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# H-CLOUD

**Horizon Cloud – The Forum for Strategy Focused Cloud Stakeholders**

## **D2.1: H-CLOUD Web portal**

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## Abstract

This deliverable defines the first version of the H-CLOUD web portal, which will be enriched and updated all along the project's lifetime to reflect the planned work and ongoing H-CLOUD activities and more broadly the European Cloud community (ECC) initiative. It describes as well as the H-CLOUD Forum as a broad reaching and sustainable community that will support in the transition from Horizon 2020 to Horizon Europe. Finally, it shows other on-line tools dedicated to the project partners to coordinate the work and share documents.

**Keywords:** Web portal, website, web forum, private online repository.

### Document Revision History

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<b>Nature of the deliverable:</b>	DEC	
<b>Dissemination Level</b>		
PU	Public, fully open, e.g. web	√
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to H-CLOUD project and Commission Services	

\* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc

## EXECUTIVE SUMMARY

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The main goal of H-CLOUD's Work Package 2 is to establish, lead and animate the H-CLOUD Forum as a broad reaching and sustainable community that will support in the transition from Horizon 2020 to Horizon Europe. This breaks down into the following main objectives:

- Bootstrap and lead the creation of the H-CLOUD FORUM as a vibrant and disruptive framework embracing and engaging a large community of target groups and players in Europe and beyond.
- Run extensive dissemination and communication to help amplifying project and community efforts through a rich set of tools and actions for awareness creation and engagement of top-notch players.
- Ensure organisation of and participation to events as a way to promote the ECC efforts overall and embrace related initiatives by coordinating and fostering know-how exchange and networking.
- Prepare the H-CLOUD assets for sustainable operations.

This document describes the functionalities of the web portal which can be summarized as:

- Gathering, organising and promoting information about the activities of H-CLOUD and extensively to the ECC efforts.
- Promoting H-CLOUD related workshops, conferences and key events.
- Disseminate News articles relevant to H-CLOUD.
- Supporting the emergence of the H-CLOUD FORUM and foster collaboration.

A key success factor for the H-CLOUD web portal is and will be to keep updated relevant content as well as optimise the relationships and synergies among the future community in order to consistently create useful tools and avoid overlapping efforts.

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## H-CLOUD WEBSITE OVERVIEW

The H-CLOUD website is the entry door to the H-CLOUD initiative for the general public and in particular for the broad Internet community, including all relevant stakeholders active in the cloud computing domain and in particular in Europe.

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. As by the timeline defined in section 4 of this document, a first release of the web portal was public accessible since the first month of the project at: <https://h-cloud.eu>.

