



upscale

**Upscaling Product development Simulation Capabilities exploiting Artificial intelligence
for Electrified vehicles**

D7.3 Website

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Month Year

01/2019

STARTING DATE OF THE PROJECT November, 1 2018



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 824306.

PROJECT DURATION	42 Months
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The UpScale Project

UPSCALE is the first EU project with the specific goal of integrating artificial intelligence (AI) with traditional physics-based Computer Aided Engineering (CAE) to reduce the development time and increase the performance of electric vehicles (EVs).

Nowadays High-Performance Computing (HPC) and Computer Aided Engineering (CAE) play a decisive role in vehicle development processes, thus the two most HPC and CAE intensive parts of the development, which are vehicle aero-thermal and vehicle crash performance, have been chosen as use cases for the endeavour.

Through the combined effort of universities, research laboratories, European automotive OEMs, software companies and an AI-SME specialized in machine learning (ML), the UPSCALE project will provide a unique and effective environment to produce novel AI-based CAE-software solutions to improve the competitiveness of the automotive industry.

The Upscale Consortium

PARTICIPANT N°	PARTICIPANT ORGANISATION NAME	COUNTRY
1 (Coordinator)	IDIADA AUTOMOTIVE TECHNOLOGY SA (IDIADA)	Spain
2	VOLVO PERSONVAGNAR AB (Volvo Cars)	Sweden
3	VOLKSWAGEN AG (VW)	Germany
4	CENTRO RICERCHE FIAT SCPA (CRF)	Italy
5	ESI GROUP (ESI GROUP)	France
6	ENGYS LTD (ENGYS LTD)	United Kingdom
7	KOMPETENZZENTRUM - DAS VIRTUELLE FAHRZEUG, Forschungsgesellschaft mbH (VIF)	Austria
8	VRIJE UNIVERSITEIT BRUSSEL (VUB)	Belgium
9	ECOLE NATIONALE SUPERIEURE D'ARTS ET METIERS (ENSAM PARISTECH)	France
10	ALGORITHMICA TECHNOLOGIES GMBH (ALGORITHMICA)	Germany
11	F INICIATIVAS I MAS D MAS I SL (F-INICIATIVAS)	Spain

Document Details

DELIVERABLE TYPE	Other
DELIVERABLE N°	7.3
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NAME OF LEAD PARTNERS FOR THIS DELIVERABLE	F.Iniciativas
VERSION	1
CONTRACTUAL DELIVERY DATE	Month 3
ACTUAL DELIVERY DATE	Month 3

DISSEMINATION LEVEL	Public
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ABSTRACT
<p>This document is intended to describe the Deliverable 7.3 as a fundamental part of the WP 7 (Impact, Dissemination and Exploitation) within the project UPSCALE. The website is understood as the main source of updated and accurate information to, on the one hand, draw attention of the public, thus creating awareness, and on the other hand, to serve as a platform to inform about the steps taken forward within the purpose of the project.</p> <p>To put it in a nutshell, the website is the main, but not only, tool of impact and dissemination for the UPSCALE project.</p>

Revision History

The following table describes the main changes done in the document since it was created

REVISION	DATE	DESCRIPTION	AUTHOR (ORGANIZATION)
V.0	20/12/2018	First version of deliverable	Jorge Avila
V.1	28/12/2018	Review and section on repository added	Ferran Tomas
V.2	7/01/2019	General review to deliverable state	Cristina Nappi
V.3	21/01/2019	Section on GDPR added	Jorge Avila
V.4	22/01/2019	Final review F.Ini	Cristina Nappi

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CONTENT

Annex.....	4
List of figures.....	4
Abbreviations and acronyms.....	5
1 Executive Summary	5
1.1 Website impact measurement	6

2 Structure and layout of the Website	7
2.1 Landing page.....	8
2.1.1 Twitter	8
2.1.2 Linkedin.....	9
2.1.3 The project (About the project).....	10
2.1.4 Objectives	11
2.1.5 Consortium.....	11
2.1.6 Deliverables	12
2.1.7 Events	12
2.1.8 News	13
2.1.9 Open access research data	13
2.1.10 Newsletter (Subscribe to our newsletter)	13
2.1.11 Private area.....	14
3 Structure and layout of the Private Area	14
3.1 Dashboard	15
3.2 Files Manager	16
3.3 Members	17
3.4 Calendar	17
3.5 News	18
4 GDPR and sensitive data	18
5 Conclusions.....	18
.....	28

Annex

Annex I

Private Area Manual, 15

Annex II

GDPR Compliance Protocol, 19

List of figures

Figure 1. Landing page.	8
Figure 2. Upscale Twitter	9
Figure 3. Upscale Linkedin.....	10

Figure 4. About the project	10
Figure 5. Objectives	11
Figure 6. Consortium companies' logotype and People involved	11
Figure 7. Partner's map	12
Figure 8. Deliverables section	12
Figure 9. Events section	13
Figure 10. News section	13
Figure 11. Open Access	13
Figure 12. Subscribe button	14
Figure 13. Access to Private Area	14
Figure 14. Log in private area	15
Figure 15. Dashboard	16
Figure 16. Files manager screenshot	16
Figure 17. Members screenshot	17
Figure 18. Calendar sceenshot	17

Abbreviations and acronyms

(AI)	
Artificial Intelligence)	2, 10
(CAE)	
Computer Aided Engineering	2, 10
(EVs)	
Electrical Vehicles	2
(HPC)	
High-Performance Computing	2, 10
CMS	
Content Management System	7
KPI	
Key Performance Indicator	7
PHP	
Hypertext Preprocessor	19
R+D	
Research and Development	6
WP	
Work Package	6

1 Executive Summary

Deliverable 7.3 (D7.3), Website, belongs to Task 7.2 (T7.2) "Visual and Communication Materials", at the same time, this task is framed within the Work Package 7 (WP7) "Impact, Dissemination and Exploitation".

The objective of this WP is to maximize the impact of the European Commission funded project and to raise awareness among the different target audiences which include diverse groups such as European citizens, policy makers and the scientific community that may use this project as a starting point for new developments thus leading to a virtuous circle of R+D.

Task 7.2 is based on designing and producing materials to promote the project and its results among a wide range of target groups, the materials include both digital and physical supports, and the main digital mean of communication nowadays is internet, therefore the website constitutes the cornerstone of the task.

From the variety of dissemination and communication materials aimed at the different target groups, the website allows the consortium to deliver information on the project progress and make developments available to the public in an easy and agile manner.

The website has been created at the beginning of the project and it has been active and open to access from month 3 of the project's lifespan. The design has followed the "brand book" (attached as annex 1 to the present document) which establishes the good practices manual in order to unify criteria used by every member of the consortium when implementing any activity/action that may be used in the dissemination and communication strategy of UPSCALE.

This "brand book" is the backbone of the dissemination and communication materials as it gives information on colours, logos to use in the materials used to create a unique project identity.

The UPSCALE project website is:

<https://www.upscaleproject.eu/>

As aforesaid, the activities involved in the WP7 are intended to draw as much attention to the project as possible, including from individuals to scientific entities and companies too. The website will constitute an important source, if not the main, of information for public authorities, academics and technical audiences, whom will benefit from the reports and research data made available in the project's website.

What is more, media will also find, in the website, a reliable source of information for their investigations and articles.

1.1 Website impact measurement

How the website dissemination and impact will be measured?

The success of this channel of dissemination and communication, will be measured by the establishment of KPIs giving quantitative information on aspects such as: number of visitors, people subscribed to the newsletter through the website, repeater visitors, average time spent in the website and some other indicators which will come in handy in case of needing a change in the communication and dissemination strategy.

The website has been created using WordPress CMS and Google analytics has been added to make the follow up of the KPI that will be established.

Double functionality:

It is worth mentioning the double functionality the website plays in UPSCALE project, as it will not only serve as a mean of communication between the consortium and the public, but a communication channel between the consortium partners, where information, messages, tasks updates and files can be shared in an easy and intuitive way, through the private area established for this purpose. Private area will be explained in detail later on in this document.

2 Structure and layout of the Website

UPSCALE website can be reached by introducing the following address in the browser:
<https://www.upscaleproject.eu/>.

Even though the project coordinator is “IDIADA”, the partner in charge of the WP7 and the D7.3 is F. IINICIATIVAS, who is responsible for the design, implementation, hosting, functionalities and the correct functioning of the site. The website will remain active for at least 2 years after the project completion.

English language is being used for the website as it is the official language for the project and the communication language among the partners and the general public.

To clearly understand the design of the website, it is worth explaining what are the main requirements it has to meet:

- **User friendly**- to keep the users interest.
- **Simple**- avoid people getting lost with a lot of menus and buttons and thus losing interest.
- **Brand**- by following the designs and colours of the brand book a sense of brand representing the consortium is to be created.
- **Dissemination**- Keep stakeholders informed and updated.
- **Communication**- serve as dissemination channel for the widest audience possible.
- **Information**- provide general and specialized media with first-hand materials.
- **Contact**- Whoever wants to get in touch with the consortium for whatever reason, they can get in contact through the available means appearing in the website.

