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EXCELSIOR Project

H2020-WIDESPREAD-2018-2020 Grant Agreement No 857510	
Project full title:	ERATOSTHENES: Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment
Project acronym:	EXCELSIOR
Work Package:	WP9 Dissemination and Exploitation
Deliverable:	D9.5 Project Website
Version:	Final D9.5
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APPROVED	All partners			30/03/2020

Work Package 9: Communication, Engagement and Networking

D9.5: Project Website

Sections to be protected	Description	Owner	Access Rights	
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*PD: Public dissemination CA: Confidentiality Agreement required for disclosure



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Executive Summary

The report of deliverable 9.5 “Project Website” is an EXCELSIOR Project document with public dissemination status, produced in the framework of Task 9.2 “Development of communication toolkit and material”. The main objective of this task is to develop a communication material package (which includes the public website of the Project: www.excelsior2020.eu), aiming to inform and engage with stakeholders of the Project, as well as raise awareness on the research excellence and innovation potential of the Eratosthenes Centre of Excellence.

The public website of EXCELSIOR comprises of seven main sections and will be dynamic, as four of the main sections (i.e. “The Project”, “News & Events”, “Functional Areas” and “Downloads”) will be regularly updated with new content by the WP9 Leader and the Cyprus University of Technology.

The website has been developed by considering different audiences; the provide information targets both technical stakeholders as well as the general public, including schools. The website has been designed considering display on different devices, including desktop computers, tablets and smart phones, and Google Analytics is used for the website traffic.



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Abbreviations

CUT	Cyprus University of Technology
DIH	Digital Innovation Hub
DLR	German Aerospace Centre
ECoE	Eratosthenes Centre of Excellence
EMMENA	Eastern Mediterranean Middle East and North Africa
EO	Earth Observation
EXCELSIOR	Eratosthenes: Excellence Research Centre for Earth Surveillance and Space-based Monitoring of the Environment
GI	Geospatial Information
MTCW-DEC	Department of Electronic Communications of the Ministry of Transport, Communications and Works
NOA	National Observatory of Athens
RS	Remote Sensing
TROPOS	Leibniz Institute for Tropospheric Research



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1 Introduction

The EXCELSIOR Phase 2 Teaming Project aims to upgrade the ERATOSTHENES Research Centre, established within the Cyprus University of Technology (CUT), into a sustainable and viable ERATOSTHENES Centre of Excellence (ECoE) for Earth Surveillance and Space-Based Monitoring of the Environment. Deliverable 9.5 aims to describe the website created to maximise the impact of the external communication activities of the project. This deliverable relates to the EXCELSIOR work package WP9: 'Communication, Engagement and Networking' which aims to be used as one of the communication tools that will be utilised during the project to engage with all the target groups of the Project: Decision Makers, Research, Industry, End-users, Media and Public. Indicatively, some of the main tasks of the website are to contribute to raising awareness of project goals and activities, publishing news, enabling subscribers to the Newsletter, promoting ECoE participation in industry events, direct contact with stakeholders, open workshops, etc.

The website has been created at the beginning of the project and will be updated with new material throughout the duration of the Project. It will be a resource portal providing up-to-date information, such as Project outline, Project participants, press releases, online discussion forums, the ECoE's EO research, applications, related training and scientific activities. The website will respect the personal and institutional restrictions and information policy that partners and customers of ECoE might impose in their related IPR and information, including complying with the EU General Data Protection Regulation (GDPR). Collaborators and stakeholders will be encouraged to provide a link to the website to maximise visitors to the Project's web site. Furthermore, there is an option at a later stage to include more languages for the website (e.g. Greek).

The EXCELSIOR2020 website (excelsior2020.eu) is built using the latest version of the WordPress content management system and is designed with the aim to be simple, functional and responsive. The site is hosted on a CentOS Linux 7.7.1908 (Core) virtual server managed by the Plesk Obsidian control panel. The NS zone is hosted on Cloudflare, enabling the control of traffic, whilst creating a cached copy, serving the requests based on user geo-location, protecting the system from DDoS attacks.

The WordPress CMS, theme and plugins are updated regularly with the latest versions. Additionally, to prevent any data loss of the website's files and database, backups will take place very often on a secure cloud storage. EXCELSIOR2020 has been mirrored on a second virtual server using an rsync program to keep the third backup on a different data centre. SSL is being used to keep visitors sensitive information, encrypted, when sending across the internet so that only the intended recipient can access it.

