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Co-VAL [770356] “Understanding value co-creation in public services for transforming European public administrations”



D10.1 Project Website and Social Media

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Document description	This document presents the developed Co-VAL Project Website and Social Media.

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V0.1	18/12/2017	1st version - ToC	ATC
V0.2	19/01/2018	Preliminary sections included	ATC
V0.3	29/01/2018	Review, comments and corrections	All Partners
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V1.0	31/01/2018	Final version for submission to EC	ATC

Executive Summary

This deliverable, D10.1 Project Website and Social Media, presents the functionality of the official website of the Co-VAL project. The document describes the infrastructure of the Co-VAL website and presents the publicly available features. It also presents the official Twitter account of the Co-VAL project.

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List of Terms and Abbreviations

Abbreviation	Definition
ATC	Athens Technology Center
CMS	Content Management System
EU	European Union
GPL	General Public License
Mbps	Megabits per second
URL	Uniform Resource Locator
WP	Workpackage

1 Introduction

1.1 Purpose and Scope

Making information available and easily accessible is an important contribution to the dissemination of the results of any EU funded project. In Co-VAL, the dissemination and communication activities aim to provide proper visibility of the project by creating appropriate visual and editorial support elements for all documents issued, as well as by ensuring a regular outward flow of information on the project's ongoing progress and results obtained.

A wide dissemination of project results is planned at European and International level. European Public Institutions, National, Regional and Local Administrations, Stakeholders, Associations and Research Centres in the public sector, co-creation and social innovation communities and supervising authorities will be some of the main targets of the Co-VAL outcome spread.

To enhance the impact of Co-VAL, a communication plan is being developed to raise general awareness about our work, to target important audiences, to generate discussion and to assist the release of scientifically significant results. The communication plan will cover several dissemination activities, one of which is the Website and Social Media accounts of the project.

The purpose of deliverable D10.1 is to set up the Co-VAL website and Twitter account, which will serve as a collaboration tool for knowledge, experience and best practice sharing, as well as consolidation of results and dissemination support.

The Co-VAL website will provide all related information about the Co-VAL project, such as the objectives, results and impact. The website is foreseen to incrementally provide project information and achievements and stimulate contacts with other users thus building up a community, which will support the project and vice versa. Co-VAL Twitter account will be used to promote the project news and related activities as well as reach a wide range of communities and establish connection and communication with the targeted stakeholders.

1.2 Structure of the Deliverable

This deliverable is structured as follows:

- Section 2 presents the Co-VAL Website. Specifically, in subsection 2.1 the website infrastructure is described (including the website architecture and the features regarding the underlying platform) while subsection 2.2 provides the website description. In addition, different snapshots of the website pages are given.
- Section 3 introduces the Social Media (Twitter) that has already been set up for the project.
- Finally, Section 4 concludes this deliverable.

2 Co-VAL Website

2.1 Website Infrastructure

2.1.1 URL

The Co-VAL consortium has acquired the following URL, which is used by Internet users for accessing the Co-VAL website.

<http://www.co-val.eu/>

Since January 31st, 2018 the website is publicly available.

2.1.2 Website Architecture

The project's website consists of a public area where visitors will be able to acquire information regarding the project, download the project's publicly available resources (such as public deliverables, dissemination material and other informative documents or publications) and to find information about contacting the project's partners.

The underlying platform is WordPress (<https://wordpress.org/>) which is free and open-source content management system (CMS) that allows easily organizing, managing and publishing content, with an endless variety of customization. WordPress was used by more than 29.3% of the top 10 million websites as of January 2018 and is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites. WordPress is distributed under the terms of the GNU General Public License (or "GPL"), which means anyone is free to download it and share it with others. This open development model means that WordPress professionals, designers, bloggers, enthusiasts are constantly working to make sure WordPress is a cutting-edge platform that supports the latest technologies that the Web has to offer. The WordPress project's principles encourage modularity, standards, collaboration, ease-of-use, and more.

2.1.3 Other issues

2.1.3.1 Hosting

The website is hosted at the premises of ATC in Greece. The servers (Ubuntu 16 - LinuxServer) used for hosting, guarantee the 24/7 operation of the platform, as they are capable of handling high load and operate on a 50Mbps connection to the Internet.

Backups of the system are taken as standard on a daily basis in order for the system to be able to recover in case of a failure.

2.1.3.2 Website statistics

The statistics regarding the visitors of the website are constantly recorded and stored, using the Google Analytics¹ toolkit so that consortium members can have access to the history logs and are able to extract useful information about the website operation.

2.1.3.3 Compatibility with Browsers

The website is compatible with the following web browsers:

- Microsoft Internet Explorer 10 or higher;

¹ www.google.com/analytics

- Microsoft Edge;
- Mozilla Firefox 5.0 or higher;
- Apple Safari 8.0 or higher;
- Google Chrome.

2.2 Website Description

The structure of the Co-VAL website consists of the following webpages:

- Homepage
- About Co-VAL
 - Overview
 - Results
 - Impact
- Who are we
- Resources
 - Material
 - Public Deliverables
 - Publications
- Blog

The above structure with the additional text blocks of the website is depicted in the following website-map (Figure 1).

