

D5.4

Website



# alliance



## DOCUMENT CONTROL SHEET

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## ALLIANCE Beneficiaries

TRANSPORT AND TELECOMMUNICATION INSTITUTE – TTI	Latvia
PANEPISTIMIO THESSALIAS – UTH	Greece
FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV – Fraunhofer	Germany

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## LIST OF ABBREVIATIONS

Abbreviation	Description
CMS	Content Management System
D	Deliverable
EC	European Commission
EU	European Union
PHP	PHP: Hypertext Preprocessor

## **ABSTRACT**

The present deliverable is the report regarding the development of the official website of the ALLIANCE project. The website is one of the most important dissemination tools in the framework of the project. The main goal of the website is to share the findings of the project to a wide range of people who may be interested in ALLIANCE project. The website contains basic information about the project: goal, objectives, work packages, tasks and information about partners. Additionally the website contains all deliverables, which are published with open access to all visitors. The website will be updated continuously during project implementation.

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# 1 Introduction

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The present deliverable is the report regarding the development of the official website of the ALLIANCE project. The website is one of the most important dissemination tools in the framework of the project. The main goal of the website is to share the findings of the project to a wide range of persons who may be interested in ALLIANCE project. The website contains basic information about the project: goal, objectives, work packages, tasks and information about partners. Additionally the website contains all deliverables published and open for visitors. The website will be updated continuously during project implementation and will main source of information about project implementation progress.

## 1.1 Project overview

ALLIANCE aims at developing advanced research and higher education institution in the field of smart interconnecting sustainable transport networks in Latvia, by linking the Transport and Telecommunication Institute – TTI with two internationally recognized research entities – University of Thessaly – UTH, Greece and Fraunhofer Institute for Factory Operation and Automation – Fraunhofer, Germany. Close collaboration of TTI with UTH and Fraunhofer will enable the achievement of the goals through the following activities:

- Organization of young researchers' seminars.
- Organization of workshops.
- Organization of summer schools for trainers and young researchers.
- Development of educational programme for graduate and post-graduate students.
- Development of training programme for trainers and practitioners.
- Provision of grants for participation as authors in peer reviewed conferences.
- Facilitation of Short-Term Staff Exchanges (STSE's) with the aim of international collaboration, mainly publications.
- Establishment of a guidance strategy for preparing scientific publications.
- Creation of an educational forum as on-line tool for distance learning and knowledge sharing.

The overall methodology of the project is built around the analysis of the needs of Latvia and the surrounding region of the Baltic sea (Lithuania, Estonia, Poland) on knowledge gain about intermodal transportation networks and the development of the tools to attain this knowledge, providing at the same time excellence and innovation capacity. The analysis to be conducted during the first stages of the project, steps on the overarching relations among policy makers, industry and education/research.

Structured around three main pillars, organizational/governance, operational/services and service quality/customer satisfaction, ALLIANCE will deliver a coherent educational/training program, addressed to enhancing the knowledge of current and future researchers and professionals offering their services in Latvia and the wider region.

The expected impacts on the overall research and innovation potential of TTI and Latvian

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research community will be of high importance and TTI will benefit from ALLIANCE by:

- Improving its knowledge in methodologies for preparing, writing and publishing scientific papers.
- Strengthening its research capacity.
- Establishing international research teams in specific areas of interest.
- Generating new innovative ideas for future research work through the project's activities.
- Setting up the fundamentals for the young generation of researchers.
- Being integrated in a number of existing international transportation research networks.
- Being incorporated in the European research system of transport and logistics.

In addition, the cooperation of TTI with UTH and Fraunhofer will induce benefits into several domains of everyday life at regional, national and international scope. New bases will be established concerning knowledge transfer procedures, education and interdepartmental collaboration amongst research institutes. The innovative organizational framework, which will be structured for this purpose during the project, is expected to constitute a best practice application with tangible and well estimated progress results, which will be disseminated and communicated through social events to the research community and to the respective business sector as well.

Lastly, the most important benefit will be the configuration of an integrated framework pertaining to the knowledge transfer techniques and the generic upgrading of the educational system with use of networking, staff exchange, webinars and other knowledge transfer methods and techniques based on a well-structured and well-tried schedule.