The site is connected with Google services like:

- Google Analytics: keeping anonymous statistics about the audiences, traffic flow, visits and referrals
- Google Webmaster: helping Google bots to index the content
- Google ReCaptcha: preventing bots and spammers using website forms and send spams



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2 The project website structure

The website of the H2020 EXCELSIOR Project is available at www.excelsior2020.eu and is responsive to the browser, making it also readable from mobile devices, such as smart phones and tablets. All sections of the website have on top the EXCELSIOR logo and on the bottom a reference to the Horizon 2020 funding by the European Union as well as the funding from the Government of the Republic of Cyprus. A link to the main home page and all the other tabs is also included and accessible from all sub-pages.

Furthermore, it is important to mention that two menus can be found in the EXCELSIOR website: the Main menu and the Secondary menu which are all accessible from all sub-pages.

2.1 Main menu

The EXCELSIOR's website contains seven specific tab pages (Figure 1), as outlined next.

- The first page, '**Home**', is the general home page of the EXCELSIOR website and highlights the activities implemented and promoting upcoming events.
- The second page, '**The Project**', includes general information about the Project, such as overview of EXCELSIOR and the Project work-packages, as well as and more specific information, such as the Digital Innovation Hub (DIH) of the EXCELSIOR Project.
- The third page, '**Our Team**', includes information related to the people involved in the Project.
- The fourth page, '**News & Events**', presents the communication activities of the Project.
- The fifth page, '**Functional Areas**', presents the functional areas of the DIH of the ECoE.
- The sixth page, '**Downloads**', includes all the documents with Public dissemination status, produced throughout the duration of the EXCELSIOR Project
- A last page, '**Contact Us**', provides the reader with the contact details for the EXCELSIOR Project

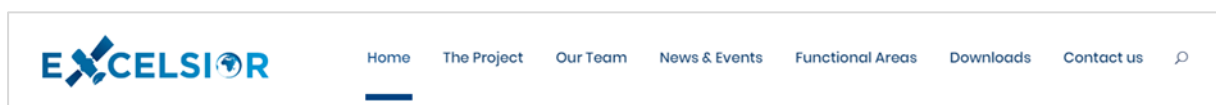


Figure 1: Screenshot of the Main menu of the EXCELSIOR web page

2.1.1 Home page

As shown in Figure 2, the main page of the EXCELSIOR website is the Home page which at top highlights, as sub-tab, some of the contents of the NEWS & EVENTS page, i.e. News, EXCELSIOR in media, For Schools, Events. While the bottom of the Home page shows the most recent posts and twitter feeds. Furthermore, at the centre of the Home page, there is a special section promoting upcoming activities organised by the ECoE, such as future workshops and trainings.



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The overall aim of the Home page is to increase the visibility of the activities included in the page **News & Events**, and allows visitor interaction in a user-friendly platform. Finally, the Home page is used as a communication to promote the social media channels of the EXCELSIOR Project.

