ICARUS

ICARUS:

"Aviation-driven Data Value Chain for Diversified Global and Local Operations"

D6.2 – Project Website and Web 2.0 Channels Setup

Workpackage:	WP6 – Dissemination, Communication and Stakeholders' Engagement		
Authors:	Suite5		
Status:	Final	Classification:	Public
Date:	30/03/2018	Version:	1.00

ICARUS Project Profile

Grant Agreement No.:	780792
Acronym:	ICARUS
Title:	Aviation-driven Data Value Chain for Diversified Global and Local Operations
URL:	http://www.icarus2020.aero
Start Date:	01/01/2018
Duration:	36 months

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Document History

Version	Date	Author (Partner)	Remarks
0.10	20/02/2018	Fenareti Lampathaki (Suite5)	Table of Contents
0.20	22/03/2018	Fenareti Lampathaki (Suite5)	Final Draft for internal review
0.30	29/03/2018	Fenareti Lampathaki (Suite5)	Updated Draft upon internal review by UBITECH and CELLOCK
1.00	30/03/2018	Dimitrios Alexandrou (UBITECH)	Final Version for Submission to EC

Executive Summary

The present ICARUS Deliverable D6.2 ("Project Website and Web 2.0 Channels Setup") accompanies and documents the initial ICARUS online branding through the design, implementation and deployment of the ICARUS project website as well as the set-up of the ICARUS presence in different Web 2.0 Channels.

The ICARUS website is available at: https://www.icarus2020.aero/. Following the one-page web design trend, the ICARUS website encapsulates the essence of the ICARUS branding and online presence in a clean and intuitive manner, presenting in detail the key messages, the approach, the consortium, the results and news / events while featuring the ICARUS blog.

In the communication strategy elaborated in D6.1 "Plan for Dissemination, Communication and Stakeholder Engagement", the ICARUS Social Media Presence is instrumental to raise awareness for the project. In order to effectively establish the ICARUS social media presence, a common branding has been adopted featuring the "icarus2020.aero" name across all accounts in order to be easily correlated with the project URL. With the intention of leveraging the network effect (that is inherent in social media), a number of different social networks have been selected to serve different purposes for the ICARUS project: Twitter @icarus2020.aero account, LinkedIn ICARUS2020.aero Company Page, Facebook ICARUS2020.aero Page, SlideShare ICARUS2020.aero account, YouTube ICARUS2020aero Channel, ResearchGate ICARUS2020.aero Project.

Throughout and beyond the ICARUS project implementation, the ICARUS website and social media will be constantly updated to reflect the project's advancements, and to attract and maintain the interest of the targeted audiences.

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1   Introduction

1.1   Purpose

The purpose of this deliverable is to report and document the ICARUS website design and deployment, as well as the establishment of the ICARUS presence in selected social networks.

The set-up of the ICARUS website and the Web 2.0 channels is implemented in the context of the WP6 "Dissemination, Communication and Stakeholders' Engagement" activities and, in particular, of Task T6.3 "Communication Activities". According to the DoA, the objectives of WP6 are (among others) to establish a leading visual presence in online media, including a project website for the presentation of results, as well as an effective presence in social media channels to further spread excellence.

The material contained in the website and the social media accounts will be regularly updated by the ICARUS consortium in alignment with the ICARUS Communication Strategy defined in the ICARUS Deliverable D6.1 "Plan for Dissemination, Communication and Stakeholder Engagement".

1.2   Structure

The structure of the document is as follows:

- Section 1 introduces the present deliverable, practically presenting the purpose and the structure of the deliverable.
- Section 2 provides an overview and a quick walk-through to the ICARUS project website.
- Section 3 introduces the social networks in which ICARUS has established its presence and explains the rationale how each social network will be put into use.
- Section 4 concludes this document, explaining the assignments and next steps for content management in the website and the social media accounts.

2 ICARUS Website

The ICARUS Project website is available at: https://www.icarus2020.aero/.

Particular attention was paid to the appropriate selection of the URL in order to reflect: (a) the ICARUS focus on the aviation domain since the .aero domain names are reserved for companies and organizations in aerospace-related fields; and (b) the orientation for 2020 as a milestone year for launching the ICARUS project results.

2.1 Design

The ICARUS website is designed following the underlying trend for single-page user interfaces that has gained significant traction for its simplicity, its responsive design (serving all devices equally) and its high conversion rates.

In order to convey the ICARUS branding in a user-friendly manner, the following guidelines have been effectively followed:

- Alignment of the visual design with the ICARUS communication directions as elaborated in the ICARUS Deliverable D6.1 "Plan for Dissemination, Communication and Stakeholder Engagement", i.e. the website colour palette in balance with the ICARUS logo; the icons and images with a direct reference to aviation to contribute to the connection with the aviation-related target audiences; the fonts belonging to the Montserrat font family, a Sans Serif typeface family characterized by its geometric simplicity.
- A modern and clean look with adequate white space / negative space to appear as uncluttered as possible, with contrasting colours for the text and background to make reading easier on the eye and with vibrant colours being only used for emphasis and with caution.
- Easy navigation to content through a comprehensive structure, appropriate links to detailed content and alternative texts accompanying the images to generally increase accessibility of the ICARUS website.

