

## DISCLAIMER

This deliverable has been submitted but has not been approved by the EC yet



## “Enhanced data management techniques for real time logistics planning and scheduling”

### Deliverable D8.1: Project website and social networks

#### Dissemination level:

☒ Public ☐ Confidential, only for members of the consortium (including the Commission Services)

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[www.logistar-project.eu](http://www.logistar-project.eu)

## DOCUMENT INFORMATION

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## **BASIC PROJECT INFORMATION**

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## Executive Summary

The project website is the main tool for the disclosure of the project. It will provide an overview of LOGISTAR providing a real-time picture about the status of the project, the results achieved and how it will be developed in the future.

The project website is also an interactive tool for internal and external communication. **It is a place to share documents, updates of the current situation and advices on further developments.** Therefore, this subtask will include the design, development and continuous update of a project web site. The website will be regularly updated with the public results and deliverables of the project as well as with news, agenda, events and articles about the project results.

Newsletters, Press Releases, On-line Marketing Campaigns, and Promo & Advertising using Consortium Partner websites will be performed in order to build awareness and inform about the project development progression, and also to maximize the exploitation of opportunities, solutions, products and services, throughout and beyond its development.

ZAILOG will be responsible for designing and updating the web page. At the beginning, the website will be used only for providing information of internal character; and as the research moves forward, the website will be able to show the results achieved in the project. **The LOGISTAR website is available at [www.logistar-project.eu](http://www.logistar-project.eu)** . The website will also ensure an analytical record and assessment of the project dissemination and communication activities: a list of project publications searchable under various criteria of interest; a list of papers written outside the consortium that cite the project etc. Additionally, the exploitation of the website usage statistics will be carried out from a marketing and results exploitation perspective, including the analysis of the number of hits, the source of the hits, the number of in-links over time, the access to contains etc. To keep the website attractive and visible, it is planned to develop it adopting SEO techniques in order to keep the website as search friendly as possible and to maintain it at the highest ranking on search engines. Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. Additionally, the website will be linked from partners websites from the beginning of the project. The website will provide also a direct access to the Twitter and LinkedIn profiles of LOGISTAR. These two socials will be used for the disclosure of the project itself among target groups:

- **Twitter:** it can be used in specific conferences and workshops, using a hashtag assigned by the conference/workshop organizer.
- **LinkedIn:** it can be used when is necessary to create a group of interest to discuss about specific thematic.

The project partnership set the goal of 1.000 views per year, enabled by the mentioned actions as well as SEO techniques.

## 1. Creation of a Website

The objective for LOGISTAR is creating a **web tool** that must be both **effective** and **light**. Its main function will be to transmit the information about the LOGISTAR' products to the subjects, which the project is addressed.

The project's website will provide all the information about the developments of the project and it will have an "ad hoc" design for every target group of stakeholders. In addition, it will be an essential tool to realize the brand awareness of the project.

The platform chosen to build the website is the CMS (Content Management System) **Wordpress**. This system was adopted for its reliability since it is one of the most widespread CMS in the world. In addition, it receives continuous updates and its implementation is easy. This technology makes available a management system that will allow to update the website and to add new contents both statics and dynamics. Therefore, it will be always possible to insert or modify texts, to add pictures or videos, to integrate the website with new sections and categories to upgrade its basic structure.

ZAILOG, as the leader of WP8 will be responsible for the maintenance and the update of the website as well as the management and the development of the news section.

The contents of the website will be realized according to the SEO principles which main purpose is to optimize the search engines, using every necessary measure in order to give to the website the structure and the contents suited to an easy indexing on the search engines themselves.

The **LOGISTAR's** website will be drafted in **English language** and it will contain the general information about the project like the structure, the objectives, and the agenda/calendar as can be seen from the main menu in the following picture.

