



D2.4 – Public website and social media accounts

WP2 – Communication, Dissemination & Innovation Management

[23/02/2021]

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ABSTRACT			

Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
1 st draft	23/02		1 st 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.

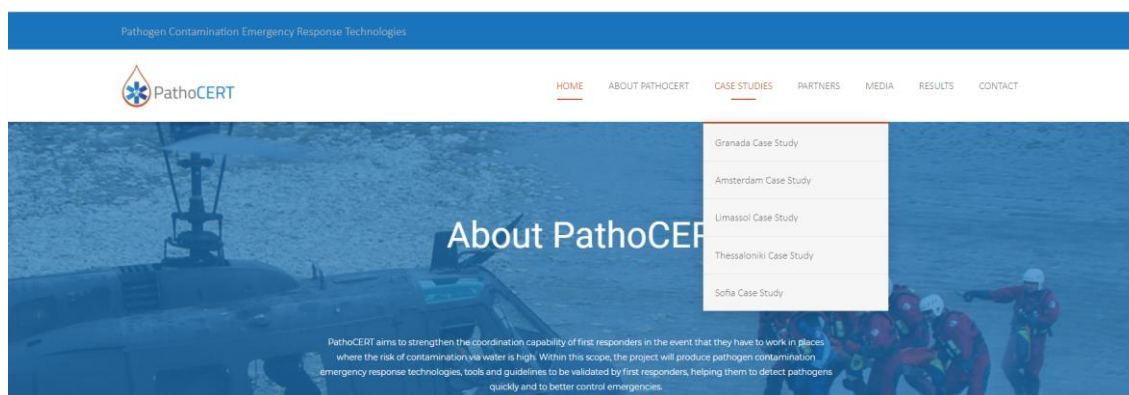
The report gives a detailed overview of the website's structure and the social media channels established in the following chapters.

2. Project website

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

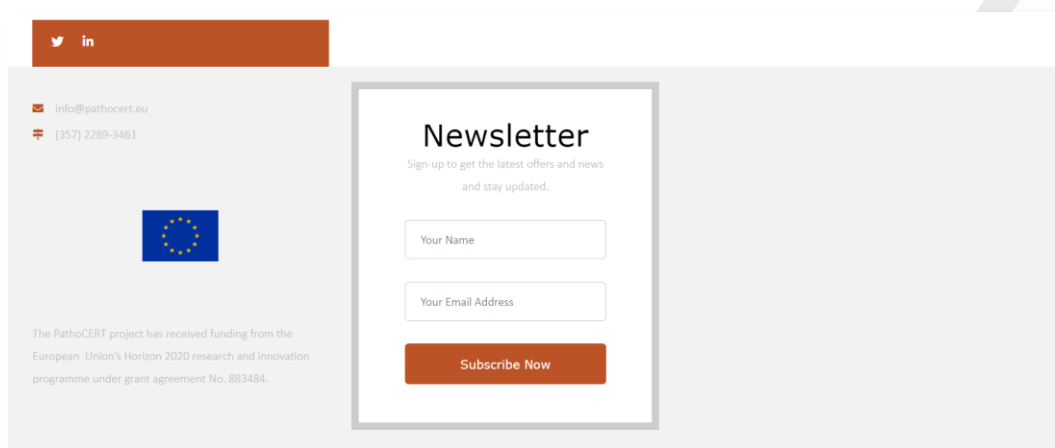
2.1 Home menu

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

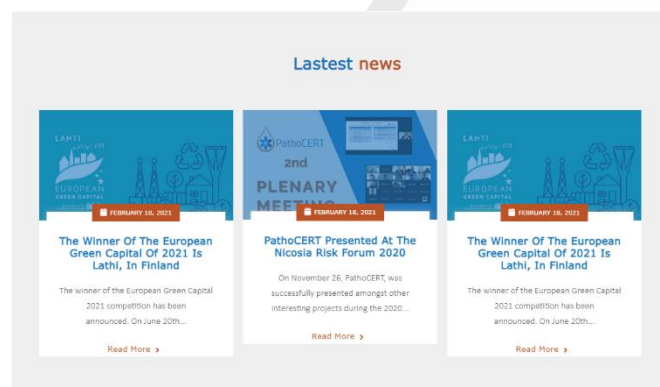
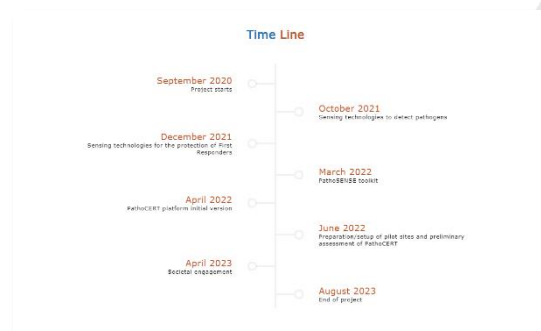
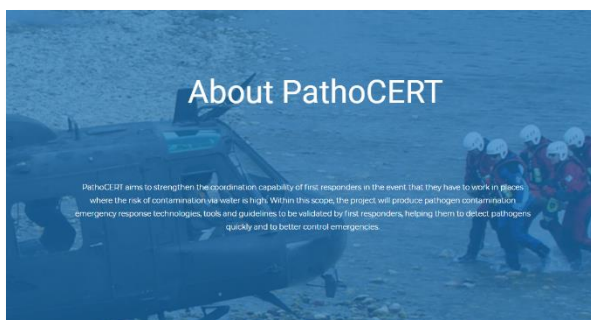
The footer aims at, independently where the user is browsing, it gives direct access to Social Media, contact details and subscribe to PathoCERT newsletter. Additionally, the reference to the H2020 funding programme is always visible.



