



EMERALD

Deliverable D6.1

Project flyer and public website

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Abstract:	First flyer and project website. EMERALD website will be set-up and subsequently enhanced by all partners to include public results and links to related news and initiatives.
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DRAFT

Terms and abbreviations

DoA	Description of Action
GARR	Gestione Ampliamento Rete Ricerca (Italian)
KR	Key Result
SEO	Search Engine Optimization
WP	Work Package

DRAFT

Executive Summary

This deliverable represents the first piece of the EMERALD dissemination and communication strategies, which are part of Work Package 6 (WP6). It includes two main sections in which both the first flyer and the public website associated with the project are described, respectively. The main objective is to set the basis of EMERALD's brand identity.

The website will be updated during the project and enriched with new resources such as news, publications, deliverables released, events attended, synergies developed with other projects, etc. The flyer, similarly, will be followed by two other versions that will show the ongoing progress of the project.

DRAFT

1 Introduction

This deliverable is the first of those to be released within WP6 on Dissemination, Exploitation, Communication and Standardization. It represents the first step towards the definition of a dissemination and communication strategy for EMERALD.

1.1 About this deliverable

This document describes in detail the first flyer released as part of the EMERALD project and the preliminary version of the EMERALD website, as it appears in month 4.

1.2 Document structure

The structure of the document is as follows. Section 2 outlines the main characteristics of the first flyer released in the context of the EMERALD project, describing its purpose, content, design and layout. Section 3 presents the main aspects of the project website, including its structure, look and feel, and content. Finally, Section 4 reports the conclusions of the deliverable.

2 EMERALD flyer

This flyer, the first in a series of three, is intended to raise awareness of the EMERALD project and to present key project information in a concise manner. It also aims to highlight the project's innovative approach to evidence management for Continuous Certification in Cloud Services and to entice the reader to visit EMERALD's website for further insights.

The first EMERALD flyer will be printed for distribution at appropriate locations, but it can also be viewed and downloaded via the website (<https://www.emerald-he.eu/flyers/>).

2.1 Content Overview

The flyer includes the following information about the EMERALD project:

- Title and project's logo.
- Partners' logos and descriptions.
- Social channels.
- General info about the project.
- QRcode, pointing to the project's website.
- EU emblem and funding statement.
- Acknowledgement to EU funding and disclaimer, according to the European Commission guidelines¹ and to the deliverable D7.1 [1].
- A concise overview of the EMERALD project, including its background and importance.
- The key objectives of the project.

2.2 Design

The design of the EMERALD flyer is modern and engaging, featuring a professional colour palette that reflects the project's innovative character. The front cover stands out with its impactful use of graphics and a clear, bold title, making an immediate visual statement (see Figure 2). The distinctive EMERALD logo is prominently displayed on the front panel. The logo is a key visual element, encapsulating the essence of the EMERALD project. It combines a stylised symbol of an emerald with the text of the project name in a way that is both aesthetically pleasing and representative. Infographics and icons are used strategically throughout the flyer (see Figure 3) to illustrate key points, adding a visual element that complements the text and makes information more accessible.

2.3 Layout

The EMERALD flyer's tri-fold layout is strategically designed for both aesthetic appeal and text clarity. Each of the six panels serves a distinct purpose, guiding the reader through a comprehensive overview of the project (see Figure 1). The overall layout balances textual content with visual elements, maintaining a homogeneous look while ensuring that the information is comprehensive and easy to understand.

¹ https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en#acknowledge-eu-funding

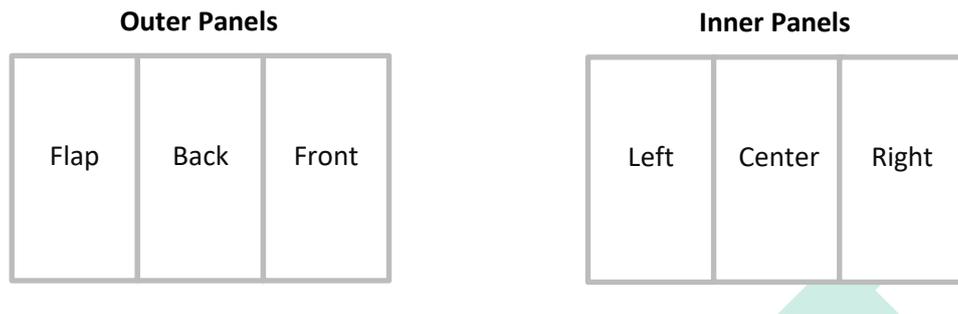


Figure 1. EMERALD first flyer layout

The outer panel (see Figure 2) is divided into three parts, containing general project information and the list of partners, as described in detail below:

- **Outer Front Panel:** Presents an eye-catching image to create an inviting entry into the flyer. The project logo and title are positioned to immediately grab the reader's attention.
- **Outer Back Panel:** Conceptually divided into three parts. In the top part are included the communication tools used during the project, such as social media links and a QR code leading to the project website. The middle section contains general information about the project, while the bottom section displays the European Union emblem with the funding statement and disclaimer. This layout ensures that all essential information is easily accessible.
- **Outer Flap Panel:** Dedicated to the partners involved in the project. Each partner is represented with its logo and a brief description of its role, neatly aligned for quick scanning.

PARTNERS

tecNALIA TECNALIA is the largest centre of applied research and technological development in Spain. It provides specific solutions to the major global challenges and transforms technological research into prosperity.

Fraunhofer AISEC FRAUNHOFER AISEC, a leader in cybersecurity research, develops customized security concepts and solutions to protect businesses and the public sector against cybercrimes and to enhance data security.

Fabasoft Fabasoft PROCESO is a unique business ecosystem providing selected, powerful and seamlessly integrated solutions for document-intensive business processes.