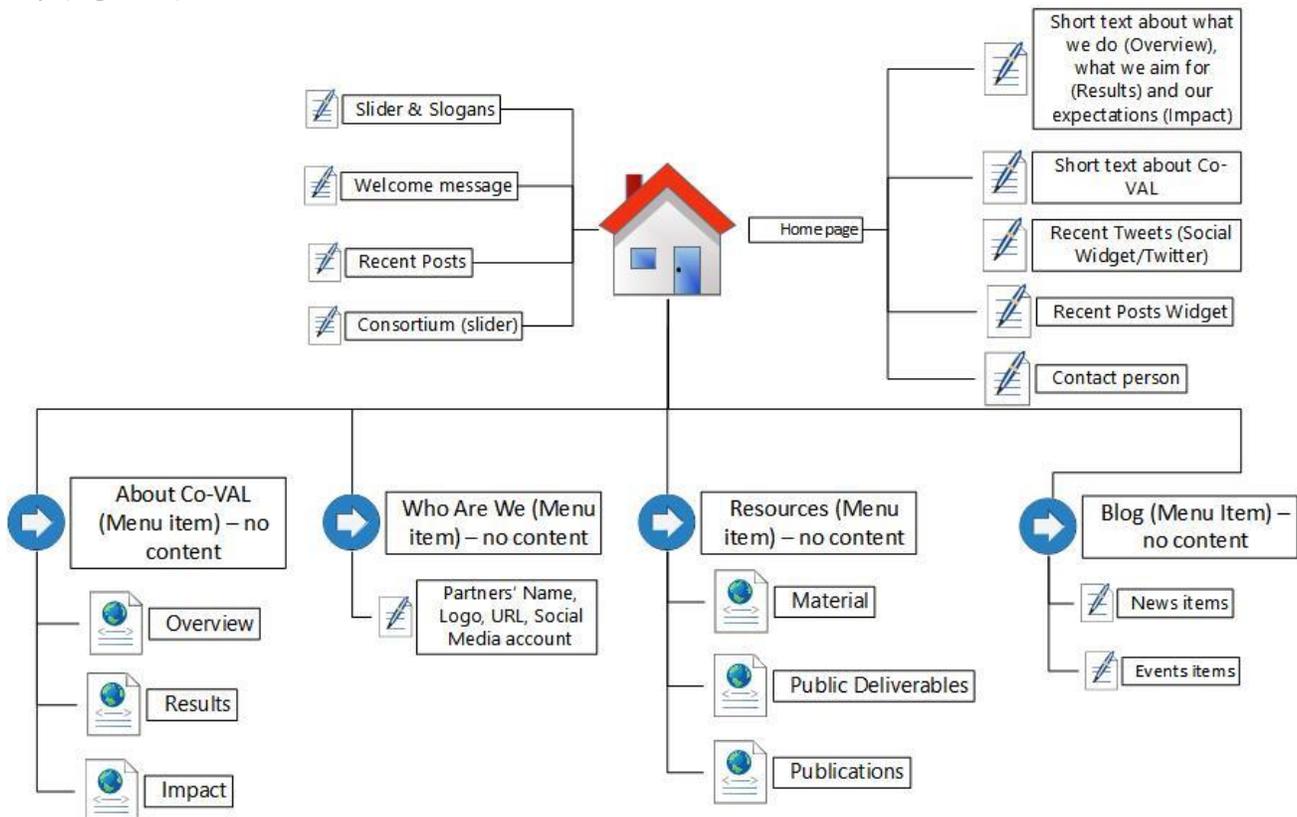


Figure 1 Website map

The following sections provide an overview of the project website including snapshots and short descriptions per webpage.

2.2.1 Homepage

The homepage provides users with a slider with images - catchy slogans redirecting to the “Overview”, “Material” and “Who Are We” webpages and a welcome message to the project’s website. It also provides a short overview and links to the project’s “Overview”, “Results” and “Impact” webpages, access to the Recent Posts which come from the “Blog” webpage as well as Partners’ logos and links to their respective websites.

Figure 2 below shows a screenshot of the Homepage.

