



# CORE

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## ABSTRACT

This document shows the structure and contents of CORE website together with the dissemination and communication online infrastructure.

Within the framework of WP8 and its *Task 8.3*, the definition of website structure and the description of all the social tools used to ensure the most effective and long-lasting impact of project achievements are essential to support all the dissemination activities of the project. This deliverable describes the implemented actions for the project website building up, the social media pages and the contents showed.

The document aims to:

- introduce the project webpage structure, present and future scheduled contents to maximize the sharing of the project results with the public and targeted stakeholders;
- show the social pages and the contents that will be shared with the public and relevant stakeholders;
- Identify the success criteria for both the project website and social media.





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## ACRONYMS

AB – Advisory Board  
CORE - sScience and human factOr for Resilient society  
D - Deliverable  
DPO – Data Protection Officer  
EAB – Ethics Advisory Board  
GA – General Assembly  
GDPR - General Data Protection Regulation  
HANKEN - Hanken School of Economics, Finland  
ISE - Institute for Science & Ethics, France  
ISSNOVA - Institute for Sustainable Society and Innovation, Italy  
M - Month  
MTO - MTO Safety, Sweden  
PC – Project Coordinator  
PCC – Project Coordination Committee  
PDM- Project Dissemination Manager  
PMT – Project Management Team  
RESALLIENCE - Sixense Engineering, France  
SCC – Scientific Coordination Committee  
UNISA - University of Salerno, Italy  
WP - Work package  
WPL – Work Package Leader



## INTRODUCTION

The present document describes the structure and contents of CORE's website and shows the social media pages created for the project. Success criteria for both website and social media pages are illustrated. The deliverable has been designed and conceived jointly to the *D8.1 – Project Dissemination Plan*, taking into consideration the visual identity described in that document. The website will act as the main collector of information for the project, being the principal repository of the project objectives and outcomes. It contains several sections, each one dedicated to a specific set of information. The objective is to keep the most updated information about the project developments available for all the project stakeholders.



# 1. Methodology for Website construction and development

## 1.1 Overall approach

The project website has been created with the aim to be the central mean for external communication about and on the project. More in details, the main aims are:

- To support the exploitation of the project outputs increasing project visibility and amplifying the impacts of its achievements among the relevant stakeholders at EU and international level
- To enable smooth dissemination and communication strategy through a continuous contents update and ad-hoc designed communication materials (brochure, newsletter, roll-up and so on)

## 1.2 Methodology for website construction

The website was conceived by considering the project visual identity (described in *D8.1*). The starting point for the website construction and development was the logo of CORE project, which is the key element of style and design. The logo gave the graphical design identity of the project as a whole and the website itself.

## 1.3 Website platform and skills

CORE's website is thought and designed to be a pivotal platform of the online dissemination and communication activities that will be run by the consortium. The aim is to provide an in-depth overview of the project's purpose, activities, and consortium partners, with a video library and several direct links to the CORE different social media accounts as well as a newsletter subscription option through which the website's guests can find out about the latest news and activities of the project's progress.

The CORE website has been launched in December 2021 and is modern and dynamic, being a 'digital anchor' for project content and the pillar of the dissemination and communication strategy.

The website is accessible at <https://www.project-core.eu> and is a living part of the project, regularly updated with contents provided by all project partners.

The Joomla! CMS (Content Management System) platform version 3.10.1, with PHP programming language version 7.4.24 and MySQL database version 5.7.35-38-log, in Linux environment was used. Https security protocol, for the protection of the integrity and confidentiality of the data exchanged between the users' device and the site were implemented. The website was set according to a responsive layout that ensures the most pleasant user experience on any kind of devices used by visitors (PC, tablet, smartphones). The website is already active and will be maintained for the entire CORE



lifespan and after (24 months after the project end). All the images used within the website are free of charge and have no copyright issue.

To be compliant with the GDPR requirements, once the website is reached, a disclaimer is showed, allowing the user to accept or not the cookies.

## 2. Website structure

As mentioned above, the website is accessible at <https://www.project-core.eu>.

The website is composed of 6 sections: Home, Project, Consortium, Achievements, Clustering activities and News & Events.

The sections *Project* and *Achievements* are composed of subsections. In particular, the *Project* section is composed of: *Overview*, *Final Objectives/Goals* and *Case Studies* subsections. *Achievements* is instead constituted of 5 relative sub-sections (*Public Deliverables*, *Publications*, *Communication Material*, *Newsletter*, *Press Kit*). The section *Public deliverables* will be enriched as soon as the submitted documents will be accepted by REA, and the *Publications* section is empty at the moment as the project started just on September 1<sup>st</sup>. *Communication Material*, *Newsletter*, *Press Kit* sections have instead collected the first material.

The *Consortium* page shows the partnership composition following the Grant Agreement order.

For each partner there is a few lines of description but by clicking on the logo, another page opens, with a larger description and the specification of the role in the project.

As soon as the user opens the webpage a GDPR disclaimer opens. In any page in the bottom part, there is the EU symbol and a disclaimer underlining the Grant agreement number.



