Project website
December 2016 (M3)

D7.2 Project web site
WP7, T7.2

Authors: Silva Raimondi, Elena Gaboardi (YOURIS)

Modelling the PRocesses leading to Organised crime and TerrOrist Networks
FCT-16-2015
### Technical References

<table>
<thead>
<tr>
<th>Project Acronym</th>
<th>PROTON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Title</td>
<td>Modelling the PRocesses leading to Organised crime and TerrOrist Networks</td>
</tr>
</tbody>
</table>
| Project Coordinator | Ernesto Savona  
Università Cattolica del Sacro Cuore  
[ernesto.savona@unicatt.it](mailto:ernesto.savona@unicatt.it) |
| Project Duration | October 2016 – September 2019 (36 months) |

<table>
<thead>
<tr>
<th>Deliverable No.</th>
<th>D7.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dissemination level</td>
<td>PU</td>
</tr>
<tr>
<td>Work Package</td>
<td>WP7 – Dissemination &amp; Communication</td>
</tr>
<tr>
<td>Task</td>
<td>T7.2 – Project website and online community</td>
</tr>
<tr>
<td>Lead beneficiary</td>
<td>15 (YOURIS)</td>
</tr>
<tr>
<td>Contributing beneficiary(ies)</td>
<td></td>
</tr>
<tr>
<td>Due date of deliverable</td>
<td>31 December 2016</td>
</tr>
<tr>
<td>Actual submission date</td>
<td>22 December 2016</td>
</tr>
</tbody>
</table>

1. **PU** = Public  
2. **PP** = Restricted to other programme participants (including the Commission Services)  
3. **RE** = Restricted to a group specified by the consortium (including the Commission Services)  
4. **CO** = Confidential, only for members of the consortium (including the Commission Services)

### Security Advisory Board Review

<table>
<thead>
<tr>
<th>Comments</th>
<th>No security sensitivity issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended Distribution</td>
<td>It is therefore suitable for public dissemination as required by the DoA</td>
</tr>
<tr>
<td>Date</td>
<td>13 December 2016</td>
</tr>
</tbody>
</table>

### Document history

<table>
<thead>
<tr>
<th>V</th>
<th>Date</th>
<th>Beneficiary</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13/12/2016</td>
<td>15 YOURIS</td>
<td>Silvia Raimondi, Elena Gaboardi</td>
</tr>
<tr>
<td>2</td>
<td>22/12/2016</td>
<td>15 YOURIS</td>
<td>Silvia Raimondi, Elena Gaboardi</td>
</tr>
</tbody>
</table>

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 699824.
Summary

The present deliverable aims at illustrating the planning, design and implementation of the project website for the PROTON project, showing all the intermediate steps that have led to the completion of the Task 7.2.

The main goal of the website is to act as a communication and dissemination contact point for the project’s activities. In this regard, its contents will mainly be informative, both on the project in general and on those activities that will involve users. For example, events will be advertised here and a registration facility will be implemented, but news will also find their place in the relevant section of the website.

Towards the end of the project, the website will also have the objective of facilitating the uptake of the project’s results and findings by the community of policy-makers and public authorities. To foster the exploitation of these results, the website will remain online and accessible to users for a period of at least one year after the end of the project.

In the present document, the first chapter illustrates the approach followed by youris.com in the development of the project website, as well as the phases resulting in the website production. The following chapter covers instead the process of delivery of the website, the way it is articulated and how it will be managed throughout the project.
# Table of content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 SUMMARY</td>
<td>3</td>
</tr>
<tr>
<td>1 INTRODUCTION</td>
<td>5</td>
</tr>
<tr>
<td>1.1 OBJECTIVES, TARGETS AND APPROACH</td>
<td>5</td>
</tr>
<tr>
<td>2 THE PROTON WEBSITE</td>
<td>6</td>
</tr>
<tr>
<td>2.1 WEBSITE ROADMAP</td>
<td>6</td>
</tr>
<tr>
<td>2.2 SECURITY MEASURES</td>
<td>6</td>
</tr>
<tr>
<td>2.3 WEBSITE STRUCTURE AND CONTENTS</td>
<td>7</td>
</tr>
<tr>
<td>2.4 DESIGN AND LAYOUT</td>
<td>9</td>
</tr>
<tr>
<td>2.5 INTERACTIVE FEATURES</td>
<td>13</td>
</tr>
<tr>
<td>2.6 CONTENT MANAGEMENT</td>
<td>13</td>
</tr>
<tr>
<td>2.7 WEBSITE DISSEMINATION</td>
<td>13</td>
</tr>
</tbody>
</table>
1 Introduction

1.1 Objectives, approach and development

The primary scope of the website is to act as dissemination and communication tool for the public project outcomes and for the events organised by PROTON.