## 1.2 Website implementation platform

The website is based on the WordPress platform (<https://wordpress.org>). Wordpress is an open-source content management system based on PHP server-side scripting language and MySQL relational database management system. Wordpress is one of the most popular platforms on the web, serving more than 60 million websites.

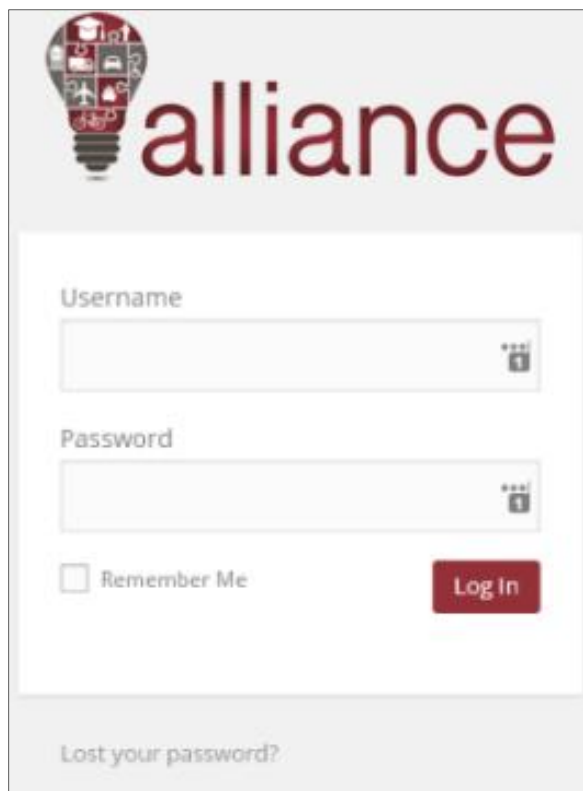
A custom theme is developed for the ALLIANCE project. The theme implements styling, graphics, fonts, and colouring.

Known security vulnerabilities of the platform are fixed with the special suite of plugins.

## 1.3 Website management and administration

The website is hosted on the TTI server, and is maintained by the institution's professional team. Server software is regularly updated to up-to-date versions for security and stability reasons.

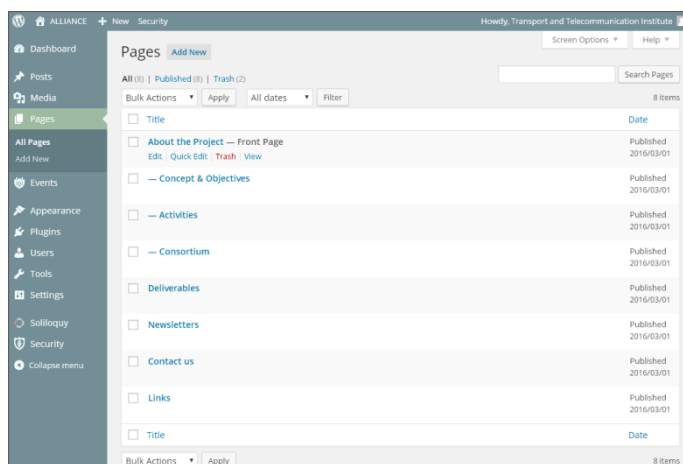
The website content is managed via a standard Wordpress administration console, available at <http://alliance-project.eu/alogin> (Figure 1).



**Figure 1.** Login to the Admin panel

The console is a comprehensive tool for creating and updating content of pages, news, events, publications, and other project materials. The detailed user guide is available at Wordpress website ([https://codex.wordpress.org/Administration\\_Screens](https://codex.wordpress.org/Administration_Screens)).