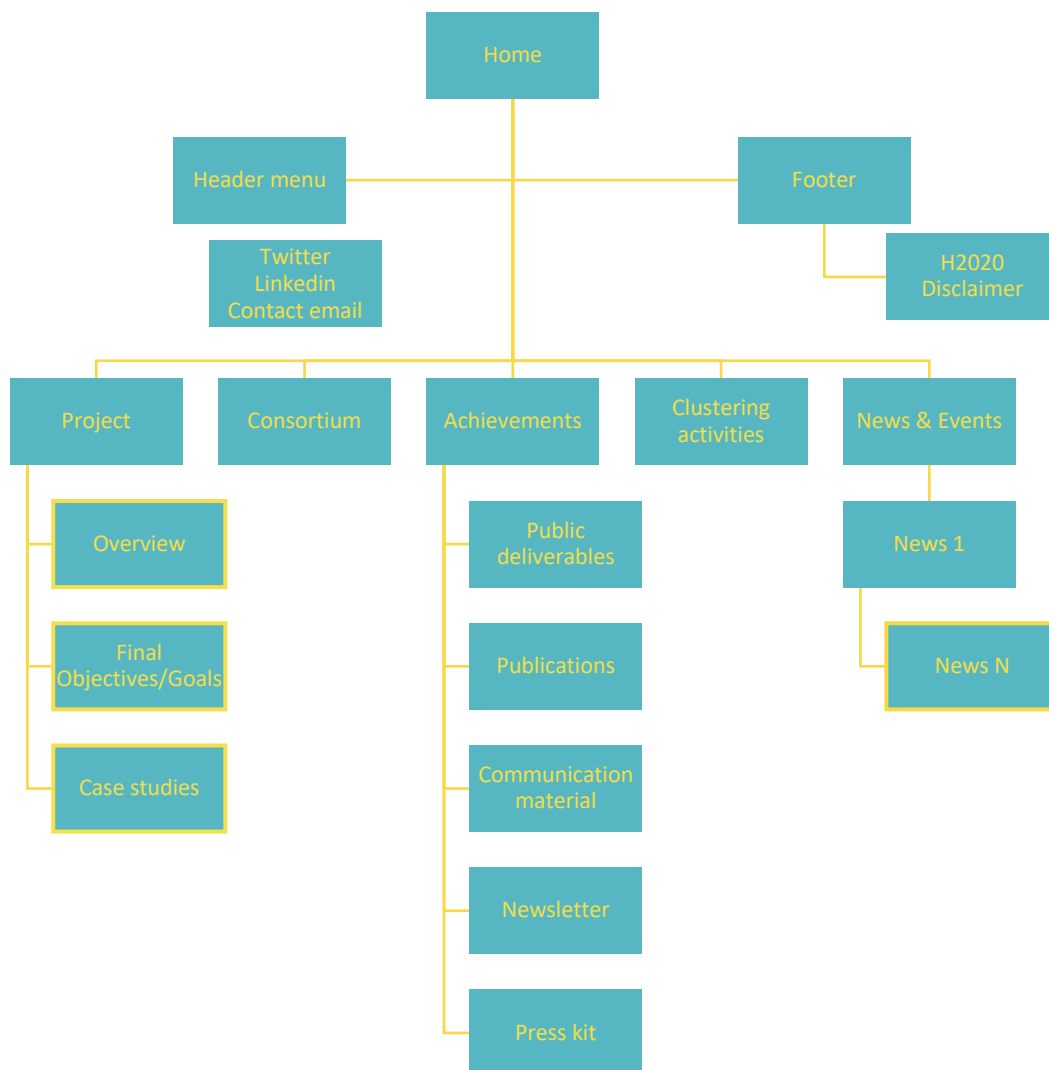


Figure 1 CORE website structure

## 2.1 Website screenshots

To give an overview of how the project is composed, the screenshots of the sections are showed.

On the homepage, the images of the slideshow have been selected by revoking the project case studies (L’Aquila (Italy) earthquake, Manchester arena bombing, Venkatapuram (India) industrial accident, Aude region (France) flash flooding, Great East Japan earthquake and tsunami, Israel - Mevo-Modiin wildfire, Covid-19 pandemic). All the imagines are copyright free and have been downloaded on Pixabay, Unsplash and Wikipedia.

The icons related to goals, building blocks, pillars, the case studies, the partners, the countries involved, and the researchers have been created by UNISA through the CANVA tool (fig 2).





Figure 2 CORE website homepage





In “the project” sections, two subsections are included: Overview, Final Objectives/Goals, Case studies.

The Overview section identifies the key elements of the project, emphasising the successful skills i.e. the goals, the pillars and building blocks (fig 3).

