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## D2.1 PROJECT WEB PORTAL

### Version 1

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Abstract	This consists of a first version of the DEL4ALL web portal, which will be regularly enriched and updated to reflect the planned work and ongoing DEL4ALL activities and other projects' and initiatives work.
Keywords	Web portal, website, dissemination, communication, promotion



## Document Revision History

Version	Date	Description of change	List of contributor(s)
v0.1	20/02/2020	ToC and main structure	Lamprini Kolovou (Martel)
v0.2	28/02/2020	First full working document	Lamprini Kolovou (Martel)
v0.3	03/02/2020	Update based on improvements in the web portal	Lamprini Kolovou (Martel)
v0.4	05/02/2020	Internal Review	Margherita Trestini (Martel)
v0.5	08/02/2020	Content improvement	Margherita Facca (Martel)
v0.5	09/02/2020	Final review	Lamprini Kolovou (Martel)

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Dissemination Level		
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<b>CL</b>	Classified, information as referred to in Commission Decision 2001/844/EC	
<b>CO</b>	Confidential to DEL4ALL project and Commission Services	

\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.





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## EXECUTIVE SUMMARY

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The main goal of DEL4ALL is to transform the current European research and innovation initiatives in the area of digital enhanced learning into an increasingly cohesive, dynamic, participatory and sustainable ecosystem, capable of effectively stimulating collaboration among all key players in an inclusive and impactful way. While consolidating outcomes of ongoing Digital Enhanced Learning (DEL) projects by analysing best-practice and success stories for the benefit of the whole community, dedicated dissemination and stakeholders' engagement activities will ensure impactful knowledge and value is injected into the broader NGI initiative.

The **Work Package 2 “DEL4ALL Community”** targets to boost the creation of a cohesive community that can help consolidating outcomes from the DEL projects so as to create impact and inject into the Next Generation Internet initiative, while creating links to other relevant programmes/measures. This breaks to individual objectives as follow:

- ➔ Bootstrap and lead the creation of the DEL4ALL ecosystem as a vibrant and disruptive initiative embracing and engaging a large community of target groups and players in Europe and beyond.
- ➔ Run extensive dissemination and communication to help amplifying project and community efforts through a rich set of tools and actions for awareness creation and engagement of top-notch players.
- ➔ Ensure organisation of and participation to events as a way to promote EC-driven DEL efforts overall and embrace related initiatives by coordinating and fostering know-how exchange and networking

Under this work, **Task 2.1 “Dissemination and Communication”** is responsible to define and orchestrate the dissemination and communication strategy and plan to ensure coordinated efforts across the project's WPs and in close collaboration with the Digital Learning Incubator.

In this context, DEL4ALL project website is defined, designed, implemented and used as a fully functional web portal that will contain comprehensive information on the Del4All aims and objectives with easy access and a very friendly interface to retrieve information and any public material generated within the project, as well as materials gathered via the various work packages activities about ongoing projects and relevant initiatives.

This document describes:

- ➔ The full structure of the project web portal
- ➔ The purpose, use and content type of each section of the project web portal
- ➔ The time-plan of versions' implementation
- ➔ The used hosting infrastructure and development technologies

A key success factor for the DEL4ALL project web portal is to keep updated relevant content for the lifetime of the project, as well as optimise the relationships and synergies among the future community and aligned / engaged initiatives, in order to consistently create useful tools, avoid overlapping efforts and maximise the impact of all linked activities.

Additional details related to the branding identity, the planning for the content update and the implementation of additional communication and dissemination tools, processes and material that are linked to the project web portal will be presented in the *D2.2 “Community Building and Communication Strategy”* that is planned to be delivered up to M04.





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## ABBREVIATIONS

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<b>DEL</b>	Digital Enhanced Learning
<b>WP</b>	Work Package





## 1 GENERAL DESCRIPTION

DEL4ALL project web portal is a fully functional web portal that contains comprehensive information on the Del4All aims and objectives with easy access and a friendly interface to retrieve information and any public material generated within the project, as well as materials gathered via the various work packages activities about ongoing projects and relevant initiatives. DEL4ALL web portal is the entrance point for all the DEL community players / stakeholders (existing and newcomers) to the activities, services, material and information that DEL4ALL is planning to create/collect and share.

