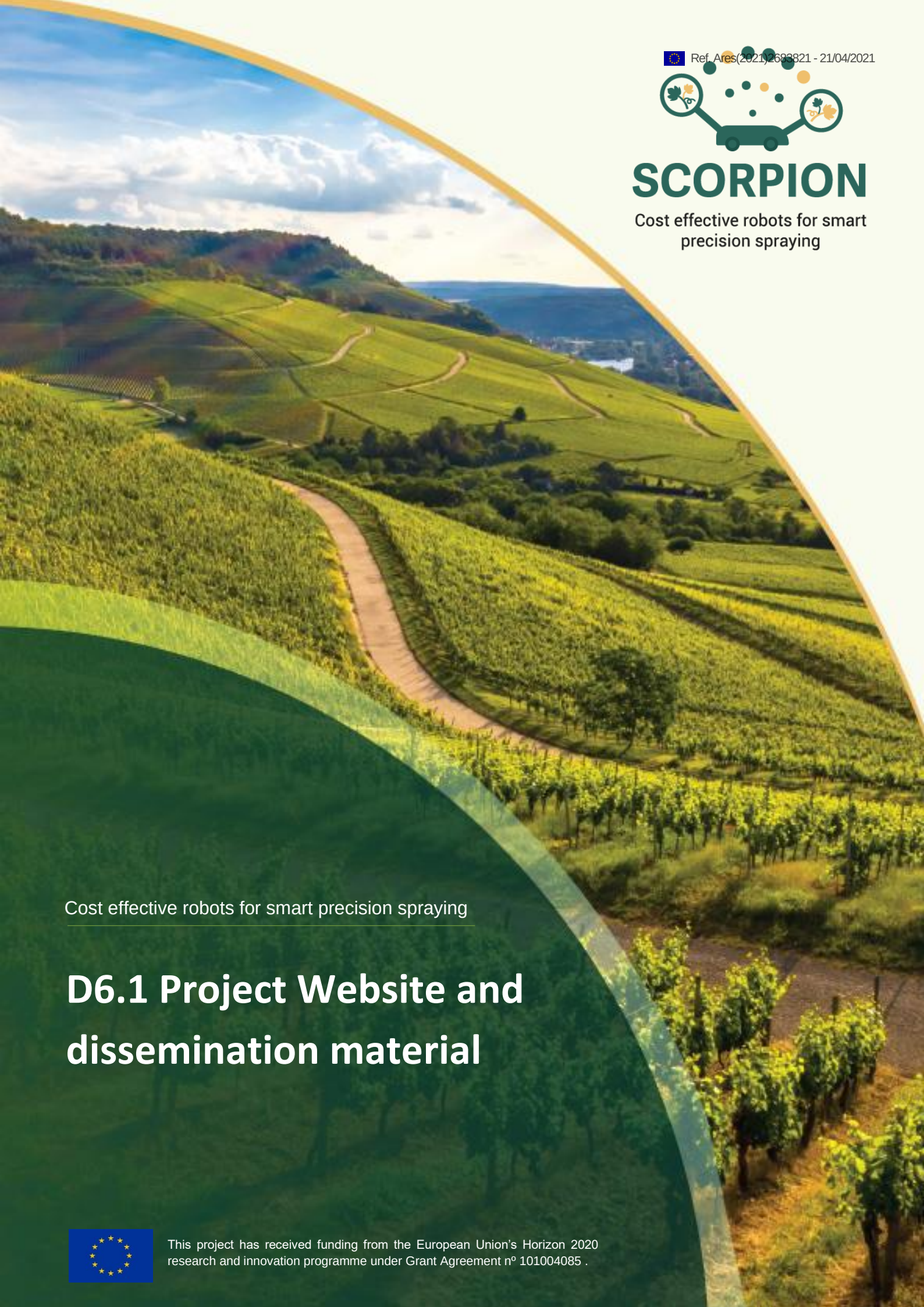
SCORPION

Cost effective robots for smart precision spraying



Cost effective robots for smart precision spraying

D6.1 Project Website and dissemination material

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement nº 101004085 .

Project Title	**Cost effective robots for smart precision spraying**			
Horizon 2002 Call	SU-SPACE-EGNSS-3-2019-2020 - EGNSS applications fostering societal resilience and protecting the environment			
Type of Action	Innovation Action			
Project Start date	1st January 2021			
Project Duration	36 months			
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Document URL	-			
EU Project Officer	Joaquin Reyes Gonzalez			
Project Coordinator	Filipe Neves dos Santos (INESC TEC)			
Deliverable	D6.1 Project Website and dissemination material			
Work Package	WP6 - Pilots, Dissemination and Communication Activities			
Date of Delivery	**Contractual Date:**	M3	**Actual date:**	M3
Type	Other			
Dissemination level	Public			
Lead Beneficiary	SPI			
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Reviewer (s)	Filipe Neves dos Santos, Tatiana Martins (INESC TEC)			
Keywords	Project Website; Dissemination			

