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Grant Agreement Number: 833881

D.7.4 Andromeda Initial Web Presence

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v.0.3	2020/08/31	ICCS	Peer Review
v.0.4	2020/08/31	KEMEA	Peer Review
v.0.5	2020/09/01	SAB	Review by the SAB
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v.1.0	2020/09/02	MMAIP	Final version submitted

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Executive Summary

The present Deliverable describes the main features of the website that has been developed and the social media accounts created for the Andromeda Horizon2020 project. Those applications have been developed in order to maximize the project impact to the general public and the communities specified in D7.1. The website design goals are listed along with the adjustments needed for improving the user experience of tablet and smart phone users. Key statistic information about the website visits and downloads, as well as metrics for the social media accounts are also presented for the purpose of monitoring the impact of the communication strategy. The current status with respect to the relevant key performance indicators is also provided.

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1. Introduction

1.1 Purpose of the document

Deliverable 7.4 aims in presenting the website that has been developed and the social media accounts created for the web presence of the Andromeda Horizon2020 project. In more detail, the main features of the Andromeda website are presented along with the design goals and important upgrades and adjustments needed to ensure easy navigation for different users. The social media accounts of Andromeda are also presented along with relevant analytics.

Additionally, the document aims in providing the current status with respect to the relevant key performance indicators. This information is provided to allow monitoring of the impact of the communication strategy.

Furthermore, the present deliverable aims in demonstrating that the website developed has indeed been designed following the rules of visibility and including the disclaimer indicated in the project Grant Agreement. With respect to the social media accounts, the relevant rules of the EC Directorate-General for Research and Innovation H2020 listed in the Social media guide for EU funded R&I projects have also been applied.

1.2 Reference documents

[1] Public Deliverable D7.1: Communication and Dissemination Strategy and Plan, Horizon 2020 Project No 833881, 'An EnhaNceD Common InfoRmatiOn Sharing EnvironMent for BordEr CommanD, Control and CoordinAtion Systems (Andromeda)'.
[2] Andromeda project Webpage: https://www.andromeda-project.eu
[3] Andromeda LinkedIn Account: andromeda-horizon2020-project
[4] Andromeda Twitter Account: @ andromeda_h2020
[5] Horizon2020 Topic SU-BES03-2018-2019-2020 - Demonstration of applied solutions to enhance border and external security
[6] European Commission, Directorate-General for Research and Innovation H2020 Programme Guidance Social media guide for EU funded R&I projects, Version 1.1, 07 January 2020.

1.3 Definitions

List of Definitions	
CISE	CISE is the Common Information Sharing Environment for the Maritime Domain. It will integrate existing surveillance systems and networks and provide all the relevant authorities (EU and national authorities responsible for different aspects of surveillance) with concerned access to the information they need for their missions at sea. The CISE will make different systems interoperable so that data and other information can be exchanged easily through the use of modern technologies.
EUROSUR	The European Border Surveillance system (EUROSUR) is a multipurpose system for cooperation between the EU Member States and FRONTEX in order to improve situational awareness and increase reaction capability at external borders. The aim is to prevent cross-border crime and irregular migration and contribute to protecting migrants' lives.

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1.4 Structure of the document

The document structure is given below:

- Section 2 presents the design goals and the main features of the project website, including a presentation of the main tabs, the key messages and the content. It also includes the adjustments made for tablet and smart phone users and the performance with respect to the KPIs set in the Grant Agreement.
- Section 3 presents the content and relevant statistics for the Andromeda Twitter Account
- Section 4 presents the same information for the Andromeda LinkedIn Account
- Conclusions are provided in Chapter 5

1.5 List of Acronyms

List of Acronyms	
G.A.	Grant Agreement
E.C.	European Commission
UXD	User Experience Design
CSS	Cascading Style Sheets

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2. Andromeda Website

The ANDROMEDA Webpage (www.andromeda-project.eu) has been developed at the beginning of the project and was made accessible to the public on December 2019 (M4), so that the relevant milestone set in the Grant Agreement was met (MS2, Due Date: M5, Web Site established and populated with dissemination material).

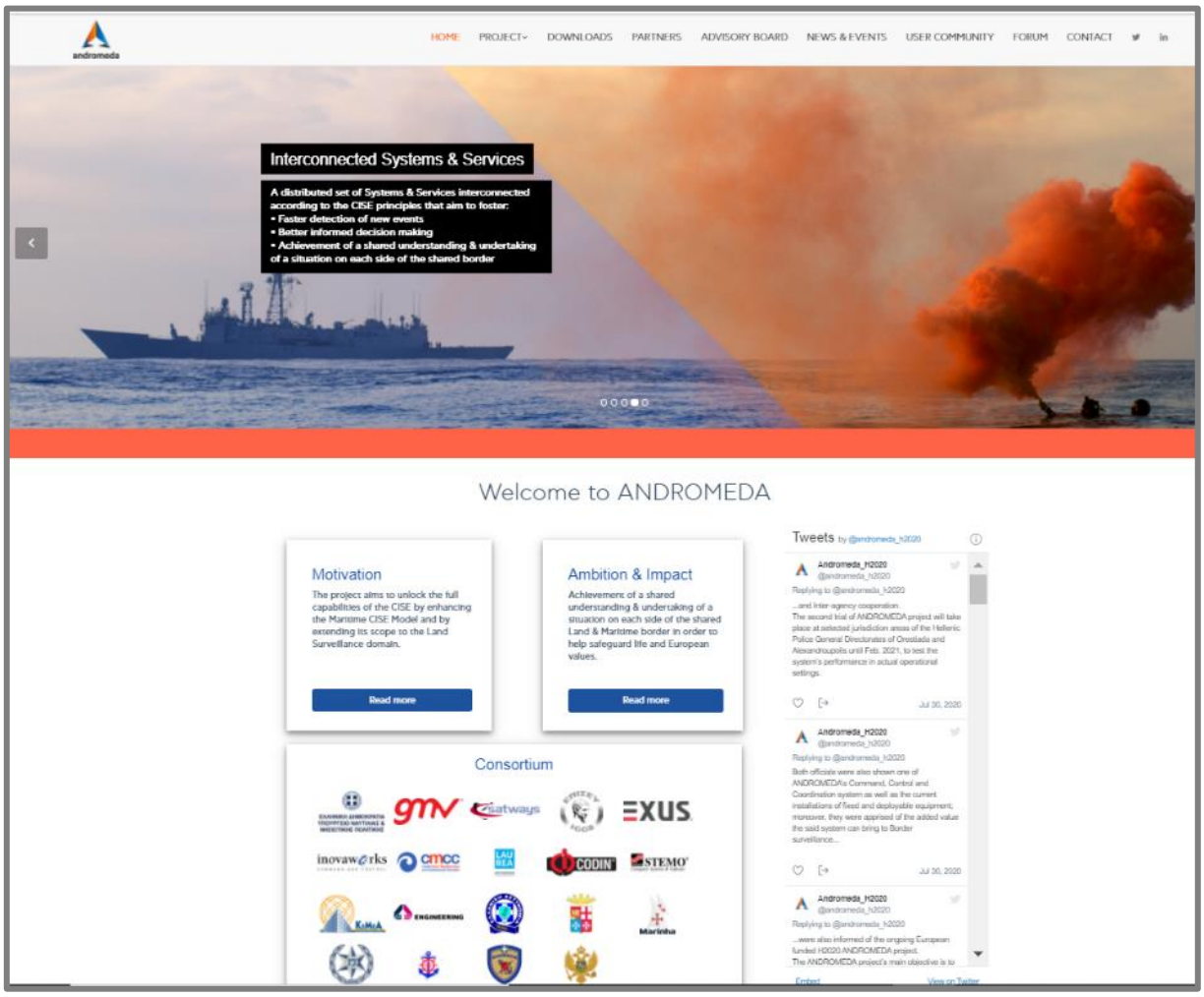

Figure 1: Screenshot of the ANDROMEDA Website

Content updates are constantly made, especially at the main tabs News and Events and Downloads. Several upgrades have also been implemented in order to serve the needs of the Andromeda consortium and the Andromeda audiences, as well as to maximize the impact of the Andromeda project. Key Upgrades are described in Table 1. The present paragraph presents in detail the current version of the Andromeda website and its specific features.

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Table 1: Purpose and Content of the Andromeda Website Upgrades

Version / Upgrade Number	Date	Purpose/Content
No 1	15/12/2020	Launch of the first complete version, including the main tabs [presented in §2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.7]
No 2	25/03/2020	Addition of the Andromeda Forum, offered as a communication point of the Andromeda Community [presented in §2.1.9]
No 3	03/06/2020	New Main Tabs added for the Advisory Board [presented in §2.1.6], and the User Community Board [presented in §2.1.8]
No 4	07/08/2020	In the context of the news and events Main Tab update, addition of the 1st workshop announcement and link to the registration page, along with a scrolling text in the main tab with the workshop announcement. [presented in §2.1.7]

2.1 Design Goals and Considerations

The design goals (**D.G.**) of the project website are listed below:

- **D.G.1** To follow the rules of visibility and include the disclaimer indicated in the project Grant Agreement.
- **D.G.2** To offer good visual quality, in line with the visual identity of the project [1].
- **D.G.3** To allow easy user-friendly navigation, for PC, tablet and smartphone users and with a high website speed and with compatibility with a variety of browsers.
- **D.G. 4** To highlight the project motivation, ambition, outcome and impact.
- **D.G. 5** To attract different target groups with different key messages [1].
- **D.G. 6** To continuously inform the public about key project activities.
- **D.G. 7** To offer a reserved area for internal document exchange and for the User Community established in WP2 via its forum.
- **D.G. 8** To allow for a community building via its forum, that will reinforce the goals of the project and the relevant topic, that is, substantial and tangible improvement of situational awareness and reaction capacity, contribution to the concept of Common Application of Surveillance Tools, as for the European Border Surveillance System (EUROSUR) and to its interoperability with other system [5].
- **D.G. 9** To provide a contact medium for external users that wish to communicate with the Andromeda consortium.
- **D.G. 10** To show, in real time, news that are of interest to the Andromeda Community, through the activity in the Twitter Account of the Andromeda project.

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2.2 Andromeda Website Content

The content of the Andromeda webpage is presented in this section.

2.2.1 Application of Rules of Visibility and Disclaimer of the Grant Agreement

2.2.1.1 Rules on Visibility

According to the Grant Agreement, paragraph 38.1.1 Obligation to promote the action and its results:

'The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply. Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Agency (see Article 52).

According to the Grant Agreement, paragraph 38.1.2: Information on EU funding — Obligation and right to use the EU emblem:

Unless the Agency requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

(a) display the EU emblem and

(b) include the following text:

For communication activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation

programme under grant agreement No 833881".

2.2.1.2 Disclaimer excluding Agency Responsibility

According to the Grant Agreement, paragraph 38.1.3 Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains. The same rule applies for communication actions.

