



D6.1

Internal and external IT communication infrastructure and project website

Project number:	101013425
Project acronym:	REINDEER
Project title:	REsilient INteractive applications through hyper Diversity in Energy Efficient RadioWeaves technology
Start date of the project:	1 st January, 2021
Duration:	42 months
Programme:	H2020-ICT-52-2020

Deliverable type:	Websites, patents filling, etc
Deliverable reference number:	ICT-52-2020 / D6.1 / 1.0
Work package contributing to the deliverable:	WP6
Due date:	Mar 2021 - M03
Actual submission date:	25 th March 2021

Responsible organisation:	TEC
Editor:	Martina Truskaller
Dissemination level:	PU
Revision:	1.0

Abstract:	This deliverable presents the REINDEER communication kit, including the project's visual identity as well as communication and dissemination materials, which are used within the project.
Keywords:	Communication kit, collaborative tools, infrastructure, website, homepage, internal communication.



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Executive Summary

This deliverable provides an overview of the REINDEER project internal and external IT infrastructure. It consists of four main chapters and a conclusion.

The REINDEER IT infrastructure includes the project website as the main communication tool as well as all communication and dissemination materials, which are used within the project. Additional materials, which might be created during the project, such as photos, illustrations, will be presented in D6.3 “Updated plan and initial report on dissemination and communication activities” and D6.5 “Final report on dissemination and communication activities”.

Chapter 1 serves as introduction to the topic. It gives an overview about the deliverable and the planned dissemination and communication phases in the REINDEER project as well as the management infrastructure.

Chapter 2 describes the corporate visual identity of the project, which provides visibility and “recognisability”. The subchapters present the actions taken to create a visual identity of the project and to raise its awareness, such as to easily remember its name and core objectives. It includes the project logo and its relatable colours, as well as the internal and external project templates.

Chapter 3 presents the communication kit, consisting of the project website, which constitutes the major communication tool, the announcement letter, an overall PowerPoint presentation, the project leaflet, as well as Social Media channels and the REINDEER newsletter.

In Chapter 4, titled “REINDEER collaborative tools”, the internal and external IT infrastructure is introduced. A protected workspace, including a set of collaboration services, has been set up for the REINDEER project. The project partners log in to the workspace and have then access to all information regarding the project (see section 4.1). Furthermore, the internal communication is an essential point: therefore, instant messaging and mailing list servers and telephone conference systems have been established.

Another very important tool in this project is the Subversion server (SVN). The SVN allows easy synchronization of documents between the server and participants’ local file storage for sharing documents within the project. It is a central file repository where all project partners can access to the required documents (see section 4.2).

The established environment enables state-of-the art, efficient and user-friendly collaboration and dissemination of information and provides the ideal administrative basis for the project work.

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Chapter 1 Introduction

This deliverable provides an overview of the REINDEER internal and external IT communication, which consists of the main communication tool – the project website – as well as all communication and dissemination materials, which are created and used within the project.

Dissemination activities ensure the visibility and awareness of the project and support the widest adoption of its results among potential users. Our dissemination and communication plan prepares the way for successful exploitation by facilitating internal communication within the project from the outset. Dissemination and communication activities will be actively pursued from the beginning to the end of the project – engaging continuously with both internal and external audiences. The activities have been clustered into three main phases.

The first phase is called “awareness creation” and consists of building up the REINDEER brand and corporate identity, as well as establishing the REINDEER website and additional project information material, such as standard templates for project documents and presentations.