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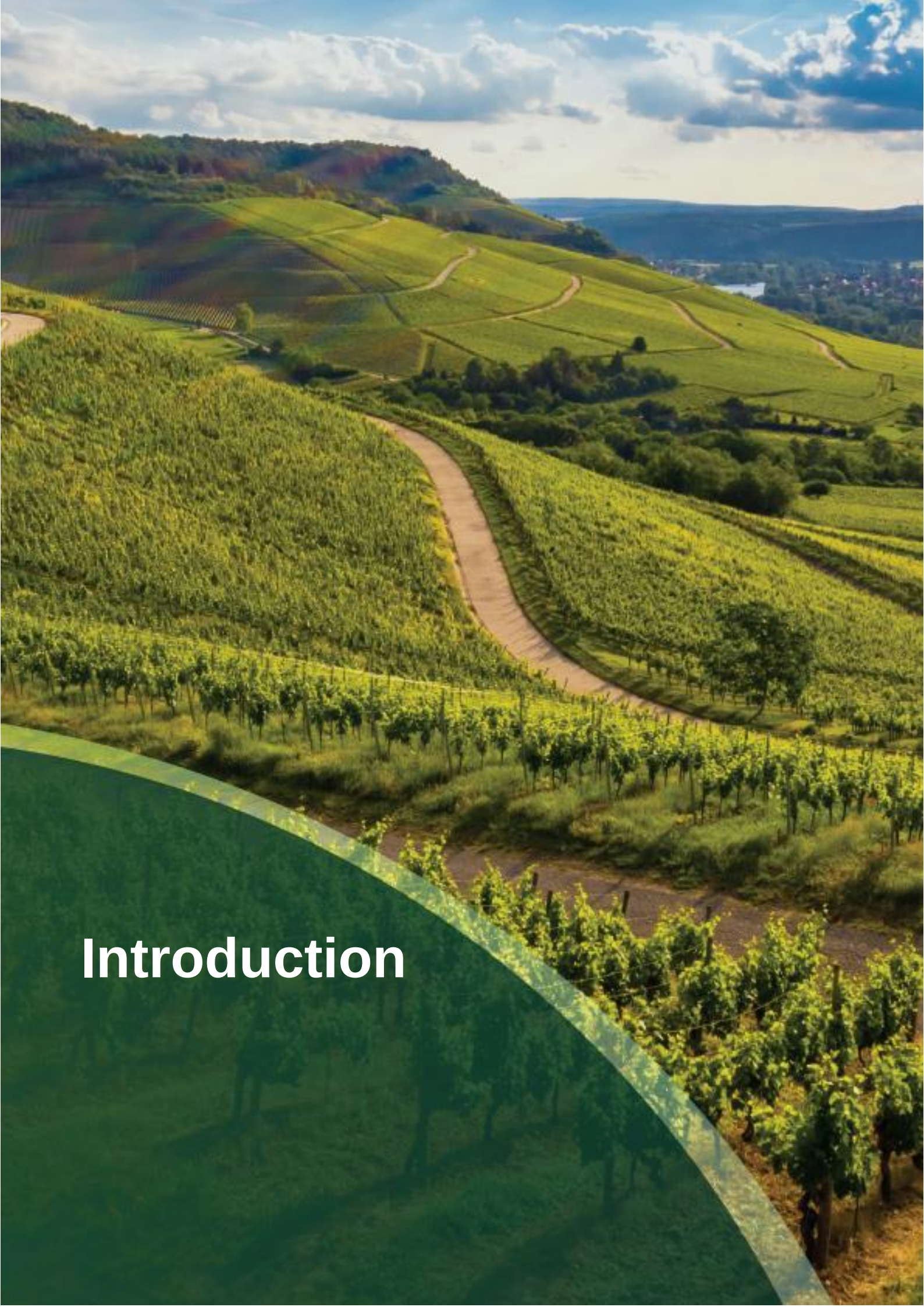


Introduction

1. Introduction

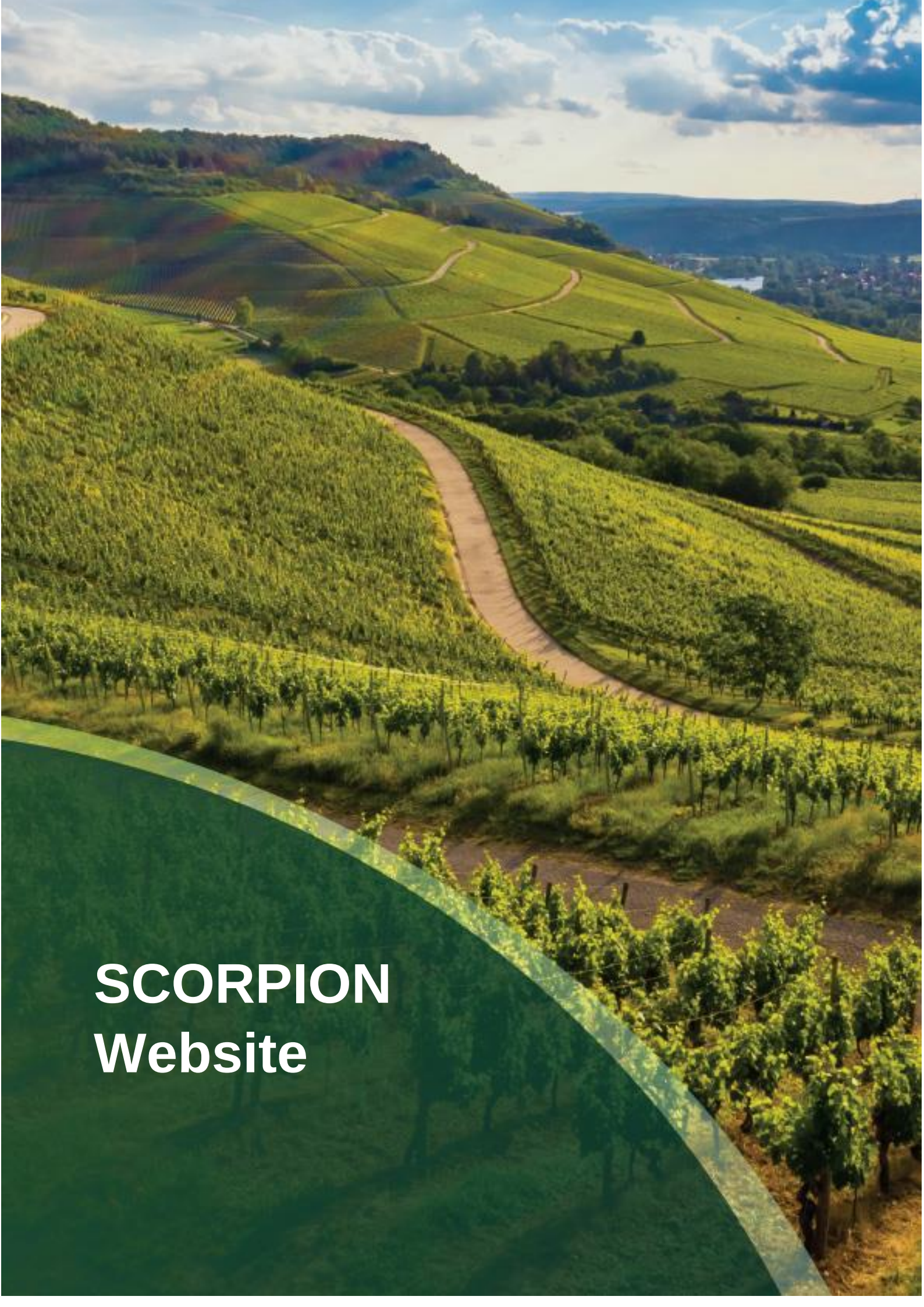
The SCORPION Project Website (https://scorpion-h2020.eu/) was developed under the WP6 “Pilots, Dissemination and Communication Activities” as a tool for dissemination and communication. The activities under this WP aim to promote the benefits of the usage of robotics technologies in steep slope vineyards and evaluate the performance and quality of SCORPION robot against other solutions. All project results will be disseminated worldwide, in various languages, through different communication channels such as the project website, social media, conferences and other events, etc.

