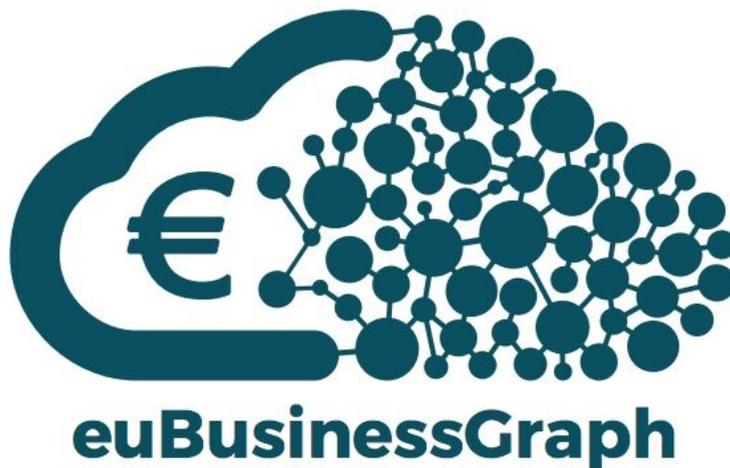


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Enabling the European Business Graph for Innovative
Data Products and Services



Deliverable D5.1:

Website

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Version history

Version	Date	Description
0.1	10/03/2017	Initial draft.
0.8	22/03/2017	Major version.
0.9	29/03/2017	Finally checked by Technical Manager.
1.0	30/03/2017	Final formatting and layout.

Executive summary

This document describes the choices made in the process of creating the launch version of the euBusinessGraph website. The website can be found at: <http://eubusinessgraph.eu>. The website was launched publically on 29 March 2017.

The website serves as the main communication channel for the euBusinessGraph project. It also integrates the euBusinessGraph Twitter feed to enrich communication and dissemination to the public.

This document briefly discusses how the initial web presence of euBusinessGraph has been established. It introduces the technologies used and provides a brief description of the structure. The website will significantly evolve during the project lifespan.

The current website is managed by EVRY and Deutsche Welle. Although the technical and structural responsibility of the website is limited to EVRY and Deutsche Welle, all consortium partners are involved in creating content to the website. This will ensure that the content and dissemination to the public is a joint effort including contributions from the consortium as a whole.

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1 Technology

The euBusinessGraph website is created using the WordPress publishing platform.¹ The instance of WordPress runs in a tenant on Microsoft Azure.

Microsoft Azure² is a collection of integrated cloud services that developers and IT professionals use to build, deploy, and manage applications through a global network of datacenters. With Azure it is possible to build and deploy solutions using tools, applications, and frameworks within the service.

The widely adopted WordPress Content Management System (CMS) was chosen by the consortium because of its easy-to-use interface and its ability to apply a wide range of plugins to build rich and user friendly websites. WordPress is implemented in the PHP web scripting language and relies on a MySQL database. Several plugins have been added to the base installation of the CMS. The most important plugins installed are:

- **Akismet**³ – to protect the blog from spam
- **Contact Form**⁴ - to create contact forms
- **Piwik**⁵ – to do analytics and statistics on usage of the website
- **Yoast SEO**⁶ - to create search engine optimised content

Additionally, a Twitter⁷ stream has been implemented in to the website . It dispatches news and serves as a communication channel to interact with other people interested in the same area of knowledge as where euBusinessGraph operates. The account can be found at: https://twitter.com/eu_graph.

2 Website – content, governance and planning

At the time of launch, the euBusinessGraph website consists of posts, pages and a twitter feed.

2.1 Posts

The posts are news articles which the euBusinessGraph have divided into three categories:

- **Meet us @**
- **News**
- **Project Update**

The reason behind this categorization is to ease navigation for the end user. Some users enter the website to get information about the project progression, others may be searching for arenas to meet the project partners.

2.2 Pages

Pages are more static in its behaviour than the posts. The top level menu has three main pages as depicted in the picture below.

