



D7.1 HiDALGO Website and Brand

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CI: Classified, **Int** = Internal Working Document, information as referred to in Commission Decision 2001/844/EC.

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List of Acronyms

Abbreviation / acronym	Description
EC	European Commission
EU	European Union
Dx.y	Deliverable number y belonging to WP x
WP	Work Package
CMS	Content Management System
SEO	Search Engine Optimization
HTML	Hypertext Markup Language
CSS	Cascading Style Sheets

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Executive Summary

Dissemination and community building are key aspects of the HiDALGO project. Our results and tools have to be communicated internally as well as to our stakeholders. With the dissemination activities various communities are addressed, who may benefit from the project.

This deliverable describes the foundation, on which dissemination and community building activities lie; this foundation consists of the HiDALGO brand and the website. With the brand, the vision and the overall goal of the project are presented in a unique way, which allows the various communities to identify the services offered by HiDALGO with the project. The website constitutes the main presence of HiDALGO on the World Wide Web, and it is the first source of information for external stakeholders. Also, social media will be used as an information channel.

This deliverable gives a motivation for developing the HiDALGO brand and website, and provides their building blocks in detail. The motivation and our future plans in this document are in line with the corresponding parts of the proposal; they are given here for the sake of completeness.

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2 Introduction

2.1 Purpose of the document

The objective of this document is to explain our brand and website. Both address two different communities. On the one hand we intend to reach communities within the consortium; on the other hand we address any external communities that might be interested in the project findings.

2.2 Relation to other parts of the project

WP7 deals with dissemination activities and community building. These activities are very important to the whole project and therefore, the present document has connections to all other parts of the project. Before starting dissemination activities, it is necessary to identify and implement the HiDALGO brand and to set up the webpage. Then, the project findings, results, and products can be communicated internally and externally in an appropriate manner. For this reason, this document is one of the two first deliverables of the project, and all future dissemination activities build on the work and elements described in this document.

2.3 Structure of the document

This document is structured in two major chapters. In **Chapter 3** we present the brand HiDALGO itself with the name, the logo, and the identity. **Chapter 4** focusses on the presence of the project on the World Wide Web and describes the website.

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3 Brand

In this chapter, we describe the different aspects of the HiDALGO brand as well as its development.

3.1 Brand building

The brand name and brand logo are meant to describe the vision and main goal of the project. We incorporate in one word and one image the brain effort and the overwhelming computational complexity required to model and simulate the complex processes arising in the context of various global challenges.

3.2 Brand identity

HiDALGO will provide a unique service to the European community. Stakeholders such as the scientific community, decision makers, the industry, civil society organisations, the general public, and academia will be able to identify with HiDALGO as a strong, service orientated, brand. Important components of this brand are the name, the logo, as well as the way in which the project is presented on different platforms and to the general public. In the following, we describe these parts in more detail.

3.3 Brand name

The term HiDALGO was chosen before submitting the proposal. The involved project partners expressed their opinion and had the opportunity to choose a name and an acronym from different suggestions. At the end, the vast majority voted for “HPC and Big Data Technologies for Global Challenges” with HiDALGO as the corresponding acronym. The full name of the project describes in a very concise way that we deal with global challenges, and highlights the technologies we are advancing to master these challenges. The word HiDALGO can easily be recognized, has a well-known meaning in Spanish, and can easily be pronounced in almost all languages of the world. The acronym was discussed and confirmed for the project at the kick-off meeting on December 12, 2018. A visual illustration on how HiDALGO is obtained from the full name of the project is provided in Figure 1.

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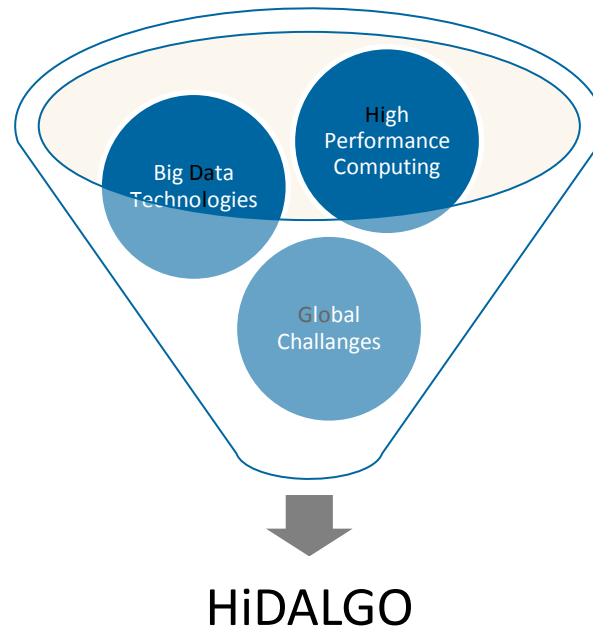