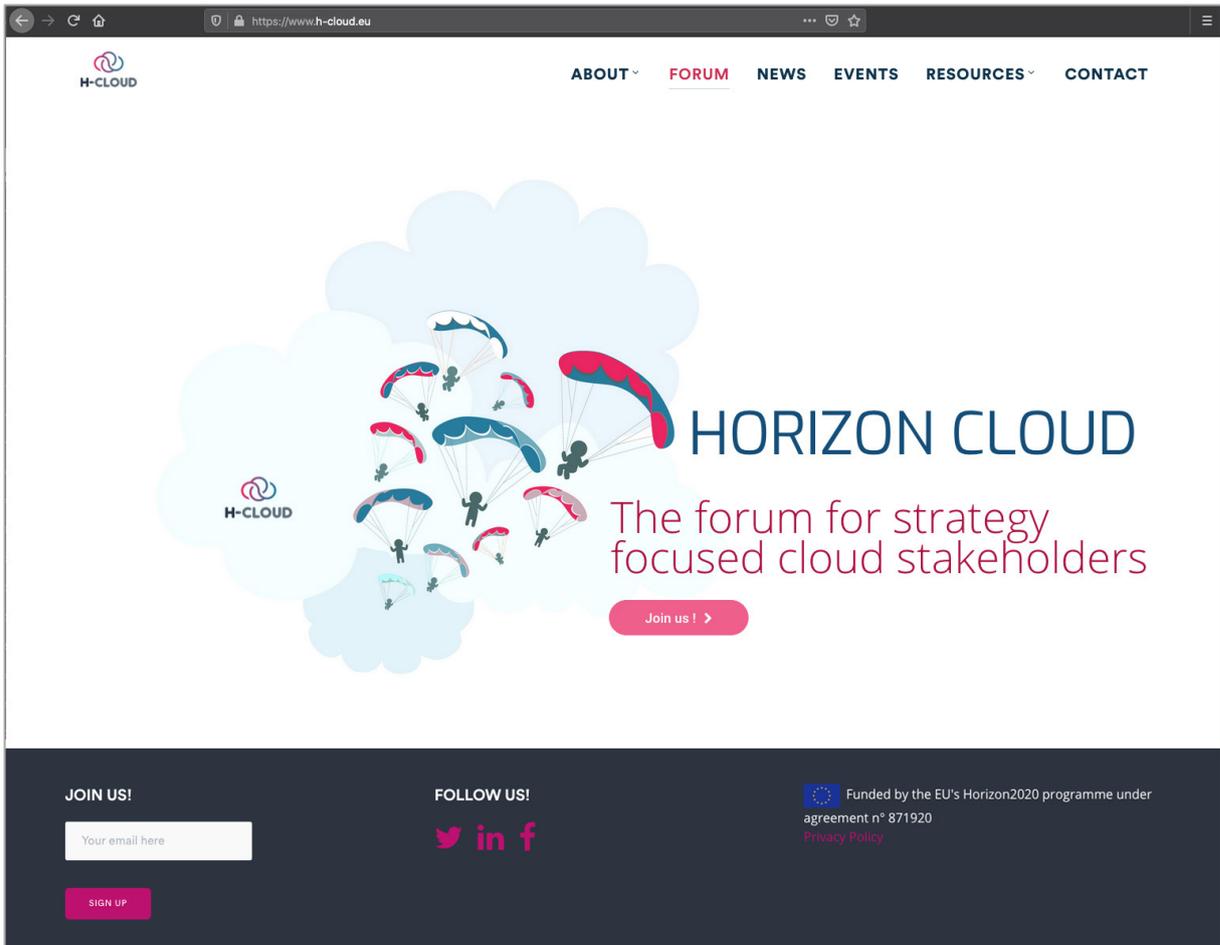


Figure 1: Homepage of the H-CLOUD web portal

**Basic facts:** The H-CLOUD website is available at <https://h-cloud.eu>. Martel Innovate developed the web portal and will technically maintain it throughout the whole duration of the project, with active collaboration from all project's partners. The web portal is based on WordPress (<http://wordpress.org/>), one of the most popular open source web Content Management System (CMS). The web portal is integrated to the powerful stats engine provided by Google analytics to allow a systematic analysis of the website results in terms of traffic, page visits, origin of the visits and more.

**Technical aspects:** The web site is hosted by Hostpoint (<https://www.hostpoint.ch>), the largest Swiss web hosting company offering 24/7 support and disaster recovery. As early mentioned, the web portal is based on WordPress which uses PHP code and a MySQL database to generate dynamic HTML pages styled with CSS3. The entire code of the website adheres to the standards of accessibility defined by the World Wide Web Consortium

(<https://www.w3.org/>).

**Design aspects:** The design of the website is strongly brand-oriented to consolidate the image of the H-CLOUD identity. The dissemination material produced within the project and for the interaction with social networks will use the website as a reference, in order to have a consistent communication and an easy-to-recognise image/brand. To support multimodal access, it adopts responsive design principles aimed at providing an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids.

