DOMINO E

Project website (continuously updated to M36)
D8.3

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Project Coordinator	Airbus Defence and Space SAS
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Dissemination Level	PU*

* Please indicate the dissemination level using one of the following codes:

   PU = Public,

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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).

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EXECUTIVE SUMMARY

Deliverable D8.3 Project website (continuously updated to M36) describes all activities, technical and content decisions, as well as current and future designs related to the project website. Because the website is and will be the central hub for the communication and dissemination infrastructure in DOMINO-E, great attention was paid to accessibility in structure and content. In the coming months, the website will first be populated with content but also technically upgraded in accordance with communication and dissemination needs.

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LIST OF PARTICIPANTS

Participant No	Participant organisation name	Country
1 (Coordinator)	Airbus Defence and Space SAS	FR
2	Capgemini Technology Services	FR
3	ITTI SP ZOO	PL
4	Oikoplus GmbH	AT
5	Office National d'Etudes et de Recherches Aérospitales	FR
6	Tilde SIA	LV
7	VVA Brussels	BE
8	Airbus Defence and Space GmbH	DE

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APPLICABLE DOCUMENTS

Ref. / Document Title	Ref	Date
DOMINO-E Description of Work	Version1	29/90/2022
DOMINO-E Grant Agreement	Ares(2022)7032529	10/11/2022
DOMINO-E Consortium Agreement	VF	14/11/2022

DOCUMENT CHANGE RECORD

Issue	Change Author	Date	Page / paragraph affected
v1	Michael Anranter	15/01/2023	Set up document structure
v1.1	Michael Anranter	17/01/2023	First version ready
v1.2	Catalina Sabie		Technical description; website

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Acronyms & Definitions	
CA	Consortium Agreement
CB	Coverage Service
D	Deliverable
DoW	Description of Work
EC	European Commission
EU	European Union
EO	Earth Observation
M	Month
PU	Public
WP	Work Package

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1 INTRODUCTION

1.1 Deliverable Description

Deliverable 8.3 "Project website (continuously updated to M36") is the third of five deliverables related to WP8 "Dissemination and Stakeholder Engagement". The project website, classified as "DEC - website, patent filings, videos, etc." will play a significant role in all kinds of stakeholder engagement and communication to the public. These activities are dealt with in more detail in D8.1 "Communication Strategy and Action Plan (CASP)." Also, D8.3 is a default deliverable for all Innovation actions funded under HorizonEurope that comes with some restrictions and minimum standards (e.g., fund mention, accessibility). Respective solutions to increase accessibility are explained in chapter 6 of this document. Besides being as comprehensive and appealing as possible, the website is meant to be kept easy to navigate and accessible.

1.2 Background

According to the WP8 description in the DoW, the main purpose of the website is to disseminate the results of Domino-E and to ensure the highest possible visibility of the Domino-E project. The project website shall be "continuously updated throughout the life of the project with general information on the project and its participants, the outcomes and expected results, relevant bibliographic references, news and events, and a dedicated space to download all communication and dissemination material - in coherence with the projects and Horizon Europe dissemination rules." Also, it shall be developed for a community that is much larger than the professional group of people interested in Earth Observation (EO). Doing so, it will emphasise the contribution of Domino-E to the competitiveness of the European space industry.

While being updated throughout the project, the website shall remain accessible for 12 months after the project end. It carries the global project identity of Domino-E, and it will be the main point of reference for interactions provoked in the Lead nurturing campaign. OIKOPLUS manages all actions related to the creation of content and for and traffic to the website.

2 STRATEGY

2.1 Objectives

The main objectives of the DOMINO-E are to explain the research done by the Domino-E partnership, to provide information and insights about the research and testing process, and to promote stakeholder engagement. The idea of the website is to serve as a showroom for project results. However, it is also made to activate people to inform themselves about the technologies applied in Domino-E, about the challenges and opportunities of earth observation and about the business opportunities that come with multi-mission environments.