The main objective the website design pursues is to make the project visible and keep the information accessible and easy to use for anyone interested in the subject.

The design chosen for the UPSCALE project website has been the one page design where all the information is accessible just by scrolling up and down through just one webpage or if the visitor prefers, they can go directly to the part they are more interested in by clicking in one of the 9 buttons (“The project”, “objectives”, “consortium”, “deliverables”, “events”, “news”, “open access research data”, “newsletter” and “private area”) in the top of the website, just under the UPSCALE logo.

The structure on which the website has been created is as follow:

- The Project
- Objectives
- Consortium
- Deliverables
- Events
- News
- Open access research data
- Newsletter
- Private Area

2.1 Landing page

When someone lands in the project's website they will find the logo with the previously mentioned buttons and just below them, a couple of lines giving a hint on what's the project about.



Figure 1. Landing page.

At the same level, the mail to get in contact with the consortium is available and the buttons to access the project's Twitter and LinkedIn.

https://twitter.com/upscale_project
<https://www.linkedin.com/company/upscaleproject/>

When clicking on the yellow button "Know more about the project" you will be brought to a brief description of the project.

In this landing page, it is visible the EU flag logo and it can be read that the CE has made this project possible through its H2020 program under the Grant Agreement number 824306.

2.1.1 Twitter

Twitter social media network, accounted for more than 325 million monthly active (third quarter 2018), where 74% of twitter users, use it to get their news, as stated by omnicoreagency.com. Twitter is proved to be a channel for raising awareness among wide audiences.

Upscale twitter account will be updated with news and project advances, as well as with relevant news within the electrical vehicle and assembly line universe.

Metrics, such as: followers, number of tweets and retweets, will be used to determine whether this channel is accomplishing its' intended task.

Twitter has its' own analytics tool which will come in handy for the follow up of the KPI established for measuring the impact of this social network.

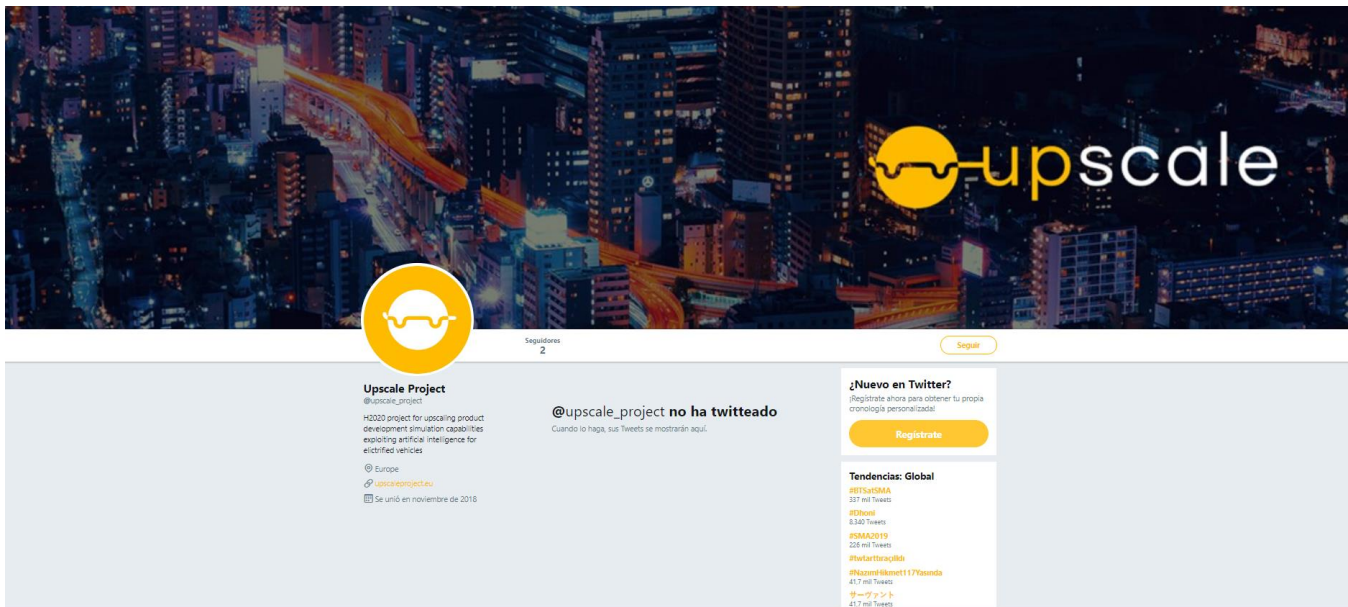


Figure 2. Upscale Twitter

2.1.2 LinkedIn

LinkedIn with 590 million users and 260 million monthly active users is the social network par excellence when it comes to professionals. More than 60 million LinkedIn users are senior level influencers and 40 million are in decision-making positions. (data taken from omnicoreagency.com). Because of the reaching capacity of more than half a million users. Discussion groups will be joined a part from creating UPSCALE own profile so everyone, interested in subjects such as Artificial Intelligence, Machine Learning, Electrical Vehicle, Computer Aided Engineering, Crash Testing and Aerodynamic Simulation, can get updates on the technology developed in the project and can discuss any subject they feel like in the open forum.

LinkedIn has its' own analytics tool which will come in handy for the follow up of the KPI established for measuring the impact of this professional social network.

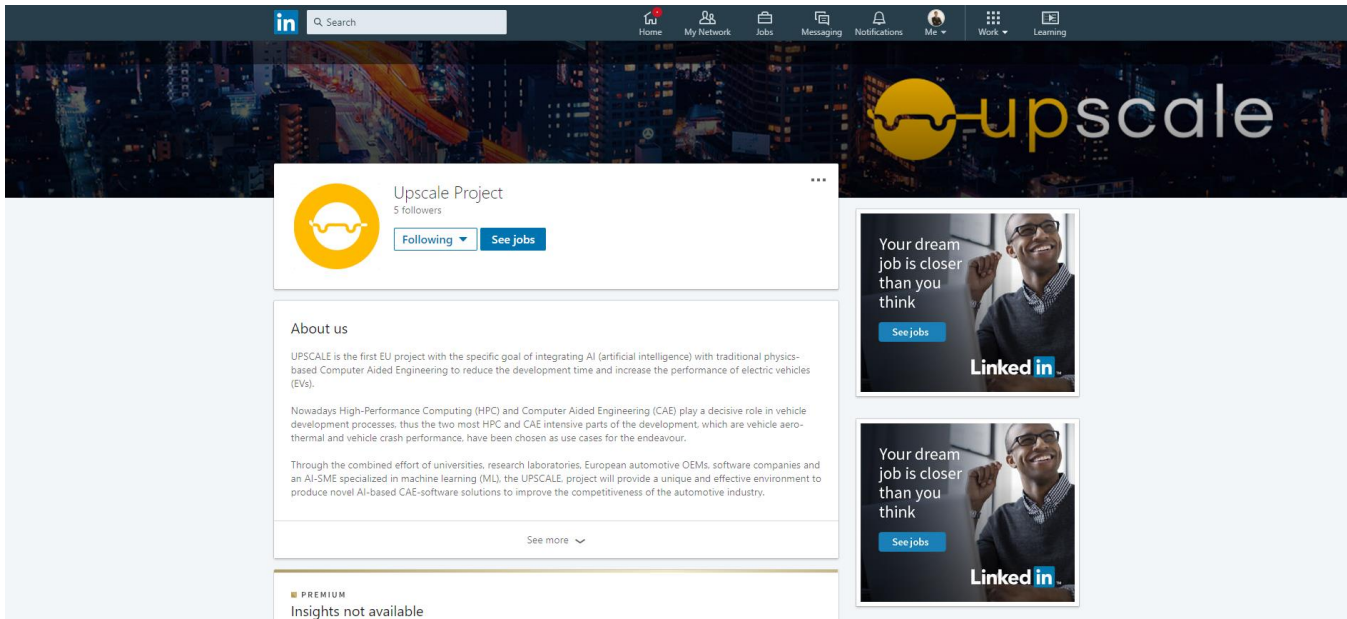


Figure 3. Upscale LinkedIn

2.1.3 The project (About the project)

Right below the landing page, there is an abstract of the project, where the main objectives of the endeavour are mentioned together with the most relevant concepts of it, concepts such as: Electrical Vehicle (EV), High-Performance Computing (HPC), Computer Aided Engineering (CAE), Original Equipment Manufacturers (OEM), Artificial Intelligence (AI) and Machine Learning (ML).

This information can be accessed by scrolling down, clicking “The project” button on top of the website or by clicking the yellow “Know more about the project” button.