Consiglio Nazionale delle Ricerche CNB is the largest public research institution in Italy. Founded in 1923 it is focused on carrying out, disseminating and enhancing scientific and technological research in the main fields of knowledge.

SCCH | software competence center | johannesberg SCCH is a non-profit COMET center that focuses on data and software science. Excellent research is conducted in both areas at SCCH. SCCH was founded by the Johannes Kepler University Linz in 1999.

KNOW Center The Know Center is a leading European innovation and research center for trustworthy AI and data science.

CaixaBank CaixaBank is the leading financial group in Spain and one of the most significant in Portugal. Constantly striving for the innovation, it will provide a large experience on cybersecurity in finance.

IONOS IONOS is the leading European digitalisation partner for small and medium-sized businesses (SMB).

CloudFerro CloudFerro provides innovative cloud services. The company delivers and operates cloud computing platforms for demanding markets, such as the European space sector, climate research and science.

OpenNebula OpenNebula Systems is the deep tech company behind OpenNebula, the only European open source Cloud & Edge Computing Platform in the market and a success story of EU-funded research and innovation.

NIXU | a DNV company NIXU, a DNV company, is a trusted cybersecurity services partner. We help our customers ensure business resilience with peace of mind across multiple industries, enabled by some of the best cybersecurity professionals in Europe.

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emerald-he-project

Scan me!

PROJECT INFO

Overall budget: € 5,498,900
Start date: Nov 1st 2023
End date: Oct 31st 2028
Coordinated by: FUNDACION TECNALIA RESEARCH & INNOVATION
Tel.: +34 946 430 850
Email: juncal.alonso@tecnalia.com

Funded by the European Union

EMERALD
Evidence Management for Continuous Certification as a Service in the Cloud

Figure 2. Outer panels of the first EMERALD flyer

The inner panel (see Figure 3) is also divided into three parts, but unlike the outer panel, more detailed information can be found here, including a project overview, its objectives and benefits:

- **Inner Centre and Inner Right Panels:** Divided horizontally into two parts. In the upper part there is an eye-catching image showing the EMERALD approach, and a description of the main benefits that will be provided. The lower part briefly introduces the project and its purpose, with an engaging overview.
- **Inner Left Panel:** Dives into the goals of the project, which are organized into bullet points for ease of reading. For each goal, the expected key results extracted from the DoA [2], are also cited.

OBJECTIVES

- 1 Provide next generation evidence gathering tools based on a knowledge graph approach.**

KR1 EXTRACT: A framework to continuously extract knowledge on various layers of the cloud service and prepare suitable evidence based on them.

KR2 CERTGRAPH: A graph-based structure, the certification graph, to consolidate all necessary information of the service and make it easily query-able.
- 2 Reduce complexity in multi-scheme Cloud certifications by assisted metric mapping.**

KR3 OPTIMA: An intelligent system to select an optimized set of metrics that can be measured to demonstrate compliance to the selected certification scheme.

KR4 MULTICERT: A tool to assess chosen metrics based on information stored in the certification graph and to evaluate the final certificate decision.

KR5 AIPOC: A proof of concept (PoC) on how to scale the CaaS approach to cloud-based AI systems.
- 3 Provide a seamless user experience of continuous auditing for auditors and auditees.**

KR6 EMERALD UI/UX: A user interaction concept and conducted studies to show what information each user needs in an audit process.
- 4 Provide interoperability to other frameworks, security assessment tools and repositories.**

KR7 INTEROP: An interoperability layer, the trustworthy systems, assessment results and catalogue data.
- 5 Validate the outcomes in industrial pilots.**

KR8 PILOTS: Involvement of realistic use cases by potential applicants of EMERALD.
- 6 Promote the project, disseminate results and coordinate with international agencies.**

KR9 DECAS: Dissemination and communication of results via multiple channels, relevant conferences and the scientific community. Exploitation of achievements by the technical and pilot partners. Standardization activities to discuss, verify and deepen the findings with standardization bodies.

BENEFITS



Provides novel techniques on the assessment of AI models [KR5-AIPOC] specific to the robustness of ML systems, their interpretability, and the mitigation of potentially negative impacts such as model unfairness.

Explore for existential overlap between cloud certifications and AI-based certifications with the aim of evidence re-usability in a multi-certification scenario [KR4-MULTICERT].

Integrate evidence collection techniques into a single graph-based structure, the Certification Graph [KR2-CERTGRAPH].

Develop a holistic security evaluation approach for ML models by making scientific findings applicable in the real world.

Improve and extend existing evidence collection techniques, mainly organisational evidence extraction like done in AMOE.

Offer a concept for a UI to address certification-as-a-service (CaaS) and its continuous and lean re-certification aspects focused on the user [KR6-EMERALD UI/UX].

Put in place a co-design approach that combines empirical social enquiry and computational approaches to investigate requirements, work-related phenomena, interdependencies in work processes and the available technologies to obtain a holistic view of the current state of practice.

THE PROJECT

The main objective of EMERALD is to pave the road towards Certification-as-a-Service (CaaS) for continuous certification of harmonized cybersecurity schemes, like the European Cybersecurity Certification Scheme for Cloud Services (EUCCS).

Addressed users of such a CaaS solution are stakeholder groups of the cybersecurity domain: cloud service providers, cloud customers, auditors, and standardization agencies.

For cloud service providers as well as cloud customers, EMERALD will offer a framework to set-up, manage and monitor their certifications and enable lean re-certification.

For auditors, EMERALD will be an audit assistance framework.

To achieve the overall objective, EMERALD will design and implement a user interaction concept, offering a uniform way to address audits and offer the above mentioned stakeholders a solid degree of complexity reduction through the customization of the audit process.

Lastly, EMERALD will provide cybersecurity and standardization agencies with novel strategies and methods for building cybersecurity requirements and metrics that can react to changes and, if necessary, are interoperable enough to be translated to other schemes.