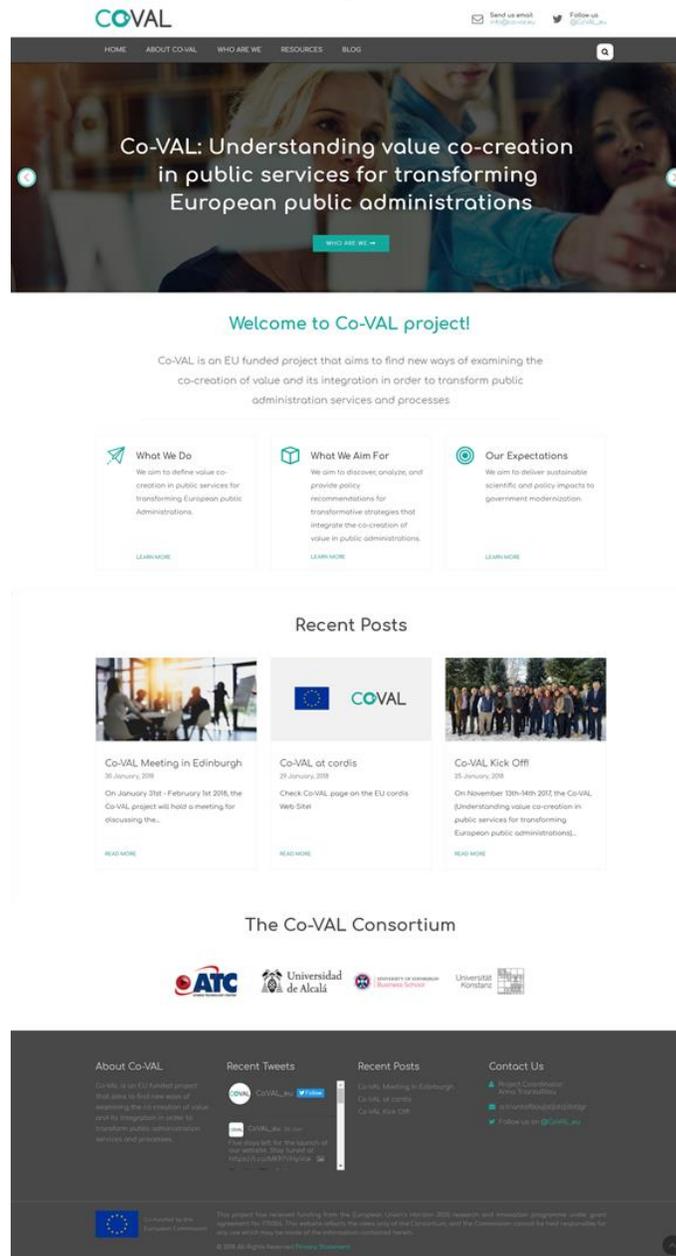


Figure 2 Co-VAL “Homepage” screenshot

2.2.2 About Co-VAL

2.2.2.1 Overview

In this webpage (Figure 3), an overview of the Co-VAL project is presented with the outline of the main aim and objectives of the project.

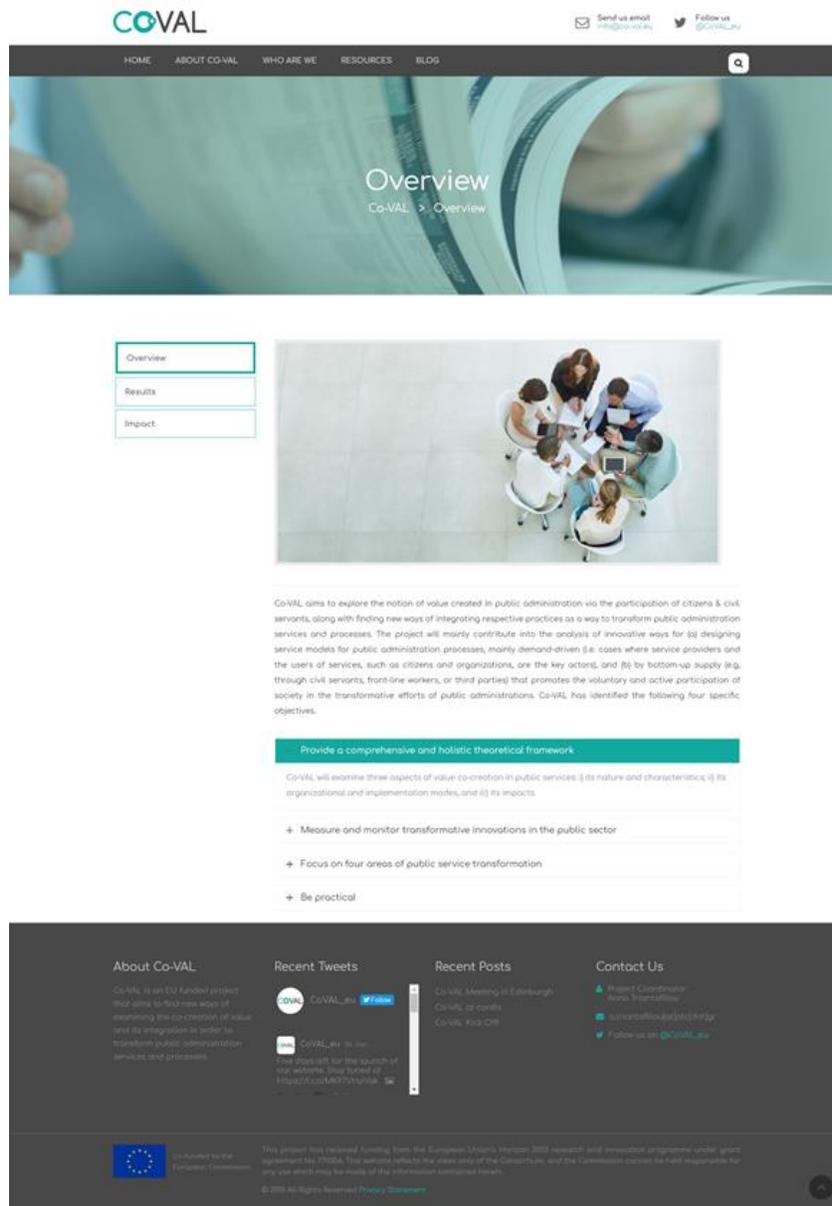


Figure 3 Co-VAL “Overview” webpage screenshot

2.2.2.2 Results

In this webpage (Figure 4), a synopsis of the Co-VAL approach and the results that the project will produce are presented.

