D9.2 Communication Platform for RAPID

The project website

25 November 2020

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Author(s)	Sudhanshu Verma, REV
Reviewers	Callum Knox, UWS

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Executive Summary

This document refers to the project website, providing an overview and introducing its main features, accompanied by screenshots.

Within the RAPID project, the communications work package (WP9) has developed the website to communicate about RAPID and disseminate its results effectively. Deliverable 9.2 presents the online communications platform for the RAPID project. WP9 contributes to achieving RAPID project objectives. The purpose of this work package is to communicate the message of RAPID to the public effectively while contributing to efficient dissemination and facilitating the fast-tracking of exploitable results. Additionally, this WP will contribute to overall awareness-raising about drones (UAS and USV), and their potential benefit to society and industry. To achieve that, the project website has been developed as an online communications platform to disseminate the results and support partners to communicate and showcase their activities and to engage and influence key stakeholders, with the aim of positively affecting technology uptake, research, legislative framework and perceptions and preconceived notions towards drone technologies. The project website will be supported by the social media accounts of the project to gain more traffic and to reach to more stakeholders.

The initial webpage was set up in June 2020 to start giving information about the project while waiting for the complete website to be ready for launch. The complete website will be the RAPID projects main communication tool and maintain the projects key messages.

The RAPID project website will provide a brief, catchy, and straightforward description of the project and its activities. It is an essential tool for communication, promoting goals and results beyond the project community, as well as addressing a non-specialist target audience. The tone of voice will be clear and straightforward, with clear contact details present and ways for the user to keep in touch with progress.

The website will follow the project's communication guide (D9.3), contributing to the objective of raising awareness about RAPID, and making the project easily recognisable.

The RAPID website was launched in June 2020 and is available at the address www.rapid2020.eu. The website is being updated regularly and will continue to do so to ensure that the project has an effective communications platform to reach out to the stakeholders.

The RAPID Website

The project website will be the main communication and dissemination platform to allow stakeholders, policymakers, end-users and the media to have access to the project development, explanations, results, and documentation about the project.

The website will offer consultable and downloadable communication material and content (documents, videos, photo gallery, leaflets, print materials, etc.), a media toolkit, training material, a glossary of academic papers, and a 'frequently asked questions' section for the key stakeholder groups and for members of the Consortium.

Each material is appropriately created for the public to generate discussion on the potential of RAPID technology.

The website will be a content generation tool where partners will be involved in developing content and increasing the visibility of the project to maximise its impact. EU projects related to RAPID will be linked to the related project section to communicate about other relevant EU projects funded under the same objective and to connect with these projects.

We expect to have at least 2,500 users (relevant stakeholder groups) to be regularly exposed to the information provided on the website from Europe and beyond.

The goals of the website are:

•   To become the primary point of contact and information for RAPID; to explain the project's aims, provide the latest updates, provide documents for download and access to academic papers published during the project.

•   To act as a general hub for research on issues relevant to RAPID: to provide important updates on external policy/research developments that impact or are of interest the applications of unmanned surface vehicles with autonomous unmanned aerial systems in the EU.

