



D.6.1: Website

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Glossary of terms and abbreviations used

Abbreviation / Term	Description
AC ³	Agile and Cognitive Cloud-edge Continuum management
CECC	Cloud Edge Computing Continuum
CFN	Computing First Networking
CMS	Content Management System
CSS	Cascading Style Sheets
D	Deliverable
D&C	Dissemination and Communication
DoA	Description of Action
EU	European Union
GA	Grant Agreement
HTML	Hypertext Markup Language
LCM	Lifecycle Management
PoCs	Proofs of Concepts
R&I	Research and Innovation
SDN	Software Defined Networking
WP	Work package

1 Executive Summary

Deliverable 6.1 is a public document of the Agile and Cognitive Cloud-edge Continuum management (AC³) project, prepared as part of the Work Package (WP) 6 “Dissemination, Communication, Standardizations, and Exploitation” and addresses Task 6.1 ‘Website’. A project website provides easy access to main action data with few clicks while acting as the core source of information about the project’s objectives and activities.

AC³’s project aims to guarantee agile Lifecycle Management (LCM) operations by dynamically migrating and duplicating microservices where necessary over the Cloud Edge Computing Continuum (CECC) infrastructure according to events. Therefore, a novel networking solution will be envisioned to update routes and networking resources to guarantee Service Level Agreement (SLA) dynamically. The AC³ project will envision solutions such as Computing First Networking (CFN), which considers cloud/edge resources as a criterion for routing decisions. The AC³ project will leverage CFN by using Software Defined Networking (SDN) on top of the CFN architecture to add dynamicity and flexibility when managing the traffic flow destined to the microservices that have been migrated in the CECC infrastructure while ensuring the SLA of applications.

This document establishes the AC³ website and social media accounts which aim to promote and disseminate future project activities and collaborations with various public and private bodies and organizations benefiting from the project’s results. It also provides initial material to support internal and external communication activities, such as templates and other supporting documents. The description and analysis include the methodology behind the design and the implementation of a powerful, modern, and user-friendly website with multi-browser and multi-device compatibility. The website is ready and publicly available at <https://https://ac3-project.eu/>.

Also, the administration of the website is described in this document. The content of the website will be continuously updated with dissemination material (i.e., meetings, publications, results, etc.) and will be constantly maintained and updated regularly until the completion of the project and running also for 3 years after the project end.

2 Introduction

The purpose of this section is to map AC³'S Grant Agreement (GA) commitments, both within the formal Deliverable and Task description, against the project's respective outputs and work performed.

2.1 Mapping AC³ Outputs

The purpose of this section is to map AC³ Grant Agreement commitments, both within the formal Deliverable and Task description, against the project's respective outputs and work performed.

Table 1: Adherence to AC³ GA Deliverable & Tasks Descriptions

AC ³ GA Component Title	AC ³ GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
Deliverable 6.1 website	"Website."	4-Website 5-Social Media channels	<p>The deliverable describes the visual identity of the project in detail, such as the logo, the website, and the social media channels created. Therefore, in this deliverable reader will find:</p> <ul style="list-style-type: none"> • Description and screenshots from AC³'s website. • Description and screenshots from AC³'s social networks. • The methodology followed during the website design and implementation. • The administration of the website.
TASKS			
Task 6.1 Dissemination and	Implement the dissemination and communication (D&C) goals of the project, software products,	4-Website	In the respective document, are mentioned some of the tools that the project consortium is going to

<p>communication activities</p>	<p>reports, results, achievements, and other outputs. The D&C channels and actions as defined in Section 2.2 will serve as a baseline to achieve the goals of this task. The project will exchange information with the other RIA projects of the topic HORIZON-CL4-2022-DATA-01-02 to exploit results, synergies and maximize impacts and coordinate dissemination activities of the swarm’s project portfolio. In addition, the project will contribute to the consolidation and coherence work that will be implemented by the two CSAs Open Continuum and UNLOCK-CEI supporting the activities of the topic HORIZON-CL4-2022- DATA-01-02. The project will make available on request to the CSAs public information concerning the architectures and programming environments notably. In particular, the information concerning the impact as well as lessons learned from the other projects will be important. The project will participate in relevant meetings and workshops organized by the CSAs or other RIAs. It will also contribute to relevant activities (such as activity groups) of common interest activities organized by the two CSAs. The cooperation with the two CSAs will be done through the implementation of this task. Output: D6.1 in M1, D6.5, D6.5, D6.6 in M06,18,36 Feeds - Contributors: [All partners except CDS]’.</p>	<p>5-Social Media channels</p>	<p>use for internal and external communication.</p> <p>These tools are the project website, as well as social media accounts.</p> <p>AC³ will build and maintain actively its online presence in several social media channels, using Twitter and LinkedIn when interacting with research and innovation communities spreading out new publications, while YouTube and Podcasts will be used for wide community engagement.</p> <p>The rest of the task requirements especially related to the D&C plan will be achieved through the upcoming conferences, industrial exhibitions, webinars, etc., and will be addressed in deliverable D6.2 to be submitted in M18.</p>
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2.2 Deliverable Overview and Report Structure

In this section, The Deliverable Work Package 6 “Dissemination, Communication, Standardizations, and Exploitation” addresses Task 6.1 ‘Website’ and refers to the construction and publishing of the project’s official website itself and the setup of other social media channels, such as LinkedIn ⁽¹⁾ Twitter ⁽²⁾ and YouTube ⁽³⁾.

The deliverable is of momentous importance because it marks from an early stage the “online” dissemination activity and the initial web presence and visibility of the AC³ project. The project’s website acts as the central source for all project information, description, objectives, updates, and latest developments, as well as dissemination activities, and other events relevant to the AC³ project.

The first website version was set up during the first month of the project (March 2023) and is continuously updated. These updates will continue until the end of the project. To support knowledge dissemination and impact creation, all public deliverables will be published on the project website.

Based on the objectives and work carried out under Task 6.1 ‘Dissemination, Communication, Standardizations and Exploitation’, the document starts with an executive summary in section 1 followed by an Introduction in section 2. Section 3 presents the project’s logo. Section 4 provides the visual identity of the project, including the development methodology used along with the content and screenshots for each page. Also provides how the administration of the website can be performed (*i.e.*, update content, add-remove pages, *etc.*) and as well as details about the privacy and cookies policy of this website. Section 5 refers to the social media of the project (LinkedIn, Twitter, and YouTube). Finally, the conclusions of the document are presented in section 6. In briefly:

- Section 1: Executive summary
- Section 2: Introduction
- Section 3: Project logo
- Section 4: Visual identity of the project - Development methodology- Administration of the website - Privacy and cookies policy
- Section 5: Social media of the project
- Section 6: Conclusions

Table 2 shows the relationships between WPs and summarized the future deliverables related to deliverable 6.1.

Table 2: Link to the project Outputs/ work

WP #	Task #	Deliverable # related	Content
WP6	T6.1	D6.1	The project results and WP6 outputs are closely connected. Updated website information, and updated screenshots showing events, news, and “traffic” can be presented in future deliverables related to this Task, more specifically in D6.5, D6.6, D6.7 in M06, 18, and 36.

3 AC³ LOGO

Section 3 refers to the AC³ Logo. The final logo is reflecting the visual identity of the project. Figure 3-1 below shows the AC³ logo.



Figure 1: AC³ Logo

4 AC³ Website

This section describes in detail the AC³ website that has been developed to serve as the main public presence of the project. The aim of the project's website, as a key tool for dissemination and communication, is to connect with relevant stakeholders and the general public and inform the audience about the project's objectives, progress, activities, news, and updates, as well as the AC³ latest developments, and also its results.

The AC³ website is part of the dissemination activities undertaken for this project. The project website can be accessed using the following internet address: [https:// https://ac3-project.eu/](https://ac3-project.eu/).

4.1 Methodology for website construction and development

To develop and deliver the official website of the AC³ project, a web design platform has been used, specifically, the WordPress Content Management System (CMS) ⁽⁴⁾. For implementing the AC³ official website, the user interface design principles and requirements defined in the Grant Agreement (GA) were implemented. The main goal when setting up the website was to be user-friendly with a fully reactive interface, practical and organized, providing content-rich information to the visitor. The users can access the project's website from a smartphone, tablet, or either from their desktop PC or laptop and have easy access to any content.

The following GUI Design Principles ⁽⁵⁾ were acquired in the AC³ website interface design and implementation:

- **Clarity:** The interface is visually, conceptually, and linguistically clear;
- **Comprehensibility:** The interface is easily understood, and the flow is simple to learn;
- **Consistency:** The interface looks, acts, and operates consistently;
- **Control:** The user controls the interaction, more specifically:
 - Actions result from explicit user requests;
 - Actions are performed quickly;
 - Actions can be interrupted or terminated;
 - The user is never interrupted by errors;
- **Efficiency:**
 - The design minimizes the user's eye and hand movements;
 - Transitions between various system controls flow easily and freely;
 - Navigation paths are as short as possible.
- **Simplicity:**
 - Provide as a simple interface as possible;
 - Common actions are made simple;
 - Provide uniformity and consistency.