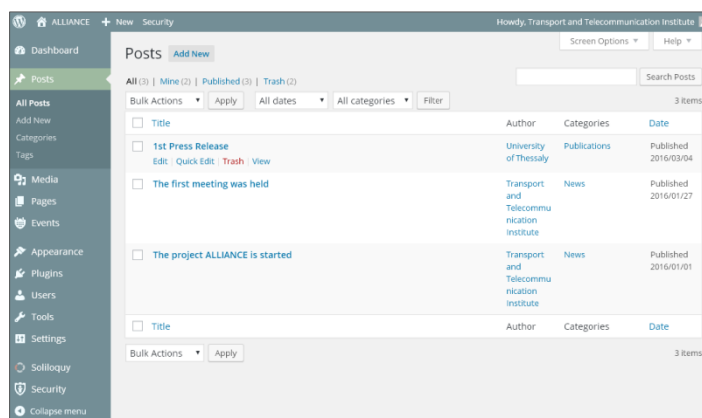
Content of all static pages (About Project, Activities, Concept & Objectives, Consortium, Deliverables, Links, Contact us) are editable via corresponding menu options (Pages -> All pages, Figure 2).



**Figure 2.** Pages administration

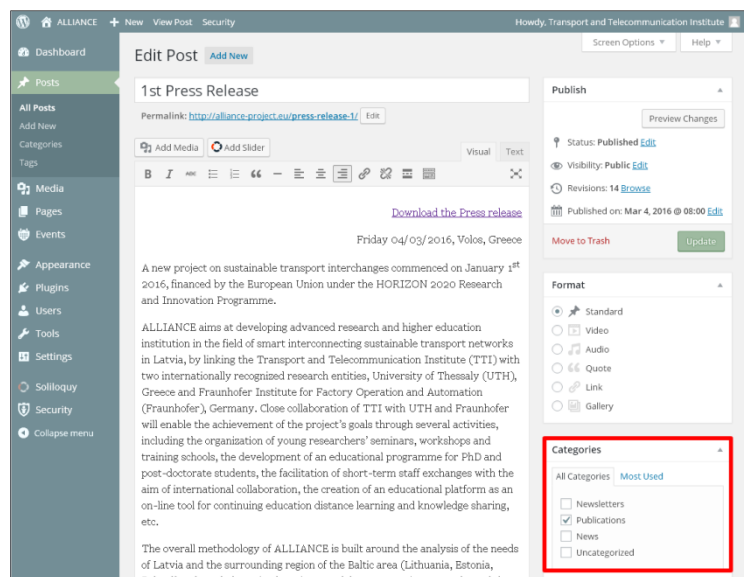


News, publications, and newsletters are managed as Posts (Posts -> All posts, Figure 3).



**Figure 3.** News, publications, and newsletters administration

Post types (news, publications, and newsletters) are distinguished using the Categories. A category should be assigned to the post on the right bottom side of the Post Add/Edit page (Figure 4).



**Figure 4.** Post category selection

Categorised posts are automatically presented in the corresponding sections on the website.

All assigned project participants will be provided with editor accounts for management of specific website areas. The contact person for website administration and support (including accounts management) is:

**Dmitry Pavlyuk**

Transport and Telecommunication Institute  
Riga, Latvia

email: [Dmitry.Pavlyuk@tsi.lv](mailto:Dmitry.Pavlyuk@tsi.lv)

phone: +37129958338

skype: dmitrypavlyuk

## **1.4 Deliverable scope**

The outcome of deliverable D5.4 is the ALLIANCE project website and is publicly available in the domain: [alliance-project.eu](http://alliance-project.eu). The website will be supported by TTI at least 5 years after the end of the project. The structure and content of the website will be formed by partners during the project time frame.

## **2 Structure of the website**

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### **2.1 The website layout and structure**

The website is organised as a set of pages that represent the main areas of the ALLIANCE project. Also the website operates with 5 main entities and their lists – news, events, publications, deliverables, and newsletters. The structure is organised via a top drop-down menu. Each website page is organised in a two-column layout (see 6th Review

Date of the review: 21-Mar-2016

Reviewer(s): Kay Matzner

Main action:

- to include the Fraunhofer profile and consortium,
- to interlink the page to Fraunhofers webpage: [www.iff.fraunhofer.de](http://www.iff.fraunhofer.de),
- to restructure the page like this that updates and news are immediately visible on the front page if people check the website,
- to put Kay Matzner as a contact as well.

).

The main area (at the left) contains page-specific information; the right column is common for all pages and contains a calendar of project events, a list of upcoming events, and a list of the latest publications.

Information about project funding is presented at the bottom of every website page.

