



Horizon Europe Twinning Call (HORIZON-WIDERA-2023-ACCESS-02)	
PROJECT TITLE	Atmospheric and Solar Research and Innovation in the Eastern Mediterranean
PROJECT ACRONYM	ATARRI
Work Package	WP9 – Dissemination, Exploitation, Communication I
Deliverable	(D24) D9.3– Website and Social media



**Funded by
the European Union**



**Barcelona
Supercomputing
Center**
Centro Nacional de Supercomputación



ACKNOWLEDGEMENT: This project has received funding from the European Union’s Horizon Europe Framework Programme (HORIZON-WIDERA-2023-ACCESS-02, Twinning Call) under the grant agreement No 101160258. DISCLAIMER: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. © Copyright by the ATARI consortium, 2023-2027. More info regarding the project you can find here: <https://atarri.eu>

 Funded by the European Union	<p>This project is funded under the European Union’s Horizon Europe Twinning Call (HORIZON-WIDERA-2023-ACCESS-02) under grant agreement No 101160258</p>	
Call:	HORIZON-WIDERA-2023-ACCESS-02	
Project full title:	Atmospheric and Solar Research and Innovation in the Eastern Mediterranean	
Project acronym:	ATARRI	
Work Package (WP):	WP9 – Dissemination, Exploitation, Communication I	
Deliverable (D):	(D24) D9.3 – Website and social media	
Due date of deliverable:	31 December 2024 (Month 3 of the project)	Version: 1
Author(s):	Athina Savva (ECOE), Argyro Nisantzi (ECOE), Rodanthi Elisavet Mamouri (ECOE)	
Start date of project:	01/10/2024	Duration: 36 months

Dissemination Level		
PU	Public	✓
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Document Sign-off		
Status of the document	Organization	Date
Drafted	ECoE	10 November 2024
Reviewed	ALL	25 November 2024
Approved	ALL	10 December 2024
Submitted	ECoE	26 December 2024

OWNERSHIP AND USE				
Work Package : 9 – Dissemination, Exploitation, Communication I				
(D24) D9.3 – Website and Social media				
Sections to be protected	Description	Owner	Access Rights	
			Period	Type
All	Sensitive material	ATARRI consortium	-	-
N/A	Public material	ATARRI consortium	N/A	

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List of Acronyms and Abbreviations

ARMINES	ASSOCIATION POUR LA RECHERCHE ET LE DEVELOPPEMENT DES METHODES ET PROCESSUS INDUSTRIELS
BSC CNS	BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION
CIENCIAS UL	FACULDADE DE CIENCIAS DA UNIVERSIDADE DE LISBOA
EC	European Commission
ECoE	ERATOSTHENES Centre of Excellence
EU	European Union
FC.ID	FCIENCIAS.ID-ASSOCIACAO PARA A INVESTIGACAO E DESE
GRASP SAS	GENERALIZED RETRIEVAL OF ATMOSPHERE AND SURFACE PROPERTIES EN ABREGE GRASP
PMOD WRC	SCHWEIZERISCHES FORSCHUNGSINSTITUT FUER HOCHGEBIRGSKLIMA UND MEDIZIN IN DAVOS
WP	Work Package
NF	National Facility
CARO	Cyprus Atmospheric Remote Sensing Observatory

Summary

This document is prepared for the purposes of “D9.3-Website and Social media” of the project ATARRI. The Project is funded by Horizon Europe Framework Programme (HORIZON) - Coordination and Support Actions under grant agreement no. 101160258. The ATARRI project aims to Dissemination and Exploitation but also Public Engagement and Communication. Through the website and social media platforms, the objectives, activities and scientific achievements of the project will be promoted. CARO’s National Facility and Project’s social media are set-up (Facebook, Twitter, LinkedIn, Instagram, YouTube). In addition, the development of the website implemented and will continuously be updated.

Keywords

Communication, Website, Social media, Development

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1. Introduction

Deliverable 9.3 as it mentioned in the technical annex of the Grant Agreement is linked to the Task 9.3 of the WP9. The primary activities of the project were focused on the development of the website and the creation of the social media accounts and pages like those of Facebook page, Twitter, LinkedIn, Instagram and YouTube platform to have a greater and direct engagement with the public.