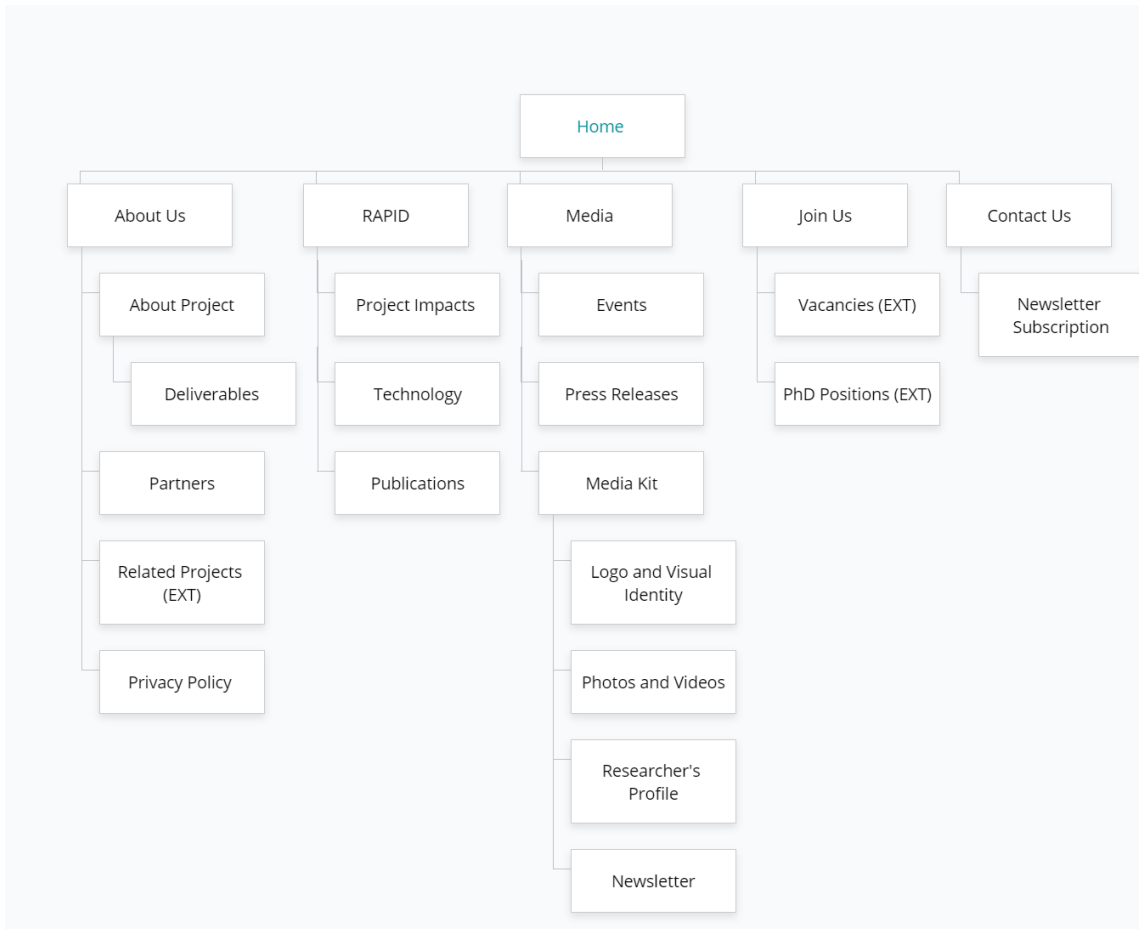For website development, WordPress is used as a content management platform.

General Features

The website template is built with a responsive design to fit any screen size. Responsive web design (or **"RWD"**) is a type of web design that provides a customised viewing experience for different browser platforms **and devices**, displaying a different and optimised interface depending on the device used to access the site.

The template consists of a horizontal structure fully customised with **RAPID**'s visual identity, integrating a menu, a header and a direct link to a specific action (i.e. dedicated newsletter subscription), vertical thematic blocks and a footer containing the required disclaimer and a contact form where the audience can easily get in contact with the project via e-mail or via social networks. The domain name will be **rapid2020**.eu, which has been acquired and will be maintained for **three** years.

Site Map

In the first stage, the website is made up of six main sections and various subsection:

1. *The HOMEPAGE provides the first overview of the project and the main content of the website. With a simple yet iconic style, it immediately conveys the project's messages, guiding the user to other sections.*
2. *The ABOUT US page presents the objectives and description of the project.*
   a. *Deliverables – All public deliverables will be available for downloads in this subsection.*

b. *Partners – This subsection has a summary of the partners and their contribution to the project.*

c. *Related Project – This section has the external links to H2020 projects funded under the same objectives.*

d. *Privacy Policy – This section has the copy of RAPID's privacy policy in compliance with the EU's GDPR*

3. *The RAPID page focuses on the technological solutions developed by the RAPID project. From this section, users can directly access the various technical components and project impacts.*

   a. *Project Impacts – This subsection presents the impact the project will have*

   b. *Technology – This subsection simplifies and presents the RAPID technology*

   c. *Publications - This subsection hosts the repository links to all the research publications, conference proceedings done during the project, and links to all non-academic publications.*

4. *The MEDIA page focuses on bringing together content targeted towards the news media and the broader public.*

   a. *Events – This subsection will host details of all the events hosted, participated and organised by the partners within the RAPID project.*

   b. *Press Releases – Copies of all the press releases published will be stored here.*

   c. *Media Kit – This subsection will host various media components for the news media, including:*

      i. *Logo and visual identity*

      ii. *Photos and videos*

      iii. *Profile of the researchers*

      iv. *Copy of newsletters*

5. *The JOIN US page hosts external links to partners' website for job posts related to the project, especially the PhD positions.*

