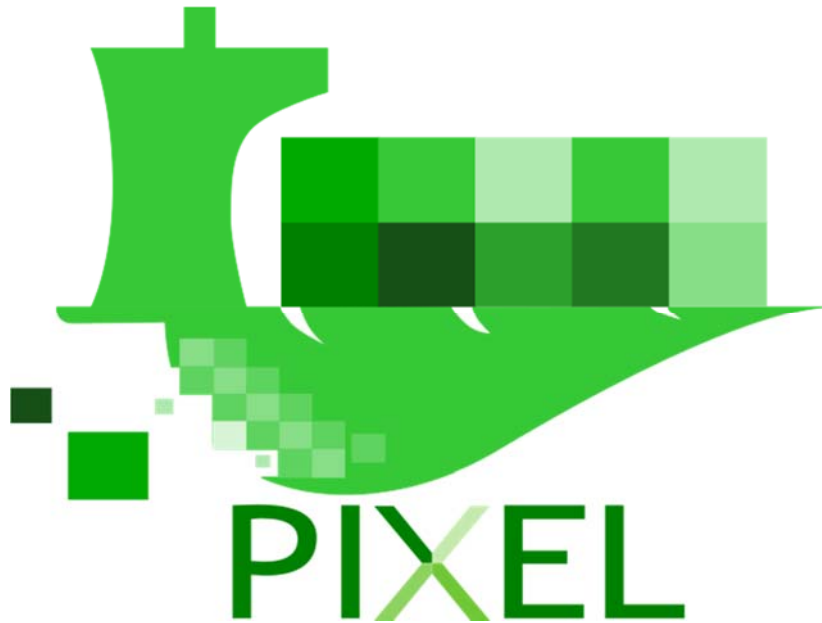


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D9.1 – Virtual Presence

Deliverable No.	D9.1	Due Date	30-JUN-2018
Type	Other	Dissemination Level	<i>Public</i>
Version	1.0	Status	Final
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Work Package	WP9		

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Abstract

This document, “Virtual Presence”, defines the choices and the reasoning that all the partners shall apply for communication of their PIXEL activities and research results throughout the project. It establishes a common standard for the entire project life cycle. It is a multipurpose deliverable aimed at supplying all instruments and procedures required for a smooth process of communication.

The document tackles the issues of what PIXEL is going to do in order to disseminate its findings, to whom, where, in which way, using what media. In order to improve the final results, targets have been set and a process to monitor and report the outcomes in the project meetings, and an improvement process has been included. The choices that have been made, make us expect that hundreds of thousands people will be reached and learn from the PIXEL project. People in different organizations, and with different relations to the PIXEL subject; students and faculty, individuals, end users as well as large and small, commercial and public organizational bodies. The PIXEL findings and products are aimed at three “audiences” (or “stakeholders”): the scientific community, industrial companies, and the public. Project deliverable 9.1 or “D9.1”, the Virtual Presence Plan targets all the three audiences via the usage of the various virtual channels.

The deliverable is catalogued as OTHER, however we have preferred to create a physical document explaining the activities.

Statement of originality

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List of acronyms

Acronym	Explanation
ASPM	Partner - C.C.I.A.A. – AZIENDA SPEZIALI PER IL PORTO DI MONFALCONE
CATIE	Partner - CENTRE AQUITAIN DES TECHNOLOGIES DE L'INFORMATION ET ÉLECTRONIQUES
CERTH	Partner - ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS
CREO	Partner - CREOCEAN
EU	European Union
ER	Exploitable Results
FB	Facebook
GPMB	Partner - GRAND PORT MARITIME DE BORDEAUX
INSIEL	Partner - INFORMATICA PER IL SISTEMA DEGLI ENTI LOCALI
IoT	IoT Internet of Things
IPEOPLE	Partner - IPEOPLE LIMITED
MedRi	Partner - SVEUCILISTE U RIJECI, MEDICINSKI FAKULTET
ORANGE	Partner - ORANGE
PPA	Partner - PIRAEUS PORT AUTHORITY, SA
PRO	Partner - PRODEVELOP S.L.
SDAG	Partner - SDAG SPA STAZIONI DOGANALI AUTOPORTUALI GORIZIA – INTERMODAL TERMINAL OF GORIZIA
THPA	Partner - THESALONIKI PORT AUTHORITY
UPV	Partner - UNIVERSITAT POLITÈCNICA DE VALÈNCIA
WP	WorkPackage
XLAB	Partner - XLAB RAZVOJ PROGRAMSKE OPREME IN SVETOVANJE D.O.O.

