capri

**Cognitive Automation Platform
for European PRocess Industry
digital transformation**

Deliverable

D6.3 Project Website and
Social Media accounts and profiles

Deliverable Lead: CORE

Deliverable due date: 31/07/2020

Actual submission date: 23/07/2021

Version: 2.0

Document Control Page	
Title	Project Website and Social Media accounts and profiles
Creator	CORE Innovation
Description	Accompanying document of D6.3 Project Website and Social Media Accounts that describes the design of the website and the social media
Contributors	Stella Archontaki (CORE), Sotiris Vasiliou (CORE), Antigone Nikolaidi (CORE)
Creation date	02/07/2020
Type	Report
Language	English
Audience	☒ public ☐ confidential
Review status	☐ Draft ☐ WP leader accepted ☒ Coordinator accepted
Action requested	☐ to be revised by Partners ☐ for approval by the WP leader ☐ for approval by the Project Coordinator ☒ for acknowledgement by Partners

Document History			
Version	Date	Author(s)/ Reviewer(s)	Status
0.0	20/07/2020	Stella Archontaki (CORE), Sotiris Vasiliou (CORE), Antigone Nikolaidi (CORE)	Draft
0.1	21/07/2020	Cristina Vega Martinez (CARTIF)	Review
1.0	24/07/2020	Stella Archontaki (CORE)	Final Draft
2.0	20/07/2021	Stella Archontaki (CORE)	Updated version
3.0	22/07/2021	Cristina Vega Martinez (CARTIF)	Coordinator review

Table of Contents

Table of Figures

List of Tables

DISCLAIMER

The sole responsibility for the content of this publication lies with the Capri project and in no way reflects the views of the European Union.

The information contained in this report is subject to change without notice and should not be construed as a commitment by any members of the Capri Consortium. The information is provided without any warranty of any kind.

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the Capri Consortium. In addition to such written permission to copy, acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced.

EXECUTIVE SUMMARY

Capri deliverable D6.3 describes the website created for the project and the social media accounts which have already been created to support communication and dissemination actions. All activities aim to ensure the widest possible scientific and industrial impact of Capri project.

A website was created for the Capri project as Deliverable 6.3 as part of Work Package 6 and is hosted at www.capri-project.com. The website's design, development and maintenance are carried out by CORE INNOVATION (CORE). The website represents the project's primary method of communication within the Consortium and with external stakeholders and the wider public.

Social media communication will be accomplished by following *H2020 Guidance - Social media guide for EU funded R&I projects: v1.0–06.04.2018*[1].

---

[1] Source: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

1   Deliverable Description

Based on T6.1 Designs and Implementation of Communication Strategy and T6.2 Dissemination Strategy, the Deliverable describes the basic elements of CAPRI website, its design and components. To set up a successful online presence, in line with the website, social media accounts have been created and will be analysed. The outline of the deliverable is as follows:

- In Chapter 2, the main idea and technical features of CAPRI website are analysed.
- Chapter 3 is a guide to website pages current status on M4 of the project.
- Chapter 4 presents the overall social media strategy.
- In Chapter 5 all KPIs related with the website and social media are analysed.
- Chapter 6 describes the future steps.

CORE team will be responsible to oversee project's website and social media activities, managing their performance, keeping them up to date. The website was designed and developed by an internal designer at CORE, and content was created, edited, and developed internally by CORE. CORE will continue to maintain and update the website in cooperation with the other project partners throughout the course of the project.

2   Building CAPRI's Website

Communication and Dissemination activities focus on making the project visible and recognisable and at the same time valid and trusted. The online presence is more than vital for CAPRI project and for this purpose, a website page has been created.

The website is accessible at: https://www.capri-project.com

All website pages show on the top-left the Capri logo and on the top right the Navigation pane. Links to the main pages "Home", "Objectives", "Technology & Use Cases", "Consortium" and "Resources" are all accessible in the navigation pane. In the footer of each page there is reference to the HORIZON 2020 funding by the European Union, the Coordinator, the Communication Manager, Social Media links, a button to subscribe to the project's newsletter and the Privacy Policy.

It is important to clarify that in this Deliverable describes the existing design and form of CAPRI website (M4). Over the course of the project changes and edits may be done, according to the progress of the results.
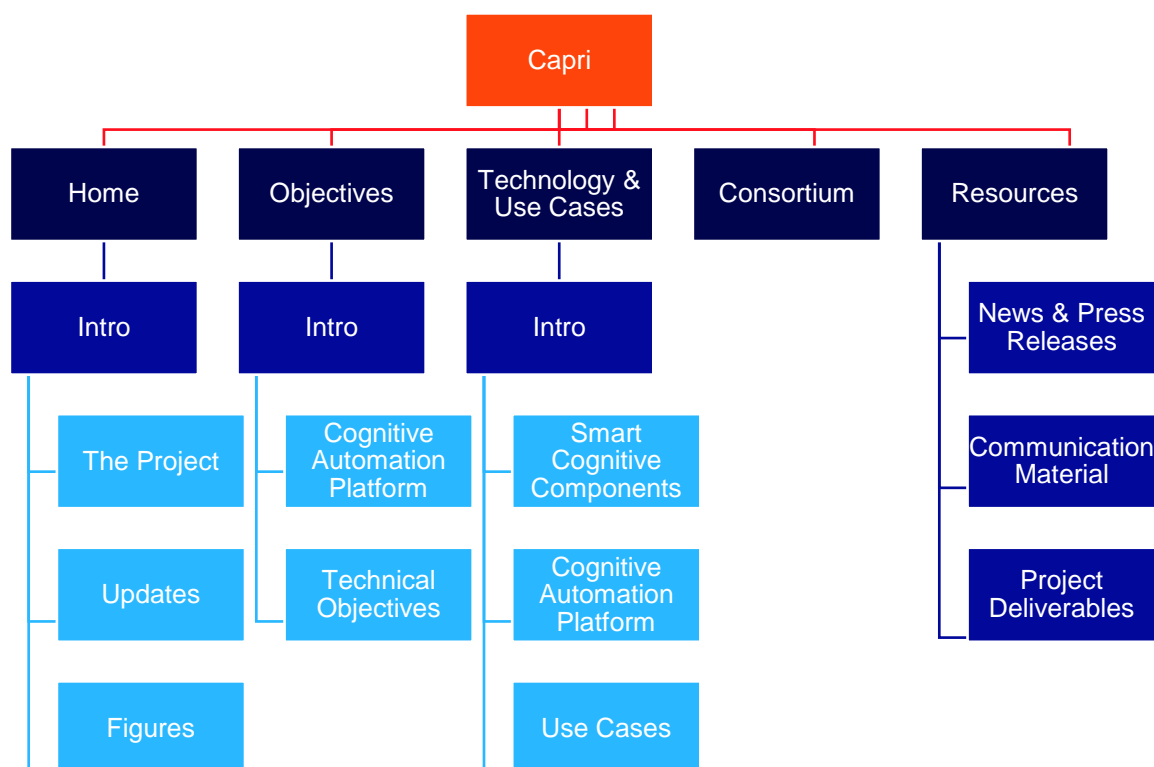
2.1 Website Navigation tree map

