iProcureSecurity 🛒 PCP

Pre-Commercial Procurement of Innovative Triage Management Systems Strengthening Resilience and Interoperability of Emergency Medical Services

D9.1

Project website, social media channels and communication activities

Project

Acronym	**iProcureSecurity PCP**
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Deliverable

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Executive Summary

This deliverable reports the published project website, as well as the planned and already set up social media channels.

One central tool for keeping the public informed about the iProcureSecurity PCP project is the project website. Besides presenting the latest developments, the website provides structural information about the project including background, timeline and objectives. It also depicts and highlights the expertise and roles of all 12 consortium partners. The website will be continuously updated throughout the project showing the progress of public deliverables and dissemination materials.

The second main approach to promote the iProcureSecurity PCP project and for creating a strong network of innovation procurers, suppliers, domain experts and other key stakeholders in this field is the use of social media. The links to these platforms are embedded on the landing page and prominently placed along the user's journey on the website.

The project website will be regularly updated and, whenever appropriate or necessary, new sections or subsections will be included.

Contents

1 Introduction

This report provides information on the main digital resources and channels, which were implemented as part of the iProcureSecurity PCP project. First of all, the structure of the project website is explained and its content is highlighted. Some selected screenshots illustrate the design, the functions and the sections and subsections of the site. Then, the report documents the project social media channels, that will be used as important distribution and dissemination tools. Furthermore, insights on the initial identity kit are presented. Finally, we would like to remark that the website will be regularly updated, possibly including new sections, and it represents only a first step of our communication and dissemination activities. In the future, further social media channels (e.g. YouTube) may be set up whenever the consortium considers it necessary.

2 Project Website

The iProcureSecurity PCP project website is available via https://pcp.iprocuresecurity.eu/. It is one of the main communication tools of the project and will promote the project and its results, in line with Grant Agreement Article 38.1.1 Obligation to promote the action and its results and Article 29.1 Obligation to disseminate results.

2.1 Structure

The structure of the iProcureSecurity PCP website is illustrated in Figure 1 below. In the following, each subsection will be described with more details.
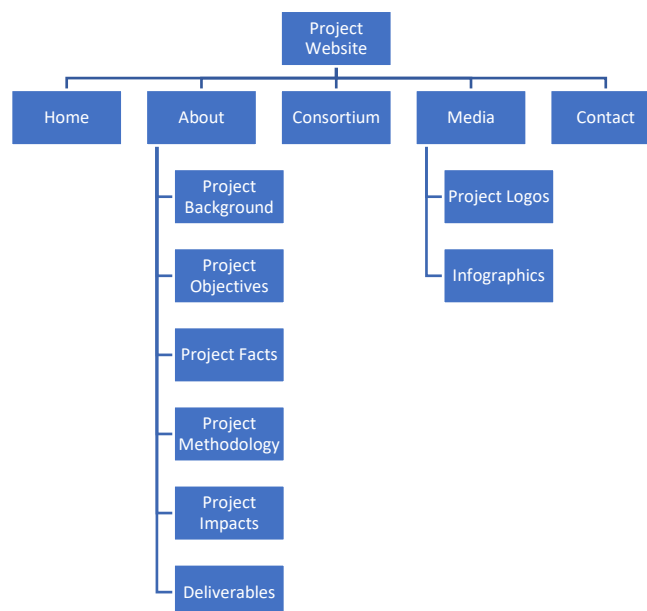

Figure 1: Structure of the iProcureSecurity PCP website

Figure 1 shows the high-level sitemap of the website. The main menu includes the most frequently required links such as shortcut to the home page, project overview, media centre or dissemination and contact. The main menu items will be sublevelled into pages which give another context to these items.

The sitemap is also created as XML Sitemap and connected to SEO (Search Engine Optimizer) for better indexing and reaching on search engines like Google, Bing, Yahoo and more.

2.2 Section "Home"

The front page ("Home") highlights the main facts in brief and provides information on the project and the funding scheme as well as the project number. It also highlights the main objectives and shows the logos of all partners within the project. Also, it has a prominent link to the iProcureSecurity.eu platform and connected social media channels.