In the second phase “Continuity of information flow” the consortium partners will work on scientific papers to be submitted to conferences and journals to discuss the scientific results of the project. This will give the consortium the opportunity to make presentations at conferences and workshops as to further raise awareness among the scientific and industrial stakeholders. This will facilitate lively discussions on project’s topics at these events by providing new insights and feedback on the project’s progress to project partners. This feedback will contribute to the project’s success and possibly also follow-up research activities. Furthermore, scientific publications and a selection of deliverables (those that are public) will be published on the project website to keep interested parties informed about the latest progress. Furthermore, Twitter/LinkedIn and Blog associated with the project will be constantly updated to reach a wider and diverse audience and increase their interest. Besides that, newsletters, press releases, posters, information about workshops and conferences, among others, are an integral part of this dissemination phase to enable a highly interactive communication within and outside the consortium. Finally, we expect to publish additional press releases and newsletters as soon as significant milestones are reached or for specific project events.

In the third phase, “result orientation” dissemination activities will feed in to exploitation, which means using the results for commercial purposes or in public policymaking. The experimental validation will be recorded in video material. There will be dissemination activities even after the project end in order to promote the project results (e.g. social media, cooperation activities with other projects, talks at conferences and follow-up projects). The main focus is to exploit results, create impact and attract the target audience group. Our project results will be fed continuously to the multichannel data and social sharing platform called EUVATION, which is a registered European dissemination platform created by Technikon. The goal is to spotlight European Innovation and to guarantee long-term availability of project related material (Videos, Interviews, Podcasts, and Prints).

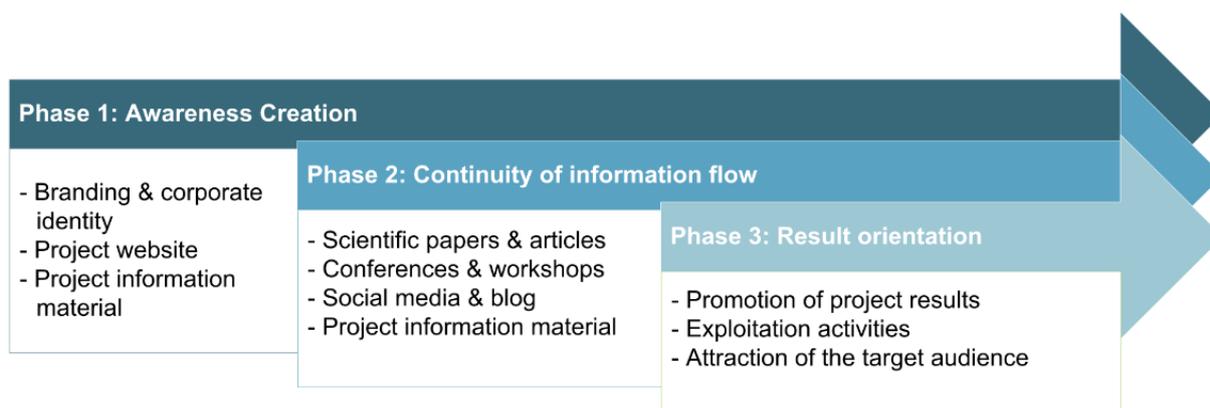


Figure 1: Dissemination & Communication phases

This deliverable constitutes the first essential communication kit regarding the REINDEER project's activities, including a narrative text, photographs, slides and any other suitable communication material, complemented with copyright licences for the European Commission. This kit will be updated in D6.3 "Updated plan and initial report on dissemination and communication activities" and D6.5 "Final report on dissemination and communication activities". The external IT communication infrastructure constitutes a guideline for presenting the REINDEER project to external target groups including conferences, dissemination and communication channels. Furthermore, this deliverable constitutes the formal launch of the internal REINDEER communication infrastructure including the establishment of mailing lists, the subversion server, and the REINDEER website.

Aside from the project website, a whole set of tools fosters the cooperation within the project and enables the dissemination of project results to the general public. Technikon has developed a system, called "Trusted-Knowledge-Suite" (TKS), for distributed project collaboration in recent years. This trusted collaborative toolbox was awarded an Austrian ICT innovation prize¹ for its security and completeness. The toolbox was incorporated into the architecture initiated and configured for REINDEER. The main components of the knowledge management infrastructure include the following:

- *Subversion Service*: A versioning file server is provided for easy synchronization of any kind of project information and for use as a code repository. All data is versioned which prevents loss of data and allows precise logging of activities.
- *Mailing List Service*: Internal communication will primarily be handled by a mailing list server. For efficient communication there will be several lists, e.g. administrative, technical, financial, but also for external stakeholders.
- *Public Website*: A public dissemination website running on the Wordpress content management system (CMS).

