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Capability Project

Website of the project and the Twitter tool

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TABLE OF CONTENTS

LIST OF FIGURES

EXECUTIVE SUMMARY

The aim of this document is to provide a brief description of the RECONASS website as well as of the Twitter and LinkedIn tool. The website address selected is **www.reconass.eu** in order to highlight the European nature of the project. The website is also available in **www.reconass.com**. In addition, a user forum through Twitter and LinkedIn has been established in order to support the dissemination of the project.

INTRODUCTION

Project websites are one of the main communication tools of projects funded under the EU Framework Programme (FP) for Research. It actually is one of the simplest and fastest means to describe the project activities in a comprehensive manner, so it has to give, in clearest way, information about the project.

The URL is **www.reconass.eu**. The address was selected in order to emphasize its link with the European Union since the project is funded under the 7th Framework program. The RECONASS website address is included in all dissemination materials (leaflet, posters, and newsletters) produced for RECONASS, so that people can receive further details about the project. Effort was also made in order to increase page ranking on search engines.

Additionally, in order to reach well defined target groups among the recovery stakeholders and in the industry, research community and media and in order to promote the project results, twitter and LinkedIn will be used.

1. WEBSITE DESCRIPTION

1.1. Website structure

The RECONASS web site follows the best practice guidelines for EU project web sites. The main horizontal web site menu is the same for all website pages and presents the following items:

- Homepage

- Project Overview

- Consortium

- Scientific Methodology and Work Packages

- Deliverables and Publications

- Events

- Media centre

- Glossary

1.2. Homepage

At the site's Homepage (Figure 1) the visitor is welcomed and has the opportunity to be informed about the project at a glance. At the header area, the project full name and logo are presented. The right side area informs the user about the project news and provides links to the Twitter and LinkedIn tool, whereas at the bottom right corner, the EC flag is depicted informing the visitor that the project is funded by the European Union.

Figure 1:Home page

1.3. Project overview

The Project page (Figure 2) aims to provide more information about the project. The project is placed in a broader scientific and societal context in order to bring the project aims closer to the public. For this purpose, the project page is divided in the following sections:

- **The challenge:** The goal of RECONASS is to provide a monitoring system for constructed facilities that will provide a near real time, reliable, and continuously updated assessment of the structural condition of the monitored facilities after a disaster, with enough detail to be useful for early and full recovery planning. The above assessment will be seamlessly integrated with automated, near real-time and continuously updated assessment of physical damage, loss of functionality, direct economic loss and needs of the monitored facilities and will provide the required input for the prioritization of their repair.

- **Objectives:** The technological and scientific objectives as reported in the project Technical Annex are listed.

- **Expected results and impacts:** The strategic impact of the expected results is presented.