## 2. Target groups

The target audience is comprised of those groups of stakeholders that are relevant to the addressed markets including:

- ▶ Industries with transport and logistic needs like e.g. retailer companies (end users); freight transport operators; Warehouse or infrastructure managers. This can be done through presentations to the various representative organization conference and workshop meetings such as the Freight Transport Association, European wide organizations such as ECR, Alice, European Freight Forwarders Association, European Logistics Association, European Rail Freight Association, European Intermodal Research Advisory Council, etc.
- ▶ ICT providers of solutions for the logistics sector, which either directly sell software or build services on top of OEM software solutions.
- ▶ Academia and students: dissemination through EU H2020 events, national showcases (e.g. forthcoming Insight showcase on solutions for Smart Enterprises), demonstrations at international scientific conferences (e.g. in Application or Demo tracks), and incorporation in taught postgraduate and undergraduate modules, and exploration in student projects and dissertations.
- ▶ The European citizens and society in general.

### 3. Website structure

The main page of the LOGISTAR website can head the user to the different sections.

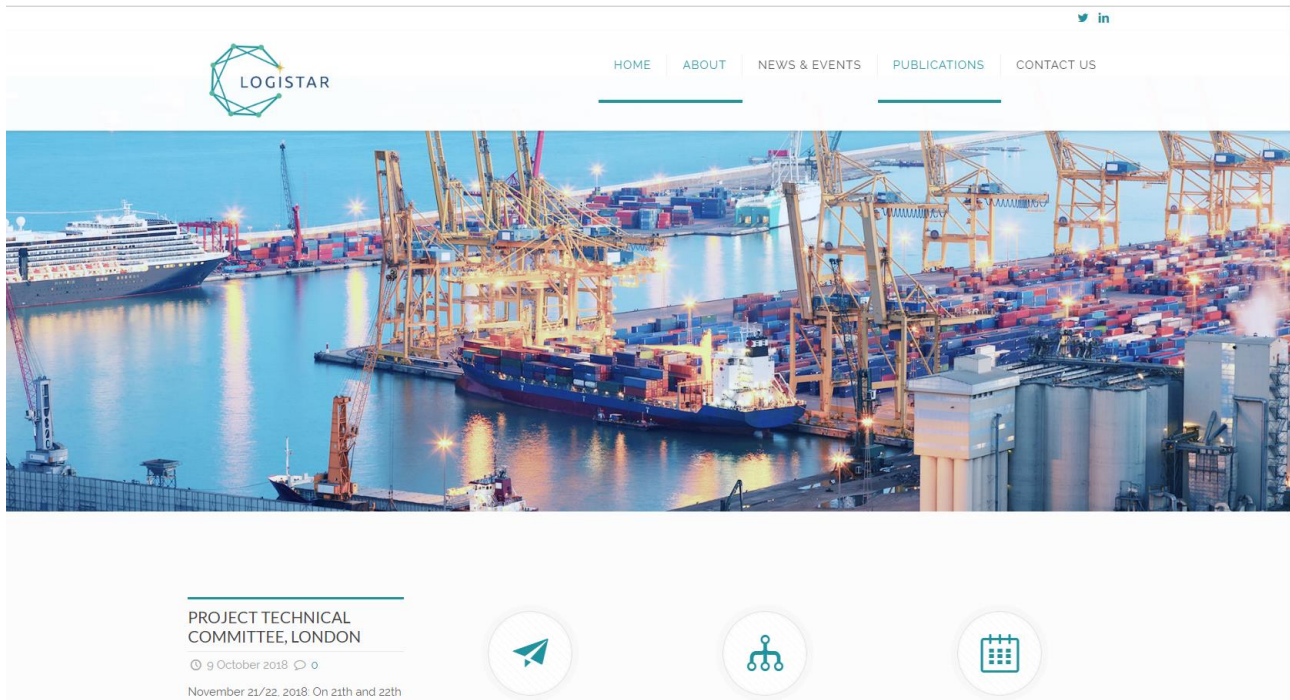


Figure 1 LOGISTAR main page screenshot

Above the big slideshow (which contains few logistics pictures) there are five buttons linked to the main sections. Above this buttons, on the right, there are the direct links to the social profiles (Twitter and LinkedIn) of LOGISTAR. On the left of these buttons, there is the official logo of the project that will be shown in every physical or digital document. The first button on the left is called “HOME” and it is simply the faster shortcut to return on the main page when it is necessary to move quickly from one section to another one.

