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D11.2 AUTOMATA website

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Disclaimer

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Abbreviations

WP: Work package

M: Month

UNIPi: Università di Pisa

UBM: Université Bordeaux Montaigne

UoY: University of York

INRAP Institut National de Recherches Archeologiques

AMZ: Arheoloski Muzej u Zagrebu

QB: QBrobotics Srl

HUJ: The Hebrew University of Jerusalem

MIN: Miningful srls

KCL: King's College London

IIT: Fondazione Istituto Italiano di Tecnologia

UB: Universitat de Barcelona

CL: Culture Lab

Executive summary

The AUTOMATA project (AUTOMated enriched digitisation of Archaeological liThics and cerAmics), funded by the EU HORIZON RIA initiative, aims to revolutionise the digitisation of archaeological artefacts through the integration of AI-enhanced robotics and sensors. Deliverable D11.2 focuses on the design, implementation and initial deployment of the project's primary communication platform, the AUTOMATA website.

This deliverable outlines the development of the website, which plays a central role in communicating and disseminating project results, raising awareness and engaging different audiences - including academics, heritage professionals and the general public. Developed with input from a wide range of stakeholders and following EU visual and technical guidelines, the website features a clean, accessible and interactive design. It incorporates key features such as accessibility compliance, responsive design, GDPR compliance and social media integration.

The site structure ensures intuitive navigation, with sections dedicated to project objectives, research focus, consortium details, results, and news and events updates. Interactive elements include an Instagram feed, downloadable promotional materials, and video content. Designed under the coordination of AUTOMATA partner Culture Lab and the University of Pisa, the website effectively aligns with the visual identity of the overarching ECHOES/ECCCH initiative.

Regular updates and management, led by Culture Lab in collaboration with the University of Pisa and the rest of the consortium, ensure that the website reflects the progress of the project and maximises its outreach potential. Ultimately, the website will serve as a central tool for promoting knowledge exchange, public engagement and active dissemination of AUTOMATA's innovative contributions to archaeological digitisation.

The website was officially launched on 30 November 2024 at www.automata-eccch.eu

1 Background information

For all EU-funded projects, communication, dissemination and visibility are key factors in the implementation process. The active involvement of the target audiences at large (the academic and professional community dedicated to archaeology, cultural heritage, museums, and media, but also the wider European citizens, including a focus on young people) is a contractual obligation and an indicator of good performance and success.

Therefore, a strong effort will be devoted to the communication, promotion and visibility of the AUTOMATA project, with the aim of disseminating its contents and results and maximising its impact on the target audiences. These activities are targeted by WPs 11 and 12, with the University of Pisa and Culture Lab as the main partners in charge.

The main project's objectives in this respect are , to:

- Raise public awareness about the project, its objectives, expected results and implementation phases
- Facilitate knowledge exchange with projects and groups working in the field, to unify efforts, minimise duplication and maximise the potential impact
- Disseminate and transfer knowledge, methodologies, and technologies developed during the project to key users and stakeholders, encouraging the active use of the tools and data generated
- Optimise public visibility for the project and highlight EU support

As with most research-based projects, the challenge here is to translate rather complex scientific and technical concepts in a visually appealing and easily accessible way. In this context, AUTOMATA intends to rely not only on a corporate identity but also on creative and artistic solutions.

The AUTOMATA website, the main communication tool for this project, aims to reflect this approach informatively and creatively. Its design has considered both the visual identity proposed by the University of Pisa, through the provider 'Imaginarium Studio', and that of the overarching EU-funded ECHOES-ECCCH project on which the AUTOMATA project depends.

The design and regular updating of the website and social media fall under the responsibility of AUTOMATA partner **Culture Lab**.

Several web designers have been asked to provide graphic proposals and a price estimate. These proposals have been presented to the consortium during the initial launch meeting held in Pisa on the 23rd October 2024.

Eventually, the proposal forwarded by [Floris Douma](#), a Dutch designer with relevant experience in the cultural field, was selected for the quality and clarity of its design and the seamless integration of the University of Pisa/Imaginarium Studio visual identity.