Figure 2:Project page

1.4.   The Consortium

The list of partners with their country of origin and logo is presented under the Consortium link (Figure 3). Links to each partner's website are provided. A map showing the geographical distribution of the participating institutions is also included in this page.
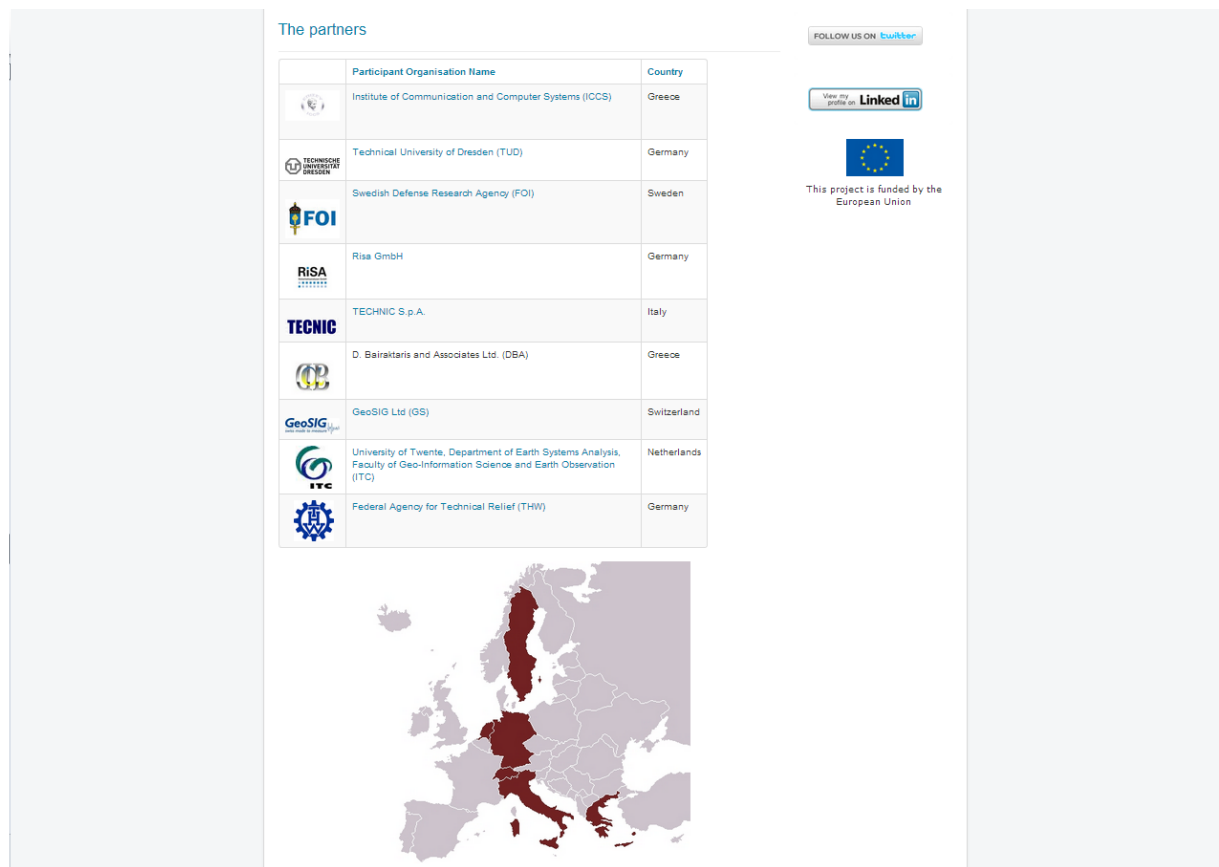
Figure 3: Consortium

1.5. Scientific Methodology and Work Packages

The overall scientific methodology is described and the work package breakdown is presented in this section (Figure 4). Each work package is explained and the partner that leads the effort is mentioned too. A graphical representation of how the different work packages are linked is included.

Figure 4: Scientific methodology and associated work plan

1.6.   Deliverables and Publications

Under this link, the visitor will find two lists of documents: public deliverables and scientific publications. Public deliverables are listed in a table providing information about the deliverable number and title. They are downloadable in PDF format.

Scientific publications, which derive directly from the outputs of the project, are listed in a separate table with information about the author and the title. If covered by "open access", they are also downloadable from the project website.

1.7.   Events

Future and past events are presented, providing dates and a contact point.