Designed by CNR-IT, February 2024

Figure 3. Inner panels of the first EMERALD flyer

3 EMERALD public website

A website is a fundamental tool to establish a presence on the web, by offering a publicly accessible space where objectives, updates, and achievements can be shared. It acts as a communication bridge, connecting the project with stakeholders, partners, and the broader community. The EMERALD website adds credibility to the project and can fulfil the European Commission's public outreach requirements. Moreover, it facilitates collaboration and engagement, supporting networking and outreach activities that can contribute to the success of European projects.

3.1 Hosting and Development

The EMERALD website is available at the following domain: <https://www.emerald-he.eu>. The domain name has been registered by CNR through the GARR Network Information Centre. WordPress has been chosen as Content Management System, due to its robustness and flexibility, allowing the construction of a responsive website. It offers a high degree of customization with an array of themes and plugins, allowing for a personalized look and enhanced functionality. The platform is also cost-effective with its open-source nature.

WordPress sites tend to be SEO-friendly, which is essential for visibility in search engine rankings. For this purpose, a plugin was chosen, namely *Yoast SEO*, which is widely recognized and improves search engine optimization. It provides a comprehensive set of tools that guide website owners through the process of optimizing their content for search engines, ensuring that posts and pages stand out in search results.

The themes are usually designed to be responsive, meaning the website will look good on both desktop and mobile devices. The free template GeneratePress² was chosen as the basic theme of the website and then customized as needed.

3.2 Structure

The website will be the main information resource of the project and its structure has been designed to:

- Offer the most attractive content to all target audiences.
- Present the project and its activities in a user-friendly manner, making it easier to find relevant items.
- Give details on the project objectives and activities, partnership, news, publications, contact details, etc.
- Provide a platform to share the project results through documents, deliverables, communication products (flyers, posters, videos, press releases, brief updates, annual reports), open-source software, etc.
- Provide links to the project's social media.

In detail, the menu structure of the EMERALD website is as follows (see Figure 5):

- Home
- About
 - Mission
 - Approach
 - Objectives
 - Key Results

² Please refer to: <https://generatepress.com>

- Tools
- Partners
- Pilots
- Resources
 - Deliverables
 - Publications
 - Synergies
 - Open Resources
- Communication
 - Flyers
 - Press Releases
 - Annual Summaries
 - Posters
 - Videos
 - Presentations
- Emerald Fragments
- Contact

3.3 Graphical appearance

3.3.1 Colour Palette

The EMERALD colour palette consists of a range of vibrant and pastel colours that are used to represent the brand identity of EMERALD (see Figure 4). The palette includes a bright turquoise-green colour, a soft yellow colour, a bright orange colour, a muted coral tone and a sky-blue shade. Next to each main colour, the colour at progressively reduced saturation levels is shown (80%, 70%, 40%, 35%, and 20%). These tints provide a gradient of intensity, offering versatile options for branding and design purposes.

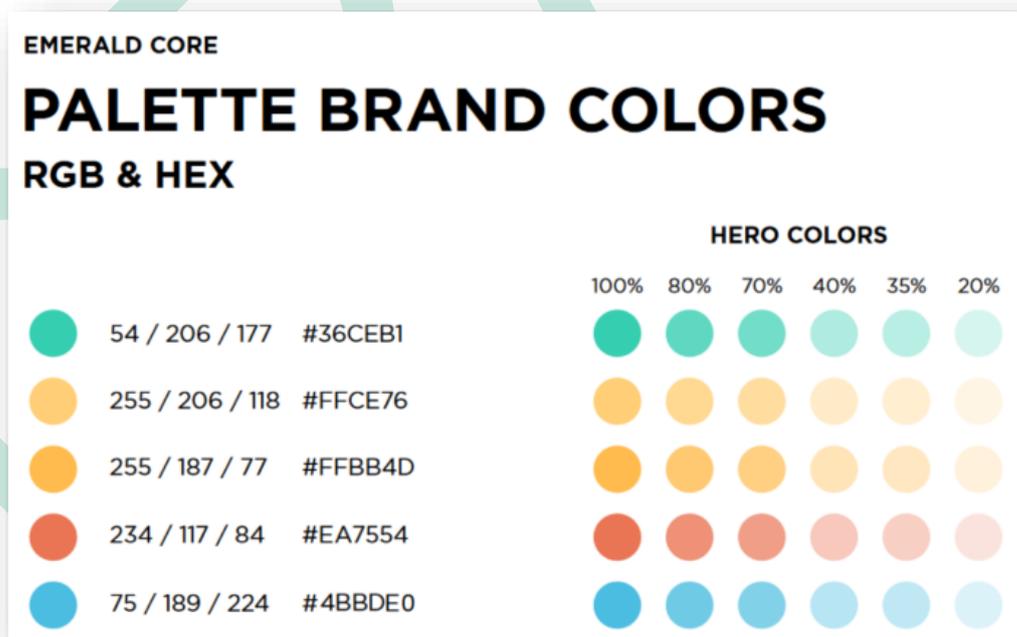


Figure 4. EMERALD colour palette

3.3.2 Menu

The website menu is in at the top of the homepage, in EMERALD turquoise-green, and includes six sections in addition to the homepage (see Figure 5).

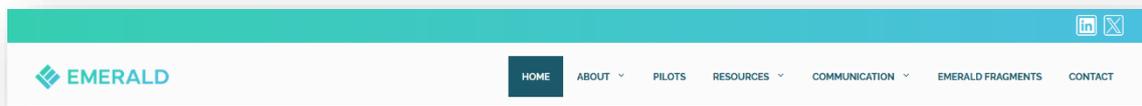


Figure 5. Structure of the website menu

When clicking on a section, if there are submenu items, they are displayed on the right side of the page for easy navigation (see Figure 6).

