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Deliverable 5.3

Creation of the project's webpage and social networks





www.icarus-innovation.eu info@icarus-innovation.eu

Deliverable 5.3

Creation of the project's webpage and social networks

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Month 4, 21 December 2020

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WP 5

LEADER

LOBA

DISSEMINATION LEVEL

Public

AUTHORS

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Carla Napolano	Efus

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The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.





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1. Executive Summary

This deliverable refers to IcARUS' webpage and social networks.

The website will act as an institutional communication and dissemination channel for the project, comprising both institutional and promotional content about the project, including information about its scope, objectives, activities, key public results, resources, news, events and subscription to the newsletter.

In summary, the website aims to be a straightforward tool with the most relevant information provided by the IcARUS project.

Regarding the website, the deliverable will give information on the following:

- Setting of the website and URL,
- Sitemap and individual interfaces,
- Statistics and monitoring,
- Design layouts.

LOBA, as WP5 leader, is responsible for designing, programming and updating the IcARUS website. Efus, as the second main contributor to WP5, will be responsible for content curation and development to keep the website updated.

Alongside the website, IcARUS social media channels will be of utmost importance to successfully communicate and disseminate the project. These channels will be updated on a weekly basis and will display all the relevant information related to the project.

In regards to this, the deliverable will give information on the following:

- Social media channels,
- Partner's contribution,
- Social media visuals,
- Social media campaigns.





2. Web Page

The first version of the IcARUS website was launched in the beginning of October 2020 (M2) as a basic landing page at <u>www.icarus-innovation.eu</u>. The official website for IcARUS will be launched in M4, parallel to the development of this deliverable. At this stage, LOBA has defined the final version of both the contents and the design for the website in collaboration with Efus, the project coordinator.

The creation of the website followed a specific process to ensure its quality. Firstly, an internal meeting with LOBA's technicians was conducted in order to present all the features for the website. In collaboration with Efus, LOBA developed the contents and overall structure of the IcARUS website. The design process that followed was a bit delayed due to alterations suggested for the images related to the four focus areas of the project. Indeed, it was important to ensure that these images translate in the best possible way what we want to achieve in the context of the project regarding the four focus areas, without any stigmatizing or stereotypical references.

After the development of the HTML, LOBA team listed all the bugs found so that they could be corrected, and after this the transition to the back-office development stage was made. A Quality Assurance report was conducted and the corrections that emerged from it were made. The designer validated the design and the corrections that followed were made by the frontend developer. The back-office and the content for the website were validated. Two Quality Assurance tests were conducted. After the final validations, the website was ready to go online, replacing the Splash Page, under the official domain: <u>www.icarus-innovation.eu</u>. The website was then presented to the consortium, and LOBA was open to take into account the suggestions and make modifications when necessary.

The IcARUS website will be an ongoing task and its structure will dynamically evolve together with the project during its lifespan.

The main features of the website are the following:

- RESPONSIVE: The website platform will suit different devices such as mobile, tablet and desktop;
- SOCIAL MEDIA SHARING: The website is prepared to share information with social media networks such as LinkedIn, Twitter and Facebook;
- MAILING LIST SUBSCRIPTION: The website will have available a submission form for newsletter subscription requesting the name and email of the person subscribing.

All of the platform's contents will be reviewed by LOBA regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project





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2.1. Settings

The URL (Uniform Resource Locator) defined for the website is <u>www.icarus-innovation.eu</u>, which presents both the name of the project and one of its most important dimensions, namely, innovation.

The domain selected was *.eu* because of its relevance at the European level and in reference to the fact that it is a European funded project.

2.2. Splash Page

The basic landing page or splash page (6.1.) created for the IcARUS project served as a general introduction to the project while the main website was under development. The page featured a brief introduction to the project, its main objectives, expected outcomes and focus areas, as well as the consortium, information contact, the project's social media and the EC's flag and funding disclaimer.