Figure 1: Brand Name HiDALGO

3.4 Brand logo



Figure 2: Brand Logo HiDALGO

The logo in Figure 2 was assigned to the proposal before it was submitted and it consists of several elements. The most intense part is the blue brain. It stands for developments arising from novel ideas and methodologies, which are highly beneficial for our “blue planet”. The computer on the left visualises technological progress in High Performance Computing and Big Data Technologies. Behind the computer and the brain one can see the planet. The planet, the human brain, and the computer interact and influence each other, and thus they are visualised in one symbolic way. The positive implication of these interactions is shown in the yellow shining graph. The logo was also discussed and agreed upon during the kick-off meeting on December 12, 2018 in Madrid.

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The following colours represent the main project colours.

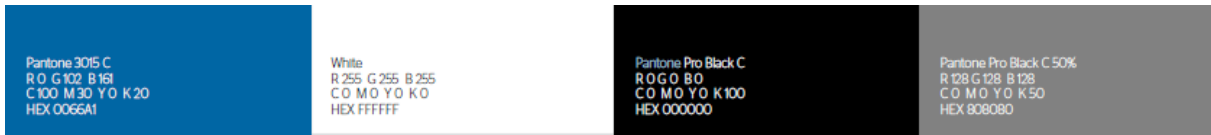


Figure 3: Brand Colours HiDALGO

3.5 Brand image and appearance

The brand image and its appearance are necessary for a strong recognizable brand. They enable a better identification of all members with the project and advance team spirit. Our main intention is to have an external appearance that is clear and consistent. The following templates show how we integrate our brand into the various documents related to the project. All these documents follow the same scheme and their visual appearance is very similar. The logo is visible on a prominent place (on the slides only the image part of the logo is shown) and the flag of the European Union is always positioned at least on the title page.



Title

Authors
Affiliation

Location, date

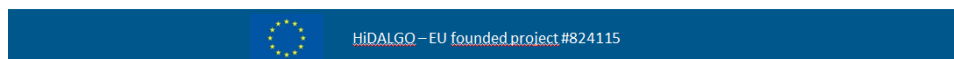


Figure 4: Template Power Point Slides HiDALGO

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HiDALGO

Agenda of the WPx
 (teleconference/meeting) scheduled on
 (Date), (Time)

• **Table of Contents**

Table of Contents.....	1
1 → Agenda.....	2
2 → Expected list of participants.....	2
3 → Other information.....	3
3.1 → Venue directions.....	3
3.2 → Logistics.....	3
3.3 → Contact information.....	3
3.4 → Required material.....	4
..... Abschnittswechsel (Nächste Seite)	

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Figure 5: Template Agenda HiDALGO

1 → **Agenda**

Meeting Objective(s) and Expected Results

→ Describe here briefly which the general purpose of the meeting/teleconference is, as well as the general context.
 → Describe here the expected results from the meeting/teleconference.
 → Indicate who called the meeting.
 Enter your text here.

Time	Duration (in minutes)	Agenda Item No.	Description	Presenter
hh:mm	mm:ss	#	[Provide information about the topic to be discussed. Break down the text into several subtopics when necessary.]	[Add the Organization Short Name responsible for reporting about the Item or the topic.]
xx:xx	<i>End of Meetings</i>			

..... **Seitenumbruch**

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HiDALGO

Minutes of the WPx
 (teleconference/meeting) scheduled on
 (Date), (Time)

• **Table of Contents**

Table of Contents.....	1
1 → List of participants.....	3
2 → Discussion.....	4
2.1 → Review action items of the past meeting.....	4
2.2 → Agenda item 1.....	4
2.3 → Agenda item 2.....	5
2.4 → A.O.B.....	5
3 → Next Meetings.....	5
4 → Annexes.....	5
..... Abschnittswechsel (Nächste Seite)	

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1 → **List of participants**

