D2.4 – Public website and social media accounts

WP2 – Communication, Dissemination & Innovation Management

[23/02/2021]

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RESPONSIBLE AUTHOR	Ana de Leon, Maria Mirachtsi		
CONTRIBUTIONS FROM	UCY		
ABSTRACT			

Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
1st draft	23/02		1st draft of the project website	

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1. Executive summary

PathoCERT project website is an invaluable tool for the project, as it is the first and main source of information about the project. Therefore, it has to be successfully created so that the project aims and objectives are well-explained and the information about the project activities and results are clearly disseminated. In fact, the website embraces not only identity and project's objectives but also ongoing updating of results, case studies, training resources and project's partners.

As a dissemination vehicle, this website also gives visibility to what the project has created e.g. journal articles, publications, and presentations at conferences. The website will be regularly updated sharing project dissemination material, documents, pictures, links and videos. Engagement and traffic within the website will be also monitored to evaluate the overall performance.

Together with the website's development, emphasis has been given on the social media strategy that is followed by the project. In particular, the PathoCERT social media strategy currently involves two platforms: Twitter, and LinkedIn. LinkedIn and Twitter have been identified and selected as the best means to reach out to our target groups; to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project; and to give PathoCERT exposure and visibility not only to a European but also a potential global audience.

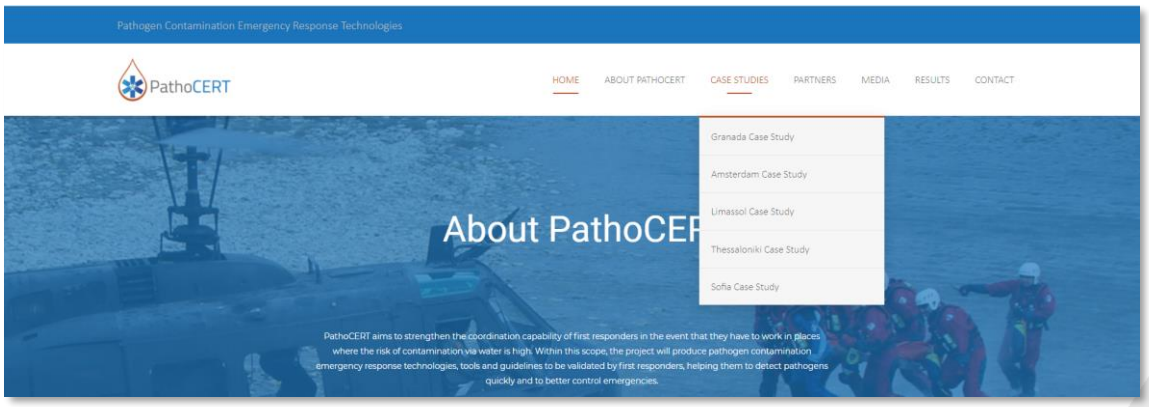
The report gives a detailed overview of the website's structure and the social media channels established in the following chapters.

2. Project website

In order to accomplish the above-mentioned goals, the following structure has been developed:

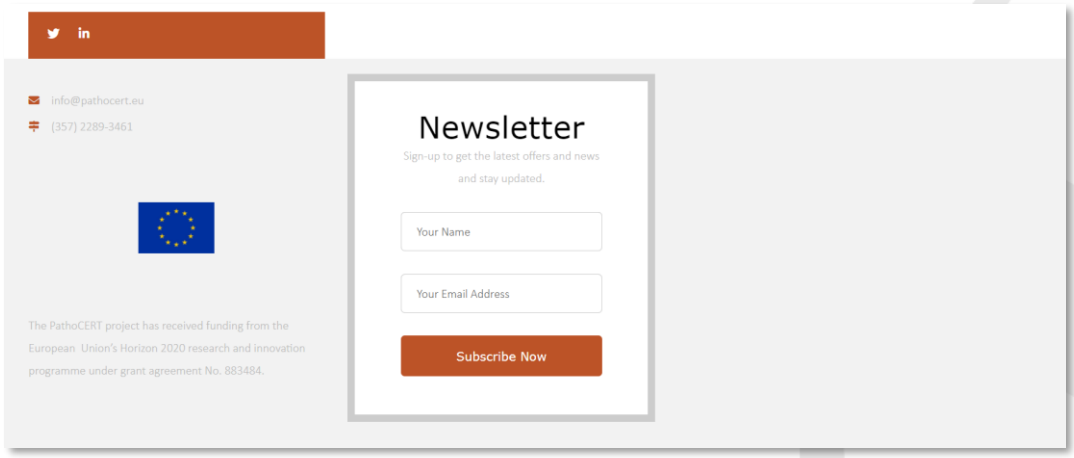
2.1 Home menu

The objective was to create a very clear structure. The main goal of this menu is that the most important contents are accessible in less than 3 clicks.



2.2 Footer

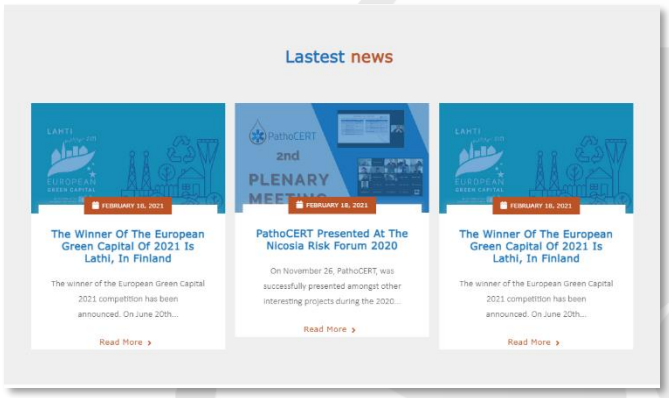
The footer aims at, independently where the user is browsing, it gives direct access to Social Media, contact details and subscribe to PathoCERT newsletter. Additionally, the reference to the H2020 funding programme is always visible.