2.3 Home

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

- Brief description of PathoCERT
- Project timeline with most important milestones
- Quick link to case studies
- Partners' logos with direct link to their websites
- Access to the latest news

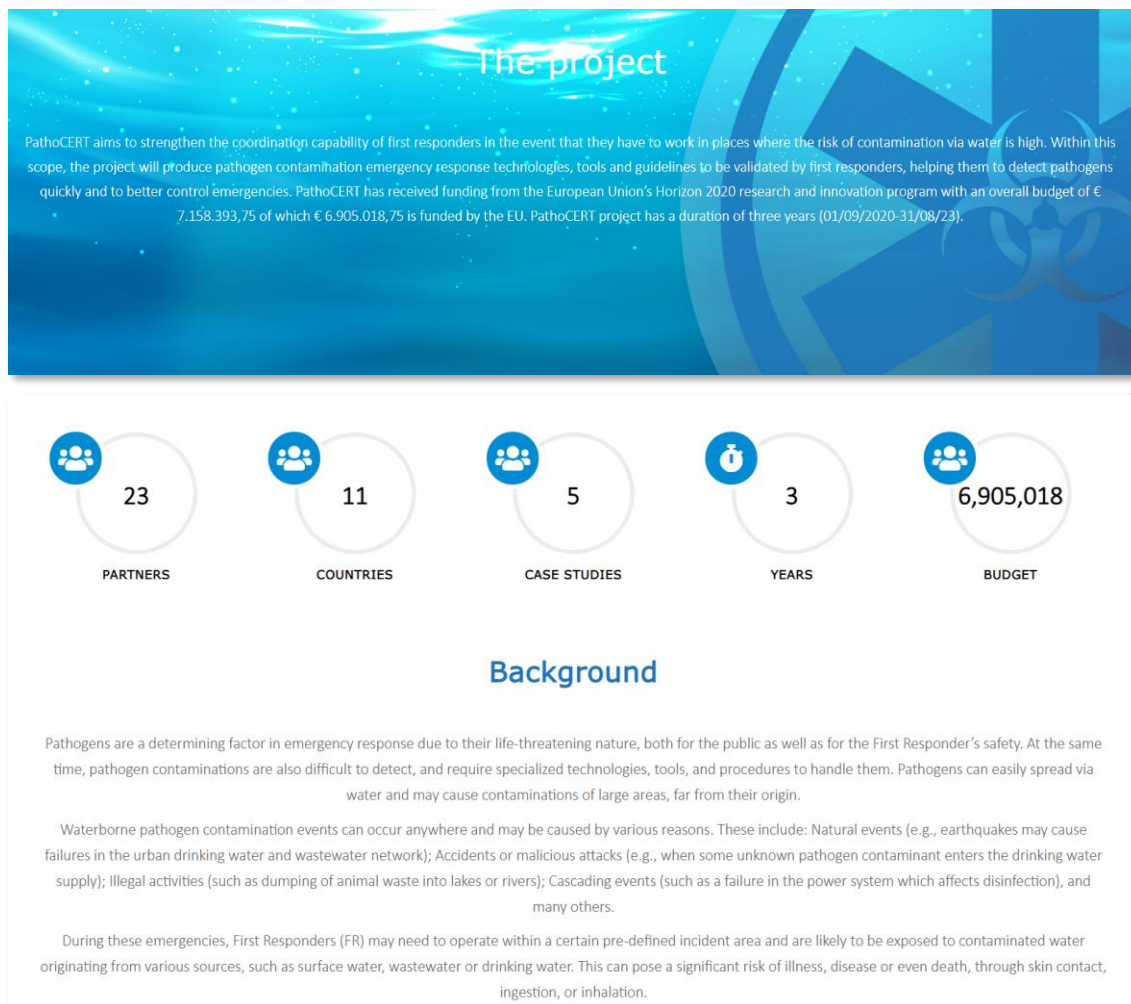


PathoCERT Consortium



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)



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.



