



DELIVERABLE

D6.14 – Website and web 2.0 channels

Project Acronym: UNCAP

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Project Title: Ubiquitous iNteroperable Care for Ageing People

Revision: 03

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Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

D6.14 - Website and Web 2.0 Channels	
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1. Revision history and statement of originality

1.1. Revision history

Rev	Date	Author	Organization	Description
01	23/02/2015	Irene Facchin	TRILOGIS	First version of deliverable
02	24/02/2015	Leonardo Plategher	TRILOGIS	Revision
03	24/02/2015	Giuseppe Conti	TRILOGIS	Final check

1.2. Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.



2. List of references

Number	Full Reference
1	Project website: http://www.uncap.eu/
2	Project YouTube channel: https://www.youtube.com/channel/UCDq_aOb7_pTP-opLM9bO7Eg
3	LinkedIn project group: https://www.linkedin.com/groups?home=&gid=8223571



3. Table of Acronyms

Acronym	Description
SEO	Search Engine Optimisation



4. Executive Abstract

The UNCAP website (<http://www.uncap.eu>) is the prime showcase for the project to external institutions and the widest public.

The website has been envisaged to provide access to updated news on the project progress. The site also provides a link to a collaborative platform (as an independent portal based on Alfresco open source technology), which is accessible only to the beneficiaries (through log-in and password), and where the members of the consortium will be able to share information, documents, etc., in order to maximize synergies between the partners during the implementation of the various work packages.

The website will be also used as a dissemination tool and it will make available to the public all the deliverables issued by the consortium, and therefore all its achievements, as well as the informative materials edited (i.e. presentations, publications, etc.) will be made available through the website.

This document describes how the website is organized, its technology, functionalities, and maintenance procedures.



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6. UNCAP public website

6.1. Introduction

The UNCAP website domain has been officially registered by Trilogis.

All the online resources are deployed using free software.