This simple but attention-grabbing splash page was created with the purpose of communicating and disseminating the project before the official website is launched.

2.3. Official Web Portal

As the website went online, IcARUS' splash page was replaced and no longer exists online.

The website is composed by the following structure (sitemap) and interfaces:





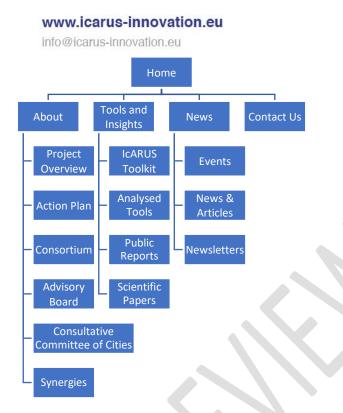


Figure 1 - Website Sitemap

Throughout the website, the footer will acknowledge the Horizon 2020 Programme, alongside the EU flag.

In the next sections we will detail the website's sections and interfaces. It shall be noted that the contents shared in the images in the annex are not the final contents developed in collaboration with Efus, the images serve as a reference mainly with regards to the design.

2.3.1. Homepage

This page will creatively, but objectively, showcase the project and attract the visitors to explore the other pages of the website. The page will feature clickable boxes that will redirect users to the other pages: Project Overview, IcARUS Toolkit, and News.

A pop-up banner appears once the user spends 10 seconds on the website, promoting the newsletter subscription.

In the annex <u>6.2.</u>, the overall display of information for this page can be seen. All layouts of the website that are going to be displayed on the documents are not final.

2.3.2. About

The "About" section (6.3.) briefly introduces the IcARUS project and features six clickable boxes that redirect the user to different subpages, listed below:





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Project Overview

This page ($\underline{6.4.}$) gives an overview of the project, including its main objectives and challenges, as well as its concept, and duration. Since the content that can be read in $\underline{6.4.}$ has not been updated yet. The following is an overview of the text developed for this section:

'The IcARUS project (Innovative AppRoach to Urban Security), is coordinated by Efus, with a consortium of 17 partners.

ICARUS aims to learn from past experiences in urban security policies. The project's main objective is to rethink and adapt existing tools and methods to help local security actors anticipate and better respond to security challenges in the context of:

- A decline of citizens' trust in institutions, local elected officials and other security and prevention actors;
- Drastic budgetary cuts and various contemporary crises that affect local and national authorities;
- The development of smart cities, which implies the effective inclusion of technological innovations in crime prevention.

The project will reassess past and present urban security policies in order to provide technologically and socially innovative tools adaptable to specific local contexts.

The project will develop custom made solutions to security challenges which will incorporate social and technological innovations. Local and regional authorities will be involved in all stages of the project.

The tools will be designed through a constant process of defining, ideating, prototyping, testing, evaluating and adapting by local authorities. This process will ensure that they are effective and meet the collective needs of citizens.

IcARUS is a 4-year project funded under the European Union H2020 programme.'

• Action Plan

On this page (<u>6.5.</u>), the concrete objectives and activities of the project are described, as well as IcARUS' four focus areas, as presented in the text below:

'The specific objectives of the project are to:

- 1. Foster local engagements in the co-producing process of urban security policies
- 2. Foster a coordinated approach and multi-stakeholder decision-making in the design of urban security policies
- 3. Incorporate social and technological innovations into urban security policies





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4. Equip local authorities with forward thinking solutions to better understand and anticipate emerging security challenges.

ICARUS will focus on four areas that have been identified by local and regional authorities as their main security challenges:

- 1. Preventing juvenile delinquency
- 2. Preventing radicalisation leading to violent extremism
- 3. Designing and managing safe public spaces
- 4. Preventing and reducing trafficking and organised crime

These will also be examined in the light of 4 cross-thematic issues: governance and diversification of actors, cyber/tech, gender approaches and internationalisation and cross border issues.'

Consortium

On this page (<u>6.6.</u>), a brief introduction to the project's consortium appears, followed by a list which includes all the partners, their name and logo, as well as more information about them when clicked.

• Advisory Board

On this page (6.7.), all the members of the IcARUS advisory board are listed. Boxes with the partners' names appear and when the user clicks on the name, more information about the partner shows up.

To introduce this page, the following text was developed:

'The Expert Advisory Board supports the implementation of the project. Its members are chosen based on their experience and past work on one or several of the four focus areas and the cross-cutting issues tackled by the project.

They are expected to enrich the process of co-production for the strategic approach to urban security. They bring their intellectual and scientific expertise to the consortium throughout the course of the project.

The Experts will contribute to the dissemination of the results and toolkit developed through the IcARUS project.'





• Consultative Committee of Cities

On this page (<u>6.8.</u>), the following introduction appears: 'A Consultative Committee of Cities and law enforcement agencies (LEA's) supports the implementation of the project. The Committee provides consortium partners with practitioner perspectives and feedback. The Committee thus supports the design and implementation of the tools developed in the project. It has a key role in strengthening multi-level governance and local partnerships. He is also expected to be a central channel of communication and dissemination of the toolkit and the overall results of the project. A greater involvement of cities will allow more end users to benefit from the tools and methods developed in the context of the project, throughout its course.'

The page showcases the cities and local authorities that are members of IcARUS' Consultative Committee of Cities. When clicked, more information about each of them can be accessed.

• Synergies

This page (<u>6.9.</u>) works as a repository of other projects and initiatives related to the IcARUS project. After an introductory paragraph, a list of boxes with the projects' logo appears. Each box is clickable and can provide more information regarding each project. There will be two lists: one for "Related Projects" and other for "Other Initiatives".

To introduce this section, the following appears on the website: 'The uniqueness of the IcARUS project lies in the association of four components: the methodology used, the focus areas tackled, the production of a toolkit and the composition of the consortium. In this regard, IcARUS presents synergies with other EU-funded projects which are also focused on the same priority areas. The expertise and results developed in the context of these projects will benefit IcARUS

2.3.3. Tools and Insights

This main section "Tools and Insights" is subdivided into four sections: IcARUS Toolkit, Analysed Tools, Public Reports and Scientific Papers. First it has an introductory text describing some of the results that are expected to come out of the IcARUS project, as well as a disclaimer informing the user that as soon as these results are ready to be made public, they will be released in this page. There is a clickable box for each subcategory. For now, when clicking the box or moving the mouse over it, it will appear "Coming Soon". Once there's content available for each page, the box will direct the user to the specific page clicked.

Since we don't know the format of the IcARUS Toolkit and Analysed tools yet, these pages will only be designed in the future. For now, only the pages dedicated to Public Reports and Scientific have been developed. However, they are not yet online as no documents are available at this moment to be uploaded.





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Public Reports

On this page (<u>6.10.</u>) all public deliverables will be listed and made available throughout the lifespan of the IcARUS project. The deliverables will be provided in pdf format. This page will also list all future deliverables and mention the status of the deliverables: under review or approved by the European Commission.

• Scientific Papers

All the scientific papers produced in the context of IcARUS will be listed and made available in this section (6.11.). The papers will be listed through their bibliographic reference and, if available by the publisher, the documents itself will be made available through a pdf format or through a link that will direct the user to the document available on a different website (publisher website or conference website, in the case of a conference paper).

2.3.4. News

This page is the entry way of the Events, News and Newsletters pages. First, it has an introductory text summarising what the user can find in the section. Below this text, three clickable boxes will direct the user to this page's subsections:

• Events

This subsection (6.12.) will list all the articles related to events in chronologcal order. Each article will inform the user about past or future events, including a brief description, the date and location, and any other relevant information, image or video.

News & Articles

This page (6.13.) will update the user on the latest news regarding the project. All articles will be listed in chronological order. All news will feature the title and date of publication, as well as space for an introduction, general text, image/gallery/video, etc.

