

D6.1 - PUBLIC PROJECT WEBSITE

Work Package	WP 6, Dissemination and Exploitation
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0.2	20.07.2018	Elena González (ATOS)	Second version after first review.
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1.1	23.08.2018	Elena González (ATOS)	Minor modification on the disclaimer after PO's review



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Executive Summary

Deliverable D6.1 Public Project Website consists of the PAPAYA website, publicly accessible at the URL www.papaya-project.eu. The present document describes how the website has been structured, summarizing its design and the different sections which have been considered.

The website has been implemented over Drupal, an open source content management platform which allows editing and maintaining the website in an easy way. This technology will allow extending and adapting in the future the website structure according to the communication needs of the project.

The website structure reflected in this document is an initial approach. This website will have an associated plan to provide relevant content related with the activities project (news, publications, etc.).



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Glossary of Terms

- Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges [1].
- Dissemination is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organizations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organized at the beginning of each project, usually in a dissemination plan [1].
- **Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems [1].





1 Introduction

1.1 Purpose of the document

The current document describes the PAPAYA project's website which has been designed with the purpose of supporting the promotion of the project and the dissemination of its activities. This deliverable is planned to be released at a public dissemination level in M3 of the project. The main features have been reflected using a story board of screenshots to explain the structure of the website.

Deliverable D6.1 is composed of this document as well as the PAPAYA website, hosted by Atos and publicly accessible through https://www.papaya-project.eu/.

1.2 Relation to other project work

The D6.1 deliverable is part of the activities of Work Package 6 – "Dissemination and Exploitation" focused on creating awareness about the PAPAYA project and its specific objectives and technical results.

In particular, D6.1 is closely related to the following WP6 deliverables:

D6.2 Dissemination and Communication Plan:

This deliverable will present dissemination and communication activities that are planned.

D6.3 Intermediate Dissemination and Communication Report

This deliverable will describe dissemination and communication activities that have been performed during the first part of the project.

D6.5 Final Dissemination and Communication Report

This final deliverable will present dissemination and communication activities that have been performed during the whole project.

The official website of the project is the main online tool that will be used to share and distribute information about the project. All the updates or the new sections gradually added to offer relevant content to the visitors will be described in the Communication and Dissemination Plan and Reports.

D6.4 Intermediate Business Plan and Exploitation Report



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The initial business plan provided in the proposal of PAPAYA will be updated with new findings on the developed technology and its exploitation throughout the project.

• D6.6: Final business plan and exploitation report

This final report will sum up the achieved exploitation in the project runtime, further business opportunities as well and provide an outlook of the post project phase.

One of the main roles of the project website is to support the exploitation task, giving diffusion to the knowledge acquired within PAPAYA and supporting go-to-market activities promoting the forecasted results and making them well-known to the selected targets.

D6.1 is a public document, and it will be made available on the project website.

1.3 Structure of the document

This document is organized as follows:

- **Section 1** provides a brief description of the purpose of the document, its relation to other project work, as well as the structure of the document.
- Section 2 describes the website itself, going over the navigation map and the key features.
- **Section 3** contains the conclusions and outline possible improvements.



2 Project Website Description

2.1 Technical principles and Website Team

The PAPAYA website has been built with the Drupal CMS (Content Management System) [2] which allows maintaining and updating the site's content by users that are not technical experts, all along with advanced features and functionalities.

The website is protected with https (Hypertext Transfer Protocol Secure) which means that all communications between the browser and the website are secure.

2.2 Graphic Identity

PAPAYA project will create a graphic identity as the basis for all its communication tools.

The website has shared the same range of colours with the project logo. This colour palette will be used across all the communication material of the project and it is composed by the following pantone values:

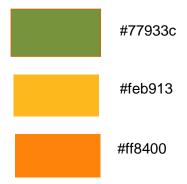


Figure 1 Pantone PAPAYA Palette

The first element of this graphic identity is the logo of the project that reflects the spirit of the project and its main objectives.

The PAPAYA logo evokes some specific features of the project such as the different data analytics operations and privacy protection. The shape of the logo is alike the fruit papaya, making a sign to the meaning of the acronym PAPAYA in English. The fruit corresponds to the platform that regroups all data analytics and protects them. This visual image draws a parallel with the main aim of the project: to address the privacy concerns when data analytics tasks are performed by untrusted third-parties. Under the drawing appears the long name of the project.



