

Grant Agreement No: 609206

Factory-in-a-day

Establishing a public web portal with social elements

D8.2

Lead Partner: Technische Universität München

17 December 2013

Version 1.0

Start date of project:	01102013
Duration:	48 Month
Document author(s)	Wibke Borngesser
Classification:	PU (public)
File name:	D8.2_Website_TUM_WP8_1.0
Project website:	www.factory-in-a-day.eu

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The work leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 609206. The opinions expressed in the document are of the authors only and no way reflect the European Commission's opinions. The European Union is not liable for any use that may be made of the information.

Change Control

Version #	Date	Author	Organisation
0.1	29/11/2013	Wibke Borngesser	TUM
0.2	17/12/2013	Wibke Borngesser	TUM

Release Approval

Name	Role	Date
Martijn Wisse	Coordinator	19/12/2013

Change History

0.1 was the initial draft

0.2 incorporated feedback from Coordinator

1.0 final version

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1. Executive Summary

Various ways of dissemination are applied in the project Factory-in-a-day. This deliverable particularly aims at explaining the idea behind the webpage of the Project Factory-in-a-day, accessible through: www.factory-in-a-day.eu. It describes the technical set-up, the menu structure, layout and the linking to social media pages. Furthermore, the mechanisms to update the page and work flow are elaborated on.

The webpage is an important dissemination tool for the project and it has been designed to answer the questions of the external visitors such as:

- What is the project about?
- Who is working in the project?
- What is the overall goal and how can it be achieved?
- Who can be contacted for more information?

The public area of the website serves hence as a knowledge platform for the target groups and in addition as a place to provide open access to documents and information, such as publications, project related news, media information or events.

The project website will continuously evolve and develop as the project itself progresses.

2. Objective

In order to communicate effectively with the different stakeholders and the target groups of the project Factory- in-a-day, the website and accompanying social media sites play an important role in the dissemination strategy.

The website www.factory-in-a-day.eu will be a central starting point for all different kinds of users to get basic information about the project and its scientific challenges and it will surely be a first point of contact for many of them. Therefore, it is one of the major tools of communication for the project. The different target groups, which were identified by the Dissemination work package (WP) 8 before the start of the project, are all potential users of the website. The scientific community will find new publications here, SMEs will find information on the demonstrations, trainings and workshops, media will get information like press releases and dates for events and the general public can find information on the project and learn about the challenges to succeed in such a project. Furthermore, publicly available information like newsletters, deliverables or dissemination material can be found there.

This deliverable provides information on the website, its structure, design, development and its linking to social media.

- Set-up

The website is hosted by Technische Universität München, as the leader of WP 8. The server on which it is running is based in Munich/Germany. The technical support is provided by staff members of Technische Universität München. The official registration of the domain is: www.factory-in-a-day.eu.

- Development

The page was registered before the official start of the project. The domain was registered with the company hostnet bv (<https://www.hostnet.nl/>) in the Netherlands by the coordinator. This was done before the official start of the project in order to make sure that an immediate start after the kick-off workshop is possible (for more technical details see chapter 4.1).

Work on the layout and content started in summer 2013. A first version went online after the kick-off meeting, at October 25, 2013. At the kick-off meeting a general discussion on the functionalities, the structure and the content took place, therefore several important changes were made before the page went online. This also ensured that all project partners were involved in the designing and look of the webpage, at least to some extent. The first six months of the project will further be used to test the functionality of the website. Changes will take place according to these experiences through the project lifetime.

- Access

The general public as well as all target groups defined in Deliverable 8.2 can access the webpage at www.factory-in-a-day.eu.

All partners were asked to link to the project website from their institutions' own websites.

4. Presentation of the website in detail

This chapter explains the different features, the layout and the content of the Factory-in-a-day-webpage in more detail.

4.1 Design and technical details

The website www.factory-in-a-day.eu is designed with WordPress. WordPress is a Content Management System that is open-source based, with a GNU (General Public License). It runs on a web-hosting service. The minimum requirements for WordPress 3.1 are PHP 4.3 and MySQL 4.1.2. WordPress is popular system which has over 72 million pages running on the worldwide web (<http://en.wordpress.com/stats/>, as of 19.11.2013).