To generate content for the website, OIKOPLUS will regularly and iteratively reach out to project partners. Partners will be invited to send in content contributions wherever they can. However, the choice of material and format remains with OIKOPLUS in consultation with the coordinator.

2.2 Relation to DOMINO-E work packages and deliverables

As the central channel for communicating the project content to the public and interested stakeholders, the website links to all parts of the project and project results. In a way, the website is the DOMINO-E showcase: it creates transparency and presents work in a comprehensive and relatable way. While all documents linked to specific tasks and deliverables but produced for the public (e.g., research papers, presentations, demonstrators, whitepaper)

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will be available for download, the project website is particularly important to kick-off exploitation (WP7) and attract new stakeholders (WP8).

The website itself results from overall considerations outlined in D8.1 "Communication Strategy and Action Plan (CASP)", and results from D8.2 "Engagement workshops completed" in collaboration with all partners.

3   WORK DONE AND STATUS

As of January 16, 2023, the website is functional, but not yet fully developed in terms of technology and user interface design. Further steps will be taken in the coming weeks following the project kick-off meeting which will be used by OIKOPLUS for the creation of website content in close cooperation between OIKOPLUS and the project coordinator – according to the Grant Agreement and in prospect of D7.2 "Dissemination and exploitation plan including communication activities (DECP)" to be completed in Month 6.

4   METHODOLOGY

4.1   Technical basis

Based on a Figma design plan, the website was developed using WordPress CMS (Content Management System). The website builds on the theme "Elementor Layers", but is extended and modified by additional plugins, CSS (Cascading Style Sheets) and HTML (HyperText Markup Language) code. For basic blocks of the webpage such as images, titles, and text the website relies on a combination of plugins: "Elementor", "Essential Addons", "Element Pack", and "Unlimited Elements".

The reason for the expanding the basic theme is their offering for a specific building block or widget, their facilitation of plugin interoperability, or increase of aesthetical appeal.

To create a newsletter subscription, the email marketing platform we use Mailchimp based on "MC4WP" (Mailchimp for WordPress). For other contacting options, such as sending a message to a given email address, we installed "Contact Form 7" that comes with certain extensions that connect to the Mailchimp account (CF7 Extension for Mailchimp) or help with the styling of the contact form (CF7 Shortcode Enabler, Column Shortcodes). Furthermore, to keep track of the subscriptions to the upcoming kick-off event, the Google Sheets extension for Mailchimp was used to create a list of signups.

4.2   Privacy

In terms of privacy, the website applies "Really Simple SSL". Via encrypted network communication, this plugin redirects all incoming requests to a secure layer of the webpage. Furthermore, the plugin "Complianz" shows a GDPR-abiding cookie setup. The banner that is shown by the plugin can be closed to a small tab on the lower right-hand side, in case visitors of the webpage change their mind regarding consent. Also, all cookies synchronise with the cookiedatabase.org website, a database providing information on data extraction and retention. The DOMINO-E homepages privacy policy can be accessed through the corresponding link at the bottom of every page. All cookies are in line with EU standards and regulations.

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4.3   Data Security

As for security, the DOMINO-E website requires a 2-factor verification of everyone who tries to log into the WordPress administrative page. To verify the identity of the user, the code sent to a separate account changes every 30 seconds. The plugin used is "miniOrange 2 Factor Authentication". Lastly, "Limited Login Attempts Reloaded" monitors and alerts the programmer in the case of attacks on the website via bots or malicious third parties trying to force a login to the WordPress administrative page.

4.4   Website Host

The website is hosted on webspace of the commercial Austrian provider Easyname (easyname GmbH; Fernkorngasse 10/3/501; A-1100 Vienna; Austria). OIKOPLUS looks back on years of positive experience with this company and has therefore decided to run the website on the company's servers as part of a web hosting package that already exists independently of DOMINO-E.