The second button is called “ABOUT”. This section contains a drop-down menu with the description of:

- the project (as illustrated in the application form). It includes a short description of the project and how it will be developed. In addition, it is explained which are the reasons that have pushed the European Union to create LOGISTAR and how many benefits are expected from its implementation. Below this short summary, there is a picture explaining in a nutshell how is working LOGISTAR. Finally, there is the list of objectives necessary to achieve the project results.
- the Consortium. It is an interactive map where each partners' logo will head to his business website;
- the Living Labs. Inside this sub-sections there are the summaries of the three living labs that will be developed during the project implementation. These are a sort of action plans used to deploy the software produced thanks to the project.

The purpose of this area is to give an overview of the main features of LOGISTAR.

The third button is named “NEWS AND EVENTS”. The section contains all the publications about LOGISTAR. They can be press releases, articles in magazines, electronic publications and local/national press. At least 5 different publications will be prepared during the project lifetime in order to promote the major events of the project itself.

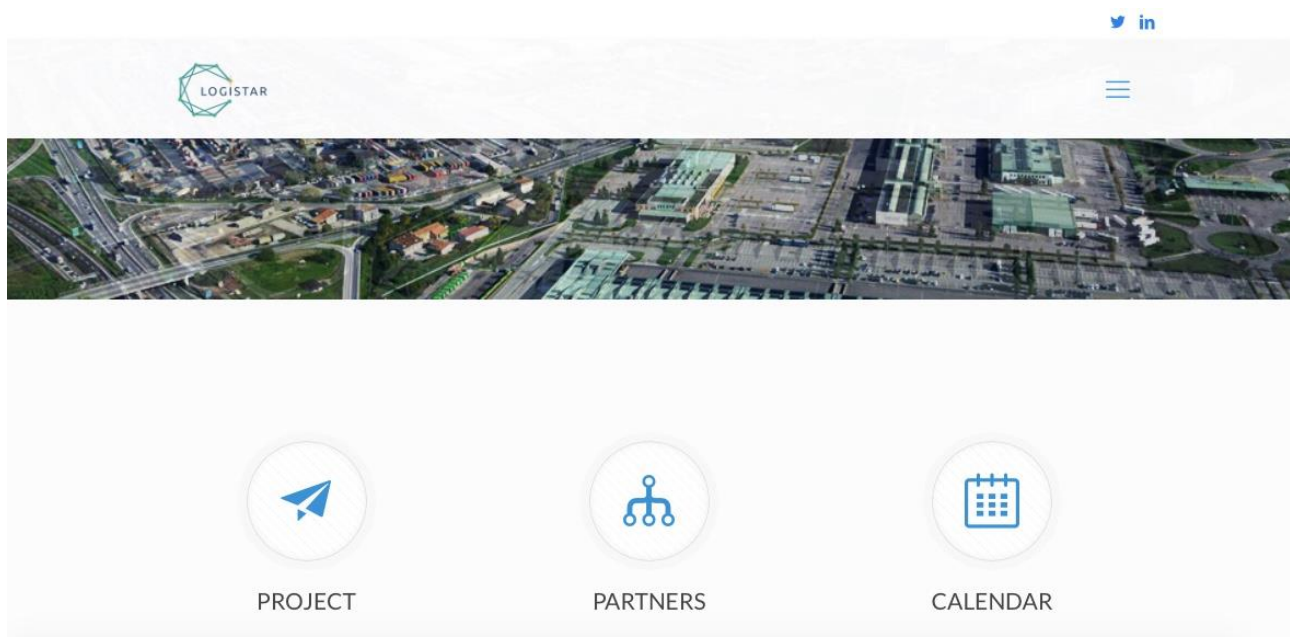
The fourth button is called “PUBLICATIONS”. The section contains all the NEWS about LOGISTAR. They can be press releases, articles in magazines, electronic publications and local/national press. At least 5 different publications will be prepared during the project lifetime in order to promote the major events of the project itself. This section has a drop-down menu in where public deliverables will be published including:

- the deliverable number;
- the deliverable title;
- the WP number of the deliverable;
- the document column in which each partner can be add any digital document linked with that deliverable

Then it contains the dissemination material. Here there will be available to download the project leaflet, project presentation and all the material useful to let know LOGISTAR to the people. Finally, this drop-down menu has also a video section where all videos regarding LOGISTAR will be uploaded.

