



Project Website

Milestone 1

31.08.2021

D7.2



Technical References

Project acronym	OMICRON
Project full title	Towards a more automated and optimised maintenance, renewal and upgrade of roads by means of robotised technologies and intelligent decision support tools
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¹ PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)



Document history

V	Date	Beneficiary	Author
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Summary of deliverable

The present deliverable describes the website created for external communication about the OMICRON project. This deliverable relates to WP7 Exploitation, Communication and Dissemination, which includes the following objectives:

- Develop an array of Business Models and Exploitation Pathways for OMICRON solutions.
- Develop and implement a Communication, Dissemination and Engagement Strategy for different target groups, with key messages, appropriate communication tools and channels.
- Increase awareness of OMICRON solutions among stakeholders.
- Analysis of the legislation and standards from the perspective of the developed technologies in OMICRON.

The OMICRON website is set up along with the details of Task 7.5 described in the Grant Agreement. The OMICRON website will be more than a standard project website. The site will play a key role in providing comprehensive information in written, visual, and audio-visual formats, and outline the objectives, progress, and results of the project.

The website is managed by ESC (WP7 leader) and supervised by CEM. All partners contribute to the content of the website.

All the pages of the website feature the OMICRON project logo, as well as the acknowledgement of funding from the European Union's Horizon 2020 research and innovation programme, including the grant agreement number.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.



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1 Concept

The project website – www.omicronproject.eu – is a reference point for the project external communication and dissemination activities. In addition, also the domain www.omicron-project.eu was registered, in case of users would use this URL address. Both domain names have been reserved in June 2021. The OMICRON website will be more than a standard project website. The site will play a key role in providing comprehensive information in written, visual and audio-visual formats, and outline the objectives, progress, and results of the project.

The target audiences are stakeholders, potential end-users, early adopters, industry leaders, and the general public.

At the beginning of the project, the website will present the main vision and objectives of the project, a description of the key technologies that the project will develop and the demonstrations. It will establish embedded links to social media channels and publish relevant updates regularly.

At a later stage, with the results available, the website will contain the latest updates and will act as the platform to distribute non-confidential contents (scientific publications, articles, press releases, project updates, etc.)

The website has a visually engaging design and user-friendly navigation. The most relevant pages will be translated into the languages of the demonstration sites – Spanish and Italian at a later stage of the project.