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Both, the colour palette as well as the logo were designed in the proposal phase and accepted by the whole PAPAYA consortium.

More information on the graphic identity will be provided in D6.2.

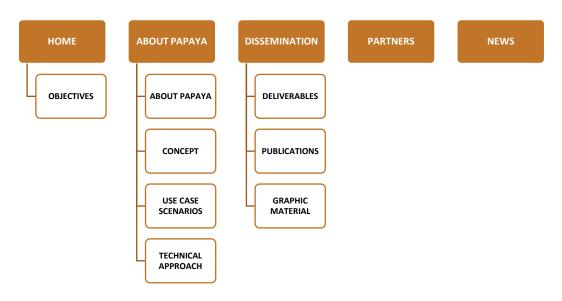


Figure 2 PAPAYA Logo

2.3 Website Structure

The website is organized in order to make it efficient to convey the tasks and goals it is supposed to serve: a concise and clear communication about the main activities of the project.

With this purpose, it has been structured in five main menus. In its turn, each menu could be divided in several submenus as follows:



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Within each sheet of the website, at the bottom part a band is visible with buttons with different functionalities:







- Access to Twitter and LinkedIn profiles (see Section Social Media Activity)
- Button of contact information about the Project.

At the bottom of all pages of the project's website a disclaimer makes reference to the EU Horizon 2020 programme, responsible of the funding received by PAPAYA, indicating the number of the Grant Agreement and mentions the exclusion of the Agency's responsibility.

This disclaimer is in compliance with the "Guidance Social Media for EU funded R&I projects" [3] and with the articles 29.5 and 38.1.3 of the Grant Agreement [4] which are reminded below:

Art. 29.5 Disclaimer excluding Agency responsibility

Any dissemination of results must indicate that it reflects only the auhor's view and that the Agency is not responsible for any use that may be made of information it contains.

Art. 38.1.3 Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.



Figure 4 PAPAYA Access Buttons/ Disclaimer EC

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 786767. The content of this website reflects only the consortium view. The Research Executive Agency is not responsible for any use that may be made of the information it contains.



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2.4 Homepage

The landing page of the website displays in the upper area a space for future banners which currently contains the extended name of the project: "PAPAYA: Platform for Privacy preserving data Analytics", and a visual summary with the main objectives of the project, and a brief description of each of them:

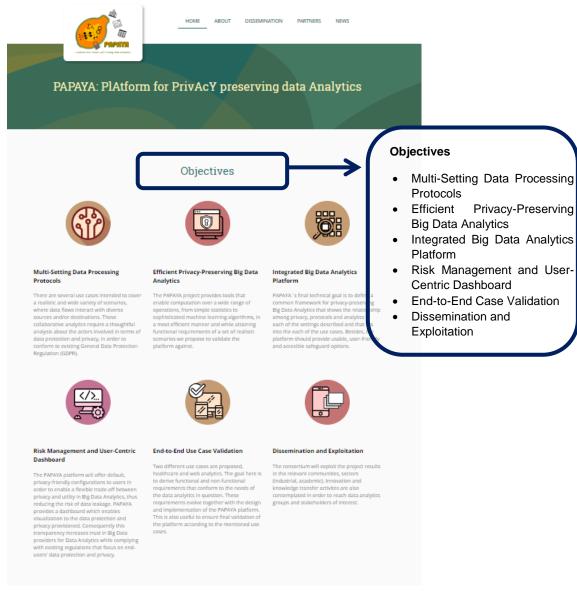


Figure 5 PAPAYA Homepage



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On the bottom area of the Homepage a feed with the latest News and the Twitter account are added.

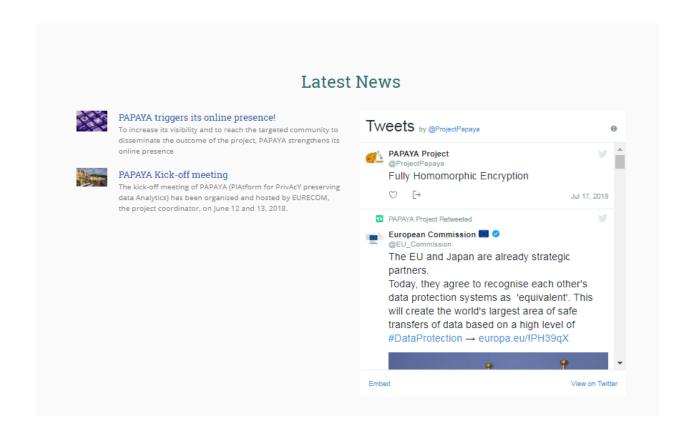


Figure 6 PAPAYA News and Tw feed



2.5 About PAPAYA

The menu "About Papaya" contains four sections which provide, at a glance, the most important information about the project distinguishing the following submenus: About PAPAYA; Concept; Use Cases; Technical Approach

"About PAPAYA" section shows the essential project facts and some figures, as well as the "Project Abstract" which summarizes the ambition of the project.