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. As by the timeline defined in section 3 of this document, **a first release of the web portal was public accessible since the first month of the project at <https://www.del4all.eu/>**. The second and current release, was created and deployed at the end of February 2020 (M2).



FIGURE 1: DEL4ALL PROJECT PORTAL HOMEPAGE

The site will evolve into a clear and clean communication interface that is easily navigable, containing all relevant project related public information (news, reports, papers, presentations, conferences, public deliverables, events, subscription, contact information, etc.) and through direct connections to the **DEL4ALL Twitter channel (@Del4ALL)**. As one of the main dissemination and dynamic tool, the website will also undergo a major streamlining, and it will be continuously updated throughout the lifetime of the project.

**Basic facts:** The WeNet website has been created by the media department of Martel Innovate, a department specialized in communication services, and it will maintain and updated throughout the whole duration of the project, with active collaboration from all project's partners. The website is based on WordPress (<http://wordpress.org/>), one of the most popular







open source web Content Management System (CMS) that allows the easy design and update of the website with new content. The web portal is integrated to the powerful stats engine provided by Google analytics.

**Technical aspects:** As early mentioned, the web portal is based on WordPress which uses PHP code and a MySQL database to generate dynamic HTML pages styled with CSS3. The entire code of the website adheres to the standards of accessibility defined by the World Wide Web Consortium (<https://www.w3.org/>). The web site is hosted by the largest Swiss web hosting company, Hostpoint (<https://www.hostpoint.ch>), that offers 24/7 support and disaster recovery. The Martel Innovate's server is located in a safe and protected place in Switzerland. Martel uses fast 256-bit SSL encryption in order to:

- have a secure data transfer and prevent phishing;
- have a preferential treatment by Google, that is to improve the Google ranking: better rankings in search engine results will attract more visitors to the website, translating into more interactions.

About the best practises, Martel uses the latest version of PHP and some server configurations to grant a faster and reliable web site. Moreover the web site has different security layers like software to prevent attacks such as brute force, SQL injections etc., and **Google Captcha**, to avoid spam or attacks through an escalation of privileges. All data are stored in a safe place and a script runs to make a regular backup.

**Design aspects:** The DEL4ALL website is a modern, fresh, fully functional website and the design of the web portal is strongly brand-oriented to consolidate the image of the DEL4ALL identity. The rest of the dissemination material produced within the project and for the interaction with social networks will use the portal as a reference, in order to have a consistent communication and an easy-to-recognise image/brand. To support multimodal access of the web portal, it adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids.