Figure 2: Section "Home" of the iProcureSecurity PCP website

2.3 Section "About"

Project Background

The subsection provides a project overview and presents the main facts. It includes a brief introduction on the background of the project.
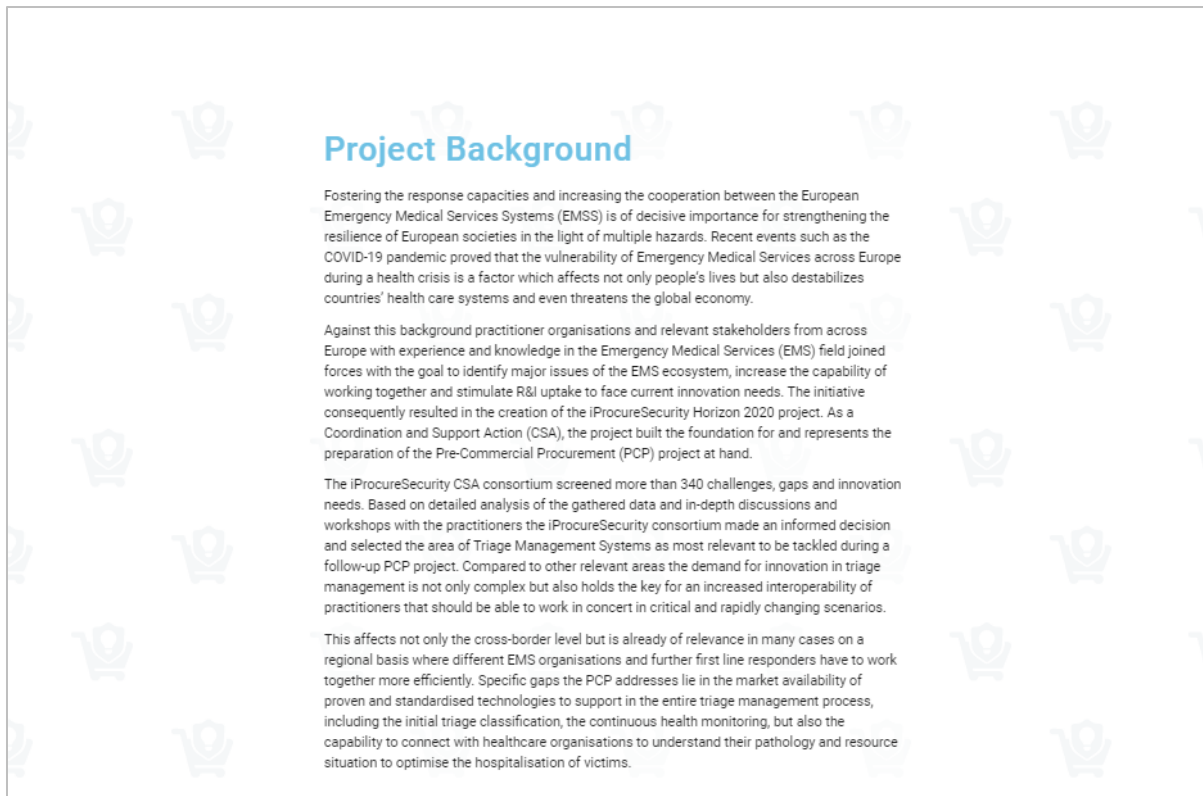
Figure 3: Sub-section "Project Background" of the iProcureSecurity PCP website

Project Objectives

The subsection provides an overview of the 5 objectives of the iProcureSecurity PCP.