Figure 1: Website navigation tree map

2.2 Essential Technical Features and UX

When building a website, it is important to be fully responsive and user-friendly. User Experience (UX) is defined as any interaction a user makes with the website. *The UX design takes into consideration every element involved that helps in shaping the experience, how it makes the user feel and how easy it is to fulfil the tasks.*[2] CORE tried to illustrate the basic principles of UX by designing a modern simple-to-navigate website, with clear Tabs and thematic areas, focusing on utility and efficiency.

The technical features adopted in the website are:

- Fully responsive: all website contents and pages have a mobile-ready version
- Cross platform desktop browsers compatibility: website supports five major desktop browsers

Aesthetic elements

In accordance with project's visual identity (logo, colour palette etc.) CAPRI website was designed as an organic piece of project's digital mosaic. The website follows a simple design of dedicating each page to a specific part of the project. The background colour was selected to be predominately dark, in order to be more environmentally friendly, and to allow a nice contrast with the orange colour of the logo and the illustrations that were designed specifically for the description of the technologies of this project. A few subsections of the website use a light background in order to separate the parts where the technology is described to the rest content. This method was

---

[2] Source: https://en.wikipedia.org/wiki/User_experience
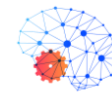
pursued to facilitate user's sense of orientation. All photos are royalty free, respecting their usage rights, and their choice was based on the depicting of the accompanying text to maximise the cognitive workload.

Animated images/visuals and diagrams have been added, mainly in the pages where the technology is described, in order to facilitate the comprehension of the innovation pursued, for UX purposes.

3   Website Pages

3.1   Main Menu – Navigation Pane on Header

CAPRI website content is divided into 5 main sections as shown in Figure 2. The main navigation pane is fixed on the top of the browser to allow easy and immediate accessibility to the entire website. It offers links to the following pages:

Home: It provides a brief description of the project and its objectives, a central hub that immediately displays the use cases of the technology, a section with updates to provide immediate access to news and subscription methods to the project's information channels, and a list of the project's figures.

Objectives: A brief description of project's objectives and the technology innovation that aims to deliver a series of challenges that Process Industry faces such as: Feedstock Variations, Energy Efficiency, Flexibility, Traceability, Energy and Raw Materials and Quality, by developing and testing Cognitive solutions technology interacting with the CAP platform.

Technology & Use Cases: This page presents a more detailed description of the entire Cognitive Automation Platform and the way it will be weaved through the existing industry infrastructures and workforce. A brief description is included of the respective components of the platform, concluding to the Use Cases where the technology will be implemented.

Consortium: Introduction of the consortium partners, with a short description, their logo, and link to their websites.

Resources: This page provides up-to-date information about the course of the project and important resources material for different purposes (ie. communication material, project deliverables).

Figure 2: Main Menu – Navigation Pane on Header

3.2   Footer Section

The footer Section, as mentioned above, contains the reference to the HORIZON 2020 funding by the European Union, with the official EU logo and the Project's Grant Agreement number. The Privacy Policy, as well as the Project Coordinator and Communication-Dissemination Manager with respective contact details are also incorporated in the footer for easier access. A section with links to project's social media and a button inviting visitors to subscribe to project's newsletter are included in this section too.
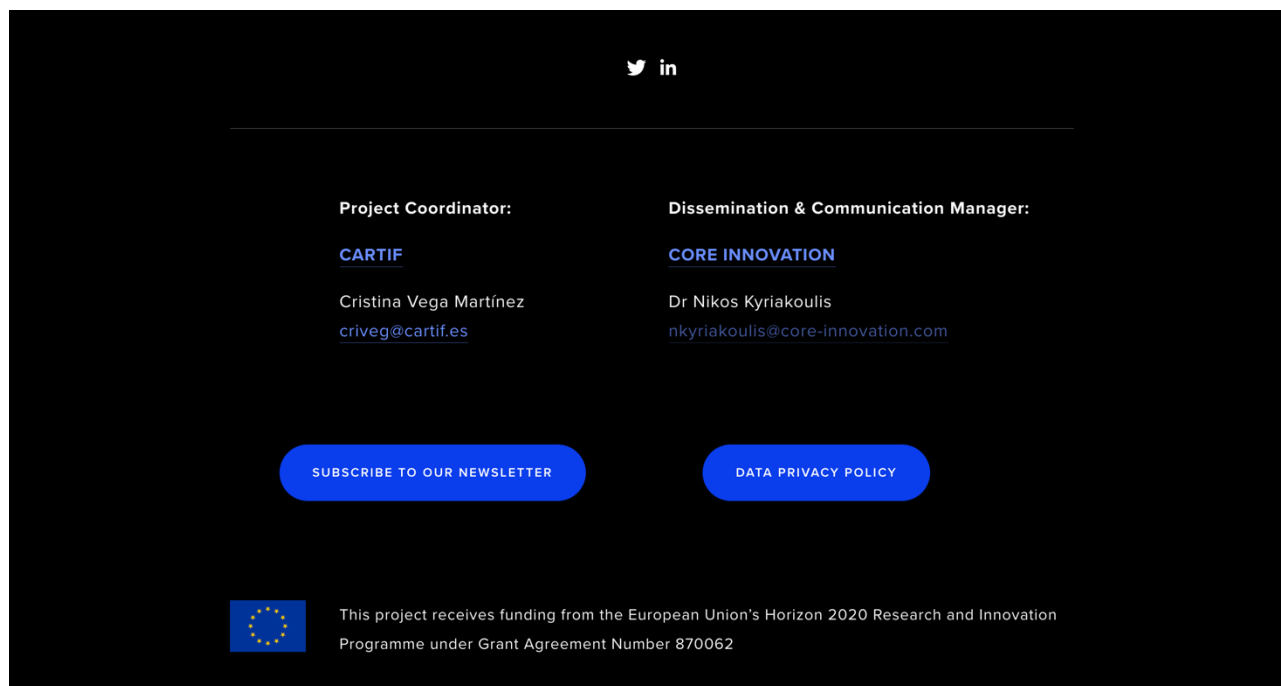
Figure 3: The Footer