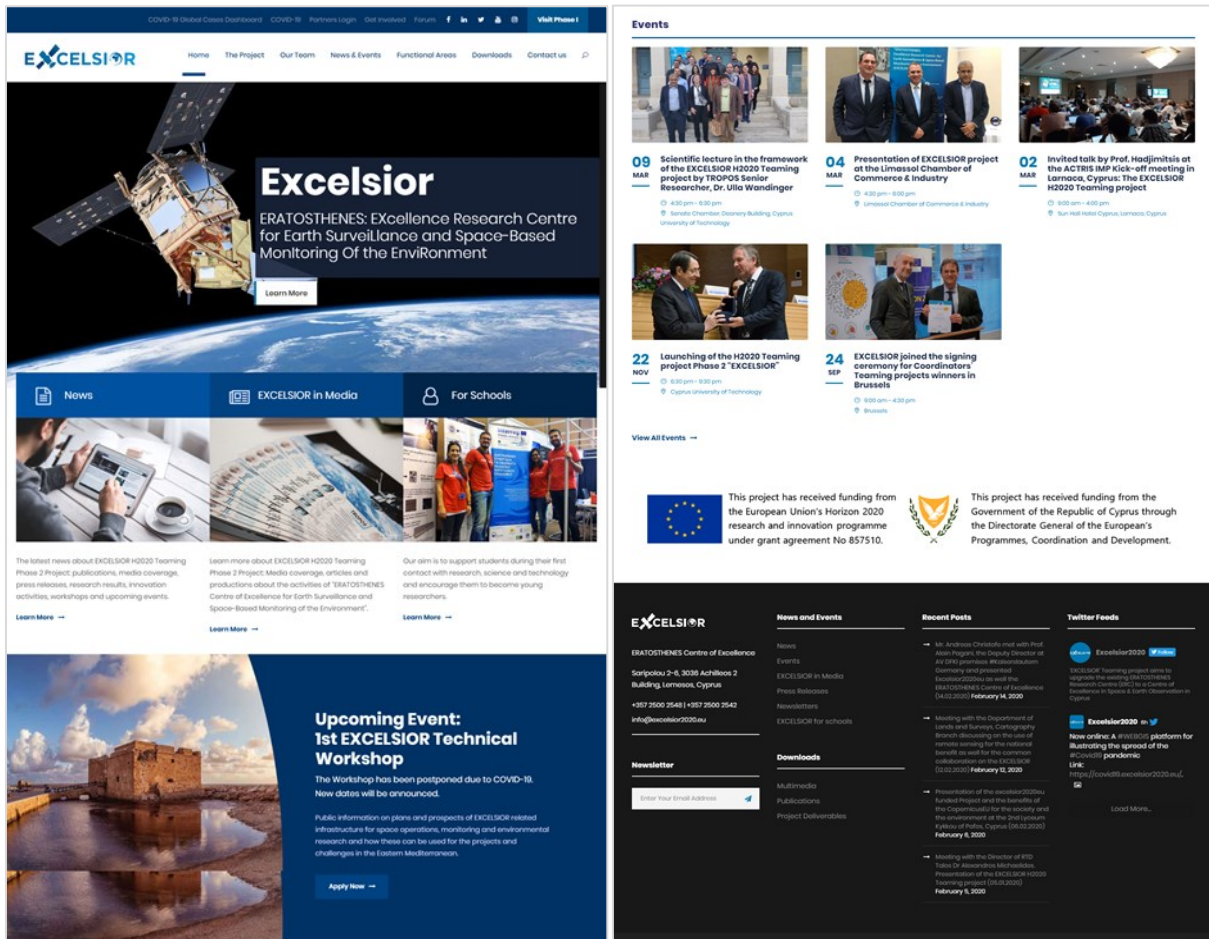


Figure 2: Screenshot of the EXCELSIOR website's Home page

2.1.2 The Project page

The Project page includes seven sub-menus: 1) Overview, 2) Mission & Vision, 3) Impact, 4) Digital Innovation Hub, 5) Why EXCELSIOR, 6) Work Packages and 7) Networks & Organisations.

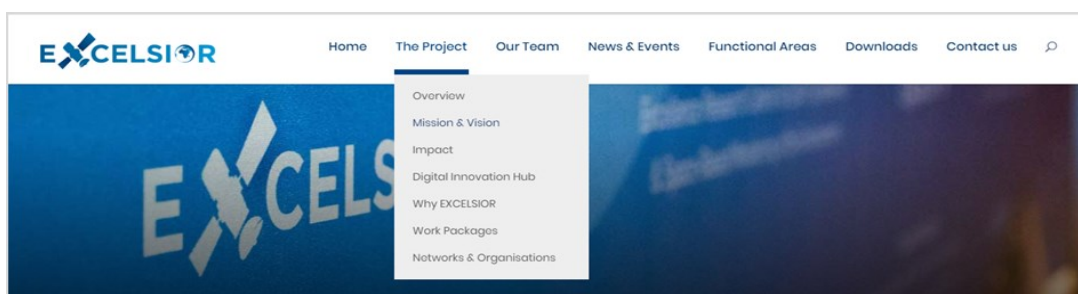


Figure 3: Screenshot of the Project page dropdown menu



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Figure 4: Screenshot of the Digital Innovation Hub, sub-page of The Project page

1) Overview: At the overview sub-menu, a brief description of the EXCELSIOR website is provided including the objectives, the overview of the ECOE by 2026 and the priority sectors in which the ECOE aims to achieve research excellence.

2) Mission & Vision and 3) Impact: presenting the Mission & Vision of the Centre of Excellence to be established as well as the impact of ECOE to Cyprus and the Eastern Mediterranean Middle East and North Africa (EMMENA) region.

4) Digital Innovation Hub: This subpage explains the main concept behind the ECOE to act as DIH adopting a two-axis model. The horizontal axis consists of three Thematic Clusters for sustained excellence in research of the ECOE, namely: Environment and Climate, Resilient Societies and Big Earth Data Analytics; and the vertical axis consists of four Functional Areas: The Infrastructure Area; The Research Area; The Education Area and The Entrepreneurship Area.

5) Why EXCELSIOR: in this section, the importance of the establishment of the ECOE is highlighted as well as the opportunities envisaged by the consortium (acting in the domains of Earth Observation (EO), Geospatial Information (GI) and Space Applications). These opportunities were the motivation for the establishment of the Excellence Research Centre in Cyprus.

6) Work Packages: presents the work packages which will be implemented by the Project activities over a period of 84 months. This sub-page also presents the overall structure of the EXCELSIOR Work Plan.

7) Networks & Organisations: presents the Network and Organisations, both at the national and international level, which have supported the EXCELSIOR Phase 2 Teaming Project by providing Letters of Commitment and Letters of Support.