The subversion and the instant messaging system (for example tbd) use encrypted communication paths and can be configured to work through corporate firewalls that allow encrypted web traffic (SSL²). The versioning tool requires a web browser with java-script support. Figure 2: TKS infrastructure presents the overall architecture of the IT tools in REINDEER.

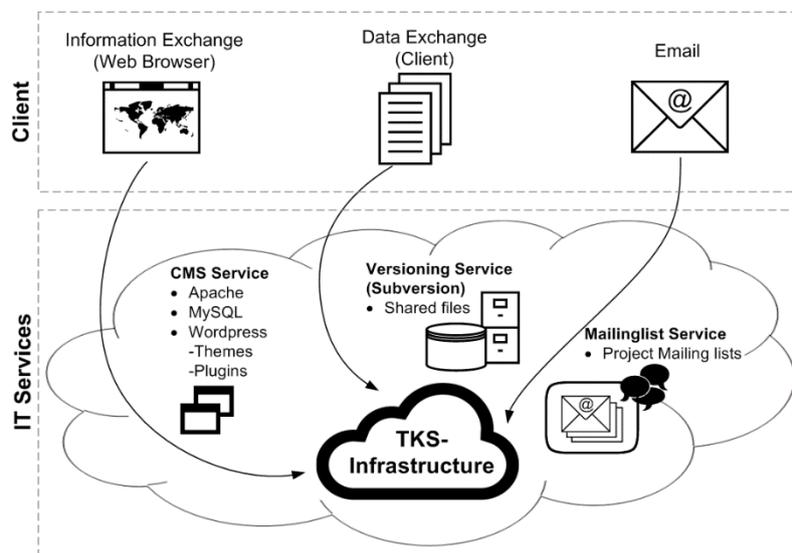


Figure 2: TKS infrastructure

¹ http://www.technikon.com/index.php?option=com_content&view=article&id=76&Itemid=79

² Secure Sockets Layer – Protocol for a secure connection

Chapter 2 Visual Identity of the Project

The creation of a corporate visual identity plays a significant role in the way the REINDEER project presents itself to both internal and external stakeholders. A corporate visual identity expresses the values and ambitions of our project and its characteristics. Our corporate visual identity provides the project with visibility and "recognisability". It is of great importance that people are aware of the project and remember its name and core objectives at the right time. The following subchapters present the actions which were taken to create a visual identity of the project.

2.1 Project Logo

To improve its visibility, the REINDEER project has adopted a project logo. Technikon was the main partner responsible for the design the project logo, including the colours, fonts and icons. The consortium was involved in the designing process of the logo and supported with ideas. The logo consists of a reindeer sketch, which is consistent with the project's acronym. The horns of the reindeer emit radio signals, just as the arrays of antennas (which are a key topic of study of the project) also do. This logo will be used in all dissemination tools from internal documents and reporting templates to external communication tools such as the website, presentations and brochures. This consistent graphical identity will support effective communication and recognizable dissemination activities. The two versions of the logo, in horizontal and vertical format, are shown below.



Figure 3: REINDEER Logo

2.2 Project Templates

The project identity is reflected in all documents created by the consortium for internal as well as for external use. The project management team established templates for different formats as MS-Word, MS-Excel, MS-Power Point, and Latex. The templates for documents and presentations are accessible to all project members. The templates are important to ensure a coherent theme and a consistent visual appearance of the project. An example of a template is shown in Figure 4.



REINDEER



The REINDEER project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101013425.