Main Roles	
Role	Partner
Chair	This is the person/partner leading the meeting/teleconference. (Name, Surname (Beneficiary short name))
Facilitator	This is the partner/partner hosting the meeting or providing the conferencing system. (Name, Surname (Beneficiary short name))
Note taker	This is the partner/partner in charge of taking notes of the meeting. This role is optional and it can be removed, if not applicable. It is sometimes played by the chair itself. (Name, Surname (Beneficiary short name)) (optional)
Timekeeper	This is the partner/partner in charge of help the meeting run on schedule by timing each of the participants according to the timings given on the agenda. This role is optional and it can be removed, if not applicable. It is sometimes played by the chair itself. (Name, Surname (Beneficiary short name)) (optional)

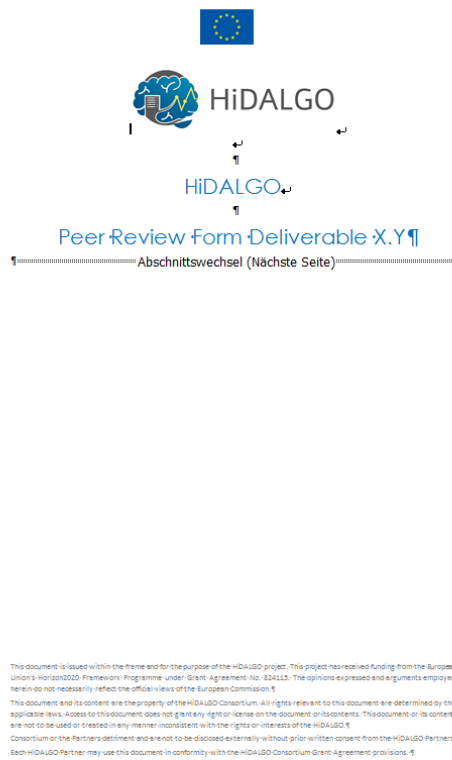
List of Participants	
Name	Partner
[Name-Surname]	[Beneficiary short name]


List of Absents	
Name	Partner
[Name-Surname]	[Beneficiary short name]

Document name	Minutes of the WPx (teleconference/ meeting) scheduled on (Date), (Time)	Pages	2 of 56
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Figure 6: Template Minutes HiDALGO

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Below are the items to be checked in the Peer Review Form.

Format-Review-Does the document...?	YR	NR	NAs	Comments
...include deliverable number, title, version number, dissemination level and date?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...include the names of the author, contributors and reviewers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains a revision table with the responsible person for each version?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains an updated table of contents, list of tables and list of figures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains a list of abbreviations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains an Executive Summary?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains a reference list including all the references of the document?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...use the formats defined in the official template?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...use correct spelling and grammar?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...conform to length guidelines (50 pages maximum (plus Executive Summary, conclusions and annexes)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
...contains a conclusion section?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Content-Review-Does the document...?	YR	NR	NAs	Comments
Is the content presented in a clear way and logical order?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Executive Summary self-contained and includes the main conclusions of the document?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the content of the document match the description in the DoW?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the contents of the document treated with the required depth?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the document need additional sections to be considered complete?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any sections in the document that should be removed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all references in the document included in the references list?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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Figure 7: Template Peer Review Form for Deliverables

3.6 Brand positioning

The overall idea of HiDALGO is to design, optimize, and engineer methods and tools which efficiently deal with scientific problems arising in the context of major global challenges. This goal drives the brand positioning for the target groups. The target groups of HiDALGO are the scientific community, the industry (large industry or large industrial associations), the governments, the investors, the general public, non-governmental organizations (NGOs), and academia. As we develop models, which properly describe the processes arising from global challenges and implement tools to simulate these processes, parts of the scientific community and academia will be interested in all these new developments. Part of the industry is interested in the results and the products of the project, as these might be useful for the software and solutions they develop for their customers. Investors will have a better starting position if they invest in new developments and take into account the needs of the market. Governments and the civil society organizations are decision makers and have

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interest in the simulation outcomes. However, the main target groups are the public authorities and the large industry or large industrial associations.

Facing global challenges requires political decisions. These decisions can be based on the result of the simulations performed in HiDALGO, as governments and public bodies are becoming more and more interested in systems that provide support for their decisions. Furthermore, the simulation results also provide help to the industry to make their next decisions and to pursue further activities.