A list of conferences and special meetings, presenting the RECONASS project, will also be included.
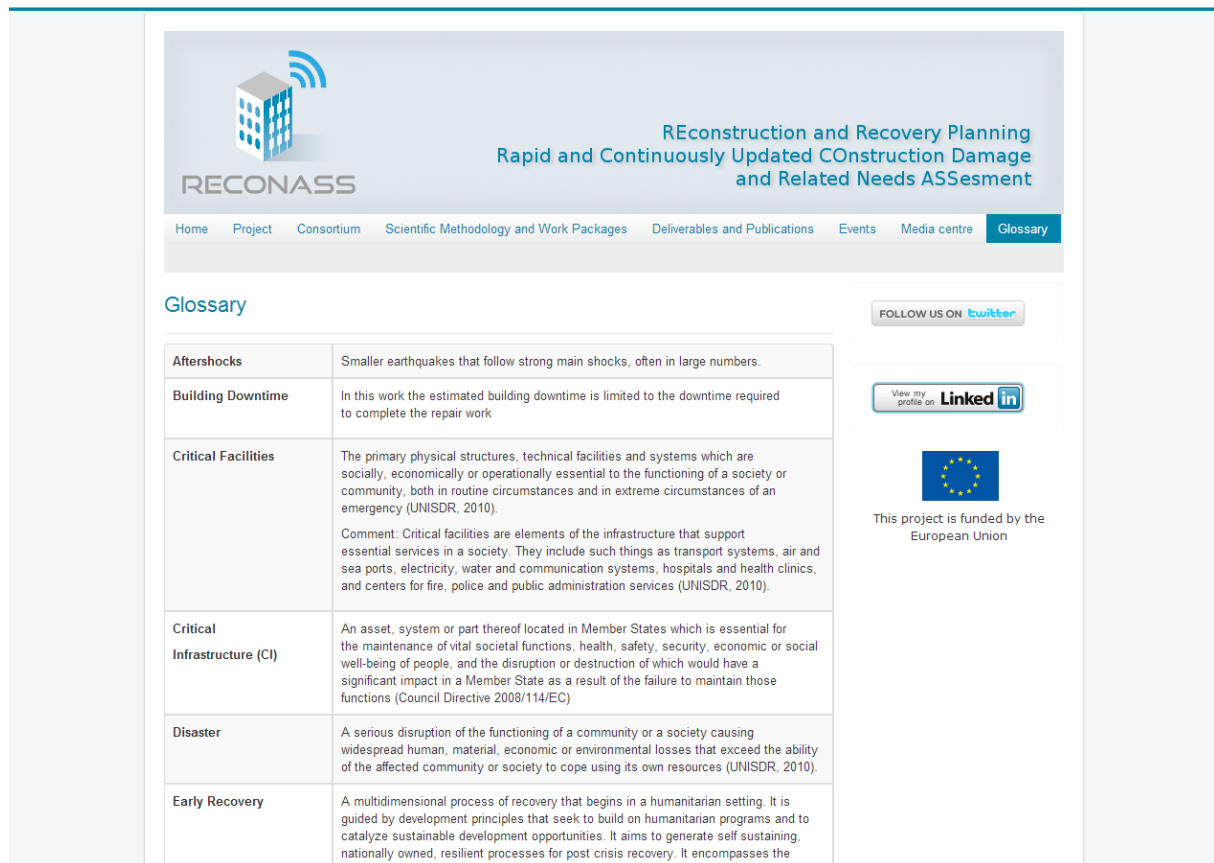
1.8.   Media centre

This section of the website includes a sub-menu with the following sections:

- Newsletters, a list of newsletters that will be published during the life of the project

- Flyers & Posters, material published in order to disseminate the RECONASS project

- Videos

- Project facts

1.9.   Glossary

The last section includes a glossary of terms and abbreviations used in the project (Figure 5).

Figure 5: Glossary

2. TWITTER AND LINKEDIN TOOL

In the framework of RECONASS, social networks are used to disseminate knowledge and the results of the project. LinkedIn and Twitter have been selected as the most popular and business oriented ones. LinkedIn is the world's largest professional network with over 70 million members and twitter is a micro-blogging platform with over 500 million active users. Through LinkedIn RECONASS will be exploiting, disseminating know-how and project results through carefully selected communication channels. A group, named RECONASS was created for the project and news and updates about the different stages of the project as well as the results and project outcomes will be shared (Figure 6). Furthermore an account in Twitter (**https://twitter.com/reconass**) was created (Figure 7). The followers will be able to receive the updates and other project announcements in their profile page and will be informed about the project results and progress.

