

 <small>a Project of the S2R JU</small>	Title Mat4Rail Website	Deliverable Number 9.2
Project Number 777595		Version 1

H2020-S2RJU-2017

**Mat4Rail – Designing the railway of the future:
Fire resistant composite materials and smart modular design**

Deliverable 9.2

Mat4Rail Website

WP9 – Dissemination and Exploitation

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Revision History

Author Name, Partner short name	Description	Date
Julia Götz, Johannes Ripperger (ACCEL)	Website online	01/11/2017
Geraldine Messmer, Julia Götz (ACCEL)	Draft deliverable	09/11/2017
Johannes Ripperger (ACCEL), Elena Jubete (CIDETEC)	Revision	15/12/2017
Geraldine Messmer (ACCEL)	Final deliverable	21/12/2017

Partner short names

ACCEL	accelopment AG
CIDETEC	Centro de Tecnologias Electroquimicas

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Executive Summary

Mat4Rail needs a flexible communication instrument to provide up-to-date, consistent and complete information to its stakeholders. A website is a much asked for instrument to satisfy this need.

Background

Implementing the expressed needs and desires of the Consortium with regard to the website structure and content, ACCEL is in charge of the creation, updating and maintenance of the project website throughout the entire duration of the project.

Goals

With the help of this deliverable, we want to:

- Increase awareness of Mat4Rail
- Document our progress
- Inform about our planned activities
- Increase the project's impact

The website provides a focal point for consortium members, the Shift2Rail community and collaboration project, and further Mat4Rail stakeholders alike. As a result, the website will provide appropriate and useful information for different users.

Approach and course of action

Due to the flexibility needed to be able to make structural changes during the project, the website creating tool Weebly was chosen. It allows for easily adaptable pages, structurally and content wise.

The website has a project oriented focus. The content has been structured taking this approach into account.

Progress and results

This deliverable consists of the Mat4Rail project website. The website serves as the main source of information for stakeholders (outside the consortium) on objectives, progress and results of the project as well as an overview of the involved partners and people.

The information displayed on the Mat4Rail website will be continuously updated and added to in order to complement the given content with new results.



Figure 1: Mat4Rail Website (Landing page)

The Mat4Rail website was first launched in November 2017 after the Kick-off meeting under www.mat4rail.eu. The website will be modified and expanded over the lifetime of the project

Planned dissemination and exploitation

The Mat4Rail website has been made public under www.mat4rail.eu. The website URL will be included on all communication, dissemination, and exploitation material relevant to the project.

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1 Key facts

- The Mat4Rail website address is www.mat4rail.eu
- The Mat4Rail website was first launched in November 1st, 2017 (Month 2).
- ACCEL has created and maintains the website with [Weebly](#).
- The project website is hosted on ACCEL's webserver.

2 Objectives

The main objective of the Mat4Rail website is to raise awareness for the Mat4Rail project, technologies, materials and design for the next generation of rail vehicles and to introduce the people involved in the project. It will serve as one of the main tools throughout the project to share Mat4Rail's progress and its results and to disseminate its outcomes to the various stakeholders.

The website will inform stakeholders about achieved results and how these results will impact the further development of the project.

To keep the various Mat4Rail user groups interested throughout the project and motivate them to get involved, opportunities for engagement and interaction can be created via the Mat4Rail website. This will include using comment functions in blog posts and the possibility to share interesting information via social media channels. To make the website attractive and inviting, it will also contain audio-visual material.

3 Strategy

The website provides a focal point for consortium members, the Shift2Rail community and other project stakeholders alike. As a result, the website must provide appropriate and useful information for different users. In addition, it should work in different usage contexts.

Users

- Mat4Rail consortium members
- PIVOT project (complementary project funded under S2R-CFM-IP1-01-2017)
- Mat4Rail stakeholders
- Shift2Rail community

Usage Contexts

- At work
- At home
- Mobile device on the road/conference

Mat4Rail consortium members are provided with quick access to the password protected platform accelCLOUD, whilst also being kept up to date with upcoming events and news items.

