D5.1
Electronic media and communication materials

Document type	Report
Deliverable Nº	D5.1
Work package	WP5
Leading partner	ONE
Author(s)	Luis Cordeiro, Bruno Sousa
Dissemination level	Public
Status	Final
Date	30 June 2016
Version	2.0

List of Authors and Reviewers

Authors	Partner
Luis Cordeiro	ONE
Bruno Sousa	ONE
Vitor Fonseca	ONE
Pedro Valente	ONE

Reviewers	Partner
Sofia Antunes	CES
Vishanth Weerakkody	UBRUNEL
Massimo Colombi	UNIMI

Versioning and contribution history

#	Description	Contributors
0.1	Table of contents	Luis Cordeiro
0.2	Main content contribution	Bruno Sousa
0.3	Contributions to communication tools chapter	Vitor Fonseca
0.4	Contributions to communication materials and electronic media chapters	Pedro Valente
1.0	Final content integration and final editing	Luis Cordeiro
1.1	First review	Sofia Antunes
1.2	Second review	Vishanth Weerakkody
2.0	Reviews integration and final editing	Luis Cordeiro

Executive Summary

This deliverable describes the results of the activity of designing, developing and customizing communication materials to promote the diverse activities of the EMPATIA project. The project website is the most important dissemination instrument of EMPATIA and therefore we have set high standards to its design and development, having at the time of writing this deliverable produced two versions of the website. In addition, all the logos used in diverse promotional material have been designed along with the document templates. Given the diverse initiatives promoted in the project (workshops, demonstrations, among others), communication material has also been designed for the Empaville role-playing game. The communication tools, including mailing lists, wiki cloud for file sharing, etherpad and WebEx have been set up to promote the collaboration among partners in the EMPATIA consortium.

Table of Contents

Table of Tables

Table of Figures

Acronyms

Acronyms	Description
ICT	Information Communication Technologies
PB	Participatory Budget
NFC	Near Field Communication
WP	Work Package
WWW	World Wide Web

1 Introduction

The EMPATIA project aims to enable the multichannel participation through ICT adaptations in the context of community engagement in participatory budgeting. Given this major goal of the project all the collaboration materials have been carefully designed, the electronic media has been setup to disseminate the project results in the social media, and the communication tools have been selected to promote efficient communication flows between partners of the EMPATIA consortium. This deliverable describes the materials produced and chosen tools to maximize collaboration activities among the different partners.

The communication materials produced include the project logo used in several documents and materials, as well as the visit card template to leverage the image of the project for entities involved in participatory budget and general public. The design of the website has started from the official beginning of the project, and was refined after the start of the project to integrate the EMPATIA platform and support different pilots. Other materials worth mentioning, include the EMPAVILLE online role-playing gaming and the kiosks that leverage the EMPATIA platform into a fun and comprehensible game for participatory budget by citizens.

As stated previously, the project aims to involve end users, in the pilots' evaluation and in different demonstration events. In this scope, the project has configured accounts for social media promotion in Facebook and designed and implemented a video/audio streaming solution to support the participation of a broader audience in the events organized by the project (e.g. workshops, demonstrations).

With a strong concern for efficient communication channels among the EMPATIA partners, several communication tools have been configured, including the mailing lists, a wiki to promote an easy, fast and reliable sharing of information (e.g. work packages and deliverables, meetings, conference calls, among others), the Etherpad to consolidate real-time collaboration in conference calls with the associated Webex facilities.

This deliverable highlights the work performed to design, build, deploy and configure the electronic media and communication materials of EMPATIA.

2 Communication materials

The communication materials are associated with the image of the EMPATIA project, highlighting in a visual language the main objective of the project – enabling participation. This section describes the project logo proposals and the stationery designed for EMPATIA.

2.1 Project logo and stationery

The Project logo was developed in several iterations and considering diverse type of office materials where the logo should be printed on.

2.1.1 Logo proposals

This section depicts the diverse logo proposals and illustrates the composition of the logo in the diverse materials of the stationery, as depicted in Figure 1.

Figure 1 – First logo proposal

The subsequent proposal of the logo explored different fonts and colours for EMPATIA, project's name, as demonstrated in Figure 2.

Figure 2 – Logo exploring EMPATIA's name

The logo exploring the name of EMPATIA did not outstand the major goal of the project, that is collaboration. The proposal that followed, focused on this particular aspect, as demonstrated in Figure 3

Figure 3 – Logo proposal focusing in collaboration

The version that followed put even more focus on dialogs between the citizens and entities promoting participatory processes, as illustrated in Figure 4.

Figure 4 – Logo version focusing on participation dialogs

2.1.2 Selected logo

This subsection illustrates the selected logo according to different colour modes and logo sizes.

Figure 5 – Final logo (normal and black/white colours)

Figure 5 depicts the final logo with normal and black and white colour.

Figure 6 – Final logo in different formats

Figure 6 illustrates different variants of the final logo for different purposes.

2.1.3 Visit cards

Besides the logo, visit cards were also designed to promote the image of the project in different events where EMPATIA partners participate. Figure 7 illustrates the business card of the scientific coordinator of EMPATIA, using one of the variants of the chosen logo.

Figure 7 – Business Card of EMPATIA

2.2 Website

The Website plays an important role in disseminating the results of the project and provides updated news regarding the activities developed in the project or with the participation of EMPATIA partners. The design and development of the website has been executed in two distinct phases: First version without using the EMPATIA platform, and a second version using the EMPATIA platform. The second version at the time of writing this Deliverable is still under development.

The following subsections provide details regarding the content available in each version of the website.

2.2.1 First website version

The first version of the website (c.f. Annex A) is online since 21st October of 2015, and was designed prior to the start of the EMPATIA project. This website version included a private area to manage all the content and the following public sections:

- Home page

- About EMPATIA

- Consortium

- Project WP structure

- Results

- Media centre (news and events)

- Newsletter

- Links

- Contacts

Figure 8 depicts the home page of the website, within the different links for the diverse sections and a menu that provides access to the private area.

Figure 8 – Home page of the first version of EMPATIA website

Figure 9 depicts the about, media centre sections and the newsletter section, allowing users to receive e-mail notifications regarding the different activities of EMPATIA.
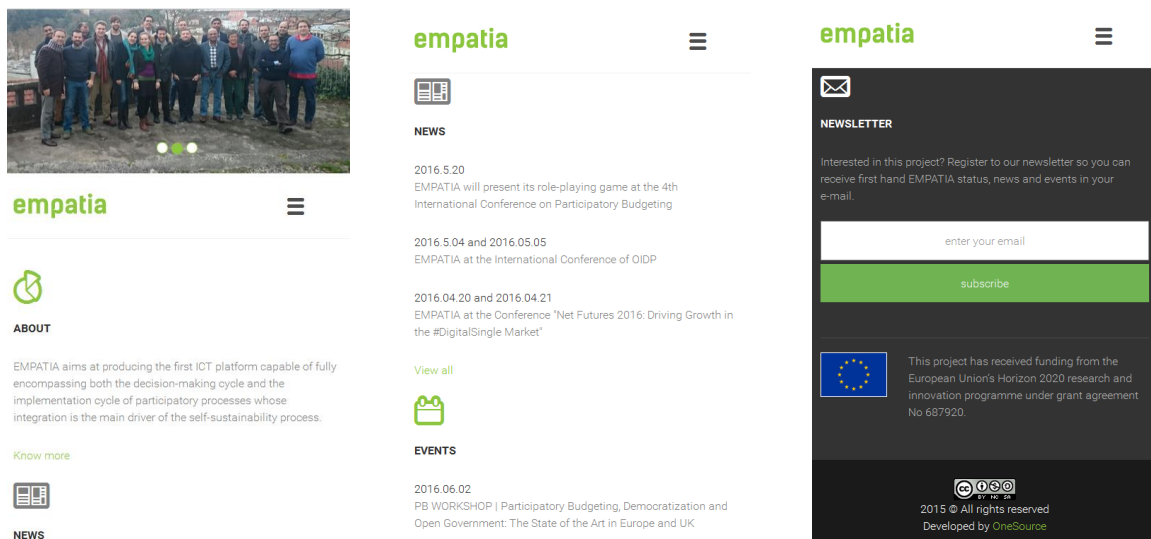

Figure 9 – About, media centre and newsletter sections

Figure 10 details the Home page and the layout of the about and newsletter sections.
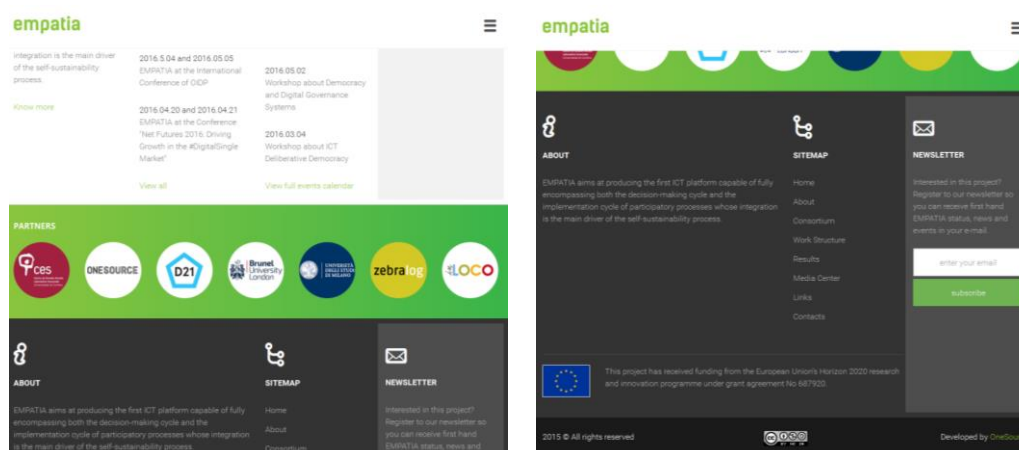
Figure 10 – Home page and layout of about and newsletter sections

2.2.2 Second website version

The website was modified to be supported by the EMPATIA platform. Such enhancement also brought support for new sections, such as:

- Pilots

- Goals

- Technology

- Testimonials

Other sections already supported in the first version have been redesigned with a better user interface and with new functionalities brought by the EMPATIA platform:

- Home page: the layout of this page has been enhanced to include links to new sections (e.g. pilots, goals, technology), and a redesign to include the site map section and the quick contacts section. The access to the private area has also been modified to fit with the overall design of the page.

- Media centre (news and events): updated to include featured news and access to the news archive, with support for multiple pages. The detail of each news includes a design that privileges the information and images.

- Newsletter: the layout of this section has been simplified to allow an easier subscription of users.

One major functionality supported in this website version include the multi-language support, where besides the default English language, Portuguese language is also supported.

Figure 11 illustrate the pilots and technology sections introduced in this version of the website.
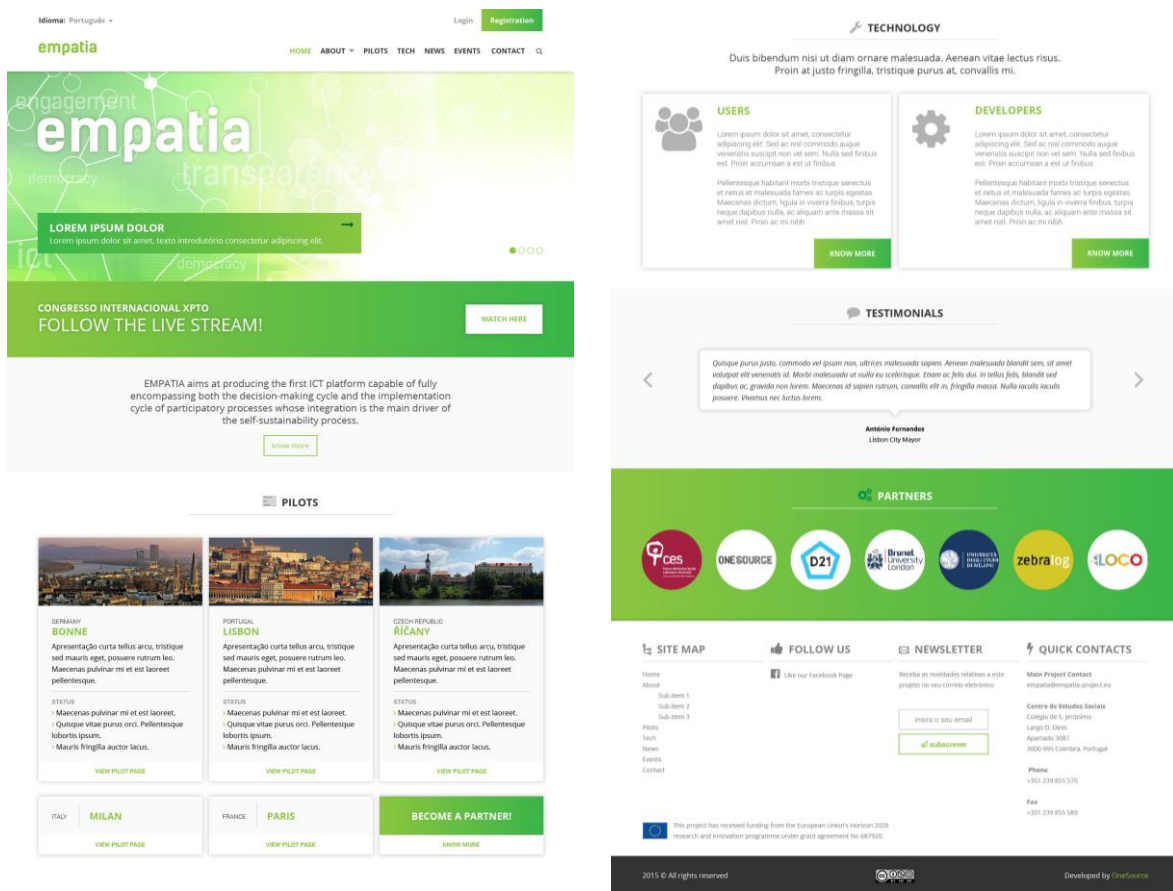
Figure 11 – Pilots and technology sections

The pilots section, using the EMPATIA platform work as a mini-site where several information items regarding a pilot is available. These information items include the testimonials, the details of the case study and a gallery of images. Figure 12 illustrates a detailed view of the pilots' section, further details can be found at Annex A.