6. *The CONTACT US page offers the contact details of both the project coordinator and the communications officer. This section also provided a web form for stakeholders to reach out to the project team.*

With the development of the project and the material creation, other pages will be created, including:
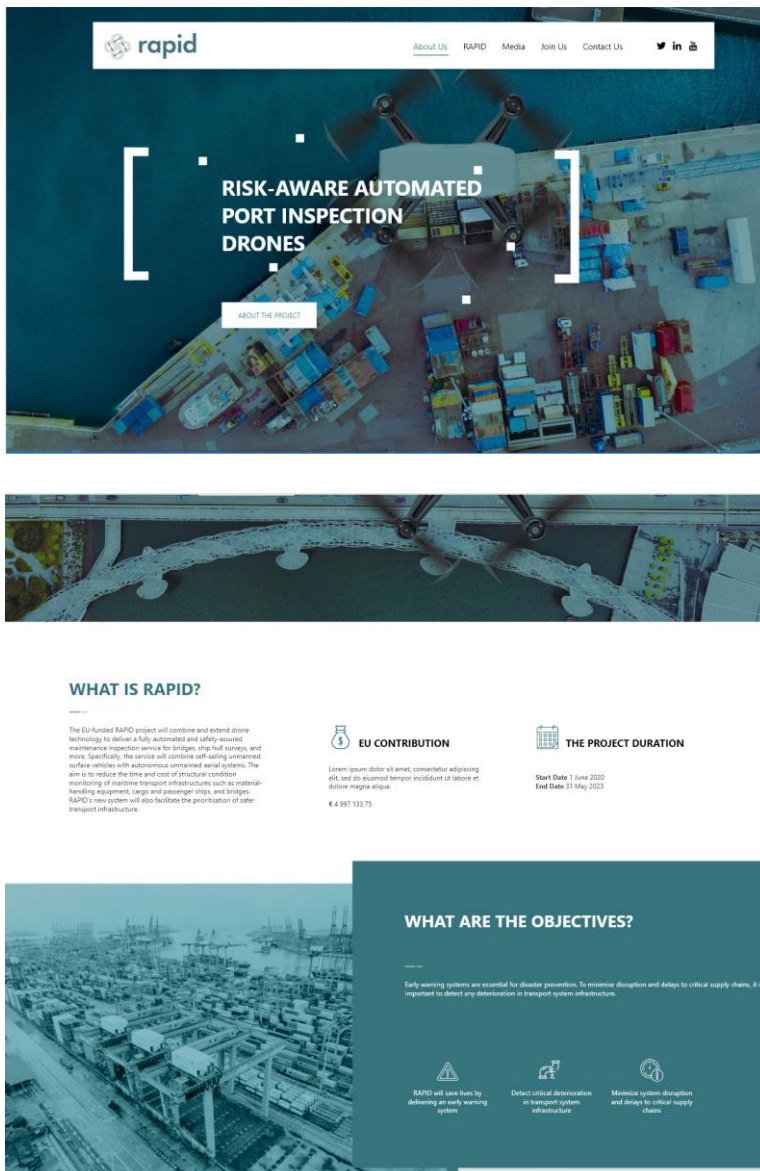
• FAQs: To explain the most frequently asked questions related to the project.