The communication and outreach activities will enable the promotion of the project throughout all its phases of execution. The overall goal is to raise awareness of SCORPION objectives, concept and approach among target communities and then regularly disseminate the achievements, results or major results coming from the project execution.

At an early stage of the project, the dissemination and communication channels include, among others, the project branding through the design and use of a project logo, the development of templates for documents, as well as the development of a project website, associated with project social networks (LinkedIn, Twitter).

Thus, the project website and associated social networks, were created to include all the important information about the SCORPION Project. Researchers´ community, industrialists, policy makers, and students around the world will easily find information about the project itself and its main objectives, the integration days and pilot, the workplan, the partners and respective contacts, news and events related to the project, and related documents (such as publications, patents, etc.). The website also has a multilingual questionnaire which aims to gather important information about our visitors.

Twitter and LinkedIn accounts have been created, as the SCORPION consortium plans to have a strong online presence mainly through the mentioned social media channels, to promote the project and disseminate important information. These tools of communication, together with the project website, are the most cost-effective ways of disseminating SCORPION´s progress.



SCORPION
Website

2. SCORPION Website

The SCORPION website (https://scorpion-h2020.eu/) was developed to disseminate the project findings to the wider public, both during and beyond the lifetime of the project, making it an essential dissemination and exploitation tool. The website has been carefully designed to correspond to the needs and interest of its users.

2.1 Website Structure

The project website has been structured into the following headings: 1) Home; 2) About; 3) Integration days; 4) Documents; 5) Partners; 6) News and Events (Figure 1). Additionally, the website is currently linked to the project social media accounts on LinkedIn and Twitter. There is also a "Contact us" section where users can send feedback, questions or comments to the consortium partners, facilitating the interaction and inputs between key actors and the project members (Figure 2). A questionnaire in 5 different languages was also added, aiming to understand the requirements and interest of our visitors - "Fill in Questionnaire" (Figure 2).

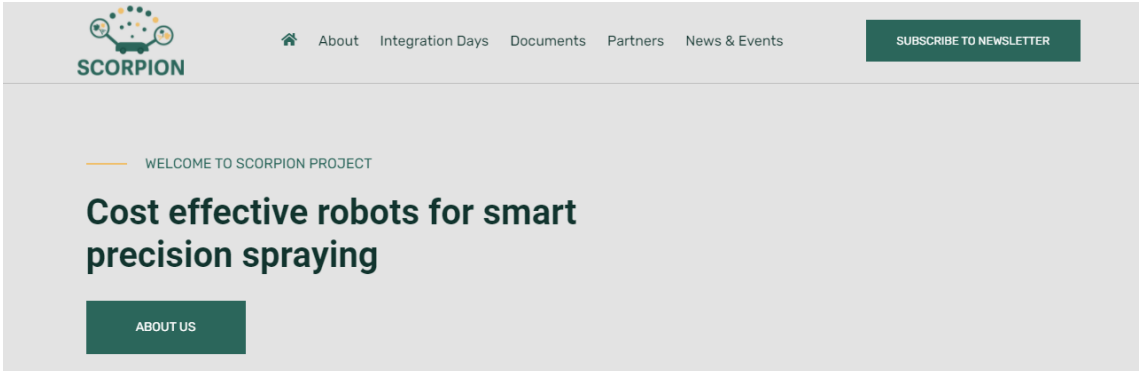


Figure 1 - SCORPION Website Main Page screenshot.