Figure 8: Brand Positioning HiDALGO

3.6.1 Brand positioning strategy – philosophy

With different types of positioning strategies we plan to achieve that we are known for our sophisticated simulation tools we develop in HiDALGO. All chosen strategies should have a

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high degree of consistency with the aspects of our main objectives. The setting of different measures should have a synergy effect with already taken measures and support the needs of our stakeholders. The brand positioning strategies should be flexible and adjust to changing circumstances. The right timing of communicating with stakeholders is also an important factor (cf. [1]).

To achieve the above mentioned flexibility, the project partners will regularly discuss the adopted measures, how successful these measures are, and if necessary, new measures will be implemented. The way how we perform the quantitative evaluation of the success of our brand positioning is work in progress and will be described in deliverable 7.2.

3.6.2 Brand positioning strategy - concept

To disseminate the brand HiDALGO, we are taking the following measures. Through sharing knowledge and attracting other scientists to the HiDALGO community we are confident that the scientific community, the industry, and academia will be attentive to HiDALGO. It is easier to reach out and convince people from outside academia by using graphs and animations, and without involving too many technical details in the communication. Therefore, with an initial social media campaign, we plan to attract interested people to the HiDALGO community. The national and local press should be informed about the main project objectives. By regularly publishing the main achievements on social media and on our website, all people visiting these sites become informed about the developments in HiDALGO. By placing advertisements in newspapers, a broader group of stakeholders is reached. Through online polls we obtain feedback from people who are not directly involved in the project. On the other side, these online polls will possibly improve the project outcome and through this bidirectional communication we will reach different stakeholders. A final video should disseminate the main achievements of the project and attract the decision makers to use HiDALGO solutions. Motion graphics explainer videos will reach the users and their clients. With a final media campaign all stakeholders and a broader group of people should be addressed.

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Figure 9: Brand Positioning Concept HiDALGO

3.7 Brand implementation

Social networks are omnipresent in our daily life. New achievements of the HiDALGO project will be communicated through these channels as social media reaches the whole world. Meaningful social media channels are also important in order to create the highest possible public awareness and engagement. Specifically, all the news around HiDALGO (e.g. latest

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advancements, collaborations with other activities, releases of new features, demonstrations from Pilots etc.) will be widely communicated through our account on social media platforms such as LinkedIn, Twitter, Facebook, ResearchGate, and probably YouTube. Clearly, not only social media will be used for dissemination. Newsletters will be produced in an electronic format every six months. All measures should engage parts of the global community of researchers and business experts. Moreover, this work might lead to new collaborations during the project's lifetime and to exploitation opportunities after the successful end of the project.

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4 Website

Here we describe the development and current status of our website.

4.1 Main objectives of the website

The main objectives of the website are to disseminate and communicate, and to raise stakeholder's awareness, knowledge, linkage, and conviction.

With the webpage we intend to reach a maximum number of people. The language used is for the general public and therefore we avoid too many technical terms. Besides the general public, the scientific community is informed about new developments in order to promote a scientific exchange of information.

4.2 Construction of the website

The website is published at the URL:

<https://hidalgo-project.eu/>

Our website supports the dissemination of the methods and products of the project and is in line with the structure of HiDALGO. The main activities are presented, the components of the project are given, and the partners are described. The website itself consists of three parts:

- ▶ Header: it contains the logo and the main menu bar with the corresponding buttons. This part is the same throughout the website.
- ▶ Body: this part changes according to the content to be presented.
- ▶ Footer: it contains the main contact info as well as legal information. This part remains the same throughout the website.

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4.2.1 Landing page



Figure 10: Landing Page Website HiDALGO

This page is reached when entering the website or by clicking on the logo in the main menu bar. The landing page consists of the following:

- ▶ large HiDALGO logo
- ▶ main navigation menu with links to the pages “About us” (and a dropdown for “Scientific Goals”, “Motivation & Main Objectives”, and “Technology Evolution”), “Partners” (and a dropdown for each individual partner), “Use Cases” (and a dropdown for each use cases: “Migration”, “Pollution”, and “Social Networks”), “Media”, and “Reports”.
- ▶ a widescreen slideshow that shows images representing HiDALGO and the use cases
- ▶ a brief overview with links to “Motivation & Main Objectives”, “Scientific Goals”, and “Technology Evolution”
- ▶ a section on “What’s New”
- ▶ a parallax image of the EU flag with funding information (which is shown in the right sidebar on most other pages)
- ▶ a section with links to the social media accounts (currently Twitter and Facebook Page) of HiDALGO

The landing page provides a good overview and is in line with the brand. Furthermore, the visitors have the chance to connect to the community.