For this purpose the website will be divided in sections: the “About” one will be devoted to the general information about the project goal and approach, to its objectives, achievements and constituting partners.

A part from these official information, the website will also provide news and events that will be published as the project progresses. Finally a Media Room section will feature downloadable documents and materials for visitors.

More technically, the website will be produced with the open-source CMS Wordpress: this will ensure great flexibility in the website structure, the exploitation of existing plug-ins for specific functionalities and the possibility to modify the website easily, even in case of change in developers, owners, domains.

The ownership of the website domain, www.projectproton.eu, has been secured at the beginning of the project by youris.com and remains of propriety of the consortium.
2 The PROTON website

2.1 Website roadmap

The planning of the website construction began in Month 1, right after the Kick-off Meeting and has been following a tight schedule. The steps followed for the creation of the website are presented below:

1. Definition of a structure
2. Definition of the specifications and technical features
3. Decision and purchase of domain with security measures
4. Proposition of contents
5. Review and approval of contents by the Security Advisory Board
6. Design of the graphic layout in accordance with the graphic identity
7. Implementation of sections and web-pages with the agreed layout
8. Testing phase
9. Website online and sharing with the consortium

UCSC, as coordinator, has been involved in all relevant phases, especially in the pivotal points that would influence the next steps developments.

2.2 Security measures

Given the general topic of the PROTON project, the website implementation has taken into account some special security measures that will ensure the protection of both the website itself and the safe custody of the personal data from users who will register to receive the newsletter and other communications.

The website is hosted on Register.it, a renowned Italian provider for both domain purchase and hosting. The server farms of Register.it are located within Europe, ensuring that European regulations apply regarding data protection and privacy.

The security measures implemented for the PROTON website are of two different kinds and serve two different purposes:

1. ensuring the safety of the website’s data. Sitelock is the service chosen to grant the safety of the website domain and hosting, where both the contents of the website and all the data collected through it will be hosted. The service includes:
Project website

a. Automated malware identification
b. Daily scan of the website via https protocol
c. Automatic malware removal
d. Blacklist monitoring on search engines
e. TrueShield Web Application Firewall
f. Content Delivery Network service

2. ensuring the **safety of communications between website and visitors**. An SSL certificate was purchased for the website, in order to make all transmissions of data to and from the website encrypted. The service includes:
   a. Validation through organization
   b. CA root: Thawte
   c. Cryptography to and from domain: 128bit - 256bit

### 2.3 Website structure and contents

The PROTON website structure is rather simple and is conceived with the aim of being **easily navigable by users**.
The first section shows the user the main information about the project and its aims and future results, while the following ones are designed to be updated more frequently and give the users information about news, events and other specific actions by the project. Finally, the Media Room and the Contacts will allow the users to come more closely in contact with PROTON, either downloading materials or directly contacting the consortium.

*Table 1 – PROTON Website structure*

![Diagram of PROTON Website structure]

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 699824.
The main sections and sub-sections of the website are explained below:

1. **Homepage** - The main landing page of the project’s website, it shows a key-visual, a title and a short description of the project, with call-to-action links to other relevant pages. In the upper part, the **main navigation menu** is always reachable, giving easy access to the main sections of the website. The homepage will also contain the **latest news**, the **next upcoming event** and the **registration form**.

2. **Project** - This page contains a description of the project, aimed at visitors looking for a deeper level of technical and institutional information. It will feature four sub-sections:
   a. **Consortium**, where all the partners are illustrated in a dedicated page with a short description
   b. **Objectives**, stating the aim and approach of the PROTON project
   c. **Fellow projects**, where the other initiatives in the same area with which PROTON will collaborate will be listed
   d. **Results**, that at the moment contains a description of the expected project result. This section will be later updated when the actual outputs of the project will become available.