As seen in Figure 2, the following text is added at the Andromeda webpage *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 833881. This communication material reflects only the authors' views and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.".* The EU emblem is also displayed.

It should be highlighted that this text and the EU emblem are visible in all main tabs of the Andromeda webpage and by all users (PC, tablet, smartphone). This proves that the **D.G.1** (see §2.1) has been met.

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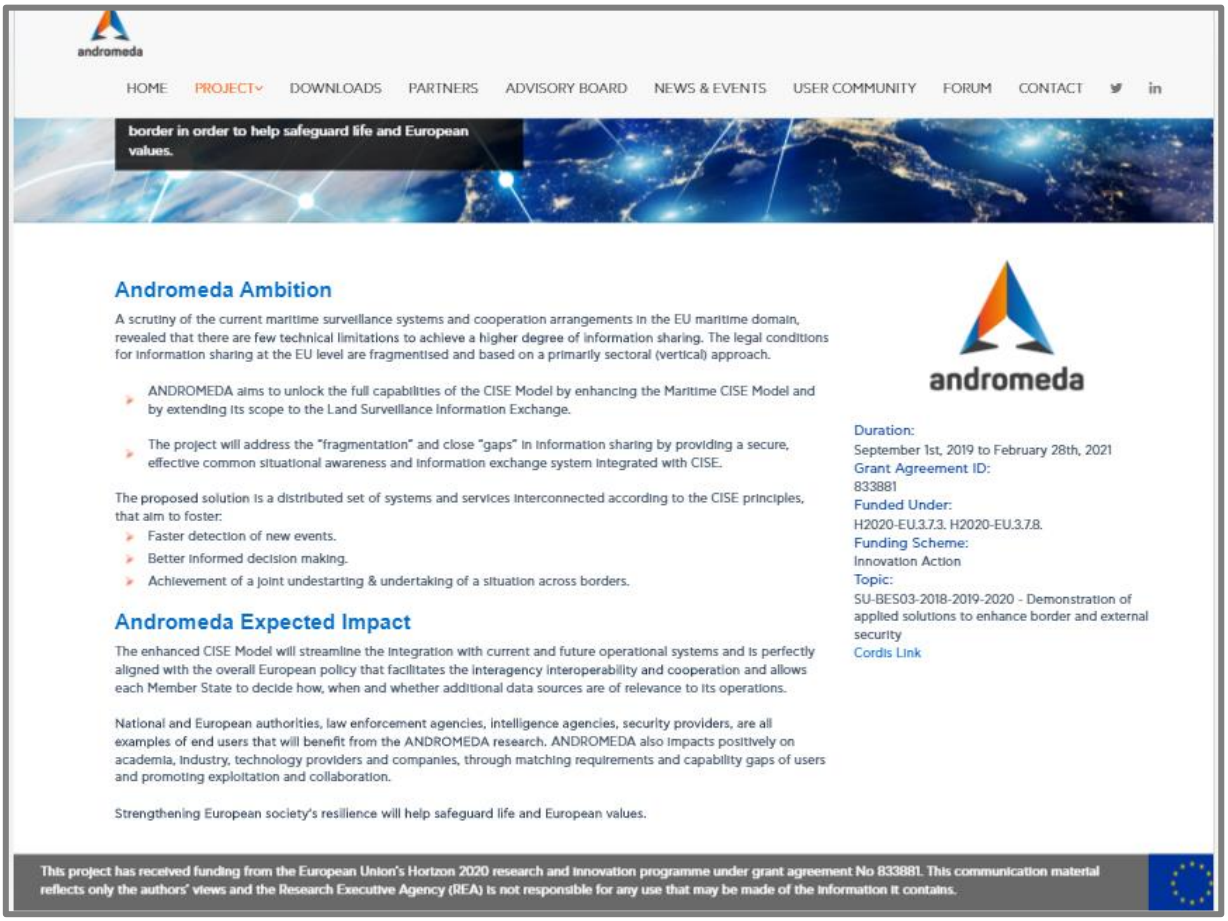

Figure 2: Application of the G.A. rules on visibility and disclaimer excluding the Agency responsibility in the Andromeda project website (bottom of page).

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2.2.2 Home Page Main Tab

The Home Page Main Tab of the Andromeda website contains:

- Five different Key Messages in 5 different backgrounds. The key Messages are designed for different target groups, as explained in D7.1. and in line with **D.G.5** (see §2.1). These messages and backgrounds are changed automatically every 15 seconds and also manually by clinking on the arrows.
- Introduction to the Motivation and Impact of the project with links to the dedicated Main Tabs
- Logos of the beneficiaries with links to their homepage
- The live Andromeda twitter feed is embedded, in line with **D.G.10** (see §2.1)
- Links to the Andromeda LinkedIn and Twitter Account
- Recently, a scrolling text with the workshop announcement has been added to inform about the upcoming Andromeda workshop

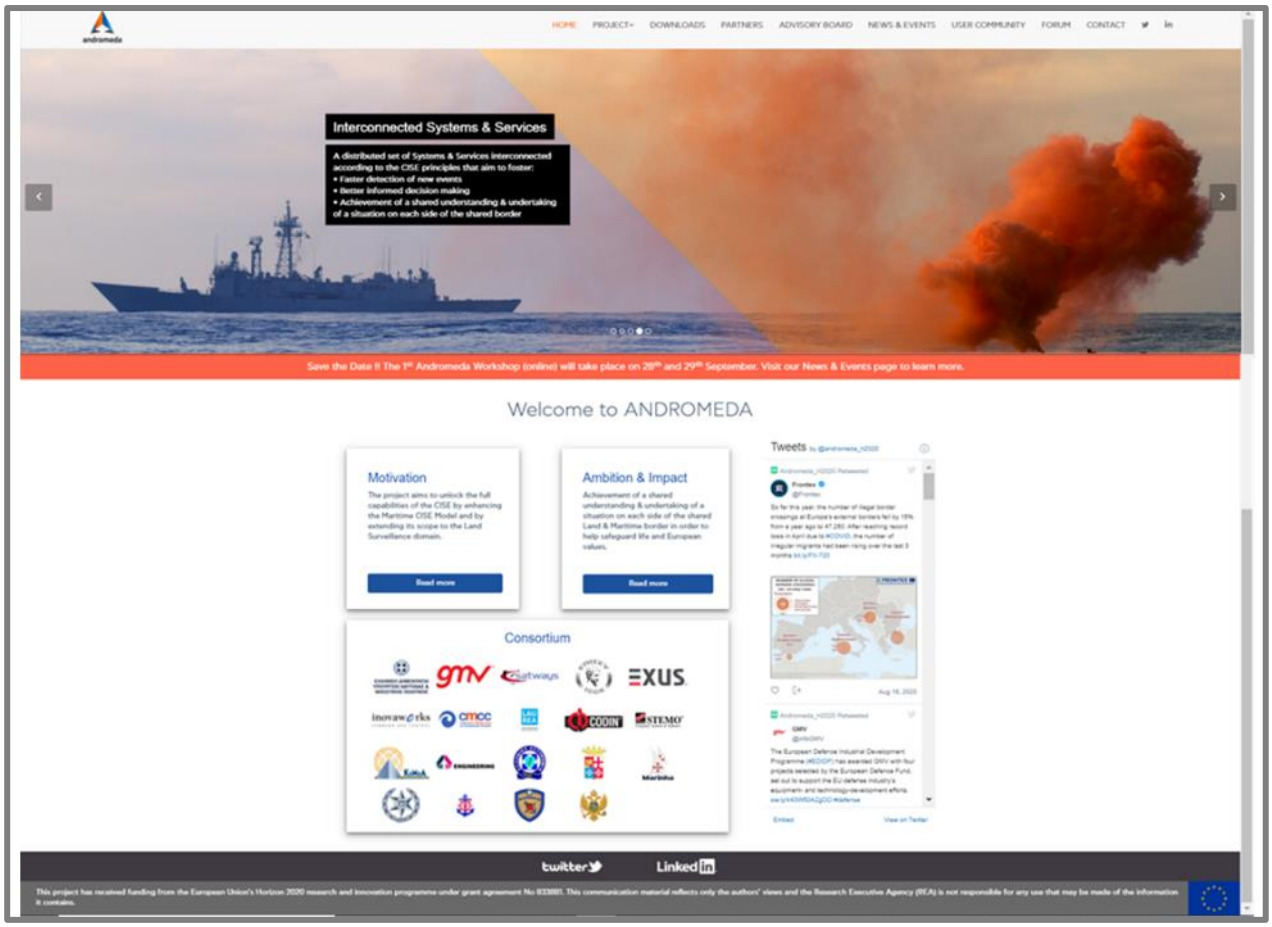

Figure 3: The Home Page Main Tab of the Andromeda web site

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1. The first message is the Andromeda full title which has been selected for the wider public as well as for other European projects' participants

   'Andromeda
   An Enhanced Common Information Sharing Environment for Border Command, Control and Coordination Systems'

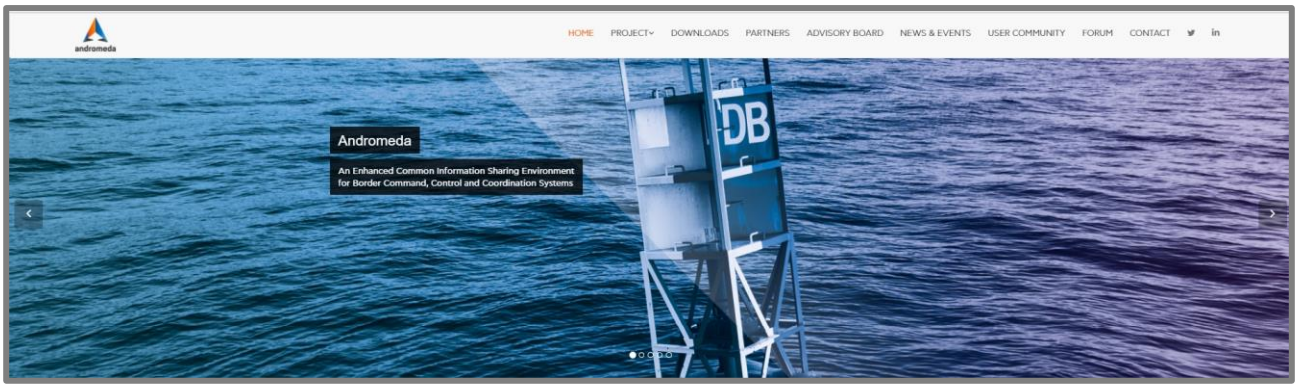

Figure 4: First welcome message in the Home Page of the Andromeda Website

2. The first key message targets the **Technical and Scientific community**:

   '**CISE Powered**

   Secure, effective, common situational awareness and information exchange system integrated with CISE'