About the project

UPSCALE is the first EU project with the specific goal of integrating AI (artificial intelligence) with traditional physics-based Computer Aided Engineering to reduce the development time and increase the performance of electric vehicles (EVs).

Nowadays High-Performance Computing (HPC) and Computer Aided Engineering (CAE) play a decisive role in vehicle development processes, thus the two most HPC and CAE intensive parts of the development, which are vehicle aero-thermal and vehicle crash performance, have been chosen as use cases for the endeavour.

Through the combined effort of universities, research laboratories, European automotive OEMs, software companies and an AI-SME specialized in machine learning (ML), the UPSCALE project will provide a unique and effective environment to produce novel AI-based CAE-software solutions to improve the competitiveness of the automotive industry.

Figure 4. About the project.

2.1.4 Objectives

This is where the expected results of the project are presented. Five columns with five relevant outcomes that can be grouped under the statement in the second line, which make clear the whole aim of the consortium.

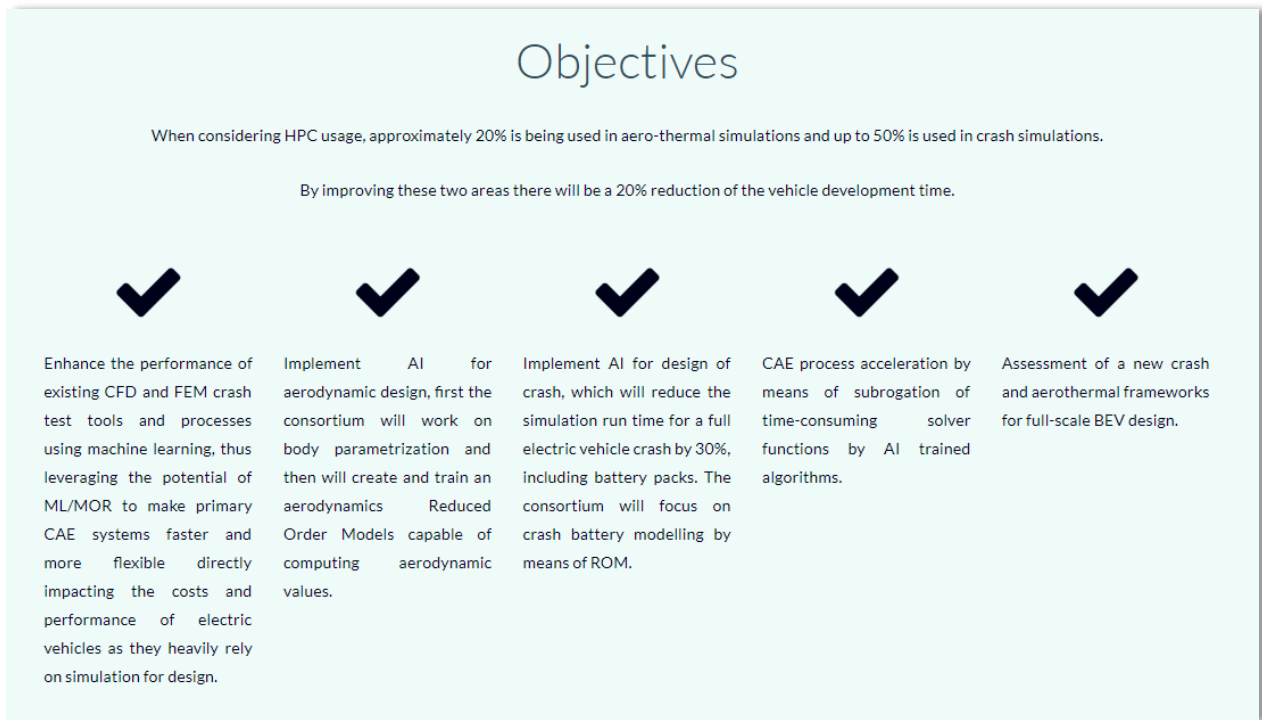


Figure 5. Objectives

2.1.5 Consortium

This area of the page shows all the partners involved in the project, 11 in total. Once you click over the logotypes of each company, it leads the visitor to the company's website and if you pass the mouse over the logotype, the country where the partner comes from will be shown.



Figure 6. Consortium companies' logotype and People involved.

Just below the Volkswagen logotype, there is an imbedded button that provides access to the main persons involved in the development of the project.

Even though the country of each partner is shown by passing the mouse over every company's logotype, lower down in the webpage, a map with pins on the locations of the partners can be found.

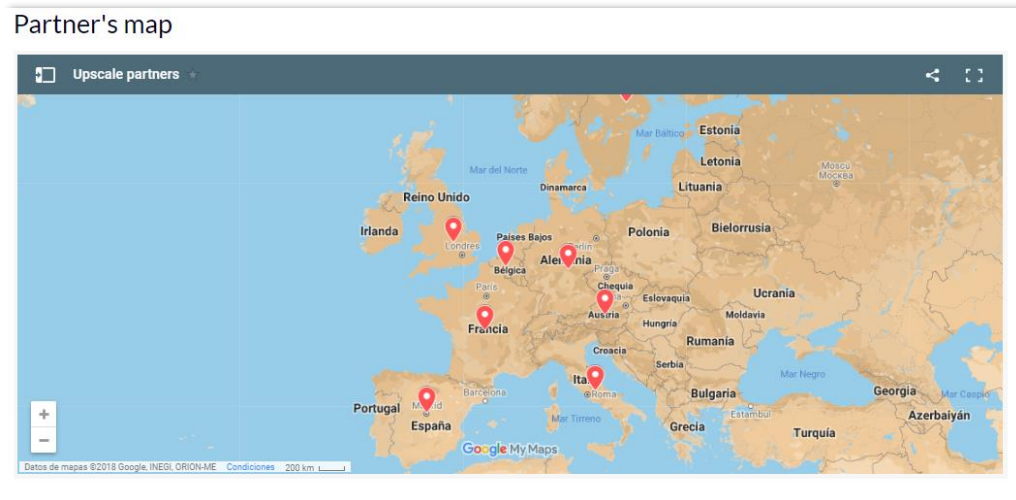


Figure 7. Partner's map.

2.1.6 Deliverables

In this section it will be updated all public deliverables throughout the project duration

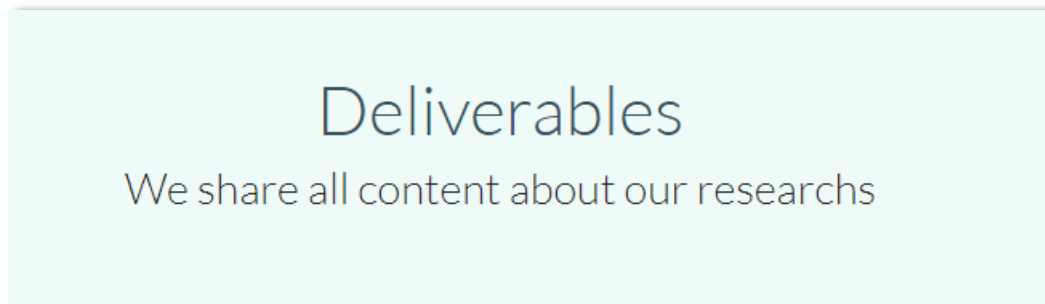


Figure 8. Deliverables section.

2.1.7 Events

Every relevant event (Brokerage, fairs, symposiums...) where the project will be present, will be posted in this section where pictures and other materials will be uploaded and made available.

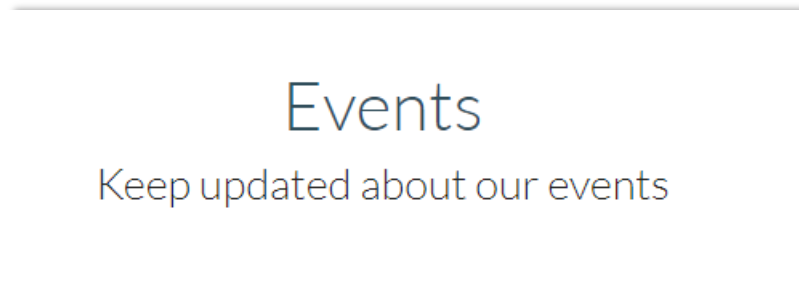


Figure 9. Events section.

2.1.8 News

News about the project will be posted here.



Figure 10. News section.

2.1.9 Open access research data

Here the public documents, result of the development of the project, will be uploaded and made available for everyone who wants to download them.



Figure 11. Open Access

To access this section, whoever wants to access, needs to click the button on the buttons top row in the landing page.

2.1.10 Newsletter (Subscribe to our newsletter)

By clicking to the “subscribe” button at the bottom of the page or the button “newsletter”, whoever clicks it, will be lead to a registration area where they need to introduce the email address, first name and last name and they will automatically be subscribed to the project’s newsletter.



Figure 12. Subscribe button.

2.1.11 Private area

The private area is where the repository is and it serves as a platform to Exchange documents and a collaborative tool. It is explained in the point number 3 of the present document.