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2.1.3 Our Team page

The Our Team page includes two sub-menus: 1) Consortium and 2) Advisory Board. The Consortium tab briefly presents all partners in the EXCELSIOR Project; this includes an overview of the five PIs of the Project as well as a description of the five organisations participating in the Project. Furthermore, under the Consortium tab, there is a separate list of the Personnel of each organisation participating in the Project: Cyprus University of Technology (CUT); German Aerospace Centre (DLR); National Observatory of Athens (NOA); Leibniz Institute for Tropospheric Research (TROPOS) and Department of Electronic Communications of the Ministry of Transport, Communications and Works (MTCW-DEC). In the sub-menu Advisory Board, a list of the members of the EXCELSIOR External Advisory Board is presented.

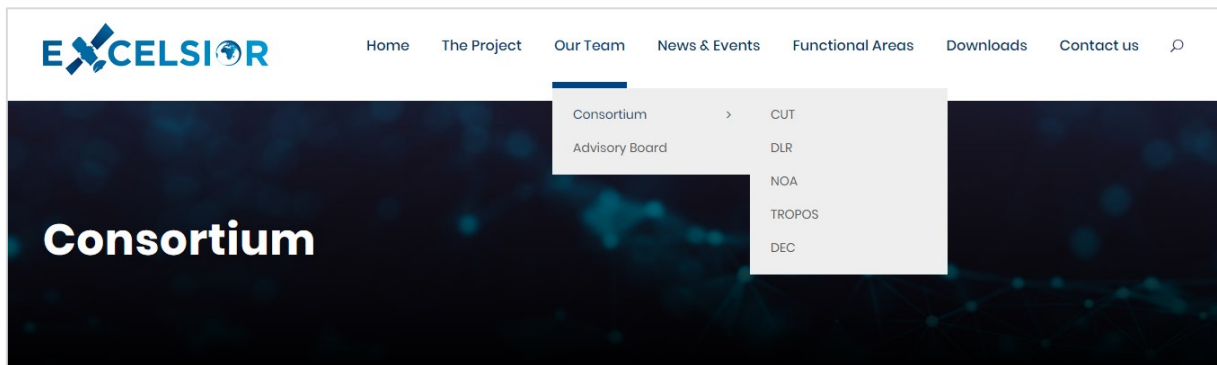


Figure 5: Screenshot of the Our Team page dropdown menu



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Figure 6: Screenshot of the EXCELSIOR website's Consortium page



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2.1.4 News & Events page

The News & Events page includes the following sub-menus: 1) News: which presents all the Project news, such as participations of the EXCELSIOR team members to meetings; events; conferences; and schools visits. 2) Events: presents all the events organized by the EXCELSIOR team members aiming to promote the Project and communicate with various audience such as the wider scientific and academic community; government and decision makers; the industry and the public addressing to the broader community. 3) EXCELSIOR in Media: which includes all the records and publications referring to the EXCELSIOR which have been published to newspapers and other public channels such as websites, etc. 4) Press Releases: which contains all the Press Releases which have been published by EXCELSIOR partners or any other source. 5) Newsletters: which aims to include all the annual Newsletters that will be produced by the EXCELSIOR Project and will be available to inform the interested audience about the latest News of the EXCELSIOR Project. 6) EXCELSIOR for Schools: which contains information related to the school activities of the EXCELSIOR Project and the ECoE. Our aim is to promote the ECoE activities for 'young researchers' and support group of students who want to participate in competitions during their first contact with research, science and technology and encourage them to become young researchers.