3.3 Home Page

The Intro part of the Home page provides a brief description of the project and its objectives in a small paragraph trying to keep the audience engaged without immediately offering too much information. An animated version of the logo is incorporated here to entice the visitor to browse further through the website, boosting user's experience.
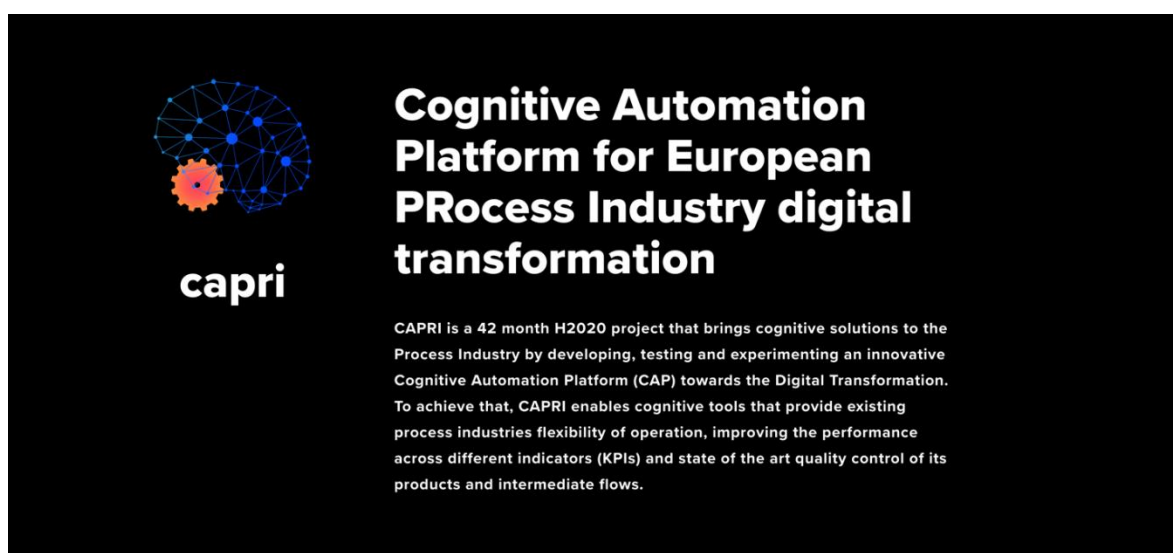

Figure 4: The Home page Intro

The next part of the Home page provides more information about the project's toolbox and methods while displaying the three main sectors where the project is going to demonstrate its applicability with images. The images link to sub-section of the 'Technology & Use Cases' page where the visitor can learn more about the Use Cases.

The Project

The project works towards the digital transformation of the process industry. To do so, it develops and tests an innovative Cognitive Automation Platform (CAP) encompassing methods and tools of the six Digital Transformation pathways (6P -> Product, Process, Platform, Performance, People, Partnership), engaging the cognitive human-machine interaction (industrial IoT connections, smart events processing, knowledge data models and AI-based decision support). It further develops a toolbox of cognitive solutions for planning, operation, control and sensing. CAP Platform and the cognitive tools included can be replicable in areas of production planning, control, automated processes and operations of all SPIRE sectors.

The project will demonstrate its applicability in the key process industries of **Asphalt** (minerals), **Pharma industry** (chemical) and **Steel** (Billets & Bars).
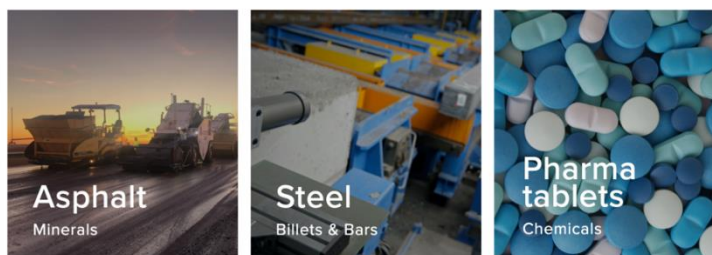
Figure 5: The Project – Tools and Methods along with Use Cases

The next section of the Home page is a central hub of updates to provide immediate access to news and subscription methods to the project's information channels. This section is followed by a brief and boldly displayed list of the project's facts in numbers.
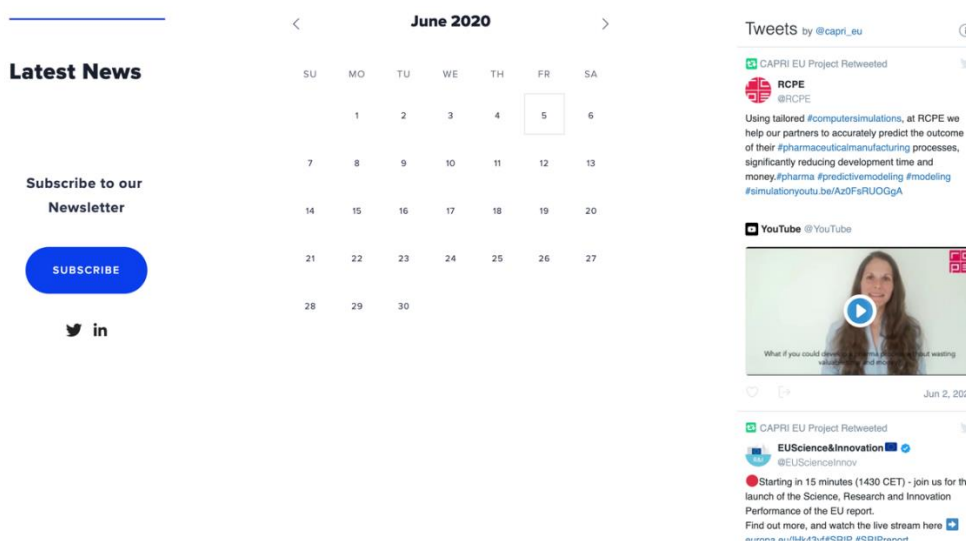
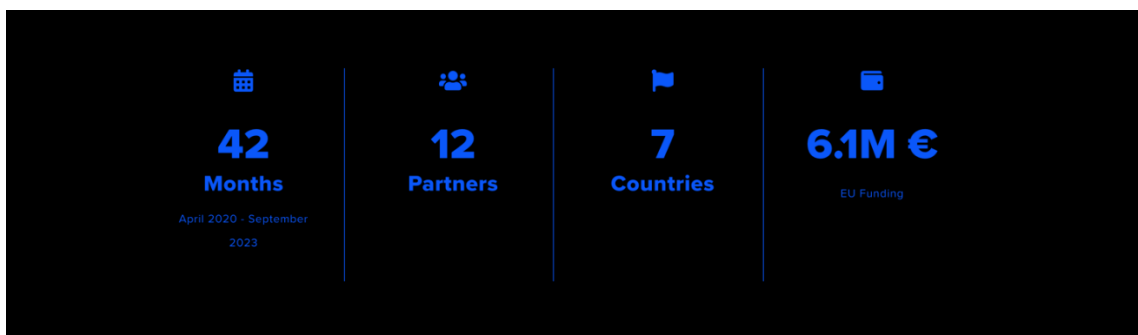**Figure 6: Latest News – A central hub of updates in the Home page**

