



Driving Innovation in Crisis Management for European Resilience

D74.1 - DRIVER project website

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List of Acronyms

Abbreviation / acronym	Description
AB	Advisory Board
DCP	DRIVER Community Platform
FP7	7 th Framework Programme
REA	Research Executive Agency
SEO	Search Engine Optimization

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Project Description

DRIVER evaluates solutions in three key areas: civil society resilience, responder coordination as well as training and learning.

These solutions are evaluated using the DRIVER test-bed. Besides cost-effectiveness, DRIVER also considers societal impact and related regulatory frameworks and procedures. Evaluation results will be summarised in a roadmap for innovation in crisis management and societal resilience.

Finally, looking forward beyond the lifetime of the project, the benefits of DRIVER will materialize in enhanced crisis management practices, efficiency and through the DRIVER-promoted connection of existing networks.

DRIVER Step #1: Evaluation Framework

- Developing test-bed infrastructure and methodology to test and evaluate novel solutions, during the project and beyond. It provides guidelines on how to plan and perform experiments, as well as a framework for evaluation.
- Analysing regulatory frameworks and procedures relevant for the implementation of DRIVER-tested solutions including standardisation.
- Developing methodology for fostering societal values and avoiding negative side-effects to society as a whole from crisis management and societal resilience solutions.

DRIVER Step #2: Compiling and evaluating solutions

- Strengthening crisis communication and facilitating community engagement and self-organisation.
- Evaluating solutions for professional responders with a focus on improving the coordination of the response effort.
- Benefiting professionals across borders by sharing learning solutions, lessons learned and competencies.

DRIVER Step #3: Large scale experiments and demonstration

- Execution of large-scale experiments to integrate and evaluate crisis management solutions.
- Demonstrating improvements in enhanced crisis management practices and resilience through the DRIVER experiments.

DRIVER is a 54 month duration project co-funded by the European Commission Seventh Framework Programme (FP7/2007-2013) under grant agreement no. 607798.

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Executive Summary

The present document refers to the website of the DRIVER project, funded by the European Commission's Research Executive Agency (REA), under its 7th EU Framework Programme for Research and Technological Development (FP7).

A primary means of keeping stakeholders apprised of the work carried out in the DRIVER project is the project website, which is one of the main sources of information about the project available to all stakeholders. The DRIVER website can be accessed at the following address: <http://www.driver-project.eu>. The website went live in November 2014. During the initial design of the website, all members of the DRIVER consortium were provided with an opportunity to provide material for the website and to validate its content.

The website will be continuously updated throughout the life of the project and thus will act as a dynamic and up-to-date source of information for stakeholders interested in Crisis Management. Outputs and results of the project will also be featured on the website, when the project ends – as a legacy piece for the project and its achievements

This deliverable addresses the work carried out under SP7- Impact and sustainability, and more precisely under WP74, T74.1 – DRIVER public website, led by ATOS.

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1 Introduction

This deliverable describes the status of the DRIVER website (www.driver-project.eu) infrastructure and content twenty months after the start of the project and discusses future directions of the website.

The document is divided into five main parts:

- The first one exposes the main objectives and expected impacts of the website;
- The second present its current structure and content;
- The third part details the technical implementation aspects;
- The fourth one provides an analysis of the website statistics, and;
- The last one provides an overview of the future directions to be taken to improve the visitor's experience and make sure the maximum possible impact is reached.

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2 Objectives & expected impacts

The DRIVER project website is one of the main communication tools of the project. The purpose of the project website is to generate awareness and interest in the DRIVER project and to invite interested stakeholders to join the DRIVER Community and engage with the DRIVER partners.

As mentioned in the project dissemination plan delivered at M3 [1], there are four main objectives of the DRIVER website (www.driver-project.eu). The first objective is to enhance the visibility of the project and inform target audiences about the concept, aims and potential benefits resulting from the DRIVER project. The target audiences the consortium hopes to reach through the public website includes an important variety of DRIVER stakeholders as well as the general public.

The second objective of the website is to disseminate project results and achievements. The DRIVER website will provide external visibility and serve as a permanent showcase of the project, as it contains general information on the project's goals, scope, focus and progress as well as on consortium partners.

The third objective of the DRIVER website is to facilitate stakeholders in joining the DRIVER Community. The Registration page on the public website will automatically enrol participants in the DRIVER Community Platform (DCP) and allow them to provide their interests and areas of involvement, in order to access targeted information about the DRIVER project.

Finally, the fourth main objective of the website is to build a preliminary structure to allow for efficient external communication activities to be carried out, and partnerships and collaborations to be achieved. As the project website features upcoming events, it is expected that potential Community members will be encouraged to meet the DRIVER partners at events, thus the website is also an effective means to establishing a dialogue and sharing knowledge. In addition to this, the project website provides a dedicated area and contact form for related projects and initiatives in order to kick-off synergies and initiate dialogues.

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3 DRIVER website current structure & content

3.1 Public website

A general outline for the content of the public website was first described in D71.1 – SP7 strategy and roadmap [1] and is developed in further detail below. The content of the website will be updated consistently throughout the project. The structure and content of the website may change throughout the project to better adapt to the project lifecycle and developments.