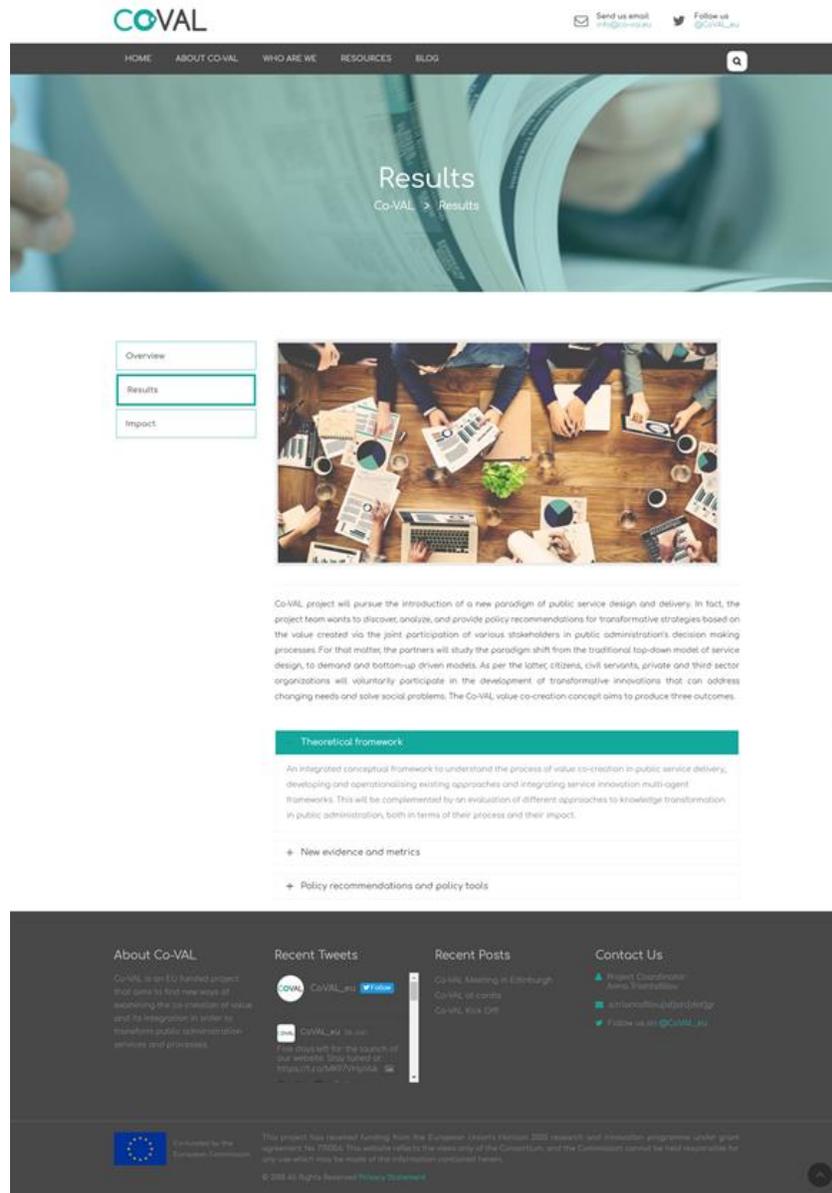


Figure 4 Co-VAL “Results” webpage screenshot

2.2.2.3 Impact

The “Impact” webpage (Figure 5) presents the Scientific and Policy Impacts that are expected from the project on government modernisation.