4.2 Website Navigation Structure

Technologies of HTML5 ⁽⁶⁾, CSS3 ⁽⁷⁾, and JavaScript ⁽⁸⁾ were used during the implementation of the AC³ website to archive the responsive result, cross-browser functionality, and multi-device compatibility. Figure 2 presents the smartphone version of the website.

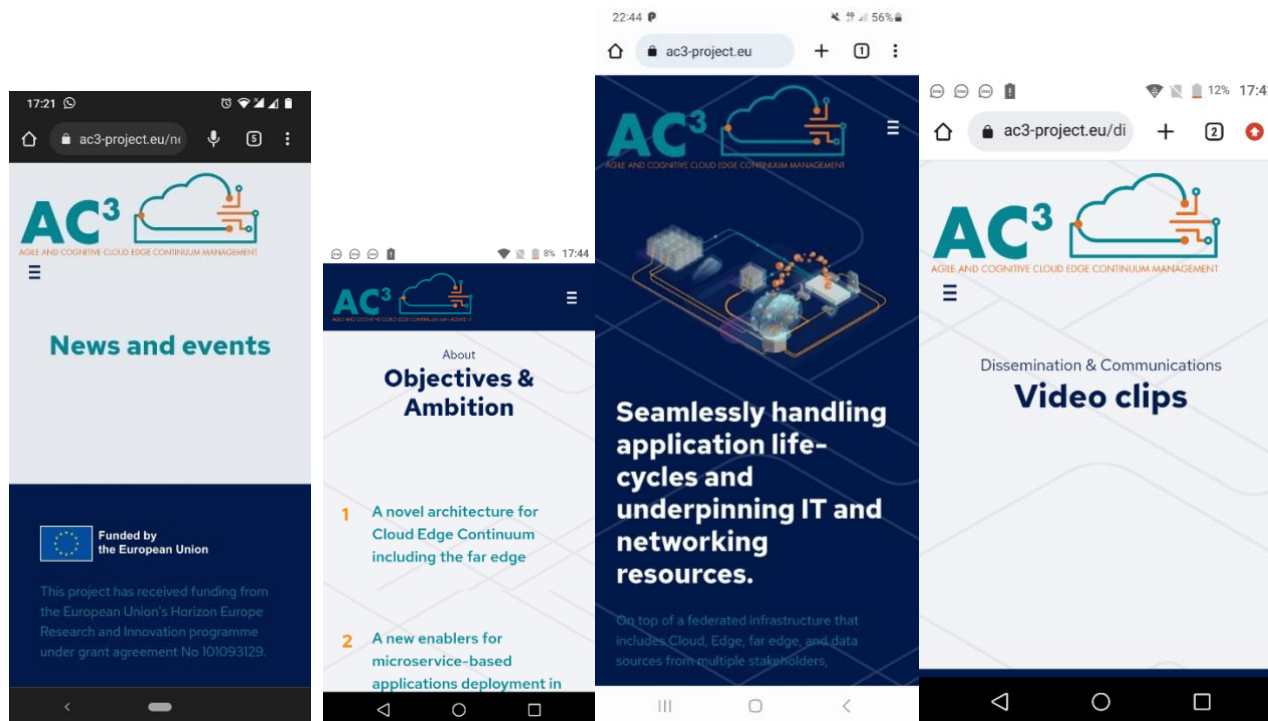


Figure 2: AC³ Website – Four different smartphone views

The website has been developed to serve as the main dissemination platform for reaching interested stakeholders and the general audience as well. The project website:

- presents the AC³ project in general,
- presents the main objectives of the project,
- aims to inform and engage the general audience,
- aims to recruit additional interested stakeholders,
- disseminates the project progress, calendar of events, and interim and final public documents/deliverables.

4.3 Website Content

4.3.1 Website structure

Figure 3 shows in a diagram the sitemap of the initial working version of the AC³ website:

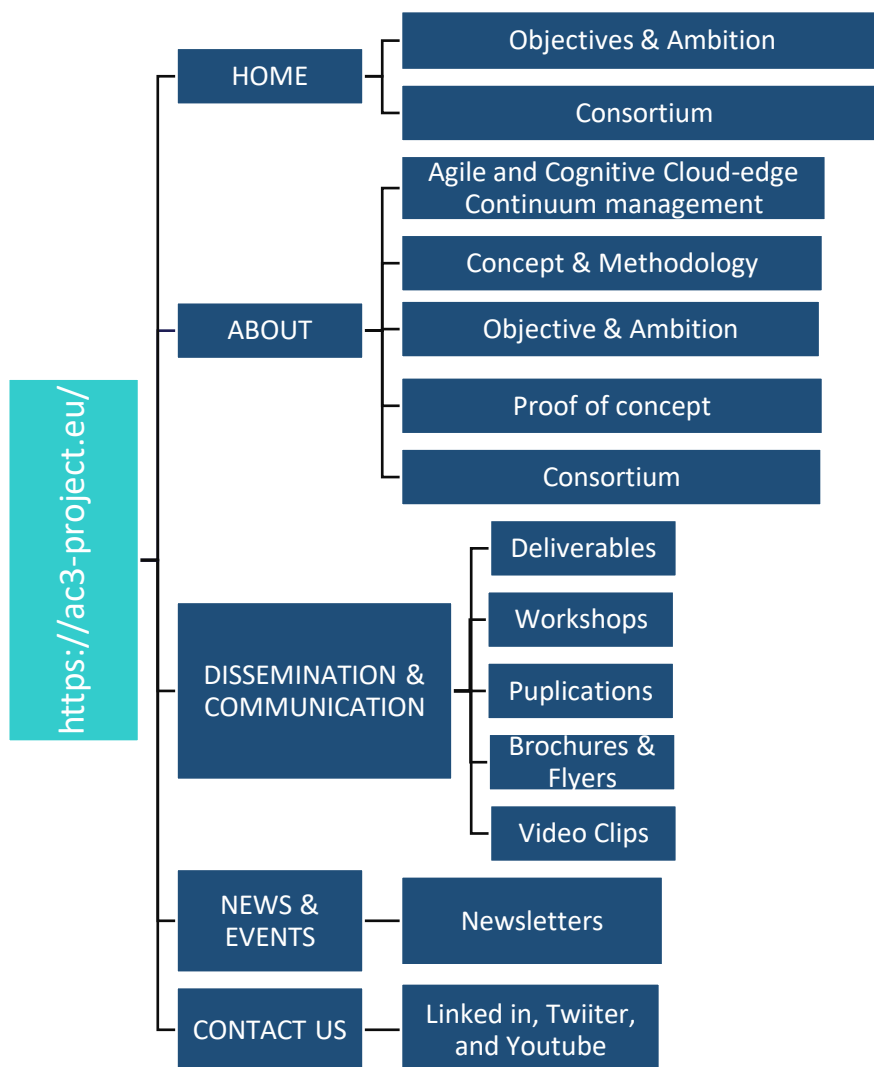


Figure 3: Structure of AC³ website

The structure of the website is purely based on requirements and functionality expectations laid out in the GA. As an important tool that lies at the heart of the D&C function, the taxonomy of the site must satisfy the needs and expectations of the project and ticks all the boxes.

4.3.2 The 'Home page'

The 'Home page' of the AC³ website is the one loaded first when the user enters the website in a web browser, based on the rationale of long-scrolling pages, and it gives the users an early experience and view of the website's content while scrolling pages.

Figures 4-6 show various screenshots from the 'Home page' of the website. By scrolling down the Home Page, the user can see the complete title of the project, a short description of the project, the main objectives, the dissemination and communication, the consortium, the news, and some contact details.

The header hosts the main navigation menu, as well as links to social media channels of the AC³ Project. The main navigation menu is consistently placed through all web pages and when pressed the project logo redirects the user to the home page.