At the time of writing (M21), the DRIVER website is structured as follows and will be further described hereafter:

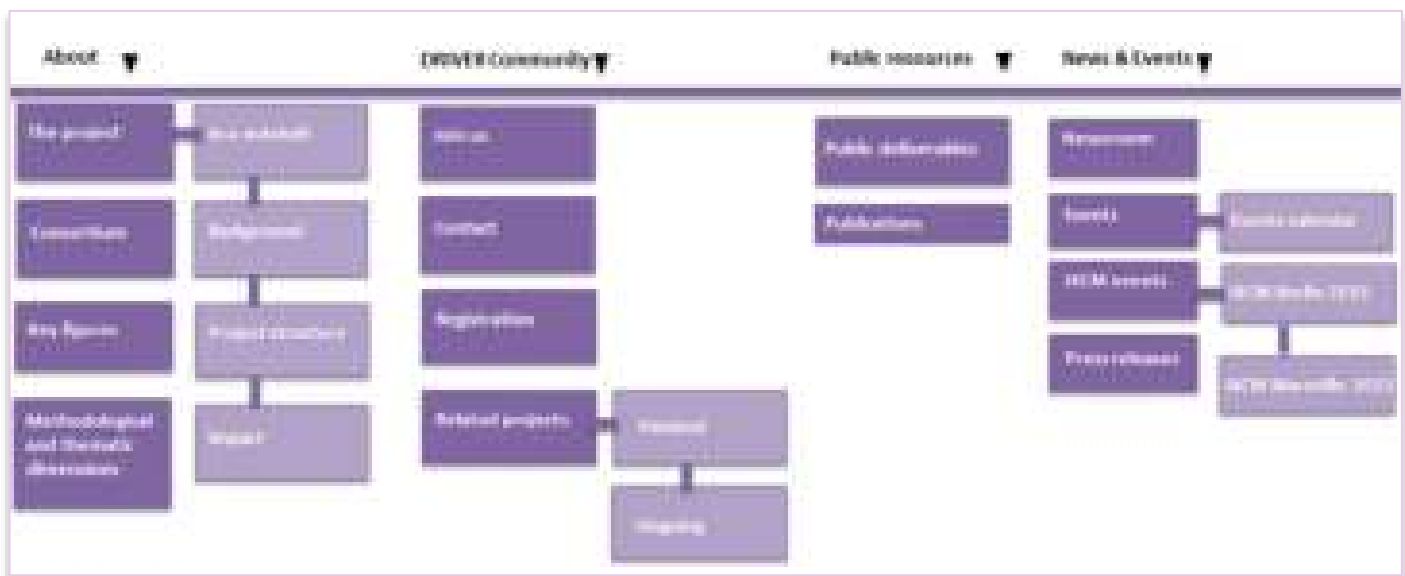


Figure 1: Project website structure

3.1.1 Homepage

The homepage is the front end of the DRIVER website. It is designed to attract the attention of the visitors. The home page offers a direct access to the newsroom and forthcoming events in the field, but also includes a brief description of the project and its main objectives. In addition, it provides an access to contact the project consortium, an RSS feed and buttons to access the project LinkedIn, Twitter and YouTube accounts.

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Figure 2: Project website homepage

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3.1.2 About

The About section and related sub-pages present the DRIVER project in more details (in comparison with the home page). Here, special emphasis is made on the project background, structure, the methodological and thematic dimensions the project is following and the presentation of the 37 partners forming the consortium. Moreover, this area includes the official key information about the Project, i.e. Project Acronym, Full Title and Start/End Date.

3.1.2.1 The project

The Project page provides more information about the project objectives and its main organisation. To do so, it is divided in 4 sub-sections as follows:

- In a nutshell: This sub-page includes the project's objectives and process
- Background: This sub-section of the website presents the existing gaps in Crisis Management expected to be filled-in via the project activities and expected outcomes
- Project structure: The sub-section provides an overview of the project structure, presenting to the visitors each of the SPs' objectives, key activities and approach (expect for SP1 related to project management)
- Impact: This sub-page introduces the expected outcomes of the project and related impact for the stakeholders.

3.1.2.2 Consortium

This section lists and describes the participants in the DRIVER project, involving the 37 partners from 16 different countries that are represented in an interactive map.

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Figure 3: DRIVER consortium webpage

In addition, the DRIVER consortium sub-page page contains detailed information about the project partners, their role in the project and links to their corporate websites.

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Figure 4: Project consortium partners' details

3.1.2.3 Key figures

This Key figures section provides official information about the Project, i.e. Project Acronym, Full Title, Start/End Date, Call, etc.

3.1.2.4 Methodological and thematic dimensions

The Methodological and thematic section provides an overview of the two dimensions under which the project activities are undertaken, so that the visitors better understand the context of the developments.

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3.1.3 DRIVER community

The DRIVER community section is divided into 5 sub-webpages described hereafter:

- Join us: As DRIVER is open and keen to cooperate with related projects, interested projects are invited to fill in the request form available via this sub-page. ATOS receives the information and will in turn inform FHG-INT of the request, who will then enquire further about possible synergies.

Figure 5: Project cooperation request form

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- **Contact:** This sub-page provides the contact email address (driver-community@driver-project.eu) for any stakeholders wishing to receive more information or assistance regarding the DRIVER Community database.
- **Registration:** The DRIVER partners are currently developing a sustainable tool for managing the DRIVER Community. Until the tool is ready, interested stakeholders are kindly invited to register via this web page. Once the tool is fully operational, their contact details will be automatically transferred to the DRIVER Community Platform (DCP). More information on the DRIVER Community Platform is provided in the project’s deliverable D72.1 [2].

Please complete the form below, you can register as a person or as an organisation.

Last name (*)
 First name (*)
 Title (*)
 Organisation (if applicable)
 Position (if applicable)
 Address
 Email address (*)
 Phone number (optional)
 Phone number (mobile)
 Country (*)
 Region
 City
 Postal code
 Address
 Website
 (*) mandatory

Please select a category of stakeholder (*)

Government
 Industry
 Media
 Civil Society Organisations
 Academia, research institutions and think tanks
 The public
 Other category of stakeholder (optional)

What is/are your area(s) of expertise?