This webpage is hosted on a server (Mac, OS x) by the Institute of Cognitive Systems, Technische Universität München, Munich, WP 8 leader. Software of the webpage is the open source software WordPress 3.5.2, which is based on an Apache server.

WordPress offers a lot of flexibility with the possibility to choose from different themes, which are different layouts ready to use but they can still be customized to your needs, most of them are also available free of charge. In addition, the installation of plug-ins on the page allows changes of different functionalities to tailor the site to one's specific needs.

The dissemination manager chose a number of layouts as a preselection according to the following criteria: The design should have a modern look, be accessible on devices like tablets or mobile phones, offer a mixture of pictures and text on the front page and have a clear design.

The management team decided on one of the three layouts, called Opulus (Version 2.2.4). Opulus is HTML5 and CSS3 theme. There are many different plug-ins available to add to the theme, e.g. Calendar or Document upload function as well as a newsletter subscription. The user can register with the Factory-in-a-day newsletter on the sidebar of all the pages, except for the news and events section as the calendar is placed there.

4.2 Navigation Menu

The structure of the webpage in the front end, which is also visible in the navigation row above the decorative picture, includes:

- Home : Starting page general welcome and overview of the webpages
- Project vision: Quick overview (a short, comprehensive introduction to the project), Goals, Robots for SMEs (short background information), Milestones (list of milestones)
- Partners: A table of all partners
- Media corner: In the media, Press material, Videos (videos of the project)
- News & Events: News of the project and events the projects is either organizing itself or participating, a calendar on this page is listing the events
- Related projects: List of all projects in the FP7 programme that related to Factory-in-a- Day project and important networks
- Contact: Contact information and legal notice

There is a search function in the footer available at all pages.

The information is based on non-confidential information of the Description of Work and on information provided by the partners for the preparation of the website.

The navigation points in the webpage are presented more detailed in the following section.

a) Starting page

The starting page, also homepage, shall provide the most important information at a glimpse, the user in the internet is a fast reader and will quickly decide whether he/she will carry on reading or leave the page.

On the left hand corner - next to the navigation - is the logo of the project, by clicking on it, it re-directs you to the home page. Underneath the decorative picture are three subsections listed, the latest news and events, and two important sections that provide the reader unfamiliar with the project, quick access to this information.

