



## D 1.2 PASSION WEBSITE

### Delivery of the project website and description of its features

Project title	<b>Photonics technologies for ProgrAmmable transmission and switching modular systems based on Scalable Spectrum/space aggregation for future aglle high capacity metrO Networks</b>
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Work Package	<b>WP1</b>
Lead Partner	<b>POLIMI</b>
Contributing Partner(s)	<b>POLIMI</b>
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### History of changes

Version	Date	Comments	Main Authors
0.1	26/1/2018	Draft to be checked	Boffi, Parolari, Martelli (POLIMI)
0.2	29/1/2018	Comments	Amarilli (FPM)
0.3	29/1/2018	Quality review	Vallan (FPM)
1.0	30/1/2018	Final version	Boffi, Parolari, Martelli (POLIMI)





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## EXECUTIVE SUMMARY

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This document is the deliverable D1.2 of PASSION Project.

It is a document produced within Work Package 1 “Project management and coordination” and it gives an overview of the project website realization and actual features.

The project web site was launched in the second month of the project at the address <http://www.passion-project.eu>, and then it will be continuously updated. While the availability of the site and its organization can be tested online, its main features are shortly described in this accompanying document.



# 1 INTRODUCTION

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PASSION website will be crucial for dissemination activities. Information displayed on the website include descriptions of the project objectives, impact, and achievements and will address both a broad public and expert groups, aiming at building a community around the project.

Dissemination through the web site is as an important support activity to promote the project. Its goals are:

- awareness: advertise PASSION motivations, objectives and achieved results;
- understanding: provide information to target groups which can take advantage of PASSION achievements to solve their issues;
- action: receive feedbacks on the project and influence other stakeholders.

The public reports and other information in the project site are targeting a large audience: from stakeholders in metro-optical systems, to decision makers in research management at European and national levels, as well as the scientific community.

The main objectives of the web site activity are the following:

- to identify, develop, and share contents promoting the objectives, the activities and the results of project;
- to facilitate contacts and exchanges with other research and industrial initiatives on the relevant topics;
- to promote the video presenting the project, shared with social media (i.e. YouTube);
- to support social network communication (i.e. to promote LinkedIn, Facebook and Twitter channels);
- to monitor the engagement of target audience, adjusting the communication according to target group responses via metrics analysis;
- to support collaboration among partners via a private area (accessible to partners and third parties) in order to easily share all private documents.

The activities related to the Web site maintenance and continuous update are scheduled in the framework of the Task 1.5- Communication management of the WP1 – “Project management and coordination”, whereas contents will be developed in collaboration with WP6 – “Exploitation plan, dissemination and standardization”.

The document is organized as follows. The next section presents the web site settings. Section 3 describes the organization of the information on the web site. Section 4 is shortly presenting the web analytics tool. Section 5 is discussing the success criteria for the activities related to the web site. Conclusions are presented in Section 6.



## 2 WEBSITE SETTINGS

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The domain name 'passion-project.eu' was acquired for the whole project duration (and will be maintained beyond it). The Web site of the project, available from M2, is maintained on a server located at POLIMI premises. During the first months the site will be updated with new features and information, and according to the feedback of the project members.

Wordpress [1] was installed to be used for the management of the Web pages. The 'Twenty Seventeen' style of Wordpress pages was selected.

Google analytics [2] is used for system statistics and the relative code has been installed in the website.

The private area is located on a secure server at POLIMI premises through a Uniform Resource Locator (URL), linked to the lock icon (🔒) on the right of the main MENU. Each user will be able to access the private area by a password-protected account. The login page will be directly accessible through the lock icon. Security is checked also by providing periodic reports of private area accesses.

### 3 ORGANIZATION OF THE WEBSITE

The entry page of the Web site, [www.passion-project.eu](http://www.passion-project.eu), is the **HOME** page. It displays the main MENU (Fig.1) and three sliding sections (Fig.2):

- Brief description of PASSION main goals
- Brief description of PASSION received funding and consortium
- Latest news (directly from the **NEWS & EVENTS** section)

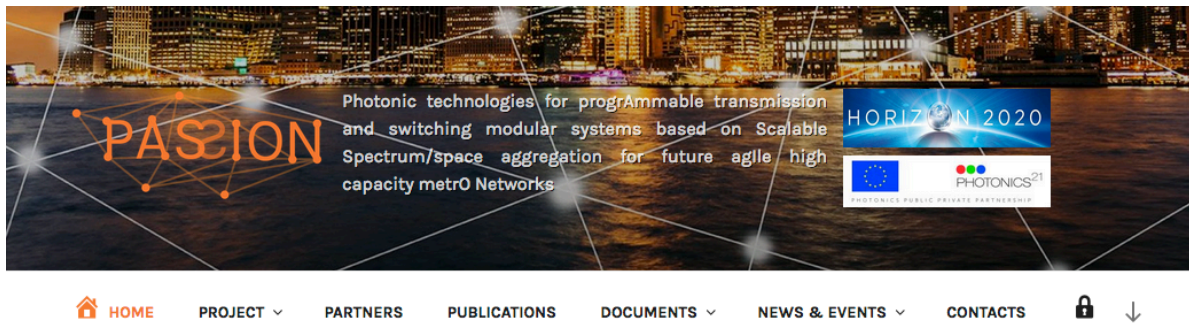




Fig.1 HOME: main MENU



**PASSION** is an ambitious project to realize a platform based on photonic technologies supporting the development of the future metropolitan communications network, characterized by very high transmission capacity, low cost and reduced energy consumption. PASSION will provide innovative transmission, detection and routing solutions and a new network architecture to ensure a transmission rate of over 100 Tb/s per link and a switching capacity of over 1 Pb/s per node.



**PASSION** is a Research and Innovation Actions (RIA) project funded by the HORIZON 2020 European program within the ICT-30-2017 Photonics KET Call (scope i. Application driven core photonic technology developments) under the Photonic Private Partnership (PPP) Photonics21, with a total budget of almost 8.5 million euros. The three-year PASSION project started in December 2017, it involves 13 outstanding research and industrial partners, coming from seven different EU countries (Finland, France, Germany, Israel, Italy, Spain, The Netherland) and from two non-European countries (Japan and Korea) which are coordinated by Politecnico di Milano - Italy.

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**NEWS & EVENTS**

<p>January 29, 2018</p> <p><a href="#">SPIE Photonics West - The world's largest photonics technologies event, consisting of three conferences and two world-class exhibitions</a></p>	<p>January 22, 2018</p> <p><a href="#">Fotonica a basso costo e a ridotto consumo energetico grazie a PASSION, progetto UE coordinato dal Politecnico di Milano</a></p>
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Fig.2 HOME: the three sliding sections

The **CONTACTS** page closes the HOME page (it can also be directly accessed from the main **MENU**). It contains contact information, the website search engine, links to funding initiatives (H2020 and Photonics21 PPP) and links to social media Twitter, LinkedIn and Facebook as well as to the mail account for general enquiries: [passion-project@polimi.it](mailto:passion-project@polimi.it) (Fig.3).



CONTACT US



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FOLLOW US

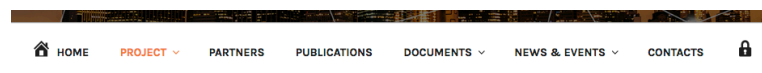


Fig.3 CONTACTS page

Beyond the **HOME** page the other sections are:

-**PROJECT**, with subsections

- > **Objectives**, describing the project five main science and technology (S&T) objectives
- > **Technical approach**, describing the work package organisation implemented to obtain the S&T objectives
- > **Impacts**, presenting advantages PASSION is bringing to the metro network approach in order to support the future connected society (Fig.4)



IMPACTS



The rapid evolution of the ICT infrastructure is progressively enabling new opportunity to implement innovative services for people. Among the key ingredients of such evolution, it is worth to highlight the capability to manage mission critical services. Autonomous driving, remote surgery, security monitoring, are examples of application than cannot be supported by today networks. Bandwidth, QoS, and flexibility are part of the PASSION goals and will greatly contribute to this evolution. In fact, optical metro network constitutes the fundamental infrastructure driving the future communicating society and providing virtually ubiquitous, ultra-high bandwidth

"connectivity", not only to individual users, but also to connected objects.