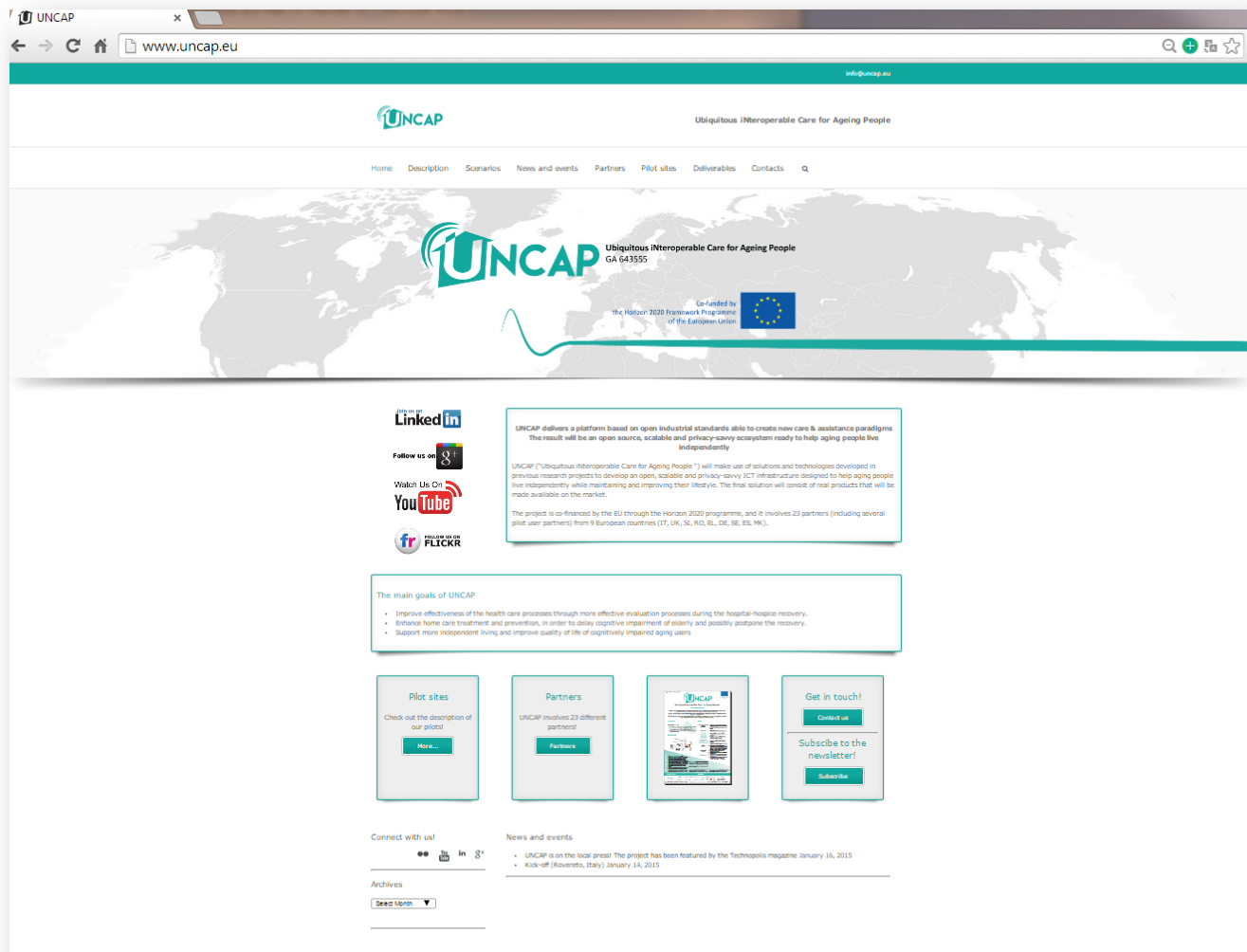


Figure 1: The UNCAP website homepage.

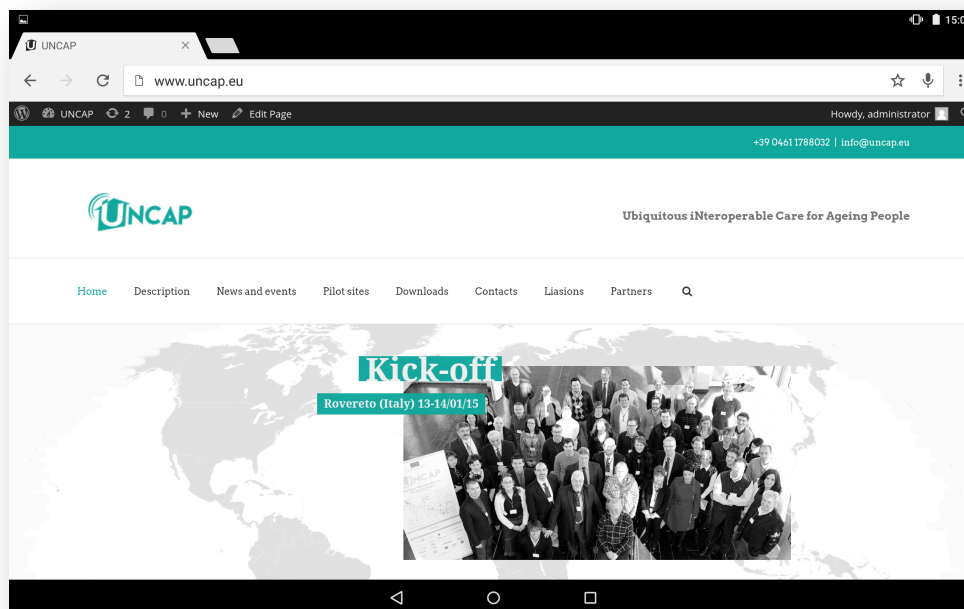
The UNCAP website will run along the project lifetime up to three years after the end of the project itself, and will be consequently updated with the activities in order to enhance the visibility of the project made after its termination.

