



## 5G ExPerimentation Infrastructure hosting Cloud-native Netapps for public proTection and disaster RELief

Innovation Action – ICT-41-2020 - 5G PPP – 5G  
Innovations for verticals with third party services

### D6.5: Project Website and Social Networks

Delivery date: March 2021

Dissemination level: Public

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## Document Information

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Document Lead	Yerasimos Yerasimou (EBOS)
Contributors	Christos Skoufis (EBOS) Maria-Andrea R. Anastasi (EBOS)
Internal Review	Dimitris Xenikos (NOVA) Laurent Drouglazet (ADS)

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## Document history

Version	Date	Changes	Contributor(s)
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V2.0	03/12/2021	Revisions after quality review and final version for submission	Kostas Apostolakis (FORTH)

## Project Partners

Logo	Partner	Country	Short name
	AIRBUS DS SLC	France	<b>ADS</b>
	NOVA TELECOMMUNICATIONS SINGLE MEMBER S.A.*	Greece	<b>NOVA</b>
	Altice Labs SA	Portugal	<b>ALB</b>
	Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V.	Germany	<b>HHI</b>
	Foundation for Research and Technology Hellas	Greece	<b>FORTH</b>
	Universidad de Malaga	Spain	<b>UMA</b>
	Centre Tecnològic de Telecomunicacions de Catalunya	Spain	<b>CTTC</b>
	Istella SpA	Italy	<b>IST</b>
	One Source Consultoria Informatica LDA	Portugal	<b>ONE</b>
	Iquadrat Informatica SL	Spain	<b>IQU</b>
	Nemergent Solutions S.L.	Spain	<b>NEM</b>
	EBOS Technologies Limited	Cyprus	<b>EBOS</b>
	Athonet SRL	Italy	<b>ATH</b>
	RedZinc Services Limited	Ireland	<b>RZ</b>
	OptoPrecision GmbH	Germany	<b>OPTO</b>
	Youbiquo SRL	Italy	<b>YBQ</b>
	ORamaVR SA	Switzerland	<b>ORAMA</b>

\* Please note that ELLINIKI ETAIRIA TILEPIKOINONION KAI TILEMATIKON EFARMOGON AE (FNET) has changed its legal name to NOVA TELECOMMUNICATIONS SINGLE MEMBER S.A. (NOVA)

## List of abbreviations

Abbreviation	Definition
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
GUI	Graphical User Interface
KOM	Kick-Off Meeting
KPI	Key Performance Indicator
UC	Use Case
WP	Work Package

## Executive summary

The current document provides a detailed description and analysis of the project's website and social media accounts which can be considered as the project's online presence. The description and analysis include the methodology behind the design and implementation of a dynamic, modern and user-friendly website with multi-browser and multi-device compatibility. The first version of the website is ready and publicly available, already at M01, at <https://www.5gepicentre.eu/>. Moreover, the website's administration is also described in this document along with Google Analytics presenting the website's traffic.

Access to the social media accounts is also provided through this document. LinkedIn, Twitter and YouTube accounts have already been set up and are accessible via the project website and the links presented below:

- <https://www.linkedin.com/company/5g-epicentre-project/>
- <https://twitter.com/5Epicentre>
- [https://www.youtube.com/channel/UCr9lQ5VhhM\\_daVh-QNG2H8g](https://www.youtube.com/channel/UCr9lQ5VhhM_daVh-QNG2H8g)

The website's content, as well as that for the social media accounts, will be continuously updated with dissemination material (*i.e.*, meetings, publications, results, *etc.*) until the completion of the project.

All the above-mentioned links to access the project's social media accounts were provided to the Consortium during the Kick-Off Meeting (KOM), which took place via teleconference on the 2nd and 5th February 2021.

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## 1 Introduction

The deliverable D6.5 “Project website and social networks” is part of Work Package (WP) 6 “Impact-driven dissemination and exploitation activities”. D6.5 specifically reports on the construction and publishing of the project’s official website and the setup of the accounts on LinkedIn, Twitter and YouTube.

The deliverable is of significant importance, since it marks from an early stage the “online” dissemination activity and the initial web presence and visibility of 5G-EPICENTRE. The first website version was set up prior to the start of the project, finalised in M1 (January 2021) and is continuously updated; this is an action that will continue until the end of the project.

### 1.1 Mapping of project’s outputs

The purpose of this section is to map 5G-EPICENTRE Grant Agreement (GA) commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

Table 1: Adherence to 5G-EPICENTRE’s GA Deliverable & Tasks Descriptions

5G-EPICENTRE Task	Respective Document Chapters	Justification
T6.3: Impact-driven dissemination and communication activities  <i>“It will further develop the 5G-EPICENTRE visual identity, comprising of a revised logo and style guidelines for on-line and offline publications, such as the project website [...]”</i>	2 – Project website	Description of the project’s website. In addition, the methodology followed during the website design and implementation is presented. The administration of the website and the use of Google Analytics showing the website traffic are also mentioned.
	3 – Social media accounts	This section presents the project’s social media accounts.

### 1.2 Deliverable overview and report structure

Based on the objectives and work carried out under Task 6.3, the document starts with the Executive Summary followed by the introduction of the document in Section 1. Section 2 provides an extensive description of the project’s website, including the development methodology used along with content and screenshots for each page. Section 2 also provides a variety of Google Analytics results for the website along with a description on how the administration of the website can be performed (*i.e.*, update content, add-remove pages, *etc.*). Section 3, includes relevant information about social media accounts of the project (LinkedIn, Twitter and YouTube). Finally, Section 4 presents the conclusions.

### 1.3 Adherence to 1<sup>st</sup> EC review comments and recommendations

This section summarises 5G-EPICENTRE responses and document updates following the EC review that took place on 7 July 2021. All reviewers’ comments were effectively taken under consideration and details for each (and the related document updates) have been included in Table 2.

Table 2: Adherence to 1st EC review comments and recommendations

Review comment(s) (as provided by the reviewers)	5G-EPICENTRE Adherence and Document Update (short reply and reference to the chapter that details the reply)
<i>“The deliverable is just a letter indicating that the website and social networks are active. This is not considered adequate even though the main deliverable should be the site and social media networks themselves”.</i>	As per reviewer’s request, a report on the website and social media accounts has been created (present document).
<i>“There is no boilerplate identifying this document, and no description about their content, how it is structured and how it will be used to increase dissemination and engagement of external stakeholders. This is important considering the current limitations established by Covid. There should be a formal document with the same structure as a regular deliverable document”.</i>	As per reviewer’s request, a report on the website and social media accounts has been created. The content of the deliverable focuses on the implementation of the website, what information exists there, along with the social media channels.
<i>“The project has an adequate website and is active on social media (LinkedIn and Twitter). However, at the time of writing this review, important information is missing like the project’s brochure or leaflet. A first newsletter has been produced with limited content”.</i>	The project website content has been updated, currently including the rollup banner and factsheet, which can be accessed through the following link: <a href="https://www.5gepicentre.eu/brochures-flyers/">https://www.5gepicentre.eu/brochures-flyers/</a>
<i>“The design of the news section could be improved as well as header for the news since they are reduced and it is not possible to know the content of some news unless clicking on the corresponding link”.</i>	On the homepage, a section has been added with the newsfeed from project’s Twitter account. All news and events are on a separate page under the dissemination option in the site’s main menu.
<i>“No videos have been produced yet. Although it is early in project execution, an introductory video to present the project, activities and expected outcomes should be produced asap for multimedia and online dissemination”.</i>	Two videos have been created; one introducing the project <sup>1</sup> and one presenting Use Case 4 <sup>2</sup> . Those videos are available on both the project’s YouTube channel and the project website.

<sup>1</sup> [https://www.youtube.com/watch?v=OFg\\_x3vLax0&t=18s](https://www.youtube.com/watch?v=OFg_x3vLax0&t=18s)

<sup>2</sup> <https://www.youtube.com/watch?v=8-aqK0eJHQo&t=15s>

## 2 Project website

This section provides a detailed description of the 5G-EPICENTRE website that has been developed to serve as the public presence of the project. It is a website that utilises state of the art web development technology and design, in order to deliver content-rich information to the site visitors. The 5G-EPICENTRE website is part of the dissemination activities undertaken for this project and can be accessed using the following the link <http://www.5gepicentre.eu/>.

Content addition/modification to the website is handled by project partner EBOS. Specifically, any content-related process is submitted to the Dissemination and Communication manager of 5G-EPICENTRE (Ioannis Markopoulos, NOVA), who then provides all the relevant information to EBOS. The website update procedures, including editing, validating and publishing of the content, are handled by EBOS project manager, Yerasimos Yerasimou.

### 2.1 Methodology for website construction and development

For the design and implementation of the 5G-EPICENTRE official website, user interface design principles and user experience have been considered. 5G-EPICENTRE's modern interface uses the latest web technologies to achieve multi-browser and multi-device compatibility. In addition to that, the 5G-EPICENTRE web interface is fully responsive, user friendly, offers quality user experience and delivers content-rich information to the visitor. That means that the user is able to access the 5G-EPICENTRE website using a smartphone, a tablet, a desktop PC or laptop and have easy access to the content. Both the design and implementation process follow a user-centred process, to build an interface that is efficient and easy to use.

Furthermore, the following Graphical User Interface (GUI) Design Principles<sup>3</sup> were adopted in the 5G-EPICENTRE website interface design and implementation:

- **Clarity:** The interface is visually, conceptually and linguistically clear;
- **Comprehensibility:** The interface is easily understood and it is easy for users to navigate through the website;
- **Consistency:** The interface looks, acts, and operates consistently throughout;
- **Control:** The user controls the interaction:
  - Actions result from explicit user requests.
  - Actions are performed quickly.
  - Actions are capable of interruption or termination.
  - The user is never interrupted for errors.
- **Efficiency:**
  - Minimises the user's eye and hand movements;
  - Transitions between various system controls flow easily and freely;
  - Navigation paths are as short as possible ensuring that users never lose their work as a result of an error on their part.
- **Simplicity:**
  - Provides an interface that is as simple as possible;
  - Makes common actions simple at the expense of uncommon actions being made harder;
  - Provides uniformity and consistency.

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<sup>3</sup> [https://en.wikibooks.org/wiki/GUI\\_Design\\_Principles](https://en.wikibooks.org/wiki/GUI_Design_Principles)

Technologies of HTML5, CSS3 and JavaScript were adopted during the implementation of the interface to archive the responsive result, cross browser and multi-device compatibility.

## 2.2 Website structure

The structure shown in Figure 1 was followed for the 5G-EPICENTRE website. It was designed in such way to portray all of the project's vital information, as well as future news and developments. For producing the website structure, the mapping tool SlickPlan<sup>4</sup> was used.

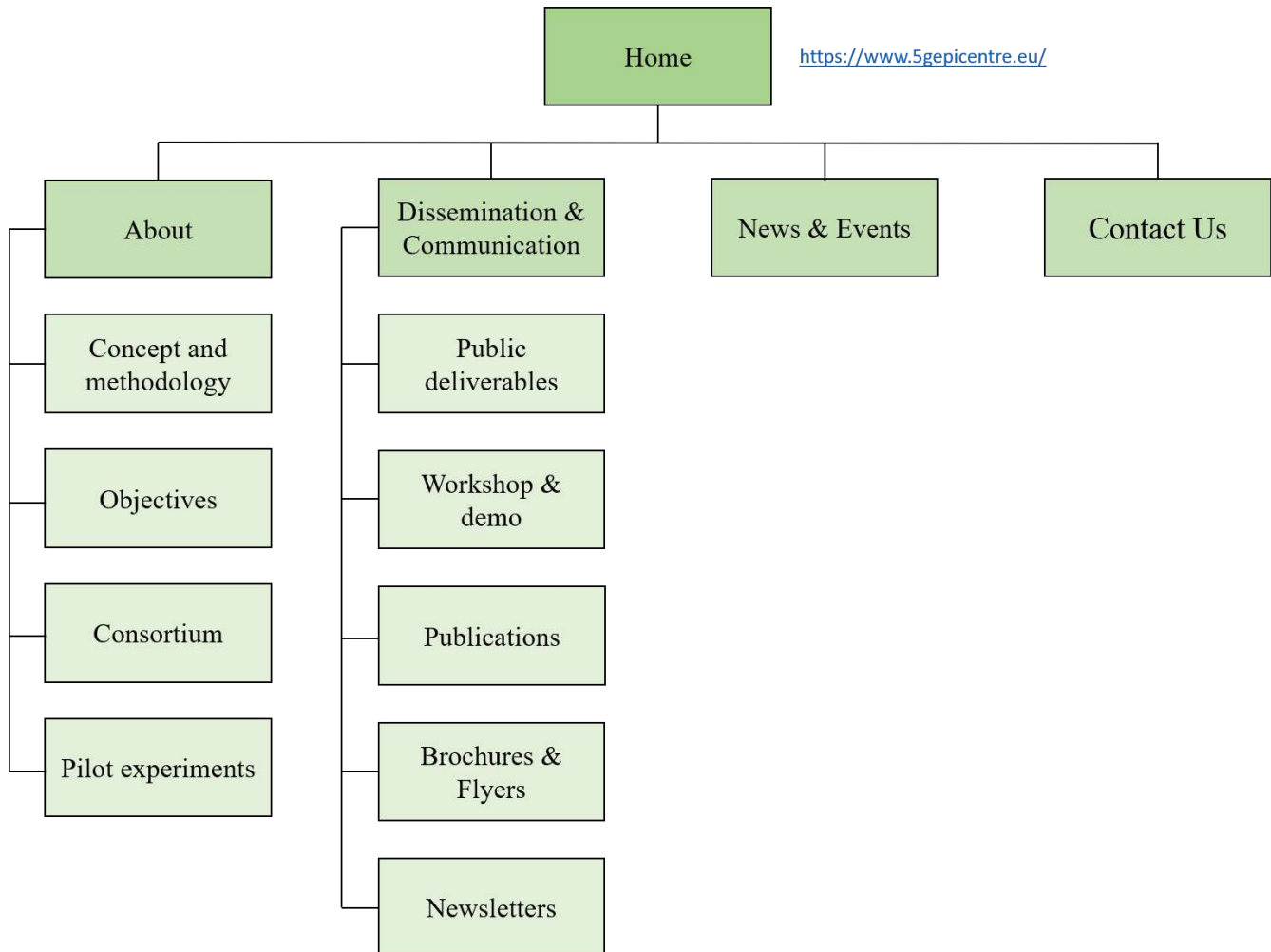


Figure 1: Site map of 5G-EPICENTRE

## 2.3 Website content and screenshots

The homepage of 5G-EPICENTRE website is the one appearing first once the user enters it. A screenshot from the website's homepage is shown in Figure 2. As observed, the homepage includes a header that hosts links to all social media accounts of the 5G-EPICENTRE project on LinkedIn, Twitter and YouTube. The header is accessible from all website's pages, as it has been designed in order to simplify the navigation process within it. Moreover, the project logo is part of the header section, and can be used as a shortcut, by redirecting the user to the homepage when pressed.

<sup>4</sup> <https://slickplan.com/>



Figure 2: Website homepage



Figure 3: 5G-EPICENTRE website list of objectives

Furthermore, the homepage includes visual illustrations relevant to the project, key project information and facts, along with a “Read more” button that redirects the visitor to a more comprehensive page, which includes details of 5G-EPICENTRE. Scrolling down the homepage, users can view the project’s objectives, as shown in Figure 3, news and events, consortium partners and a section for subscription to the project newsletter.

The “Read more” button leads to the “About Us” page, which can also be accessed via the header (Figure 4). This page also acts as a hub for the “Concept and Methodology”, “Objectives”, “Consortium” and “Pilot Experiments” pages.

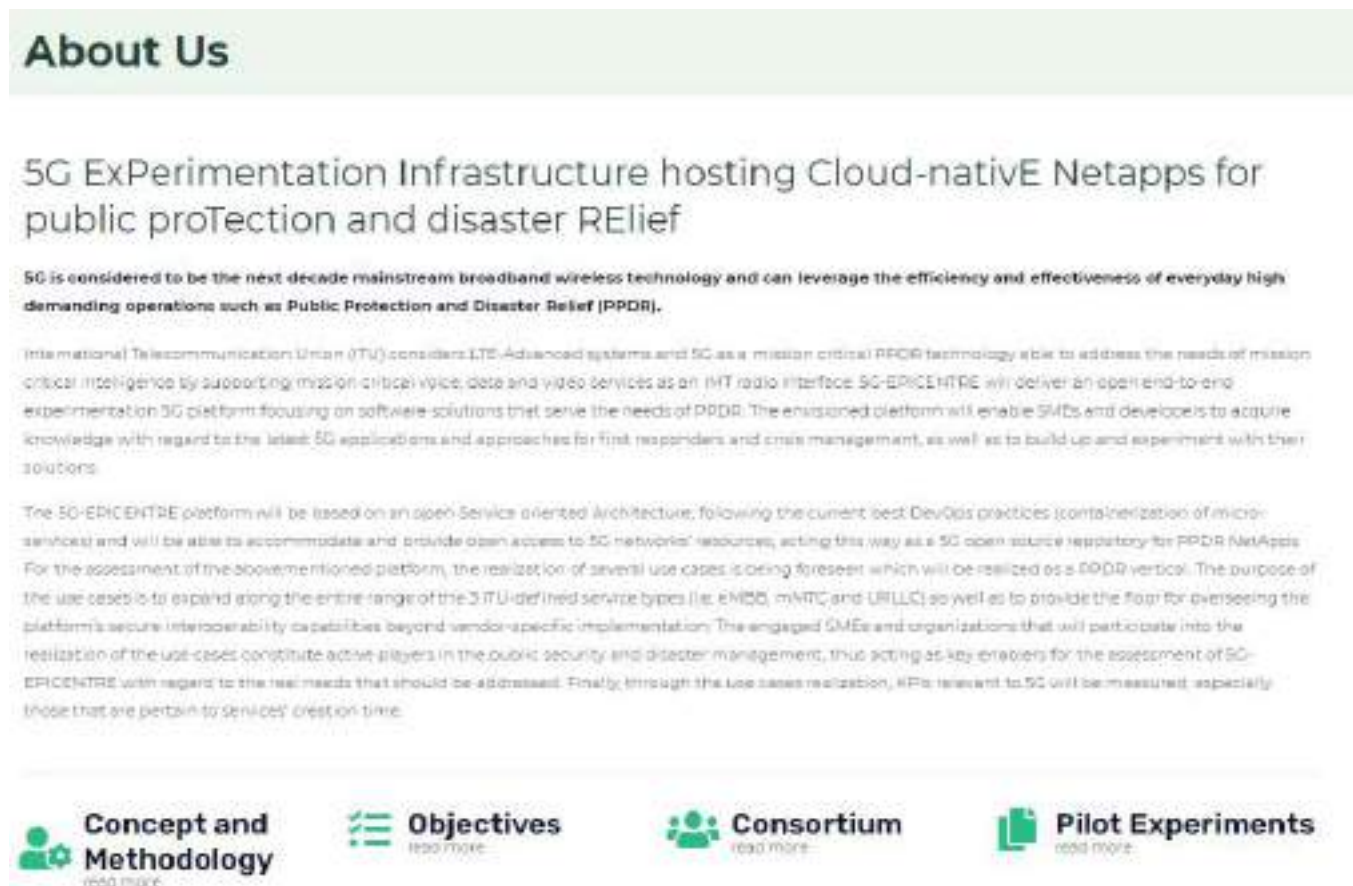


Figure 4: 5G-EPICENTRE “About” page

Information regarding the concept on which 5G-EPICENTRE is based, as well as the methodology that will be followed throughout the project are available on the “Concept and Methodology” page (Figure 5).

The “Objectives” page, presented in Figure 6, lists the six objectives of the 5G-EPICENTRE project.

In Figure 7, the “Consortium” page, where all the participating partners are presented, is shown. By clicking on the logo of the partners, the user is transferred to the partners’ websites.

The “Pilot Experiments” page has information related to the experimentation that will be conducted throughout the project, as well as a list of the eight Use Cases (UCs) that will be examined. In Figure 8, all 5G-EPICENTRE UCs are shown, as illustrated on the “Pilot Experiments” page.

In Figure 9 the “Dissemination & Communication” page is presented. In a similar fashion to the “About Us” page, shown in Figure 4, this page is utilised as a hub for the “Public Deliverables”, “Workshops & Demo”, “Publications”, “Brochures & Flyers”, and “Newsletters” pages.

The “News & Events” page, shown in Figure 10, is constantly updated with related news and project developments throughout the project’s lifespan, as well as after its end.

## Concept and Methodology

### The Concept

The EPICENTRE concept is a joint effort of all partners and researchers for the development of a 5G ecosystem. The main goal is to create a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem. The main goal is to create a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.

1. Develop a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.
2. Develop a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.
3. Develop a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.
4. Develop a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.

### Methodology

The methodology of the EPICENTRE project is based on a combination of top-down and bottom-up approaches. The top-down approach involves the development of a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem. The bottom-up approach involves the development of a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.

The methodology of the EPICENTRE project is based on a combination of top-down and bottom-up approaches. The top-down approach involves the development of a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem. The bottom-up approach involves the development of a 5G ecosystem that is able to meet the needs of all stakeholders in the 5G ecosystem.



Figure 5: 5G-EPICENTRE “Concept and Methodology” page



## Objectives

The 5G-EPICENTER objectives are:

01. Build an end-to-end 5G experimentation platform specifically tailored to the needs of the public safety and emergency response market players.
02. Pilot 5G systems in PPDR-based trials, successfully demonstrating 5G-EPICENTRE onboarded apps as a crucial communications accompaniment to public safety/mision-critical communications technologies.
03. Cultivate a '5G Experiments as a Service' model, which will enable developers and SMEs to experiment with PPDR applications in parameterized, easily repeatable, and shareable environments.
04. Facilitate automation, continuous deployment and multi-access edge computing supported by containerized network functions, so as to reduce service creation time and time-to-market for 5G solutions.
05. Leverage Artificial Intelligence for achieving cognitive experiment coordination and lifecycle management, including dynamic 5G slicing, application awareness and insightful ML-driven analytics.
06. Implement impact-driven dissemination, standardisation and exploitation.



Figure 6: 5G-EPICENTRE “Objectives” page

## Consortium

Project Coordinator:

**AIRBUS**

AIRBUS DEFENCE SPACE SLC

Mr. Jean-Michel Duquerrois

Project Director

Consortium

**Forthnet**

ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΙΑ  
ΤΗΛΕΠΙΚΟΙΝΩΝΙΑΣ ΚΑΙ  
ΤΗΛΕΜΑΤΙΚΩΝ ΕΦΑΡΜΟΓΩΝ ΑΕ

**FORTH**

FOUNDATION FOR RESEARCH  
AND TECHNOLOGY - HELLAS  
(FORTH)

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EV.

**RedZinc**

REDZINC SERVICES LIMITED



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**nemergent**  
solutions

NEMERGENT SOLUTIONS SL

**ORama** VR

ORAMA VR SA SERVICES

**CTTC**<sup>3</sup>

CENTRE TECNOLÒGIC DE  
TELECOMUNICACIONS DE  
CATALUNYA

**ONESOURCE**  
cloud solutions

ONE SOURCE CONSULTORIA  
INFORMATICA LDA

**Opto**  
Precision

OPTOPRECISION GMBH

**YOUBIQUO**







YOUBIQUO SRL

**istella**

ISTELLA SPA

Figure 7: 5G-EPICENTRE “Consortium” page

## 5G-EPICENTRE Use cases | PPDR Vertical

 Multimedia Mission Critical (MC) Communication and Collaboration Platform <b>Airbus DS SLC</b>	 Multi-agency, multi-deployment MC communications & dynamic service scaling <b>Nemergent Solutions</b>	 Ultra-reliable drone navigation and remote control <b>Fraunhofer HHI</b>	 IoT for improving first responders' situational awareness and safety <b>OneSource</b>
 Wearable, mobile, point-of-view, wireless video service delivery <b>RedZinc</b>	 Fast situational awareness and near real-time disaster mapping <b>OPTO Precision</b>	 Augmented Reality and AI wearable electronics for PPDR <b>Youbiquo</b>	 AR-assisted emergency surgical care <b>ORamaVR</b>





 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement No 101016521


Figure 8: UCs as shown in 5G-EPICENTRE “Pilot Experiments” page

## Dissemination & Communication

  
 Public Deliverables

  
 Workshops & Demos

  
 Publications

  
 Brochures & Flyers


  
 Newsletters

Figure 9: 5G-EPICENTRE “Dissemination & Communication” page

## News & Events

**5G EPICENTRE at IEEE MeditCom**

A virtual workshop on 5G experimentation facilities, vertical trials and...

[Read More](#)


September 3, 2021

**5G EPICENTRE Project contributed to the European 5G Annual Journal that is now released!**

5G EPICENTRE Project contributed to the European 5G Annual Journal that is now released! The project...

[Read More](#)

June 1, 2021



**RedZinc conducted a 5G wearable video demonstration at the University of Malaga**

RedZinc conducted a 5G wearable video demonstration at the University...

[Read More](#)

May 31, 2021

**The 5G-EPICENTRE Project is accepted for presentation at the 2021 EuCNC & 6G Summit-VAP!**

The 5G-EPICENTRE Project is accepted for presentation at the 2021...

[Read More](#)

April 13, 2021

**5G experimentation infrastructures for PPDR**

We would like to invite you to participate in a...

[Read More](#)


April 7, 2021

**Smart Networks and Services Partnership to Help Lead Europe into 6G**

Read the exciting article titled "Smart Networks and Services Partnership..."

[Read More](#)

March 24, 2021




**5G-EPICENTRE Kick off post**

5G-EPICENTRE kicked off in a 2-day teleconference held on Feb...

[Read More](#)

February 9, 2021



**IEEE MeditCom - 5G experimentation facilities**

CALL FOR PAPERS for the jointly organized workshop on 5G...

[Read More](#)

April 1, 2021

**WEBINAR Invitation "New 5G Core Technologies Innovation Projects"**

WEBINAR "New 5G Core Technologies Innovation Projects" will take place...

[Read More](#)

February 11, 2021

Figure 10: 5G-EPICENTRE “News & Events” page

Finally, the “Contact Us” page, shown in Figure 11, provides users with the ability to get in touch with the Project Coordinator, ADS, who is responsible for any type of formal communication on behalf of the project. By using the contact form, any requests are sent directly to the Project Coordinator.

The personal data collected through this contact form is processed lawfully, fairly and in a transparent manner in relation to the data subject, and in full compliance with the European Union (EU) General Data Protection Regulation (GDPR).

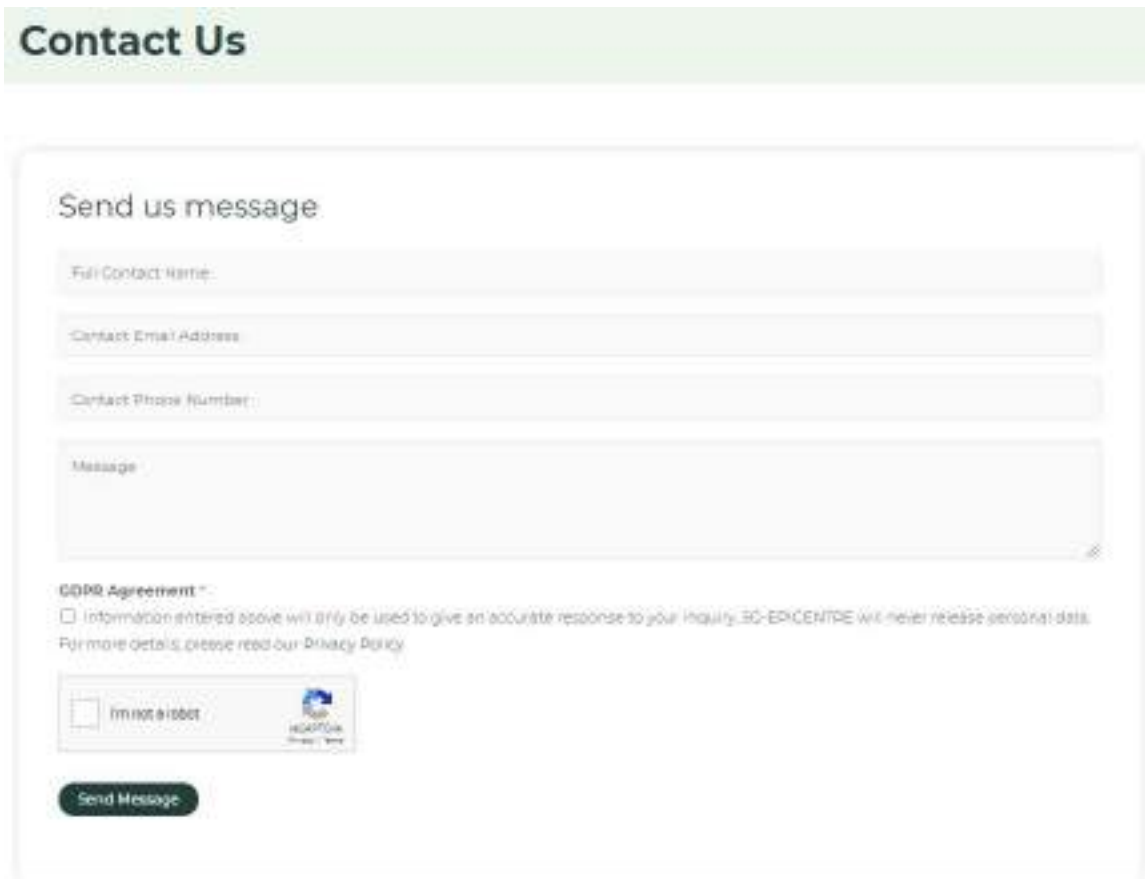


Figure 11: 5G-EPICENTRE “Contact Us” page

## 2.4 Personal data management

When visiting the website for the first time, a prompt to accept the website cookies via an “accept cookies” button is available (Figure 12). The Terms of Service and the Privacy Policy used on the website are aligned with the GDPR. Both the Terms of Service and the Privacy Policy are publicly available and are accessible from the homepage.

Figure 13 shows a screenshot from the Privacy Policy on the 5G-EPICENTRE website. The links to the Terms of Service, Privacy Policy and Cookies Policy are the following:

- Privacy Policy: <https://www.5gepicentre.eu/privacy-policy/>
- Terms of Service: <https://www.5gepicentre.eu/terms-of-service/>
- Cookies Policy: <https://www.5gepicentre.eu/cookies-policy/>

