GAMMS
ROBOTS MAPPING FOR ROBOTS

Grant Agreement No.: 101004255
Project acronym: GAMMS
Project title: Galileo/GNSS-based Autonomous Mobile Mapping System

D1.4

WP: Project webpage

Due delivery date: 31/07/2021
Actual delivery date: 30/07/2021
Dissemination level: Public
Organization name of lead participant for this deliverable: **ENIDE**

European Union
Agency
for the Space
Programme

Document information

—

Project	
Project Acronym	GAMMS
Project Full Title	Galileo/GNSS-based Autonomous Mobile Mapping System
Grant Agreement No.	101004255
Project Coordinator	GEOSAT
Website	https://gamms.eu/
Starting Date	July 2021
Duration	30 months

Deliverable	
Deliverable No. – Title	D1.4 WP: Project webpage
Dissemination Level	Public
Deliverable Type	DEC (Websites, patents, filing, etc.)
Work Package No. – Title	WP1 – Management
Deliverable Leader	ENIDE
Responsible Author(s)	Annarita Leserri (ENIDE)
Responsible Co-Author(s)	Francesc Rosinés (ENIDE), Loha Hashimy (ENIDE)
Contributors	n/a
Peer review	Marc Etcheverry (GEOSAT)
Quality review	Marc Etcheverry (GEOSAT)
Submission date	30/07/2021

Revision history

—

Revision No.	Date	Author	Company	Changes
0.1	01/07/2021	Annarita Leserri	ENIDE	Draft
0.2	29/07/2021	Annarita Leserri	ENIDE	First version
0.3	30/07/2021	Marc Etcheverry	GEOSAT	Technical Review
0.4	30/07/2021	Marc Etcheverry	GEOSAT	Quality Review
1.0	30/07/2021	Annarita Leserri	ENIDE	Final

Table of contents
—

List of figures

List of acronyms

C&D	Communication and Dissemination
DoA	Description of Action
EC	European Commission
EU	European Union
EUSPA	European Union Agency for the Space Programme
GA	Grant Agreement
H2020	Horizon 2020
KPI	Key performance Indicator
M	Month
PC	Personal Computer
R&D	Research and Development
SEO	Search Engine Optimisation
T	Task
WP	Work Package

1. Executive Summary

This deliverable D1.4 "Project website" reports on the first activities performed under WP1400 "Communication" as part of WP1 "Management". More specifically, this deliverable presents the GAMMS website: https://gamms.eu/

The GAMMS online presence will grow as the project activities are implemented and yield results. Therefore, the content of the project website will be constantly updated and curated by the WP1 leader. However, all GAMMS partners will be actively involved in communication activities to emphasize the importance of the work, and to facilitate effective communication to all the stakeholders involved in the autonomous mapping field.

The project online presence serves as a means to reach the communication and dissemination strategy outlined in D1.2 "CSPR: Communication strategy plan and report v1.0".[1] (M2), which will also list the key performance indicators (KPIs) related to the online activities. The final version of D1.2 will update the achievement of these KPIs in M30.

---

[1] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".

2. Introduction

2.1. Framework of D1.4

This deliverable D1.4 "WP: Project webpage" is the first measurable result of WP1 "Management". This work package sets the foundation of the project management. Its main objectives are:

- Project technical and administrative overall coordination, project reporting and quality management,
- Innovation management,
- General and/or specific awareness management through communication activities,
- Information to EU GNSS stakeholders like the European Space Agency (ESA) and the GSA,
- Set-up and maintenance of the project Document Management System (DMS) and webpage.

D1.4 is part of WP1400 "Communication" and focuses on awareness management, thus complementing WP7400 "Dissemination and exploitation activities". More specifically, it deals with:

- Communication between GAMMS and other H2020 projects, if necessary,
- Participation in workshops by other H2020 projects or related EU initiatives, if necessary,
- Design of social media and communication strategy, with output to the communication activities plan. Generation of a continuous report based on KPIs,
- Development of the communication kit: project brochure, posters, general presentation, e-newsletters, promotional videos and project website,
- Communication of the project outcome to the general public, GNSS, MMS, AV communities, organisation of project workshops, communication in specialised magazines, and other items that will be described in D1.2[2].

