CORE

sCience and human factOr for Resilient sociEty

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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 - sCience 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 1st. 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.

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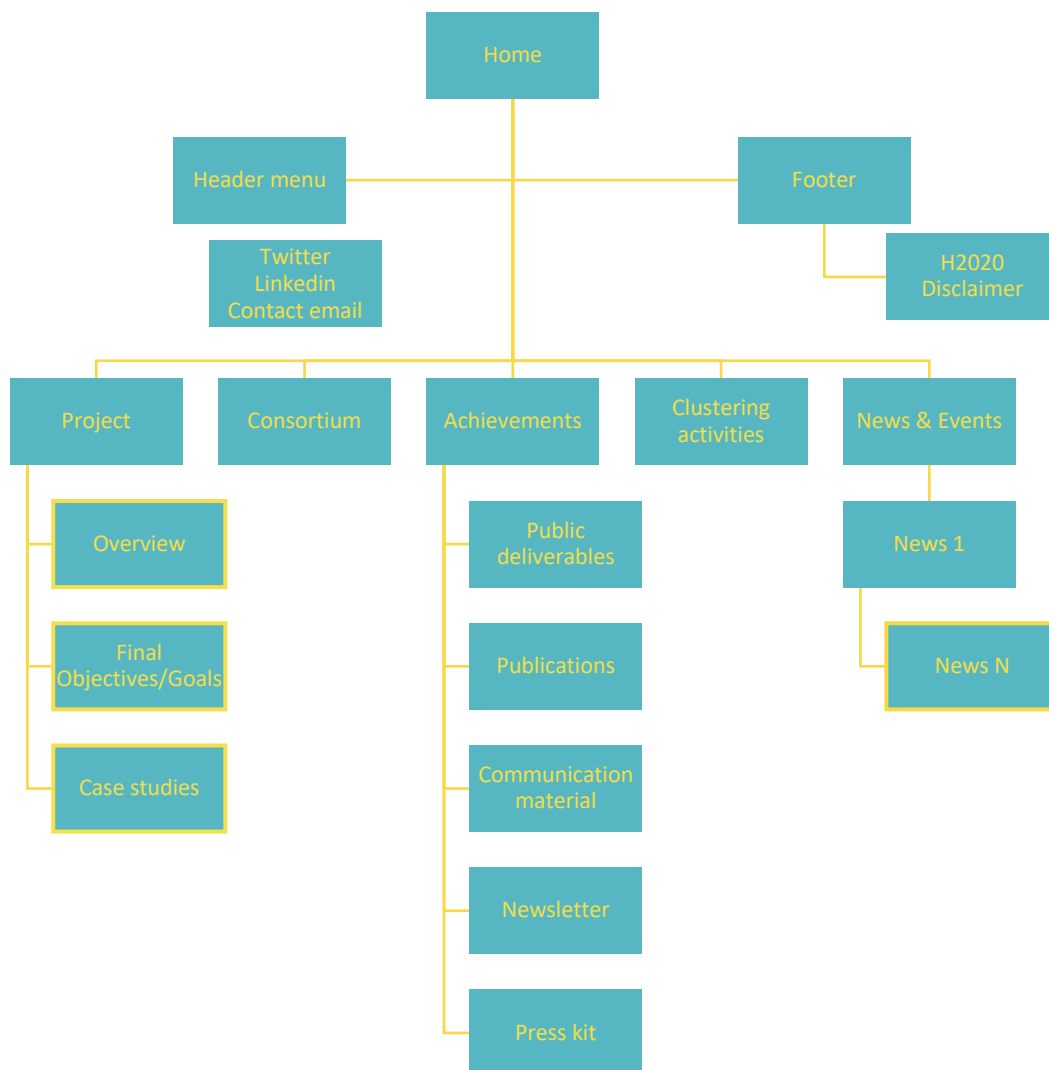
Figure 1 CORE website structure

