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Deliverable D5.2

EMY Project Website

AIT Austrian Institute of Technology

POLITIKOS – Wir müssen reden!

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Executive Summary

This document contains a short description of the EMY project homepage, which is part of the Dissemination & Communication Strategy Plan. As an important part of the EMY dissemination strategy plan, the homepage aims to provide project relevant information to stakeholders and the general public, but also the dissemination of EMY's general project communication, where all relevant information disseminated via EMY social media channels are situated. The aim of the homepage is to function as the hub of EU Mobile Youth focused information and as an empowerment platform.

The goal is that all project-relevant information concerning all stakeholders can be found here. Social media, and other, traditional dissemination channels act as entry points, where the target groups addressed (see appendix) are directed to the project homepage. The content is aligned to the project objectives (see appendix).

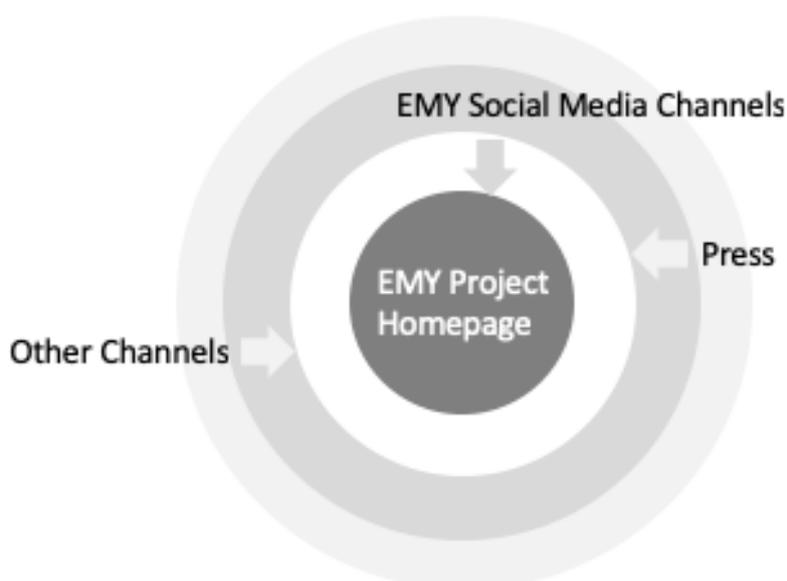


Figure 1: Interaction between EMY project website, EMY social media channels and other communication channels (e.g. press)

The homepage is divided into two areas, the static area and the dynamic area. The static section of the homepage refers to the subpages: EMY Project, its subpages and the Imprint, where technical, project-relevant information such as project description, consortium, objectives, project outcomes, contact persons etc., is communicated.

The function of the dynamic part of the homepage is to interact with our target group. Depending on the project phase and focus of our two-year project planning, the respective areas and sub-pages are reviewed in regular (weekly) intervals and updated in accordance with the Communication Plan. These areas include: Landing page and Call to Action Header, EMY Austria, EMY Estonia, European Parliament Elections 2019, EMY Ambassadors and News & Events.

1 Introduction

This short document presents the deliverable D5.2, which contains an overview of the EMY homepage. This includes the development of a website that provides an overview of the project activities and acts as a “first point of reference” for visitors, in particular those who are not yet part of the network of EMY dissemination partners and social media contacts. As an important part of our dissemination plan, the homepage aims to provide project relevant information to our stakeholders in general, but also to serve as a dissemination channel to empower our main target group, which are the EU Mobile Youth and to provide them with EU Mobile Youth focused information. These artefacts are presented in the following sections.

2 Online Dissemination via Homepage

2.1 The EMY Homepage

In order to disseminate the project's objectives, ongoing activities, and its results to a wide audience, we have developed a project website, which can be reached via the address: <https://europeanmobileyouth.eu/>

The owner of the domain rights of "https://europeanmobileyouth.eu/" is the consortium member Politikos - the domain rights are secured annually and are automatically renewed.