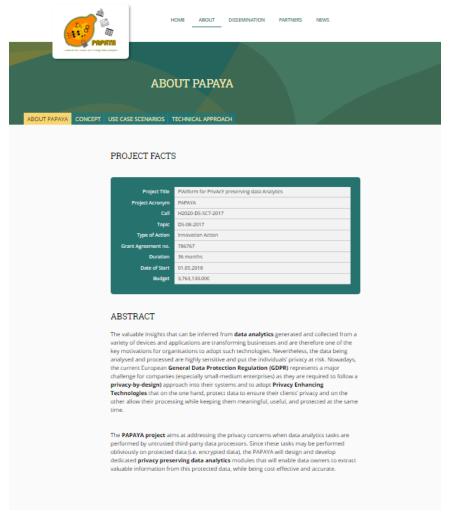


Figure 7 Key Features Project



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Section "Concept" describes the requirements of the project at a high level.

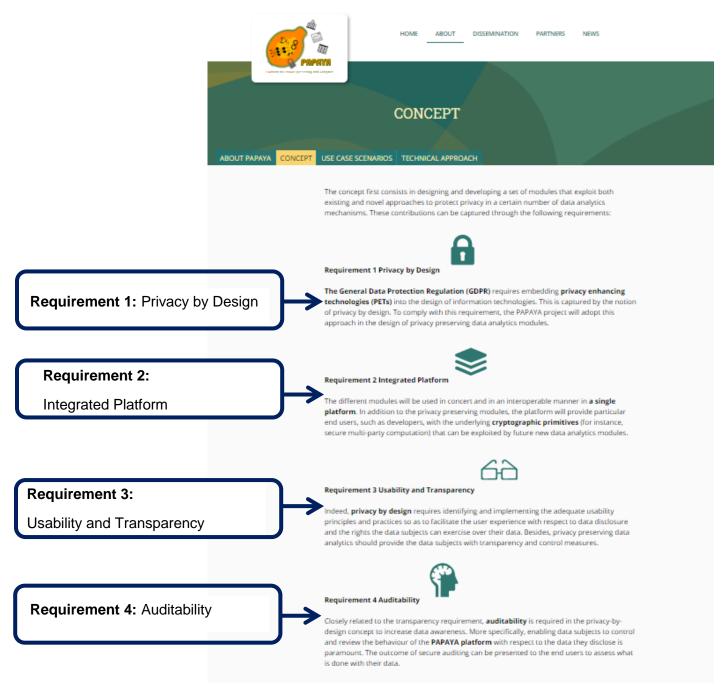


Figure 8 About PAPAYA/ Concept



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Section "Use Case Scenarios" describes the chosen scenarios where PAPAYA is going to be tested at high level:



Figure 9 Use Case Scenarios PAPAYA



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The "**Technical Approach**" is composed of 4 Phases, delimitated by the Milestones of the project. Specific work packages participate in the different phases of the project: e.g. WP2 only participates in Phase 1, meanwhile WP6 is transversal along the whole duration of the project.

This section explains the timeline of the project, distinguishing the objectives forecasted for each phase.