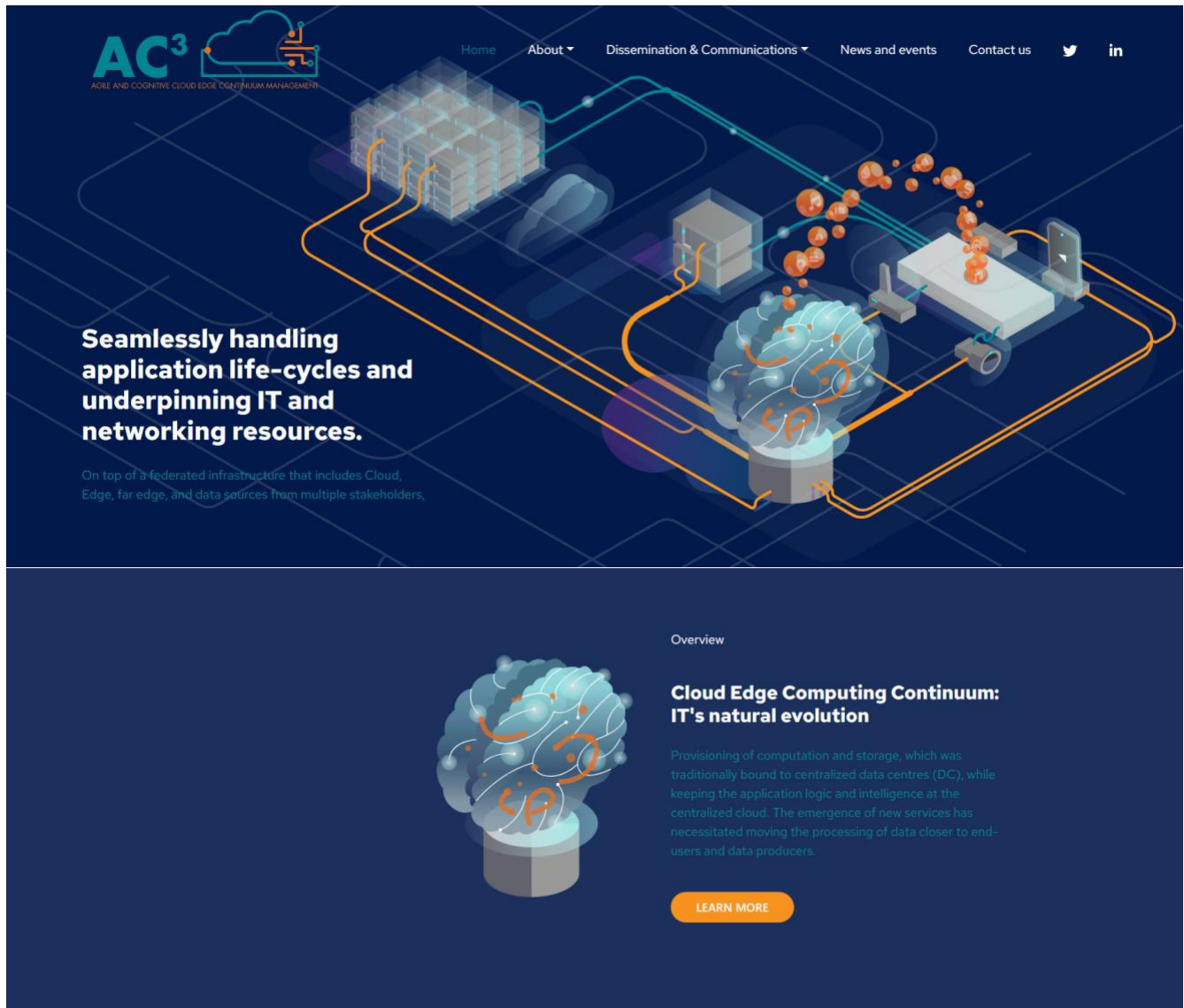


Figure 4: AC³ Website - Home Page (1/3)

Objectives & Ambition

- 1 A novel architecture for Cloud Edge Continuum including the far edge
- 2 A new enablers for microservice-based applications deployment in CECC
- 3 New federation model as well as trust and security enablers to accelerate resource sharing in CECC
- 4 Integrate data management as a PaaS in CECCM
- 5 Zero-touch management and configuration of application LCM
- 6 Green-oriented zero-touch configuration and management of the CECC infrastructure
- 7 Towards end-to-end CECC network programmability

Figure 5: AC³ Website - Home Page (2/3)





Figure 6: AC³ Website - Home Page (3/3)

4.3.3 The ‘About’ Page

The ‘About’ page, includes a short description of the project (Figure 7). The ‘About’ menu is a drop-down, including also options leading to other subpages regarding the:

- Agile and cognitive Cloud-edge Continuum management
- Concept and Methodology
- Objectives and Ambition
- Proof of Concept.
- Consortium

All information is in alignment with the AC³ Description of Action (DoA).



Figure 7: AC³ Website - About Page

4.3.4 The ‘Agile and Cognitive cloud-edge Continuum Management’ Page

The ‘Agile and Cognitive cloud-edge Continuum Management’ Page gives an overview of the capabilities of the CECC Infrastructure as depicted in Figure 8.

Agile and Cognitive Cloud-edge Continuum management

Last but not least, **AC³ will natively include data management procedures**, by integrating these procedures in a **Platform as a Service (PaaS)**-like component to help the application developers to build applications that use stored or live data (stream retrieved from sensors, or logging modules). The AC³ data management PaaS will cover all **data management procedures, such as data indexing, searching and retrieval, parsing, storing, transferring, managing, monitoring, streaming, etc.** To ensure **seamless access and management of microservices and data sources while reducing the interaction between different actors** (e.g., users, applications, and data sources), **SOTL will be leveraged for generating inquiries and policies that have the ability to adapt according to different contexts.**

It is worth mentioning that AC³ will make considerable efforts to ensure the explainability of the used ML models, which will increase trust in AI/ML outputs and improve the decision-making process to manage the CECC infrastructure.

The AC³ project will employ an AI/ML algorithm to predict CECC resources (i.e., Cloud/ Edge Computing resources, networking, and Data) usage as well as far edge availability, which when combined with application profiles, will help determine the optimal placement of the microservices that will run the application on the CECC infrastructure. **The application profiles will be defined using a novel semantic-aware and ontology templating language (SOTL).** The placement of the microservices will use **trained models** to ensure load balancing in order to optimize energy consumption while considering applications SLA. The AC³ project will fundamentally **support energy consumption optimization** thanks to the use of the microservice paradigm and the autonomous capability for taking decisions by employing ML and semantic techniques. Indeed, the AC³ project will use microservice migration as a key solution to consolidate the computing node of CECC infrastructure and reduce energy consumption. This is possible since **migrating microservices have a very low impact on energy consumption** than migrating monolithic applications. By leveraging the strength of AI and SOTL, the microservices running on top of CECC infrastructure can be **optimally placed or migrated to available green nodes** in an autonomous without affecting the SLA. By green nodes, we refer here to DC or hosts that use green energy instead of brown energy.

The AC³ project aims to guarantee agile LCM operations by dynamically migrating and duplicating microservices where necessary over the CECC infrastructure according to events. Therefore, a novel networking solution will be envisioned to update routes and networking resources to guarantee SLA dynamically. **The AC³ project will envision solutions such as Computing First Networking (CFN),** which considers cloud/edge resources as a criterion for routing decisions. **The AC³ project will leverage CFN by using Software Defined Networking (SDN) on top of the CFN architecture** to add dynamicity and flexibility when managing the traffic flow destined to the microservices that have been migrated in the CECC infrastructure, while ensuring SLA of applications.

Figure 8: AC³ Website – Agile and Cognitive cloud-edge Continuum Management Page

4.3.5 The ‘Concept and Methodology’ Page

The ‘Concept and Methodology’ page gives an overview of the concept and the methodology of the project, shown in Figures 9.



Figure 9: AC³ Website – Concept and Methodology Page

4.3.6 The ‘Objective and Ambition’ Page

On the ‘Objectives’ page (Figure 10), the visitor can find the main seven objectives that the project is focusing on according to the DoA.

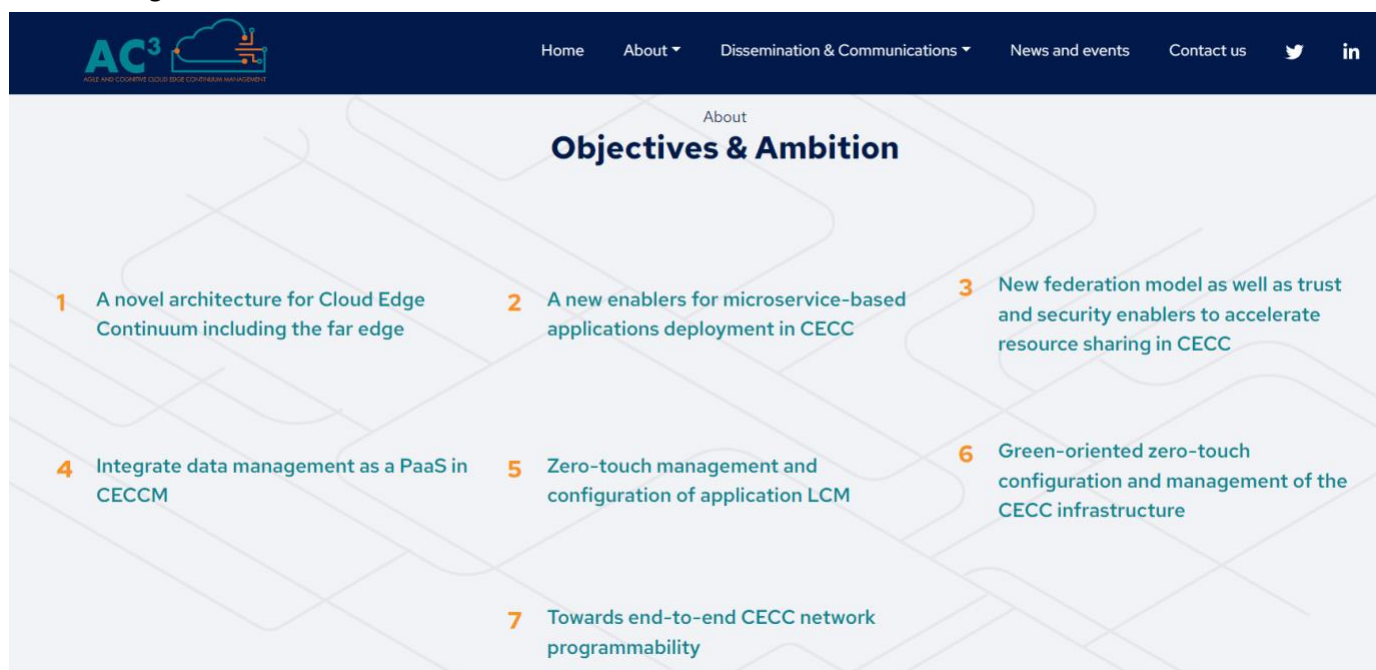


Figure 10: AC³ Website – Objectives Page

4.3.7 The ‘Proof of Concepts’ Page

The “Proof of Concept” page gives information for AC³’s three Proofs of Concepts (PoCs), as shown in Figures 11, 12, and 13.