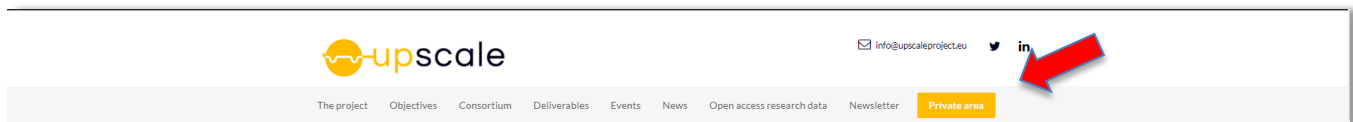


Figure 13. Access to Private Area.

3 Structure and layout of the Private Area

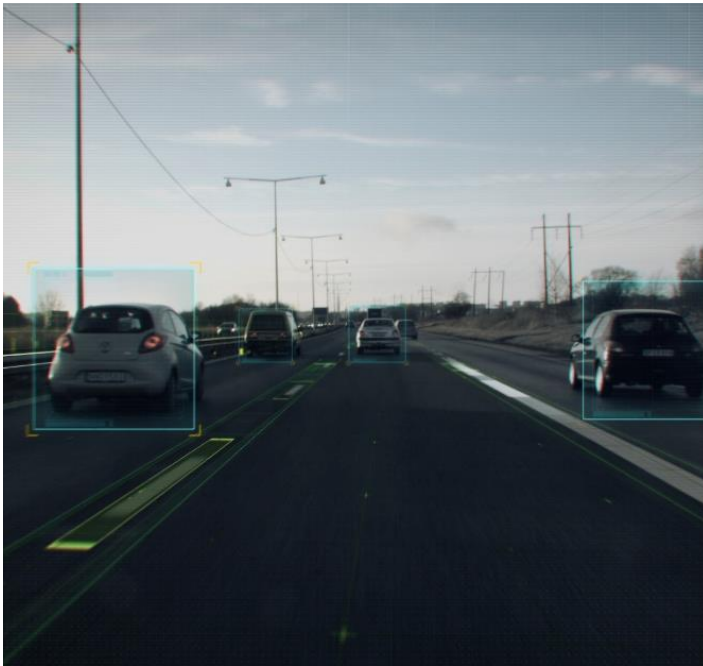

As stated at the end of the “executive summary”, the website accomplishes a double functionality, firstly, as explained in the point number 2 of this document, the website itself, free access to everybody and used to create awareness, and secondly, the private area, also referred as repository, is a shared space among all the partners and it is intended to be used as a collaborative tool where documents and know-how can be shared within the consortium.

The private area is only accessible when signing in, otherwise it will remain inaccessible. This area is designed as a tool to make exchange of information and documents easier for the consortium partners.

A “Private Area Manual” has been created as a guide for the use of all the resources made available to the partners.

This Manual can be found as **Annex I**.

In order to access the tool, the person has to introduce the e-mail address and the password, as follows:

Welcome partner, ready to work?

USERNAME OR EMAIL ADDRESS

PASSWORD

☐ REMEMBER ME

[Lost Password](#)

[LOGIN](#)

If you don't have any account yet, you can register now.

[SIGN UP](#)

Figure 14. Log in private area.

The structure of the private area is:

- Dashboard
- Files Manager
- Calendar
- News

3.1 Dashboard

This is the first page of the private area where main updates will be shown.
The sections in this page are listed below.

- Welcome section: where messages can be introduced to communicate anything relevant.
- Event list section: dates worth reminding.
- Members section: members, sorted by: Newest, Active or Popular.
- Calendar section: current month's calendar.
- Groups section: one group for each work package, it is used by partners of the selected work package, to discuss issues involved in their wp.

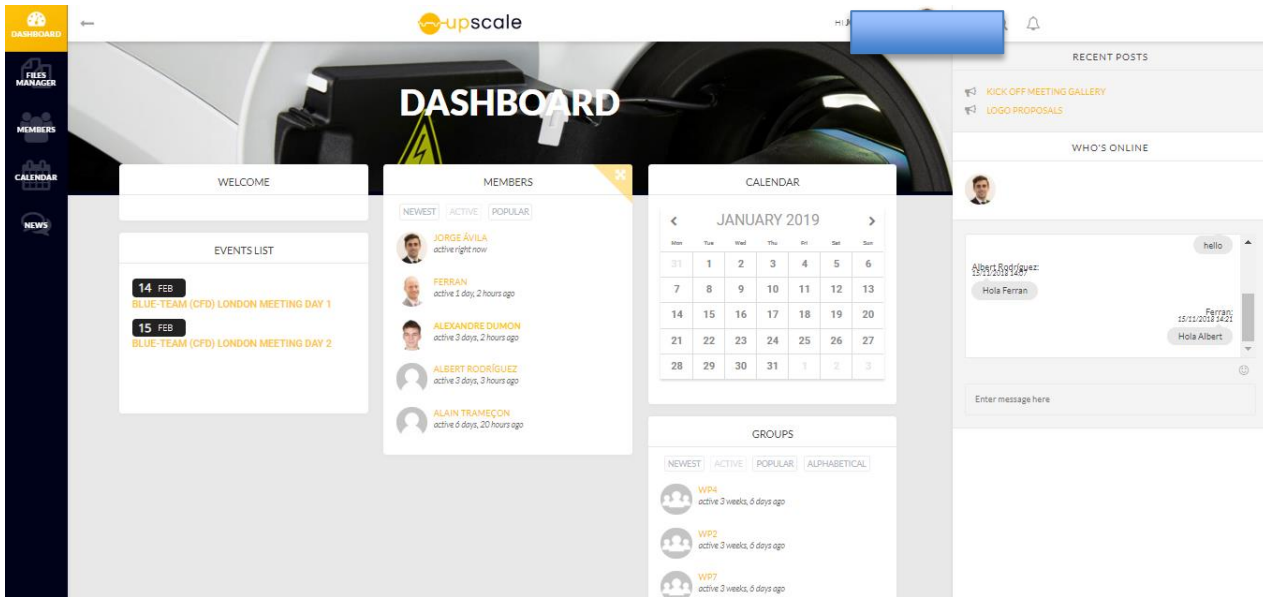


Figure 15. Dashboard.

3.2 Files Manager

Here all partners get access to documents of interest for the consortium, from documents from each and every work package to forms and templates.

This section is meant to be used as a repository where documents are shared among partners.

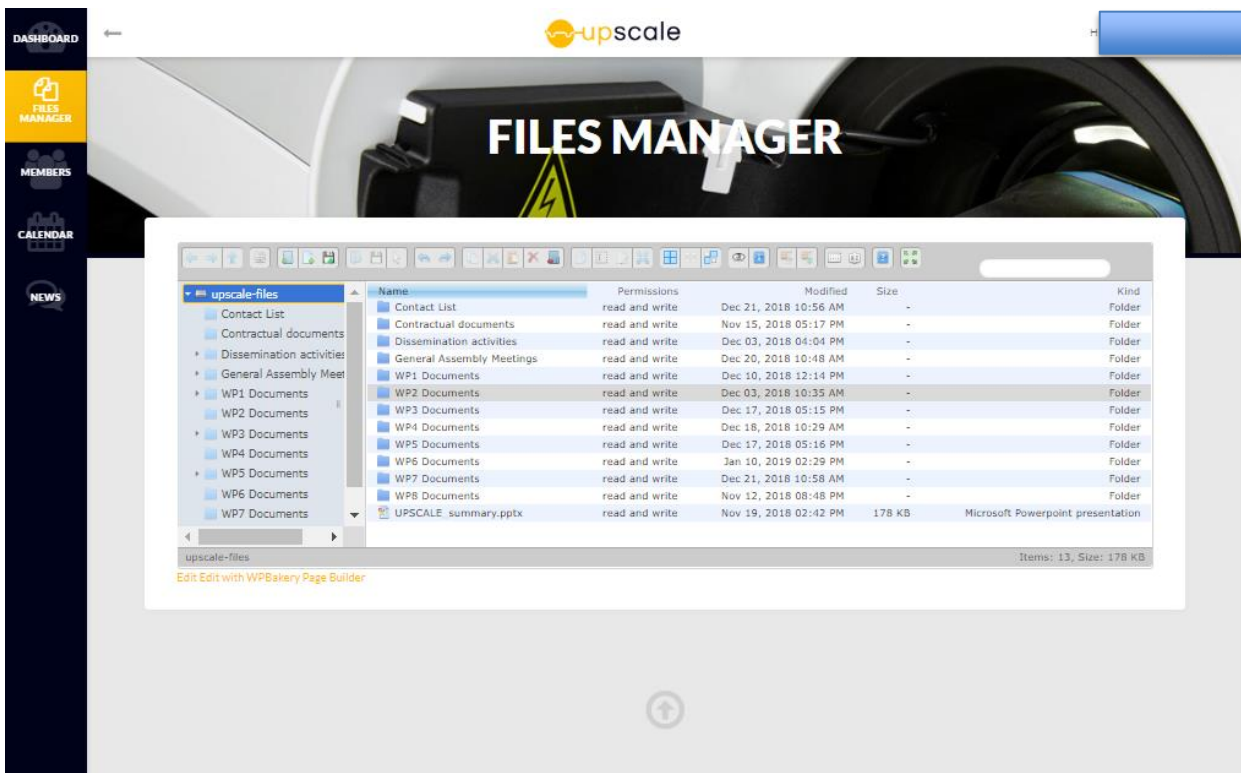


Figure 16. Files manager screenshot

3.3 Members

Directory of the members involved in the project, where the contact details of each member can be found and direct private messages can be sent.