During the first-second month of the project, Mr. Neofytos Kokkinos staff member of ERATOSTHENES Centre of Excellence (ECoE) was held responsible for the development of projects’ website. The website was designed in collaboration with the project coordinator Dr. Rodanthi-Elisavet Mamouri and project manager Dr. Argyro Nisantzi.

The creation and the administration of the social media accounts and pages was implemented by the staff member of ERATOSTHENES Centre of Excellence Ms. Athina Savva in collaboration with the coordinator of the project Dr. Rodanthi-Elisavet Mamouri. Dr. Argyro Nisantzi was responsible for the collection of material for the website. All partners shared with the coordination team material and approved its publication to the website.

2. ATARRI Website

2.1. Conceptual design

The development of the ATARRI website had as a primary objective to present clear and communicate the project’s main ideas, activities, and strategies for achieving the scientific results. The conceptual design of the website (illustrated in Figure 1). In addition, the website was given a domain name [Home - ATARRI](#) to reinforce its display in the web crawlers used by search engines.

The website is open to the public.

Once operational, the site became fully accessible from all devices connected to the Internet.

As the project's central tool for the promotion of activities and research results, the consortium wisely included links to ATARRI's social media (Facebook, X – Twitter) and ERATOSTHENES CARO NF station social media accounts (Facebook, X – Twitter, Instagram, LinkedIn, YouTube channel).

This strategic move aims to enhance the visibility and dissemination of publications, newsletters and public deliverables.

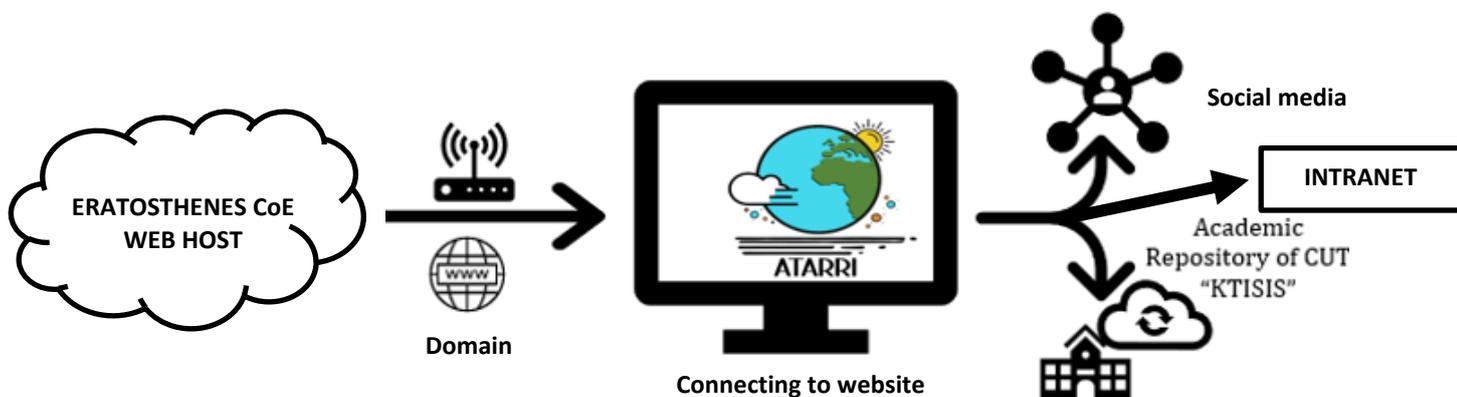


Figure 1. Conceptual Design of the ATARRI Website

2.2. Web hosting

The project website can be accessed at the following address: [Home - ATARRI](#)

The website of ATARRI has been implemented in a way that aims to promote project's results, news, updates and any information that could be of interest to the research community during the years of its duration.

ATARRI's website developed utilizing the WordPress platform and hosted at a server of ERATOSTHENES Centre of Excellence. For the website to be fully functional and responsive were used some tools of WordPress like CSS.

2.3. Website Structure

The project has a main public section which includes a brief project description, science, information of the consortium and dissemination information.

The website was designed with multiple functionalities such as news, events, materials consisting of a home page, where it can be reached by following the link, and 8 additional sections (illustrated in Figure 2, 3).

