SEcure Decentralised Intelligent Data MARKetplace

D6.1 Project website and dissemination material

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List of Contributors	
Name	**Partner**
Luis Sánchez	UC
Juan Ramón Santana	UC
Jorge Lanza	UC
Arturo Medela	ATOS

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Quality manager	María Guadalupe Rodríguez (ATOS)	30/11/2022
Project Coordinator	Arturo Medela (ATOS)	01/12/2022

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List of Acronyms

Abbreviation / acronym	Description
CMS	Content Management System
DB	DataBase
EC	European Commission
EU	European Union
Dx.y	Deliverable number y belonging to WP x
GA	Grant Agreement
HTTPS	HyperText Transfer Protocol Secure
PHP	Hypertext Pre-processor
URL	Uniform Resource Locator
WP	Work Package

Executive Summary

This document is Deliverable "D6.1 Project website and dissemination material", which presents the functional of the official website of the SEDIMARK project. More specifically the document describes the portal website and the implemented features available for the public.

The web portal, which can be publicly accessed at the Uniform Resource Locator (URL) address https://sedimark.eu, has been launched in November 2022. It constitutes one of the most relevant tools in the dissemination and communication activities for the SEDIMARK project.

The website has been designed using WordPress. The website layout presents a project overview, including project objectives, consortium partners, a section for news & events relevant in the field of the project and a download section (including dissemination kit, publications, and deliverables).

The current version of the dissemination website follows the project´s graphic identity. Additionally, the website follows the European Union (EU) recommendation regarding usability and accessibility and has the EU flag and the Horizon Europe logo and grant agreement (GA) disclaimer.

1 Introduction

1.1 Purpose of the document

This document is accompanying the set-up of the project website. It provides a brief overview of the webpage structure and objectives. It includes some snapshots of its look-and-feel, together with its initial contents.

A first version of the website has been released by partner Universidad de Cantabria with basic information about the project: overview, targeted stakeholders, objectives and contact information.

During the project, the structure and especially the content of the website will be subject to modifications, updates with news, diagrams, graphic material, relevant info, downloads, links, etc.

The site will remain available after the project is finished.

Moreover, other two dissemination channels are also presented in the document, namely, social networks and initial leaflet.

1.2 Relation to another project work

The project website will be the main reference for the project dissemination strategy. It will be continuously updated with all the activities and results coming from the project progress. In this sense, all SEDIMARK partners will contribute with content that will be uploaded to the website and stored on dedicated area for project's results dissemination.

1.3 Structure of the document

This document is structured in 5 major chapters.

Chapter 2 presents the structure, look-and-feel, and initial and planned content for the project website.

Chapter 3 presents the social networks channels that have been created to maximize the project outreach and impact.

Chapter 4 presents some additional physical materials (e.g. roll-out, leaflet, etc.) that have been created in order to support the project's presence when attending events.

Chapter 5 concludes the document.

2 Project Webpage

2.1 Website Look & Feel

A complete graphic identity to communicate the main concepts of the SEDIMARK project has been designed. This simple, useful and consistent graphic identity helps the consortium to communicate the project messages more effectively. Graphic identity involves the use of logos, type fonts and colours to create an image easy to recognize by the audience.

The current version of the dissemination website follows the project´s graphic identity. Additionally, the website follows the European Union (EU) recommendation regarding usability and accessibility and has the EU flag and the Horizon Europe logo and grant agreement (GA) disclaimer.

The structure and especially the contents of the page are subject to change with time.

2.2 Website structure and contents

The SEDIMARK project website [1] has been designed using WordPress [1]. WordPress is a free and open-source Content Management System (CMS) written in hypertext pre-processor (PHP) language and paired with a MySQL or MariaDB database with supported Hypertext Transfer Protocol Secure (HTTPS) [2]. WordPress is one of the most popular CMS solutions in use.

The current website layout presents a project overview, including project objectives, project partners, news & events relevant in the field of the project and a download section (including dissemination kit, publications, deliverables).

As mentioned above, the SEDIMARK website is still subject to improvements. The site will provide an up-to-date view on SEDIMARK project including as well:

- General information area.
  - Global objectives and vision.
  - Use cases description.
  - Consortium partners information.
- References to results, publications, best practices and other miscellaneous information.
- Contact form.
- Icons to the social media channels.