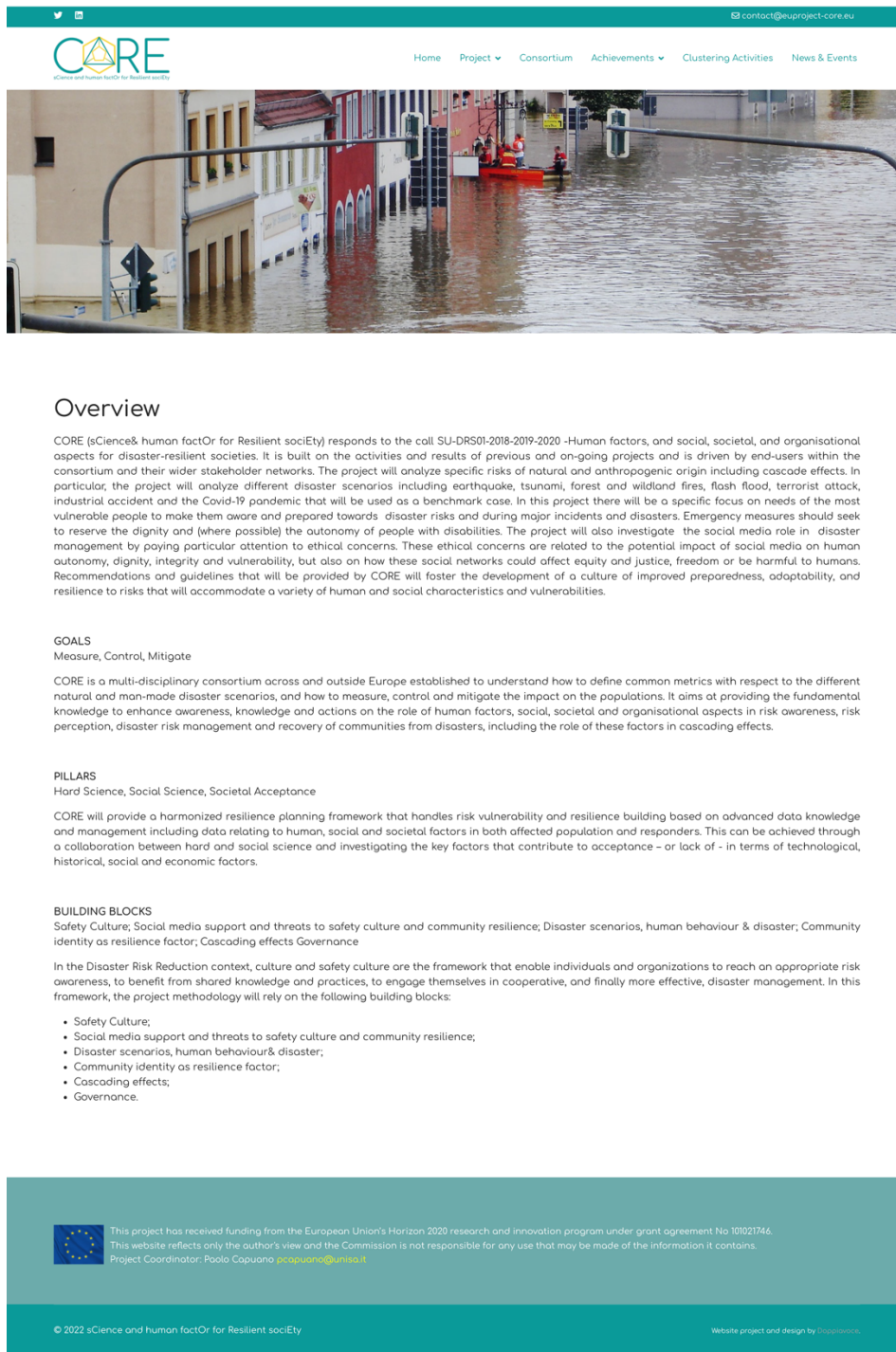


Figure 3 CORE project Overview section





Figure 4 CORE website final Objectives/Goals section

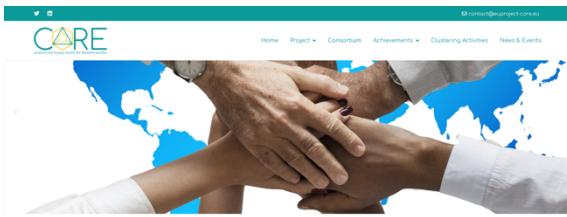


Figure 5 CORE Case studies section

The consortium section gives an overview of the partners involved in the project, with very few lines of description for each of them.

By clicking on the institutions, users are hyperlinked to the greater partner description, the role within the project and the contact person (see the figures below).





### Consortium

The CORE consortium is formed by a team of partners with a long-lasting expertise in the field of disaster risk assessment, resilience and disaster risk reduction with a multi-disciplinary approach. It comprises participants from 8 UE Countries plus Switzerland, UK and Israel. The consortium is composed of 8 research institutions, 5 SMEs, 4 First Responders and 1 Municipality Association (joint offer).

<p><b>UNISA</b></p> <p>UNISA is the Institute for Sustainable Society and Innovation, an Italian independent research organization focusing on the design of safe and sustainable processes. Our core expertise is the resilience and performance analysis of safety-critical systems and services, user research and needs analysis for innovation.</p>	<p><b>ISSNOVA</b></p> <p>ISSNOVA is the Institute for Sustainable Society and Innovation, an Italian independent research organization focusing on the design of safe and sustainable processes. Our core expertise is the resilience and performance analysis of safety-critical systems and services, user research and needs analysis for innovation.</p>	<p><b>ETHZ</b></p> <p>ETH Zurich, founded in 1855, is a leading international university for technology and the natural sciences. The associated Swiss Seismological Service is the national agency responsible for earthquake monitoring, alerting and hazard assessment.</p>	<p><b>IIASA</b></p> <p>The International Institute for Applied Systems Analysis (IIASA) is an independent, international research institute with National Member Organizations in Africa, the Americas, Asia, and Europe.</p>
<p><b>HUD</b></p> <p>The University of Huddersfield is a leader in inter-disciplinary research, education, and advocacy to improve the resilience of nations and communities.</p>	<p><b>HANKEN</b></p> <p>Svein Erik Helleberg (Hanken School of Economics) is one of the Nordic countries' leading business-oriented universities. At Hanken, the Humanities in Logistics and Supply Chain Research Institute (HUMLOG Institute) will contribute to CORE.</p>	<p><b>SAHER</b></p> <p>Taken from the Arabic word for "watchman", SaHer (Surped) is a safety and security research, training and consultancy focused SME based in Exton, operating at a global level.</p>	<p><b>PSCE</b></p> <p>Public Safety Communication Europe (PSCE) is a permanent autonomous organisation aiming at improving provision of public safety services and the safety of the citizens during crisis and emergency situations.</p>
<p><b>ISE</b></p> <p>The Institute for Science and Ethics supports and accompanies private or academic organizations to develop ethical approaches and frameworks, to help forming better assess and monitor any innovation products or concepts.</p>	<p><b>CLB</b></p> <p>The National Institute for Regulation of Emergency and Disaster at the College of Law and Business serves as an international centre for research and policy formation in the fields of natural disasters, public health risk, terrorism and national security threats, social and economic crises in addition to technological and cyber security.</p>	<p><b>MTO</b></p> <p>MTO Safety specializes in providing research and evidence-based knowledge into practical use focusing on the intersection between Humans - Technology - Organization.</p>	<p><b>RESALLIENCE</b></p> <p>Resallience is a consulting firm dedicated to the adaptation of projects, cities, territories, infrastructures and their uses to climate change. RESALLIENCE offers innovative technological solutions, integrated engineering and economic models adapted to climate change.</p>
<p><b>EMSC</b></p> <p>Euro-Mediterranean Seismological Centre (EMSC), among the world's leading institutions for public information about earthquakes and their effects.</p>	<p><b>INFC</b></p> <p>The Department of Firefighters, Public Rescue and Civil Defence of the Ministry of Interior (Dipartimento dei Vigili del Fuoco, del Soccorso Pubblico e della Difesa Civile del Ministero dell'Interno) deals with the organization and the provision of services concerning prevention, rescue and relief activities in case of natural and technological disasters. It also covers all relevant administrative and management aspects.</p>	<p><b>CRI</b></p> <p>The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian network that reaches 150 million people in 190 National Societies through the work of over 17 million volunteers.</p>	<p><b>UCSA</b></p> <p>UCSA is a joint strategic planning office of 4 municipalities in the Metropolitan city of Naples area: 4 city councils: Pulmo Campania, San Gennaro Vesuviano, San Giuseppe Vesuviano, Striano.</p>
<p><b>Hfod</b></p> <p>The Department of Police is located in Fürstenthrudruck and in Subbüsch Rosenberg and currently trains the majority of police students in Bönning at the campus in Fürstenthrudruck.</p>	<p><b>AuRC</b></p> <p>Austrian Red Cross (AuRC) is a non-profit organization based on the Red Cross law in Austria. It is guided by the fundamental principles of the Red Cross Movement.</p>	<p><b>PAFLEG</b></p> <p>The Parco Archeologico del Campi Flegrei is an Institute of Italian MIBACT Ministero per i Beni e le Attività Culturali e per il Turismo.</p>	

