

# **D 8.8**

## **Project Website and Social Media**

WP8 Innovation and Business Management, Dissemination,  
Exploitation and Standardization



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<b>Abstract</b>	This report presents the overall view on the public website and social media of the AFarCloud project.

## Document History

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V 0.1	2018-11-30	IMA	First Draft
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## Definitions and Acronyms

<b>Acronym</b>	<b>Definition</b>	<b>Remark</b>
AFarCloud	Aggregate Farming in the Cloud	
R	Report	
DEM	Demonstrator	
OTHERD	Other deliverable	
PU	Public	
PP	Restricted to other program participants (including the JU).	
CO	Confidential, only for members of the consortium (including the JU).	
WP	Work Package	
CEN	European Committee for Standardization	
CENELEC	European Committee for Electro-technical Standardization	
ETSI	European Telecommunication Standards Institute	
OASIS	Organization for the Advancement of Structured Information Standards	
AIOTI	Internet of Things Innovation Alliance	

# 1. Introduction

This document describes the initial assumptions related to dissemination and communication activities of the AFarCloud project and presents the public website structures as well as introduces additional tools (social media).

This deliverable D8.8 “Project Website and Social Media” relates to the task T8.4 Dissemination and Communication. It is the first deliverable of WP8, which covers activities for the dissemination, communication and exploitation of the results achieved within the project.

Maximizing the impact of the project by ensuring proper communication and dissemination of the project results and subsequently to raise awareness to the scientific, industrial, and general public communities is vital.

## 1.1. Document objectives

The objective of this document is to show the overall view of the website and social media for the AFarCloud project.

In this deliverable, responsibilities of information management via website and social media are presented. Different types of information, that will be published, are also presented together with communication channels. This document provides information about content and planned use of the different website elements. It is worth to mention, that some of the information presented in this document are to be updated in Initial Dissemination and Exploitation strategy, which is scheduled for M6.

## 1.2. Relationship to other activities and documents

The AFarCloud website is related to all Tasks realized in this Project. It is focused on presentation of the Project results and communication of milestones, challenges, overview, news etc., related to its realization, taking into account the dissemination, especially.

This document is related to AFarCloud Dissemination and Communication plans, which are mentioned in Chapter 2.2 of DoW [[Ref. 1].

## 1.3. Restricted and confidential information

In order to present information flow in AFarCloud dissemination activities, it is necessary to define basic types of information with respect to its availability. In general, two areas of information are distinguished:

**Private area** is the common repository SharePoint, hosted by Universidad Politécnica de Madrid (UPM) on <https://studentmdh.sharepoint.com/sites/AFarCloud>. SharePoint will be used by Project Consortium as a platform of exchange of information and knowledge about project documents.

**Public areas** are AFarCloud website and Social media. They are open for all visitors and will show non-confidential information about the Project to potential target audience and/or end-users e.g.:

- **Deliverables will be published** and will become available via the project web-site (Website documentation). It is worth to mention, that deliverables labeled as “public” are considered as those that will be available through website.
- **Cloud-based smart farming device development environment** will be publicly accessible via the project website also. The environment will be pre-populated with appropriate Software and Hardware Building Blocks intended for device development.
- **AFarCloud publications** will be published on website on basis of Open Access procedure [[Ref. 2].
- **The results** of the project will be published also through others dissemination channels as are Scientific Conferences, Workshops, Journals and Magazines with open Access.
- **Other important information** such as Description of project, consortium, milestones, news etc.

## 1.4. Dissemination and Communication

There is a very close **relationship between dissemination** (knowledge) **and communication** (building awareness).

Project will disseminate mainly its results such as data, models, patterns, etc. Presenting of a paper is often accompanied by contributions to social media, press releases, website announcements, etc.

### Dissemination activities

Dissemination is focused on transferring knowledge and depends on the knowledge transferred to the target audience.

To enhance the visibility of the project will be performed the following AFarCloud dissemination activities so as: Publications, Participation and organization of events, online media (project website, newsletter and Social media) and meetings with stakeholders.

Other Channels considered for dissemination in AFarCloud are Peer-reviewed journals, Conference presentations and proceedings, Whitepapers, Tutorials (such as web tutorials or hands-on workshops), Demonstrators (both downloadable and video), Webinars, Workshops and Open source communities.

### Communication activities

They will be focus on two main objectives:

- To conduct activities of Public Engagement, i.e. involving specialists listening to and interacting with non-specialists, for ensuring that conducted research activities are made known to the society at large.
- To conduct activities of Promotion of the research on CPS and farming robotics within student circles.

**The project website and social media** are established to provide knowledge to general public and experts respectively.

The project website will provide project overviews and highlights; up-to-date information on intermediate and final project results such as data, models, patterns etc., including public reports

and publications as well as synthesis reports drawn from selected confidential material; project events, including e.g. user group meetings, conferences and workshops; contact details, etc. Presenting a paper is often accompanied by contributions to social media, press releases, website announcements, etc.

**The main channels** that will be used to spread the results of the project within its Communication Strategy are AFarCloud website, LinkedIn profile, Mass media, Newsletters, Networking and Training activities.



## 2. Website and Social media

The website will provide information about the **project**, its **partners**, **goals** and **strategy** and up-to-date reports on the **project progress** and activities.