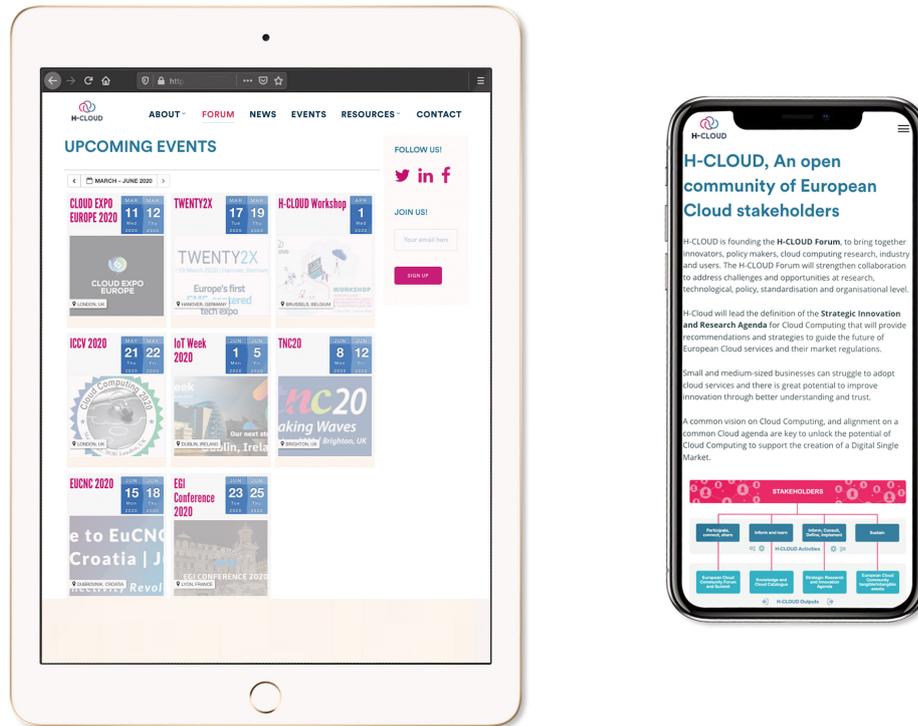


Figure 2: H-CLOUD website on tablet and smartphone (Responsive design)

## 1 STRUCTURE OF WEB CONTENT

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This section describes in detail the structure of content of the H-CLOUD website and its main functionalities.

- **Homepage:** it's the entry point of the website. The homepage is UX oriented. It visually facilitates the understanding of what the H-CLOUD community/initiative is and what is offered in the portal. It is extremely flexible giving the possibility to adapt the main entry point of the website to different situations highlighting events or relevant information. A full screen animation gives a moving and dynamic aspect to the portal and offers a nice window to highlight and promote the most relevant information about H-CLOUD.
- **ABOUT:** Informative page about the H-CLOUD initiative, it describes the main objectives and the approach.
- **FORUM:** This page describes and gives access to the H-CLOUD Forum. The Forum will be described in section 2 of this document.
- **PROJECTS:** this section will compile up-to-date information of the call ICT-15-2019 Cloud Computing "European Data Infrastructure: HPC, Big Data and Cloud technologies" (H2020-ICT-2019-2). This area will present a short description of each project in an accessible and user-friendly way redirecting to the projects' websites.
- **NEWS:** The Blog section will promote the latest breaking news related to H-CLOUD. Each individual article brings the opportunity to quickly share the content through the most important social networks and also via e-mail. All articles are carefully tagged with a selection of categories, to optimise the referencing and research.
- **EVENTS:** Dedicated area for the promotion and dissemination of relevant upcoming events related to H-CLOUD. A special emphasis will be applied to the events (such as the H-CLOUD workshops and summit) organised by the project itself. Each individual event page brings the opportunity to quickly share the content through the most important social networks and also via e-mail.
- **RESOURCES:** this section aims at gathering and organising different documents and material developed by the H-CLOUD initiative. It will host public deliverables, publications, promotional materials and videos.
- **CONTACT:** This page facilitates a secured contact form for any specific request from the users.
- **SOCIAL MEDIA:** in the footer area (therefore visible in all pages) we have integrated the H-CLOUD social media links: Twitter, Facebook and LinkedIn (YouTube will be available with the release of the first video. These icons are visible on top of the sidebar of each of the inner pages to increase their visibility.
- **RECOGNITION:** in the footer area (therefore visible in all pages) we have integrated the official recognition of the European Funding.
- **NEWSLETTER:** The website is the main source of new members for the H-CLOUD mailing list used to inform about the latest news and activities via the newsflashes and the newsletter. We have placed the subscription form in the footer and the sidebar of the website, 2 containers that are visible in almost all the pages of the entire website. There will be different actions on the social media to motivate the users to subscribe

as well. The newsflash and the newsletter design follow the same brand guidelines as the website to facilitate the identification of the project and consolidate the brand,

- **PRIVACY POLICY:** The H-CLOUD website is compliant with the terms, conditions, and requirements of the European Union's General Data Protection Regulation (GDPR) regarding visitor privacy, including the use, collection, and retention of Personally Identifiable Information (PII) of visitors to this website. The link to the privacy policy is available all along the website on the footer are.