The media centre section was also modified in the news and events subsections respectively. In Annex A furthers details are available regarding the events and news subsections, respectively. The following paragraphs also exemplify the updates in the news subsection.

Figure 12 – View of pilots' section

As stated previously, the media centre (news) section was also modified to include more details and to comply with the EMPATIA platform. Figure 13 illustrated the view of the news section.
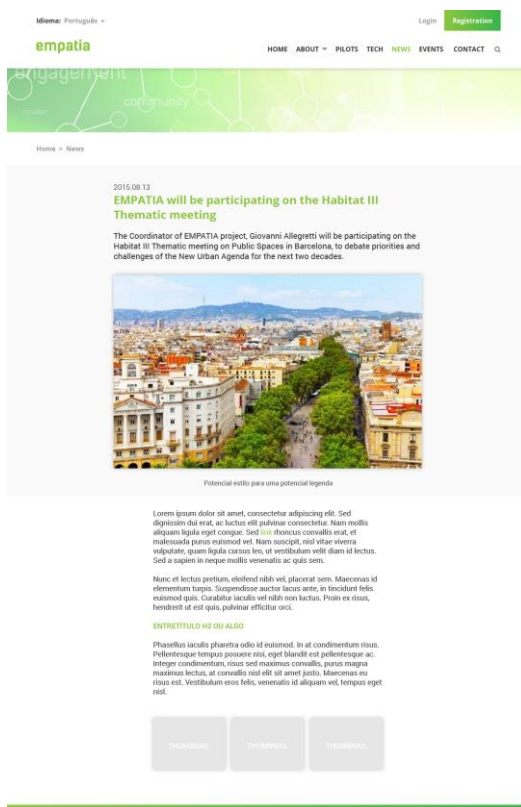
Figure 13 – View of the news section
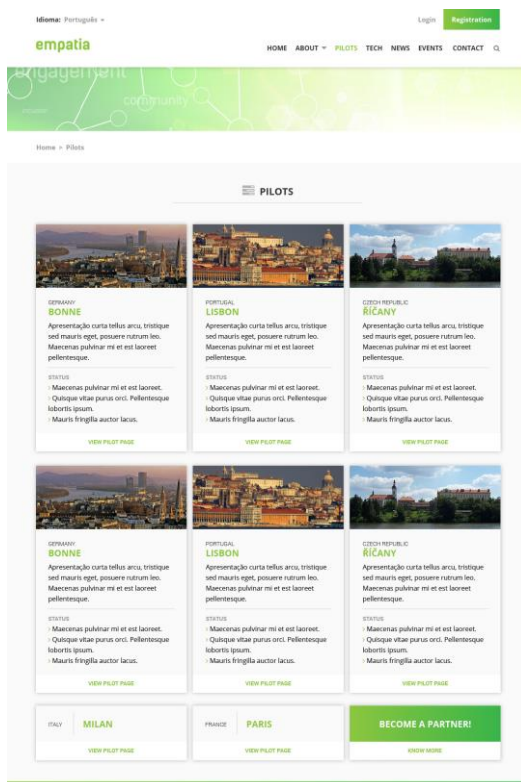
2.3 Document templates

This section highlights the templates that were designed for different purposes, including the deliverables/reports, letters and PowerPoint presentations.

2.3.1 Deliverables/reports

The template of the deliverables/reports also follows the colours that were chosen for EMPATIA. The deliverables/reports template include details for the title of the document, list of authors/reviewers, formatting for the sections, tables and figures that can constitute a deliverable. Figure 14 illustrates the formatting of some sections of a deliverable/report.

Figure 14 – Deliverables/reports template

2.3.2 Letters

The template of the letters includes a front page with the logo of the partners and a simple page to accommodate written content, as illustrated in Figure 15.

Figure 15 – Letters template

2.3.3 Presentations

The template of the presentations relies on master templates of PowerPoint as illustrated in Figure 16 and Figure 17.
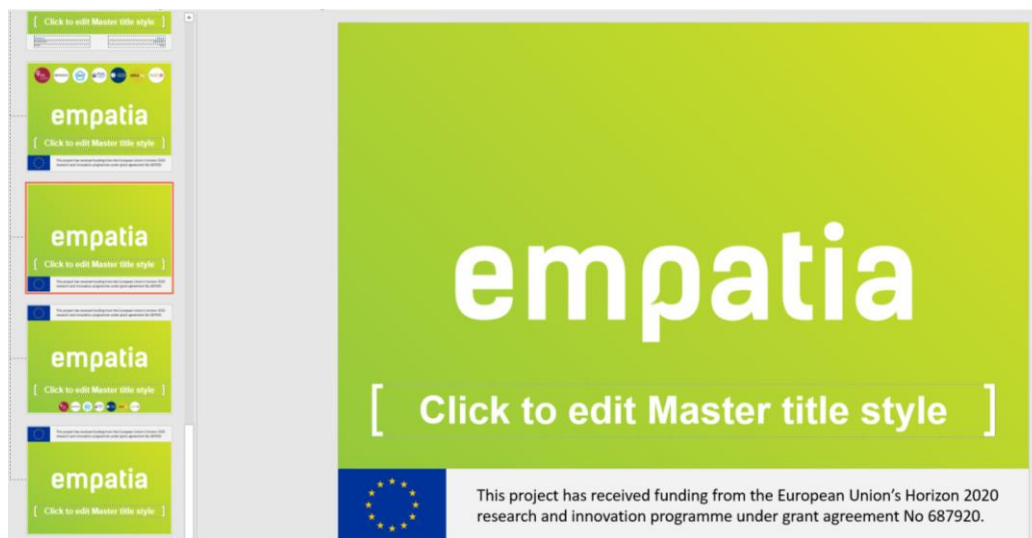
Figure 16 – Master title of the template used for presentations
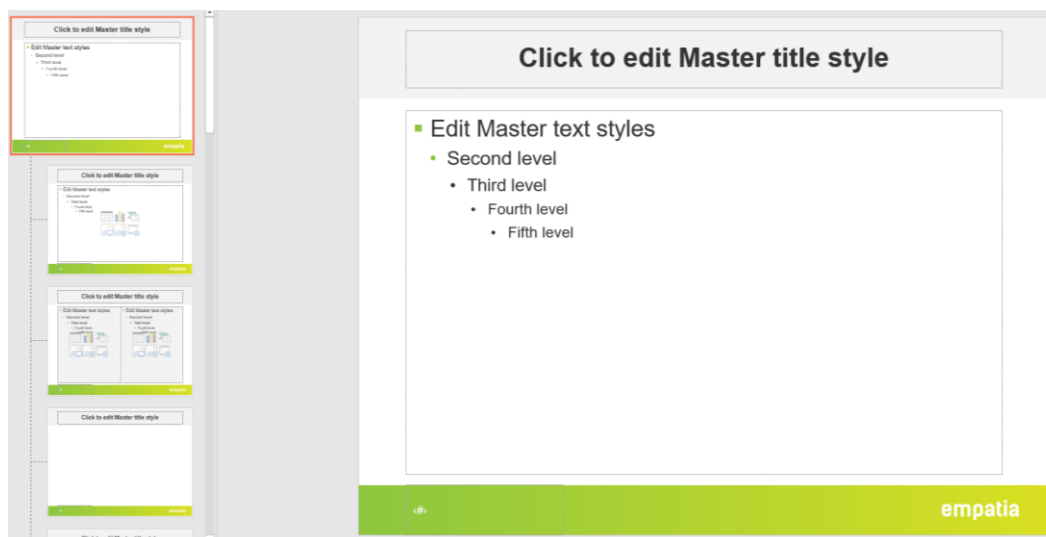
Figure 17 – Detailed template of presentations

2.4 Poster

The poster template is employed for several activities including the workshops as illustrated in Figure 18. The logo of the project is employed to identify the project, and the participating partners with their respective logos. The main variations include the logo placement regarding the organizer of the event and the information for the respective location.

Figure 18 – Poster template

2.5 Flyer/tryptic

The Flyer has been designed in two languages including English and Portuguese. The goal of the flyer is to explain, in a simple and objective language the goals of the project, as illustrated in Figure 19.

Figure 19 – Flyer template

During the next months of the project further versions will be developed to support additional languages (at least German and Czech).

2.6 Other materials

This section introduces the design options that were conceived for other materials developed in the project, such as the EMPAVILLE role-playing game.

2.6.1 EMPAVILLE

EMPAVILLE is a role-playing game that simulates a multi-channel Participatory Budgeting in the imaginary city of Empaville. The designed and developed logo is based on the green colours that identify EMPATIA, as illustrated in Figure 20.

Figure 20 – EMPAVILLE logo

The EMPAVILLE game structures the city in different areas, Uptown, Middletown and Downtown, as illustrated in Figure 21.
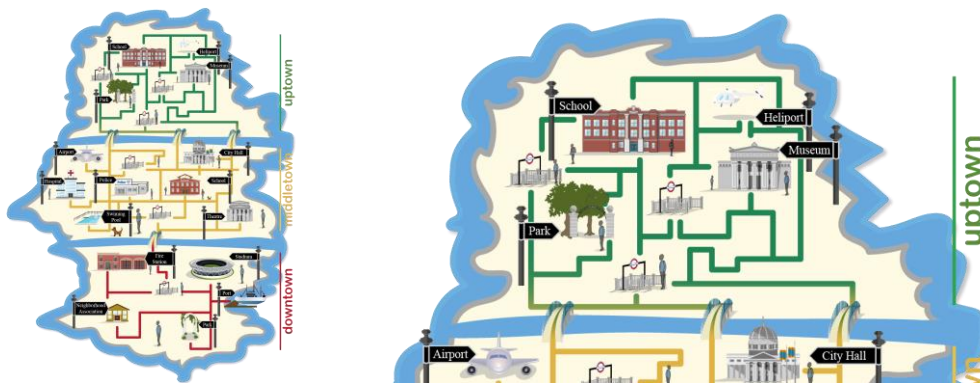
Figure 21 –EMPAVILLE map

A specific webpage for EMPAVILLE was created and it is available on http://empaville.org. For this webpage several design layouts were created (as illustrated in Figure 22), and after EMPATIA internal discussion the website illustrated in Figure 23 was selected to be implemented. At the time of writing this Deliverable the new version of EMPAVILLE website was being developed.

Figure 22 – EMPAVILLE website layout proposals

Figure 23 – EMPAVILLE selected website layout

For each player of the game a fictional character was created, with an ID card (illustrated in Figure 24). These ID Cards are distributed in the beginning of the game to all participants and include all required information: name, gender, age, work neighbourhood, living neighbourhood, profession, email, game motivation, login/password for EMPAVILLE platform and QR code for quick EMPAVILLE platform access and automatic login.

Figure 24 – EMPAVILLE example ID Card

To support the role-playing game a game script was created and implemented inside the EMPATIA platform. This is composed of all steps of the game and integrated with the EMPATIA features that are used by the game. Figure 25 presents some of the EMPAVILLE screens that are presented to the game audience.