2.3 Home

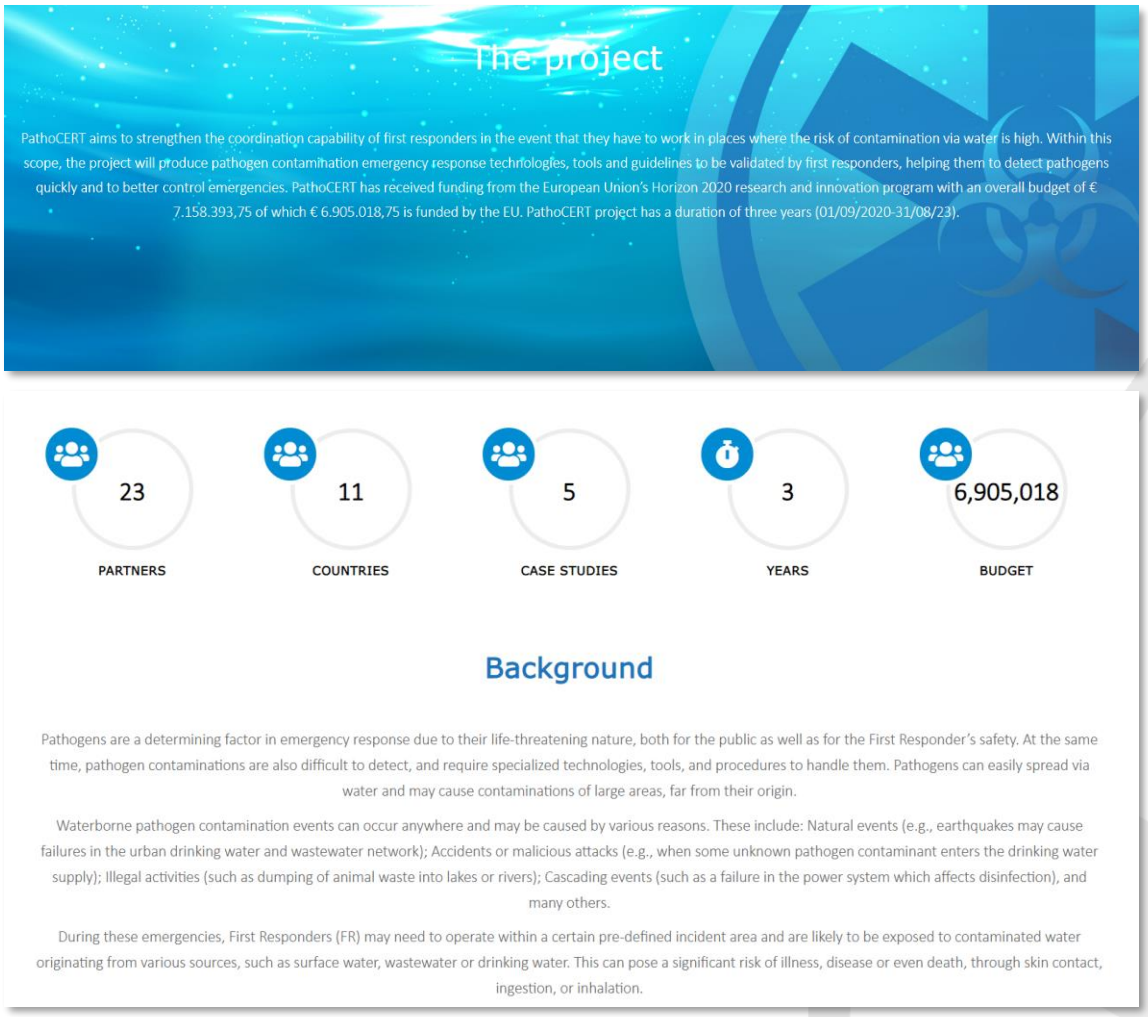
The home page provides a general overview of the project. It includes:

a. Brief description of PathoCERT
b. Project timeline with most important milestones
c. Quick link to case studies
d. Partners' logos with direct link to their websites
e. Access to the latest news



2.4 Project

In this section there is all important information regarding the project itself: project background, project description, objectives, budget, duration, expected results, main activities as well as the organization structure.



Expected results & impact

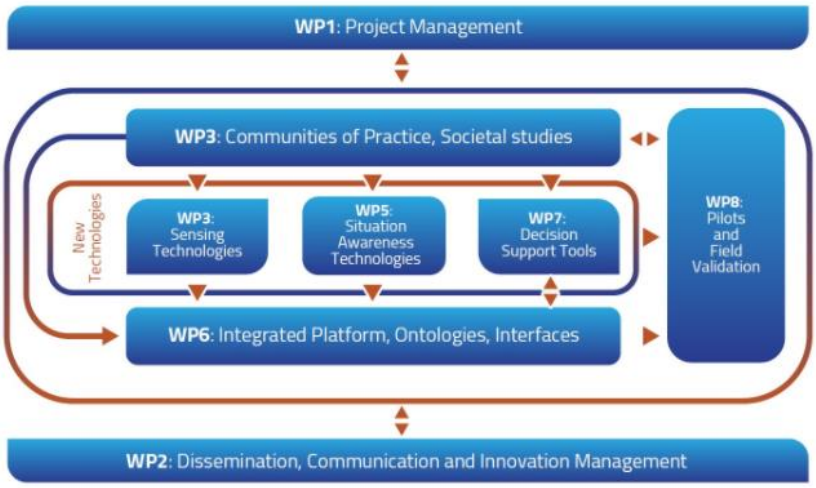
PathoCERT aspires to enhance the ability of First Responders to rapidly identify hazardous agents and contaminants.