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4.2.2 About Us



Figure 11: About Us Website HiDALGO

This section contains general information on the project, in particular:

- ▶ a brief description of the project and its makeup
- ▶ Vision and Mission statements
- ▶ an abstract covering the role of HiDALGO

Motivation & Main Objectives

This section covers the motivation behind HiDALGO and its main objectives.

Scientific Goals

This section covers the scientific goals of HiDALGO

Technology Evolution

This section covers the technologies that HiDALGO strives to develop.

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4.2.3 Partners

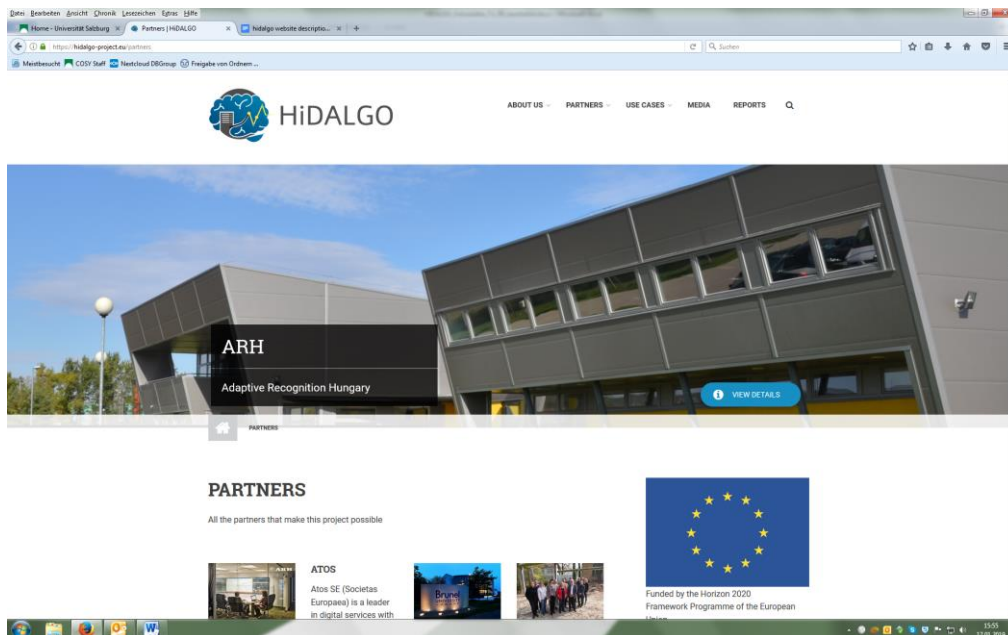


Figure 12: Partners Page Website HiDALGO

This page lists all the partners. Each partner has its own page covering who they are, what their focus is, and their role in the HiDALGO project. The partners are:

- ▶ Adaptive Recognition Hungary
- ▶ ATOS Spain
- ▶ Brunel University London
- ▶ Dialogik
- ▶ European Centre for Medium-Range Weather Forecasts
- ▶ High Performance Computing Center Stuttgart
- ▶ The Institute of Communication and Computer Systems, Athens
- ▶ Know Center, Graz
- ▶ Hungarian Public Road
- ▶ Moonstar
- ▶ Paris Lodron University of Salzburg
- ▶ Poznan Supercomputing and Networking Center
- ▶ Széchenyi István University