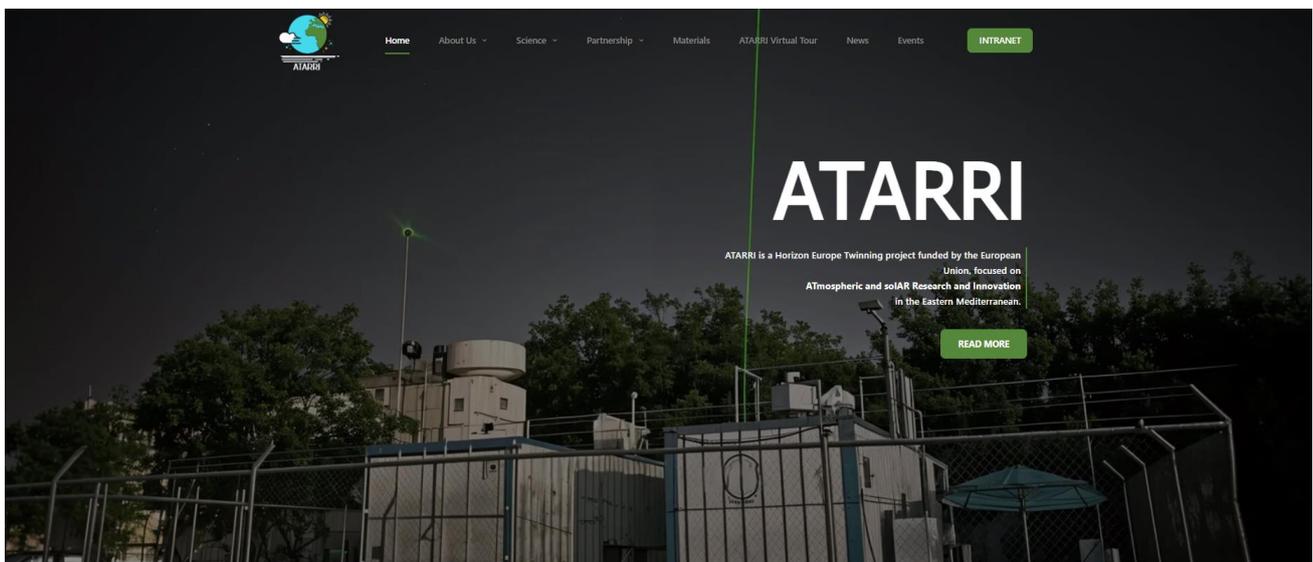


Figure 2. Homepage of the ATARRI Website

The website pages are:

- **Home:** Consists general information about the objectives and the working packages, the partners of the project and the latest news,
- **About us:** information about the project and specifically about the objectives, the working packages and the deliverables,
- **Science:** scientific domains,
- **Partnership:** institutes, networks and the team members involved in the project,
- **Materials:** papers, conferences, workshops, webinars and other materials,
- **ATARRI Virtual Tour:** YouTube videos of ATARRI project activities,
- **News:** activities of the project,
- **Events:** organized events (physical, webinars),
- **INTRANET:** internal communication, exchange and storage of documents and data.