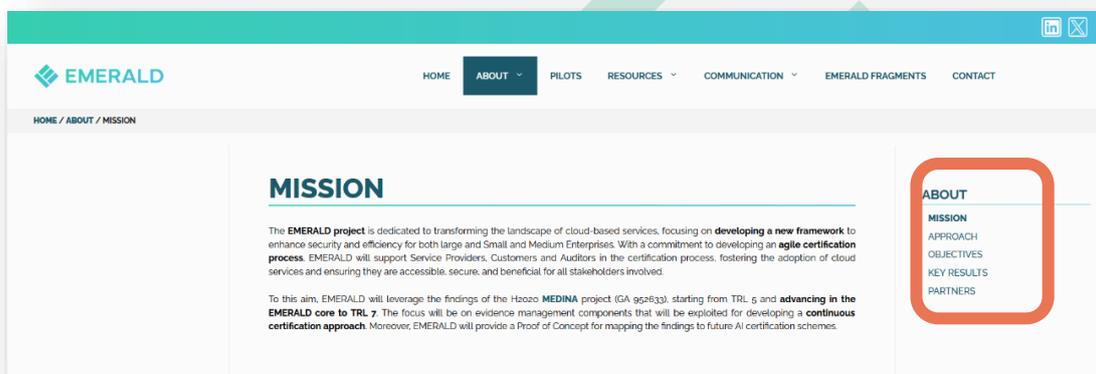


Figure 6. Example of right-side submenu for the “About” section of the website

3.3.3 Body

The content of the body is described in Section 3.4.

3.3.4 Footer

Figure 7 shows the footer of the website, that includes:

- The acknowledgement of EU funding and disclaimer.
- The main project info:
 - Grant Agreement ID
 - Overall budget
 - EU contribution
 - Horizon Europe call references
 - Start date
 - End date
 - Coordinator contact info
- Follow us: button links to the EMERALD social media channels.
- Privacy policy.
- Copyright.



Figure 7. Footer of the website

3.4 Content

3.4.1 Homepage

The homepage is the primary web page that users view when they browse the project website, and acts as a landing page to attract visitors (see Figure 8).

In the centre of the homepage there is a bar that replicates the colour used for the menu at the top of the homepage. Inside the bar, the project title is mentioned, followed by the project description so that the audience can get an immediate understanding.

The image which stands in the homepage well represents the concept of cloud services and it is the one which has been chosen for the flyer and for the social profiles.

The section below the turquoise-green bar contains three blocks which are fed with the most recent articles from the “EMERALD Fragments” section (see Section 3.4.6).

EMERALD

HOME ABOUT PILOTS RESOURCES COMMUNICATION EMERALD FRAGMENTS CONTACT

EVIDENCE MANAGEMENT FOR CONTINUOUS CERTIFICATION AS A SERVICE IN THE CLOUD

THE PROJECT

EMERALD will foster the adoption of cloud-based services for both large enterprises and Small and Medium Enterprises (SMEs), by simplifying the process of obtaining an agile security certification.

EMERALD's **mission** is to provide a user-friendly framework to help stakeholders in the cybersecurity field efficiently manage certifications, enhancing the security and effectiveness of cloud service usage. The proposed EMERALD environment will be the foundation for defining a new service for assisting the certification process that we named Certification-as-a-Service (CaaS).

EMERALD's main **objective** is to provide easy Certification-as-a-Service to cloud service providers, customers, and auditors, by offering a unified approach to maintain high security and trust levels across diverse technological environments.

The EMERALD consortium consists of **11 partners** from six European countries, forming a well-balanced team of research centers, large companies, and SMEs. These partners bring together a mix of industrial and academic expertise, specializing in areas like cybersecurity certification, cloud computing, AI, UX/UI design, and auditing processes. This diverse expertise ensures a robust approach towards achieving the EMERALD objectives, with a focus on practical applicability and early adoption of results.

EMERALD FRAGMENTS

THE FIRST EMERALD FLYER IS RELEASED

This flyer, the first in a series of three, is intended to raise awareness of the EMERALD project and to...

EMERALD PRESENTED AT ANNUAL CNR-IT CONFERENCE IN PISA

On December 18, 2023, the CNR partner presented the Emerald Project at the Annual CNR-IT Conference held in Pisa (Italy).

EMERALD KICKOFF MEETING

The online Emerald Kickoff Meeting took place on November 20-21, 2023. A very fruitful interaction among partners took place, discussing...

Funded by the European Union

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 Call: H2020-CN-CL-1-2022-42-01
 Start date: Nov 1st 2022
 End date: Oct 31st 2026
 Coordinated by: FUNDACION TECNALIA RESEARCH & INNOVATION
 Tel.: +34 946 430 850
 email: junical.aierso@tecnalia.com

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Figure 8. Homepage of the EMERALD website

3.4.2 About

This section is the main destination for all general users, including those who may not have a particular interest in the project. Therefore, anyone can find relevant information in this section. The general information about the project can be immediately found here, helping in giving a sense of concreteness about what is being done and showing the effectiveness of the project. This section leads to the following pages:

- Mission
- Approach
- Objectives
- Key results
- Tools
- Partners

Mission: This page contains a simple short description of the project mission, avoiding the use of technical terms (see Figure 9) The information and the image reported in this page have been extracted from the EMERALD DoA [2].

