Project public website and social media

D6.2 – Project public website and social media

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Abstract

This deliverable presents ULTIMATE's public website.

Document revision history

Version	Date	Description of change	Contributor(s)
v0.1	23.01.2023	First version	Michel Barreteau (TRT)
v0.2	31.01.2023	Modifications	Lia Popescu (ARTTIC), Nora Ouadi (ARTTIC)
v0.3	31.01.2023	Review	Agnieszka Sprońska (PIAP)
V1.0	02/01/2023	Final check	Nora Ouadi (ARTTIC)

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Abbreviations

AI	Artificial Intelligence
CSA	Coordination and Support Action
NoE	Network of Excellence
URL	Uniform Resource Locator

Executive summary

The ULTIMATE public website is currently being developed and the main goal of this short report is to provide the EC and the ULTIMATE partners with a short description of its final structure and contents. It is already available at the following URL address: https://ultimate-project.eu/, though the final content will be accessible to all by mid-February.

ULTIMATE's website is a crucial tool allowing the presentation of the project research results to a wide audience, and providing links to publications, documentation and press releases available for download.
The website will be updated throughout the project to reach researchers and industrials interested in AI activities and the general public.

The Social media platforms LinkedIn and ResearchGate have been identified by the ULTIMATE Consortium to gather a professional social network whose interests are Hybrid AI and trustworthiness.

1. Technical Implementation

1.1. Features

The ULTIMATE website is using the WordPress platform. It has been optimised for work with all browsers and screens resolutions and adapts automatically to mobile devices (smartphones or tablets). The main navigation bar is in a horizontal position. The website pages re-adapt when viewing on a narrow screen, such as a smartphone, making all elements appear successively in a single column.

1.2. Design

The ULTIMATE public website follows the visual identity communicated by the coordinator to the service providers who were in charge of creating the ULTIMATE logo. The website is being developed by a professional communications agency, COM'SCIENCE. The content of the website is being provided to them by TRT and ARTTIC and regular meetings are organised between TRT/ARTTIC and the website provider to ensure a good understanding of ULTIMATE expectations.

1.3. Website structure and content

The ULTIMATE public website is composed of the following sections and subsections:
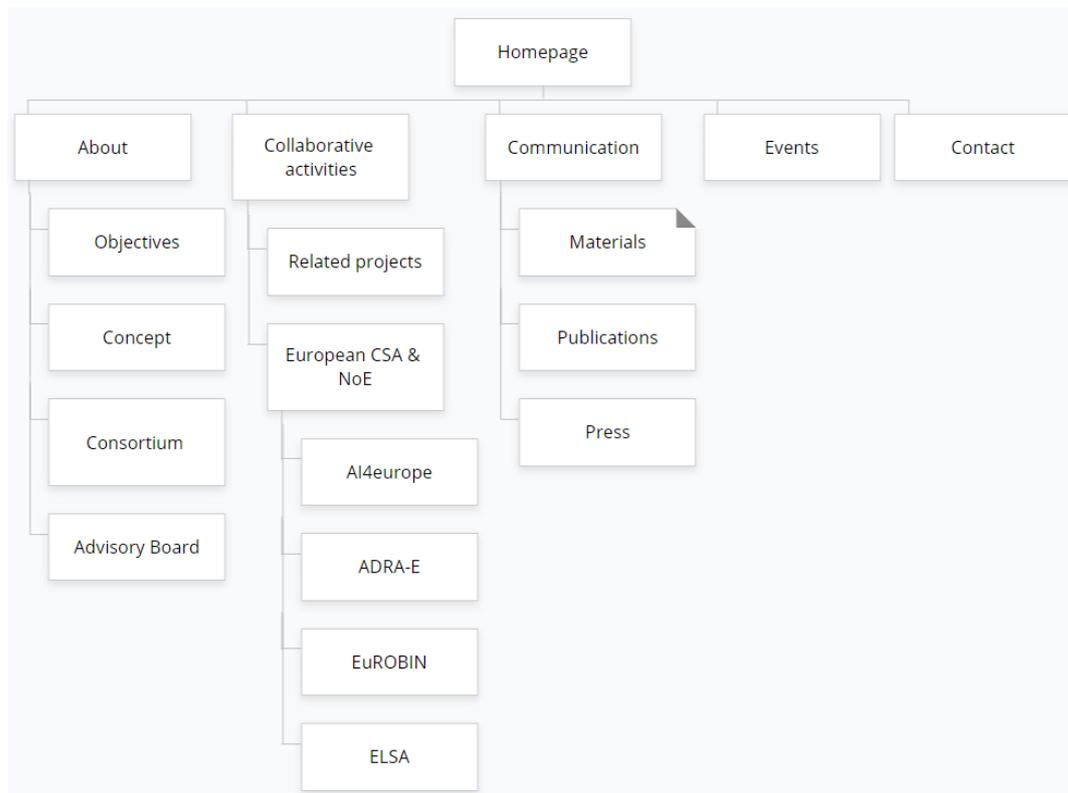