## 2 H-CLOUD COMMUNITY FORUM

In order to build a robust online community platform which allows its members to communicate and coordinate amongst each other, we have started developing a combination of the discussion/forum platform Discourse, and the file sharing platform NextCloud. The H-CLOUD Community Forum will be launched in late March in its first release (with initial functionalities) in order to make it available for the 1<sup>st</sup> Project's Workshop, scheduled on 1<sup>st</sup> April in Brussels. It will be progressively populated and enriched for an official full launch in September 2020.

**Discourse** is built mainly as a modern forum platform. Community members are allowed to start discussions and all members can participate in, adding their own replies using text, images, hyperlinks, code snippets and so forth.

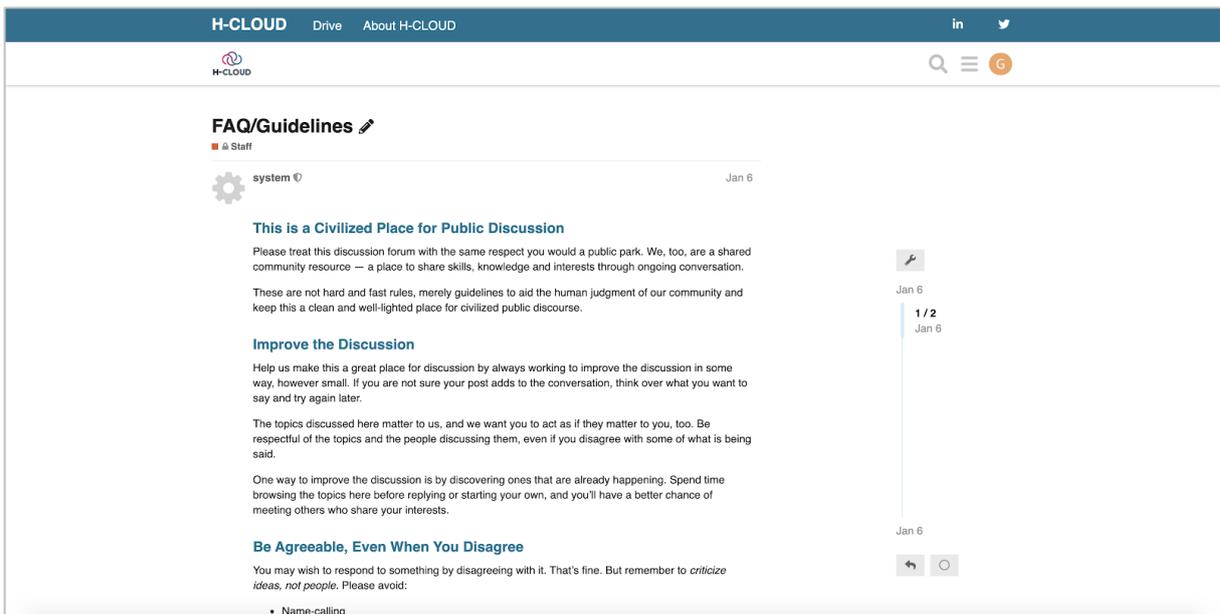


Figure 3: Interface of the H-CLOUD discussion forum

A notification system keeps community members up to date with their discussions and there is the possibility to communicate directly with other users via private messaging.

On the admin side, they have access to a full set of moderation tools (discussions editing/removal, spam filters, user permissions and so forth), as well as analytics for the community. The general strategy of administration, animation and moderation of the forum is described in section 2.1 of this document.