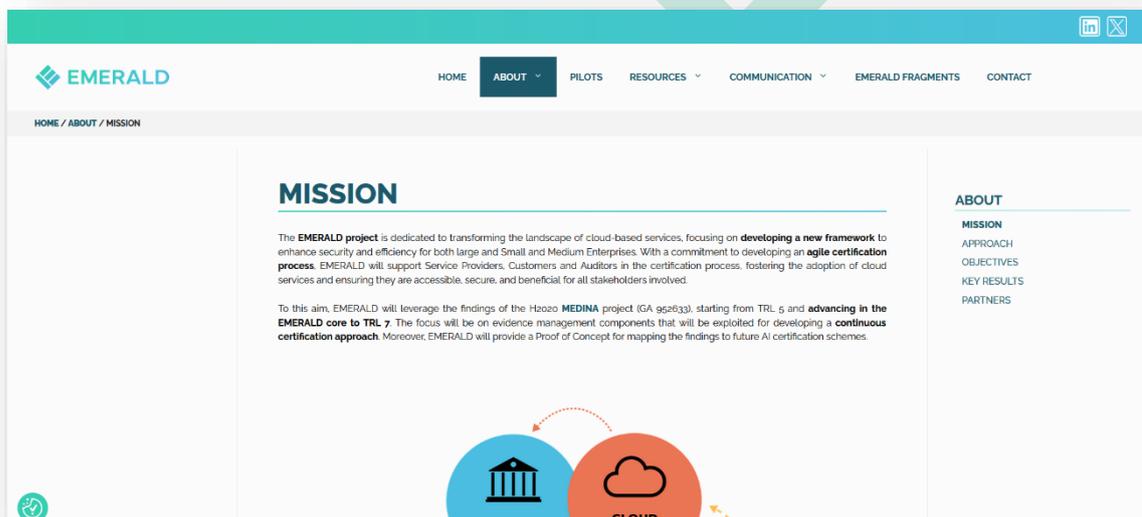


Figure 9. “Mission” section of the website

Approach: In this page (see Figure 10), the key elements of the approach adopted by the project are summarized in a bulleted list along with an image dedicated to the “EMERALD approach to a continuous and lean certification (KR’s)”.

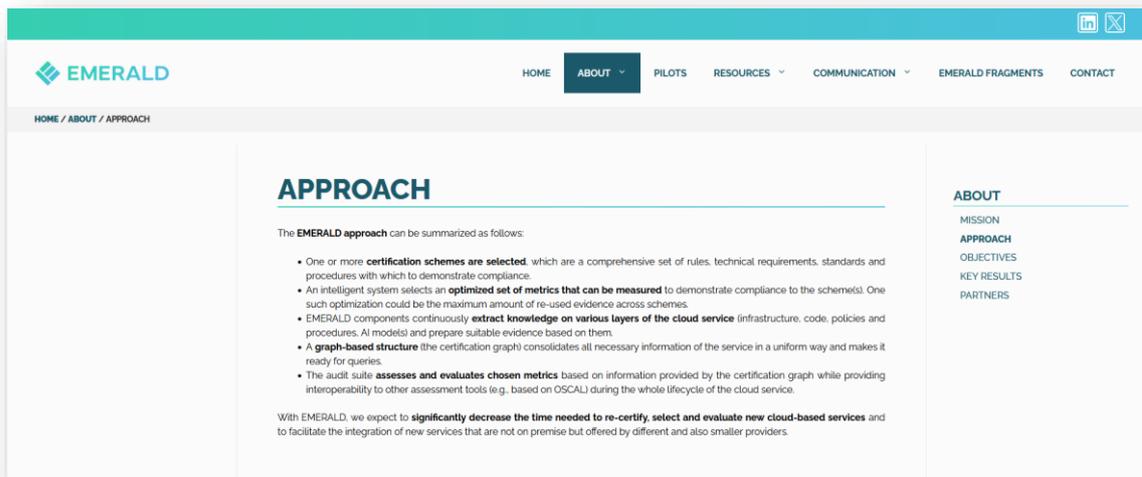


Figure 10. "Approach" section of the website

Objectives: This page describes the goals of the project in a simple and direct language (see Figure 11). The main objectives are stated in bold to facilitate understanding.

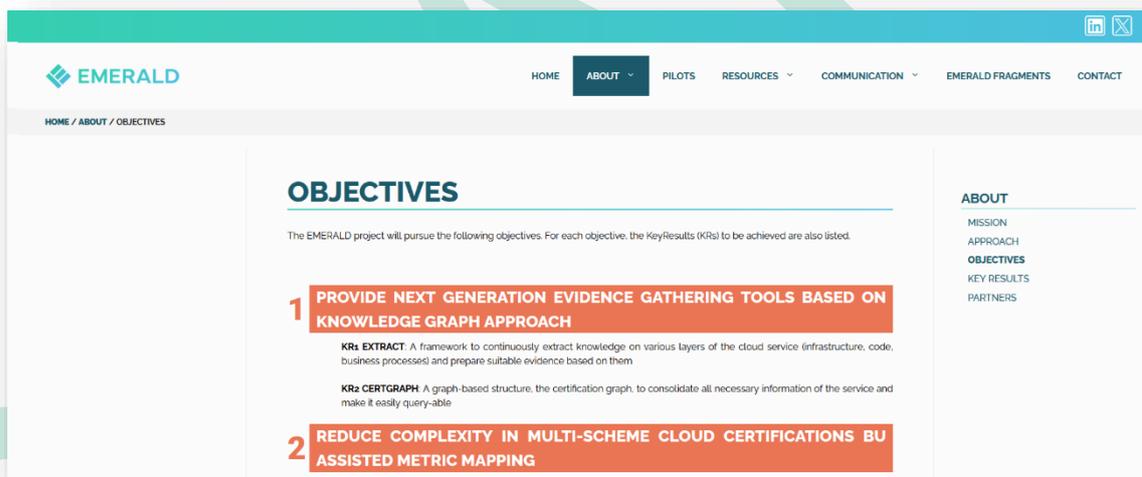


Figure 11. "Objective" section of the website

Key Results: The page provides descriptions of the nine KR's foreseen by the project (see Figure 12). A small, stylized image has been associated alongside the description of each KR to make the page graphically pleasing and of immediate perception.