Civil protection
 Security
 Defense
 Public safety
 Environment
 Health
 Technology
 Justice
 Social Services
 Other
 Research

Other area(s) of expertise (optional)

Figure 6: DRIVER community registration form

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- Ongoing and finished related projects: This dual sub-section contains information on relevant projects for the DRIVER project either finished or ongoing, including the url of their respective website so that interested stakeholders can easily access it.



Figure 7: DRIVER related projects's information

3.1.4 Public resources

The Public resources section covers files shared with the public and the section will be updated as the project progresses. Up until now, the public resources have been separated into the categories (i) Public deliverables and (ii) publications, as detailed below:

- Public deliverables: This sub-page of the website displays public deliverables produced as part of DRIVER. As the project progresses and deliverables are developed, links will be provided here as they become available. This will allow visitors to freely download all public deliverables.
- Publications: This section will list research papers related to the project, published by partners, with direct links to the documents or to where it is possible to download them. Up until now, this section has not displayed any publication materials as none have been produced. In the meantime, some text should be added to explain the purpose of this page in

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order to inform the visitor that more information will be made available when the publications are released.

3.1.5 News and events

In this section, news and events related to the project are updated periodically with links to websites, main conferences and events.

- **Newsroom:** This page showcases all news related to project activities, developments and outcomes. To date only 9 articles are listed. However, as the project progresses and more outcomes are made available, this number will increase. News articles related to the Crisis Management field in general will also be featured.

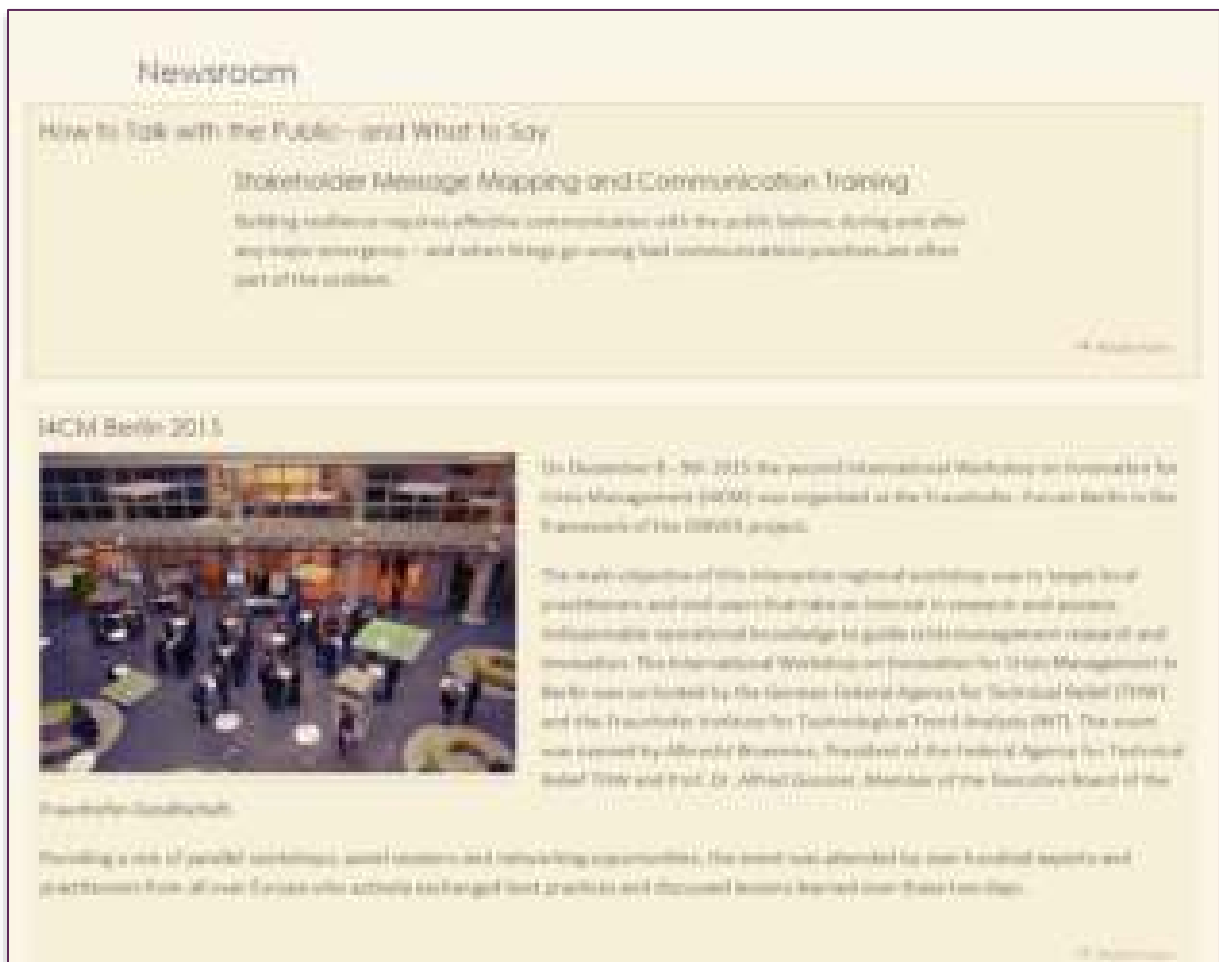


Figure 8: Project newsroom

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- Events: this sub-page includes a list of both project and related events, divided into two categories: past and future. The visitor can choose a calendar view (Figure 10) and access detailed information (Figure 11) regarding a specific event by clicking on the item.