The website has been completed and put online on the 30th November 2024. It can be accessed on: www.automata-eccch.eu

2 Main website requirements

The aim was to propose an interactive website, benefitting from a clean, readable and elegant design, responding to the following visual and technical requirements:

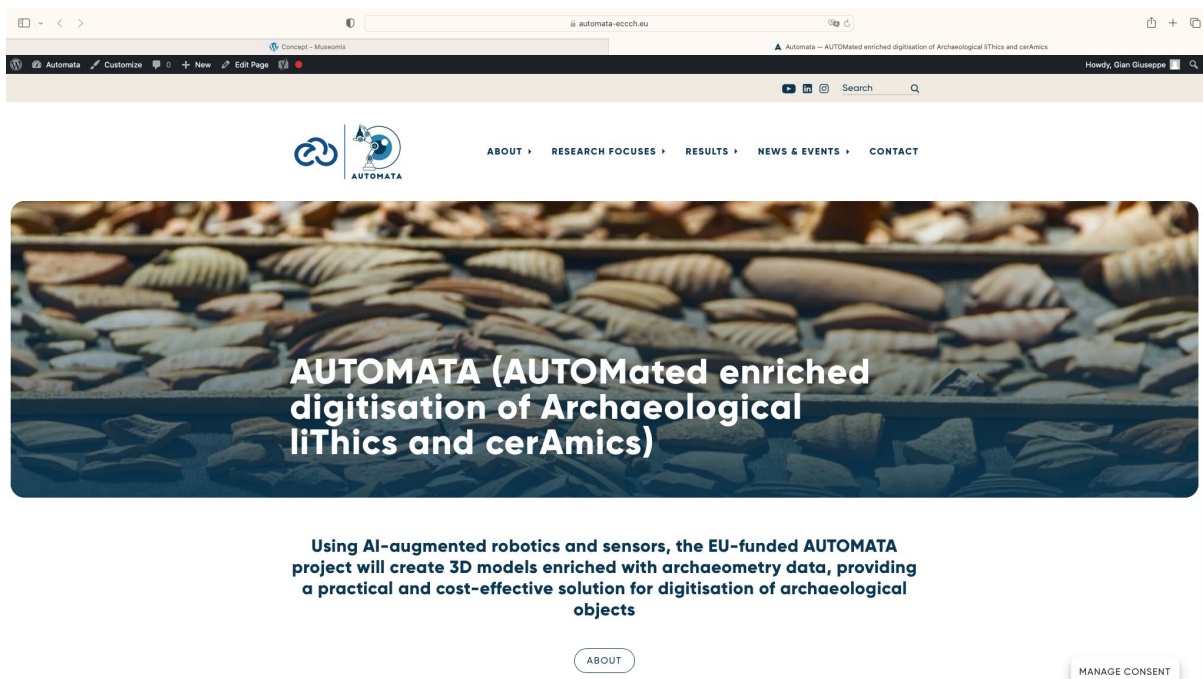
- **Visual identity:** the website needed to be designed according to the AUTOMATA visual identity developed by the Pisa University/Imaginarium Studio and adapt to the overarching [ECHOES/ECCCH](http://www.echoes-eccch.eu) website's 'look and feel', via some visual arrangements. These have been discussed and agreed upon during several meetings and exchanges with the ECHOES management and communication team and consist mainly of the use of a joint ECHOES/AUTOMATA logo, similar positioning of the logos, similar structure of the sections, the use of blue colour, etc.).
- **Domain/site name:** the interrelation with the ECHOES project had to be highlighted also by the choice of the domain, following a structure to be applied possibly to all the other research projects funded under the ECHOES umbrella. The domain chosen for the AUTOMATA website is www.automata-eccch.eu
- **Accessibility:** the website follows accessibility standards such as WCAG 2.1 (Web Content Accessibility Guidelines), ensuring it is usable by people with disabilities.
- **Language:** the website is designed and drafted in English.
- **Interactive Features:** the website allows the incorporation of interactive and varied information such as videos, infographics, animations, and sound.
- **Responsive design:** the website is optimised for mobile devices, tablets, and desktops, ensuring a smooth user experience across different platforms.
- **Site management:** the website is equipped with an easy-to-use CMS allowing a smooth and direct management of the website contents and structure by the team in charge without the intervention of a webmaster.
- **Security:** the website includes SSL certification and other security measures to protect data and ensure safe browsing.
- **Social Media Integration:** the website includes links to the project's social media channels (Instagram, LinkedIn, Youtube). An embedded feed on the homepage shows the new posts on Instagram.
- **GDPR Compliance:** the website complies with the General Data Protection Regulation (GDPR). This includes cookie consent management, privacy policies, and transparent handling of user data.

- **Monitoring and assessment:** the website also includes the installation of Google Analytics, which allows detailed monitoring of the website interactions.