The User Interface (UI) of the forum is responsive and intuitive, expanding discussions as the user scrolls down rather than relying on multiple fixed pages. The interface is built to be perfectly adapted to other devices like pads or smartphones.

Discourse is a fully Open Source platform, which makes it more flexible and easily adaptable to whatever needs. There is an interesting catalogue of plugins available to extend the platform's functionalities.

**NextCloud** is a file sharing platform which allows its members to make their files available to other community members. Since Discourse only allows attaching files to discussions in a very basic manner, leveraging NextCloud's functionalities is essential to allow the community members to work together more efficiently.

Files can be uploaded on the platform, synced locally on the members' personal devices thanks to NextCloud's desktop and mobile clients, or edited directly from the web interface.

As Discourse, NextCloud is 100% open source and it puts the customer in control over their data in the most literal and direct sense. NextCloud is a very easy-to-use responsive platform with a high level of accessibility.

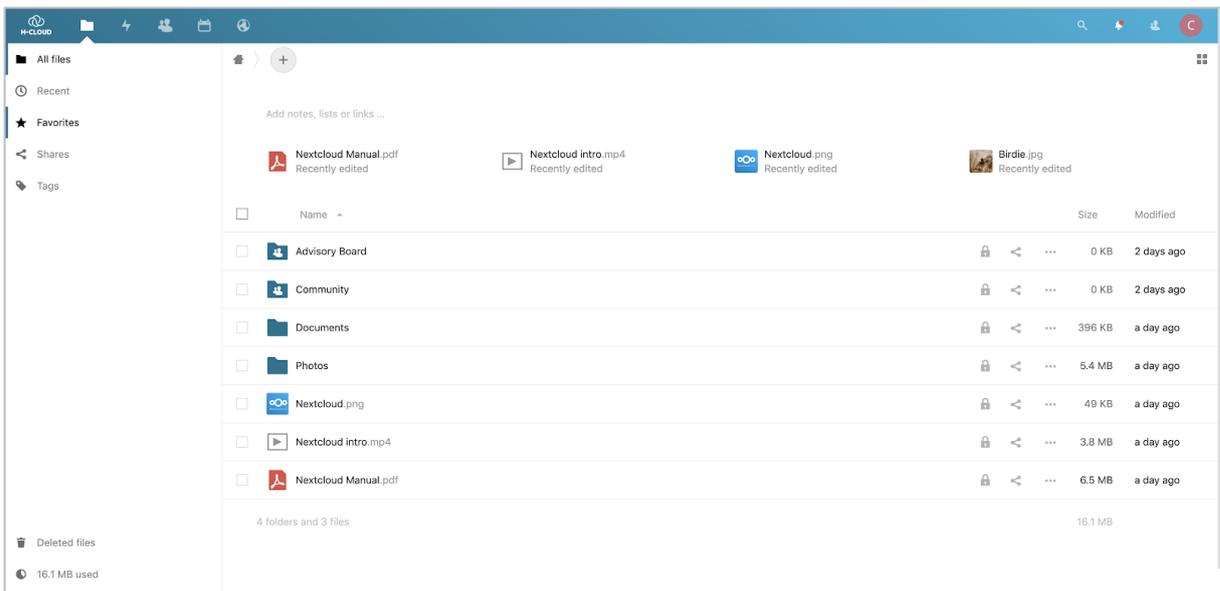


Figure 4: Interface of the H-CLOUD file sharing platform

In order to facilitate the access to both functionalities and since both NextCloud and Discourse allow Single-Sign-On, users just need to log in once to have access to both platforms seamlessly.