4.5   SEO

The website's search engine optimization (SEO) is handled by the widely used plugin "Yeost". This is meant to improve the findability of the website when it is looked up through search engines. It analyses each page's readability and allows for changes in the appearance of the search result of the page. To ensure that the page content and search appearance is kept up to date, the website is indexed with the Google Search Console: when Google crawlers have analysed the website's content, they associate certain keywords with it so that the homepage can be easily found through the search of keywords. Thanks to the sitemap linked to the Google console, crawlers search all pages of the website, not just the starting page.

4.6   Traffic Analysis

Traffic analysis will be provided by the Google Analytics suite, in association with the "MonsterInsights" plugin. This suite offers near-real time traffic analysis of users and user behaviour. Amongst others, we will understand which pages and entries are the most interesting ones to site visitors, for how long they remain on certain pages as well as the overall number of visitors searching for and finding the website. As the application is GDPR-compliant, the data that used is not shared across other Google products and the IP Addresses of users are anonymized. However, for the sake of analysis, data will be stored for up to two months.

5   CONTENT

DOMINO-E is a project that operates with cutting-edge earth observation technologies. At the same time, it addresses basic needs such as gathering information about topics such as climate change, pollution, sediments, changes in weather streams and many more. The project website is intended to reflect the technical complexity in the many use-cases for EO. It will do so by building on portraits, case studies, human interest stories, Q&As. It should not only contain academic texts or technical descriptions but provide insights into the most tangible aspects of the topic to raise awareness on an international level.

The website is structured into:

- Landing page
  - Project logo/ animated visual/ tagline
  - Call to action (temporary; used for upcoming events only)
  - Partner Overview

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- o Social Media News
- o Newsletter Subscription
- News
  - o Newsletters
  - o Blog entries about relevant topics
  - o Event announcements + reports
- Project output
  - o DOMINO-E related publications and presentations (incl. deliverables)
  - o DOMINO-X related public publications and presentation
- Media Center
  - o Media Kit (Logo/Images/project description; to be completed in 02.2023)
  - o Press releases
- About
  - o Project description incl. the challenge, objectives, and vision of DOMINO-E
  - o Description of central work packages (to be completed in 02.2023)
  - o Project timeline (to be completed in 02.2023)
- Contact
  - o Contact form

Screenshots to all sections are to be found in the Annex I.

6 MONITORING

To make the website more accessible, numerous precautions have been and will be taken about the generation and uploading of future content. The website and its content are regularly checked for compliance with the measures mentioned here.

- Choice of CMS. Already the decision to build the site in WordPress and based on a common CMS is a first step in supporting accessibility. The familiarity of the entire team with the theme makes it possible for all OIKOPLUS staff to post and curate editorial contributions online. Furthermore, the CMS, as well as most of the tools used for content blocks, offer the possibility of closed captioning.
- Consistency in the choice of headings and blocks. To facilitate navigation for users, headings are applied in the order in which they are intended.
- Alt text for images. Images and captions for informative graphic elements are written in such a way that they enable people with visual impairments to understand the content. Special attention is given to infographics and tables. If the graphic itself contains text, this text is also reproduced in the alt text. To prevent readers from being distracted from the important content, images that only serve the purpose of decoration are not provided with alt text.
- Colour and design elements. The colour scheme is based on graphic design. The DOMINO-E website is structured by the repetitive use of certain colour patterns. However, other elements and symbols are also used so that people with colour deficiencies can also recognise the structure of the website. Colour is not the only structuring element. Individual content blocks are clearly separated from each other, apart from the sub-page for the blog entries.
- Navigation. In general, navigation of the site is done via mouse or touch screen. To ensure that people who cannot use touchscreens or mice can read and browse the DOMINO-E website, all subpages, content blocks and forms are accessible by keyboard

