

Counter

Privacy-First Situational Awareness Platform for Violent Terrorism and Crime Prediction, Counter Radicalisation and Citizen Protection

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Project website

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Executive Summary

The present deliverable offers an overview of the development and maintenance of the Counter Project Website (www.counter-project.eu). Within the frame of WP9: Dissemination, ecosystem development & exploitation the project website was designed and launched by the end of July (M3 of the project), thus allowing interested parties to learn more about Counter objectives, the consortium and its progress, to download public deliverables and reports on key findings, etc.



List of Abbreviations

Abbreviation	Explanation
D	Deliverable
PC	Project Coordinator
PM	Project Manager
PU	Public
TL	Task Leader
WP	Work Package
WPL	Work Package Leader
LEA	Law Enforcement Agency



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1 Introduction

1.1 Relation with other tasks and deliverables

This deliverable is closely related to all other tasks in WP9 as well as all remaining WPs.

This deliverable represents the development and maintenance of the project website where all relevant information from all WP9 will be synchronized and subsequently uploaded. The website is the key channel in the online environment in accordance with D9.2. and is expected to ensure maximum visibility of the entire project and the foreseen public results and key outputs.

The website of the project will contain all the information related to the project itself and will follow the development of the project by publishing the news related to the project, advertising the upcoming events, and promoting the public deliverables produced. Hence, D9.1 is directly and indirectly related to all WPs, tasks and deliverables serving as the project hub, where all activities and results will be accommodated.

1.2 Methodology

This document outlines the development and maintenance of the project website, designed to raise awareness and ensure maximum visibility of key project facts, objectives, activities, and outputs among relevant stakeholders and the public.

The effective dissemination and exploitation of project findings and outputs are crucial to the overall success of the project and its sustainability. Engagement and acceptance from relevant stakeholder groups (e.g. LEAs) will be essential for stimulating interest in the platform and for promoting adoption of the proposed solution. Therefore, the development and maintenance of the Counter website is not only intended to make the project results available to a wider audience, but also to generate interest and engagement from relevant stakeholders and end-users of the Counter platform and thus creates potential for a better transferability of the Counter solutions and results.

The project website will act as a dissemination hub, a central repository and a news broadcast channel for all public information. It will contain documents and dissemination material produced as part of the Counter project, including press releases, project flyers, newsletters and project fact sheets, etc. The website will be updated on a regular basis throughout the project to constantly present the latest sources of information for the interested stakeholders.

The project will incorporate also the dedicated social media channels to promote the findings of the project and foster the creation of a collaborative community of interested stakeholders. Social media is a very dynamic environment and is one of the most popular, powerful and fastest ways to promote project results and enhance their visibility, especially when properly integrated.

In addition, the WP leader will appoint a person that will oversee the website updates and publications, as well as for organizing and supporting Counter online presence in the online environment. However, all the partners shall contribute to the website materials and updates, developing and/or sending contents to WP9 leader: articles, local-language reports, personal findings, articles and research on the domains covered by the project. Partners are invited to organize and participate to as much events as possible, disseminating at various levels (locally, nationally and internationally) the project's objectives, aims and results.

1.3 Deliverable structure

The Deliverable has a structure comprised of **Introduction, Main section, Conclusions and References**.

The main section will describe the Project Website which includes the following sub-sections:

- **Design proposal** describing the appearance of the CounterR website;
- **SEO and Performance** referring to the metrics used for SEO and performance of the website;
- **Admin panel** shortly presenting the options of the admin panel;
- **Documentation** consisting of the presentation of the support documentation that will be created;
- **Structure** presenting the initial structure of the website and what each section will contain;
- **Privacy Policy and Cookie Policy** describing the policies implemented in terms of privacy and cookies;
- **Timeline** offering a visual timeline of the process of development and maintenance of the website;
- **Maintenance** describing the services offered during maintenance phase.

2 Project Website

The Counter website was created to be a central communication and dissemination tool to promote the project itself as well as its activities and outcomes. Activities, findings, project outputs as well as material related to the prevention of online radicalisation are publicly available and regularly updated there. The general language utilised on the website is English.