Overall, the ICARUS website is built on core modern web design principles, including usability, accessibility and intuitive navigation.

2.2 Presentation

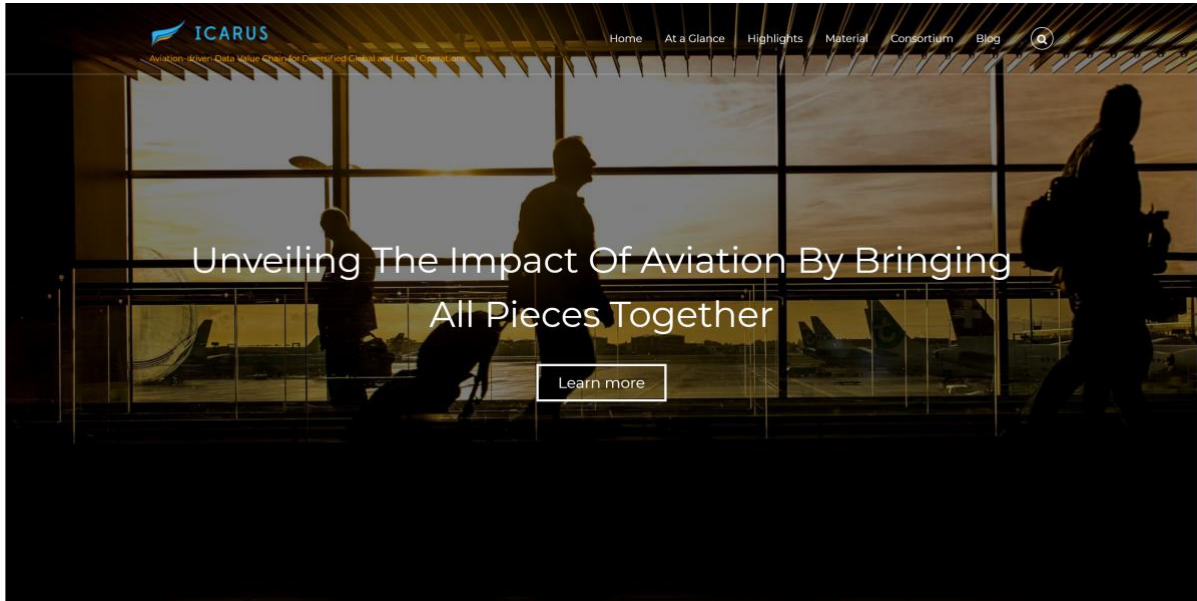The ICARUS website landing page in desktop, tablet and mobile is depicted in the following figures.

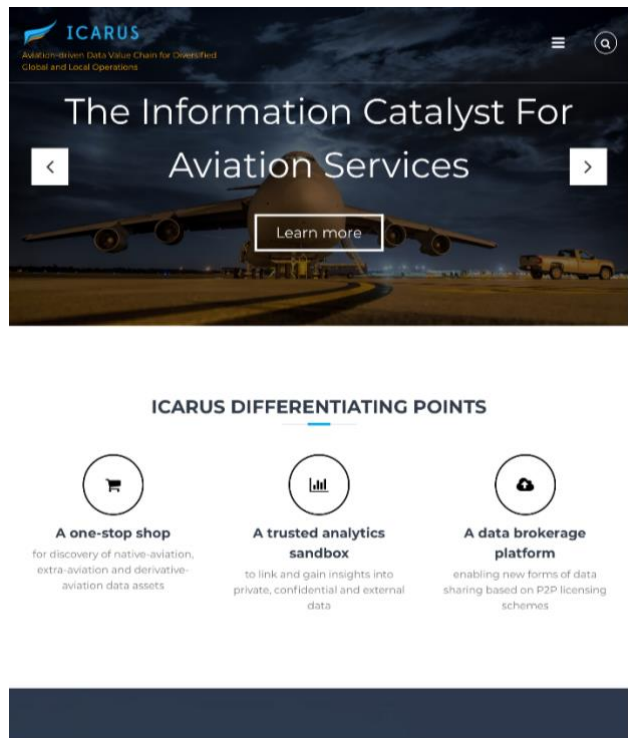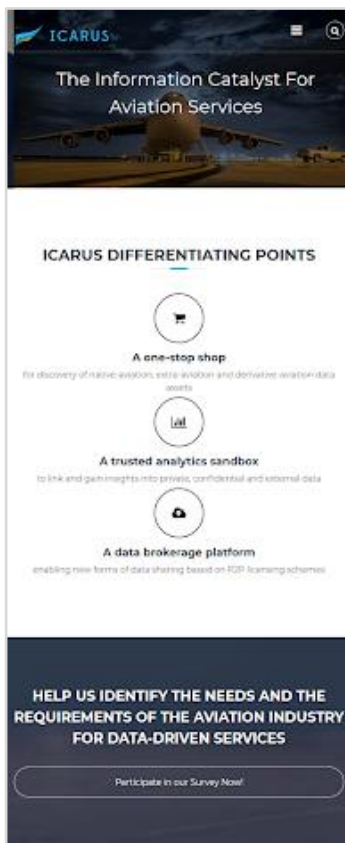**Figure 2-1: ICARUS Website Landing Page (Desktop View)**