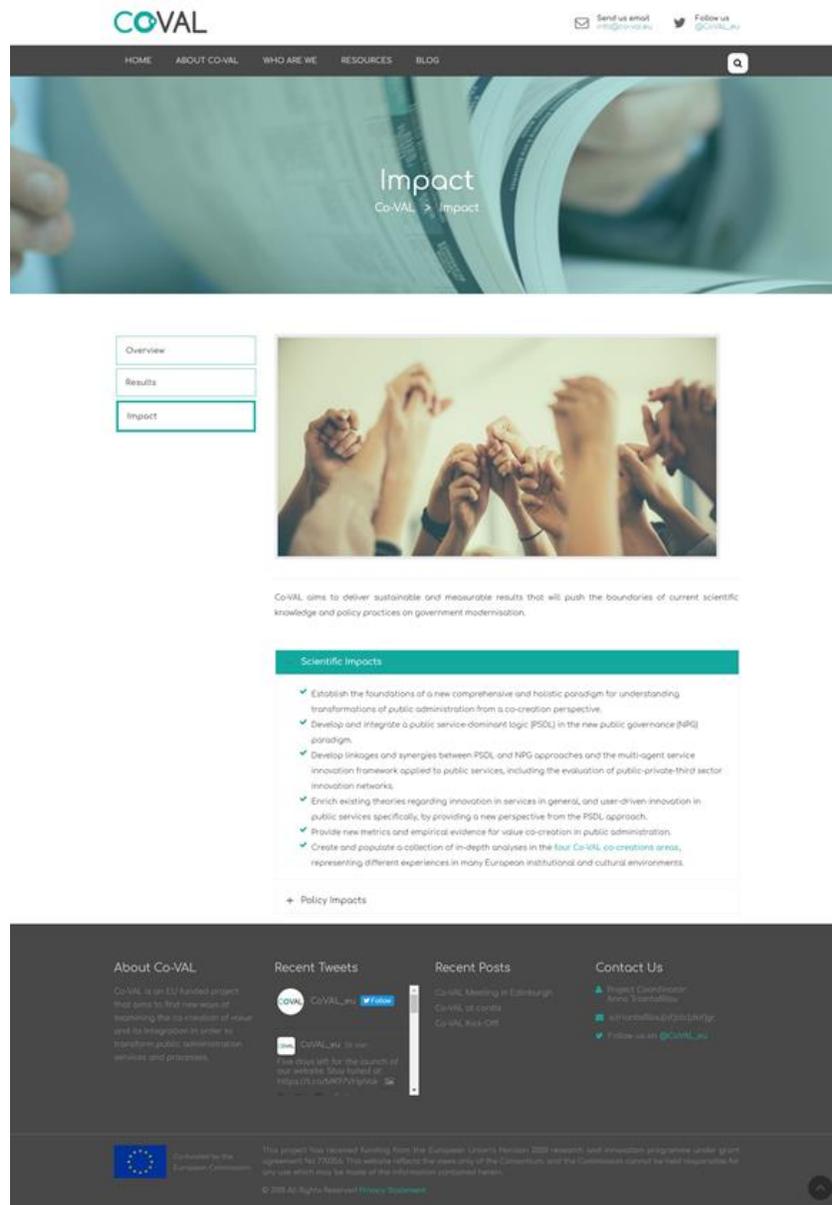


Figure 5 Co-VAL “Impact” webpage screenshot

2.2.3 Who Are We

The “Who Are We” webpage (Figure 6) presents the project consortium. All partners’ logos are displayed and links to their official websites and Twitter accounts are provided.