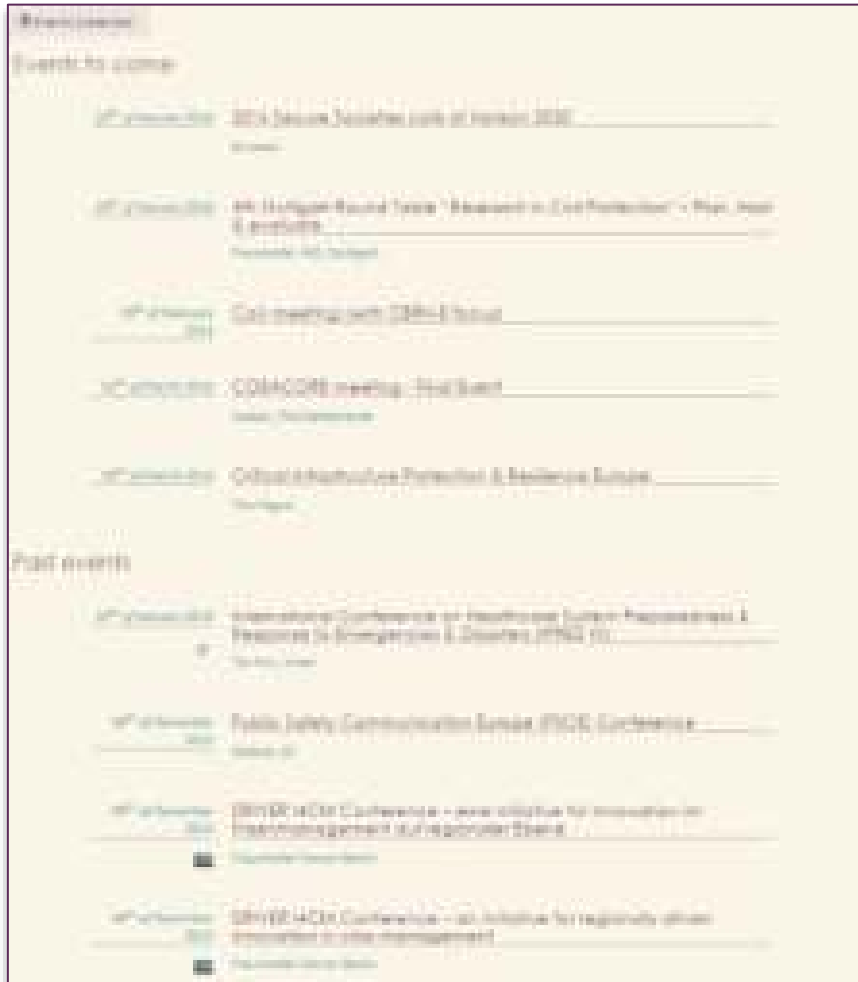


Figure 9: Project event webpage

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Figure 10: Project events webpage - calendar view

4th Stuttgart Round Table "Research in Civil Protection" – Plan, train & evaluate

26/Jan/2016 | Fraunhofer IAO, Stuttgart

The Stuttgart Round Table "Research in Civil Protection" offers a possibility for exchange of knowledge, experience and good practices to local operational crisis managers of authorities and relief organisations. Each event of the event series focuses on a particular topic and combines a presentation from research side with a presentation from a practitioner. The next Round Table will focus on the topic: plan, train and evaluate. A detailed agenda will be defined in December.

If you have questions and would like know more about this Round Table please contact: [Johannes Seifert](#)

Category: Event

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no-557756. **Legal mentions**

Figure 11: Events detailed information

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- I4CM events: At the time of writing, two sub-pages have been created. The first one relates to the first edition of the I4CM held in Marseille and the second one relates to the second edition of the I4CM event held in Berlin, both in 2015. The two sub-sections provide related information about the event and allow the visitors to access and download all proceedings.



Figure 12: I4CM Berlin event webpage

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- Press releases: This page aims to provide access to all press releases produced during the lifetime of the project. To date, four have been released: two regarding the project itself and two related the two editions of the I4CM events.