The content on the website is targeted to a wide audience, including those with a general interest in the project, subject specialists and the European Commission. Furthermore, it acts as information as well as empowerment platform for the project's main target group, which are Mobile Youth in the EU. As shown in figure 2, the website is organised in so-called "subpages", and consists of the following information:

- **EMY Project**
 - **Press**
 - **Survey**
 - **Outcomes**
- **News & Events**
- **EMY Austria**
- **EMY Estonia**
- **European Parliament Elections 2019**
- **Contact Us**

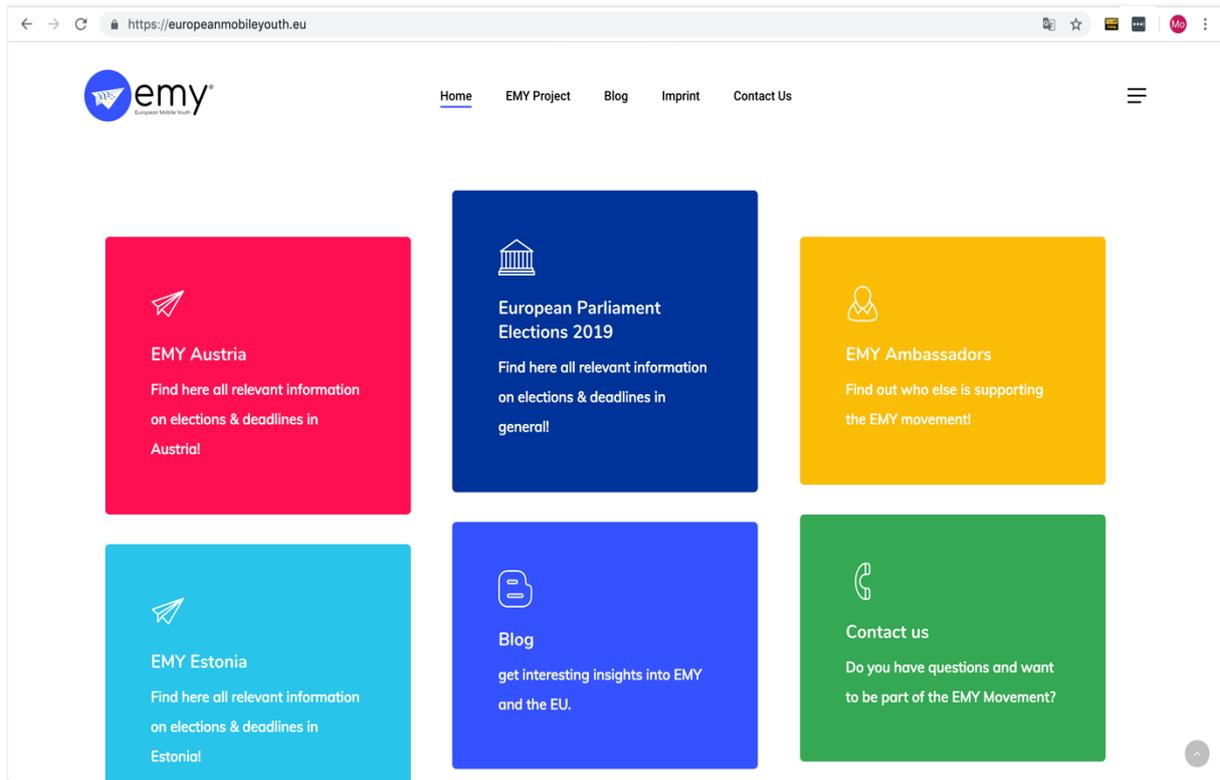


Figure 2: EMY Landing Page - Interaction Subpages

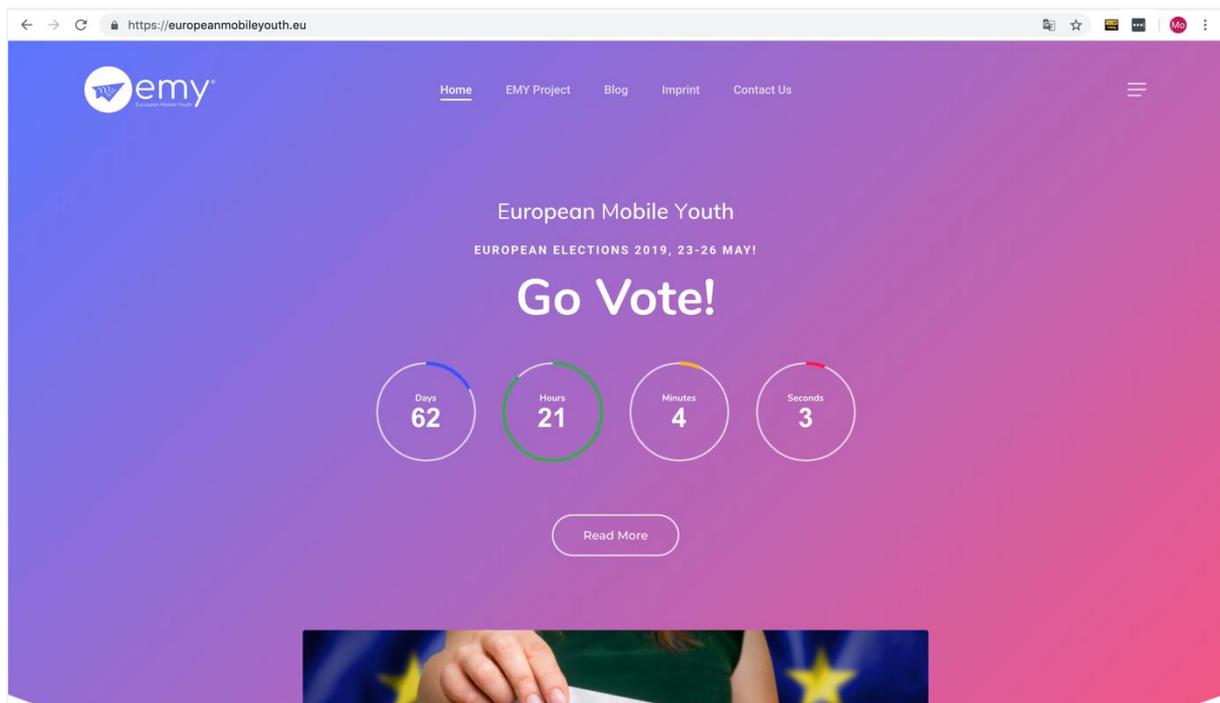