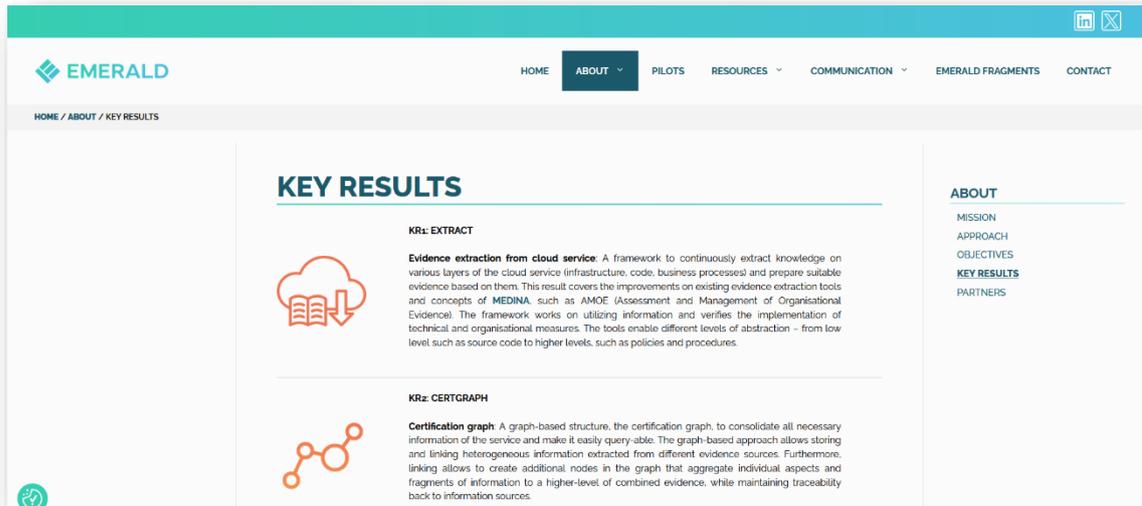


Figure 12. “Key Results” section of the website

Partners: The page dedicated to the Partners shows all the organizations involved in the project (see Figure 13). The 11 partners are listed, with logos on the left and a description of each partner on the bottom. Each logo leads to the partner’s website where users can learn more about their expertise, in addition, next to each logo, the country of the organisation, the roles held within EMERALD and a contact person are listed.

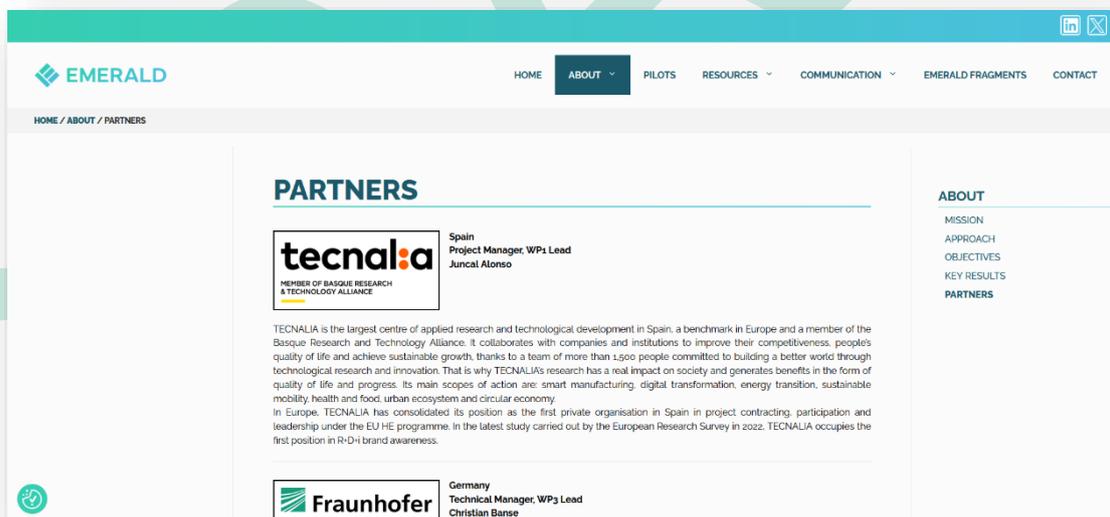


Figure 13. “Partners” section of the website

3.4.3 Pilots

To validate the proposed framework, the key result KR8-PILOTS contains two strategic categories of use cases. This section (see Figure 14) describes these two categories of pilots that have inspired the EMERALD mission and specific objectives, not only from a stakeholder perspective, but also from a cloud service provider perspective:

- Category I: Certification of public Cloud Services.
- Category II: Certification of hybrid cloud-edge environments for the financial sector.

The text and images reported in this page are taken directly from the DoA of EMERALD [2].