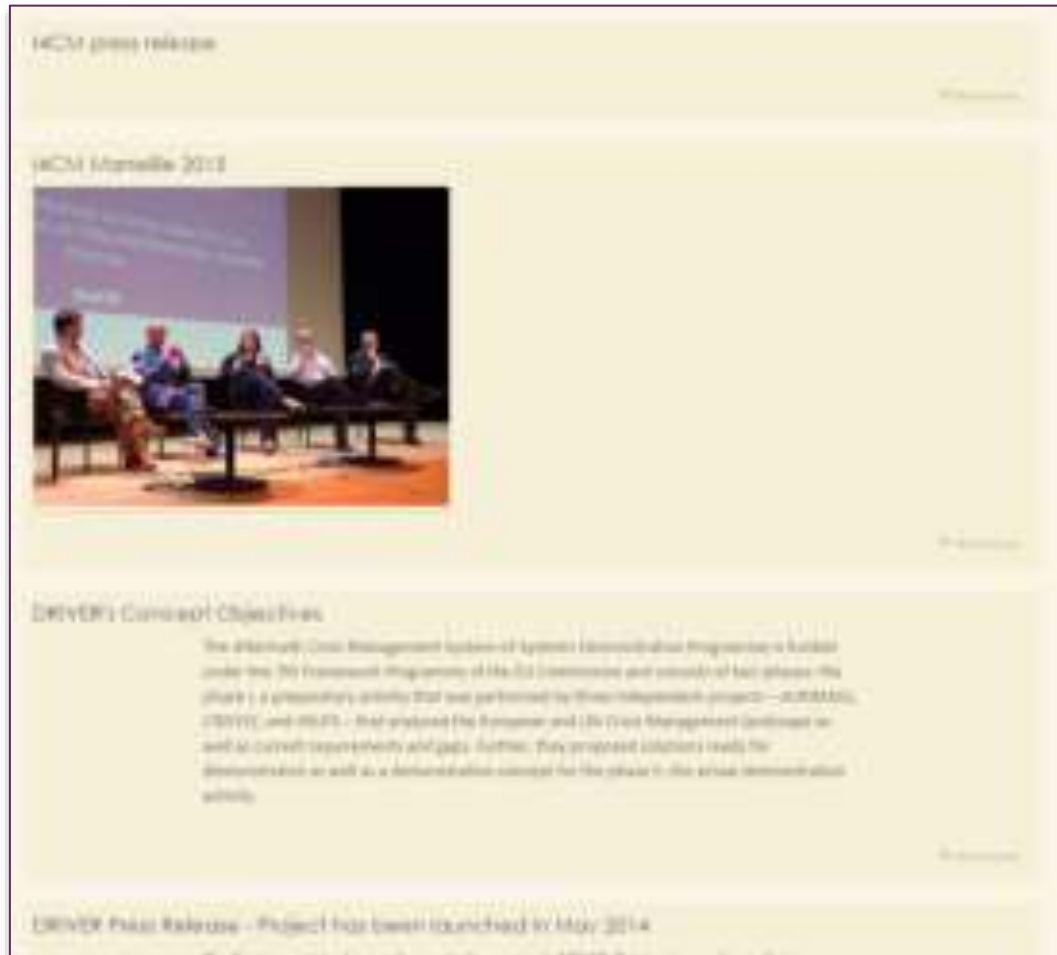


Figure 13: Project press releases webpage

3.1.6 Contacts

As engagement with stakeholders is essential for project partners, this page of the DRIVER website has clear indicators on how stakeholders can contact the consortium to provide comments and feedback. The Contact page displays the contact details of Fernando Kraus, Project Coordinator of the DRIVER project, as well as the details of the national contact points for each of the countries in which the DRIVER partners are represented.

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The envelope icon is visible in the Home page of the website, which links visitors to the contact form. Information about the visitor will be asked for the consortium records, to keep a track of all the information requests received.

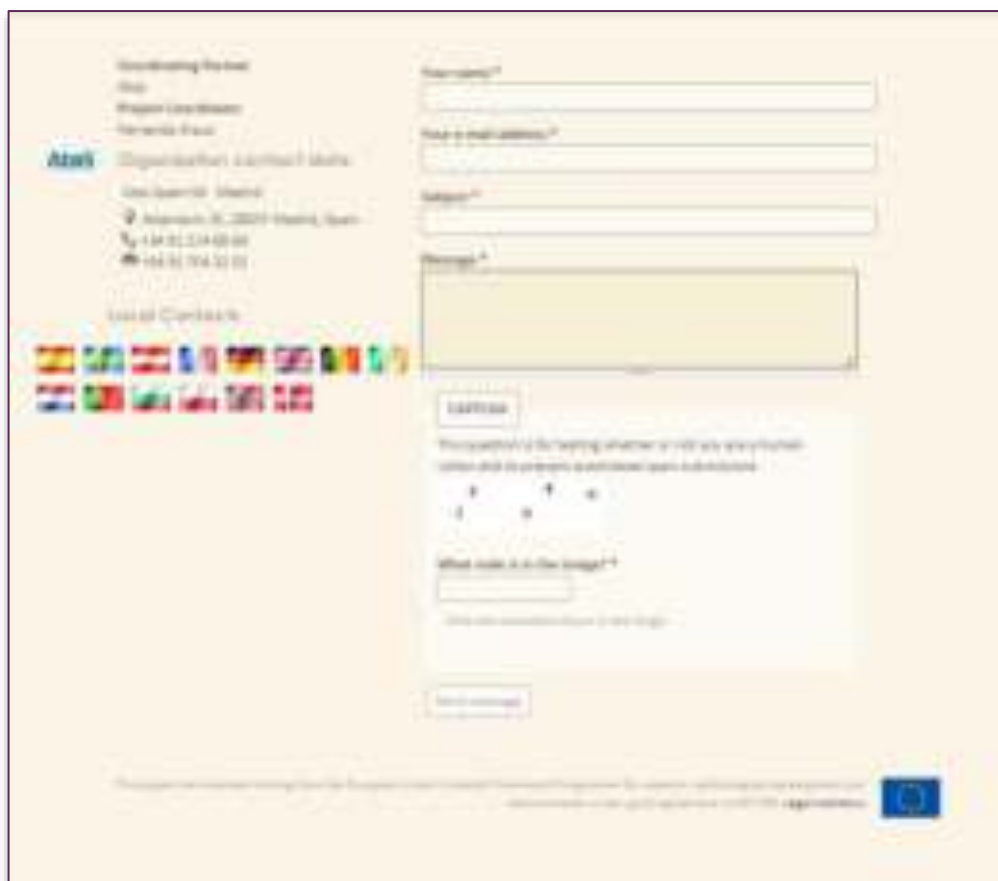


Figure 14: Project contact webpage

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3.2 Restricted website area

The DRIVER restricted website area can only be accessed by the consortium members via an individual user login and password issued by the website administrator (ATOS). In this area DRIVER partners can add new content to the website, i.e., new Events, a new article ...