Fig.4 PROJECT page > Impacts







- **PARTNERS**, presenting the Consortium with the descriptions of all the partners (link to each Institution web page) and their role in PASSION

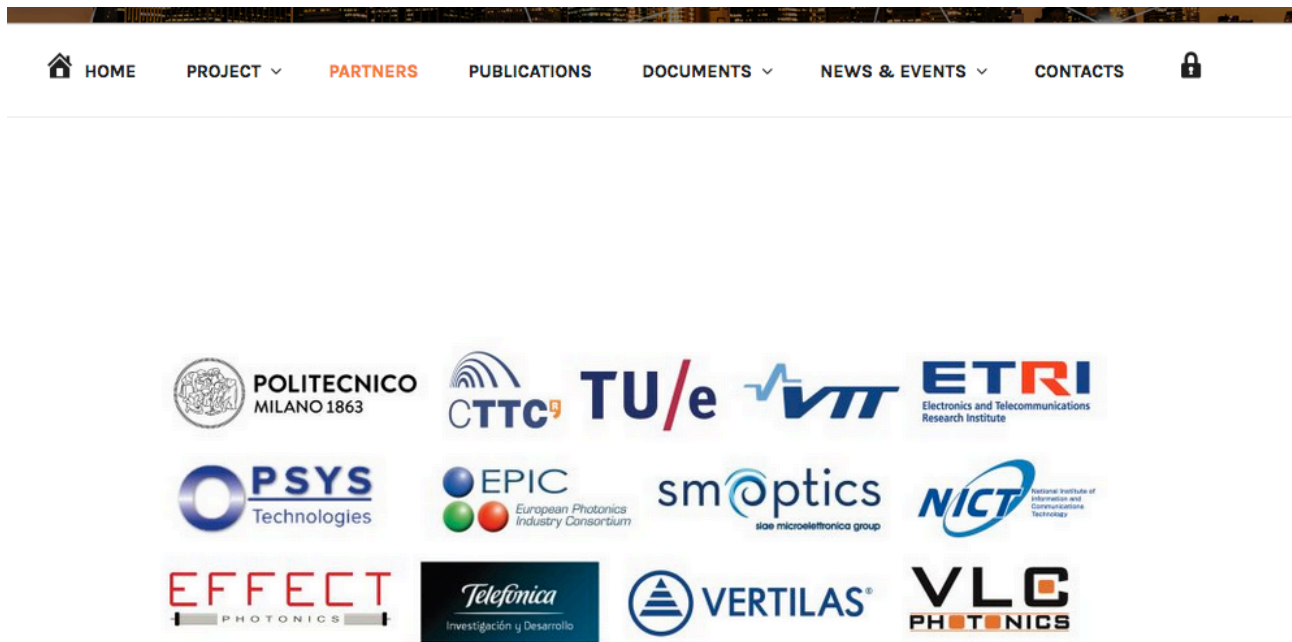


Fig.5 PARTNERS page

- **PUBLICATIONS**, where all the publications will be collected with a direct link to the repositories for the open access.

- **DOCUMENTS**, with subsections

> **Factsheet & project presentation**, where visitors can already download PASSION Factsheet (brochure style) and the project presentation (slide show style)

> **Multimedia**, which hosts a Video section with links to the project videos shared on YouTube and a Gallery section collecting the photos of the various events

> **Deliverables**, where visitors can download PASSION public deliverables (or the public summary for confidential ones), at the time of this document it is already present *D1.1 - Project presentation*

- **NEWS & EVENTS**, with subsections

> **News**, presenting project related news: e.g. presentations at conferences, achievements etc...

> **Events**, presenting project related events: e.g. meetings, workshops etc...(Fig.6)

> **Press**, collecting press releases, at the time of this document 8 contributions related with the start of the project are already present





EVENTS



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The Kick off Meeting of the PASSION project

DEC 17

Milan 12-13 December 2017 Politecnico di Milano hosted the Kick off Meeting of the PASSION project. All the 13 partners participated with their delegations and started very fruitful discussions.

