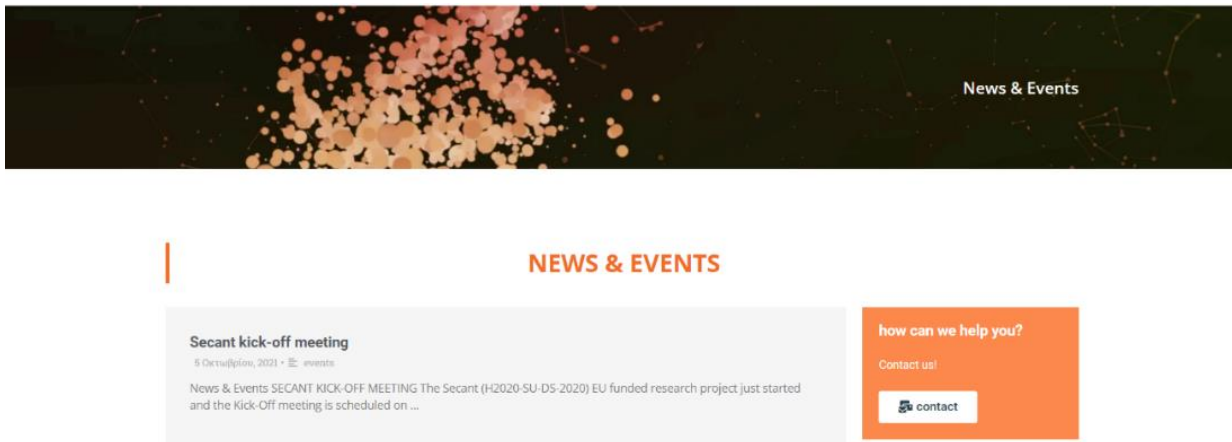


Figure 9: "News & Events" page

### 3.3.7. Contact

By navigating to this page, website users can communicate directly to the Project Coordinator either via email or by using a communication form to provide general feedback or questions regarding the project.

