



# WP5 DISSEMINATION, EXPLOITATION AND SUSTAINABILITY

## D5.1 Visual identity and project website

Grant Agreement N°723139  
NICT management number: 18301

# BIGCLOUT

*Big data meeting Cloud and IoT  
for empowering the citizen ClouT in smart cities*

H2020-EUJ-2016 EU-Japan Joint Call

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## ABSTRACT

The deliverable D5.1 aims at setting up the communication toolkit around BigClouT project as well as launching the BigClouT project website containing all public information on the project objectives, partners and workplan.

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## Revision history

| Revision    | Date     | Description   | Author (Organisation) |
|-------------|----------|---|-----------------------|
| <b>V0.1</b> | 31/07/16 | Visual identity creation and validation by the consortium | AK                    |
| <b>V0.2</b> | 15/08/16 | BigClouT website launched                                 | AK                    |
| <b>V0.3</b> | 14/11/16 | BigClouT postcard designed                                | AK                    |
| <b>V0.4</b> | 20/12/16 | Draft of the report                                       | AK                    |
| <b>V0.5</b> | 21/12/16 | Validation of the report                                  | CEA                   |
| <b>V1</b>   | 21/12/12 | Final version submitted                                   | AK                    |



## TABLE OF CONTENT

|   |           |
|---|-----------|
| <b>INTRODUCTION.....</b>                              | <b>4</b>  |
| Deliverable objective .....                           | 4         |
| 1    BigClouT public website .....                    | 5         |
| 2    BigClouT visual identity .....                   | 10        |
| 2.1    BigClouT logo .....                            | 10        |
| 2.2    Other communication available .....            | 11        |
| <i>BigClouT information card</i> .....                | 11        |
| 3    BigClouT twitter account (@bcloutsmartcity)..... | 12        |
| <b>CONCLUSION .....</b>                               | <b>14</b> |

## LIST OF FIGURES

|   |    |
|---|----|
| Figure 1 BigClouT website home page .....           | 6  |
| Figure 2 BigClouT Partners identity cards .....     | 7  |
| Figure 3 bigclout website pilot and blog page ..... | 8  |
| Figure 4 bigclout news & events page.....           | 9  |
| Figure 5 bigclout information card.....             | 12 |
| Figure 6 : Bigclout twitter account published ..... | 13 |



## INTRODUCTION

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### Deliverable objective

The deliverable D5.1 aims at setting up the communication toolkit around BigClouT project as well as launching the BigClouT project website containing all public information on the project objectives, partners and workplan.

The BigClouT website was designed by the partner Absiskey based on the project visual identity. The website graphic, as well as logo and colors was designed by Absiskey and validated by the project Coordinators as well as the whole consortium.

The website is based on a one page format being consulting in an easy way going down from the top to the bottom of the page enabling the reader to get rapidly all information in one shot. The website page is being generated from Absiskey internal management and monitoring tool, Project Netboard®.

The website is a one page format composed of following main content areas:

1. A slider presenting the most current news and events
2. Overall information on the project objectives (translated in Japanese), partners responsible contact and their location
3. An area Pilots is redirecting the user towards each project city member blog implementing the project field trial.
4. A dissemination and communication area in which e-news are communicated, as well as events and a section document from which public documents related to the project can be downloaded.
5. An administrative area through which a contact formula is proposed to contact the project coordinator. A log in part enables each project member to switch from the public website to the private area as well as the monitoring internal tool.



## 1 BIGCLOUT PUBLIC WEBSITE

A website has been designed as a "One Page" integrated website to serve as a key tool for external communication of the project and dissemination activities. It has been set up and is maintained by AK in cooperation with NTTE and the other consortium members. **The project website is completely open access and accessible at <http://bigclout.eu> since M2 (August 2016).**

The web site features essential information about the project:

- Project objectives
- Partners
- Pilots
- News & Events
- Documents

The BigClouT website administrator is AK, please contact AK for any questions, comments or report any dysfunction.