2.2.1 General Structure of the web portal

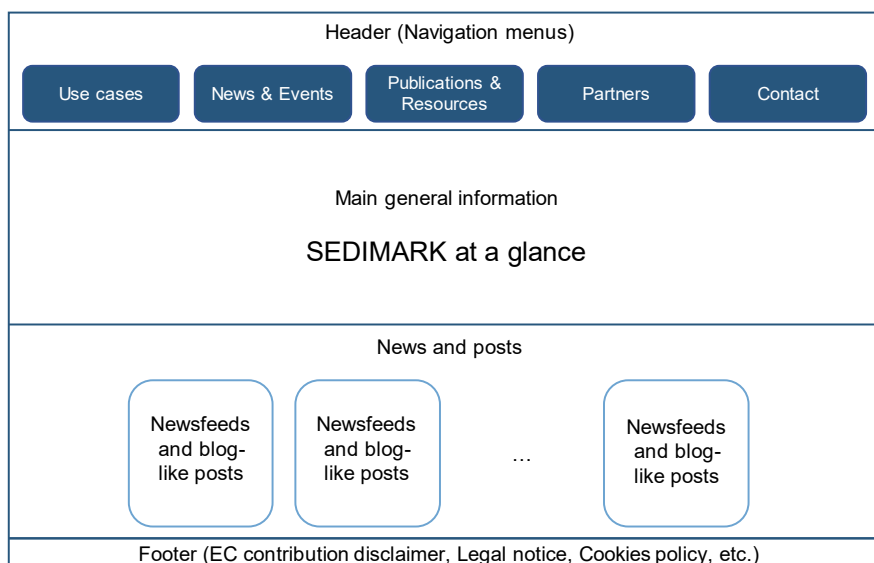Figure 1 shows a schematic view of the SEDIMARK website organization.

Figure 1. SEDIMARK webpage general structure

2.2.1.1 Header

Figure 2 presents the website header with the menus that will be accessible on the page.

Figure 2. SEDIMARK website Header

2.2.1.2 Footer

Figure 3 presents the website footer with the legal and formal disclaimers.
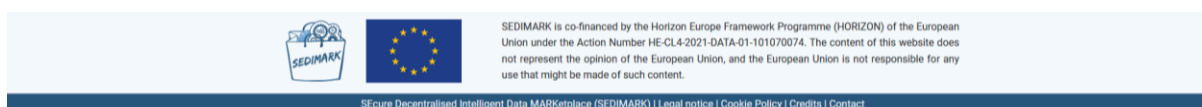
Figure 3. SEDIMARK website Footer

2.2.2 Contents of the web portal

As an initial contact point for both the general public and selected project stakeholders, the portal will present an overview of the work being carried out by SEDIMARK, including real-world benefits that can be expected by the targeted audience from the project.

At this early stage of the project, this version contains general information about the project objectives and approach, recent news and events and downloads. Content will be kept up to date and will be enhanced with news, links, articles, and events related to the project and its field of action.

2.2.2.1 Homepage

The Home page is composed of four main parts:

- Top area: it contains the top menu with the entry points to the main subpages.

- Central area that addresses the main SEDIMARK target audience with direct and clear messages to attract their attention.
- The news& events block.
- EU disclaimer about the Horizon Europe funding programme and grant agreement reference.

Currently the Homepage of the SEDIMARK project looks as displayed in Figure 4.

Figure 4. SEDIMARK Homepage

2.2.2.2 Pilots

Figure 5 presents the area of the website that provides direct access to information and status about the 4 Pilots that will be developed in the project.

Figure 5. Current view of SEDIMARK website's Pilots area

2.2.2.3 Partners

Figure 6 presents the section dedicated to the description of the institutions that conform the SEDIMARK consortium. From there, it will be possible to access to the specific details of each partner.

Figure 6. View of SEDIMARK website's Partners area

2.2.2.4 News & Events

In the News & Events page information about events in which the SEDIMARK project has been present, as well as publication of posts on topics that are related to the SEDIMARK activities and results will be periodically published. In Figure 7 it is possible to see the current view of this page.

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News & Events

SEDIMARK AT EBDVF 22 | DATA AND AI EVENT

SEDIMARK | November 24, 2022

SEDIMARK attended the EBDVF 22 | Data and AI Event in Prague on the 22nd of November, organized by the BDVA - Big Data Value Association. In his pitch within the "Lessons learnt from Data Platforms projects" session, SEDIMARK's technical leader, Luis Sánchez from Universidad de Cantabria, presented the project goals and ambitions in Data Spaces.

Read More

SEDIMARK PROJECT KICKS OFF!

SEDIMARK | November 2, 2022

On October 26th - 27th SEDIMARK held its Kick-off meeting at fabulous Magdalena Peninsule in Santander. A great way to devirtualize each other, trigger the technical discussions and enjoy some time together! During the meeting, we held the initial discussions on the project, setting the ground for the future work to meet the ambitious goals [...]
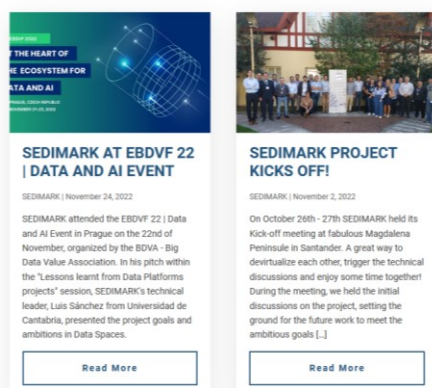
Read More

Figure 7. Current view of SEDIMARK website's News & Events area

2.2.3 Portal statistics

The statistics regarding the visitors of the website are constantly recorded and stored, using the Google Analytics toolkit [1] so that consortium members can have access to the history logs and are able to extract useful information about the website operation.

