D6.2: FLAME Project Web Site

Adriano Galati, Margherita Facca, Monique Calisti (Martel)

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This deliverable contains a short description of the public pages of the FLAME project web site and describes its core functionalities, its content (actual and planned) and how the various pages will be maintained throughout the project lifetime. The project web site reflects the brand identity already defined and presented.

WWW.ICT-FLAME.EU

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Authors	Adriano Galati, Margherita Facca, Alessandra Scicchitano, Monique Calisti (Martel)
Reviewers	Trossen Dirk (IDE), Stephen C. Phillips (ITInnov)
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V1.0	31/03/2017	First released version
V1.1	13/11/2017	Formatting corrections

DISCLAIMER

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Nature of the deliverable:		R	
Dissemination Level			
PU	Public, fully open, e.g. web		✔
CL	Classified, information as referred to in Commission Decision 2001/844/EC		
CO	Confidential to FLAME project and Commission Services		

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EXECUTIVE SUMMARY

The work presented here is part of the marketing, dissemination and communication strategy of FLAME dedicated to Future Media Community Engagement and Impact which aims to establish and sustain the growth of the FMI Ecosystem through engagement of stakeholders for broad socio-economic impact creation. To ensure success, FLAME adopts modern and innovative communication and marketing tools in line with the expectations of FMI players.

Dissemination activities have a central role during the project lifetime in order to foster widespread awareness of FLAME as well as strong cooperation and exchange with research communities and stakeholders inside and outside of the EU. Dedicated dissemination and communication channels have been established to all involved stakeholders and the general audience, and a comprehensive plan of target activities has been elaborated. The dissemination and communication channels aim to inform all stakeholders, the scientific community and the public at large, about the project activities and results, and help the creation of a large-scale experimentation ecosystem for a variety of FLAME Future Multimedia Internet services, engaging industry, SMEs and start-ups at appropriate stages throughout the maturity of the offering.

As one of the main dissemination and communication tools, the project website has been developed during the first month of the project (https://ict-flame.eu/) and will be frequently updated and enriched during the project duration. The first version of the web site was made available at the end of January 2017 and was presented to the consortium during the Kick Off meeting which was held at the IT Innovation premises in Southampton the 24th and 25th January 2017. This gave the opportunity to collect input and feedback from all of the partners.

In order to keep the web site active with up-to-date information and material, Martel (as the activity leader) sends out regular reminders to all of the partners to collect information about any relevant news, progress, or outcomes related to the project so as to properly capture and advertise them via the project website.

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ABBREVIATIONS

CMS	Content Management System
CSS	Cascading Style Sheets
EaaS	Experimentation-as-a-Service
FLAME	Facility for Large-scale Adaptive Media Experimentation
FMI	Future Media Internet
HTML	HyperText Mark-up Language
NFV	Network Function Virtualization
PHP	PHP: Hypertext Pre-processor
SDN	Software Defined Networks
WP	Work Package

1   INTRODUCTION

The Future Media Internet (FMI) will be driven by evolving existing over-the-top (OTT) solutions towards a stronger integration with emerging programmable communication and computing infrastructures to address consumer demand for personalised, interactive, mobile and localised media experiences. In this context, the FLAME project aims to establish an FMI ecosystem based on the Experimentation-as-a-Service (EaaS) paradigm that supports large-scale experimentation of novel FMI products and services using real-life adaptive experimental infrastructures encompassing not only the compute and storage facilities but also the underlying software-enabled communication infrastructure.

However, the FMI market is a complex and demanding playground in terms of quality and type of communication and marketing actions required to attract and engage target stakeholders. Therefore, to ensure success, the FLAME project has been equipped with modern and innovative communication tools to develop engagement strategies in line with the expectations of FMI players. In this perspective, promotion, dissemination and exploitation activities are central to FLAME's efforts and are being closely coordinated to create a cohesive plan of action for engagement of all relevant stakeholders in the FLAME ecosystem.

The current deliverable, D5.2, is part of the marketing, dissemination and communication strategy activities. It mainly focuses on the development and presentation of the FLAME web site (https://www.ict-flame.eu/), which is conceived to be accessible, simple and easy to find and use.