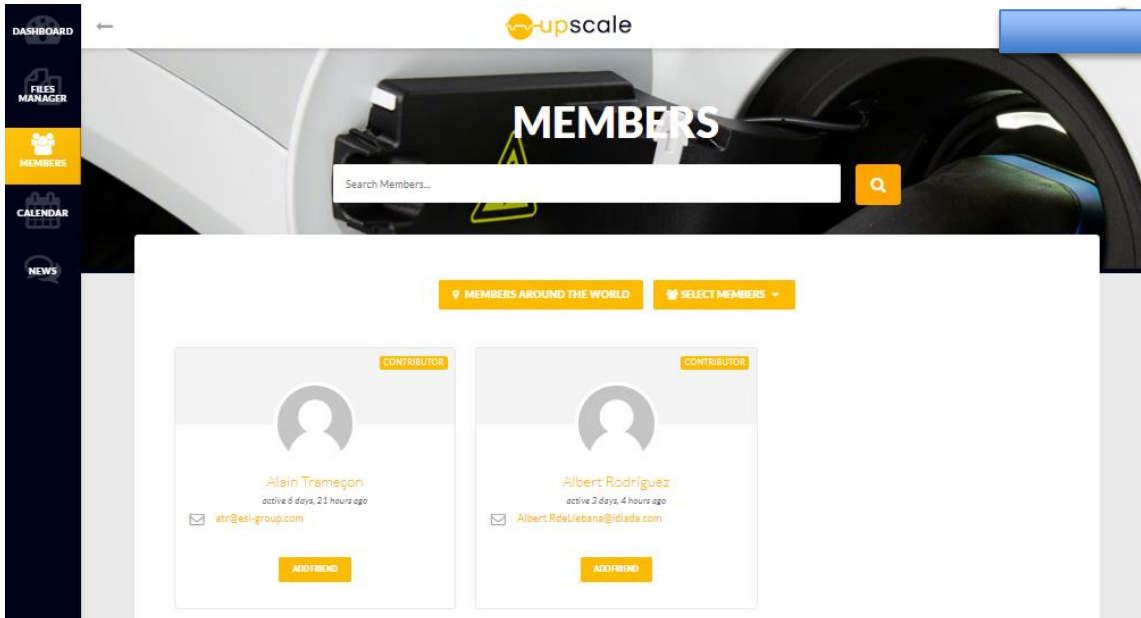


Figure 17. Members screenshot.

3.4 Calendar

Calendar with more in detail information than that saw the dashboard.

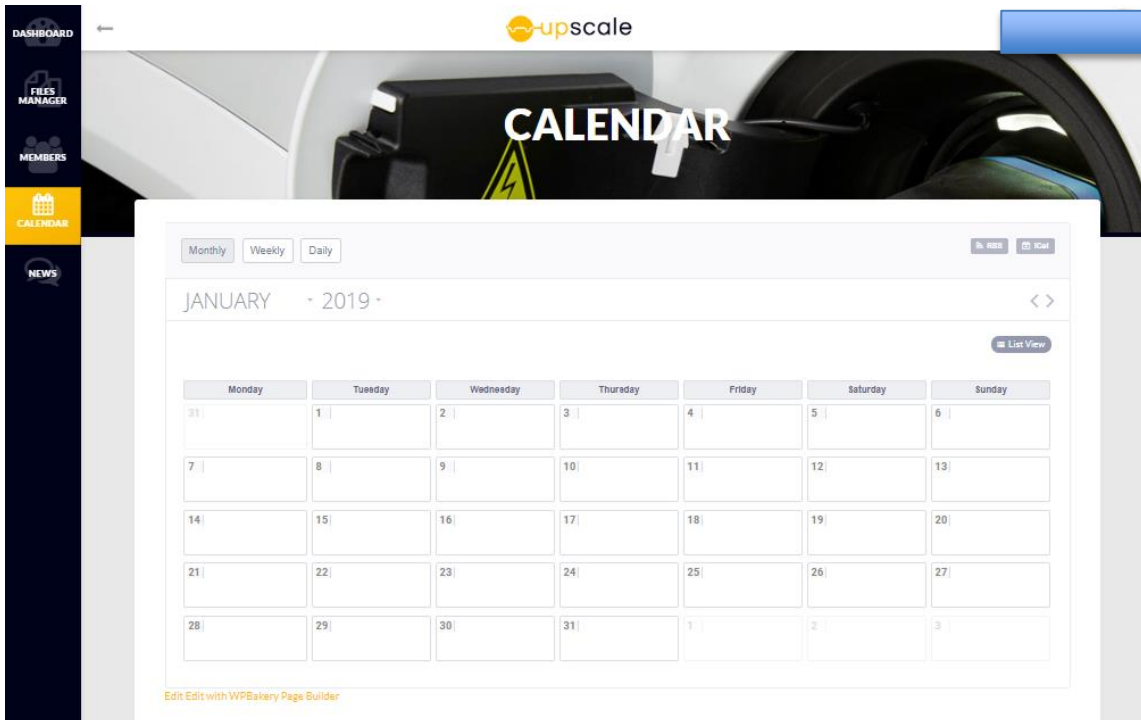
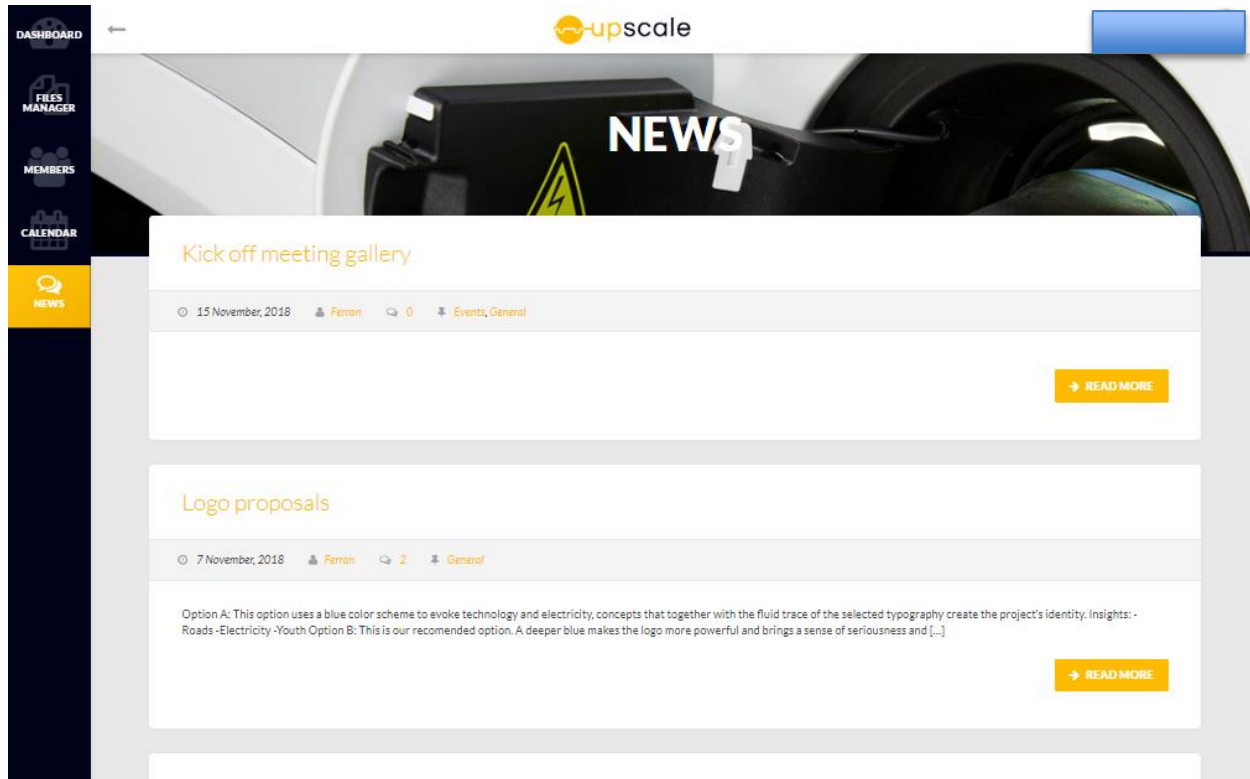


Figure 18. Calendar sceenshot.

