



Project number: 826276

**CPS4EU**

*Cyber Physical Systems for Europe*

## **D10.28 – Public project website and social media channels**

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**Dissemination level:** Public

Version	Date	Author (name – company)	Comments
V0.1	10/11/2020	R.Nouacer (CEA)	Creation of the document for project public website
V0.2	10/01/2020	P.Gougeon (Valeo) S.Dobigny (CEA)	Addition of project social media channels Addition of processus to create and monitor the activities
V0.3	17/01/2020	P.Gougeon (Valeo) S.Dobigny (CEA)	Clarification about LinkedIn Group, and change in validation process
V0.4	27/01/2020	P.Gougeon (Valeo) S.Dobigny (CEA)	Corrections after reviews
V1.0	27/01/2020	P.Gougeon (Valeo) S.Dobigny (CEA)	Official release of the document

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## 1. PUBLIC WEBSITE AND SOCIAL MEDIAS - OVERVIEW

### 1.1. Purpose of the document

The purpose of this document is to clarify the goals, the processes and the monitoring related to the public communication channels for the CPS4EU project.

### 1.2. Overview of public communication channels for CPS4EU

As a general guideline, the public communication channels for CPS4EU will follow the recommendations provided in the document 'H2020 Social media guide for EU funded R&I projects, v1.0, April 6th 2018'.

Since Valeo and CEA ensure the roles in the project of resp. Project Coordinator and Technical Project Manager, and in line with the Full Project Proposal, this document was co-authored by both entities. The supervision processes will also involve both companies in parallel.

The main targeted audiences for the CPS4EU public communication channels are:

- Professional engineers in the fields of Electronics Components and Systems and Cyber-Physical Systems
- Researchers and students from Academic fields related to CPS4EU
- Actors from public authorities and governing bodies

These targeted audiences are located in Europe, but worldwide audiences will have access to the CPS4EU communication channels.

In order to maximize efficiency, 2 digital public media are considered for CPS4EU:

- A public website, providing general information about CPS4EU, links to public deliverables, contacts to project contributors
- A LinkedIn public group, providing project news, specific information related to events, technologies, products from project contributors

The targeted frequency of communication through the communication channels is one per month. This frequency is flexible depending on projects news density, which may increase when the project reaches its final milestones.



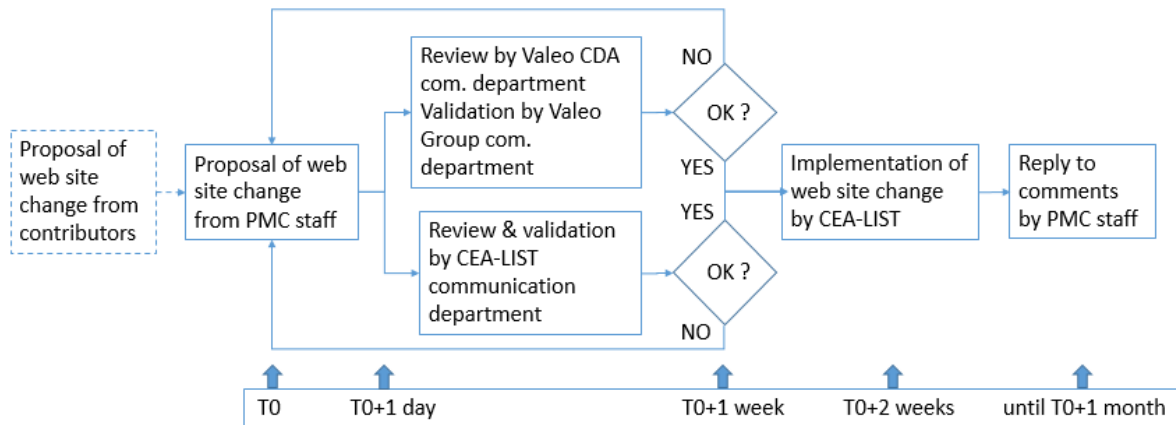
The processes to manage both public communication channels are mentioned in the next sections.