This deliverable presents the envisaged functionalities of the FLAME web site which can be summarized as:

➔   Presenting the overall FLAME vision and linking to the various social media channels, including Twitter, LinkedIn and YouTube, which will be populated with first videos later on.

➔   Presenting and organising information about the FLAME project's objectives and work.

➔   Disseminating news relevant to the FLAME community and target stakeholders.

➔   Facilitating access to key outputs of the FLAME project and initiatives for broad uptake.

➔   Promoting FLAME related events and activities, including Open Calls.

2   THE FLAME WEBSITE

2.1 GENERAL DESCRIPTION

The FLAME web site is one of the main entry points to the project for the FLAME stakeholders, the Internet community and the general public. Though the Description of Action for the project mandated an active website by the end of the third month, the first release of the web site was made publicly accessible since the end of the first month of the project at https://www.ict-flame.eu. Figure 1 and Figure 2 show part of the landing web page of the site as it initially appears to visitors when accessing it and all of its content while scrolling down the page, respectively.
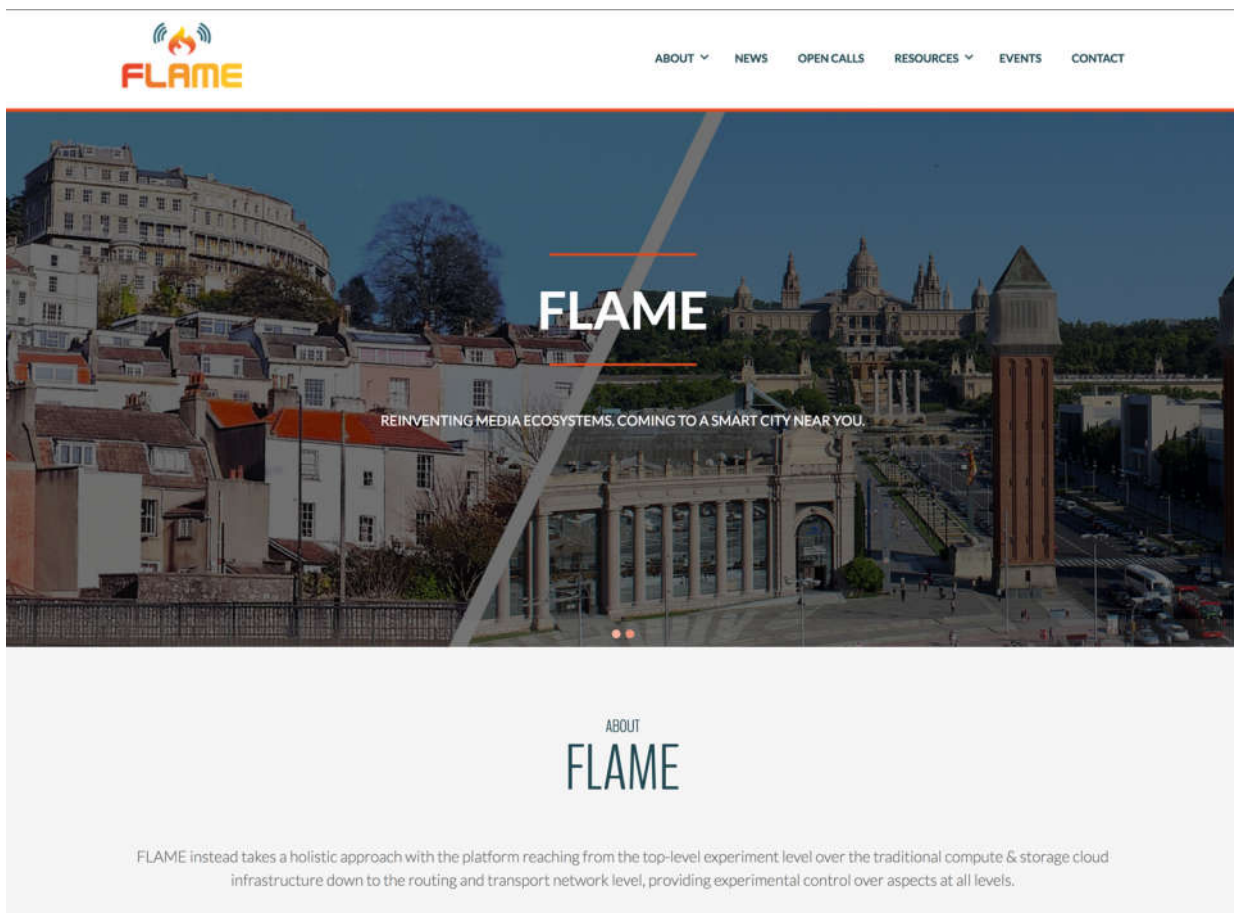
Figure 1: Homepage landing area of FLAME website