Figure 7: The Project Figures

3.4 Objectives

The introduction section of 'Objectives' page briefly describes the challenges of the Process Industry that Capri will aim to tackle. An image of the industry is included to convey an idea of the environment this technology is going to take place.
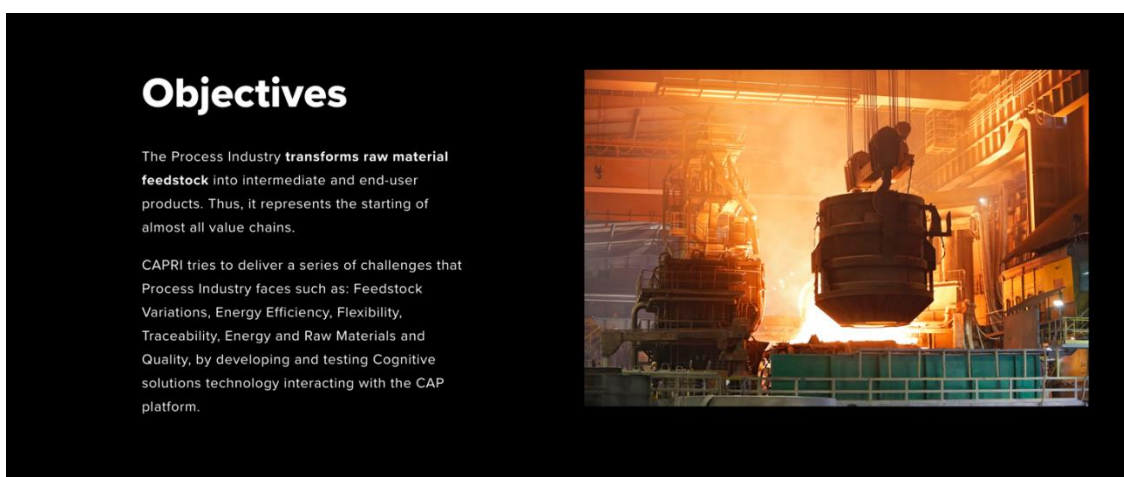

Figure 8: Objectives - Intro

The next section of the 'Objectives' page displays an overview of the main objectives of the Cognitive Automation Platform with the use of text and an animated illustration-diagram for easier comprehension. Capri will provide existing process industries flexibility of operation, improvement of performance across different indicators (KPIs) and state of the art quality control of its products and intermediate flows.
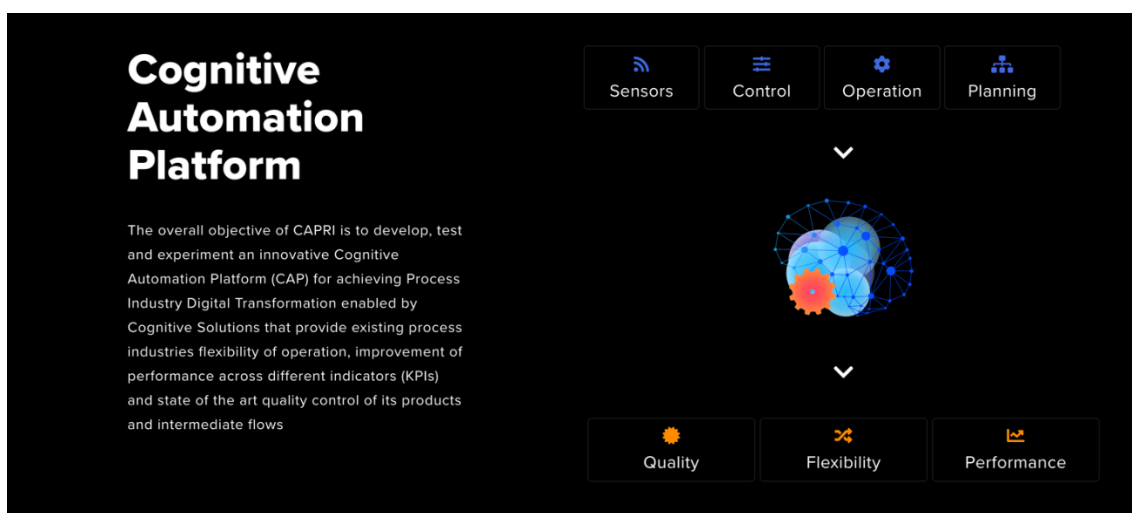
Figure 9: Cognitive Automation Platform Main Objectives

Finally, the visitor delves into more detailed technical objectives expanding on the information displayed in Figure 9.
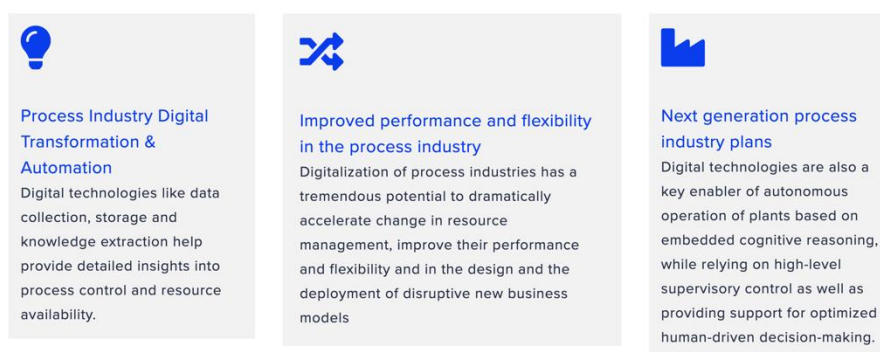

Figure 10: Cognitive Automation Platform Technical Objectives

3.5 Technology & Use Cases

The Technology & Use Cases page delves into a more detailed description of the technology innovation and the respective Use Cases where the Cognitive Automation Platform will demonstrate its applicability in the Process Industry Sector. Since the technology and its application in specific use cases are deeply interweaved, CORE combined those two sections into one page for easier comprehension.