Use-case 1: IoT and Data



We consider an IoT-based, automation-capable, smart sensing and monitoring framework for infrastructures that leverage the benefits of edge AI provided by CECC infrastructure to improve its performance and reliability. This framework brings the physical and digital worlds to a new level of integration, increasing the amount of data that needs to be processed at any time to make decisions and trigger responses to the sensed conditions.

We will demonstrate the CECCM’s capabilities to deploy and run microservices at the edges of the monitored infrastructure. CECC infrastructure allows us to build applications that take advantage of edge infrastructures, provide lower latency in the computation process, as close as possible to the point of data generation, with increased data security and privacy. It also allows developers to accelerate the development and distribution of their application in all the levels of the cloud-edge continuum.

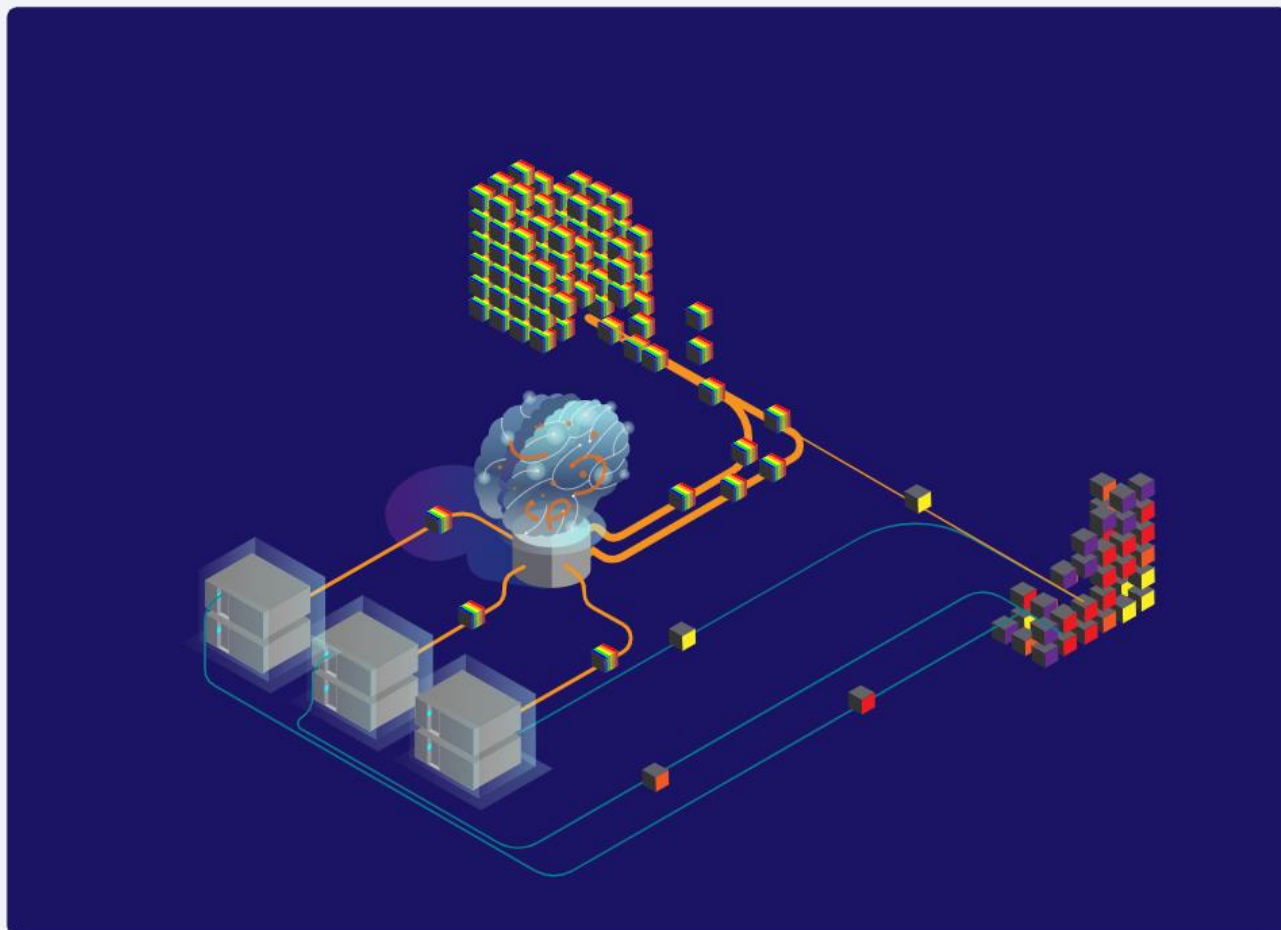
Figure 11: AC³ Website – Proof of Concept Page (1/2)

Use-Case 2: Smart Monitoring System using UAV

We propose a smart monitoring system that will harness the current proliferation of video surveillance devices using enabling technologies and techniques, such as UAVs, far edge, AI, and ML. The objective of this use case is to demonstrate the flexibility that offers CECM to the application for changing its behaviour in an easy and seamless. For example, the application's behaviour can vary via a simple SOTL-based request from object tracking, movement detection, prediction, and human activity surveillance, to unusual activity detection. Moreover, we will demonstrate the CECM's capabilities to deploy and run micro-services on top of the far edge (e.g., UAV) and anticipate drone unavailability by migrating the micro-service from one drone to another or the infrastructure edge.

Figure 12: AC³ Website – Proof of Concept Page with visuals (2/2)

Use-Case 3: Deciphering the universe: processing hundreds of TBs of astronomy data



We will demonstrate the CECCM’s capabilities to deploy and run astronomical software to potentially process hundreds of TBs of data cubes. This will allow us to integrate scientific applications that will take advantage of hybrid cloud native infrastructures, to optimize the computation process based on smart AI algorithms. The implementation of this UC also enables the whole astronomy community, scientific and research teams to accelerate the analysis of the novel data gathered from newer and additional instruments and data sources, such as JWST

Figure 13: AC³ Website – Proof of Concept Page with visuals (3/3)

The ‘Consortium’ page (Figure 14) provides information about the project partners. For each partner, the corporate logo is presented along with the partner’s name.



Coordinator



Project coordinator

Prof. Christos Verikoukis (ISI/ATH)



Technical Manager

Prof. Adlen Ksentini (EUR)



Admin Project Manager

Ifigenia Roumelioti (ISI/ATH)



Innovation Manager

Mr. George Tsolis (CTX)



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[Privacy policy](#)

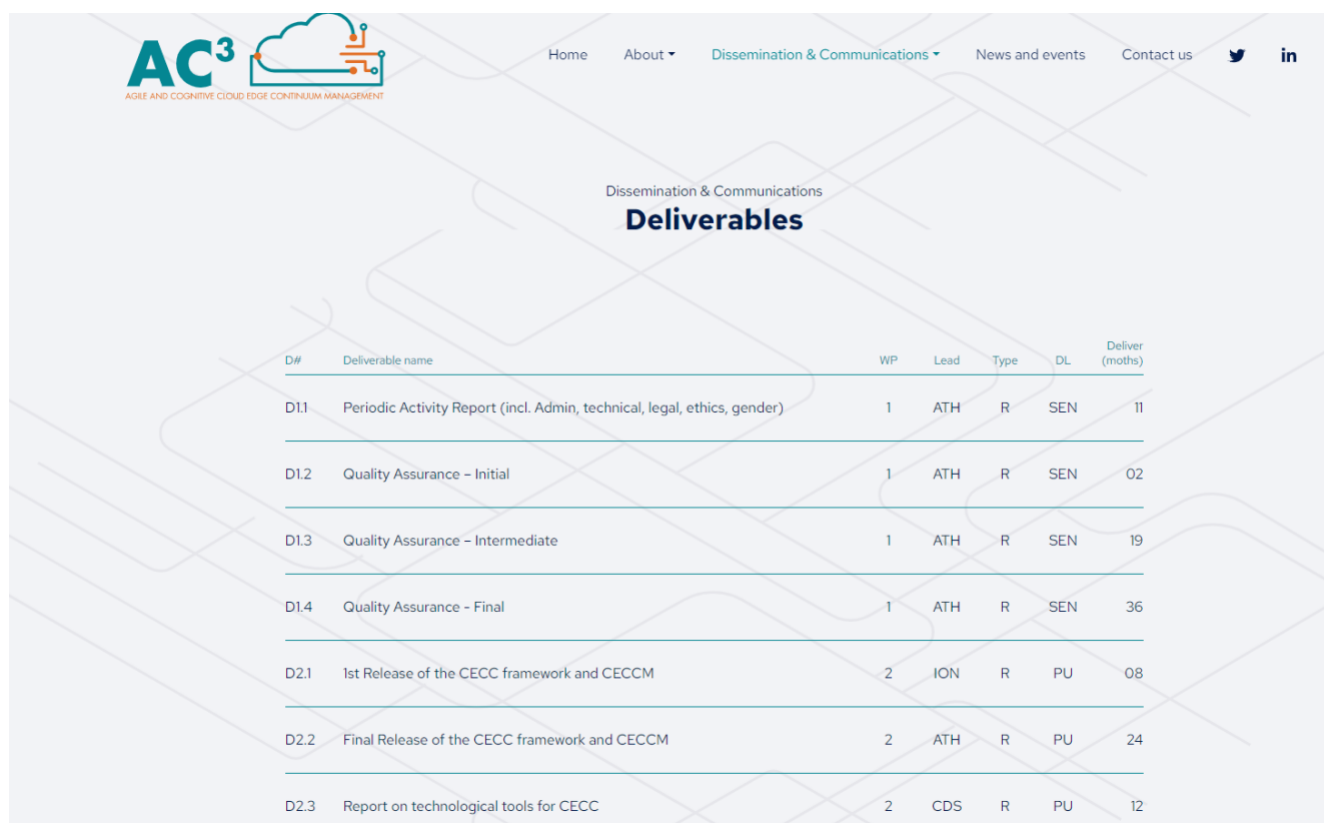
Figure 14: AC³ Website – Consortium Page