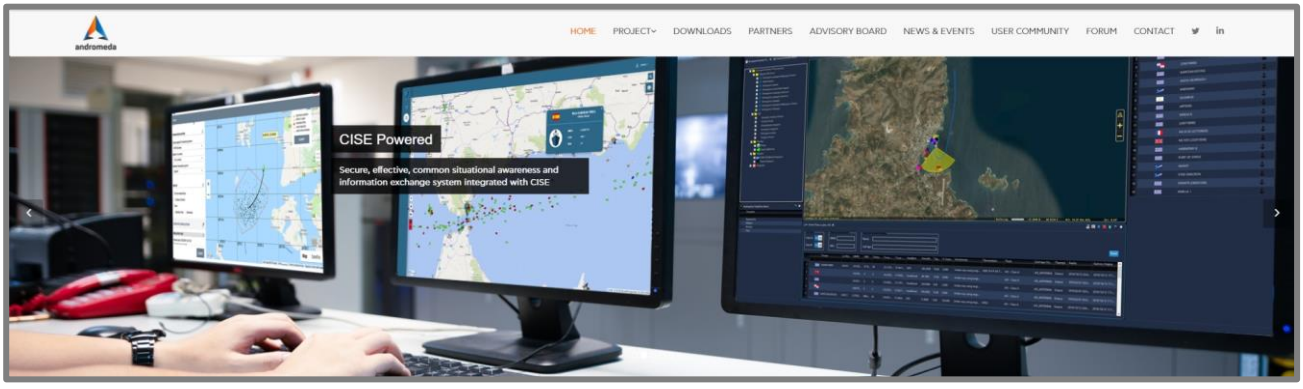

Figure 5: Key Message for the Technical and Scientific community in the Home Page of the Andromeda Website

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3. The second key message targets the **End Users**, namely the National Border and Coast Guards, as well as Frontex, the moto that has been selected is

   'Land and Maritime Border surveillance

   Cross sector and cross border collaboration between authorities operating in the Land and Maritime Environments'.

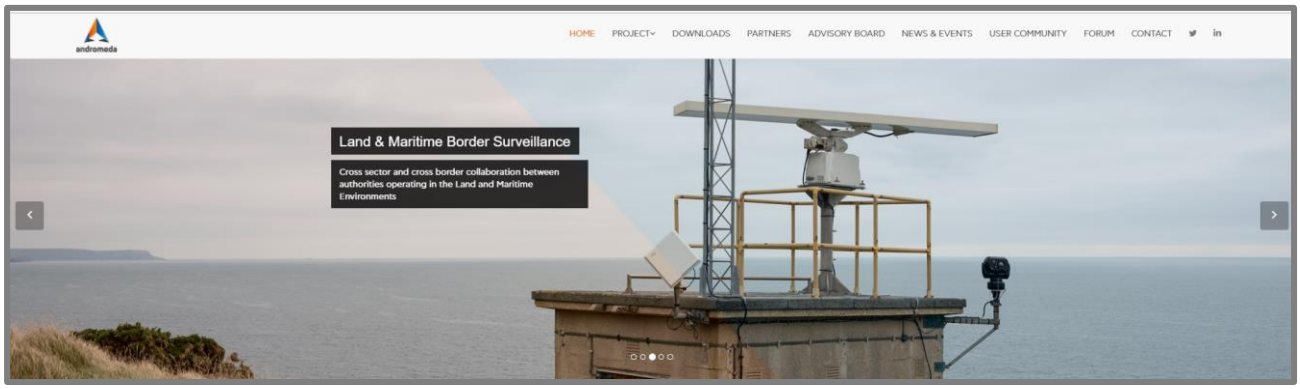

Figure 6: Key Message for the End Users, National Border and Coast Guards, and Frontex in the Home Page of the Andromeda Website

4. For the **Commercial Customers**, the key message that has been selected is

   'Interconnected systems and Services

   A distributed set of Systems & Services interconnected according to the CISE principles that aim to foster:

   - ***Faster detection of new events***
   - ***Better informed decision making***
   - ***Achievement of a shared understanding & undertaking of a situation on each side of the shared border'***

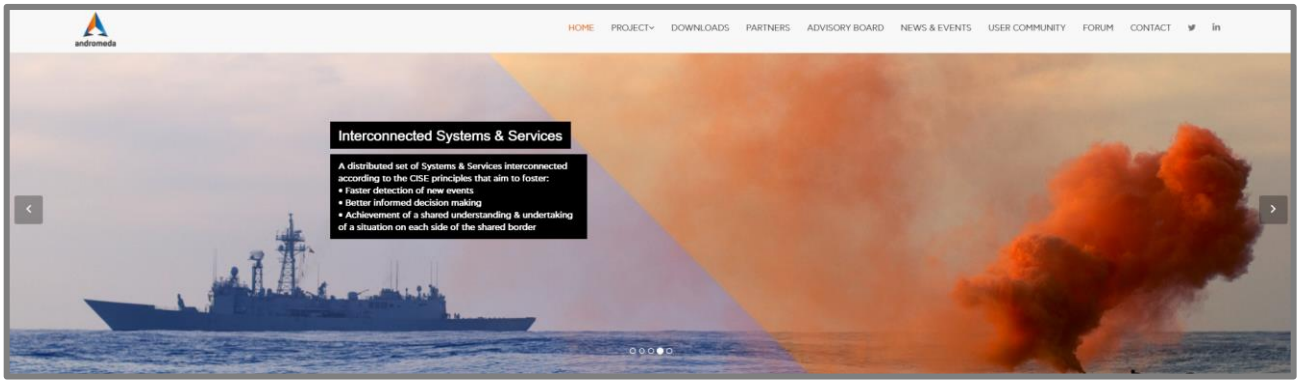

Figure 7: Key Message for the Commercial Customers in the Home Page of the Andromeda Website

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Also, the number of Andromeda partners is provided together with the number of different countries and the location of Andromeda partners in Europe.

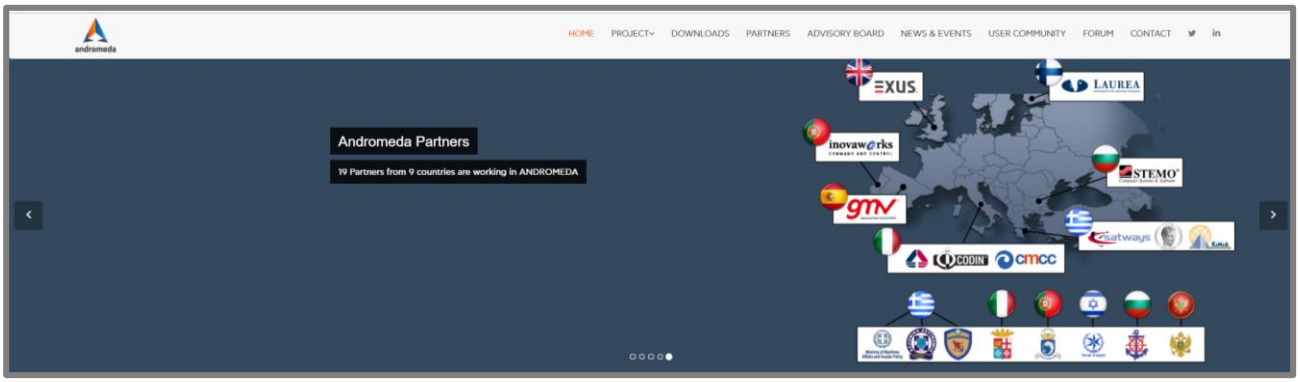

Figure 8: Andromeda Partners' number and location in Europe as illustrated in the Home Page of the Andromeda Website

2.2.3 Project Presentation Tab

The second main tab of the Andromeda Web Site serves to present the Motivation, Ambition, and Expected Impact of the Andromeda project, in line with D.G.4

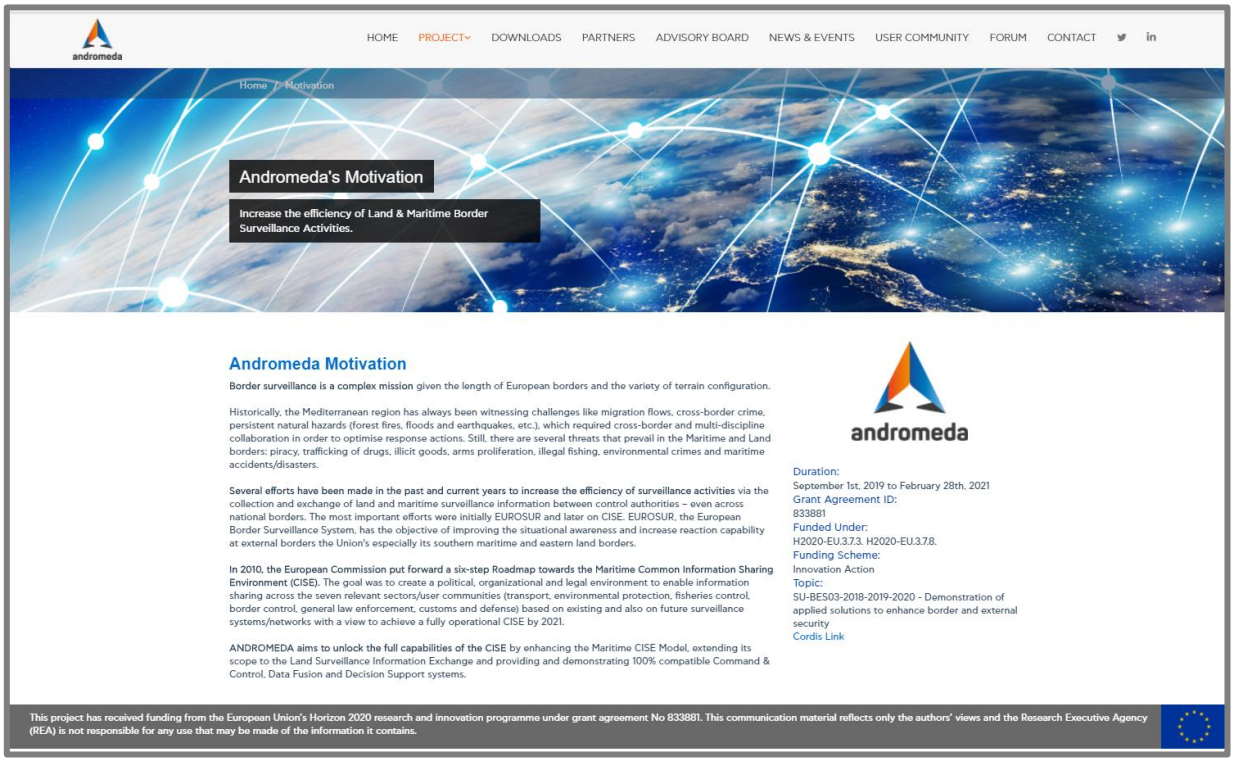

Figure 9: The Andromeda project Motivation as presented in the Project Main Tab of the Andromeda Website