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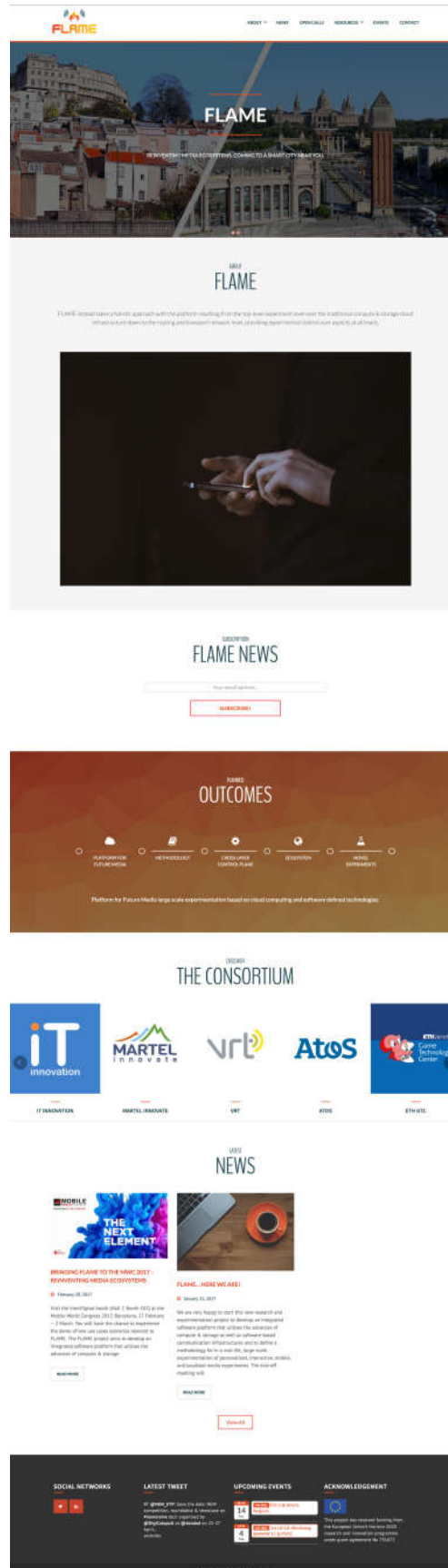
Figure 2: Homepage of FLAME website

Basic facts: the FLAME website is available at https://www.ict-flame.eu[1]. MARTEL Media, which is MARTEL's department specialized in communication services, created the web site and will maintain it throughout the whole duration of the project, with active collaboration from all project partners. The web site is based on WordPress (http://wordpress.org), one of the most popular open source web Content Management System (CMS) and it is integrated with the powerful usage monitoring service Google Analytics.