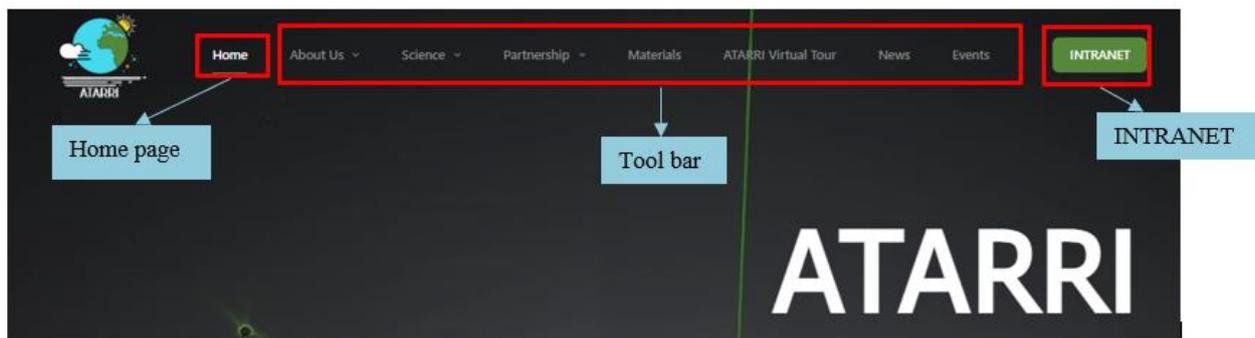


Figure 3. Menu Toolbar on ATARRI's homepage website

2.4. INTRANET

On the Website an INTRANET page (web and ftp) created with WordPress for internal communication, exchange and storage of documents and data between the partners of the ATARRI project. This enhances its connectivity and accessibility, promoting collaboration and knowledge sharing within the ATARRI community. The page will be in direct connection with host ERATOSTHENES CoE and the website.

3. Social Media Accounts

3.1. Facebook pages



Utilizing the privileges of social media, the members of consortium created a dedicated Facebook page for ATARRI project (available at <https://www.facebook.com/profile.php?id=61568771609696>) (Figure 4) and a Facebook (FB) page for ERATOSTHENES CARO (Cyprus Atmospheric Remote Sensing Observatory), (available at <https://www.facebook.com/profile.php?id=61569065991525>) (Figure 5), targeting the academic but also the non-scientific community for effective dissemination of research outcomes, as it is a platform with significant visibility. The name of the FB page of the project is ATAR RI eu because the names ATARRI, ATARRI EU etc were not available. Already an introduction post and some activities that the project participated in (open day of ERATOSTHENES CoE) presented on the Facebook page of ATARRI project. On the Eratosthenes CARO page will be uploaded also activities of ATARRI project but also and more content about the study of the atmosphere and the instrumentation of the station.