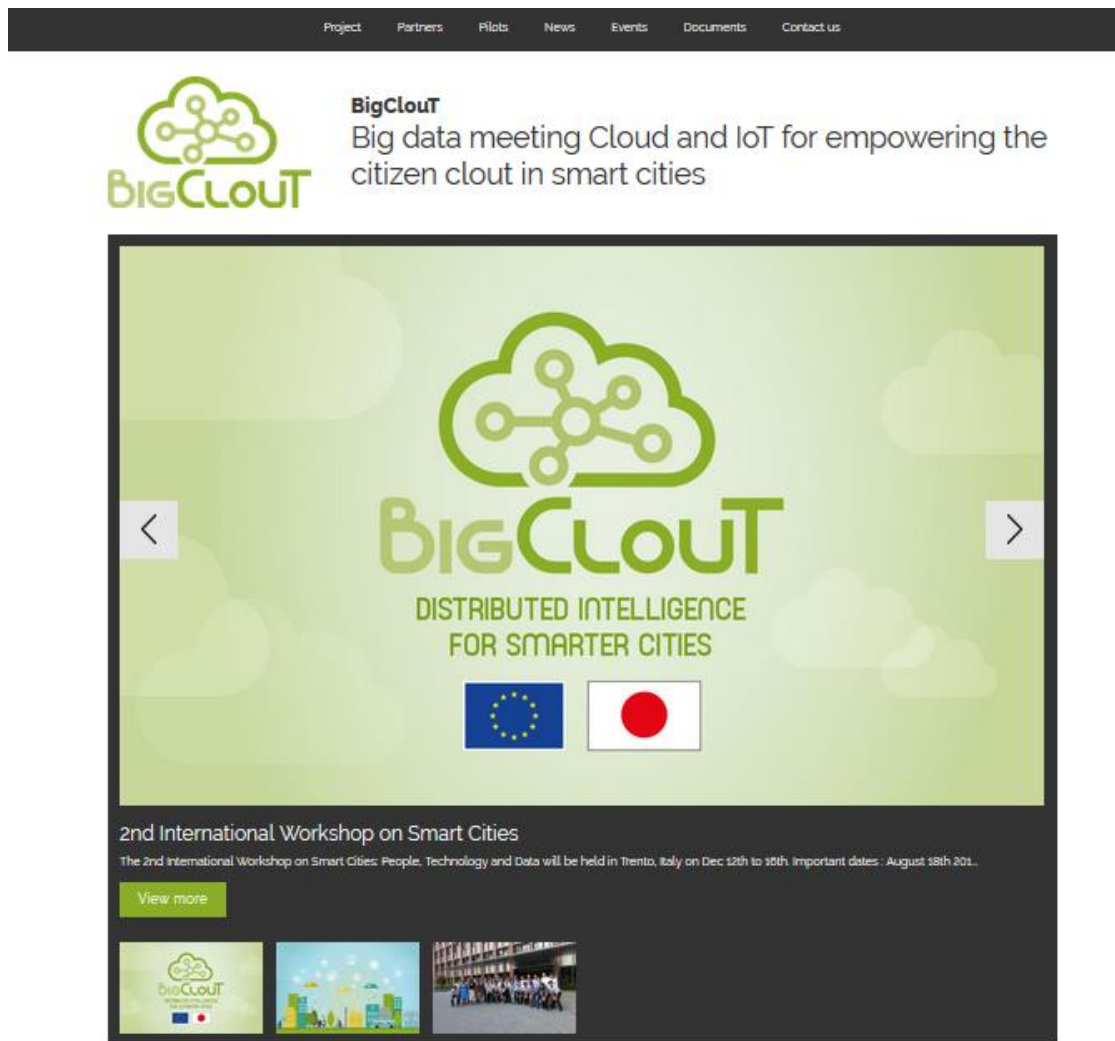


FIGURE 1 BIGCLOUT WEBSITE HOME PAGE

The project objectives and partners section includes:

- ❖ An updated project public summary including the project objectives. This section is translated in Japanese when clicking to the Japanese flag at the right top corner of the box.
- ❖ The presentation of the consortium section lists each partner identity card including the partner logo but also the partner responsible contact which shows up by letting the computer mouse on the card revealing the partner responsible photo as well as email address and LinkedIn account. The partners map picture allows localizing the partners' location.



