



Project 740859

D2.1 – ALADDIN WEB-SITE AND SOCIAL NETWORKS

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Executive summary

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement 740859.

This document is the accompanying short report for the *Deliverable D2.1 – ALADDIN web-site and social networks*, whose Type is identified by the code 'DEC' (Websites, patent filings, videos, etc). It contains a quick description of the ALADDIN website with main webpages/sections developed for the first release or planned for the next ones.

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1 Introduction

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement 740859.

This document is the accompanying short report for the *Deliverable D2.1 – ALADDIN web-site and social networks*, whose Type is identified by the code 'DEC' (Websites, patent filings, videos, etc). It contains a quick description of the ALADDIN website with main webpages/sections developed for the first release or planned for the next ones.

1.1 Purpose of the Document

This document aims at providing a quick overview of the ALADDIN website design and development, including the website main specifications, structure and content of the first release.

1.2 Scope and Intended audience

This document is the accompanying short report for the *Deliverable D2.1 – ALADDIN web-site and social networks*, whose Type is identified by the code 'DEC' (Websites, patent filings, videos, etc). Being not a formal deliverable, represented by the website itself, the main scope of this document is to acknowledge that the ALADDIN website is live and to provide a short static description of its main features.

The intended audience of the document are the project stakeholders (European Commission DG HOME, ALADDIN Consortium executive members) the project team (Consortium staff) and the general public.

According to the preliminary security scrutiny in the DOA Part B (section 6.1) [AD1], this deliverable is classified as **PU = Public**, and this dissemination level has been confirmed by the Security Advisory Board (SAB) chaired by the Project Security Officer (PSO).

1.3 Structure of the Document

The structure of this document is as follows:

- **Section 2** describes the design of the ALADDIN website with relevant objectives and specifications;
- **Section 3** describes the content of the first release with sample images of its current appearance;
- **Section 4** contains the references to relevant documents and bibliographic material.

2 Design of the ALADDIN website

The project **ALADDIN - Advanced hoListic Adverse Drone Detection, Identification and Neutralization** is funded by the European Commission (EC) through the European H2020 research and innovation programme with Grant Agreement 740859. It will be implemented in compliance with the Description of Action: Annex 1 - Part A (description of the work plan) and Annex 2 – Part B (narrative description of the action) [AD1].

*The main objective of the ALADDIN project is to **study and develop a state-of-the-art, global, and extensible system to detect, localise, classify, and neutralise suspicious, and potentially multiple, light UAVs over restricted areas.** This system will be tailored to operational constraints such as easiness of use and deployment, quality of detection, or safety, in order to deliver unprecedented tools for operational support, including investigations, and training.*

ALADDIN will also assess relevant technologies, threat trends, regulations, and other important issues such as societal, ethical, and legal (SoEL) frameworks in order to develop new knowledge made available to LEAs and infrastructure designers, constructors, and operators through innovative curricula.

2.1 Website objectives

According to the *Description of Action (DOA)* [AD1]: ALADDIN “will create and maintain web services, including social networks, to raise awareness with respect to the project objectives, its results and scheduled events.”

The ALADDIN website is one of the key methods for dissemination to the **general public** due to the fact that anyone can get information about the project. In addition, its purpose is also to keep informed about the project progresses all the potentially interested stakeholders, including the **project participants**, the **European Commission**, the **scientific community** and other **technical or end-user communities interested in potential exploitation** of the project results. [AD2]

The next table presents a cumulative list of all dissemination and communication Key Performance Indicators (KPIs) stated in the DOA [AD1], with those relevant to the website highlighted in grey.

As specified in the DOA, IDS is responsible for the development of the project website: D2.1 ‘ALADDIN web-site and social networks’.

IDS has involved a subcontractor for developing the ALADDIN website according to given specifications by no later than 31 December 2017 (first release), and its subsequent releases for the whole project duration (3 years). IDS has supervised the development of the website, giving continuous guidance to the web developers and providing most of its content, while coordinating the contributions from all Partners for specific material (text, pictures, etc.). The Project Coordinator, the Project Security Officer (PSO), the Innovation, Dissemination and Exploitation Manager (IDEM), the task leader and main partners of task *T2.2 – Communication and dissemination* (KEMEA + FADA+ CS) as well as the multi-national Communication Team [AD2] have been continuously kept informed and asked for advice on any major relevant issue regarding the website, as they will for the next releases.

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IDS Communication department will perform ordinary maintenance and website update. IDS, on behalf of the ALADDIN consortium, will continuously measure the number of public website visitors (using Google analytics) and will post the latest news.