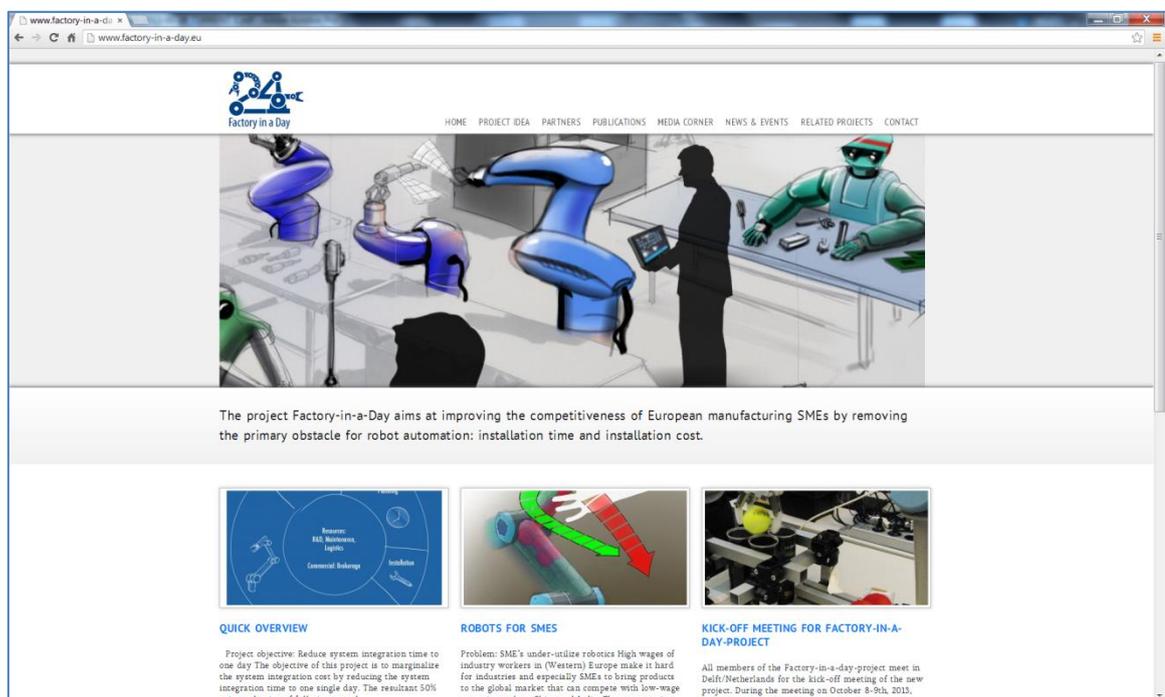


Figure 1: Starting page

b) Project vision

The project vision provides information on the goals, an overview and some background information on the following subpages:

- Project overview
- Goals
- SMEs and Robotics
- Milestones

One can read basic information on the goals, the challenges and the economic background, on which the project was set up. The milestones are listed and show how the project will proceed. In order to understand why the project idea of Factory-in-a-day is important for SMEs, one needs to understand the current situation in the usage of robotic devices in the European SME landscape. "SMEs and Robotics" explains this in more detail.

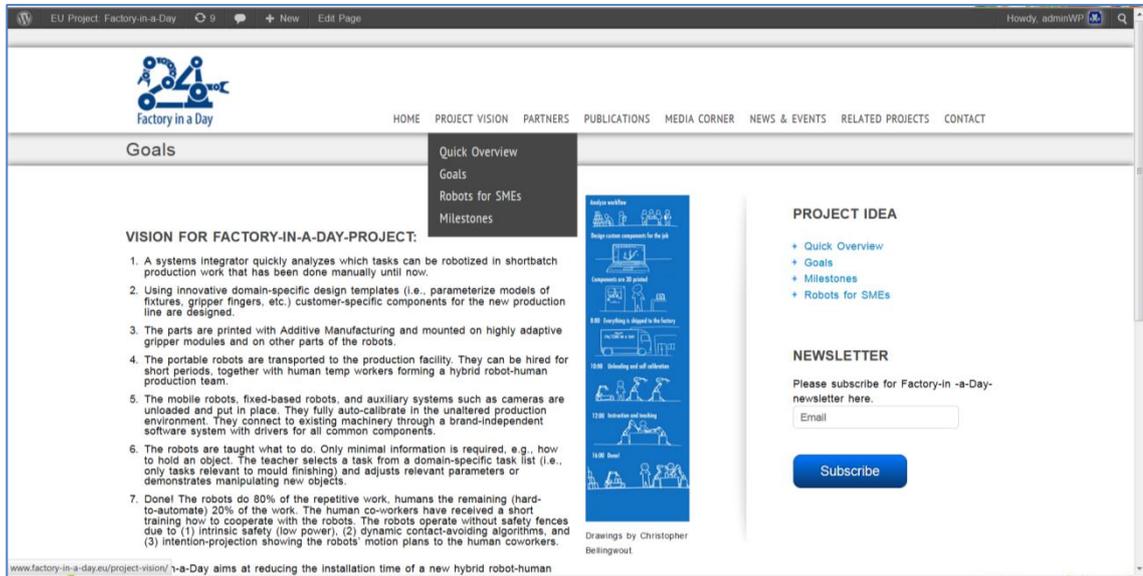


Figure 2: Project vision

c) Project partners

A table of all project partners is provided on the partner's section. The table can be sorted by name of partners, country and type of organisation. Furthermore, every partner entry is linked to his organisation.