3 Social Networks

3.1 LinkedIn

A LinkedIn account was created to disseminate and share news and information.

https://www.linkedin.com/company/sedimark

This account [4] will be used to publish results of interest for practitioners and improve the visibility of the project results. Figure 8 shows the current view of the SEDIMARK LinkedIn page.
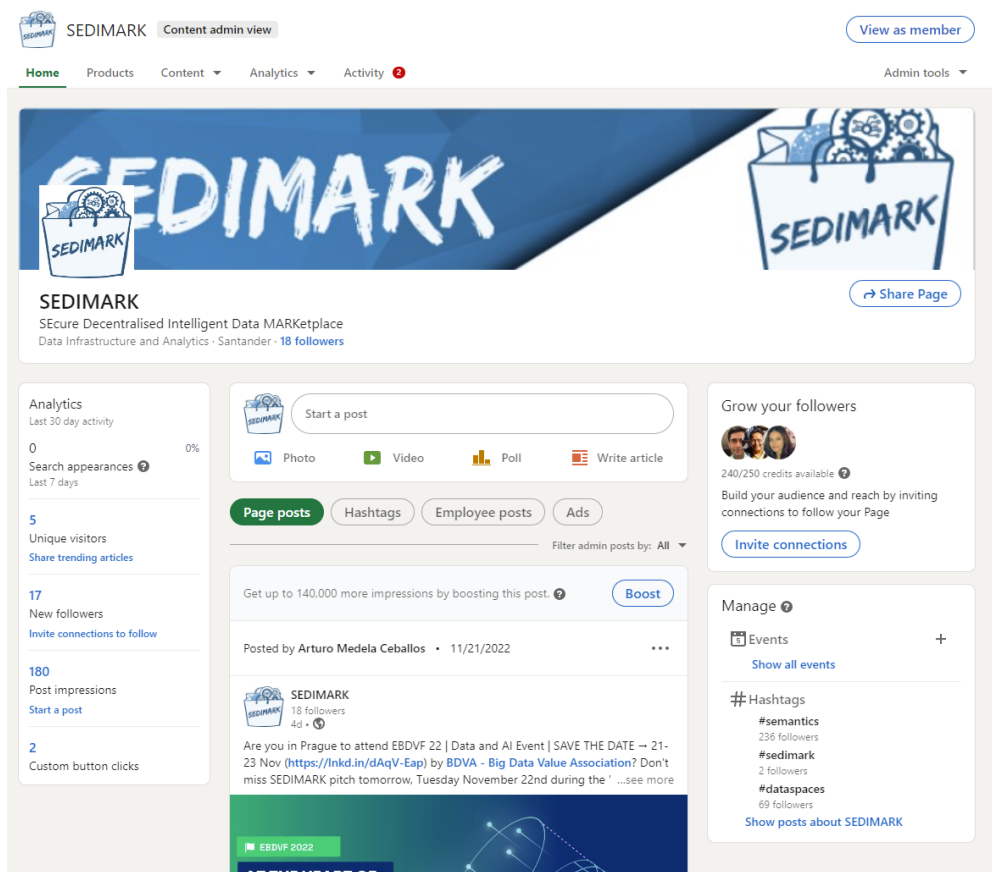

Figure 8. View of the SEDIMARK LinkedIn account

3.2 Twitter

A Twitter account has been created to share information in a direct manner among SEDIMARK project's followers: https://twitter.com/sedimark. Figure 9 presents the current view of the SEDIMARK Twitter feed [5].

Figure 9. View of the SEDIMARK Twitter account

4 Other dissemination material

4.1 SEDIMARK roll-out

In order to support the visual presence of the project when attending physical events, a large roll-out has been designed and printed in order to be transported to events location and set-up at the SEDIMARK booth. This promotional material initial design appears in Figure 10.

Figure 10. SEDIMARK roll-out design

4.2 SEDIMARK leaflets

In order to support the dissemination of the project, hand-outs will be prepared and provided at physical events in which a SEDIMARK booth is installed. These hand-outs will evolve through the project lifetime in order to include the latest results.

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5 Conclusions

In this document the initial SEDIMARK project's dissemination material has been presented. Mainly the project webpage structure and Uniform Resource Locator (URL) has been described. The project webpage will be the main reference for communicating the project results. It will be kept up to date with continuous inclusion of the progress of the different project activities.

Moreover, set-up of project social networks channels has been also described in the document. Social networks (LinkedIn and Twitter) will complement the action of the project webpage through more immediate messages and direct interaction with project followers.

Besides the digital channels (i.e., webpage and social networks), some physical materials that have been prepared to increase the project visibility are also presented in the document.

Finally, it is important to mention that these are the very first dissemination actions that have been taken in the project, but additional dissemination efforts will be carried out all through the project duration. A more detailed dissemination and exploitation plan and description of dissemination activities will be provided in next deliverables (i.e., "SEDIMARK_D6.2 - Dissemination and exploitation plan", "SEDIMARK_D6.3 - Dissemination and Impact creation activities. First version", "SEDIMARK_D6.4 - Dissemination and Impact creation activities. Final version").

6 References

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[6] SEDIMARK Project, "SEDIMARK Twitter account," November 2022. [Online]. Available: https://twitter.com/sedimark.