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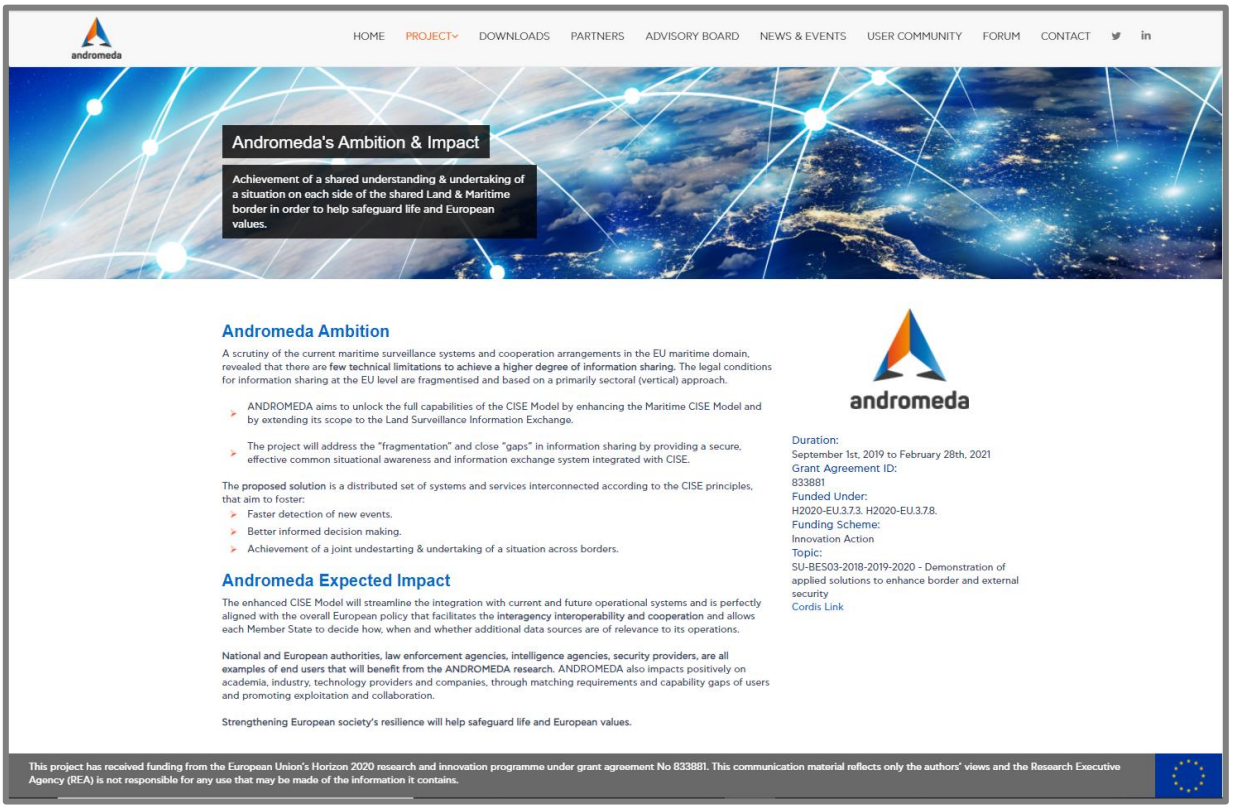

Figure 10: The Andromeda project Ambition and Expected Impact as presented in the Project Main Tab of the Andromeda Website

In this main tab, another key message is presented, in line with **D.G.5** (see §2.1), that is intended for the Facilitators and the wider public:

Strengthening European Society's resilience will help safeguard life and European values.

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2.2.4 Downloads Main Tab

The Downloads Main Tab of the Andromeda Website is the part of the website where all material intended for access by the wider public and communication of the project outcomes is offered for view and download. This is also in line with **D.G. 6,** continuously inform the public about key project activities.

- Communication Material, namely the Andromeda Horizon2020 Presentation, Leaflet and Banner
- The Andromeda Newsletters
- Public Deliverables (uploaded when accepted by the Project Officer)

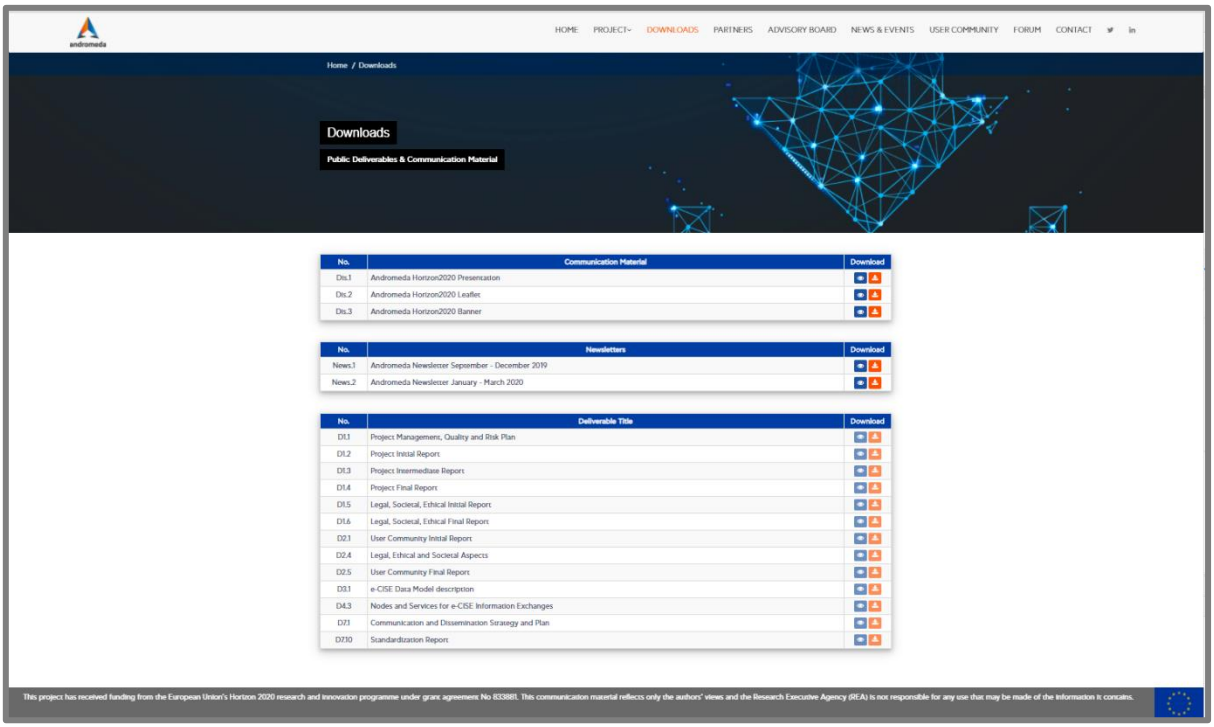

Figure 11: The Downloads Main Tab of the Andromeda Website

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2.2.5 Partners Main Tab

This Main Tab includes a short presentation of each of the 19 Andromeda's partners.