[Read More](#)

Fig.6 NEWS & EVENTS page > Events

- **CONTACTS**, previously described at page 7

- **PRIVATE AREA**, which is a restricted area accessed by granted visitors (partners, project officer, reviewers) where all project documents will be collected (document templates, meeting and phone conference minutes, reports etc..). A section is dedicated to Innovation management for ideas collection and sharing. The contents will be organised as in a typical resource explorer with a home and various directories for the different topics, accessible from a menu on the left side.

## 4 STATISTICS

To monitor the Web site traffic Google Analytics will be employed. Google Analytics allows to keep track of visitors' activity by connecting visitors' behaviour, channel performance, etc.. across the sites and apps in robust reports and dashboards.

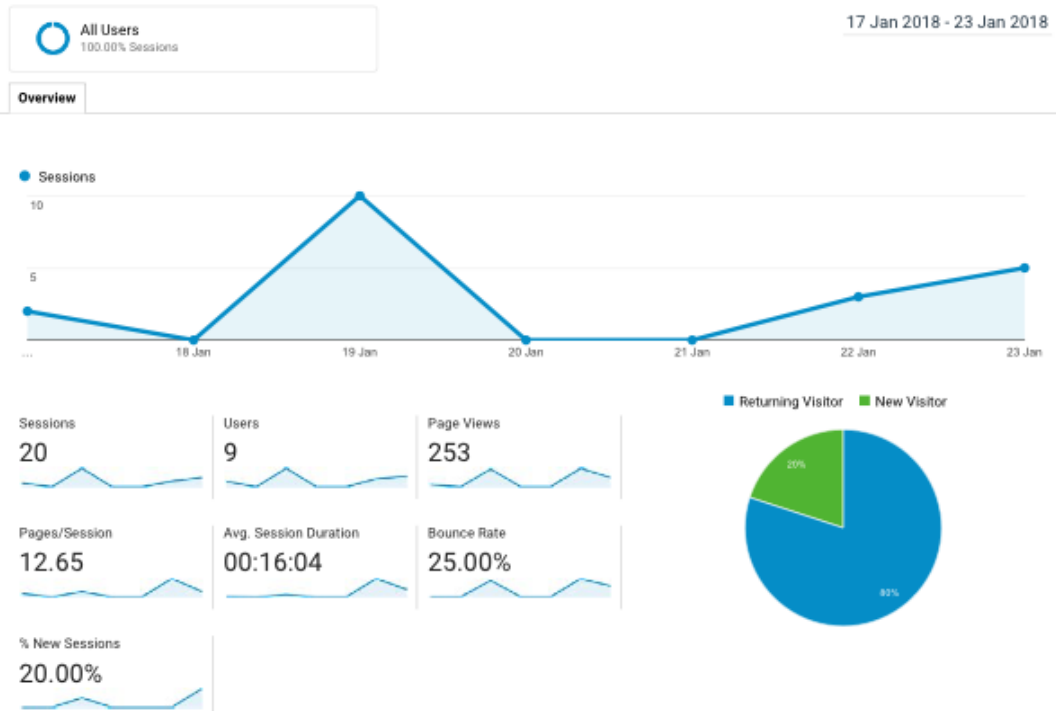


Fig. 7 Distribution of visitors' traffic during last week

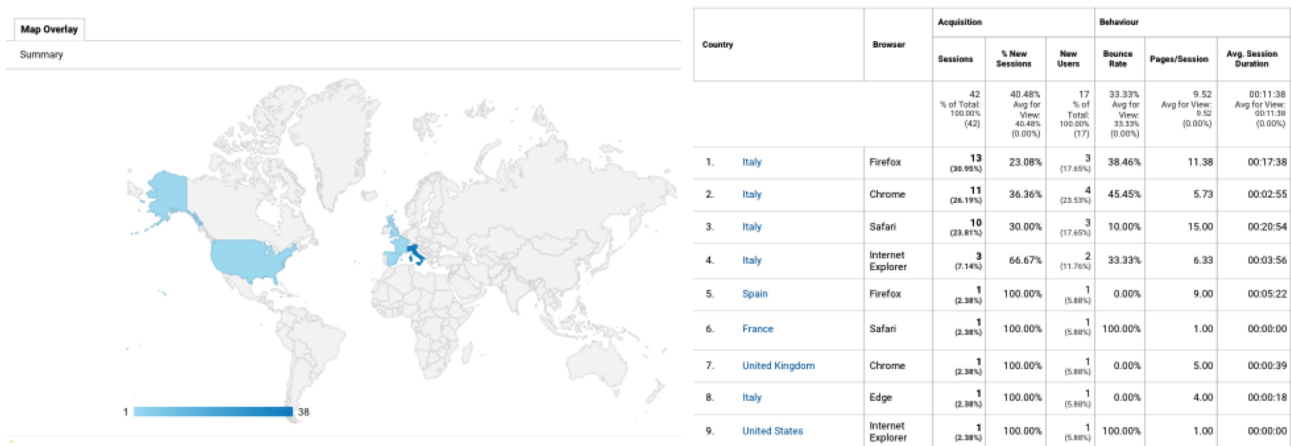


Fig.8 Visitors' locations during last week

As an example, Google Analytics will provide “Audience reports” indicating the number of visitors in a certain time period (Fig.7); moreover, it can show details on visitors' age and gender (Demographics), general interests (Interests), origin (Geo > Location) (Fig.8), how often they visit the website (Behavior), and the technology they use to view the website (Technology and Mobile). “Behavior reports” will track the happening of events such as document download or visit of linked sites (Fig.9), or identify visited page content, in particular, the top pages on the website, the top entry and exit pages (Fig.10).