The Project Coordinator Assist Software SRL (AST) has registered the following domain name: www.counter-project.eu. This domain will host the website of the Counter project. Additionally, the Project Coordinator has provisioned the hosting service for the website. The WP9 leader: European Institute (EI) was in charge of the design of the layout and will maintain the website content during the project lifetime. The project website is expected to be officially launched by the end of M3 and improved, updated and maintained from M4 of the project till M36 of the project. To ensure continuity after the project has ended and offer the project visibility further on, EI will initiate a discussion regarding the maintenance of the website after M36 and an agreement between partners will be reached and expressed in D9.6 Business Exploitation due in M18.

2.1 Design proposal

Before any coding the process of designing the website using interactive prototyping tools such as Figma, Invision or other similar tools will be initiated. The objective of the design proposal is to provide the developers clear view of every page of the website and to gather early feedback from the project partners. The validated design proposal will avoid implementation changes toward the end of development.

The appearance of the website should be fully consistent with the visual identity of the project, including the logo of the project. Mainly blue colour will be used. Blue is the colour of trust and loyalty. Blue has a calming and relaxing effect on our psyche. The colour symbolizes security, trust, loyalty, responsible.

The Website should allow visitors to find the information they need quickly and easily on any device.

A website's accessibility will play a significant role in user-friendliness. The website will have the ability to be used by anyone, regardless of physical, cognitive, technical, language, or other constraints.

The optical design of the website will reflect the project topics and the sector that it is being created for. Website layouts will distinguish them from one another according to industry-specific trends and styles.

A clear and easy-to-follow structure is the most important guideline followed when creating a layout for the website. Pages with too much content can cause users to lose their orientation, which might result in fewer hits and a decrease in the project's bottom line.

The same requirements that apply to the outlook of the website, should be also valid for its navigation. Again, the most important guideline here is to maintain clear and simple routing throughout the site. Good navigation is characterized by quick and intuitive use, users should be able to immediately recognize and understand the menu structures. Importantly, menu points will easily be recognized as such.

2.2 SEO and Performance

The following optimizations and metrics are expected from SEO and performance perspective (infrastructure / hosting related issues are excluded): 70+ Google Pagespeed score on all pages, both mobile and desktop tests.

2.3 Admin panel

After the initial development and deployment of the website, the admin panel will enable the website administrators and editors to easily manage its content and structure without the support from a team of specialists with specific technical knowledge. This includes options for:

- Creating new and editing already uploaded content – news, publications, deliverables, partners, etc.;
- Deleting content;
- Creating new categories and sections;
- Creating landing pages;
- Embedding video and audio content;
- Embedding tables;
- Creating and managing users.

The technical implementation of the website is incredibly important. A flawless set-up of all the page's content is crucial for guaranteeing a smooth use of the page. We will make sure that all content is properly maintained. Display and loading errors come across as unprofessional and discourage users from returning to the site. Content that requires robust computing capacity can lead to long and irritating loading times that quickly burn through users' patience. Regular test runs of the site will prove to be valuable, as they will help ensure that you discover shortcomings before somebody else does.

2.4 Documentation

To ensure a smooth operation, website management and maintenance, support documentation will be created:

- User documentation – will be used by CounterR website administrators to manage the website content, and will include guidelines on use of images and videos, as well as material from Sister Projects, in a manner which complies with intellectual property law;
- Brief technical documentation – will be used by the technical team to maintain and extend website functionalities.