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 101021746. This website reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

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Figure 6 Consortium section on the CORE project

**UNISA - University of Salerno (Italy)**

The University of Salerno is one of the oldest universities in Europe and one of the largest in southern Italy with over than 43,000 students. The University of Salerno has wide experience in European and national projects starting from 9th and has an average of 4,500 publications per year in the last five years. Within the CORE project, UNISA will operate through the Department of Physics "S. Coconelli". The Department works, among the others, in the fields of natural and anthropogenic risk assessment and mitigation. UNISA staff has a relevant experience in participating to large international Projects such as H2020 SAHER project, H2020 SACE project, H2020 ESPINACT project, FP7 CLIVA project, and so on. Furthermore, UNISA staff was involved in the Civil Protection/Emilia Romagna Region (CHESE commission on the possible triggering of the Emilia 2012 seismic sequence and in the ICFP commission International Commission on Earthquake Forecasting for Civil Protection). Last up after the Aquila earthquake, UNISA has expertise in the following fields: environmental impact of climate change, probabilistic risk assessment and resilience, development of geophysical data analysis systems, inversion of geophysical data, risk assessment, risk generation, risk communication, social and economic impact of hazardous events, and identification of socio-economic barriers to systems resilience.

In the CORE project, UNISA:

- leads the project and is responsible for WP9 and WP10;
- is in charge of delivering policy recommendations;
- coordinates many tasks (1.1, 1.2, 1.3, 1.5, 4.1, 4.3, 4.5, 4.6, 8.3, 8.1, 9.2 and 9.3).

<https://www.unisa.it/>

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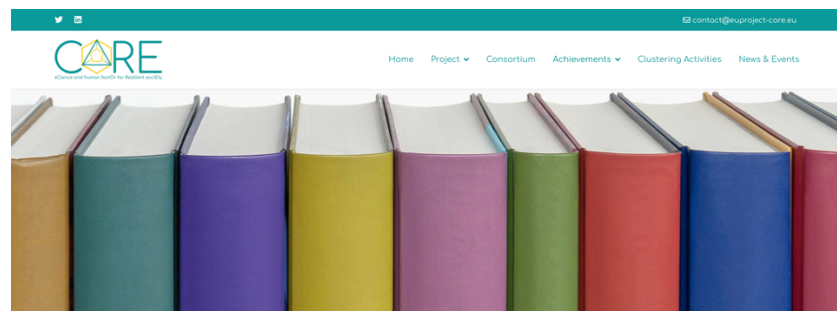
Figure 7 Extended description of the UNISA partner



The Achievements section is split into 5 subsections: Public deliverables, publications, Communication material, Newsletter and Press kit.

At the moment, the *Public deliverables* section presents just the list of the documents. Full version of public deliverables will be uploaded once they are approved by REA authority.

The Publications section is empty as the project started on September 1<sup>st</sup>, 2021 and will be updated as soon as available.



### Public Deliverables

- D1.1 Project Management Plan & ethical conduct (delivery date: 3M)
- D1.2 Data Management Plan (delivery date: 6M)
- D1.3 Final Report on Ethical Conduct (delivery date: 36M)
- D2.1 Natural and man-made disaster scenarios analysis framework (delivery date: 12M)
- D2.2 Natural and manmade disaster case study identification, research and analysis (delivery date: 18M)
- D2.3 Comparative analysis of natural and manmade disaster case studies (delivery date: 24M)
- D3.1 Critical analysis of past disasters (delivery date: 18M)
- D3.2 Cultural Heritage (delivery date: 24M)
- D3.3 Risk governance strategy (delivery date: 26M)
- D3.4 A community resilience strategy (delivery date: 30M)
- D4.1 Counterfactual risk analysis (delivery date: 24M)
- D4.2 Comparative analysis and case briefs of preparedness and security of supply (delivery date: 18M)
- D4.3 Combined systems dynamics model and policy brief of cascades across events, sectors, and supply chain disruptions (delivery date: 24M)
- D4.4 Risk framework of cascades (delivery date: 26M)
- D4.5 Multi-Risk analysis (delivery date: 20M)
- D5.1 Human centeredness and safety culture measurement toolkit (delivery date: 18M)
- D5.2 Report on Human centred disaster preparedness, emergency management and safety culture diversity among European countries + UK, Israel and social groups (delivery date: 30M)
- D6.1 Risk-benefit analysis (delivery date: 24M)
- D6.2 Decision making and resilience (delivery date: 30M)
- D6.3 Role of emerging technologies enhancing safety culture (delivery date: 36M)
- D7.1 Report about communication patters (delivery date: 18M)
- D7.2 Misinformation in social media on risks perceptions (delivery date: 24M)
- D7.3 Report on communication in social media and ethical values (delivery date: 24M)
- D7.4 Stakeholders Preferences on tools (delivery date: 36M)
- D7.5 Tool to fight misinformation on earthquakes (delivery date: 36M)
- D8.1 CORE PDP (delivery date: 6M)
- D8.2 CORE dissemination & communication activities report final (delivery date: 36M)
- D8.3 CORE web-site and Online dissemination and communication infrastructure (delivery date: 6M)
- D9.1 CORE policy recommendations (delivery date: 36M)
- D9.2 CORE legacy: ethical recommendations (delivery date: 32M)
- D9.3 CORE App (delivery date: 36M)
- D10.1 H - Requirement No. 1 (delivery date: 1M) \*
- D10.2 H - Requirement No. 2 (delivery date: 3M) \*
- D10.3 POPD - Requirement No. 3 (delivery date: 1M) \*
- D10.4 GEN - Requirement No. 5 (delivery date: 12M) \*
- D10.5 GEN - Requirement No. 6 (delivery date: 24M) \*
- D10.6 GEN - Requirement No. 7 (delivery date: 36M) \*

