Deliverable 7.1

Web Site and Promotional Materials

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**Abstract:** The purpose of this report is to give an overview of the BigDataEurope project’s Web site set up and structure, and inform about the promotional materials that were designed and created during the first 3 months of the project.

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Executive Summary

The BigDataEurope Web site has been designed and implemented in order to provide useful information concerning the project description, news, events, results and other relevant material accessible for download (such as flyers, posters, factsheet, etc.). The role of the BigDataEurope Web site is to be the central point for project dissemination.

The BigDataEurope Web site aims to realize an effective communication and knowledge dissemination towards all European key stakeholders (industrial stakeholders, software communities, other ICT projects, SMEs, and the public sector).

The design of the Web site is compliant with standard practices for improving usability for the navigation and clarity. It is structured in a way that allows periodical updates with low maintenance effort, whenever new information is made available.

The adopted solution for the Web site realization is based on WordPress, an open source CMS (Content Management System) widely adopted as a backend system for Web site development.
Abbreviations and Acronyms

<table>
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<th>BDE</th>
<th>BigDataEurope</th>
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<td>CMS</td>
<td>Content Management System</td>
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1. Introduction

The purpose of this report is to give an overview of the BigDataEurope project’s Web site set up and structure, and inform about the promotional materials that were designed and created during the first 3 months of the project.

The site has been designed using WordPress, an open source CMS (Content Management System) widely adopted as a backend system for Web site development. The site uses a responsive theme that is fully customizable. The end goal is to make sure that it is both informative and easy to navigate. The displayed features and content are represented in user friendly way. We created the project Web site under its own .eu domain. The BigDataEurope Web site is accessible at: http://www.big-data-europe.eu

Based on the BigDataEurope logo, the promotional materials have been prepared for the project public launch event, on 27 February 2015. Copies of the flyer were ready to be picked up by participants, and the poster was displayed at the event.

2. Web site

The BigDataEurope Web site runs under WordPress. More than 23.4% Web sites (as of 1st March 2015) use WordPress thus demonstrating that this is the most popular blogging system in use on the Web.

After creating the Web site, we installed a theme. Themes allow users to change the look and functionality of a WordPress Web site without altering the information content or structure of the site. For the BigDataEurope Web site, we chose a responsive theme that adapts the Web site to different devices. The theme adapts the view of the content for easy reading on mobile phones, tablets and desktop computers. The theme has been hand tested across a range of devices to ensure that it is usable as intended.

2.1 Web site structure

The BigDataEurope (BDE) Web site (http://www.big-data-europe.eu/) is structured to allow an easy navigation across its different pages.

The different pages can be accessed through the top menu bar, always visible, as shown in Figure 1 below:

![Figure 1: Top menu bar of the BigDataEurope Web site](image)

The top menu bar contains the following eight pages: Home, About, Blog, Partners, Events, Results, Press, and Contacts.

Each page also displays a right bar, composed of blocks (or widgets, using WordPress terminology). The five most used widgets are shown in Figure 2 and described below:

- Widget 1: The partners logos
This block is a slideshow of all project partners’ logos
• Widget 2: The next events
  o This block features at most two upcoming events in which the BDE staff will participate in to promote the project work/results
• Widget 3: The contact information
  o This block displays the different ways to contact the BDE team members via either a generic email address (info@big-data-europe.eu) or the twitter account @BigData_Europe
  o It also indicates a link to subscribe to the project newsletter
• Widget 4: The twitter timeline
  o This twitter block shows the last 2 BigDataEurope tweets
• Widget 5: The funding acknowledgement
  o This block indicates that BigDataEurope is a EU funded project, under the H2020 programme.

Figure 2: The main 5 widgets displayed on the BDE Web site

2.2 Home page

The main goal of the Home page is to give a first good impression to the visitors. While this is subjective, it is nevertheless very important to make the page attractive with a simple but nice design, and well-layout information that will naturally stand out.