2 Structure

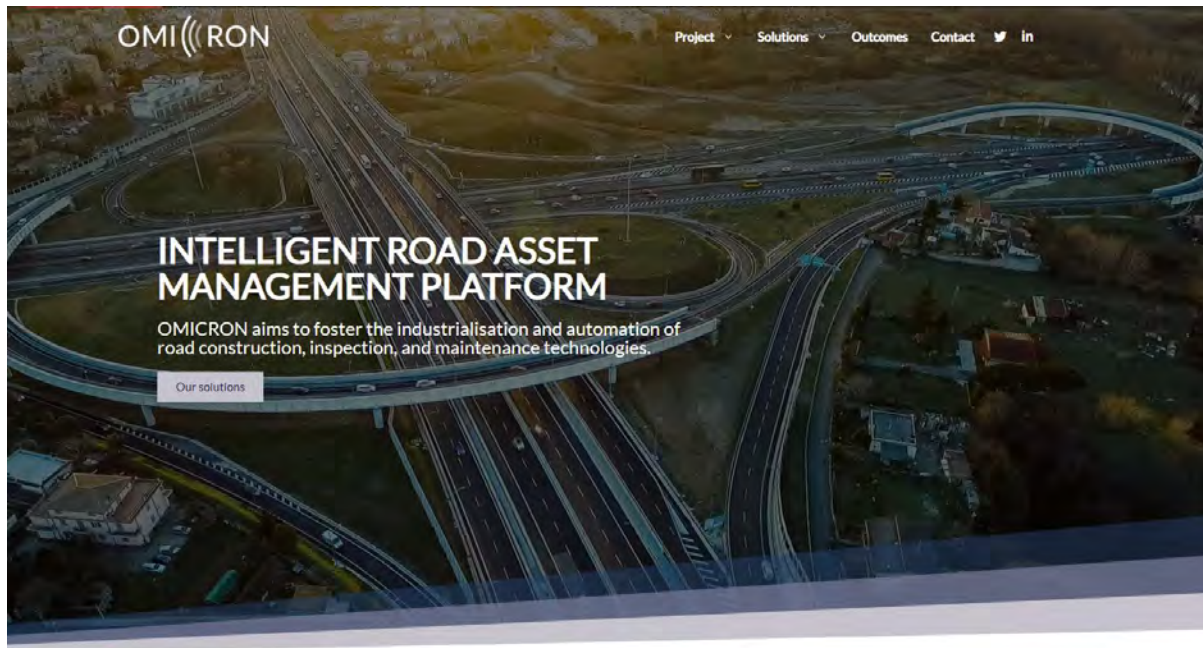
2.1 Home

The landing page of the website provides brief information about the project, features two infographics that include links to the Key technologies and the Demonstrations pages and the latest news and events. The integrated Twitter feed creates an additional dynamic for the home page. At a later stage, the introductory video of the project will be presented here as well.

At the bottom of the site, the disclaimer about the EU finding is also included, as well as legal information about the website responsibility and data protection in the privacy policy.

Also included in the footer are links to the OMICRON profiles on the social media platforms such as Twitter, LinkedIn (YouTube at a later stage) for increasing the project's outreach.





Our solutions

We integrate a broad portfolio of solutions from inspection to execution to:

- Increase of safety in road intervention
- More efficient road intervention processes

Figure 1 Landing page outlook

Other than the landing page the website has the following structure:

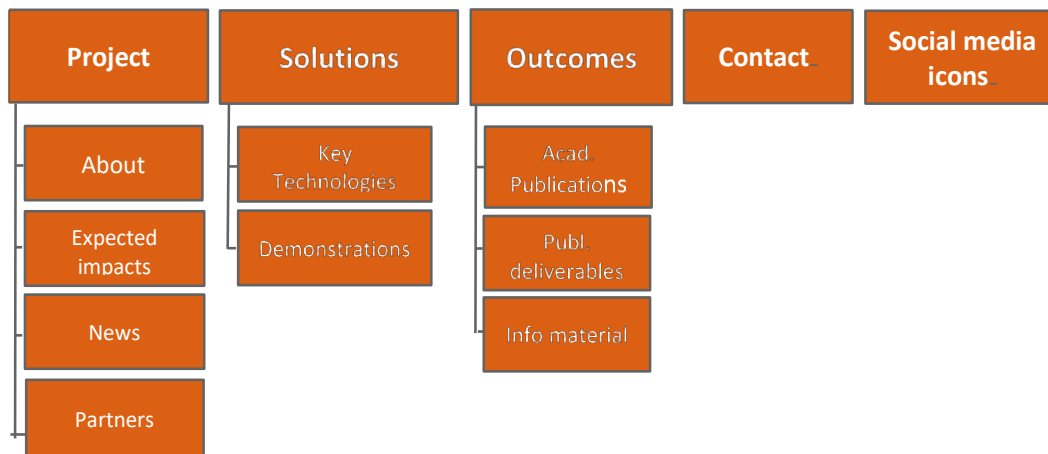


Figure 2 OMICRON website structure

2.2 Project

The Project page features an essential introduction to the project, gives an idea about the problems OMICRON solves and the solutions. It has four subpages, from which the first three is integrated into one page-flow, while the last subpage 'Partners' is separated.