Through the development of 6 technologies that will be validated by FR across different countries, PathoCERT will form the basis for developing innovations with significant potential for further development and commercial exploitation after the completion of the project.

PathoCERT strives to capture the complete spectrum of waterborne pathogen contamination management from detection and situation awareness, to epidemiological, threat risk assessment and criminal investigation.

The PathoCERT outputs will, thus, consist of the following tools and technologies:

- **PathoSENSE:** Advancing two innovative sensor technologies for detecting presence, absence, and type of pathogen to reduce the recognition time-delay of pathogens in minutes instead of hours.
- **PathoSAT:** A software tool made to speed monitoring satellite images and identifying possible contaminated areas by FR.
- **PathoTWEET:** A software tool for monitoring and analysing citizen
- **PathoWARE:** A software tool to gather data from different sources and shorten the time required for collecting information in minutes instead of days.
- **ParhoGLOVE:** A smart wearable sensor to alert the FRs if they touch contaminated water.
- **PathoDRONE:** A drone-based system that will reduce the time



Work Packages

WP1: Project Management

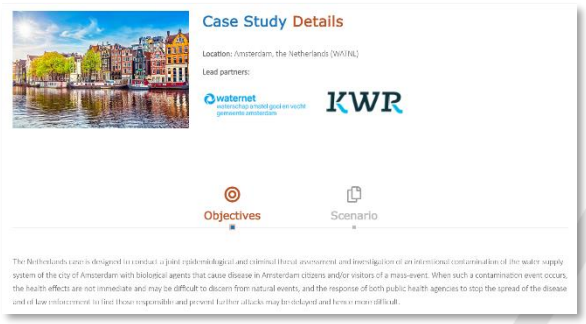
This WP is responsible for the contractual and financial obligations of the project and its deliverables, as well as partner communication and day-to-day management of the project, including risk management, performance management and quality management.

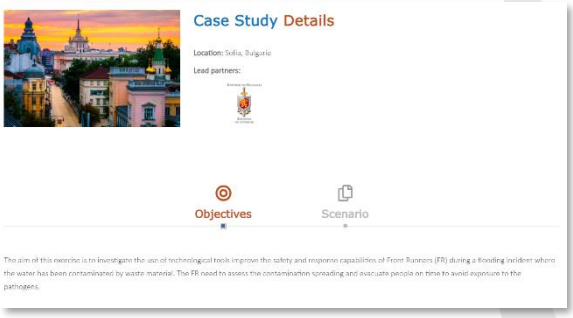
Leader: University of Cyprus (UCY)

KOIOS
Research and Innovation Center of Excellence

2.5 Case Studies

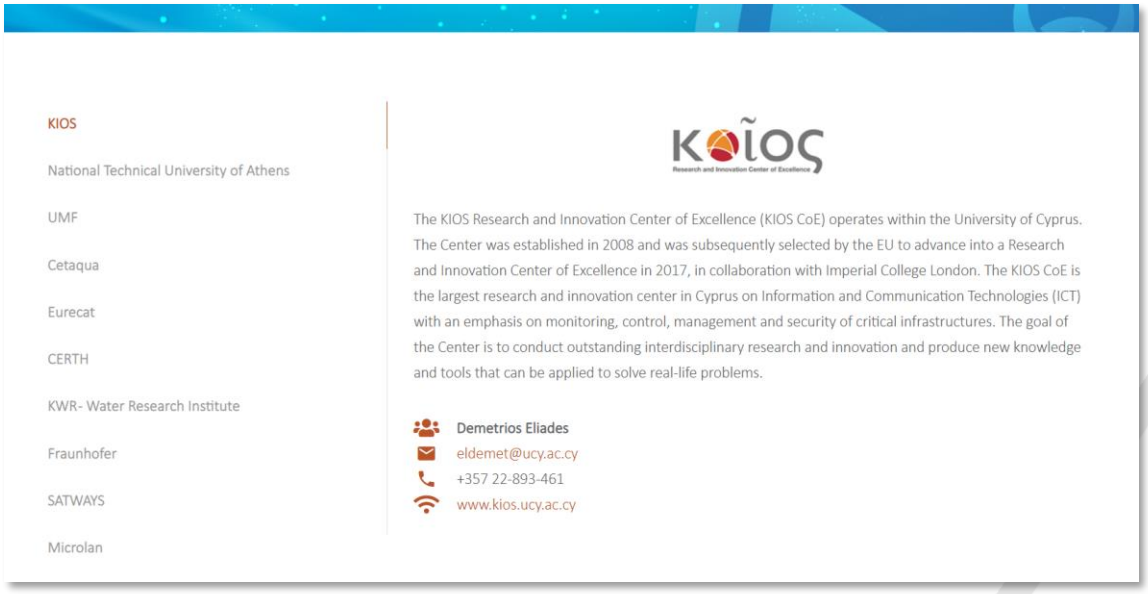
A dedicated page per case study is included in the website. Each of the five case studies pages follow the same structure including the general information, the objectives and the case scenario.