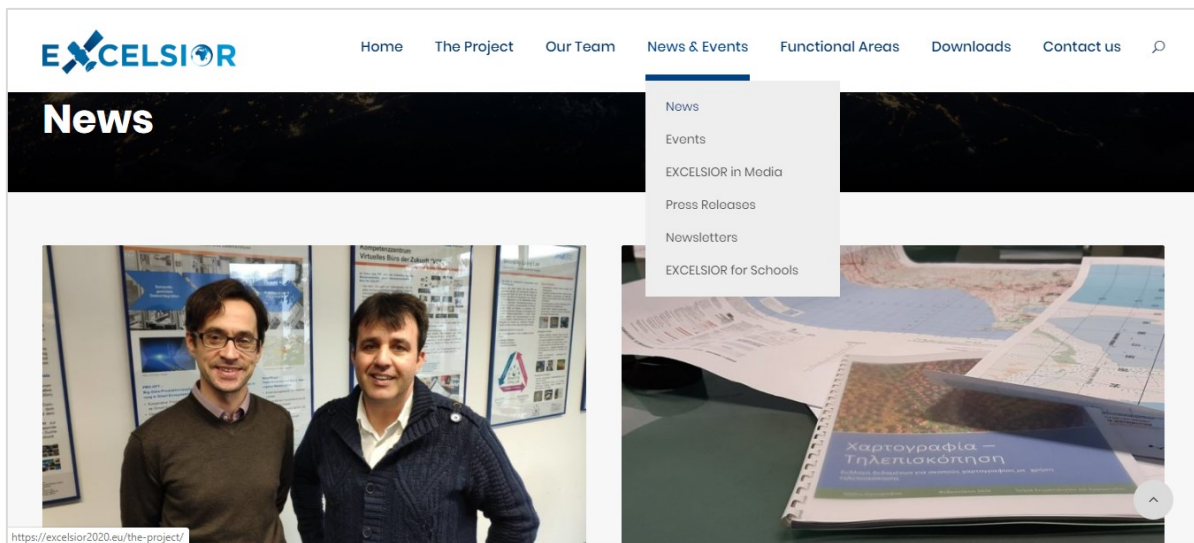


Figure 7: Screenshot of the News & Events page dropdown menu



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Figure 8: Screenshot of the sub-page EXCELSIOR in Media



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2.1.5 Functional Areas page

The Functional Areas page includes four sub-menus: 1) Infrastructure; 2) Research; 3) Education and 4) Entrepreneurship. The aim of this page is to provide an elaborate description of the four Functional Areas of the ECoE:

- The Infrastructure area which describes the key infrastructure and equipment which will be acquired through the governmental funding and will directly contribute to the Research Excellence capacity of the ECoE.
- The Research area which is responsible for the development of science and research which later on will lead into the development of ECoE's services.
- The Education area which is considered the fuel that will sustain the development and operation of ECoE as a Regional Digital Innovation Hub.
- The Entrepreneurship area which will be responsible for ensuring the sustainability of the ECoE and stimulating national and regional growth, through the exploitation of the IPR, licensing of innovation, and market uptake of new EO-based products, services and solutions generated by the ECoE and the members of the Consortium.

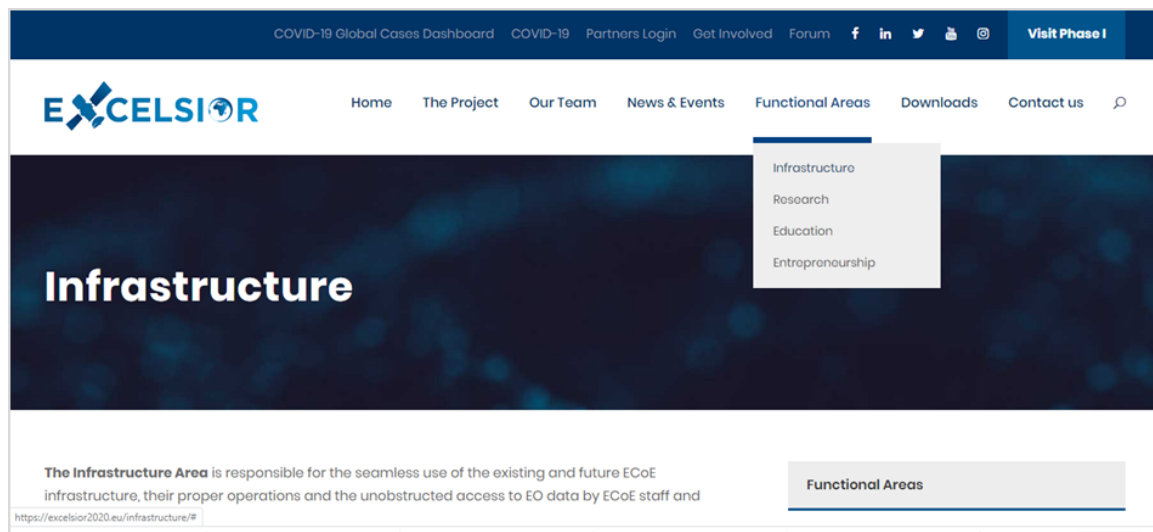


Figure 9: Screenshot of the Functional Areas page dropdown menu



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Figure 9: Screenshot of the Infrastructure sub-page

2.1.6 Downloads page

The Downloads page includes four sub-menus: 1) Publications; 2) Multimedia; 3) Project Deliverables and 4) KTISIS open access repository. This public area of the website aims to include all the documents produced throughout the Project duration and are characterised as public and/or open-access documents. This include scientific publications which are expected to be delivered in addition to the capacity building and knowledge transfer activities of the EXCELSIOR Project, dissemination material,



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etc. Following the H2020 open-access strategy for scientific publications, all the publishable results of EXCELSIOR will follow the 'Gold' (subject to availability of funding) and/or 'Green' model. Thus, during the lifetime of the Project, all partners will deposit an electronic copy of all the final manuscripts, accepted for publication on the public domain of the Project website, on the ECoE's data repository and CUT's 'KTISIS' as well as on subject-based repositories.