In the introduction section the four levels of cognitive human-machine interaction that comprise Capri are introduced. There is a brief text to describe them accompanied by an animated illustration-diagram for easier comprehension and a strengthening of the project's visual identity.
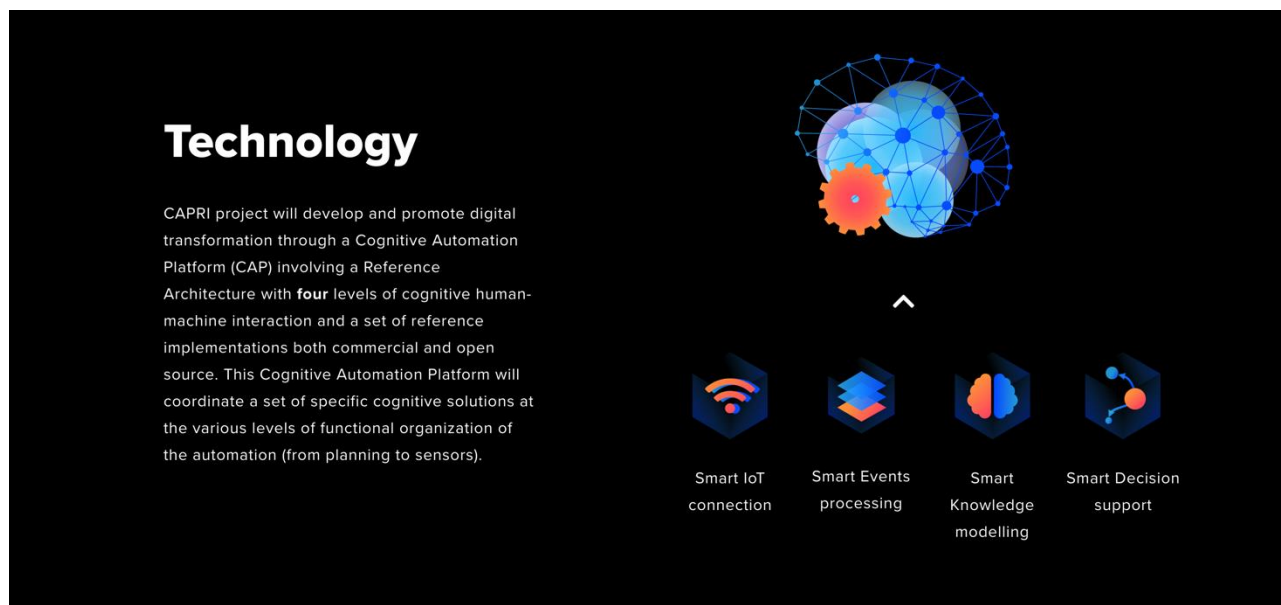
Figure 11: Technology Intro

In the next section a more detailed description of how the Smart Cognitive Components that are developed by Capri interweave with the existing structure of the Process industry, in order to achieve higher quality, flexibility and performance. This is again achieved with the use of text and an accompanying illustration-diagram for better comprehension.
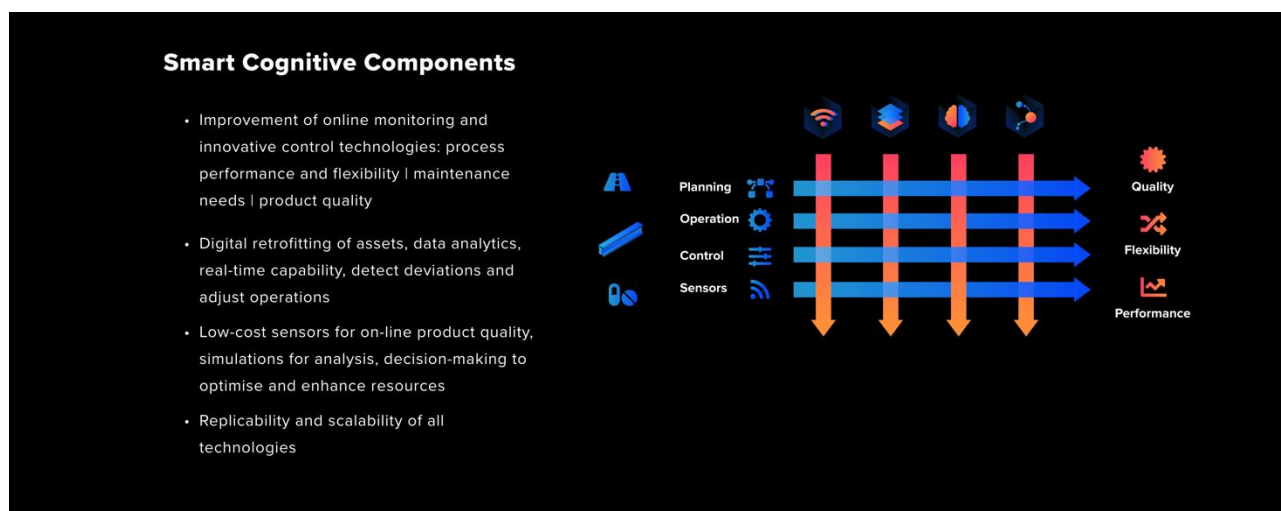