\* This deliverable is confidential.



Figure 8 Public deliverables on the CORE website





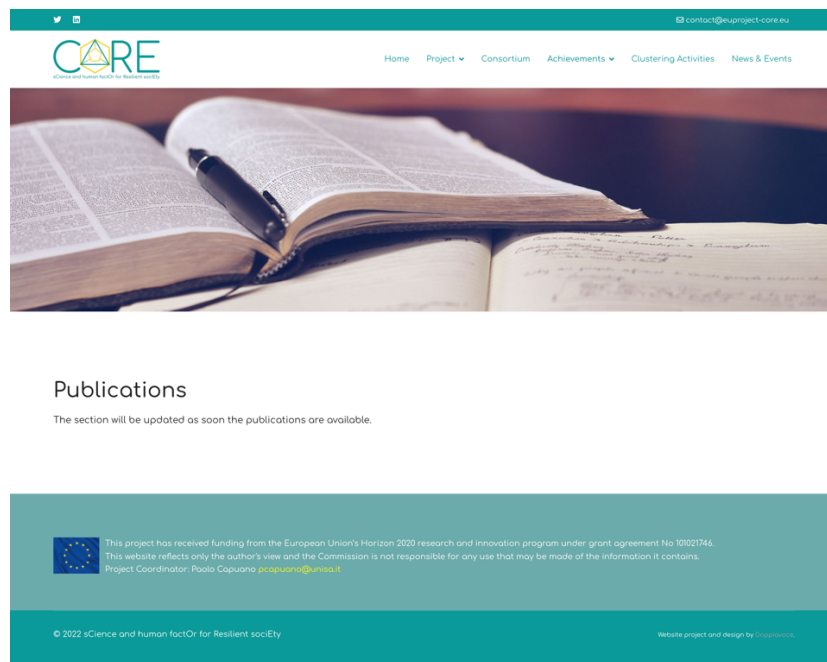


Figure 9 Publications section

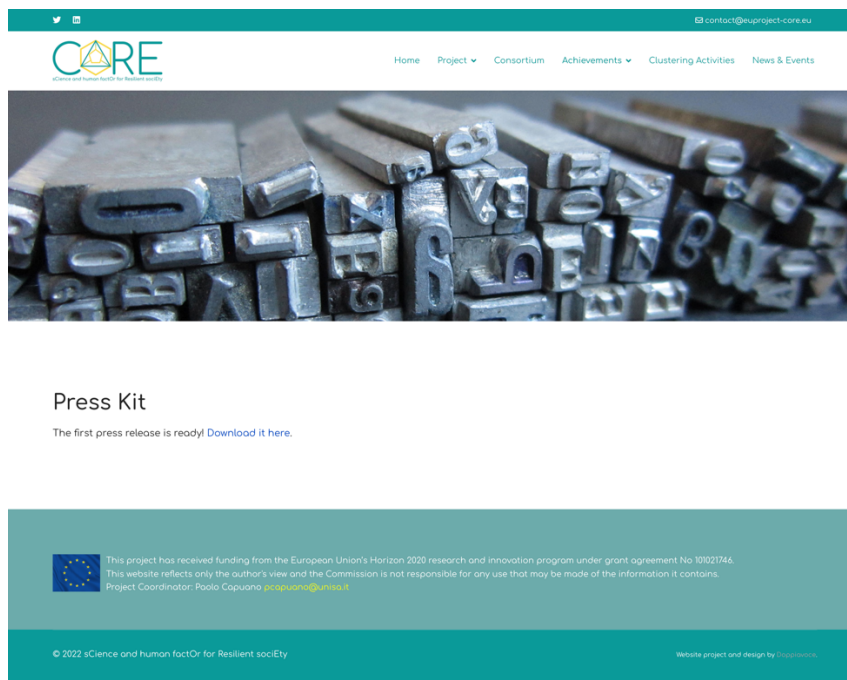


Figure 10 Press kit section

The press kit section at the moment contains the first press release, related to the launch of the project during the Kickoff Meeting held in hybrid form on September 30<sup>th</sup>, October 1<sup>st</sup>.



The communication material section (fig 12) is empty now, but it will be populated by the official project leaflet and rollup.