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).
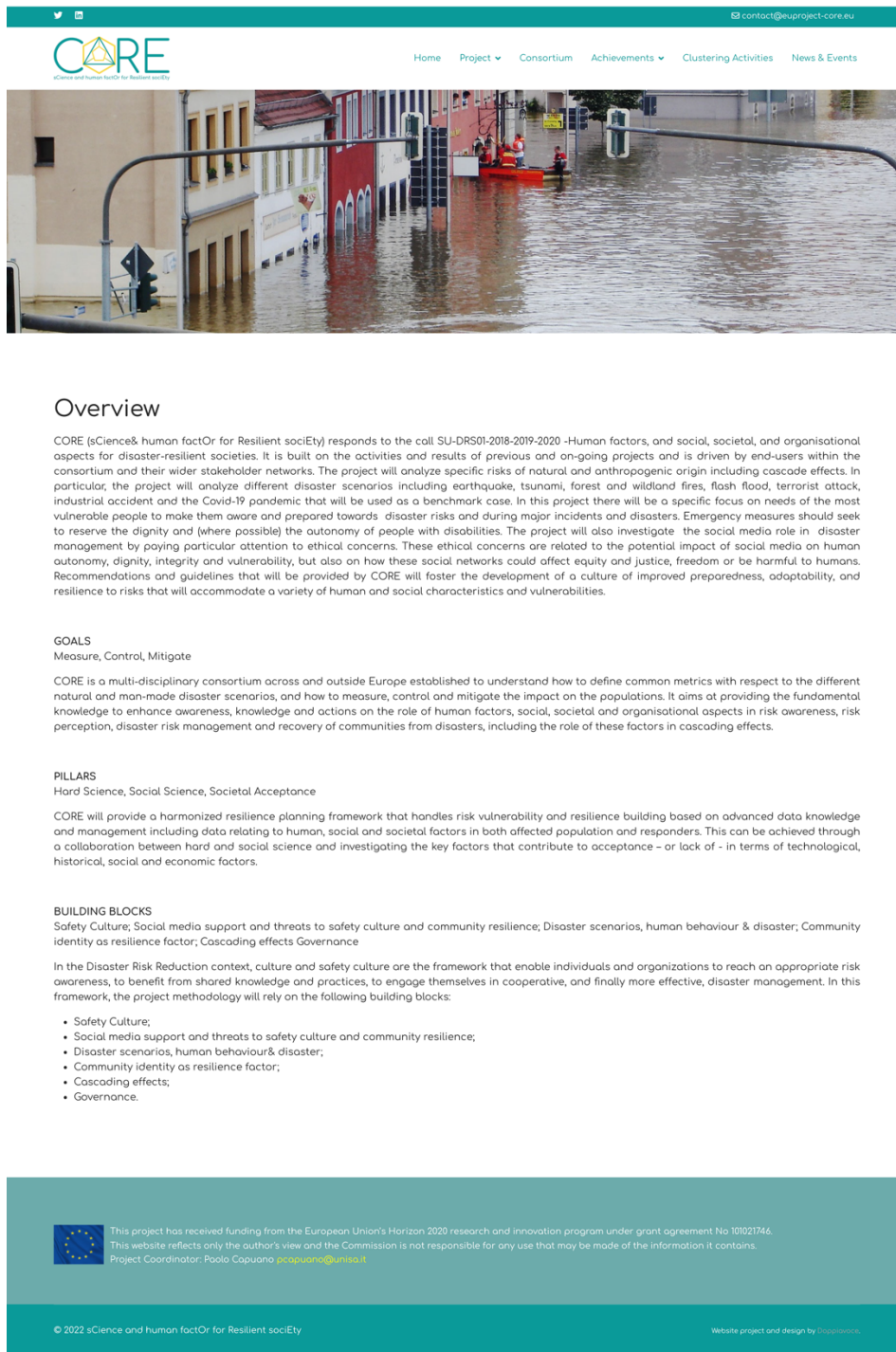
Figure 3 CORE project Overview section

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).