Table 2.1.1 Key Performance Indicators for Dissemination & Communication

Key Performance Indicators for Dissemination & Communication		At least
Application focus	ALADDIN Open User Group	20
	Number of events organized for external audiences	4
	Number of events attended representing the project	5
	Presence at tradeshows and business events	4
	Communications with SMEs	10
	Communications with medium to large corporate organisations	10
	Communications with representatives of LEAs at a local, regional and national level	20
Outreach focus	Number of scientific publications in peer-review journals	5
	Number of scientific publications in peer-review international conferences and workshops	5
	Number of general press/magazine articles published	5
	Number of special sessions/workshops co-located at conferences	5
	Number of press releases delivered to traditional media	10
	Number of unique visitors to the Website (based on Google Analytics)	1000
	Number of references of ALADDIN in other websites	15
	Number of multimedia material downloads (website)	300
	Number of subscribers to the ALADDIN newsletter	300
	Scientific publications as Open Access	>80%
	Website languages	3

2.2 Website specifications

The main specifications provided to the web developers include:

- **Web address (URL):** The Uniform Resource Locator (URL), colloquially termed web address, of the ALADDIN website will contain as hostname an expression (such as ‘aladdin.eu’ or ‘aladdin-project.eu’ or ‘h2020-aladdin.eu’) to reflect the fact that it is a research project funded by the European Union.
- **ALADDIN logo:** As immediate visual identity of the project, each webpage will display the ALADDIN logo (**Figure 2.2.1**).
- **Acknowledgement of EU funding:** As part of the obligation of **acknowledgement of EU funding** in all communication, and dissemination activities of the EU's Horizon 2020 research and innovation programme, the ALADDIN website will display the **EU emblem** and the statement: “*This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 740859.*” Optionally it can display the EC or H2020 logos with link to the Horizon 2020 programme (<https://ec.europa.eu/programmes/horizon2020/>)

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- **Website languages:** The website will be developed in **English** as main (default) language and will support at least two additional languages, according to **Table 2.1.1**. Downloadable dissemination material (brochures, poster, etc.) produced in different languages will be accessible in the chosen language through appropriate links (buttons or icons).
- **Website areas and Links to social media:** As indicated by the PSO, due to the sensitiveness of the subject and project classification constraints, the ALADDIN website will contain only the **public area** for the wider community (professionals, academics, the general public and industry). It will contain **links to appropriate social media**, carefully selected among the most popular ones (Facebook, Twitter, LinkedIn, Google+, YouTube).
- **Events:** The website will host a dedicated area to highlight the calendar of events organized by ALADDIN either for internal coordination (meetings), or open to external audience (workshops, demonstrations) as well as those organized by external entities (conferences, exhibitions, EU events) and relevant to the project themes.



Figure 2.2.1: ALADDIN logo

2.2.1 Graphic setting and main contents

IDS has drafted the general graphic setting of the website and negotiated it with the web developers, under steering of the Consortium. The agreed main requirement for the website (and in particular its Home page) is a **friendly and appealing layout**, encouraging the visitor to navigate the website and **appropriate tools** allowing him to find easily the sections most relevant to his interests and background as well as to quickly interact and provide feedback to the ALADDIN consortium. Examples include:

- **'search'** button (or icon), for quicker navigation;
- **'subscribe'** buttons (to 'project', 'newsletter', 'events' or other mailing lists), for community building and enlargement of dissemination stakeholders;
- **'contact form'**, for contacting the project team;
- **'social networks'** icons, for active interaction and feedback.

In addition to the items listed above, located in suitable areas, a **navigation bar** gives access to various contents. The navigation bar contains buttons or drop-down menus linking to webpages (with single or multiple sub-sections) with the following foreseen content.

- **Home:** logo, title and abstract of the project, slideshows with the links to the latest news and events.
- **Project:** description of the project, its concept, major objectives and benefits; summary of the work packages and related activities; main outcomes. This subsection contains unclassified information on main project results, including publicly downloadable Deliverables. A subsection (or a specific webpage) may contain the description of the **Pilots**, where the two releases (beta and final) of the ALADDIN platform will be tested and demonstrated to end users.
- **Partners:** Logos and brief description of the partners together with their roles in the project, with links to their institutional websites.
- **Media:** any relevant public dissemination material, including list of attended events, scientific publications (with link to location of full paper, according to the Open Access requirement) and the 'ALADDIN information kit' containing

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downloadable dissemination material (brochures, posters, newsletters, press release, videos and presentations). Additionally, it may contain the link to the 'Deliverables' webpage. Reports and publications may become a separate webpage at later stages of the project.