Newsletters

All newsletters will be listed on this page (there will be 16 in total, one every three months). All newsletters will present a title, date, small description and an option to download or view online. This page (6.14.) will also include a form dedicated to newsletter subscription.

2.3.5. Contact Us

Besides a contact form, this page (<u>6.15</u>) also features the project's information email (<u>info@icarus-innovation.eu</u>). It reinforces both the newsletter subscription and social media accounts.





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2.3.6 . Statistics and Monitoring

The IcARUS website will use Google Analytics as its web analytics service to track website traffic and assess useful statistics. This will help optimise the website as well asthe communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Time spent on the website;
- Returning visitors;
- Number of countries.

3. Social Media

LOBA will develop monthly social media plans, one month prior to their publication dates (for example, in January LOBA will develop the social media plan for February, etc.). The social media plans include the copy for the posts for all types of social media channels (Twitter, Facebook and LinkedIn), which covers all the hashtags and mentions, the image/video/gif that will be posted alongside the text, as well as the date of publication.

LOBA has been closely collaborating with the project's coordinator Efus to ensure that the most accurate message is spread across the project's various channels. To guarantee a successful partnership, we have outlined a specific plan, as follows:

- In the <u>first week of the month prior to the social media plan</u>: LOBA will develop the copy for the posts (1 per week in the beginning of the project, 2 per week later on);
- In the <u>second week of the month prior to the social media plan</u>: Efus will review the contents as well as the suggestions for images/GIFs and make any necessary alterations/give further suggestions;
- In the <u>third week of the month prior to the social media plan</u>: LOBA will work on the images/GIFS;
- In the <u>fourth week of the month prior to the social media plan</u>: LOBA will schedule all posts on the various platforms, with the dates defined in the plan;
- LOBA is flexible to do any urgent/additional posts that are not already defined in the plan. The plan exists to ensure constant updates of the social media channels;
- All plans will be made available at the project's Google Drive;
- The first posts have been published in M4 (December 2020).

Although the social media plan is developed a month in advance, any additional posts that are needed can always be added. In the first 6 months of the project, only 1 post per week will be developed (excluding additional retweets and shares), and after that, once there is more content to be disseminated, we will start doing 2 posts per week.





When defining the schedule for the posts, we take into consideration the best days of the week and hours to post.

3.1. Social Media Channels

IcARUS' official social media pages have already been launched. They include <u>Twitter</u>, <u>Facebook</u> and <u>LinkedIn accounts</u>. A <u>YouTube</u> channel has also been created to serve as a repository of the project's videos. The objective of these social media channels is to increase awareness and engagement of the targeted audience.

- Twitter: Besides the posts that are common to all social media channels, Twitter also features the retweet option, allowing the project to continuously share content produced by other accounts. Taking into account the limit of characters, Twitter aims at an appealing, succinct and straightforward communication.
- Facebook: As the largest social media platform in the world, Facebook allows the project to reach a large audience. This social media platform offers interesting features, such as the possibility to create events and groups, as well as the option to live stream, which will be used when necessary.
- The LinkedIn account will target IcARUS' professional stakeholders.

Both LinkedIn and Facebook allow for more detailed content, unlike the short publications on Twitter. This possibility will be fully exploited to disseminate project results in depth. Whenever possible and necessary, the option to share stories will be utilised, especially to keep followers updated about physical events.

If for a specific post the same copy and image fit all social media channels, LOBA will only adapt the size of the image.

Starting on M4, all social media pages will be updated on a weekly basis with posts that cover the project's latest updates, related events, activities or materials, as well as other relevant news or articles that are of interest to the project (e.g. juvenile delinquency in Europe, solutions for fighting criminality in public spaces, etc.).