1. About this document

1.1. Deliverable context

Keywords	Lead Editor
Objectives	Creation of Social Network Profiles (Twitter, LinkedIn, and Facebook); and the web site
Exploitable results	WP9 is expected to define the standard table of ERs with links to objectives. However, this table is not available yet.
Work plan	Deliverable 9.1 links with Task, 9.1, Task 9.2, Task 9.3 and Task 9.4 of WP9. Furthermore, it will generically be linked to every external communication of PIXEL that complies with procedures depicted in this document.
Milestones	-
Deliverables	D9.2 : Communication support material (leaflet, poster and video)
Risks	-

2. Introduction

This deliverable constitutes a detailed description of the PIXEL Virtual Presence and presents the functionalities of the webpage together with the accounts of social media that have been assigned to the project. The web developments along with the established social channels will be enhanced with the essential dissemination material, which is expected to serve as a multiplier of the project's main ambitions and objectives through the engagement of all the related stakeholders groups and public audiences. The following table outlines the online communication channels utilized for the online dissemination of the PIXEL project.

Table 1. PIXEL Communication Channels

PIXEL communication channels
The PIXEL Website
https://pixel-ports.eu
The PIXEL account on Facebook
https://web.facebook.com/PIXELPORTS/
The PIXEL account on Twitter
https://twitter.com/PIXEL_PORTS
The PIXEL account on LinkedIn
https://www.linkedin.com/in/pixel-ports/
The PIXEL account on ResearchGate
https://www.researchgate.net/profile/pixel-ports
The PIXEL account on YouTube
https://www.youtube.com/channel/UCuV-XLjawh3CfsP3BYfITyg?view_as=subscriber

All the above-mentioned online communication channels are expected to contribute greatly to the dissemination of the project results and outcomes. In this initial stage the communication channels were selected in order to cover the majority of online social media and are expected to be active during the entire timeline of the project and after its completion. If one of the above channels is found to have minimum influence on the online community, the consortium can decide for its discontinuation based not only on data from its previous use but on the projected usefulness for the next goals of the project.

3. Deliverable-specific sections

3.1. Project Fiche

During the initial stage of the project, the INEA agency, managing European funds for the topic of PIXEL, has requested some information to PIXEL Coordination regarding the project. The request has consisted in providing a brief description of the project (remarking novelty, impact and main goals), some descriptive pictures of the project and link for the website.

As it has been considered by the PIC as a direct way of communication of PIXEL, its content is included in this deliverable. This section presents that mentioned Project Fiche. It includes the full name, topic, budget, duration and partners, so that anyone accessing the website can get this relevant information at first sight.

3.1.1. Project Description:

PIXEL is the first modular solution combining strong methodology and smart technology for small and medium port ecosystems enabling optimization of operations through IoT while reducing environmental impact.

At par with a lack of tools for environmental impact assessment, an effective integration of operational data is far from optimal in the majority of ports. In addition to this, digitalization does not reach equally every ecosystem, creating considerable gaps between large and small ports. PIXEL addresses every of those issues by providing an easy-to-use open source smart platform for operational data interchange in ports and its associated agents (e.g. cities). The project expects to improve several indicators in varying use-cases (e.g. 5% in energy consumption, 6% average cost per passenger or 85%in average waiting time for vessels and trucks).

Furthermore, PIXEL provides tools and guidelines leveraging technology with a unique approach: creating a single environmental metric for ports and modelling and optimizing processes after gathering any information available.

3.2. Presence in social networks

In this section we describe the material to be used in dissemination and promotion activities. The consortium has set up several media channels to reach the different stakeholders.

In particular, PIXEL Project is having the following presence in the social Networks.