Figure 4: Sub-section "Project Objectives" of the iProcureSecurity PCP website

Project Methodology

This subsection describes the project's methodology and overall framework according the particular PCP phases in the project.
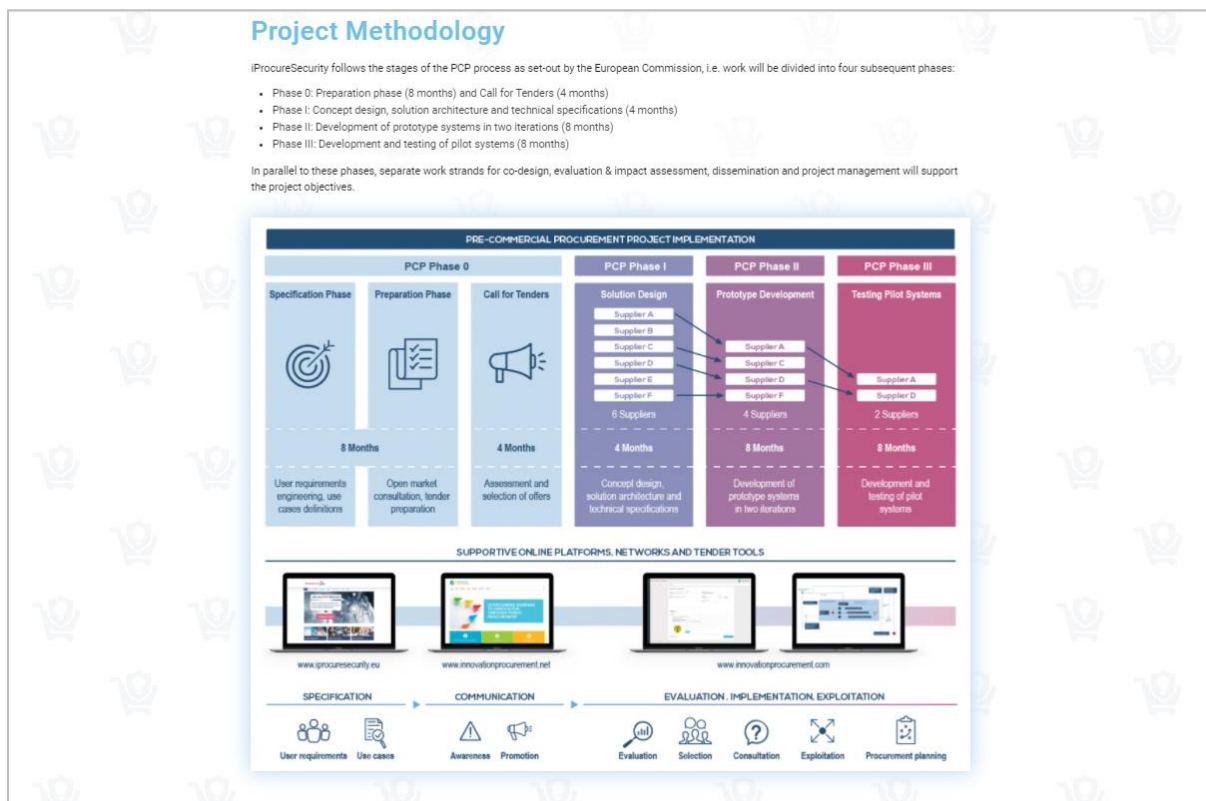
Figure 5: Sub-section "Methodology" of the iProcureSecurity PCP website