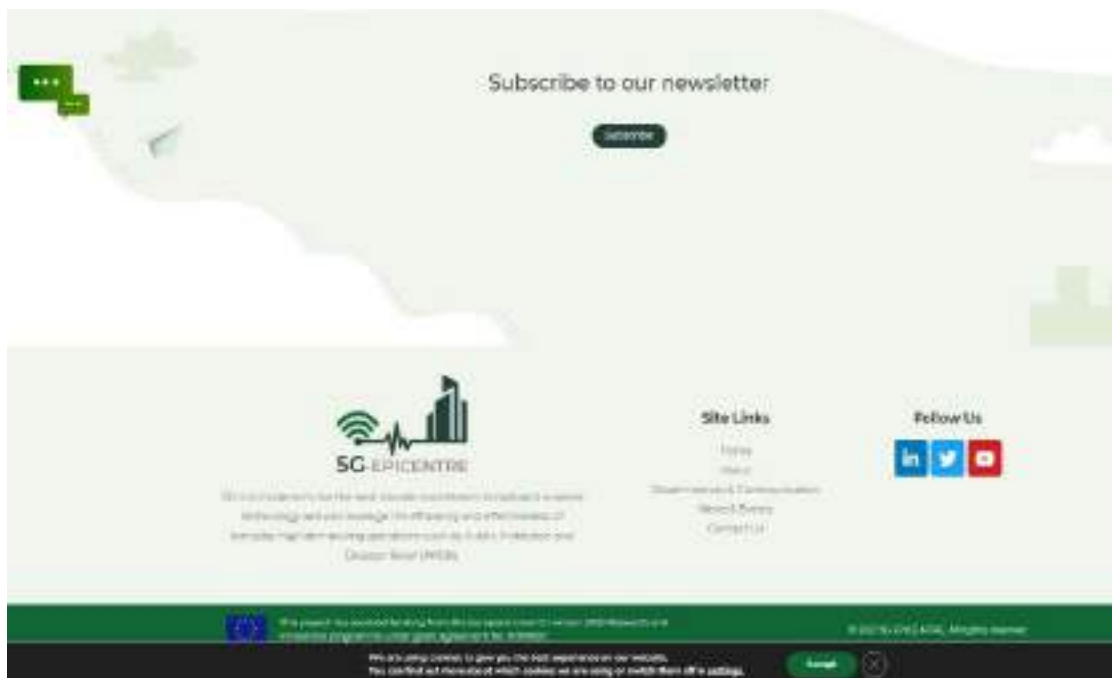


Figure 12: Prompt to accept cookies

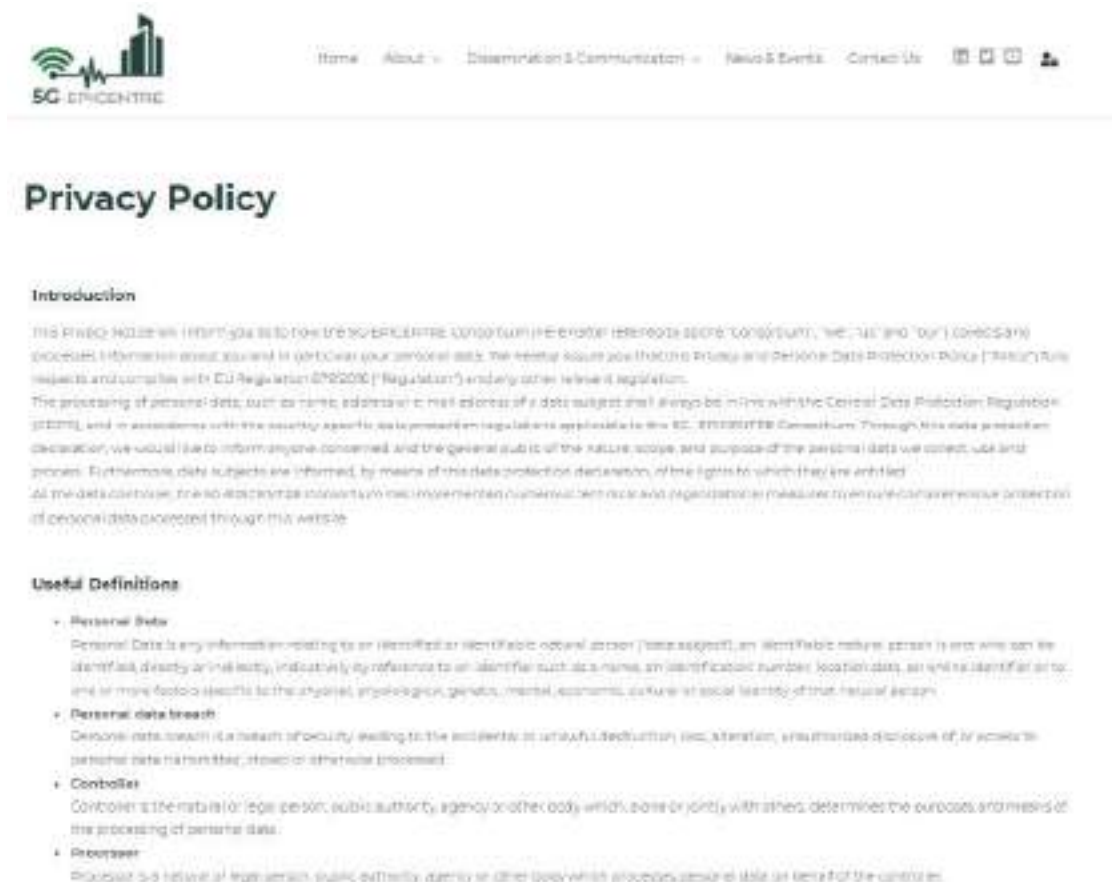


Figure 13: Screenshot of Privacy Policy on 5G-EPICENTRE website

## 2.5 Google Analytics website traffic

Google Analytics is a free web analytics service offered by Google that tracks the website traffic and reports the results through Key Performance Indicators (KPIs). The 5G-EPICENTRE website is registered in Google Analytics, which offers a vast number of reports. In Figure 14 and Figure 15, the Google Analytics dashboard and demographic details are shown, respectively. Through Google Analytics, data with regard to the project website traffic can be obtained.

The social media accounts traffic is monitored by their respective analytics engine, *i.e.*, LinkedIn analytics for LinkedIn, Twitter analytics for Twitter and Google Analytics for YouTube.