Additional channels of communication such as social media Facebook and LinkedIn support the website in spreading information about the project and its progress.

Project website will be actively updated and it will feed its updated articles into dedicated social networks with professional thematic groups, like LinkedIn or Twitter. It will be maintained along the project and beyond as a platform where interested organizations can find information connected to the AFarCloud project.

The processes and the procedures of the collection of all relevant publishable materials (deliverables, reports, publications, etc.), their review, publishing the contributions and their journey through the editors to the destination (website, social media) will be discussed in January. Process description will be included into Initial plan of Communication, Exploitation and Dissemination of Result (D 8.9 in M6).

Published materials should be entered only once and then propagated by other channels. Communication scheme is described on Figure 2-1.

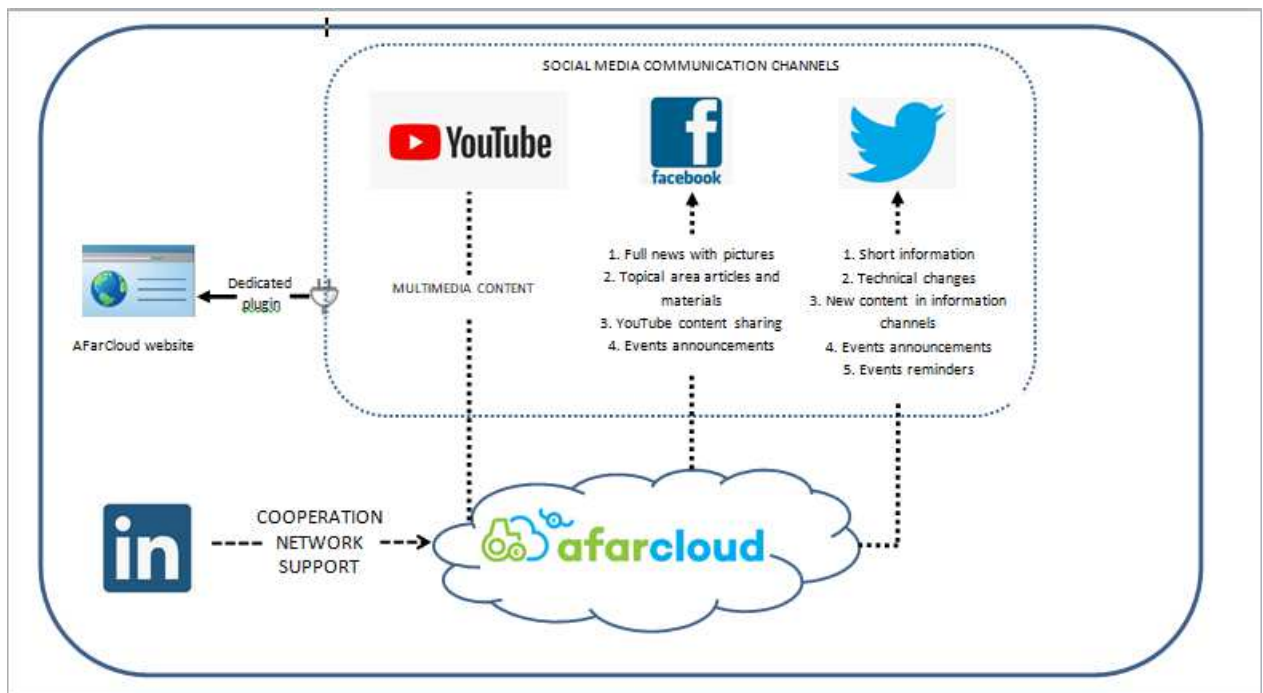


Figure 2-1 Schema of information flow

## 2.1. Description of the website

The AFarCloud website is hosted by Universidad Politécnica de Madrid (UPM) as a part of dissemination activities in the project.

The website is used as the primary dissemination channel, and includes technical information and materials useful to disseminate the project work. The website has been set up under address [www.afarcloud.eu](http://www.afarcloud.eu).

AFarCloud website is one of the crucial elements of dissemination activities.

Proposed website solution is easy to modify by usage of Cornestone (a visual builder for design directly in the front end) and by additional plugins.

AFarCloud website will be developed in English language.

## 2.2. Roles and responsibilities

In AFarCloud project were defined different roles for "project website and social media". Description of roles and their responsibilities are presented in this chapter and in Table 1.

- Website and social media project is managed by **IMA**. IMA undertakes direct relation with UPM representative in order to provide him with collected partner's contributions for final approval and publishing.
- **UPM** will be reviewer and in charge of drafting and manage the content with the support and contributions of other partners.
- **NURO** is responsible for website, setting up, administration and content management procedures.
- **EXODUS** is responsible for social media, setting up, administration and content management procedures.
- **Website administrator** is directly responsible for creating, editing, carrying out and running website. Website administrator, on demand of IMA, has to ensure regular maintenance of the website including updates on a regular basis - timely uploading of the project results, published papers, released deliverables or any public documents.
- **Social media administrator** is directly responsible for creating, editing and carrying out social media (Facebook, LinkedIn, Twitter, and YouTube).