3. **News** - This section lists all the news about the project, sorted by most recent. News items are **divided in sub-categories**, including updates, articles, interviews, press releases, newsletters, etc. In the main page visitors can read a short excerpt of the news and then go deeper on each news item’s page. A **social feed from Twitter** will also be available in the main page.

4. **Events** - This section lists all the **events organized by the project or simply in the same topic**. Upcoming events are showed first, followed by past events. Each event will have its own page and URL, facilitating the sharing.

5. **Media Room** - This section **lists all the publications** issued by PROTON, available for consultation or download, and offers access to the project presentation kit. Publications can be filtered by categories.

6. **Contact us** - This page contains a **direct contact form**, aimed at visitors who need further information.

7. **Privacy and cookies Policy** – This section is not accessible via the main navigation menu of the website, but through a direct link in the website footer; it contains the privacy policy and cookies policy that must be accepted by users when registering to the website.

In the above structure, the sections shown in grey will be implemented after the website online: all the contents to be displayed there will be developed in the following months, therefore the relative sections will be activated at a later stage.
2.4 Design and layout

The layout of the PROTON website has been produced in accordance with the graphic identity and logo, developed in the framework of T7.3 - Dissemination & communication materials.

Figure 1 – PROTON logo

The look and feel of the website layout resonates with the objectives and topics of the project as well, trying to avoid excessive emphasis on the crime and terrorism side of the general theme, while focussing more on the research and modelling.

In the figure below, it is possible to see how the homepage has been structured in order to give a clear hierarchy of the contents: the project’s contents constitute the first and most important message, that is made even stronger by the closeness of the header image. Secondly, some other highlights on PROTON’s results are displayed in three boxes, alongside a link to the Media Room. Below, two boxes are intended to show the updates from the project and a third one should encourage users to register and stay updated with the project developments. Finally the footer mirrors the main structure of the website, offering also some more formal contents, like the EC funding acknowledgement and the privacy and cookies policy.

The dark banner in the middle is intended as an optional feature and will be activated only when the project will need to display with strong emphasis specific information that does not fit in the already existing boxes.

Figure 2 – PROTON website homepage layout
The **internal page layout** is presented below. It is possible to see how this layout too strives to communicate a clear and simple hierarchy of contents and how the elements that are displayed in the homepage are here recalled and developed.

*Figure 3 – PROTON website “About” page layout*
Figure 4 – PROTON website "Consortium" page layout
2.5 Interactive features

The PROTON website will allow users to interact with its content in a very limited way, considering that its main objective is informative.

The first feature will be the registration to the newsletter service that will be issued every six months. Users will be able to register through a very simple form, where they will provide their e-mail address, name and few other personal data. In doing so users will be requested to accept the privacy policy of the website, that will guarantee the possibility for the project to contact them for all communication and dissemination activities. The registration form will be implemented via the website CMS and the personal data of users will be stored on the server where the website is hosted.

The other interaction that will be possible for users will happen in the events section. A registration facility will be put in place to allow them to book their attendance to events organised by the project: all visitors will be allowed to access the facility. The registration form will ask the users a number of information (typically name, surname, company, e-mail and details for attendance) but for each event the forms will be customized, so at to collect the relevant data.

2.6 Content management

The website contents and its associated databases are managed by youris.com team of developers and project managers. Throughout the project, youris.com will be in charge of managing the overall content updates with contributions from the consortium partners. Project partners that wish to publish contents on the website will inform youris.com promptly and email the contents and documents they want to upload.

The contents published on the website at the moment of online are attached to the present document in Annex I, that has already been reviewed by the Security Advisory Board. All other important materials that will be made publicly available on the website will be similarly reviewed by the Board in order to guarantee the security and confidentiality of the project.

2.7 Website dissemination

Each partner in the PROTON consortium will contribute, where appropriate, to give visibility to the website, for example linking it to their
company/organization websites, disseminating it among their networks and referring to it in any communication concerning the project. Additionally, a referencing and Search Engine Optimisation will be devised by youris.com in order make the PROTON website easy to reach from web search engines with relevant keywords, such as: “community policing app”, “crime reporting” etc.