Figure 25 – EMPAVILLE game script examples

To disseminate and support the EMPAVILLE role-playing game A1/A4 posters and flyers were designed and produced and illustrated in
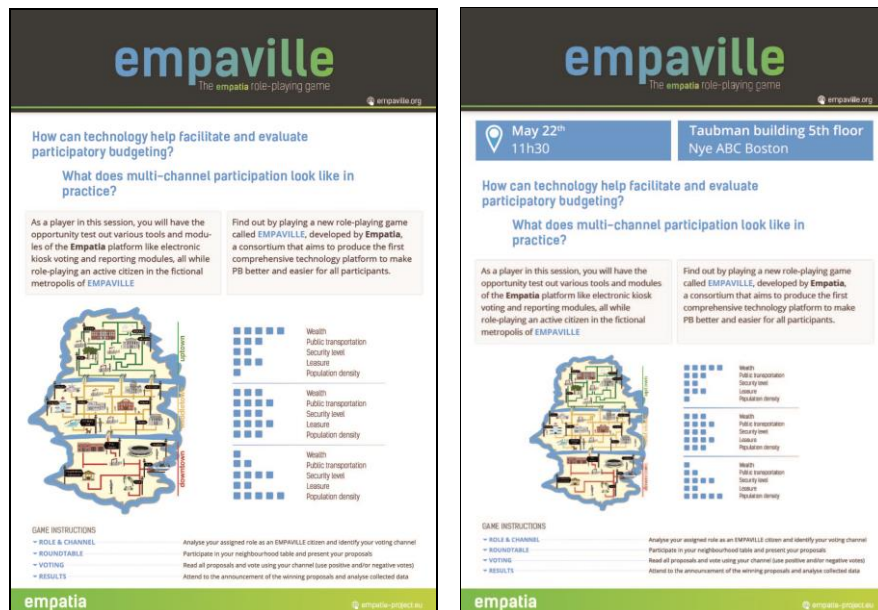
Figure 26 – EMPAVILLE poster and flyer

2.6.2 Kiosks

To support the face-to-face aspect of participation, and specifically the voting process, several small and low cost devices were designed and prototyped, taking into account the EMPATIA requirements.
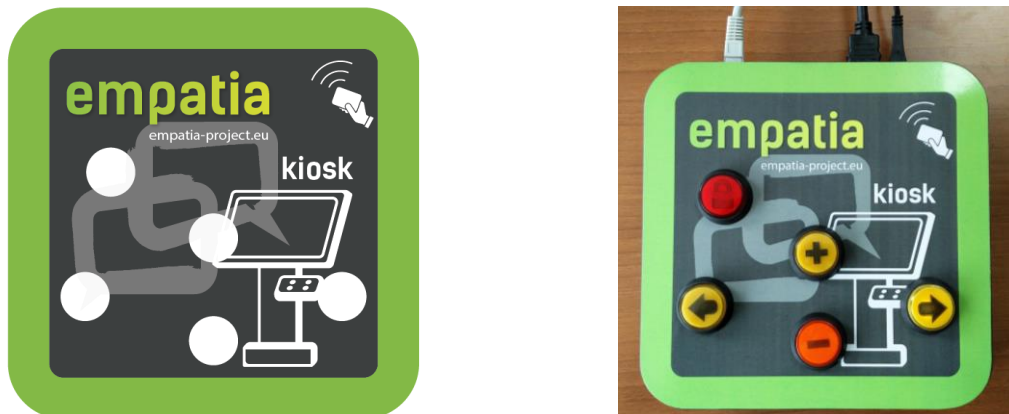
Figure 27 – Voting Kiosk design and prototype

These voting kiosks are fundamental to integrate the face-to-face voting phases with the EMPAVILLE platform to avoid the burden of standard ballot approaches and other manual or semi-manual processes. Two prototypes were developed, the Voting Kiosk and the Ballot Kiosk, that required the development of specific communication techniques and graphical designs, as illustrated in Figure 27 and Figure 28.

Figure 28 – Ballot Kiosk design and prototype

The Voting Kiosk was designed to be connected to any HDMI screen/TV and support RFID authentication, and support navigation and voting through hardware keys. Some screens from this device are presented in Figure 29.

Figure 29 – Voting Kiosk UI example screens

The Ballot Kiosk was designed to be completely self-contained (except the need for Internet connection), using a pre-printed ballot paper (generated by the EMPATIA platform), RFID authentication and a small touch screen display and interface that provides status information to the user and allows the execution of specific actions (e.g. logout). Some screens of the touch screen are presented in Figure 30.

Figure 30 – Ballot Kiosk UI example touch screens

3 Electronic media

The social media in this kind of projects has an important role for dissemination activities of the project, and also to gather feedback from users participating in the EMPATIA promoted actions. In such context, a facebook account has been created (and is maintained), as well as video and audio streaming capabilities from EMPATIA promoted activities (e.g. workshops, demonstrations).

3.1 Facebook

The facebook account [1] has been constantly updated with the events where partners from EMPATIA have been participating. Figure 31 illustrates the home page of EMPATIA project.
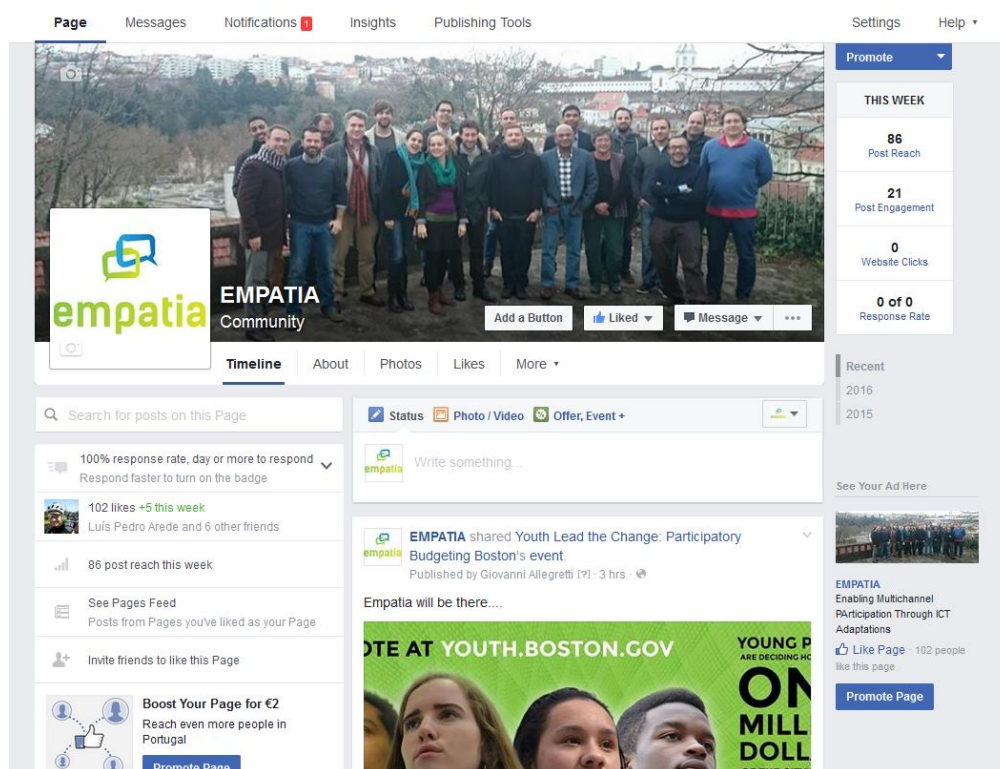

Figure 31 – Facebook page of EMPATIA

3.2 Video/audio streaming

As stated before, one of the goals of the EMPATIA is to be close to the end users, as much as possible. Thus, one of the initial decisions was to setup a platform to allow video/audio streaming from EMPATIA promoted events. It has also incorporated a real-time chat feature to allow viewers to submit their questions and comments that can be forwarded to the event.

The developed platform includes hardware video (camera) and a server using software based on HTML5 and flash technologies to enable streaming in a scalable way to support several simultaneous users, and support most current devices. A user only needs to provide the name and email to access the feed, as shown in Figure 32.

Figure 32 – Video and audio streaming platform

Table 1 summarizes the activities where the video and audio streaming platform has been employed, till the time of writing this deliverable.

Table 1 – Activities where video and audio platform was employed

Date	Event
21 January 2016	EMPATIA National Workshop - Portugal real-time video/audio streaming and chat. Participation of remote audience in the EMPATIA event.
22 January 2016	EMPATIA first international seminar real-time video and audio streaming and chat. Participation of remote audience in the EMPATIA event.
04 March 2016	Workshop Fork the Government real-time video and audio streaming and chat. Participation of remote audience in the EMPATIA event.
02 May 2016	Workshop about Democracy and Digital Governance Systems

4 Communication tools

The communication tools have been configured to promote the cooperation between the EMPATIA partners. These tools include the mailing lists, the wiki, the cloud for file sharing, the etherpad tool to register notes at conference calls in real-time with the collaboration of all the participants, completing the audio capabilities of Webex.

4.1 Mailing lists

The mailing lists that have been configured are summarized in Table 2. These lists are used regularly for daily communications between partners.

Table 2 – Mailing lists configured

Mailing list	Description
all@empatia-project.eu	For all the users in the projects
wp1@empatia-project.eu	For partners involved in the tasks of WP1
wp2@empatia-project.eu	For partners involved in the tasks of WP2
wp3@empatia-project.eu	For partners involved in the tasks of WP3
wp4@empatia-project.eu	For partners involved in the tasks of WP4
wp5@empatia-project.eu	For partners involved in the tasks of WP5

4.2 Wiki

The wiki of EMPATIA [3] is employed as an internal tool for EMPATIA partners. The wiki works as the main aggregator of private EMPATIA information, with the logic: "If it is not in the Wiki does not exist!".

The Wiki works as a collaborative tool, where everyone contributes and WP and/or tasks leaders are responsible for the respective sections.
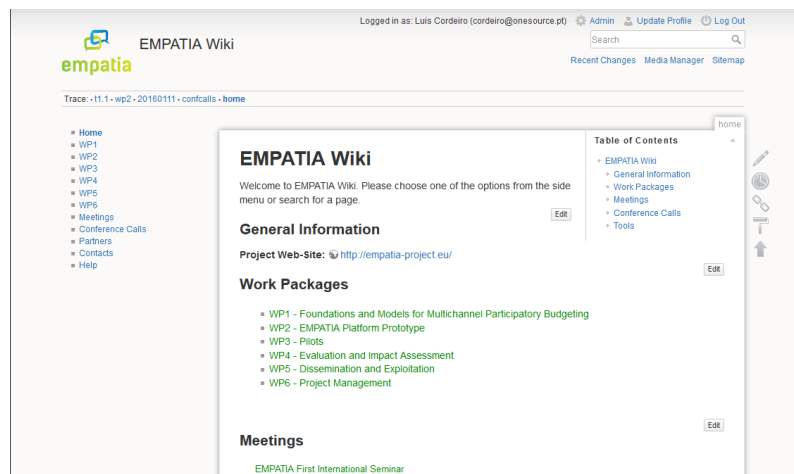
Figure 33 – EMPATIA Wiki

As shown in Figure 33 the Wiki is composed by different sections, which include:

- WPs/Tasks

- Meetings/Events

- Conference calls

- Partners/Contacts

The wiki, as a collaborative tool aggregates the partner profile information, and collaborators profile page that includes information of the contacts and the tasks on which they are participating.

4.3 Cloud

In line with the Wiki goals, the cloud [4] is used as a collaboration tool for EMPATIA partners. The Cloud platform allows private file sharing in a way similar to Dropbox or Google Drive. Besides the private file sharing, it also allows the creation of public links to the private folders and files so that they can be shared with external users (i.e. without a user account for the cloud).

The Cloud platform also supports Windows, MAC and Linux clients for synchronizing files from and to the cloud servers. All the share operations need to be authenticated, as shown in Figure 34.
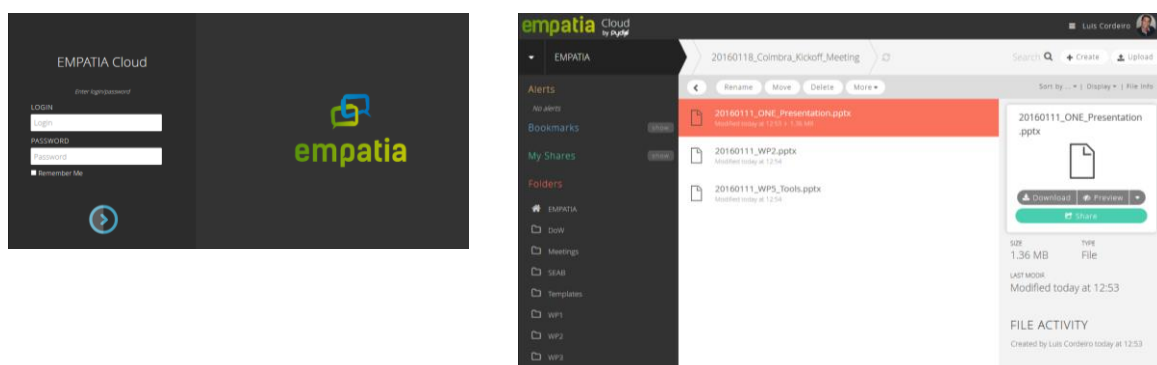

Figure 34 – EMPATIA cloud views

4.4 Etherpad

Etherpad [5] works as a real-time collaborative document editor, allowing simultaneous editing of document, while keeping track of the authorship of contributions and the history of editions. This tool is quite relevant for the minutes of meetings, TODO lists, drafts of publications, Table of Contents for deliverables/reports, and therefore is only available to EMPATIA partners. An example of Etherpad usage is depicted in Figure 35.
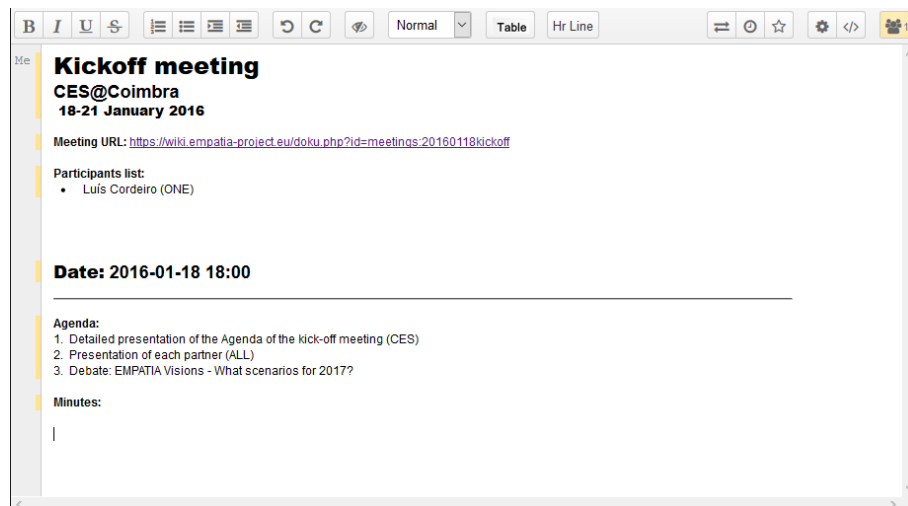

Figure 35 – Etherpad of EMPATIA

4.5 WebEx

WebEx [6] is a public tool for remote meetings with high security standards and supporting diverse type of devices, which include Windows, Linux and MAC laptops/PCs, iPhones, iPads and Android devices.