50% of the monthly posts will serve to promote the project itself and redirect the audience to the IcARUS website. The other half will be dedicated to sharing relevant content regarding the projects' themes (mentioned above), or other related projects and activities. However, the option to share contents not directly related to IcARUS will naturally depend on the project's specific communication needs during the month in question.

Posts related to the project and its results may, when possible and relevant, mention some of the following accounts in order to increase reach:





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- Research Executive Agency: @REA_Research
- DG Research & Innovation: @EUScienceInnov
- DG Migration & Home Affairs: @EUhomeAffairs
- CORDIS: @CORDIS_EU

As well as the hashtags:

- #urbansecurity
- #icarusinnovation
- #securityunion

3.2. Partner's Contribution

To successfully disseminate and communicate the project, partners' contribution is key. Therefore, they are encouraged to share information on the IcARUS project, its activities and results, through their professional social media accounts. They can do so by sharing the project's website, social media pages and posts, as well as use IcARUS handles (@IcarusH2020) whenever promoting the project's latest updates and achievements. Partners have already shared their organisation's social media accounts (listed below) and in some cases their personal accounts.

	Organisation's social media url:
	https://www.linkedin.com/company/european-forum-for-urban-security-
1. Efus	<u>efus-</u>
1. Elus	https://twitter.com/Efusnews
	https://www.facebook.com/efus.page/
	https://twitter.com/fhsalzburg
2. FHS	https://facebook.com/fhsalzburg
	https://www.linkedin.com/school/fhsalzburg
	https://twitter.com/Plus_Ethics
3. +ETHICS	https://www.linkedin.com/company/plus-ethics
	https://www.facebook.com/ErasmusUniversity
	https://www.instagram.com/erasmusuniversity/
4. EUR	https://www.linkedin.com/school/erasmus-university-rotterdam/
	https://twitter.com/erasmusuni
	https://www.youtube.com/user/ErasmusUniversity

Union's Horizon 2020 research and innovation programme under grant agreement No 882749



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5. PANTEION https://www.linkedin.com/groups/13500983/ 6. USAL
7. UNIVLEEDS https://www.facebook.com/universityofleeds/ 8. L. STUTTGART https://www.facebook.com/Stadt.Stuttgart https://www.instagram.com/stuttgart_stadt https://www.instagram.com/stuttgart_meine.stadt/ https://www.instagram.com/stuttgartlhs https://www.facebook.com/RigasPP/ 9. RMP https://twitter.com/RigasPP
7. UNIVLEEDS https://www.facebook.com/universityofleeds/ 8. L. STUTTGART https://www.facebook.com/Stadt.Stuttgart https://www.instagram.com/stuttgart_stadt https://www.instagram.com/stuttgart_meine.stadt/ https://www.instagram.com/stuttgartlhs https://www.facebook.com/RigasPP/ 9. RMP https://twitter.com/RigasPP
7. UNIVLEEDS https://twitter.com/UniversityLeeds https://twitter.com/Stadt.Stuttgart https://twitter.com/stadt.Stuttgart https://twitter.com/stuttgart_stadt https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs https://www.facebook.com/RigasPP/ https://twitter.com/RigasPP 9. RMP
https://www.facebook.com/Stadt.Stuttgart https://twitter.com/stuttgart_stadt https://twitter.com/stuttgart_stadt https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs https://www.facebook.com/RigasPP/ https://twitter.com/RigasPP 9. RMP
8. L. STUTTGART https://twitter.com/stuttgart_stadt https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs https://www.facebook.com/RigasPP/ https://twitter.com/RigasPP 9. RMP
8. L. STUTTGART https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs https://www.facebook.com/RigasPP/ 9. RMP https://witter.com/RigasPP/
8. L. STUTTGART https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartlhs https://www.facebook.com/RigasPP/ 9. RMP https://witter.com/RigasPP/
https://www.instagram.com/stuttgart.meine.stadt/ https://www.youtube.com/user/stuttgartIhs https://www.facebook.com/RigasPP/ https://twitter.com/RigasPP 9. RMP
<u>https://www.youtube.com/user/stuttgartlhs</u> <u>https://www.facebook.com/RigasPP/</u> <u>https://twitter.com/RigasPP</u> 9. RMP
https://www.facebook.com/RigasPP/ https://twitter.com/RigasPP 9. RMP
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9. RMP
9. RMP
https://www.youtube.com/user/RigasPP
https://www.flickr.com/photos/rigaspp
10. ROTTERDAM <u>https://www.facebook.com/gem.rotterdam/</u>
https://www.facebook.com/VilledeNice/
11. NICE
https://twitter.com/villedenice
https://twitter.com/CamaraLisboa
https://www.facebook.com/camaradelisboa/
12. CML
https://www.linkedin.com/company/camaralisboa/
https://www.instagram.com/camara_municipal_lisboa/?hl=en_
13. PLTO <u>http://www.comune.torino.it/vigiliurbani/</u>
14. MAKESENSE https://www.facebook.com/makesensefrance/?brand_redir=27905006879
<u>2</u>
https://twitter.com/eurocircle_eu
15. EUROCIRCLE <u>https://fr-fr.facebook.com/eurocircle.marseille</u>
15. LONOCINCLE Inteps.//II-II.iacebook.com/eurocircle.marsenie
https://www.instagram.com/eurocirclemarseille/