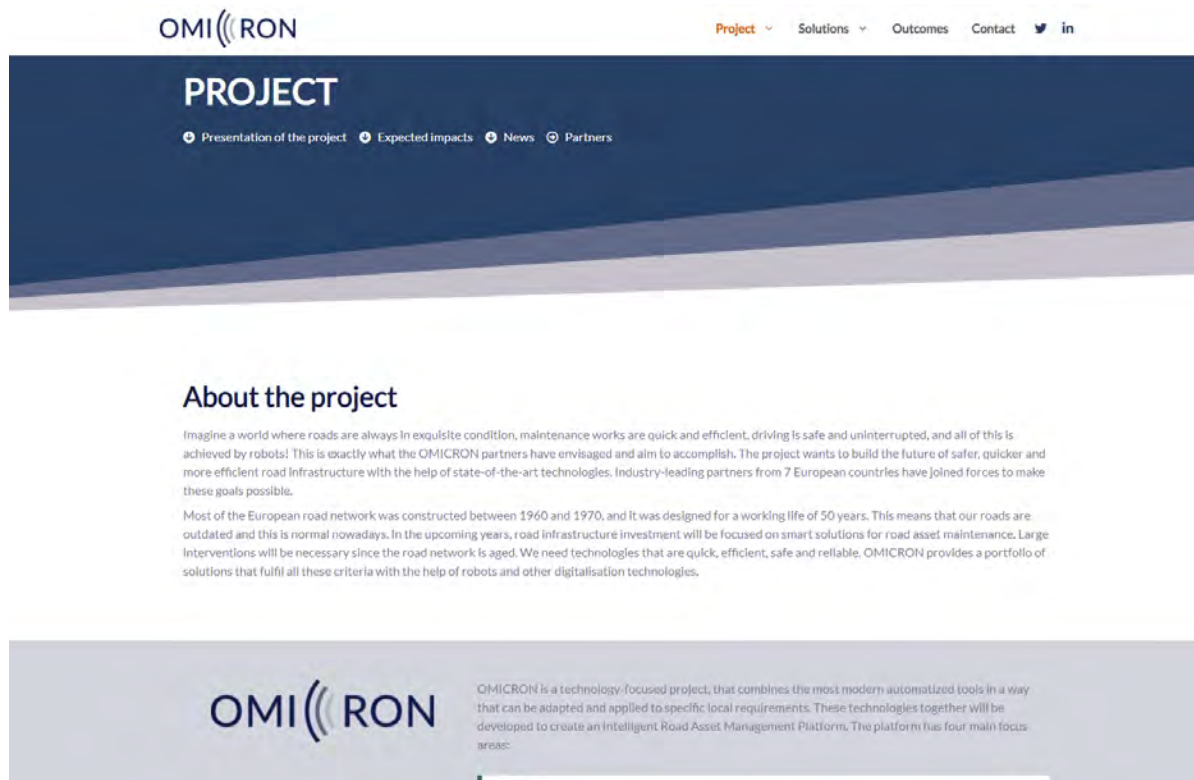


Figure 3 Project page layout

2.3 Solutions

The next page in the navigation bar features two important parts of the project that is aimed to give more detailed information for related target audience groups. The ‘Key technologies’ subpage features the technologies that OMICRON develops categorised by their real-world application areas in four categories. On the top of the subpage, an interactive infographic helps the understanding of the different project areas and their connection to each other, while under short descriptions can be found. The ‘Demonstrations’ subpage also features an infographic with the demonstration sites marked on the map of Europe, together with the involved partners’ countries highlighted in white. Scrolling down, short descriptions are presented for each demonstration.





Figure 4 'Key technologies' subpage of the Solutions page

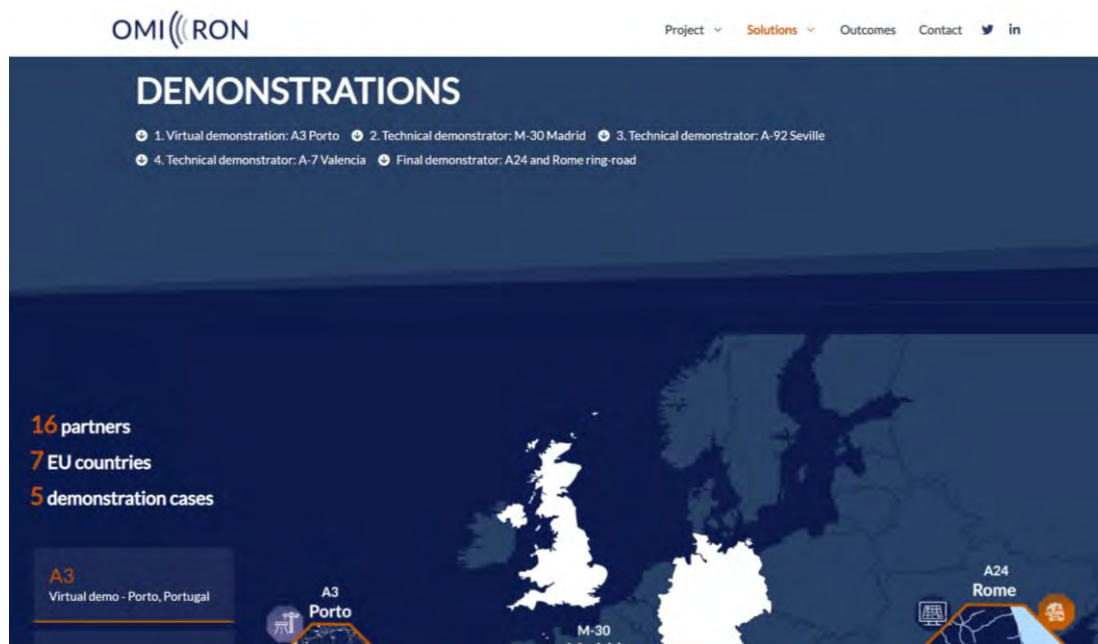


Figure 5 'Demonstrations' subpage of the Solutions page

2.4 Outcomes

The Outcomes page serves as a publication and info-material repository for those who are interested in the project in even more detail. After the official approval of the project officer, the documents are going to be uploaded and can be downloaded. Presentations, academic publications, public deliverables, articles, info-materials will be available here.