Figure 15: Project website - restricted area

In addition, the DRIVER partners who have logged in the restricted area have access to the experiment calendar.



Figure 16: Experiments calendar

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In addition to the restricted area, the consortium members use a separate content management server created by ATOS: the DRIVER Space. This system serves as a main repository of key documents released during the course of the project and is only accessible by the project partners and members of the AB (Advisory Board). Additional information can be found in the project handbook [3].

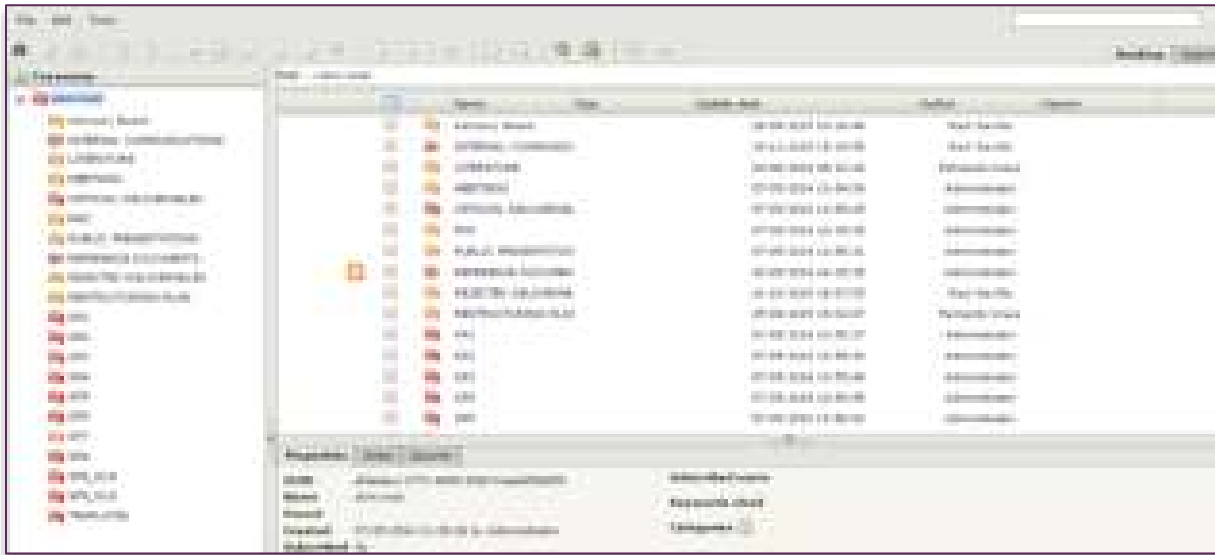


Figure 17: DRIVER Space

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4 Technical implementation

The DRIVER project website was developed using an open source platform: Drupal CMS (Content management system). This platform provides advanced features and functionalities for publishing content on the website. The website is hosted by ATOS. The DRIVER Community database available via the website is managed by ARTTIC on a French website, complying with French data protection laws. The domain used for the DRIVER public website is: www.driver-project.eu.

4.1 Design

The DRIVER project website was designed according to the DRIVER corporate design as described in D71.1 [1] in order to keep the corporate image of the project.

4.2 Statistics & SEO

In order to track the hits on the DRIVER public website the analytics tool of Google (<http://www.google.com/analytics>) is used. This tool registers each hit on any page of the DRIVER website and provides a powerful analysis of the statistics as regards the visitors and the pages visited. The statistics for the period M7 (creation of the website) to M21 are reported under section 5 of the present deliverable.

4.3 Maintenance

The DRIVER website is maintained and hosted by the Project Coordinator and task leader, ATOS, who is in charge of creating, administrating and updating the website content as required by the consortium, in line with the project dissemination strategy and plan, and depending on the evolving project's needs. It will be hosted throughout the project duration and for at least one year following the end of the project. Also, once the DCP will be fully operational the current link to the DRIVER registration page will be exchanged with a direct link to the DCP.

4.4 Website protection

The website is secured by SSL- SSL-Transport Layer Security.

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4.5 Data protection

Visitors can register their contact details on the website in order to receive more information about the project research. Their data will be treated with absolute confidence, used exclusively for answering their requests and not passed to third parties without their authorisation. In accordance with the French 1978/01/06 law, the data collection file has been declared to the French Administrative Authority (CNIL) under the Declaration n°1620342 v0, and all users benefit from a personal data access and correction right.

4.6 Features

The DRIVER website presents the following features:

- **Personalized fields:** They are present in all site sections; some examples could be the date for events, integrated image processing template, files, YouTube videos hosted, links, and many other types.
- **RSS:** RSS feeds are provided for getting site information, such as news and events updates.
- **Links to project social pages:** The Twitter, LinkedIn and YouTube accounts of the project can be accessed by clicking on their respective icons located on the website header.
- **Scalability:** If the content grows, taxonomies can be set in different or many sections, simple taxonomies, tags or tree hierarchized.
- **Adaptability:** The web template is “responsive”, meaning that the website can be read in an optimum way in any capable device such as tablets and smartphones.
- **Login access:** access to a restricted area within the otherwise public website (see section 3.2).
- **Survey / user data collection** can be configured, with analysis tool and table results download

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5 Website statistics (up to M20)

The Google Analytics service has generated detailed statistics for the website since July 2014 and reports that it has attracted almost 13,000 unique visitors (Users), who in all have made close to 20,000 visits (Sessions) and more than 66,000 page views (Page Views). The average time a user stays in DRIVER website is 2.50 minutes. (Avg. Session Duration).