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https://fr.linkedin.com/company/eurocircle-europedirect https://twitter.com/Idiap_ch https://www.linkedin.com/company/idiap-research-institute 17. KEMEA https://www.linkedin.com/company/center-for-security-studies-kemea-		
16. IDIAP https://www.linkedin.com/company/idiap-research-institute		https://fr.linkedin.com/company/eurocircle-europedirect
https://www.linkedin.com/company/idiap-research-institute		https://twitter.com/Idiap_ch
17. KEMEA <u>https://www.linkedin.com/company/center-for-security-studies-kemea-</u>	IO. IDIAP	https://www.linkedin.com/company/idiap-research-institute
	17. KEMEA	https://www.linkedin.com/company/center-for-security-studies-kemea-/
https://www.facebook.com/LOBA.eu		https://www.facebook.com/LOBA.eu
https://www.linkedin.com/company/loba-eu/		https://www.linkedin.com/company/loba-eu/
18. LOBA <u>https://twitter.com/loba_cx</u>	18. LOBA	https://twitter.com/loba_cx
https://www.linkedin.com/company/loba-cx/		https://www.linkedin.com/company/loba-cx/
https://www.facebook.com/LOBA.cx		

Table 1 - Consortium's social media url

3.3. Social Media Visuals

All Social Media visuals will be cohesive and showcase the project's identity. Therefore, LOBA will design tailored banners, illustrations, GIFs, graphics (etc.) whenever necessary, for posts, or social media profile and cover images.

The creation of all social media visuals follows a specific work order. First, the copywriter and the communication manager of the project define the content shared on all platforms. When writing the copy, the copywriter will leave some notes regarding the image: for example, the text, in case the image needs copywriting, the suggestion of an image, as well as any specific logos that the image should showcase. After this, the designer will turn these notes into an image that showcases the project's identity.

When a post is about the project itself, an IcARUS event or specific outcome, an image with the project's identity, logo and EC flag will be created.

If the post is about a related project, a default image with a frame is created and inside that frame the relevant logos are displayed.





3.4. Social Media Campaigns

Paid social media campaigns will be developed for Facebook, Twitter and LinkedIn whenever there is an important milestone/deliverable/achievement/event to announce. The main objective of these ads is to increase the number of followers, increase the number of contacts in the contact list, as well as increase website traffic. Social Media statistics will be closely and regularly monitored and analysed, to identify any need for improvement, or adjust the strategy implemented for each target group.