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alone. For this very reason, we do not use elements that become active as soon as readers hover over them with their mouse.
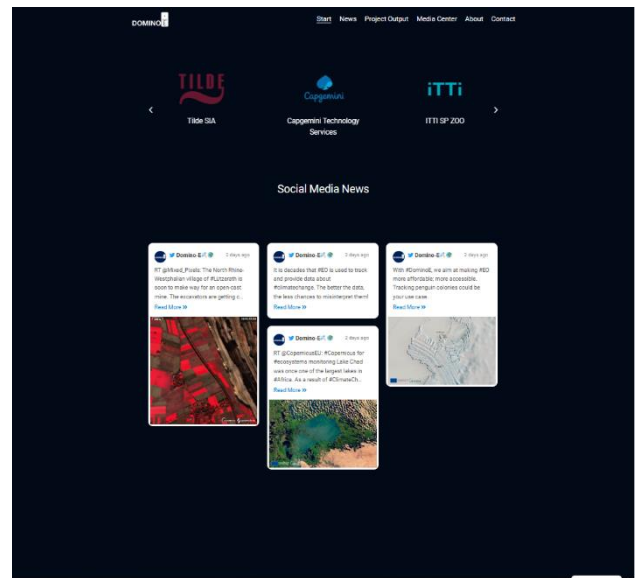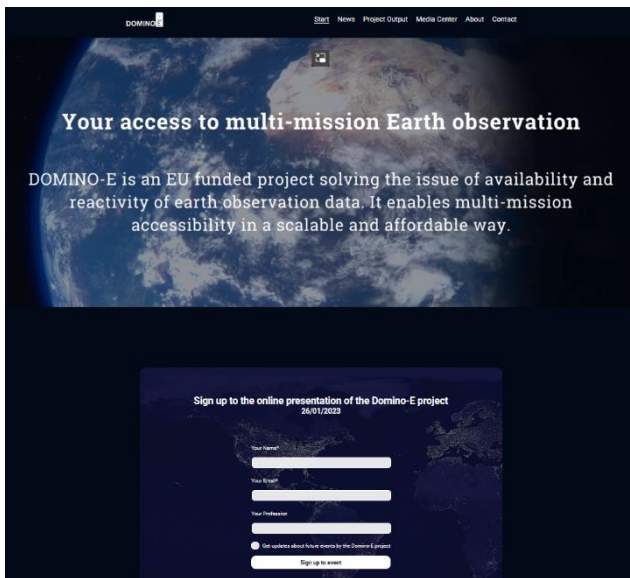
- Language. To be able to convey the contents to the visitors of the DOMINO-E website, we avoid abbreviations. Technical terms are explained and introduced when they are indispensable for understanding. In addition, we attach importance to short and comprehensible language, sentence, and block structure in the editorial work. Meaningful subtitles support the reading and comprehension. Finally, landing pages in local language will be provided to lower the hurdles for participation in the Citizen Science component.
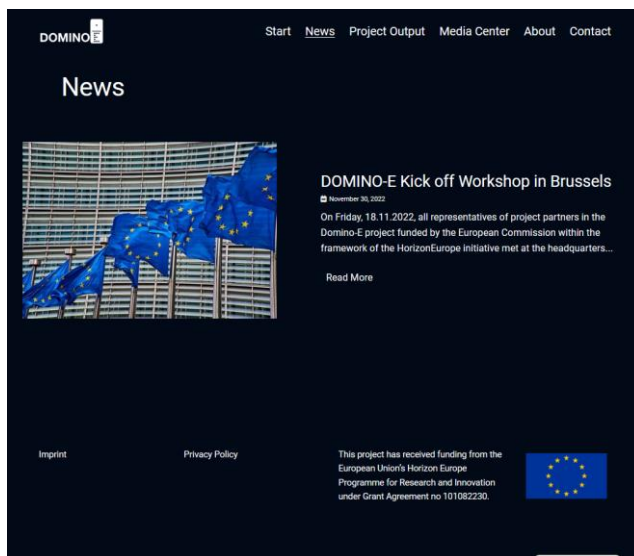
7 CONCLUSION