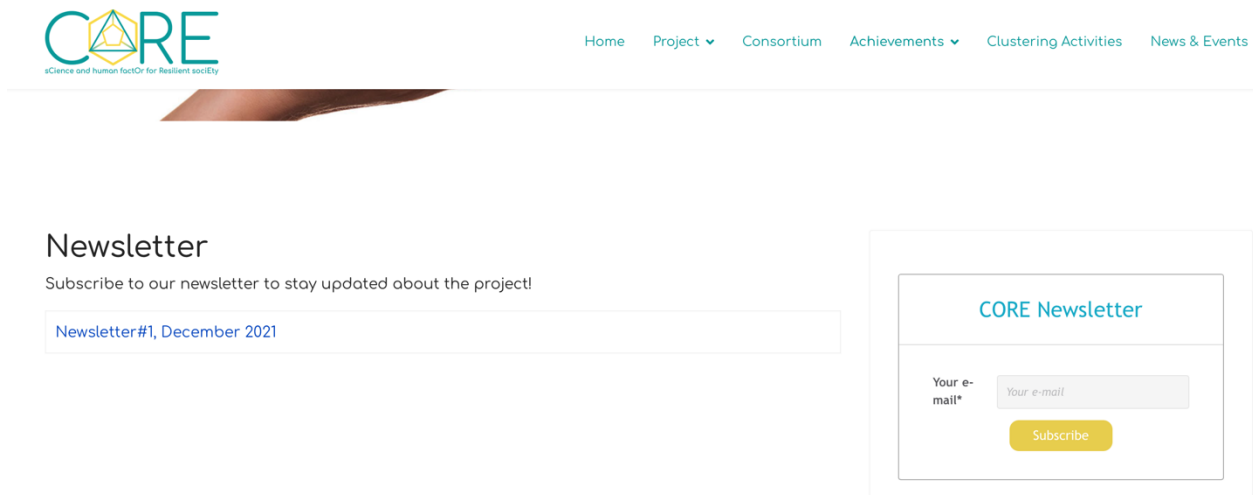


Figure 11 Newsletter webpage

The newsletter section contains for the moment, just the first issue released in December 2021. On the right side, there is the possibility to subscribe to the newsletter by just adding the email address (fig 11).

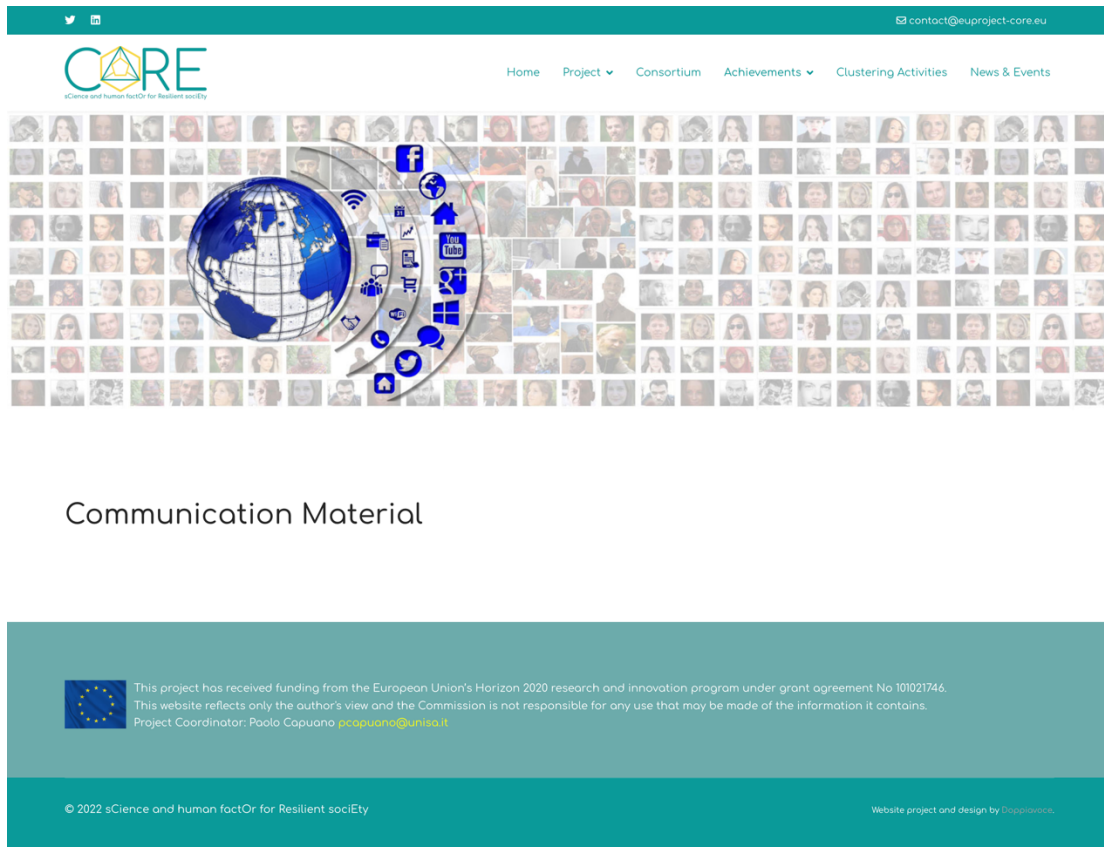


Figure 12 Communication material section on the website



The importance to strengthen the collaboration with the other DRS01 cluster projects is a key element of the CORE project. This collaboration is also enlightened on the project website, where a specific section on Clustering Activities have been foreseen. The section gives a small description of all the projects in the cluster, giving the opportunity to deepen the topics they cover by clicking on their websites (fig 13).