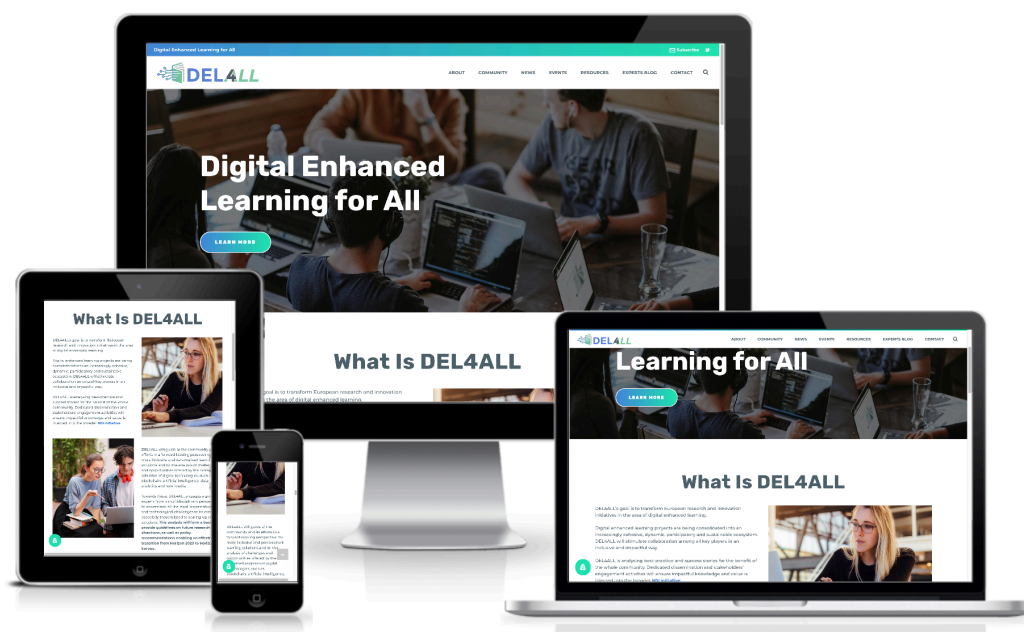


FIGURE 2: DEL4ALL WEB PORTAL RESPONSIVE VIEWS





## 2 STRUCTURE OF WEB CONTENT

DEL4ALL project web portal provides access to the following type of content:

- ➔ Information related to the DEL4ALL vision and objectives
- ➔ Public material generated within the project, linked to the official public deliverables but also other reports, concept papers, promotional material, presentations, videos, etc.
- ➔ Material gathered via the various WPs' activities including mainly catalogues of major scientific insights, publications, reports, presentations, as well as technological outputs, best practices and components produced in research and innovation projects (as outcome of WP1)
- ➔ DEL community's stakeholders and key players
- ➔ Best practices and main achievements of the running H2020 projects including important events and funding opportunities such as Open Calls
- ➔ DEL4ALL Blog area, where the experts and different stakeholders of the domain will be invited to contribute with news, "hot" topics and discussions
- ➔ A webinars' documents repository and links sharing the related videos
- ➔ Dedicated area that present the DEL4ALL Consortium and the members of the project Advisory Board
- ➔ Links to DEL4ALL online communities that are planned to be built using other platforms and tools
- ➔ Links to the project social media (Twitter: <https://twitter.com/Del4ALL>)
- ➔ Events organised and attended by the project partners and relevant resources
- ➔ News and newsletters promoting the project main activities
- ➔ Privacy policy: The DELL4ALL website is compliant with the terms, conditions, and requirements of the European Union's General Data Protection Regulation (GDPR) regarding visitor privacy, including the use, collection, and retention of Personally Identifiable Information (PII) of visitors to this website. The link to the privacy policy is available all along the website on the footer are.



FIGURE 3: DEL4ALL PROJECT PORTAL STRUCTURE





### 3 IMPLEMENTATION TIME-PLAN

Following the project workplan, the implementation of the project web portal will be fully completed up to M08 (Milestone MS03) (August 2020), while intermediate releases will be published to gradually cover the growth of the project ecosystem, the planned dissemination and communication activities and especially the engagement activities of the Experts Groups and the project Advisory Board.

The following table presents this implementation plan, including all the features and type of content of the full structure presented in the previous Section, along with their updates indicating also the features that were available from the first month of the project.

TABLE 1 : DEL4ALL WEB PORTAL IMPLEMENTATION PLAN

Web portal section	M01	M02	M08 final version	>M08, Content update
Home page	✓	✓		<i>As needed</i>
About – Vision & strategy	✓	✓		<i>As needed</i>
About – Consortium	✓	✓		<i>As needed</i>
About – Advisory Board		✓	✓	<i>Following changes of members</i>
DEL Community		✓	✓	<i>Continuously</i>
News		✓		<i>Following the project's and DEL community's activities</i>
Events	✓	✓		<i>Following the project activities and announcements in DEL community</i>
Resources		✓		<i>Following the releases of new material</i>
Experts Blog			✓	<i>By the experts</i>
Join DEL4ALL – Experts			✓	<i>As needed</i>
Join DEL4ALL – Projects			✓	<i>As needed</i>
Join DEL4ALL – Public			✓	<i>As needed</i>
Contact – contact form	✓	✓		-
Contact – social media	✓	✓		-
Contact – newsletter subscription	✓	✓		-





## 4 GENERAL STRATEGY AND PROMOTION

The complete dissemination and communication plan of the project, that includes also activities related to the update of the project web portal, will be presented in detail in the deliverable D2.2 “Community Building and Communication Strategy” that is planned for M04. Nevertheless, even from the start of the project and following the preliminary strategy described in the DoA (Part B), an initial set of activities has been planned and is followed.

The web portal is the entry point for all information about the DEL4ALL ecosystem. All relevant information about outcomes, events, milestones, developments, etc. must be perfectly exposed and accessible in the web portal.