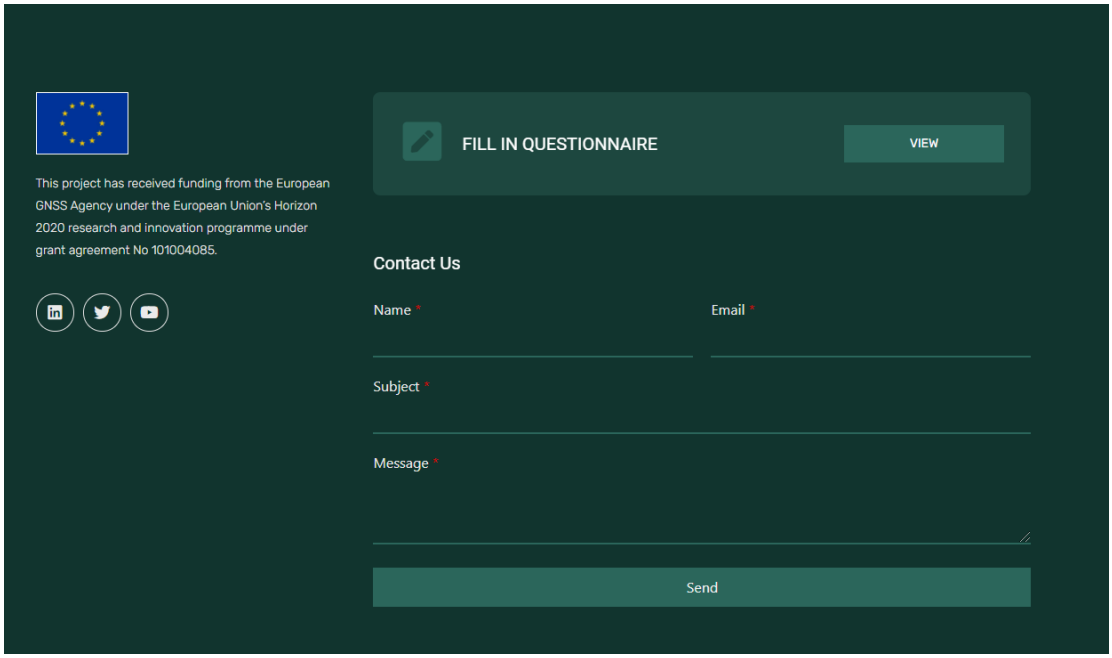


Figure 2 - SCORPION Website "questionnaire" and "contact us" sections located in the main page.

2.2 SCORPION "About" tab

"About" tab was developed to include important information about the project. Under this tab, the following sub-tabs can be found:

- Objective
- Workplan

Important project details, such as, start and end dates, call name, budget and coordinator can also be found in this page (Figure 3).

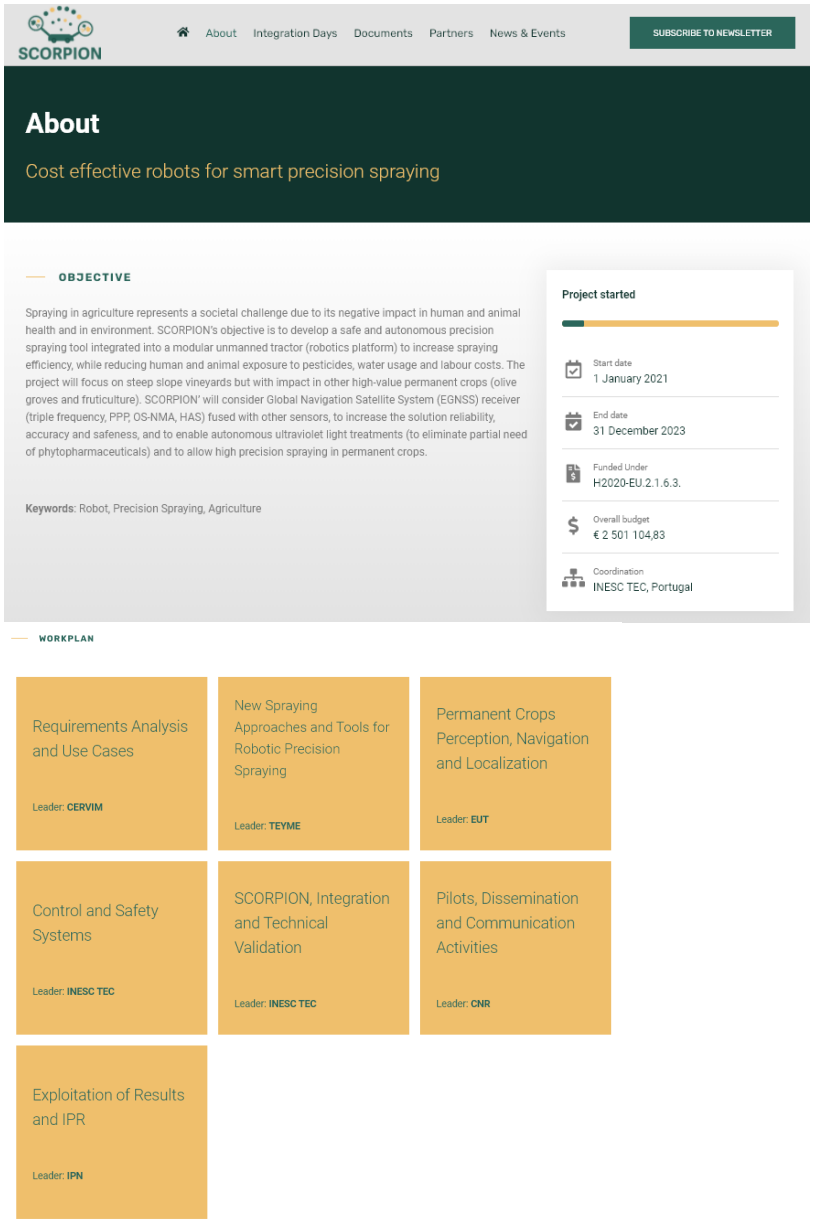


Figure 3 – SCORPION Website "About" tab screenshot.

