



Ecosystem for COLlaborative Manufacturing PrOceSses – Intra- and
Interfactory Integration and AutomATIOn
(Grant Agreement No 723145)

D9.2 Project Website

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1 Executive summary

The project website was launched immediately after the start of the project in September 2016 at the URL www.composition-project.eu

This deliverable describes the content and the technical solution used for the COMPOSITION website, however, it is an initial version not taking into account that the website will be updated and expanded.

The deliverable also describes the webcasting platform <http://webcast.in-jet.dk> used for webinars in COMPOSITION and the social media sites which will be updated continually.

2 Introduction

2.1 Purpose, context and scope of this deliverable

This deliverable is provided as a signoff for the project's website at <http://www.composition-project.eu>, the project's webcasting platform at <http://webcast.in-jet.dk> and the project's presence on social media. The type of the deliverable is DEC (websites) and it is submitted in electronic form on the above url's.

The document contains the description of the media platform, its strategy and technical implementation. It also outlines the technical solution chosen and provides a short description of the main content elements of the initial project website.

The project website and webcasting platform were launched at the start of the project in September 2016. Since the media platform is continually updated, this deliverable only describes the initial setup and population of the platform.

To boost the dialogue and share knowledge and best practice, three webinars will be conducted, targeting different stakeholders: industrial innovators, IIMS suppliers, manufacturing companies and supply chain consultants. The events will be webcast live and later available on-demand, using a webcasting platform provided and hosted by IN-JET. The webcasting platform will allow for online participation in the debate via chat and Twitter and answer surveys and polls during the event.

2.2 Context

The overall COMPOSITION dissemination strategy is to progressively increase dissemination efforts as project results are obtained to assure a wide awareness of the project and to facilitate exploitation after the end of project.

The communication strategy provided in *D9.1 Communication strategy and plans* aims to promote the project and its results to clearly defined target groups and through relevant channels of communication. The dissemination strategy provided in *D9.3 Dissemination strategy and plan* is intended to optimise dissemination of project knowledge and results to industrial and scientific communities, companies and public and private stakeholders, who are interested in the results or are potential customers. The strategy calls for web based media to be used to the furthest extent possible.

The dissemination of the results of the project will therefore take several forms and use a variety of media. To ensure that dissemination objectives are agreeable to the Consortium and beneficial for the business interests of individual participants, the Consortium will approve a detailed dissemination plan before dissemination starts. Also, the present website and media usage have been approved by the Consortium.

2.3 Content and structure of this deliverable

This deliverable describes the content and the technical solution used for the COMPOSITION media platform. It does not take into account that the website will be updated and expanded during the course of the project.

[Chapter 3](#) is a brief summary of the target groups that are relevant for the COMPOSITION Media Platform.

The content of the website (both existing and planned content) will be described in [Chapter 4](#) and the technical details in [Chapter 5](#).

[Chapter 6](#) describes the webinar and webcasting platform created for the project and its functionalities.

Finally, the use of and integration with social media is explained in [Chapter 7](#).

3 Target audiences

The target audience of COMPOSITION dissemination has been defined and is further analysed in *D9.1 Communication strategy and plan*. It is divided into four main categories: Industry, technology domain, public sphere and policy makers with subgroups as indicated in the table below.

Table 1 Targeted audiences for communication in COMPOSITION

Industry	Technology domain	Public sphere	Policy makers
Manufacturing and process companies	ICT research communities	General public/society at large	Politicians
Subassembly suppliers	Suppliers of Enterprise and Manufacturing Execution Systems	Environmental agencies, associations and companies	CSR responsible in companies
System integrators	Standardisation bodies for interoperability of manufacturing systems	Academic communities	Business decision makers
Industrial research communities		Press	

The main media channels used for communication in COMPOSITION are:

- project website
- social media
- webinars
- partner websites and social media platforms
- online publication and journal libraries
- press and online networks