Name of role	Bearer of role	Area of responsibility	Contact e-mail
Dissemination leader	IMA	Task 8.4	alice.bednarova@ima.cz
Content manager	UPM	Draft and manage the content of website through WP8 Partners	TBD
Website administrator	NURO	AFarCloud website	TBD
Social media administrator	EXODUS	AFarCloud social media channel	TBD

SharePoint administrator	UPM	AFarCloud common repositories	baran.curuklu@mdh.se
Supporting administrator for website	-	-	TBD
Supporting administrator for social media	-	-	TBD

**Table 1: Role and responsibilities**

**Other Partners** are responsible for delivering input to website and social media upon request from dissemination leader.

**Supporting administrator** role it is assumed to be set later (M5-M6). This will give the possibility to certain partners to modify some specific content of the website or social media.

If some specific content is not available on the website as well as in social media channels, interested parties should contact the competent administrator via e-mail with a request for update (Content manager and Dissemination leader in CC).

## 2.3. Objectives and target audience

The main objectives of the AFarCloud website are:

- **Inform** the community on the area of autonomous and highly automated systems in farming domain
- **Educate** the community in previously mentioned area by sharing public materials, publications
- **Stimulate** the community in order to get feedback
- **Promote** the project results to the interested entities
- **Raise awareness** of the community on AFarCloud project results, deliverables and other activities

In order to reach the widest possible audience, different communication channels were proposed. Engaging social media into dissemination activities should support spreading the project related information to general public.

Target audience of the AFarCloud website and additional communication channels are Academic and Research audience, Industrial audience and Public authorities' awareness, which are above all:

- **Consortium members**

Project website is a central element of dissemination. All consortium members are key target audience, proposed approach should ensure proper level of communication as well as dissemination materials spreading between consortium members.

- **Industry**

Since advances and results of AFarCloud project will be highly relevant for the industry, this is one of the most important target groups.

Industry means not only farming industry or smart farming industry (HW, SW, services), but also Tool vendors, to interoperate with the whole framework, Engineering SMEs to contribute and

deploy smart farming solutions and Silicon companies to open their hardware in the portfolio of reference architectures.

- **Industry associations**

Project results and activities must be clearly transmitted to industry associations related to AFarCloud.

- **European commission/ECSEL**

Entities related to European commission/ECSEL have to be informed about the project progress. In addition to that, created website must fulfil ARTEMIS requirements (information about project funding).

- **Standardization bodies**

In order to ensure the relevance and longevity of the AFarCloud project results, proper information must be available to any interested standardization bodies, especially related to topical area of the project (CEN, CENELEC, ETSI, OASIS, and AIOTI).

- **Scientific community**

AFarCloud will produce results that can be interesting and valuable from scientific community point of view, thus this group is considered as one of the main target audience.

- **Junior researchers**

Topical area of AFarCloud can be stimulating for new types of research or expanding already explored area, thus project results must be accessible for junior researchers. AFarCloud publications, public documents must be available on the website for mentioned purposes.

- **General public**

One of the objectives of the website is to raise awareness of the community. It is planned to create a website that will be friendly for general public. This will be done by delivering proper content on the website.

Information specified in Table 2, will be distributed via various communication channels.

ID	Type of information	Description
1	Basic information about the project and activities	Proposed information channel should allow adding and sharing basic information about project, activities, project objectives, domain description, contact data etc.
2	Public documents	Public documents, deliverables, forms, materials should be available in a place accessible for interested parties.
3	Multimedia sharing	Project activities generate multimedia content, such as video materials, multimedia presentations etc... This type of data should be shared via dedicated tool.
4	Short information about events (conferences, meetings, workshops)	Project activities and initiatives can generate events, conferences, meetings and workshops. Short info about coming events should be spread among interested entities.
5	Technical changes (Facebook fan page, website availability)	For the needs of users, followers and partners, information about technical changes, availability issues should be shared.
6	Events announcements (full content)	Events related to AFarCloud activities should be described in a way that allows easy joining (full information about events, questionnaires, contact data, etc...)

7	Full articles about events (conferences, meetings, workshops)	Reports from meetings in the form of notes, pictures, and articles containing public information should be published in the channels that reach the largest number of recipients. This information should be prepared in easy accessible form.
8	Milestones of the project	In order to inform interested parties, information about achieving the milestones of the project should be shared.
9	AFarCloud materials and articles	Autonomous and highly automated systems, as the core of the AFarCloud project are getting more popular every day. In order to raise awareness among citizens, customers, followers, it's assumed to share dedicated materials and articles. All elements from this group have to be reviewed by the consortium as defined in PCA.

Table 2: Type of information

## 2.4. Social media as additional information sharing tools

In this section, basic communication channels are described, together with the type of information that is transmitted. Main element of communication and dissemination is AFarCloud website. Social media channels are integrated with AFarCloud website.

### 2.4.1. Facebook

Facebook is the most popular social media tool and will allow to reach a wide group of target audience and to keep the community informed about the project status. Facebook will be used to inform interested parties and entities about AFarCloud activities as well as for AFarCloud topical area dissemination. Shared information: 1; 6; 7; 8; 9; from Table 2.

Link: <https://www.facebook.com/AfarCloud-H2020-project-335424047263450/>

Or from <http://www.afarcloud.eu/>.

Facebook fan page see on **Chyba! Nenalezen zdroj odkazů**. Figure 2-2.