¹ <https://wordpress.com/com-vs-org/>

² <https://azure.microsoft.com/en-us/?b=17.06>

³ <https://wordpress.org/plugins/akismet/>

⁴ <https://wordpress.org/plugins/contact-form-7/>

⁵ <https://wordpress.org/plugins/wp-piwik/>

⁶ <https://wordpress.org/plugins/wordpress-seo/>

⁷ <http://twitter.com>



Figure 1 – The global menu of the website

As the projects evolves, pages will be added to document the progress.

2.2.1 About

The About page is dedicated to the euBusinessGraph business cases:

- #1 Corporate Events Data Service (OpenCorporates)
- #2 Tender Discovery Service (CERVED)
- #3 B2B Lead Generation Service (SDATI, ATOKA)
- #4 CRM Service (EVRY)
- #5 Journalism Product (DW)
- #6 Norwegian Registries API Service (BRC)

Each business case is described on its own page.

2.2.2 Contact

The contact page describes how to get in contact with the euBusinessGraph project and contains a contact form and basic contact information.

2.2.3 Consortium

The consortium page briefly introduces the euBusinessGraph partners and the respective partner's contribution to the project.

2.3 Twitter feed

The twitter feed is a central component of the main page. The feed is one of the most important dissemination channels, with high potential of reaching a relevant audience with updates about the project.

2.4 Publishing plan

To keep a website up to date and relevant, certain governance routines are going to be implemented. For the euBusinessGraph website, EVRY and Deutsche Welle share the governance responsibility. Since much of the project work is carried out in the work packages (WP), the partners responsible for the work package is appointed to document and disseminate the results in posts to the website. An initial publishing plan has been introduced to the consortium. The publishing plan will be detailed as the project progresses.

The euBusinessGraph consortium has also agreed on some basic guidelines for writing "Project Update" articles. The guidelines states that an article should include a description of the following:

- Status of the work
- Challenges faced

- Possible solution(s) to the challenge
- 500-800 words maximum
- Minimum one image/picture to illustrate the article

3 Mobile version

A modern website must be available on all devices, no matter screen size or resolution. The selected Wordpress theme “UltraFire”⁸ is developed on the Bootstrap⁹ framework. This means that it supports responsive development, adapting to any size, whether it is a desktop PC, a tablet or a mobile phone.

UltraFire is a customizable, responsive and retina-ready theme. It can be configured to focus on static information pages, blogs, or both. The theme is powered by the SMOF Options Panel, which provides options to manage and modify any aspect of the theme. The theme is also well suited for both beginners with no coding knowledge and developers.

An example page for the small mobile display is shown in Figure 9 in Section 6.

4 Graphical identity

By the time that the euBusinessGraph website is launched, the final design of the logo and marketing material is not ready. Thus, the website is launched with the preliminary logo, depicting a graph and its connection to the EC. According to the project plan, a new visual design and logo will be implemented in April 2017. The preliminary logo will then be replaced on the website and the design will be adapted accordingly.