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4.2.4 Use Cases

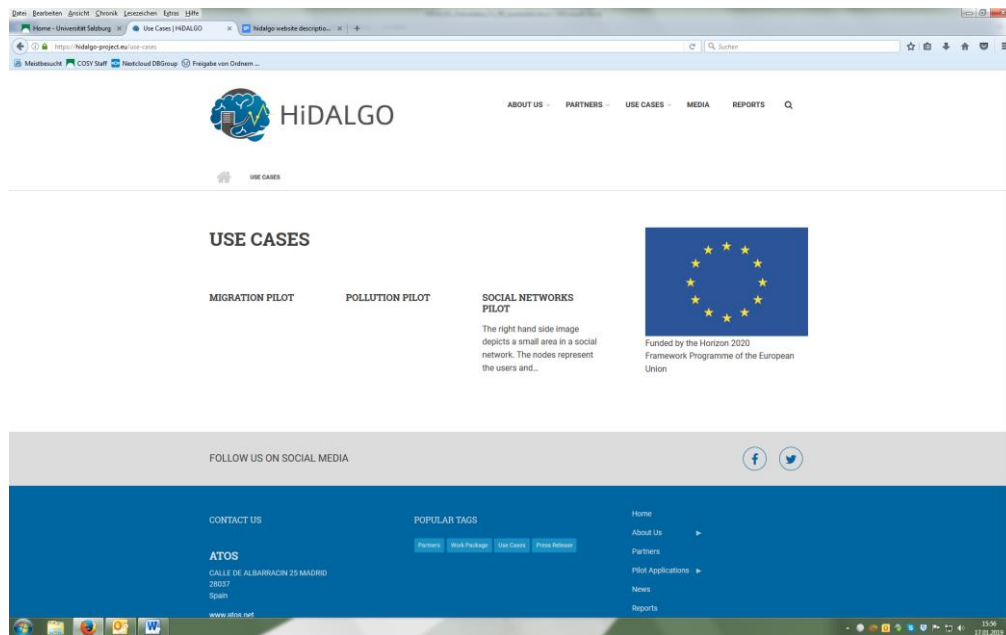


Figure 13: Use Cases Page Website HiDALGO

This section covers some of the most prominent applications of the research of the HiDALGO project: Migration, Pollution, and Social Networks. All these use cases have their own page, where the main objectives are described.

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4.2.5 Media

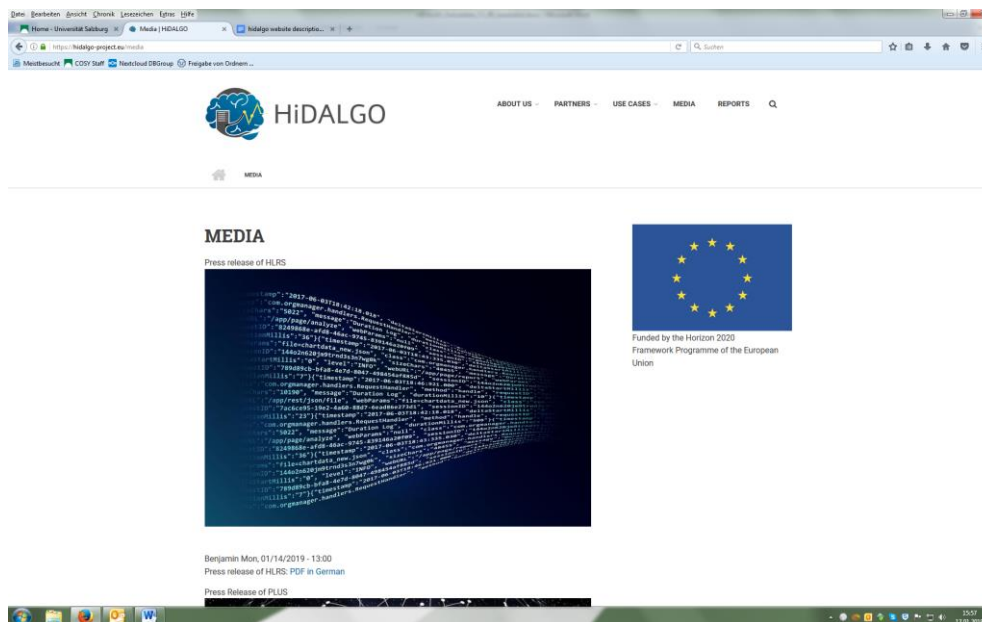


Figure 14: Media Page Website HiDALGO

This section contains project announcements, upcoming events related to the project as well as press releases related to HiDALGO.

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4.2.6 Reports



Figure 15: Reports Page Website HiDALGO

This section links to pages dedicated to each of the 8 work packages and deliverables of the project:

WP1 - Project Management

WP2 - Business Models and Sustainability

WP3 - Exascale HPC and HPDA System Support

WP4 - Pilot Applications

WP5 - Centre Implementation and Operation

WP6 - Requirements Evolution and Component Integration

WP7 - Awareness Creation and Community Support

WP8 – Ethics

The page dedicated to a work package contains a short description, and links to the public deliverables within the work package (to be added during the lifetime of the project).