4.3.8 The ‘Dissemination and Communications’ Page

The ‘Dissemination & Communication’ page includes all the ongoing dissemination and communication channels and tools the consortium will be using for disseminating AC³ and its results, namely:

- i. Deliverables
- ii. Workshops
- iii. Publications
- iv. Factsheets, Brochures & Flyers
- v. Video clips

The content of these pages will be updated during the project lifecycle, with the relevant dissemination material as soon as it is produced. Figure 15 shows the dissemination and communication page.

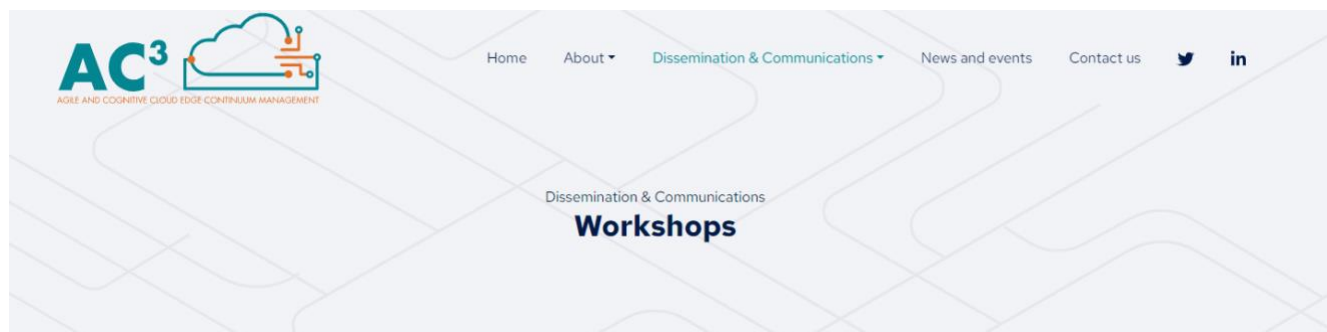


D#	Deliverable name	WP	Lead	Type	DL	Deliver (months)
D1.1	Periodic Activity Report (incl. Admin, technical, legal, ethics, gender)	1	ATH	R	SEN	11
D1.2	Quality Assurance – Initial	1	ATH	R	SEN	02
D1.3	Quality Assurance – Intermediate	1	ATH	R	SEN	19
D1.4	Quality Assurance – Final	1	ATH	R	SEN	36
D2.1	1st Release of the CECC framework and CECCM	2	ION	R	PU	08
D2.2	Final Release of the CECC framework and CECCM	2	ATH	R	PU	24
D2.3	Report on technological tools for CECC	2	CDS	R	PU	12

Figure 15: AC³ Website – Dissemination & Communication Page

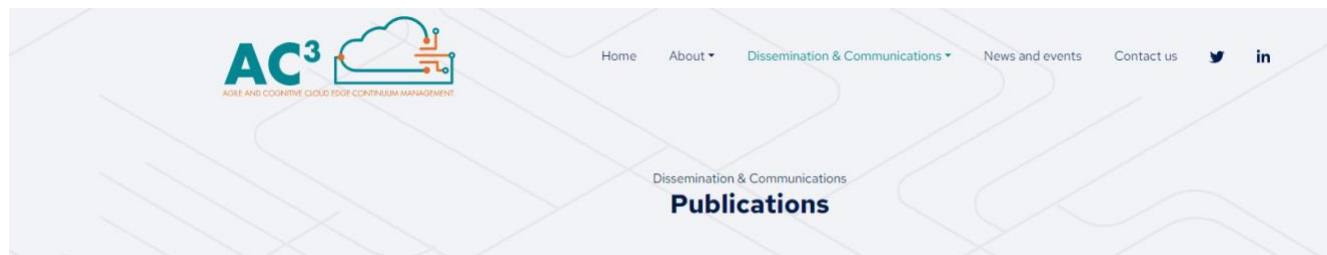
4.3.9 The ‘Workshop’s’ Page

On this page (Figure 16), the visitor can see all the information/news about the project, important meetings, workshops, press releases, ongoing actions, and project progress. This section of the website will be constantly updated according to the activities of the partners of the project.

Figure 16: AC³ Website – Workshop Page

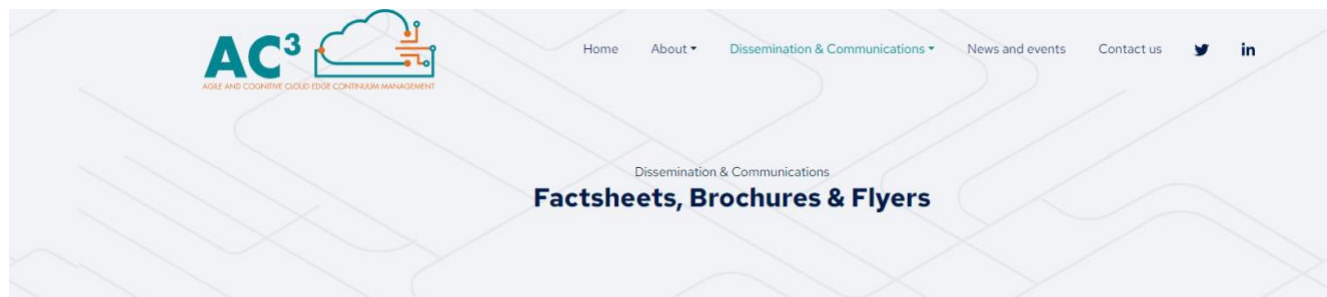
4.3.10 The ‘Publications’ Page

On this page (Figure 17), the visitor can see all relevant publications of the project showcasing the contribution from all the partners that are published in conferences, journals, Workshops, and demos. This section of the website will be constantly updated according to the activities of the partners of the project.

Figure 17: AC³ Website – Publications Page

4.3.11 The ‘Factsheet, Borchers, and Flyers’ Page

On this page (Figure 18), the visitor can see all the Factsheet, Borchers, Flyers, and press releases, ongoing actions, and project progress news about the project, the important meetings, workshops. This section of the website will be constantly updated according to the activities of the partners of the project.

Figure 18: AC³ Website – Factsheets, Borchers, and Flyers Page

4.3.12 The ‘Video clips’ Page

On this page (Figure 19), the visitor can see all the Video clips of the project. This section of the website will be constantly updated according to the activities of the partners of the project.

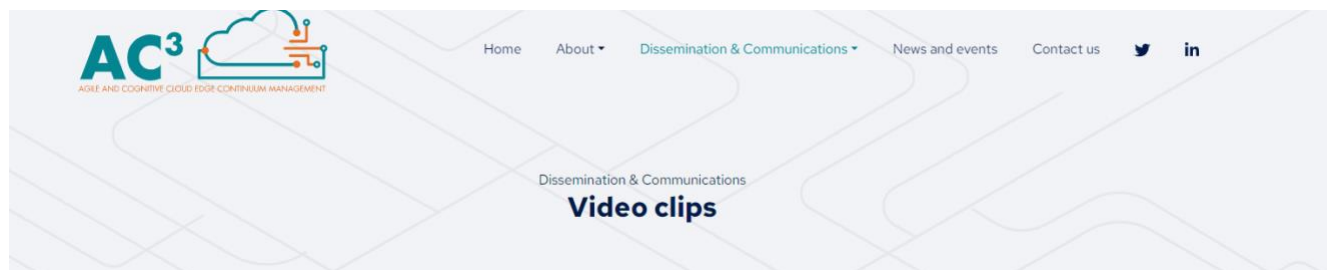


Figure 19: AC³ Website – Video clips Page

4.3.13 The ‘News and Events’ Page

On this page (Figure 20), the visitor can see all the news about the project, important meetings, workshops, press releases, ongoing actions, and project progress. This section of the website will be constantly updated according to the activities of the partners of the project.