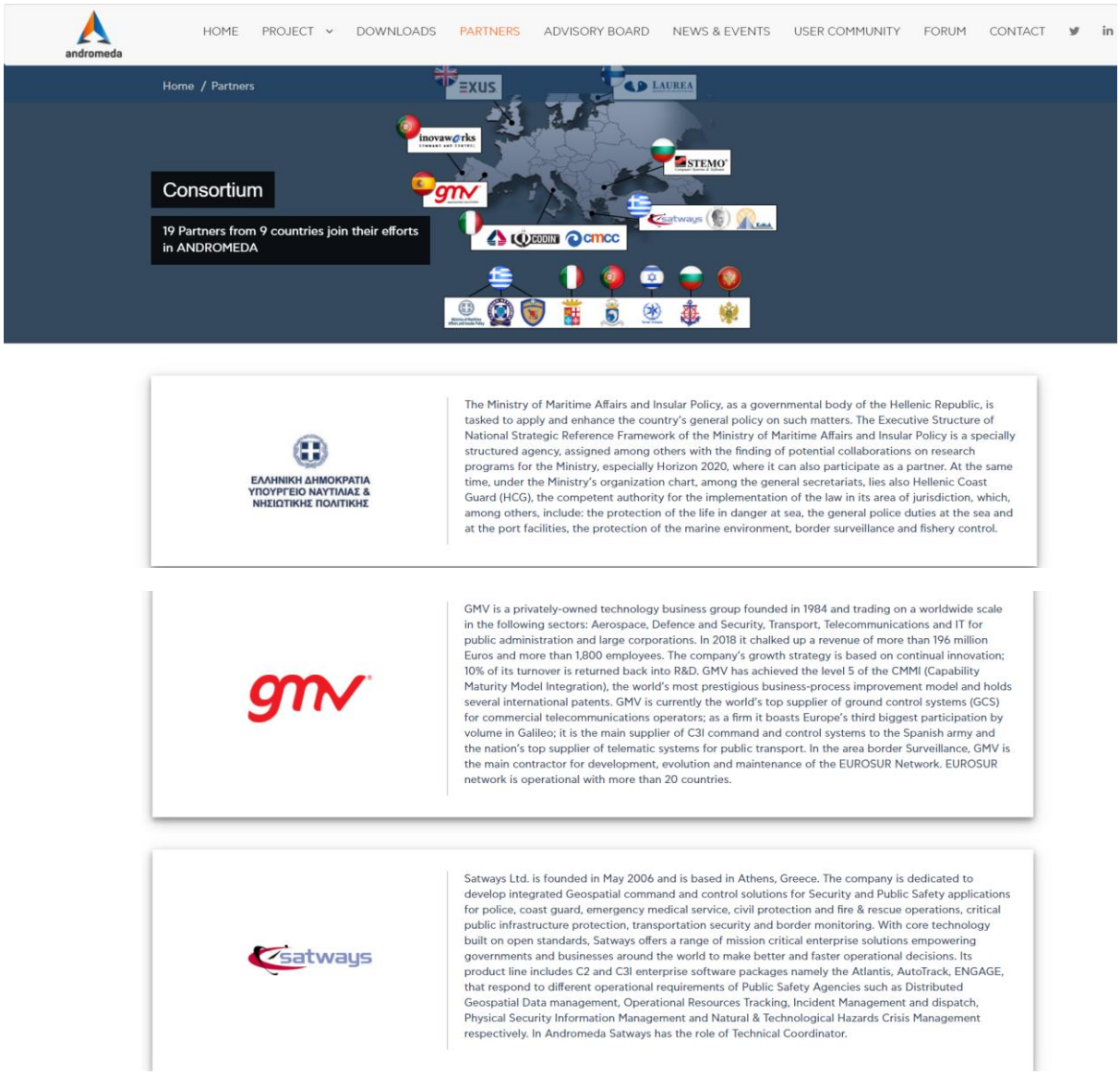

Figure 12: The Partners Main Tab of the Andromeda Website

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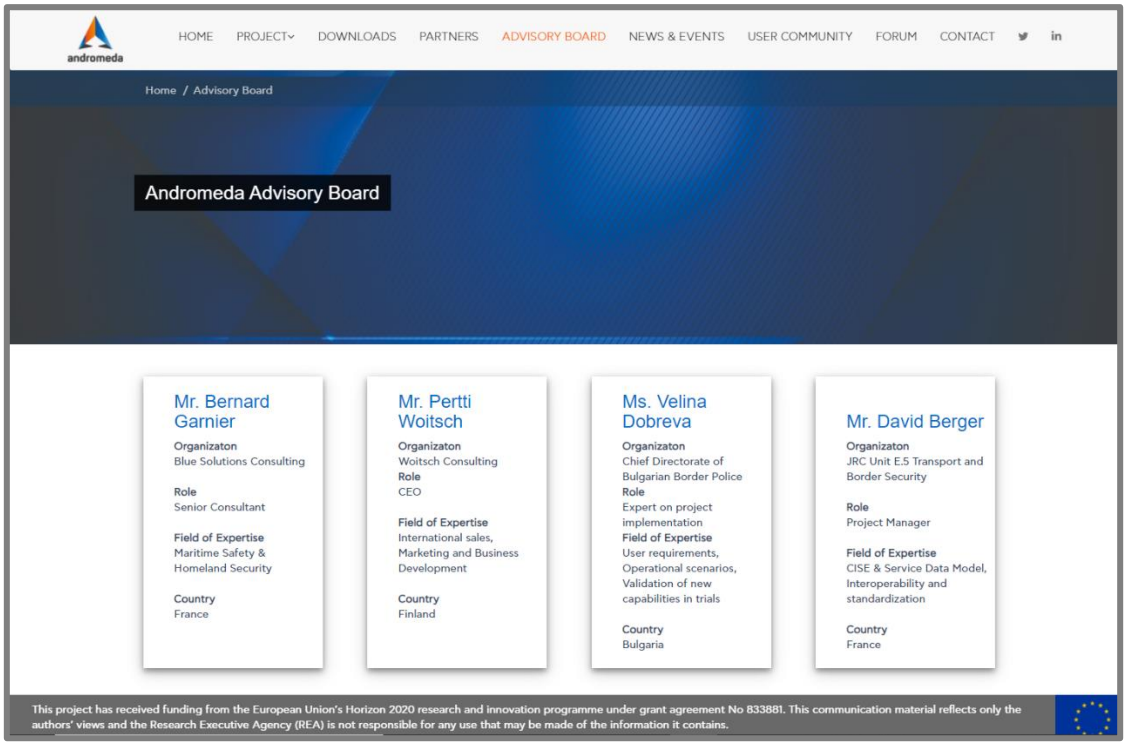
2.2.6 Advisory Board Main Tab

This Main Tab provides a short presentation of the H2020 Andromeda Project's Advisory Board Members.



2.2.7 News and Events Main Tab

This Main Tab aims in continuously informing the public about key project activities (**D.G. 6**). Each event is presented with a short text summarizing the objectives and main outcome, details about the date & place, as well as relevant pictures. The Andromeda Twitter posts are also shown in this Main Tab.

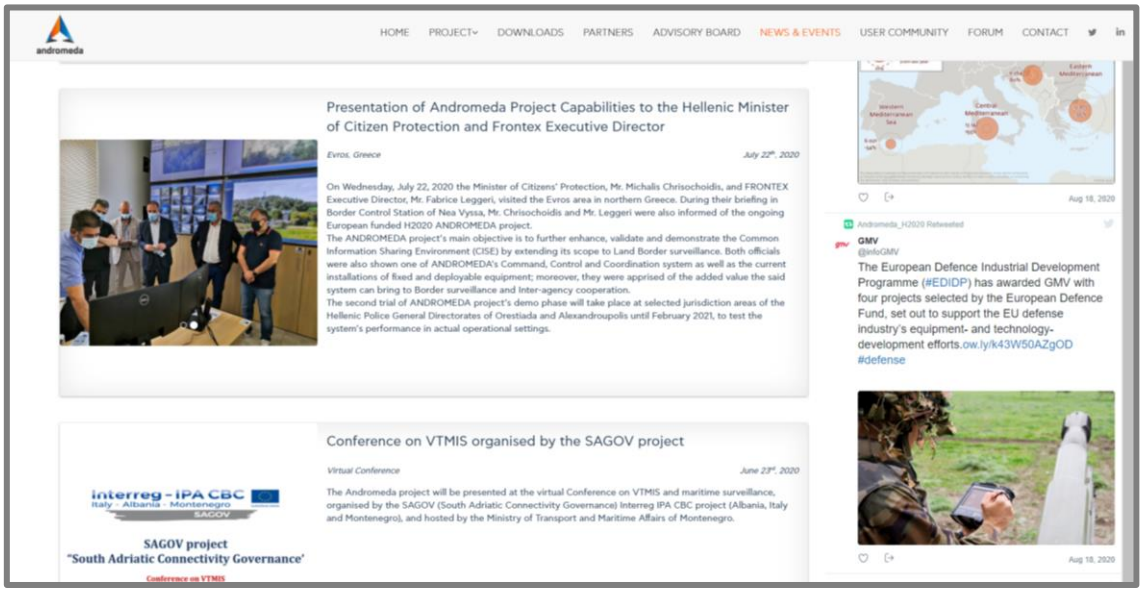


Figure 13: News and Events Main Tab as shown in the Andromeda project website

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2.2.8 User Community Main Tab

This Main Tab presents the User Community of the Andromeda Horizon2020 project, that is formed by:

- EU Bodies and Agencies
- External End User Community
- External Industrial Community
- External Academic and Research & Technology Community
- EU Funded Projects

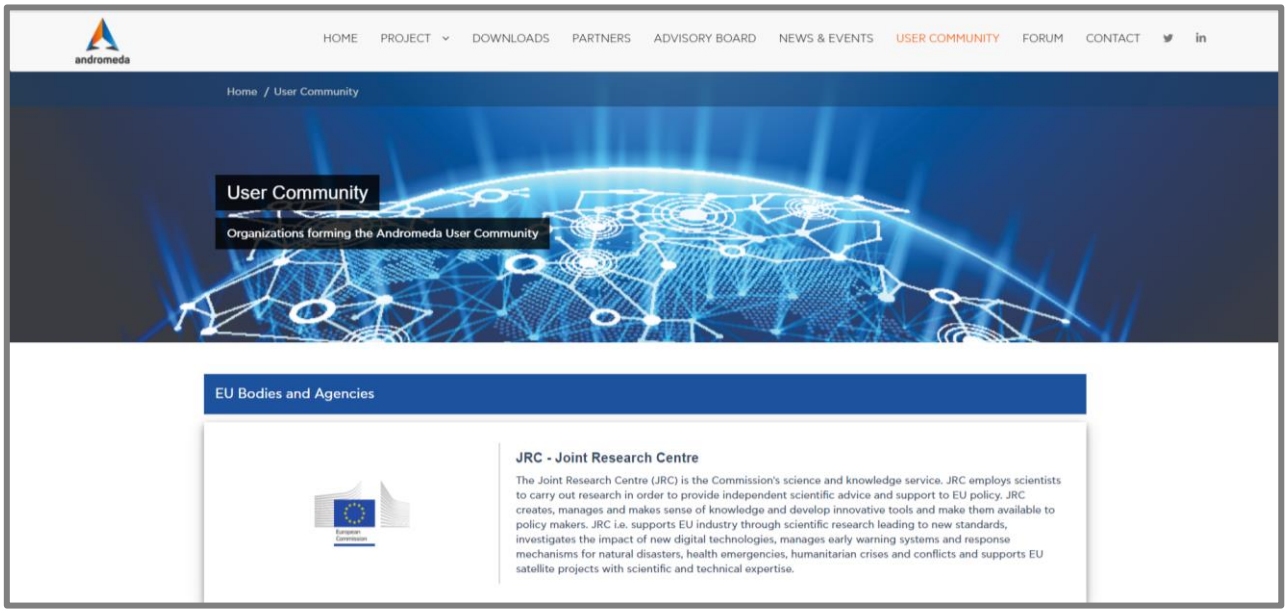

Figure 14: The User Community Main Tab of the Andromeda Website

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2.2.9 Forum Main Tab

The Andromeda Forum aims to

- allow for a community building, that will reinforce the goals of the project and the relevant topic, that is, substantial and tangible improvement of situational awareness and reaction capacity, contribution to the concept of Common Application of Surveillance Tools, as for the European Border Surveillance System (EUROSUR) and to its interoperability with other system [5] **D.G. 8**.
- provide a contact medium for external users that wish to communicate with the Andromeda consortium **D.G. 9**.
- offer a reserved area for internal document exchange and for the User Community established in WP2 **D.G. 7**

  Different Discussion categories have been created (6 different sub forums) with emphasis on Operational, Technical, Ethical, Educational & Innovation matters. An Open forum is also available.

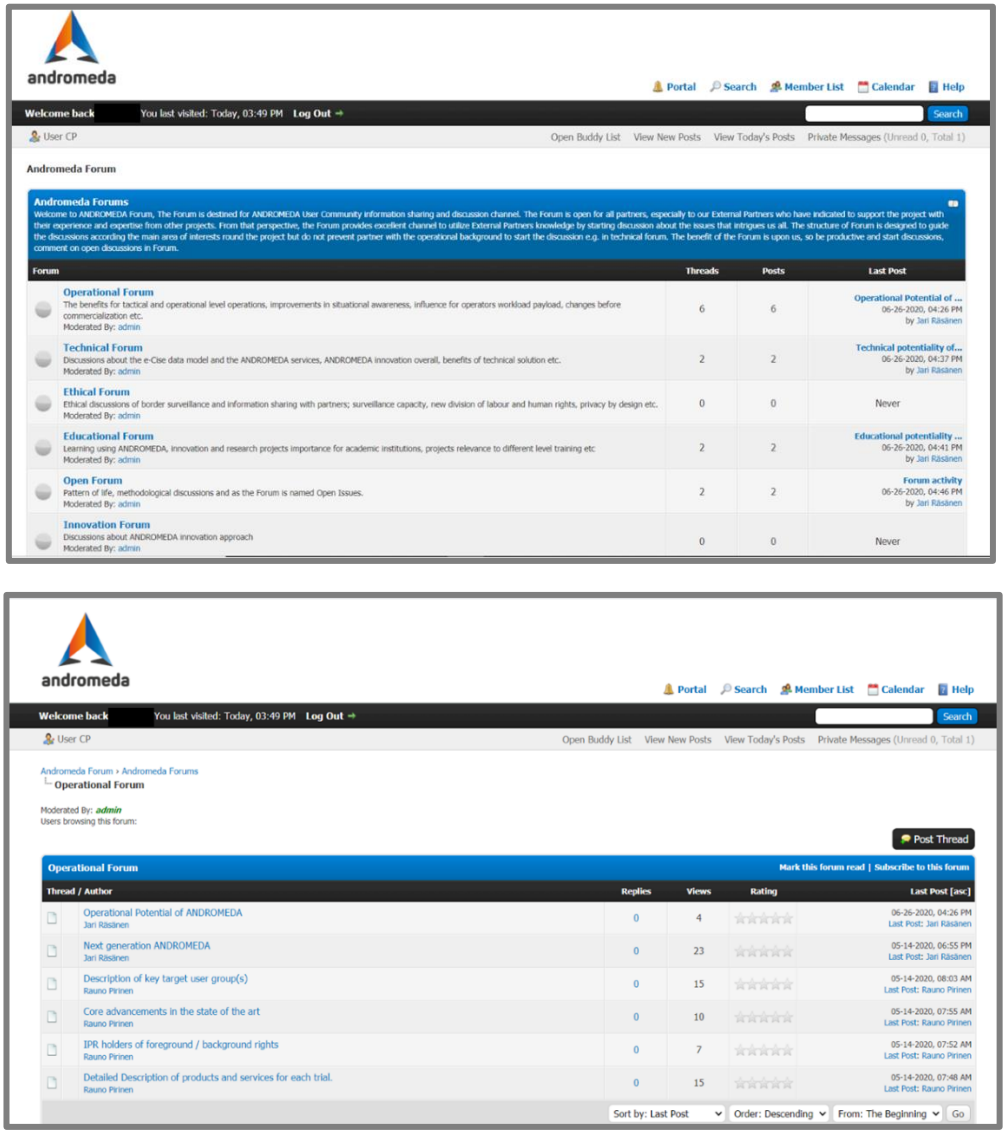

Figure 15: Entry page of the Andromeda Forum and discussions in the Operational sub category