Technical aspects: the web site is hosted by Hostpoint (https://www.hostpoint.ch), the largest Swiss web hosting company who provide 24/7 support and disaster recovery. As mentioned the web site is based on WordPress which uses PHP to generate HTML code. The web pages are styled with CSS3 and stored in a MySQL database. The entire code of the website adheres to the standards of accessibility defined by the World Wide Web Consortium (https://www.w3.org).
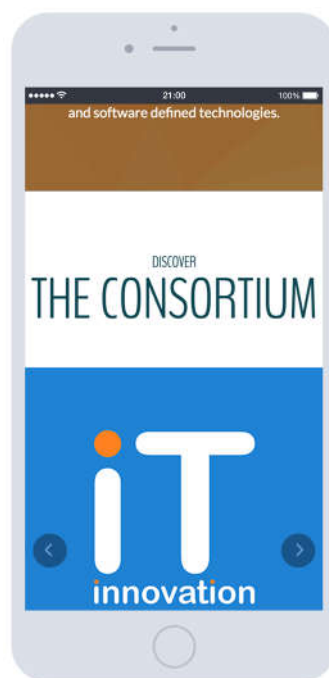

Figure 3: FLAME website on a smartphone demonstrating the
responsive design

Design aspects: the design of the web site is strongly brand-oriented to consolidate the image of the project. The rest of the dissemination material produced within the project and for the interaction with social networks will use the site as term of reference, in order to have a consistent communication and an easy-to-recognise image/brand. To support multimodal access of the website, the website adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids. Figure 3 shows the FLAME home web page on a handheld device. Notice that the homepage banners are flexible and dynamic, so that they can be updated to highlight relevant information or sections according to the communication and marketing needs of the project.

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[1] Valid aliases include https://ict-flame.eu and https://www.ict-flame.eu.

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2.2 OBJECTIVES AND SUCCESS FACTORS

The web site is the entry point for all information about the FLAME project. All relevant information about the project, outcomes, events, milestones, developments, etc., must be well exposed and accessible via dedicated areas structured on the web site. The FLAME consortium will be constantly searching, gathering and elaborating information to be posted, especially in relation to the planned activities of the various work packages.

The main FLAME target groups which have been considered include European and worldwide industry players, SMEs as well as researchers that are active and/or interested in the FMI market as well as relevant technologies, such as NFV, SDN and others. This embraces media service providers, infrastructure operators, telecommunication operators, creative SMEs and start-ups, researchers and smart cities players. Furthermore, we will provide targeted information for our open calls for those parties interested to apply to them.

Value proposition: information on the FLAME website has been structured in such a way that for each target group it should be easy to identify what is available for them. Dedicated areas include information about Resources, News and Open Calls. The current resource tab offers a detailed list of presentations, deliverables and other project outcomes, but for other key output, such as platform resources, tools, experimental testbed components, etc., we will define dedicated pages to more prominently promote them. This might include some more dynamic and specific banners to gather attention of specific target groups. Moreover, the media internet intelligence toolbox will be broadly advertised via various channels (social media). This shall help the overall promotion of the outcomes of the project in a broad perspective.

Focus on users: by close coordination on input especially from WP1, WP2 and WP4, we will ensure to provide reach, actual and always up to date information that can attract all target stakeholders, in Europe and globally, that are innovators and experts on Next Generation Internet Multimedia landscape and that can be potential audience of the project's outcomes. In this respect it will be crucial that under the coordination of WP5 there is a clear and effective way to produce messages and means that can help promoting via the web pages high quality outcomes of FLAME. Whether technical or more marketing-driven output will be packaged for the target audience in a professional and high quality way with primary focus on users and users' uptake of FLAME outcomes.