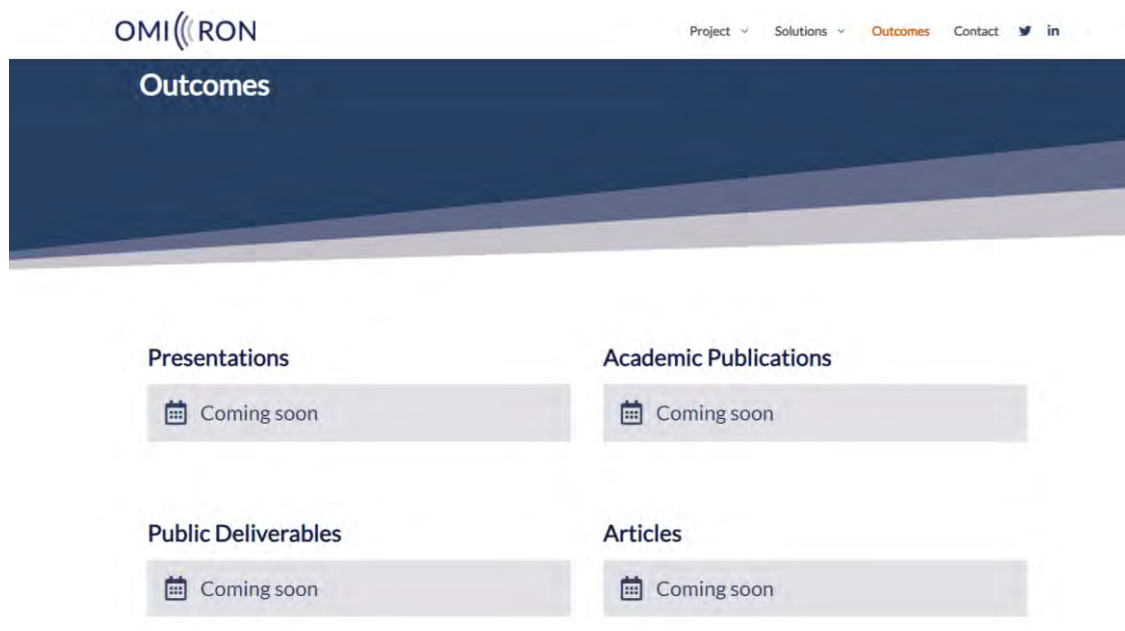


Figure 6 Outcomes page with public materials

2.5 Contact

The last part of the website is the Contact page where the contact information of the Project coordinator, the Communication and Dissemination Manager and a general contact email is presented.