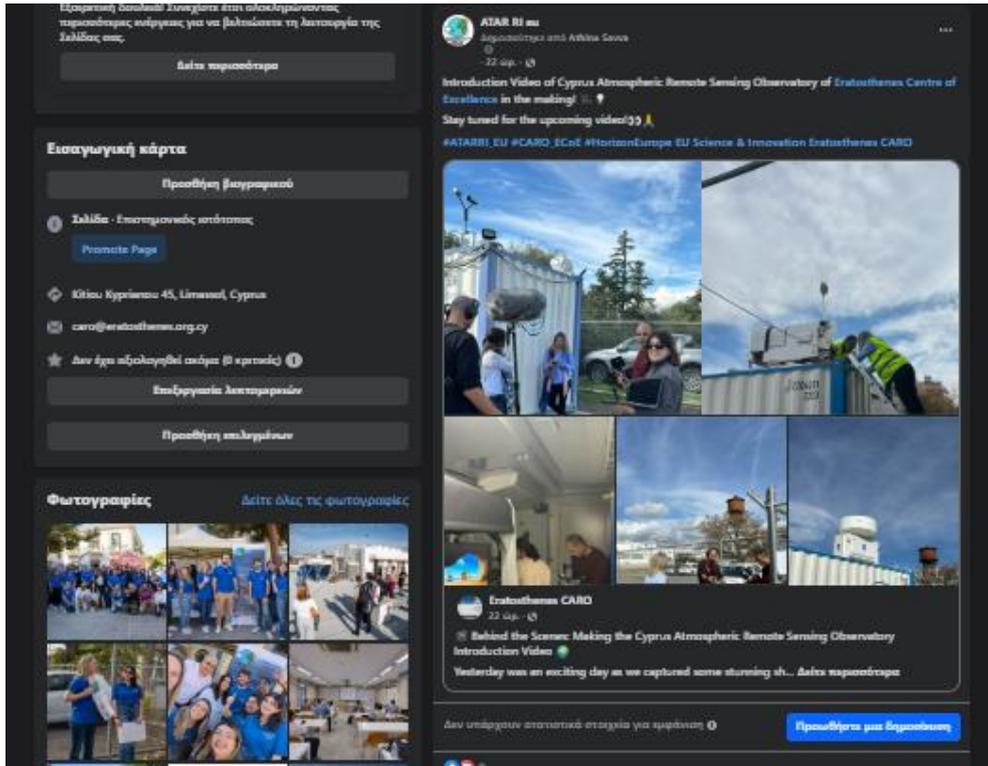


Figure 4. Facebook page of the ATARRI project

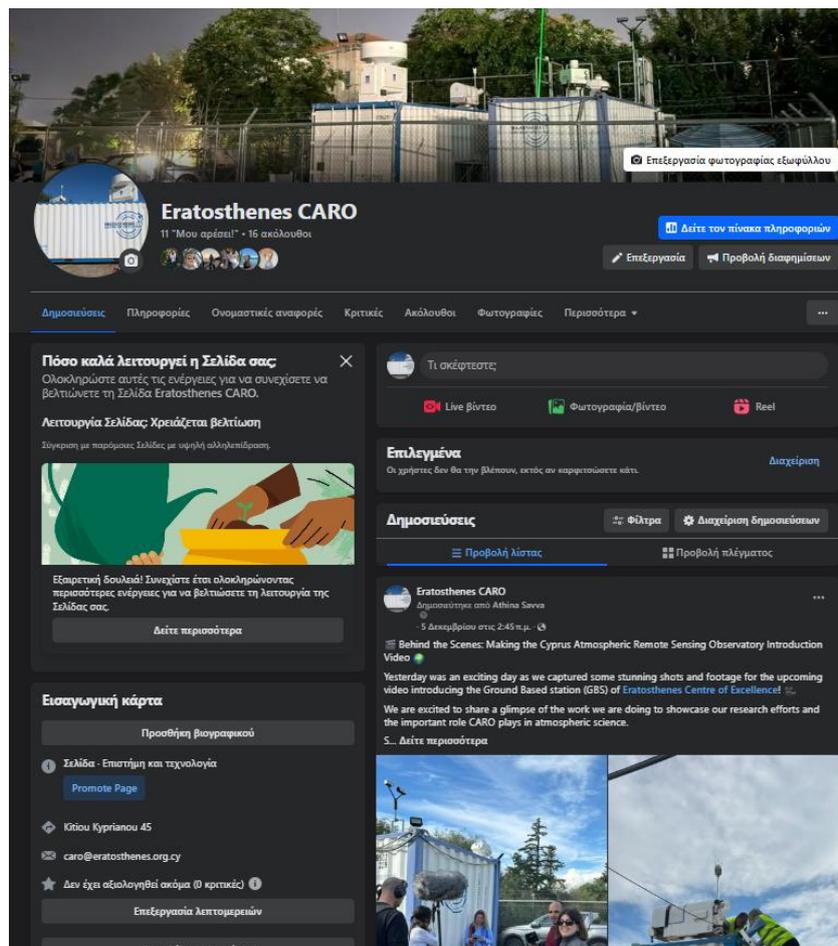


Figure 5. Facebook page of Eratosthenes CARO

3.2. X - Twitter pages



In addition, the consortium created a X-Twitter page (Figure 6) (available at https://x.com/ATARRI_EU) for ATARRI project and Eratosthenes CARO X-twitter (available at https://x.com/ECOE_CARO) (Figure 7) as it is a social media with significant impact and recognition to the public and to the research community and the ATARRI project will attract more notice and publicity during its years of operation.