Acceptance and engagement: we aim for >2000 unique visitors per year on the average to the web site. The level of acceptance of the website presence of FLAME among target stakeholders will be tracked through statistics gathered through Google Analytics, with a special attention to the most visited pages, most downloaded documents, countries of visitors, etc. so that it will be possible to better monitor and eventually adapt our overall dissemination strategy and actions. In addition, we will track the level of interaction with our pages, by tracking data about any visitor downloading papers, deliverables, etc., by recording how many expressions of interests to the Open Calls will be recorded, including how many applicants we will have. Thorough the contact form we will also collect input from any visitor and we might specifically ask for feedback and input via interactive areas on specific initiatives, outcomes and published outcomes.
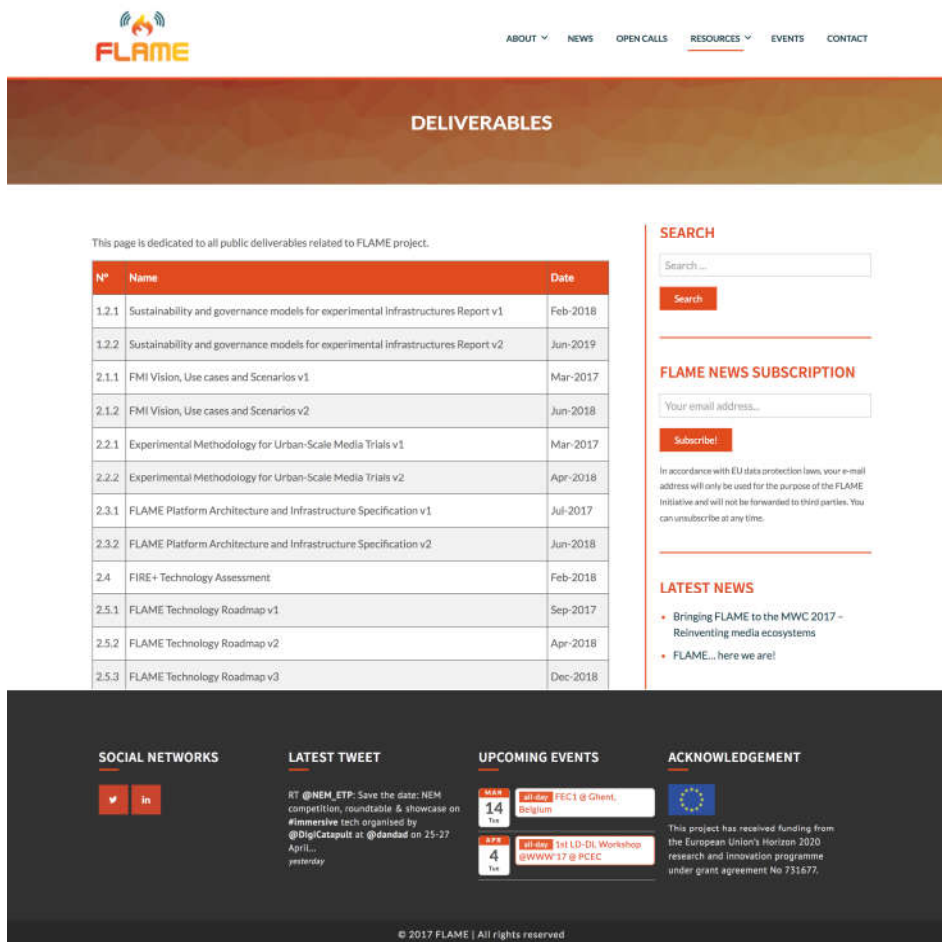
2.3 CONTENT AND FUNCTIONALITIES

The FLAME website is accessible through smartphones and tablets, and optimised for search engines. A Twitter account and a LinkedIn account have been created in order to boost the dissemination and communication activities.

The website, as originally defined, contains the following sections:

➔ **ABOUT**, including basic information about the project within the sub-sections:

- **About FLAME**: providing a high-level introduction to FLAME;

- **Main Objectives**: describing the objectives of FLAME and the approach to achieve them;

- **The Consortium**: presenting the participants to the project.

➔ **NEWS**: this section is built as a blog to publish news regarding FLAME project activities and results, as well as general project related topics. Most of the news entries are spread through our Twitter/LinkedIn channels and periodic newsletter to increase their visibility and their promotion. Here, the web site hosts a section which allows visitors to subscribe to the FLAME newsletter and receive news about relevant activities and results on a regular basis.

➔ **OPEN CALLS:** includes basic information about the project open calls and shows when they will be open through a timeline.

➔ **RESOURCES:** this is a key section of the website. This will provide different public documents related to the FLAME work (all items will be posted in PDF format available to download):

- **Presentations/Talks:** public presentations and talks realized in the project**;**

- **Scientific Publications:** presenting scientific publications realized in the project;

- **Deliverables:** listing all the public deliverables produced by FLAME (see Figure 4);

- **Promotional Materials:** all the promotional materials (flyer, rollup…) produced by FLAME;

- **Links and related sources:** liaisons to relevant initiatives and link to relevant fora, standardisation groups, blogs, white papers, etc.