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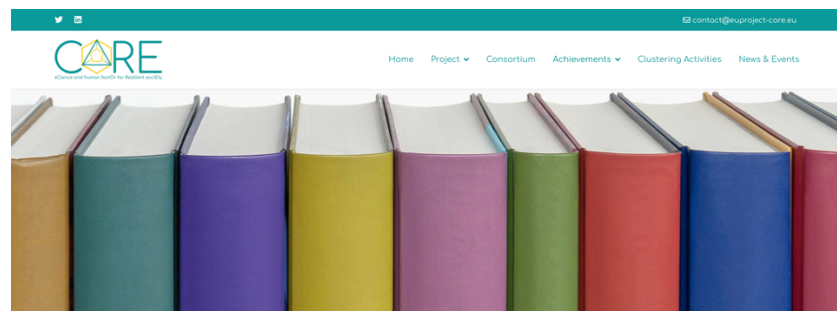
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Figure 6 Consortium section on the CORE project

Figure 7 Extended description of the UNISA partner

The Achievements section is spit 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 1st, 2021 and will be updated as soon as available.

Figure 8 Public deliverables on the CORE website
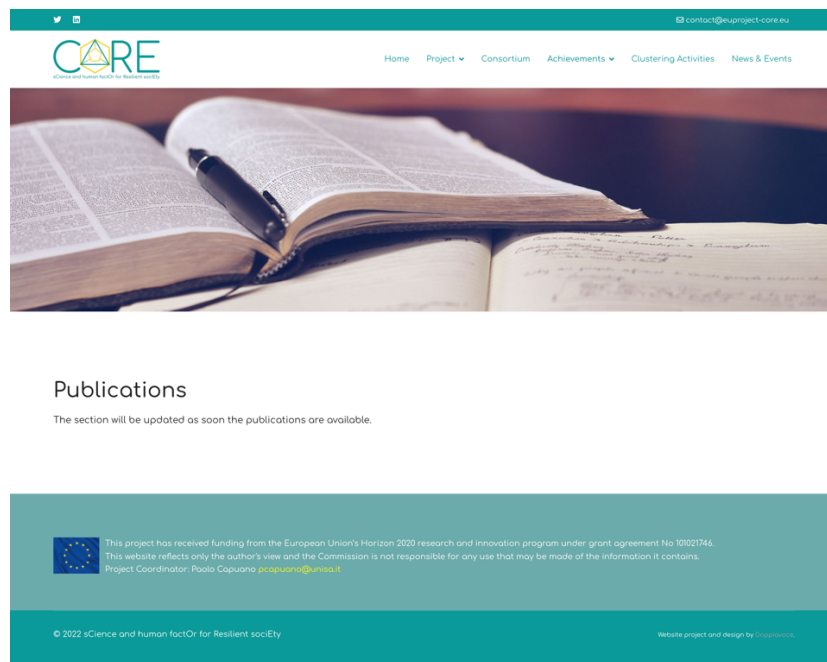
Figure 9 Publications section
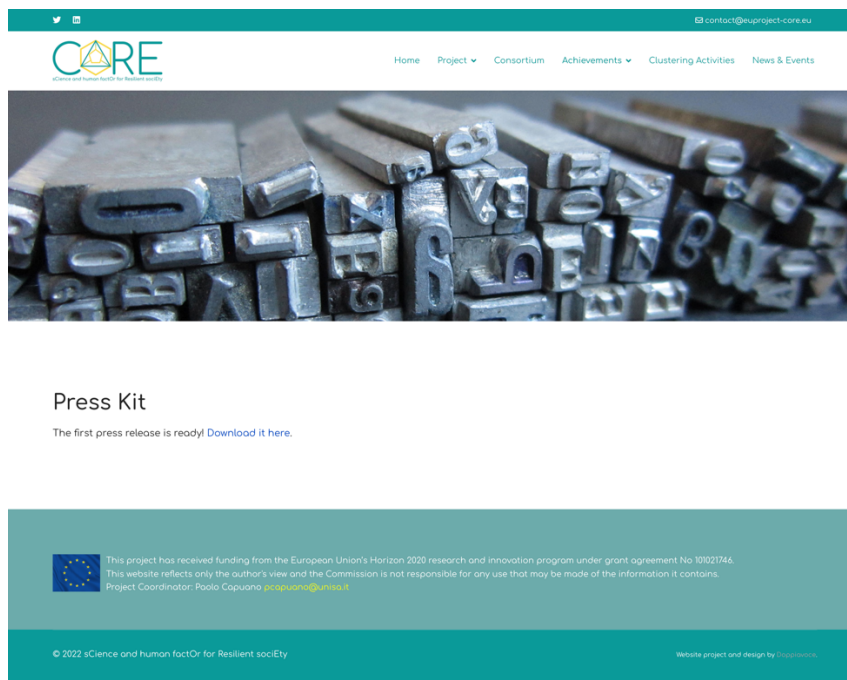
Figure 10 Press kit section

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 30th, October 1st.