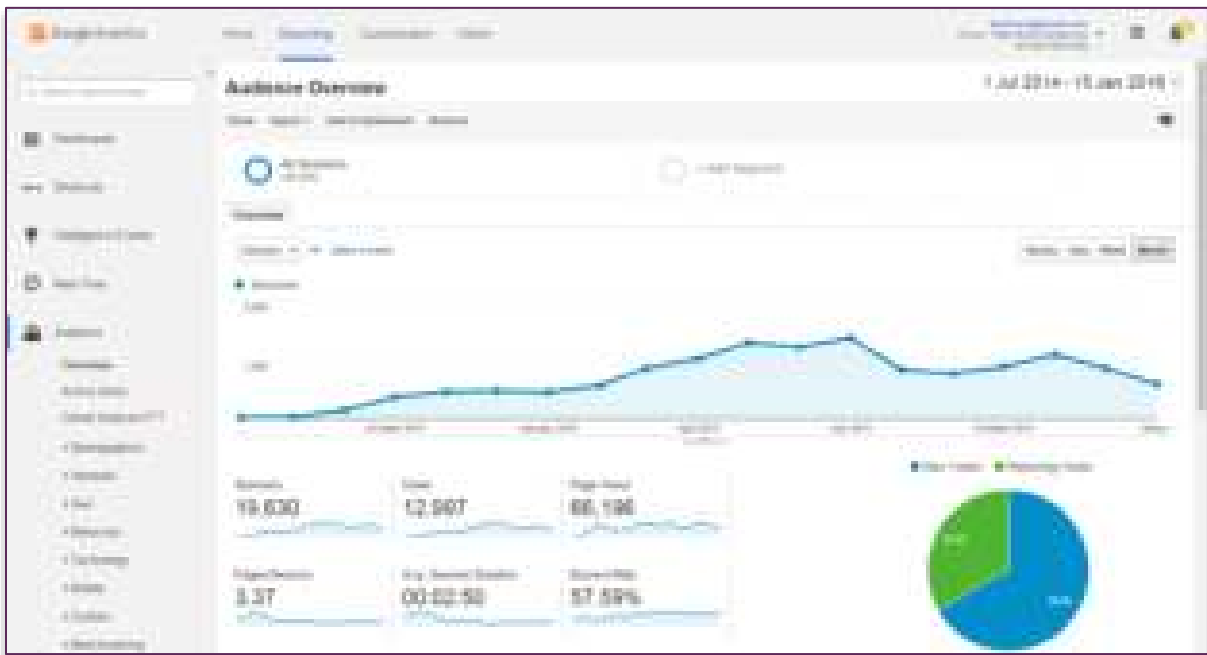


Figure 18: Total visits and page views on driver-project.eu (as of January 2016)

The visitors are from across the world, the United States ranking second on the top-10 list:



Figure 19: Origin of website visitors (as of January 2016)

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33.2 % of the visits are returning visitors and 66.6 % are new users.



Figure 20: New vs. returning visitors

After analysing the abovementioned data the following conclusions can be drawn:

- The number of visitors must be increased. The number of visitors until July 2015 has followed an upward trend. In the second half of 2015 this trend has been inverted. To increase the number of visitors, additional and up-to-date content must be included and the website must be promoted through all possible means such as through project partners, press releases, events, social media, etc. An additional action to be taken to solve this issue is to improve the SEO by adding specific keywords which improve the visibility of the website when using a web based search tool.
- Returning visitors ratio must be increased. The ratio of returning visitors must be improved. The inclusion of regular and relevant content for the audience and restructuring the website for a better user experience, will both contribute to this.

In the following section there is a comprehensive action plan for improving the abovementioned items.

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6 Future improvements

The project website is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. It is intended that the project website will be a dynamic, vibrant piece of infrastructure that is continuously updated as the needs of the project change and content is generated by all Work Packages. To date, and given the results of the data analysis available under section 5 of this document, there is a clear need to improve the user experience to make sure (i) they find the appropriate level of information about the project and (ii) they can access such level of information easily.

At the time of writing, a work plan for the improvement of the website has been launched. It includes a mixture of short and long term actions.

6.1 New website architecture proposal

Generally speaking the specifications of the project website should be revised and core messages reworked as the partners agreed on a common vision of the project. Moreover, as the project progresses, the website architecture should evolve accordingly to make sure all relevant and public information is accessible to the stakeholders, but also to improve the navigation and therefore the user experience.

A new architecture was proposed during the SP7 F2F meeting which took place from the 18th to 19th of January 2016 in Brussels. Some minor details were discussed thereafter. At the moment of writing the new structure included in the work plan is shown in Figure 21.

Once the new design is deployed all partners, and SP7 in particular, will provide feedback to include further improvements. The proposed structure in Figure 21 is not final but it should accurately represent the final outcome.