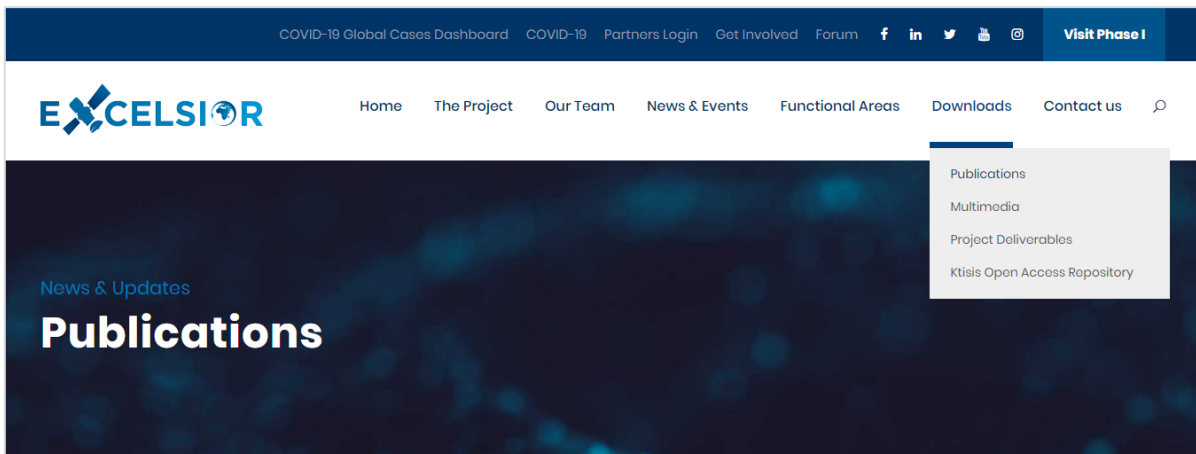


Figure 11: Screenshot of the Downloads page dropdown menu

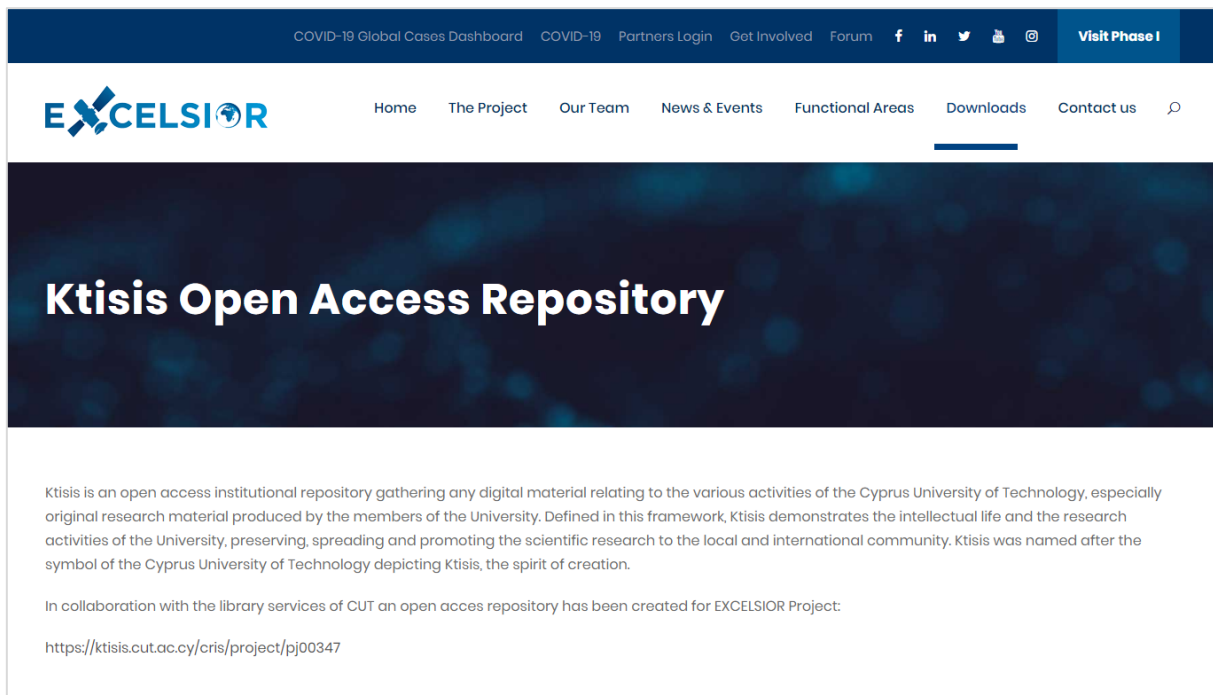


Figure 10: Screenshot of the Ktisis Open Access Repository sub-page



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2.1.7 Contact Us page

At last, a contact page is added leading the external visitors of the EXCELSIOR web page to a contact form where he/she can submit his/her message. In addition, ECoE's contact details are presented, including address, email and telephone.