3.5 News

Latest news in detail, full extent of the piece of news uploaded to the website that appears as notifications in the top right-hand corner of the dashboard.



4 GDPR and sensitive data

As sensitive data is required to develop the website, a GDPR agreement has been signed by all consortium members. At the same time, a GDPR compliance protocol has been created and can be found as **Annex II**.

5 Conclusions

UPSCALE website has been designed to raise as much awareness as possible and to provide a wide variety of people with relevant information about the project and how the technologies involved are helping to define new approaches to the development lines of the future, more efficient and more effective.

While the public area is intended to reach everyone that is not directly involved in the project, the private area is sort of an intranet where any member of the consortium can share documents, plan tasks and inform colleagues on the status of tasks development.

The platform used to implement this website is WORDPRESS CMS, this allows adding new functions with new plugins if needed and agreed by the partners. Different access levels can be granted to different members.

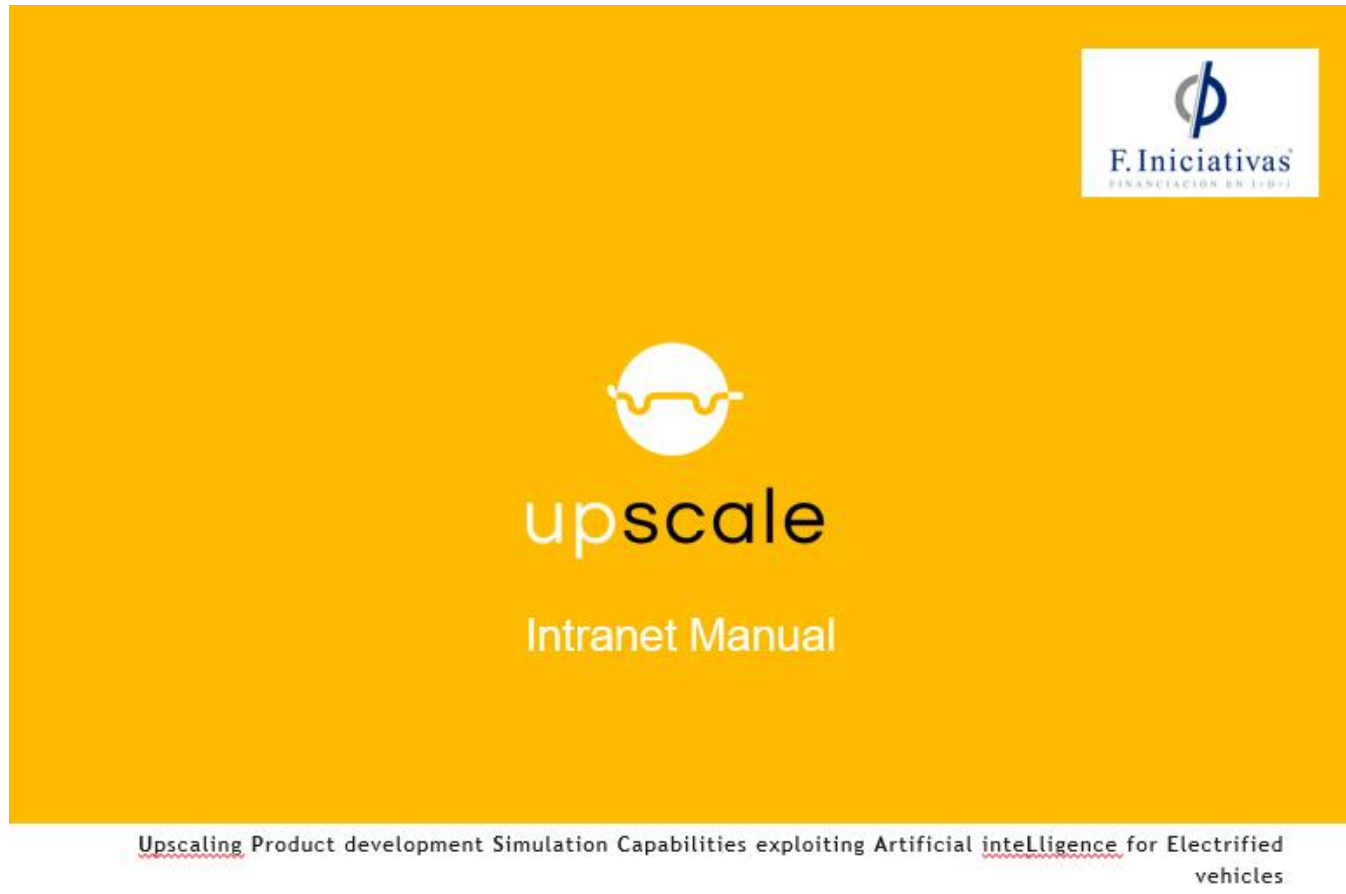
Far from being a static website, it will be continuously updated with project advancements and news regarding new production technologies in the Electric Vehicle universe.

Wordpress is an open-source content management system based on PHP and MySQL and used by more than 75 million websites¹, including 30% of the top 10 million websites as of April 2018². It has been chosen to develop UPSCALE website as it is a powerful and easy to use tool who allows creating content in a user-friendly way.

¹ <https://expandedramblings.com/index.php/wordpress-statistics/>

² https://w3techs.com/technologies/overview/content_management/all/

ANNEX I



Website Private Area Manual

F. Iniciativas



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824308

<u>Version Number</u>	<u>Date</u>	<u>Changes</u>
1	13/11/2018	
2	20/11/2018	<u>Features in the dashboard, admin authorisations</u>

1. Access

- Access
- Reset password
- Features

2. Dashboard

- Layout

3. Files Manager

- Layout

4. Members

- Layout

5. Calendar

- Layout

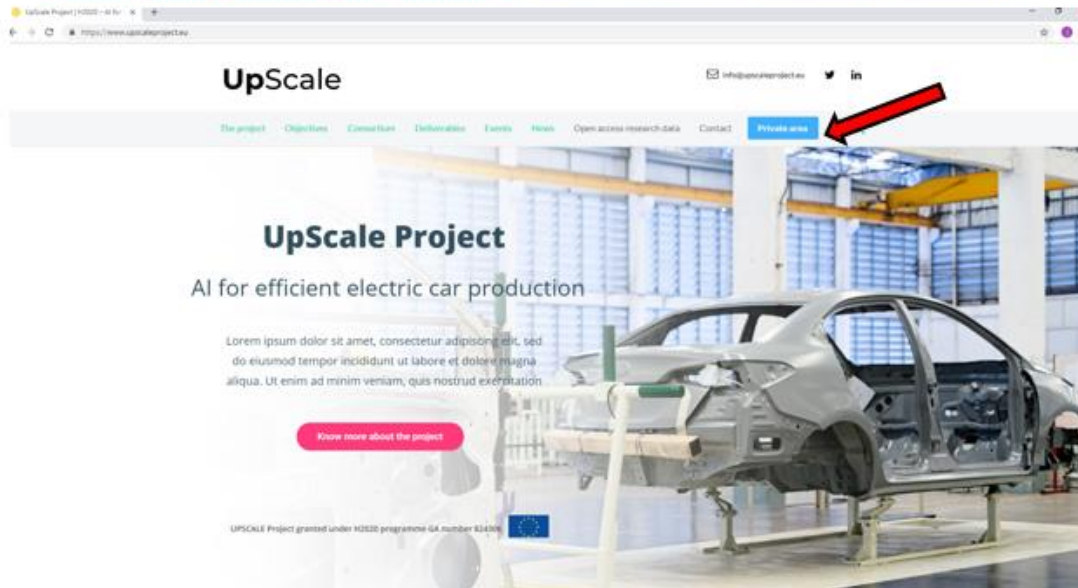
6. News

- Layout

upscale | Access

2 options:

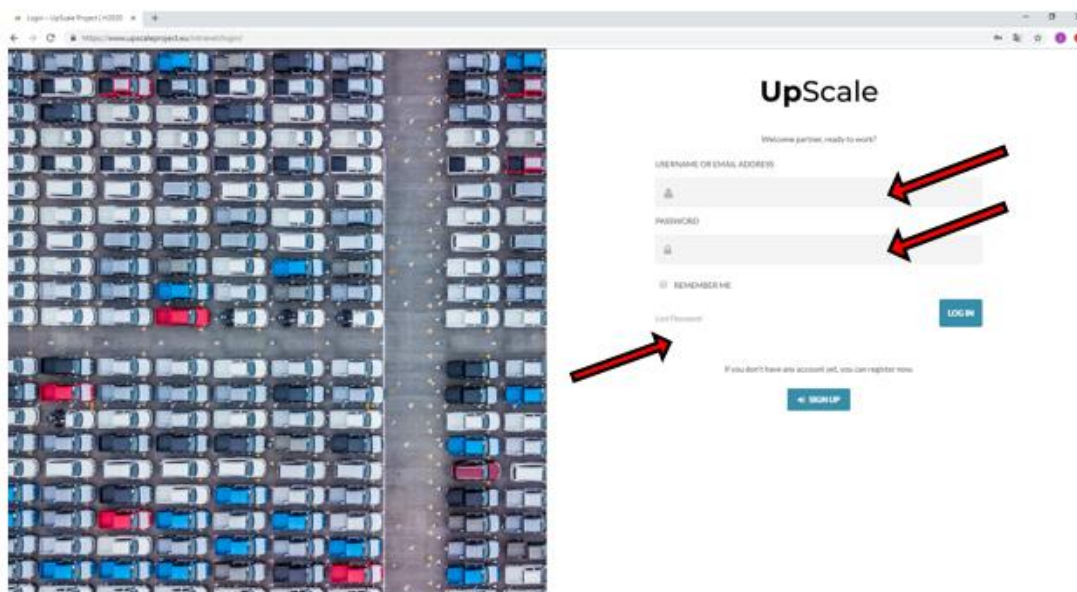
- Through the address: www.upscaleproject.eu, by clicking "Private Area"
- Direct access through the address: <https://www.upscaleproject.eu/intranet/login/>



The images in the background may be changed if required by the consortium

upscale | Access and Reset Password

- Introduce your username or email address and password.
- In case you forget your password select "Lost Password" where you will introduce your mail and if registered in the website, you will receive an email with further details.



upscale | Private Area Features

DASHBOARD

FILES
MANAGER

MEMBERS

CALENDAR

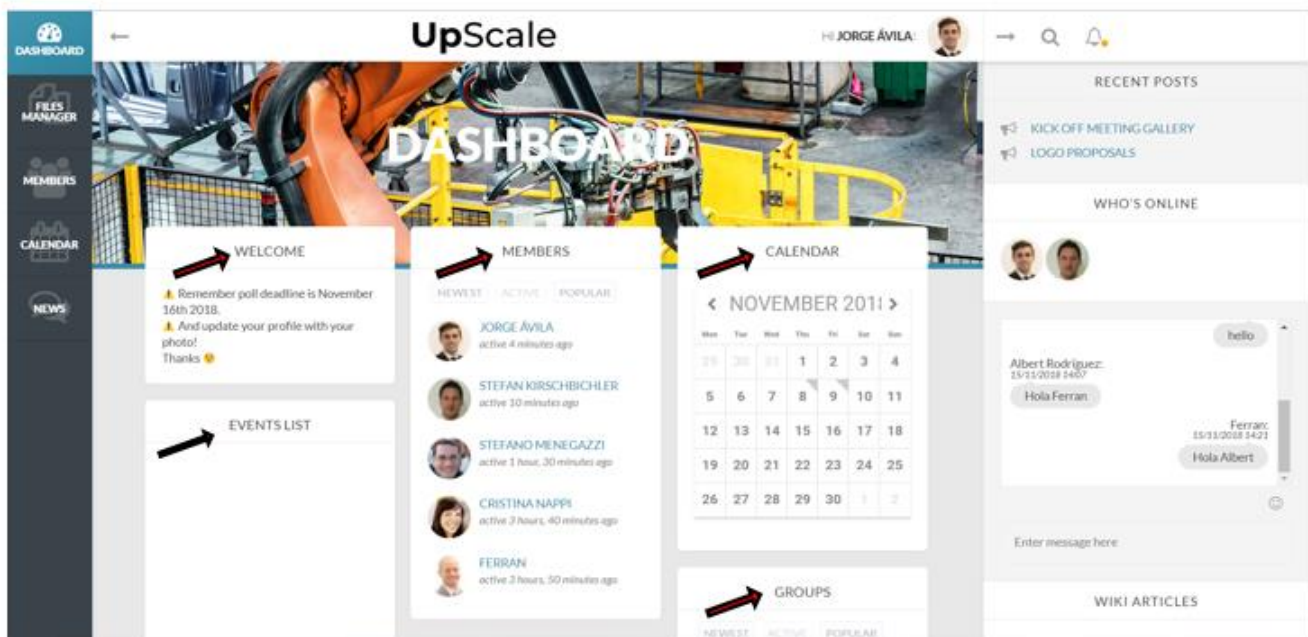
NEWS

1. Dashboard: main page
2. Files Manager: Upload and share files with your partners
3. Members: Partners contact details and profile.
4. Calendar: deadlines and important dates.
5. News: Share news and everything you think is of interest.









upscale | Dashboard

- The Dashboard: is the main page and is a dynamic layout by now it shows the features listed here.
- Welcome: to introduce messages and reminders.
- Members: Sort members by new, active or popular.
- Event List: Important events, information comes from Calendar.
- Calendar: overview of the month's important dates.
- Groups: Sort groups by active, new, popular or alphabetically.