Project Impacts

The subsection provides an overview of the project's foreseen impacts.
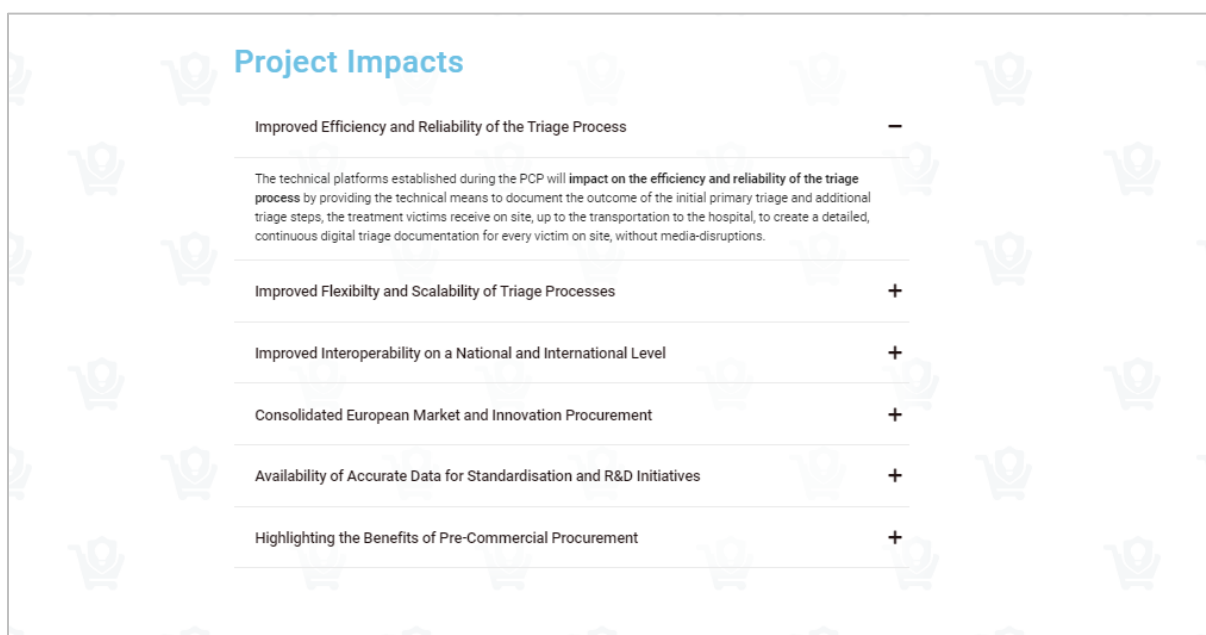
Figure 6: Sub-section "Impacts" of the iProcureSecurity PCP website

Project Deliverables

The subsection provides a full list of project deliverables.

Figure 7: Sub-section "Deliverables" of the iProcureSecurity PCP website

2.4 Section "Consortium"

The section "Consortium" shows all 12 partners of the consortium. Further, a brief description is included and a link to their respective websites.

Figure 8: Section "Consortium" of the iProcureSecurity PCP website

2.5 Section "Media"

The section "Media" provides the project's logos and downloadable infographics.
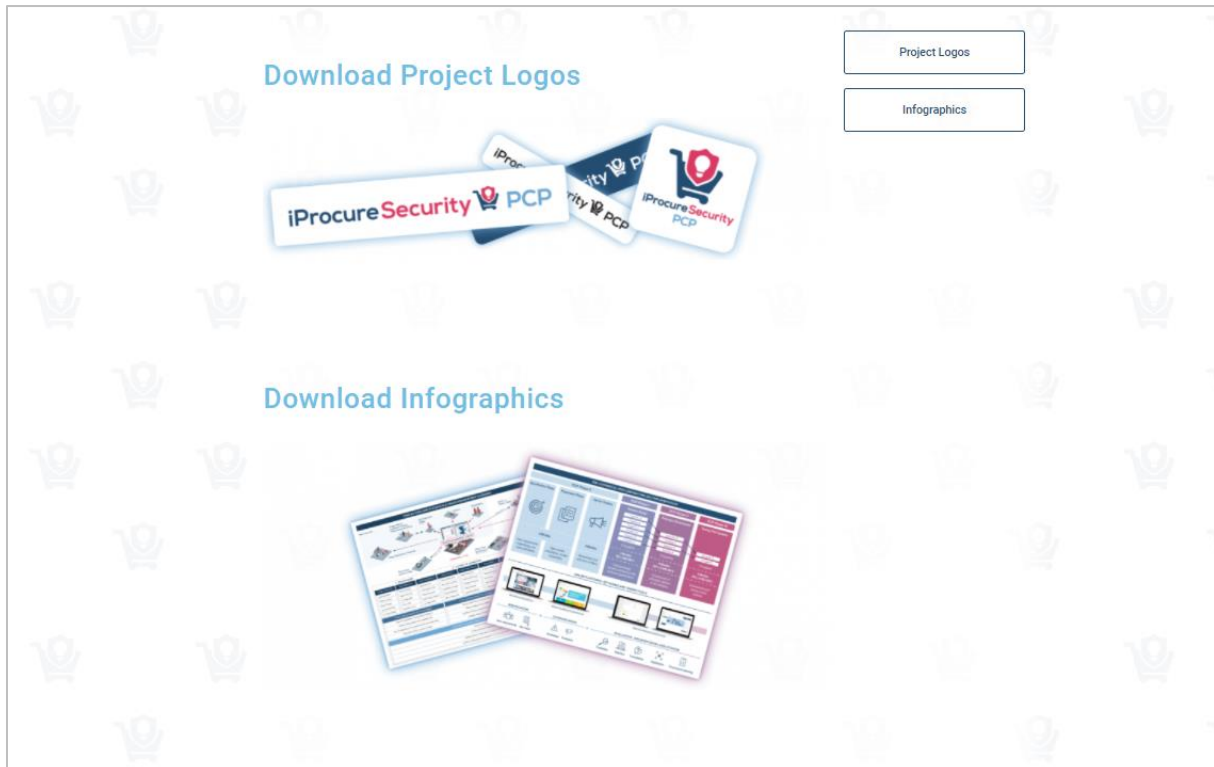