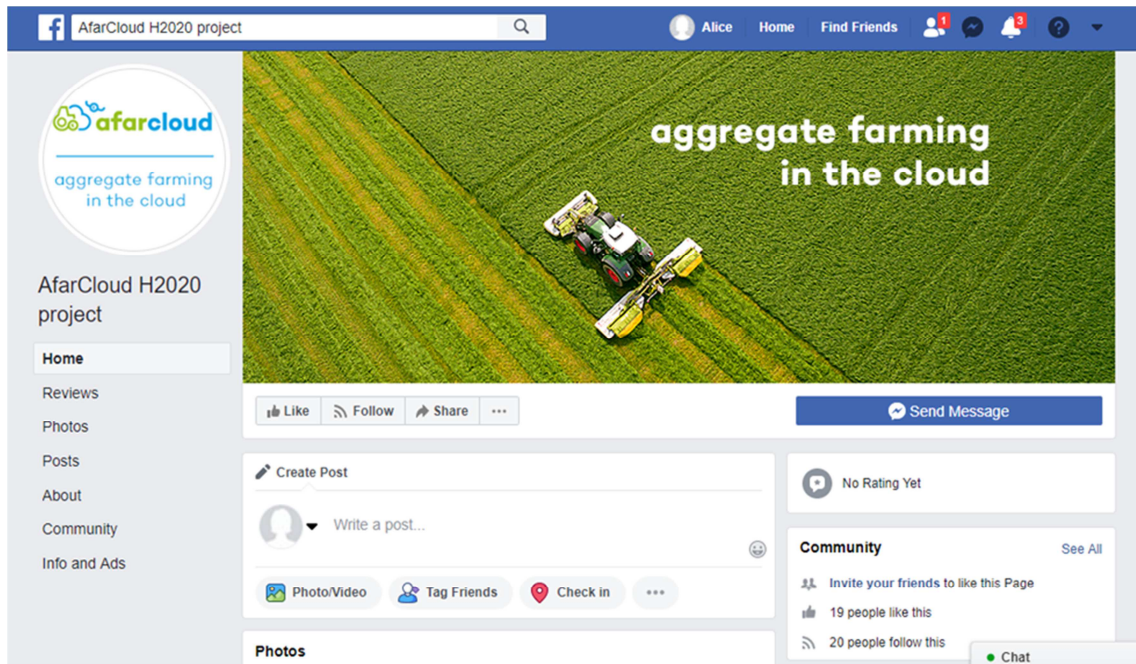


Figure 2-2 AFarCloud fan page

## 2.4.2. LinkedIn

LinkedIn allows create cooperation network via dedicated website. AFarCloud Partners involved in project are invited to join such a network. Such an approach ensures communication improvement between interested entities.

Link: <https://www.linkedin.com/groups/8702329/>

Or from <http://www.afarcloud.eu/>  
LinkedIn page see on Figure 2-3

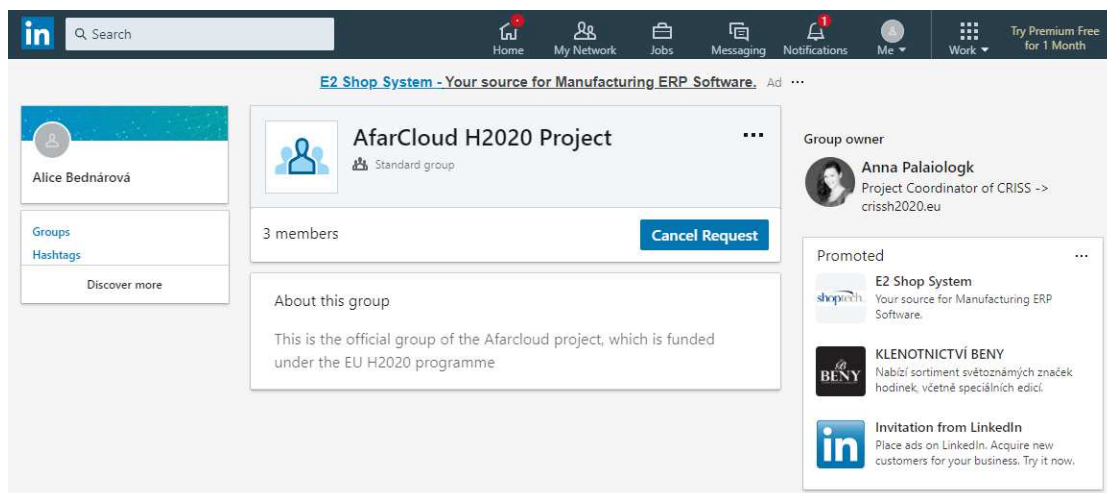


Figure 2-3 LinkedIn page

### 3. Website content

The AFarCloud project website is divided in five categories that appear in the header of all websites: About the project, Demonstrator, News and Events, Media and Contact. The header is an interactive menu, which serves as a navigation panel and helps browsing the website and finding all necessary information.

In the footer of all website is united text about project funding and logos of ECSEL JU and EU see Figure 3-1.

There are also links to social media Twitter and Facebook account via dedicated plugin and provides links to key elements of the website.



Figure 3-1 Footer of websites

#### 3.1. Home

Home page, see Figure 3-2, is a typical welcome page (5 slide shows) that informs the visitor about basic information and objectives of the AFarCloud project.