6.2. Functionality and usability

In order to affect the visibility of the website through search engines, the project will be optimized using basic SEO (Search Engine Optimisation) techniques.

The navigation approach of the website is intuitive, thus allowing the visitor to quickly navigate the site starting from any page, as illustrated in the figure below.

The website complies with the current W3C standards, including HTML5, and is optimised for different browsers, including use optimised for different browsers, including use from mobile devices (smartphones and tablets) (see



tablets) (see

Figure 2). It also provides an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning, and scrolling actions).

Web Analytics & Reporting are also available in order to allow tracking of key indicators. In fact, the site is continuously monitored and different types of reports can be extracted to analyse the users' interaction. Such reports are extremely useful to understand exactly how people are using the portal, and to identify aspects that can be improved.

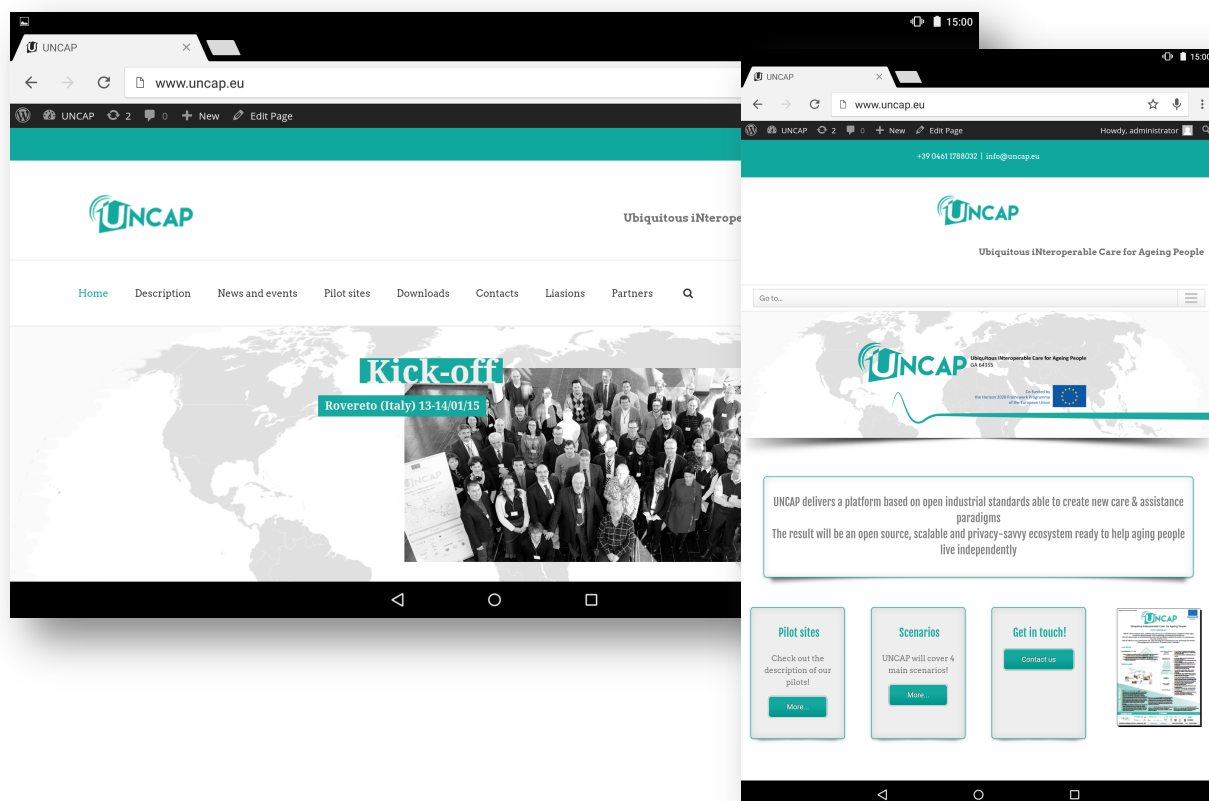


Figure 2: Examples of the homepage of the website rendered on a tablet (left) and on a smartphone (right).

