



D8.1 Project Website

Document Due Date: 31/05/2015

Document Submission Date: 31/05/2015

Work Package 8: Dissemination and Exploitation

Document Dissemination Level: PU

Abstract

This deliverable is about the FLYSEC project website. It provides a description on the project background and how the deliverable is embedded within the work package and work plan. It elaborates the involvement of the partnership and future website users. Further, the report gives detailed information on the concept and structure of the website. Thereby it provides an overview about the navigation, design and future development as well as maintenance of the project website.



This work was performed within the FLYSEC Project (Optimizing time-to-FLY and enhancing airport SECurity), with the support of the European Commission and the Horizon 2020 Programme, under Grant Agreement No. 653879



Project Information

Project Name	Optimising time-to-FLY and enhancing airport SECURITY
Project Acronym	FLYSEC
Project Coordinator	National Center for Scientific Research "Demokritos", EL
Project Funded by	European Commission
Under the Programme	Horizon 2020 Secure Societies
Subcall	Disaster-resilience: safeguarding and securing society, including adapting to climate change
Topic	DRS-16-2014 "Critical Infrastructure Protection topic 6: Improving the aviation security chain"
Funding Instrument	Research & Innovation Action
Grant Agreement No.	653879

Document Information

Document Reference	D8.1
Document Title	Project Website
Work package reference	WP8 – Dissemination & Exploitation
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Dissemination Level	Public
Cover photo	Airport Crowd Simulation © Integrated Systems Laboratory

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Document Submission

Document due date	31/05/2015
Document submission date	31/05/2015

FLYSEC Project Executive Summary

As presented by recent reports (IATA Checkpoint of the Future/Smart Security¹, COPRA², Flightpath 2050³) and following relevant FP7 research activities results, deployment and assessment of integrated, innovative concepts for airport security in an operational environment is a key challenge and a priority for the aviation security research roadmap. Following individual component testing, the Airports Council International (ACI) and the International Air Transport Association (IATA) are planning over the next years a series of pilot tests of multiple components interacting and working together.

Complementing the ACI/IATA efforts, the FLYSEC project aims to develop and demonstrate an innovative, integrated and end-to-end airport security process for passengers, enabling a guided and streamlined procedure from the landside to airside and into the boarding gates, and offering for an operationally validated innovative concept for end-to-end aviation security.

FLYSEC is an ambitious 36 month Research and Innovation project, gathering excellence and expertise from Industry, SMEs, Research and Academia including stakeholders and end users such as major airport operator and international airports. FLYSEC ambition turns through a well-structured work plan into: (i) *innovative processes facilitating risk-based screening*, (ii) deployment and integration of *new technologies and repurposing existing solutions* towards a *risk-based Security paradigm shift*, (iii) improve passenger facilitation and customer service, bringing *security as a real service in the airport of tomorrow*, (iv) achieving *measurable throughput improvement and a whole new level of Quality of Service*.

On the technical side, FLYSEC achieves its ambitious goals by integrating new technologies on video surveillance, intelligent remote image processing and biometrics combined with big data analysis, open-source intelligence and crowdsourcing. Repurposing existing technologies is also in the FLYSEC objectives, such as mobile application technologies for improved passenger experience and positive boarding applications (i.e. services to facilitate boarding and landside/airside way finding) as well as RFID for carry-on luggage tracking and quick unattended luggage handling.

Besides more efficient background checks and passenger profiling, FLYSEC aims to implement a seamless risk-based security process within FLYSEC combining the aforementioned technologies with behavioural analysis and innovative cognitive algorithms. A key aspect in the design of FLYSEC risk-based security is applying ethical-by-design patterns, maximizing the efficiency of security controls through passenger differentiation ranging from “unknown” to “trusted”, while remaining ethical and fair in the process. Policy, regulatory and standardization aspects will also be examined in the context of FLYSEC innovative security concept.

Keywords: Aviation Security, Checkpoint of the Future, FLYSEC.

¹ IATA’s checkpoint of the future Executive Summary (Accessed May 2015):

<http://www.iata.org/whatwedo/security/Documents/cof-executive-summary.pdf>

² COPRA Project: Comprehensive European Approach to the Protection of Civil Aviation results (Accessed May 2015): <http://www.copra-project.eu/Results.html>

³ Flightpath 2050, Europe’s vision for aviation (Accessed May 2015): <http://ec.europa.eu/transport/modes/air/doc/flightpath2050.pdf>