3 The website structure and contents

The website is structured with an understandable, accessible, and predictable menu, allowing an intuitive navigation through the different sections.

- **HOME PAGE** (<https://automata-eccch.eu>)
 - Header with ECHOES/ECCCH-AUTOMATA logos + menu + header picture + link to social media + search window (header to be repeated on each website page).
 - Project title: AUTOMATA (AUTOMated enriched digitisation of Archaeological liThics and cerAmics).
 - The project in one sentence: *Using AI-augmented robotics and sensors, the EU-funded AUTOMATA project will create 3D models enriched with archaeometry data, providing a practical and cost-effective solution for digitization of archaeological objects* (read more, link to ABOUT>The project).



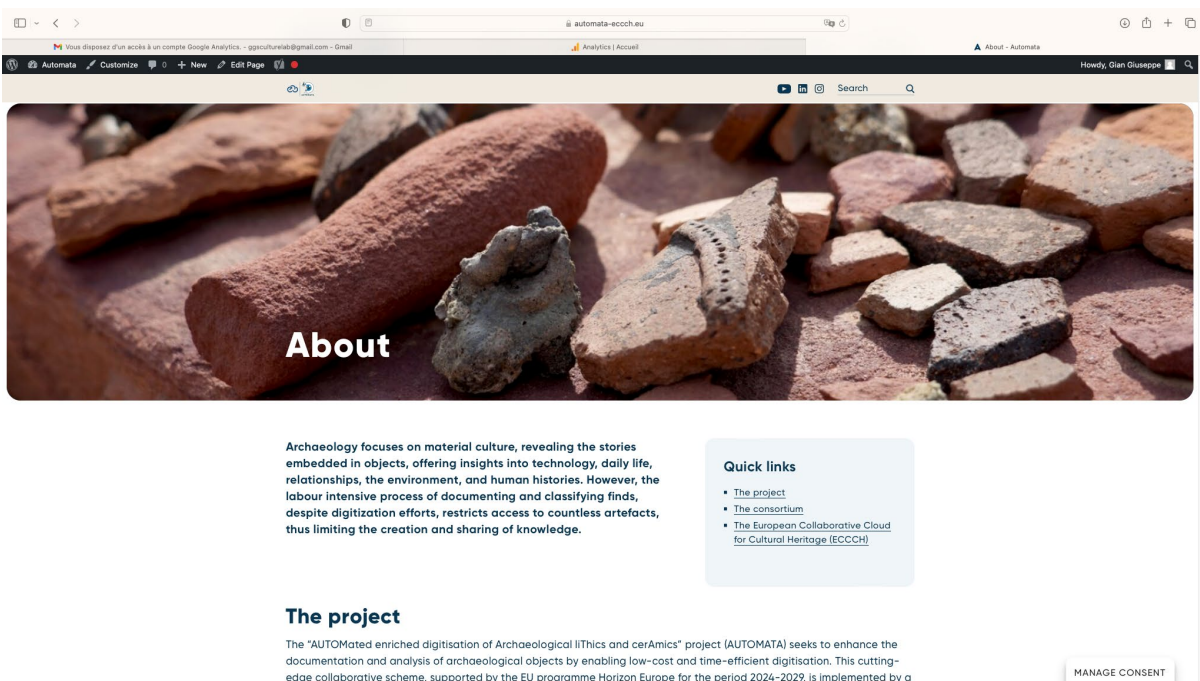
- News & events (link to NEWS AND EVENTS).

- Promotional kit (a window allowing access to multimedia information supports: a downloadable PDF brochure on the project, videos, animations, etc.).
- Instagram feed.
- Newsletter form: Stay up to date on the latest in archaeological digitisation!
- Footer with EU logo and legal mention, UK Research and Innovation logo and legal mention, the AUTOMATA logo, Echoes/ECCCH-AUTOMATA logo, site map, Cookie Policy, Privacy policy etc. (footer to be repeated on each website page).

▪ **ABOUT** (<https://automata-eccch.eu/about/>)

Drop-down menu:

- **Introductory page** giving access to the 3 sub-sections concerned + box with quick links to enhance navigation.



