



D8.1

Internal and external IT communication infrastructure and project website

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Abstract:	This deliverable presents the car2TERA communication kit, including the project's visual identity as well as communication and dissemination materials, which are used within the project.
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Executive Summary

This deliverable provides an overview of the car2TERA project internal and external IT infrastructure. It consists of four main chapters and a conclusion.

The car2TERA IT infrastructure includes the project website as the main communication tool as well as all communication and dissemination materials which are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, will be presented in D8.2 “Updated plan and initial report on dissemination, communication and training activities” and D8.4 “Final report on dissemination, communication and training activities”.

The first chapter serves as introduction to the topic. It gives an overview about the deliverable and the planned dissemination and communication phases in the car2TERA project as well as the management infrastructure.

Chapter 2 describes the corporate visual identity of the project, which provides visibility and “recognisability”. The subchapters present the actions taken to create a visual identity of the project and to raise its awareness, such as to easily remember its name and core objectives. It includes the project logo and its relatable colours, as well as the internal and external project templates.

Chapter 3 presents the communication kit, consisting of the project website, which constitutes the major communication tool, the announcement letter, an overall PowerPoint presentation, the project leaflet, as well as Social Media channels and the car2TERA newsletter.

In Chapter 4, titled “car2TERA collaborative tools”, the internal and external IT infrastructure is introduced. A protected workspace, including a set of collaboration services, has been set up for the car2TERA project. The project partners log in to the workspace and have then access to all information regarding the project.. The workspace is very important tool in this project is the Subversion server (SVN). The SVN allows easy synchronization of documents between the server and participants’ local file storage for sharing documents within the project. It is a central file repository where all project partners can access to the required documents (see Chapter 4.1). Furthermore, the internal communication is an essential point: therefore, instant messaging and mailing list servers and telephone conference systems have been established.

Another very important tool in this project is the Subversion server (SVN). The SVN allows easy synchronization of documents between the server and participants’ local file storage for sharing documents within the project. It is a central file repository where all project partners can access to the required documents (see Chapter 4.1).

The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work.

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Chapter 1 Introduction

This deliverable provides an overview of the car2TERA internal and external IT communication, which consists of the main communication tool – the project website – as well as all communication and dissemination materials which are created and used within the project.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our dissemination and communication plan prepares the way for successful exploitation by facilitating internal communication within the project from the outset. Dissemination and communication activities will be actively pursued from the beginning to the end of the project – engaging continuously with both internal and external audiences. The activities have been clustered into three main phases.

The first phase is called “awareness creation” and consists of building up the car2TERA branding and corporate identity, as well as establishing the car2TERA website and additional project information material, such as standard templates for project documents and presentations.

In the second phase, the consortium partners will work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops as to further raise awareness among the scientific and industrial stakeholders. This will facilitate lively discussions on project’s topics at these events by providing new insights and feedback on the project’s progress to project partners. This feedback will contribute to the project’s success and possibly also follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed about the latest progress. Furthermore, Twitter/LinkedIn and Blog associated with the project will be constantly updated to reach a wider and diverse audience and increase their interest. Besides that, newsletters, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive communication within and outside the consortium. Finally, we expect to publish additional press releases and newsletters as soon as significant milestones are reached or for specific project events.

In the third phase, dissemination activities will feed in to exploitation, which means using the results for commercial purposes or in public policymaking. There will still be some ongoing dissemination activities after the project has ended to promote the project results (e.g., the project website will be online for further five years, and similarly, social media, and cooperation activities with other projects, talks at conferences and follow-up projects, will be kept alive), and the main focus will be to exploit them and attract the target audience group.