6.3. Style and layout

With regard to the web site design, the current layout delivers a comprehensive structure, yet with a good accessibility. Each page on the website features the project logo.

A defined colour palette based on the colour of the logo will be always used to create a consistent corporate image.

Moreover, to acknowledge the EU funding, the following sentence is provided together with the EU flag: "This project has received funding from the European Union's Horizon 2020 research and innovation programme - Societal Challenge 1 (DG CONNECT/H) under grant agreement No 643555".

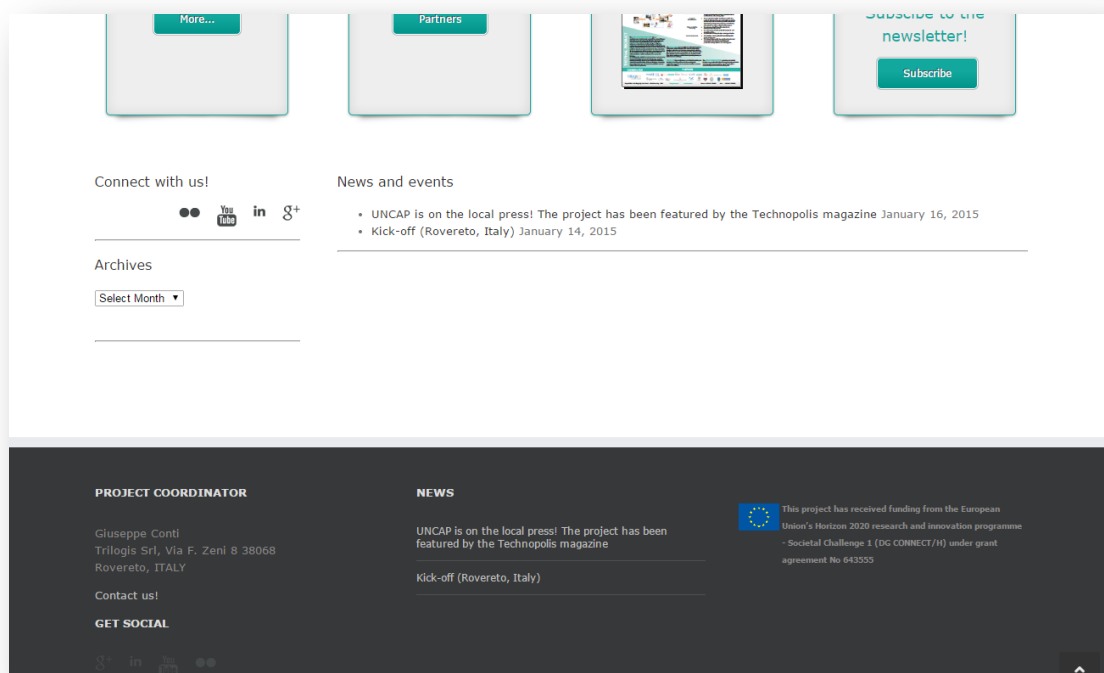
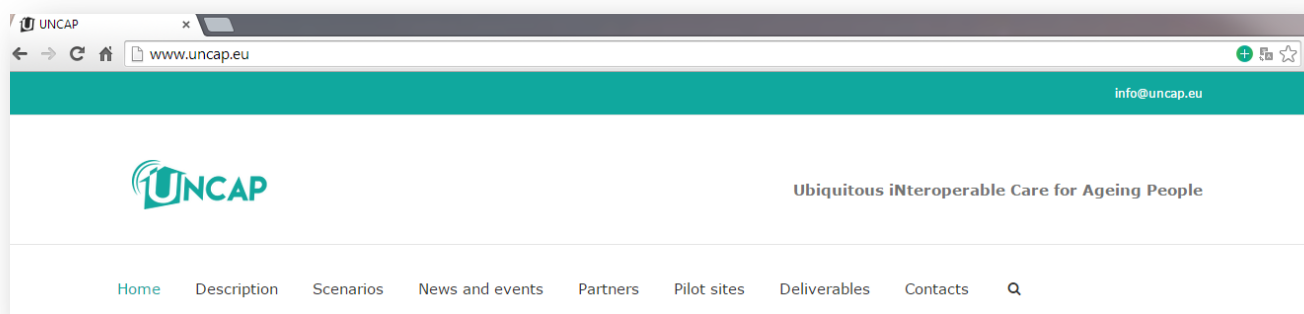