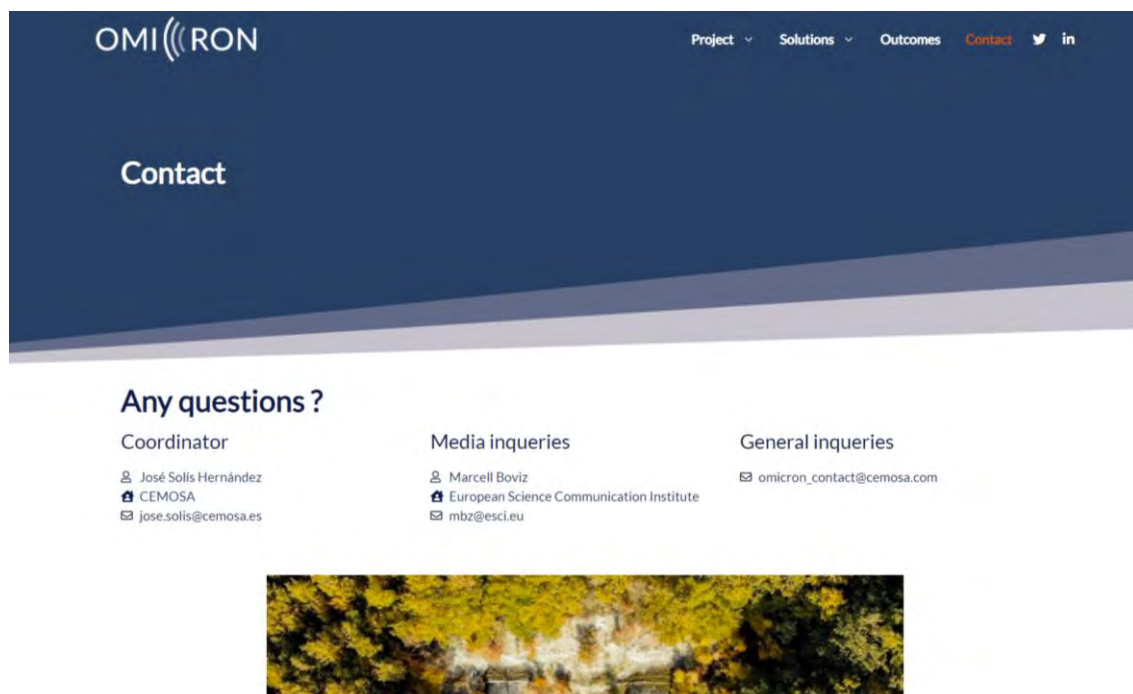


Figure 7 Contact info



Annex: Supplementary material for the website

a) OMICRON icon set



Figure 8 OMICRON icon set



b) Infographics

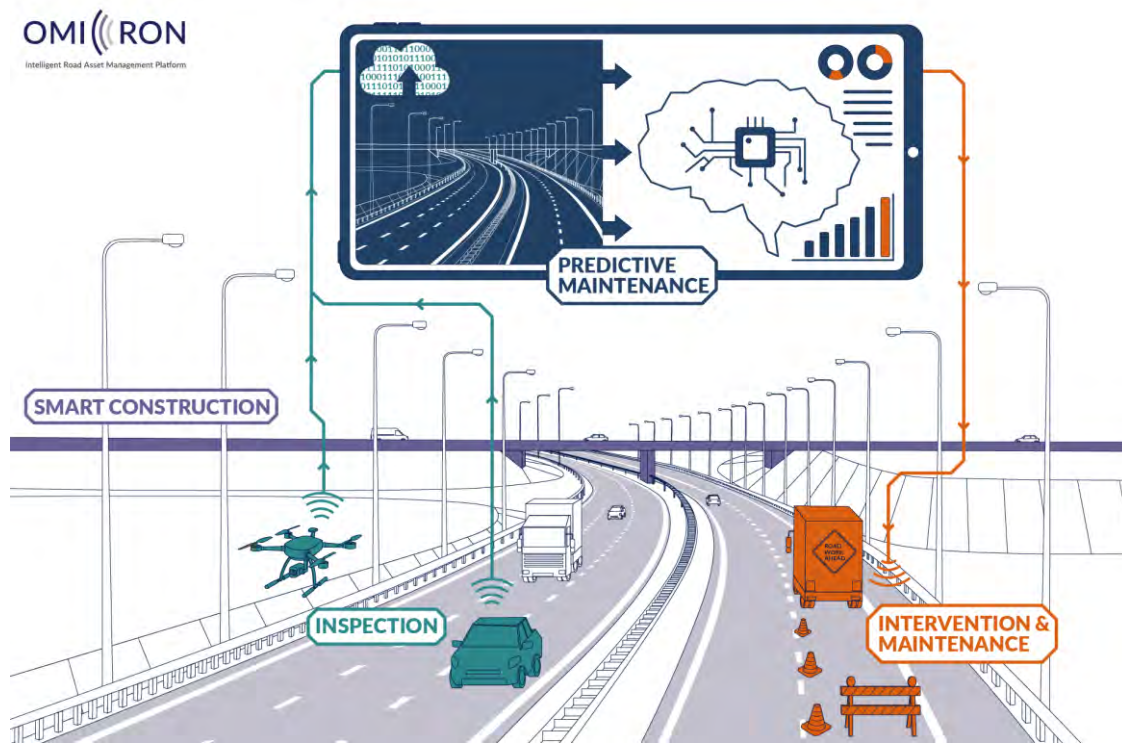


Figure 9 Main infographic illustrating the OMICRON technology groups



Figure 10 Second infographic illustrating the demonstration sites

