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SYNERGIES

*Innovating Preparedness by Leveraging SYNERGIES and
Enhancing Results of DRM Projects*

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PROJECT OVERVIEW

The SYNERGIES project aims to strengthen a culture of disaster preparedness by fostering a cohesive and coordinated engagement of various stakeholders in disaster management such as first and second responders, citizens, communities, research and education systems, authorities and public administrations, and businesses. SYNERGIES concentrates on five preparedness needs:

- involvement of all relevant actors in building preparedness
- strengthening preparedness education and training
- communicating with citizens
- management of spontaneous volunteers
- ensuring sustainability of solutions for preparedness

The project leverages from the results of past Horizon 2020 projects under the call for Disaster Resilient Societies (DRS01) (e.g., LINKS, RESILOC, BUILDERS, ENGAGE, etc.). These “component projects” will integrate their results into SYNERGIES with the best practices and experiences of practitioners, refining and elevating their maturity.

Three Preparedness Cases will guide the project, allowing for orientation, progress evaluation, and demonstrations of the final results. These cases involve real-life scenarios where stakeholders, such as first responders, authorities, citizen associations, and NGOs, seek to enhance preparedness by better involving and empowering citizens.



EXECUTIVE SUMMARY

In this document, the project's website is presented and described in detail. The website provides all the useful information about the project's objectives and planned activities. It gives an overview of the entire project, introduces the consortium partners, offers references to related projects, and represents an easy access for stakeholders to interface and receive all information related to the project.

The website will be regularly updated, and it will represent the main communication and dissemination channel: news, milestones, events, planned workshops and any other announcement will be published through its news section. The project partners will support this task by sharing updates on research advancements, scientific publications, reports, public deliverables, conferences, or project results. Not only interested visitors but also the general audience will be able to read through the content, download resources, engage through the newsletter form, and social media links.

Deep Blue (DBL), as Dissemination Leader, is responsible for the design, realisation, implementation, maintenance and update of the website over the course of the project and for three years after its conclusion.



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ABBREVIATIONS

Acronym	Description
AB	Advisory Board
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
WP	Work Package



1. WEBSITE OVERALL STRUCTURE

The SYNERGIES website serves as a comprehensive platform, offering insights into project objectives, planned activities, and results. It introduces the consortium and offers an overview of news, articles, and tools. Functioning as the primary channel for communication and dissemination, the website will undergo regular updates, featuring news, advancements, events, upcoming workshops, and other announcements in its dedicated news section. Additionally, it acts as a repository for relevant documents, public deliverables, posters, and open-access scientific publications. Visitors can easily navigate through the content, download resources, and engage via the newsletter form or social media links.

The website has been designed with clear sections and texts, and a simple layout. Particular attention has been given to its usability, in order to facilitate the users in the information search and the contents' comprehension.

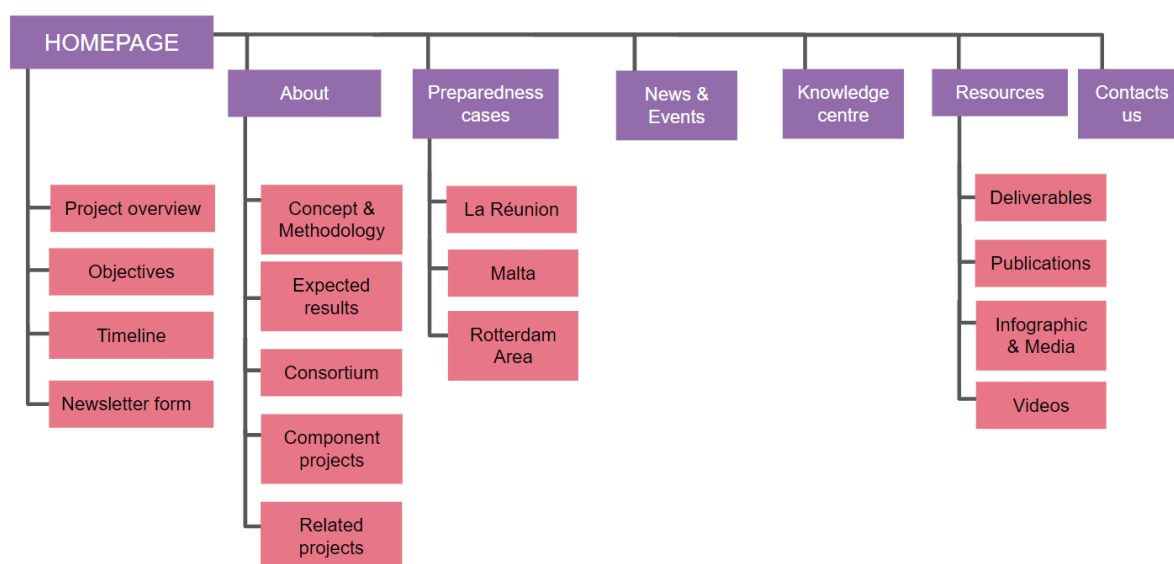


Figure 1: Website architecture

1.2 Website pages content

The website content is organised in the following pages:

- **Home page**, presenting general information about the project, its objectives, the time frame, and a call to action to subscribe to the project newsletter.
- **About**, illustrating further details on the project, such as the concept and methodology, expected results, consortium and related projects composition.
- **Preparedness cases**, detailing the involvement of the three pilot cases and their specific involvement in the research.
- **News & Events**, hosting the latest updates on project activities and events.



