Glocal enterprise network
focusing on customer-centric collaboration

D8.1
Web-Site and Project Brochure

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Deliverable summary

Project web sites and leaflets are classical dissemination tools for project results.
This report briefly describes the design goals, structure and initial contents of GloNet's web site and brochure.

The web site is organized around two main groups of functionalities:
- public dissemination
- support for internal information sharing and coordination.

The actual contents of the site is quite limited at the initial stage and will be gradually enriched has the project progresses and planned results are achieved.

The leaflet, in its current version, is aimed at general dissemination and thus provides basic information on project goals and contacts. An updated version, focused on results, is planned for the third year of the project.
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PROJECT RELATED SUMMARY

This deliverable is one of the initial outcomes of WP8, which is devoted to exploitation and dissemination. In particular, Task 8.1 (Website and brochure development) addresses the initial design and development of the project website, which will support both consortium interaction and public dissemination of project results. The task also involves the elaboration of a brochure for public dissemination.

Therefore, D8.1 briefly describes the development approach and initial version of these two dissemination tools.

As the project progresses and richer content based on achieved results becomes available, these tools will be periodically updated.
1. INTRODUCTION

This report presents a brief overview of the structure and current content of two base tools for GloNet’s information dissemination - the project website and brochure.

These tools, which are typical elements of the dissemination strategy of collaborative R&D projects, are established in the very beginning of the project in order to start raising awareness to the objectives and approaches of GloNet. As the project progresses, the actual effectiveness of these instruments will depend on the continuous updating / increasing of contents.

Further to supporting dissemination, the website is also intended to provide a number of functionalities to support collaboration among consortium partners. This objective was also a motivating factor to launch the website even before the initial kick-off meeting of the project.
2. GloNet WEBSITE

2.1 Objectives and Aims

The GloNet website has been designed and developed with the aim of building awareness of the project so that interested audience can follow the project initiatives and developments. Another fundamental purpose of the website is to provide support for internal collaboration among consortium partners.

The website can be found on the dedicated URL: http://www.glonet-fines.eu/

One of the followed criteria in the development of the website was to keep the development costs as low as possible. Therefore the use of an environment that already provides useful templates and functionalities and is freely available was adopted, more precisely, the Google Sites application.

At the initial stage, when the project is just starting and not much content is yet available, the site is launched with very simple and minimalist functionalities. The rational is that having a fancy site (in terms of functionalities) but with limited technical content (at this initial stage) would not be very motivating for the site visitors.

Nevertheless, keeping the GloNet website up to date after it has been launched is as important as creating it in the first place. Therefore, an important objective is to enrich the GloNet website content and functionalities as project results become progressively available.

GloNet Project Logo

The project logo gives a visual identification of the project. It is the starting point of all related design. The logo is formed by the word mark GloNet, where the letter ‘o’ is formatted in order to integrate the earth image (to encompass the notion of "global") and the network symbol. The word mark is an abbreviation for “Glocal enterprise network focusing on customer-centric collaboration”.

![GloNet logo](image)

**Figure 1.** GloNet logo

The central elements behind the logo design are the core notions of the project: (i) Global enterprises, (ii) global networked operations; (iii) product-service linkage, and (iv) distributed manufacturing units.

![RGB values](image)

**Figure 2.** Main Colors of GloNet Visual Identity
2.2 Website aims and structure

As mentioned, the GloNet website represents a strategic element of the project, not just concerning aspects of dissemination and exploitation, but also as way to support internal collaboration.

The site aims to be a communication channel providing the latest information about important aspects concerning the project. The main features that the web site should support are divided in two areas:

A. **Dissemination:**
   - Provide information about the project in the following areas:
     - i. Project Overview
     - ii. Consortium
     - iii. Outputs of the project (publications and deliverables)
     - iv. News
     - v. Other news from the project, in the form of news letters.
   - Provide specific information to target industry sector (best practices, industry guides).
   - Provide Wiki facilities (in future).
   - Provide a blog page to potentiate research dissemination and discussion (in future).
   - Provide some forms to support interaction between GloNet consortium and the research community and industry.

B. **Support Coordination of activities among project members, such as:**
   - Information sharing, about all kind of documents (deliverables, presentations etc).
   - Base collaboration support.
   - Project Agenda management.
   - Tasks coordination.

Concerning the non-functional aspects it is desirable that the site meets the visitor’s needs in terms of usability, ensuring that the site is easy to explore from the first access, and also guaranteeing a high efficiency of utilization.

Moreover, it is also expected that the site has a high level of scalability, allowing an easy maintenance, regarding the update of information and the creation of new pages, and new resources. In terms of end-user portability is expected that the end-user can access all features of the site through diverse browsers.

In order to build a site with a high degree of scalability and a good level of browser portability, ensuring an efficient development, the **Google Sites** environment was selected. This environment provides a set of useful templates that takes advantage of standard user-interfaces, providing the end-user a standard environment.

We believe that the use of standard user-interfaces facilitates the first contact with the site and increases the utilization efficiency.

In order to fulfill the functional requirements, the website is divided in two main areas:

(i) the public area, that essentially supports the dissemination process, and
(ii) the private area to support the coordination of project activities.

In order to take advantage of the templates already provided by Google Sites, the two areas were implemented as two separate sites: **Glonetproject** and **Glonetintern**.

