



“NOVEL INTEGRATED SOLUTION OF OPERATING A FLEET OF DRONES WITH MULTIPLE SYNCHRONIZED MISSIONS FOR DISASTER RESPONSES”

ResponDrone

D13.2 “A project identity and specific project website”

Project Deliverable Report

Deliverable Number: 13.2

Deliverable Title: A Project Identity and Specific Project Website

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<https://respondroneproject.com/>

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1. Executive Summary

This deliverable 13.2 refers to Task 13.3: Development of project identity and website. It summarises the development of the project's corporate identity and graphic charter, including the logo and communication templates. These will ensure a common graphic/visual line to be easily recognised among external stakeholders.

It also describes the development of the ResponDrone website which is accessible to the public and the deployment of an internal platform. The public facing website will be a portal for information about the project targeted to all potential stakeholders. It will be updated continuously throughout the project lifetime with input from all partners and will be maintained for a certain period beyond the project as well. The Team site extranet is a private online site that functions as a shared repository of project documents and information. This area is accessible via a username and password and is intended to facilitate efficient communication and collaboration among project partners.



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2. Project Identity

Several actions were taken to create a specific ResponDrone project identity. The purpose of the identity is to generate awareness and interest in the project activities. The identity is presented via an attractive logo, project templates for PowerPoint presentations, documents and deliverables as well as a specific project website. The project has a clear corporate identity, which illustrates the key concepts including the type of work to be performed and the stakeholder groups to be targeted by the project outcomes. The concept includes:

- 1- Development of an integrated solution for first responders to easily operate a fleet of drones with multiple synchronized missions to enhance their situation assessment capacity and own protection.
- 2- Development of a System of Systems to simplify and accelerate situation assessment and sharing, decision making and operations management, while requiring a small crew to operate it.

These aspects of the concept are presented in the logo which is an integral part of the website, the project letterhead and presentation templates.

2.1 Logo

An attractive logo (Figure 1) was designed and adopted by the consortium for use since the first day of operation to generate the project identity as early as possible. The ResponDrone logo clearly illustrates the project acronym ResponDrone, the ability to use different types of drones and the focus on the usage of a fleet of drones simultaneously.



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Figure 1: ResponDrone logo

2.2 Project Templates

The templates include the ResponDrone logo, the full name of the project and space for the partner identity presenting (Figure 2). The template intends to create a unified look for all presentations, documents and deliverables of the project.



Figure 2: ResponDrone Presentation Templates



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2.3 Project Letterhead

The project letterhead was prepared for presenting project documents and communication material including the first page of this deliverable.

In addition, the logo on the top the footer of the letterhead includes the EU Flag, the Korean flag and the details of the EU and Korean grant which supports the ResponDrone project. The footer also includes the URL of the project website.



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3. Specific Project Website

3.1 External Website

As part of the dissemination efforts of the ResponDrone project, a dedicated project website has been established at the following address: <https://respondroneproject.com>

The home page shown below (Figure 3) includes the logo, project images and main messages.



Situational awareness system for first responders

Figure 3: ResponDrone website home page

The site complies with EU regulations (Figure 4).

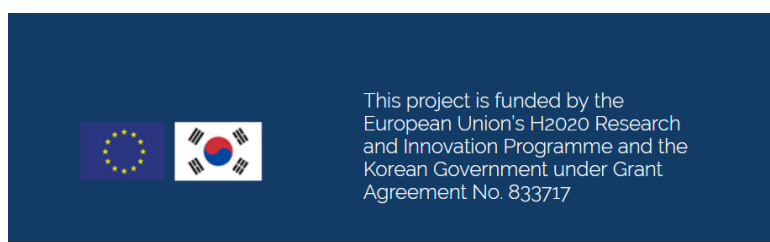
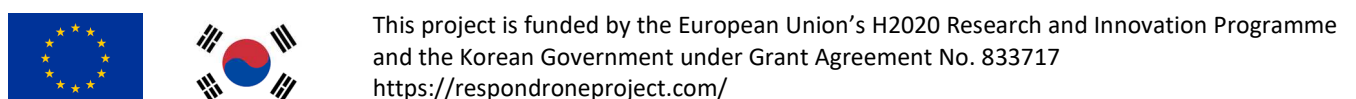


Figure 4: Acknowledgement statement regarding EU funding as it appears on the ResponDrone website homepage.

