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**Link and Evangelize the FI-PPP from Europe to the world  
for the benefit of FI research and innovation and to the  
European industry business**

## **D4.1 - Project web site**

Revision: v.1.1

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Deliverable lead	Martel Consulting
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Result from the review	OK

Abstract	This deliverable contains a description of the public pages of the FI-LINKS project website and describes its core functionalities, its content (actual and planned) and how the various pages will be maintained throughout the project lifetime and coordinated with the FIWARE.ORG web site.
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Keywords	Website, social networks,
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## Document Revision History

Version	Date	Description of change	List of contributor(s)
V1.0	15.07. 2014	First complete version ready.	Miguel Alarcon, Monique Calisti
V1.1	11.10.2014	Second complete version ready: update of aspects directly related to Phase 3 launch and its implications on FI-LINKS web site activities.	Monique Calisti

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Dissemination Level		
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## EXECUTIVE SUMMARY

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The FI- LINKS Work Package 4 (WP4) is dedicated to “Dissemination and Promotion Activities” and it includes four tasks: T4.1 “Populate FI-PPP marketplace tools”, T4.2 “Future Internet Community workshops organisation”, T4.3 “Dissemination material” and T4.4 “Contribution to Programme-level activities”.

The overall objective of T4.3 is to promote visibility of the project work and results and effectively inform the European and international stakeholders about focusing on the promotion of the FI-LINKS Roadmap for a broad adoption of the FIWARE offering and FI-PPP programme and resources in Europe and beyond.

As one of the main dissemination tools planned to be used (at least at DoW preparation time), the project website has been developed within Task 4.3 during the first month of the project (<http://fi-links.eu/>). Its first version has been made available at the beginning of June 2014 and was presented to the consortium during the Kick Off meeting that was held at the UPM premises in Madrid on the 17th June. This gave the opportunity to collect input and feedback that has been considered to evolve the project web site.

However, meanwhile a few things have changed in the way FI-PPP projects (including FI-LINKS) shall promote the FIWARE offering for and during Phase 3, which recently started (official launch was at ECFI-2 in September). First discussions about these changes took place in July 2014 (first in Brussels, 9<sup>th</sup> July), then in Berlin (15-16<sup>th</sup> July). Because of these strategic discussions that would have impacted also FI-LINKS WP4 activities, we agreed with the FI-LINKS Project Officer (PO) upon delaying the submission of D4.1.

Now that specific guidelines have been provided about how to use Communication and Dissemination channels in a uniform perspective at the FI-PPP level via the [www.fiware.org](http://www.fiware.org) pages and that (during ECFI-2) we had some clarifications discussions with the FI-LINKS PO, we have been able to finalize this deliverable, which on the one hand provides details on the set-up, development and promotion of the FI- LINKS website (as originally done), and explains on the other hand that this web site has become more of an internal (intra-consortium) instrument of work. As a matter of fact for the dissemination and communication activities of the project in a broad perspective we closely interact with the FIWARE Office as explained in this short report.

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## 1 GENERAL DESCRIPTION

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A website dedicated to the project has been designed and set up in the first month of the FI-LINKS project as planned per DoW, <http://fi-links.eu/>. However, as explained in the Executive Summary the main goal of the project web site has changed due to a global branding strategy that is being enforced for all Phase 3 projects. Since the “projects” as such shall be considered as organizational entities behind the single FIWARE offering, focus on the dissemination and communication activities shall be given to promote such an offering via a centralised and unique web portal that is the <http://www.fiware.org>.

In this perspective, FI-LINKS related activity and results shall be advertised via the FIWARE.ORG web pages. This is already happening, in particular, since the official launch of Phase 3 (September 2014 in Munich at ECFI2 [1]), WP4 is closely coordinating its communication and dissemination work with the FIWARE Office run by Ogilvy. This concretely translates into posting relevant news, event and info via the common portal and replicating them via the FI-LINKS portal that can be considered as the consortium working space.