## 2. PUBLIC WEBSITE

### 2.1. Process to manage the public website

The URL of the CPS4EU public website is [www.CPS4EU.eu](http://www.CPS4EU.eu)

The process in place to manage the public website is illustrated by the following graph:



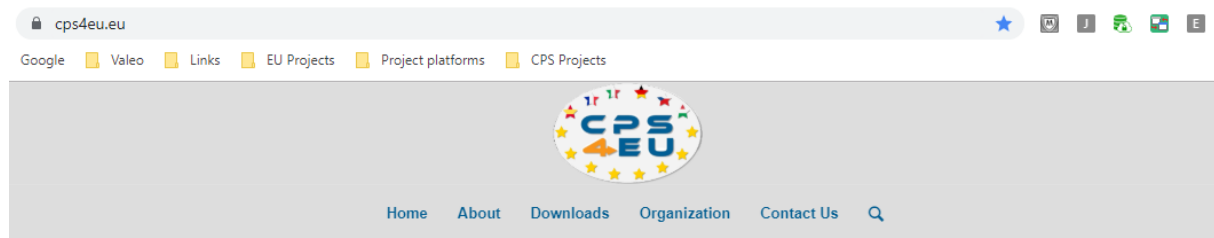
CEA is in charge of the public website creation, as well as its maintenance and updates.

The main interventions in this process involve:

- The Project Management staff
- Valeo and CEA communication departments
- The project contributors

## 2.2. Content of the public website

The picture here below provides an overview of the CPS4EU.eu website presentation, as of November 10<sup>th</sup>, 2019.



### CPS4EU HOME

In recent years, Cyber Physical Systems (CPS) technologies have become a game changer in strategic sectors such as Automotive, Energy and Industry Automation, where Europe is a world leader. In fact, CPS is a key driver for the innovation capacity of European industries, large and small, generating economic growth and supporting meaningful jobs for citizens.

CPS4EU proposes to address technical issues and organizational issues in an integrated way. Hence, CPS4EU promotes a high level of sharing, so that an operational ecosystem, with adequate skills and expertise all along the value chain can enable, at the end of the project, the European industry to lead strategic markets based on CPS technologies.

The ultimate objective of CPS4EU is to strengthen the CPS value chain by creating world class European SMEs and by providing CPS technologies that in turn will sustain the leadership of the large European groups in key economy sectors and, in this way will stimulate innovative products to support the massive digitization increasingly integrated into our everyday environment.

To achieve these goals CPS4EU will:

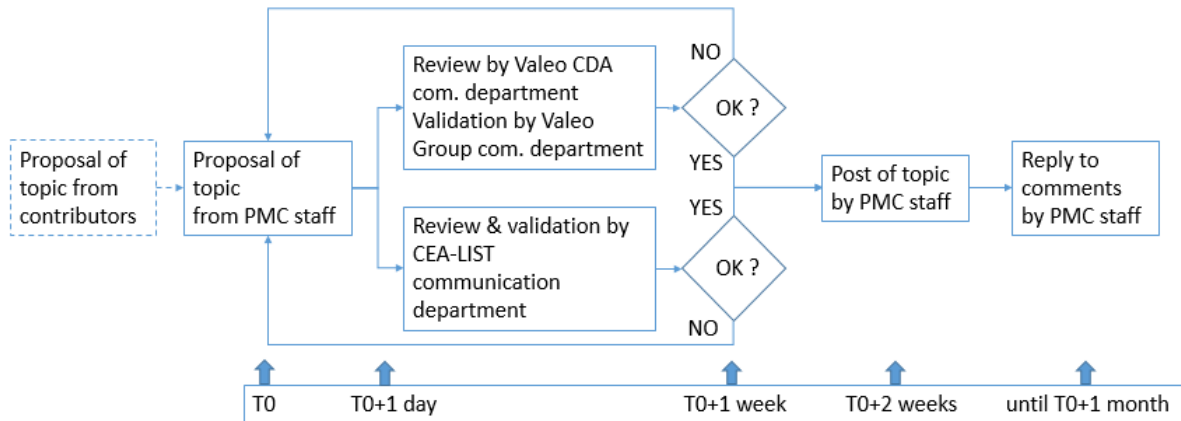
The content of the public website will be updated on a monthly basis, following the process mentioned in 2.1.