The communication material section (fig 12) is empty now, but it will be populated by the official project leaflet and rollup.
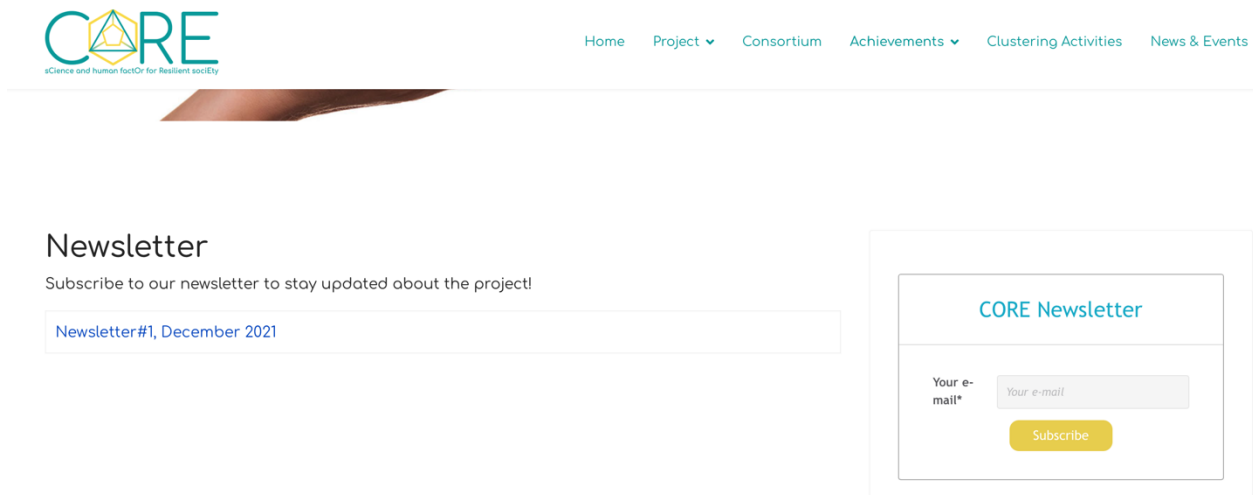
Figure 11 Newsletter webpage