List of Acronyms and Abbreviations

ACRONYM	EXPLANATION
CG	CG SMARTECH LTD
EC	European Commission
EU	European Union
EASC	European Aviation Security Center e.V.
EMZA	EMZA Visual Sense LTD
EPSGR	Epsilon Internacional SA
ERAU	Embry Riddle Aeronautical Deutschland GmbH
EXUS	Exodus Anonymos Etaireia Pliroforkis
FLYSEC	Optimising time-to-FLY and enhancing airport SECURITY
ICTS	ICTS (UK) LTD
NCSR	National Center for Scientific Research "Demokritos"
UL	Universite Du Luxembourg

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1 INTRODUCTION

The present report illustrates the Deliverable D8.1 “Project Website” of the FLYSEC project. As part of the Work Package 8 “Dissemination and Exploitation” it is a main output of the Task 8.1 “Dissemination”. The Work Package is led by Partner 7, the European Aviation Security Center e.V., but the work on this particular task involves also most of the other project partners. In the project application this deliverable was originally planned to be completed in month 3 of the project lifetime. During the Grant Agreement preparation and contractual negotiation phase with the European Commission (EC), the Project coordinator together with the WP8 Leader EASC decided to change and move the outcome of this task and especially the delivery date for D8.1 to month 1. This was done on purpose, fully aware that the project will just start and the kick-off meeting will be held only at the beginning of June 2015. Nevertheless, it was considered as important to have a web presence from the starting month 1 of the project and thus to start with communication activities from day 1 of the project.

The partnership considers the work on this deliverable as a process. The aim is to develop a concept and implement it at the project website. The registration of the project web site (<http://www.fly-sec.eu>) and a first draft structure have been applied to a temporary website uploaded with the submission of the deliverable. More detailed and intense work on the elaboration of the website will be done in the next two months, with the goal to have an in-depth professional website by the original deadline of month 3. Further maintenance work and content related work like updates of publications, project results and dissemination material will follow during the project lifetime. While at the beginning the project website consists mostly of information about the project goals and being filled with text from the proposal, then in the meantime the information level changes to a result oriented and work performance information style. After project end, for a minimum of 2 years, the website will inform that the project has been finalized, but information and further developments, trends and use of results after the project lifetime will maintain and will be visible to the public and also to professional target groups and stakeholders.

First, in chapter 2, this report will provide an overview on what is the plan and objective for the particular deliverable as well as the task and work package in which it is embedded. In chapter 3, a short partner and user involvement will be described, as this is an important task of a work in progress. Chapter 4 provides the main information about the project website itself. It provides the background about the domain registration and specifies in detail the structure and overview of the website, namely the navigation menu describing the architecture of items and terms. It is followed by a description of the web design and closes with an overview on the temporary website and description on how it will be further developed and maintained after the submission of this report. The report concludes in chapter 5 with a summary and remarks about the deliverable D8.1 project website.

2 DESCRIPTION OF WORK – WORK PACKAGE 8, TASK 8.1

The project website is one of many tools within the arsenal of dissemination activities in the FLYSEC project. As perhaps the most visible and easiest to access but also the most public and complex tool, it requires a good planning, work and mindfulness of the project partnership. It is embedded in Work Package 8 “Dissemination and Exploitation”. It is led by the European Aviation Security Center e.V. But the dissemination work of WP8 will involve all other organizations and institutions of the partnership as well as the Stakeholders, who will be organized and managed within a Stakeholder Advisory Group that is also part of WP8 but won’t be elaborated within the scope of this report.

The objective of this Work Package is to promote the FLYSEC project findings to a wider range of interested target groups, the academia and stakeholders in the field of aviation security. Particular focus will be made on pursuing an effective exploitation of the knowledge generated within the project and to carry on a strong dissemination of the project results amongst airports and players of the aviation security chain within the architecture of the airport security systems, security management, legal authorities and the executive power in charge of airport security, who are interested in improving the aviation security chain on the technical, security-related and on the commercial side.⁴ One of the concrete operational objectives of this work package is to produce a set of dedicated communication tools and build on existing communication channels to communicate project messages in the most appropriate, effective and accessible way.

Task 8.1 “Dissemination” (start date M1 to end date M36) includes the project website and provides the project with the necessary set of dedicated tools used for branding and promoting purpose towards the group of stakeholders. In addition to the WP Leader EASC, the following partners are engaged in task 8.1: NCSR, EXUS, ICTS, EMZA, CG, UL, ERAU and EPSGR.