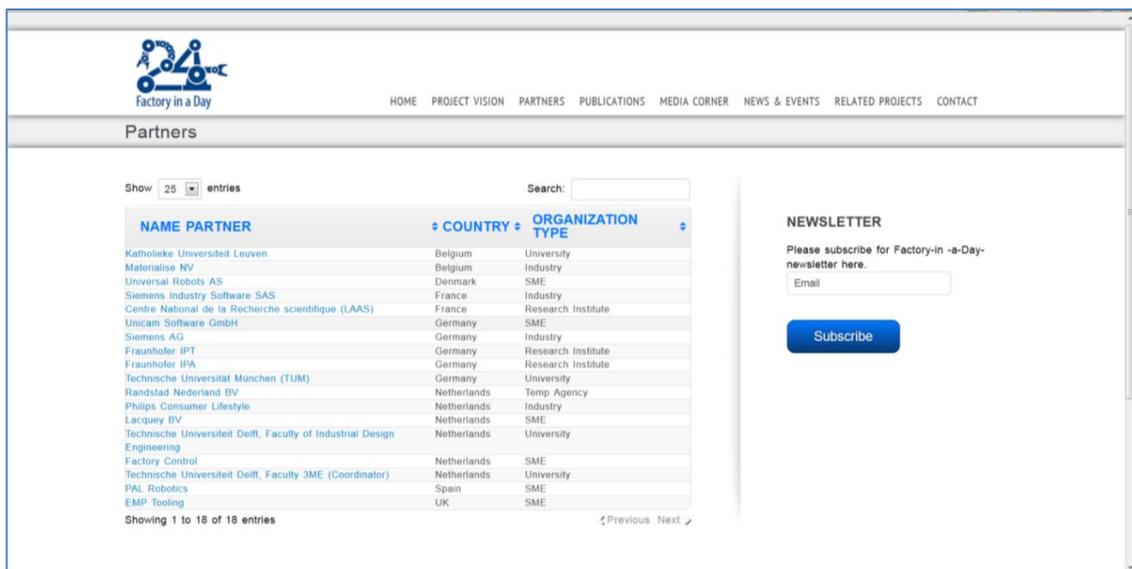


Figure 3: Partners

d) Media corner

In the media corner journalists and any other interested persons can find background information on the project. Press releases and other materials are listed under the section “press material”. All articles published about the project in the different countries and in various media are listed in the section “in the media”. There is also a contact person for media inquiries listed and the videos of the project with a link to the YouTube channel.

Videos will play an important part in the course of the project as some of the deliverables are videos to proof the feasibility of the project. In terms of communication they play a vital role to disseminate the results to the different target groups such as the SMEs.