Figure 12: Smart Cognitive Components

In the next section we describe the perfect synchronisation and the modular architecture of the Cognitive Automation Platform, that will support knowledge models, machine learning systems and different cognitive modules of planning, operation, and control.
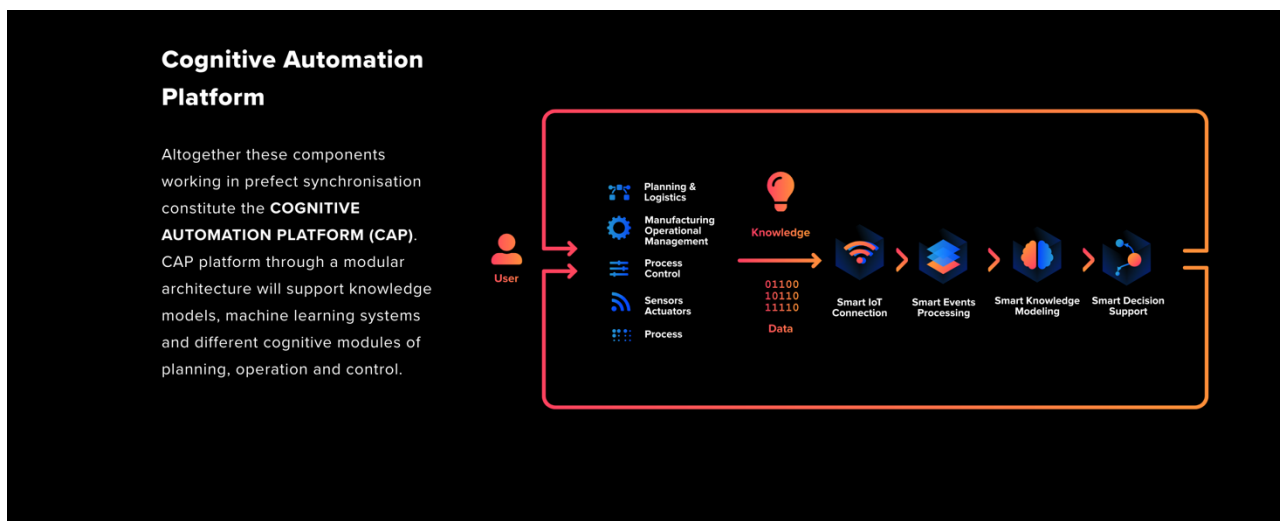
Figure 13: Cognitive Automation Platform modular architecture and interaction

After the description of the main technological innovation parts of the project, the respective Use Cases are introduced. This section includes a text description of three complementary industrial use cases belonging to minerals, chemical and steel sectors, along with imagery of the respective industry and links to the respective websites of the partners that will carry on the application.

Figure 14: Use Cases

To conclude, 'Technology & Use Cases' page presents the topics of flexibility, performance and quality control in the sectors addressed by CAPRI use cases and the different implications at the three main functional hierarchy levels: planning, manufacturing operations management and control. This is achieved once more with the use of text accompanied by an illustration-diagram.

The topics of flexibility, performance and quality control in the sectors addressed by CAPRI use cases have different implications at the three main functional hierarchy levels: planning, manufacturing operations management and control. Through the Cognitive Automation Platform, CAPRI proposes cognitive solutions at the hierarchical levels.

CAPRI results could be applied to a wide range of problems and challenges in future cognitive plants. CAP Platform and the cognitive tools included in it can be replicable in areas of production planning, control, automated processes and operations of virtually all SPIRE sectors.

The Cognitive Automation Platform will coordinate a set of specific cognitive solutions at the various levels of functional organisation of the automation (from planning to sensors) based on the analysis of the different use cases involved in CAPRI.

Figure 15: Use Cases conclusion

3.6 Consortium

This page is dedicated to the presentation of companies, organisations and institutions that comprise the project's consortium. A brief presentation of the consortium and the contact info of the Project coordinator is followed by a simple grid of the partners' logos. On the event of a click on a logo a pop-up window offers a short description of the company accompanied by a link to the respective company's website for further information.

Figure 16: Consortium

3.7 Resources

The resources webpage operates as a hub of up-to-date information. It comprises of the Latest News, Useful Links, Communication Material and Project Deliverables sections. At this moment only the Latest News and Useful Links sections are live since there is no material for the other sections and pages without content would only confuse the visitors.

The Latest News section operates as a hub to connect with the audience and communicate the project's up-to-date information offering news (with the use of a calendar and by embedding the project's Twitter feed) and different subscription modes to the different communication channels that CAPRI uses (Newsletters, social media etc).
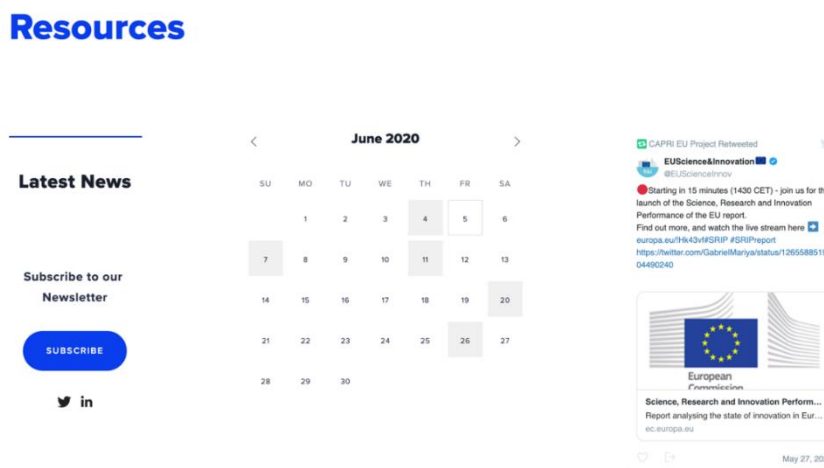
Figure 17: Latest News Section of the Resources page

4   Social Media

Social media, likewise the website, will run in parallel with T6.1, meaning that Social Media strategy needs to be aligned with the overall communication and dissemination strategy and its goals. One of the main goals is to build awareness for CAPRI project.

CORE's approach to social media has been developed to support CAPRI's position as a Horizon 2020 R&I programme. Social media is an ideal channel to communicate this position, as by its nature it is collaborative and offers a medium to build on and share this European experience. To define the social media strategy, it should be considered the following:

- Clearly defined audiences and goals;
- Managing trust and knowledge through quality of content;
- Added-value content that is original and of quality;
- A solid experience to all social media and online presence;
- An integrated approach to communication actions.

Social media accounts have already been created to raise awareness among interested stakeholders. Different social media profiles and online communities will be targeted according to CAPRI project topics: cognitive plants, automation, artificial intelligence applied to industry, digital transformation of process industry etc.

We will use each media potentials and characteristics to reach CAPRI different audiences. The existing social network channels of the consortium partners will be widely exploited to enhance the dissemination of project activities and results towards the target audiences.

Audience

When creating a social media and communication strategy, it needs to be decided who will be interacting with the profiles. Communication and dissemination efforts should be tailored to meet the needs of different audiences. A list of key target audiences is being analysed on D6.1.