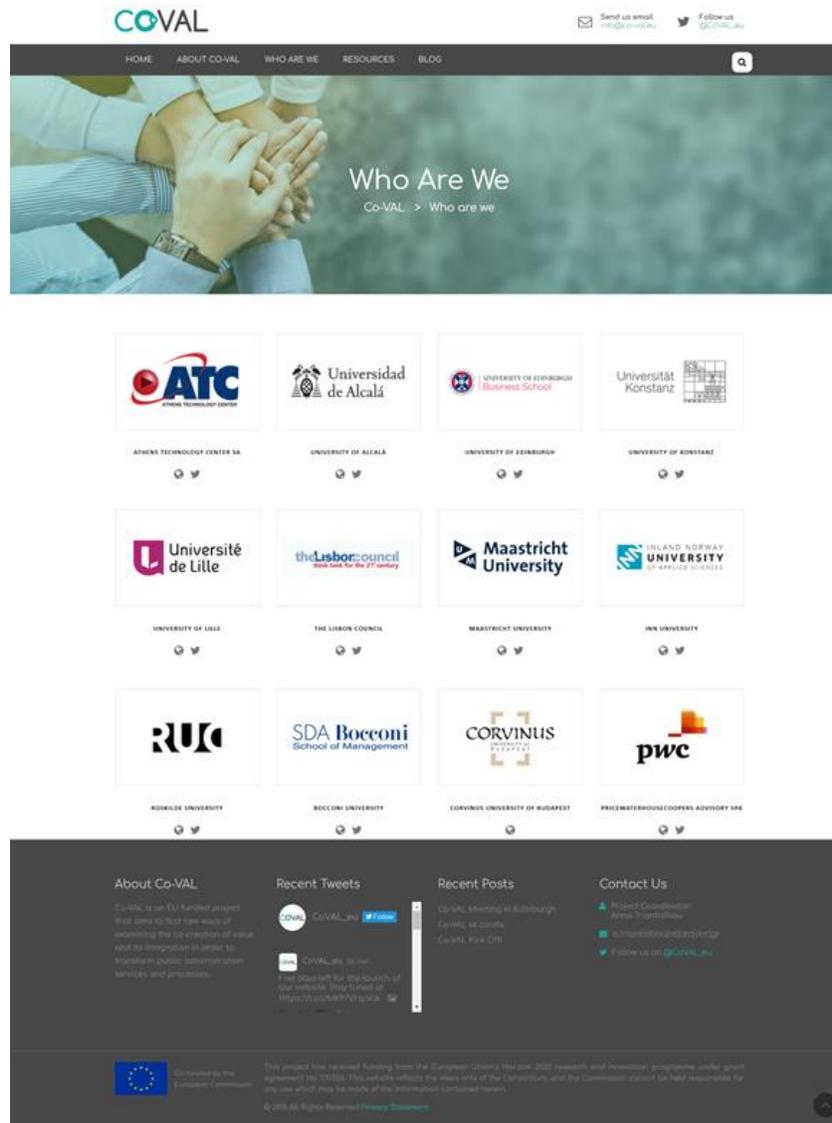


Figure 6 Co-VAL “Who Are We” webpage screenshot

2.2.4 Resources

2.2.4.1 Material

The “Material” webpage, as depicted in Figure 7, will provide a list of the promotional material that will be produced during the project. Currently, the user of the website can download the Co-VAL logo.

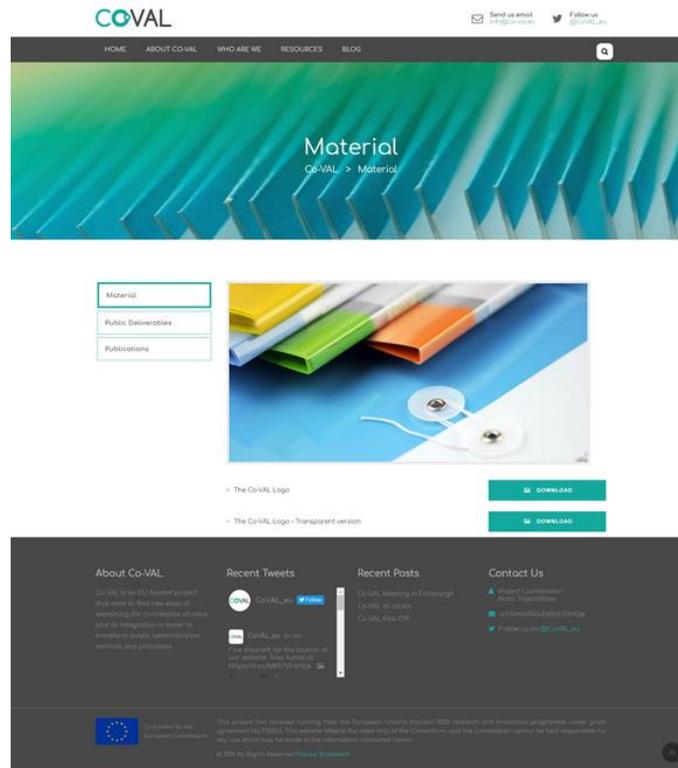


Figure 7 Co-VAL “Material” webpage screenshot

2.2.4.2 Public Deliverables

The “Public Deliverables” webpage, as depicted in Figure 8, will provide a list of all delivered public reports / deliverables of the project.

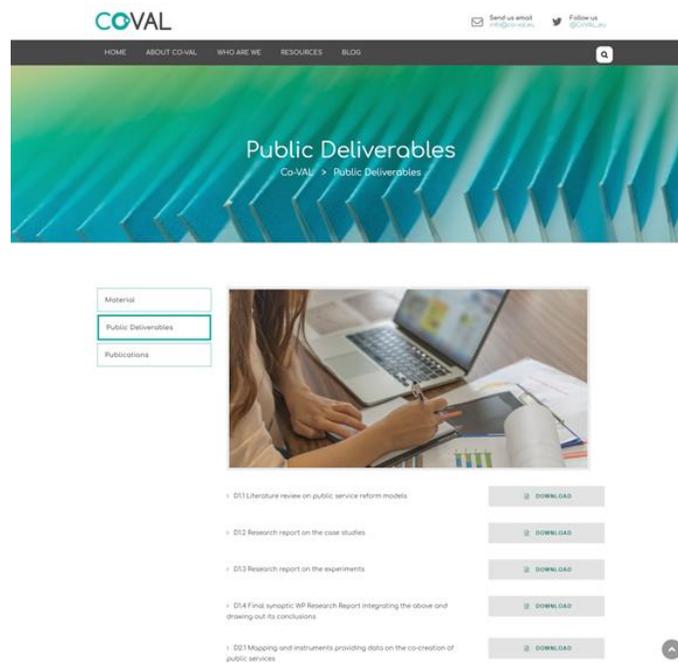


Figure 8 Co-VAL “Public Deliverables” webpage screenshot

2.2.4.3 Publications

The “Publications” webpage (Figure 9) will provide access to the project’s publications that will be uploaded throughout the project’s duration. Currently, the first press release of the project is available for downloading.