Case Study Details


Location: Granada

Lead partners:




 Objectives
  Scenario


The pilot in the city of Granada is designed to simulate a scenario for the detection of possible pathogen contamination, threat assessment and incident management system following a contamination caused by the mixture of wastewater and drinking water caused by an earthquake in the city of Granada. Granada supplies water to a population of around 500,000 inhabitants that could be affected by contaminated water in case of an earthquake as some of the pipes in the distribution network and wastewater collection could be broken and cause mixture of the water types.





Case Study Details


Location: Amsterdam, the Netherlands (NW/NL)

Lead partners:

 Objectives
  Scenario



The Netherlands case is designed to conduct a joint epidemiological and clinical threat assessment and investigation of an intentional contamination of the water supply system of the city of Amsterdam with biological agents that cause disease in Amsterdam citizens and/or visitors of a mass-event. When such a contamination event occurs, the health effects are not immediate and may be difficult to discern from natural events, and the response of both public health agencies to stop the spread of the disease and of law enforcement to find those responsible and prevent further attacks may be delayed and hence more difficult.





Case Study Details

Location: Limassol, Cyprus (CC)

Lead partners:

 Objectives
  Scenario

An earthquake measuring 7.2 on the Richter-Scale occurred in the morning hours of Monday, 1st June 2025 in the eastern Mediterranean Sea. Tremors and aftershocks were felt all over the island of Cyprus with major damage caused all along the southern coast and inland. Health services are reporting an increasing number of pathogenic incidents that relate to water contamination leading Government agencies to believe that wastewater is contaminating the drinking water infrastructure. All essential services have been mobilised and assessment teams of the CCU, the District Officers and the Mayor's Office of the city of Limassol were tasked to conduct preliminary evaluations of affected buildings and infrastructure. Teams from the Ministry of Communication and Works have been mobilised to restore the damaged infrastructure. The following tools and technologies will be evaluated: PathoSense, PathoHREAT, PathoNEXUS, PathoWARE, PathoVIEW, PathoIMS.



Case Study Details

Location: Tehran, Iran (IR)

Lead partners:




 State-of-the-art
  Scenario


A system providing ERTM SA and the rest of decision-makers with a real-time collection, exploitation and analysis of this information would be of crucial importance. To detect possible contamination spots into the city's water supply network, real time portable sensors could be used by the water utility's personnel of several selected points such as some major water supply tanks. From the water utility could be able in sufficient time (along with other first responders) to take all the emergency actions and control measures needed to stop further spread of the threat. Thus, a rapid decision support system would also be of utmost importance. The following tools and technologies will be evaluated: PathoSense, PathoNEXUS, PathoHREAT, PathoSAT, PathoVIEW, PathoWARE, PathoIMS, PathoVIEW, PathoWARE.




Case Study Details

Location: Sofia, Bulgaria

Lead partners:








 Objectives
  Scenario

The aim of this exercise is to investigate the use of technological tools improve the safety and response capabilities of Front Responders (FR) during a flooding incident where this sector has been contaminated by water material. The FR need to assess the contamination spreading and evacuate people as time to avoid exposure to the pathogen.

2.6 Partners

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

<p>KIOS</p> <p>National Technical University of Athens</p> <p>UMF</p> <p>Cetaqua</p> <p>Eurecat</p> <p>CERTH</p> <p>KWR- Water Research Institute</p> <p>Fraunhofer</p> <p>SATWAYS</p> <p>Microlan</p>	 <p>The KIOS Research and Innovation Center of Excellence (KIOS CoE) operates within the University of Cyprus. The Center was established in 2008 and was subsequently selected by the EU to advance into a Research and Innovation Center of Excellence in 2017, in collaboration with Imperial College London. The KIOS CoE is the largest research and innovation center in Cyprus on Information and Communication Technologies (ICT) with an emphasis on monitoring, control, management and security of critical infrastructures. The goal of the Center is to conduct outstanding interdisciplinary research and innovation and produce new knowledge and tools that can be applied to solve real-life problems.</p> <p> Demetrios Eliades</p> <p> eldemet@ucy.ac.cy</p> <p> +357 22-893-461</p> <p> www.kios.ucy.ac.cy</p>
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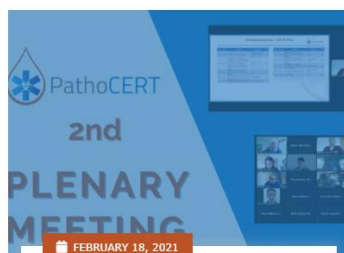
2.7 Media



The Winner Of The European Green Capital Of 2021 Is Lahti, In Finland

The winner of the European Green Capital 2021 competition has been announced. On June 20th...

