ARESIBO

HORIZON 2020

D8.5 WEBSITE AND PROMOTIONAL MATERIAL

ARESIBO

Augmented Reality Enriched Situation awareness for Border security
ARESIBO – GA 833805

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List of Acronyms

Acronym	Meaning
-	-

1 Executive Summary

The document describes the structure and the content of project's website that will be used to communicate about the ARESIBO and its results. The website will constitute the main communication point for the public audience collecting information about the project news, events, and outcomes. The website will be regularly updated by the University of Athens who is responsible for the installation and maintenance of the e-portal. This document describes the purpose of the website, its structure and how it will disseminate the project developments. Furthermore, the document describes the additional promotional material that is planned to be produced through the lifetime of the ARESIBO project.

A rigid communication establishment is crucial for the successful completion of the project. Nowadays, emails and social media can sufficiently cover this need for efficient and fast communication between all the parties. Nevertheless, a website can always be extremely useful regarding the on-demand access to static information about the project e.g. project description and goals by large groups.

Section 2 of this deliverable describes the main goals of the website and the dissemination material. Section 3 analytically describes the structure and the content of the website. Section 4 presents some details about the rest of dissemination materials such as the ARESIBO flyer and presentation. Finally, section 5 concludes this deliverable with a summarization of the presented material.

2 Objectives of the ARESIBO website and promotional material

The dedicated website of the ARESIBO project (www.aresibo.eu) is the main source of information and attraction for everyone that has interest in the project activities including not only the target audiences but also the public. The project's progress towards its goals can also be monitored on demand. As mentioned in Section 1, the website is helping the flow of information since email and social media prove inefficient regarding large groups. But this is not the only goal of the website. The main objectives of the website include:

- *Set-up a unique point of information for ARESIBO.* The website of the ARESIBO project (www.aresibo.eu) is the main source of information and attraction for everyone that has interest in the project activities including not only the target audiences but also the public. This will facilitate the accessibility to the project information and will help the project to raise awareness.

- *The provision of targeted information to various audiences.* The website can act as a bus of information flow about ARESIBO for all the interested audiences. Through the website a wide range of information material will be communicated including public deliverables, workshops, reports, and any update regarding the project activities.

- *The attraction of individual visitors as well as stakeholders with an interest in border control systems.* The website can be used to attract people that are interested in ARESIBO, such as technology providers, border and border control authorities, LEAs, and drone manufacturers. Academic and technical audience will also have the opportunity to benefit from the reports and research data published.

- *The assessment of the general interest.* The website will be subject to standard impact assessment practices through Google Analytics, counting unique and repeated visitors, time spent by visitors and other key factors following their development over time. Those indicators will be used to evaluate the practices of the project and, if needed, revise its dissemination strategy.

- *Connect with relevant communities and experts.* The website can be used as a tool for getting connected with relevant communities such as the related H2020 projects, for contacting scientific experts in the technological fields of ARESIBO and for creating liaison with domain specific authorities (e.g., LEAs, border control agencies).

The development of the website is based on a simple structure and its content is given in common language with no scientific context, in order to attract and not to intimidate the

interested public with no prior computer science and mathematical knowledge. From the website one can also download the addition dissemination material files.

The website's home page is illustrated in Figure 1.

Figure 1: Home page of the ARESIBO website

The exploitation of additional dissemination material will enhance the awareness of the ARESIBO community regarding the ongoing events. In particular, a project flyer will be produced to promote the project in any event that the ARESIBO partners will participate (e.g., workshops, exhibitions, conferences). Also, a multimedia presentation of the project will be prepared by the project coordinator and the technical manager (ADS and UoA, respectively). The role of this presentation will be twofold: (a) it will act as a summary of the project information for the public audience, and (b) the slides can be reused by ARESIBO partners in order to present the ARESIBO concept during their participation in various events.

3   ARESIBO website and content

3.1   The website management tool

The ARESIBO website, www.aresibo.eu, has been developed using Drupal[1]. Drupal is an open source, content management system. It is a very popular tool for web content management among open communities including higher education institutions, governmental organization, and NGOs. The rationale behind the selection of Drupal technology was its standard features that are functional and easy to use, such as content authoring, reliable performance, and excellent security. Moreover, its data management interface was found to be very flexible and modular for uploading/updating content.