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).
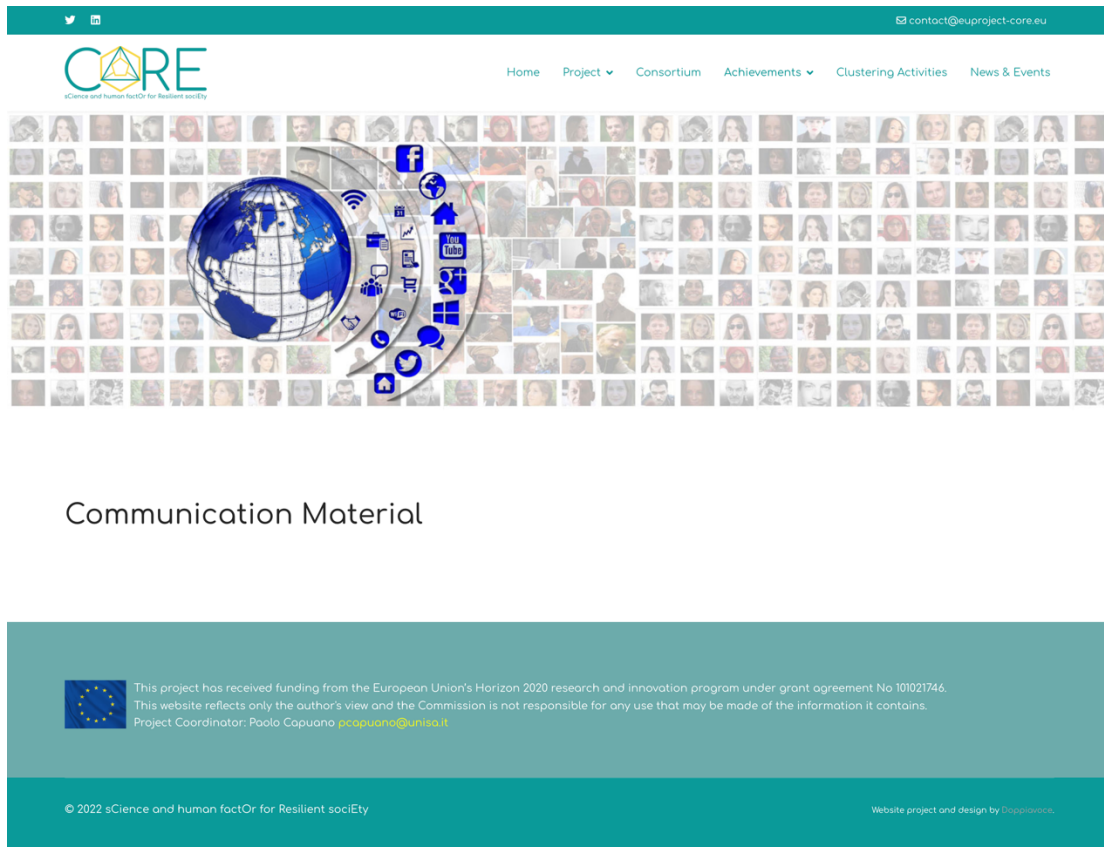
Figure 12 Communication material section on the website

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).
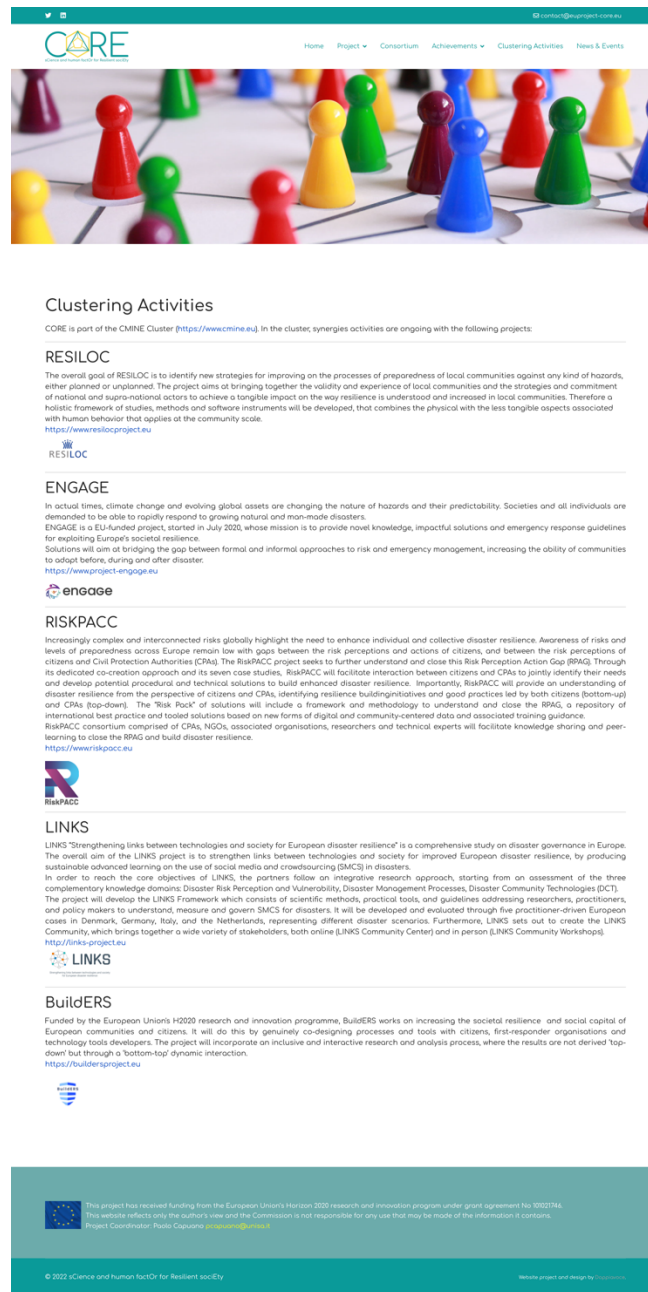
Figure 13 Clustering activities on the CORE website