### 3. LINKEDIN GROUP

#### 3.1. Process to manage the LinkedIn group

The CPS4EU LinkedIn group will be accessible in 2/2020.

The process in place to manage the public website is illustrated by the following graph:



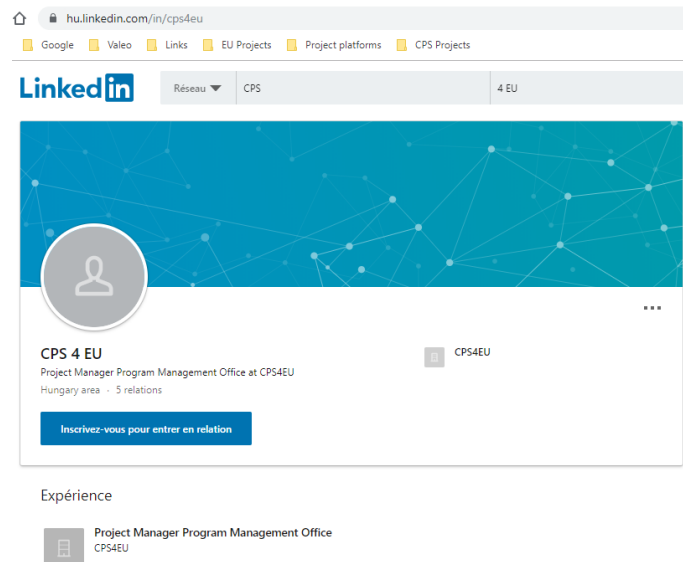
Valeo is in charge of the LinkedIn group creation, as well as its maintenance and updates.

The main interventions in this process involve:

- The Project Management staff
- Valeo and CEA communication departments
- The project contributors

#### 3.2. Content of the LinkedIn group

The picture here below provides a preliminary view of the CPS4EU LinkedIn group, as of December 10<sup>th</sup>, 2019.



The content of the LinkedIn group will be updated on a monthly basis, following the process mentioned in 3.1.

## 4. MONITORING OF THE CPS4EU COMMUNICATION CHANNELS

The monitoring of the project communication channels will ensure that the following tasks are under control:

- Fast reaction to problems occurring on the communication channels, or threatening their integrity
- Answering to questions or comments generated by the activity, mostly on the LinkedIn group page
- Measure the activity generated by the communication channels vs the project objective, and define updates for improvements

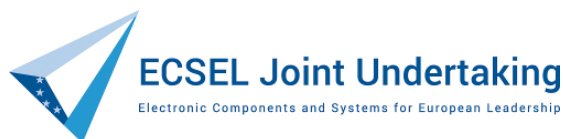
The following table summarizes responsibilities and timing when actions generated by the communication channels are needed.

Events	Actions from PMC staff	Timing
Comment received about a post or article	Decision reply/no reply	Mondays-Thursdays
Problem on CPS4EU LinkedIn Group page or on web site (spam, unaproprate comments, etc.)	Alert Valeo & CEA communication team to define adequate action	Immediately
New members in CPS4EU LinkedIn Group	Keep track of member count	Every month
Linkedin Group page activity	Keep track of visits, likes, dislikes, printed shared articles	Every month
CPS4EU.eu Web site activity	Keep track of visits, shared articles	Every month

## 5. OTHER CONSIDERATIONS

Following the recommendations in the CPS4EU project Grant Agreement, the website and the LinkedIn group posts and articles will include the European emblem, the ECSEL JU emblem and the following text:

“This project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No 826276. The JU receives support from the European Union’s Horizon 2020 research and innovation program, and France, Germany, Hungary, Italy, Spain.”



In order to maximize the possibility to extend the reach of the articles posted on the LinkedIn group page, the usage of tags is recommended. The format of these tags is @abcd, for example @EU\_H2020, @ECSEL\_JU, @CPS4EU.

Finally, according to the Final Project Proposal, this Deliverable D10.28 will be updated in month M18 (project mid-point) and month M36 (project end).