Figure 3: Screenshot of the bottom of the website page

6.4. Sections of the Website

The website currently contains the following specific sections:



- **Home page:** with overall information on the project, news, and focused on available and most relevant resources.
- **Description:** where a short description of the project is provided, together with its main goals.
- **Scenarios:** where a description of each of the 4 scenarios of the project is provided.
- **News and event:** this section is divided in two:

- **News:** news of interest for the partnership, related to the project domain of activities (i.e. events, publications, etc.);
- **Events:** details of the events planned by the various partners (e.g. user group meetings, conferences and public workshops, etc.), as well as the updated agenda of the events (international congresses, meetings, workshops, etc.) in which the project activities and results will be presented by the partners, will be available in this section. Within the same section additional material (proceedings, contact details, videos and screen casts, etc.) will be also made available.
- **Partners:** this section is divided into 4 sub-sections:
 - **Members:** list of partners working in the project, with a short description and link to the partners' web site;
 - **Advisory Board:** list of the active Advisory Board members.
 - **Ethical Board:** list of the members of the Ethical Board.
 - **Liaisons:** where a link is available for those interested to join the UNCAP project. A list of the active liaisons will be provided.
- **Pilot sites:** the Pilots developed in the project have a special relevance in the website, with a dedicated section which provides information about the context and aim of each of them.
- **Deliverables:** a section with documents of public consultation, including deliverables, and the access link to the Document management site Alfresco.
- **Contacts:** a contact section with all contact details of key people is made available.

6.5. Website strategy

The website is the primary tool for the UNCAP dissemination and awareness strategy. For this reason the partners will ensure to:

- Include the UNCAP project website address within all the project publications.
- Announce major changes to the website in the "news and communications" sections, highlighting this also within the newsletters.
- Place the UNCAP website address in any publication related to partner organisation's work for the project.

In order to keep visitors returning to the UNCAP website, it will be essential to:

- Keep the site up-to-date (updating the website at least once a month).
- Make sure that all partners are using the website to communicate and share the relevant documentation.
- Allow use of the website for announcements, upcoming events, links, etc., so that a visitor can immediately new items.



The present plan is intended to address the following issues and statements to be considered during the design and maintenance of the web site:

- **Responsibility for the implementation and maintenance of the website:** TRILOGIS is responsible for the design and maintenance of the website throughout the project duration.
- **Procedures and the frequency of the web site update:** the web site is continuously updated by TRILOGIS with project news and information provided by the partners. The UNCAP partners are invited to contact TRILOGIS to signal possible inaccuracies, bad functioning, out of date information and so on.
- **General agreement on its structure and on the information intended to be published:** the web site is implemented with the support of all project partners, which will be continuously asked to provide their own contributions, in particular to the parts concerning the Consortium presentations, proceedings of workshops and the events of interest for the network.
- **Consistency with the audience of the project.** Information will be provided and published in order to be understandable by the wide public without loss in their contents.

7. Social Networking

The UNCAP project website features links to active social network channels to widely promote the project in different communities and to ensure wider involvement of further stakeholders.