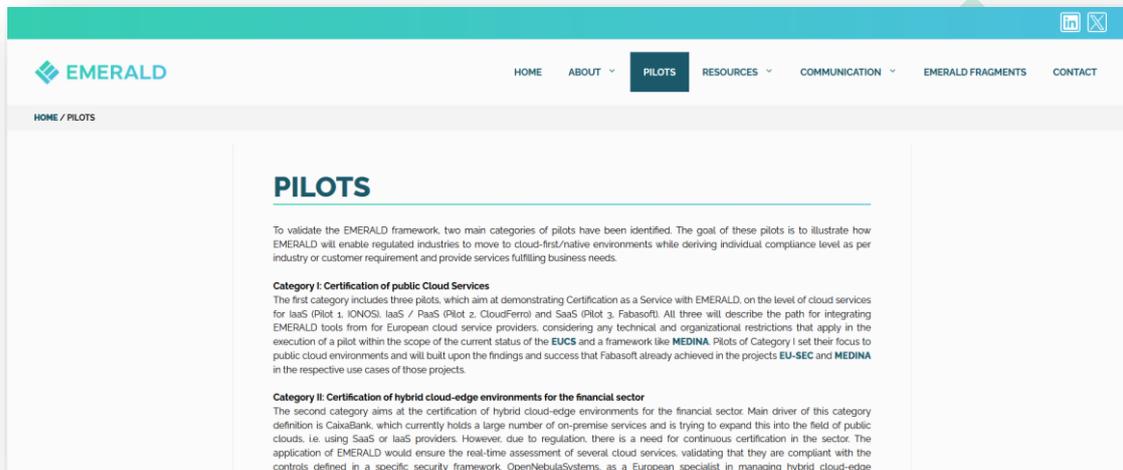


Figure 14. “Pilots” section of the website

3.4.4 Resources

This section adds value to the end user by highlighting helpful resources that the audience may find useful. This menu will be expanded in the following subsections:

- **Deliverables:** Available here for download.
- **Publications:** Where publications stemming from the project will be shown.
- **Synergies:** Synergies between EMERALD and other initiatives will be reported in this page.
- **Open resources:** All the resources connected to the Open-Source paradigm will be available here.

Figure 15 shows an example of the subsection “Deliverables”, in which all planned deliverables are listed. During the lifetime of the project, deliverables marked as “public” will be made available for consultation and downloading.

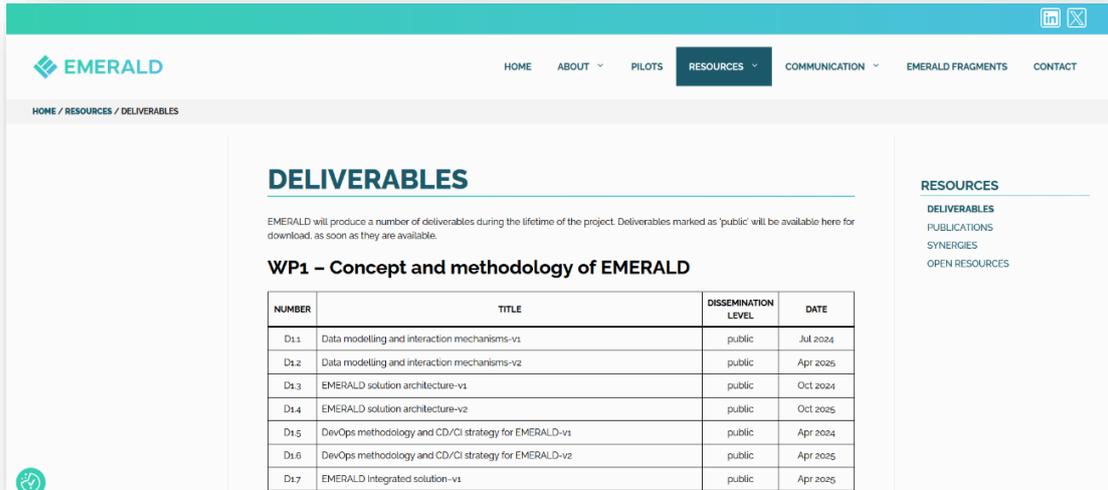


Figure 15. “Deliverables” subsection of the website

3.4.5 Communication

This menu will be expanded with the following items:

Flyers: This page will host the EMERALD Flyers that will be produced. The first version is shown and can be downloaded (see Figure 16). The aim of this first version of the flyer is to raise awareness of the project and present the key aspects of EMERALD (see Section 2). Subsequent versions of the flyer will have different aims, such as presenting the pilots, with a later version focusing on presenting the results achieved.

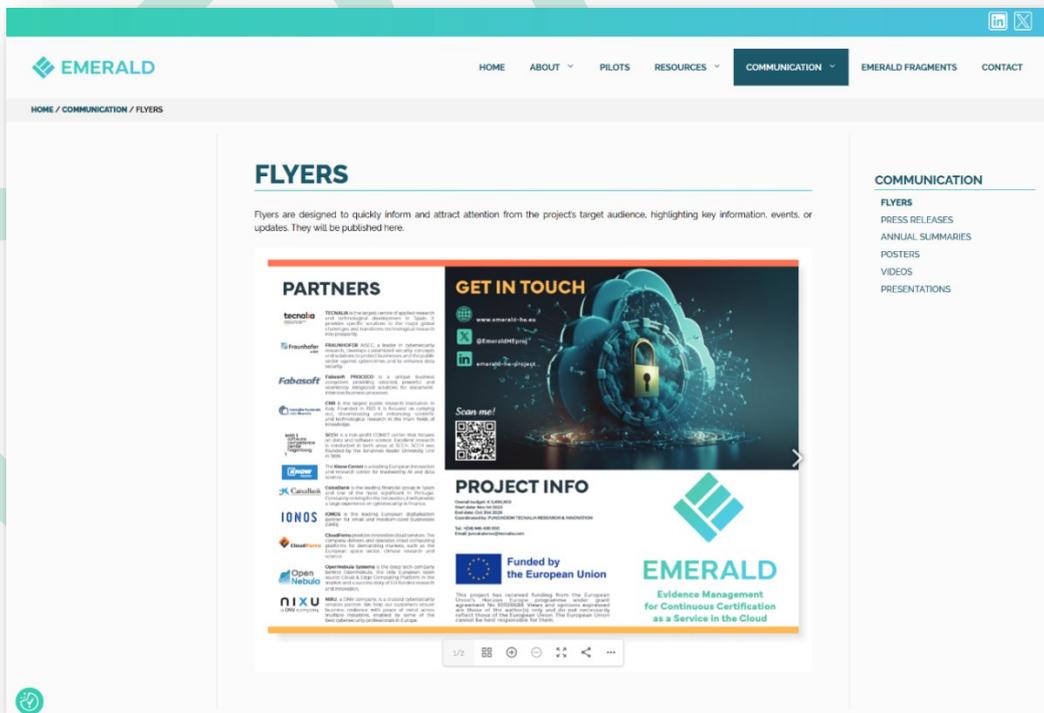


Figure 16. “Flyers” subsection of the website

Press releases: This page will provide press releases containing updates on the project’s progress, significant milestones, and newsworthy events to the media and public. The page will also show the press releases translated into the languages of the partners.