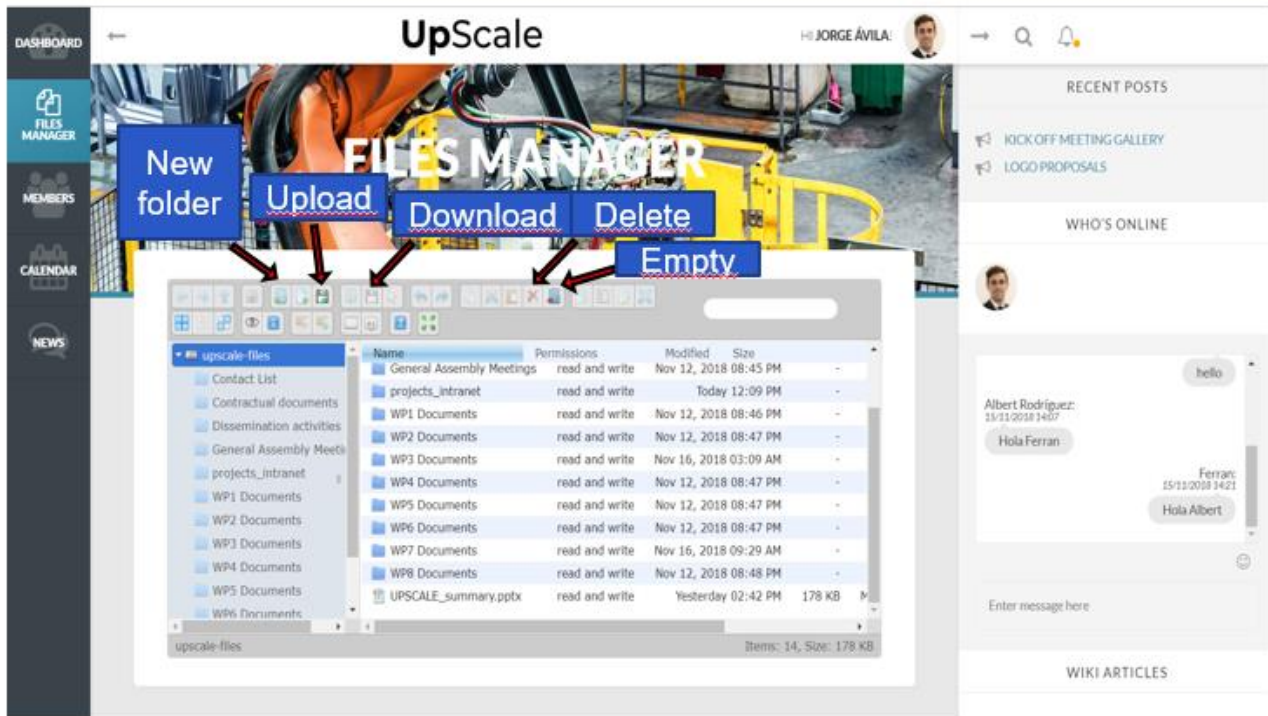
upscale | Dashboard Layout



upscale | File Manager

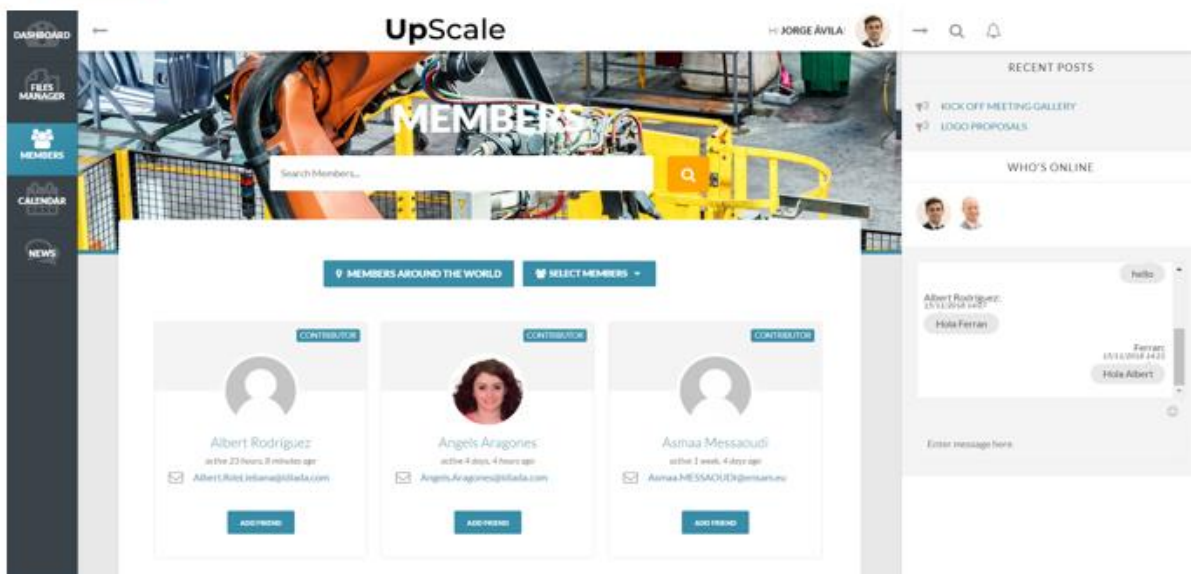
- Follow this instructions:
 - Go to files manager section (on the left menu)
 - Select destination file by double clicking or create a new folder. 
 - To create files within a file click the same button. 
 - To empty the folder click. 
 - To delete a folder. 
 - To upload a file, 2 options:
 - Drag and Drop
 - Click 
 - Information about the file, when was last modified. 
 - Icons view change. 
 - Sort files by: name, date... 
- Back up (of all the files) on a daily basis

upscale | File Manager Layout



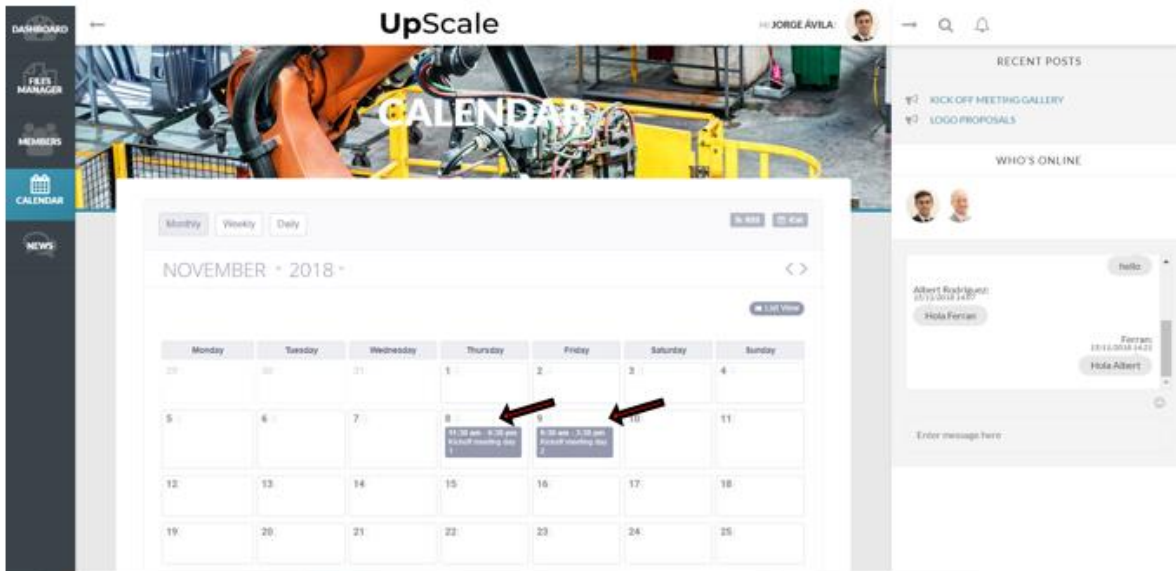
upscale | Members

- Members, contact details and profile of people involved in the project.
Access by clicking peron's picture.
- Layout:



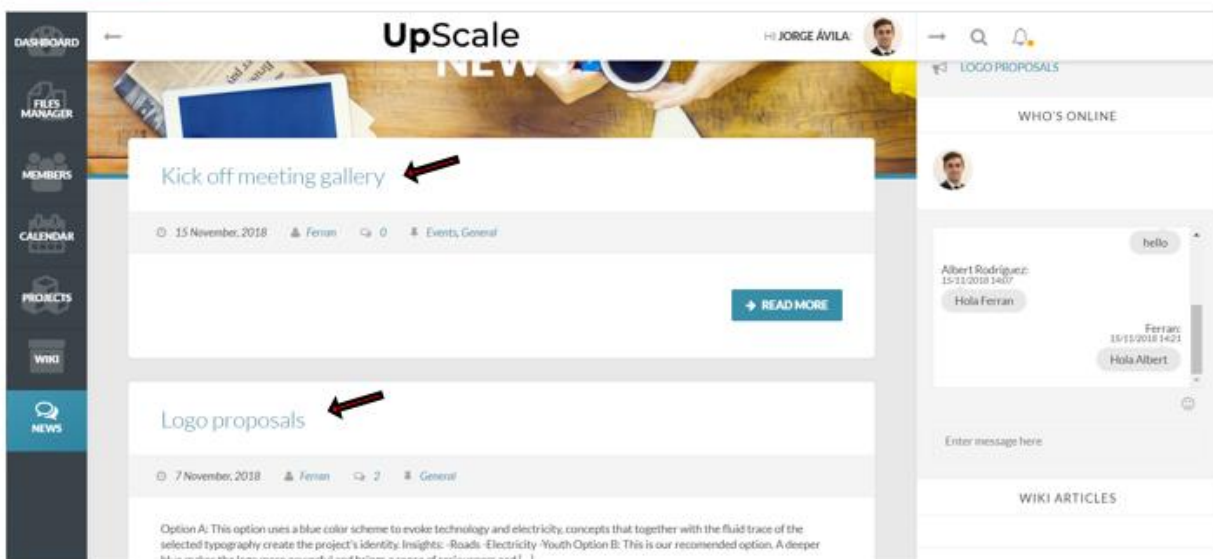
upscale | Calendar

- Calendar: More in detail information than that showed in the dashboard.
- Layout:



upscale | News

- NEWS: Here relevant news and updates on the project can be shared so everybody can read them.
- Layout:



ANNEX II

GDPR COMPLIANCE PROTOCOL

UPSCALE
PROJECT

The GDPR will affect the following activities:

1. 5 newsletters will be prepared by FI and dispatched to public and private stakeholders to inform them about the finds of UPSCALE Project.
2. UPSCALE website and Project Partners website
3. General dissemination activities such as: workshops planned in the framework of UPSCALE Project, other events in which partners may be involved, brochures, leaflets or posters of the project

1 Mail / Newsletters.

In order to comply with the GDPR policy the following steps will be developed:

1. Partners will contact with their clients, individuals and companies who may be interested in the project and will send an informative email asking for their consent to be in the database to receive the project newsletters.
Find an example of the mail, down below:
2. With all the collected email addresses, F Iniciativas will create **GDPR compliant distribution lists** in the Mailchimp tool.
3. As soon as the content is created, it will be delivered to the mentioned lists.

PROJECT UPSCALE

GDPR COMPLIANCE AGREEMENT

Dear xxxx

As you may know we are part of the **Project UPSCALE** (Upscaling Product development Simulation Capabilities exploiting Artificial intelligence for Electrified vehicles)

Project UPSCALE is the first EU-project that has the specific goal to integrate artificial intelligence (AI) methods directly into traditional physics-based Computer Aided Engineering (CAE)-software and-methods

F Iniciativas is the company in charge of the Project UPSCALE content dissemination.

We would like to ask you for your **explicit consent** to F Iniciativas to send you the following related materials.

- Newsletters about the finds of UPSCALE Project.
- Updatings about the project. Videos, infographics...
- Upcoming events.

If you are interested in receiving the related content please click on the following button.

I GIVE MY CONSENT

We would like to also inform you that you can cancel receiving this email anytime contacting us in the following email adress lopd@f-iniciativas.net

2 Website.

The website should have the following parts to be in line with the GDPR:

a. Privacy Policy. (Mandatory by law)

- Business Names and Contact Details
- Types of Personal Data You Collect and Process
- Reasons to Collect and Process Personal Data
- How the Data is used and processed
- How to opt-out of Data Collection

b. Cookies Policy

In this part, basically, we should let the data subject knows exactly what types of cookies the website used and the final purpose for the cookie collection.

c. GDPR-compliant contact forms.

Last but not least, the website should include contact forms designed according to the GDPR policy, providing explicit acceptance in any contact forms on the website as you can see in the picture below.

Acceptance*

☐ I have read and accept the [Privacy Statement](#) and [Terms of Use](#).

Submit