Figure 2-2: ICARUS Website Landing Page (Mobile View – Left, Tablet View – Right)

Looking at the full content in Figure 2-3, the ICARUS home page consists of 9 main sections that aim at familiarizing the visitor with the ICARUS project in an intuitive and simple manner:

1. The ICARUS branding (logo and title), as well as the menu and search placeholders which appear in all pages. The website structure is visible at the top of the ICARUS website and includes:

   - The menu option "At a Glance" providing a quick overview of the ICARUS differentiating points (as elaborated during the ICARUS kick-off meeting).
   - The menu option "Highlights" putting forward the ICARUS Data Value Chain, the ICARUS Approach and the ICARUS Demonstrators to provide a comprehensive view of the ICARUS orientation.
   - The menu option "Material" containing the relevant ICARUS public results.
   - The menu option "Consortium" presenting the ICARUS partners.
   - The menu option "Blog" intended to provide the visitors with up-to-date information about the news, events and perspectives emerging from the ICARUS project.

2. The key messages visual slideshow to convey the ICARUS key messages in an intuitive manner.

3. The ICARUS differentiating points (that are also visible through the "At a Glance" menu).

4. A featured announcement for the ICARUS project. At the moment, the specific placeholder urges the visitors to contribute to the WP1 questionnaire that aims at gathering the needs and requirements of the aviation industry stakeholders.

5. The key aspects of the ICARUS approach presented in a visual way and including links to more detailed content. Such links become visible when the user hovers the mouse over the figures.

6. The factsheet-like part to present key official statistics / facts for the aviation industry in Europe.

7. The ICARUS consortium presented via the partners logos that contain links to their respective websites.

8. News, events and perspectives from ICARUS that lists (up to 4) most recent entries and essentially refers to the ICARUS blog.

9. The footnote providing a short overview of the ICARUS project, information on how to contact the ICARUS coordination team, the respective links to follow the ICARUS project in social media and the acknowledgement for funding by the EC.

Figure 2-3: ICARUS Website Full Overview (Desktop View)

Indicative content that accompanies the ICARUS key messages (namely the key message "Unveiling the Impact of Aviation By Bringing All Pieces Together") in the image slideshow (in placeholder 2 in Figure 2-3) is presented in the following figure.
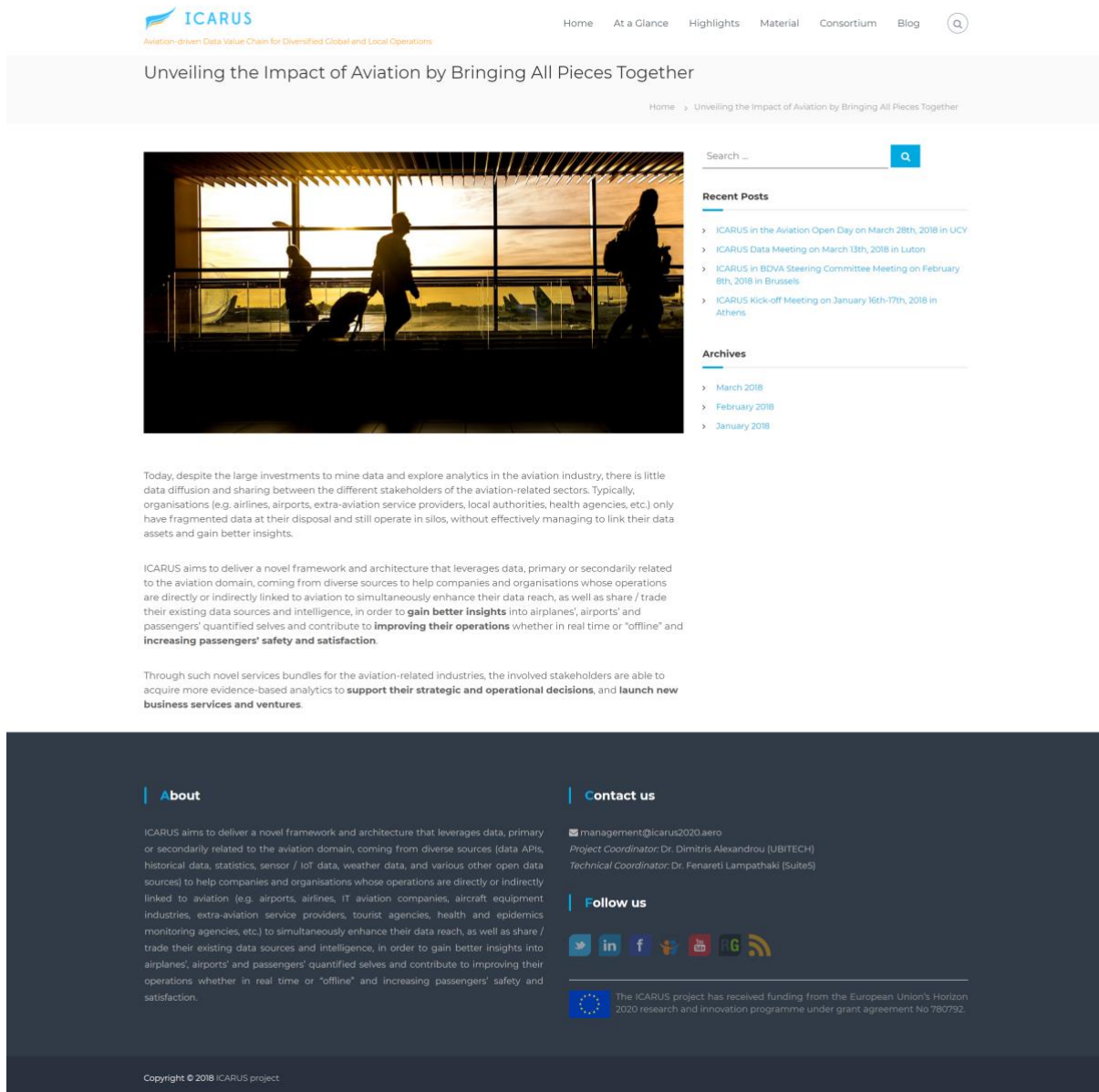