Figure 1: Screenshot of the structure of the public website

1.4. Statistics and search engine

With regards to audience tracking, the chosen solution is WP-statistics.

It allows an advanced follow-up of the audience statistics thanks to a system respectful of the visitors and their personal data: the media measurement tool, WP-statistics, uses a hash rule that anonymises site visitors. The information provided is as follows:

- total and specific audience;
- geographical origin of visitors;
- related sites;
- keywords;
- most viewed pages.

1.5. Update and maintenance

The ULTIMATE website will be updated and maintained on a regular basis by ARTTIC and TRT.

When a new public material is provided by any member of the Consortium, it will be shared in the dedicated section on the ULTIMATE website.

News regarding any event, conference, project meetings and collaborations will be published as soon as possible.

Also, publications will be made accessible via the website.

2. Content and screenshots

2.1. Homepage

A banner picture is inserted in the homepage, which includes a list of important keywords related to ULTIMATE. These keywords above the image have been selected by the coordinator, Michel Barreteau (TRT) to reflect the concept and approach of the project. The idea is also to have a bubble appearing, as the mouse goes on one of them, with a short paragraph defining the term and its relevance to the project.
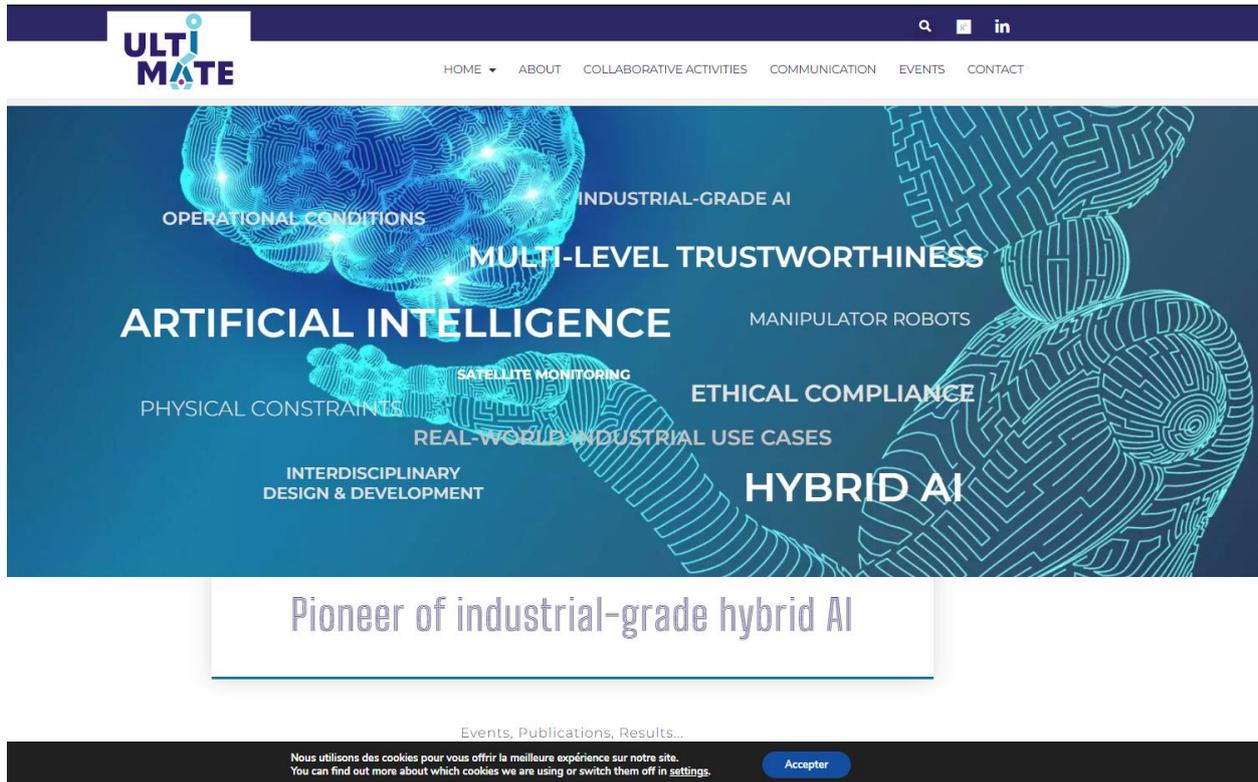
Figure 2: Screenshot of the provisory homepage of the ULTIMATE public website