The current structure of the website is:

1. “About the project” page (see 4.1) contains the primary information about the project, its domain and objectives. The detailed information is presented on three separate pages (Concepts & Objectives, Activities, Consortium), organised in a sub-menu (Figure 5)



**Figure 5.** “Project” pages

- 1.1. “Concept & Objectives” page (see 4.2) contains a detailed information about ALLIANCE project premises, and objectives.
- 1.2. “Activities” page (see 4.3) represents main activities of the project
- 1.3. “Consortium” page (see 4.4) contains information about project institutions – TTI, UTH, Fraunhofer.
2. “Downloads” page contains all downloadable materials, available on three separate pages (Deliverables, Newsletters, Publications), organised in a sub-menu (Figure 6):



**Figure 6.** “Downloads” pages

- 2.1. “Deliverables” page (see 4.5) contains a list of all public deliverables of the project.
- 2.2. “Newsletters” page (see **Error! Reference source not found.**) contains a list of yearly electronic newsletters, three in total throughout the project’s lifecycle.
- 2.3. “Publications” page (see 4.6) contains information about project-related publications, accompanied with links to external websites if necessary. The latest publications from this list are presented on the right side of every website page.
3. “Events & News” page (see 4.7) contains information on all project-related news and events.

4. “Links” includes references to third-party websites with project-related information – press releases, dissemination materials, etc.
5. “Contact us” (see 4.8) contains an extended information about contact details and contact persons, representing all involved institutions.
6. “E-Platform” is a link to the supporting e-platform for open access to publications and data from publicly funded research. The platform will be implemented as a separate web application.

All website entities (news, events, publications, deliverables, and newsletters) support extended format of the text content and could be supplemented with one featured image and multiple secondary images (see 4.9).

## 2.2 Mobile version

The layout of the website is implemented as responsive and the majority of modern surfing devices.

The mobile version of the website is presented to visitors with screen width less than 782px (Figure 7).



**Figure 7.** The mobile layout

The mobile layout has a foldable top navigation menu (the „hamburger“ style), adaptive fonts and paddings.

## 2.3 Events management

The website implements a fully functioning event management sub-system that allows creating and managing project events.

The following information could be provided for every event:

1. Event title
2. Dates
3. Duration
4. Location (institution and address)
5. Additional description

If a location of the event is set, the Google map is presented on the event page (see 4.10).

## 2.4 Integration with social media

The website is prepared to be integrated with 4 social media websites:

- Facebook ([www.facebook.com](http://www.facebook.com))
- Twitter ([twitter.com](http://twitter.com))
- LinkedIn ([www.linkedin.com](http://www.linkedin.com))
- YouTube ([www.youtube.com](http://www.youtube.com))

Public integration is implemented as a set of links to social media pages at the top of every website page (Figure 8).



**Figure 8.** Social media integration links.

Internal integration with social media websites is implemented via a plug-in, which automatically publish information about website entities (news, events, publications, deliverables, and newsletters) to social media accounts.

## 2.5 Visitor analytics

The Google Analytics web tool was set up for monitoring activities of website visitors. The tool implements a wide range of reporting, including:

- Most visited pages
- Referrer (sources of visitors)
- Geo (visitors' geographical locations)
- Behaviour (new and returning, frequency)

These reports will be used for analysis of dissemination results.

The analytics is set up for the [titi.allianceproject@gmail.com](mailto:titi.allianceproject@gmail.com) account.

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## **3 Review of the development activities of the website**

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The website development was implemented as a multi-step process of reviews and changes to for perfecting its structure, presentation and content.

### **3.1 1<sup>st</sup> Review**

Date of the review: 04-Mar-2016

Reviewer(s): Mihails Savrasovs

Main corrections:

- to update the project logo and colouring, according to the 1<sup>st</sup> Dissemination and exploitation plan (Deliverable D5.1),
- to update background graphics,
- to implement featured images for news, publications and other content items,
- to connect the website to the specified Google analytics account,
- to update the EU logo and wording at the website's footer for higher quality.