It supports a wide range of features, where some of them are more relevant to promote the collaboration in EMPATIA, including:

- Audio and video

- Screen share (monitor or app)

- Upload files and share (PPT/PDF)

- Whiteboard

5 Conclusion

This deliverable details the electronic media and the communication materials that have been designed for EMPATIA and related activities, such as EMPAVILLE the role-playing game.

The website has been designed and developed in two main cycles, being the second version supported by the EMPATIA platform, one of the outcomes of the project. The website is ready to serve its main goal of enabling project collaborators, the European Commission as well as the interested public to retrieve information about the project. The integration with social media and the support of video/audio streaming are also key aspects that allow the EMPATIA updates to reach a broader audience.

The EMPAVIALLE role-playing game is a key dissemination tool for EMPATIA, and as such was considered as an individual communication tool, having a dedicated domain, webpage and many more communication materials.

The collaboration tools have been configured and from the beginning of the project that they have been supporting the collaboration activities between EMPATIA partners.

6 References

[1] EMPATIA Facebook account, available online: https://www.facebook.com/empatia2016/

[2] EMPATIA Twitter account, available oneline: : https://twitter.com/empatia_project

[3] EMPATIA Wiki, available online: https://wiki.empatia-project.eu

[4] EMPATIA Cloud, available online: https://cloud.empatia-project.eu

[5] EMPATIA Etherpad, available online: https://etherpad.empatia-project.eu

[6] WebEx, available online: http://www.webex.com

Annex A

This annex provides additional details regarding the first and second website versions.

First website

Since the first website version is deprecated, full size images are provided next to record this version structure and design. We start by presenting the initial mock-ups followed by the last version of the website.
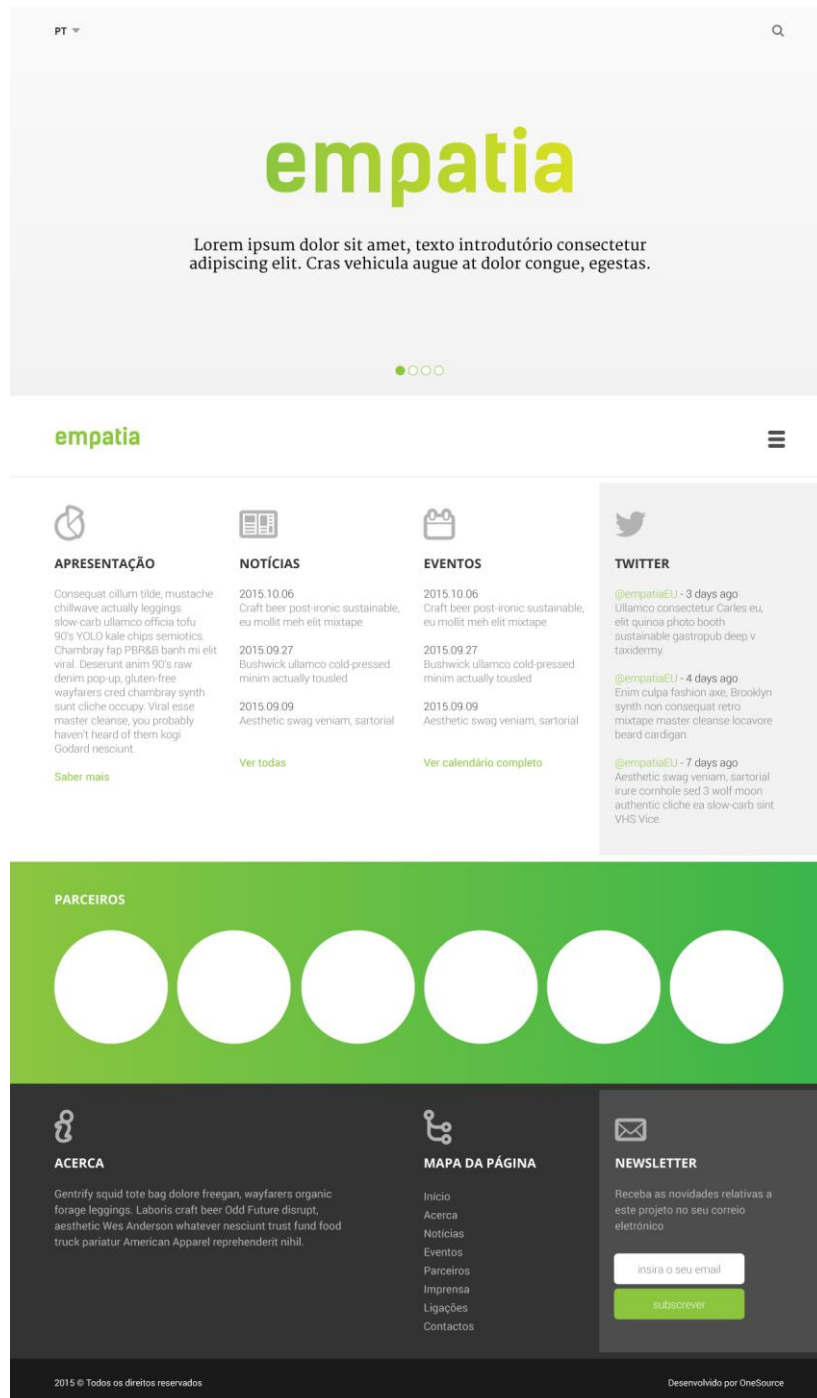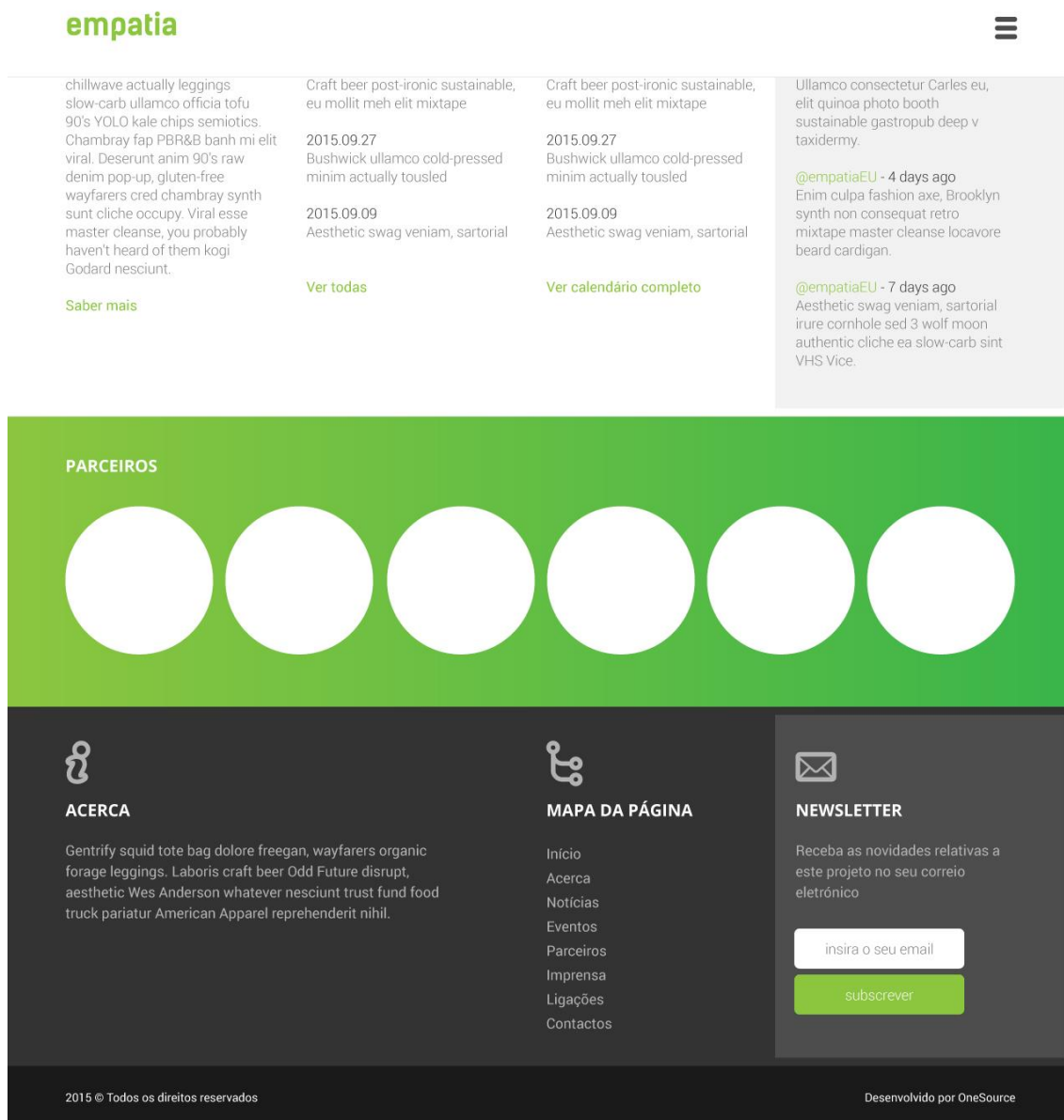