Figure 2-4: ICARUS Indicative Content under the Key Messages Slideshow

Indicative content that corresponds to the ICARUS highlights, namely the ICARUS approach, (depicted in placeholder 5 in Figure 2-3) is presented in the following figure.

Figure 2-5: ICARUS Indicative Content under the Highlights Placeholders

The ICARUS material in terms of public results (deliverables and reports), open source code, research and industry works (in terms of papers and publications), dissemination and communication material, and liaisons and collaborations is provided under the menu "Material" as depicted in the following figure. As the certain results are not yet available, the specific page is under construction and only presents the expected results as placeholders. The specific pages will be updated once the relevant content is ready to be published.
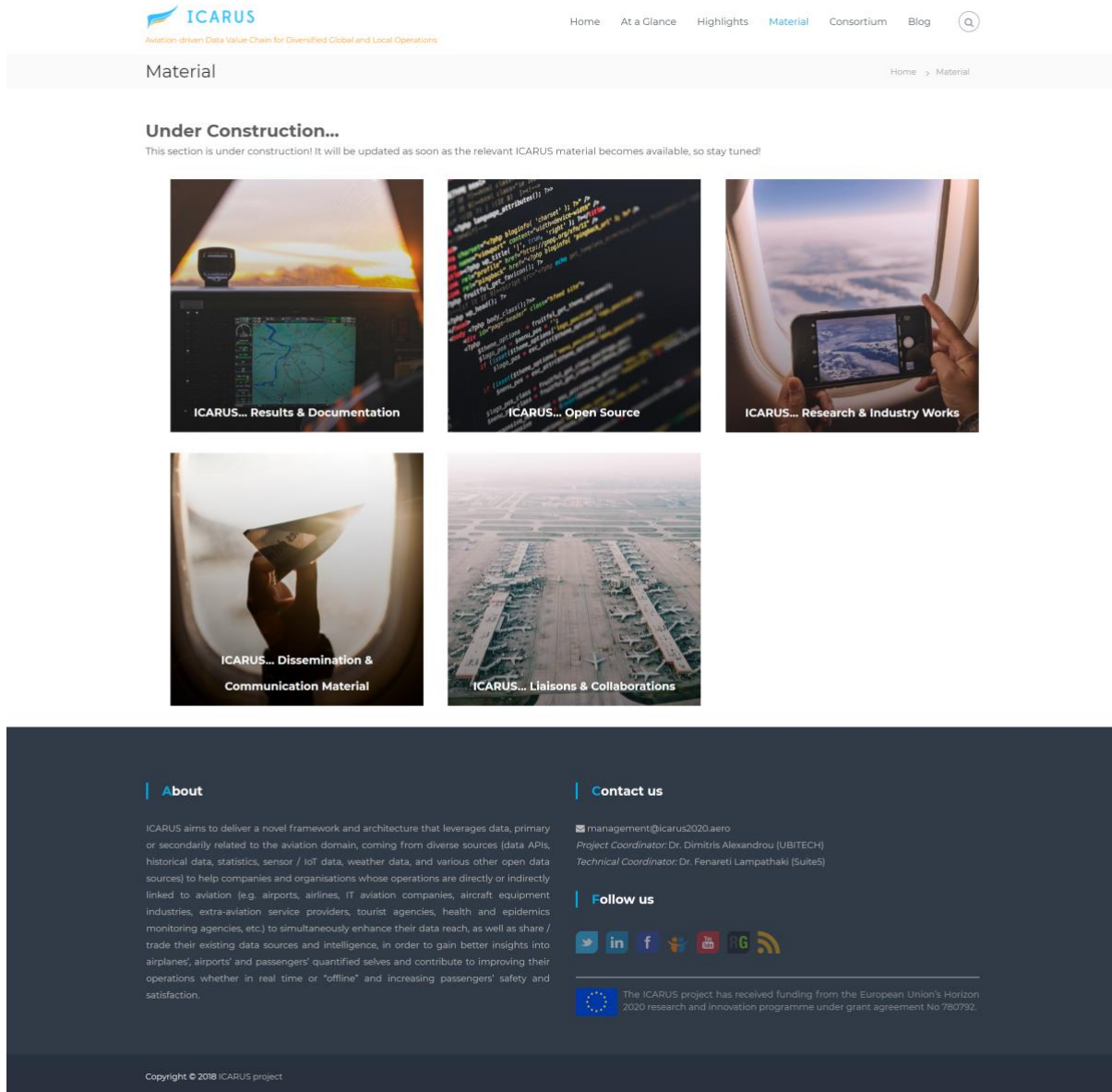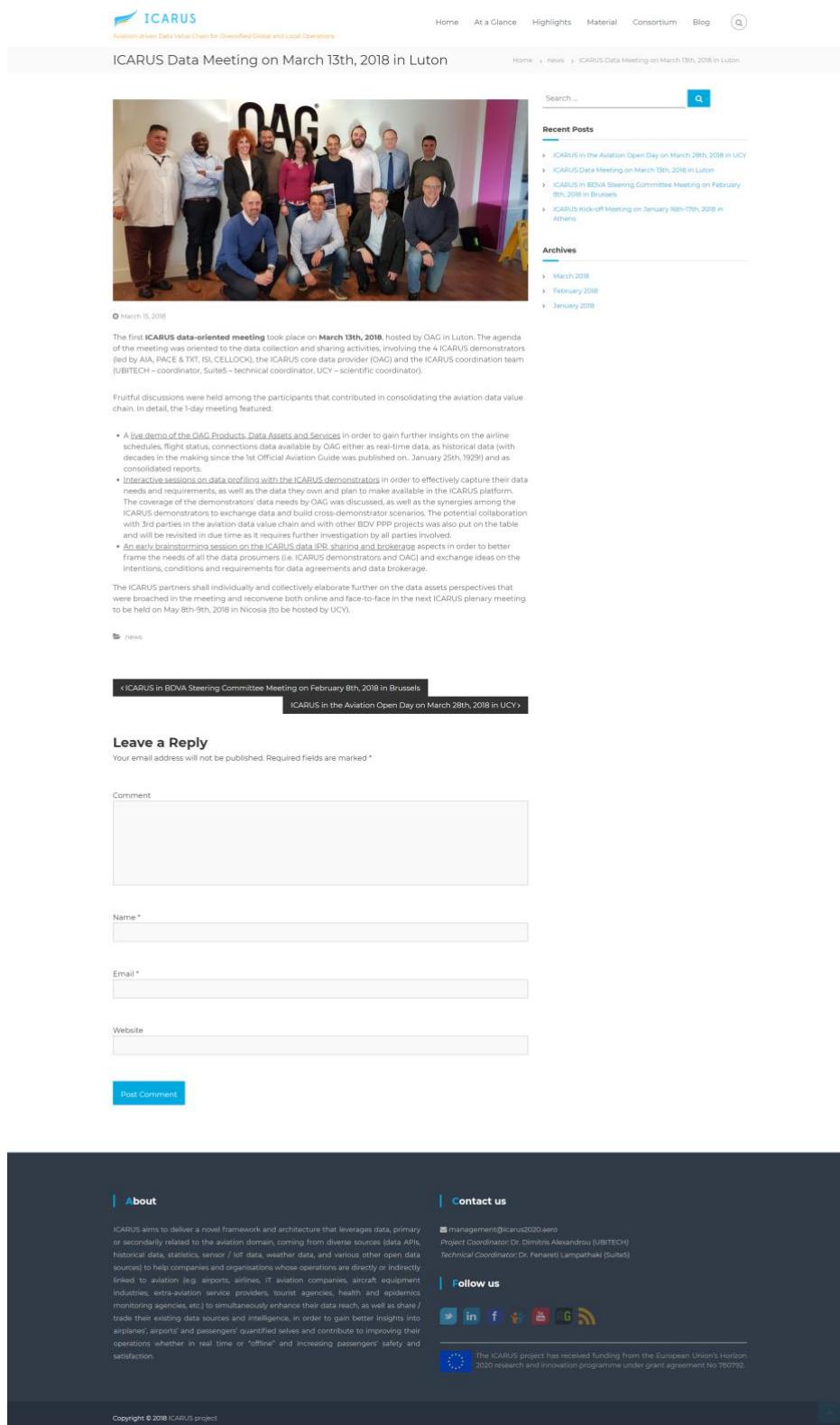

Figure 2-6: ICARUS Material Overview

By selecting any blog entry in the website, the detailed content is visualized as depicted in the following figure. It needs to be noted that visitors can navigate to the full archive of the blog posts per date or search for specific blog posts, while they may also leave a comment for the consortium.

Figure 2-7: Indicative News Item in the ICARUS Website

2.3 Infrastructure

In brief, the website is built on the open source WordPress 4.9.4[1], which is an out-of-the box content management and publishing platform, with flexible blog functionalities.

Web feeds in RSS are enabled in the website (https://www.icarus2020.aero/feed/) for facilitating automated access to the ICARUS blog updates in a standardized, computer-readable format.

In order to analyse the website traffic, track the number of visits and monitor the user behaviour (e.g. popular content, time spent per page), Google Analytics[2] has been configured for the ICARUS website.