By scrolling through the homepage, the visitor will be presented with information leading to other tabs of the menu:

The ULTIMATE real world industrial Use Cases are important activities to promote the widespread adoption of hybrid AI in industry and will be introduced in the format of text boxes (Fig. 2). When clicking one of the boxes (or Use case introduction), the visitor will be redirected to the "About" page where more details would be provided:

*Figure 3: Screenshot of the Use Case text boxes, for the moment filled with the Lorem Ipsum*

The "Meet the Partners" section will be a sliding menu with the partner's logos. By clicking on "Learn More", the visitor will be led to the Consortium page.
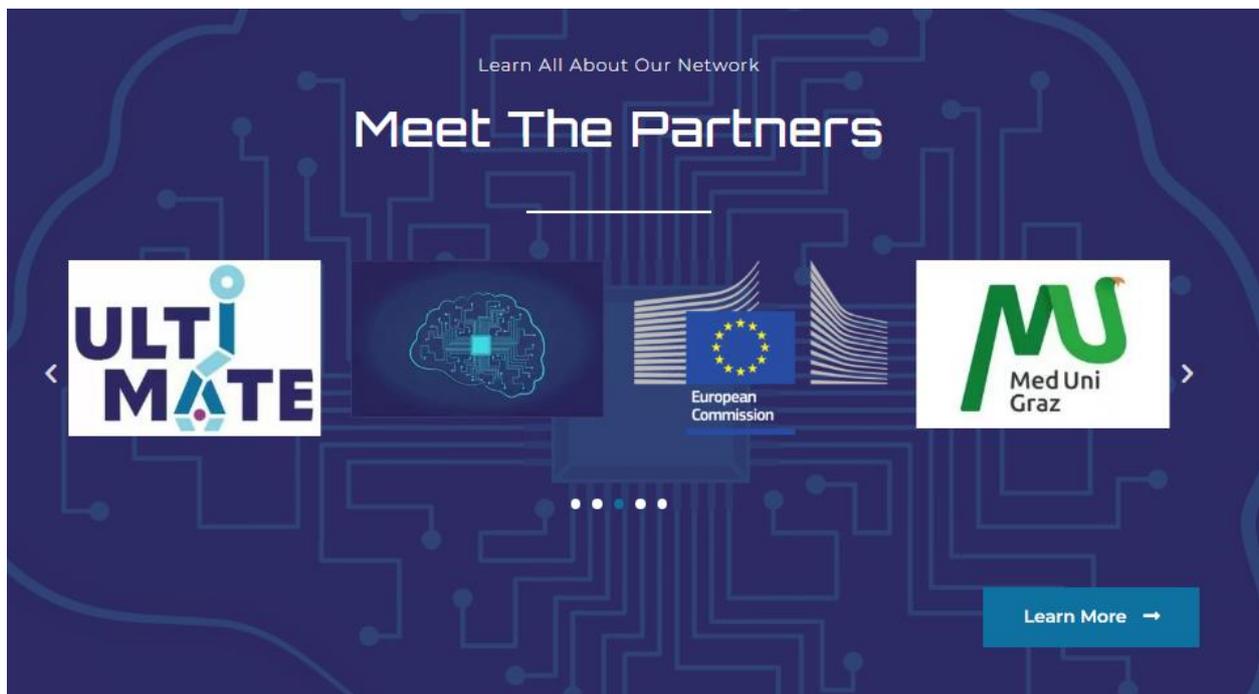
*Figure 4: Screenshot of the Meet the Partners section of the homepage (working version with example logos)*