Links to the social media are available on all website pages so that the user or users can easily identify and follow the project communication means.
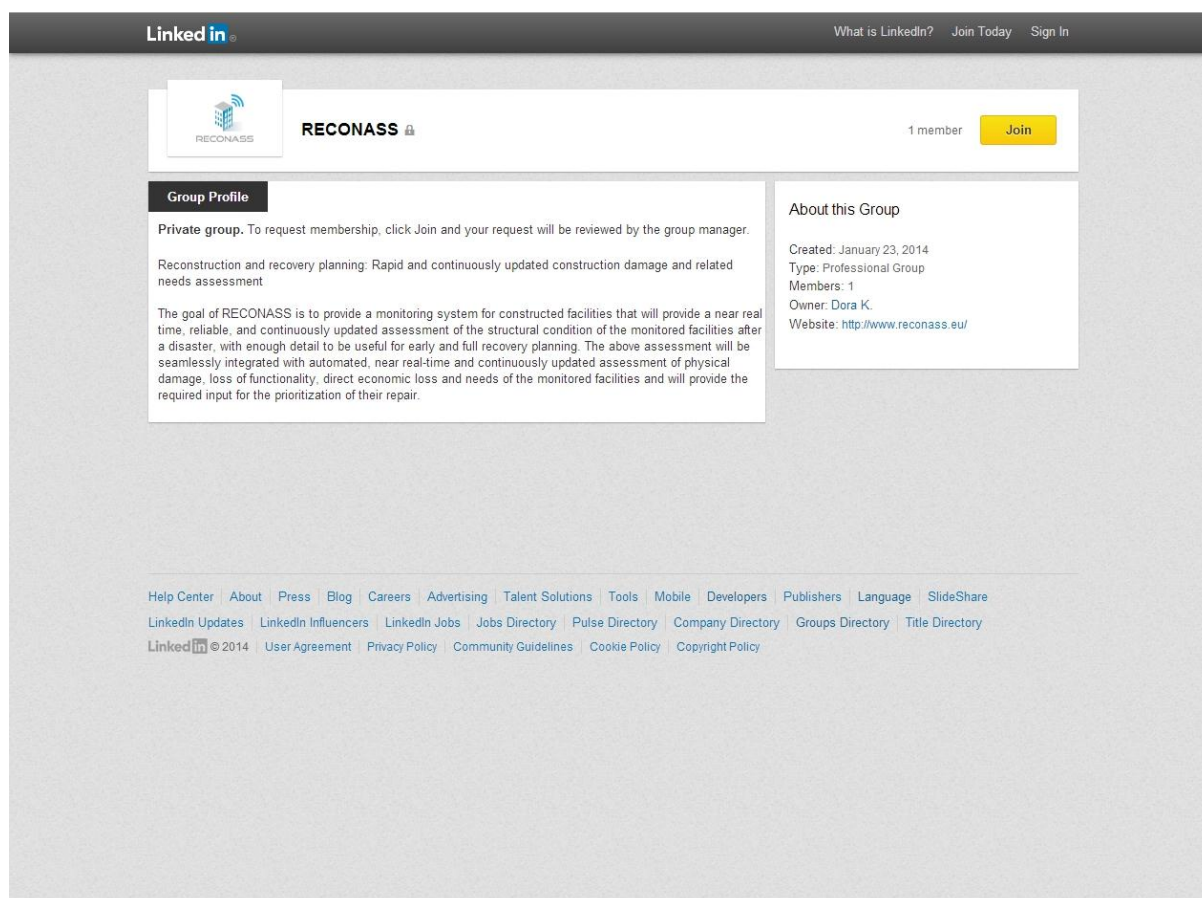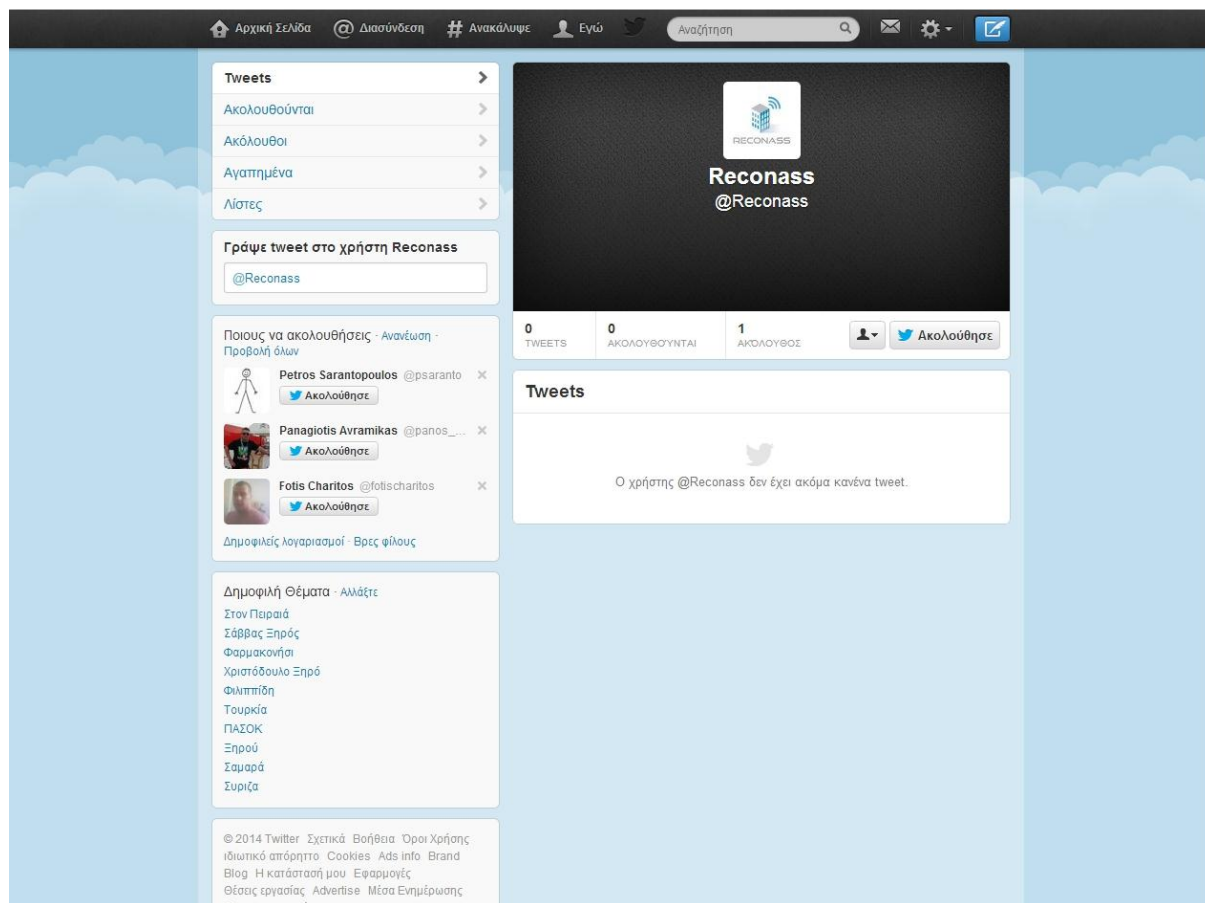

Figure 6: LinkedIn group

Figure 7: Twitter tool

3. UPDATE AND QUALITY CONTROL

The website of the project as well as the Twitter and LinkedIn tools should be regularly updated. Responsible partners should provide information about the RECONASS events, achievements and latest news within three weeks after a submission date or an event. Updates should be published within a week in order to attract interested people. All project participants will provide feedback on the quality of website and the Twitter and LinkedIn tools during the project meetings. The dissemination manager has the responsibility to ensure that the quality of the published material is high and that the content is relevant to the project and regularly updated.

CONCLUSIONS

Via the website and the social networks, the consortium seeks to establish a communication with interested people and provide not only generic and static information but also in-depth presentation of the research activities that are in progress. The visitors can choose the level of information that they are going to receive ranging from pure informative to technical publications depending on their interests and background. A major effort will be devoted during the project's duration to continuously update the website with newer information and improve the project's social media presence.