Non-consortium members are provided with in-depth information about the project and project partners. Updated news stories and events should provide enough interest that site visitors will return for new updates, whilst contact details are provided to request further information. All of this functionality is provided in an easy-to-use manner.

In order to optimally cater users on a mobile device as well as users on a desktop PC, the Mat4Rail website is responsive, i.e. it adjusts to different devices and screen sizes.

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4 Website structure

The website is currently structured as follows in order to support the above goals. However, this structure and the web pages will evolve over time and be adapted as the project develops.



Figure 2: Navigation of Mat4Rail website.

- Home: This is currently the landing page of the website. It can be reached from any page by clicking on the Mat4Rail logo on the top left. It aims to give an overview of the project in order that all stakeholders know where they can find information relevant for them and are directed to those subpages. For example, a materials researcher has different areas of interest than the media. The start page offers an overview of relevant information to receive an insight into the project.
- Project: The project area is divided into three sections: Overview, Materials (Work Stream I) and Interior Design (Work Stream II). The **Overview** area gives an insight into the background and objectives of the project, a short introduction to the two work streams material and interior design, and the key facts of the Mat4Rail project, such as funding programme, duration, or budget. The **Materials** and **Interior Design** pages give further insight into the two main work streams of the project and their individual objectives.
- Network: The network section consists of two main sections (1) **Mat4Rail Partners** – gives a short introduction to the Mat4Rail consortium and shows all the partners involved in the project, their expertise and team leaders. Each organisation is linked to its respective website. (2) **Shift2Rail** – offers an overview of the Shift2Rail programme including audio-visual material and a link to the Shift2Rail website. (3) A third section will be created for **PIVOT**.
- Download: In the download section the Mat4Rail logo can be downloaded in colour (RGB) and black & white for publication purposes. Furthermore, the Mat4Rail factsheet giving an overview of the project and the partners involved is also available to download as a pdf.
- News: Whenever there is an update regarding the Mat4Rail project or a news article that is of interest for the project, a news item will be published in this section. On average, a new news entry will be created every month. Furthermore, any conferences and events, in which Mat4Rail partners are participating, will be announced in this section.

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5 Technical implementation

The Mat4Rail website has been implemented in a way that allows easy maintenance of the website and makes it appealing to its users.

5.1 Weebly

The website has been created with the online website creating tool *Weebly* (www.weebly.com). The tool works mostly via drag-and-drop, offers flexible and professional layouts and easy integration of interactive features like blogs and forms. By default, it also offers responsive designs, i.e. website layouts that adapt to different screen sizes. Since *Weebly* offers only a limited amount of layout options, other companies like [webfirethemes](http://webfirethemes.com) sell templates that can be imported in *Weebly*.



Figure 3: Responsive design – Website displayed on a small screen (tablet or smartphone), the left image shows the website and the right image shows the navigation menu.

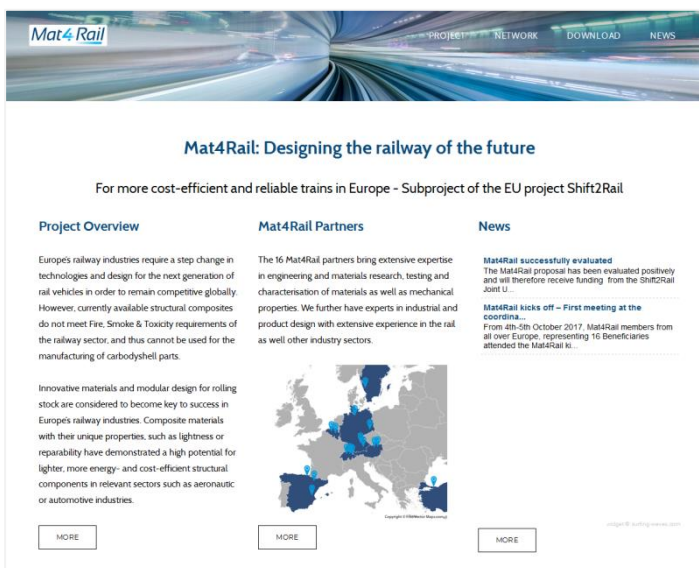


Figure 4: Responsive design – Website displayed on a large (computer) screen.