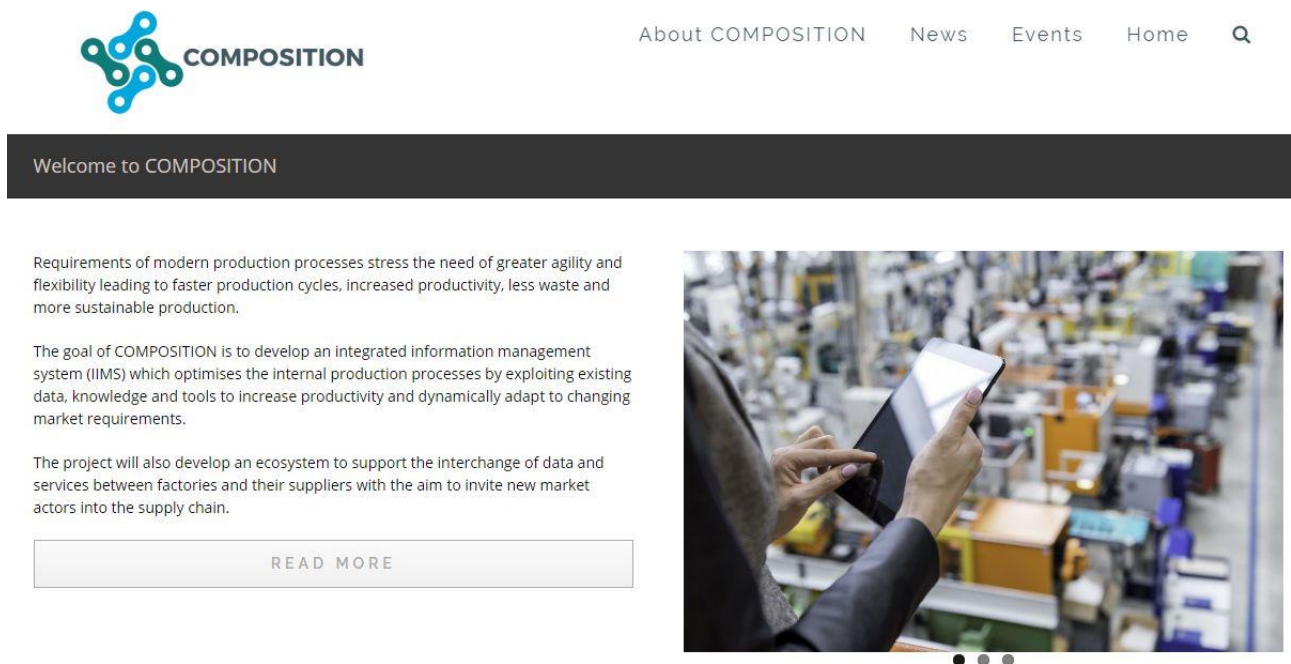
Further, the following physical platforms are also used for dissemination

- conferences
- events, workshops, meetings
- exhibitions

4 Website

4.1 Website layout and content

The project website was launched immediately after the start of the project in September 2016 at the url: www.composition-project.eu.



The website contains the following components:

- Descriptions of project scope and objectives
- Description of consortium and partners
- A news section with project news and articles
- Event page with events that COMPOSITION partners attend or organise
- Newsletter subscription
- Integration to Twitter profile
- Footer with acknowledgement of funding, contract and contact information

Further components have been planned for the near future:

- A download page for access to public material such as public deliverables, presentations and flyers
- A page with project publications made available
- RSS feed for immediate news update to subscribers
- Integration of YouTube videos produced by the project, webcasts and LinkedIn

The content of the website is subject to change as the project grows and results appear.

4.2 Project information

An overview of the project is provided without violating the agreed rules for confidentiality and corporate information. The overall project description includes at least two major aspects: The project and its consortium and the technological scope.

The project's technological scope is described in terms of the projects technological objectives, the methodology, the content of each work package, the expected milestones and other information serving to fulfil the project's dissemination objectives and the present web strategy.

Some of the content is presented in a non-specialist, easy to understand language with pictures to attract the average internet user and a broader public audience.

A download page is provided for download of public material such as project publications, presentations, deliverables, brochures and leaflets and will be activated as material appears.

Finally, legal and obligatory information about the project funding and contract information are provided, as well as links.

The webmaster is responsible for maintaining the project information with the assistance of the Dissemination Manager.

4.3 News, articles, demos, videos

News about the project is the main vehicle for communicating project efforts and results to the target audiences. A newsflash will be shown on the website's front page and will be included in the RSS feed from the site. It will alert the target audiences of either a new development in the project, major milestones achieved or new documents released by the consortium. Major additions to the website may also be accompanied by a newsflash with a short description of the element (article, video, planned event, etc.).

Events related to individual project partners can also be included in the news, provided that it is somehow related to COMPOSITION achievements, i.e. local recognition for participation in the COMPOSITION project, etc.

Article content includes major project achievements, technological discussions and relevant project descriptions. Articles are a major source of project integration activities and dissemination. As the project progresses, it will also be possible to watch demos and videos.

The webmaster is the news editor. Project partners are encouraged to contribute with content or suggestions which will then be evaluated and further processed by the webmaster before release.

4.4 Public deliverables

All public deliverables will be available on the website for download by the general audience. No registration will be necessary to access the public deliverable repository.