3.2   Overview of the structure and project logo

The homepage of the website is what the visitor firstly sees. It consists of a navigation header illustrated in Figure 2, the basic information of the ARESIBO project (practically an overview), a slider showing headers that are referring to the basic technology pillars of ARESIBO (Augmented Reality, Autonomous Swarms of Robots, Integrated Situational Awareness etc.) and the official logo of the project The social media links are placed in the footer of the page in order to follow the project on demand and also the form where one can subscribe for the newsletter.

In this chapter, the content of every tab of the navigation bar will be analytically presented.

Figure 2: Header of the website with the navigation bar and logo.

3.3   Project Information

By hovering over "THE PROJECT" tab (Figure 3), a menu with the following choices will appear:

- **Objectives:** Contains information of the goals of the project and also a high-level abstract representation of project structure, presenting all of the three technology pillars. (Figure 4)

- **Project Structure:** Lists all the nine work packages of the project with an overview of each one's goals and targets. (Figure 5)

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[1] https://www.drupal.org/

- **Expected Results:** The expected results section will be updated regularly during the project lifetime.
- **Demonstrators:** Describes extensively the real-world scenarios, the project use-cases and the applications based on which the final system will be tested and evaluated (Figure 6).

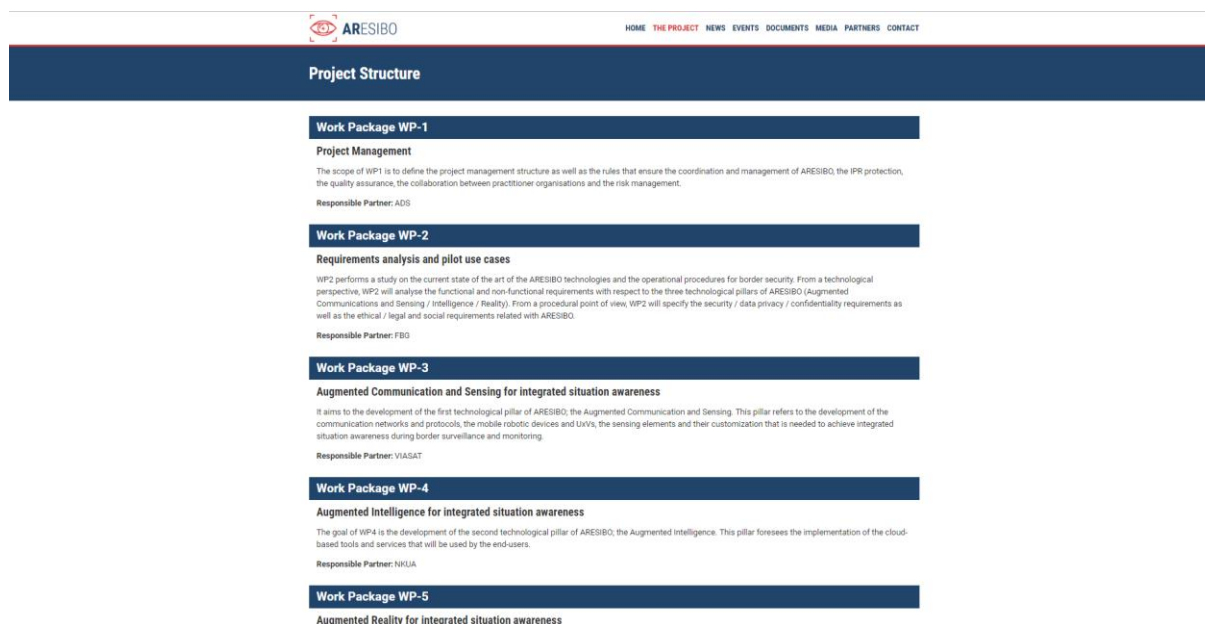**Figure 3: "THE PROJECT" tab**

Figure 4: "Objectives" sub-tab
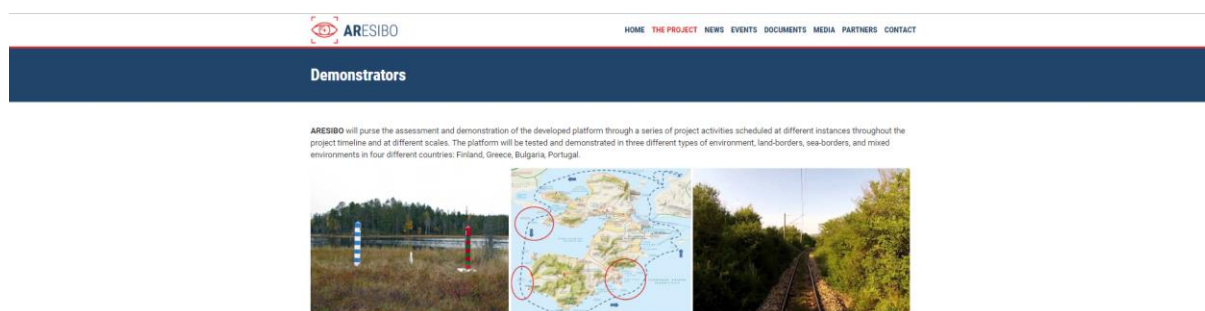
Figure 5: "Project Structure" sub-tab

Figure 6: "Demonstrators" sub-tab

3.4 News