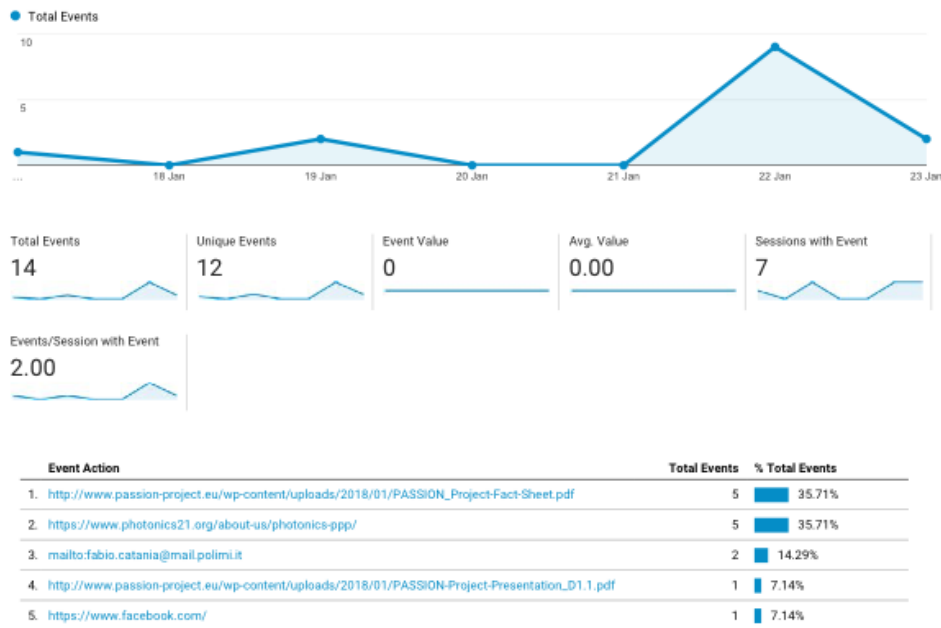


Fig.9 Events (e.g. document download) during last week

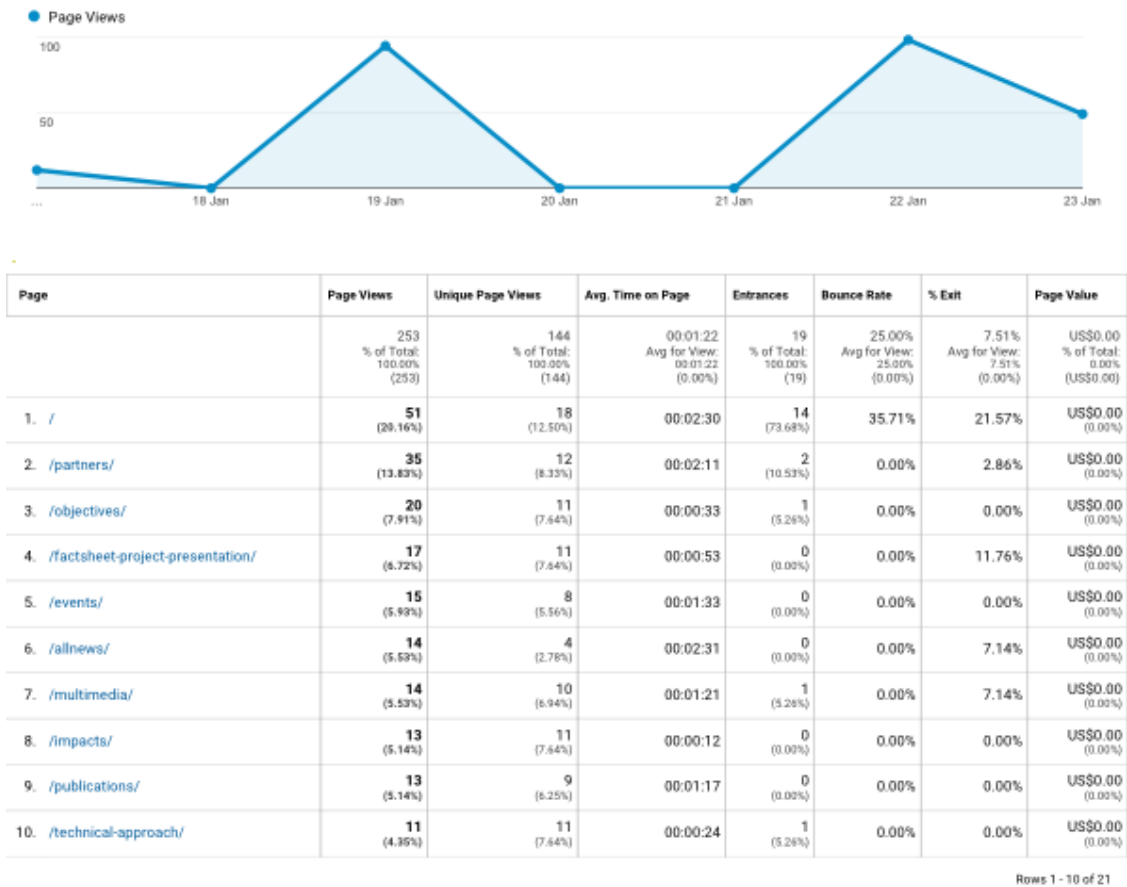


Fig. 10 Page hits during last week





## 5 SUCCESS CRITERIA

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Aiming to create awareness and to timely promote the progresses, results and impact of the project activities, the success of the web site can be measured by:

- Number of hits of the site
- Number of visitors
- Number of downloads of the available documents (deliverables, reports, leaflet, project presentation etc...)
- Number of views of videos or other multimedia materials
- Number of links from other pages
- Number of feeds promoted to other sites

According to the metrics and goals for dissemination & communication activities shown in the Description of Work the number of single hits on the PASSION public Web site should be at least 1000 at the end of the project.

## 6 CONCLUSION

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Since the first time the PASSION Web portal was on line, all the useful information was already present. On the other hand improvements are foreseen in order to continuously attract visitors. For the whole duration of the project POLIMI and FPM team will continuously update the web site content in order to enhance visitors' and users' experience in the web site usage and to inform the audience with the latest PASSION achievements.

## 7 REFERENCE

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[1] WordPress, available at <http://wordpress.org/download/>

[2] Google Analytics, available at <https://www.google.com/analytics/>