While the FI-LINKS web site was initially designed to be one of the main interfaces of FI-LINKS towards the general public and especially a reference point for the project in the Internet, but also a way to complement and promote the overall FI-PPP programme and offering at a broad world-wide level, it is now used to:

- Coordinate actions and exchange information at the partners’ level – especially via a dedicated and private area of the web site that is used as document repository, reporting tool, etc. and with the EC. The public pages are still updated as long as the project goes on, but as already stated the input of our Communication and Dissemination activities is primarily conveyed via the FIWARE.ORG pages, as it will be detailed in the upcoming D4.2.
- Keep an entry point to the FI-LINKS consortium as such: an identity entry for the activities we carry on internationally or in various regions in Europe and that often require to identify ourselves as a specific dedicated FI-PPP group (avoiding to refer to projects). The FI-LINKS web site is kept on to ensure first entry point contact. After this is established, the FI-LINKS audience is redirected to the specific areas of the FIWARE portal. However, because some areas of the FIWARE portal are still under development we kept our FI-LINKS pages up and running.

Basic facts: The FI-LINKS website is available at <http://fi-links.eu> and it is hosted by the largest Swiss company in this business (Hostpoint) and maintained by Martel Consulting. It uses the free and open source web Content Management System (CMS) WordPress and it is connected to the powerful stats engine Google Analytics.

Technical aspects: The website is developed with HTML and PHP code styled with CSS. The entire code of the website adheres to the standards of accessibility defined by the World Wide Web Consortium (W3C).

Design aspects: The website has a responsive design aimed at providing an optimal viewing experience; the interface adapts the layout to the viewing environment by using fluid, proportion-based grids. The homepage slider is a powerful communication element that we will use to enhance the most relevant announce about FI-LINKS. The design is strong branded oriented to consolidate the image of the project and is also a reference point for the rest of the dissemination material of the project and for the interaction with social networks, in order to have a consistent communication and an easy-to-recognise brand.

Below a screenshot showing the project home page.





Figure 1: FI-LINKS Homepage screenshot

## 2 OBJECTIVES AND SUCCESS FACTORS

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The main FI-LINKS target groups include:

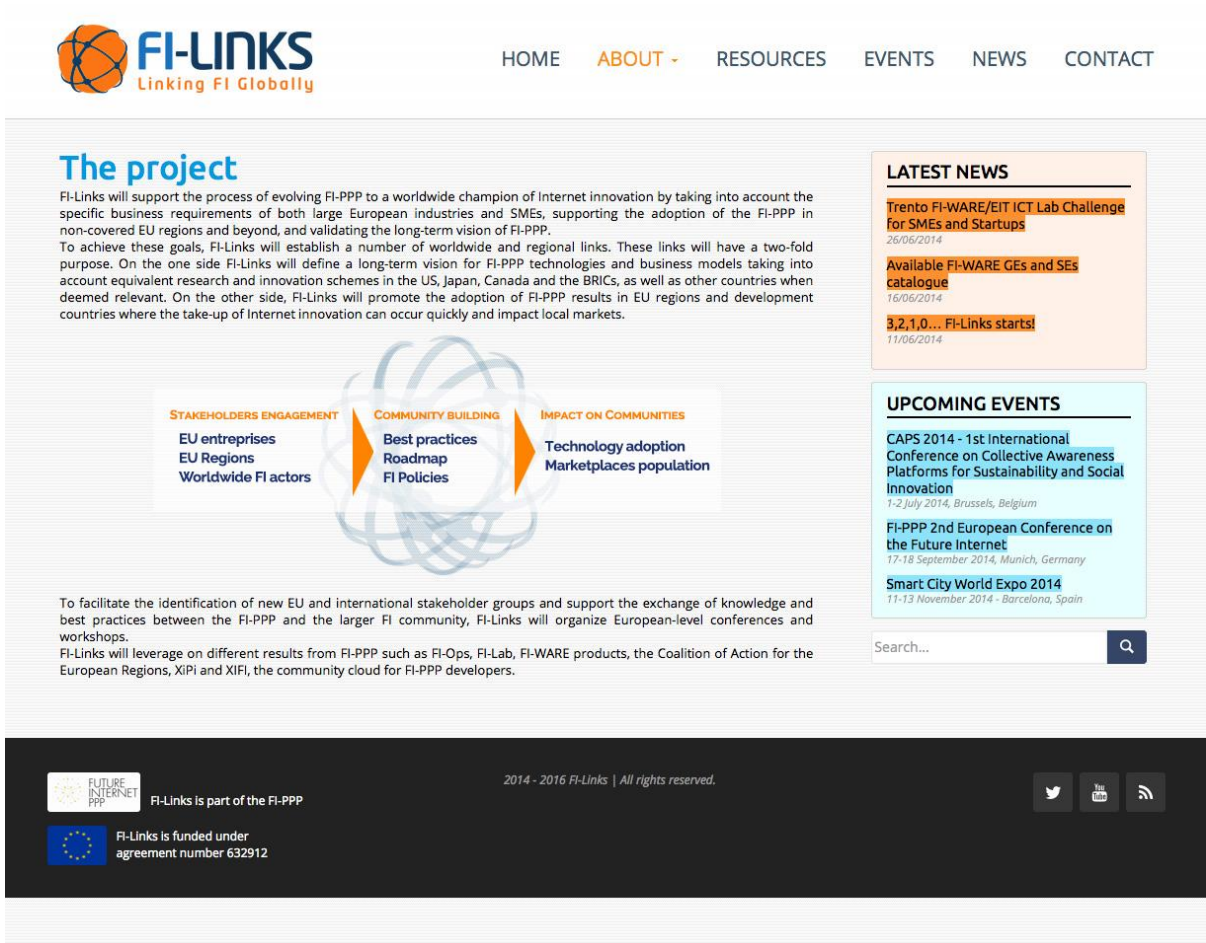
- European and worldwide Industry players and SMEs active or potentially interested in the Internet and Future Internet market.
- The European and worldwide researchers' active in the Future Internet and related fields.
- The overall FI-PPP ecosystem, including other ongoing projects and potential newcomers that will be attracted via FI-PPP Phase 3.