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4.2.7 Imprint

This section contains the imprint and any relevant privacy related matters regarding the website.

4.3 Software documentation

The current implementation of the website consists of the base Drupal 8 install and the StartupGrowth+ theme from morethanthemes.com. These technologies and tools are used:

- ▶ HTML
- ▶ CSS
- ▶ Javascript
- ▶ Php
- ▶ Drupal CMS
- ▶ Various Modules for Drupal
 - Real Time SEO
 - Simple Sitemap
 - Metatags (with submodules for twitter, opengraph, etc)
- ▶ StartupGrowth+ Drupal Theme
- ▶ iftt.com

The majority of the website is setup through the admin interface of Drupal, with a few changes to the underlying system.

The website if this then that (ifttt.com) is used to set up auto-publishing from a reserved rss feed to HiDALGO's Facebook page and twitter feed. Any article created on the website has a checkbox for auto-publish. If checked it will be added to the auto publish rss feed and ifttt will publish an excerpt with a link to the article to facebook and twitter within a couple hours.

4.4 Content Management System (CMS)

We also use a web Content Management System to provide the following:

- ▶ dynamic content management;
- ▶ multiple authors to publish content directly – the authors must belong to a partner institution;
- ▶ user self-registration process for eligible users to edit content on the website;

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- ▶ media library for published material;
- ▶ The CMS that has been selected for use integration in the HiDALGO website is Drupal (ease of use and wide adoption, availability of a large library of plugins, integration via custom plugins, extensibility)

Authors/users refer here to eligible users who are allowed to add/change content on the website; we do not consider in this document the users of the HiDALGO Scientific Portal to be developed in WP5. Currently, the community manager and some designated team members are eligible to edit the content of the website. Further eligible users may be determined by the executive centre management.

4.5 Future evolution

At this stage, we established a website and set up social media accounts for the web presence of the HiDALGO project. During the lifetime of the project, the website will be adapted to possible changes. Currently, no analytics tools and cookies are used. Before the first documents and releases appear on the website, we will deploy Google Analytics and another statistics tool to count the number of downloads. By then, the privacy policies will be defined accordingly and the user will be informed about the use of cookies. Clearly, the user is allowed to dismiss the message and/or read the information about the use of cookies.

We will also add tools to assist community building for the project partners and external communities such as stakeholders or users interested in the results and/or products of the project. In particular, we will add a collaborative wiki system and an online forum.

When the first papers and releases are available, the main menu bar will be extended by two additional menus: “Publications” and “Releases”. Furthermore, we plan to enhance the system by customer validation tools to collect feedback from the stakeholders about our services. Also a Wiki page and a User Forum will be added to support the HiDALGO Scientific Portal (to be developed in WP5).

4.5.1 Search Engine Optimization (SEO)

The HiDALGO website was created as a dynamic CMS implementation using Drupal, which supports the use of plugins that optimize the way search engines index the websites. The Drupal plugins that are suited to achieve best SEO are:

- ▶ Real time SEO for Drupal (https://www.drupal.org/project/yoast_seo)

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- This controls most of the relevant SEO options, from keywords to short descriptions. This uses the Yoast SEO js library but is unaffiliated with them
- ▶ Metatag & and related sub modules (<https://www.drupal.org/project/metatag>)
 - These modules control giving content the correct tags for social media scrapers as well as SEO engines to understand and display the content properly
- ▶ Simple Sitemap (https://www.drupal.org/project/simple_sitemap)
 - Simple Sitemap generates a sitemap to submit to google webmaster to give them a better picture of the website.

The chosen Drupal theme is designed as Mobile First so the layout is responsive to whatever screen it is viewed on. The website itself is setup to only allow https access and http is automatically redirected to https. Clearly, during the lifetime of the project we may introduce changes or adopt other solutions if needed.

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5 Conclusions

This document describes the development and current status of the HiDALGO brand and website. These two constitute the foundation of any further dissemination activity, and hence they are essential to all parts of the project. Currently, the HiDALGO brand is established and a first version of the website is available. Additional features will be added to the website when needed for dissemination and/or analytical reasons.

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References

[1] Vos, M., (1992), *The Corporate Image Concept (Sccond edition)*, Vos, Utrecht.

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