Figure 3: EMY Landing Page – Header

2.2 Homepage Functionality

The EMY homepage has the functionality to be the hub of general project communication.

The goal is that all project-relevant information concerning all stakeholders can be found here. The social media channels of the EMY project act as entry points to the homepage, where the target groups addressed (see appendix) are directed to the project homepage. The content is aligned to the project objectives (see appendix).

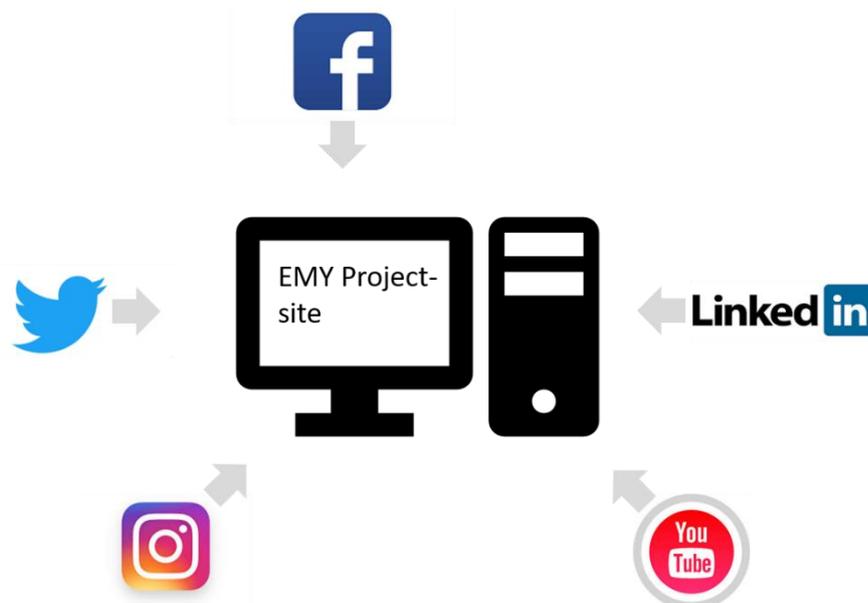


Figure 4: Webpage is the "mother ship", social media channels are the "dinghies"

2.3 Content of the Project Website

The homepage is divided into two areas, on the one hand the static area and on the other hand the dynamic area.