- Facebook Account
- Twitter Account
- LinkedIn Account
- Research Gate Account
- YouTube Account

3.2.1. Facebook Account

Facebook remains the most popular social network in Europe, followed by Twitter and LinkedIn. Youtube (powered by Google) is the most the most used video-sharing platform on the web. The FB page will used inform the public even better about activities on the project, and to provide constant updates of the public about

action activities. There will be a timeline with many PIXEL pictures in the FB page, from the start of the project, to the current date. Facebook profile of the project was created for purpose to provide information

The Facebook account of the PIXEL project can be found in the following URL:

<https://web.facebook.com/PIXELPORTS/>

The first page of the Projects Page in Facebook, is presented bellow

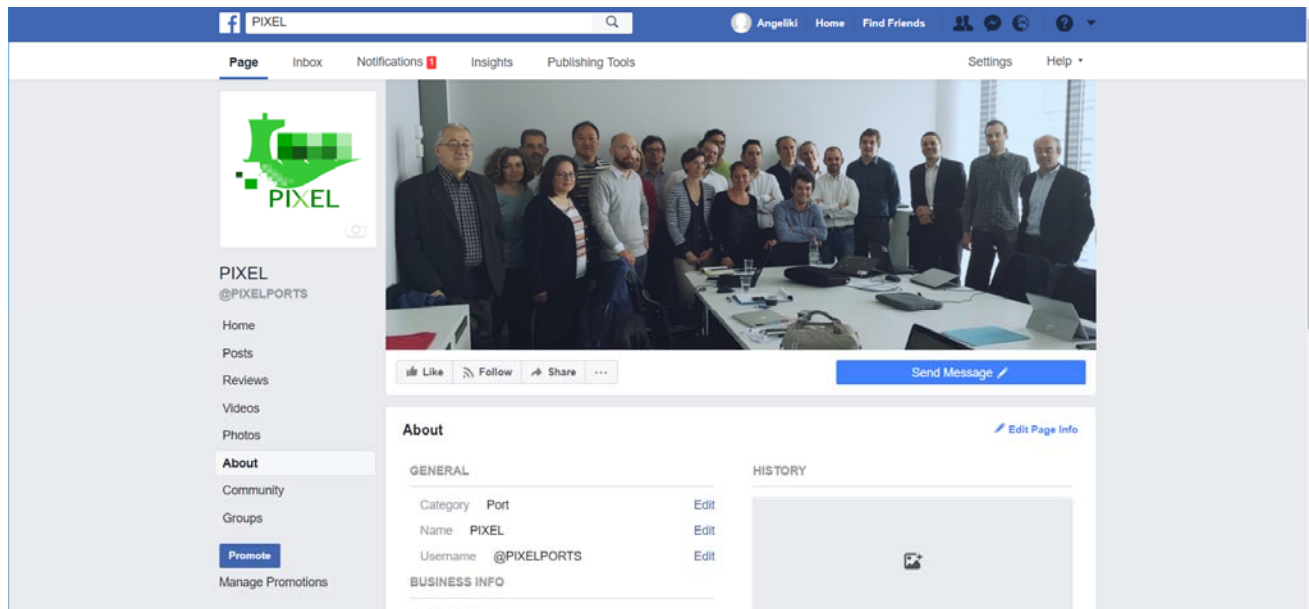


Figure 1. PIXEL Facebook Page

The about tab has the following structure:

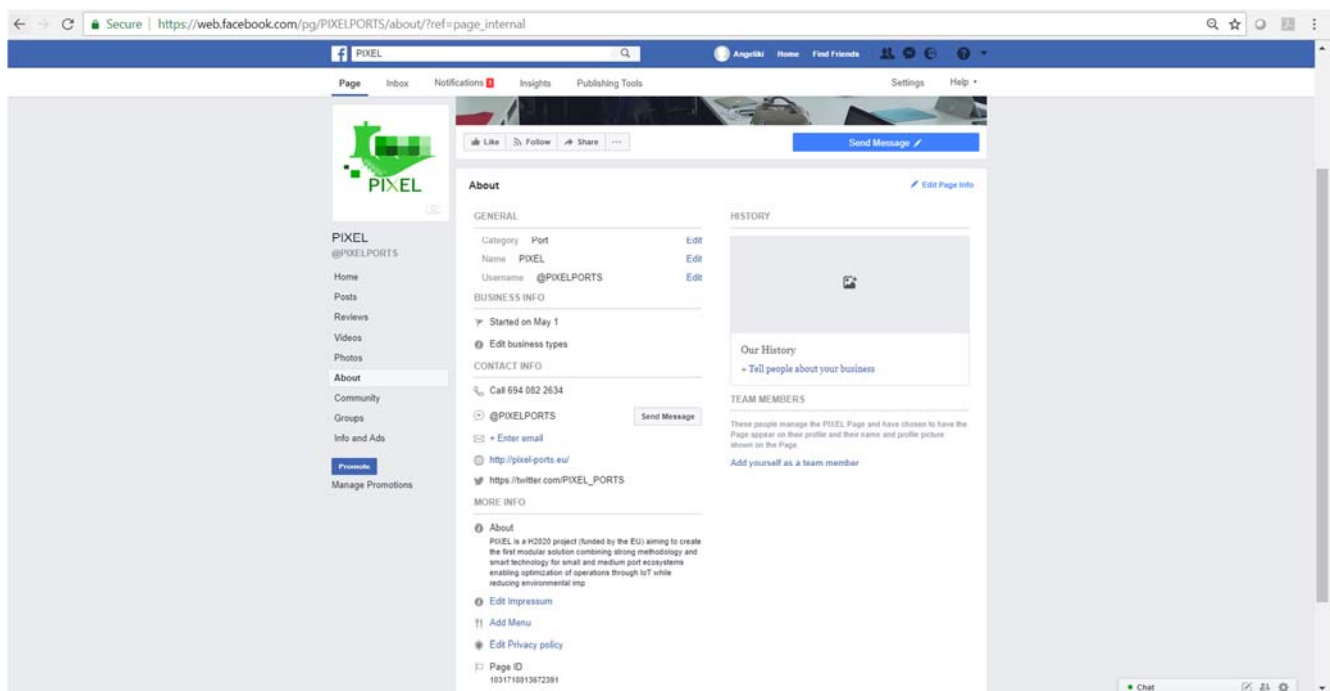


Figure 2. PIXEL Facebook About Page

3.2.2. Twitter Account

Current media plans need to have Twitter into account. This social media channel requires immediacy, so we write about important things that happen in the project as soon as they are known. The Twitter account for the project is @PIXEL_PORTS and will be followed by all project partners.

When participating to a conference, tweets are prepared in advance when possible, and are delivered before, during and after the conference with different contents. All blog posts are also disseminated through the Twitter channel.

The PIXEL Twitter account will follow several well-known names in port logistics and Environmental domain, trying to share their knowledge through our channel. Curating content through the @PIXEL_PORTS Twitter account may position us as a reference account by regarding introducing PIXEL technologies to relevant stakeholders.

It will also follow several EU accounts, and other EU funded projects in an aim to find synergies, and collaborate with them in sharing their achievements.

The following screenshot shows the PIXEL twitter account:



Figure 3. PIXEL Twitter Page

3.2.3. LinkedIn

PIXEL is represented on LinkedIn under the name PIXEL-PORTS project (<https://www.linkedin.com/in/pixel-ports/>). LinkedIn allows us to engage professionally with partners and collaborators and increase awareness for the project.

The LinkedIn group is used to share information with the professional outside world, comprised of many networks that the people behind the beneficiaries of PIXEL are already tapped into. LinkedIn will enable the project to simply reach out for existing professional networks and get introductions, forming a potential rich information source. Discussions can be instigated by each participant to this group. The same news items that were also promoted on the web page, and more, will also be promoted here on the LinkedIn page. The community target is a minimum of 150 members.

Towards this direction, a group has been created on LinkedIn, aiming to disseminate project results and additional content. Moreover, LinkedIn is convenient for professional purposes, enabling project partners to add the project LinkedIn webpage to their online LinkedIn CV.