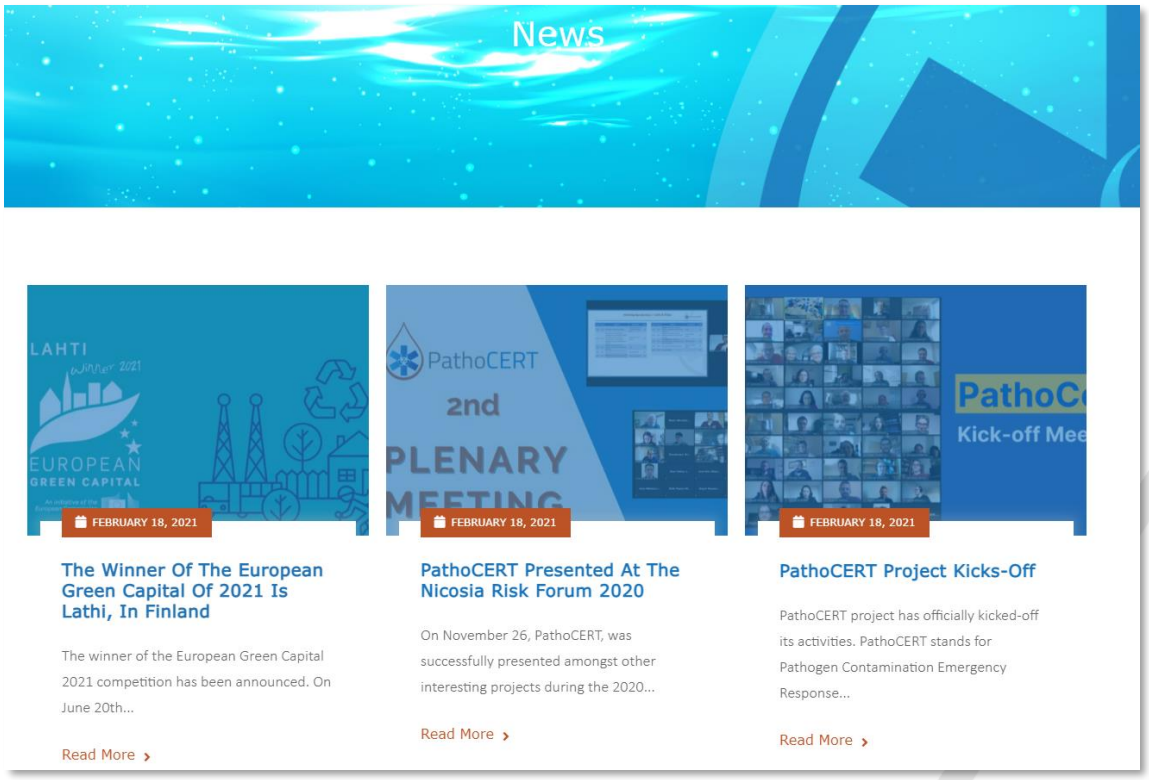


2.6 Partners

This section includes a short description of each consortium member, their logos and their contact details.