Figure 36 – First website home page mock-up

Figure 37 - First website home page scroll mock-up
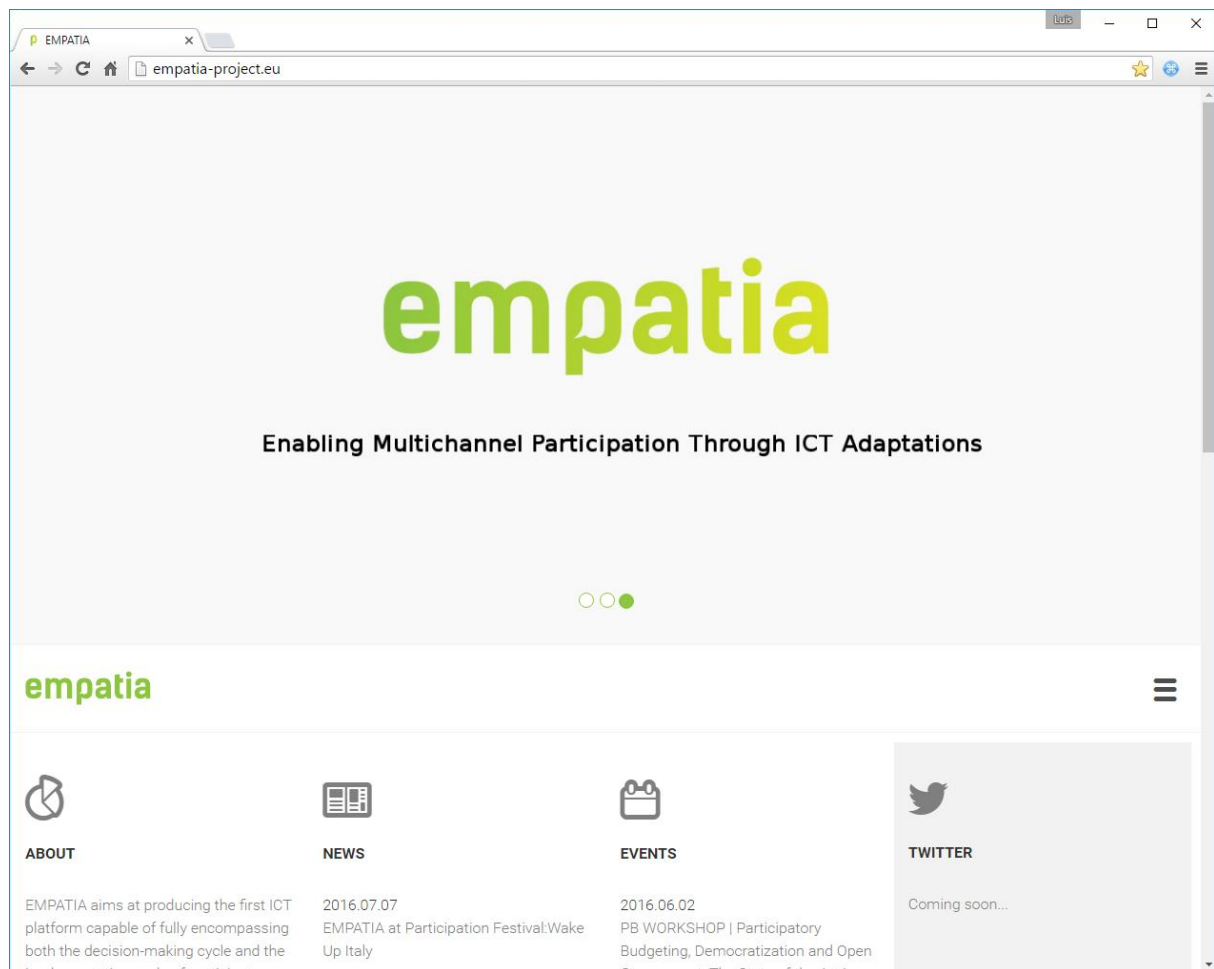
Figure 38 – First website article page mock-up
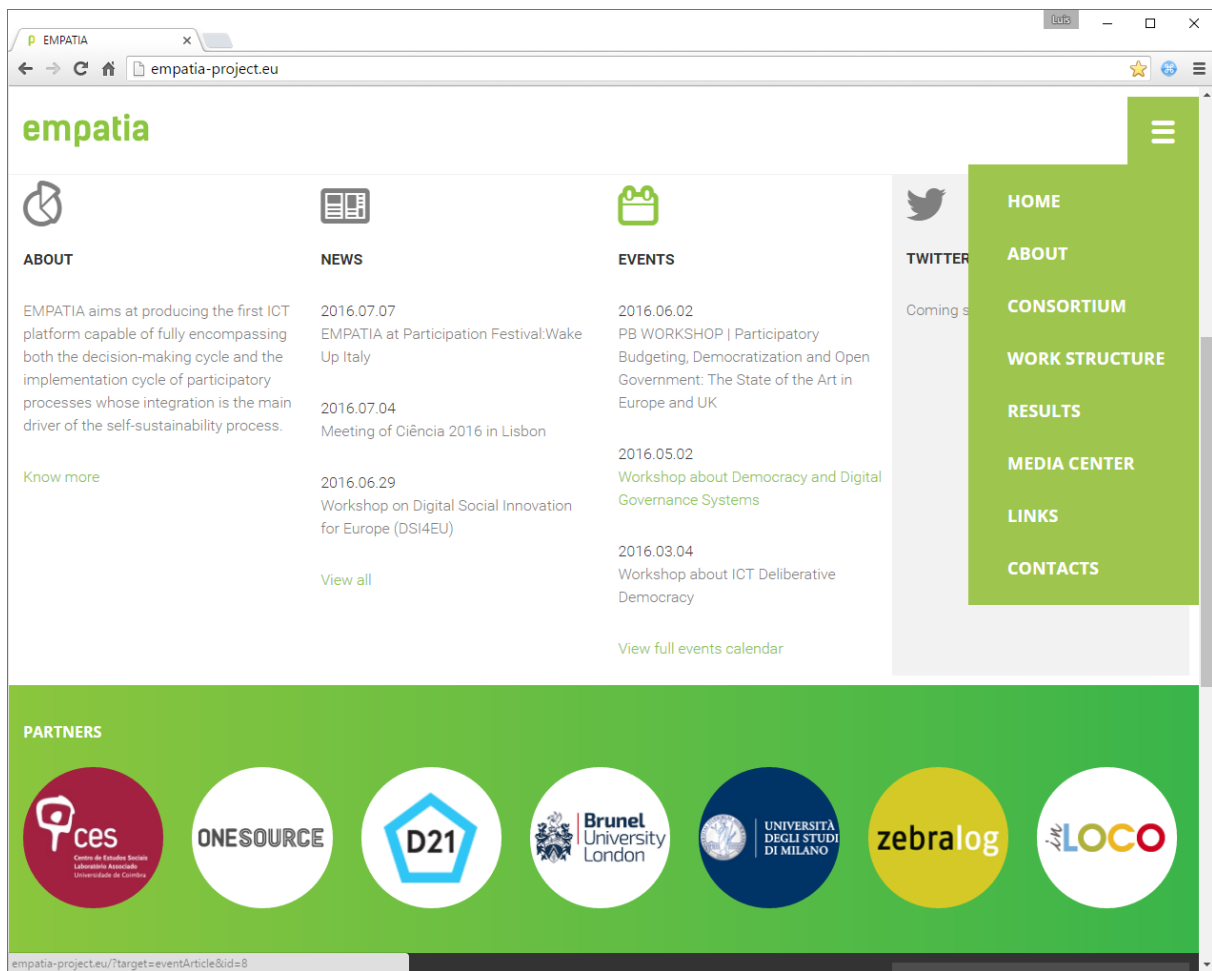
Figure 39 – First website home page (top)

Figure 40 – First website home page (middle & menu)
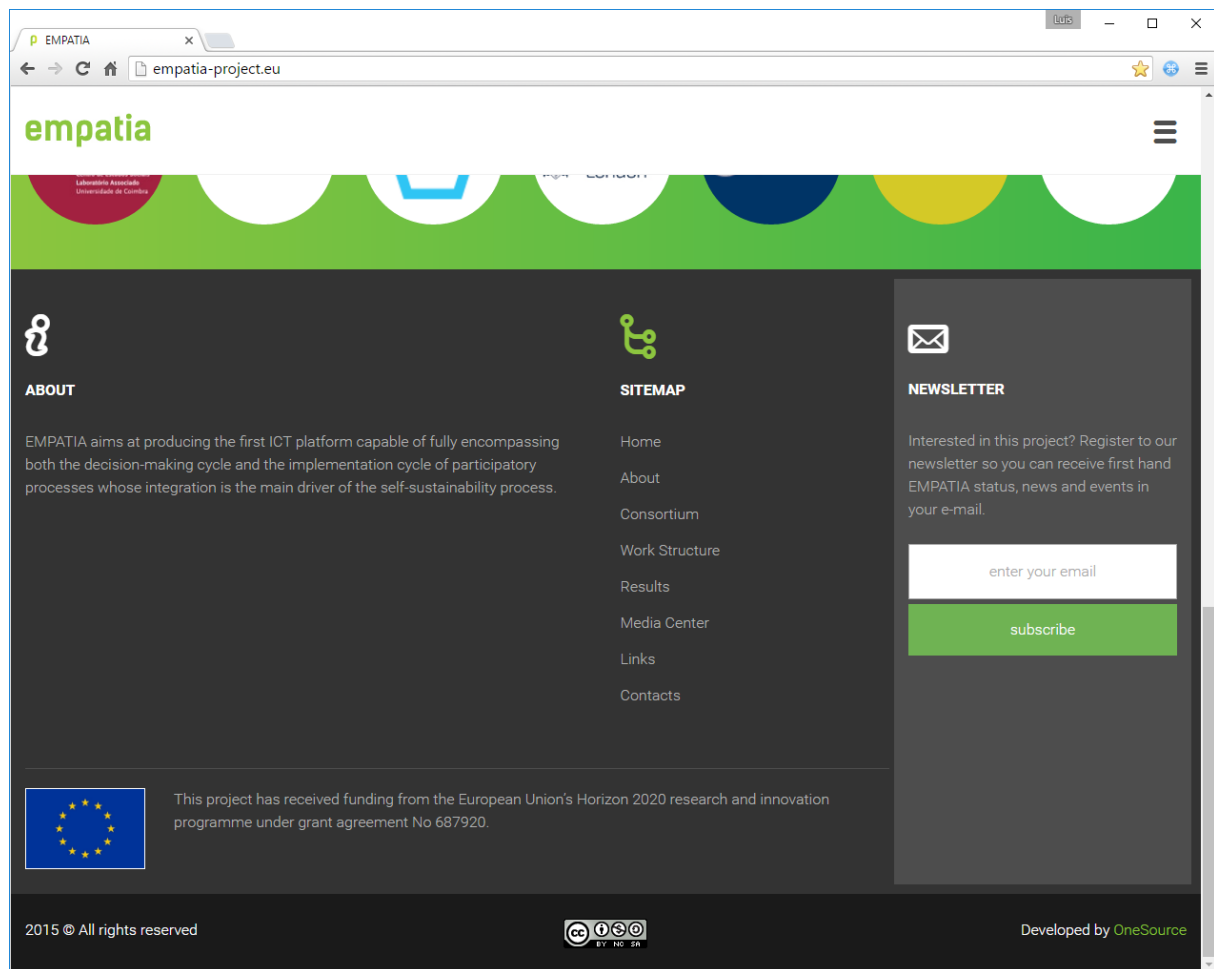
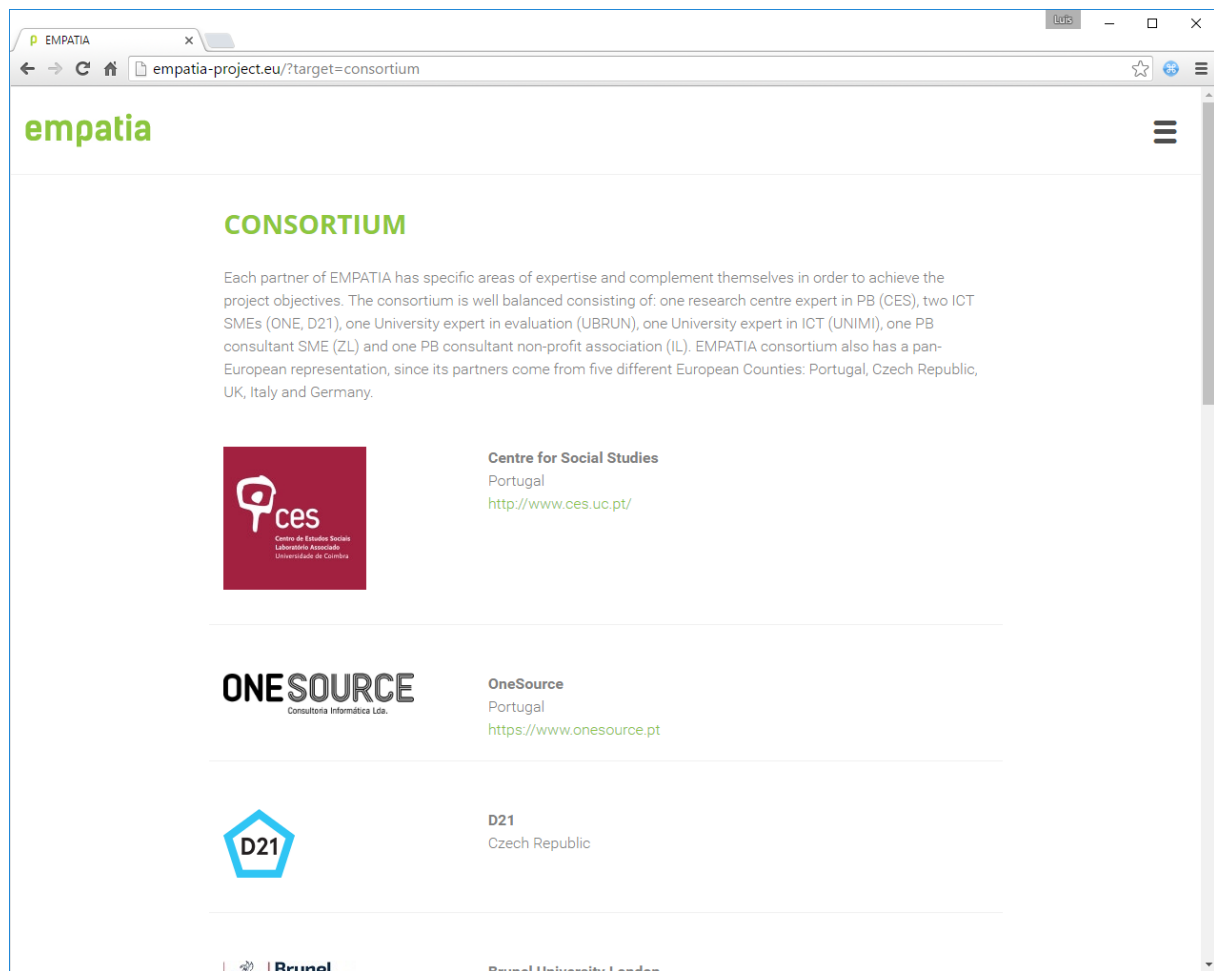**Figure 41 – First website home page (bottom)**
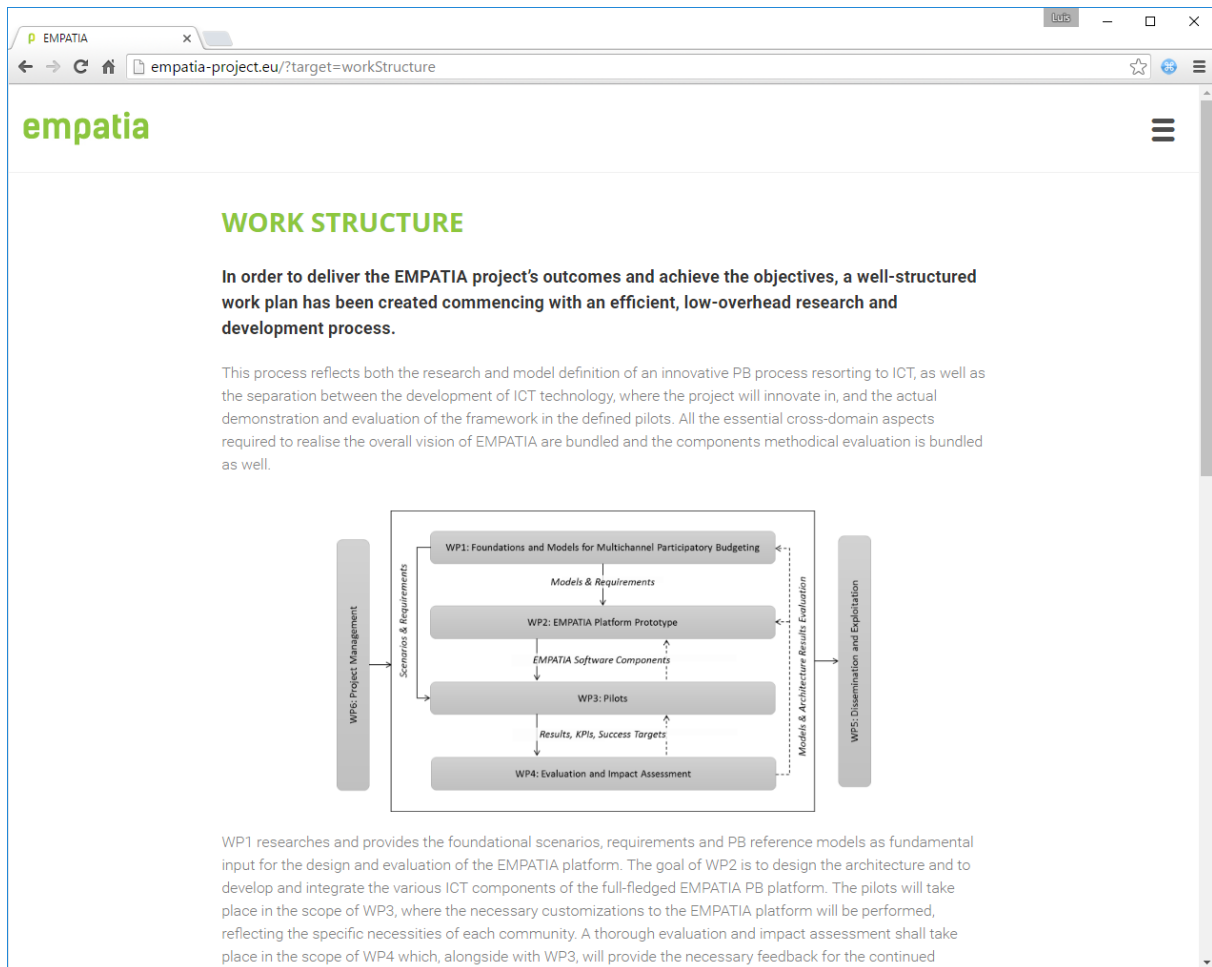
Figure 42 – First website consortium page