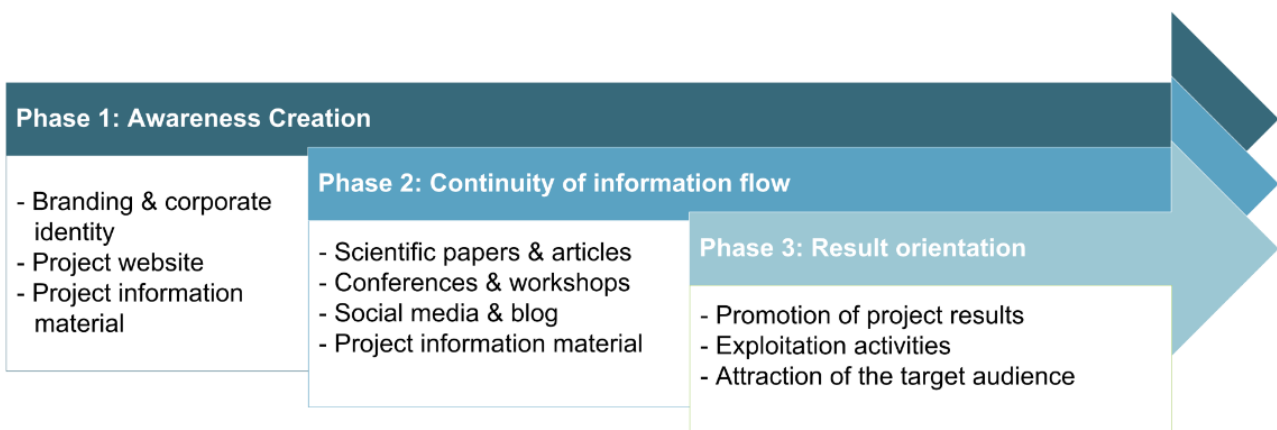


Figure 1: Dissemination & Communication phases

This deliverable constitutes the first essential communication kit regarding the car2TERA project's activities, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission. This kit will be updated in in D8.2 "Updated plan and initial report on dissemination, communication and training activities" and D8.4 "Final report on dissemination, communication and training activities". The external IT communication infrastructure constitutes a guideline for presenting the car2TERA project to external target groups including conferences, dissemination and communication channels. Furthermore, this deliverable constitutes the formal launch of the internal car2TERA communication infrastructure including the establishment of mailing lists, the subversion server, and the car2TERA website.

Aside from the project website, a whole set of tools fosters the cooperation within the project and enables the dissemination of project results to the general public. TECHNIKON has developed a system, called "Trusted-Knowledge-Suite" (TKS), for distributed project collaboration in recent years. This trusted collaborative toolbox was awarded an Austrian ICT innovation prize¹ for its security and completeness. The toolbox was incorporated into the architecture initiated and configured for car2TERA. The main components of the knowledge management infrastructure include the following:

- *Subversion Service*: A versioning file server is provided for easy synchronization of any kind of project information and for use as a code repository. All data is versioned which prevents loss of data and allows precise logging of activities.
- *Mailing List Service*: Internal communication will primarily be handled by a mailing list server. For efficient communication there will be several lists, e.g. administrative, technical, financial, but also for external stakeholders.
- *Chat Service*: A real time chat system (Mattermost) is also incorporated in the TKS to allow instant messaging for quick and informal communication with the team.
- *Public Website*: A public dissemination website running on the Wordpress content management system (CMS).

The subversion and the instant messaging system (for example Mattermost) use encrypted communication paths and can be configured to work through corporate firewalls that allow encrypted web traffic (SSL²). The versioning tool requires a web browser with java-script support. Figure 2: TKS infrastructure presents the overall architecture of the IT tools in car2TERA.

¹ http://www.technikon.com/index.php?option=com_content&view=article&id=76&Itemid=79

