Abstract: This deliverable describes the design and development of the sustAGE website for public use as the central focus of the planned communication activities outlined in the Description of Action. The deliverable also reports on the project’s visual identity that will allow easy recognition of the project. Since the purpose of WP7 is supervising the integrity and consistency of all dissemination efforts for growing awareness on the project, the core objective of this deliverable is to develop the underlying infrastructure so as to effectively set up the sustAGE on-line presence for reaching out to the widest possible audiences and offer a constant source of information for all type of dissemination efforts. This document provides an overview of the set-up and design of the website and visual identity.
The *sustAGE* Consortium

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<tr>
<td>Universidad Nacional de Educación a Distancia (UNED)</td>
<td>Spain</td>
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Document Revisions & Quality Assurance

Internal Reviewers
1. Maria Pateraki (FORTH)
2. Petros Patias (AUTH)

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Executive Summary

This deliverable outlines the website development for the sustAGE project (www.sustage.eu) and the visual identity of the project. In brief, the document describes the website infrastructure and content. It outlines the initial content and structure of the site at launch which will serve as a collaboration tool for knowledge, experience and best practice sharing, as well as consolidating results and supporting dissemination. This deliverable will be closely linked to D7.3 Dissemination Plan.

The sustAGE website will act as the focal point of online dissemination and communication activity for the project, while additional social channels (e.g. Twitter, LinkedIn) will amplify the key messages from the project website. It will cater for many different target audiences, including workers, employers, industrial networks and associations, other related national and EU-funded projects, Commission staff, media, and the wider public.

The public website presents the project brand and provides well-presented non-confidential information, such as project concept, partners, core objectives and workplan, industry-domains, project news and industry-related news, events, and contact information. Links to all social media profiles are also provided.

The rationale behind layout decisions, content structure of the sustAGE website was to establish a visually attractive, engaging, easy to navigate, informative website. Sections for publications and deliverables, media and downloads have been included in the website structure to support relevant content as it becomes available during the project timeline.

The visual identity and in particular the logo is aimed to be used on any material to allow for easy recognition of the project. The visual identity and online presence comply with all communication requirements set forth by the European Commission. The funding source and Grant Agreement number are mentioned on the website as well as on all communication material.

Section 2 presents the visual identity of the project.

Section 3 presents an outline of the website infrastructure and technical components. More specifically, the website structure is presented and features with respect to the underlying platform are described.

Section 4 of this document outlines the content of the public pages of the site including screenshots from each page.

Section 5, outlines the website’s statistics as they are derived via google analytics platform.

Finally, section 6 concludes the present document with a brief outline of future action and updates regarding the sustAGE website.
1 Introduction

1.1 Purpose of the document
The purpose of this deliverable is to briefly outline the visual identity and the website development for sustAGE. It describes the initial content and structure of the site at launch which will serve as a collaboration tool for knowledge, experience and best practice sharing, as well as consolidating results and supporting dissemination.

1.2 Intended readership
D7.1 is a public document (PU) and therefore is intended for the European Commission, the sustAGE Project Officer, the members of the sustAGE consortium, members of other H2020-funded projects as well as the general public.

The intended readership includes a broad range of different target audiences including workers, employers, industrial networks and associations, other related national and EU-funded projects, Commission staff, media, and the wider public.

1.3 Relationship with other sustAGE deliverables
This deliverable will be closely linked to D7.3 Dissemination Plan, due in Month 6 of the project.
2 Visual identity

Logos are the key graphic identity elements and essential to build a successful dissemination campaign for any project. That being said, the sustAGE logo’s design has been carried out in a way that can be a representative of the project’s concept and vision.

The sustAGE logo can be seen below:

![sustAGE Logo](image)

Figure 1 – sustAGE Logo

Prosto One from Google Fonts has been utilized for the logo creation. The colors of the EU flag are being used as a reference while the G letter also represents the core of the project with respect to the optimization of working environment and wellbeing for the elderly workforce. The G can also be used as stand-alone graphic element in print and digital material.

All communication and dissemination activities will be carried out using this logo and the colour scheme will be used for all materials, including PowerPoint presentations, technical reports, newsletters and other promotional material. The project logo is available for the entire consortium and can be downloaded from the SVN repository of the project, an internal online collaborative platform, where all partners can securely share documents.

The design scheme utilized for the User Interface of the sustAGE website is linked to the graphic identity of the project. That being said, the logo colors are the basis of the color palette used in the website pages and add up to a distinctive and uniform online identity.

Moreover, the website is fully responsive and fully compliant to all relevant W3C guidelines. Thus, the sustAGE website is optimized for different devices and browsers so as to offer a seamless user experience and increased usability which is important in order to create a loyal audience of website visitors.
3 Website Infrastructure

3.1 Overview

The sustAGE website has been designed and developed by AEGIS. The developing activities have been started in M1 while at the beginning of M2 it was already ready for full operation.