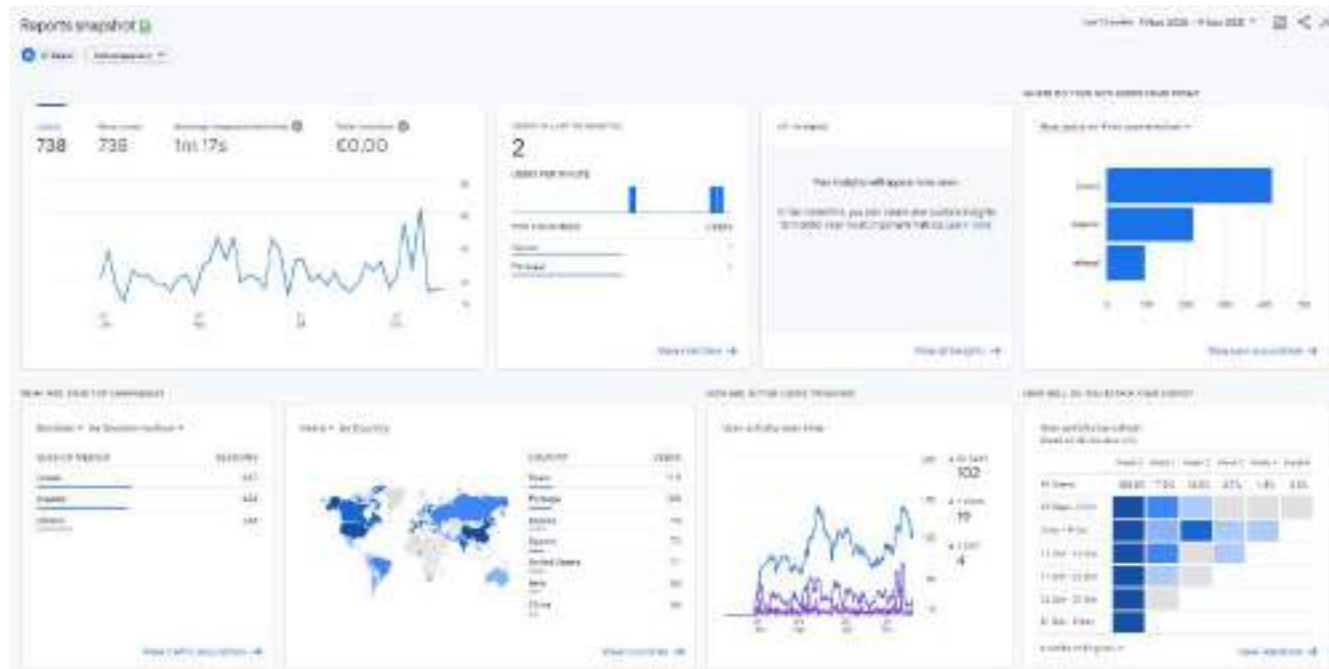


Figure 14: Google Analytics dashboard

Country	Visits	New Users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversion	Total revenue
Subtotal	742	742	820	58.7%	1.18	1m 17s	9,442	0.00	€0.00
1 Spain	114	110	131	57.9%	1.15	1m 18s	1,340	0.00	€0.00
2 Portugal	119	100	100	75.7%	1.23	1m 46s	1,321	0.00	€0.00
3 France	79	79	121	78.5%	1.53	1m 25s	1,195	0.00	€0.00
4 Cyprus	71	71	102	68.7%	1.59	1m 23s	2,137	0.00	€0.00
5 United States	71	71	11	14.8%	1.16	1m 16s	185	0.00	€0.00
6 Italy	64	64	83	63.8%	1.62	1m 28s	760	0.00	€0.00
7 China	46	46	6	12.8%	1.13	1m 12s	194	0.00	€0.00
8 Germany	32	32	29	91.7%	2.91	1m 51s	290	0.00	€0.00
9 Canada	28	28	1	3.5%	1.03	1m 17s	181	0.00	€0.00
10 France	26	26	34	127.4%	1.00	1m 18s	289	0.00	€0.00

Figure 15: Site demographics details

## 2.6 Website administration

This section describes the administration site of the project website. The website has been built using WordPress (version 5.4.2). WordPress is a web-based software widely used for website designs with an emphasis on accessibility, performance, security, and ease of use. WordPress is GDPR compliant and offers a large database of plugins to be used which are always updated with new trends and they are user-friendly. The WordPress platform is hosted by Bluehost, a web hosting solutions provider. Bluehost always installs the latest version of WordPress so that all the recent features are available on the 5G-EPICENTRE website.

By using the WordPress, the administrator can create a new page, rename or delete an existing page, along with the option to change the content of an existing page. The administrator may also see and edit the “Menu items” and “Menu Structure”. A screenshot of the “Publications” page, where the content of the page can be edited by using the WordPress Elementor, is shown in Figure 15.

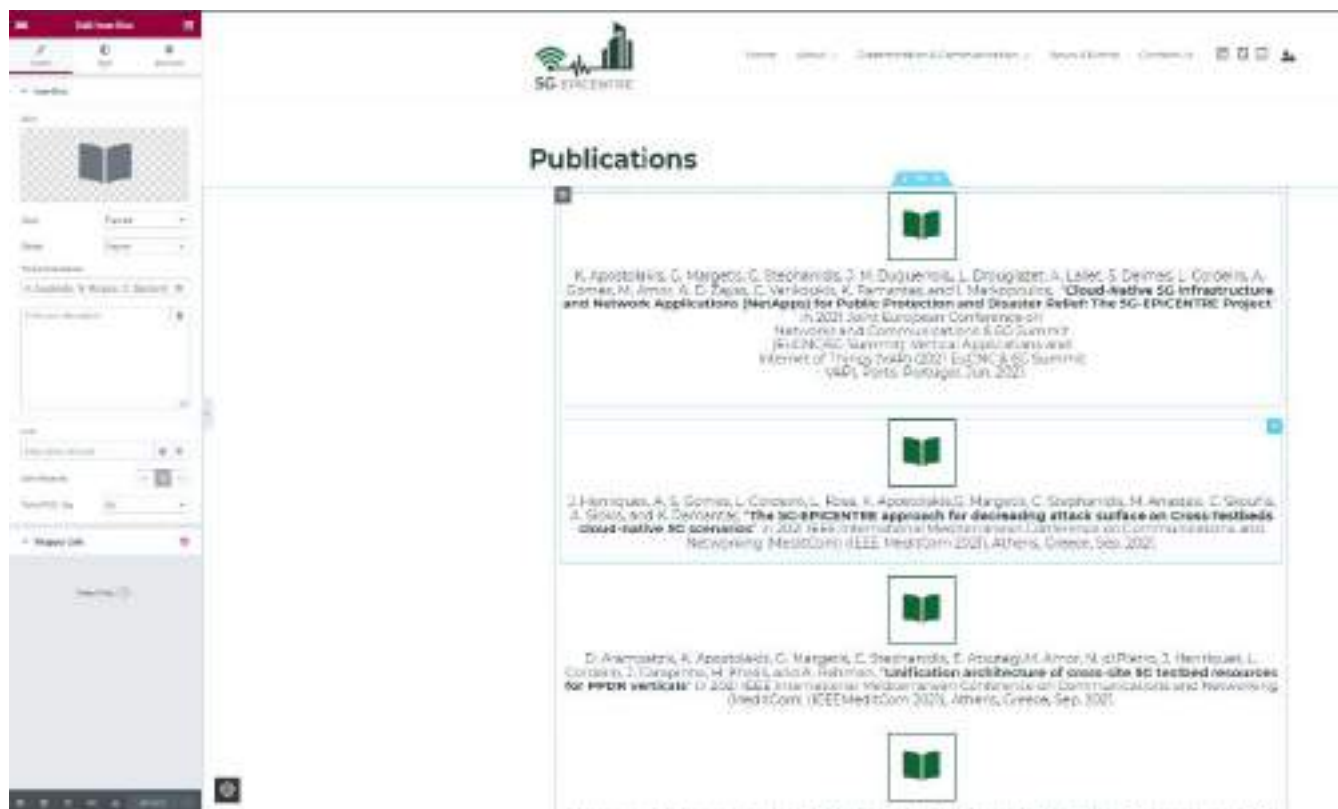


Figure 16: Editing of “Publications” page in WordPress Elementor



### 3 Social media accounts

In this section, the social media platforms utilised as dissemination tools for reaching out to the audience regarding developments and activities of 5G-EPICENTRE are discussed. The project is based on three social media platforms, which are Twitter, LinkedIn and YouTube. Through the aforementioned social media platforms engagement with stakeholders and wider audience interested in the field where 5G-EPICENTRE is active can be achieved. Especially considering Covid-19 restrictions regarding physical presence, online platforms remain the only tool for engaging with audience and disseminating the project's developments.

All three social media accounts have been created during the first month of the project. Each platform has a different scope; however, by utilising all of them different audiences can be targeted, thus maximising the social media impact and online presence of the project. In particular, Twitter has been created to reach a wider audience which initially may not have an interest in the specific activities of the project. However, with the use of hashtags, a wide range of topics in which the project is involved can be addressed, which may in turn create interest in the project. On the other hand, LinkedIn targets individuals who can potentially have an interest/background with respect to the project activities, as it is an established platform for companies, industry experts and researchers. Finally, YouTube is used to publish videos related to the project's activities. In Figure 17- screenshots from 5G-EPICENTRE Twitter and LinkedIn accounts are presented.