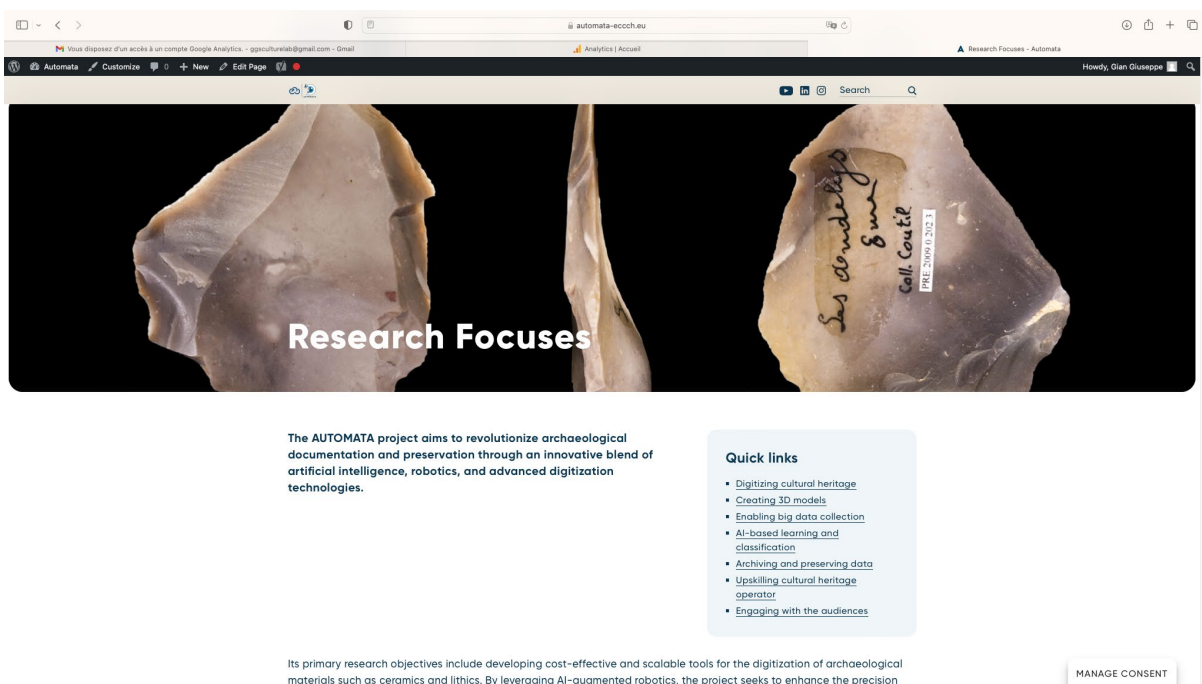
- **The project** - presentation paragraph + box with quick links.
- **The consortium**
 - Introductory page with general presentation of the consortium + box with quick links to the partner organisations.
 - Logos + Brief presentation of the partner organisations.
 - AUTOMATA teams: brief bios + photo of team members for each partner organisation (pop-up window).

- **The European Collaborative Cloud for Cultural Heritage (ECCCH):** presentation paragraph of the ECCCH initiative and the overarching ECHOES project.

▪ **RESEARCH FOCUSES** (<https://automata-eccch.eu/research-focuses/>)

Drop-down menu:

- **Introductory page** with a general presentation of the various project's research focuses (objectives), a box with quick links, and boxes giving access to the seven research focuses for this project.