## PARTNERS

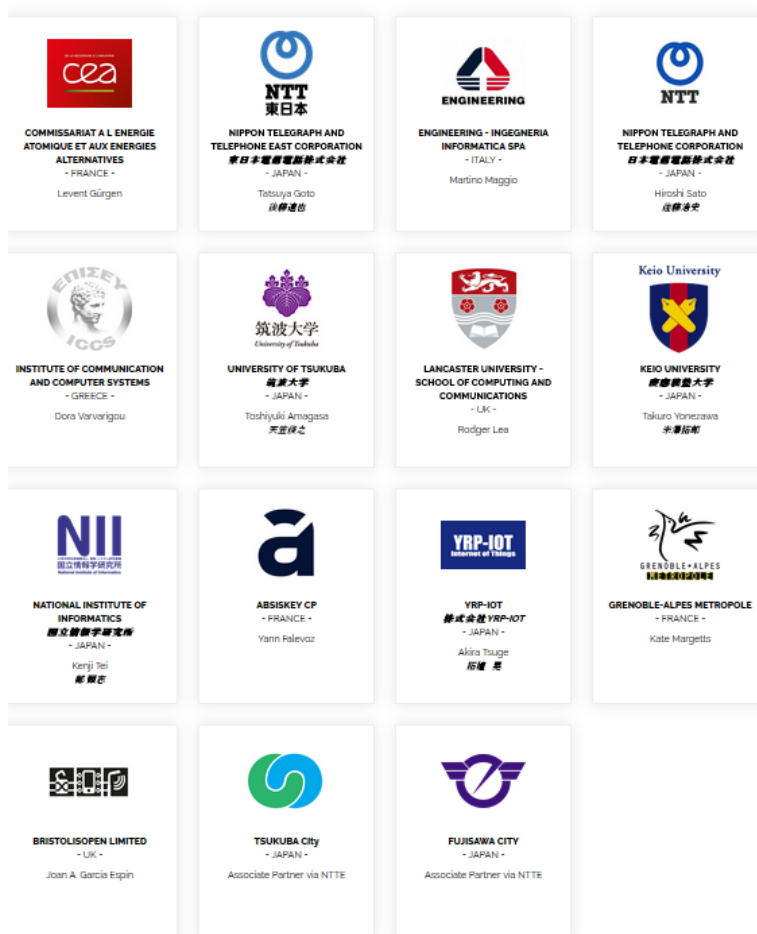


FIGURE 2 BIGCLOUT PARTNERS IDENTITY CARDS

An area Pilots is redirecting the user towards each project city member blog implementing the project field trial. These blogs will allow the reader to follow the field trail implementation in each city and will communicate on events, meeting interesting for the citizens to take part in.