Figure 17: 5G-EPICENTRE Twitter page

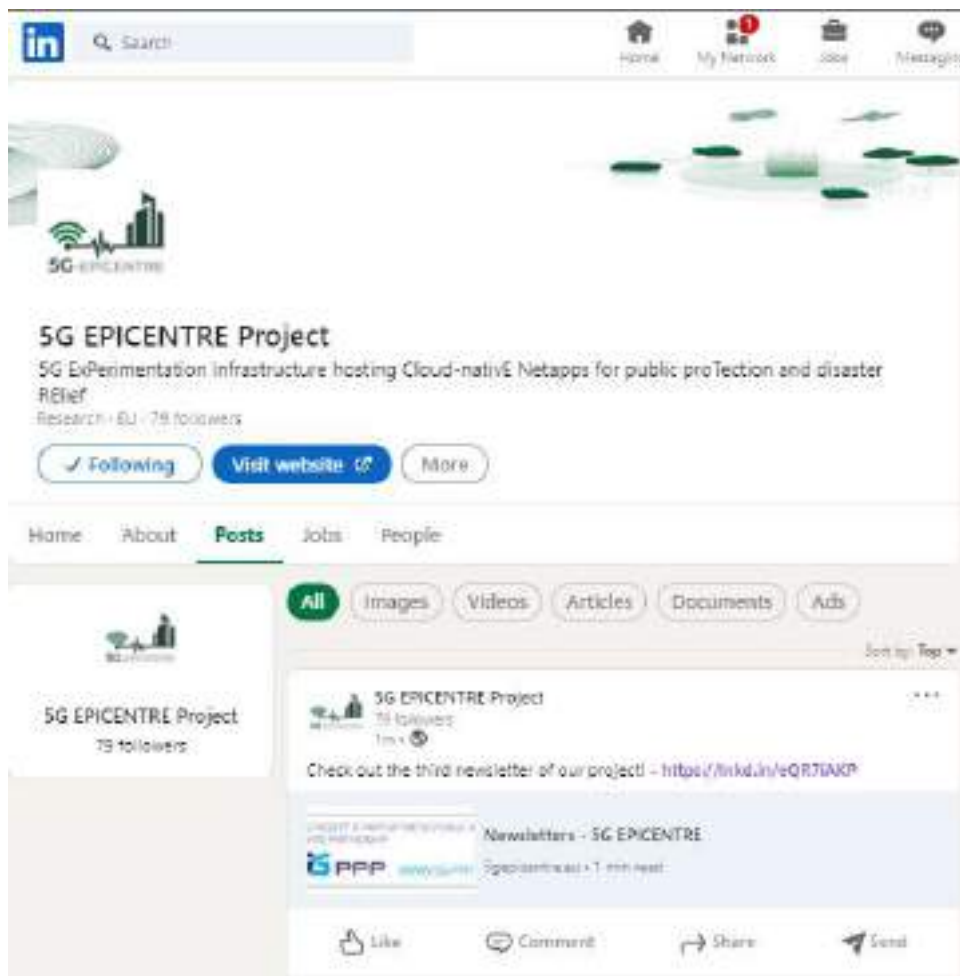


Figure 18: 5G-EPICENTRE LinkedIn page

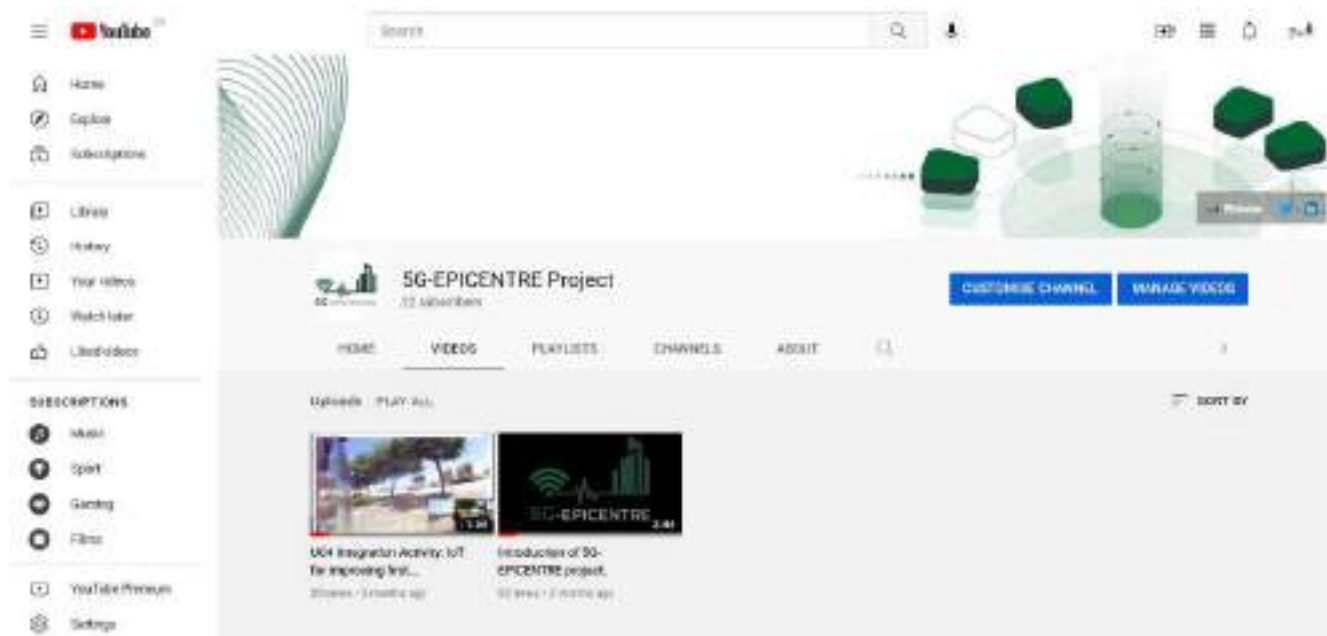


Figure 19: 5G-EPICENTRE YouTube channel

## 4 Evaluation

The KPIs of the aforementioned dissemination tools, *i.e.* the website and social media, are presented in Table 3. As observed, the target for the number of unique visitors has been surpassed. On the other hand, for the social media the 83% of the original goal has been achieved in 11 months. Nevertheless, the project is in its early development stages with limited content, which is a crucial factor for gaining new audience on the social media.

Table 3: Website and social media KPIs

Medium	Success Indicators	Target Values	Achieved Value (M11)
Project website	Number of visitors	>400/year	738
Social Media	Number of followers	>200/year	165

## 5 Conclusions

This deliverable includes information on how the website and social media accounts for 5G-EPICENTRE were set. In meeting the project's relevant KPIs, the analytical tools will be utilised to monitor the progress and impact, as well as tables for tracking several dissemination activities via the website and social media accounts. In order to achieve those KPIs, the website and the social media accounts of the project will be continuously updated with the latest news, planned events and their outcomes, and public deliverables throughout 5G-EPICENTRE lifespan.