In this case, the Korean flag and mention of the Korean Government appear as an acknowledgment of the joint funding from the EU and the Korean Government.





The website has a clear graphic language, which is also used for all other promotional materials prepared by the project. The site provides information about the project in a number of sections as follows:

About: <https://respondroneproject.com/about-us/overview/>

Project mission: <https://respondroneproject.com/about-us/mission>

Partners: <https://respondroneproject.com/partners>

The ResponDrone system: <https://respondroneproject.com/the-system>

Resources: <https://respondroneproject.com/resources/>

It has a special section dedicated to news and events. These include:

Press releases: <https://respondroneproject.com/news-and-events/press-releases/>

Media Coverage: <https://respondroneproject.com/news-and-events/media-coverage/>

Events: <https://respondroneproject.com/news-and-events/events/>

3.2 Internal Platform

A private internal website using the team site platform has been established for the project in collaboration with Task 14.3 - Establish communication flow and methods. This additional internal platform has been set up and used to share preliminary results and internal documents (e.g. working papers, deliverables progress, calendar of events) among the project partners and the European Commission Officers (as required). The chosen platform, namely **team site**, makes data accessible on all devices, updates the materials on an ongoing and automated basis for users with access (via username/password). The system is organized with a structure in which all participants can upload and download information in an organised fashion – categorizing it according to the different WPs and tasks (see Figure 5).



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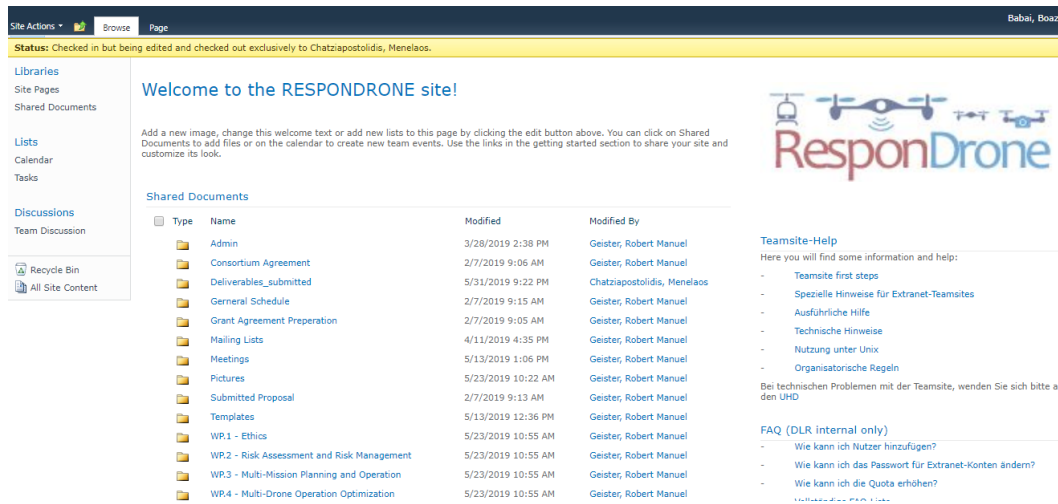


Figure 5: Teamsite home page

3.3 Blog

The project has an active blog, which publishes relevant stories about the project and related issues. All events, such as participation in conferences and workshops by partners, will be presented on the blog. For example, details on the project presentation at the [Inmarsat UAV BVLOS Conference](#), which took place in London on May 30, 2019 can be found here as depicted in Figure 6.

The blog can be found at this URL: <https://respondroneproject.com/news-and-events/blog/>



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Use of UAVs in the ResponDrone project highlighted at Inmarsat UAV BVLOS event

📅 24/06/2019

Figure 6: ResponDrone blog

3.4 Social Media

In addition, ResponDrone is very active on social media. By creating profiles on popular social networks such as Facebook, Twitter, LinkedIn and YouTube, the project intends to broaden the circle of active contacts with different stakeholders and increase the visibility of project events. In collaboration with Task 13.4: Production of marketing materials for a target audience, a social media presence will help to ensure wider marketing and to reach more target audiences. Moreover, social media serves to drive traffic to the ResponDrone website. The project is already active on the following platforms:

Twitter

<https://twitter.com/ResponDrone>

Facebook

<https://www.facebook.com/ResponDrone>

LinkedIn

<https://www.linkedin.com/company/14803460>



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