The final section is devoted to the news and events to which the project participates.
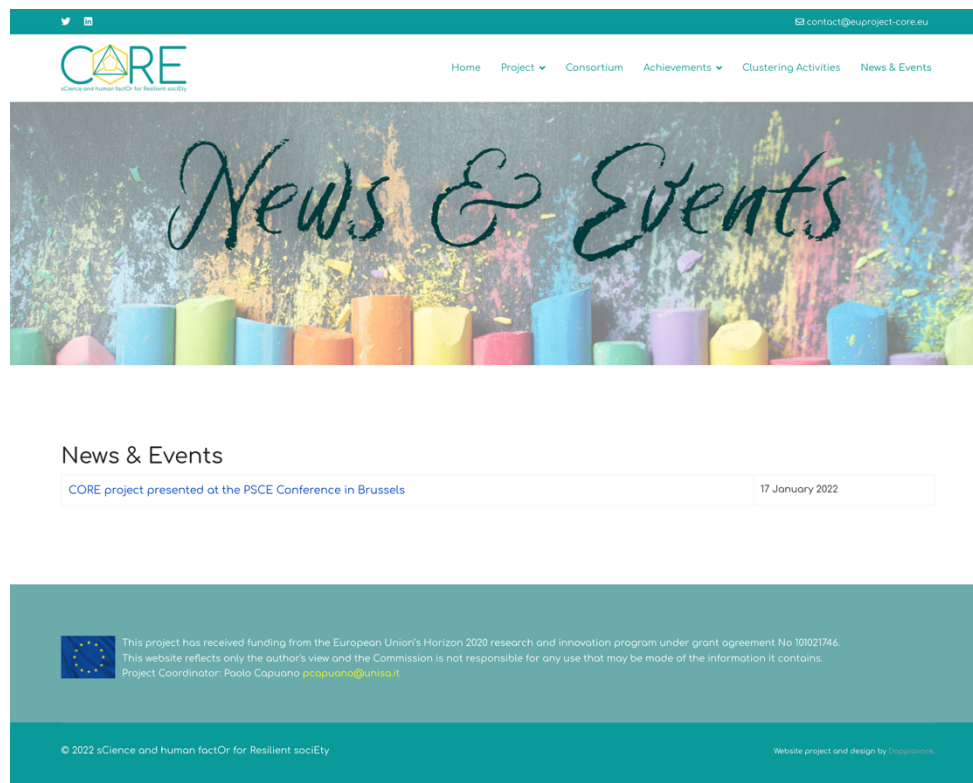
Figure 14 News & events section