The static elements contain technical project-specific contents, which are as follows: project description, project goals, project duration, information about the consortium, project contact etc.

The dynamic section, which is constantly changing in content, contains project focus topics and hot topics, such as the European Parliament Elections, ongoing project results to be released to the public (e.g. the results of our surveys), these elements are constantly adapted and updated. This strategy increases the added value of the EMY homepage for the user and supports the "return" of the visitors.

2.4 Homepage Structure

The structure of the homepage is designed to communicate very technical and project specific information about the EMY project and to serve the main target group as an information and action platform. For this reason, the structure was chosen to be variable and based on call to action activities the homepage will be adapted accordingly.

The subpages look as follows and currently have these contents and functionalities:

- **EMY Project**

The content here describes the overall objective of the project, including project description, project objectives, consortium and project contact person.

- **Press**

The subpage "Press" contains information for the press and stakeholders who would like to get in touch with the EMY project and disseminate the project in contributions, mailings, etc. The project logo, banners, flyers and relevant project documents can be downloaded here.

- **Survey**

Since the EMY project carries out several important surveys during its two-year project period and the results are an important part of the project result, the surveys are placed on this dedicated subpage for implementation.

- **Outcomes**

In this area, we will make available the project's public deliverables, pointers to the scientific publications that are produced by members of the EMY consortium, and details of the EMY surveys and focus group activities.

- **News & Events**

We will maintain a News & Events section, which has the functionality as a blog, with contributions coming from the consortium, describing the activities of the project in a relatively informal manner. News & Events in Estonia, Austria or in the general context will be published and adjourned here. The planned tags are "Estonia", "Austria" & "General" in the first instance and "News" and "Events" in the second instance.

- **EMY Austria**

This subpage contains all relevant information about the Use Case Austria. Among other things text information, videos, useful links and explanations as well as the contact person for further inquiries.

As we are currently in the hot phase before the European Parliament elections, we have focused on this subpage, which is dedicated to the Austrian Use Case, on the requirements for participation in the election, election deadlines, informative links as well as Austrian parties and candidates.

- **EMY Estonia**

This subpage contains all relevant information about the Use Case Estonia. Among other things text information, videos, useful links and explanations as well as the contact person for further inquiries.

In the second Use Case Country Estonia, we have focused on the requirements for participation in the election, the registration process (still open in Estonia in contrast to Austria), deadlines, informative links as well as parties and candidates.

- **European Parliament Elections 2019**
This subpage contains all relevant information about European Parliament Elections 2019, including text information, videos, useful links and explanations.
- **Contact Us**
a simple contact form, which can be completed by visitors to the website; enquiries are forwarded to the project coordinator who will follow-up on the request.

2.5 Homepage editing and updating

The homepage is reviewed and updated in regular intervals. The content on the homepage will be analysed and adapted to the topics and project phases once a week, at least, based on the EMY communication plan. In urgent cases, a "hot-topic" process was introduced in which content is proposed by a consortium member, reviewed and agreed by the consortium and released for publication on the homepage within 24 hours. The content of the homepage is divided into three areas, each of which has a responsible person from the consortium responsible for the content; the division looks as follows:

Use Case Austria: As this topic is country-specific with ongoing Austrian related topics, events, processes, deadlines, important project-relevant information and events, the consortium members Politikos and AIT are responsible for the Use Case Austria. The subpages that are affected are among others "EMY Austria" and "News&Events".

Use Case Estonia: As this topic is country-specific with ongoing Estonian related topics, events, processes, deadlines, important project-relevant information and events, the consortium member eGA is responsible for the Use Case Estonia. The subpages that are affected are among others "EMY Estonia" and "News&Events".