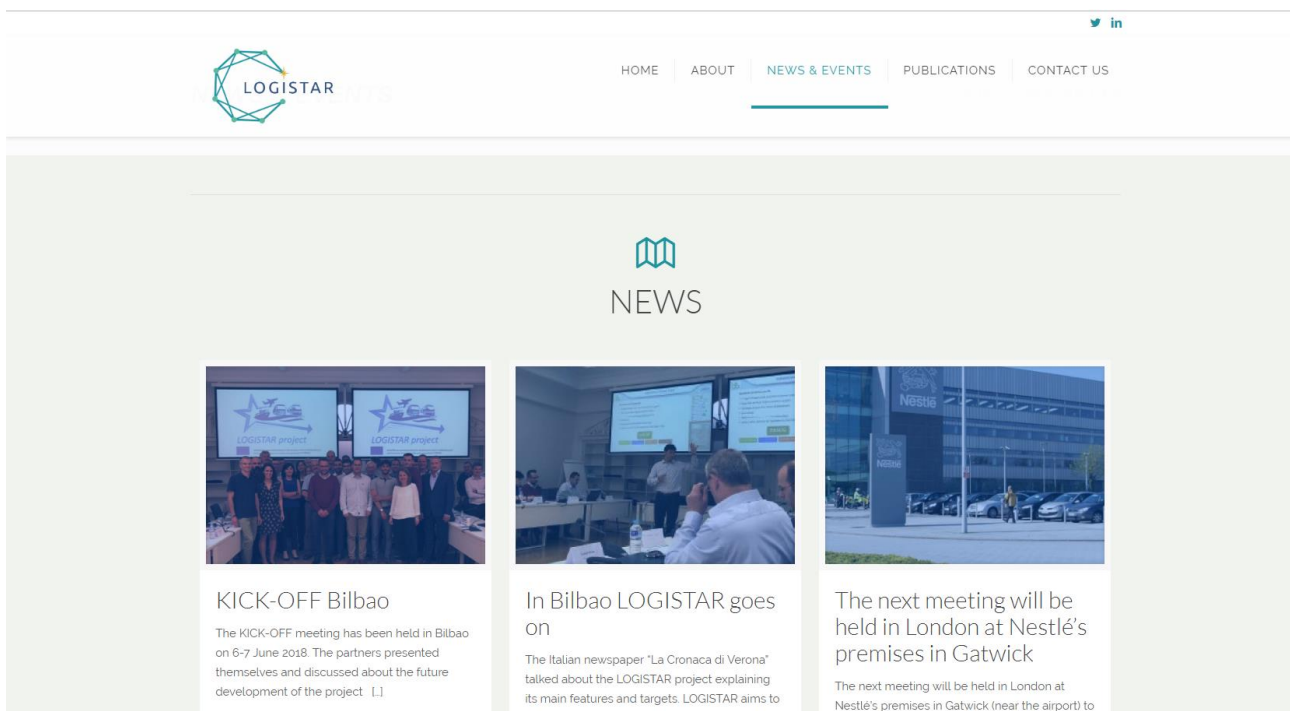
The fifth button is called “CONTACTS US”. It contains the contacts both of the coordinators of the Project (Lead Partner) and of the Leader of the Communication (Leader of the WP8).

Scrolling down from the home page menu, there are three big icons that give a direct access to essential information about the project. In particular:



*Figure 2 LOGISTAR website page menu*

1. Project icon: it describes the main features of LOGISTAR like its mission, its objects and in which way it operates to solve the problems;
2. Partners icon: inside this section there is a table that represents the Project's partnership. The chart provides a description of each partner with:
  - a. its project number;
  - b. its business name;
  - c. its country;
  - d. its role in the project;
  - e. and especially the link to its website in which it is possible to get more information about it.
3. Calendar icon: this is a key section because all the users can see when are the coming meetings about LOGISTAR. Therefore, using this calendar, the users can decide to attend to these events.