2.2. Dissemination level of D1.4

D1.4 is a public deliverable presenting the GAMMS website to serve the communication plan that will be outlined in D1.2[3]. The website will be publicly accessible by all online users, who will also be able to download public deliverables, presentations, newsletters, and scientific publications for free. As all public deliverables, D1.4 will be uploaded on the dedicate webpage for free download (https://gamms.eu/index.php/deliverables/).

2.3. Structure of D1.4

After an executive summary in Section 1, Section 2 places D1.4 in the framework of the DoA[4] (WP1 and WP1400). Consequently, Section 3 delves into the website design, structure and performance analysis. Finally, Section 4 concludes the deliverable and sheds some lights into the future of communication activities in GAMMS.

---

[2] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0"
[3] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".
[4] GAMMS (2021), Grant Agreement.

3. GAMMS Website

The project website (https://gamms.eu/) was created as the main reference point for both the GAMMS partners and the external stakeholders interested in the project activities. The website will be constantly curated by the WP1400 leader in cooperation with all partners engaging in C&D activities (presentations, publications, project iterations, etc.). The GAMMS website will be maintained for three years after the project conclusion in order to provide all interested stakeholders with access to GAMMS results and materials.

The project specific website is one of the GAMMS' communication channels, whose overall objectives are to:

- Raise awareness about the project and its partners,
- Raise awareness about self-driving technology for mapping,
- Communicate new mapping paradigm of GAMMS with emphasis on the use of AV, AI and GNSS technologies,
- stimulate the curiosity and interest on maps and HD maps,
- Communicate the applications and benefits of GAMMS,
- make Galileo, its advantages with respect to GPS and its availability better known,
- Acknowledge the funding role of the EUSPA and the European Commission in GAMMS.

Additionally, the website will serve as an online repository of public deliverables, presentations, newsletters, and academic publications as soon as they are produced by GAMMS partners.

3.1. Website design

The website was built using WordPress (version 5.8). WordPress is a free and open-source software that allows an easy and intuitive creation and maintenance of websites. Additionally, WordPress offers free access to a wide library of plug-ins for different purposes, including SEO improvement and mailing lists management, in the case of GAMMS website. The WordPress version and the installed plug-ins will be updated as soon as their new version is released.

The GAMMS website is supported by Elementor, a web design plug-in characterized by highly customizable page building options. Elementor allows for the creation of user-friendly and responsive web content, that is easily accessible and comprehensible from all kinds of devices (PCs, laptops, tablets, smartphones, etc.).

The website interface addresses the fundamental needs of pleasing appearance, conceptual clarity, user-friendliness and simplicity. Furthermore, the website content is consistent with the project ambitions and results, as well as coherent with other C&D channels (e.g. social media).

3.2. Website structure

Figure 1 below shows the initial structure of the GAMMS website. As the GAMMS partners implement the project activities and achieve results, the website will grow and change accordingly to include the