European Union: Since this topic is a very important and sensitive one and the task is to give a global and general overview of project relevant information to our homepage visitors, the consortium member CEPA is responsible for this. The subpages that are affected are among others "European Parliament Elections 2019" & "News&Events".

Iterations are coupled with the deliverables, specifically based on the project actions, such as surveys, focus groups, etc.

Politikos is responsible for the implementation of the contents on the respective pages of the homepage.

2.6 The EMY Project Identity

The strategy for general dissemination is based on the promotion of a common identity for the project. This allows consortium members and stakeholders to readily identify the project, and to facilitate the recognition of the project and its results. The main instruments are a *project logo* and a *common set of templates* for internal and external publication.

The EMY logo appears on all online and offline documents related to EMY. Any material co-funded with the project budget will make explicit reference to it and, if possible, make use of the EMY logo.



Figure 5: EMY Logo

To ensure a consistent representation of the project, templates for documentation and presentation have been developed at the very beginning of the project and are available to the project partners via the EMY internal repository.

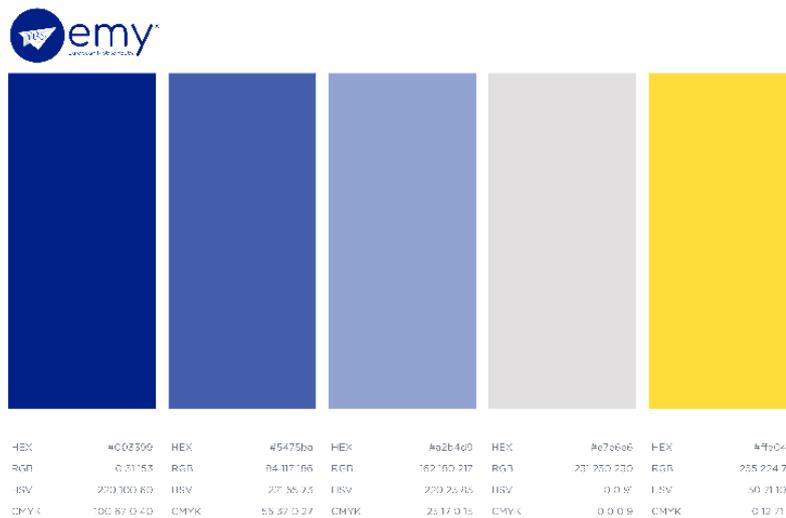


Figure 6: EMY CI Colours

3 Technical implementation

3.1 Hosting arrangements and security

The hosting is carried out by the consortium member AIT, which hosts the homepage at its in-house data centre in Austria and fulfils all relevant security requirements. As indicated in the imprint, we consider all GDPR requirements and give the homepage visitor also the opportunity to create clarity on this topic in relation to the EMY homepage.

It has a clean design and it is optimized for viewing in any device. Moreover, it is compatible with most popular browsers.

3.1.1 Server

The Public Website is hosted on a virtual machine (VM) located at the Center for Digital Safety & Security at AIT VM Cluster with the following configuration: 8GB RAM, 180 GB HDD, and a dual core CPU. This basic configuration can be upgraded easily if necessary.

The VM is running Ubuntu¹ as an operating system, as well as MySQL²-, PHP³-, and Apache Web servers⁴. The concrete versions will change during the project duration due to updates and are therefore omitted here.

3.1.2 Software

The software used for the public homepage is WordPress⁵ 4.3.1. Updates will be done by the IT Department of AIT accordingly.

3.1.3 Security Guidelines

The EMY project website complies with best practices regarding security for web pages.

In particular, SSL/TLS (HTTPS) protection with a valid certificate (bought from and signed by an official certificate authority) has been implemented for all project portal pages and important parts of the public part of the website, e.g. members login page.

The admin area of the homepage is protected using the “WP Password Policy Manager”⁶ for WordPress. The password policy enforces passwords consisting of at least 10 characters, containing lowercase and uppercase characters, as well as at least one numeric digit, and at least one special character. For usability reasons, passwords are only required to be changed at least once per year.