Figure 3-2 Project homepage

## 3.2. About Project

For the external audience group, this is the most important element of the website. It provides clear explanation of project basics, see Figure 3-3. Content of this section should be written in a form that allows average Internet user to fully understand the project philosophy and its influence on field of highly automated and autonomous systems.

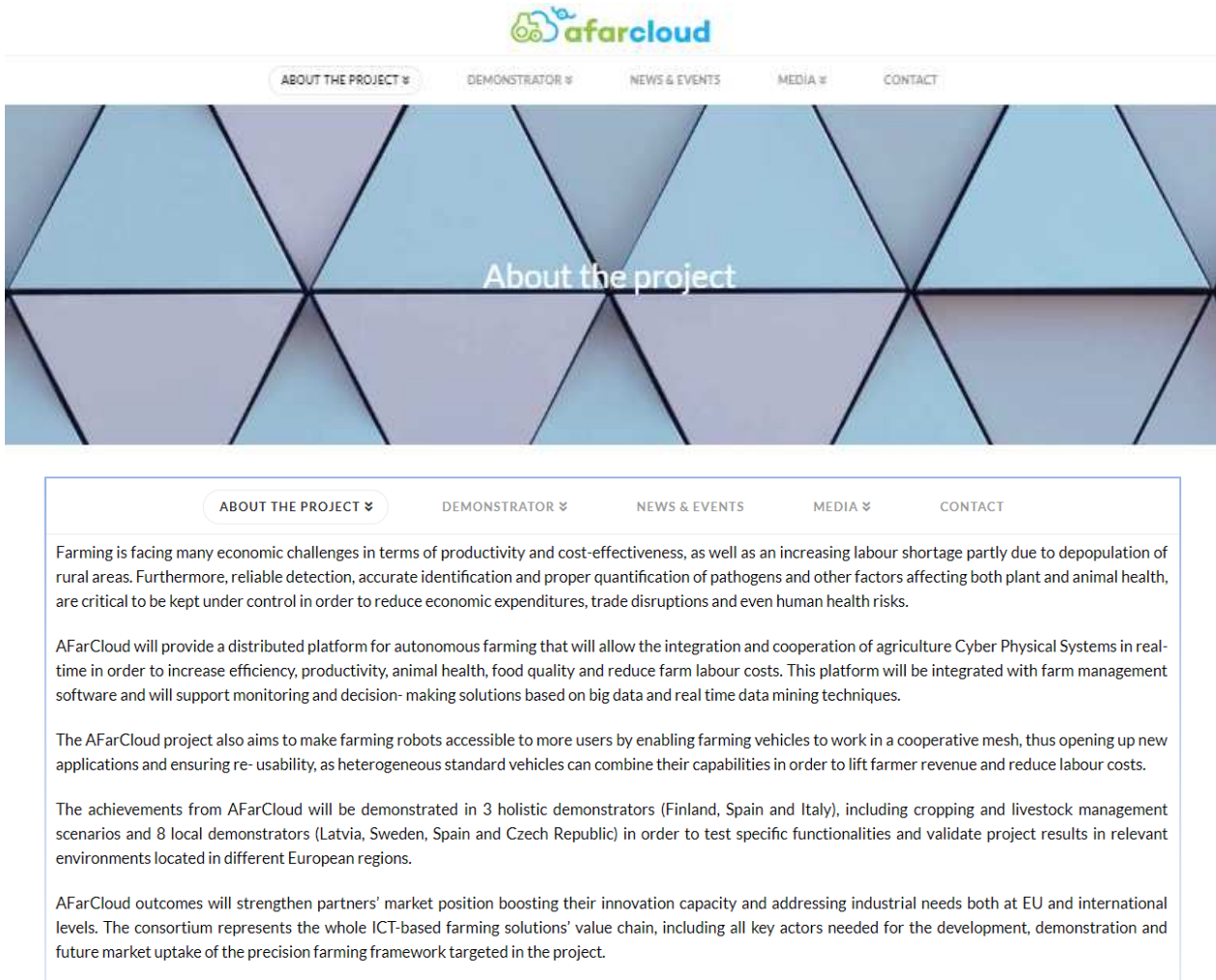
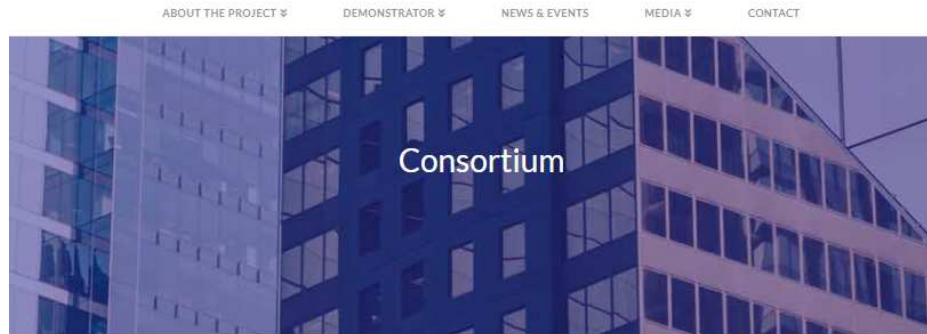


Figure 3-3 About Project section

### 3.2.1. Consortium

In this section, basic information about AFarCloud consortium is provided, see Figure 3-4.