REsilient INteractive applications through hyper Diversity in Energy Efficient RadioWeaves technology.

<fill in the title of the presentation>

<venue, date>

<presenter>

Figure 4: REINDEER Power Point Template

Chapter 3 Communication Kit

This chapter describes the REINDEER overall communication kit, which includes the project website as the major communication tool, as well as all communication and dissemination materials used within the project. All these materials are freely accessible for download on the project website. Additional materials, which will be created throughout the duration of the project, will be added in D6.3 “Updated plan and initial report on dissemination and communication activities” and D6.5 “Final report on dissemination and communication activities”.

In general, we grant open access to all communication and dissemination materials. If, in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly. All the project material will be marked with the following sentence:



The project REINDEER has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101013425.

3.1 REINDEER Project Website

For a better visibility of REINDEER, the project website was launched in the 1st month of the project. The project website will be used to disseminate most of the project information and dissemination materials. The website has been designed to provide a user-friendly and informative environment. It is based on the WordPress Content Management System, which has been configured as to allow the site to be accessed by the main public.

The REINDEER project website is available on the following link: <https://reindeer-project.eu/>

The design of the website is based on the templates and colours of the REINDEER Logo to establish a strong project identity in all communication activities.

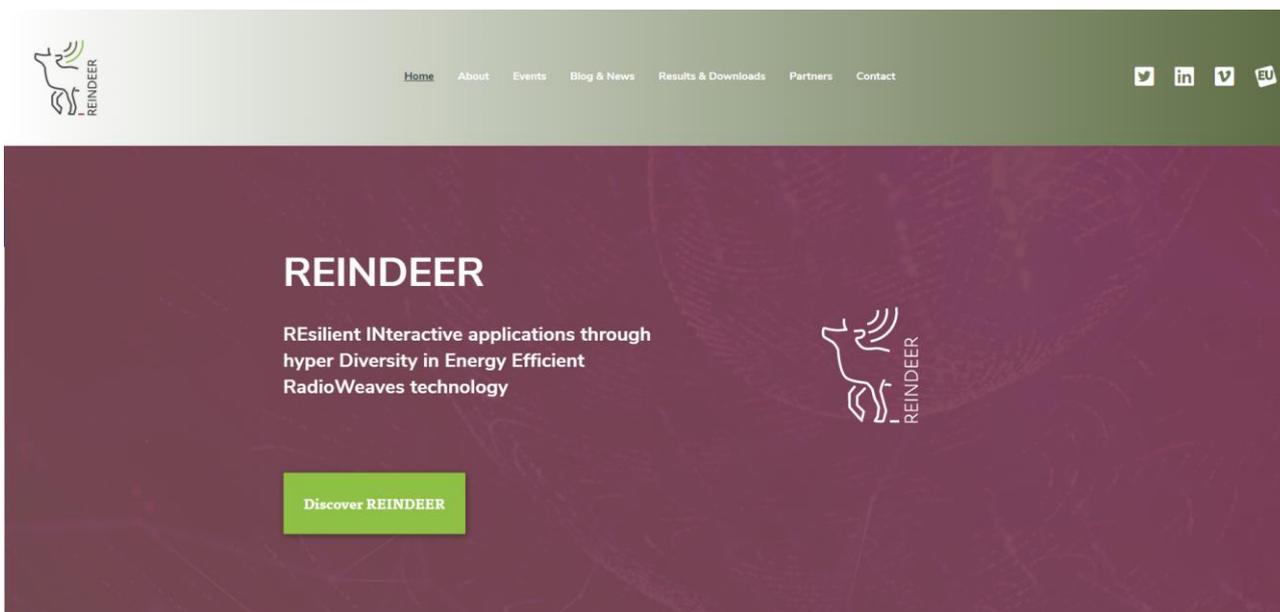


Figure 5: The Main Page of the Website

Figure 5 illustrates the start page of the REINDEER website. The main categories on the front page are: Home, About, Events, Blog & News, Results & Downloads, Partners and Contact.