Search Engine Optimisation (SEO) is also in the works at the moment to ensure the high placement of the ICARUS project website in the search results pages of search engines.

[1] https://wordpress.org/
[2] https://analytics.google.com/

3   ICARUS Presence in Social Media

In accordance with the communication strategy elaborated in detail in D6.1, social media will be extensively put into action during the ICARUS project implementation in order to serve different purposes for the ICARUS project, ranging from instantly sharing news and results of the project, to raising awareness and establishing a direct communication channel with its target audiences.

In order to build the ICARUS branding in social media and effectively leverage the network effect (that is inherent in social media), a set of different, popular social networks were selected from the Web 2.0 landscape and prioritized by the ICARUS consortium.

At the moment, the ICARUS project has established its presence in 6 social networks as depicted in the following figure. The branding utilized across all social networks is "icarus2020.aero" to directly reflect the website URL (with the exception of YouTube that does not permit any punctuation).

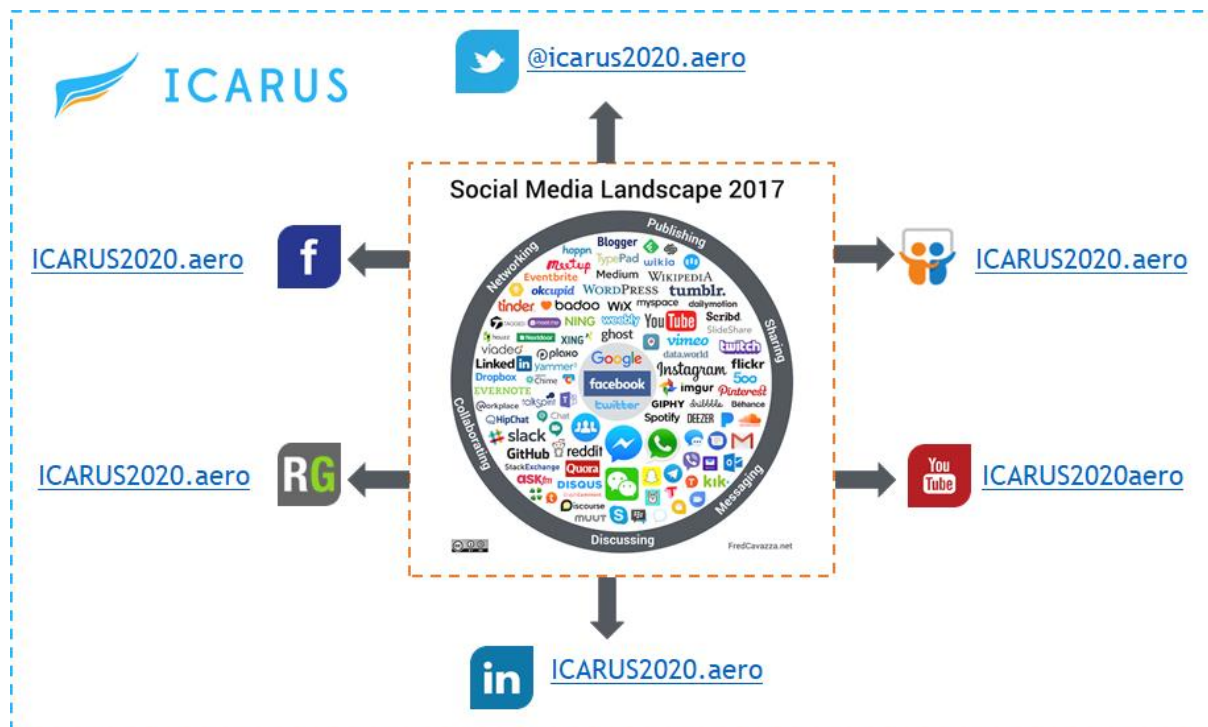Figure 3-1: ICARUS Social Media Accounts

3.1   Micro-blogging: Twitter

The @icarus2020.aero account has been created in Twitter and shall be frequently used to: (a) publish original ICARUS content (e.g. participation to events, news, results), (b) post content from sources relevant to ICARUS, and (c) re-tweet other accounts to attract more followers and keep the account active.

During the first months of the ICARUS project implementation, relevant accounts (especially belonging to influencers in aviation, big data, linked data, blockchain) will be systematically followed in order to gain follow-backs and establish the project's presence in Twitter. The ICARUS twitter feed, as well as relevant hashtags (e.g. #Aviation, #BigData, #OpenData, #DataAnalytics, #Blockchain) will be

monitored to identify and further promote relevant content of interest to the ICARUS target audiences.

Figure 3-2: ICARUS Twitter Account Profile

3.2 Content Sharing: SlideShare

The ICARUS2020.aero account in SlideShare is created with the purpose of uploading and sharing (publicly or privately) the project presentations that were provided in various events, as well as for favoring relevant, interesting presentations. In order to facilitate retrieval and protect the rights of the ICARUS project consortium, particular attention will be paid in the selection of appropriate tags and in the decision about each presentation's license. During this initial phase of the project implementation, ICARUS reserves all rights to files it uploads by default.