2.3 SCORPION “Integration Days” tab

Information about SCORPION's Integration and Technical Validation was included in the tab “Integration days”. Here, SCORPION visitors will be able to see the different steps of the project in a defined timeline (Figure 4).

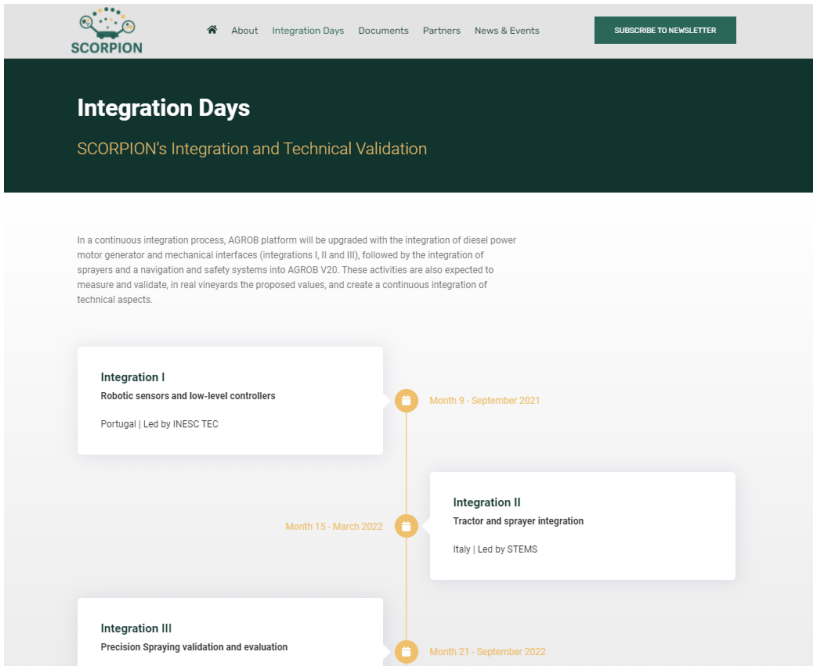


Figure 4 – SCORPION Website “Integration Days” tab screenshot.

2.4 SCORPION “Documents” tab

Periodically, any project related documents or publications, will be added to the “Documents” section of the website. At this stage, no project documents are available.

2.5 SCORPION "Partners" tab

The website includes information about the consortium members, as it is demonstrated in Figure 5. SCORPION has 10 partners, from 4 different European countries. The website has a clear link to the partners' websites, so that visitors can easily find more information about the scientific/technical contribution of the involved institutions.