A dedicated FLYSEC website will be developed, which will be the project’s main platform for dissemination activities to the exterior and as a coordination tool internally to the consortium. It will provide extensive information on the project’s objectives, activities and partnership, including details on the pilot sites, results and further use of results during the modelling. Project results and public reports will be made available, as well as publications such as the newsletter and final brochure. Interested stakeholders will also be able to sign up to the newsletter through the website. The website will be maintained until the last two years after the end of the project. In order to make the website more interactive, it will be linked to an FLYSEC LinkedIn group, which will be established to inform the interested professional community of the project’s progress and key results, to initiate discussions among peers on FLYSEC related issues and to promote the project website to obtain more information.⁵

⁴ FLYSEC Annex 1 (Part A) of the Grant Agreement Research and Innovation action Number 653879, Page 28

⁵ FLYSEC Annex 1 (Part A) of the Grant Agreement Research and Innovation action Number 653879, Page 29

3 PARTNER AND USER INVOLVEMENT

The author identifies two types of involved person, on the one hand the project partners and on the other hand the users of the website. While the partners are involved in the development of the website from the beginning of the project, the users will get in touch with it on a later stage and even after project lifetime. Partners will use the website regularly and give their feedback to the task and work package leader via direct communication and on meetings.

To identify some of the possible users, one should begin with the directly involved stakeholders, who will be organized in the stakeholder advisory group. These people not only will use the website most likely, but also have an important impact on the project work, results and implementation in the world of aviation and airport security. Thus, they will also influence the content of the website. The partnership will also use its own existing contacts within a contact database to inform about the project and its progress. Professional target groups who will be invited to project events but also met during presentations and talks of external events will most likely visit the website once.

The interrelation with a FLYSEC LinkedIn group will also lead to many visits directly to and from the website vice versa. Relevant national and European networks and projects will be contacted and maybe linked to the website within a collaboration section. Last but not least press and media will utilize the website. At major milestones, European wide press releases will be disseminated and WP leaders will write articles on FLYSEC findings for specialized European and national magazine.

A comment section will be included on the project website, to enable direct feedback to the structure and content of the website but of course also to project related activities and results.

As mentioned in the introduction and as described more detailed in subchapter 4.6, the website will be an adapting website during the whole project lifetime. There will be always a “moving target” to have a proper balance of content and a continuous feedback of partners and users involved by external support under supervision of the WP8 Leader.

While the previous chapters outlined the idea and plan behind the FLYSEC project website, now a more detailed overview on the structure of the project’s homepage and the web design will be given in the following chapter 4.

4 PROJECT WEBSITE

4.1 Domain Name and Ending

The domain name selection was issue of a doodle poll.⁶ All partner staff members engaged in the project was able to vote on their favorite name for the website of the FLYSEC project. As the domain flysec.eu was already occupied by a company dealing with transport issues, the WP8 leader together with the project coordinator decided to propose the three following websites:

- www.fly-sec.eu (receiving 16 votes)
- www.flysec-project.eu (receiving 1 vote)
- www.h2020-flysec.eu (receiving 5 votes)

The result of the poll was clear and after a bid-at-three procedure the domain fly-sec.eu got registered at the big German company STRATO AG, providing the best price-performance ratio, including 60GB web space and all up to date tools for a professional website hosting, including content management system, mobile responsive design, add-ons and web tool integration as well as several optional ranking tools. In addition, as there was one more offer free of charge included, the domain flysec.info has been registered too. The ending .eu was an important choice for the partner consortium to clearly show the link to an European funded project already in the website domain ending.

4.2 Structure and Overview

The following subchapter 4.2 corresponds directly to the menu navigation of the project website, giving an overview on the structure and architecture of the menu system but also providing additional explanation on what is and will be part of the menu section and subsections. In the next subchapter 4.3 then the reason behind the structure in relation with the web design will be elaborated. The project logo and picture recognizing the FLYSEC corporate design will be visible at the top of the website while the menu on the upper page side will allow selecting all menu points directly. A “back to top” button will be available at the bottom of each page.

4.2.1 Home

This is the first and main page of the website provides short comprehensive information about the project and the main statement of the project goals and mission. While progressing, important results and events can be posted directly at the main home site of the website. This page will also include a newsletter registration link that forwards inquiries to a newsletter subscription system managed by the WP8 leader and stakeholder manager.

⁶ For the doodle poll please see <http://doodle.com/2yt7epvy2surxekf>

4.2.2 Partners

Followed by a characterization and constitution of the partnership, this page will contain a short description of each project partner, including their organization logo and contact data as well as a link to their website. The main contact person for project issues in the respective partner organization will be designated.