With the help of SlideShare, ICARUS will increase the accessibility and visibility of its results that will be further diffused in all social networks where ICARUS is present, as well as in the ICARUS website.
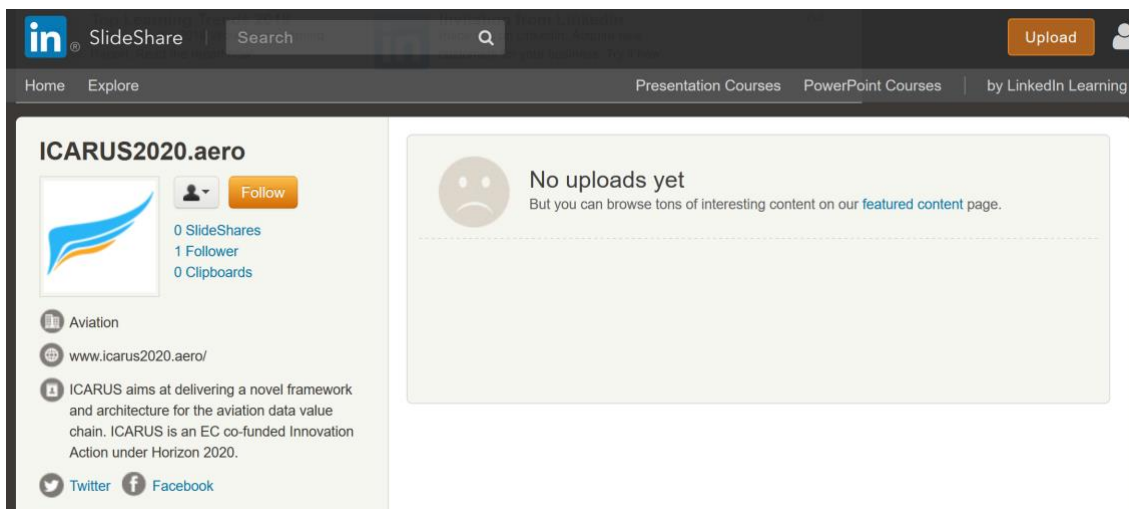

Figure 3-3: ICARUS Slideshare Account Profile

3.3   Video Sharing: YouTube

The ICARUS2020aero YouTube Channel is configured to share the official ICARUS videos, allowing the target audiences to subscribe, watch and comment the ICARUS video content, as well as to navigate to the playlists created by ICARUS on various topics (like Data Sharing, Big Data Analytics, etc.). Appropriate tags will accompany each video in order to optimize search and access.
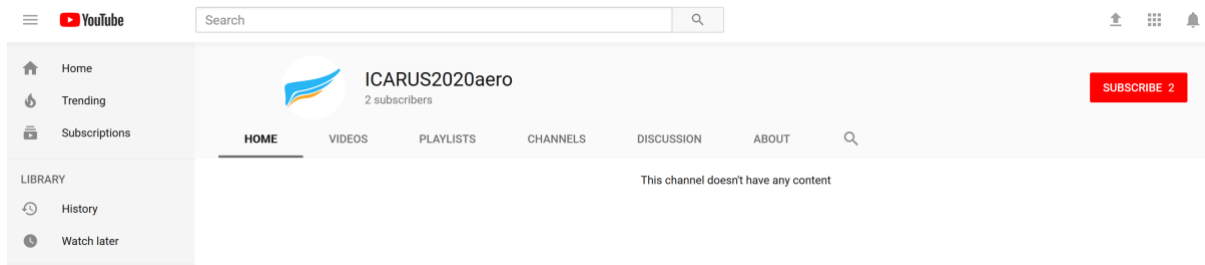

Figure 3-4: ICARUS YouTube Channel Profile

3.4   Professional Network: LinkedIn

A ICARUS2020.aero LinkedIn Company Page has been created in order to engage with LinkedIn members, publish and share content and promote the ICARUS branding. The decision for a company page was reached by the ICARUS consortium taking into account the limitations of the LinkedIn groups and the need to ensure as much openness and visibility as possible.
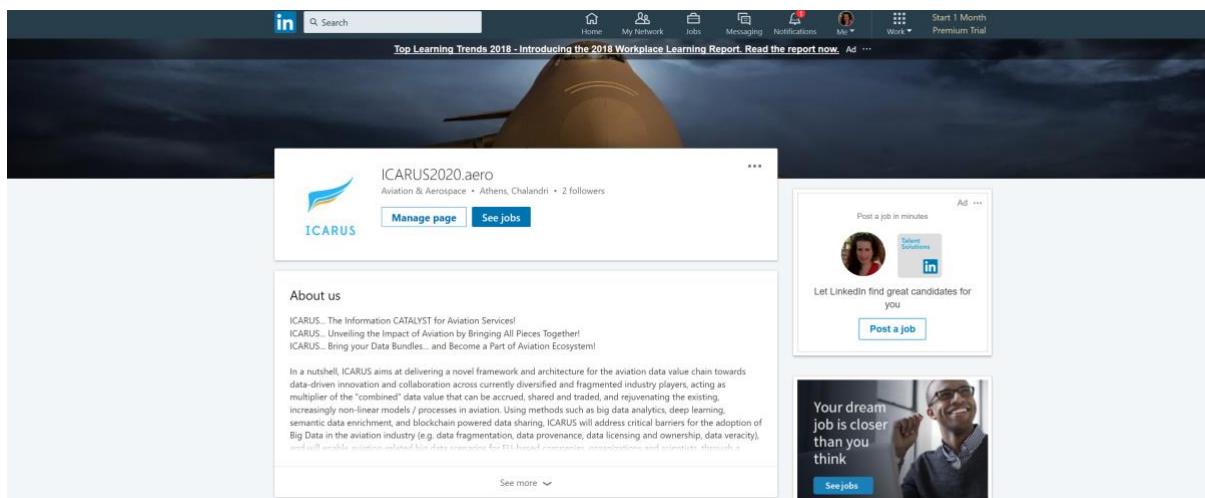