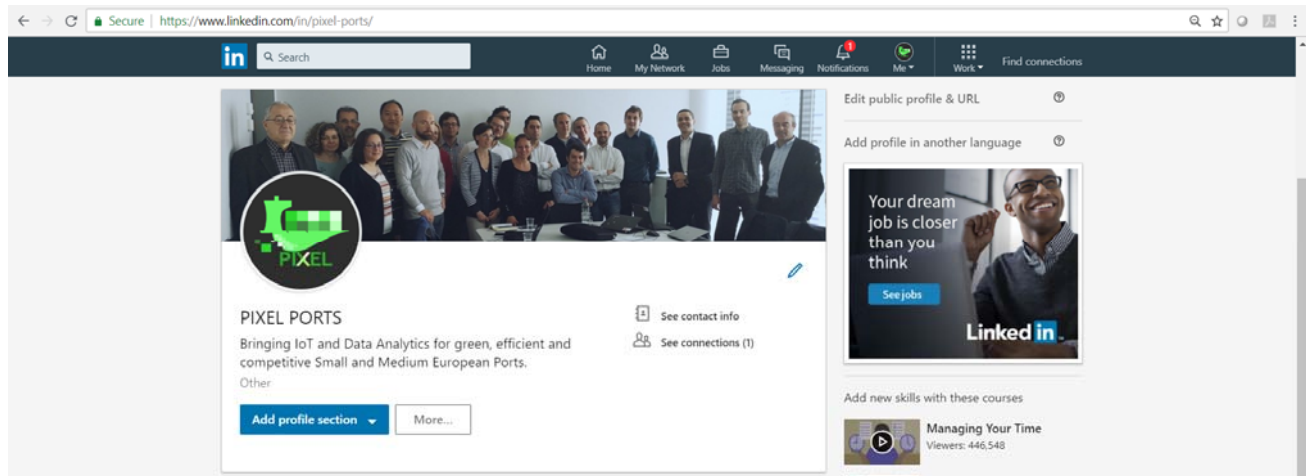


Figure 4. PIXEL LinkedIn Page

3.2.4. Research Gate

ResearchGate is a very good tool to connect with the academic community as many scholars nowadays have their own profiles on this website. ResearchGate will help in generating interest in our project among the scholarly community and will provide us with an overview to link to academic output generated by the consortium, but also to track with other researchers are using our work as part of their own publications, e.g. through referencing. A ResearchGate project profile, has been set up to make ourselves visible in the business community, presenting our work to people who are interested in connecting with us from a work-related point of view.

3.2.5. YouTube

The created PIXEL Project channel on YouTube will be used for publishing videos that demonstrate and promote the activities and achievements of the project. For enhancing the accessibility and visibility of the videos that will be kept on this channel, links to these videos will be added on the PIXEL website (either within posts and news items, or in appropriate parts of it, such as the "Tools & Services" webpage), and disseminated through the PIXEL Twitter account.

More specifically, the PIXEL Project YouTube channel will be used as an on-line repository of videos that:

- Provide a brief overview of the current status and the progress made at different phases of the project's life;
- Demonstrate the developed PIXEL technologies, tools and applications;
- Cover internal activities of the project, such as interviews and training procedures;
- Are related to the PIXEL presence in events such as international conferences, meetings, workshops and so on (e.g. video captured oral presentations, where possible).

Furthermore, PIXEL will make small movies that will be published on the site, promoted on social media. These movies will either contain PIXEL presentations or explanations of what PIXEL has produced. Also for the capturing of the PIXEL achievements in some dynamic use cases, movies come in handy and have great communicative power. In the project we expect to promote at least 5 movies. e. As content grows, playlists may be curated to follow PIXEL ethics and sustainability themes.

3.3. Website

Figure 5 shows a diagram with the website content for both sites. On the one hand, the information that will be public in the project website is the following:

- Project information
- Publications and deliverables
- Contact information

Finally, there are some common parts in both websites:

- Social channels
- Image and brand

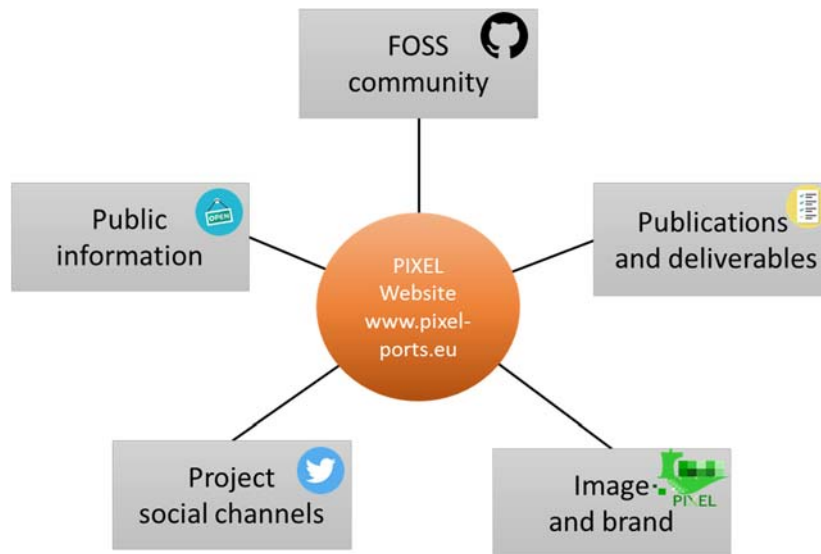


Figure 5. PIXEL project and community website content structure

The landing page is the first page visitors will visualize when accessing the PIXEL website. Considering that, it must provide a professional and hightech corporate and branding image and, at the same time, act as information hub for the rest of contents, the home page represents the key element for generating interests to visitors.