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PathoCERT Presented At The Nicosia Risk Forum 2020

On November 26, PathoCERT, was successfully presented amongst other interesting projects during the 2020...

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PathoCERT Project Kicks-Off

PathoCERT project has officially kicked-off its activities. PathoCERT stands for Pathogen Contamination Emergency Response...

[Read More >](#)




TRENDING IN
1



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.


Pathogens can easily spread via water, leading to serious health complications or even death. Due to the nature of their work, first

Downloads



LOGO JPEG

Download PathoCERT JPEG logo
in high resolution



LOGO PNG

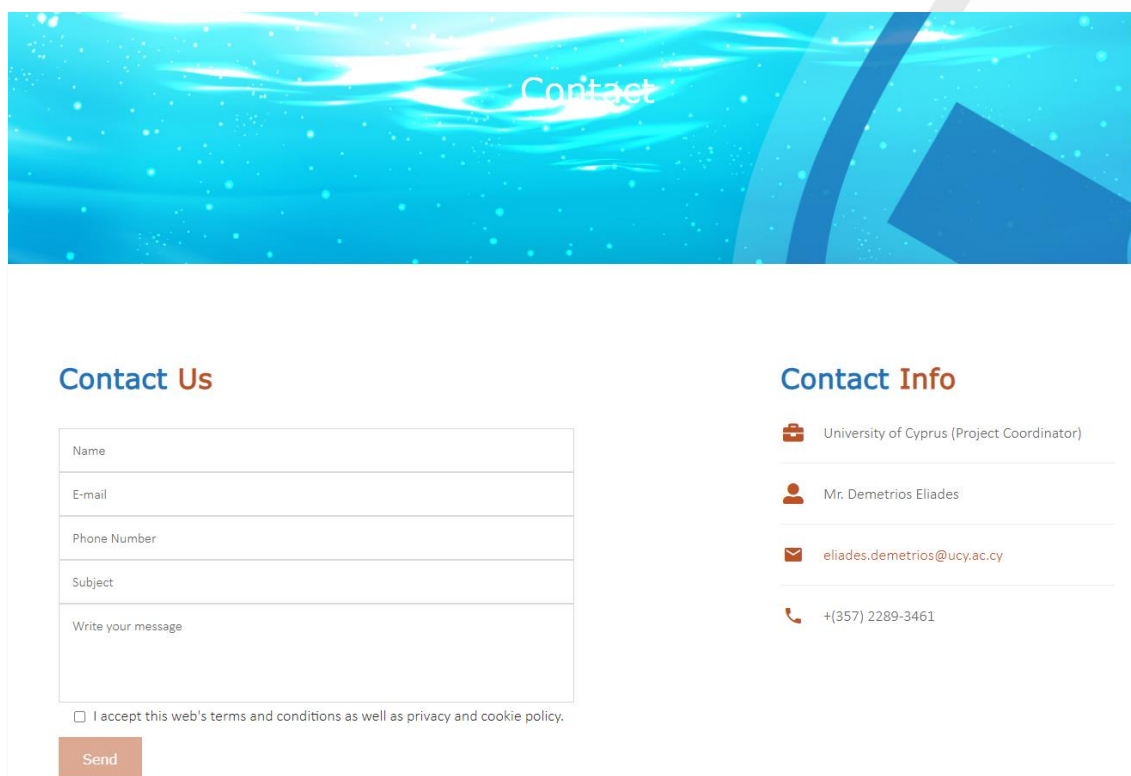
Download PathoCERT PNG logo
in high resolution

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 Analytics reports

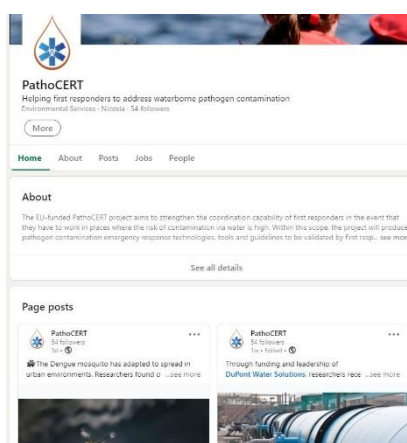
3. Social Media

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.