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.
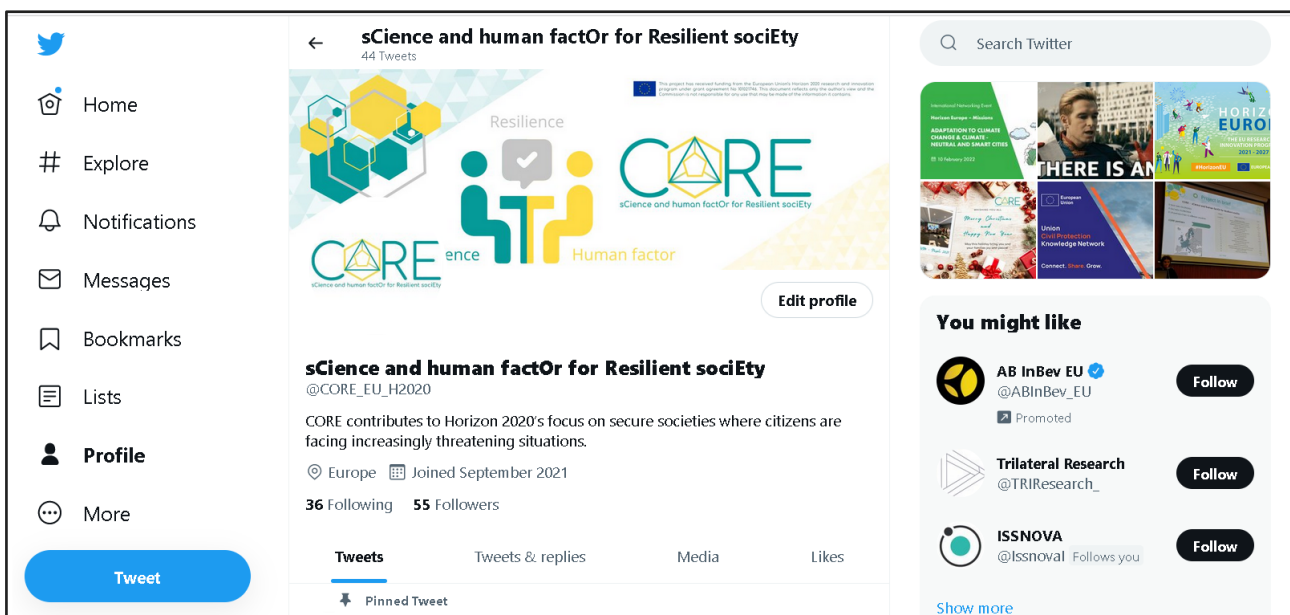
Figure 15 Twitter page

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.
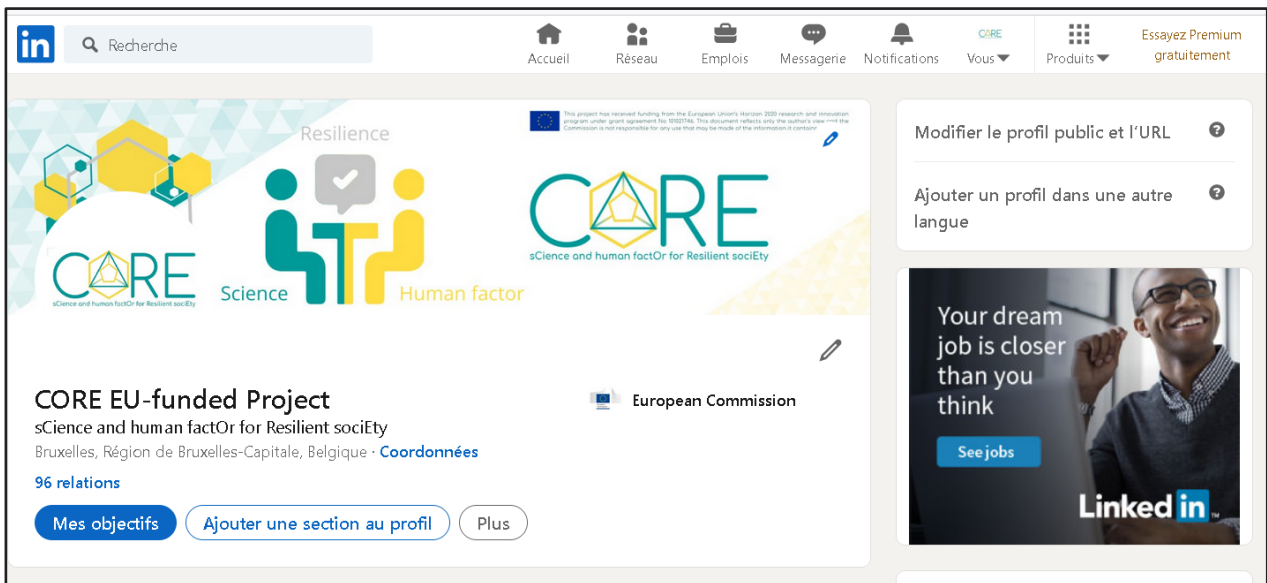
Figure 16 LinkedIn page

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 though 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 adverting 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

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