- News & Events: information about meetings, workshops, conferences and other relevant events. Optionally this section may contain a sub-section with links to relevant websites (Institutional, e.g. EC, regulatory and standardization bodies, etc.) and other projects on similar themes.
- Contact: form allowing the users to get in touch with the project.

All the texts are written in plain non-technical language, suitable for the general public. The website will be regularly updated (typically every 6 months or less) and the main achievements of the project will be posted as soon as they become available, bearing in mind two main considerations:

- conveying information about the project and its potential benefits to end-users is an important part of the dissemination process and its possible future exploitation;
- showing how research funded by the EC leads to innovations useful for the security of citizens contributes to the public's appreciation of European research.

3 Description of the ALADDIN website

The chosen URL for the ALADDIN website is **aladdin2020.eu**.

The website is developed in **English** as main (default) language. For the next releases, the Consortium will decide whether it will be worth duplicating the whole website in two additional European languages, according to **Table 2.1.1** but against current web practice, by balancing the effort required with the expected impact.

Bearing in mind that the main driving force of communication and dissemination activities is the involvement of potential end users and regulators, not only at European but also at National levels, a multi-national communication team has been set up under the IDEM coordination, acting as project national points of contact for the different countries where ALADDIN consortium is present [AD2]. This team will use the 'ALADDIN information kit' for any communication towards the mass media, possibly translating the content into their national languages to facilitate its dissemination.

Hence, to boost dissemination at National level, the ALADDIN website may contain **downloadable dissemination material** (brochures, poster, etc.) **in different European languages** (up to all the nine languages of the consortium). This multi-language material will be accessible through appropriate links in the 'Media' section allowing easier dissemination to end users of different nationalities.

Despite the requirement in the DOA [AD1], the ALADDIN website has only the **public area**, since as **private, secure area** for internal communication the consortium is using the GForge repository, managed by DXT and accessible only to the partners after appropriate authentication **Erreur ! Source du renvoi introuvable..**

Links to **social media** in the website will be activated as soon as they will be created. Active participation in social media will promote the project results, building a community that will facilitate broader dissemination. However, due to the sensitive nature of the project only the Innovation, Dissemination and Exploitation Manager (IDEM) will handle the social media accounts with the collaboration of the Project Security Officer (PSO). For these reasons, the Consortium intends to set up a "LinkedIn closed group" under IDEM responsibility with the PSO control.

3.1 Website Structure

The following **navigation tools** and **homepage structure** represent the website structure agreed through dedicated meetings and email exchanges with the web developers and the ALADDIN Consortium.

3.1.1 Navigation tools

The website will feature two main navigation tools: the **toolbar** and a **sidebar**. The **toolbar** (menu bar) is the main navigation tool and leads to the webpages (and subsections) according to the following tree-structure. Third-level pages (in

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parentheses) may not appear as menu items and accessed directly from second-level pages.

Toolbar

- **HOME**
- **PROJECT**
 - Concept → (*User-centred approach*)
 - Organization → (*Project bodies*)
 - Workplan → (*Work Packages*)
 - Outcomes → (*Deliverables*)
- **PILOTS**
 - Pilot 1
 - Pilot 2
- **REPORTS & PUBLICATIONS**
- **MEDIA**
 - Brochures
 - Communication kit
- **PARTNERS**
- **NEWS & EVENTS**
 - News
 - Events
 - Links

As soon as the ALADDIN project produces relevant material, a **sidebar** in the main webpages will allow the users to quickly access interesting content. It may contain appropriate links to the following items:

Sidebar

- Newsletter subscription
- Latest news
- Latest events
- Brochures
- Presentations
- Deliverable & Reports
- Success stories

3.1.2 Homepage structure

Apart from the project title and logo, navigation tools, acknowledgment of EU funding and other copyright/legal items, the homepage structure contains:

- A **slideshow** (just a single fixed slide for the first release) highlighting visually the most distinguishing features of the project;
- Three **Project Icons** giving a quick overview of the project and redirecting to relevant internal webpages for further information (in future releases);
- An **Events** section, pointing to the closest upcoming events relevant to the project;

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- A **News** carousel showing the latest news and redirecting to the relevant pages;
- A **Partners** section with the logos of the Consortium Partners, redirecting to the relevant webpage (or to the respective institutional website for the first release).

3.2 Content of the first release

The following figures give an overview of the general aspect of the ALADDIN website, as well as a sample of the webpages developed for the first release (December 2017). Additional content will be added before the first project Milestone (February 2018).