• Any other page deemed relevant during the project.
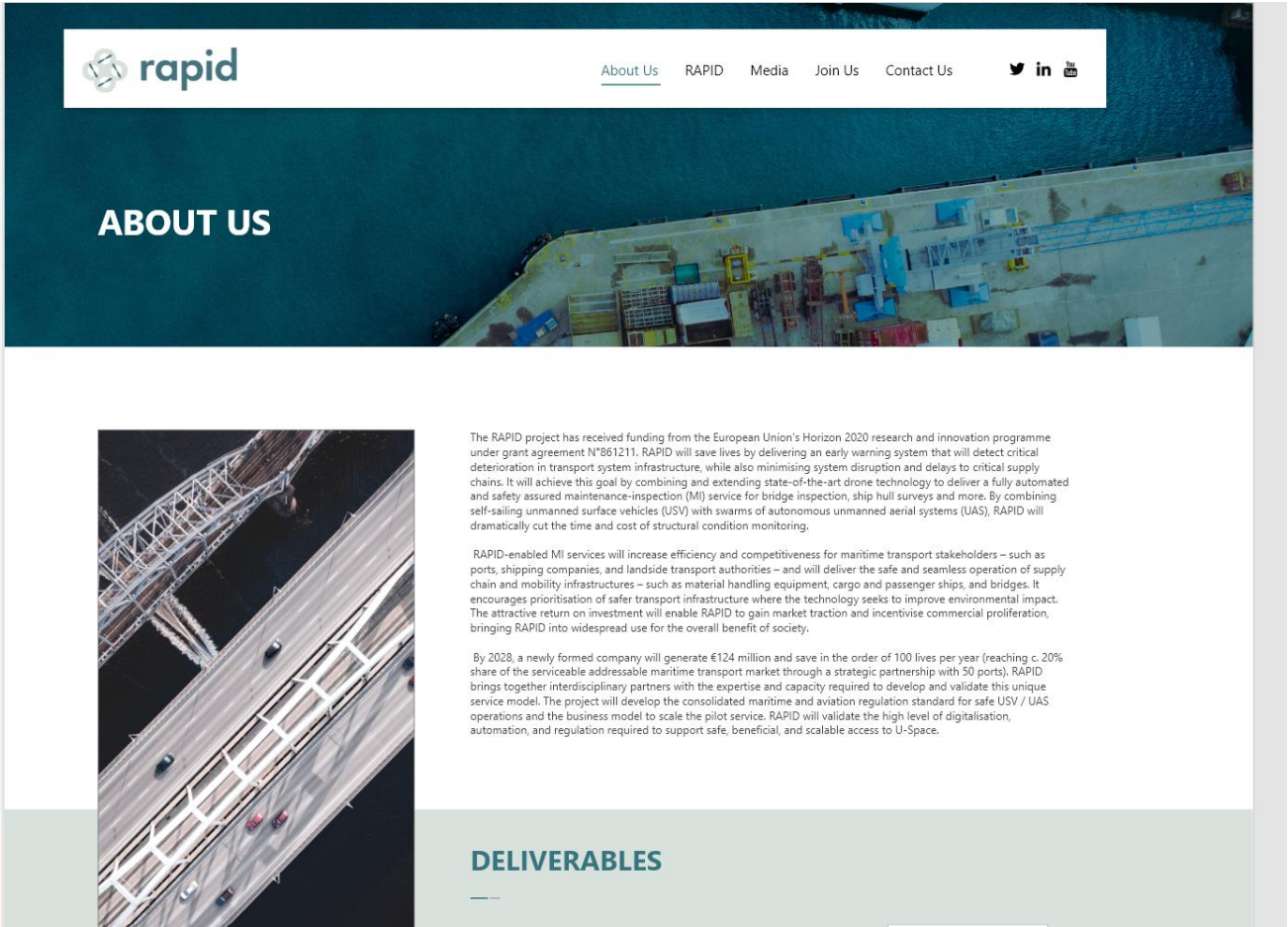
User Interface Example

Each page will have the same structure: header with menu, RAPID logo to go back to the home page, the main menu, social media channels, the page title, and when necessary a 'Call to Action' button with a relevant link (i.e. subscribe to our newsletter).

Home Page – Screenshot

About Us Page – Screenshot

The first version of the website launched in June 2020 with necessary information about the project and an updated and expanded version of the website will be made public after the review during the project's general assembly planned in the first week of December 2020.

Risk-aware Automated
Port Inspection Drone(s) – RAPID

RAPID will save lives by delivering an early warning system that will detect critical deterioration in transport system infrastructure, while also minimising system disruption and delays to critical supply chains.

RAPID will save lives, minimise system disruption and delays to critical supply chains.

What is RAPID - Risk-aware Automated Port Inspection Drone(s)?

The EU-funded RAPID project will combine and extend drone technology to deliver a fully automated and safety-assured maintenance inspection service for bridges, ship hull surveys, and more. Specifically, the service will combine self-sailing unmanned surface vehicles with autonomous unmanned aerial systems. The aim is to reduce the time and cost of structural condition monitoring of maritime transport infrastructures such as material-handling equipment, cargo and passenger ships, and bridges. RAPID's new system will also facilitate the prioritisation of safer transport infrastructure.

Project Coordinator
Dr. James Riordan
University of the West Scotland
James.Riordan@uws.ac.uk

Communication Coordinator
Sudhanshu Verma
REVOLVE
sudhanshu@revolve.media