The DEL4ALL team will be constantly searching and gathering information to be posted. It relies on the main target of the project to expand and strengthen the DEL community and most importantly to connect / liaise all relevant stakeholders towards an inclusive and enhanced learning for all.

Another key success factor for the promotion of the web portal will be the close relation with the active social networks. Twitter, Facebook and LinkedIn will always echo what is happening in the web portal and in DEL community in general. This is crucial to attract new visitors and possible stakeholders. The social channels will play an important role in amplifying the promotion of important actions of the project like events or publications and planned events and webinars. On the other hand, the website facilitates in all pages the link to the social channels which is very important to continuously grow the community.

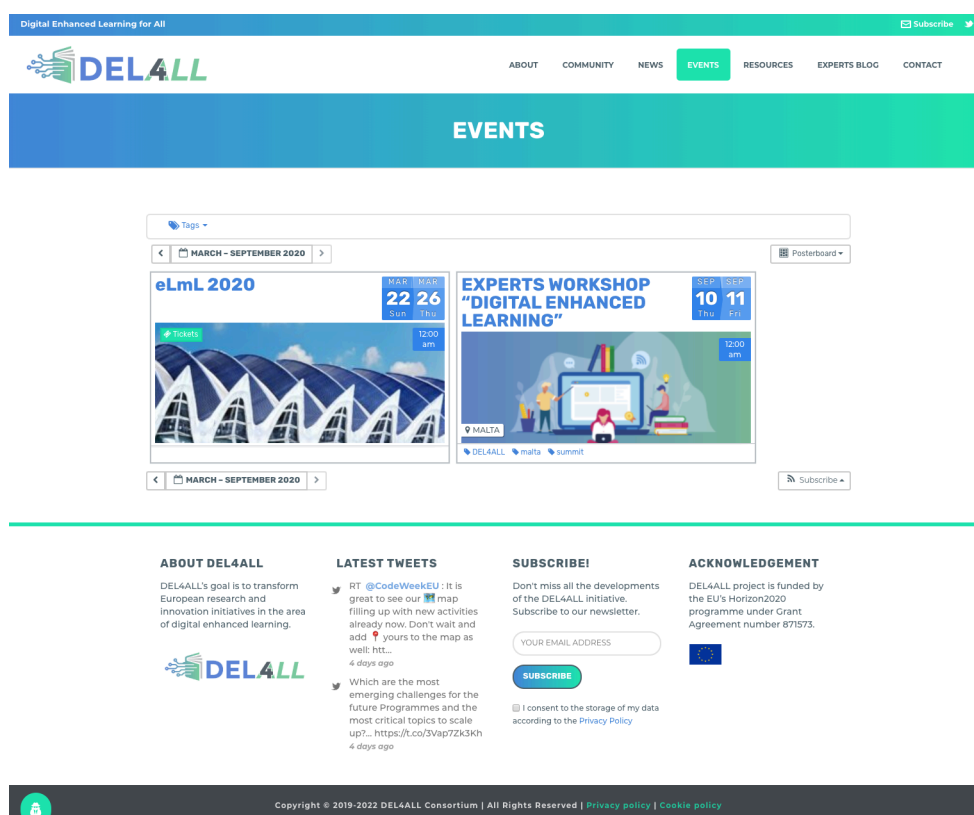


FIGURE 4: EVENTS' SECTION IN THE WEB PORTAL

It's important to mention the role of the e-newsletters that are planned to be published every 3 months and the constant creation and publication of newsflashes to gather highlights and push





out announcements of interest to all target stakeholders. These elements will promote the most relevant project's updates. Similar to the website updates, the newsletters will contain a summary of the progress made and major DEL4ALL findings and insights. Occasionally newsflashes related to specific events or announcements will be released during the project. The tool identified to support the distribution to the subscribers is Mailchimp.

Once the campaigns will be launched, they will be echoed via the social channels and we will have a dedicated web page in the portal as a repository/archive. All elements in both the newsletter and the newsflash will be linked to the website, meaning that this action will be of high relevance to amplify the impact of the communication of the project and to attract visitors.

Finally, the regular analysis of the web stats will help identify the most visited sections and pages as well as the impact of the newsletter, the newsflashes and the social network actions and campaigns.