The deliverables will be made available as soon as they have been externally reviewed and approved by the Commission.

The webmaster is responsible for uploading the deliverables and will issue a news flash about its availability.

4.5 Publications

Industrial publications and conference papers issued by the project partners in relation to COMPOSITION will be available on the website when released for publication by the publisher. Specific copyright issues need to be resolved in each individual case, however, all peer-reviewed scientific publications relating to COMPOSITION results will be made available for free.

The author(s) of the paper will assess the copyright issues and the timing of the publication of the paper and submit an electronic copy of it to the webmaster as soon as it is released for publication at the website. The webmaster will publish it and issue a news flash about its availability.

4.6 User interaction

The website enables a number of interactive tools for engaging visitors and the target audience, such as commenting on news articles and download public deliverables and other articles.

Visitors are invited to subscribe to the project newsletter which is issued as part of the dissemination activities. The editor will manage the newsletters and the mailing list from the website.

Links to COMPOSITION's social profiles (Twitter and LinkedIn) are also available as an invitation to join the network and dialogue.

Finally, visitors are invited to join COMPOSITION events, workshops and activities, either by looking at the event page or by accepting invitations issued on the website.

5 Technical implementation of website

5.1 WordPress

The website is built with WordPress version 4.6.1.

WordPress is web software used to create websites, blogs, or apps. The core software is built by hundreds of community volunteers, and there are thousands of plugins and themes available to transform a site into a dedicated and targeted website for almost any user. Over 60 million people have chosen WordPress to power their place on the web.

WordPress is a free and open-source content management system based on PHP and MySQL. It is hosted on In-JeT's Linux web server.

WordPress's plugin architecture allows users to extend the features and functionality of a website or blog. WordPress has over 40,501 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. The customisations range from search engine optimisation, to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars.

5.2 Accessibility

The COMPOSITION website is accessible by the general public for general information and public deliverables.

The site works with three basic role-definitions for users: Guests, members and administrators. Ordinary users can access general information, news, calendar of events, etc. as guests. Members can have very different access-profiles because WordPress has support for different user groups.

In COMPOSITION, the website will be administered by the webmaster and dissemination manager and no member access is planned. Instead, dialogue with external audiences will take place via the social media sites whereas internal collaboration happens using a dedicated wiki space and shared workspace system.

5.3 Security

WordPress has had many security issues that have been uncovered in the software, particularly in 2007, 2008, and 2015.

Secunia maintains an up-to-date list of WordPress vulnerabilities and there are always several unpatched security advisories, but in recent years, the maximum rating has often been of "Less Critical".

Also WordPress maintains a list of security issues and the large community around WordPress provides both advice and plugins that enhance the security of the site. The COMPOSITION website has thus been designed with a large number of the suggested security measures to overcome the most common vulnerabilities.

6 Webcasting platform

To boost the dialogue and share knowledge and best practice, three webinars will be conducted targeting different stakeholders: industrial innovators, IIMS suppliers, manufacturing companies and supply chain consultants. Two webinars will focus on integration and collaboration technologies and will have participation of manufacturing experts, supply chain managers and IIMS system architects. And one webinar will focus on integration and collaboration for new business models and ecosystems with participation of a broad selection of business managers and business developers.

The events will be webcast live and later available on-demand using a webcasting platform provided and hosted by IN-JET.

6.1 The platform

The hosting and webcasting platform is provided by In-JeT and can be found on <http://webcast.in-jet.dk>.

The platform uses the Connect Citizen Engagement platform developed by Public-I Group in Brighton, U.K. In-JeT is representative of Public-I in Denmark and provides the services to municipalities across the country.

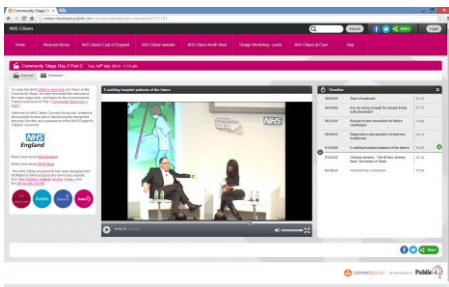


Figure 1 NHS webinars

The core of the Public-i webcasting system is a cloud based Content Management System that wraps functionality around streaming media technologies which matches closely to the needs of the market for citizen engagement tools. By wrapping contextual information - both textual and graphical - around the encoded live or on-demand video stream, Public-i offers a rich user experience and one which is deeply rooted in the context of the citizens. The platform has also been used by large organisations, like the UK health system NHS and the London Olympic Committee, to engage their users and citizens at large in democratic debates about the services they offer.