The design of the site was based on the ease of access and navigation to it by the end user. In addition, the presentation of the website’s content (including project’s objectives, consortium, main industry domains, workplan etc.) follows a user-friendly approach.

3.2 URL

The following URL has been acquired by the sustAGE consortium and is intended to be used by Internet users for accessing the project website which is publicly available from February 1st, 2019.

https://www.sustage.eu/

3.3 Technical Details

Table 1 below outlines Technical Details with reference to sustAGE website.

<table>
<thead>
<tr>
<th>sustAGE Website Technical Details</th>
</tr>
</thead>
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<tr>
<td>Domain</td>
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</tr>
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<td>Servers/hosting</td>
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<td>PHP Version</td>
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<tr>
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<td>5.7.24</td>
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</table>

3.4 Website structure

The sustAGE website has a simple structure as it is illustrated in Figure 1. The project’s website consists of a public domain where the visitors are able to gather information with respect to the project, download the project’s publicly available dissemination material (like accepted deliverables, brochures and other informative documents or publications) and find information about the sustAGE Consortium.
Figure 2 – sustAGE website structure
4 Website Content

The sustAGE website consists of 5 main pages:
- Home: providing a concise description of the project vision and objectives;
- Industry domains: depicting the key stakeholders and domains of exploitation;
- Consortium: detailing the partners and their role in the project;
- Resources: where users can download sustAGE-related publications, public deliverables or project dissemination material and
- News & Events: where project and pilot news are regularly posted;

The following subsections outline all the pages mentioned above including a screenshot for each page.

4.1 Homepage

The homepage consists of separate sections with basic project information. These sections are namely Vision, industry domains of experimentation and objectives. There is also a carousel slider section with consortium members’ logos and links to corresponding official sites. The footer section of sustAGE homepage lists the key facts of the project, links to the sustAGE social media accounts and acknowledgement of funding from the EU under the Horizon 2020 programme. A snapshot of the sustAGE website homepage is presented in Figure 3 below.

![sustAGE Website Homepage](image)

*Figure 3 – sustAGE Website Homepage*
4.1.1 Concept & Work Plan sub-pages

The sustAGE homepage includes two subpages namely Concept (Figure 4) and Work Plan (Figure 5). The concept sub-page outlines the project’s conceptual key features while the Work Plan sub-page includes core information on the project’s Work Plan and links to the individual work packages as identified in the DoA. Figure 6 depicts a work package sub-page content.

Figure 4 – sustAGE website Concept sub-page
Figure 5 – sustAGE Website Work Plan sub-page
4.2 Industry Domains

The Industry Domains page, Figure 7, presents relevant information for the two critical industry domains that sustAGE will explore throughout its development and deployment, “Manufacturing” and “Transportation & Logistics”. In future versions of the sustAGE website, the Industry Domains page will be updated with use cases relevant information about the progress of the project pilots as well as the related outcomes.
4.3 Consortium

The consortium page, Figure 8, outlines each member of the sustAGE consortium with a short description, corresponding logo and link to the official website for each consortium member.
Figure 8 – sustAGE Website Consortium Page
4.4 Resources
The Resources section consists of three separate sub-pages namely deliverables, publications and material. Website visitors can download corresponding content from each sub-page. The Resources page includes links to its sub-pages as it can be seen in Figure 9 below.

4.5 News & Events
The News & Events page, figure 10, will provide regular updates about sustAGE project containing all the news and events in which project partners attend and present the project.
4.6 Contact Details and Social Media

On the footer section of the website detailed contact information and links to social media accounts of the project are displayed alongside with a real-time feed of the sustAGE twitter account timeline as shown in figure 11 below.

*Figure 11 – sustAGE website footer*
5 Website Statistics

The sustAGE consortium will utilize the Google Analytics platform as a means to monitor activity of the project website and measure progress and impact. Google Analytics is an effective tool in terms of tracking web site traffic and get significant quantity of useful data with respect to dissemination impact in the sense of raise of public awareness.

Considering the fact that the sustAGE website has been registered to Google Analytics Platform since February 2nd, 2019, as shown in figure 11, it stands to reason that no safe conclusions or even observations can be derived at this point. The first safe conclusions on reach and visibility will be reached after the end of M8 and will be reported to future deliverables.

![sustAGE Google Analytics Report](image)

Figure 12 – sustAGE Google Analytics Report
6 Conclusions & Future Plans

The sustAGE website aims to act as a powerful tool for boosting information flow between all entities involved. It will also be used to disseminate targeted information to relevant interested parties. Considering the fact that the project website has been publicly accessible since the early stage of the project, it is anticipated that several updates will be implemented as a result of adaptation to constantly effective online dissemination activity and emerging project results. To this end, revisions regarding the usability of the website with respect to the end-user will be made in addition to updates with contribution of content by all consortium members.