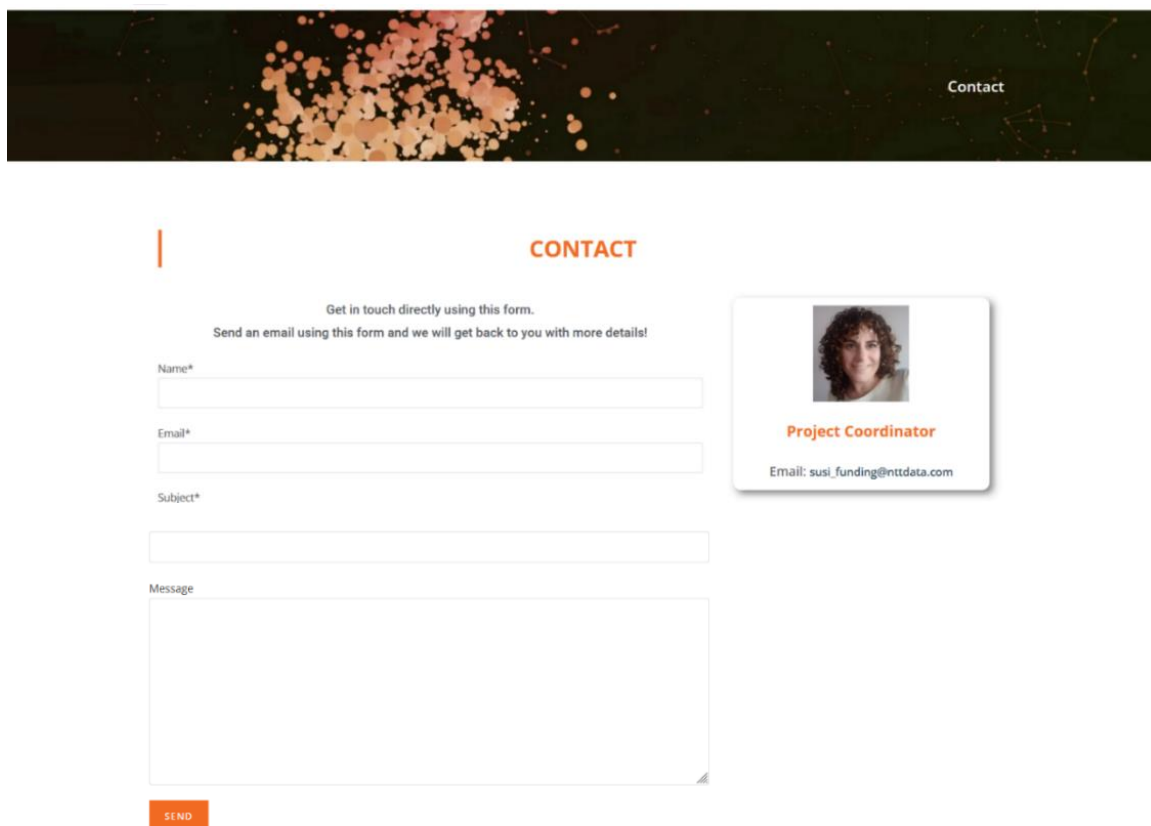


Figure 10: "Contact" page

### 3.3.8. Privacy and Policy

The Privacy and Policy page provides information about the protection of your personal data.

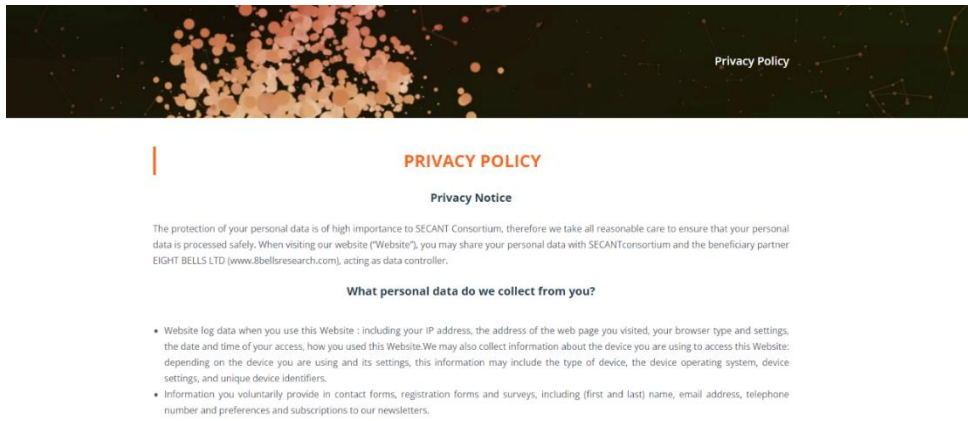


Figure 11: “Privacy and policy” page

### 3.3.9. Accessibility menu

One of the most significant functionalities of the website is the dedicated section with accessibility features which allows the user to facilitate customising the content representation based on the special needs of each visitor ensuring that the project does not exclude anyone from accessing its results and updates.