4. Conclusion

The official website of the IcARUS project can be viewed at <u>www.icarus-innovation.eu</u>. Both the content and structure of the web portal will be updated, maintained and improved when needed. The progress of the project will be closely monitored and reflected in the project's website.

The link for the website will be included in all promotional materials and communications developed and conducted in the framework of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, to reach different types of audiences, and to direct them towards IcARUS' official website.

The use of google analytics will help to monitor the performance and improve the communication and dissemination strategy.

Regarding the project's social media channels, they will be continuously updated in order to reflect the progress of the project. They will serve as a practical tool to ensure the constant communication between IcARUS and its partners. All project's visuals will ensure the dissemination of the project's identity.

Paid social media campaigns will guarantee that the project's content and outcomes reach the target audiences.





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5. Annex

5.1. Splash Page





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5.2. Website: Homepage





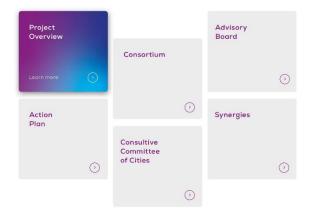


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5.3. Website: About



what we are doing



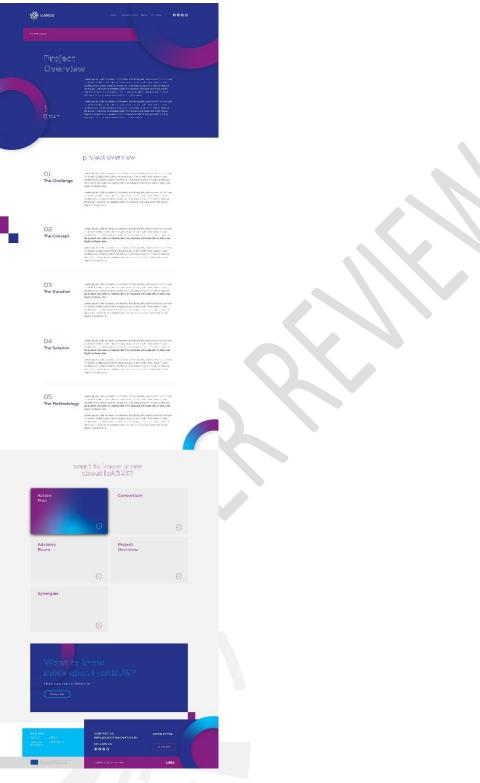






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5.4. Website: Project Overview







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5.5. Website: Action Plan

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5.6. Website: Consortium

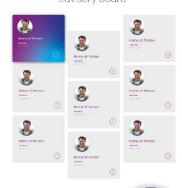
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5.7. Website: Advisory Board













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5.8. Website: Consultative Committee of Cities









Wart to know More about lcARUS? New box attents







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5.9. Website: Synergies



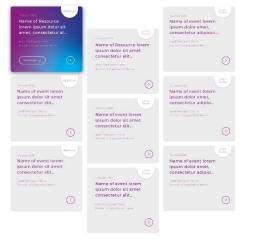




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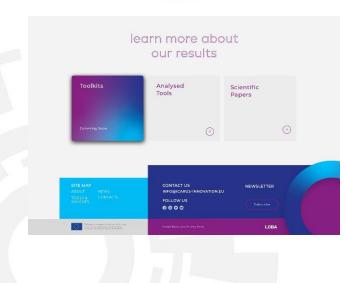
5.10. Website: Public Reports





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5.11. Website: Scientific Papers



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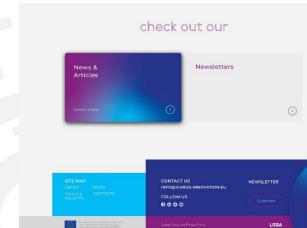


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5.12. Website: Events



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5.13. Website: News & Articles







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5.14. Website: Newsletters



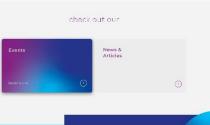
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5.15. Website: Contact Us

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 882749			



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