latest developments. For example, the pages dedicated to newsletters, presentations and publications will be published as soon as their content is available.
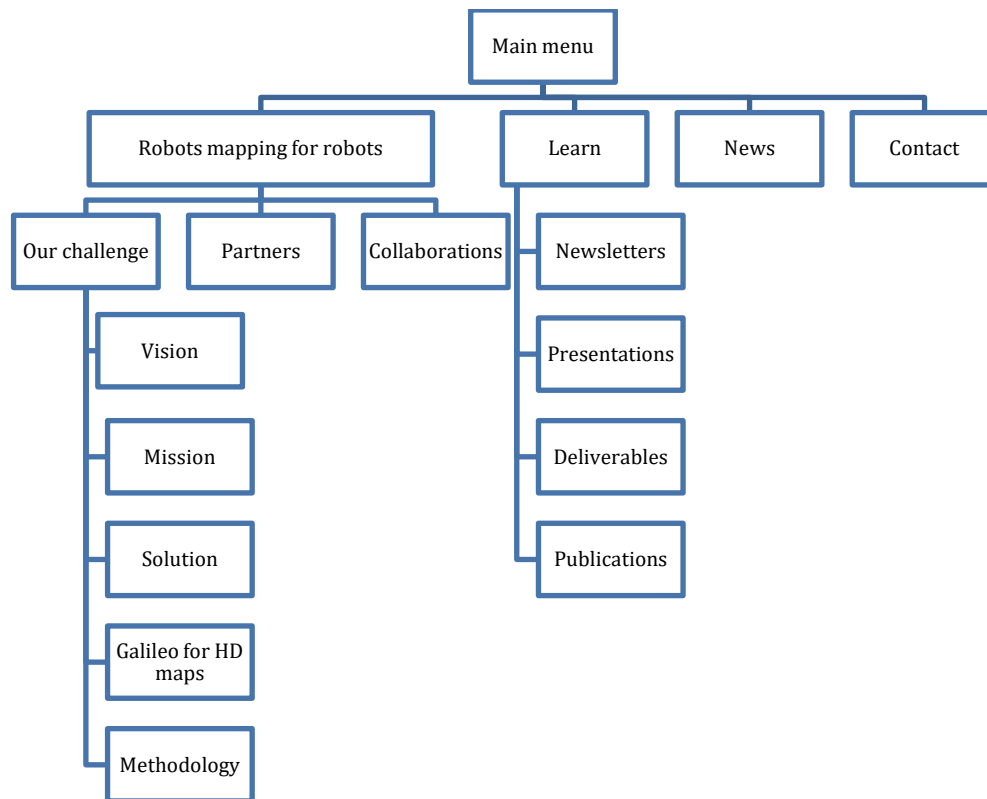

Figure 1: GAMMS website structure

The website structure shown in Figure 1 is contained in the header, as well as the GAMMS logo, which redirects to the homepage.

The homepage (https://gamms.eu/) presents the project acronym, official title, description, key numbers and partners. Additionally, the homepage automatically displays the project tweets as soon as they are published on the Twitter account (https://twitter.com/GAMMS_H2020). Finally, the homepage calls the website visitor to several actions, such as further navigating through the website, following GAMMS on social media and sending an email.

GAMMS is thoroughly described under the menu tab "Our challenge" (https://gamms.eu/index.php/robots-mapping-for-robots/) that tells more about the project vision, mission, solution, and methodology, as well as the role of Galileo in the project. Furthermore, dedicated webpages have been created to list the project partners and their respective roles (https://gamms.eu/index.php/partners/), as well as the external collaborations (https://gamms.eu/index.php/collaborations/) that the project is establishing with associations, networks, and related projects. During the lifecycle of the project, in fact, GAMMS will join forces with several similar initiatives in the field of autonomous mobile mapping.

Finally, all pages end with a footer including the acknowledgment of the EU funding, the disclaimer, and the link to

- the EC factsheet (https://cordis.europa.eu/project/id/101004255),
- the GAMMS Legal Notice (https://gamms.eu/index.php/legal-notice/),
- the GAMMS Cookie Policy (https://gamms.eu/index.php/cookies/),
- the GAMMS Privacy policy (https://gamms.eu/index.php/privacy-policy/).

Screenshots of all GAMMS webpages are available in Annex 1.

3.3. Performance analysis

The GAMMS website will increase the general public awareness about the project activities. Therefore, the main KPI associated with the website is 250 average visitors per month by the end of the project (extended KPIs will be available in D1.2 "CSPR: Communication strategy plan and report v1.0"[5]). In order to monitor the performance towards this end, the GAMMS website was registered in Google Analytics, a free web analytics services enabling detailed and intuitive reports based on continuously updated statistics.