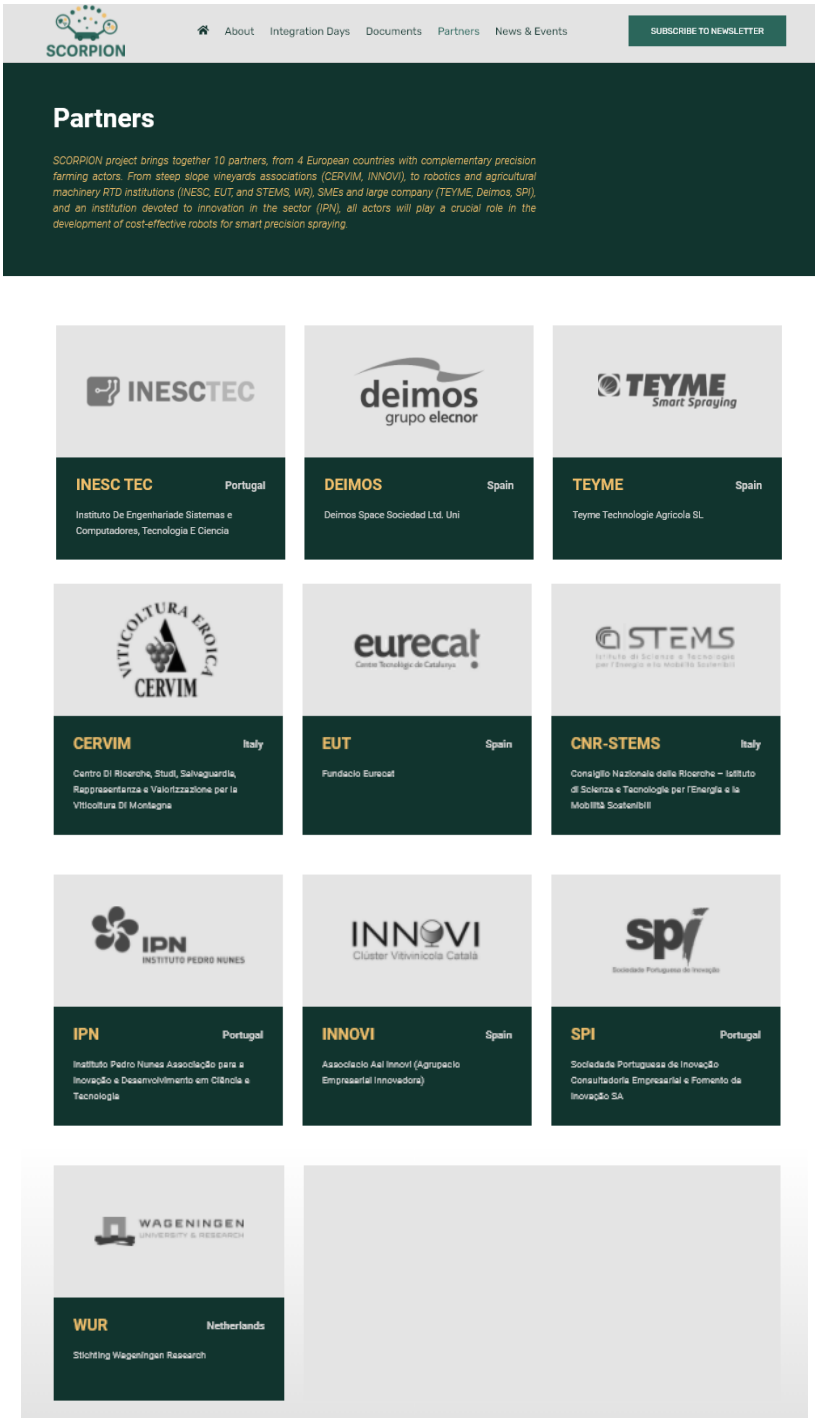


Figure 5 - SCORPION Website "Partners" tab screenshot.

2.6 SCORPION "News and Events" tab

The project website has a News & Events Section where any interesting news items or project related events will be added and shared with the public (Figure 6).

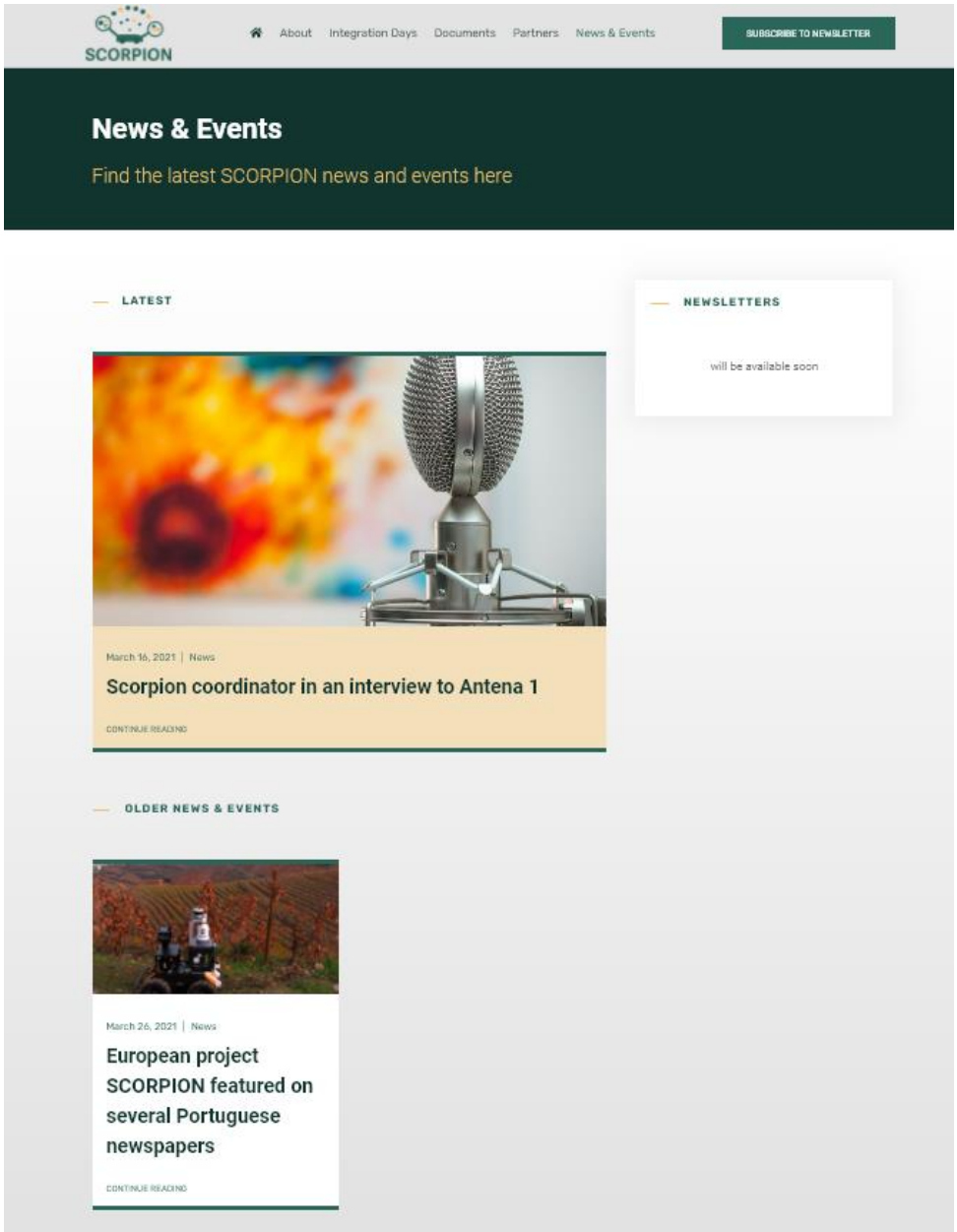


Figure 6 - SCORPION Website "News and Events" tab screenshot.

2.7 SCORPION "Subscribe to Newsletter" tab

A "subscribe to newsletter" page was created so that visitors can subscribe to SCORPION´s periodic newsletters, which will contain the latest information about the project (Figure 7). The information will be disseminated via email and will also be available to download from the "News and Events" tab.