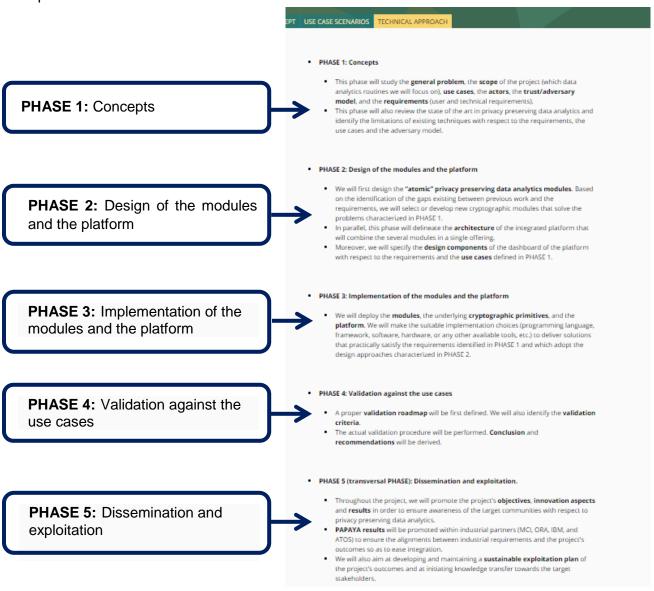


Figure 10 Technical Approach PAPAYA



2.6 Dissemination

"Dissemination" is structured in three different submenus: "Deliverables", "Publications" and "Graphic Material".

The menu "**Deliverables**" is structured into six sub-menus corresponding to the six work packages of the project. As new deliverables be released, they will be uploaded to this webpage. For those deliverables considered of public nature, they will be released publicly. Deliverables considered as Confidential will not be accessible through the website.

₫ D1.1 Project Handbook	М3 🔒
D1.2 Innovation Strategy and Plan	M6
D1.3 First Project Progress Report	M12
D1.4 Second Project Progress Report	M24
D1.5 Final Project Progress Report	M36
WP.2	
D2.1 Use Case Specification	M12
D2.2 Requirements Specification	M12
WP.3	
D3.1 Preliminary Design of Privacy preserving data analytics	M12
D3.2 Risk Management Artefacts for Increased Transparency	M15
D3.3 Complete Specification and Implementation of Privacy preserving Data Analytics	M24
D3.4 Transparent Privacy preserving Data Analytics D4.1 Functional Design and Platform Architecture	M24 M15
	M15 M24
D4.2 Progress Report on Platform Implementation and PETs Integration D4.3 Final Report on Platform Implementation and PETs Integration	M36
WP.5	
D5.1 E-health Use Case Validation	M36
D5.2 Web Analytics Use Case Validation	M36
D5.3 Refinement Recommendations for the Platform	M36
D5.4 PAPAYA Platform Guide	M36
WP.6	
D6.1 Public Project Website	M3
D6.2 Dissemination and Communication Plan	M6
D6.3 Intermediate Dissemination and Communication Report	M18
D6.4 Intermediate Business Plan and Exploitation Report	M18 <u>⊕</u>
D6.5 Final Dissemination and Communication Report	M36

Figure 11 Repository of PAPAYA Deliverables



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"Publications" and "Graphic Material" are, at the time of writing this document, empty of content, but both sections will be fulfilled to the extent the consortium disseminates through different material such as whitepapers, scientific papers, new graphic material such as flyers or an official poster.

2.7 Partners

The menu "Partners" describes the project consortium. Each consortium member's logo is linked to a page providing a brief summary of the organisation, the country of origin, and the corresponding corporate website address.

The following figure illustrates this page:

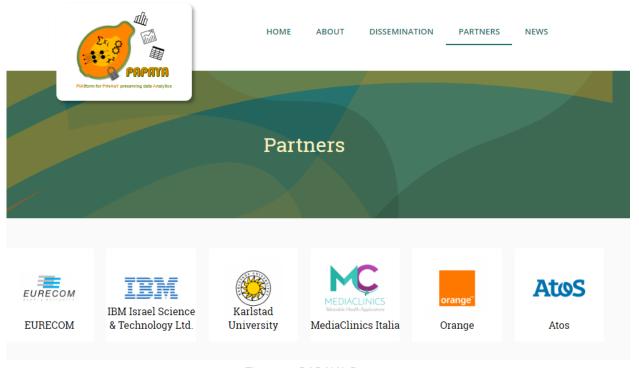


Figure 12 PAPAYA Partners



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The sheet "News" has been designed to show any news related to the project as project meetings, upcoming dissemination events, planned internal workshops, presentations given by the consortium members, participation in conferences and relevant venues, press releases, etc.

At the time of writing this document, it contains the first news about the project: the kick-off meeting that took place in Sophia-Antipolis, France in June 2018, and the launch of the social media activity of the project with Twitter and LinkedIn profiles.



Figure 13 PAPAYA News

EURECOM, the project coordinator, on June 12 and 13, 2018.