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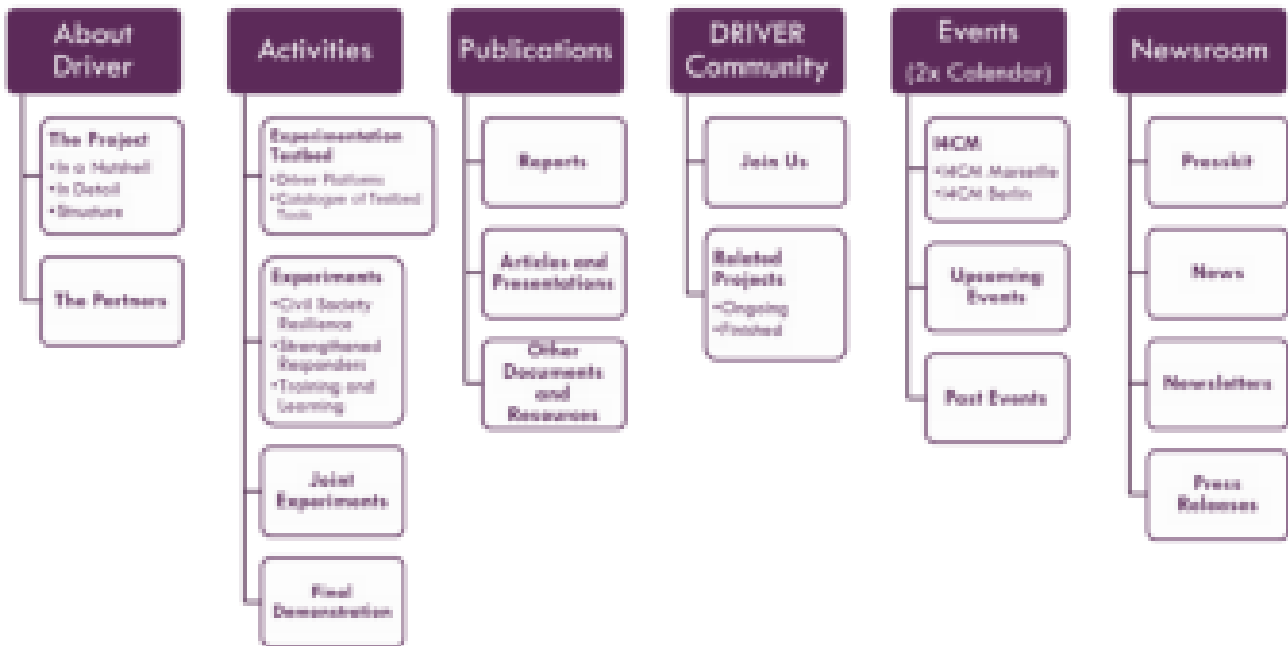


Figure 21: Proposed new website architecture

The benefits of this new structure are:

- Include all the necessary elements, present and future, to show case all the relevant information of the DRIVER Project
- Provide a solid architectural framework that remains stable, but flexible if needed, for the duration of the project

The major changes compared to the existing site map are as follows:

- New front page, less cluttered and more modern (see section 6.2)
- Re-design “About DRIVER” section. Better structuring of the existing information and more content
- New section “Activities” to include all the details for the large amount of experiments, plus other research activities, carried out within DRIVER
- A redesigned “Publications” sections with 3 sub-levels to divide downloadable documents into 3 categories
- Similar restructuring for blocks: “DRIVER Community”, “Events” and “Newsroom”.

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6.2 New front page

Another issue identified was the front page. It was cluttered with information and the style was not in line with more modern websites. Other issues discussed for the redesign was compatibility with mobile devices; their browsers have more limited capabilities that can affect the navigation (e.g. drop down menus).

The restructuring will take a similar approach as for the architecture. After the changes are made (as per the existing work plan), the partners will send feedback for further improvements.

Key benefits of the new design:

- More modern and attractive design
- Less cluttered, able to portray what DRIVER is quickly and clearly
- Avoidance of certain elements that can cause problems in mobile devices

Major changes included in current work plan.

- Move text that describe DRIVER in more depth to the appropriate section (“in detail)
- Substitute the slideshow with a video trailer as the centrepiece of the page. This was one of the elements that are likely to cause trouble in mobile browsers.
- Add 2-4 new “featured element” buttons that will direct visitors to the key pages of the website (e.g. project in detail, experiments, etc.)
- Remove list of news and events and add a “Tweet Wall” instead. This will make a much more dynamic front page with information displayed in real time
- Move “quick links” on top (YouTube, LinkedIn, RSS, etc.) to bottom of the page (affects the entire website, not just front page)
- General improvement of the design (background picture, redistribution of items, etc.)

6.3 Additional improvements to be considered

Besides the major changes described in the sections above, the improvement of the website also considered the following minor issues:

- The possibility of adding more interactive items (e.g. clickable maps) is currently under study. These will be added depending on feasibility.
- The current calendars and the information workflow is under review to guarantee that the dates, events, meetings, etc. are always correct and relevant

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- Some basic work is being done to improve the website SEO (search engine optimization), such as the rationalization of the metatags used in the website. This will be an ongoing process, to be combined with periodical KPIs using Google Analytics (visitors, session duration, most visited pages, etc.)
- Some existing “bugs” (e.g. content displayed out of place) have been identified and its fixing is included into the existing work plan.
- Better interconnection with related websites such as the tool catalogue (SP2) and Driver Community (SP7)

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7 Conclusion

The DRIVER website aims to enable the DRIVER consortium to communicate effectively and dynamically with its target audiences, together with and in complement to many other aspects of the SP7 strategy and roadmap. This includes a variety of communication activities (project presentations, flyers, posters, brochures, roll-up banners, social media accounts, internal newsletters, press releases and publishable working documents) and dissemination activities (DRIVER Community building, DRIVER Innovation events (I4CM), participation to related events, scientific publications, relations with other projects).

The DRIVER project has started with light communication and dissemination activities during the first months of the project, but will continuously evolve and develop as the project itself matures, in order to ramp up activities to achieve a critical mass during the last 34 months of the project.

Successful implementation and dissemination of the website will result in engagement of the DRIVER Community in the DRIVER project and the uptake of the DRIVER Community Platform, resulting in sustainable impact exploitation of the DRIVER Community Platform after project end.

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