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2.2.10 Contact Main Tab

This Main Tab of the Andromeda website aims to

- provide a contact medium for external users to communicate with the Andromeda consortium **D.G. 9**
- provide contact details of the coordinator and the management team of Andromeda

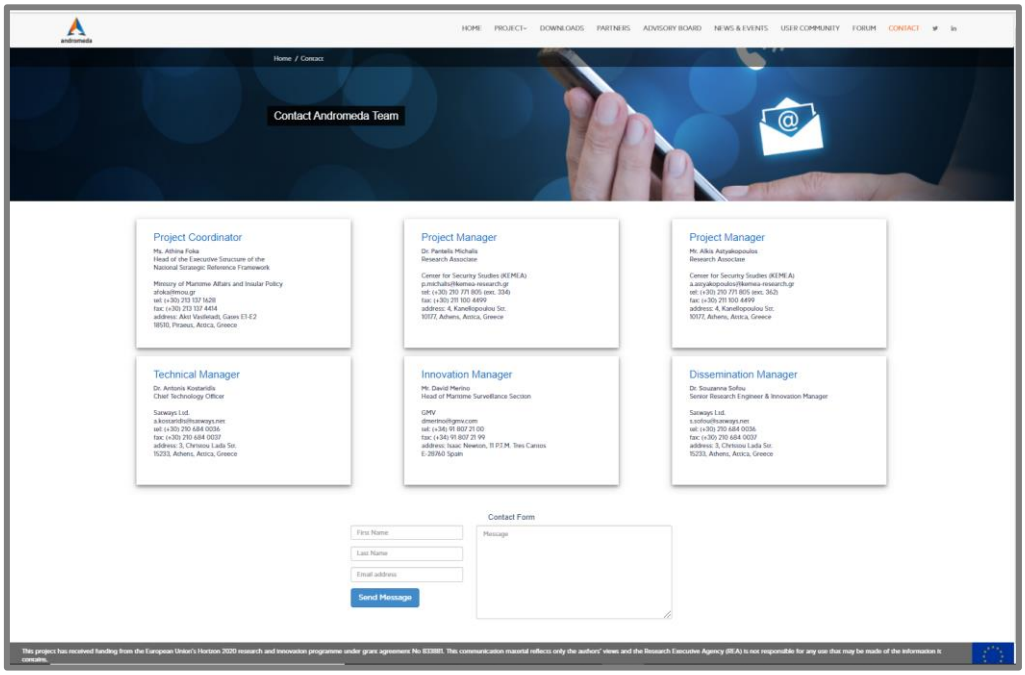

Figure 16: Contact Main Tab of the Andromeda Website

2.2.11 Links to the Social Media Accounts

Links to the social media accounts of Andromeda are also provided in the Andromeda website next to the Main Tabs directory, as well as at the bottom of the home page.

Figure 17: Links to the Andromeda Social Media Accounts next to the Main Tabs Directory of the Andromeda Website

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2.3 Website Adjustments for Mobile Phone and Tablet Users

Bootstrap CSS was used for responsive web application. Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. In that way, the responsiveness required for tablet and mobile phones was achieved. Adjustments include, among others:

1. Specific CSS rules depending on resolution of target device

2. Javascript modifications depending on target device (e.g. Menu navigation toolbar)

2.3.1 Adjustments for Mobile Phone Users

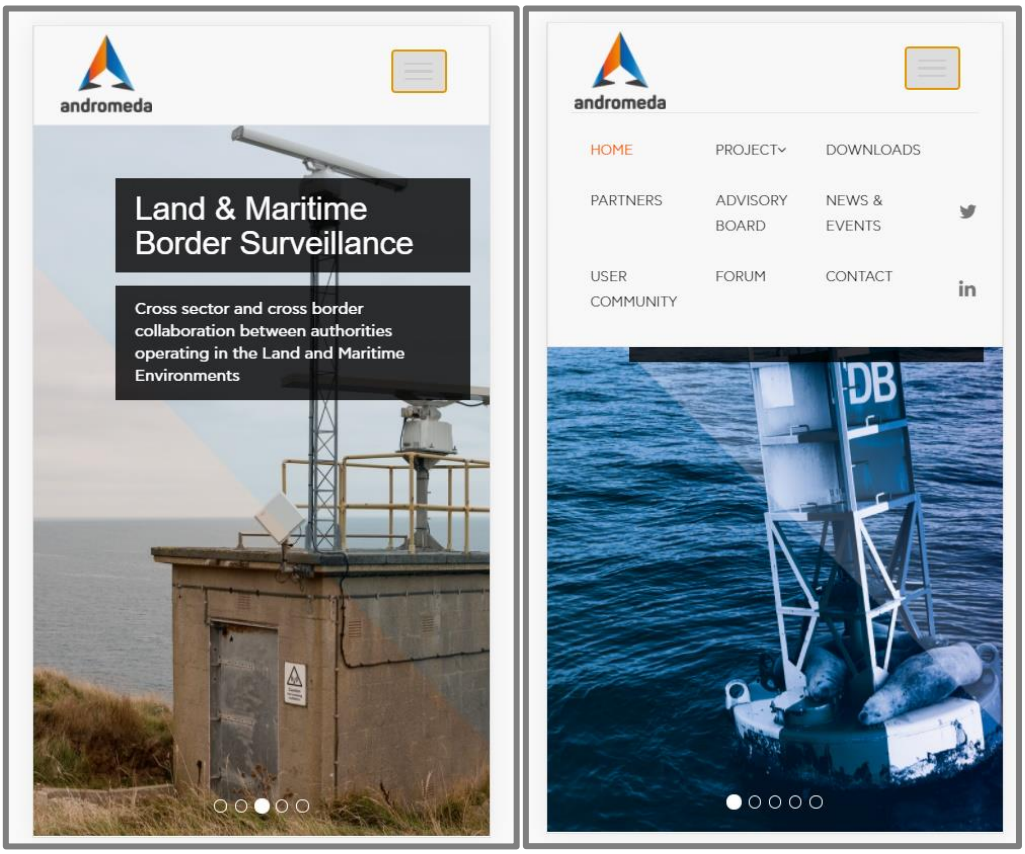

Figure 18: Screenshots of the Andromeda website for mobile phone users

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2.3.2 Adjustments for Tablet Users

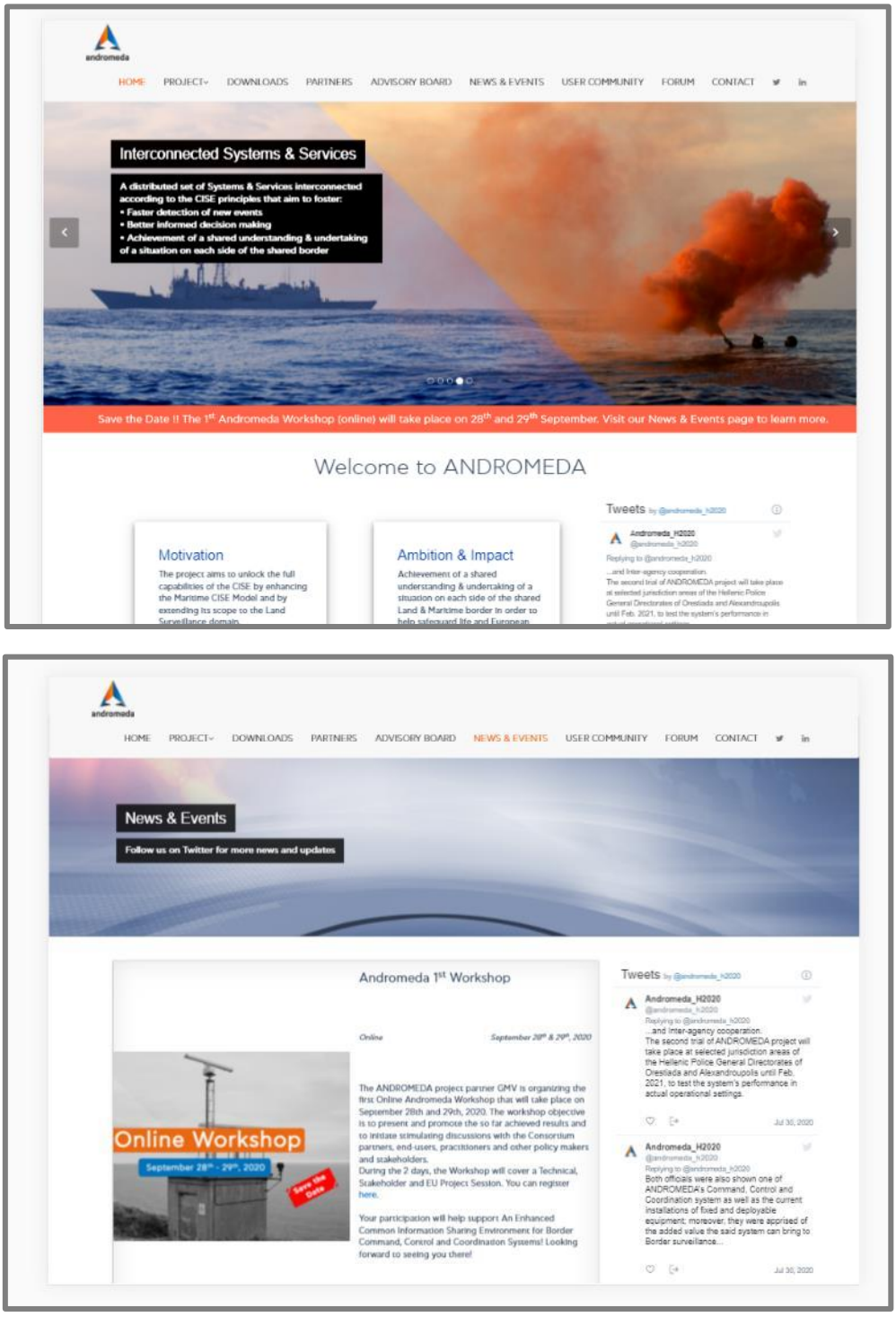

Figure 19: Screenshots of the Andromeda website for tablet users

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As seen in the previous paragraphs, the development of the Andromeda Website has succeeded in

- offering good visual quality, in line with the visual identity of the project [1] **D.G.2**
- allowing easy user-friendly navigation, for PC, tablet and smartphone users and with a high website speed and with compatibility with a variety of browsers. **D.G.3**

2.4 Website Statistics

The Table below provides information on the current status with respect to communication metrics of the Grant Agreement.