3.3.1. PIXEL website target audience

The PIXEL website (<http://pixel-ports.eu>) must satisfy the communication requirements of the project in relation to different stakeholders, including the following:

3.3.2. Project partners

Partners must be able to find the appropriate reference information of the project (name, GA reference, call, summary) that is frequently required for creating deliverables or publications.

3.3.3. European Commission

In relation to the European Commission, Project Officer, or other EC designed stakeholders, must be capable of finding the following information in the website:

- Reference information about the project (name, reference, call summary) in a seamless and direct way.
- Information or hyperlinks to the resources providing evidence about project execution status.
- Public document deliverables in a downloadable and user-friendly format.
- Public source code deliverables in a well-structured software repository.

3.3.4. Other FP7/H.2020 projects

The creation of collaboration activities with other EC funded initiatives is of special importance for PIXEL. For this reason, one of the main target audiences of the website are people involved in other FP7 or H.2020 projects. Those people should be able to find, in a simple and seamless manner:

- Reference information about the project.
- Project technological vision and roadmap.
- Licensing information about project deliverables.
- Public documentation deliverables in a downloadable and user-friendly format.
- Public source code deliverables in a well-structured repository.

The specific tab in our website regarding other projects in the same topic as PIXEL (MG-7-3) is the one named “Port of the Future Network”. This structure has been created following instructions from the CSA coordinating the joint action of communication and dissemination among the projects.

3.3.5. Website structure

The official website of the PIXEL project can be accessed via the following link: <http://pixel-ports.eu>. This website was created based on the Wordpress CMS (Content Management System) and its design is fully responsive in order to provide an optimal viewing and interaction experience (i.e. easy reading and navigation with a minimum of resizing, panning, and scrolling) across a wide range of devices, such as desktop computer monitors, laptops, tables and smartphones.

For enhancing the visibility and accessibility of the website we integrated a Search Engine Optimization (SEO) Wordpress Plugin (Yoast SEO) in order to ensure that the existing content on the website will be easily reachable by the online search engines. By using this SEO tool, during the creation of each page or post of the website we are able to: (a) define a set of descriptive tags, (b) determine appropriate focus keywords, (c) form the snippet of the webpage, (d) evaluate the discoverability of its URL, and (e) assess the reachability of the textual content that describes the embedded videos and images.

Figure 6 shows the main web page:

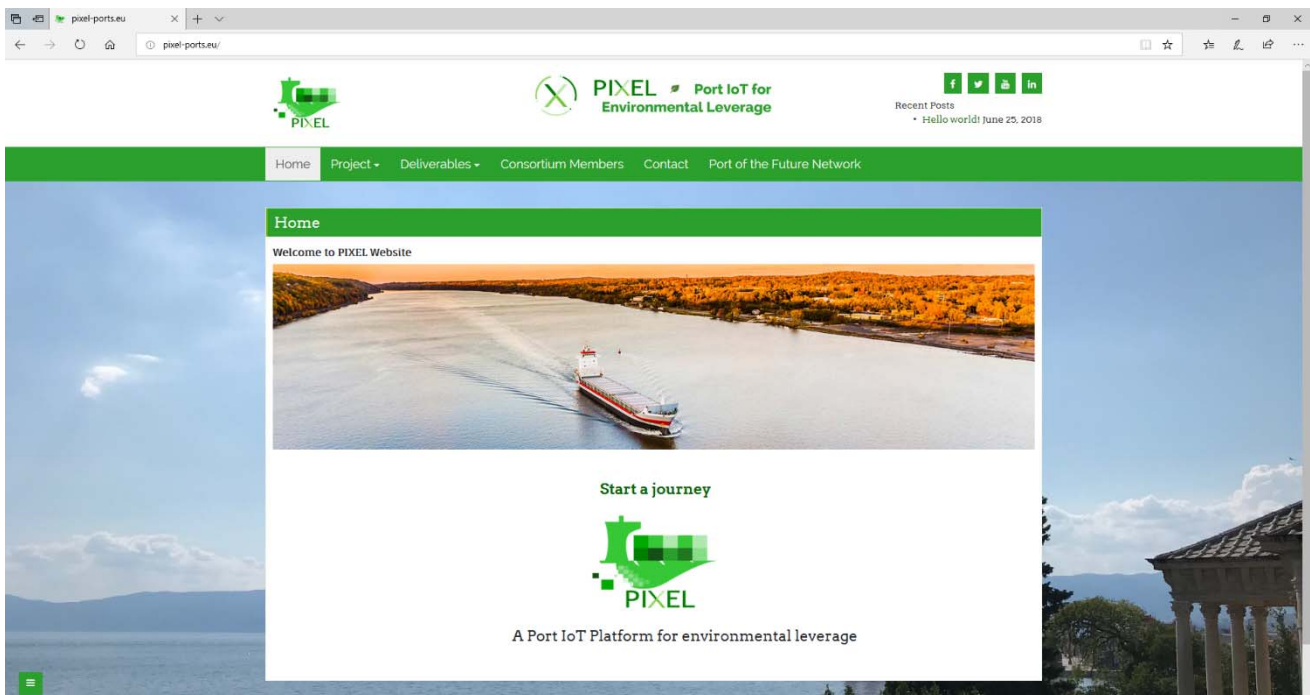


Figure 6. PIXEL project Main Web Page

And with a sidebar menu (included) the aspect of the website is the following:

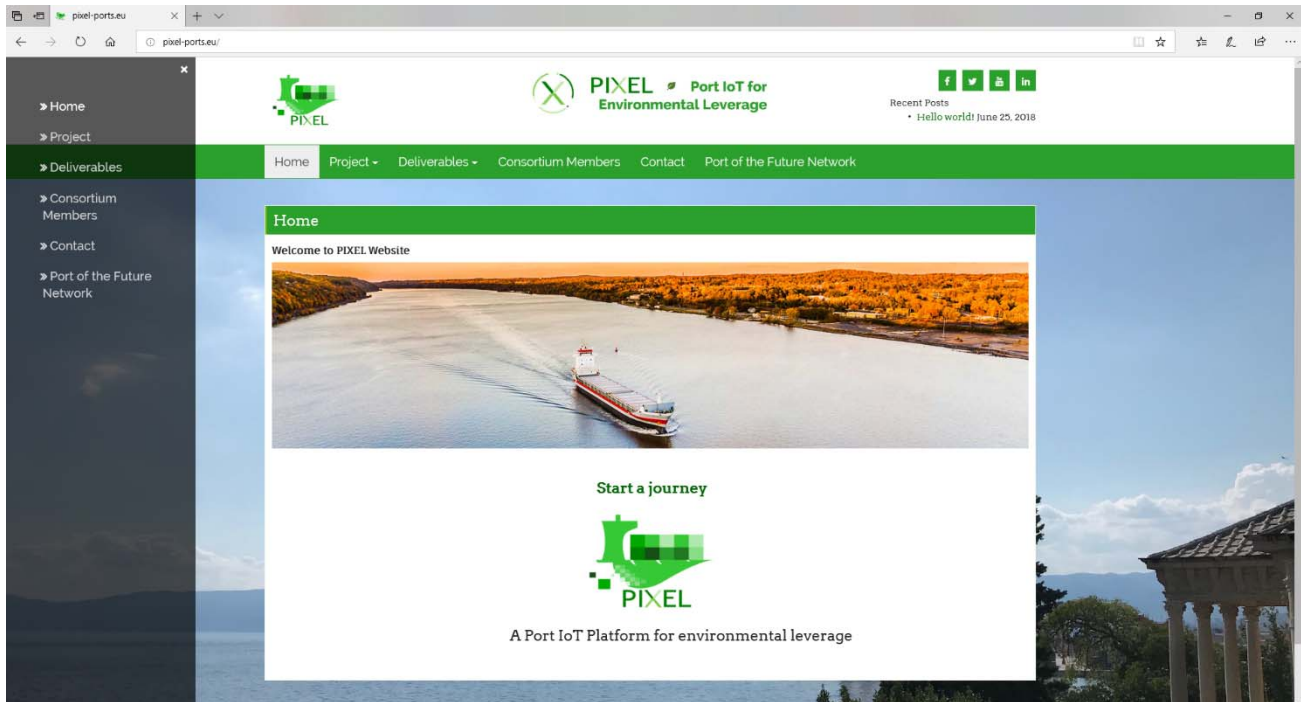


Figure 7. PIXEL project Main Web Page (sidebar menu)

The landing page has been designed with the following layout:

Menu. This bar contains the main menu, which responds to the following structure: home, project, Objectives, Consortium Members, Documentation, and contact. The details of each part are presented below.