² Secure Sockets Layer – Protocol for a secure connection

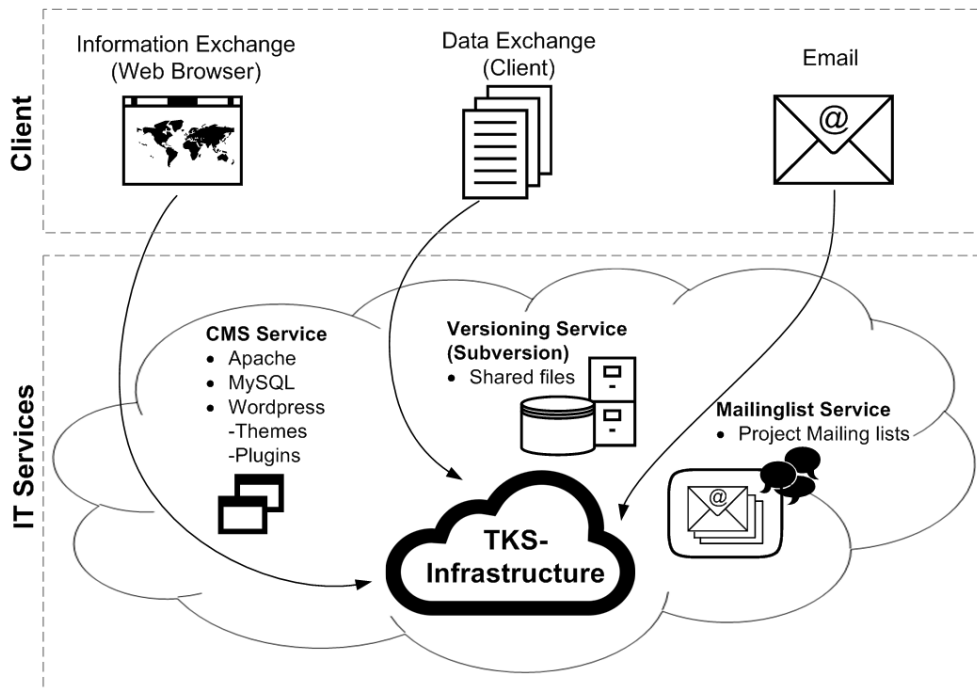


Figure 2: TKS infrastructure

Chapter 2 Visual Identity of the Project

The creation of a corporate visual identity plays a significant role in the way the car2TERA project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

2.1 Project Logo

To improve its visibility, the car2TERA project has adopted a project logo. TECHNIKON was the main partner responsible for the design the project logo, including the colours, fonts and icons. The final logo was chosen by the partners among three different logo ideas presented during the kick-off meeting. The final logo was then further finalised after some amendments received during this meeting. This logo will be used in all dissemination tools from internal documents and reporting templates to external communication tools such as the website, presentations and brochures. This consistent graphical identity will support effective communication and recognizable dissemination activities. The two versions of the logo, in horizontal and vertical format, are shown in

Figure 3.



Figure 3: car2TERA Logo

2.2 Project Templates

The project identity is reflected in all documents created by the consortium for internal as well as for external use. The project management team established templates for different formats as MS-Word, MS-Excel, MS-Power Point, and Latex. The templates for documents and presentations are accessible to all project members. The templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 4.



The Car2TERA project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824602.



Kick-Off Meeting

Figure 4: car2TERA Power Point Template

Chapter 3 Communication Kit

This chapter describes the car2TERA overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project, will be added in in D8.2 “Updated plan and initial report on dissemination, communication and training activities” and D8.4 “Final report on dissemination, communication and training activities”.

In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly. All the project material will be marked with the following sentence:



The project car2TERA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824962.

3.1 car2TERA Project Website

For a better visibility of car2TERA, the project website was launched in month 3 of the project. As already recalled, the project website constitutes the main communication tool, and will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the Wordpress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The car2TERA project website is available on the following link: <http://www.car2tera.eu>

The design of the website is based on the templates and colours of the car2TERA Logo to establish a strong project identity in all communication activities.