The EU emblem with the "Funded by the EU mention" will be present in the footer of each page.

2.2. About

The first tab accessible from the menu from the homepage is the "About" page. By passing the mouse on "About", a drop-down menu will appear with the following options:

2.2.1. Objectives

In this page, a brief text will introduce the ULTIMATE project and its main goals.

2.2.2. Concept
In this page, a brief description of the ULTIMATE concept and approach will be provided.

2.2.3. Consortium
An interactive map of Europe will appear on this page, showing the partner's location. When the website visitor clicks on the partner's location, a description of the partner will appear, including a brief introduction of their organisation, their role in the project and the key personnel participating. Finally, there will be a link to the organisation's website.

2.2.4. Advisory Board
The Advisory Board's members organisations will be presented in this tab.

2.3. Collaborative activities

ULTIMATE will make sure to interact with other projects and AI communities to contribute to the creation of a sustainable European Ecosystem in this domain.
Two pages will be created in this section:

2.3.1. Related project
This page will present the collaboration activities initiated throughout the ULTIMATE project life with some of the projects in the same area funded by the EC.

2.3.2. European Coordination and Support A & Network of Excellence.
Information and links to the following projects and platforms will be provided in this page: AI4EUrope, ADRA-E, EuROBIN and ELSA

2.4. Communication

This section of the menu will include the following subsections in its dropdown menu:
- Materials
- Publications
- Press

2.4.1. Materials
This section will contain any public material provided by the ULTIMATE Consortium such as public deliverables, the brochure of the project, poster and any presentation or report that can be shared publicly.

2.4.2. Publications
This section will include links to scientific publications published by any partner and linked to the project.

2.4.3. Press
The visitors will find the press release of the ULTIMATE project on this page.

2.5. News & Events

In this section the news, workshops, conferences and project meetings revolving around ULTIMATE will be announced.

2.6. Contact

The visitors of the website can send a message to the ULTIMATE coordination team address by using the contact form, which can be found in the Contact section of the menu.
The visitor will also be able to subscribe to the newsletter by clicking "subscribe to the newsletter".
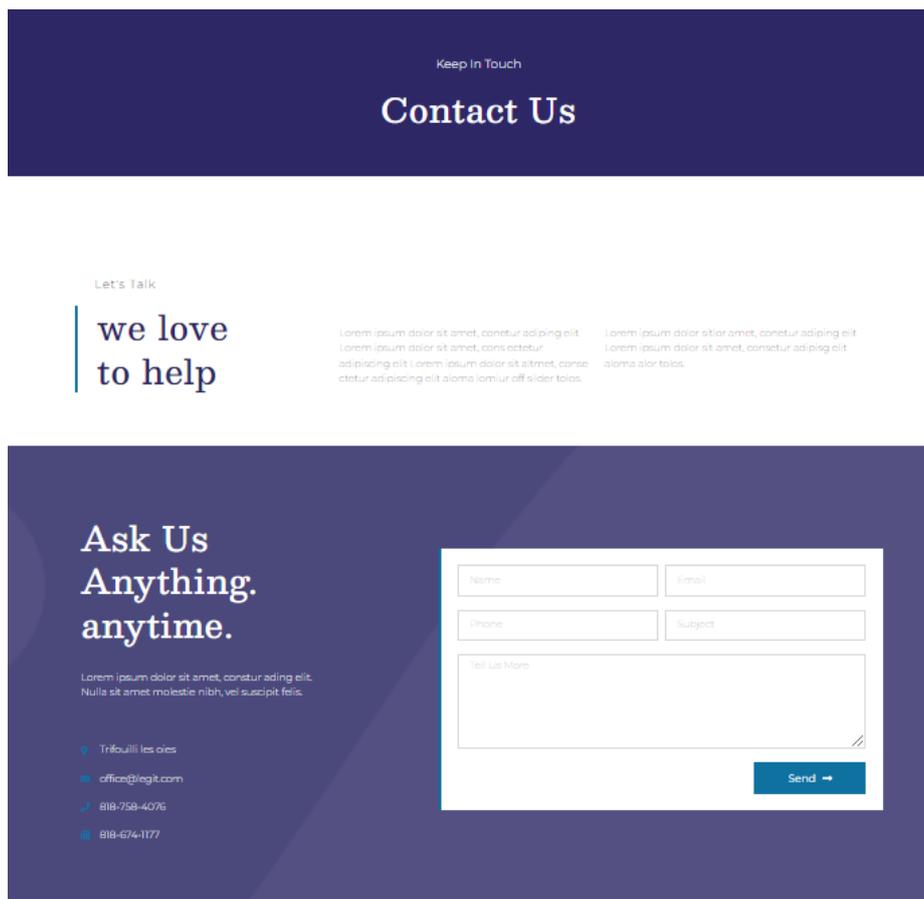
Figure 5: Screenshot of the Contact page under the template form

The message box will also be accessible from the bottom of any page of the website:
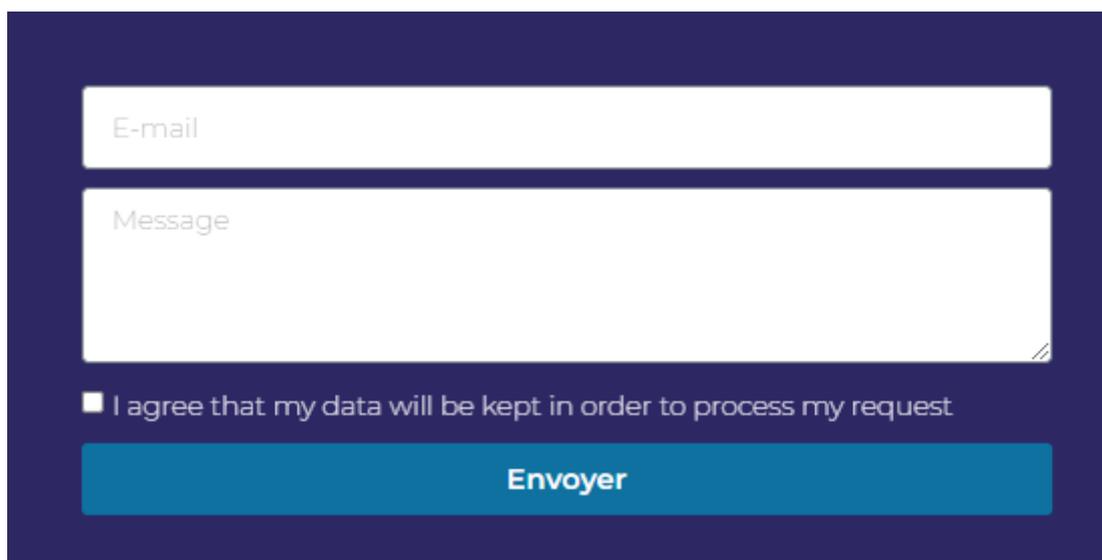
Figure 6: : Screenshot of the contact box, present at the bottom of each page of the website

3. Social media

The ULTIMATE Consortium has selected two social media channels to be used for ULTIMATE: LinkedIn and ResearchGate. These two media will allow the project to discuss and share information with researchers, scientists and industrials.

LinkedIn targets professional audiences and will be used in ULTIMATE to reach industrials interested in the project topics. The information shared on this media can go from general news about the project activities to more technical results with industry-related stakeholders to engage with the project.
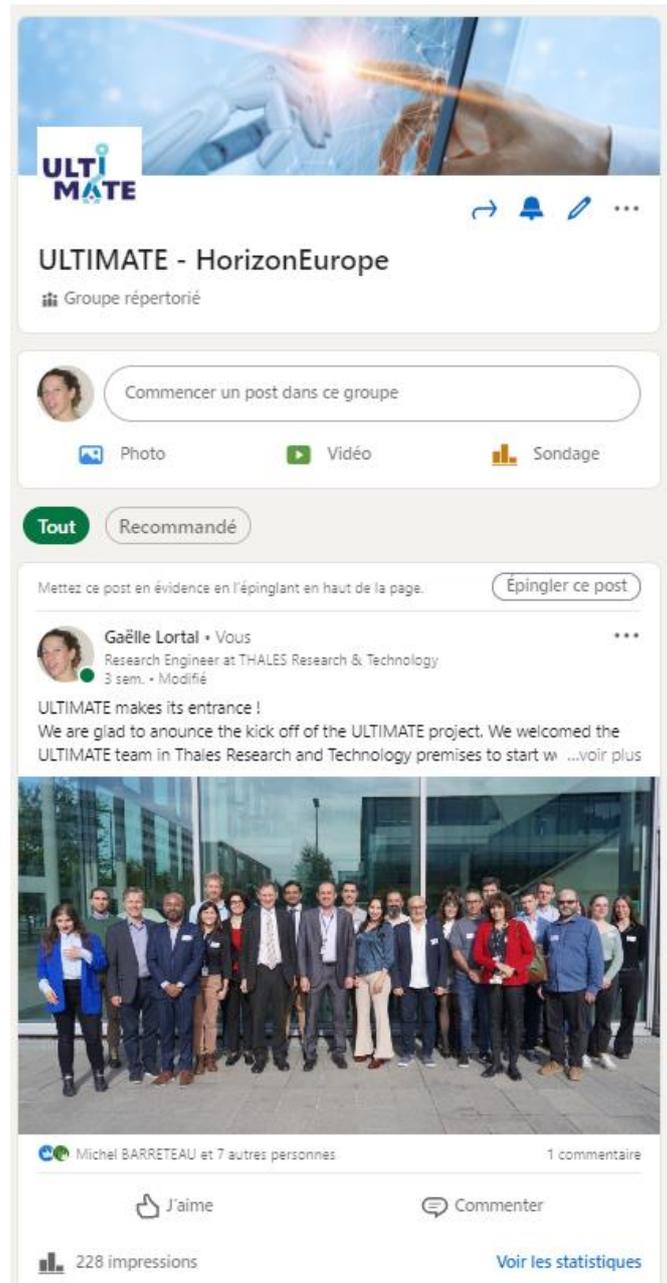

*Figure 7:*Screenshot of the ULTIMATE LinkedIn welcome page

ResearchGate will reach scientists and researchers interested in the ULTIMATE projects and activities. It is the place where they can share papers, ask, and answer any questions. With