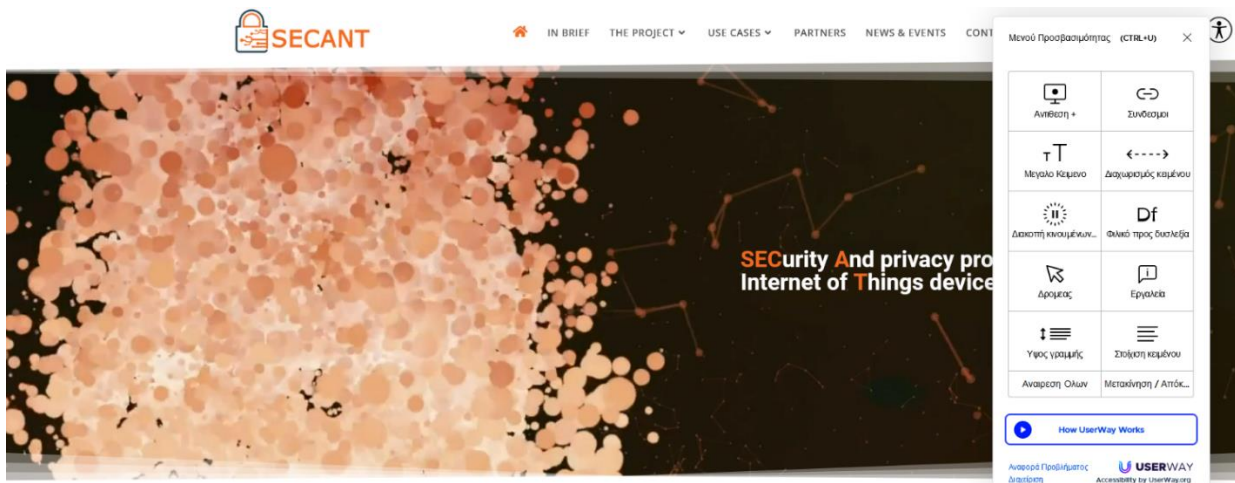


Figure 12: Accessibility website menu

### 3.3.10. Social Media Links

Through the website navigation, the user can easily access the social media accounts of SECANT. The respective links for each of the social media are noted below:

- Twitter: <https://twitter.com/SecantProject>
- LinkedIn: <https://www.linkedin.com/in/secant-project>



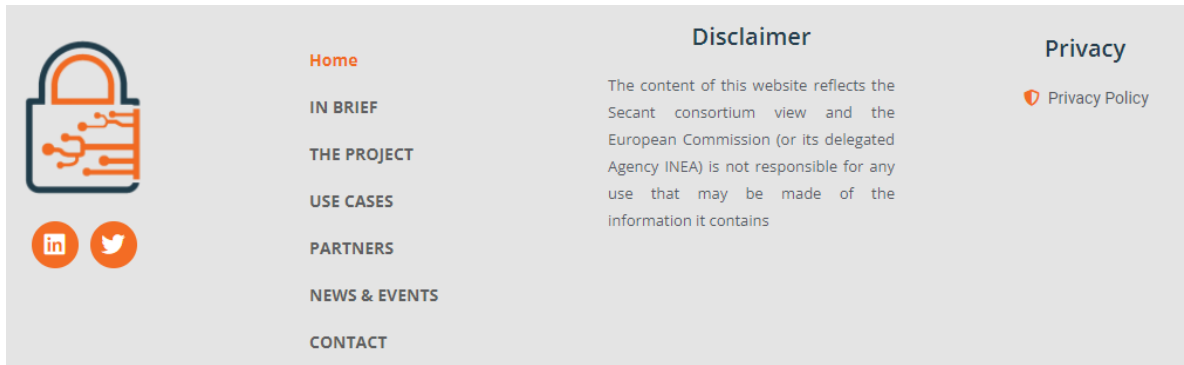


Figure 13: Links to the project's social media channels (LinkedIn and Twitter) located in the footer of the website.

## 4. Conclusions

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The main purpose of the current deliverable, “D8.1 Project Website” is the creation of a reliable report that defines:

- a) the main functionalities, features and content of the SECANT website,
- b) its visual identity and the technology that was used for the development of the website, alongside with its core functionalities.

The SECANT website was created taking under consideration the following two main pillars:

- 1) to provide a high-quality user experience to both experts and non-experts by combining accessibility, attractive graphic design, security, and optimal usability and
- 2) to provide a comprehensive picture of the achievements and updates of the project. The SECANT website contains all the relevant information related to the project such as objectives, consortium contacts, news and use cases details to contribute to the purposes of WP8.

Furthermore, it is important to realise that the project website is in a very early stage. Therefore, the website is expected to keep its capacity to be adapted by adding additional features depending on the dissemination strategy and project branding.

As one of the most significant dissemination tools, the website will be regularly updated by the Dissemination Manager with the latest news, information and relevant documents even after the completion of the project.