Under the "NEWS" tab (Figure 7) that can be found on the header's navigation bar, the visitors can search for information about the latest news related to the project. For purposes of variety, the "NEWS" tab will include also news about technical implementations and dissemination material (e.g., connection with related projects, references by the media).
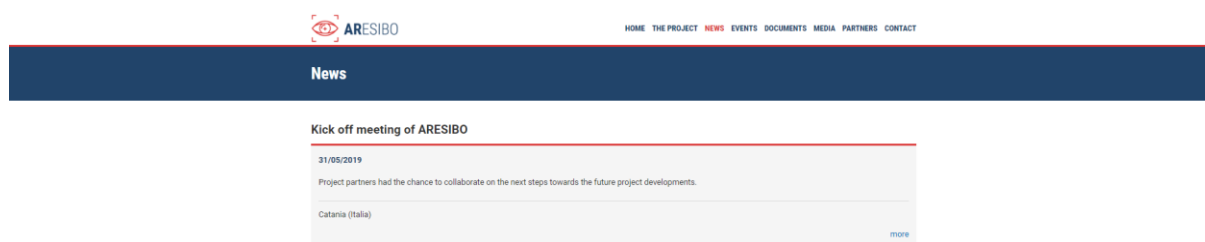
Figure 7: "NEWS" tab

3.5 Events

Under the "EVENTS" tab that can be found on the header's navigation bar, the visitors can be informed about the project meetings and any event that has taken place or it is scheduled for the near future. This tab can also work as a repository for information about past events.

3.6 Documents

Under the "DOCUMENTS" tab (Figure 8) which can be found on the header's navigation bar, the following sub-tabs are listed:

- **Deliverables:** In this sub-tab all the deliverables are listed in a table format. A brief explanation is provided for every deliverable as well as its status (Figure 9). Furthermore, if a deliverable is submitted and its security level is not classified, a download link exists for every one interested in accessing its content.

- **Presentations:** In this sub-tab all the presentations are listed in a table format. There is information and a brief explanation of every presentation (Figure 10). Furthermore, if a presentation is submitted and its security level is not classified, a download link exists for every one interested.

- **Promotional Material:** This section of the website gives access to the public promotional material of the project.

- **Publications:** In this sub-tab all of the scientific publications regarding the project are listed (e.g., conference papers, journal articles, etc.).

Figure 8: "DOCUMENTS" tab

Figure 9: "Deliverables" sub-tab

Figure 10: "Presentations" sub-tab

3.7 Media

In this section there is information regarding the media actions of the project (e.g., media announcements, articles) and the project communication channels, such as the social media pages of ARESIBO. The section will be regularly updated with new posts and announcements.