The screenshot shows the EXCELSIOR website's contact page. At the top, there is a navigation bar with the EXCELSIOR logo and menu items: Home, The Project, Our Team, News & Events, Functional Areas, Downloads, and Contact us (which is underlined). Below the navigation bar, the page is split into two main sections. On the left, under the heading 'CONTACT FORM', there are four input fields: 'Full Name*', 'Email*', 'Subject*', and 'Message*'. Below these fields is a blue button labeled 'SUBMIT NOW'. On the right, under the heading 'ERATOSTHENES CENTRE OF EXCELLENCE', there is a 'LOCATION' section with the address: 'Saripolou 2-6, 3036 Achilleos 2 Building, Lemesos, Cyprus'. Below the address, there is an email icon followed by 'info@excelsior2020.eu' and a phone icon followed by '+357 2500 2548 | +357 2500 2542'. At the bottom of this section, there are social media icons for Facebook, LinkedIn, Twitter, and YouTube.

Figure 12: Screenshot of the Contact Us page



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2.2 Secondary menu

The secondary menu of the EXCELSIOR website includes five buttons: 1) COVID-19 Global Cases Dashboard; 2) COVID-19; 3) Partners Login; 4) Get Involved and 5) Forum. Furthermore, it contains a social media area and the Visit Phase I button.

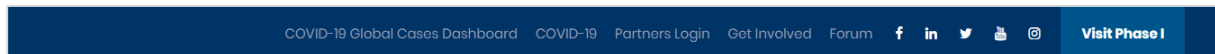


Figure 13: Screenshot of the Secondary menu of the EXCELSIOR web page

2.2.1 COVID-19

The main objective of the ERATOSTHENES COVID-19 WebGIS Platform is to illustrate the spread of the COVID-19 pandemic, disseminate useful statistical figures to the Governing Departments and Authorities and inform the public. A button can be used to get the visitors to the COVID-19 Global Cases Dashboard page.

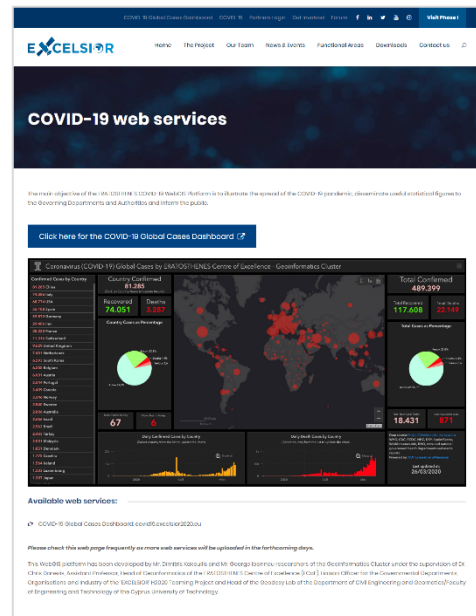


Figure 14: Screenshot of the COVID-19 web services page

2.2.2 COVID-19 Global Cases Dashboard

Available web services: covid19.excelsior2020.eu

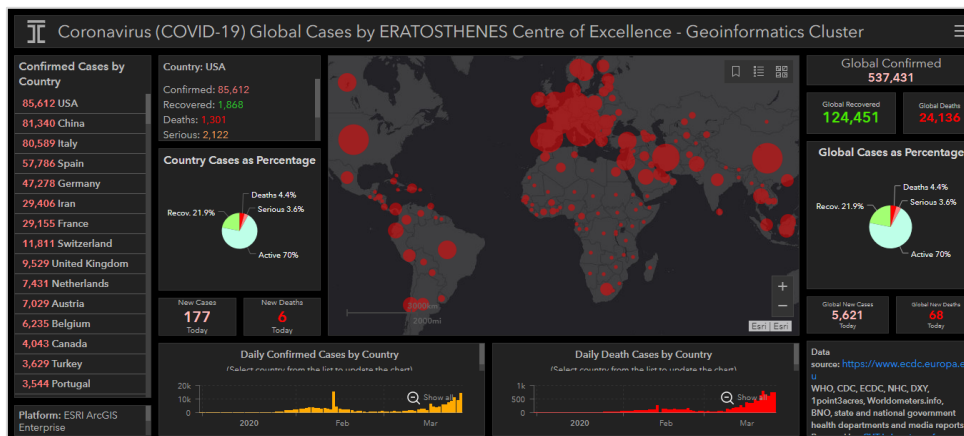


Figure 15: Screenshot of the COVID-19 Global Cases Dashboard



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2.2.3 Partners Login

The Project will develop its own website for storing and sharing technical reports, presentations, minutes in a secure area following templates already successfully used in other H2020 projects coordinated by the EXCELSIOR team. The contact information of each Project partner will be produced at the launch of the Project and will be updated regularly and kept in the secure area of the website (according to the EU’s GDPR). Also, following the Task Group Meetings which will take place at least every six months with the plenary meetings the final versions of the agenda and the detailed minutes after the modifications requested by the partners will be uploaded to the secure area of the Project website.