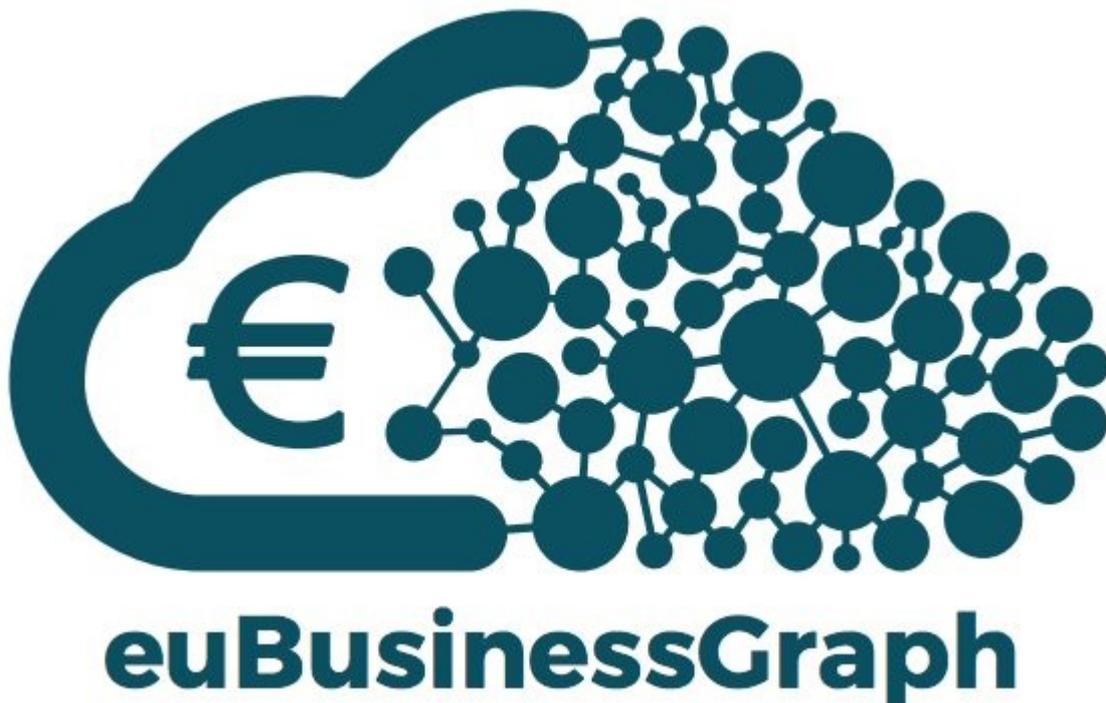


Figure 2 – The preliminary euBusinessGraph logo

⁸ <https://themeforest.net/item/ultrafire-retina-responsive-wordpress-blog-theme/4903779>

⁹ <http://getbootstrap.com/>

5 Privacy

The EU directive on privacy¹⁰ (2009/136/EC) requires that websites must follow strict guidelines on privacy and data protection and thus inform users that cookies are not being gathered without their previous consent. According to these regulations, the European user needs to be informed about the personal data processing/collection occurring via websites/online/apps. Personal data in the European sense has been defined very broadly. This does include any information relating to an identified or identifiable data subject.

In order to comply with these regulations, the euBusinessGraph website offers two pages;

- **Privacy Policy**
- **Legal Notice**

These pages inform visitors what information the euBusinessGraph project collects and what the consortium does – and not does - with the collected information. It also informs users on how the content of the website has been compiled and how end users should make use of the information lawfully.