## PILOTS

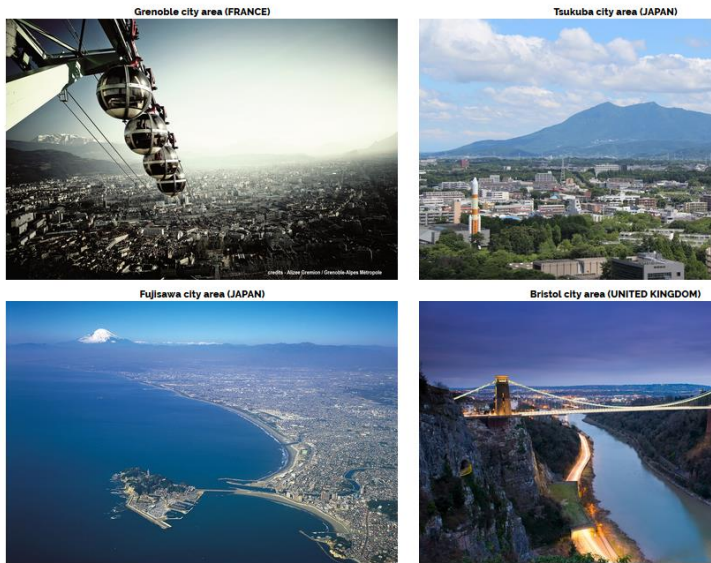
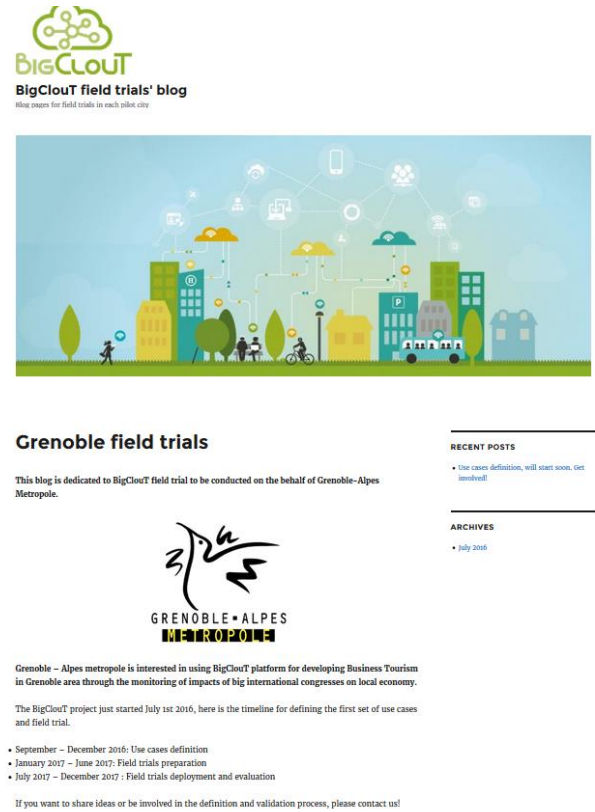
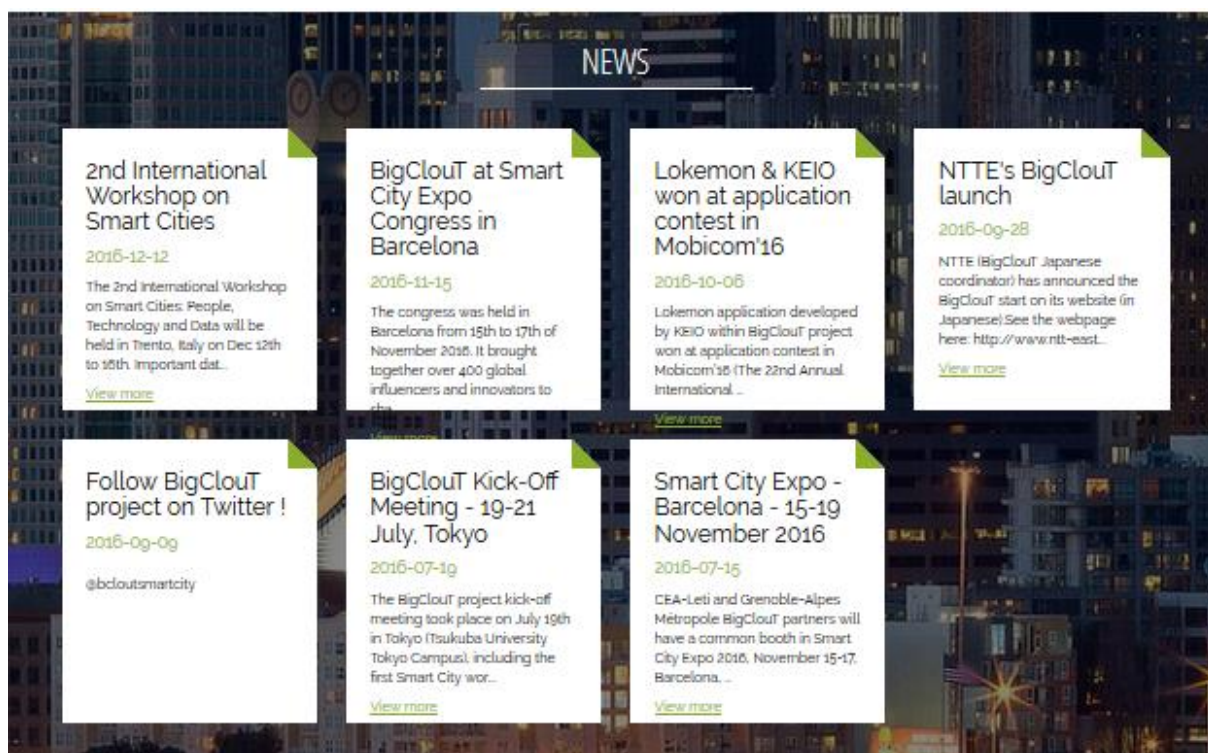


FIGURE 3 BIGCLOUT WEBSITE PILOT AND BLOG PAGE



The dissemination and communication area presents the e-news and events regularly communicated linked with the BigCloudT activities in which consortium members participate. Pictures from the events are also posted in the core of the news or event.