3.8 Partners

Under the "PARTNER" tab (Figure 11) which can be found on the header's navigation bar, the following sub-tabs are listed:

- **Consortium:** Under this sub-tab a list of the project partners is presented in a table-like format. (Figure 12)
- **External Advisory Board:** The external advisory board of the project is presented in this sub-tab. (Figure 13)
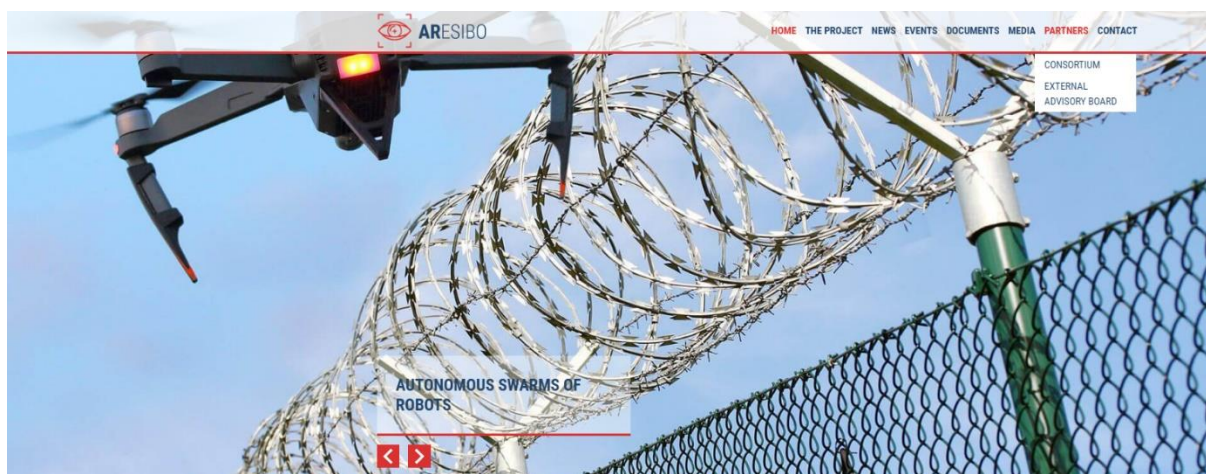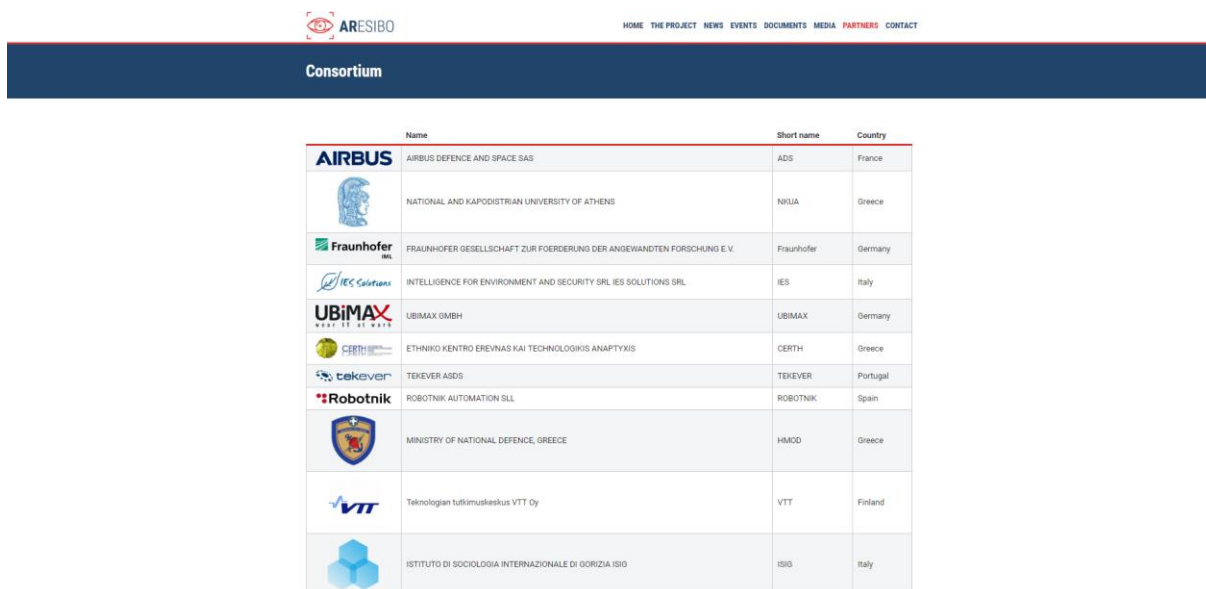
Figure 11: "PARTNERS" tab