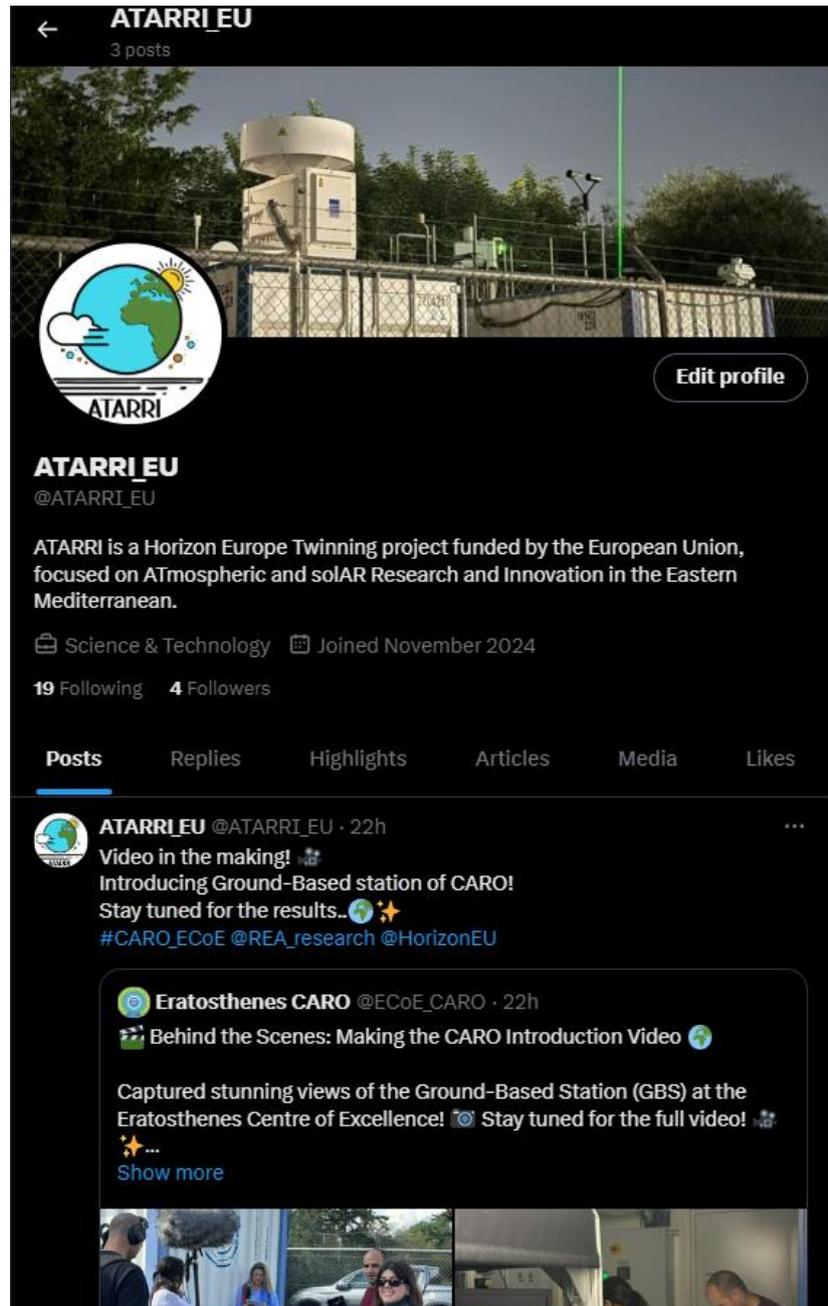


Figure 6. Twitter page of the ATARRI project

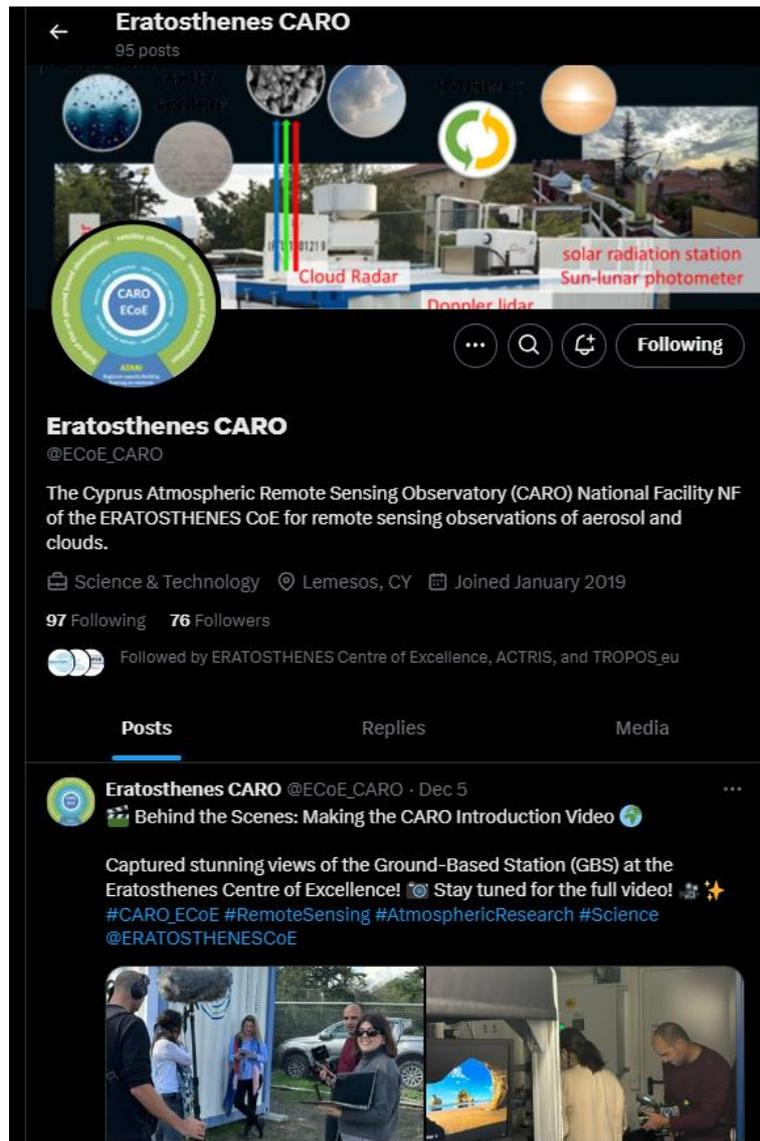


Figure 7. Twitter page of Eratosthenes CARO

3.3. LinkedIn page



A LinkedIn page of Eratosthenes CARO created and is available through the link <https://www.linkedin.com/in/eratosthenes-caro-503021339/>, (Figure 8). LinkedIn is a professional networking platform and it can attract different audiences than other social media, such as researchers and academics, industry experts, science enthusiasts and more.

Through this platform can be announce ATARRI’s workshops and activities, conference attendances and CARO actions. Some of the activities ATARRI project involved are uploaded to the LinkedIn page of Eratosthenes CARO page.