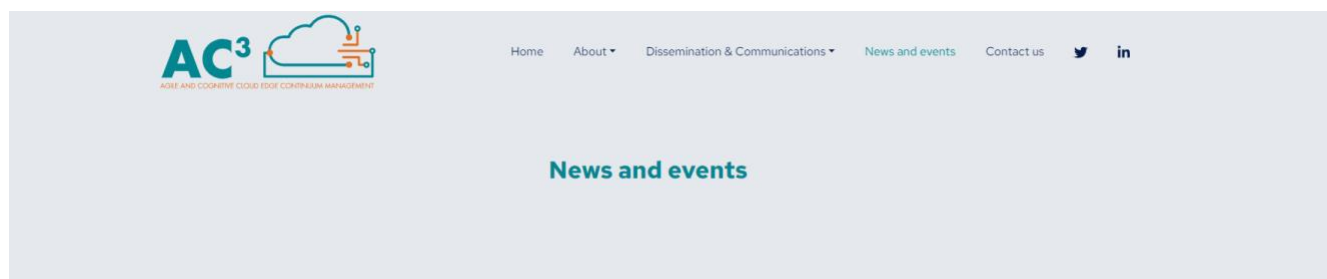


Figure 20: AC³ Website – News & Events Page

4.3.14 The ‘Contact us’ Page

The “Contact Us” page (Figure 21) of the website is where a user will be able to contact the project consortium and submit their requests and queries for the AC³ project through an online form, or by using the general project’s email address. The email will be handled by the project Coordinator and the Dissemination and Communications Manager.

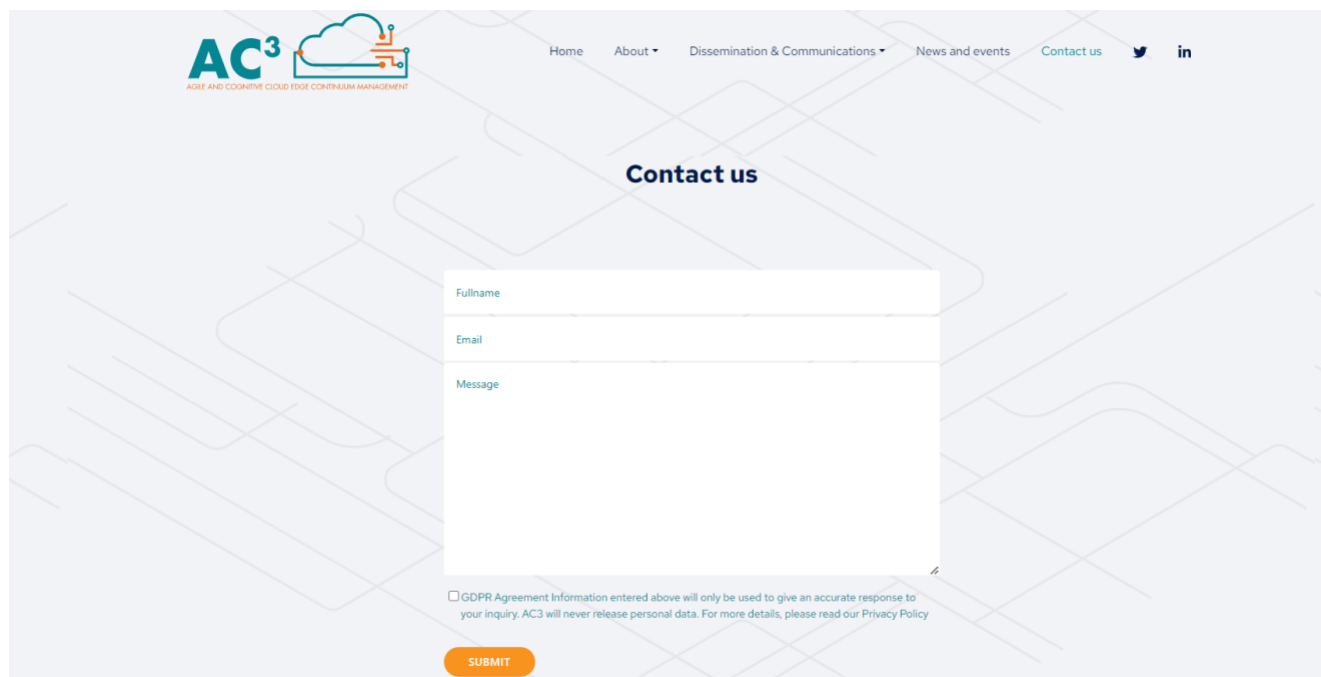


Figure 21: AC³ Website – Contact Us

4.4 Privacy Policy and Cookies Policy

An “Accept Cookies” option is available at the bottom of the ‘Home Page’ when visiting the website for the first time and options can be modified, at any time. This is powered by the WordPress General Data Protection Regulation (GDPR) Cookie Compliance plugin ⁽⁹⁾. The entire policy which is in alignment with the EU GDPR ⁽¹⁰⁾ can be found at the bottom of the ‘Home page’ by clicking on the tab ‘Privacy Policy’ and ‘Terms of Service’. ‘(Figures 22 and 23) ‘Privacy Policy and ‘Cookies Policy of the website are publicly available in the following URLs and accessible from the Home page:

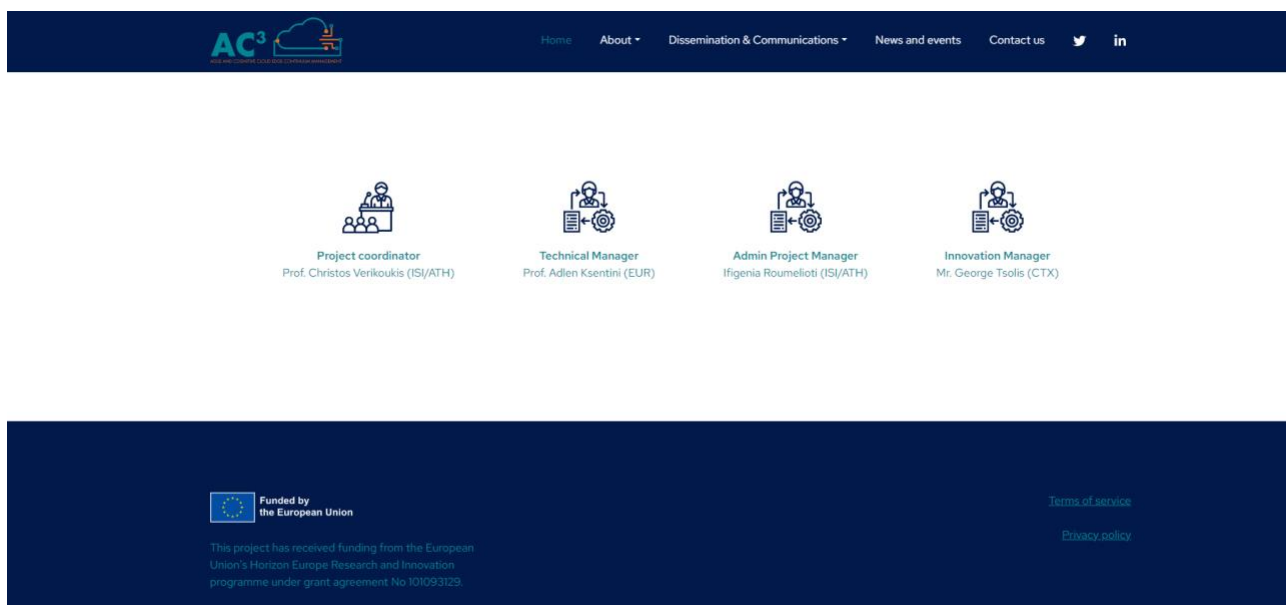
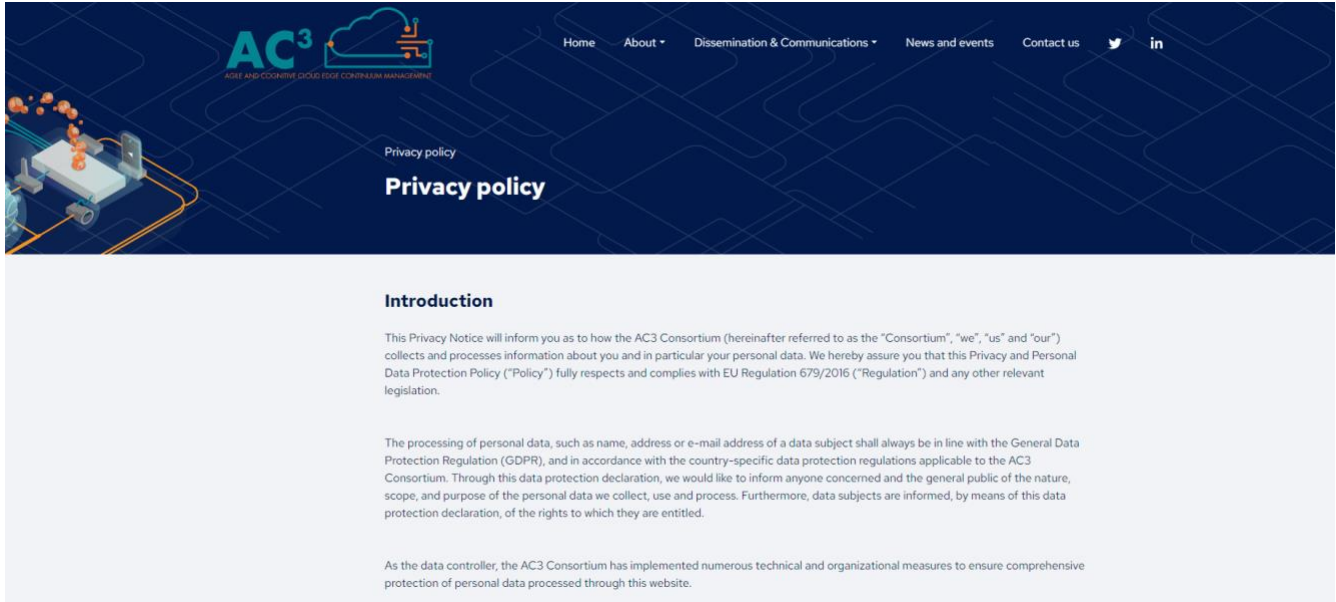
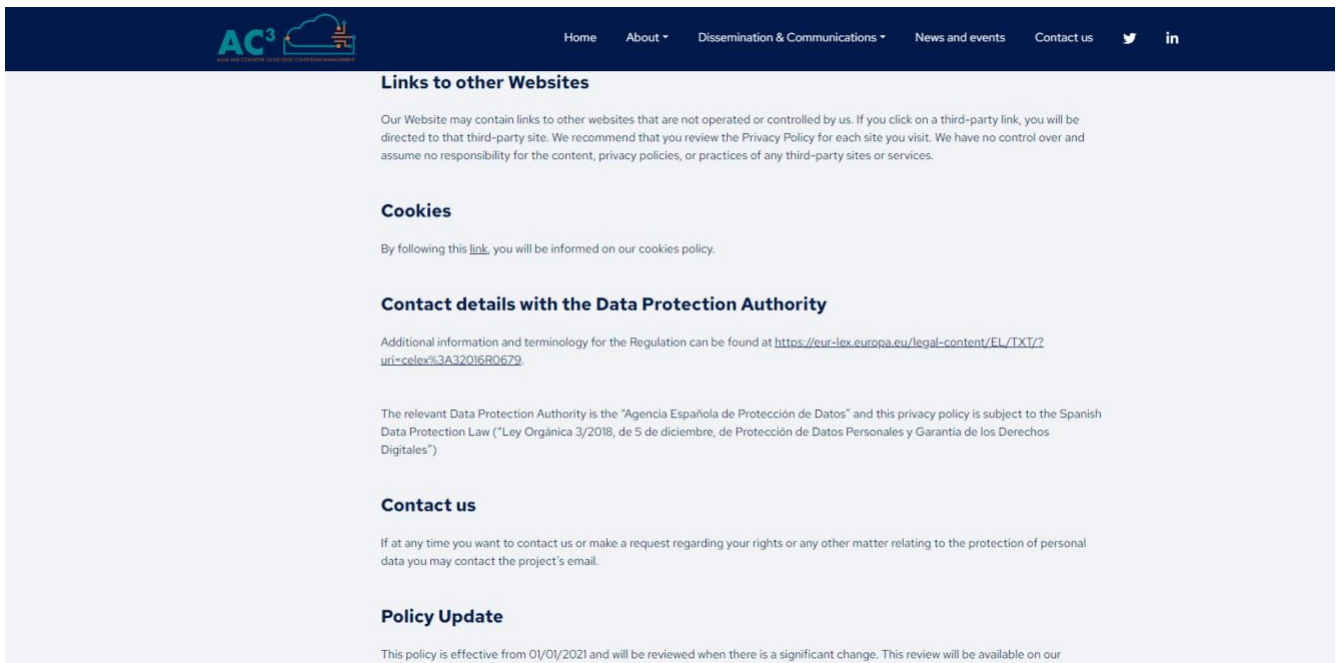


Figure 22: AC³ Website – Privacy policy and Terms of Services

- Privacy and Cookies Policy: [https:// ac3-project.eu/privacy-policy/](https://ac3-project.eu/privacy-policy/)
- Term of Service: [https:// ac3-project.eu/ terms-of-service/](https://ac3-project.eu/terms-of-service/)

Figure 23: AC³ Website – Privacy policyFigure 24: AC³ Website – Change Cookie Settings

4.5 Website Administration

This section describes the administration site of the project’s website. The website has been built using WordPress ⁽⁴⁾ (version 5.4.2). WordPress is a web-based software, that professionals use to design a website, with emphasis on accessibility, performance, security, and ease of use. WordPress is aligned with GDPR and is hosted by “Bluehost” ⁽¹¹⁾, a web hosting solutions company. Using 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. Figure 24 below shows the main page that is displayed once the administrator user logs in to WordPress.

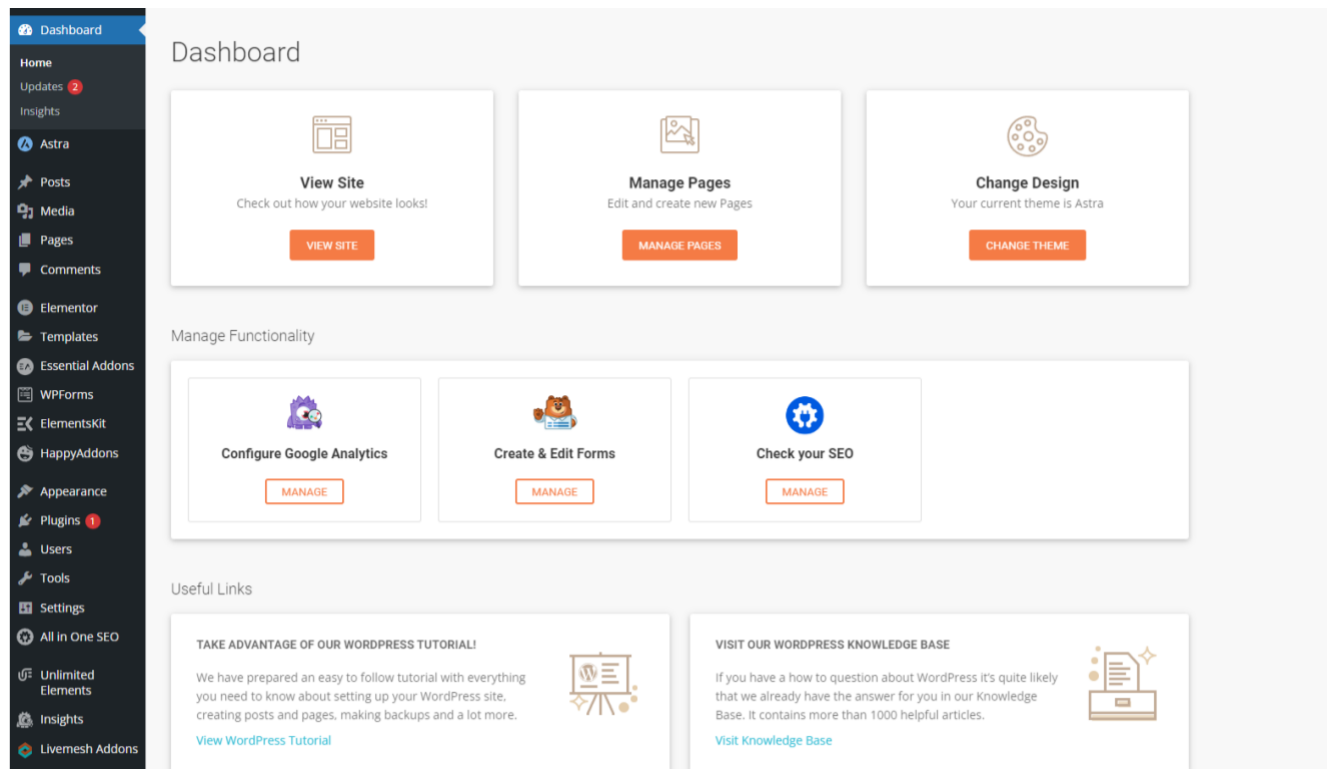


Figure 25: WordPress – Main page

5 Social Media Channels

Regarding the ‘Guidance Social media guide for EU funded R&I projects’, *“Social media allow you to reach an extremely wide — but also targeted — audience, maximizing the impact and successful exploitation of your research results”* (12). AC³ communication strategy and plan target creating awareness amongst the full range of stakeholders including the public getting high exposure in the social media channels and press coverage. This section describes AC³’s social media accounts, part of the dissemination activities undertaken for this project. AC³ will build and maintain actively its online presence in several social media channels, using Twitter and LinkedIn when interacting with research and innovation communities spreading out new publications, while YouTube and Podcasts will be used for wide community engagement.