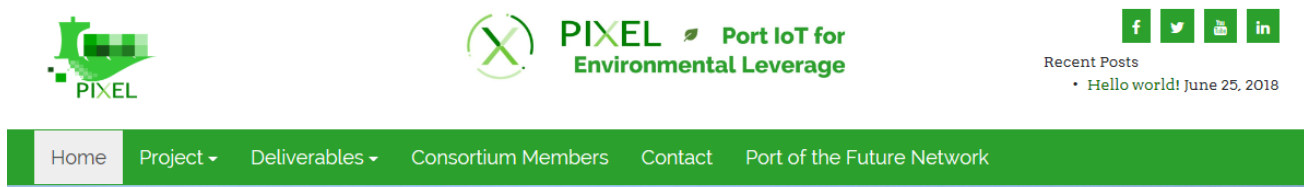



Figure 8. PIXEL Home page (menu)

- **Home.** The first part of the home presents the corporative image of PIXEL (logo), and a little journey through the website spaces. In
- **Right header.** This part provides direct access to the social channels (Twitter, GitHub, LinkedIn, etc.). It also allows to subscribe to PIXEL newsletter.
- **Project.** This section contains information related to the project itself such as vision, objectives, progresses and activities. It should contain, at least, the following:
 - An introduction to PIXEL technologies and vision through the Detailed Overview.
 - Project Concept motivation, objectives and roadmap. This section provides an overview of the PIXEL vision and the description of the technological approach.
 - Project Main Goals. Description of the strategic goals of the project to fulfilled trough the website.
 - Objectives. The fourth sub - tab of the PIXEL website elaborates the General Objectives of the H2020 project.
- **Consortium Members.** This section contains a brief description of the partners involved in the project, namely: Universitat Politècnica De València (UPV), Prodevelop S.L. (PRO), Xlab Razvoj

Programske Opreme In Svetovanje D.O.O. (XLAB), Informatica Per Il Sistema Degli Enti Locali (INSIEL), Centre Aquitain Des Technologies De L'information Et Électroniques (CATIE), ORANGE (ORANGE), CREOCEAN (CREO), Sveuciliste U Rijeci, Medicinski Fakultet (MedRi), SDAG Spa Stazioni Doganali Autoportuali Gorizia – Intermodal Terminal Of Gorizia (SDAG), Thesaloniki Port Authority (THPA), Piraeus Port Authority, SA (PPA), C.C.I.A.A. – AZIENDA SPEZIALI PER IL PORTO DI MONFALCONE, (ASPM), Grand Port Maritime De Bordeaux (GPMB), IPEOPLE Limited (IPEOPLE), Ethniko Kentro Erevnas Kai Technologikis Anaptyxis (CERTH)

Consortium Members



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UNIVERSITAT POLITÈCNICA DE VALÈNCIA (UPV)

Universitat Politècnica de Valencia (UPV) is a dynamic, innovative, public institution, dedicated to research and teaching that keeps strong ties with the social environment in which its activities are performed and, simultaneously, has an important presence abroad. Today, over 39,000 members integrate our academic community: 35,000 of these are students, 2,387 are teachers and 1,593 belong to administration. UPVLC includes 15 faculty centres: ten schools, three faculties, and two higher polytechnic schools (Alcoy and Gandia), and five associated institutions. UPV contribution to PIXEL will come from the Distributed Real Time Systems Lab (DRTSL) which belongs to the Communications Department. The department is composed of several research groups whose activities include a big number of fields within ICT, such as: Internet of Things, mobile communications, distributed real time systems, or broadband networks.

Figure 9. PIXEL website (members section)

- **Deliverables.** This section contains relevant documents published in the context of the project, which should include:
 - Public deliverables
 - Scientific and technical publications
 - Press releases
- **Contact.** Contact information should also be accessible in a straightforward manner so that any stakeholder wishing to communicate with the project can do it without difficulties.
- **Port of the Future Network.** A specific dedicated space (tab) in the PIXEL website regarding CSA DocksTheFuture actions and information about the other MG-7 projects.

4. Conclusion / Future Work

The summary of all central elements of the PIXEL Virtual Presence plan are the explanation of the main dissemination objectives of PIXEL and how we planned to achieve those. We have identified target audiences and provided an overlook of the used dissemination methods for PIXEL. Also, a list of all already created dissemination materials of the project, events, monitoring KPs and a list of indicators that helps evaluating the success of already undertaken dissemination activities, will take place as the project evolves.