**Website Content – Public Area**

The initial structure of the public area of the GloNet site illustrated in **Figure 3**.
The public area includes the following main elements:

- **Home**: contains a short presentation of the GloNet project.
- **Approach**: contains a presentation of the adopted approach and an illustration of the key concepts involved in GloNet as well as the main relationships among these concepts (see Figure 4).
- **GloNetSpaces**: contains a description of the two virtual spaces adopted for GloNet (Figure 5).
- **Project aims**: contains a short description of the main objectives of the project.
- **Consortium**: presents the members of the consortium (see Figure 6).
- **Links of Interests**: contains a list of links to relevant sites.
- **News**: contains the news about the project.
- **Press Review**: contains the news about the GloNet project published in other media.
- **Documentation**: contains access to public documents of the project and also the access to the private documents, which are accessible in the private area of the site.
- **Publications**: provides access to the publications in the scope of the project published in conferences and journals.
1. Approach

The adopted strategy for developing the agile virtual enterprise support environment follows a holistic approach, identifying three main interacting pillars for the technical approach: i) Organizational structures, ii) Technological roadmap, and iii) Governance models. An enterprise system, and thus an enterprise network, is a complex socio-technical system and thus socio-organizational aspects are also considered.

The following figure illustrates the key concepts involved in GloNet and main relationships among these concepts in cloud context:

![Figure 4. A detail of GloNet Approach page](image)

2. GloNet spaces

![Figure 5. GloNet spaces page](image)
Website Content – Private Area

The private area is accessed through the internal information page of the public area of GloNet site (see Figure 3). The GloNetIntern site is structured to provide the required information to coordinate the project (information about tasks, documents, deadlines etc).

The private area includes the following main elements:

- **Home**: contains the main goals of the GloNet project and presents a list of the recent items that are being worked as well as their responsibility and status of conclusion. Also a list of recent files and updates is provided. In addition, the home page also includes a calendar for deliverables and planned meetings (see Figure 8).
- **MyPage**: in this page it can be added personal gadgets related to the GloNet project.
- **Issues**: the purpose of this section is to organize the GloNet project’s open issues and can make use of gadgets such as the recent list item gadget to display relevant content.
- **Risks:** in this page it is possible to organize and categorize possible risks of the GloNet project.
- **Deliverables:** it contains two subareas: the archived deliverables and the upcoming deliverables.
- **Tasks:** contains a task list for the consortium.
- **GloNet Calendar:** includes a calendar for deliverables and planned meetings (see Figure 9).
- **Project Documents:** contains a list of all important documents of GloNet project (see Figure 10).
- **Project Updates:** this page can be used to announce important discussions on significant GloNet project topics among consortium partners.
- **Contact:** provides functionality for providing feedback.

![Figure 8. Home Page of Glonetintern site](image1)

![Figure 9. Detail of calendar interface](image2)
For the implementation of the internal documents management functionality, it was realized that Google Sites is quite poor in this area, as it does not support hierarchies of folders. Therefore, a re-implementation was done based on Dropbox:

![Dropbox](image)

**Figure 10.** Detail of Documents Page

**Figure 11.** Detail of Documents Page in Dropbox
Initial access statistics: In the period 15 Set 2011 - 31 Jan 2012 the website had 810 visitors with over 5,000 hits.

![Traffic Sources Overview](image)

**Figure 12.** Access statistics Sep 15 - Jan 31

### 2.3 Website updating and future developments

As mentioned in the beginning of this chapter, the GloNet website is planned to be continuously updated with the results that are progressively becoming available with the project development. Therefore, new content will be periodically added, including newsletters, publications, videos, press-releases, etc., and made accessible depending if the content is public or restricted.

At the same time that content becomes further enriched, it is also foreseen that new interaction mechanisms will be added. For this purpose, adequate applications and tools have to be analyzed and selected according to the content and the target audience, being internal or public. Nonetheless, it is expectable that tools such as RSS feeds, blogs, forums, Facebook, Twitter, etc., are considered.

In this area, the GloNet project expects to benefit from the FInES interaction and experiences acquired in the cluster projects regarding dissemination.
3. GloNet BROCHURE

Project leaflets are typically intended to be used as a general purpose dissemination tool, which provides basic information on the project and contacts for those interested in getting further information.

As such, GloNet approach is to issue a general leaflet in its early phase and an updated version on a later stage. The initial version basically includes brief information on the project’s high-level objectives and general technical approach. Aiming its use to create awareness in the solar energy sector, the guiding use case of GloNet, a specific reference to this domain is also made.

Target audience:
- General public.
- Research community on Virtual Enterprises / Collaborative Networks.
- Business community on solar energy and related fields.

Dissemination channel: Both online and printed.

A copy of this initial version is included below.

When a good number of results are available, towards the end of the second year of the project, a new version will be prepared, focusing the highlights of the achievements.
GloNet Leaflet (outside)
Figure 14 - GloNet Leaflet (inside)
4. CONCLUDING REMARKS

The basic functionalities of the website were made available a few days after the starting date of the project. By resorting to simple and easily available development environments it was possible to start using its services, namely the support for internal collaboration, since the kick-off meeting of the project.

With the acquired experience, some re-implementations were already made in these initial months, which also benefited from the simplicity of the underlying environment. Although current functionalities are not very fancy, the easiness of modification appears to allow keeping dynamic updates without heavy development costs.

The next challenge is to keep adding content to the site as project results become available.

In the second half of the project it is also reasonable to redesign the project brochure, by then focusing not only on objectives, but also highlighting the achievements. Depending on the feedback collected with the dissemination activities to be carried out by the consortium, it might also be convenient to design different versions of the brochure targeting different audiences.
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