It is also important to show that the Web site is “active” and “current”. This is why the project’s landing page shows news in a blog post format (see Figure 3 below). The BigDataEurope team members will actively maintain the project’s blog by posting regular articles related to their work packages and general dissemination information.

1 BigDataEurope twitter account: https://twitter.com/BigData_Europe
2 BigDataEurope newsletter: http://eepurl.com/bdfiTP
3 The Home page: http://www.big-data-europe.eu/
2.3 About page

The About page describes the BigDataEurope objectives and clearly identifies the seven societal challenges and their Big Data focus areas. For more information, the website visitors are invited to download the project flyer, either via a dedicated block on the right band of that page, or via a link at the end of the text.

2.4 Blog page

The Blog page acts as the blog posts archive. A blog post’s calendar widget has been added solely for that page. It helps to find a blog posted at a given time.

2.5 Partners page

The Partners page helps to identify all the BDE partners, and their respective representatives. At the top of that page, we show a map (Figure 4 below) that indicates where the partners’ headquarters are located within Europe.

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2.6 Events page

The Events page\(^7\) provides a list of upcoming events in which the project’s team will be involved. The events will be conferences, workshops, business events, training, etc.

2.7 Results page

The Results page\(^8\) lists all public documents that are relevant to the project, such as the project’s deliverables, reports, posters, flyers, talks and presentations, etc. Most of these documents are uploaded to the Web site’s media library.

2.8 Press page

The Press page\(^9\) enumerates all resources of interest to the media:

- List of issued project’s press releases, available in different languages,
- Collection of press clips, resulting from the announcements,
- The press relations contacts, from Fraunhofer IAIS and W3C/ERCIM,
- The project’s logo, and its variations.

2.9 Contacts page

The Contacts page\(^10\) indicates who are the primary contacts within the BDE team members. We chose to highlight the scientific coordinator and the persons in charge of press relations. We also provide here again a link to sign for the project’s newsletter.

3. Promotional materials

The outreach material described below had to be designed and made available in time for the BigDataEurope public launch, which was held on 27 February 2015, in Brussels, Belgium. The many advantages offered by printed material make them one of the most used

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\(^7\) The Events page: [http://www.big-data-europe.eu/events/](http://www.big-data-europe.eu/events/)

\(^8\) The Results page: [http://www.big-data-europe.eu/results/](http://www.big-data-europe.eu/results/)


communications tools in outreach campaigns. Effective outreach programs coupled with high quality materials are known to contribute significantly to the success of any event.

3.1 Project’s logo

The BigDataEurope logos were designed quickly after the project officially started. Figure 5 below shows the 4 different variations of the logo, either horizontal or vertical, and with or without the project’s motto. These logos are available for download, both in Web (.png) and hi-resolution (.pdf) formats, from the project’s Web site under the Press menu.

![BigDataEurope Logos](image)

**Figure 5: The BDE logos**

3.2 Project’s flyer

This flyer is a 2 pages A4 format. The H2020 support is notably mentioned on page 4 (back cover) of the brochure as shown in Figure 6.

![BigDataEurope Flyer](image)

**Figure 6: The BDE flyer’s cover and back pages**

3.3 Project’s poster

The design of the BigDataEurope poster is largely inspired from the flyer. The poster was displayed during the public launch event (Figure 7).
4. Conclusion

As the main public dissemination channel, and in close association with the project’s twitter account, the BigDataEurope Web site is both easy to manage and pleasant to read.

We made sure to facilitate the publication of news (blog posts) and the update of all Web site static pages (for example adding a new event, or linking to a public deliverable). All the information is clearly mentioned and easily accessible on any device (thanks to the responsive design applied to the Web site). We will closely monitor the success of this Web site and its twitter channel by running site statistics.

Based on the logo design, the project partners diligently created and printed promotional materials to make them available in time for the BigDataEurope public launch event. Copies of both the flyer and the poster will be respectively distributed and displayed at next BigDataEurope events, such as the BDE-run stakeholders’ workshops and other outside conferences.