CAPRI's audience is the scientific community and the academia, industrial stakeholders, people working in process industry, policy makers and other institutional and non-institutional organisations.

4.1 Accounts and Profiles

Analysing how and where our audience is naturally holding digital conversations as well as finding channels where the audience interacts the most is the major step to find platforms and select the mediums. The role of the website is to house official information about the project in its full form. While LinkedIn is a great way to connect with the research community and build a narrative around the evolution of the project. The Twitter account is perfect for engaging with others in the field and releasing bite-sized project updates, for example a new publication, event, or CAPRI progress. When referring to project actions the social media activity should refer to full versions redirecting on the website.

The use of these two platforms (LinkedIn and Twitter) in combination will increase the digital footprint of project and help maximise its online presence and awareness.

4.1.1 Twitter Account

Twitter can add extra value to CAPRI. It is suitable for gaining publicity and attracting a wide audience, reaching out to audiences such as practitioners in public policy, businesses, and other projects. Tweets can have content about new publications, website updates or news of the project. Additionally, retweets from other SPIRE projects and EU project is an action we want to boost, aiming to build bridges between relevant projects and people. More content will be explored with articles from trusted and valid sources and Media. In all Twitter actions, use of hashtags (#) makes the material more visible. Every Tweet should indicate the Horizon 2020 identity; thus we use the correspondent hashtag. To boost engagement and publicise a tweet to someone and make sure all followers see it, we 'mention' other organisations or people. See below in the example (Figure 19: Example of Tweet) the Tweet with mentions to SPIRE and EU Horizon 2020 profiles.

Twitter account has already been created, since M2, using CAPRI logo and banner for its visual presence. The account can be accessed in the link: *https://twitter.com/capri_eu* or by searching for the user name: @capri_eu.
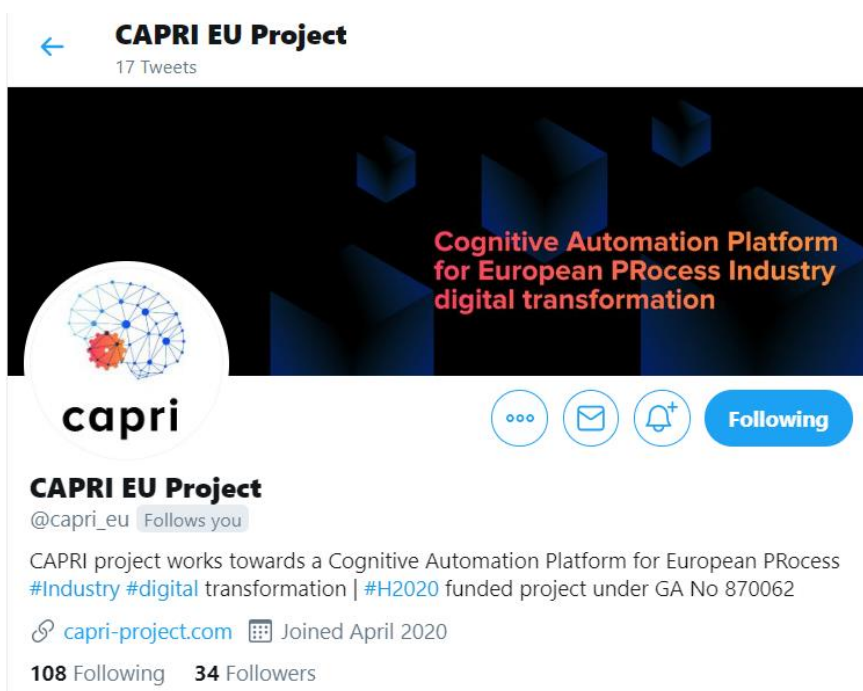
Figure 18: Twitter CAPRI profile

Figure 19: Example of Tweet

4.1.2 LinkedIn Account

LinkedIn is considered as the social media for professionals to network, build collaborations and show their work. Its potential is that it improves project awareness, builds a network and connects the project with stakeholders and professionals. CAPRI will target professionals from the process industry, from IT and advanced technologies companies, innovation SME's and organisations and European policy makers.

CAPRI will participate in groups relevant to innovation, automation and process industry. LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, network and stay informed.

CAPRI LinkedIn account has been launched in M2. The account can be accessed by the link: *https://www.linkedin.com/in/capri-eu-project-8173331a7/* or by searching the user name CAPRI EU Project in the platform' search bar.

As a medium, it is being used to inform the audience about CAPRI's activities and progress. It is suitable to share documents and publications, as it is shown in the example of

Figure 21: Example of LinkedIn post

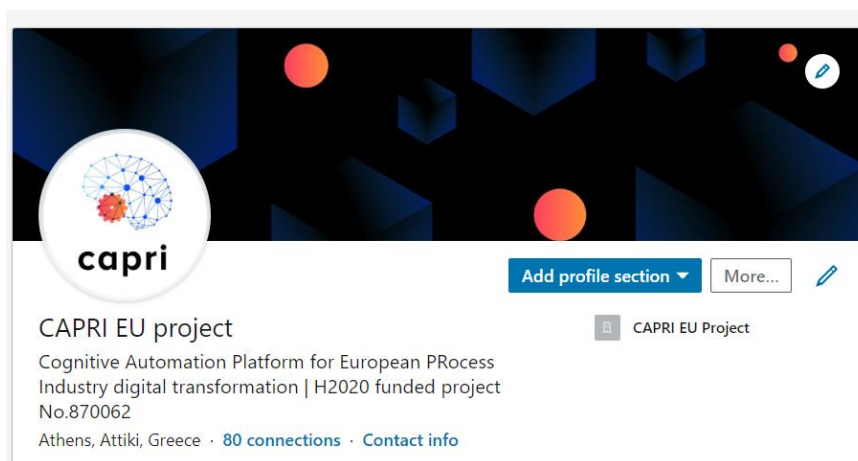where the 1st Press Release was attached.

Figure 20: LinkedIn profile

Figure 21: Example of LinkedIn post

4.1.3 Other accounts

A **YouTube** account will be launched as well when the first project video will be created. Video and moving images undoubtedly engage more people with the project. Thus, CORE will create a general video for communication and dissemination of CAPRI. Besides, extra video productions such as interviews from process industry actors could be an interesting and 'fresh' action to be explored. The Channel 'CAPRI EU Project' has been launched in M10 and can be accessed in the link *https://www.youtube.com/channel/UC712TskOjel-UWYkpeXiWEQ* .