¹⁰ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32009L0136:EN:NOT>

6 Screenshots

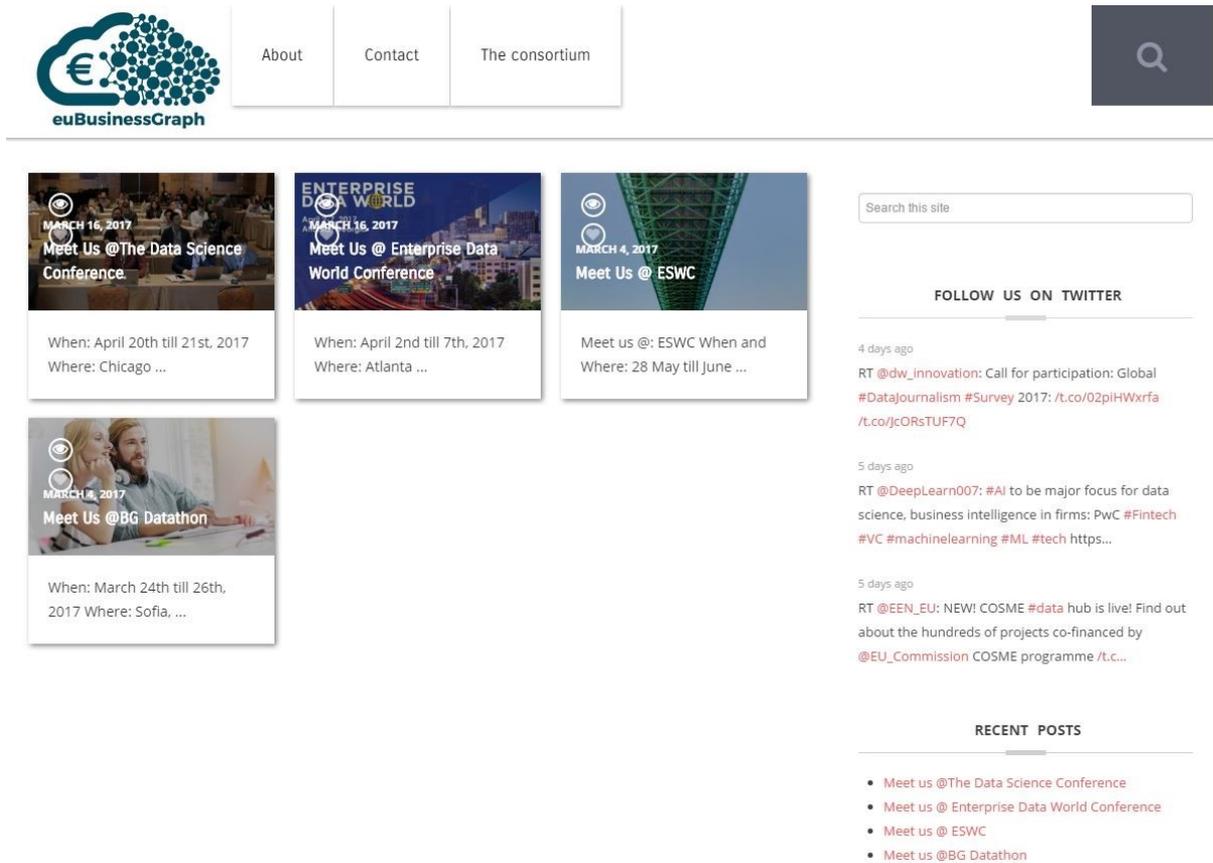


Figure 3 – Screenshot of the homepage



About

Contact

The consortium



The consortium

The partners behind the project

The consortium includes internationally established players in all key areas of required expertise:



SINTEF | technology provider; research organisation |

[Homepage](#)

In its role as a technology provider, SINTEF brings its expertise in open data technologies in the design and implementation of data-driven platforms. SINTEF is one of the leading research organisations in Norway in the field of Open Data and has developed together with the Norwegian private sector applications consuming public sector open data for monitoring trends in regional developments in Norway and environmentally friendly decision support Applications.



OpenCorporates | data and business case provider, technology provider; SME | [Homepage](#)

OpenCorporates will supply much of the core entity data, standardising information from company registers, and auto-discovering links between entities (e.g. branches and home companies). It will also provide an important new dataset: corporate events information, deriving this from both changes in core data at Company registers, and from government gazettes, which will be parsed and classified for this project. Finally, it will work with other partners to collate and map open data identifiers, while providing a business case to the Project.

Figure 4 – Screenshot of the partner presentation page



About

Contact

The consortium



Contact

Thank you for your interest in euBusinessGraph. We'd love to hear from you.

Please fill the following form and let us know what we can do for you, we will contact you promptly.

Our project co-ordinator is:

- Dr. Dumitru Roman of SINTEF ICT (Networked Systems and Services (NSS).
- Forskningsveien 1, Blindern, 0314 OSLO, NORWAY.

You can send him an e-mail at:

- Dumitru.Roman@sintef.no or use the contact form below.

Find us on Twitter @eubusinessgraph

Contact form

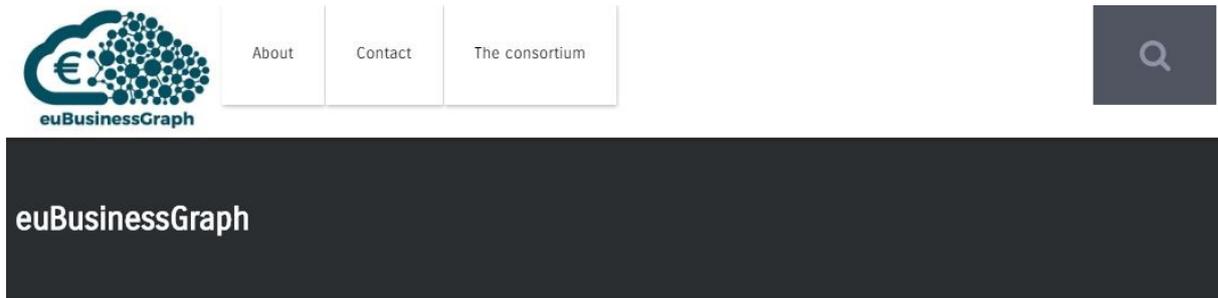
Your Name (required)

Your Email (required)

Subject

Your Message

Figure 5 – Screenshot of the contact page



The basic idea behind the euBusinessGraph project is two-fold.

