



## D6.6 TRACY website

Lead Beneficiary: Performance Technologies (PT)

Dissemination Level: PUBLIC

Date: 30/06/2023

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## Project Information

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## Revision History

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1.0	26/06/2023	Michaela Antonopoulou (PT)	Initial Revision

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## 2 Introduction

This report documents our efforts on the Tracy public communication channels, namely, the Tracy Website and the Tracy Social Media presence. Our overall policy is to carefully present the goals, objectives, methods and status of the project, given the sensitivity of the work performed.

This report may be updated as necessary, as more changes are implemented on those channels.

## 3 D6.6 TRACY Website

The TRACY web site is at location:

<https://www.tracy-project.eu/>

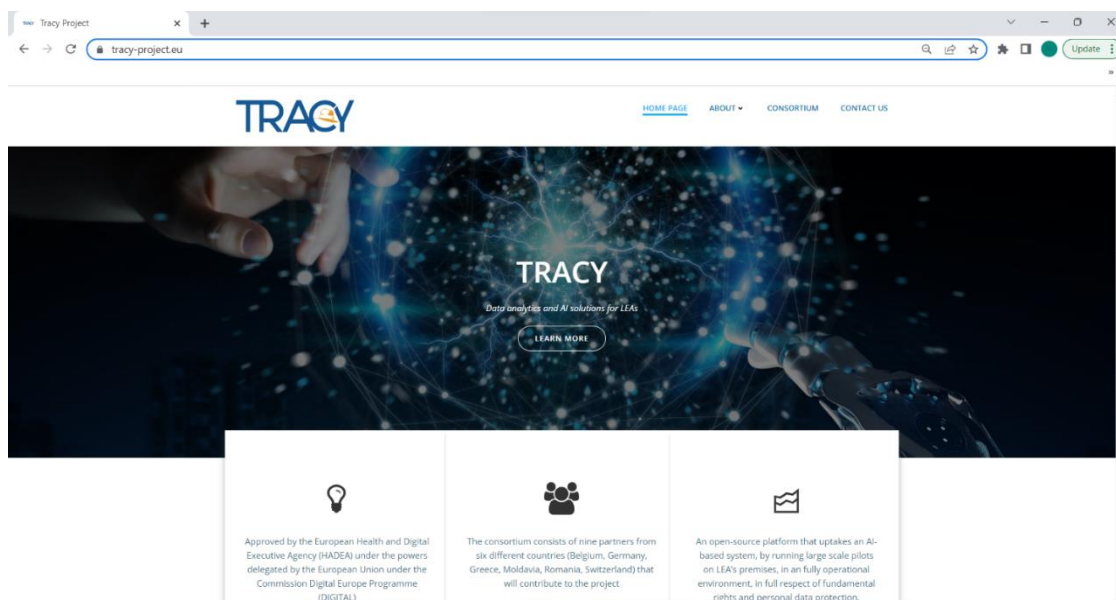


Figure 1

Project Website Home Page

The TRACY website (seen at <https://tracy-project.eu>) aims to establish the project's online presence and will act as the contact point to the project's activities, news and outputs. The EU suffix has been chosen to emphasize the EU nature of the project.

Performance Technologies (PT) has designed and implemented the TRACY website, and contributions from all partners will be provided throughout the lifecycle of the project.

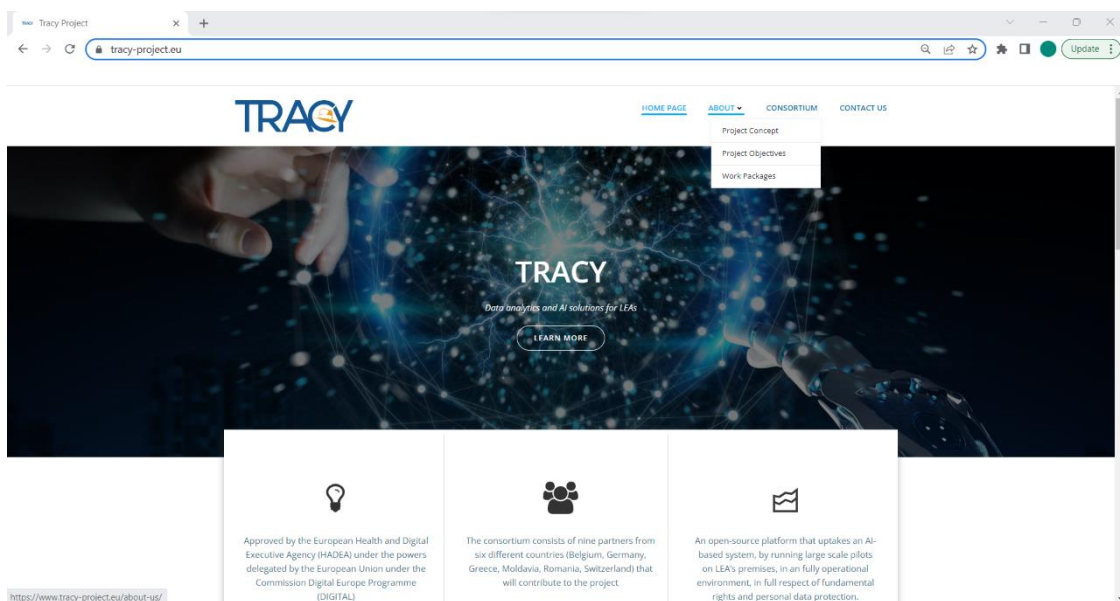
The logo for TRACY project is a combination of the initials “TRACY” and a variation of Dick Tracy’s detective’s hat, reference to the concept of LEAs. This led to the development of the following design that will be used in all project activities, including the website:



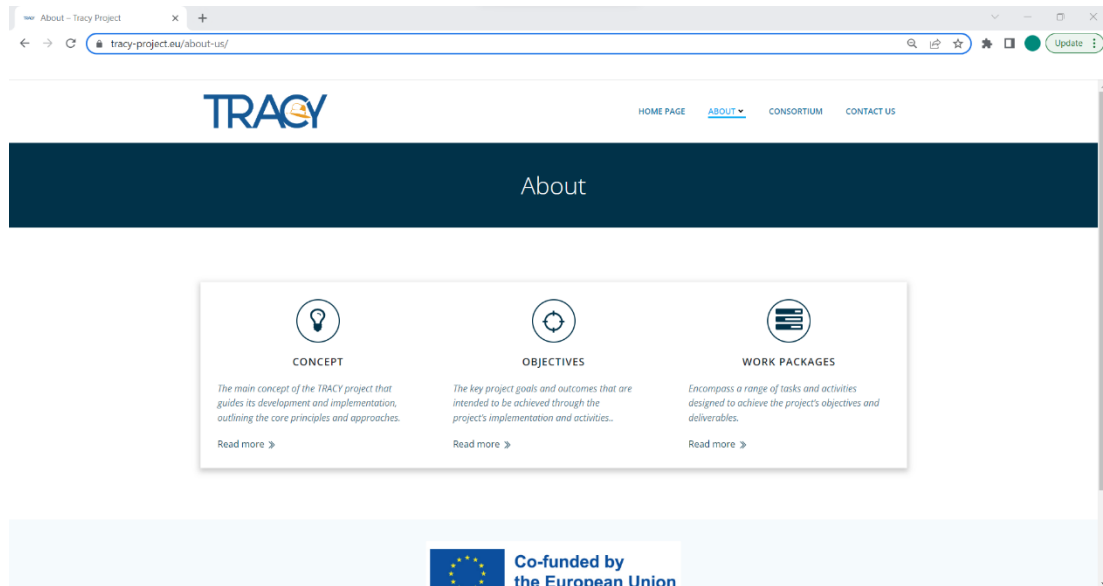
Figure 2 TRACY primary logo

The TRACY website serves as the primary communication repository for the project, aiming to effectively convey the project's goals and progress to the target audience while maintaining consistency with the project's visual style. Currently, at this early stage of the project's lifecycle, the website provides general information about the project. The navigation bar and drop-down menu enable visitors to access the following four main pages:

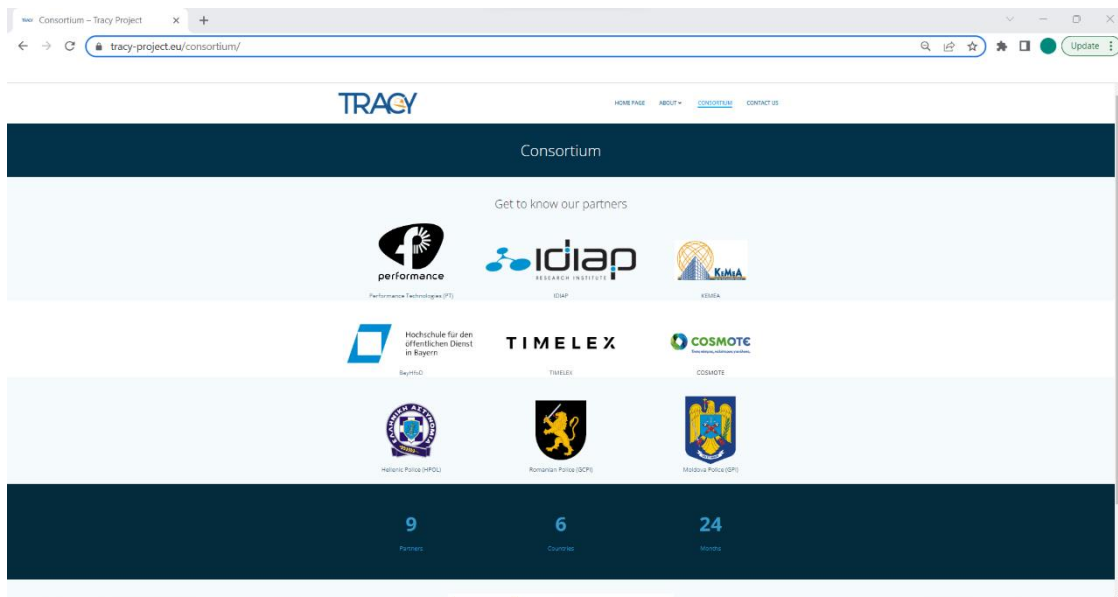
- **Home Page:** Presents a brief description of the project and outlines the main methodology to be followed.