2.5 Structure:

The CounterR website contains the following menus:

2.5.1 Home

The Homepage contains:

- Static cover picture and logo;
- Icons with links to LinkedIn and Twitter;
- Text section with a summary of the project;
- Box - a message for cookies;
- Social media feeder, which will show the last few posts from Twitter and LinkedIn;
- Box with logos of partner organizations;
- Subscription Newsletter module at the bottom of the page;

- Homepage footer with the following text:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101021607. The contents of this website are the sole responsibility of the CounterR consortium and can in no way be taken to reflect the views of the European Union”

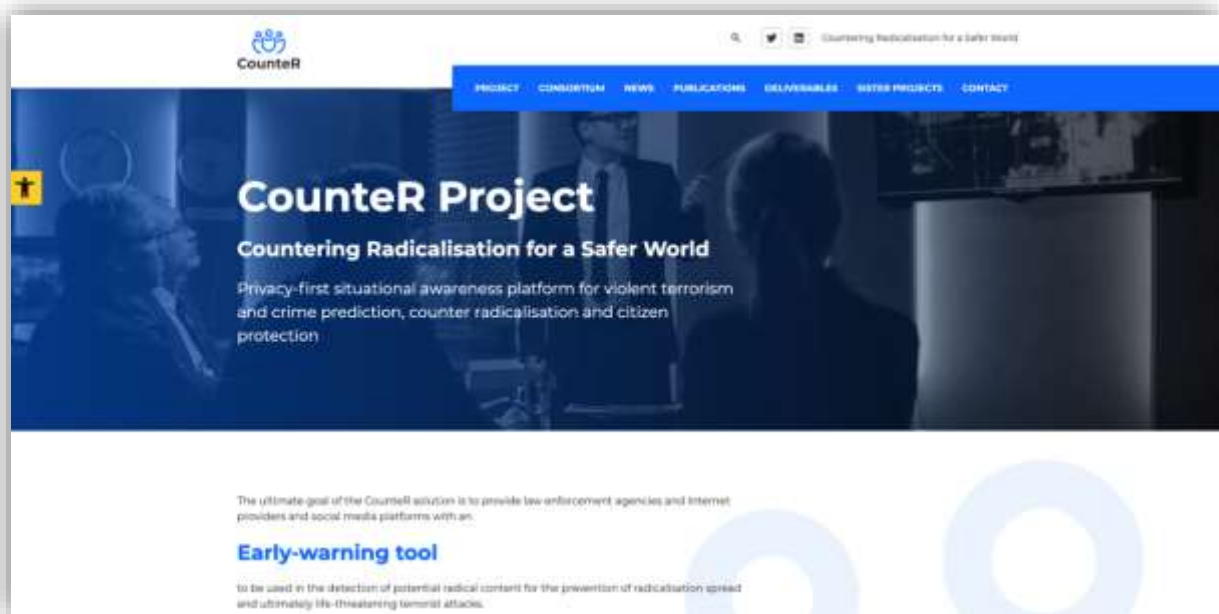


Figure 1 - CounterR, Homepage

2.5.2 Project

The project page includes a short description of the challenges, the project aims as well as the strategic outcomes by placing the project in a broader scientific and societal context.

2.5.3 Consortium

The Consortium page provides a brief description of each of the members of the CounterR consortium and places the logo of each organisation.

2.5.4 News

The News section presents a collection of all press releases and media presence, as well as updates on project-related events. This section will also include relevant publications from other relevant sources and projects that fall in the domain of CounterR.