The Social networking channels prepared for the UNCAP project are:

1. A YouTube channel.
2. A LinkedIn group.
3. In addition, the project can benefit from a Google+ account, available at the following address: <https://plus.google.com/108324009045275588486/posts>.

These channels will be continuously updated to gather a significant community of followers.

7.1. YouTube channel

The YouTube channel is foreseen to be the major dissemination tool. The following picture shows the homepage of the channel. The channel will provide access to video content (i.e. promotional videos, presentations, webinars, etc.) is available at the following address: https://www.youtube.com/channel/UCDq_aOb7_pTP-opLM9bO7Eg.

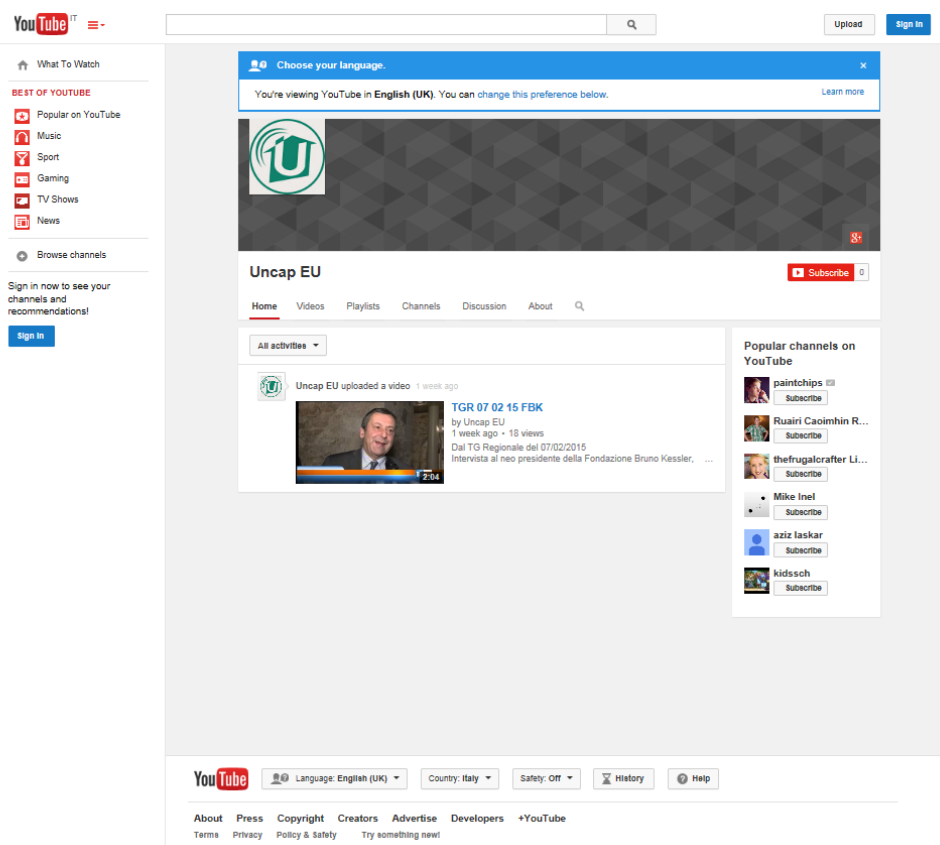


Figure 4: The YouTube channel of the UNCAP project.

7.2. LinkedIn channel

The LinkedIn group has been envisaged for sharing project-related activities, results and other information of relevance towards the open community of experts. It will be used to network stakeholders and to involve them in the activities of the project. The group will be mostly used to share the most important news towards the community of experts, engineers or professionals. The LinkedIn group is publicly available at the following address: <https://www.linkedin.com/groups?home=&gid=8223571>.

The project partners will also promote the project through their websites, network, social profiles, and mailing lists.

The interest risen by the project will be assessed through logging of the statistics provided by LinkedIn which will be done by TRILOGIS at monthly frequency. It is possible to appreciate how the group has already achieved 124 followers in the first month, as visible from the following images and statistics.