	Name	Short name	Country
AIRBUS	AIRBUS DEFENCE AND SPACE SAS	ADS	France
	NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS	NKUA	Greece
Fraunhofer IML	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	Fraunhofer	Germany
IES Solutions	INTELLIGENCE FOR ENVIRONMENT AND SECURITY SRL IES SOLUTIONS SRL	IES	Italy
UBIMAX	UBIMAX GMBH	UBIMAX	Germany
CERTH	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	Greece
tekever	TEKEVER ASDS	TEKEVER	Portugal
Robotnik	ROBOTNIK AUTOMATION SLL	ROBOTNIK	Spain
	MINISTRY OF NATIONAL DEFENCE, GREECE	HMOD	Greece
VTT	Teknologian tutkimuskeskus VTT Oy	VTT	Finland
	ISTITUTO DI SOCIOLOGIA INTERNAZIONALE DI GORIZIA ISIG	ISIG	Italy

Figure 12: "Consortium" tab

Figure 13: "External Advisory Board" tab

3.9 Contact

By following the "CONTACT" tab (Figure 14), the visitors can submit a contact form directly to the project coordinator for information and questions about the project. The visitor should enter his name and email, then fill in the tabs subject and message and finally click the submit button. This is an open, publicly available channel for all the interested parties to get in contact with the project.

Figure 14: "Contact" tab

3.10 Footer

The footer (Figure 15) of the website offers the capability to a visitor to be subscribed to the project's newsletter. By providing a valid e-mail address, the corresponding visitor will receive all the project newsletters once they are available. Moreover, the footer offers also social media connection to ARESIBO to underline the social presence of the project. Finally, it acknowledges the support received under H2020 EU programme as well as the EU emblem.

Figure 15: Footer of the website

4 Project Promotional Material

ARESIBO plans to develop additional promotional material over the project lifetime for communication and dissemination purposes. The promotional material includes the following instruments:

- An high-level presentation for the public;
- A project leaflet.

4.1 High-level Public Presentation

A public presentation of the project will be published in the ARESIBO website. The presentation will provide a high-level description of the scope, the objectives, the challenges and the technological advancements of the project. This presentation will provide general information for the project to the public audience and will serve as a basis for future public presentations that will be given by the project partners.

4.2 Leaflet

This leaflet will provide a brief overview of the ARESIBO project, including the project's goals, and the challenges for border control systems. Additional information on the project team, as well as ways for interested parties to get involved in ARESIBO activities will be also included. The flyer will be printed but it will also be publicly available through the website of the project.

4.3 Additional websites from partners

Apart from the official project website, the partners also help to make the public and their clients aware about the ARESIBO project. In this sense, most partners intend to create webpages within their official websites to promote the project. Two indicative examples are the websites that have been created by Ubimax[2] and IES Solutions[3].

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[2] https://www.ubimax.com/en/references/aresibo.html
[3] https://www.iessolutions.eu/en/aresibo/?doing_wp_cron=1567145805.7338109016418457031250

5 Summary

In this deliverable, we presented the ARESIBO website as well as the dissemination material in order to promote and raise awareness in the community. More specific, the website will help ARESIBO to keep in contact with the surrounding research, user and industrial community. Its success will strictly rely on how often it is updated and used by the project members. Therefore, it is necessary to continuously provide status updates on the project's progress but also news and topics discussed in the community. Thereby, making the ARESIBO website a focal point for people interested not only in the project but also in the broader research areas.

In addition to the project's website, several other products will be exploited for the dissemination process. Every material will be used for different events nonetheless, aiming at the same objective. The presentation will be used as a mean of introduction to the community of the objectives and the main characteristics of ARESIBO. The leaflet will be exploited in a variety of events so that the promotion of the project could be achieved in person with the interested individuals.