### **3.2 2<sup>nd</sup> Review**

Date of the review: 08-Mar-2016

Reviewer(s): Dmitry Pavlyuk

Main corrections:

- to add information about upcoming events and recent news to all pages
- to add contact information to all pages

### **3.3 3<sup>rd</sup> Review**

Date of the review: 08-Mar-2016

Reviewer(s): Mihails Savrasovs, Irina Jackiva

Main corrections:

- to reorganise the website to two-columns. The right column should contain the event calendar, the list of nearest events and the list of latest publications,
- to limit the social media links with Facebook, Twitter, LinkedIn, and YouTube,
- to set up the "About the Project" as the front page of the website
- to remove header graphics slider from the front page

### **3.4 4<sup>th</sup> Review**

Date of the review: 15-Mar-2016

Reviewer(s): Mihails Savrasovs, Irina Jackiva, Dmitry Pavlyuk

Main action:

- content of the "About project", "Deliverables", "Activities", and "Contact us" pages is filled

- a new publication (1<sup>st</sup> Press Release) is added
- a new deliberable (D5.1) is added

### 3.5 5<sup>th</sup> Review

Date of the review: 16-Mar-2016

Reviewer(s): Mihails Savrasovs, Dmitry Pavlyuk

Main action:

- to encode emails on the website
- to add "Consortium" information
- to join Downloads and Deliverables menu options
- to add Deliverables into "Latest publications" block
- to register editor accounts for project participants and include a short administrator guide into this document
- to update photos with higher quality
- to update layout of the Latest publications block
- to update the excerpt of published materials
- to remove slider from the Contact us page

### 3.6 6<sup>th</sup> Review

Date of the review: 21-Mar-2016

Reviewer(s): Kay Matzner

Main action:

- to include the Fraunhofer profile and consortium,
- to interlink the page to Fraunhofers webpage: [www.iff.fraunhofer.de](http://www.iff.fraunhofer.de),
- to restructure the page like this that updates and news are immediately visible on the front page if people check the website,
- to put Kay Matzner as a contact as well.



## 4 Annexes

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- Annex A:** Screenshot of the “About project” page
- Annex B:** Screenshot of the “Concept & objectives” page
- Annex C:** Screenshot of the “Activities” page
- Annex D:** Screenshot of the “Consortium” page
- Annex E:** Screenshot of the “Deliverables” page
- Annex F:** Screenshot of the “Publications” page
- Annex G:** Screenshot of the “Events & news” page
- Annex H:** Screenshot of the “Contact us” page
- Annex I:** Screenshot of the Individual news page
- Annex J:** Screenshot of the Individual event page

#### 4.1 Annex A: Screenshot of the “About Project” page

ABOUT PROJECT

CONSORTIUM

DOWNLOADS

EVENTS & NEWS

LINKS

CONTACT US

E-PLATFORM

alliance

ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

About the Project

The scope of the ALLIANCE project is the enabling of stimulating and strengthening the scientific and technological capacity of Latvia and the raising of the profile of the research staff and their institution, by providing knowledge in the field of *smart interconnecting sustainable transport networks*. This knowledge transfer will build the grounds for a common understanding of the main components affecting sustainable intermodality and support the selection of the most optimal and applicable solutions for transport interchange. It will also facilitate stakeholder collaboration and the development of strong linkage among education, research and industry.

The first meeting was held

January 27, 2016

On the 26th and 27th of January, 2016 in Riga (Latvia), was held the first meeting of ALLIANCE project.

The project ALLIANCE is started

January 1, 2016

The objective of ALLIANCE project is to have advanced research and higher education institution in the field of transport.

LATEST PUBLICATIONS

1st Press Release

March 4, 2016

UPCOMING EVENTS

No events

PROJECT CALENDAR

<<		Mar 2016							>>	
M	T	W	T	F	S	S				
29	1	2	3	4	5	6				
7	8	9	10	11	12	13				
14	15	16	17	18	19	20				
21	22	23	24	25	26	27				
28	29	30	31	1	2	3				

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 692426

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## 4.2 Annex B: Screenshot of the “Concept & Objectives” page

[ABOUT PROJECT](#)
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[EVENTS & NEWS](#)
[LINKS](#)
[CONTACT US](#)
[E-PLATFORM](#)

ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

### Concept & Objectives

The objective of ALLIANCE project is to have advanced research and higher education institution in the field of transport in Latvia by linking Transport and Telecommunication Institute (TTI) with two internationally recognized research institutions – University of Thessaly (UTH), Greece and Fraunhofer Institute for Factory Operation and Automation (Fraunhofer), Germany. The ALLIANCE project's purpose is to strengthen the scientific and technological capacity of TTI in research activities related to multimodal transport networks.