5.1 AC³ YouTube Channel

The AC³ YouTube Channel will be created for posting videos related to the project and its outputs. These will be all licensed via a Creative Commons license (likely “CC BY”) to maximize the reuse of the knowledge.

5.2 AC³ LinkedIn Page

AC³ LinkedIn page has been created in the first month of the Project, as a powerful dissemination channel where project partners, stakeholders, and the general public can connect and exchange information about the project. This channel will be used to massively disseminate project facts, results, links to work, links to events, etc., including all major project steps, meetings, and outcomes. During the preparation of this report, the group already consisted of 18 followers. The AC³ LinkedIn page can be found at the link <https://www.linkedin.com/in/accc-ac3-a6a955265/>. A screenshot from the LinkedIn group is presented in the following Figure 26.

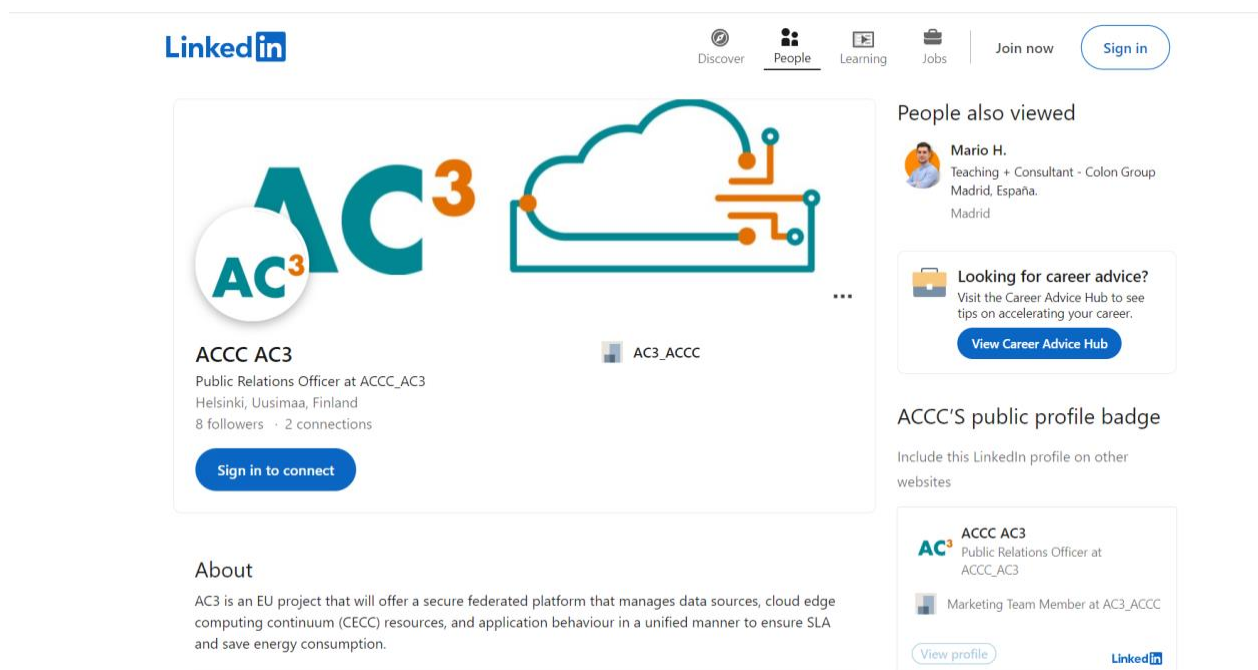


Figure 26: LinkedIn – Main page

5.3 AC³ Page Twitter Page

The AC³ Twitter account has also been created in the first month of the Project and will be used in a similar way and for dissemination purposes as the LinkedIn group. The AC³ consortium will use this page to share information about the project and its consortium, and to promote regular updates and potential collaborations with other projects and initiatives. During this document development, and based on the account's Analytics, the project's Twitter page has 10 followers. The AC³ Twitter account can be found at the link https://twitter.com/ACCC_AC3. A sample screenshot from the Twitter group is presented in the following Figure 27.

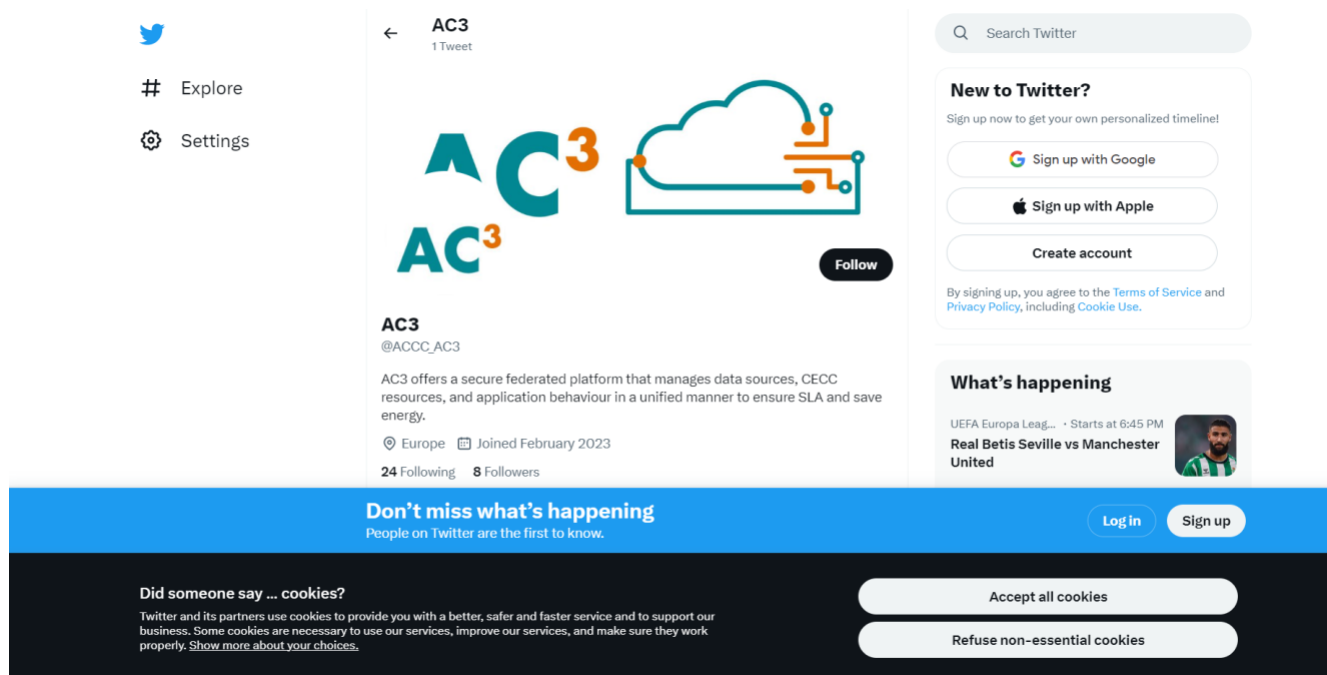


Figure 27: Twitter– Main page

5.4 Monitoring

The effectiveness of the social media outreach will be monitored using analytics and statistics provided by the modules themselves. Information on who visits the pages (which industry, geographical location, etc) will be analyzed to enable user profile(s) that show interest. On the same note any segments not engaging enough or at all will be boosted through the creation of special posts or other material to rectify the participation and interest for a balanced impact generation and focused targeting.

6 Conclusion

Deliverable 6.1 presents the project's website along with its social media channels, which are considered the online AC³ project presence. A project website allows easy retrieval of main action data with few clicks while acting as the core source of information about the project's objectives and activities.

Links to access the website and the LinkedIn, YouTube, and Twitter accounts of the project are also provided within the document. The deliverable also provides information regarding the administration of the website, along with the methodology behind the design and development of the website.

This deliverable is part of *Task 6.1: "Website" performed under WP6: "Dissemination, Communication, Standardizations, and Exploitation"*. For that reason, will be continuously updated, running also for 3 years after the project end.

Updated website information, and updated screenshots showing events, news, and "traffic" can be presented in future deliverables related to this Task, more specifically in D6.5, D6.5, D6.6 in M06, 18, and 36.

7 References

- [1] <https://www.linkedin.com/>. [Online]
- [2] <https://twitter.com/>. [Online]
- [3] <https://youtube.com/>. [Online]
- [4] <https://wordpress.org/about/>. [Online]
- [5] https://en.wikibooks.org/wiki/GUI_Design_Principles. [Online]
- [6] https://www.w3schools.com/html/html5_intro.asp. [Online]
- [7] https://www.w3schools.com/css/css3_intro.asp. [Online]
- [8] <https://www.w3schools.com/js/>. [Online]
- [9] <https://wordpress.org/plugins/gdpr-cookie-compliance/>. [Online]
- [10] <https://gdpr-info.eu/>. [Online]
- [11] <https://www.bluehost.com/about>. [Online]
- [12] https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf. [Online]