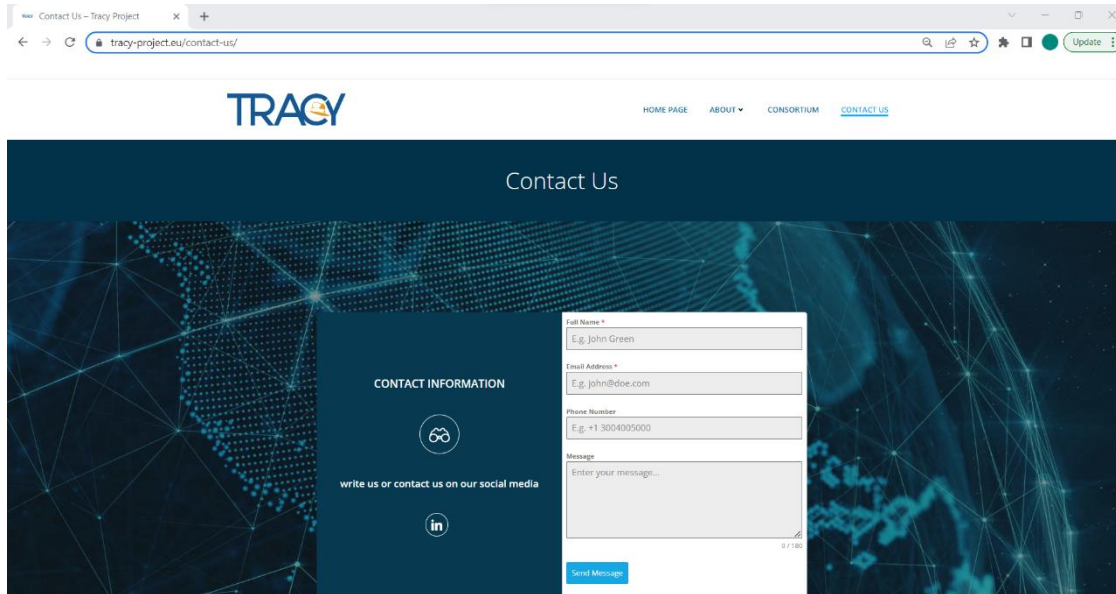
- **About:** Contains a drop-down menu that allows the user to navigate between the project concept, objectives, and work packages webpages.



- **Consortium:** Showcases the logos of consortium partners, providing direct access to the homepage of each partner.



- **Contact:** Includes a contact form that allows users to initiate communication with the project team.



As an implementation platform we have chosen the **WordPress platform**, along with the Elementor and Colibri editors. Our choice was based on the following:

1. **Ease of use:** WordPress offers a user-friendly interface that simplifies website management and content creation, allowing non-technical users to easily update and maintain the website.
2. **Customizability:** WordPress provides a wide range of themes and plugins, including the **Elementor** and **Colibri** editors, which offer extensive customization options for creating visually appealing and interactive webpages.
3. **Community support:** WordPress has a large and active community of developers and users who contribute to its continuous improvement, offer support, and provide a wealth of resources and tutorials.
4. **Scalability:** WordPress is highly scalable and can accommodate the evolving needs of the project. It allows for the seamless integration of additional features and functionalities as the website requirements expand over time.
5. **Experience:** Wordpress is familiar to many organizations, as it is one of the most widely used open-source content management platform.

As the project progresses, the website will be regularly updated to include articles, news updates, and completed deliverables by the consortium. The existing theme will be utilized for these updates, and additional plugins may be incorporated if necessary.



## 4 D6.6 TRACY on social media

A **LinkedIn** profile is being created for the TRACY project. LinkedIn was chosen as the *preferred social media* platform for our project due to its focus on professional networking and business-oriented audience. This ensures that our content and engagement efforts reach relevant and interested audience, increasing the potential for meaningful connections, partnerships, and client interactions. Additionally, LinkedIn's features, such as company pages and showcase pages, provide a platform to showcase our project's achievements. The profile will also include the project summary, coordinator contact details, list of participants, European flag with funding statement.