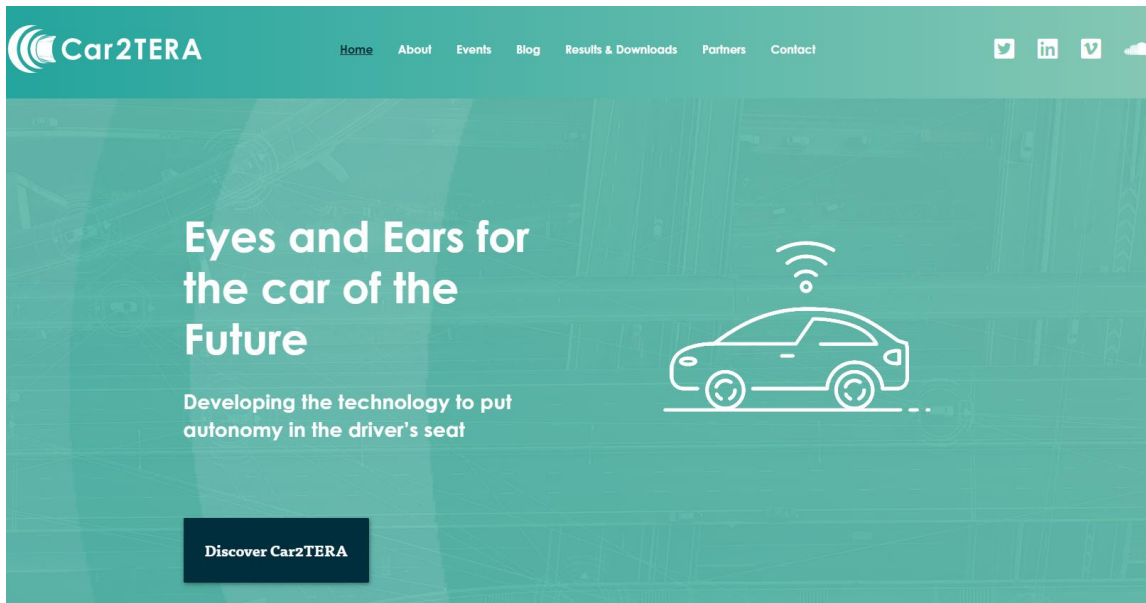


Figure 5: The Main Page of the Website

Figure 5 illustrates the start page of the car2TERA website. The main categories on the front page are: Home, About, Events, Blog, Results & Downloads, Partners and Contact.

- **Home**
In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, blog entries and upcoming events related to the project are shown. Also, on the main page of the website, quotes from different partners will be illustrated, which will be updated on a regular basis. These quotes will include comments on the mission and activities of the car2TERA project.
- **About**
In this area visitors can find an overview of the car2TERA project. This includes the project's vision, mission and objectives, motivation, work packages and related projects.
- **Events**
This category shows upcoming events related to the car2TERA project.
- **Blog**
The consortium members can post relevant information on this blog. As an example, Figure 6 shows the first official car2TERA project blog post. The blog will also feature an image gallery by which pictures of events can be presented.
- **Results & Downloads**
Here, visitors can see and download project publications, papers and public technical deliverables.
- **Partners**
This page presents an overview of the car2TERA project partners.
- **Contact**
Using this page, website visitors can send an email directly to the coordinator of the car2TERA project, e.g. general feedback or questions regarding the project or website.



Figure 6: car2TERA Blog

Each page of the car2TERA website includes at the bottom the disclaimer, the legal notice, the privacy policy and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and a few years afterwards. The website has been successfully tested on several web browsers (e.g. Chrome, Firefox in March 2019).

The website backend is updated by TECHNIKON on a regular basis, in particular as soon as major updates are made available by the developers of the Wordpress CMS. For collecting statistics, TECHNIKON uses Google Analytics. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;
- Top 10 downloads;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

3.2 car2TERA Announcement Letter

On 30th January 2019 the official car2TERA announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners, and lists the coordinator the impact lead. The announcement letter can be found also on the project website: <https://car2tera.eu/results-downloads/>

3.3 car2TERA Leaflet

The car2TERA consortium will create an official leaflet. TECHNIKON is mainly responsible for the content and design of it and will distribute it to all partners for finalisation. It will be an informative and graphically appealing A5 leaflet, highlighting the car2TERA vision, main goals, key technological aspects as well as background information and can be used for distribution at conferences or certain other dissemination events to provide further visibility to the car2TERA project. An electronic version of the leaflet will be available on the car2TERA website.

In particular, the project leaflet will cover the following aspects of the project:

- Project details, such as duration, funding and project number;
- Project vision;
- Project main goals;
- The consortium members and their country of origin;
- The contact persons for the project.

3.4 car2TERA Social Media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the third project period to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn to this end.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The car2TERA project is available on: https://twitter.com/car2tera_H2020
- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The car2TERA project is represented on LinkedIn via a public page. This page can be accessed via the link: <https://www.linkedin.com/company/car2tera-project>
- Direct links to the car2TERA Twitter Account and the LinkedIn page can be found on the car2TERA website.

3.5 car2TERA Newsletter

The car2TERA Consortium will publish a periodic newsletter, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to car2TERA for internal and external project partners, stakeholders and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters can be found in section press and news of the car2TERA website (<https://car2tera.eu/results-downloads/>), and are also posted via the car2TERA Twitter and car2TERA LinkedIn account to raise further public awareness.

Chapter 4 car2TERA Collaborative Tools

A set of collaborative tools are provided by the coordinator to facilitate the cooperation within the project and to assist in the coordination work. These tools are:

- A version control system (SVN) for keeping track of documents
- Mattermost Chat or Skype (for an easy and fast communication within the project consortium)
- GoToMeeting (for remote telephone conferences)
- A mailing list system for information exchange.

