Horizon 2020
ICT - INFORMATION AND COMMUNICATION TECHNOLOGIES

Promoting Financial Awareness and Stability
H2020 – 687895

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## REVISION HISTORY

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<td>01-02-2016</td>
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<td>23-03-2016</td>
<td>2</td>
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Executive Summary

This deliverable presents the initial publication activities of the project. It consists of the two main results achieved in the first three months of the project:

1. The published project website covering the project introduction, objectives and methodology of the project, the user involvement functionality and an established project blog. It is linked with a social media account on Twitter.

2. The PROFIT trifold leaflet outlining the project’s rationale and objectives, describing the technical baseline of the project, intended target groups and application domains and outline of expected results.
1 Introduction

1.1 Scope of the document

The document shortly describes dissemination materials and channels produced in first three months of the project. Both publication outputs were created in several versions, allowing the review and contributions of consortium members.

The project website will be regularly updated – in sections BLOG and EVENTS. Press releases will be published on the website.

Project leaflet version 2 for printout purposes is expected in Month 4. It will be based on more sophisticated design for print production. It will be ready for first dissemination events of the project.

1.2 Structure of the document

The document comprises the following two sections:

- Chapter 2: Project website v 01 and v 02
- Chapter 3: Project leaflet v 01
2 Project website

2.1 Approach

The goal of the team was to establish the website as soon as possible on the project domain: [www.project-profit.eu](http://www.project-profit.eu). This led to a decision to make a provisional static website with basic content in the first month of the project. The website in v01 was published on 19th January 2016. It was used until the V02 was produced in March 2016.

![PROFIT project website v 01](image_url)
The v02 of the project website was being developed in February and March and published online on 22nd March 2016.

Figure 2: PROFIT project website homepage v 02
Figure 3: Detail of the main message and menu

Figure 4: PROFIT project website subpages (upper parts)
2.1 Requirements

During the planning of the websites, several important requirements were articulated and followed during its production:

- The website must be fit for mobile devices (as 50% + users approach web on tablets or smartphones);
- The website must be flexible and dynamic to be customized for campaigns (modular);
- The website must be easy to update by a broader team (backend system based on wordpress);
- The layout must support interaction with the visitors (links to social media, forms);
- The design must be professional and in line with the color profile of the logo;
- The google analytics enabled (will track visitor interaction and serve for further evaluation and necessary updates).

2.3 Functionalities

Blogging will serve three purposes for the project:

1. Sharing short updates and press releases with the public;
2. Promoting project activities and results in longer articles;
3. Promoting the events and their result with the public.
On the back-end, blogging is accessible for all consortium. On the front-end, the blog is separated in categories which can be used on thematic sub-pages.

![Figure 6: Blogging back-end (left) and front-end (right)](image)

**Figure 6: Blogging back-end (left) and front-end (right)**

**Storing of documents** will be used for public deliverables, presentations, full reports, articles, etc.

![Figure 7: Materials page - available on site](image)

**Figure 7: Materials page - available on site**

**Picture library** will collect and present the image material of the project in galleries and blog-posts.

![Figure 8: Gateway to documents and picture library](image)

**Figure 8: Gateway to documents and picture library**

**Collection of contacts for newsletter** by integrating the Mailchimp functionality on the COMMUNITY subpage.
Contact form in the footer of every page allows instant interaction with the project team. It is placed also on a separate page CONTACT with personal contacts to project coordinator and dissemination leader.

Event management and promotion is enabled by using a dedicated plugin. On the back-end are all authors able to create events with full details e.g. programme, date, time, headline picture and location. On the front-end the audience can preview the event details.
Social media will promote the website content (mostly blogs, events and documents). There are two links from the website to social media and from social media (twitter) to the website plugin.

**Figure 11: Event plugin outline (left) and detail (right)**

2.4 Updates

The webpage content will be regularly updated by the consortium in the following sections:

- Blog
• Deliverables
• Results/documents/papers
• Picture gallery
• Events
• Community profiles

The structure can be accommodated based on need and Google analytics usage indicators.

2.5 Social media sites

Social media accounts will be used to promote the project activities and achievements. The variety of channels allow to approach the right communities (professionals and general public).

Twitter account @profit_platform

![Twitter site of PROFIT project](image)

LinkedIn: [https://goo.gl/UHb0eO](https://goo.gl/UHb0eO)
Figure 14: LinkedIn account

Facebook site: https://www.facebook.com/projectprofit/

Figure 15: Facebook account
3  Project leaflet

3.1  Version 1

The first version of the PROFIT leaflet aims at disseminating the objectives, concepts and vision of the project. Towards this goal we created a trifold leaflet disseminating the following information provided in the inner and outer pages.

The **inner pages** schematically and briefly present:
- the project concept and objectives,
- the PROFIT platform functionalities,
- the benefits to the users (ways of the platform exploitation), and
- the target users

through the series of the following sections: AIM, WHY, WHAT, HOW, USE, TARGET USERS.

The **outer pages** present:
- the PROFIT logo and title,
- the consortium of the project including not only the core parnters (EEA, CERTH, DUTH, UoGlasgow, SWC and FEBEA) but also the FEBEA members and associative partners participating in PROFIT as 3rd parties (APS Bank, ebanka, Credal, SEFEA, Skald 05) or subcontractors (FCRE),
- the multidisciplinarity of the project listing tha involved disciplines,
- the project coordinator and dissemination leader contact details,
- the website and twitter of the PROFIT project and,
- the funding scheme (EU HORIZON 2020)

The first version of the PROFIT trifold leafet is presented in Annex I.
Conclusions

This deliverable presents the results of dissemination preparatory activities.

1. Published project website covering the project introduction, objectives and methodology of the project and the user involvement functionality and with an established project blog. It is linked with social media accounts on Twitter, Facebook and LinkedIn.

2. The First version of leaflet outlines the project’s rationale and objectives, describing the technical baseline of the project, intended target groups and application domains and outline of expected results.