**Value proposition:** When preparing input for the FIWARE website (FIWARE.ORG portal), we aim at structuring information in a way that for each target group it should be easy to identify what is available for them. As a main project's outcome, the FI-LINKS roadmap will have a prominent position and will be broadly advertised via various channels (social media besides the FIWARE portal). This shall help the overall promotion of the FI-PPP programme and initiatives, including Phase 3 projects and Open Calls, in a broad perspective.

**Focus on users:** "High quality users", e.g. especially senior executives, European and worldwide experts on Future Internet, will be interested in FI-LINKS outcomes. The quality of the content must guarantee that key stakeholders will be able to follow up on the work we pursue. This is ongoing thanks to the close collaboration of WP4 with the other FI-LINKS WPs.

**Acceptance:** A level of acceptance of the website presence of FI-LINKS among target stakeholders will be tracked through the statistics from Google analytics (in coordination with the FIWARE.ORG portal masters), with a special attention to the most visited pages, most downloaded documents, countries of visitors, etc. so that it will be possible to better monitor and eventually adapt our overall dissemination strategy and actions.

Below a screenshot showing the project web page.



The screenshot shows the 'The project' page of the FI-LINKS website. At the top, there is a navigation menu with links for HOME, ABOUT, RESOURCES, EVENTS, NEWS, and CONTACT. The main content area features a large heading 'The project' followed by a detailed description of the project's goals and objectives. Below the text is a central diagram with three main pillars: 'STAKEHOLDERS ENGAGEMENT' (listing EU enterprises, EU Regions, and Worldwide FI actors), 'COMMUNITY BUILDING' (listing Best practices, Roadmap, and FI Policies), and 'IMPACT ON COMMUNITIES' (listing Technology adoption and Marketplaces population). To the right of the main content, there are two sidebars: 'LATEST NEWS' with three recent articles and 'UPCOMING EVENTS' with three upcoming conferences. At the bottom of the page, there is a footer with logos for the Future Internet PPP, the European Union, and social media icons, along with copyright information for 2014-2016.

Figure 2: Project page





### 3 CONTENT AND FUNCTIONALITIES

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The FI-LINKS web platform includes advanced functionalities in terms of promotion and social networks. The web platform includes Web 2.0 aspects accessible through smartphones and tablets, and optimised for search engines. A Twitter account [2] and a YouTube channel have been created in order to boost the dissemination. Both social networks will be closely linked to the FIWARE branding and promotional activities as well as web site updates.