Table 2: Status with respect to Communication Metrics for the Web Presence: Project Website

Metrics	Target	Current Status (M12)
Number of views of website	5,000	**9,788 visits** From 17/12/2019 until 17/8/2020 Website made accessible to the public on 17/12
Project website leaflet and/or poster downloads	200	<u>2019 downloads statistics:</u> Presentation:6 Banner:2 Leaflet:63 <u>2020 downloads statistics:</u> Newletters:270 Presentation:174 Banner:100 Leaflet:131 **Total Downloads:** **746** From 17/12/2019 until 17/8/2020 Website made accessible to the public on 17/12

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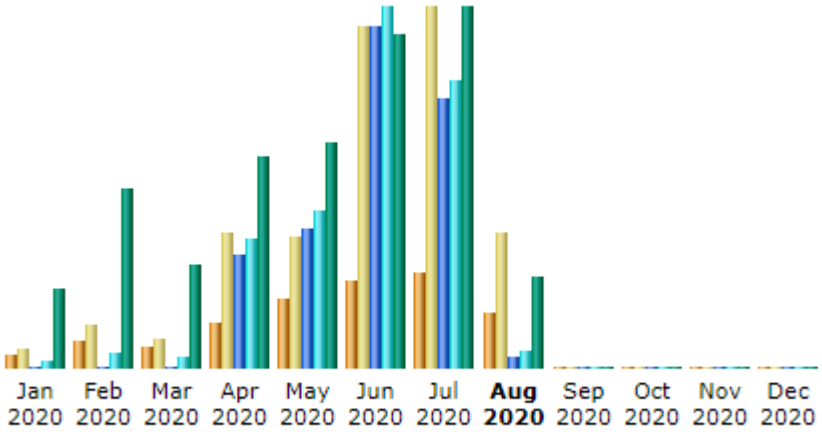

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	106	149	649	5,510	2.09 GB
Feb 2020	216	355	1,214	11,121	4.66 GB
Mar 2020	174	243	1,215	8,314	2.70 GB
Apr 2020	372	1,113	83,520	95,672	5.54 GB
May 2020	567	1,071	103,193	116,678	5.88 GB
Jun 2020	711	2,796	254,319	268,227	8.71 GB
Jul 2020	771	2,949	200,771	214,243	9.41 GB
Aug 2020	458	1,112	7,566	12,915	2.40 GB
Sep 2020	0	0	0	0	0
Oct 2020	0	0	0	0	0
Nov 2020	0	0	0	0	0
Dec 2020	0	0	0	0	0
Total	3,375	9,788	652,447	732,680	41.39 GB

Figure 20: Andromeda website statistics for visits from 17/12/2019 until 17/8/2020 (M4-M12)

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3. Andromeda LinkedIn Account

3.1 Andromeda LinkedIn Account Content

The Andromeda LinkedIn account was created following the rules of visibility of the project Grant Agreement. Its activity is in line with the relevant rules of the EC Directorate-General for Research and Innovation H2020 listed in the Social media guide for EU funded R&I projects [6].

The goals of the Andromeda LinkedIn Account are:

- To inform the public about key project activities.
- To continuously inform the Andromeda partners with respect to activities performed by other parties that are relevant to the project objective.
- To enlarge the Andromeda community and positively influence several stakeholder groups in order to engage them in the project goals.
- To present the Andromeda solutions that are being developed in a clear fashion.
- To inform and engage with society, in order to show how the latter can benefit from research

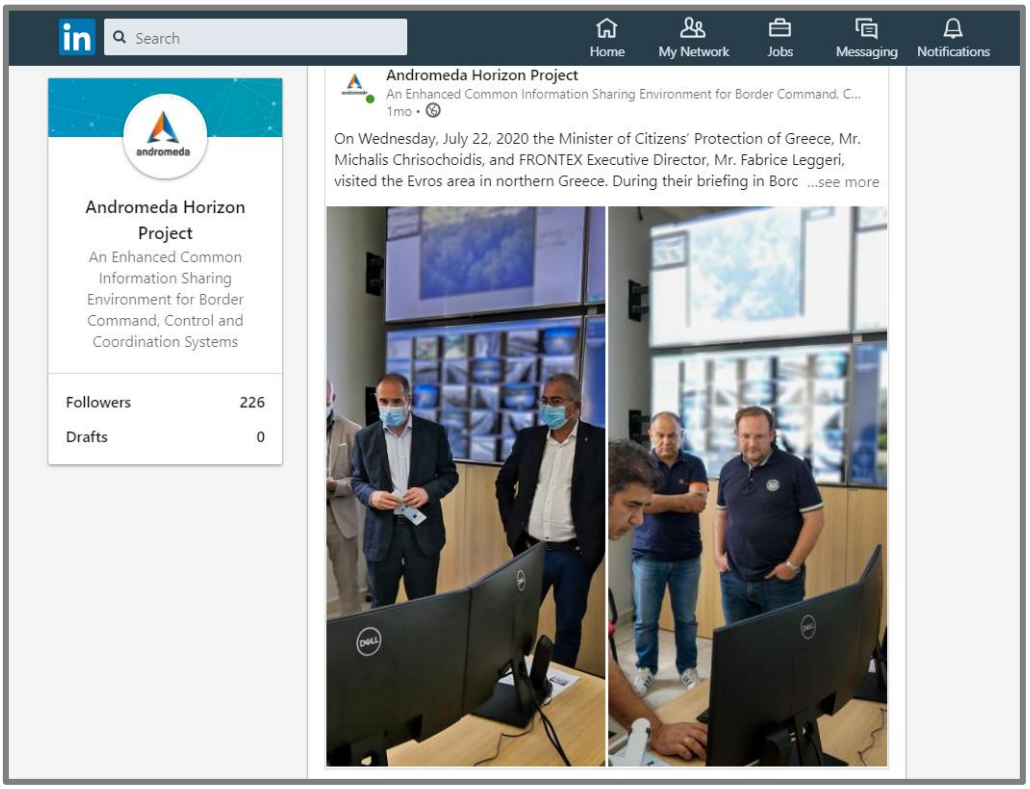

Figure 21: Post on the LinkedIn Account of Andromeda about the project presentation to the Minister of Citizen's Protection of Greece and the Frontex Executive Director

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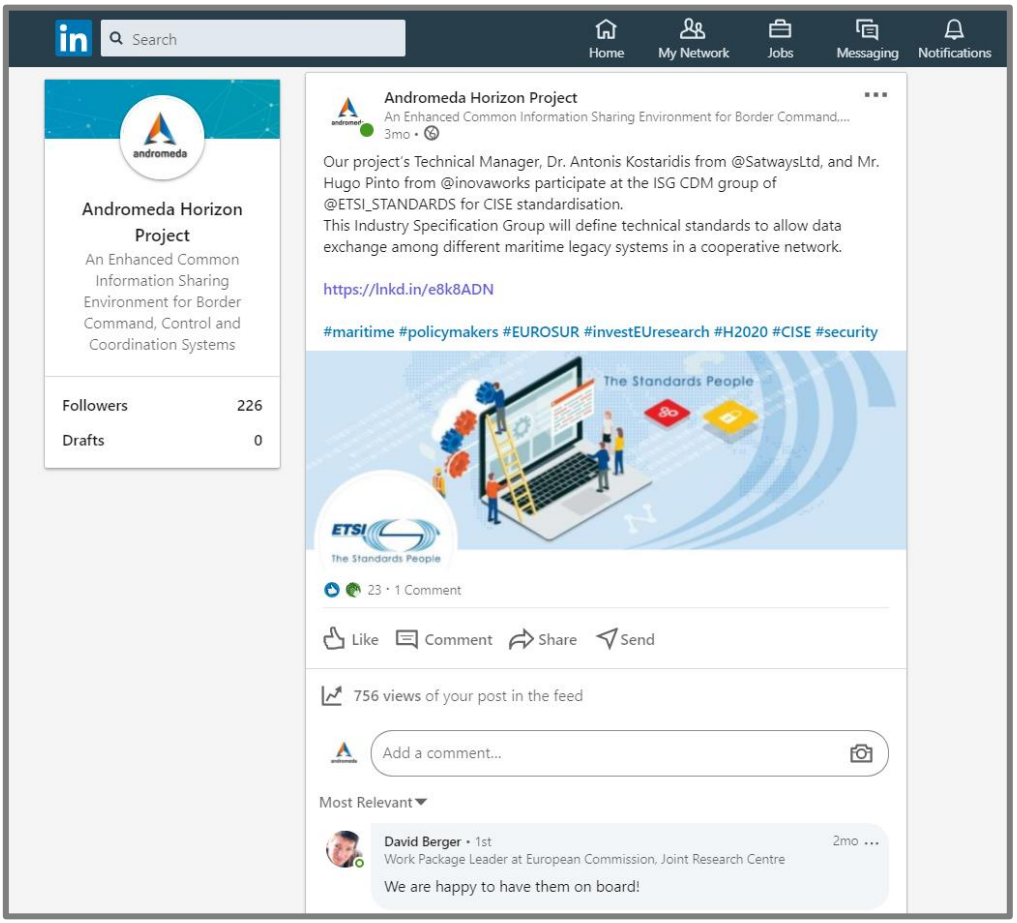

Figure 22: Post about ETSI Standards on the LinkedIn Account of Andromeda

3.2 Andromeda LinkedIn Account Statistics

The statistical information included below (performance with respect to the KPIs set in the GA) allows for continuous monitoring of the impact of the communication strategy.

Table 3: Status with respect to Communication Metrics for the Web Presence: Project LinkedIn Account

Metrics	Target	Current Status (M12)
LinkedIn Group members	200	226 followers, 216 connections on 29/8/2020
Social media posts	150 (in LinkedIn and Twitter collectively)	12

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4. Andromeda Twitter Account

4.1 Andromeda Twitter Account Content

The Andromeda Twitter account was created following the rules of visibility of the project Grant Agreement. As is the case for the Andromeda LinkedIn account, the Andromeda Twitter account activity is in line with the relevant rules of the EC Directorate-General for Research and Innovation H2020 listed in the Social media guide for EU funded R&I projects [6].