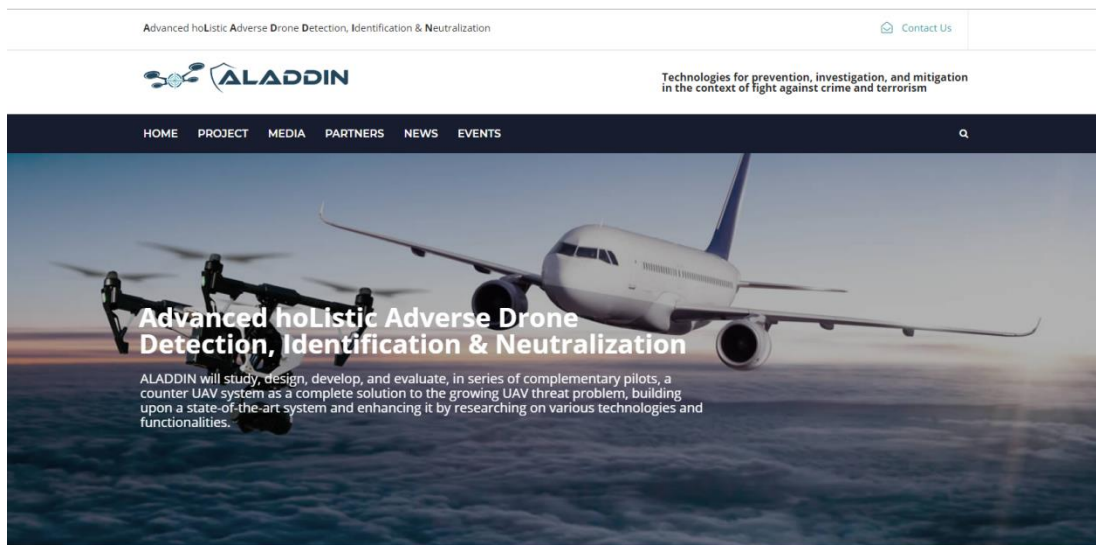


Figure 3.2.1: Homepage of the ALADDIN website: Slideshow

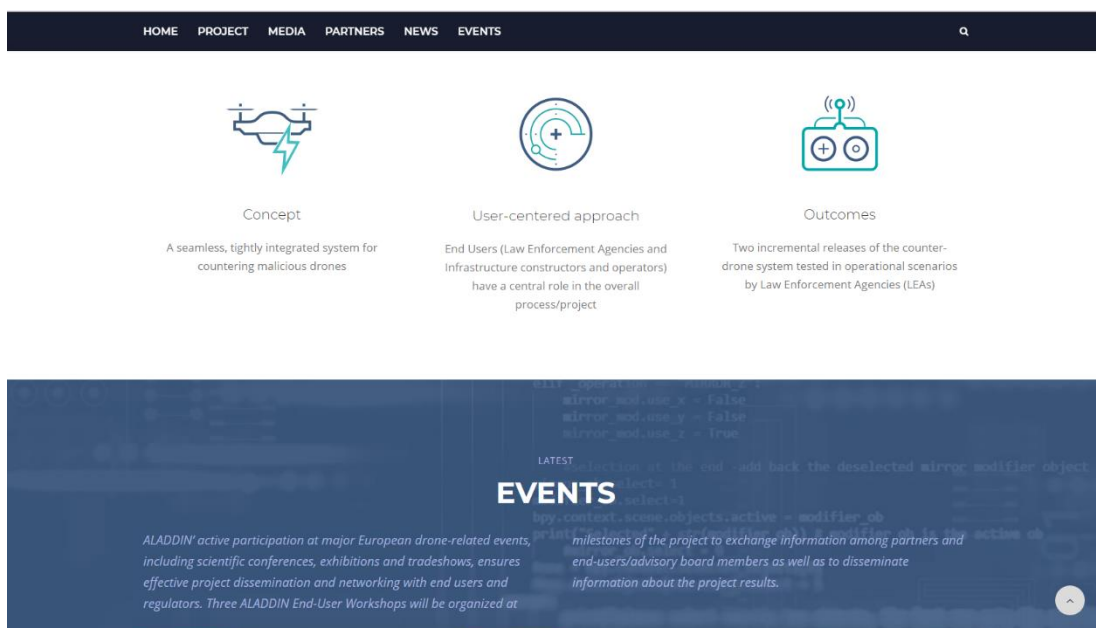


Figure 3.2.2: Homepage of the ALADDIN website: Project Icons and Events

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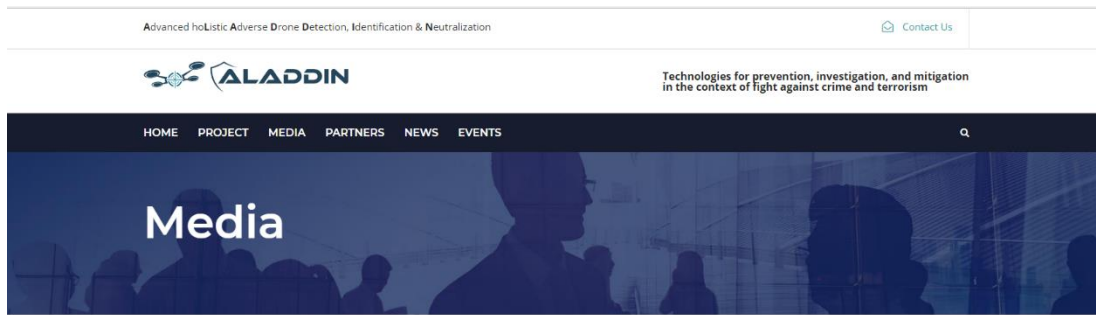


Figure 3.2.3: ALADDIN website: Media page

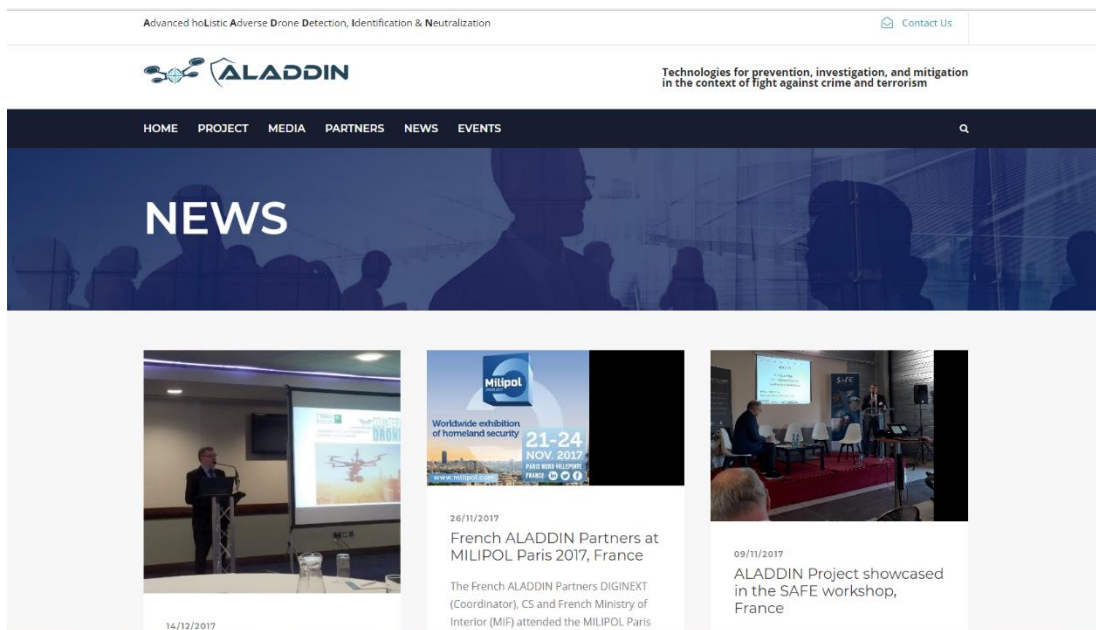


Figure 3.2.4: ALADDIN website: News page

4 References

4.1 Applicable documents

- [AD1] Description of Action (DOA) Part B of Grant Agreement number:
740859 — ALADDIN — H2020-SEC-2016-2017/H2020-SEC-2016-2017-1
- [AD2] D2.2 Awareness Raising Strategies V1 (October 31st, 2017)
- [AD3] D1.1 Project Management Plan (September 30th, 2017)
- [AD4]

4.2 Standards / Regulations

- [ND1]

4.3 Bibliography

- [BD1]

Annex A – List of Acronyms

Acronym	Meaning
DOA	Description of Action
EC	European Commission
EU	European Union
H2020	Horizon 2020
IDEM	Innovation, Dissemination and Exploitation Manager
KPI	Key Performance Indicator
LEA	Law Enforcement Agencies
PSO	Project Security Officer
SAB	Security Advisory Board
SoEL	Societal, Ethical and Legal
UAV	Unmanned Aerial Vehicle
WP	Work Package

Annex B – Definitions

Expression	Meaning
Communication	A strategically planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results.
Dissemination	The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium
Exploitation	The use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities