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HUB4NGI

D4.1 THE HUB4NGI PORTAL

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Abstract	This deliverable contains a short description of the public pages of the HUB4NGI portal and describes its core functionalities, its content (actual and planned) and how the various pages will be maintained throughout the project lifetime.
Keywords	HUB4NGI portal, dissemination, communication, social networks

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EXECUTIVE SUMMARY

The HUB4NGI Work Package 4 (WP4) is dedicated to boost the creation of the Next Generation Internet, NGI, ecosystem as a vibrant and disruptive framework by implementing community building strategies, running marketing and communication activities and dedicated events to effectively reach and embrace different target groups: researchers, innovators, policy makers and players (academia, industry, SMEs, Start-ups) in Europe and beyond.

Communication and marketing activities, led within WP4 by Martel as responsible of Task 4.2, have a central role during the whole project lifetime in order to foster the widespread awareness as well as strong cooperation and exchange with research communities and stakeholders inside and outside of Europe. Dedicated dissemination and communication channels have been established to reach all target stakeholders and the general audience, and a comprehensive plan of target activities is being elaborated – it will be presented in deliverable D4.2 Marketing, Communication and Community Building Strategy and Plan to be released at the end of April 2017, i.e. PM04.

This deliverable shortly presents the project website that has been developed within Task 4.2 as one of the main communication and marketing channels (<https://www.hub4ngi.eu>). The HUB4NGI portal will be continuously updated and enriched along the whole project's duration and will serve as an entry point for the whole NGI community, including the HUB4NGI consortium and the EC, to promote and bootstrap a number of key initiatives. The first version of the web site has been made available before the end of March 2017 and was discussed with the consortium during the plenary meeting which was hosted by IDC in Bologna the 29th and 30th March 2017.

In order to keep the portal active with up-to-date information and material, Martel will send out regular reminders to all of the partners, to the EC and all other related communication channels, so as to collect information about any relevant, news, progress, event, outcome related to the project so as to properly capture and advertise them via the project portal.



TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
TABLE OF CONTENTS	4
LIST OF FIGURES	5
ABBREVIATIONS	6
1 INTRODUCTION	7
2 THE HUB4NGI PORTAL	8
2.1 GENERAL DESCRIPTION.....	8
2.2 OBJECTIVES AND SUCCESS FACTORS	11
2.3 CONTENT AND FUNCTIONALITIES.....	11
2.4 SOCIAL NETWORKS.....	14
3 CONCLUSIONS	15





LIST OF FIGURES

FIGURE 1: HOMEPAGE LANDING AREA OF HUB4NGI PORTAL 8

FIGURE 2: HOMEPAGE OF HUB4NGI PORTAL..... 9

FIGURE 3: HUB4NGI PORTAL ON SMARTPHONE. RESPONSIVE DESIGN..... 10

FIGURE 4: DELIVERABLES PAGE OF THE HUB4NGI PORTAL..... 12

FIGURE 5: EVENTS PAGE ON HUB4NGI PORTAL..... 13

FIGURE 6: HUB4NGI TWITTER ACCOUNT..... 14

ABBREVIATIONS

HUB4NGI	Hub for Next Generation Internet
NGI	Next Generation Internet
WP	Work Package
CMS	Content Management System
PHP	PHP: Hypertext Preprocessor
HTML	HyperText Markup Language
CSS	Cascading Style Sheets



1 INTRODUCTION

The HUB4NGI Work Package 4, namely the NGI BOOST, will assist and accelerate the creation of the NGI ecosystem as a vibrant and disruptive framework by implementing community building strategies, running marketing and communication activities and dedicated events to effectively reach and embrace different target groups: researchers, innovators, policy makers and players (academia, industry, SMEs, Start-ups) in Europe and beyond.

This will be done, among others, by coordinating and empowering marketing and communication efforts through a rich set of tools and actions that aim at creating awareness about the whole NGI flagship initiative in Europe and worldwide so as to engage the established high profile and just-starting-out Internet Researchers and Innovators that shall contribute shaping the NGI ecosystem itself.

To properly support the dissemination and impact creation plan in an effective way, especially considering the ambition of HUB4NGI, it is crucial to set up a well-tailored and far-reaching set of communication activities and tools that can effectively promote the HUB4NGI services, support the ongoing NGI-E projects in amplifying their communication efforts and grow the NGI-E initiative visibility overall. Towards this aim, we have conceived, designed and created the HUB4NGI portal (<https://www.hub4ngi.eu>) as a fresh, punchy, easy to navigate, populate and further refine web site at the service of both the consortium and the entire NGI community.

This document shortly describes **Deliverable 4.1 The HUB4NGI portal** by presenting the main structure and envisaged functionalities. This includes:

- ➔ A dedicated area presenting the overall HUB4NGI vision, objectives and consortium.
- ➔ A dedicated corner for disseminating news relevant to the NGI community that will come either from the HUB4NGI project or from other relevant channels.
- ➔ Facilitated access to a variety of resources, including key outputs of the HUB4NGI project and related initiatives for broad uptake.
- ➔ A corner dedicated to providing an actual overview of relevant events, either external or organized by the consortium.
- ➔ Links to the various social media channels, including Twitter, LinkedIn and YouTube, which will be populated along the project's lifetime, besides the main contact page.



2 THE HUB4NGI PORTAL

2.1 GENERAL DESCRIPTION

The HUB4NGI portal is one of the main entry points to the project for the Next Generation Internet community and will serve all target stakeholders including researchers, innovators, SMEs, Start-ups, civil society players, policy makers, etc.

As planned, a first release of the web site is publicly accessible since the end of the third month of the project at <https://www.hub4ngi.eu>. The Figure 1 and Figure 2 show part of the landing web page of the site as it initially appears to visitors when accessing it and all of its content while scrolling down the page, respectively.



FIGURE 1: HOMEPAGE LANDING AREA OF HUB4NGI PORTAL



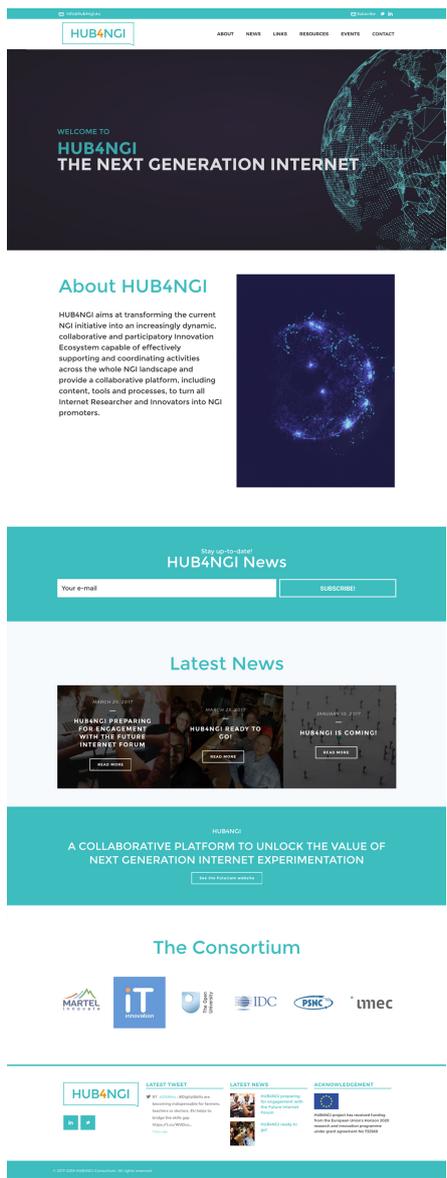


FIGURE 2: HOMEPAGE OF HUB4NGI PORTAL

BASIC FACTS

The HUB4NGI portal is available at <https://www.hub4ngi.eu/>¹. MARTEL Media, which is MARTEL’s department specialized in communication services, created the portal and will maintain it throughout the whole duration of the project, with active collaboration from all project partners. The portal is based on WordPress (<http://wordpress.org>), one of the most popular open source web Content Management System (CMS) and it is integrated to the powerful stats engine Google Analytics.

¹ Valid aliases include <https://hub4ngi.eu> and <https://www.hub4ngi.eu>.



TECHNICAL ASPECTS

The portal is hosted by Hostpoint (<https://www.hostpoint.ch>), the largest Swiss web hosting company. Hostpoint offers 24/7 support and disaster recovery. As early mentioned the web site is based on WordPress which uses PHP to generate HTML code. The web pages are styled with CSS3 and stored into a MySQL database. The entire code of the portal adheres to the standards of accessibility defined by the World Wide Web Consortium (<https://www.w3.org>).

DESIGN ASPECTS

The design of the portal is strongly brand-oriented to consolidate the image of the project. The rest of the dissemination material produced within the project and for the interaction with social networks will use the site as term of reference, in order to have a consistent communication and an easy-to-recognise image/brand. To support multimodal, the portal adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids. Notice that all the banners are flexible and dynamic, so that they can be updated to highlight relevant information or sections according to the communication and marketing needs of the project. The Figure 3 shows the HUB4NGI Events page on a handheld device

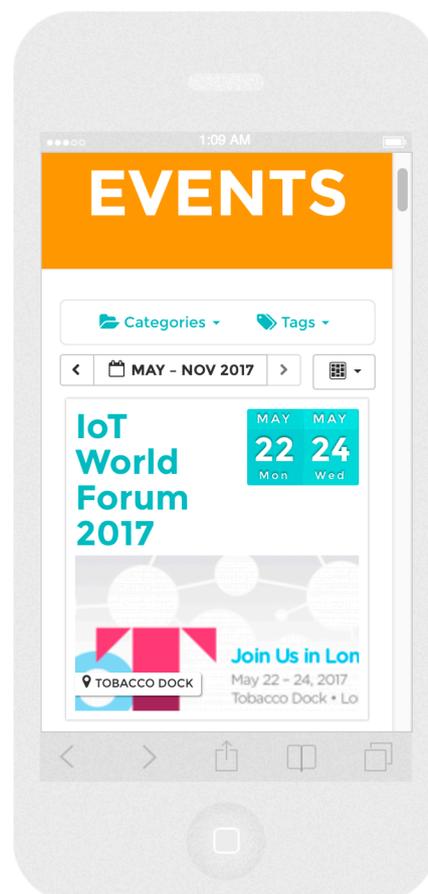


FIGURE 3: HUB4NGI PORTAL ON SMARTPHONE. RESPONSIVE DESIGN.

2.2 OBJECTIVES AND SUCCESS FACTORS

The web site is the entry point for all information about the HUB4NGI project. All relevant information about the project, outcomes, events, milestones, developments, etc., must be well exposed and accessible via dedicated areas structured on the web site. The HUB4NGI consortium will be constantly searching, gathering and elaborating information to be posted, especially in relation to the planned activities of the various work packages.

The main HUB4NGI target groups which have been considered include all the European and worldwide researchers active in the NGI and related fields, starting from the players that engaged in the early stage of the NGI ecosystem bootstrapping via the FUTURIUM portal.

VALUE PROPOSITION

Information on the HUB4NGI website should be structured in such a way that for each target group it will be easy to identify what is available for them. As a main project's outcome, the HUB4NGI will have a prominent position and its advancement will be broadly advertised via various channels (social media). This shall help the overall promotion of the outcomes of the project in a broad perspective.

FOCUS ON USERS

All European and worldwide researchers, innovators and experts on Next Generation Internet are foreseen as potential audience of the HUB4NGI outcomes.

ACCEPTANCE

A level of acceptance of the website presence of HUB4NGI among target stakeholders will be tracked through the statistics from our hosting, with a special attention to the most visited pages, most downloaded documents, countries of visitors, etc. so that it will be possible to better monitor and eventually adapt our overall dissemination strategy and actions.

2.3 CONTENT AND FUNCTIONALITIES

The HUB4NGI portal includes Web 2.0 features accessible through smartphones and tablets, and optimised for search engines. The Twitter account HUB4NGI runs is the NGI official Twitter channel - [@NGI4EU](#) - that Martel started animating as of the very beginning of HUB4NGI to assist the whole community and boost primarily all initiatives that run across the programme as a whole.

The website, as originally defined, contains the following sections:

- ➔ **ABOUT**, including basic information about the project within the sub-sections:
 - **About:** providing a high-level introduction to HUB4NGI;
 - **Overall Objectives:** describing the objectives of HUB4NGI and the approach to achieve them;
 - **The Consortium:** presenting the participants to the project.
- ➔ **NEWS:** this section is built as a blog to publish news regarding HUB4NGI project activities and results, as well as general project related topics. Most of the news entries





are spread through our Twitter channel and periodic newsletter to increase their visibility and their promotion. Here, the web site hosts a section which allows visitors to subscribe to the HUB4NGI newsletter and receive news about relevant activities and results on a regular basis.

- ➔ **LINKS:** this page links to relevant European initiatives related to HUB4NGI project like the FUTURIUM web.
- ➔ **RESOURCES:** this is a key section of the website. This will provide different public documents related to the HUB4NGI work (all items will be posted in PDF format available to download):
 - **Presentations/Talks:** public presentations & talks realized in the project;
 - **Deliverables:** listing all the public accessible deliverables produced by HUB4NGI (see Figure 4);
 - **Promotional Materials:** all the promotional materials (flyer, rollup...) produced by HUB4NGI;

Deliv. N°	Deliverable Title	Delivery date
D1.1	NGI Classification and Assessment Methodology	Jun 2017
D1.2	Portfolio and National Programmes	Dec 2017
D1.3	NGI Impact Measures and Benchmarks	Dec 2018
D2.1	NGI Guide v1	Jun 2017
D2.2	NGI Guide v2	Dec 2017
D2.3	NGI Guide v3	Dec 2018
D3.1	Innovators Engagement Strategy	Dec 2017
D3.2	Report for prototyping and validation	Oct 2018
D4.1	The HUB4NGI Portal	Mar 2017
D4.2	Marketing, Communication and Community Building Strategy and Plan	Apr 2017
D4.3	Report on Community Building and Promotional Activities	Dec 2017
D4.4	Report on Community Building and Promotional Activities	Dec 2018
D5.1	Project Presentation	Mar 2017

FIGURE 4: DELIVERABLES PAGE OF THE HUB4NGI PORTAL



- ➔ **EVENTS:** this page will show a calendar with different options of screening on planned projects events and upcoming related events to HUB4NGI in Europe and beyond with basic information about them (see Figure 5);
- ➔ **CONTACT:** visitors can send their questions or comments through a secure contact form to the project coordinator.

On the page footer we show the latest tweet of our account, the 2 latest news and our social media links. On the page sidebar we have access to the latest tweets, the next 5 upcoming events, the search bar and also the possibility to subscribe our newsletter to stay up-to-date about HUB4NGI project.

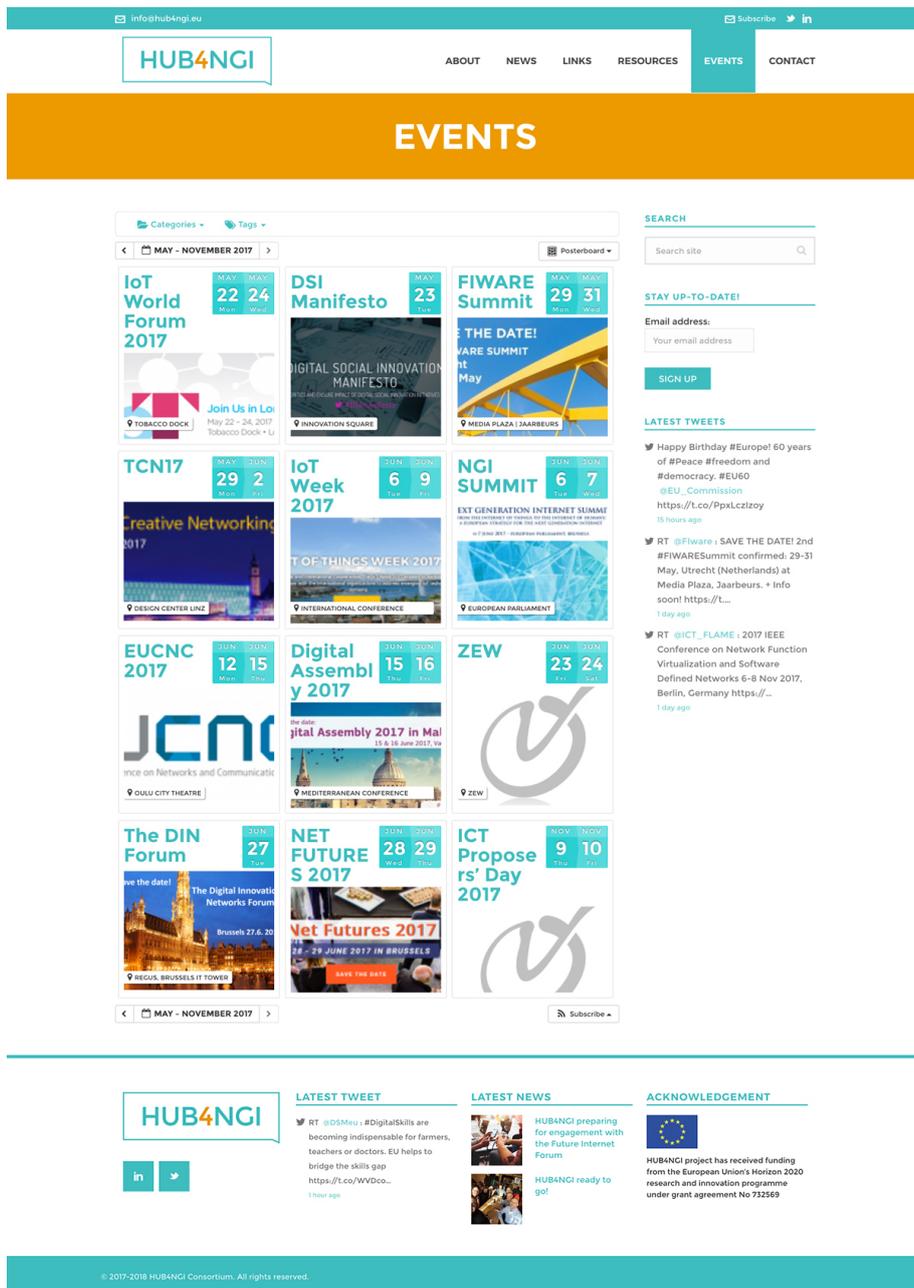


FIGURE 5: EVENTS PAGE ON HUB4NGI PORTAL



2.4 SOCIAL NETWORKS

Nowadays, social networks are integrated in almost every aspect of dissemination and marketing campaigns. They are great means to leverage the power of social connections to increase awareness of development efforts. HUB4NGI takes advantage of social networks to promote events, presenters, activities, and disseminate results.

The Twitter account HUB4NGI runs is the NGI official Twitter channel - @NGI4eu² - that Martel started animating as of the very beginning of HUB4NGI to assist the whole community and boost primarily all initiatives that run across the programme as a whole (see Figure 6).

An official and dedicated LinkedIn Group for NGI³ has been created and linked to the HUB4NGI portal in order to boost dissemination and communication activities.

Besides, Twitter posts are shown on the HUB4NGI portal on the right sidebar.

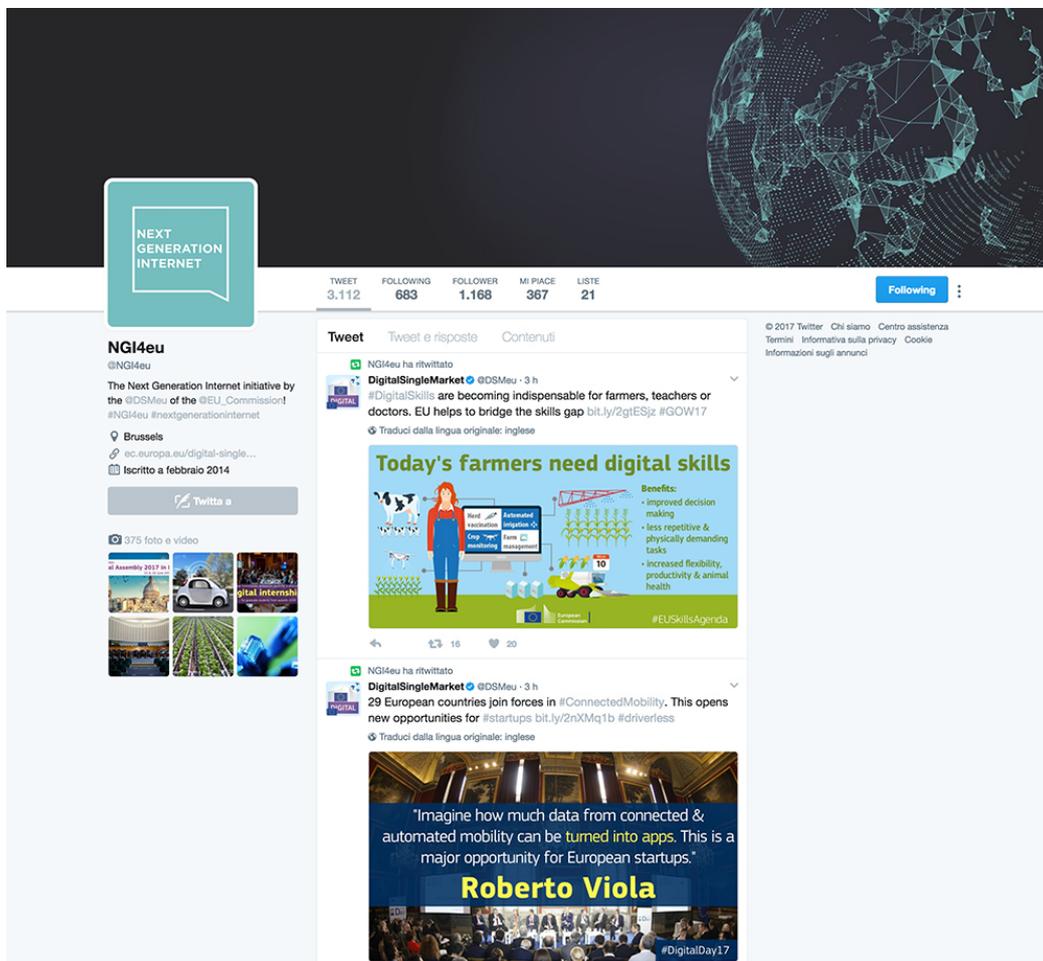


FIGURE 6: HUB4NGI TWITTER ACCOUNT

² <https://twitter.com/NGI4eu>

³ <https://www.linkedin.com/groups/8601296>

3 CONCLUSIONS

This report shortly summarises the work done within month 3 to establish the public HUB4NGI project's portal as central communication point for promoting efforts pursued by ongoing HUB4NGI activities. Such portal will be maintained and promptly updated as the project evolves throughout the project lifetime. Any progress will be duly reported via the next WP4 deliverables. The portal, which is up and running as of end of March 2017, will become a lively entry point thanks to major efforts performed by the HUB4NGI partners in gathering input and coordinate activities among various initiatives. The plan is to follow up on improving and regularly updating the HUB4NGI site so as to keep it alive, rich and always aligned with latest achievements and future HUB4NGI activities.