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5.2 Theme

The theme chosen for Mat4Rail is called *Birdseye 2*. The theme has been adjusted by ACCEL to integrate the project design guidelines and to increase readability. Links are displayed in the Mat4Rail colours, and text colour was set to black for the sake of readability.

5.3 Graphics

To make the website more appealing, images and graphics have been used to illustrate given information. This includes using logos for Partner Organisations, photos of team leaders, charts e.g. to explain processes, and image material for the headers. The graphics used on the website have been received from different Partner Organisations or created explicitly for the use within the Mat4Rail project (e.g. charts). The header image was purchased from *Shutterstock* for use in the project.



Figure 5: Map to visualize partner locations (left) and PERT chart as visual aid to explain work streams (right).

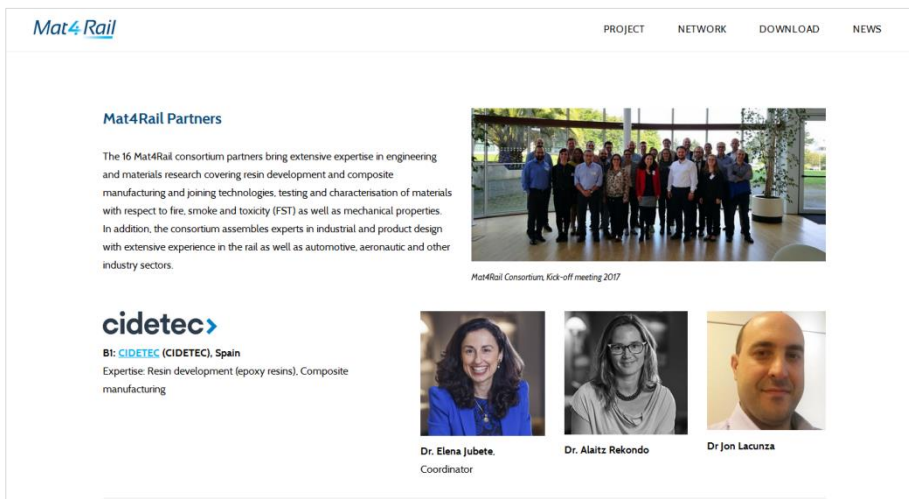


Figure 6: Photos of consortium members for their partner profiles

5.4 News

For the News section, Weebly's blog module is used. Posts are arranged in reverse chronological order so that the most current news entry is on top. As the number of posts grows, tags can be used by the users to order them according to their needs and interest.

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6 Development process and maintenance

- As leader of work package 9, ACCEL regularly reviews the website and will launch quarterly requests to the partners within the Mat4Rail team to collect ideas and suggestions in order to update the website, for example, with new results.
- All Mat4Rail partners can send information to ACCEL to be published on the website.
- Sensitive information that may raise IP issues will be discussed and clarified with all partners previous to publication. Every partner has appointed at least one team member as publication officer to facilitate and accelerate publication questions.
- ACCEL updates the News section on a regular basis with upcoming events or news articles related to or of interest for the Mat4Rail project.

7 Outreach

The tool *Weebly* that is used for creating the website also offers continuous statistics on page views and unique visitors of the project website. Hence, ACCEL can not only track the traffic on the page, but also detect immediate impact of dissemination activities that lead to more page views.

8 Outlook

The consortium envisages complementing the website with videos, an event calendar, event photos, slideshows or other multimedia features. As the project progresses and yields first results, such elements will be incrementally added to the website.

The structure of the Mat4Rail website will be adapted by ACCEL to include relevant information and new pages when needed, for example, for first Public Deliverables. Furthermore, an event page as well as a publications page will be needed at a later stage in the project when information has been documented and defined for the relevant subpages.