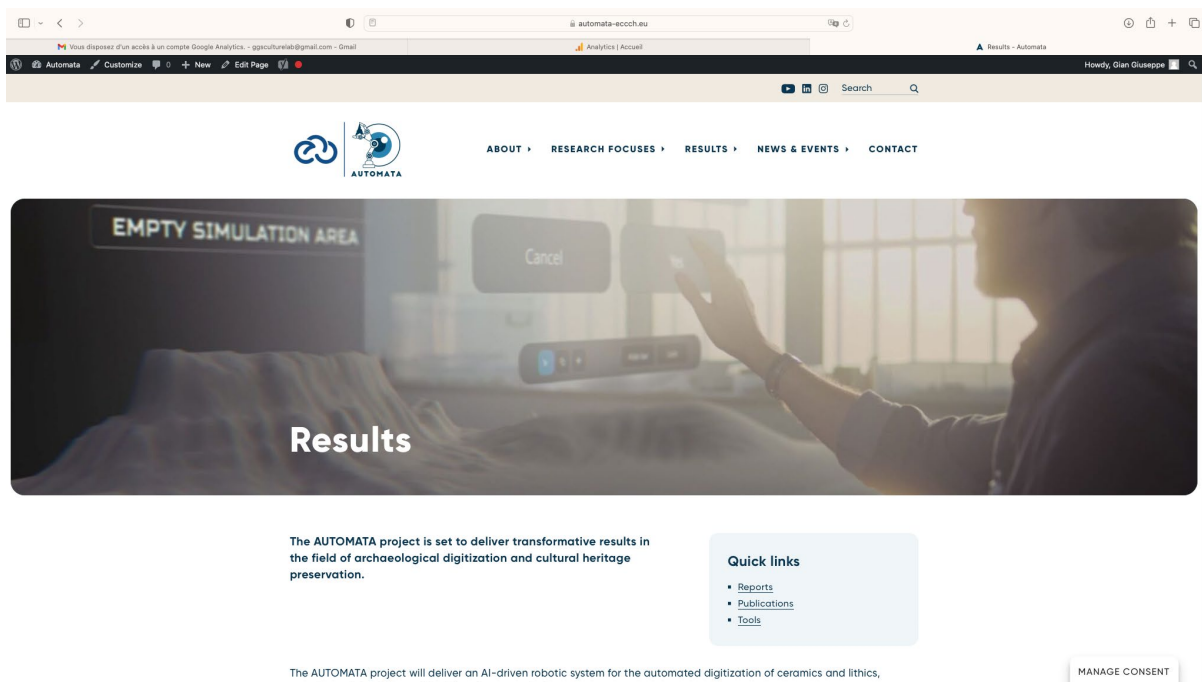


- **Digitising cultural heritage objects**
 - Short descriptive paragraph + box with quick links
 - Involved partners (leading organisations)
 - Results
 - Reference to related AUTOMATA WPs
- **Creating 3D models**
 - Same sub-sections as above
- **Enable big data collection**
 - Same sub-sections as above

- **AI-based learning and classification**
 - o Same sub-sections as above
- **Archiving and preserving data**
 - o Same sub-sections as above
- **Upskilling cultural heritage operators**
 - o Same sub-sections as above
- **Engaging with the audiences**
 - o Same sub-sections as above

■ **RESULTS** (<https://automata-ecch.eu/results/>)

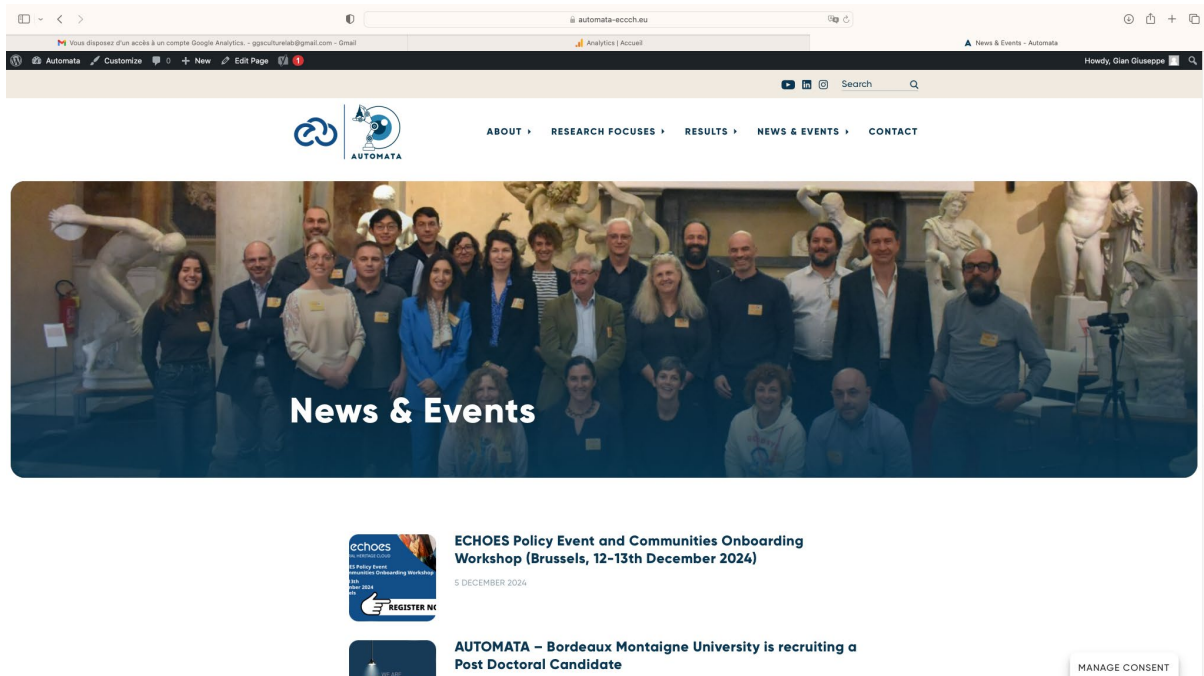
- **Introductory page + box with quick links**