Figure 3-5: ICARUS LinkedIn Company Page

A preliminary search for LinkedIn groups regarding "Big Data" and "Aviation" yielded 2.782 and 2.339 results, respectively, as of March 19th, 2018. ICARUS shall be active in selected such groups to initiate ICARUS-related discussions and participate to relevant discussion threads.

3.5   Social Network: Facebook

The ICARUS2020.aero Facebook page aims at communicating mainstream information about the ICARUS project to the public. The content posted in Facebook originates from: (a) Twitter as the page

is integrated with the ICARUS Twitter account (through Facebook Connect), and (b) from the partners who can also directly post content (like photos from meetings and participating workshops).
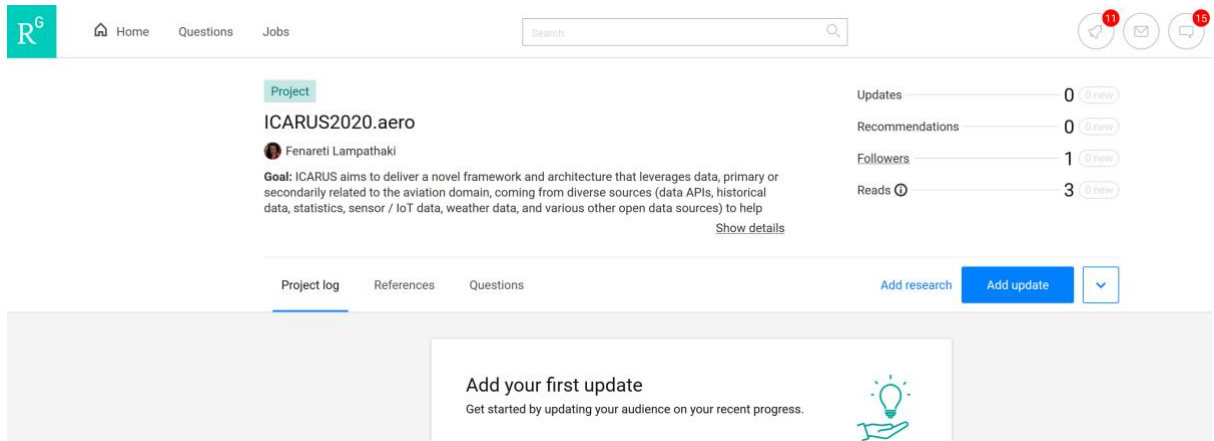
In general, though, Facebook is not expected to be extensively used for raising awareness due to its more casual nature.

Figure 3-6: ICARUS Facebook Page Profile

3.6   Academic Social Network: ResearchGate

The ICARUS2020.aero ResearchGate project intends to organize and share the ICARUS-related publications and to provide a single-point of access in order to increase exposure for the ICARUS publications, keep up with new developments in the domains of interest of ICARUS and interact with the scientific audience. The ICARUS partners who follow the ICARUS project in ResearchGate will be able to directly add research and project updates.

Figure 3-7: ICARUS ResearchGate Project Profile

4   Conclusions

The present deliverable intended to briefly report on the deployment of the ICARUS project website and the set-up of the ICARUS social media accounts that will be extensively utilized for the project communication and dissemination activities.

All information related to the ICARUS progress, results, news and events will be constantly updated and published in the ICARUS project website. ICARUS will be also active on social media to reach its targeted audiences and promote its results, leveraging different social networks (Twitter, LinkedIn, Facebook, SlideShare, YouTube, ResearchGate) with a different mission and purpose according to the communication strategy presented in D6.1.

In order to ensure the website is up-to-date and to effectively create buzz in social media, all ICARUS project partners shall contribute and get involved in the following ways:

- Present their periodic results, experiences and perspectives gained during the project implementation in the ICARUS blog, according to the blog posts schedule and the blog preparation guidelines, in order to attract and maintain the interest of the targeted audiences.
- Prepare attractive news and events entries capturing the essence of the events that ICARUS participated, discussing the activities performed and sharing the relevant material (photos, presentations, videos, etc.)
- Follow/like the ICARUS accounts in the various social media channels.
- Re-tweet/share/like the ICARUS posts on a regular basis, in order to ensure further dissemination to their followers.
- Mention the ICARUS respective accounts in any post related to ICARUS (e.g. presentation in a conference, participation to an event, news of interest, related articles) which is published in their personal accounts.
- Add the ICARUS-relevant research (e.g. journal / conference papers) in the ICARUS project in ResearchGate.