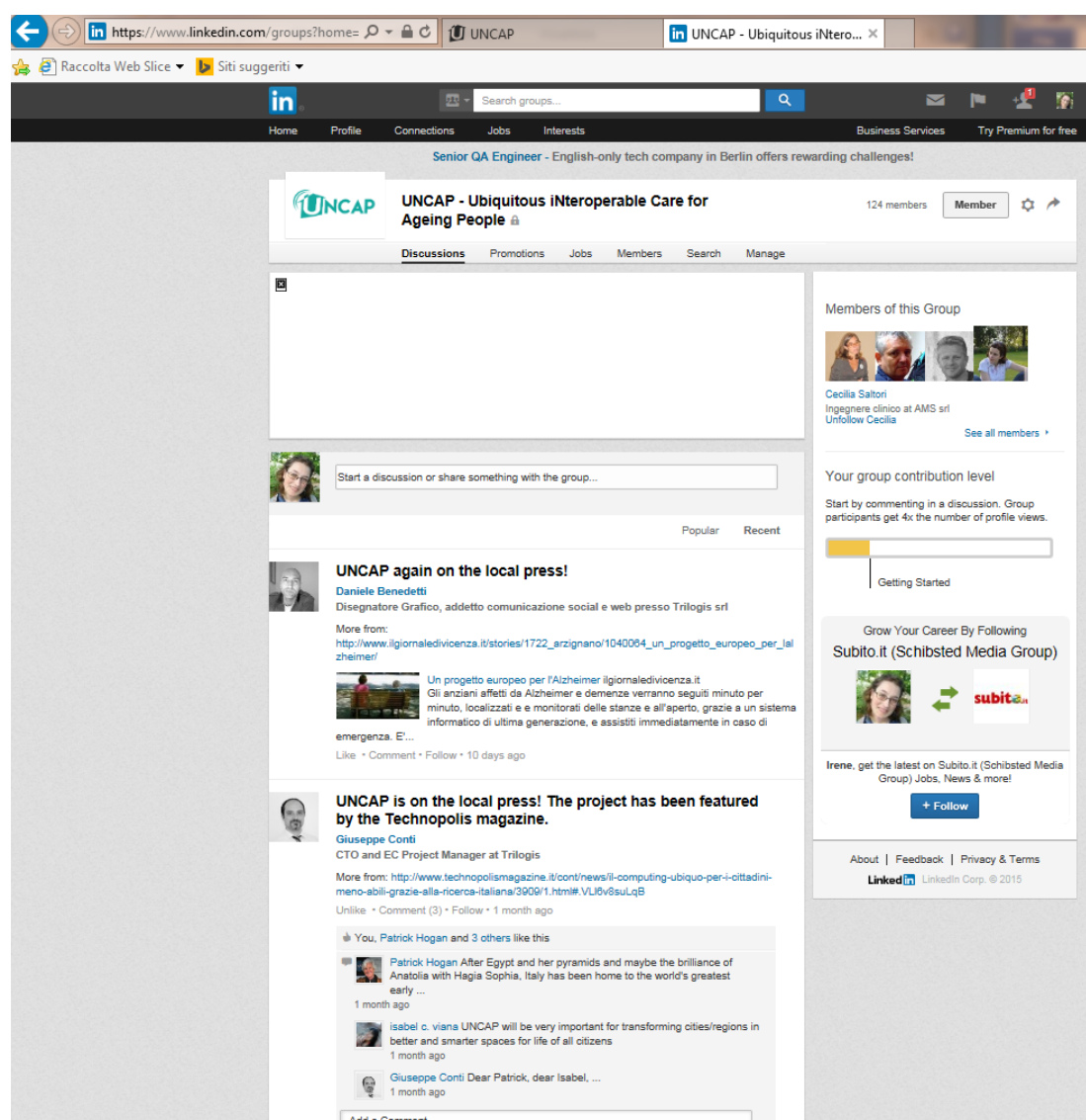


Figure 5: LinkedIn UNCAP channel.