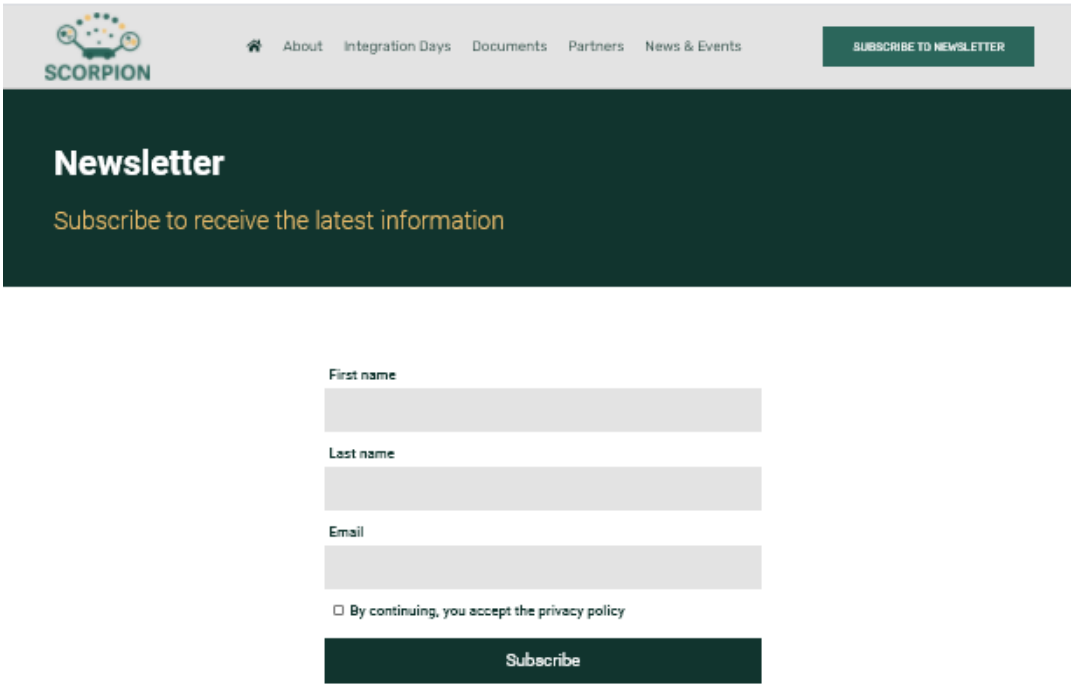
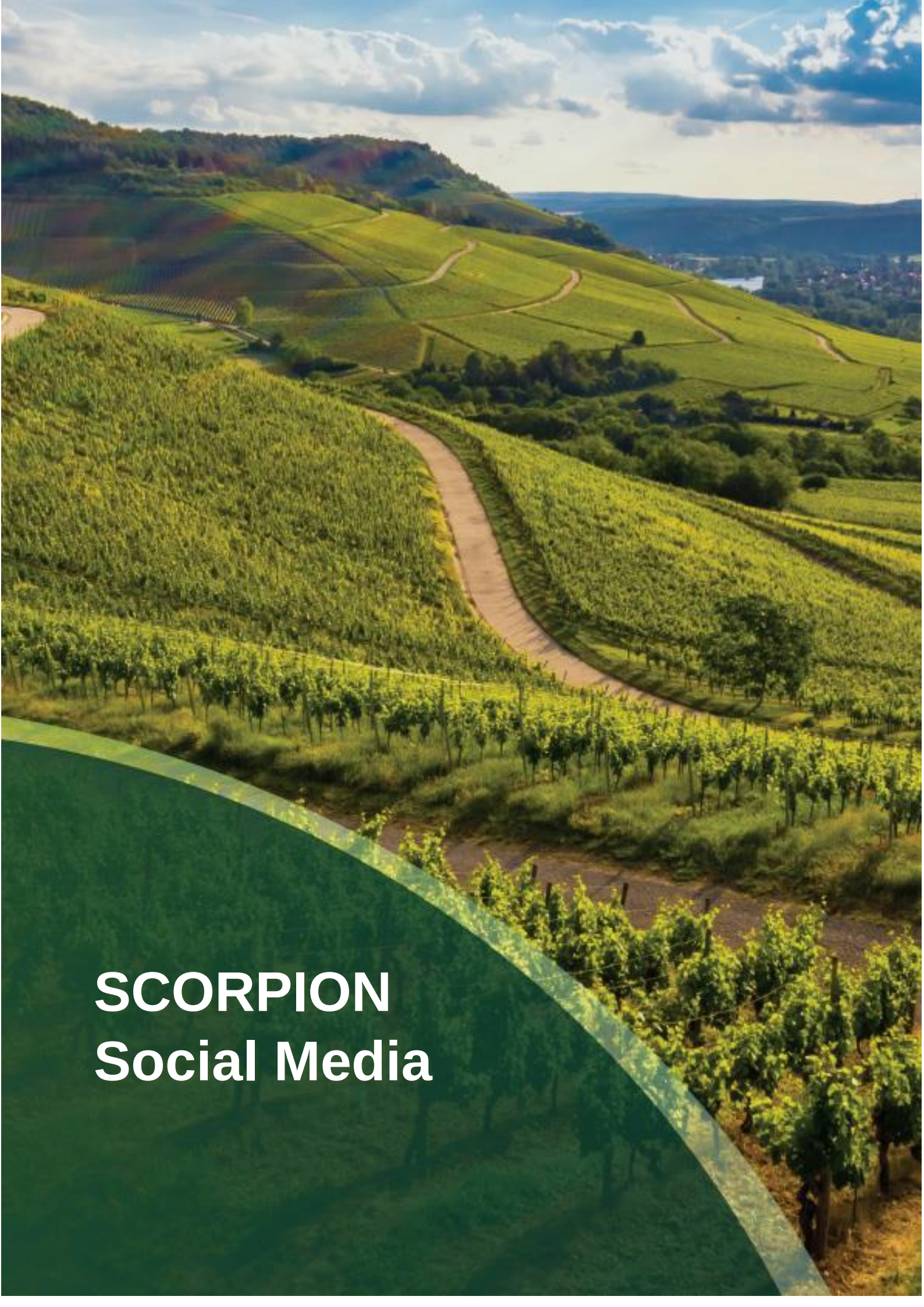


Figure 7 - SCORPION Website "Subscribe to Newsletter" page screenshot.