¹ <http://www.ubuntu.com/>

² <http://www.mysql.com/>

³ <http://php.net/>

⁴ <https://httpd.apache.org/>

⁵ <https://wordpress.com/>

⁶ <https://wordpress.org/support/view/plugin-reviews/wp-password-policy-manager?filter=5>

3.1.4 Database

The project website has a dedicated MySQL database. The information contain in this database is only required by the WordPress framework.

3.1.5 Backup

Automated Backups of the public website including the database are performed daily by the IT department of AIT.

3.1.6 Disk Usage and Bandwidth

The project website is updated regularly and potentially large files might be uploaded to and downloaded from it. The website content types include news, publications, partner pages, photos, and documents. Based on experience from numerous previous projects, the web server and its implementation have the disk space and Internet bandwidth to handle these types of content and to afford the level of concurrency expected in the project. A monitoring tool sends low disk space alerts and daily reports about all servers running to the Service Desk of the Center for Digital Safety & Security.

3.1.7 Statistics – Traffic

Detailed monitoring of the traffic to the homepage will be done using AWStats⁷, which is an open source web analytics software. The used Piwik instance is hosted locally at AIT to avoid the usage of cloud based trackers and analysis tools such as Google Analytics.

Piwik offers a big amount of features such as real time flow of visits to the homepage, geolocation, pages transition, site speed and pages speed reports, and track traffic from different search engines, which will allows us to analyse and maximise the dissemination impact of the webpage.

3.2 Design principles and tools

The EMY project website has been developed using Wordpress following responsive design rules.

For the EMY homepage the contemporary, responsive Wordpress theme of the provider "Salient" was chosen. Salient is a theme from the design group "themenerator.com", which is sold through the company Envato Pty Ltd. For the restructuring of the template and adaptation to the changes required for the EMY homepage as well as for the very important guarantee of security, apart from the 1st security instance, which is that of the server and is maintained by the consortium member AIT on the highest standard, we have used the following plugins:

- Classic Editor
Enables the classic WordPress editor and old Edit Post Screen with TinyMCE, Meta Boxes, etc. Supports the older plugins that extend this screen.

⁷ <https://awstats.sourceforge.io/>

- **Contact Form 7**
Enables the user to contact the EMY Consortium directly via the homepage GDPR compliant. Contact person for general inquiries is the project manager AIT.
- **Countdown Timer Ultimate**
Countdown timer Ultimate is responsive countdown timer plugin.
- **Google Captcha (reCAPTCHA)**
Protects WordPress website forms with Google Captcha (reCaptcha) from spam entries.
- **iThemes Security**
With this plugin the Wordpress theme is again protected against hacker attacks.
- **Rename wp-login.php**
With this plugin the login access can be adjusted if necessary.
- **Secure SVG**
Allows SVG uploads to WordPress and disinfects the SVG before it is saved.
- **WPBakery Page Builder**
Is a page creator Plugin for WordPress.
- **Sugar Calendar**
With this calendar responsive entries can be published.
- **WP Accessibility**
WP Accessibility is an open source plugin that allows the individual setting of Web Accessibility within the Web Accessibility Guidelines.

With regard to accessibility of web content and the Web Content Accessibility Guidelines (WCAG) 2.0, which cover a wide range of recommendations to improve access to web content. Compliance with these guidelines will make content accessible to a wider range of people with disabilities, including blindness and vision impairment, deafness and hearing loss, learning disabilities, cognitive impairments, movement impairments, speech impairments, photosensitivity and combinations thereof.

To ensure this, we have installed a specialized plugin called WP Accessibility, with which we can make that the Web Content Accessibility Guidelines (WCAG) 2.0 are met. The WP Accessibility plugin was developed by the plug-in developer and web accessibility consultant Joe Dolson, who belongs to the team of representatives for Make WordPress Accessible, the team dedicated to improving accessibility in the WordPress ecosystem (<https://www.joedolson.com/>)

The website may be visited by users with different perceptual preferences. For this reason, we have set the high contrast, large print, and desaturated (grayscale) views so that any visitors will not have problems perceiving our content. Our content can be limited to text and video. Our communicated videos contain all subtitles (either directly displayed in the video itself or via the subtitle function on Youtube) to give deaf people the opportunity to understand the respective content.