2.7 Media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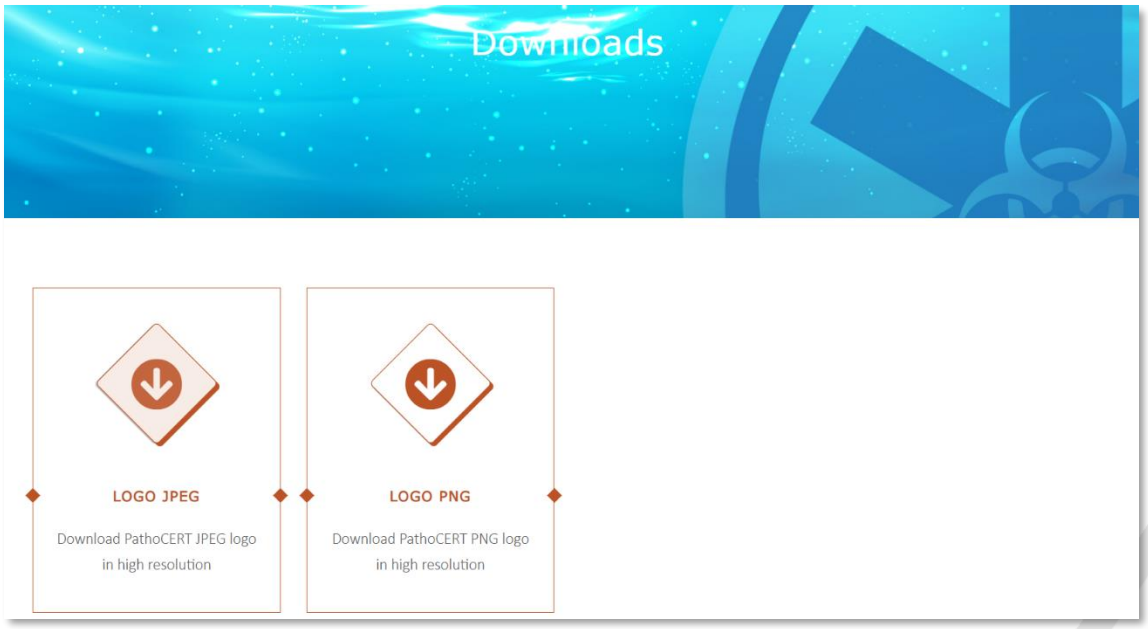
Kick-off Meeting
PathoCERT project has officially kicked-off its activities. PathoCERT stands for Pathogen Contamination Emergency Response Technologies and aims to help first responders to address waterborne pathogen contamination. On the 5th and 6th of October 2020, KIOS Research and Innovation Center of Excellence hosted virtually the kick-off meeting of the new 3-year H2020 project, bringing together around 90 people from an international consortium of 23 partners.