At M06, the first version of the Deliverable *D4.2. Data Management Plan* will identify the best practices and specific standards for the generated data and assess their suitability for sharing and reuse in accordance with official EC guidelines following criteria

## 2.1 Administration, animation and moderation strategy

The strategy for administration, animation and moderation is key for the success of the online H-CLOUD forum:

- **Consistency/Content:** The strategy will be oriented to create and guide the content of the groups to consistent subjects. To start with, the H-CLOUD consortium will create specific groups and initial themes to foster the interaction, so they must be participative topics more than informative in line with the ECC strategy.
- **Designed to share:** A key element for the interaction within the H-CLOUD Forum is the convenience to easily share files. Moreover, not only share but also quickly find the elements that have been shared inside the groups. To this purpose thematic repositories will be created in the Drive.
- **Engaging/Caring:** for each communication through the H-CLOUD Forum the moderator will use a positive and motivating language.
- **Force communication through the forum:** Especially when launching the H-CLOUD Forum, the H-CLOUD consortium will animate the discussions and stimulate active participation of the community. For example, moving e-mail discussion to specific groups of discussion so that members will get used to interact via the forum.

- **The place to be:** The H-CLOUD consortium must generate the buzz around the community. Relevant stakeholders shall feel the need to register to the forum because it is the place to stay tuned for everything it happens around the ECC initiative.
- **Feeding into the portal:** Through the H-CLOUD Forum it will be possible to collect news items and events information that will feed the web portal and social media as appropriate.
- **Close coordination with the ongoing ECC projects:** It is crucial to be well coordinated among all the initiatives in order to optimise the outcomes and avoid overlapping of efforts. The H-CLOUD forum needs to be the place to discuss and present ideas, developments, proposals, etc. to keep everybody aware of what is going on.

## 3 PRIVATE ONLINE TOOLS FOR PROJECT COORDINATION

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To coordinate the project development, we make use of a series of online tools to help with our work and optimise the interaction of the consortium.

### 3.1 Project tasks follow-up

“Trello” is an online tool that allows users to create sticky note style tasks, which can be assigned to one or more people to work on. Boards of these tasks can be created, users can be assigned to teams, and these tasks can be organised in different groups, such as stages of completion (to do, in progress, stalled, complete, etc.). The tool automatically generates email alerts messages for upcoming deadlines. This tool, managed by the Project Coordinator, allows all the partners to be aligned with the ongoing tasks and progress of the work at any given time.

### 3.2 Consortium remote communication

“GoToMeeting” is used for sync meetings with the various members. It is a platform for setting up conference meetings online. Users can schedule meetings, invite people to attend, and attendees can join in either via web browser or even by phone. Voice chat and text chat is available, alongside support for webcam video feed, and direct screen sharing to allow members to give presentations with slides or demo their work. This platform is used for the bi-weekly projects’ online meetings.

### 3.3 Project document repository

H-CLOUD has set up a password protected online document repository. The Consortium chose to use “Drive”, which allows sharing files, versioning and organisation of them in folders. At the same time, it brings the opportunity to work collaboratively on the same document while saving the latest updates as back up.

## 4 H-CLOUD ONLINE PROMOTION

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While the section 2 of this document explained the strategy specifically for the H-CLOUD forum, this section is devoted to the general strategy and promotion of the H-CLOUD website.

The web portal is the entry point for all information about the H-CLOUD ecosystem. All relevant information about outcomes, events, milestones, developments, etc. must be clearly described and accessible in the web portal.

The H-CLOUD team will be constantly searching and gathering information to be posted. The cross-promotion between the H-CLOUD portal and the Forum is essential to create consistency, avoid redundancy and motivate the members and visitors to navigate between the two platforms.

Another key success factor for the promotion of the web portal will be the close relation with the active social networks. Twitter, Facebook and LinkedIn will always echo what is happening in the web portal. This is crucial to attract new visitors and possible stakeholders. The social channels will play an important role in amplifying the promotion of important actions of the project like events or publications. On the other hand, the website facilitates in all pages the link to the social channels which is very important to continuously grow the community.

It's important to mention the role of the quarterly e-newsletters and the monthly newsflashes to gather highlights and push out announcements of interest to all target stakeholders. These elements will promote the most relevant web updates of a period. Once the campaigns will be launched, they will be echoed via the social channels and will have a dedicated web page in the portal as a repository/archive. All elements in both the newsletter and the newsflash will be linked to the website, meaning that this action will be of high relevance to amplify the impact of the communication of the project and to attract visitors.

Finally, the regular analysis of the website statistics will help identify the most visited sections and pages as well as the impact of the newsletter, the newsflashes and the social network actions and campaigns.