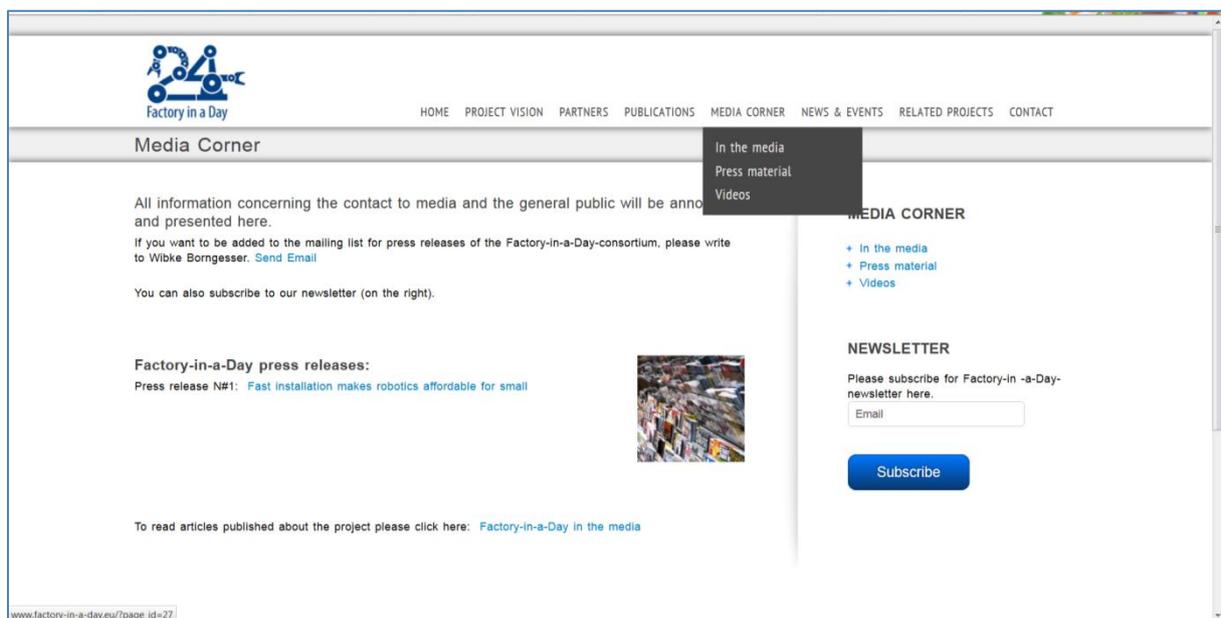


Figure 4: Media Corner

e) News & Events

In the news & events section all new posts are listed. Any event that will happen in the course of the project will be classified as a news-worthy item and will get its own post. This is also the case for events, events organized by the consortium itself or events by others in which the Factory-in-a-day consortium is participating.

Furthermore, everything that happens in the consortium and has a value for external visitors is a potential piece of news. These news pieces can also be viewed on the front page.

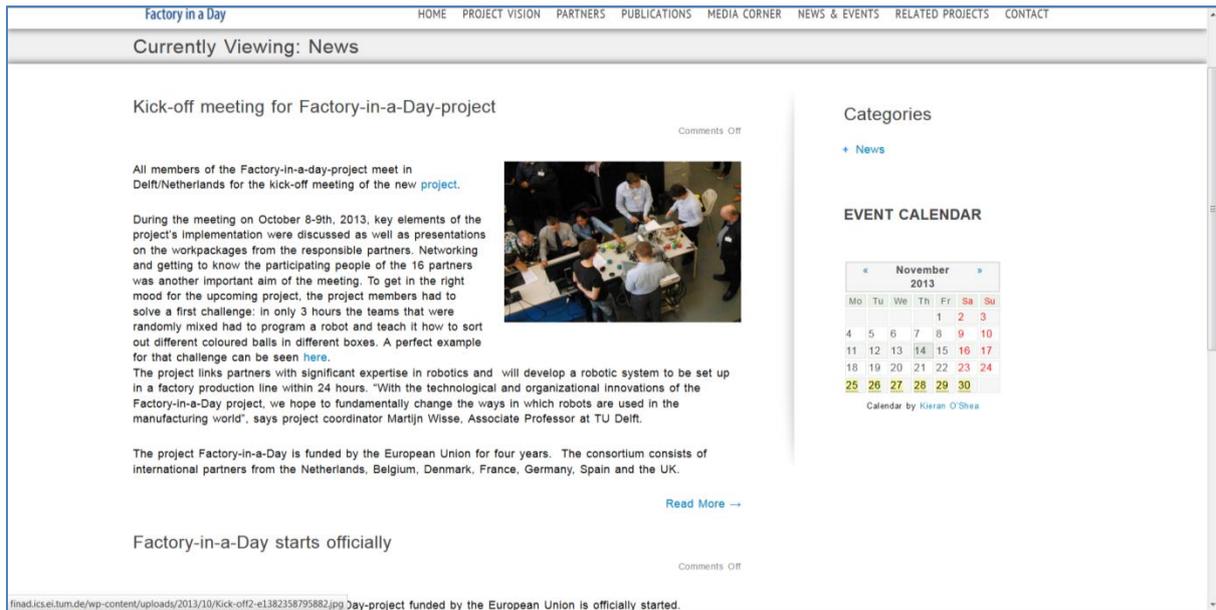


Figure 5: News & Events

f) Related projects

There are a number of networks and other projects funded by the FP 7 programme that deal with similar questions as Factory-in-a-day. In order to promote a close collaboration between these projects we listed all current projects with links to their webpages. These links will regularly be updated. There plans to carry out joint events and press releases in the future.