SCORPION
Social Media

3. SCORPION Social Media

SCORPION social media tools, such as LinkedIn and Twitter, will be used to target stakeholders and the general public, and enable the interaction between project partners and the public. Important information about the project will be featured on both platforms, including publications, and other project achievements, past and future events, job opportunities, etc. A YouTube channel will be also created to disseminate promotional videos.

3.1 LinkedIn

A LinkedIn profile was created to disseminate the aims, objectives, achievements, news and events related to the project. It is also an important tool to interact with interesting people and companies outside the project consortium and create new synergies (Figure 8).

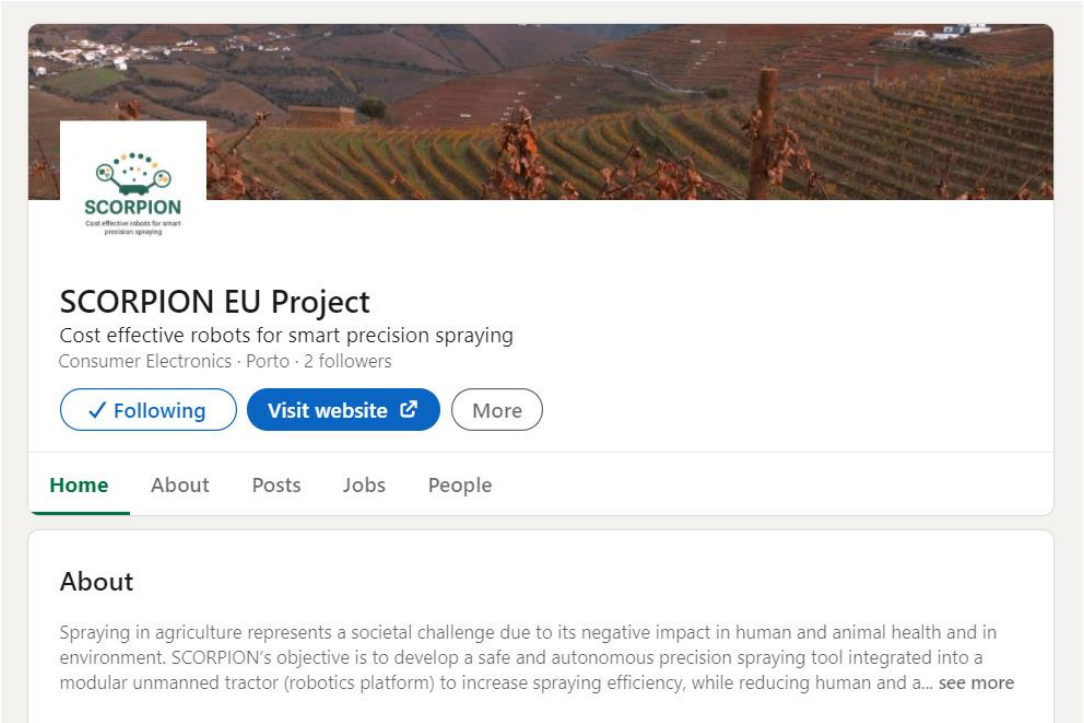


Figure 8 - SCORPION LinkedIn Profile Account screenshot.

3.2 Twitter

A Twitter account was created to disseminate the aims, objectives, achievements, news and events related to the project. It is also an important tool to boost interaction between SCORPION partners and the public (Figure 9).

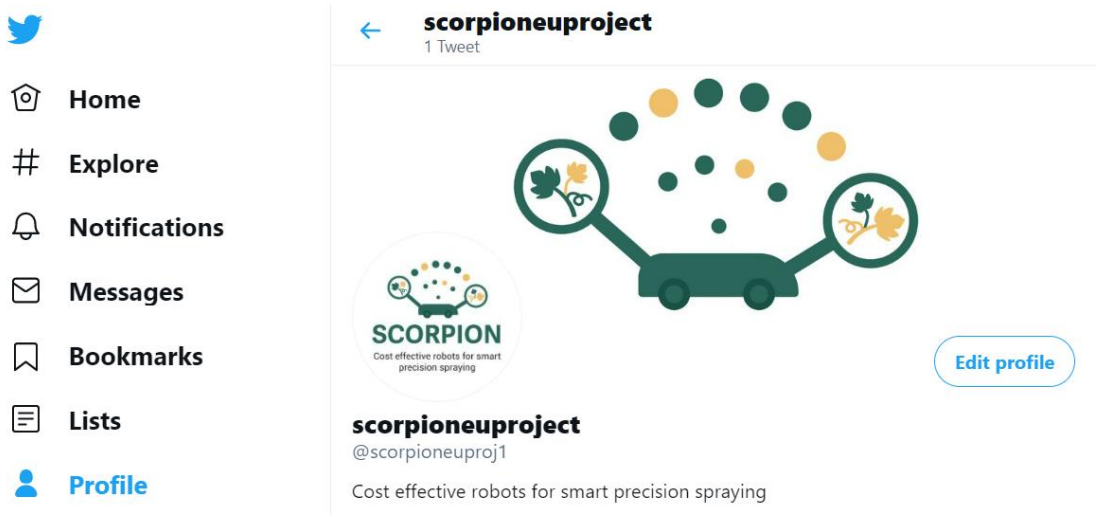


Figure 9 - SCORPION Twitter Profile Account screenshot.