- **Home**
In the first category, the visitor receives information about the project consortium and the contact persons. Furthermore, blog entries and upcoming events related to the project are shown. Also, on the main page of the website, quotes from different partners will be illustrated, which will be updated on a regular basis. These quotes will include comments on the mission and activities of the REINDEER project.
- **About**
In this area visitors can find an overview of the REINDEER project. This includes the project's vision, mission and objectives, motivation, work packages and related projects.
- **Events**
This category shows upcoming events related to the REINDEER project.
- **Blog & News**
The consortium members can post relevant information on this blog. As an example, Figure 6 shows a REINDEER project blog post. The blog will also feature an image gallery by which pictures of events can be presented.
- **Results & Downloads**
Here, visitors can see and download project publications, papers, patent application documents and public technical deliverables.
- **Partners**
This page presents an overview of the REINDEER project partners.
- **Contact**
Using this page, website visitors can send an email directly to the coordinator of the REINDEER project, e.g. general feedback or questions regarding the project or website.

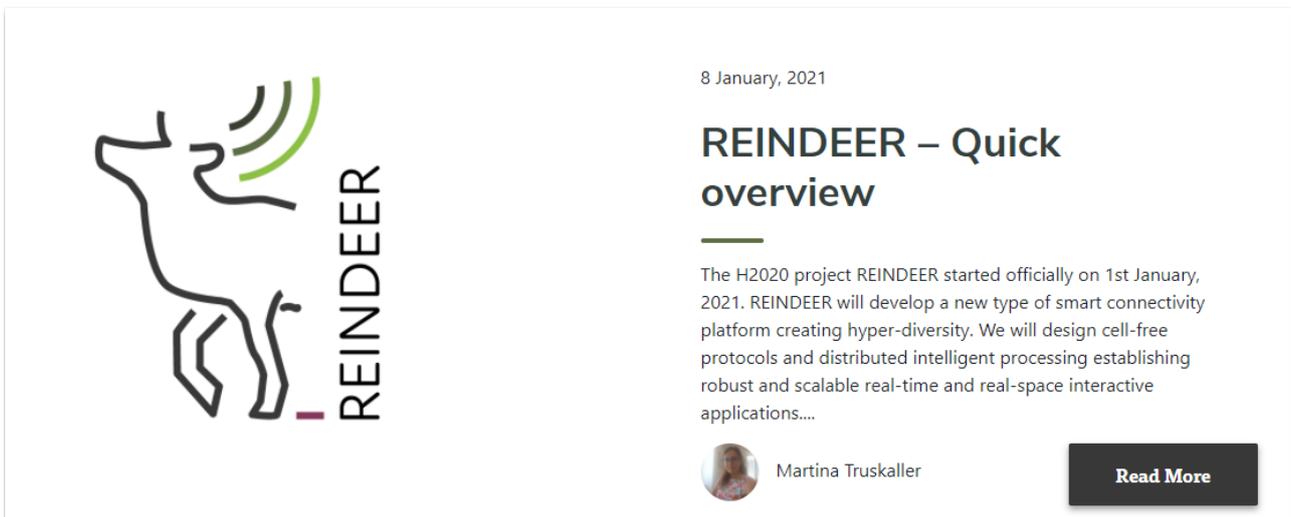


Figure 6: REINDEER Blog

Each page of the REINDEER website includes at the bottom the disclaimer, the 5G PPP “The 5G Infrastructure Public Private Partnership” logo, the legal notice, the privacy policy and the feedback form. The website can be viewed with a standard desktop web browser as well as on a smartphone and will be kept alive throughout the project period and a few years afterwards. The website has been successfully tested on several web browsers (e.g. Chrome, Firefox in January 2021).