The goals of the Andromeda Twitter account are:

- To continuously inform the public about key project activities and outcomes in almost real time.
- To continuously inform the Andromeda partners with respect to activities performed by either the other members of the consortium, or by other parties that are relevant to the project objective.
- To connect with other Horizon2020 projects that share the same goals and aim at similar audiences.
- To enlarge the Andromeda community and positively influence several stakeholder groups in order to engage them in the project goals.
- To inform and engage with society, in order to show how the latter can benefit from research

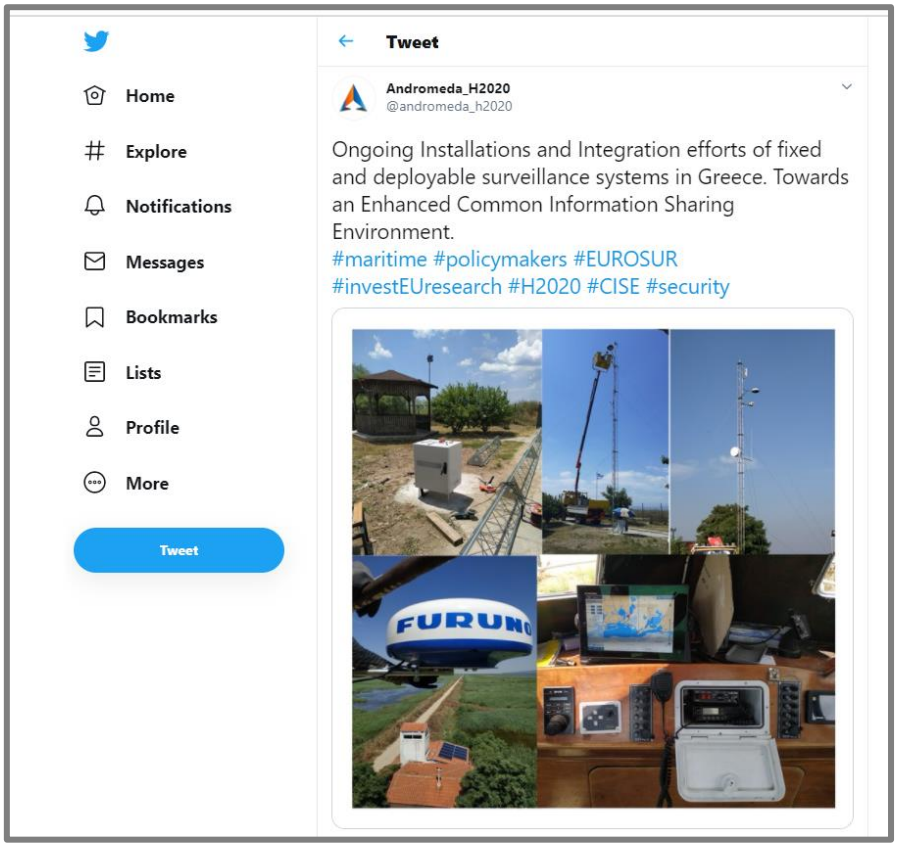

Figure 23: Post on the Twitter Account of Andromeda about Installation and Integration efforts of fixed and deployable surveillance systems

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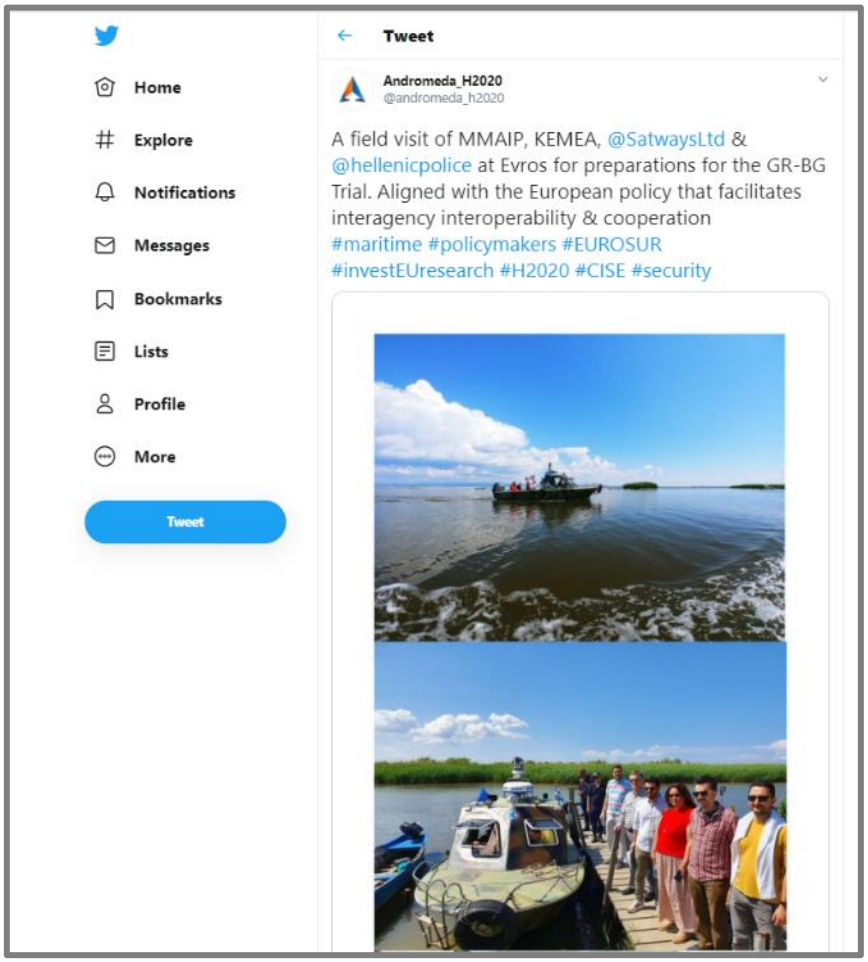

Figure 24: Post on the twitter account of Andromeda about a field visit at the Evros area in Greece

4.2 Andromeda Twitter Account Statistics

The Table below provides the performance with respect to the KPIs set in the G.A.

Table 4: Status with respect to Communication Metrics for the Web Presence: Twitter Account

Metrics	Target	Current Status (M12)
Twitter account followers	200	178 on 29/8/2020
Social media posts (in LinkedIn and Twitter collectively)	150	32

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Table 5: Analytics for the Andromeda Twitter Account

Month	Tweet Impressions	Profile Visits	Mentions	New Followers
August 2020*	3,171	155	3	6
July 2020	7,292	367	8	9
June 2020	8,087	445	2	15
May 2020	6,184	292	2	12
April 2020	2,677	129	1	7
March 2020	4,238	153		6
February 2020	6,484	396	5	7
January 2020	2,155	46		9
December 2020	2,830	72	1	6
November 2019	7,555	338	5	24
October 2019	2,532	250	2	22
September 2019**	1,848	386		9
**Data until 29/8* ***Data for this month may not be exact due to a service outage*				

As seen in Table 5 above, the twitter account of Andromeda has received more than 53,000 impressions and about 30 mentions in other accounts. New followers are continuously added, and the total amount of the twitter account followers has almost reached the KPI set in the Grant Agreement.

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5. Conclusions

The present Deliverable has presented in detail the tools have been developed to support the web presence of the Andromeda Horizon2020 project. In addition, details on the design goals have been provided, along with statistical information about the tools developed, that allow for continuous monitoring of the impact of the communication strategy.

It has been shown that all the tools have been designed in line with the directions provided in the Grant Agreement, and that the status with respect to the communication metrics of the Grant Agreement is sufficient. Indicatively, the number of visits to the Andromeda website is currently almost twice the G.A. KPI, while the number of downloads of communication material is almost 4 times the KPI set in the GA. Results show that the Andromeda web presence has contributed in raising attention from relevant stakeholders.

More activity in the social media is expected for the remaining period. Following the recommendation of the project officer, the Andromeda consortium has already prepared a plan to meet the communication challenges faced due to the covid-19 pandemic. Since attendance to events will be restricted, special effort will be devoted to counterbalance the impact that would be expected from such activities. This will be realised with increased dissemination activity (publications in scientific journals and conference proceedings) as well as with increased communication activity (social media presence). The latter will include interviews with the end users and short presentations of the advanced solutions that will be delivered by Andromeda. The pilot tests will also be utilised for communication purposes, and for the project video that will be prepared.

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6. Annex A: Quality Review Report

The ANDROMEDA Consortium uses the Quality Review Report process for its internal quality assurance for deliverables to assure consistency and high standard for documented project results.

The Quality Review Report is used individually by selected peer reviewers. The allocated time for the review is 7 calendar days. The author of the document has the final responsibility to reply on the comments and suggestions of the peer reviewers and decide what changes are needed to the document and what actions are to be undertaken.

6.1 Reviewers

Project Coordinator	Athena Foka (MMAIP)
Management Support Team Member	Alkis Astyakopoulos (KEMEA)
Internal Peer Reviewers	Pantelis Kanellopoulos (ICCS), Mirela Rosgova (KEMEA)

6.2 Overall Peer Review Result

The Deliverable is:

☒ Fully accepted
☐ Accepted with minor corrections, as suggested by the reviewers
☐ Rejected unless major corrections are applied, as suggested by the reviewers

6.3 Consolidated Comments of Quality Reviewers

General Comments	
Deliverable contents thoroughness	Reviewers comment: The deliverable describes in an easy-to-read manner the web presence of the project and presents in detail all related information regarding its performance. Author's reply:
Innovation level	Reviewers comment: Accepted. Author's reply:
Correspondence to project and programme objectives	Reviewers comment: The deliverable is in line with the project's objectives. Author's reply:
Specific Comments	
Relevance with the objectives of the deliverable	☒ Yes ☐ No ☐ Partially ☐ Not applicable Reviewers comment: Author's reply:
Completeness of the document according to the its objectives	☒ Yes ☐ No ☐ Partially

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	☐ Not applicable Reviewers comment: Author's reply:
Methodological framework soundness	☒ Yes ☐ No ☐ Partially ☐ Not applicable Reviewers comment: Author's reply:
Quality of the results achieved	☒ Yes ☐ No ☐ Partially ☐ Not applicable Reviewers comment: Author's reply:
Structure of the deliverable with clear objectives, methodology, implementation, results and conclusions	☒ Yes ☐ No ☐ Partially ☐ Not applicable Reviewers comment: Author's reply:
Clarity and quality of presentation, language and format	☒ Yes ☐ No ☐ Partially ☐ Not applicable Reviewers comment: Author's reply:

Detailed Comments (please add rows as appropriate)		
No.	**Reference**	**Remark**
1		
2		
3		
4		
5		

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