Figure 43 – First website work structure page
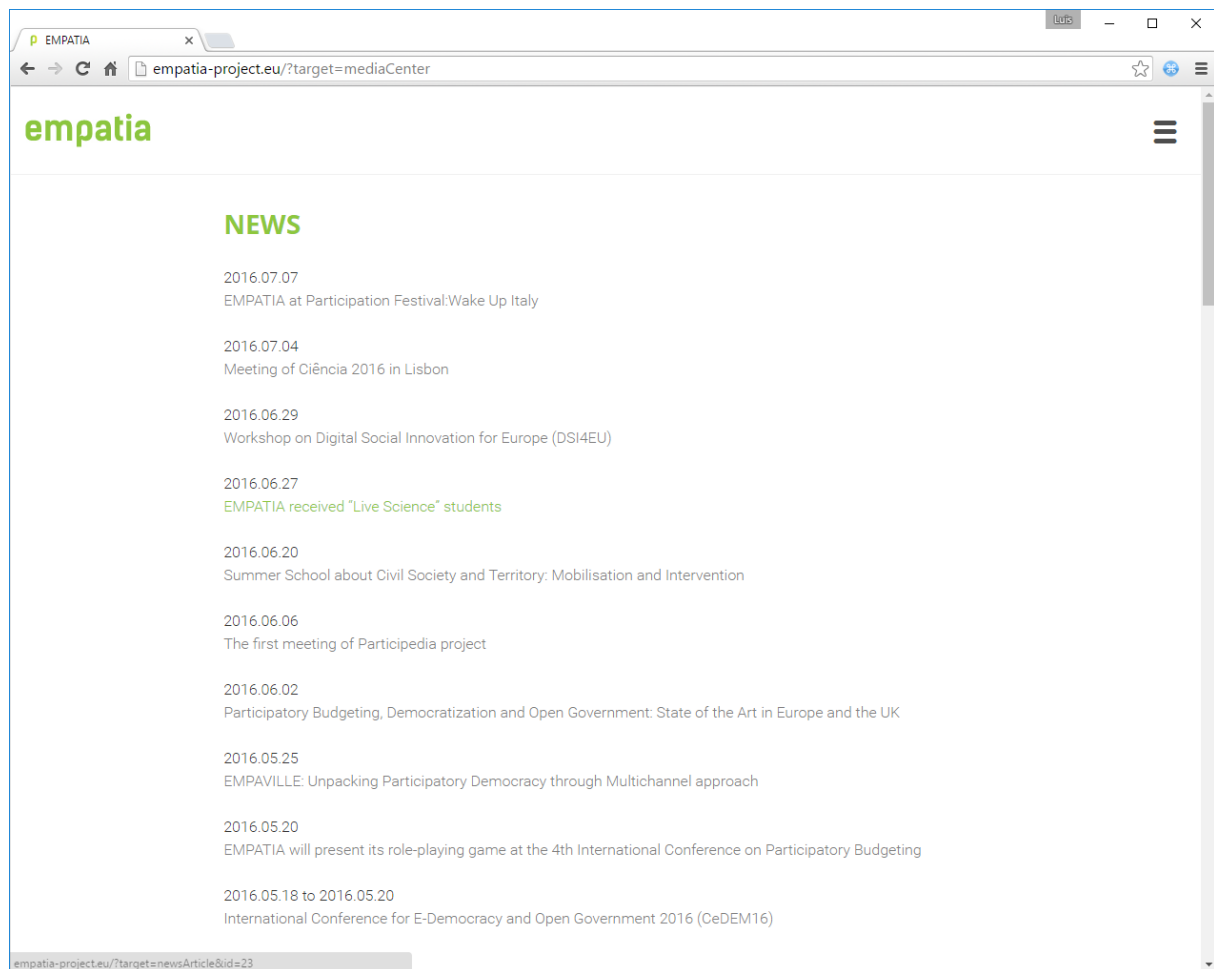
Figure 44 – First website news page
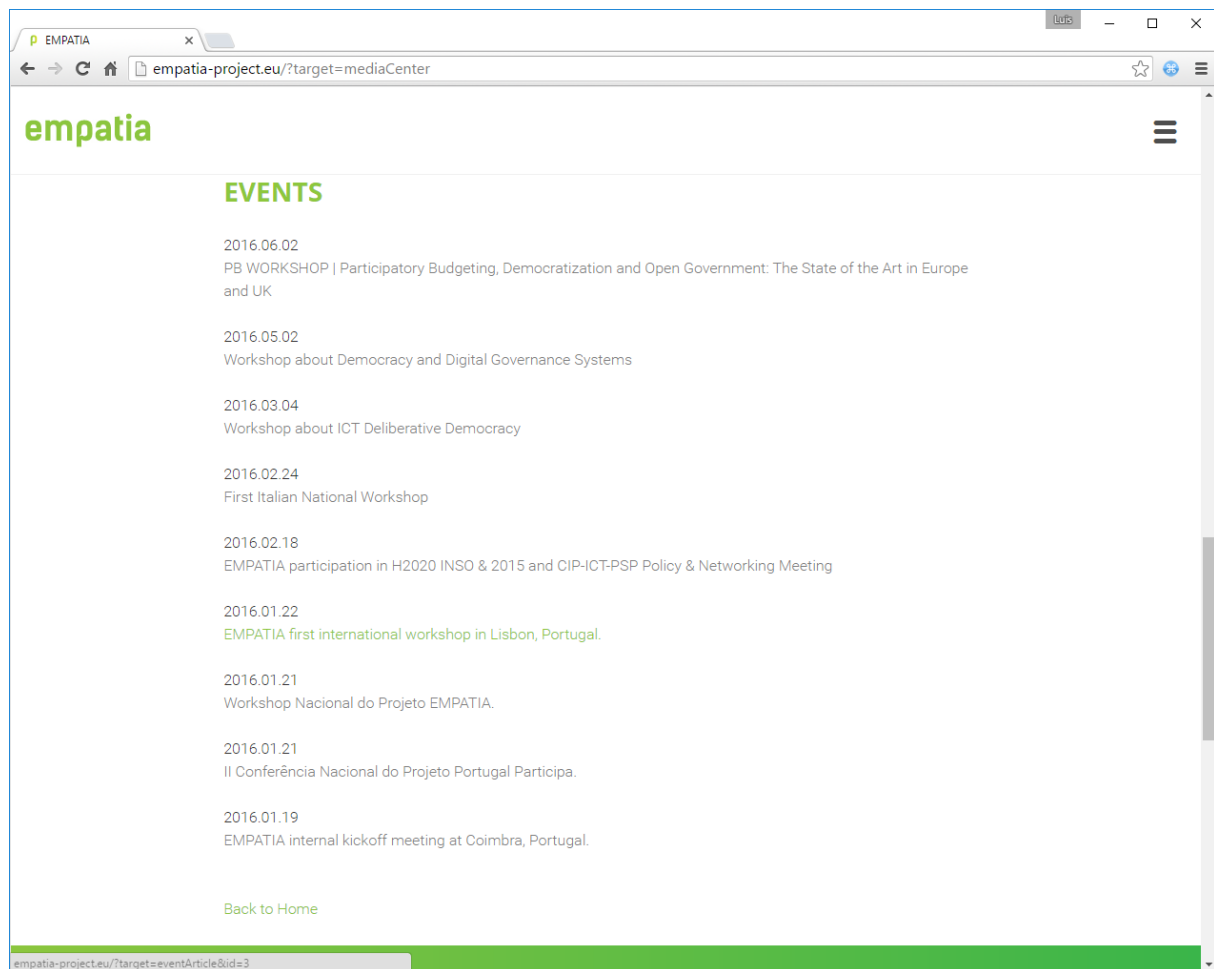
Figure 45 – First website events page
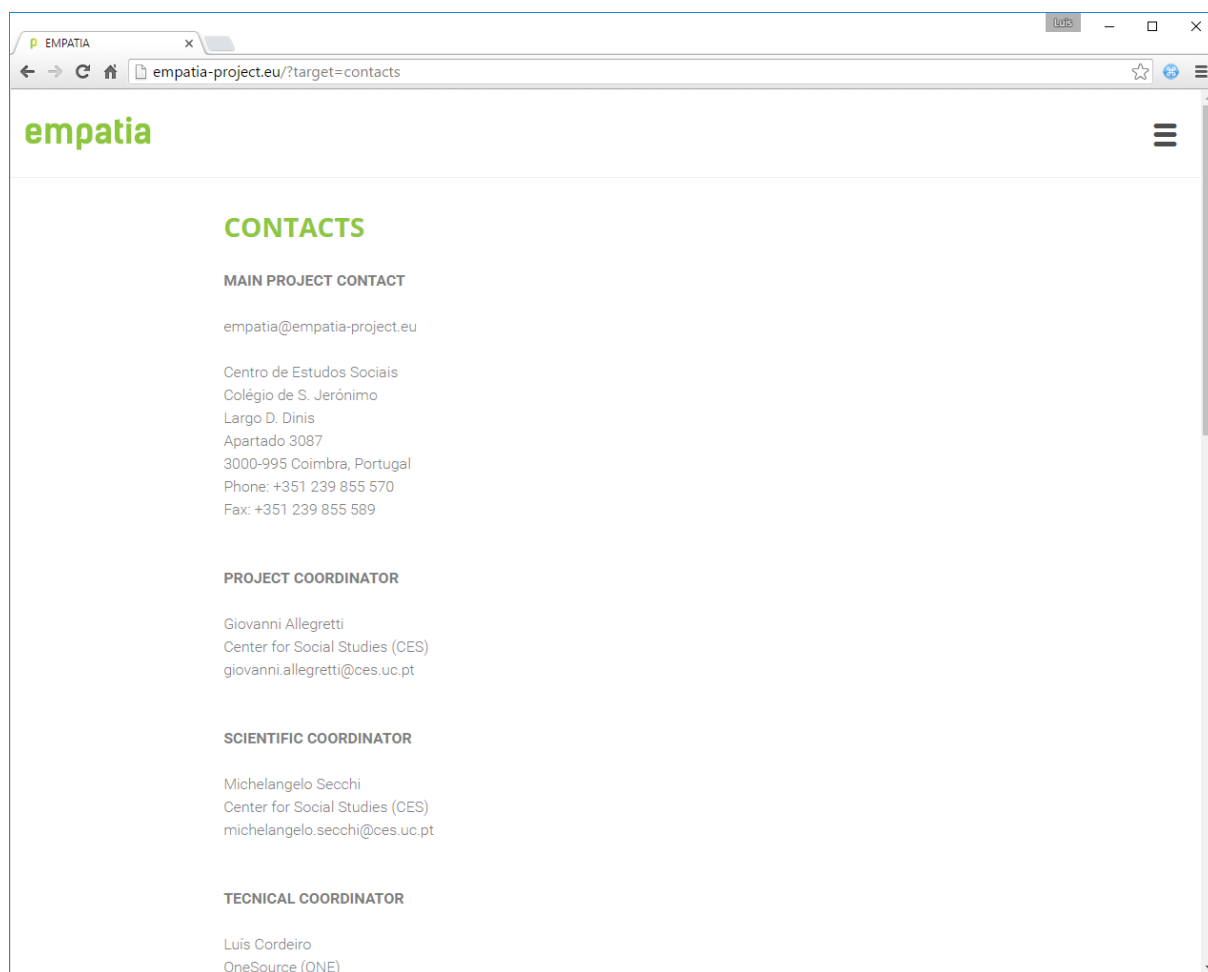
Figure 46 – First website contacts page