The website backend is updated by Technikon on a regular basis, in particular as soon as major updates are made available by the developers of the Wordpress CMS. For collecting statistics, Technikon uses Google Analytics. Some of the available metrics are:

- The number of unique visitors;
- The number of total visits;
- Top 10 downloads;
- The geographical distribution of the visitors' locations;
- The ratio between new and returning visitors.

3.2 REINDEER Announcement Letter

On 27th January 2021 the official REINDEER announcement letter was published on the coordinator's website. This letter recalls the aims and objectives of the project and gives an overview about the participating partners, and lists the coordinator and the technology lead. The announcement letter can be found also on the project website: <https://reindeer-project.eu/results-downloads/>

3.3 REINDEER Leaflet

The REINDEER consortium created an official leaflet. Technikon was the mainly responsible for the content and design of it and distributed it to all partners for finalisation. It is an informative and graphically appealing A5 leaflet, highlighting the REINDEER vision, main goals, key technological aspects as well as background information and can be used for distribution at conferences or certain other dissemination events to provide further visibility to the REINDEER project. An electronic version of the leaflet is available on the project website: <https://reindeer-project.eu/results-downloads/>

In particular, the project leaflet is covering the following aspects of the project:

- Project details, such as duration, funding and project number;
- Project vision;
- Project main goals;
- The consortium members and their country of origin;
- The contact persons for the project.

3.4 REINDEER Podcast and Videos

The REINDEER consortium will publish podcasts on a regular basis. Technikon's media department will record these podcasts at the project meetings or remotely and share them on <https://euvation.eu/> and via a podcast-hosting platform (OmnyStudio) under the channel "EUVATION" on Spotify, iTunes and Google Podcasts.

The links to the podcasts will also be published on the different social media channels. In addition, project videos will be produced and published. Video material with durations of up to 2 minutes and animated 2D/3D content will be produced by Technikon and published on Vimeo. These videos will then also be shared on the website and on the REINDEER Social Media accounts. The REINDEER project announcement video can already be found on the [website](#) and on [vimeo](#).

3.5 REINDEER Social Media

The use of social media helps spreading project information to a large audience. Therefore, social media will be actively used during the third project period to disseminate the project's ideas and results. In particular, the project will use Twitter and LinkedIn to this end.

- *Twitter* is an online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The REINDEER project is available on: <https://twitter.com/H2020Reindeer>
- *LinkedIn* is a social networking site for people in professional occupations or simply a social network for business. The REINDEER project has a public page. It can be accessed via: <https://www.linkedin.com/company/reindeer-h2020/>
- Direct links to the REINDEER Twitter Account and the LinkedIn page can be found on the REINDEER website.

3.6 REINDEER Newsletter

The REINDEER Consortium will publish a periodic newsletter, informing about the main outcome and results of the project. In fact, newsletters are an efficient communication channel to provide news on the project progress, and to discuss ongoing topics relevant to REINDEER for internal and external project partners, stakeholders and other interested bodies. In addition, publications and participation in conferences will be promoted in the newsletters. The newsletters can be found in section blog and news of the REINDEER website and are posted via the REINDEER Twitter and LinkedIn accounts to raise further public awareness.

Chapter 4 REINDEER Collaborative Tools

A set of collaborative tools are provided by the coordinator to facilitate the cooperation within the project and to assist in the coordination work. These tools are:

- A version control system (SVN) for keeping track of documents
- Chat tool (for an easy and fast communication within the project consortium)
- GoToMeeting (for remote telephone conferences)
- A mailing list system for information exchange.

4.1 SVN Server

The Subversion server allows easy synchronization of documents between the server and the participants' local file storage. The system includes tools for retrieving older versions of a particular file, resolving conflicts between different versions of the same file and locking files for local editing. Two main tools are provided by the server. On the one hand, a client application provides the user both reading and editing rights. On the other hand, users can access the SVN using their browser with read access only to the data.