- Firstly, the creation of a “business graph” – a highly interconnected graph of Europe-wide company-related information both from authoritative and non-authoritative sources (including data both from the public and private sector).
- Secondly, providing the reliable provisioning of the business graph in the form of a data marketplace that in turn will enable the creation of a set of data-driven products and services via a set of six corresponding business cases:

#1 Corporate Events Data Service (OpenCorporates)

#2 Tender Discovery Service (CERVED)

#3 B2B Lead Generation Service (SDATI, ATOKA)

#4 CRM Service (EVRV)

#5 Data Journalism Product (DW)

#6 Norwegian Registries API Service (BRC)

Figure 6 – Screenshot of business case overview page

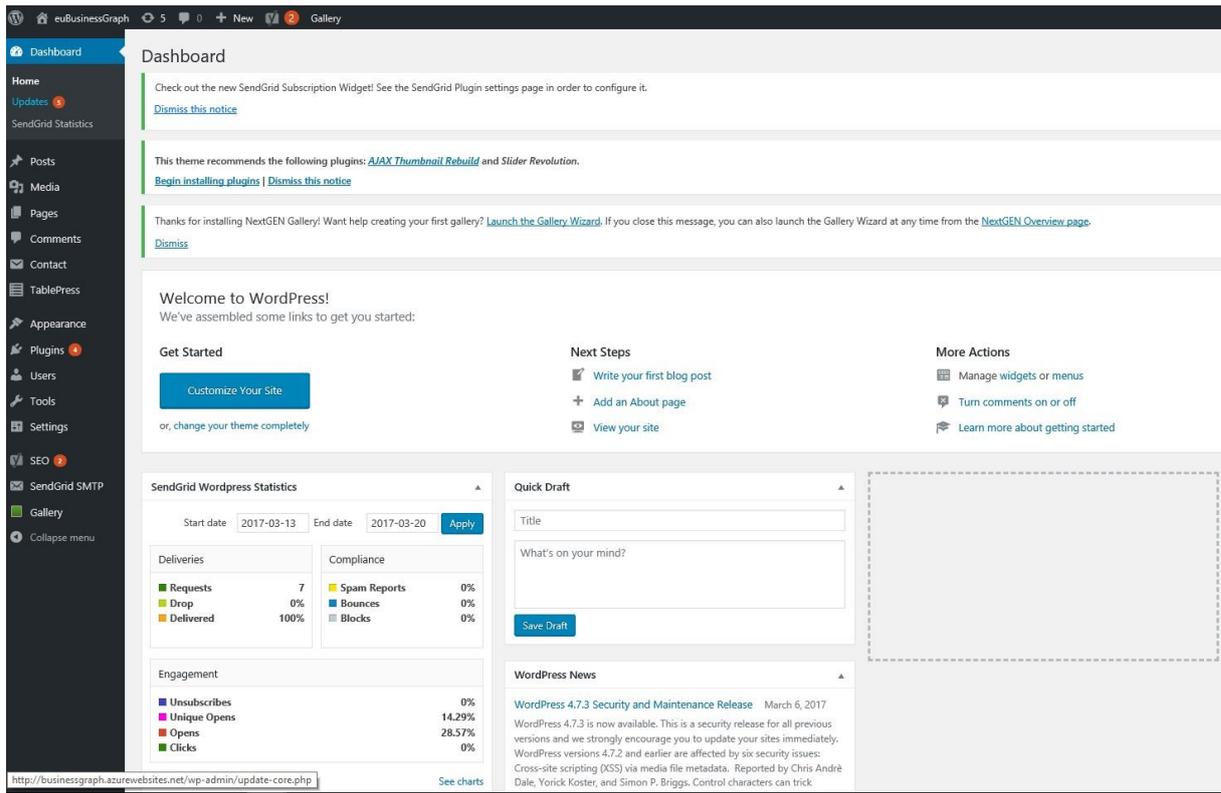


Figure 7 – Screenshot of editor dashboard

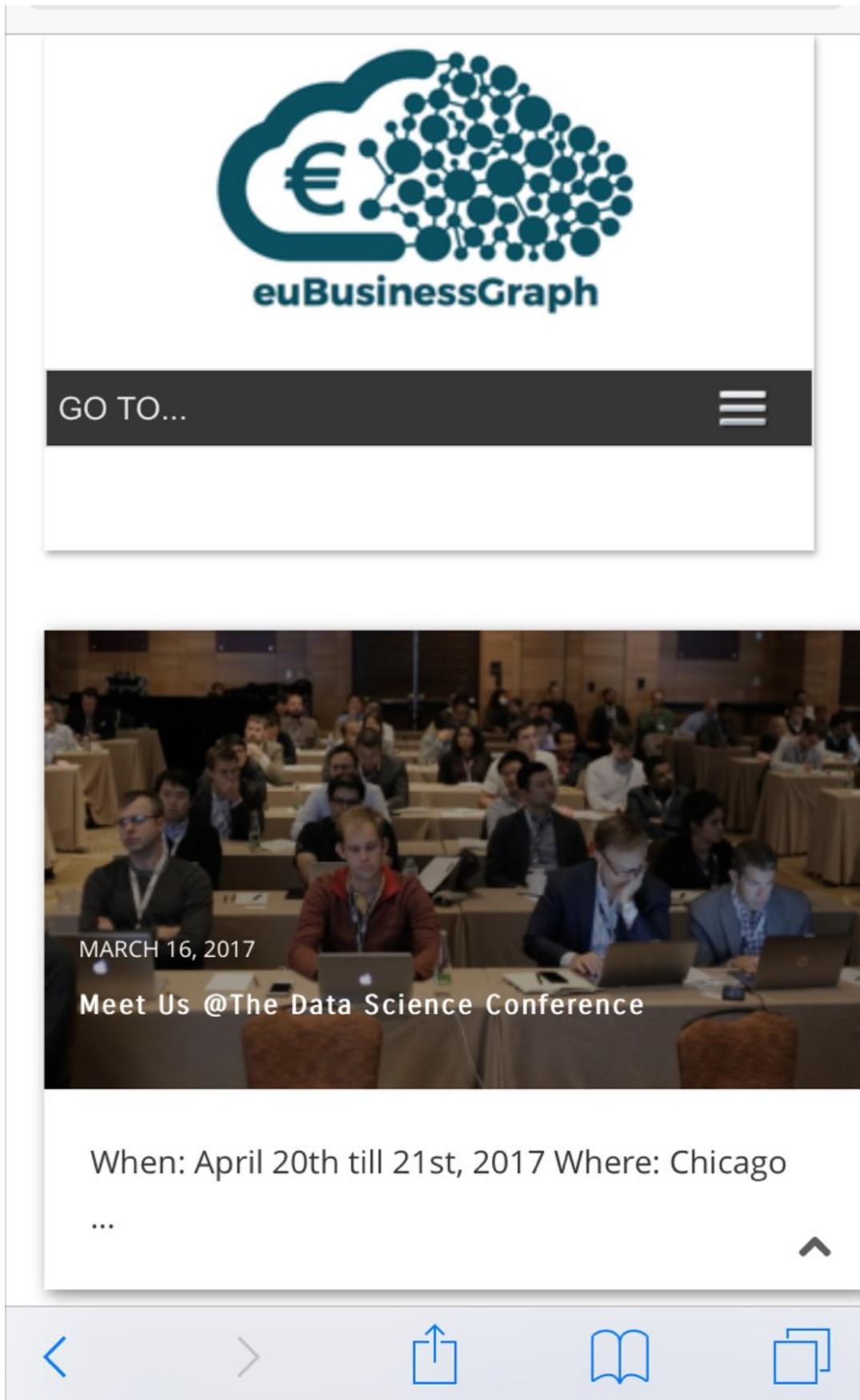


Figure 8 – Screenshot of the mobile version

7 Website URL

The website for euBusinessGraph can be found at the following URL:

- <http://eubusinessgraph.eu>