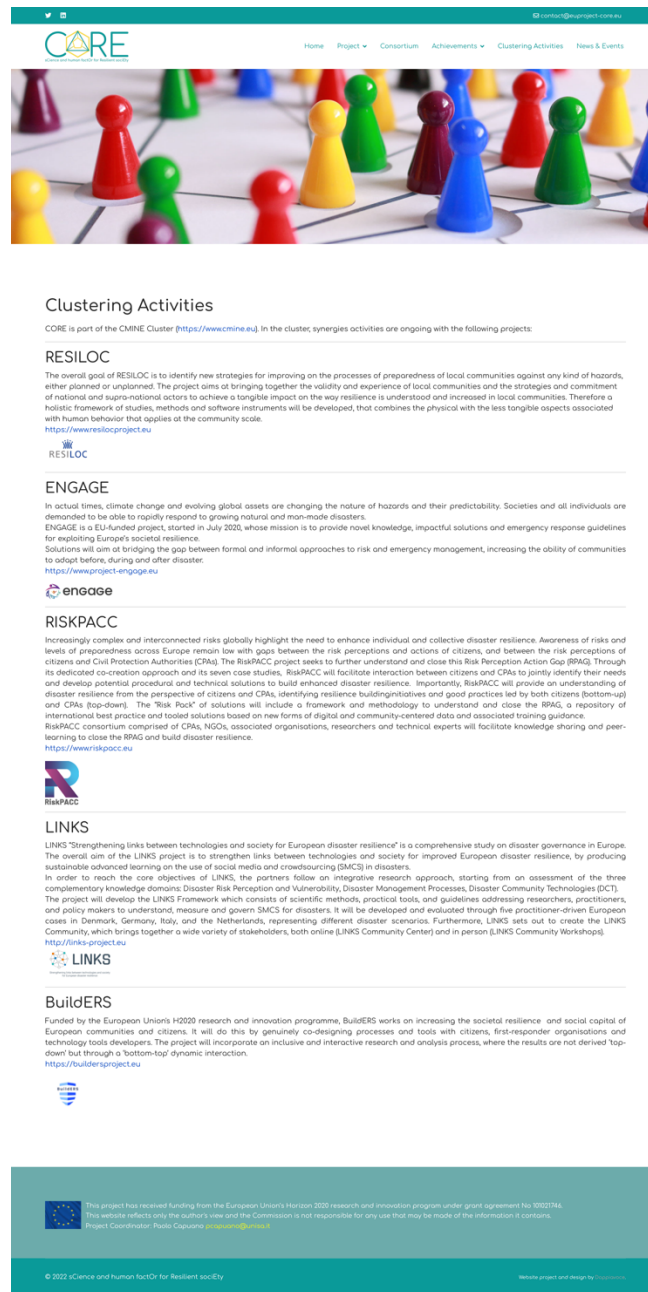


Figure 13 Clustering activities on the CORE website



The final section is devoted to the news and events to which the project participates.

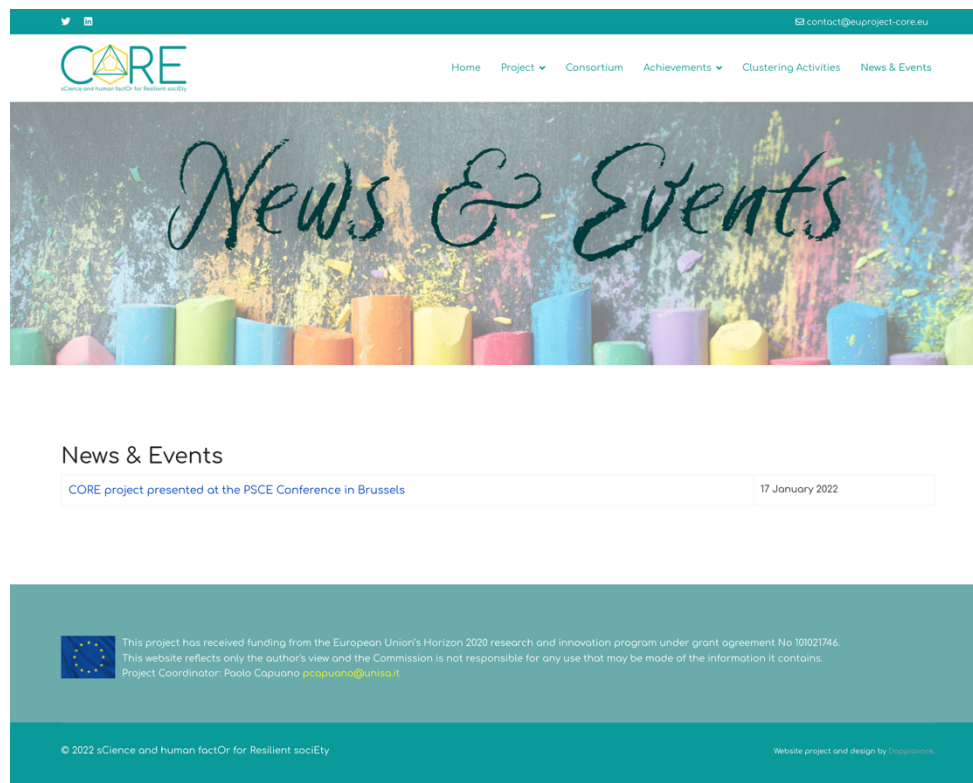


Figure 14 News & events section

### 3. CORE and social media

As there is a need to communicate as simple, quick, and cheap as possible to reach and raise awareness to the public, and because they tend to foster more personal exchanges, proximity and adhesion, the social media will be a core piece of our online communication. Not forgetting that they provide new opportunities for citizens and stakeholder groups to be informed. Therefore, social media were set-up immediately at the start of the project in October 2021.

More specifically, Twitter and LinkedIn are actively used to enhance the CORE's online presence by:

- Building relationships and engaging with relevant stakeholders on a regular and sustained basis to inform them about the CORE latest activities and achievements while stimulating dialogue between the project consortium and the outside world.
- Providing relevant stakeholders and the Crisis Management community at large with the latest news and issues in the field of crisis management in Europe, to be perceived as an entry point channel in the field.





### 3.1 Twitter

The Twitter account (@CORE\_EU\_H2020) will be used to give the public a glimpse of CORE's current activity, namely when publishing articles, giving interviews, organising, or participating at events. External stakeholders at large will be engaged thanks to regular uploaded contents, emphasizing the latest news related to the project as well as the latest trends and developments in Crisis Management, including resilience related contents. Relevant, carefully chosen, and updated hashtags will be used to increase the visibility of the tweets.