Figure 4: Deliverables page of the FLAME website

➔ **EVENTS:** this page will show a calendar with different options for filtering on planned project events and upcoming events related to FLAME in Europe and beyond with basic information about them.

➔ **BLOGS:** this page will show our regular expert blogs on FMI relevant aspects, technologies, trends and more in order to actively engage with the FMI stakeholders beyond our own project results. It can include entries that might not come from partners but rather from experts active in the same domain.

➔ **CONTACT**: visitors can send their questions or comments through a secure contact form to the project coordinator.

On the page footer we show the latest tweet of our account, the next two upcoming events and our social media links. On the page sidebar we have access to the latest news, the latest tweets through the Twitter widget, more upcoming events and also the possibility to subscribe our newsletter to stay up-to-date with the FLAME project.

2.4 SOCIAL NETWORKS

Nowadays, social networks are integrated in almost every aspect of dissemination and marketing

campaigns. They are great means to leverage the power of social connections to increase awareness of development efforts. FLAME takes advantage of social networks to promote events, presenters, activities, and disseminate results. A dedicated Twitter account (see Figure 5) and a LinkedIn group (see Figure 6) have been created and linked to the FLAME web site in order to boost dissemination and communication activities. Twitter posts are shown on the FLAME web site on the right-hand sidebar, apart from the main start page where only the last tweet is shown at the bottom in order to keep the main page sleeker.
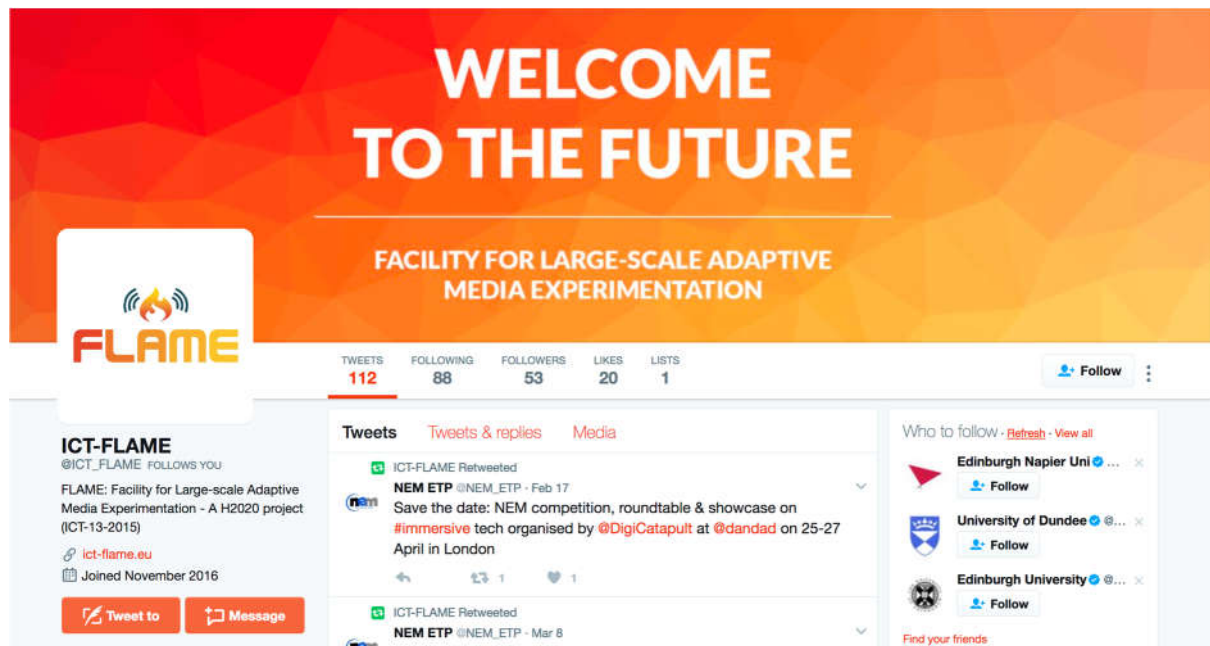