Thanks to Google Analytics, other meaningful statistics will be also available, such as:
- Users by time of day
- Session by country
- Average session duration
- Bounce rate
- Etc.

Updated reporting on the GAMMS website will be provided in D1.2 "CSPR: Communication strategy plan and report v2"[6] (M30), as well as during the relevant project meetings, when relevant.

---

[5] GAMMS (2021), D1.2 CSPR: Communication strategy plan and report v1.0
[6] GAMMS (2021), D1.2 CSPR: Communication strategy plan and report v2.0

© GAMMS Consortium, 2021-2023

4. Conclusion

GAMMS envisioned a specific task, WP1400 "Communication", to manage awareness about the project, communicate with relevant stakeholders and curate communication channels. This deliverable D1.4 "Project webpage" focuses on the project online presence through the creation of a project website.

This document outlined the design, structure and management of the GAMMS' website, while providing links to access different webpages. The online presence will promote the project among relevant stakeholders, keep the visitors abreast with the project activities and results and establish links with related associations, networks and R&D projects.

As the GAMMS activities are implemented and results achieved, the website will be updated accordingly by the WP1400 leader. However, all partners will be actively involved in seeking and engaging in C&D activities to reach the ambitious goals set by the KPIs.

The GAMMS' website is part of the communication and dissemination strategy outlined in D1.2 "CSPR: Communication strategy plan and report v1.0"[7], which also lists the KPIs whose achievement will be reported in D1.2 final version (M30).

---

[7] GAMMS (2021), D1.2 CSPR: Communication strategy plan and report v1.0

Annex 1: Website screenshots
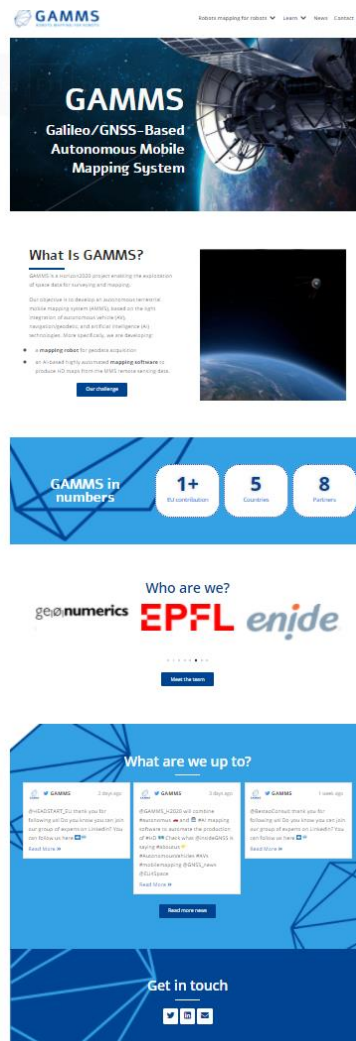
Figure 2: GAMMS website screenshots – homepage