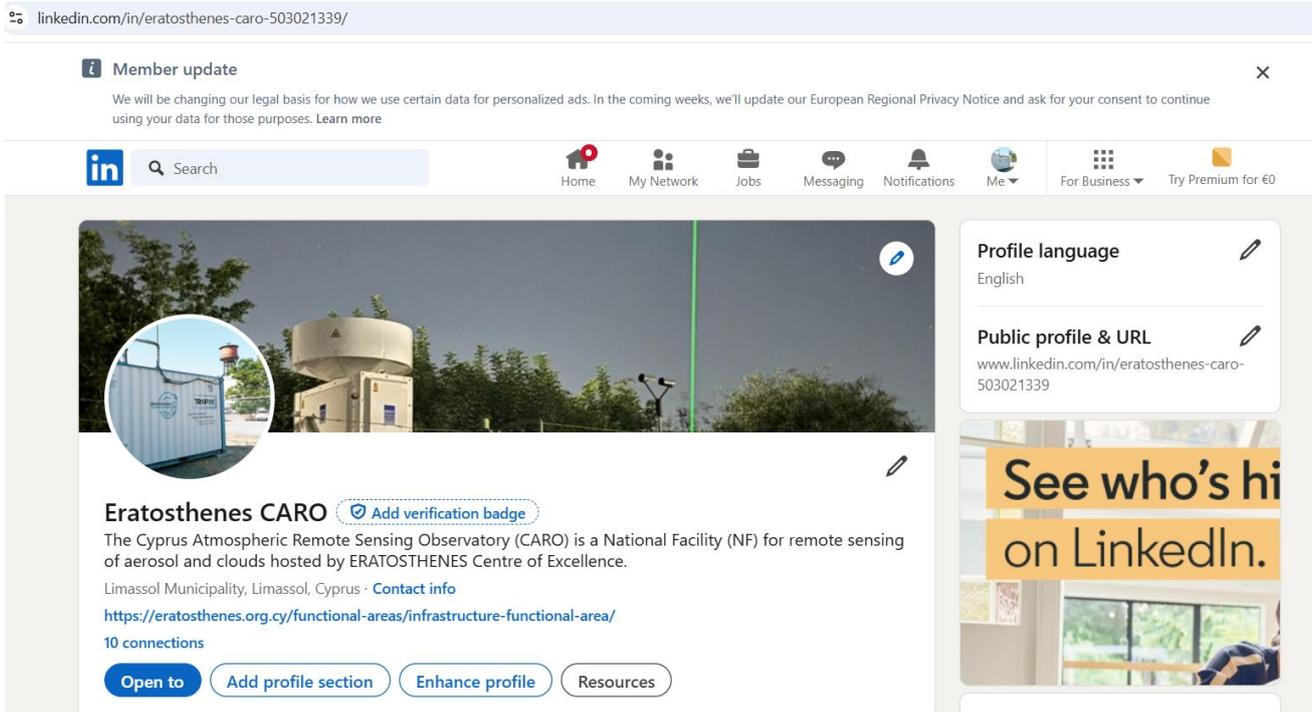


Figure 8. LinkedIn page of Eratosthenes CARO

3.4. Instagram page



Additionally, the consortium created an Instagram account of Eratosthenes CARO for direct and daily contact with the public. The page is available at <https://www.instagram.com/eratosthenescaro/> (Figure 9). Instagram attracts younger people, so it is a good way of communicating science. Furthermore, it becomes a route between the non-scientific public and the activities of the CARO and ATARRI project. The content that is uploaded in this account is an informal way to present the team, station and activities and atmospheric phenomena.

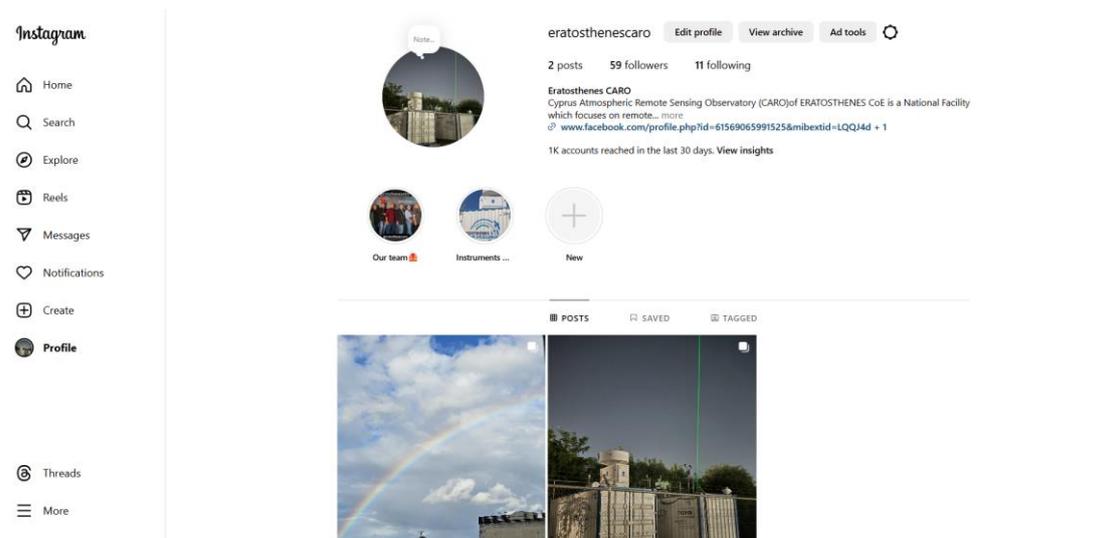


Figure 9. Instagram page of Eratosthenes CARO

3.4. YouTube channel

The project has officially created a YouTube channel under the name of Eratosthenes CARO (available at https://www.youtube.com/@CARO_ERATOSTHENES), (Figure 10). YouTube is an online video sharing platform social media platform that will give the opportunity to enhance the visibility of the research activities of the ATARRI project and to increase the popularity of the Twinning call. No videos have been uploaded yet.



Figure 10. YouTube channel of Eratosthenes CARO

4. Synopsis

The website will promote the objectives, activities and achievements of ATARRI project. It will address all partners and participants of the project, such as scientists, end-users and the public including schools (students and teachers). Interested parties will be able to sign up to receive an electronic newsletter once a year. The website will also include intranet for the internal communication of the project partners.

The social media referenced within this deliverable provides a robust and effective foundation for the Dissemination and Exploitation but also Public Engagement and Communication.

The statistics from the visibility of the website and social media will demonstrate the response of the public. Additionally, the website and the online platforms will be consistently updated over the project’s period to include all upcoming and completed actions, news, scientific publications and other associated materials.