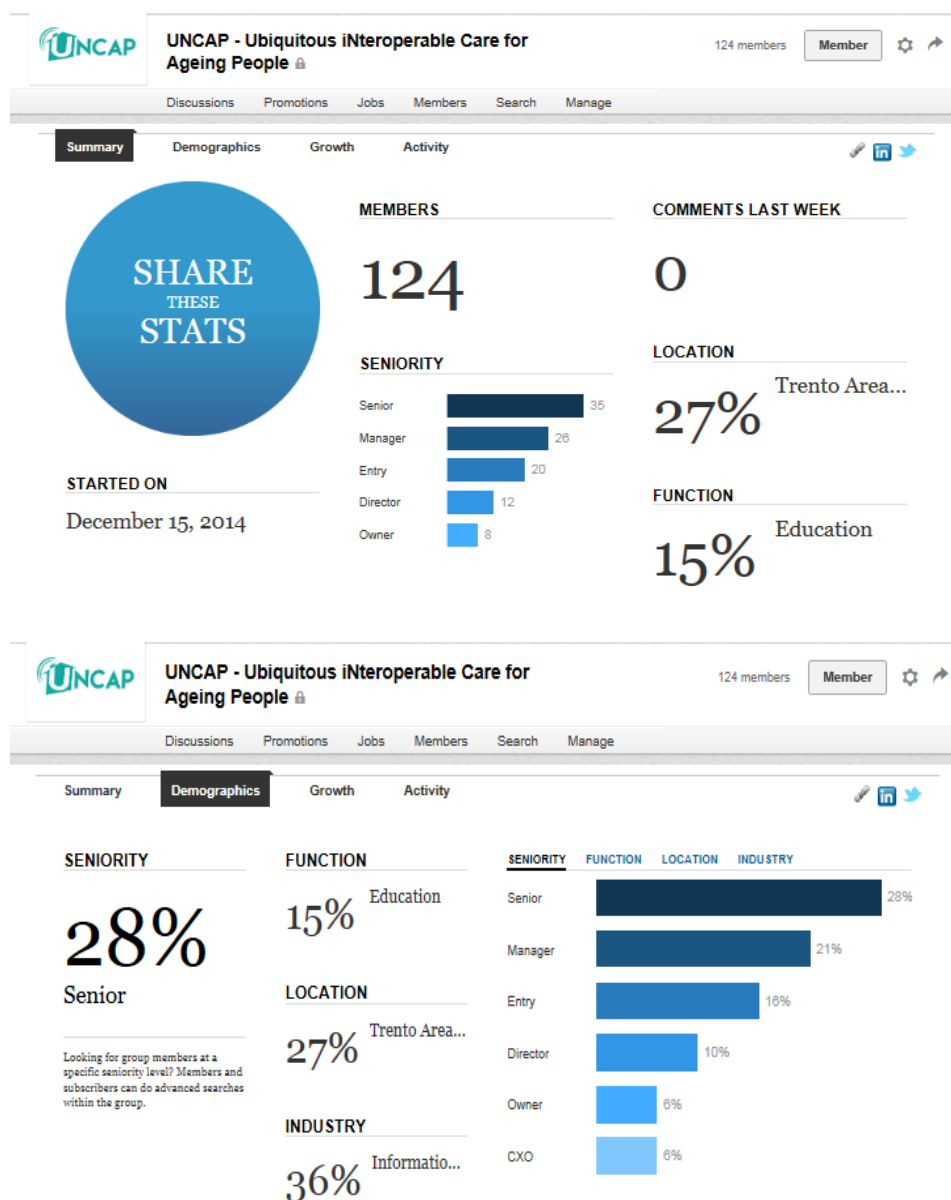


Figure 6: Statistics of the UNCAP LinkedIn group.