A **Google** account (capri.eu.project@gmail.com) has been created for managing the social media of the project. At the same time, this account can be used for future project communication, if such need appears.

4.2 Social Media Plan

We will seek to create a community around CAPRI by offering original content and of quality, valuable for each audience.

We need to feed the social media with content aiming:

- To raise awareness about CAPRI
- To inspire and spotlight process industry and the academia's work
- To inform about CAPRI's innovative work
- To create knowledge bridges with other projects
- To share industry knowledge and relevant news

In order to be able to provide our audience with interesting content, a Social Media plan was delivered to the consortium, engaging partners to send us their input with News from the sector or their work on the field. The content should include both text and visual elements.

5   Tracking the performance

5.1 Website Metrics

To track website performance, Key Performance Indicators (KPIs) and metrics will help to monitor our efforts. Monitoring and analysing the data from users' activity in the webiste can offer valuable information for the project in general and its public content. In order to choose suitable metrics, we need to take into account the overall objectives of Communications and Dissemination. Building project awareness is a core objective and the metrics to measure the users' behavior need to be identified.

As the main goal is to attract traffic and users and get subscriptions to the Newsletter, we mainly want to measure the Users and Unique Users that visited the webpage. Unique website visitors are first time visitors to the site for a defined time period. Additionally, which pages were the most clicked and where the visitors come from (traffic sources) are extra measures that may be interesting for the project to be monitored.

To do so, Google Analytics as well as Squarespace analytics will be used to monitor website performance.

5.2 Social Media Metrics

Apart from CAPRI website metrics, social media analytics will be tracked as well. Projects on early stage focus on reach, impressions, and various engagements.

Our social media strategy will be aligned with the general communication and dissemination strategy of the project, based on the AIDA model which is analysed in D6.1. The word AIDA is an acronym standing for **A**ttention, **I**nterest/**D**esire and **A**ction. It is a model used by a wide spectrum of organisations and is suitable for attracting and building relation with stakeholders.

'Awareness' metrics illuminate the current and potential audience and show how the project grows over time. Engagement metrics show how audiences interact with the project and its content. Conversions is the ultimate metric that reflects the active audience, how think and feel for the project and how willing to act e.g. click on website link.

In Figure 22 below, the 3 different steps are analysed and linked with the correspondent AIDA stage of CAPRI. To measure the Awareness in social media, metrics such as *Reach* and *Impression* will be monitored. Reach metric shows the total number of people who see the content while Impressions shows the number of times the content is displayed, no matter if it was clicked or not.

In the second stage of 'Interest/Desire', we will focus mostly on the number of Followers. And finally, to measure the 'Action', metrics such as Likes and Shares show how the audience engaged

with the content and made an action. The final goal is to Click on the content and redirect to a page, e.g, CAPRI website.
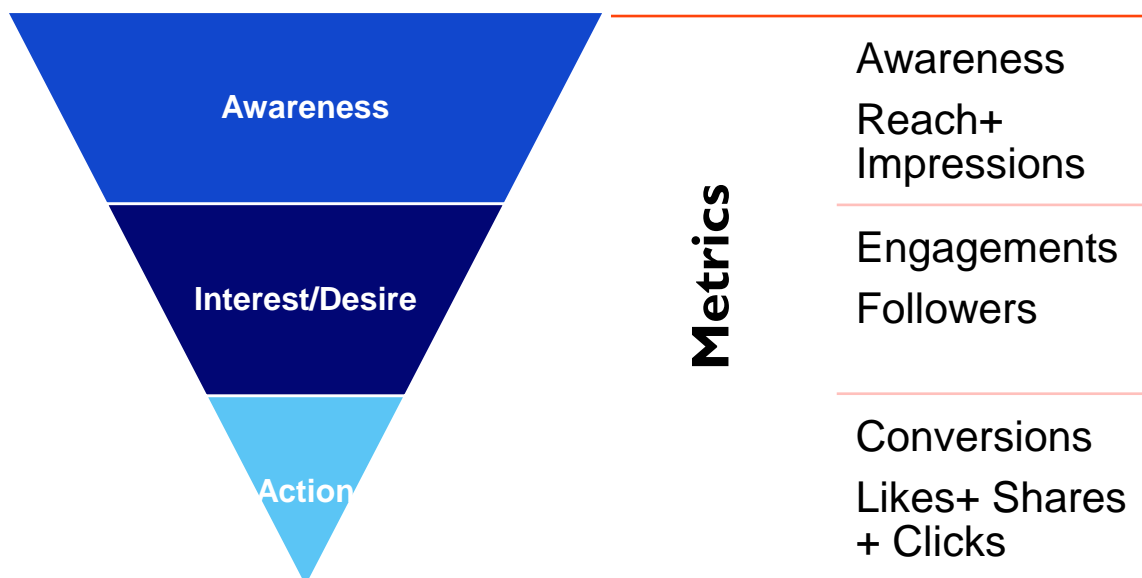

Figure 22: AIDA model and metrics

5.3   Overall KPIs

An overall table with the Key Performance Indicators (KPIs) based on Website and Social media activity is presented below.

Table 1: Table with KPIs

	Measure/ Metric	Meaning	Target Number
Website	Unique Visitors	No of unique visitors to the website (average per year)	>200
	Traffic Source	Where the traffic comes from (channel and source)	-
	Popular Page	Which page drove the most users in the website	-
Social Media	Twitter Followers	No. of new follows per year	>60
	LinkedIn Connections	No. of new connections per year	>60
	Engagement	No. of reactions in posts	-
	Activity	No. of Posts and Tweets	3 per month

6   Conclusion and Future Steps

The present deliverable is a report of the work performed for the development of the CAPRI website and the description of the webpages in it. The website will be constantly updated throughout the project duration to reflect the technological achievements and always serve its main

purpose, which is to communicate the project and the project results to the target audiences and the wider public in the best possible way. More specifically, the Resources section of the website will frequently be updated to include the new press releases, CAPRI news and relevant events. Communication material, such as posters, leaflet, etc., will also be uploaded there, upon their creation and public project deliverables will be published. All other pages of the website will be updated when and if it is considered necessary as the project progresses.

Additionally, this report describes the social media accounts and profiles used by CORE for communication and dissemination purposes. Apart from LinkedIn and Twitter media accounts, a CAPRI YouTube Channel will be created when the first video will be ready to be shared.