The ALLIANCE project is oriented to intermodal passenger and freight transportation systems, taking into account legal and organizational issues, interaction with other domains, such as spatial planning and economic development, identifying smart and sustainable solutions for achieving smooth and seamless transportation, and exploiting decision-making strategies, methodologies and techniques for assessing and evaluating the impact of these solutions on the transportation domain, as well as the economy and society. The thematic areas will be covered, as shown below:

Transportation planning

Risk estimation

Economic analysis

LCA

Governance and policy development

Traffic simulation

Impact assessment

Smart solutions

MSMAC-088 Business model

Decision-making framework

► [Governance and policy development](#)

► [Smart solutions in the context of the second thematic group](#)

► [Decision making framework](#)

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#### LATEST NEWS

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#### LATEST PUBLICATIONS

**1st Press Release**  
March 4, 2016

#### UPCOMING EVENTS

No events

#### PROJECT CALENDAR

<<


Mar 2016

>>

M	T	W	T	F	S	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## 4.3 Annex C: Screenshot of the “Activities” page

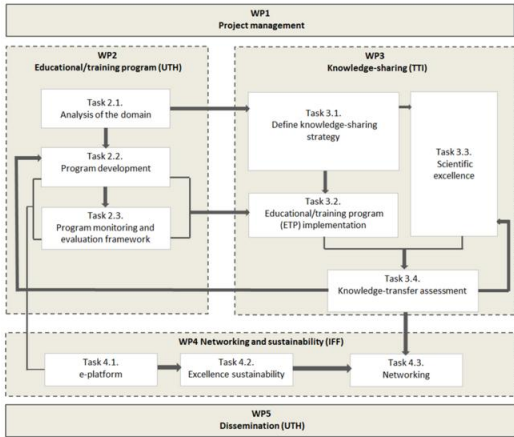
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[CONTACT US](#)
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### Activities

The workflow of the ALLIANCE project is presented on the figure below. There are 5 work packages in the project, two of them are supporting WP1 and WP5, while WP2, WP3, WP4 are core of the ALLIANCE.




- ▶ [WP1: Management](#)
- ▶ [WP2: Educational/training program](#)
- ▶ [WP3: Knowledge-sharing](#)
- ▶ [WP4: Networking and sustainability](#)
- ▶ [WP5: Dissemination](#)

#### LATEST NEWS



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#### LATEST PUBLICATIONS




**1st Press Release**  
March 4, 2016

#### UPCOMING EVENTS

No events

#### PROJECT CALENDAR

<<	Mar 2016							>>
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28	29	30	31	1	2	3		



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## 4.4 Annex D: Screenshot Screenshot of the “Consortium” page

### Transport and Telecommunication Institute

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[CONTACT US](#)
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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

## Transport and Telecommunication Institute (coordinator)

**TRANSPORTA UN SAKARU INSTITŪTS**

The Transport and Telecommunication Institute (TTI) was established in September 1999 as a non-state higher education institution grew itself from the Riga Aviation University (RAU), which replaced the original Aircraft Technical School, founded in 1919.

Today, the institute is a modern higher education institution offering different types of educational programmes (bachelor, master, doctoral and professional programs). At the same time, the Institute puts big attention to the scientific researches in different application areas. TTI was recognised among top 10% of best research entities in Latvia (assessment was done by international expert team). The Institute has actively participated in the organisation of international conferences, training, seminars and symposiums (Information and Security – the main aspects of services affecting the attractiveness of the public transportation (2014), Reliability and Statistics in Transportation and Communication (annual International Conference) etc.). The Institute's expertise is demonstrated by its research works, which covers local, national and European levels. For the last 6 years, the Institute participated in more than 40 projects (local, national and European level.) Most of these projects are related with transportation and cover different subjects of transportation, such as strategically planning, modelling and simulation, forecasting, ITS systems, information systems and market analysis.