Because website visitors use different browsing devices, we have programmed our website to be responsive so that it is automatically responsive on all endpoints. The interface and navigation elements thus offer everyone the possibility to operate them. The EMY homepage has no time limits for visitors and the content and information communication has been kept very simple and clean (no irritating effects, flashing colour variations etc.).

All information is user-friendly, easy to find and understand via the navigation bar - the subpages are structured in such a way that a continuous and stringent structure can be recognised, and the visitor is not lost on the homepage.

For special web visitor requests we are also able to make individual changes through this plugin, in order to guarantee every web visitor a barrier-free access to the EMY homepage.

Since our focus is on mobile youth and we assume, based on the age of our target group, that they are digital natives, we have placed a special focus on accessibility via mobile devices, tablets, but also computer uses. For this purpose, tests were carried out for the following browsers:

- Google Chrome
- Mozilla Firefox
- Microsoft Internet Explorer
- Safari Browser

4 Conclusion

In this short deliverable we have presented an overview of the EMY project homepage. Its principal role will be to act as a first “point of reference” for information regarding our project and to complement more specific dissemination activities, which will be conducted via social media channels, through direct interaction with stakeholders (presentations, interviews, events), and through the traditional media. The consortium’s communication and dissemination plan for this project, including the use of traditional and online communication channels, will be explained in further detail in Deliverable D5.1.

5 Annex

5.1 Project Objectives

- **Raise the level of inclusion and democratic participation** of young mobile youth as EU citizens students in social and political life
- **Support and enhance the inclusion and democratic participation of young mobile EU citizens** represented by mobile students, in the political of their host EU countries. in particular, in relation to European Union elections and activities.
- **Demonstrate the benefits of participating actively in political and social life, while staying in the host country**, or participating in political processes, especially at EU level.
- **Present and communicate the needs and wishes of mobile EU students for participation** and contributing to political and social processes in their host countries related to EU and local matters.
- **Support the mobility of young Europeans within the increasingly unified European system of education.**
- **Increase knowledge and awareness among policy makers about the needs and desires of the primary target group.**
- **Demonstrate that secure and easy to use e-tools and platforms can increase the engagement in political and social processes** and fulfil information needs more quickly and easily.

5.2 Target Groups

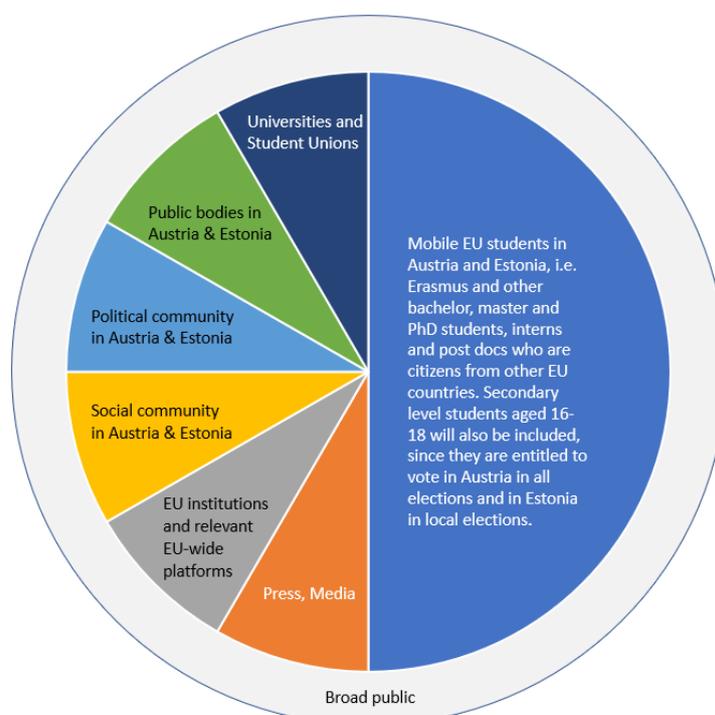


Figure 7: EMY Target Groups