Figure 9: Section "Media" of the iProcureSecurity PCP website

2.6 Section "Contact"

The section shows the contact details of the coordinator of the project. In addition, a web form for getting in touch with the project team is provided.
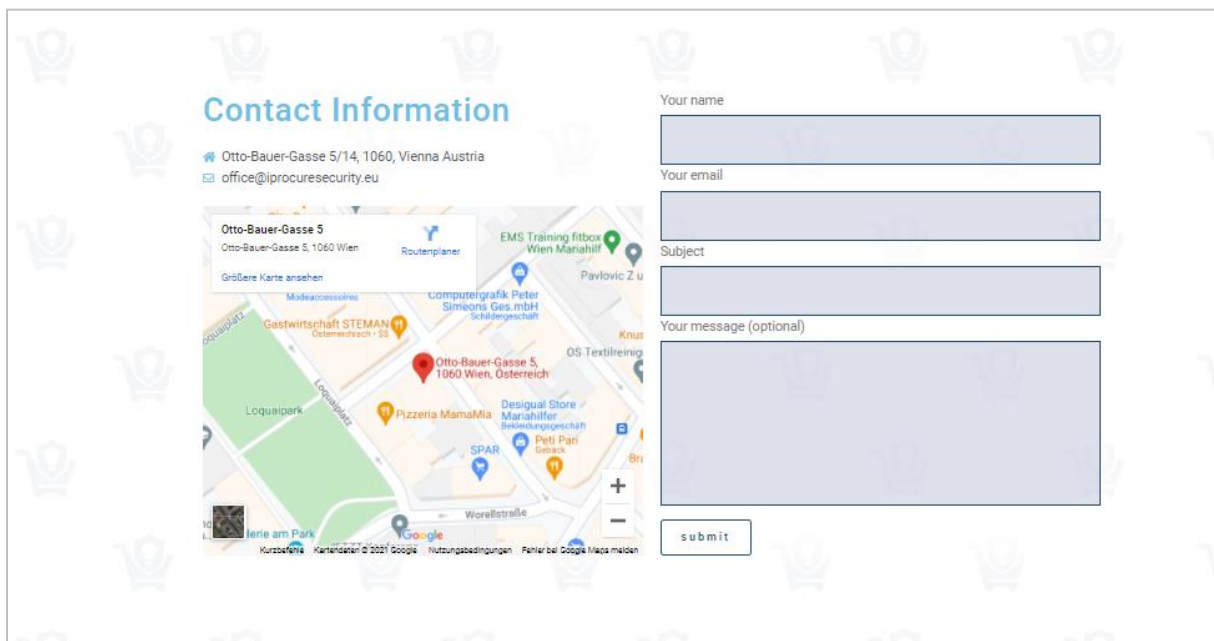

Figure 10: Section "Contact" of the iProcureSecurity PCP website

2.7 Technical Aspects

2.7.1 Search Engine Optimiser

The website has installed a SEO plugin which will increase the visibility of the site. Furthermore, the website is connected with Google Webmaster Tools to increase the project index in search engines.

2.7.2 Google Analytics

The project website has the Google Analytics plugin installed, which will help us survey the usage of the site from end users in different dimensions like location, language, device, technology, demographic, browser and more.