2.2.4 Get Involved

This announcement is addressed to anyone interested in joining the ECoE hub. It aims to invite anyone to take part in this effort by collaborating with the Centre of Excellence in the following ways: In-kind Contribution; Dissemination and Communication Activities; Financial Support; Seminars and Training and by signing Memorandum of Understanding (MoU).

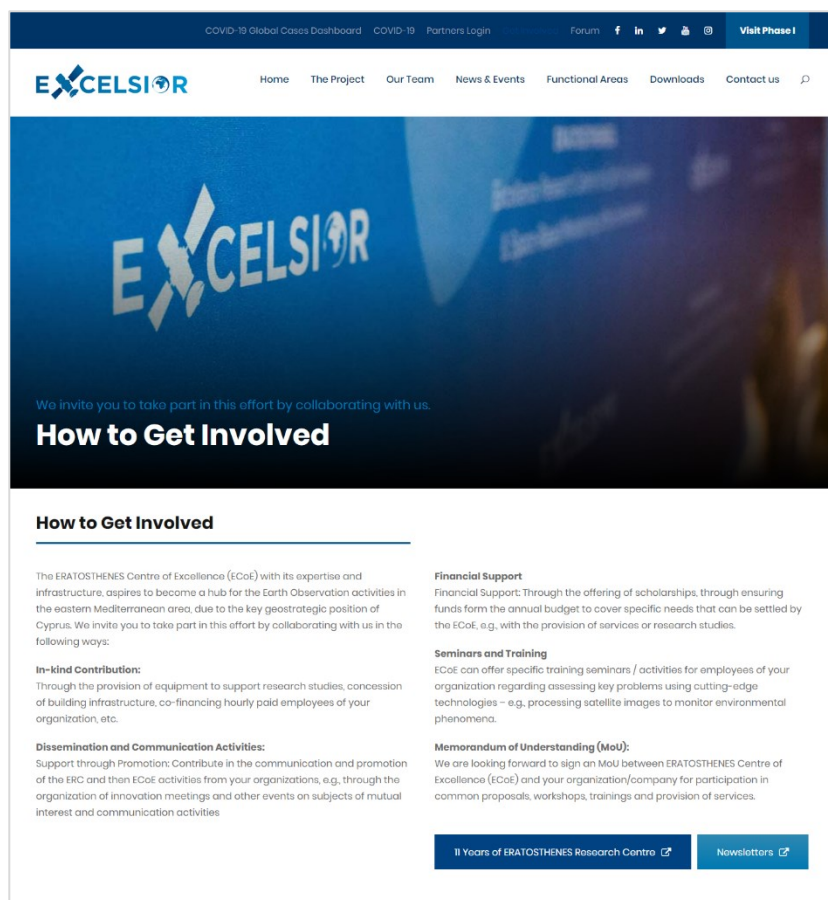


Figure 16: Screenshot of the Get Involved page

2.2.5 Forum

The aim of the forum area is to support online discussion. This can be done following the subscription process from the user in order to obtain access to the online discussion forum. In this field, various topics related to the activities of the Centre of Excellence will be posted such as online workshops, results of research studies and will allow site visitors to ask questions to the researchers or to express their thoughts on the topic of each post.



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2.2.6 Social media area

The Social media area on the secondary menu of the EXCELSIOR website displays the social media (such as Facebook, Flickr, LinkedIn, YouTube, Twitter and Instagram) which are utilised to promote and increase the visibility of the EXCELSIOR Project. It is important to mention the interaction between the social media networks and the website and vice versa. The number of people supporting the EXCELSIOR Project and the ECoE in social networks along with the counted hits per day of the website will serve as a measure of the EXCELSIOR Project's communication success.

2.2.7 Visit Phase I

The secondary menu of the EXCELSIOR website includes at the right site the 'Visit Phase I' button where visitors can use to visit the website of the EXCELSIOR Phase I Project. This website will be maintained at least for a period of 84 months as is the duration of the Project for Phase II. This is important to highlight the interaction and transition from Phase I to Phase II as a continuous path.