Some major advantages of the subversion are:

- Offline availability of the data via SVN clients (stored on user local hard disc);
- Read-only access via HTTPS (Web Browser);
- Synchronizing the data between Client/Server;
- All former versions of the file are available and reproducible;
- E-mail notification on activity (e.g. "commit" action).

4.1.1 Client Access

There are several tools, respectively clients for accessing and working with SVN repositories in an efficient way. Two of them are listed below. Therefore, it depends on the user, which client is used in order to work with the project's repository in a useful manner.

- "TortoiseSVN" <https://tortoisesvn.net/> - Windows client that interacts with Windows Explorer.
- "Smart SVN" <http://www.smartsvn.com/download> - Linux/MacOS/Windows client.

4.1.2 Browser Access

It is also possible to access the data through a Web Browser. NOTE: With the Web Browser users can only have read access to the data.

4.2 Mailing List Server

Several mailing lists are available to the project members for easy communication with a set of participants. For subscriptions and other management tasks, it is necessary to write an email to the coordinator. Access is controlled by the coordinator to ensure the integrity of the lists.

Technikon has set up a mailing server with a wide range of different mailing lists, where all people who are responsible for the various sections are subscribed.

The different REINDEER mailing lists are described in the following table:

Mailing List Name	Members
GA mailing list	General Assembly members and deputies
Technical mailing list	For all technical correspondence & EB member discussions
Financial mailing list	Personnel responsible for financial questions and tasks
Publication mailing list	Partners will be informed about Publication & Notices at least 45 days before publication according to Article 29.1 GA
All mailing list	All personnel actively involved in the project
SVN-log mailing list	Email notification on SVN commits

Table 1: Mailing lists

4.3 Online Conference System

In addition to face-to-face meetings and due to the current situation (i.e. the ongoing Covid-19 pandemic), online conferences for REINDEER will be held on a regular basis. A tool provided by the coordinator Technikon is available for all partners. This web conferencing tool, called GoToMeeting, allows REINDEER partners to host online meetings. Users can dial in either via a local client (VoIP) or use the dedicated Country code, which is provided by the organizer. GoToMeeting provides the possibility to share any application on REINDEER members' computers in real time.

Chapter 5 Summary and Conclusion

This document provides an initial documentation of the REINDEER communication infrastructure as well as IT-related infrastructure.

First, a presentation of the visual identity of the REINDEER project, including the project logo and project templates, is given. A corporate visual identity expresses the values and ambitions of the REINDEER project and its characteristics. The visual identity provides the project with visibility and "recognisability".

The REINDEER communication kit consists of the project website as the major communication tool, the announcement letter, an overall PowerPoint presentation, giving an overview about the key facts of REINDEER, the project leaflet, as well as social media channels and the REINDEER newsletter.

The website is divided into different sections, which will be updated on a regular basis. It was reviewed by several management and research employees of Technikon and very useful feedback has been received by the partners.

Through publishing all relevant public information of the project on the official REINDEER website, the website will be kept lively and external visitors will immediately see the current news and activities. Further, this allows more interaction and communication within and outside the REINDEER Consortium. In general, we grant open access to all communication and dissemination materials published on the project website. If in a certain case, other licence requirements have to be taken into consideration, this will be marked accordingly.

The REINDEER communication kit and IT infrastructure provides an essential benefit for all project partners. All project partners are able to access all project relevant information and documents. Further, the communication environment, including the announcement letter and leaflet, the website, social media and the newsletter, but also the different mailing lists, and conference call systems, help to distribute relevant information and create transparent efficient working conditions.

Chapter 6 List of Abbreviations

Abbreviation	Translation
CMS	C ontent M anagement S ystem
HTTPS	H ypertext T ransfer P rotocol S ecure (used for a secure connection between Browser and Web server)
SSL	S ecure S ockets L ayer
SVN	S ubversion
TKS	T rusted K nowledge S uite
VoIP	V oice o ver I nternet P rotocol (voice communication technique transmitted over internet protocol (IP) networks)