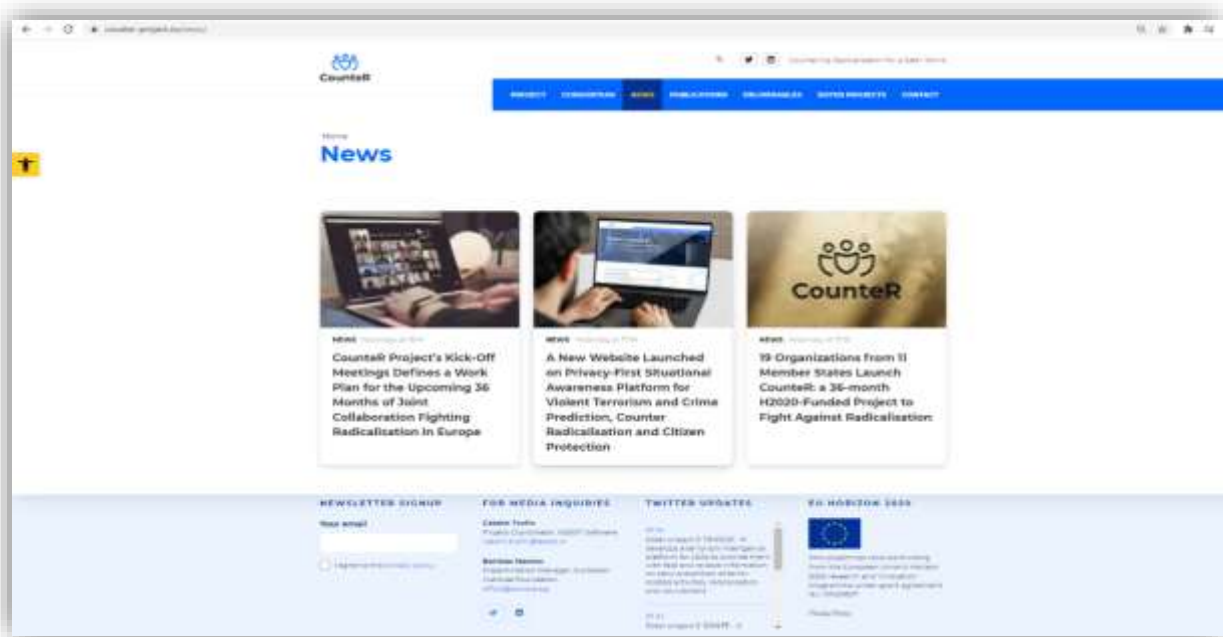


Figure 2 - CounterR website, News

2.5.5 Sister projects

The Sister projects section gives information about other relevant projects and similar activities. Cooperation and synergies with other projects in the field and potential cross-linking of project goals and initiatives will be demonstrated here.

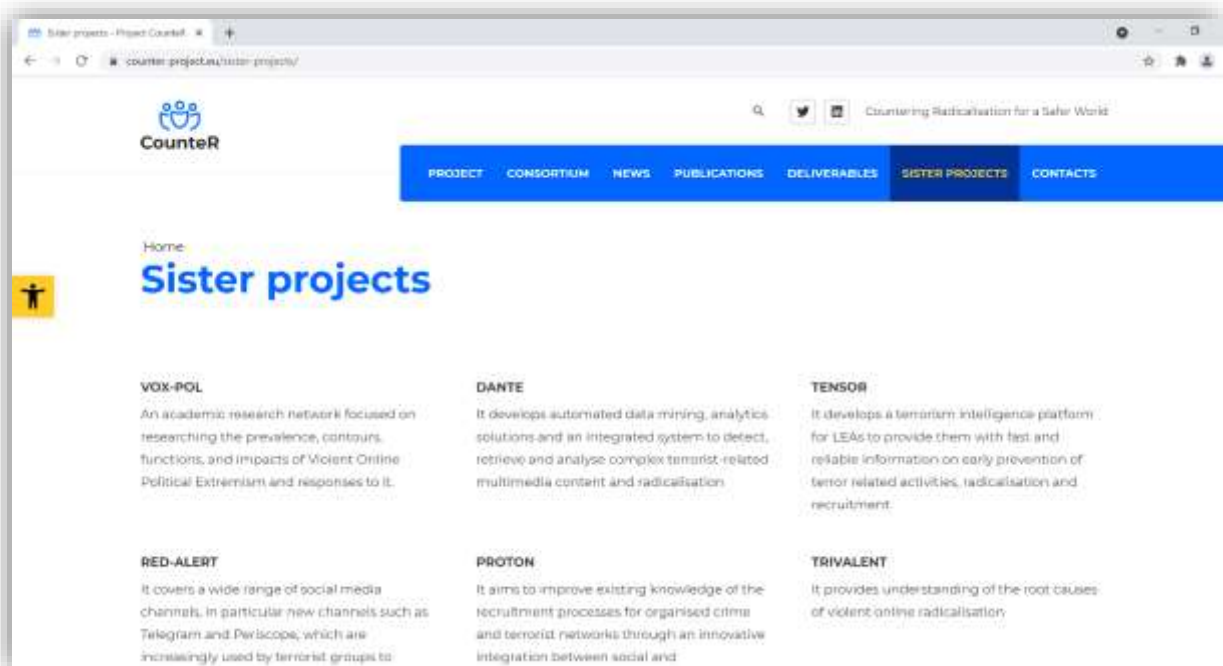


Figure 3 - CounterR website, Sister projects

2.5.6 Deliverables

In the page all public deliverables can be viewed and downloaded shortly after being accepted by the Commission, to guarantee access to all available project information.