Figure 3: GAMMS website screenshots – Our challenge

Figure 4: GAMMS website screenshots – partners

Figure 5: GAMMS website screenshots – collaborations

Figure 6: GAMMS website screenshots – deliverables


Figure 7: GAMMS website screenshots – news
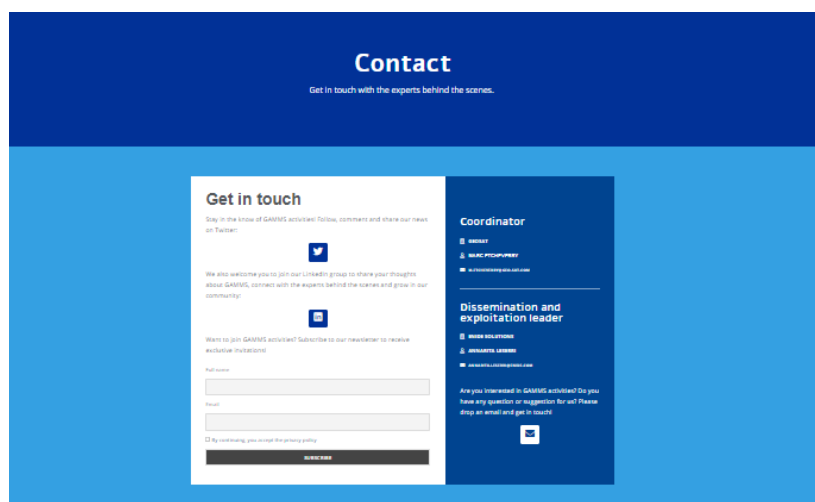
Figure 8: GAMMS website screenshots – contact
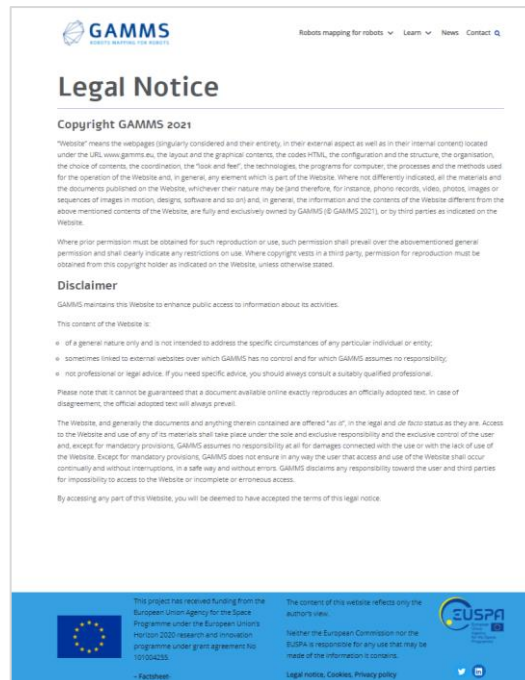
Figure 9: GAMMS website screenshots – legal notice
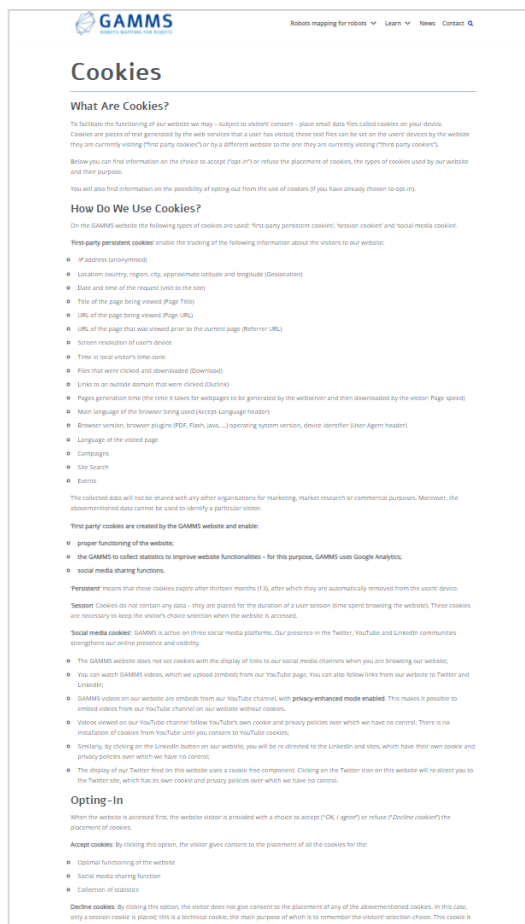
Figure 10: GAMMS website screenshots – cookie policy

Figure 11: GAMMS website screenshots – privacy policy

References

[1] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".

[2] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".

[3] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".

[4] GAMMS (2021), Grant Agreement.

[5] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".

[6] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v2.0".

[7] GAMMS (2021), D1.2 "CSPR: Communication strategy plan and report v1.0".