The web site, as originally defined, contains the following sections:

**ABOUT**, including basic information on project:

- **Project abstract, objectives, methodology and background;**
- **A description of project consortium;**
- **List of public deliverables and link to the corresponding PDF file.**
- **List of marketing materials and link to the corresponding file.**

**RESOURCES:** this is a key section of the web resources. This will capture the FI-PPP developments and resources oriented to an international marketplace. It will be a reference point for all the research around the Future Internet in Europe. This will be mirrored into the FIWARE.ORG portal – notice though that the FIWARE.ORG portal is still under evolution.

**EVENTS:** this page will include information on planned project events and a calendar of upcoming related events in Europe and beyond. This is mirrored into the FIWARE.ORG portal.

**NEWS** related to the FI-LINKS project activities and results, or to project related topics. Most of the news entries are spread through our Twitter channel to increase their visibility and their promotion, but also via the FIWARE Office social media channels and FIWARE.ORG portal.

**CONTACT**, visitors can send their questions or comments through the secure contact form on this page.



## 4 MIGRATION TO WWW.FIWARE.ORG

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As already mention earlier in this document, one of the main dissemination tools planned to be used at DoW preparation time, was indeed the project website intended as the main entry door to the broad audience and specifically selected stakeholders for advertising FI-LINKS driven work and contributing to the promotion of the FI-PPP Phase 3 launch and related activities.

In this perspective, the first version of the FI-LINKS web site has been made available at the beginning of June 2014 and was presented to the consortium during the Kick Off meeting that was held at the UPM premises in Madrid on the 17th June. This gave the opportunity to collect input and feedback from all partners that has been considered to evolve the project web site's content and formal aspects.

However, meanwhile a few things have changed in the way FI-PPP projects (including FI-LINKS) shall promote the FIWARE offering for and during Phase 3, which recently started (official launch was at ECFI-2 in September [1]). First discussions about these changes took place in July 2014 (first in Brussels, 9<sup>th</sup> July), then in Berlin (15-16<sup>th</sup> July) and finally at ECFI-2 directly with the FI-LINKS Project Officer.

**The key idea is that all various Phase 3 projects and their dissemination and communication activities shall basically promote as unique brand and offering of the FI-PPP Phase 3 FIWARE, its components and related activities. This means that while the work carried on within the various projects, including FI-LINKS, shall go on as planned, the message projected towards the outside world shall focus on a unique “core product and brand” that is indeed FIWARE.**

**In this respect, the information originally planned to be distributed and promoted via the various project web sites shall rather be conveyed and centralized via the FIWARE.ORG portal that is directly managed by the FIWARE Office (namely Ogilvy).**

**This has the advantage of creating a single entry point for the broad audience, avoid redundancy and potentially misaligned messages (both in their form and content), and capture all relevant information about activities, work and results generated by other related projects/activities within the FI-PPP context.**

**After ECFI-2, FI-LINKS has therefore started defining a migration strategy and process so as to ensure transfer of dissemination and promotional information towards the FIWARE.ORG portal. This is an ongoing process as the FIWARE Office itself is still discussing with both the EC and the CONCORD project how various communication and dissemination activities shall be organized and coordinated also across the various Phase 3 projects.**

**In a very pragmatic way, what we have agreed upon so far with the FIWARE Office is that:**

- **All events that FI-LINKS partners are organizing or participating to are advertised via the Events session of the [www.fiware.org](http://www.fiware.org) portal.**
- **All news and advertised information and activities via the FI-LINKS social channels are mirrored by the FIWARE.ORG ones.**
- **All relevant documents published by the FI-LINKS project (including upcoming roadmap deliverables) will be made available via the FIWARE.ORG portal.**
- **All promotional material that FI-LINKS creates will be made available via the FIWARE.ORG portal.**
- **Common promotional activities are and will be coordinated so as to create synergies and avoid risk of duplication.**

**In upcoming D4.2 we expect to provide more details about the way coordination with FIWARE.ORG will evolve.**

## REFERENCES

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- [1] **European Conference on the Future Internet (ECFI) Munich. 17-18 September 2014.**  
<http://www.ecfi.eu/munich2014/>
- [2] **FI-LINKS Twitter.** [https://twitter.com/FI\\_LINKS](https://twitter.com/FI_LINKS)