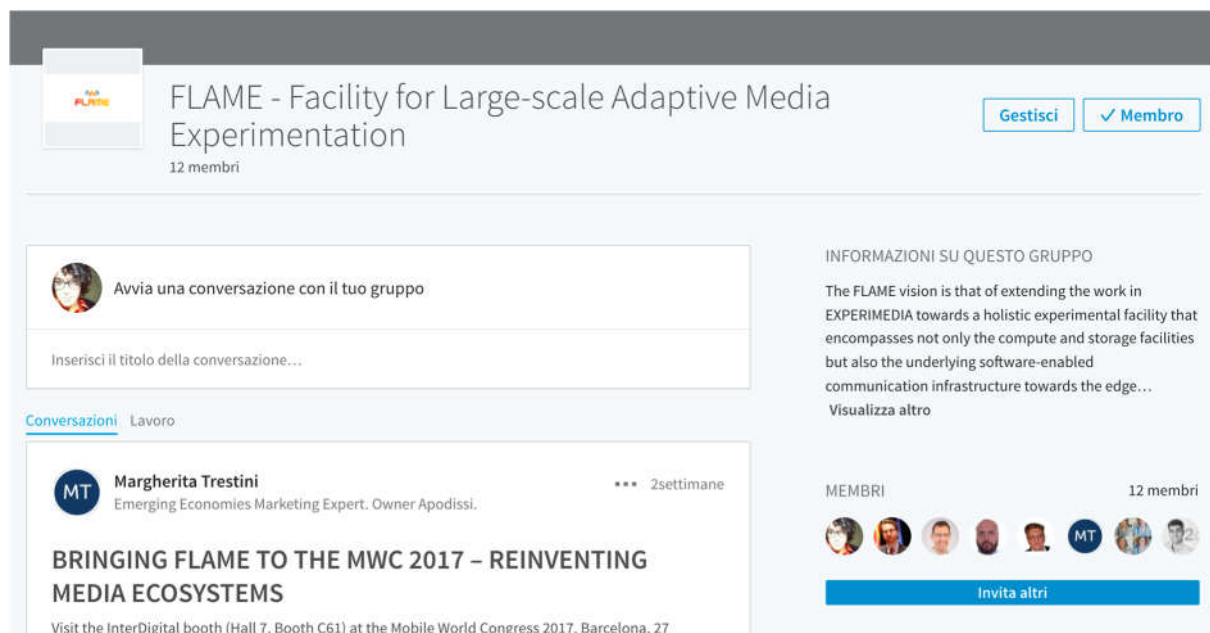Figure 5: FLAME's Twitter account.

Figure 6: FLAME's LinkedIn Group.

2.5 UPDATE PROCESS

The web site will be maintained and enriched by MARTEL according to the project's course of action, ongoing project's activities and ensuring the collection of relevant material and information from all partners. Through the bi-weekly PMB conference calls and project's meetings, MARTEL will poll for new outcomes, events and material that the project should disseminate online. Accordingly, it will coordinate the publication on the web site and on the connected social media tools in a dynamic and proactive way, also according to related events and initiatives in the FIRE community. This process may result in adding new sections to the web site over time (e.g. an area will be specifically dedicated to the planned FLAME workshop and another one to the FLAME Challenge).

3   CONCLUSIONS

This report summarises the work done within the first 3 months of the project to establish the FLAME project's public web site as central communication point for promoting efforts pursued by ongoing FLAME activities. Such web site will be maintained and promptly updated as the project evolves throughout the project lifetime. Any progress will be duly reported via the subsequent deliverables. The web site, which is up and running as of end of January 2017, has already become a lively entry point thanks to major efforts performed by the FLAME partners in gathering input and coordinating activities among various initiatives. The plan is to follow up on improving and frequently updating the FLAME site so as to keep it alive, rich and always aligned with latest achievements and future FLAME activities.