Annual summaries: This page will include annual reports describing the project’s achievements, challenges, and key statistics over the year, offering stakeholders a comprehensive overview of progress and future directions. These summaries replace what was planned as a newsletter in the DoA [2].

Posters: Posters published in conferences, workshops, or public spaces will be reported here.

Videos: EMERALD videos will be available here.

Presentations: EMERALD presentations, with project’s objectives, progress, and outcomes, will be shown here.

3.4.6 EMERALD Fragments

This section of the website provides various updates on the progress of the project; technologies, solutions, problems encountered, related events or any other relevant aspect that has occurred in the project (see Figure 17). The EMERALD ‘fragments’ will be published on a regular basis by all project partners to answer stakeholders’ questions and to raise awareness about EMERALD milestones and outcomes.

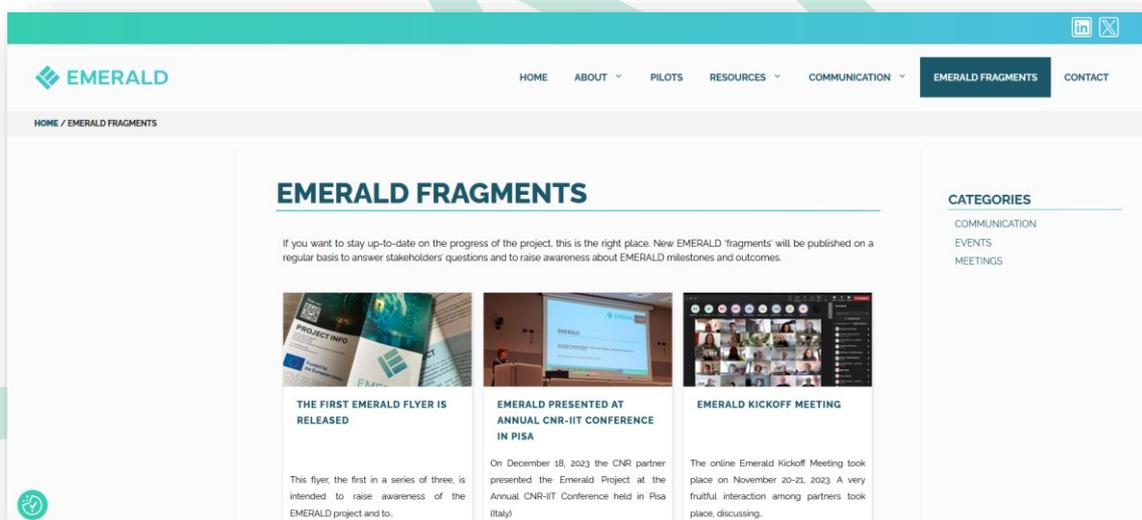


Figure 17. “Fragments” from the EMERALD world

3.4.7 Contact

This section of the website (see Figure 18) shows the contact details of the EMERALD project coordinator.

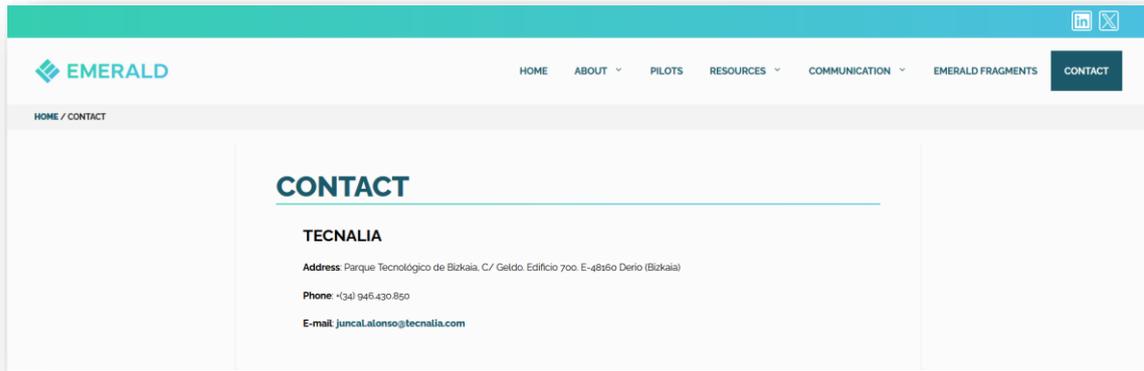


Figure 18. "Contact" section of the website

4 Conclusions

This document has presented, on the one hand, the content and graphic design of the first EMERALD Flyer and, on the other hand, the main structure and aspects of the EMERALD website, which will serve as an entry point to get to know the project.

The flyer has been produced to raise awareness of the EMERALD project and to present key project information in a concise manner.

The structure adopted for the website has the following goals:

- Present the project and its activities in a user-friendly manner making it easier to find relevant items and make available more attractive content.
- Provide a platform to share the project results: materials and documents, deliverables, communication products (flyers, posters, annual reports, press releases), open-source software, etc.
- Offer a platform in which all partners can collaborate with regular contributions.

Both the website and the flyer will be updated throughout the project. In the case of the website, the project results will be published in the appropriate sections as they are achieved.

5 References

- [1] EMERALD Consortium, “D7.1 - Project manual and quality plan,” 2024.
- [2] EMERALD Consortium, “EMERALD - Annex 1 - Description of Action - GA 101120688,” 2022.

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