**EVENTS**

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- 2016-12-06**  
**BIGCLOUT AT THE FRENCH-JAPANESE INNOVATION YEAR FORUM IN OSAKA**  
 On the 6th and 7th December 2016, Osaka will welcome the French-Japanese Innovation Year Forum for 2 days of exhibitions and seminars.  
 The French and Japanese territories will be highlighted as innovation boost throughout the presence of companies and local authorities in the developpement of local ecosystems. Will be present several french local authorities as well as companies, researchers, clusters, start-ups and japanese big companies. This Forum aims at strengthening the big potential of the french-japanese partnership.  
 For this occasion, BigCloudT will be represented by the CEA and Grenoble Alpes Métropoles for the EU side.
- 2016-11-15**  
**SMART CITY EXPO - BARCELONA - 17-19 NOVEMBER 2016**  
 CEA-Leti and Grenoble-Alpes Métropole BigCloudT partners will have a common booth in Smart City Expo 2016, November 15-17, Barcelona, including SMEs associations from Grenoble area.
- 2016-10-25**  
**BIGCLOUT & IOT PLANET 2016 IN GRENOBLE**  
 BigCloudT was represented thanks to the participation of our BigCloudT partners CEA & Grenoble Alpes Métropole in the IoT Planet Trade Show 2016 held in Grenoble the 25th to 27th October 2016. The IoT planet Trade Show provides all IoT actors with a platform for networking and business. Co-location with Semicon Europa is a unique opportunity to visit and meet the full electronic value chain, 3 full days of exhibitions and forum for professionals and consumers; more than 7000 visitors expected !  
 IoT Planet attracts media representatives from major publications around the world !  
 For more information: <http://www.iiot-planet.org/>
- 2016-10-25**  
**ECLIPSECON EUROPE 2016, OSGI FOR EUROPEAN AND JAPANESE SMART CITIES**  
 CEA attends the conference held in Germany on 25th to 27th October 2017.  
 To learn more about EclipseCon Europe:

FIGURE 4 BIGCLOUT NEWS & EVENTS PAGE



## 2 BIGCLOUT VISUAL IDENTITY

### 2.1 BigClouT logo

The BigClouT project visual identity has been designed since the very beginning of the project started on July 1<sup>st</sup> 2016 and have been proposed for discussion to the consortium during the kick off meeting. It has been validated end of July 2016. The goal of the visual identity is to ensure the strategic branding of the project and better visibility. Major communication channels such as project website and professional social networks have been launched and should be maintained alive within the collaboration of all partners.

Project logo, banners and slogan have been validated by all partners:



Different formats (design, web, print) are available on the BigClouT document repository.



## 2.2 Other communication available

### *BigClouT information card*

The first communication material released is a small information card to be disseminated in BigClouT first events. This will be followed by the release of a more detailed flyer and poster.

The card format is composing of 2 pages (recto verso):

1. A recto with:
  - a. Right hand side: BigClouT visual identity already published (the cover picture; the logo; the EU-JP funding logos ; the slogan + project abstract)
  - b. Left hand side the cities and the future developed applications
2. A verso containing:
  - a. At the top of the card: the project contact formulation; the social media networks, the QR code redirecting on the project website
  - b. At the bottom: the partners map.









FIGURE 6 : BIGCLOUT TWITTER ACCOUNT PUBLISHED



## CONCLUSION

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The deliverable D5.1 summarizes the communication and dissemination material set up since the beginning of the BigClouT project launched in July 2016. **As planned initially in Description of Work, the project website was launched to the public use at Month 2 (August 2016).**

The visual identity of BigClouT has been designed and validated in agreement with the consortium members during the BigClouT Kick Off Meeting **in July 2016** and was handed to the members use during the summer 2016. The discussion and creation of several communication materials started at M4 with the idea of creating a BigClouT information card. Other materials will be created in the coming months in accordance with the BigClouT dissemination plan and activities.

BigClouT social media account such as Twitter has been launched at M4. WP5 EU & JP leaders are planning to develop other social account, such as a Facebook page and media tools to enable a good monitoring and qualitative dissemination.