4.2.3 Project Description

This page will be the main source of detailed information about the project, consisting of text, tables, figures and pictures. In the course of the project implementation, results and development of work in progress will be made visible here to provide an up to date project insight. The following points will be covered:

- Project Idea
- Project Objectives
- Project Impact
- Work Packages
- Pert Diagram
- Gantt Chart
- Recent development and processing
- Results

4.2.4 Public Documents

This menu point will be the main source for documents made available to the public. In case of security constraints, a remark will be provided and the internal area will be used. Documents will be provided by the partnership but also by stakeholders and include other material as for example external studies. This part of the homepage will require special maintenance and will be evolved throughout the project lifetime. The following documents will be present:

- Papers
- Presentations
- Posters
- Brochures and Leaflets
- Logos
- Other Material

4.2.5 Activities, Newsletter and Events

This section will be constantly updated with news related to the project, advertising project events and results but also cover important notifications and development of the aviation security sector. Three types of subcategories will be established:

- Activities
- Project and external events
- Newsletter subscription management

4.2.6 LinkedIn Group & Social Media Presence

Social Media plays an increasingly important role in the dissemination of research results and is also a crucial aspect for the FLYSEC project. Therefore, the project decided to establish a FLYSEC LinkedIn group that will be connected to the website, so that not only the interested professional community can be informed within their network contacts on LinkedIn but also have a direct web application access to the FLYSEC project website. The STRATO AG host chosen by the project, allows to use a model kit to provide a direct connection and interaction via a so called “share widget” for visitors of the website and the LinkedIn group vice versa to share content and comment on recent activities, project progress, key results and to initiate discussions among peers on FLYSEC related issues. Other LinkedIn groups like the Aviation Security Group or the Aviation Industry Group may get interconnected as a next step.

Besides LinkedIn, social media presence will be established and maintained to other popular platforms such as Twitter and Facebook, aiming to promote visibility of FLYSEC public events and information. Besides creating FLYSEC dedicated groups and social media pages, partners will be encouraged to promote FLYSEC and create postings frequently in their own pages and social networks (Figure 1). A first objective of the FLYSEC social media campaign would be to establish visibility and awareness for the www.fly-sec.eu domain and website.



FIGURE 1 - NCSR SOCIAL MEDIA PRESENCE

4.2.7 Internal Area

The internal area will be mainly a task of work package 10 “Project Management”, which will develop online collaborative tools for the project. These tools and other on demand collaboration areas will be included in the internal area. Further, the stakeholder advisory group will gain access to the area to take part in project internal discussions and contribute to the project work supporting the project partnership. Last but not least internal confidential and classified documents will be made available only in the internal area.

4.2.8 Contact Us

More than only a page for contact details like email and phone numbers, this page will consist of a work and task related responsibility overview, making it easy for externals to get in contact with the right person from the project partnership. The contacts and responsibilities will be kept up to date on a regular basis, thus providing also a contact person for the time after the project lifetime to ensure an enduring use of the project website as an important platform for dissemination and exploitation purposes. The main contact details will be provided for:

- Project Coordinator
- Work Package Leader
- Task Leader
- Stakeholder Advisory Group Manager

4.2.9 Disclaimer

With regards to website disclaimers, the law differs from country to country and the sense as well as the use of disclaimers is controversial between lawyers and professionals within the programming community. Nevertheless, the partnership will work on a common version, acceptable for the legal framework of all participating countries, including following items:

- Content
- Referrals and Links
- Copyright
- Privacy Policy

4.3 Web Design

The web design of the FLYSEC project website will be based on the corporate design developed for the project and used for other dissemination tools as well as in presentations and reports. This will make sure that the FLYSEC brand will be recognized by webpage visitors. The design will be use-simple and user friendly, concentrating on not too many navigation items and using generic labels. As indicated in the preface to chapter 4.2, the navigation structure will consist of one menu bar at the top, without excessive architecture, staying clear and lean, focusing on the content of the project. The project tries to combine the best time-price-performance ratio for a good project website of the new H2020 era.

5 CONCLUSIONS, FURTHER DEVELOPMENT AND MAINTENANCE

The deliverable has presented the structure of the FLYSEC project website as part of the dissemination tools and channels within Task 8.1 of Work Package 8. It gave insight into the idea behind the concept, listing and describing each item of the menu bar of the webpage. The report will go along with a first temporary version of the project website, online up and running on the due date 31.05.2015. The author already indicated that the project sees this as a development process, setting up a concept for the structure of the website, closely linked to the overall dissemination and exploitation needs of the project. This concept will be further elaborated, but the main structure overview will stay as described in the above chapters. The next milestone is set according to the initial M3 delivery date. An ongoing maintenance will be provided by the project throughout the whole project lifetime and further also maintained up to two years after the end of the project.



FIGURE 2 – SCREENSHOT OF FLYSEC TEMPORARY WEBSITE

REFERENCES

COPRA Project: Comprehensive European Approach to the Protection of Civil Aviation results (Accessed May 2015): <http://www.copra-project.eu/Results.html>

European Commission, 2015, Grant Agreement Research and Innovation action, Number 653879, FLYSEC project, Annex 1 (part A), Page 29

Flightpath 2050, Europe's vision for aviation (Accessed May 2015): <http://ec.europa.eu/transport/modes/air/doc/flightpath2050.pdf>

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