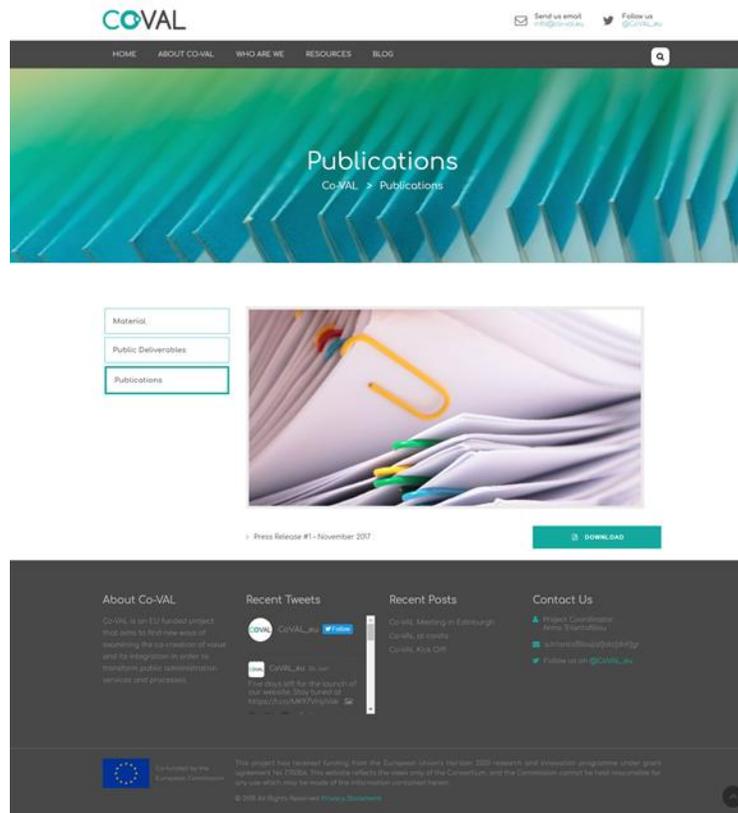


Figure 9 Co-VAL “Publications” webpage screenshot

2.2.5 Blog

The “Blog” webpage, as presented in Figure 10, will provide access to News and Events items throughout the project’s duration. Currently some News items are provided.