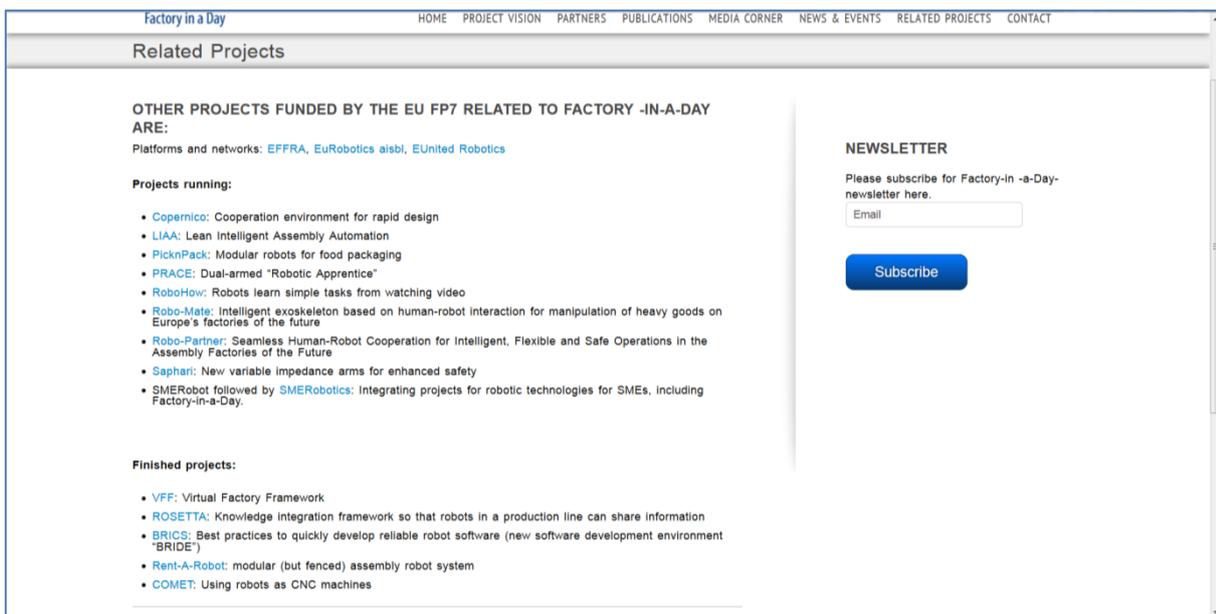


Figure 6: Related project

g) Contact

Under the contact page is a subpage with the legal notice and the contact details of the project coordinator.