**Figure 3 LOGISTAR website news section**

Below these three icons, there is the news section. At a first glance, this screen gives an idea of which the articles are talking about. In fact, the user has the opportunity to see a preview of the news with the picture published on the newspaper. Pushing the button “Read more” below each news, is possible to have access to the all article and read the entire text published.

The following section below the news is the “video” section. Here is possible to see all the videos about LOGISTAR thematic like the use of a new technology for the gate access at the terminal or how a device can improve the tracking of goods during a multimodal trip. Inside this section will be uploaded also the LOGISTAR’s video produced by the external IT providers. It aims to show in few minutes which are the benefits produced by the project implementation.

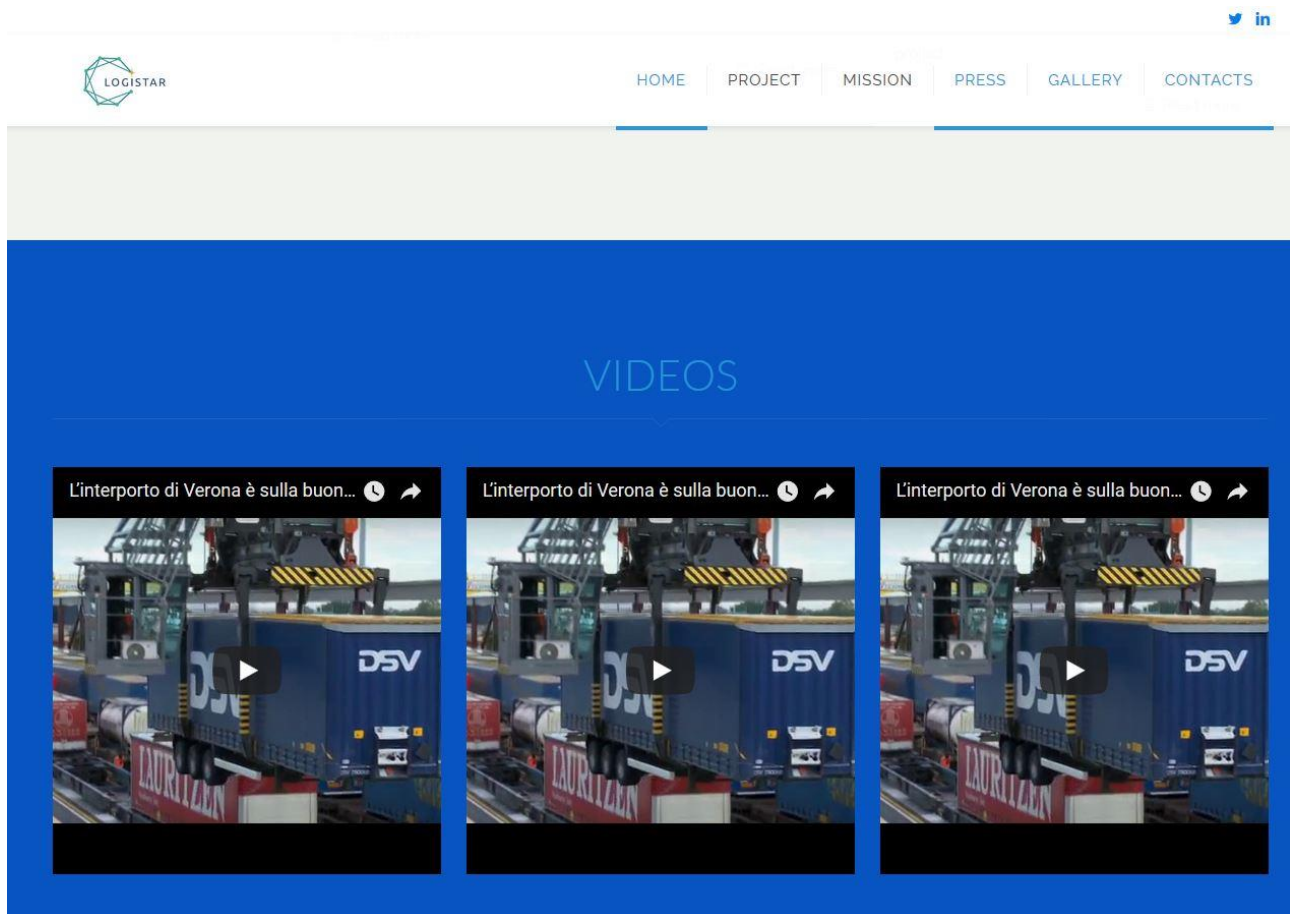


Figure 4 LOGISTAR website videos section

Scrolling down again, there is the “project report” section. It provides a picture of the work progress of the project. It is divided in different sections in order to give the percentage of completion of each WP.

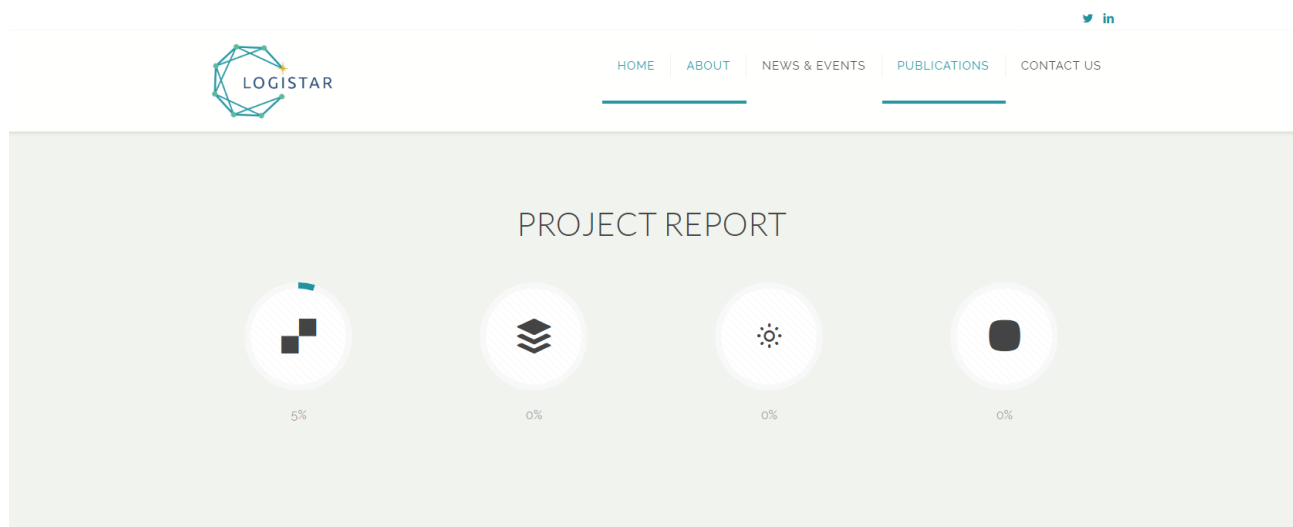


Figure 5 Project report section

The last section at the end of the website provides a sort of summary of the information given by the previous sections. In fact, it contains:

- a) About us: it is a short description of LOGISTAR;
- b) Links: here are shown the links to the partners' websites;
- c) Contacts: it contains the general information about the leader of the communication;
- d) Video: it provides the links to the video about LOGISTAR.