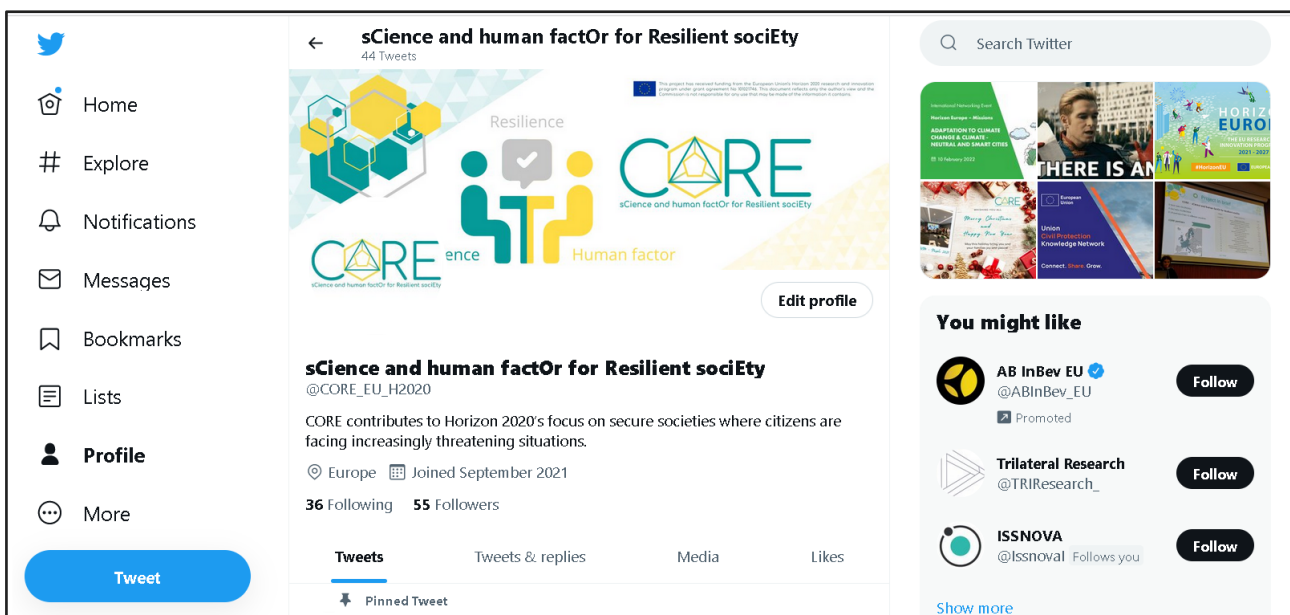


Figure 15 Twitter page

### 3.2 LinkedIn

The LinkedIn account (@CORE EU-funded Project) will be extensively used to promote the projects' activities in relation with mainly professional networks, policymakers, practitioners, and related EU projects. It will be used to raise awareness about CORE main achievements as well as to target experts and professionals in Crisis Management and collect their feedback on specific issues.



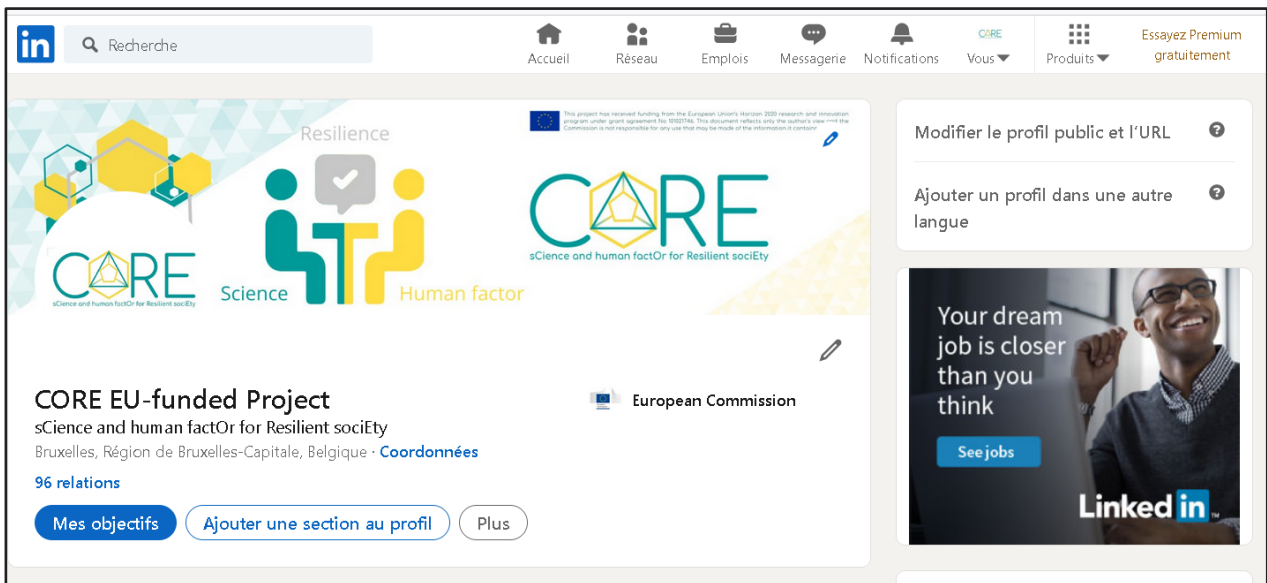


Figure 16 LinkedIn page

### 3.3 Youtube

A Youtube channel will be set up once the first video finalised, namely the Video Presentation of CORE, to gather all the video material produced to boost the activities of the project.

Finally, all the publications are monitored in an internal file, by date and social media.



## 4 Website and social media success criteria

The following table shows the success criteria the CORE project will adopt for an effective communication and dissemination activity through the website and its social media channels.

*Table 1 Website and social media success criteria*

Activity	Target audience	Objective	KPIs	Targeted value
Website	General public, Stakeholders	Communication of the project main achievements	# of project website visits	About 1500 visitors per year
Project advertising material	General public, Stakeholders	General project information. Communication of the project main achievements	# of downloads of project leaflets, newsletter, and so on	About 100 download per year At least 100 subscribers to the project newsletter
Social media	General public, Stakeholders	Communication of the project main achievement	# of LinkedIn followers, # of tweets, # of Twitter followers, # of retweets	At least 100 Twitter followers in the project ends. At least 20 Tweets per year At least 100 LinkedIn followers by the project end At least 20 LinkedIn posts per year



# CORE

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öffentlichen Dienst  
in Bayern

ÖSTERREICHISCHES ROTES KREUZ

parco  
archeologico  
campi  
fleorei



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