this social network, ULTIMATE will be able to broadcast publicly ULTIMATE research and news about Hybrid AI, share questions and results.
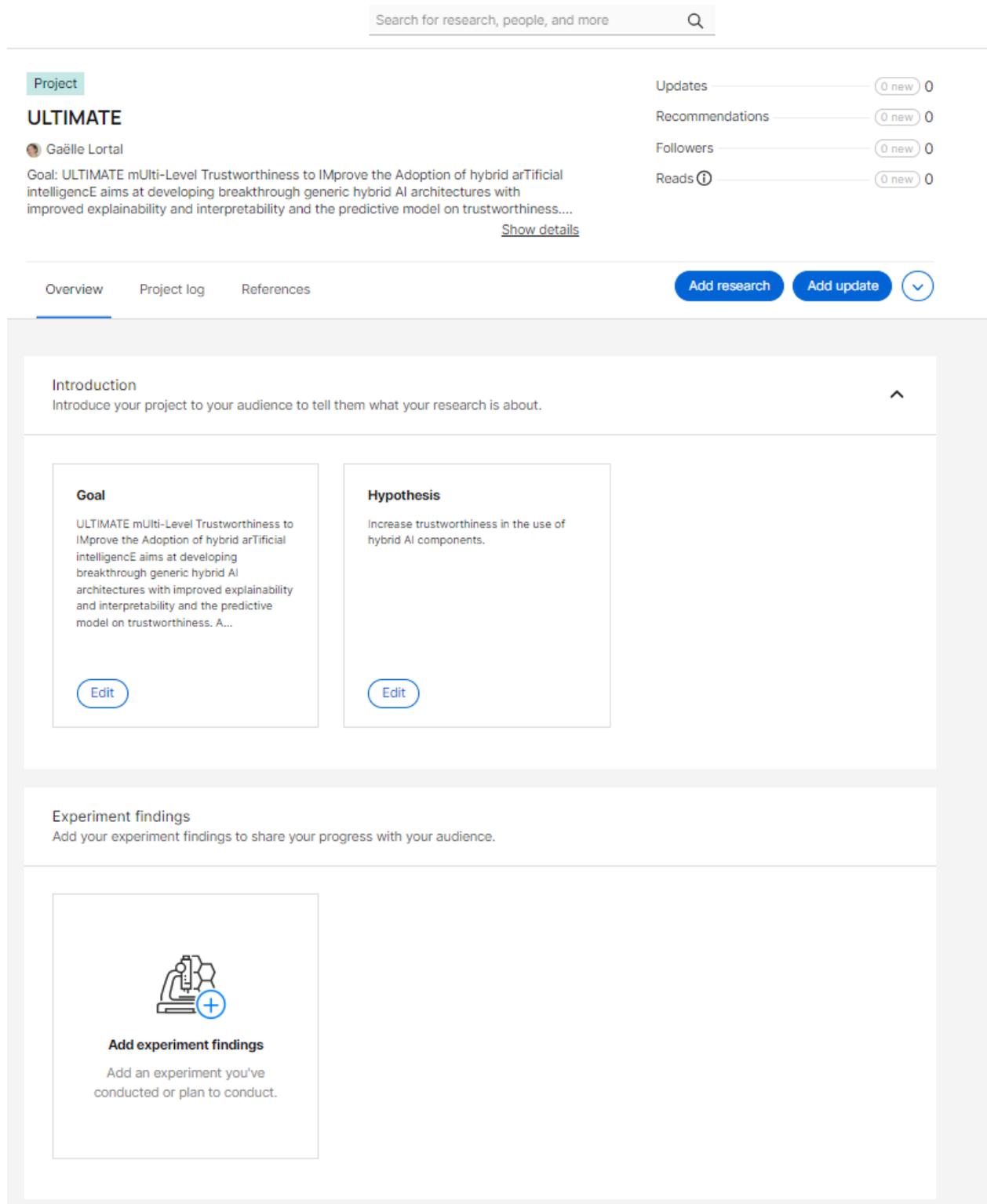

Figure 8: Screenshot of the ULTIMATE Research Gate Project

A link to the social networks is available on the website, on the right-hand side when you scroll down the page.

Conclusion

The ULTIMATE website together with the social media networks will allow to reach a wide panel of people and communities interested in hybrid AI and trustworthiness. The role and challenge of the Consortium partners, through the Coordination team as administrators of these platforms, is to make sure that the website and the social media are updated continuously with relevant news, information on the project activities and results.