AFarCloud consortium is comprised of 60 organizations from 13 European countries, and it includes a well-balanced mix of industrial companies (large and SMEs), as well as academic partners (research organisations and universities):

- Large industrial companies: 10
- Small and Medium (SMEs): 27
- Research organisations: 10
- Universities: 13

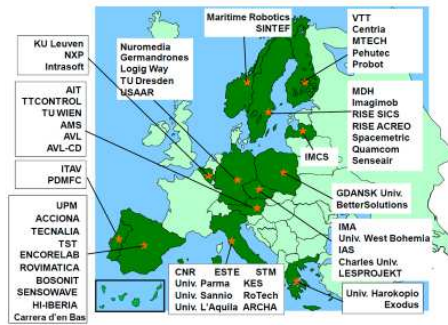


Figure 3-4 Consortium section

### 3.3. Demonstrators

This section presents and describes project demonstrators to be implemented, see Figure 3-5.

The project includes three holistic demonstrators, concentrated on cropping and livestock management scenarios (Finland, Spain and Italy) and a set of local demonstrators deployed in different locations (Latvia, Czech Republic, Italy, Spain and Sweden).



The project includes **holistic demonstrators**, concentrated on cropping and livestock management scenarios: Finland, Spain and Italy. The locations have been selected so as to test and validate the project results in different climate areas within Europe, as well as in farms with different size and requirements.

In addition to the three holistic demonstrators, the results will be validated also through a set of **local demonstrators** deployed in different locations (Latvia, Czech Republic, Italy, Spain and Sweden). These local demonstrators will be running during the lifetime of the project in order to test the specific set of functionalities for each location.

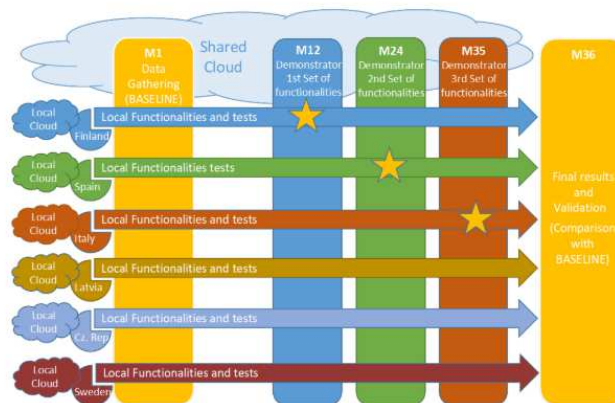


Figure 3-5 Demonstrators description

### 3.4. News & Events

The “News & Events” section provides important information from project perspective, such as new dissemination material, new milestones achieved, project highlights – in general, facts important for the consortium and the general public. News may include videos, pictures, documents or links to certain websites. AFarCloud environment generates related events, such as meetings, reviews, conferences, demonstrators etc. In this sections consortium partners as well as external parties will get the information about planned and completed events, see Figure 3-6.

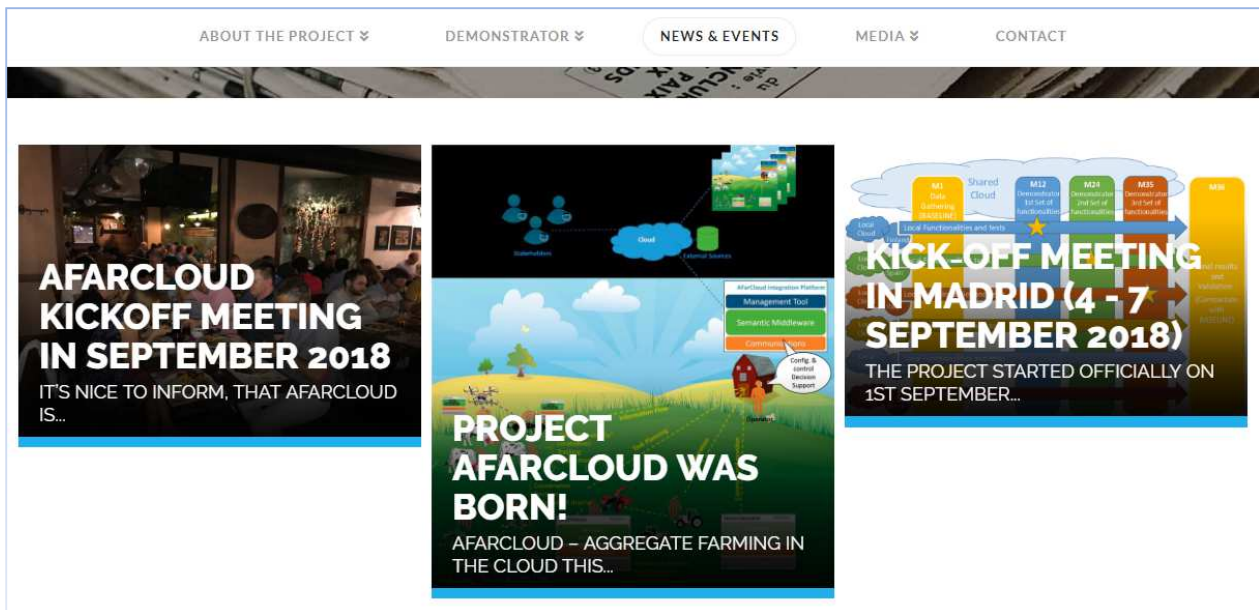


Figure 3-6 News & Events section

## 3.5. Media

This section was designed to ensure proper level of communication with all interested parties in terms of data and information exchange. All documents and data are divided into four groups and described: Publications, Deliverables, Dissemination Material and Gallery.