The partners of the Domino-E consortium have the ambition to realise an outstanding innovation action over a period of 3 years. The ambition of Domino-E is to be represented and underlined by the website. To this end, the website will be constantly updated and expanded. Also, once there is more clarity on the details of the lead nurturing campaign, the website will further expand also in its functionality and user experience. Meanwhile, the Domino-E website offers a wide range of possibilities for modern digital project dissemination.
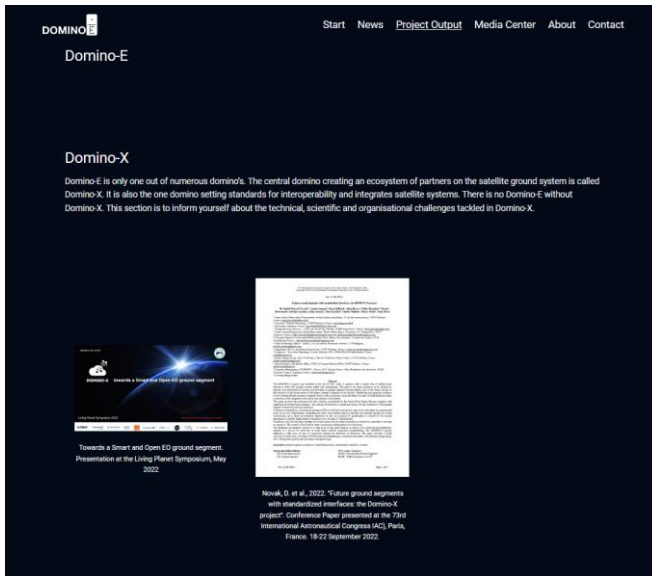
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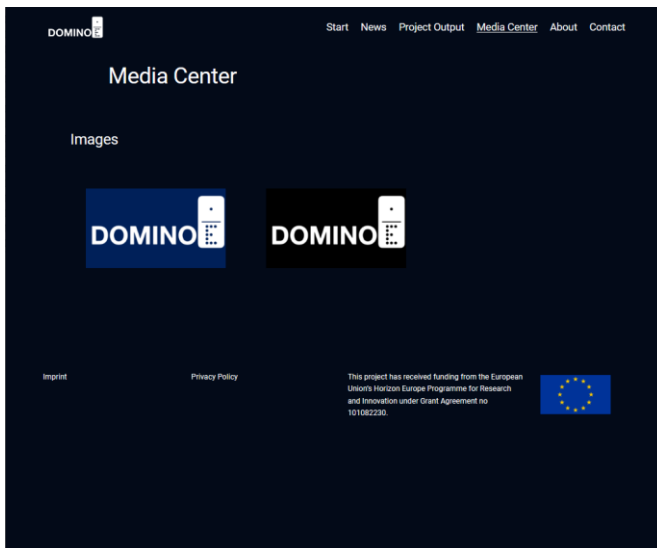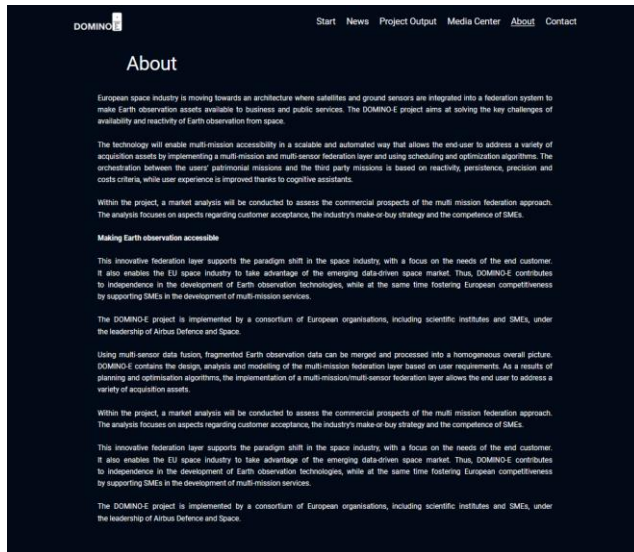# 8 ANNEX 1: WEBSITE SCREENSHOTS

8.1 Landing page

8.2 News

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8.3   Project output

8.4   Media Center

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8.5 About

8.6 Contact form

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