6.2 Functionalities

The core functionality of the webcasting system is provided by a browser-based “player” where the webcasting is presented together with all contextual information.

The player is developed in responsive HTML-5 design that allows it to be used on a variety of hardware platforms such as PC, tablet and phones.

The content can be shared directly on social media like Facebook and Twitter. Further, the platform allows remote participants to participate in the debate via chat and tweets and answer surveys and polls during the event.

The contextual information consists of:

- Agenda for the webinar
- Profiles of the speakers
- Live slides synchronised with the presentation
- Supporting documents (text, images, etc.)
- Links to external sources
- Interaction tools such as polls and surveys

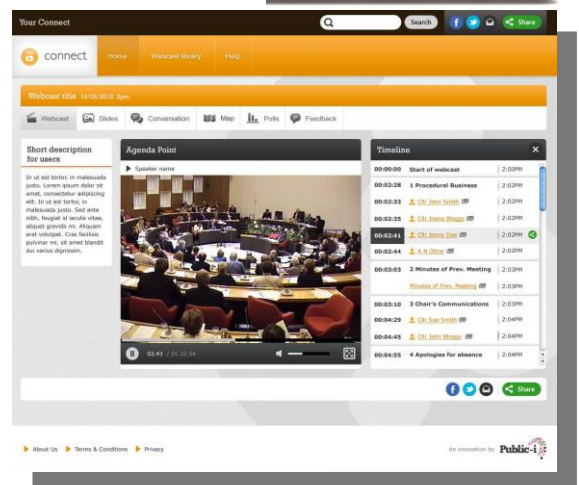
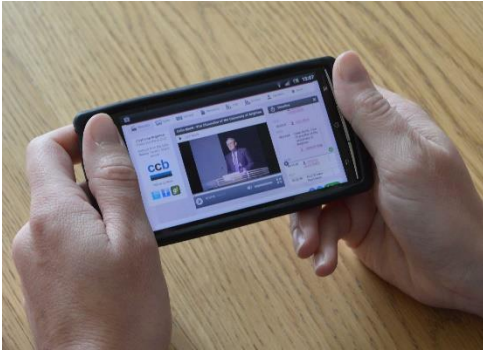


Figure 2 Player layout

6.3 Advertising

Webinars will be advertised through the project website and through invitations to the relevant stakeholders. They can also be shown in an embedded player on third-party websites e.g. partners and other relevant places. They are stored in a repository from where they will be available on-demand during the course of the project and one year after.



7 Social media

COMPOSITION uses different social media channels to increase visibility and interact with people. Twitter, LinkedIn and YouTube are the main social media channels which COMPOSITION will use.

7.1 Twitter

The COMPOSITION Twitter account can be found at: <https://twitter.com/Composition2016>

Twitter is a micro-blogging tool for the exchange of short messages called tweets. It has 320 million users (source: <http://www.statista.com/>). The aim is to enable people to create and share ideas and information instantly, without barriers. Twitter favours short messages with a limit of 140 characters and links people with similar interests. Twitter is used by younger people, with 35% between the ages of 18 and 29 (source: Investopedia).

COMPOSITION is using Twitter to connect to other relevant projects and stakeholders in the 'technology domain'. Twitter offers a direct communication tool which can be used to invite to events and exchange knowledge and best practise.



The image shows a screenshot of the COMPOSITIONproject Twitter profile and a tweet. The profile header includes the project logo (a blue and green network diagram), the name 'COMPOSITIONproject', the handle '@Composition2016', and the text 'Joined September 2016'. Below the profile information are statistics: 1 tweet, 1 follower, and 0 moments. The tweet itself is titled 'Kick-off in Bonn for COMPOSITION Ecosystem for Collaborative Manufacturing Processes – Intra- and Interfactory Integration and Automation' and is dated 'Sep 30'. The tweet content includes a photograph of a group of approximately 15 people standing behind a stone balustrade in front of a brick building.

7.2 LinkedIn

LinkedIn is a channel for business networking with 433 million members. COMPOSITION will create a profile on LinkedIn, supporting the Twitter activities, using it as a tool for professional networking and knowledge sharing. It is also relevant for opening up business opportunities for individual partners since it links directly to partners' company profiles.

Moreover, in the second half of the project, a LinkedIn Group will be proposed, which will coordinate knowledge sharing and interactions among all FoF-11 projects (RIA and CSA), stakeholders and anyone interested in the developed concepts, tools and business models.

7.3 YouTube

YouTube is a video sharing website with user-generated and corporate media content. It has over 1 billion users. The COMPOSITION channel will contain videos created by the project and share webinars.

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