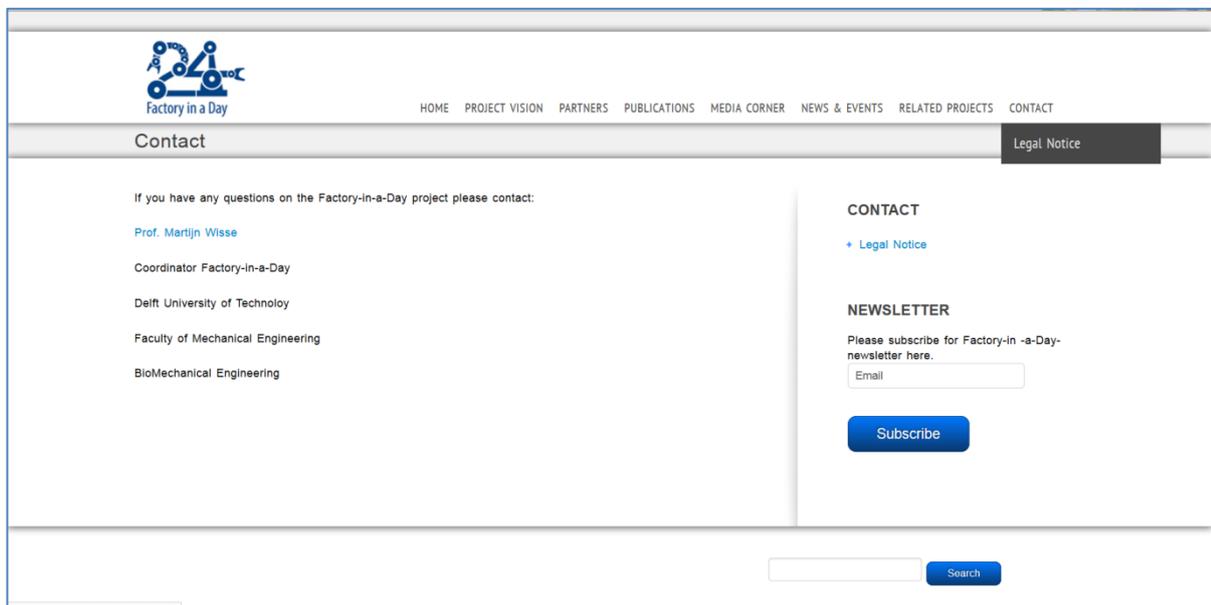


Figure 7: Contact

4.3 Work Flow

The website www.factory-in-a-day.eu is accessible to the general public. The back-end is only accessible to the administrators and the authors of the webpage. A log-in to the backend, exclusively for members of the project, leads to the storage of internal documents. The wiki for the consortium has been set up to distribute and store information for the project partners as it has more functionalities than the WordPress option (see Deliverable 8.1).

The work flow for the content of the website is as follows: All Partners have nominated one contact person. This contact person is contacted by the dissemination manager and asked to report newsworthy events, news or other developments. The Dissemination Manager will update the news section on a regular basis and makes sure that the press releases, publications and deliverables are posted in a timely manner.

All decisions concerning PR and dissemination are made by the project board team. All partners are of course notified on these decisions. The content of the webpage is regularly updated by the dissemination manager. To ensure the constant update of the webpage the dissemination manager relies on information out of the consortium and will therefore contact the PR-Team members at the beginning of the project more often to ensure the smooth running of the work flow steps.

In case of doubt about the public nature of an information, the Dissemination manager and the coordinator will decide whether this information or piece of news is important enough to

be published to a wide audience. In doing so, the consortium maintains flexibility and ensures a prompt decision.

5. Social Media

Today social media play an important role in communication strategies. Whereas a webpage is the core element of the project to provide detailed information on the advancements of the project, the social media pages offer a lighter communication and give users the chance for direct feedback.

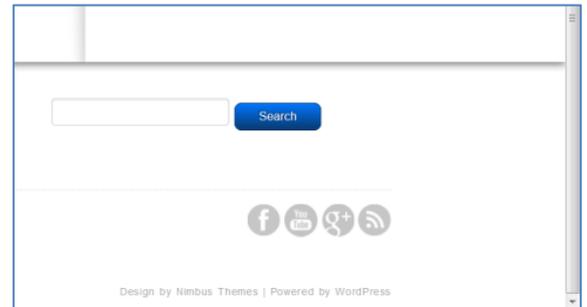


Figure 8: Link to social media

The aim of social media for Factory-in-a-day is:

- To share information produced during the lifetime of the project.
- To announce important events organized by project.
- To show results to international audiences.
- To create knowledge transfer by creating a dialogue with different stakeholder groups.

The webpage has a direct link to the YouTube, Google+ and Facebook pages on the bottom right hand side, which makes them accessible with only one click.

- **YouTube**

The webpage and the YouTube channel will be used to promote videos which demonstrate the ongoing progress of Factory-in-a-day.

- **Facebook and Google +**

The Facebook profile of the Factory-in-a-day project (<https://www.facebook.com/pages/Factory-in-a-day/1427037034174754>) and the Google + account have been set up on October 25, 2013.

Contrary to the website, the Facebook and Google+ pages allow addressing the target groups in a less formal way. Another advantage of Facebook and Google + is the direct interaction with the users. They can post comments and ask questions directly to the project members. The longer the projects lasts the more activities will be carried out and thus be mirrored in the rising activities on these pages.

6. Conclusion

The webpage www.factory-in-a-day.eu and its related social media sites are key elements in the dissemination strategy of the project. All interested stakeholder groups are likely to use the website as a first point of contact to the project. Therefore, the page needs to provide fundamental information on the project that is easily accessible and easy to grasp at a glance.

To ensure a constant interest in the course of the Factory-in-a-day project, it is important to update the page regularly. The popularity of the webpage will increase with the duration of the project due to the scientific progress of the work. This in turn will lead to more results that can be communicated and thus more dissemination activities. The webpage will ensure the visibility of the project throughout the lifetime of the project. It will moreover ensure that the project results go beyond the usual scientific context.

This deliverable presents only the first stage in its development. The website will be constantly and timely updated along the project's lifetime, and its structure may change to take into account new requirements and ideas developed in the course of the project.