- **Publications** - presentation paragraph
- **Reports** - presentation paragraph
- **Tools** - presentation paragraph

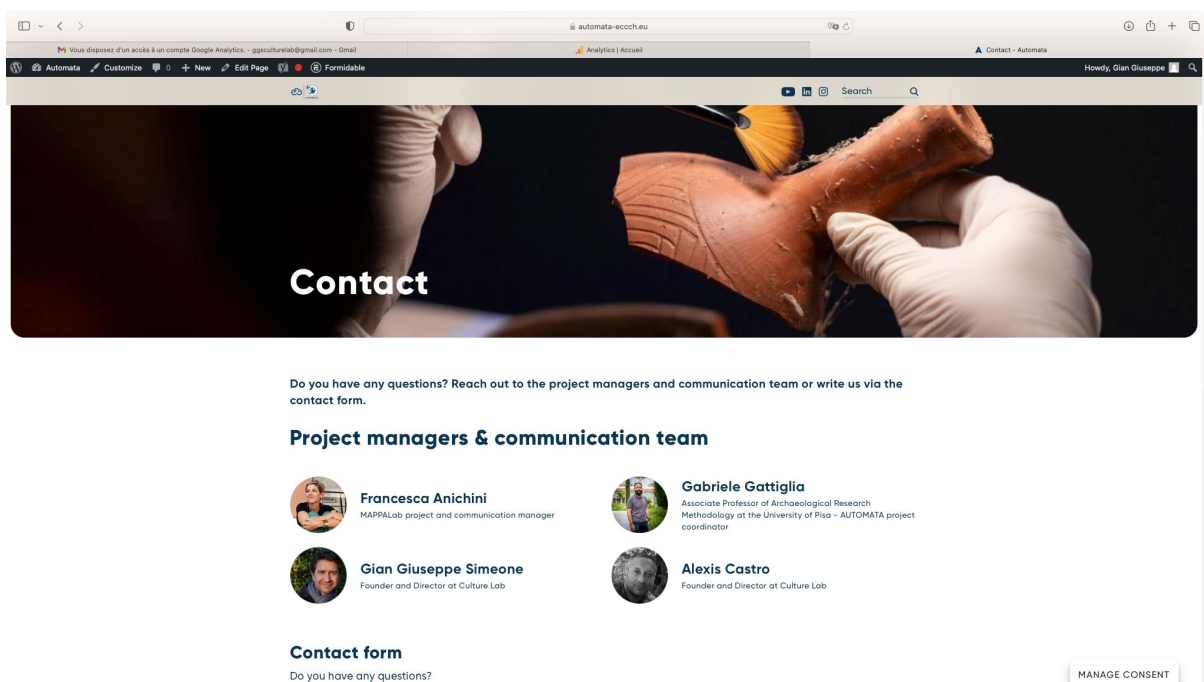
▪ **NEWS AND EVENTS** (<https://automata-eccch.eu/news-events/>)

- **Events and news wall** (clickable boxes for each news/event with title, date, presentation text, pictures/videos, useful links...)



▪ **CONTACT US** (<https://automata-eccch.eu/contact/>)

- Links to the management and communication team
- Contact form



4 Website management, updating and monitoring (WP11 - 12)

Throughout the AUTOMATA project, the partner Culture Lab will manage and regularly update the project website in close collaboration with the University of Pisa and the rest of the consortium. The website will serve as a dynamic platform for disseminating the project's progress and results, with its content frequently updated to include news, publications, deliverables, and event information. Changes to the structure will be made as necessary to better reflect the project's achievements and ensure that the site remains relevant and engaging.

User engagement and traffic (with metrics such as bounce rate, average session duration, pages per session, total number of visitors, unique visitors, returning visitors...) **will be monitored using Google Analytics to optimise content and usability.** The leading performance indicators will be further described in the Communication, Dissemination and Exploitation plan (D.11.1). The data collected, and the lessons learned from this follow-up will be included and further analysed in the project's reporting, in particular in the Report on the first phase of Communication, Dissemination, and Exploitation activities (D.11.4)

These follow-up activities, also included in WP12 (Communication, Dissemination and Exploitation: consolidation), will ensure that the website serves as a valuable resource for the cultural heritage community throughout the project's lifetime and beyond.