4.1 SVN Server

The Subversion server allows easy synchronization of documents between the server and the participants' local file storage. The system includes tools for retrieving older versions of a particular file, resolving conflicts between different versions of the same file and locking files for local editing. Two main tools are provided by the server. On the one hand, a client application provides the user both reading and editing rights. On the other hand, users can access the SVN using their browser with read access only to the data.

Some major advantages of the subversion are:

- Offline availability of the data via SVN clients (stored on user local hard disc);
- Read-only access via HTTPS (Web Browser);
- Synchronizing the data between Client/Server;
- All former versions of the file are available and reproducible;
- E-mail notification on activity (e.g. "commit" action).

4.1.1 Client Access

There are several tools, respectively clients for accessing and working with SVN repositories in an efficient way. Two of them are listed below. Therefore, it depends on the user, which client is used in order to work with the project's repository in a useful manner.

- "TortoiseSVN" <http://tortoisesvn.tigris.org/> - Windows client that interacts with Windows Explorer.
- "Smart SVN" <http://www.smartsvn.com/download> - Linux/MacOS/Windows client.

4.1.2 Browser Access

It is also possible to access the data through a Web Browser. NOTE: With the Web Browser users can only have read access to the data.

4.2 Mailing List Server

Several mailing lists are available to the project members for easy communication with a set of participants. For subscriptions and other management tasks it is necessary to write an email to coordination@car2tera.eu. Access is controlled by the coordinator to ensure the integrity of the lists.

TECHNIKON has set up a mailing server with a wide range of different mailing lists, where all people who are responsible for the various sections are subscribed.

The different car2TERA mailing lists are described in the following table:

Mailing List Name	Members
ALL-Mailing List	All personnel actively involved in the project
GA Mailing List	General Assembly members and deputies
EB Mailing List	For all technical correspondence & EB member discussions
Financial Mailing List	Personnel responsible for financial questions and tasks
Publication Mailing List	Partners will be informed about Publication & Notices at least 45 days before publication according to Article 29.1 GA
SVN-Log Mailing List	Email notification on SVN commits

Table 1: Mailing lists

4.3 Telephone Conference System

In addition to the planned face-to-face meetings, telephone conferences for car2TERA will be held on a regular basis. A tool provided by the coordinator TECHNIKON is available for all partners. This web conferencing tool, called GoToMeeting, allows car2TERA partners to host online meetings. Users can dial in either via a local client (VoIP) or use the dedicated Country code, which is provided by the organizer. GoToMeeting provides the possibility to share any application on car2TERA members' computers in real time.

Chapter 5 Summary and Conclusion

This document provides an initial documentation of the car2TERA communication infrastructure as well as IT-related infrastructure.

First, a presentation of the visual identity of the car2TERA project, including the project logo and project templates, is given. A corporate visual identity expresses the values and ambitions of the car2TERA project and its characteristics. The visual identity provides the project with visibility and "recognisability".

The car2TERA communication kit consists of the car2TERA project website as the major communication tool, the announcement letter, an overall PowerPoint presentation, giving an overview about the key facts of car2TERA, the project leaflet, as well as Social Media channels and the car2TERA newsletter.

The website is divided into different sections, which will be updated on a regular basis. It was reviewed by several management and research employees of TECHNIKON and very useful feedback has been received by the partners.

Through publishing all relevant public information of the project on the official car2TERA website, the website will be kept lively and external visitors will immediately see the current news and activities. Further, this allows more interaction and communication within and outside the car2TERA Consortium. In general, we grant open access to all communication and dissemination materials published on the project website. If in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

The car2TERA communication kit and IT infrastructure provides an essential benefit for all project partners. All project partners are able to access all project relevant information and documents. Further, the communication environment, including the announcement letter and leaflet, the website, Social Media and the newsletter, but also the instant messaging system, different mailing lists, and conference call systems, help to distribute relevant information and create transparent efficient working conditions.

Chapter 6 List of Abbreviations

Abbreviation	Translation
CMS	C ontent M anagement S ystem
HTTPS	H ypertext T ransfer P rotocol S ecure (used for a secure connection between Browser and Web server)
SSL	S ecure S ockets L ayer
SVN	S ubversion
TKS	T rusted K nowledge S uite
URL	U niform R esource L ocator
VoIP	V oice o ver I nternet P rotocol (voice communication technique transmitted over internet protocol (IP) networks)