### 3.5.1. Publications

Specific AFARCloud publications such as journal papers will be shared with wide audience through this website. The publications are subjected to an internal review process, and will be uploaded to this site afterwards. These publications will be available in PDF format.

### 3.5.2. Deliverables

AFARCloud deliverables with public status (PU) will be available however rest of the deliverables will be listed, see Figure 3-7. Only final, accepted versions of the documents will be available, so there will be some minor delay in deliverable publication.



ABOUT THE PROJECT ▾

DEMONSTRATOR ▾

NEWS & EVENTS

MEDIA ▾

CONTACT



## Deliverables

This page contains deliverables of the AFarCloud project. Each deliverable will be released with a slight delay after and in accordance to the review process.

<b>D2.1</b> USER-CENTRED SYSTEM REQUIREMENTS	<b>D2.2.1</b> ARCHITECTURE REQUIREMENTS AND DEFINITION (V1)	<b>D2.2.2</b> ARCHITECTURE REQUIREMENTS AND DEFINITION (V2)	<b>D7.1</b> DEMONSTRATION PLANNING	<b>D7.2.1</b> VERIFICATION AND VALIDATION METHODS
<b>D7.5.3</b> DEMONSTRATION EVALUATION RESULTS	<b>D8.1</b> VALUE NETWORKS AND SERVITIZATION	<b>D8.2</b> BUSINESS MODELS, MARKET ANALYSIS AND IMPACT EVALUATION REPORT	<b>D8.4</b> PROJECT WEBSITE AND SOCIAL MEDIA	<b>D8.6</b> DISSEMINATION, COMMUNICATION AND NETWORKING REPORT



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Figure 3-7 Deliverable section

### 3.5.3. Dissemination material

This section will contain all dissemination materials such as templates, posters, presentations, leaflets, press notes.