Downloads
LOGO JPEG
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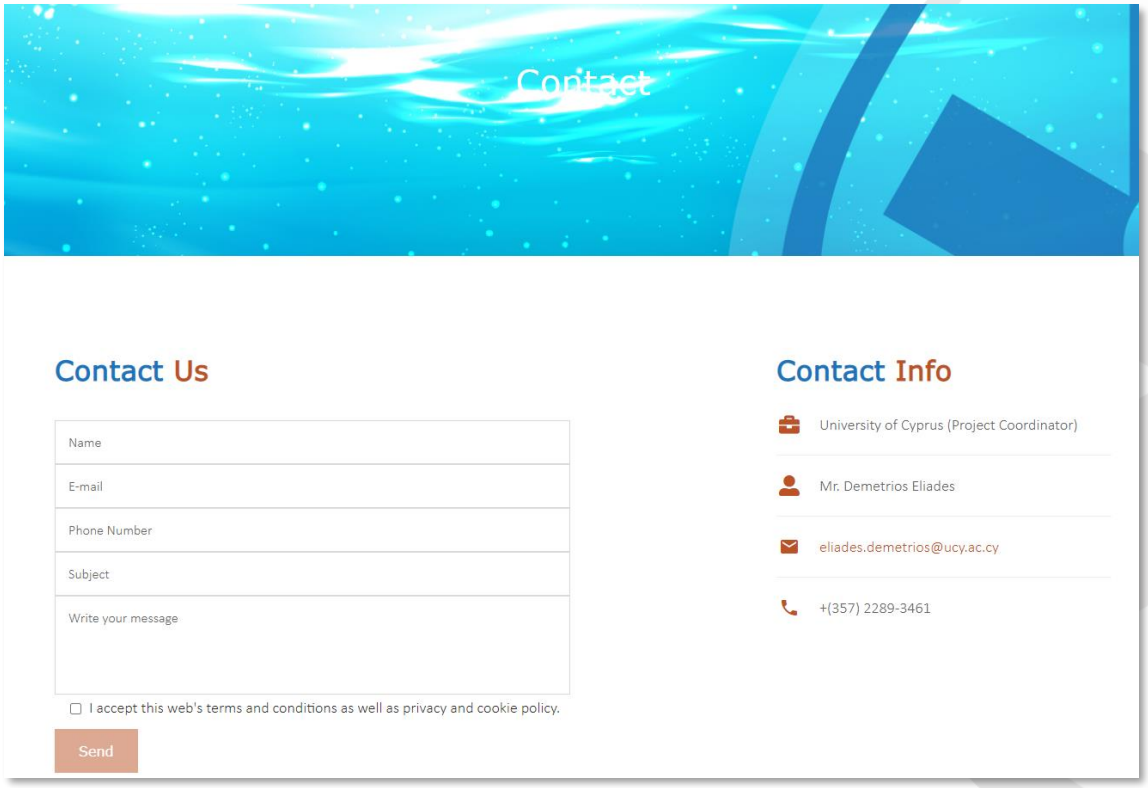
2.8 Results

This section has a page for the public deliverables which is not available yet as no public deliverable is completed and a direct link to open access.

2.9 Contact



2.10 Other additional information

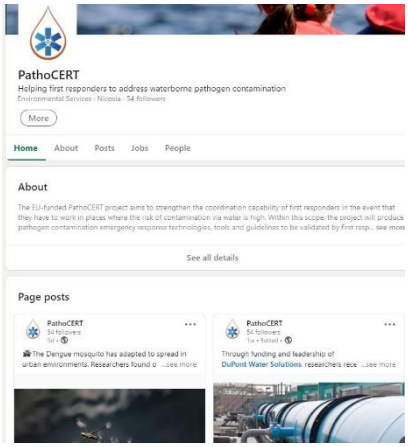
- Due date: February 2021
- Development: CMS – Wordpress.
- The website will provide Google Analitys reports

3. Social Media

3.1 Twitter

Twitter has been selected as one of the project's main social media channel. The PathoCERT twitter account was set up in November 2020 with the aim to disseminate the project's results; update the project's followers with the key activities and current news of the project; and drive more traffic into the project's official website and results. Over the last months, the twitter account was being continuously updated with instant project-related news, as well as information linked to the project's followers' activities. Click here for PathoCERT twitter account.

3.2 LinkedIn



LinkedIn was also identified as an important platform for reaching out the project's targeted stakeholders. A LinkedIn page for PathoCERT project was set up in November 2020, with the aim to disseminate the PathoCERT news, updates, and events but also other project-related news, offering an informative and interesting news feed to all the page's followers. Click here for PathoCERT LinkedIn page.