2.7.3 Encryption

The website uses the Hypertext Transfer Protocol Secure (HTTPS) as a secure communication protocol, using the Transport Layer Security as encryption.

3 Social Media

Social media channels from the preceding iProcureSecurity CSA project will be leveraged for the iProcureSecurity PCP in order to have a large reach from day one. The main social media channels used for communication and promotion aspects are largely Twitter and also LinkedIn.

Figure 11: Twitter Channel

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Figure 12: Linkedin Channel

4 Identity Kit

In the first month SYNYO focused on creating all relevant reference documents (e.g. deliverable and presentation templates) and developing the first communication outputs including the iProcureSecurity PCP project logo, general designs and the overall project identity. This will result in a full media kit (including factsheets, roll-ups, social media banners etc.) that allows the consortium to have all the required elements for project communication available in one place, as well as to easily present the project, its aims, activities and results in different contexts.
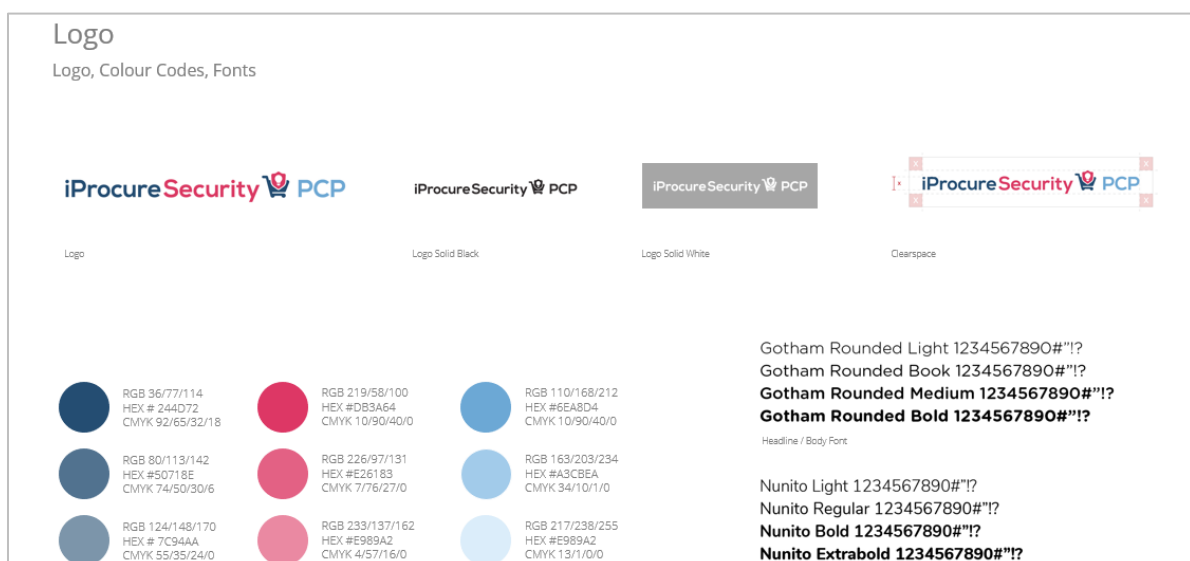

Figure 13: Impressions from the Identity Kit

5 Conclusion

The project website serves as an important resource and as a dissemination and communication tool, where procurers, suppliers, researchers, experts, and other interested stakeholders can find relevant information about the project. In addition to the project website, further dissemination channels and activities are planned to be enrolled (according to project needs). The project website will be extended with additional sections which provide detailed insights on the particular project phases. For instance, a first website update will include information on Open Market Consultation activities to ensure the project will be able to create significant awareness among potential suppliers.

During the very first project month the consortium partners already disseminated messages on the project start over their available channels. Therefore, SYNYO created an initial version of the project identity kit. This will be updated and extended during the upcoming month for an efficient outreach of all partners. Furthermore, the consortium collected information on own and external channels and events that will be relevant during the whole project duration. In addition, these collections will support the creation of the Dissemination and Communication Plan (D9.2) that will be provided during the second project month.