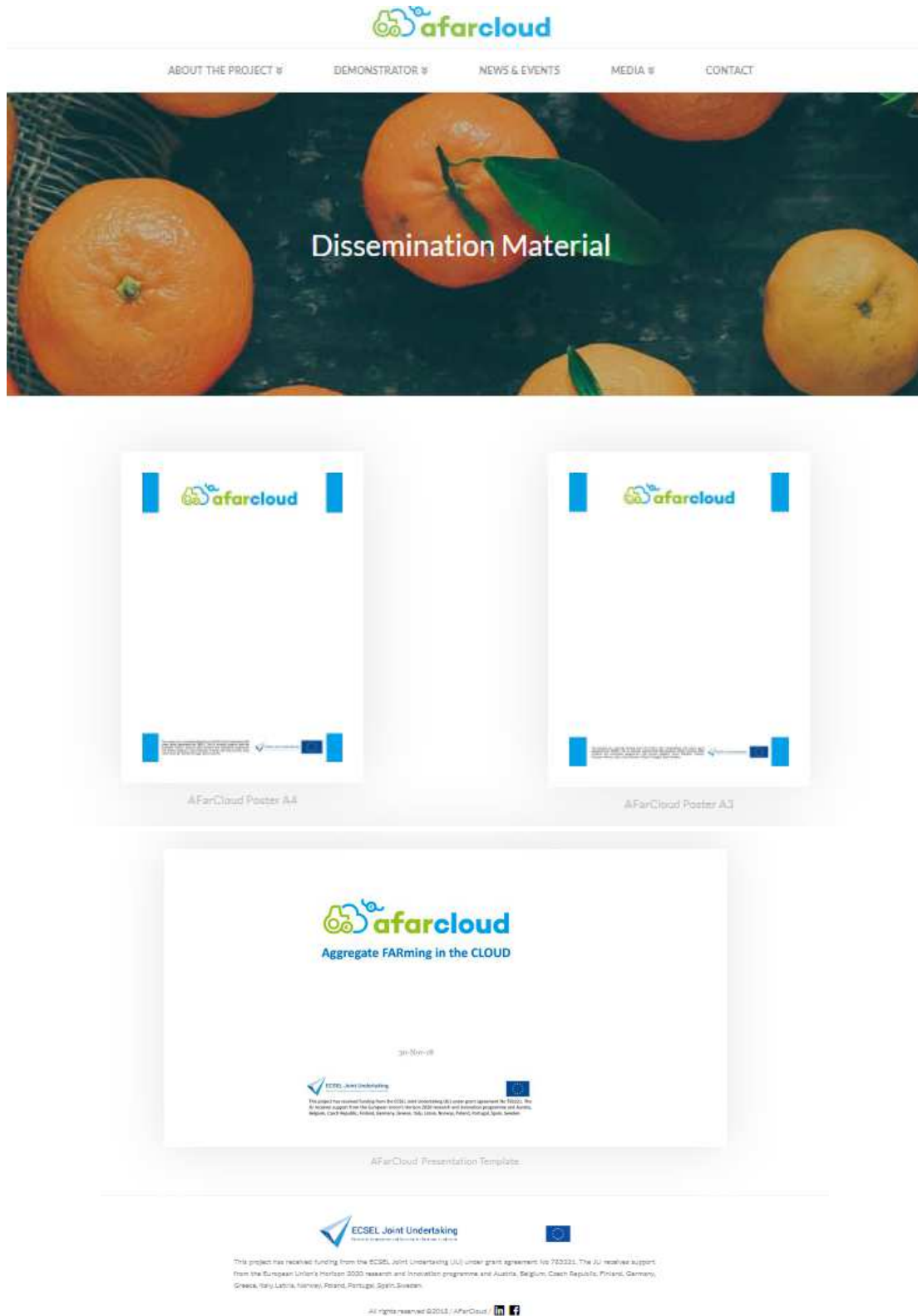


Figure 3-8 Dissemination Material section

### 3.5.4. Gallery

This section will contains photos from various project meetings, reviews, events, conferences, demonstrators, etc., see Figure 3-9.



Figure 3-9 Gallery section

### 3.6. Contact

In order to provide smooth communication with any interested parties, basic information contact will be provided, see Figure 3-10. This concerns project coordinator as well as website administrator (contact form).

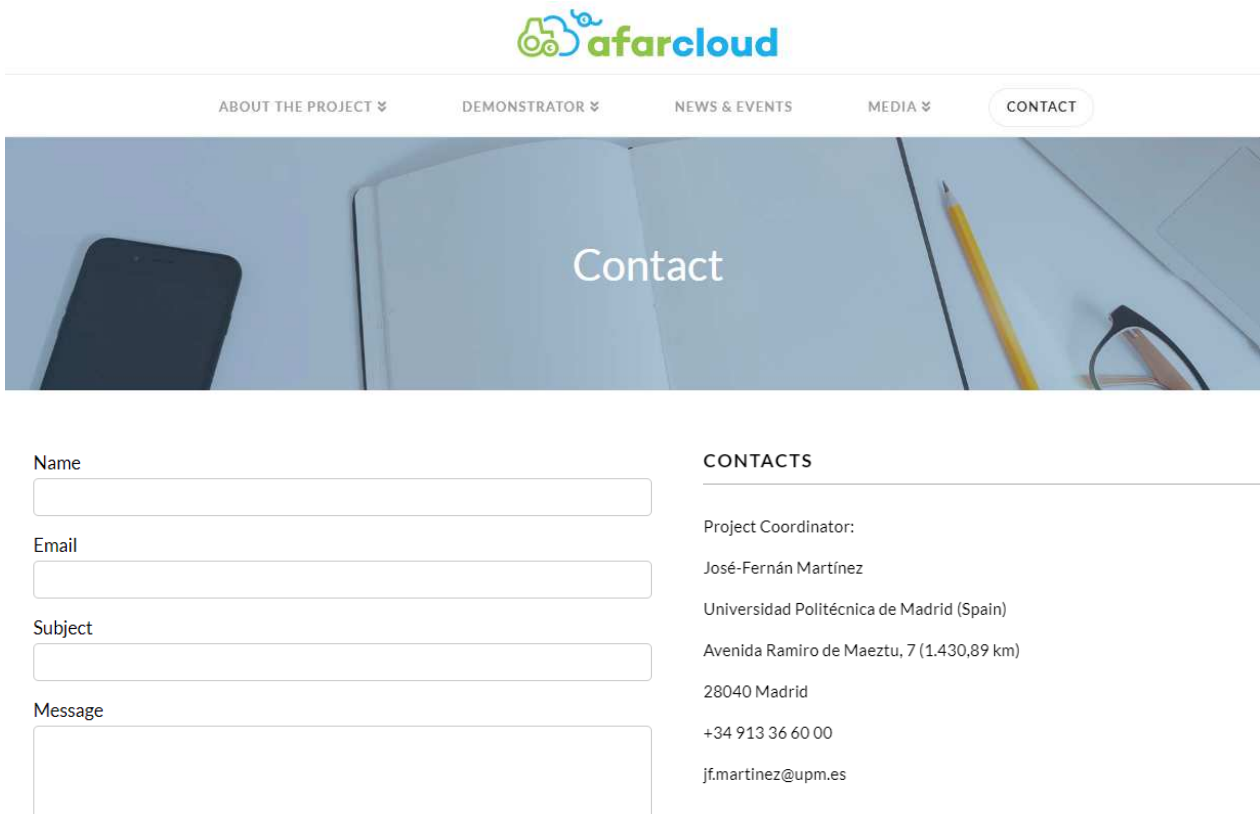


Figure 3-10 Contact section

## **4. Summary**

This deliverable describes first version of the official website and Social media used for dissemination. It is assumed that above mentioned will be under continuous improvement in order to fulfil expectation of both internal and external stakeholders.

Website and Social Media will provide information about the project, its partners, goals and strategy. It will provide up-to-date reports on the project progress and activities.

The dissemination strategy will be delivered in Initial plan of Communication, Exploitation and Dissemination of Result (IMA D8.9 in M6).



## 5. References

[Ref. 1] - DoW PartB (Technical Annex), <https://studentmdh.sharepoint.com/sites/AFarCould> or <https://ec.europa.eu/research/participants/submission/eforms/secure/attachment?draftid=SEP-210448177&attachmentid=1610662>

[Ref. 2] – OpenAir, <https://www.openaire.eu>