Second website

The second version of the EMPATIA website is supported by the EMPATIA platform (through its content management and community building capabilities). Due to the fact that at the moment of writing this document the second version of the website is still not fully operational, we present the website mock-ups next.

Figure 47 – – Second website home page mock-up (top)

Figure 48 – Second website home page mock-up (bottom)

Figure 49 – Second website event page mock-up

Figure 50 – Second website event list page mock-up

Idioma: Português ▾

Login   **Registration**

empatia

HOME   ABOUT ▾   PILOTS   TECH   NEWS   EVENTS   CONTACT   🔍

Home > News

📰 FEATURED NEWS

2015.10.06

"New Threshold for Participation in Portugal"

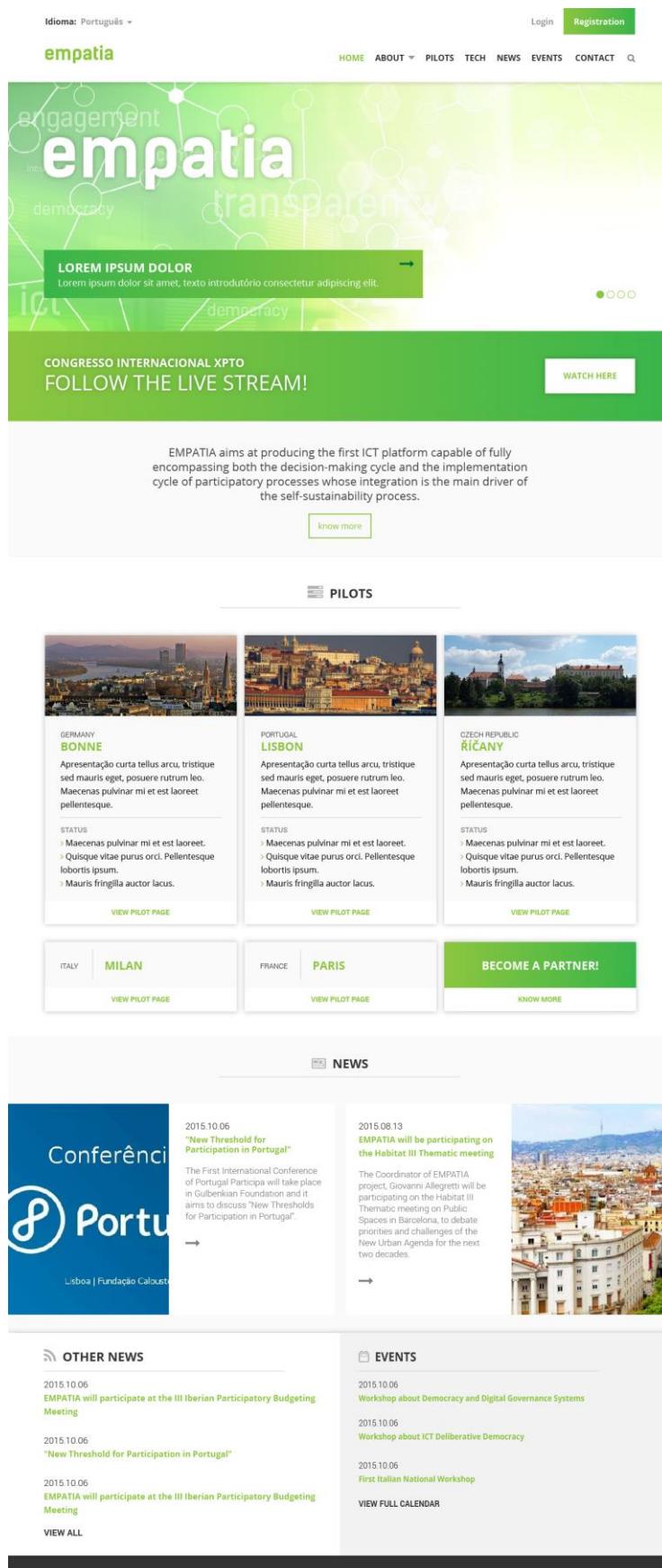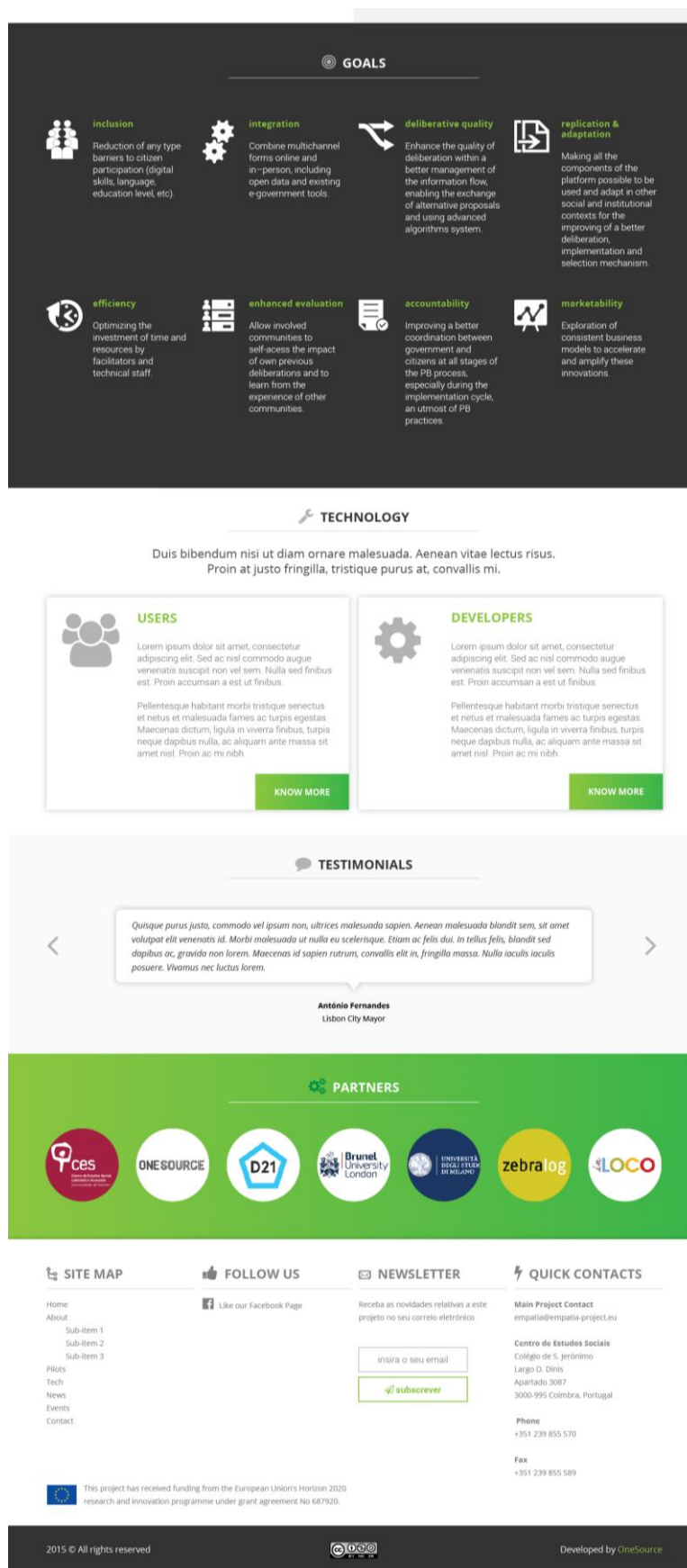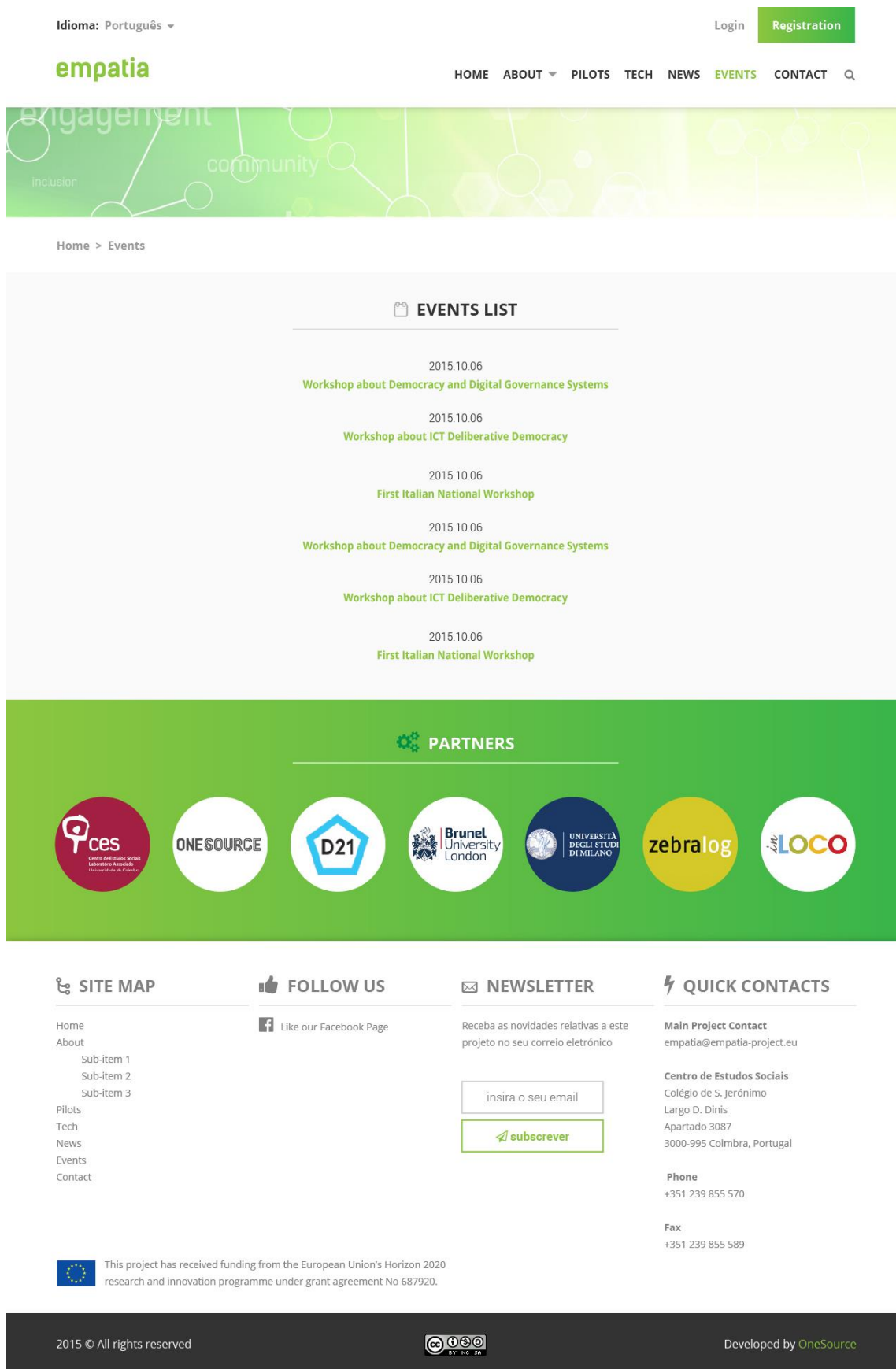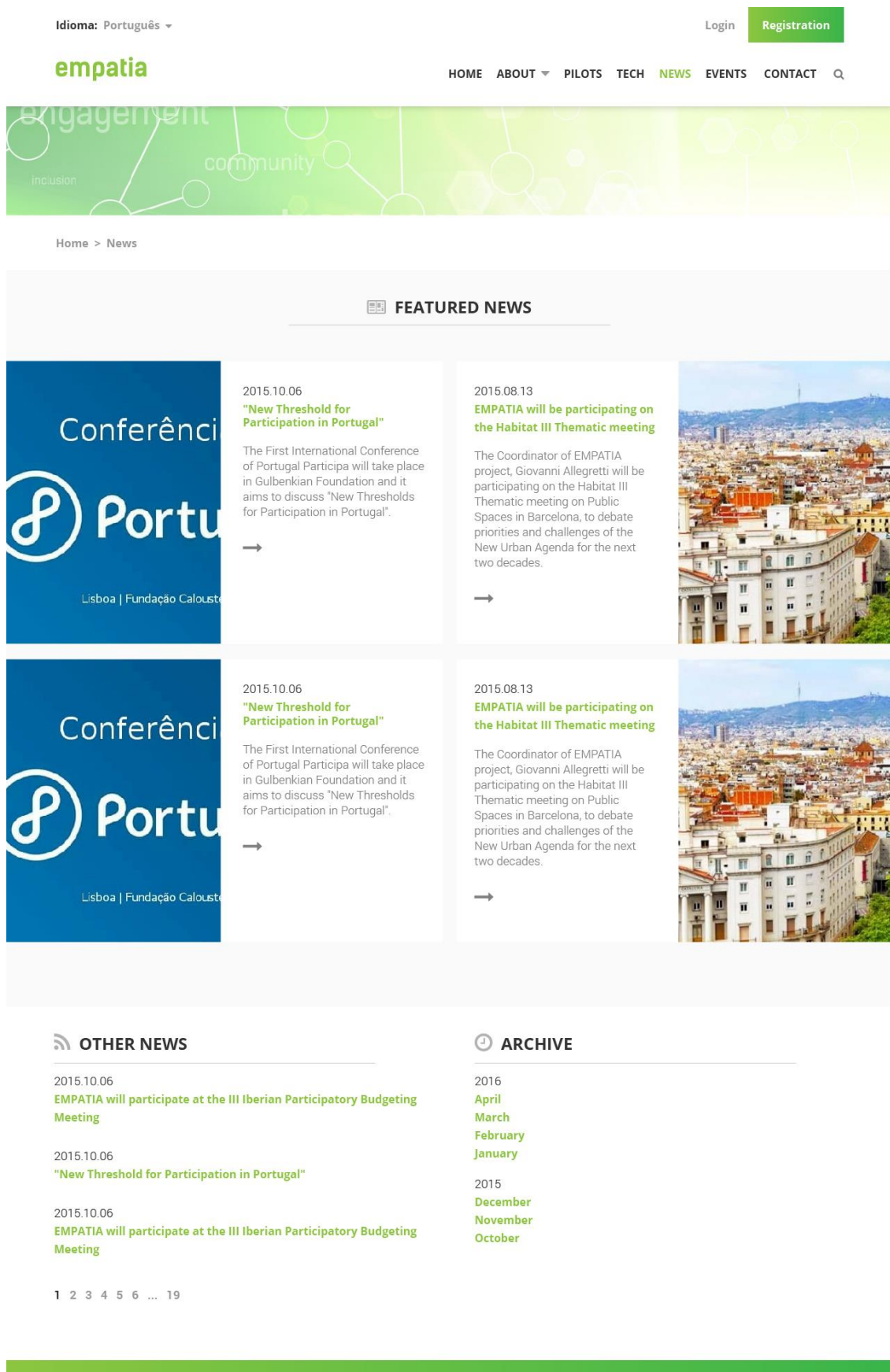The First International Conference of Portugal Participa will take place in Gulbenkian Foundation and it aims to discuss "New Thresholds for Participation in Portugal".