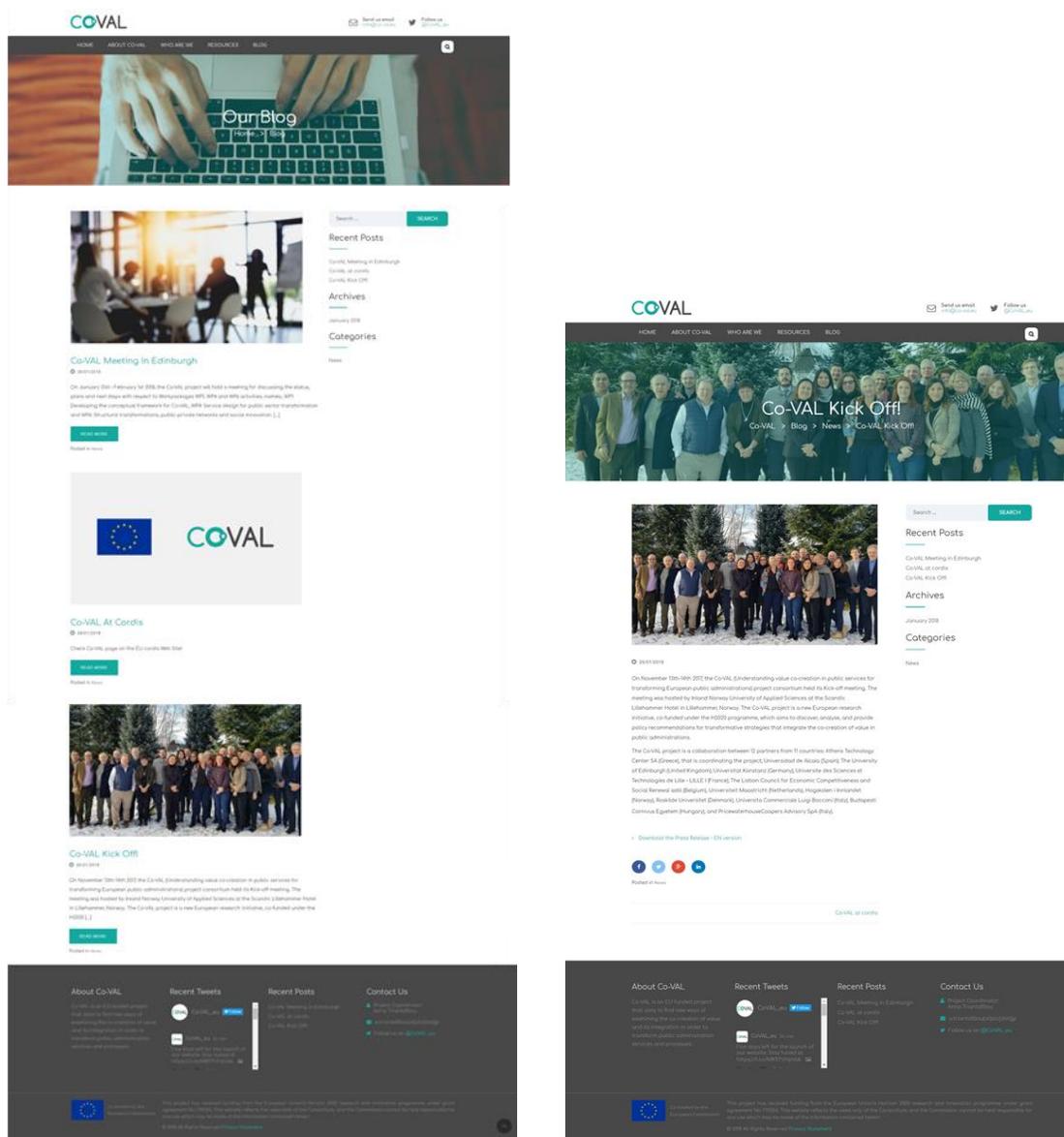


Figure 10 Co-VAL “Blog” webpage screenshot

On the right hand side of the “Blog” webpage, the user can navigate to the Recent Posts, Archives and Categories (News & Events) while also use the search button functionality.

2.2.6 Additional Features

At the top of every webpage icons connecting to the project’s contact email as well as the project’s Twitter account are provided. In addition, a search button functionality is included right next to the menu bar.

The footer of the webpage contains a short informative text about the project, recent Twitter updates and direct links to the recent posts. A “Contact Us” section is also included giving contact details of the Project Coordinator as well as direct link to the project’s Twitter account. Finally, it contains the acknowledgement of EU funding and Privacy Statement.

3 Social Media

During the lifecycle of the project, Co-VAL's presence on major social networking sites for sharing project news and results and reaching a wide range of communities will be established. This will be further described in the communication plan that is under development. Currently, the Twitter account of the project has been set up as can be seen in the next subsection.

3.1 Co-VAL Twitter Account

As of December 2017, the project created a Twitter account, which can be followed here: https://twitter.com/CoVAL_eu.

Twitter is a website that offers a social networking and microblogging service, enabling its users to send and read messages called tweets. The goal of Co-VAL's Twitter page is to highlight project news and events, project activities and results as well as to promote discussions on project's related topics. In addition, it aims at reaching a wide range of communities and establish connection and communication with the targeted stakeholders.

Figure 11 below shows the Co-VAL Twitter page.

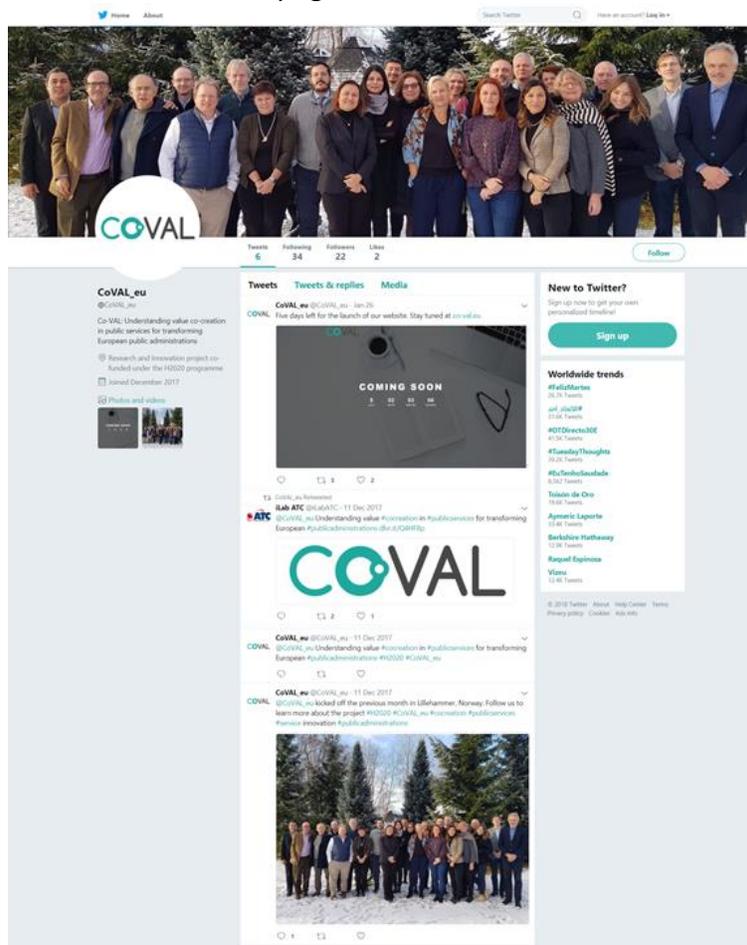


Figure 11 Co-VAL Twitter page

4 Conclusions

This deliverable, D10.1 Project Website and Social Media, is part of the WP10 Dissemination and Communication and provides information regarding the design and implementation of the Project's Website and set up of the Project's Twitter account.

The Co-VAL website and Twitter account were made publicly available since the early stages of the project (31st of January, 2018 and December 2017, respectively) and are important dissemination channels for the project results and spreading the Co-VAL knowledge to wide audiences. Both the Co-VAL website and Twitter account will be maintained and updated on a regular basis throughout the project's duration.