The kick-off meeting of PAPAYA (PlAtform for PrivAcY preserving data Analytics) has been organized and hosted by

12 Jun, 2018



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2.9 Social Media Activity

To increase the visibility of PAPAYA and to reach the targeted community to disseminate the outcomes of the project, PAPAYA has extended its online presence with profiles into the most popular social networks.

While PAPAYA's website (http://www.papaya-project.eu/) is the main pillar of PAPAYA's online activities, presence in social media will ensure that PAPAYA's objectives and outcomes are widely spread and help engage potential stakeholders. Therefore, a company page on LinkedIn as well as a Twitter profile have been set up for PAPAYA. These will be regularly updated according to PAPAYA achievements.

Twitter profile: https://twitter.com/ProjectPapaya

LinkedIn page: https://www.linkedin.com/company/papaya-project-eu-h2020/

Twitter and LinkedIn buttons have been implemented in the website, just over the disclaimer of the European Commission.

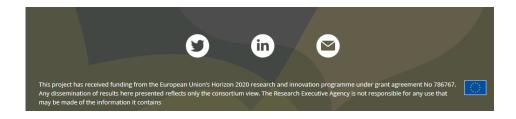


Figure 14 PAPAYA Tw and LinkedIn access buttons



2.10 Additional Information

One should note the following features related to PAPAYA website:

- Google Analytics: In order to study the evolution of the website and the repercussion of
 the uploaded content better, PAPAYA's site will be monitored with Google Analytics, the
 tool to measure impact of Google [5] A set of Key Performance Indicators (KPIs) will be
 selected with this purpose. More information will be provided in D6.2 Communication
 Plan.
- Privacy Policy: In order to be compliant with the General Data Protection Regulations (GDPR) that got into force on the 25th of May, 2018, the following banner is displayed when the user gets into PAPAYA's website:

"Our website does not use cookies to collect or store any information about you, but we do use Google Analytics to monitor your use of the website. You can consult the data protection of Google Analytics in this link: https://policies.google.com/privacy".

At the time of writing this deliverable this text is still under legal revision, and it could suffer changes in a near future. The user can reply "Ok, I agree", or "No, give me more info". If the user clicks in the second option, he is guided to the section contact form, where it is available an email address of a consortium member who will process his doubts.



Figure 15 PAPAYA Cookies Policy

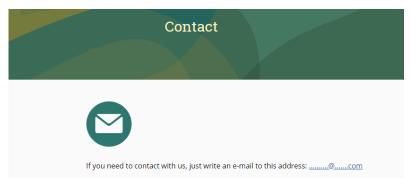


Figure 16 PAPAYA Contact



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3 Conclusions

The current state of the PAPAYA website covers the online dissemination needs of the project in a first stage:

- It gives a first picture about the project at high level: Objectives, essential information (Project Facts, Abstract, Requirements, Use Case Scenarios, Technical Approach), and consortium members.
- It provides the means to regularly inform about project achievements, events and interim
 results. PAPAYA's website will be used to share public deliverables and any other
 material that can be publicly shared (e.g. press releases, graphic material as an official
 poster or brochure, or scientific publications). There is also a newsroom to inform about
 the participation in events, or other facts as the regular general meetings, or impacts in
 mass media.

Due to the Drupal configuration, the website can be reconfigured to add new features as long as the project evolves. PAPAYA's website will be updated with new contents at the same rate as the project's progress.

In order to support the online presence of PAPAYA, two profiles have been created in social networks, Twitter and LinkedIn. There is also a button with shape of envelope which connects to the email address available in the website to ask for questions related to the project

We also have started to design additional communication material such as a brochure, to build a visual recognition of PAPAYA. All of them will share the same colour scheme across all the communication material of the project.

Anyway, the website will be subject to constant improvement and enhancement as new results and actions regarding the project emerge.



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4 References

- [1] "What is the difference between dissemination, exploitation and communication?," https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html, last retrieved on 2018-07-03.
- [2] "Drupal, Open Source CMS,," [Online]. Available: http://drupal.org, last retrieved on 2018-07-03. [Accessed 2018].
- [3] "H2020 Programme Guidance Social Media Guide for EU funded R&I Projects," 2018.
- [4] "Google Analytics," [Online]. Available: https://www.google.com/analytics/, last retrieved on 2018-07-20. [Accessed 2018].
- [5] "Grant Agreement number:786767 PAPAYA H020-DS-2016-2017/ H2020-DS-SC7-2017".