[TTI official web site](#)

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## 4.5 Annex E: Screenshot of the “Deliverables” page

ABOUT PROJECT ▾
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EVENTS & NEWS
LINKS
CONTACT US
E-PLATFORM



**alliance**

ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES


### Deliverables

- ▼ **WP1: Management**  
Deliverables are confidential, only for members of consortium (including the Commission Services)
- ▶ **WP2: Educational/training program**
- ▶ **WP3: Knowledge-sharing**
- ▶ **WP4: Networking and sustainability**
- ▶ **WP5: Dissemination**

#### LATEST NEWS




**The first meeting was held**  
January 27, 2016  
On the 26th and 27th of January, 2016 in Riga (Latvia), was held the first meeting of ALLIANCE project.



**The project ALLIANCE is started**  
January 1, 2016  
The objective of ALLIANCE project is to have advanced research and higher education institution in the field of transport.

#### LATEST PUBLICATIONS




**1st Press Release**  
March 4, 2016

#### UPCOMING EVENTS

No events

#### PROJECT CALENDAR

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## 4.6 Annex F: Screenshot of the “Publications” page

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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

## 1st Press Release

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A new project on sustainable transport interchanges commenced on January 1st 2016, financed by the European Union under the HORIZON 2020 Research and Innovation Programme.

[Download the Press release](#)


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## 4.7 Annex G: Screenshot of the “Events & News” page

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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

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On the 26th and 27th of January, 2016 in Riga (Latvia), was held the first meeting of ALLIANCE project.

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### The project ALLIANCE is started


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## 4.8 Annex H: Screenshot of the “Contact us” page

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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES


## Contact us

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 Riga, Latvia  
 Email: [jackiva.i@tsi.lv](mailto:jackiva.i@tsi.lv)


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 Fraunhofer Institute for Factory Operation and Automation  
 Magdeburg, Germany  
 Email: [Kay.Matzner@iff.fraunhofer.de](mailto:Kay.Matzner@iff.fraunhofer.de)

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## 4.9 Annex I: Screenshot of the individual News page

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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

### NEWS

## The first meeting was held

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On the 26th and 27th of January, 2016 in Riga (Latvia), was held the first meeting of project “Enhancing excellence and innovation capacity in sustainable transport interchanges — ALLIANCE” at presence of project partners. The meeting was organized by the Lead Partner, Transport and Telecommunication Institute (Riga, Latvia). The project partners are two internationally recognized research institutions – University of Thessaly (Greece) and Fraunhofer Institute for Factory Operation and Automation (Germany).


The purpose of the meeting was to submit project plans for the first year, to discuss administrative and financial issues of the project, as well as plan upcoming measures within the project.

The Transport and Telecommunication Institute Rector Igors Graurs opened a meeting. He thanked all participants and wished a fruitful work in frame of the project. And underline that ALLIANCE project is important for Transport and Telecommunication Institute development and also for Latvia.


Next followed the working part of a project, where the leaders of the working groups were presented to the implementation plans of the project. The project total is allocated 5 working groups: WP1 Management and reporting, WP2 Educational training program, WP3 Knowledge-sharing, WP4 Networking and sustainability, WP5 Dissemination.

The meeting took place in the working atmosphere and allowed to reach understanding among all partners on the principles of project implementation and execution plans.


Meeting closed ALLIANCE project manager, Transport and Telecommunication Institute Vice-rector for Science and Development Affairs Irina Yatskiv.



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## 4.10 Annex J: Screenshot of the individual Event page

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ENHANCING EXCELLENCE AND INNOVATION CAPACITY IN SUSTAINABLE TRANSPORT INTERCHANGES

### Kick-Off Meeting

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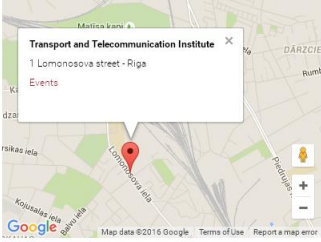
**Date/Time**

Date(s) - 26/01/2016 - 27/01/2016


All Day

**Location**

Transport and Telecommunication Institute




#### LATEST NEWS



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