→

2015.08.13

EMPATIA will be participating on the Habitat III Thematic meeting

The Coordinator of EMPATIA project, Giovanni Allegretti will be participating on the Habitat III Thematic meeting on Public Spaces in Barcelona, to debate priorities and challenges of the New Urban Agenda for the next two decades.

→

2015.10.06

"New Threshold for Participation in Portugal"

The First International Conference of Portugal Participa will take place in Gulbenkian Foundation and it aims to discuss "New Thresholds for Participation in Portugal".

→

2015.08.13

EMPATIA will be participating on the Habitat III Thematic meeting

The Coordinator of EMPATIA project, Giovanni Allegretti will be participating on the Habitat III Thematic meeting on Public Spaces in Barcelona, to debate priorities and challenges of the New Urban Agenda for the next two decades.

→

🔖 OTHER NEWS

2015.10.06

EMPATIA will participate at the III Iberian Participatory Budgeting Meeting

2015.10.06

"New Threshold for Participation in Portugal"

2015.10.06

EMPATIA will participate at the III Iberian Participatory Budgeting Meeting

🕐 ARCHIVE

2016
April
March
February
January

2015
December
November
October

1 2 3 4 5 6 ... 19
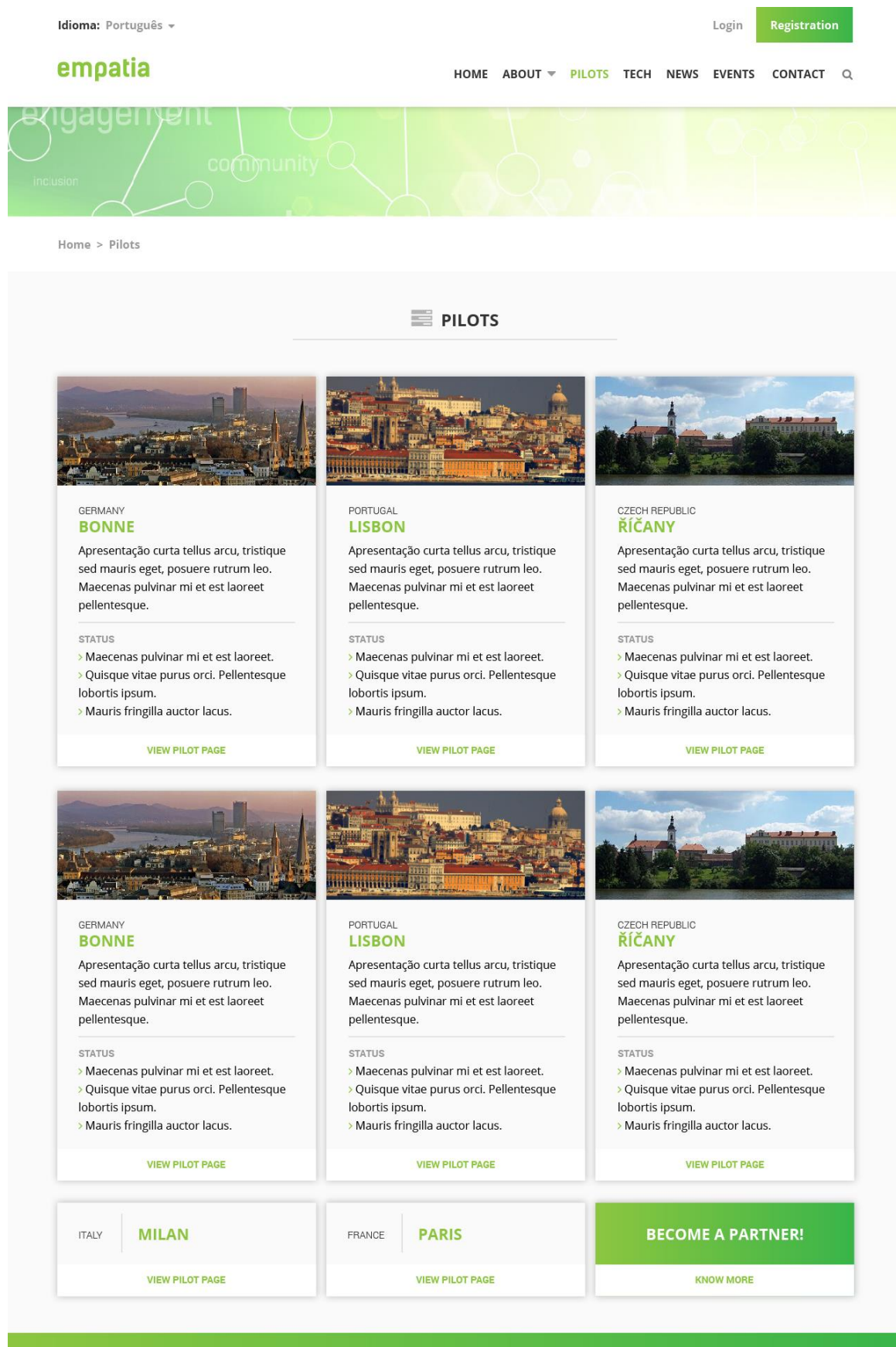
Figure 51 – Second website news list page mock-up
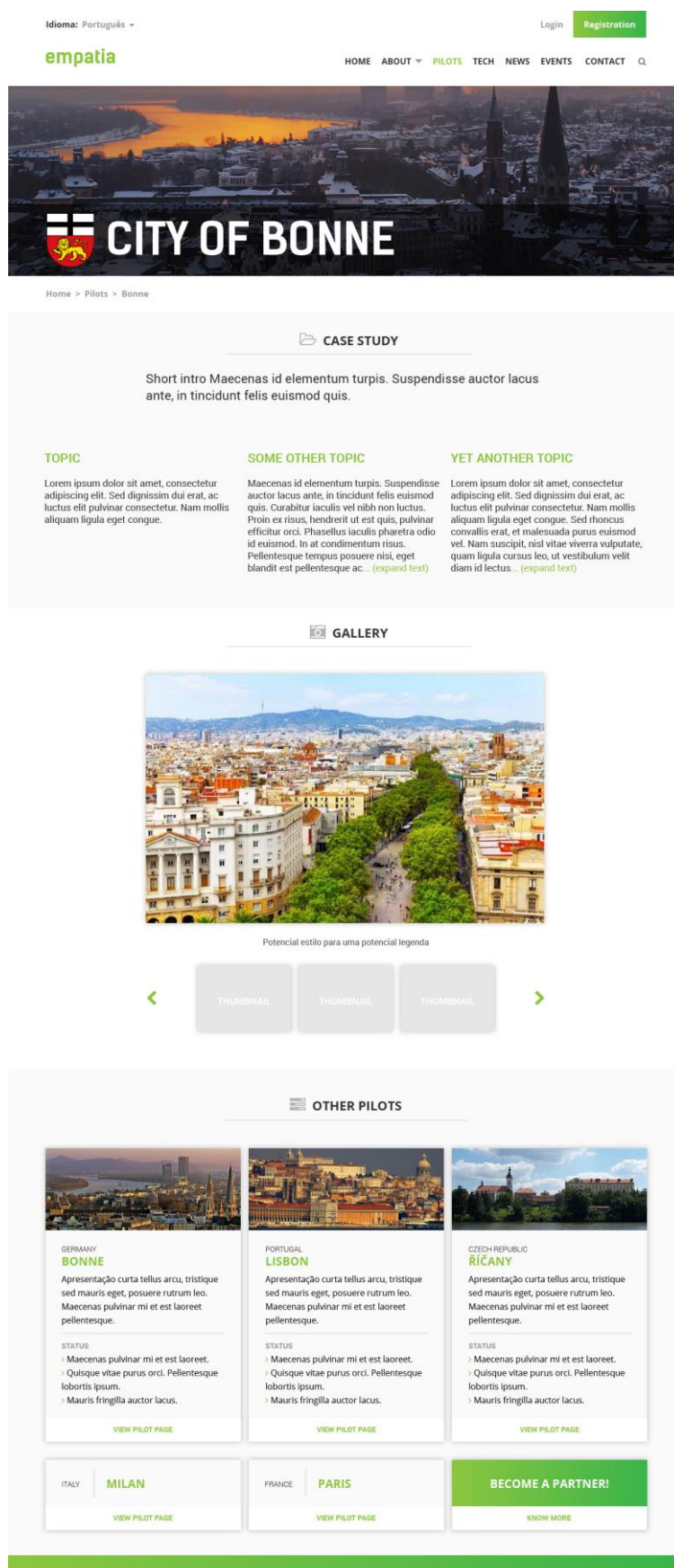
Figure 52 – Second website pilots page mock-up

Figure 53 – Second website pilot page mock-up