## 4. Creation of Twitter and LinkedIn profiles

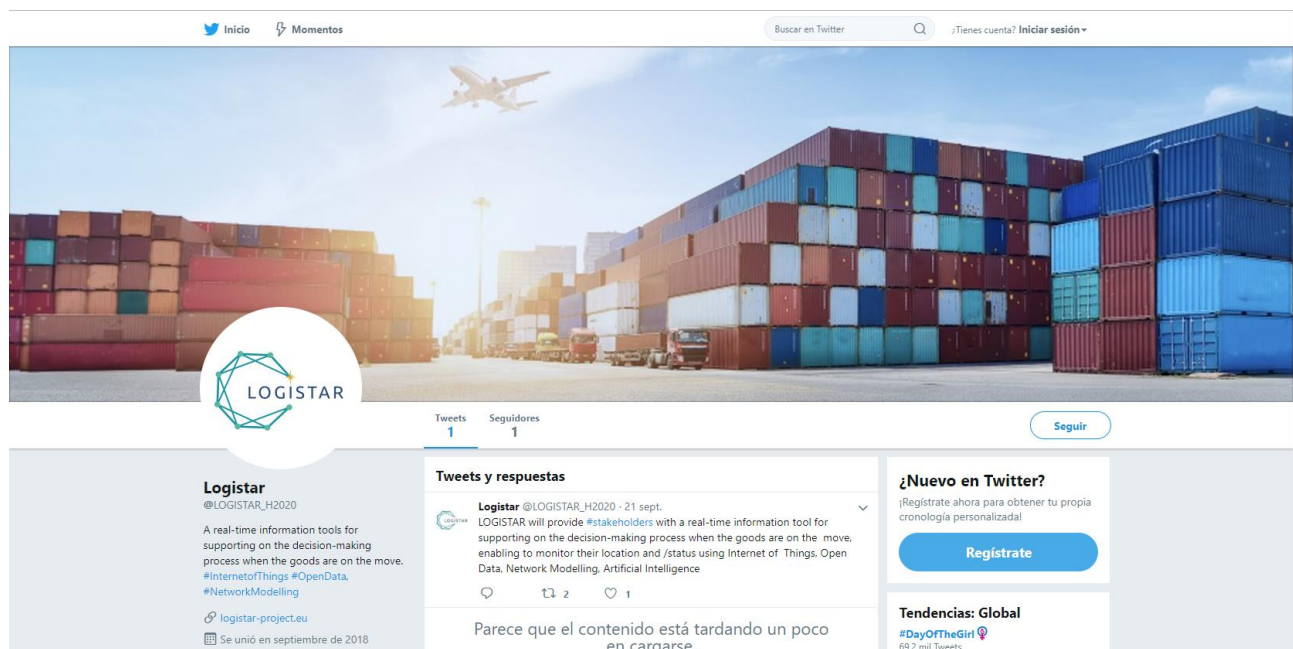
The dissemination of the LOGISTAR results is more effective using social networks. In this way, it is possible to reach more people and give them the latest information about the project progress. The socials chosen are Twitter and LinkedIn because are more suitable for professional use while other platforms like Facebook cannot produce the same results.

### 4.1. Twitter

LOGISTAR has already created its Twitter profile (see Figure 6 below available at [https://twitter.com/Logistar\\_H2020](https://twitter.com/Logistar_H2020)).

The Twitter profile of LOGISTAR will be used. in specific conferences and workshops, in LOGISTAR events and to update with project developments and important news items related to logistics and ICT solutions.

Dedicated hashtags will be created with whom events participants and LOGISTAR followers can interact each other and discuss how to improve the implementation of the project. In addition, people who not attend these meetings can get information about the project developments.