2.5.7 Publications

The aim of this page is to advertise publications related to the project and its aims. It will contain a set of all publicly available Counter dissemination and communication materials, as well as any other relevant official documents.

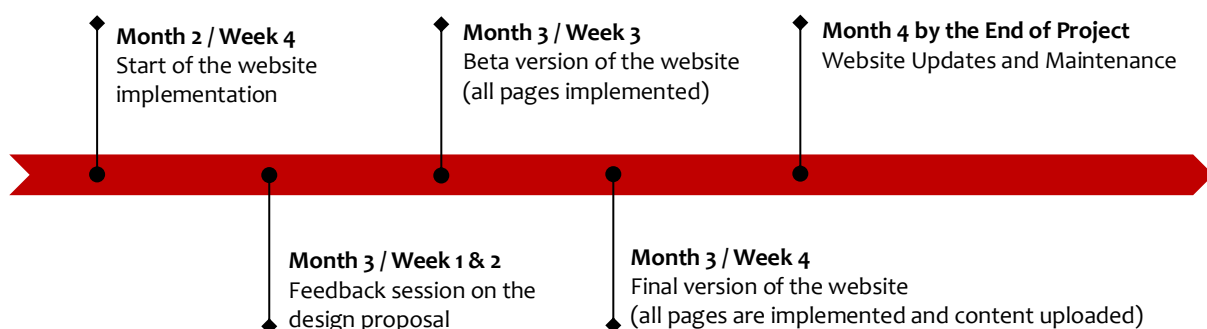
2.5.8 Contact

The Contact section allows visitors to send any communication they like and to get easily in touch with the Project Consortium. The processing of any personal data through the Contact Section will be regulated through the website privacy policy, which will allow the Consortium to satisfy its information obligations as arising from Regulation [EU] 2016/679, or as it is otherwise referred to, the General Data Protection Regulation ('GDPR').

2.6 Privacy Policy and Cookie Policy

A website privacy policy and a separate cookie policy will be created and made available on the website as public documentation relevant to the processing of personal data through the website. The cookie policy will be linked to the cookie disclaimer which will be visible within the homepage upon visit. The website privacy policy will also be linked to the sign-up module for subscription to the newsletter, which module will allow the obtaining of valid consent from interested data subjects. Supplementary, internal documentation reflecting the processing of personal data via cookies and other means through the website will be created with the consultation of the DPO to ensure adequate governance by the Consortium.

2.7 Timeline



2.8 Maintenance

In the maintenance phase the following services will be provided:

- Regular (monthly) software and security updates for the CMS and plugins and the visual framework;
- Regular compatibility testing;
- Maintaining a test environment and synchronizing with the official copy of the site;
- Adjustments to existing functionality if needed;
- Assistance related to content uploads and other site content updating needs;
- In the case of downtime incidents not related to the hosting provider, the subcontractor will respond to an issue no later than 24 hours after a ticket is submitted by the client by email or other relevant channel and will provide a resolution no later than 72 hours after the ticket submission.

3 Conclusions

This deliverable presented the development and maintenance of the CounterR Project Website (www.counter-project.eu). The website represents a key communication and dissemination asset, and it is a crucial tool to support a various range of activities across the project. It will act as a point for refence for public reports, project deliverables, events and articles, thus being the main tool for the external dissemination and communication of the project results.

The project website is designed to ensure maximum visibility of key project facts, objectives, activities, and outputs among relevant stakeholders and the general public.

References

- [1] <https://www.counter-project.eu>