- **Knowledge centre**, this page is hidden for now and it will provide access to the different results and tools at a later stage.
- **Resources**, includes all the project outcomes in terms of deliverables, reports, scientific publications, and promotional materials.
- **Contact us**, provides a form to submit inquiries and contact the project team.

Finally, the header bar contains the logo and links to the various pages of the website. The footer, present on every page, provides social media links for the project, the main contact information, and the EU acknowledgment.



2. WEBSITE DEVELOPMENT

In March 2024, DBL proposed a first architecture, layout and contents draft to the partners who have reviewed and discussed them. Following the first technical implementation, contents management, graphical layout and technical implementation proceeded in parallel, continuously testing and refining the solutions proposed through an iterative process that was repeated until the whole Consortium agreed upon the final website.

The website was released at the beginning of May 2024.

2.1 Technical Implementation

The website's official address is www.synergiesproject.eu and it is hosted on DBL servers, operated through the WordPress content management system. To ensure a secure, reliable, and dynamic website, a professional hosting service with a database service (MySQL) and backup features has been selected. The website is developed using the WordPress Content Management System (CMS) (<https://wordpress.org/>), known for its reliability, extensive documentation support, and flexibility. Search Engine Optimization (SEO) functionalities have been enabled to enhance the website's visibility on major search engines. The website's structure and external appearance adhere to high usability standards, ensuring clear and easy navigation for all users and devices through responsive design. The website is compliant with the most recent General Data Protection Regulation – (EU) 2016/679 and the Web Content Accessibility Guidelines (WCAG) (version 2.0) issued by the World Wide Web Consortium (W3C) provisions.

2.1.1 Plugins

Maintaining a healthy and functional website is crucial for the success of any project. One of the key strategies to ensure this is the use of plugins, which enhance the website's capabilities, improve user experience, and provide essential features. In this section, a list of the main plugins that have been integrated into the SYNERGIES website will be provided. Also, all the plugins will be updated periodically to keep the site running smoothly and securely.

- **Avada Website Builder**³: it is the template used for building the SYNERGIES website. Avada boasts a comprehensive range of features for creating custom websites. It is developed and maintained entirely in-house, ensuring reliability and independence from third-party tools and plugins, enabling users to work more efficiently and effectively.
- **UpdraftPlus Backup & Migration**⁴: it is a highly trusted tool used to backup, restore, and migrate WordPress websites. It allows users to backup their websites to various storage locations and users can schedule backups to run at various intervals and restore their websites easily in case of hacking, server crashes, or other issues. The plugin also simplifies the process of migrating websites to new hosts or domains, ensuring reliability and ease of use.

³ <https://avada.com/>

⁴ <https://updraftplus.com/>



- **Matomo Analytics**⁵: it will monitor website usage, providing statistical information on visitors, traffic sources, and popular content. This data will assist in identifying potential issues, improving efficiency, and evaluating the website's impact and effectiveness.
- **Iubenda**⁶: in compliance with the GDPR General Regulation (EU) 2016/679, the website follows secure services such as Iubenda, with Deep Blue acting as the data controller. Only necessary personal data voluntarily provided by users or collected automatically, such as cookies and navigation flows, will be collected.
- **MailerLite**⁷: it is a reliable and secure tool which guarantees transparent opt-in/opt-out choices to subscribers and supports a simple customisable design and effective delivery. To boost the number of subscribers, a link to a subscription form will be available on the project's website homepage. Contacts will also be collected during webinars, events and workshops, prior consent.

2.2 Responsibilities and Contributions

Deep Blue is responsible for designing, implementing, maintaining, and updating both the website and social network profiles. The contents are managed directly by DBL; however, these activities will be carried out in close cooperation with the whole consortium.

2.2.1 Maintenance

DBL will maintain the website to ensure its adherence to project status. In particular, some information (such as news and dissemination materials) is updated continually.

2.2.2 Partners contribution

All partners are asked to provide feedback, information, documents, news, or any other material they consider useful to disseminate the SYNERGIES progress and results.

In addition, each partner will write articles to communicate and detail further key aspects of the project and their work.

⁵ <http://www.matomo.org/>

⁶ <http://www.iubenda.com/>

⁷ www.mailerlite.com



3. NEXT STEPS

After the project end, the website will be updated with the latest information and resources available. It will be maintained for three more years. Similarly, the social media profiles will follow-up communication about most recent results and newsworthy updates. Moreover, a closing blogpost will inform the audience about the project's legacy.