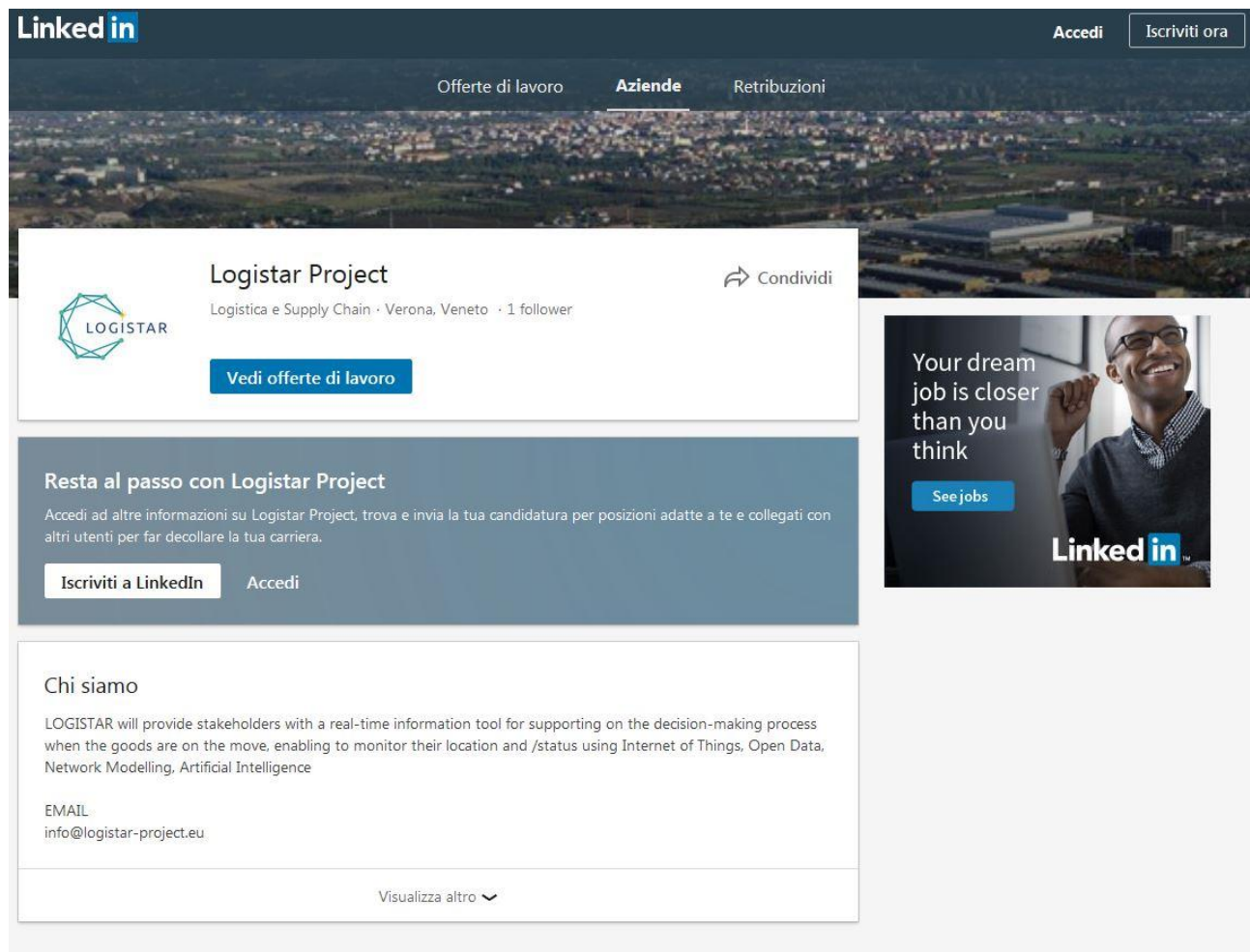


*Figure 6 LOGISTAR Twitter profile*

## 4.2. LinkedIn

LinkedIn will be used specially to create specific group of interest to discuss particular issues. The themes debated will be addressed to professional people that every day work in this field. Therefore, they can provide important knowledges and points of view to the discussion.

The LOGISTAR LinkedIn profile (see Figure 7 below; available at <https://www.linkedin.com/company/logistar-project>) already includes the project logo, a brief description of the project and a link to the LOGISTAR website. It also highlights that it is an EU-funded research project



*Figure 7 LOGISTAR LinkedIn profile*

## List of abbreviations and acronyms

DoA	Description of the Action
EC	European Commission
ECAS	European Commission Authentication System
EDC	Exploitation and Dissemination Committee
EU	European Union
IPR	Intellectual Property Rights
KoM	Kick-off meeting
PC	Project Coordinator
PMH	Project Management Handbook
PMC	Project Management Committee
PTC	Project Technical Committee
RTD	Research Technology Development
WP	Work Package
WPL	Work Package Leader

## References

EC, Grant Agreement of LOGISTAR project (769142)

LOGISTAR Consortium, Consortium Agreement of LOGISTAR project