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DELIVERABLE 8.1

PROJECT WEBSITE AND SOCIAL MEDIA PROFILES

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1. Introduction

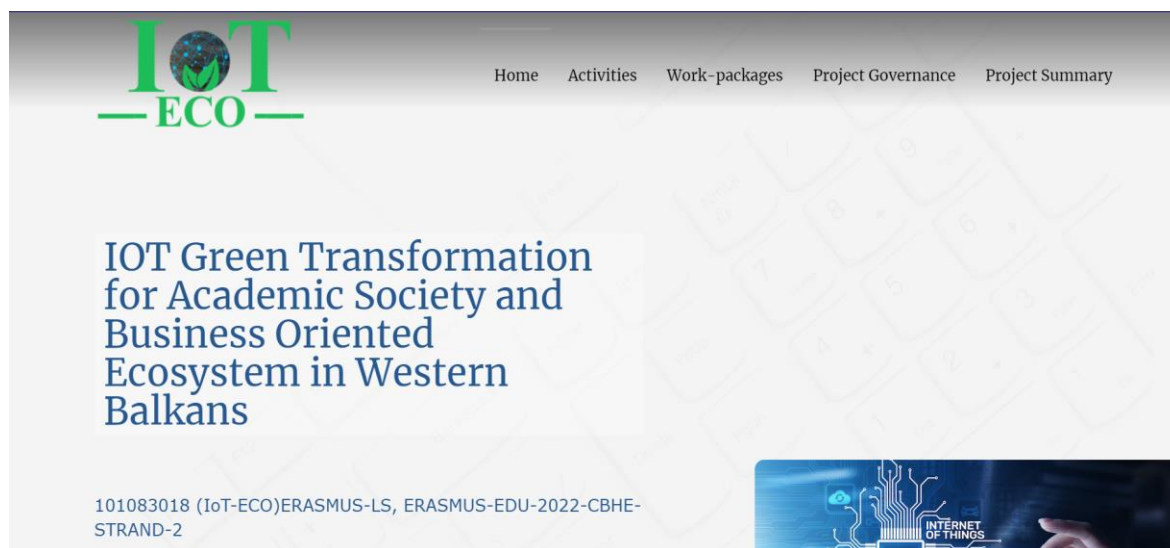
The *IoT Green Transformation for Academic Society and Business Oriented Ecosystem in Western Balkans (IoT-ECO)* project falls into the category of Capacity building projects which typically focus on strengthening relations between higher education and the wider economic and social environment and Strand 2: Partnerships for transformation in higher education, which aims to have a large and wider impact on innovation, university/business relations, and institutional governance. The European Council recently paved the way for the opening of membership negotiations with Albania in June 2019 and the country is trying to improve and harmonize its regulations with European standards to prepare its institutions and residents for successful integration into the European Union (EU). The European Green Deal, the Sustainable European Investment Plan, and the Sustainable Industry come to lead the development in all three countries.

This project aims to address these specific needs by proposing opportunities for intelligent solutions based on Internet of Things (IoT)/Internet of Everything (IoE) technology, their implementation for green transformation, and the development of institutional and academic capacities toward national and regional cooperation between Higher Education Institutions (HEIs) in the WBs. The feasibility study of a human capacity building and infrastructure initiative is one of the pillars of this project. In addition to the academic dimension, this project aims to achieve the business and social dimensions. This joint project uses IoT to upgrade technology in higher education to address the needs identified in each partner country. Since we are in Industrial 4.0, preparing and informing IoT-related individuals will help them access these futuristic technologies.

2. Project website design and publication

In order to disseminate and promote every activity, deliverable, and project event, it is necessary to use a website and social media networks like Facebook, Instagram, Twitter, and LinkedIn profiles. For this purpose, are used HTML, CSS and used an open-source content management system like WordPress is a great resource for the project website. It used to be to put easily content online, and manually assemble all the files but can automate and significantly simplify many parts of the process. The open-source community surrounding WordPress has made it into a powerful and flexible product, ranging from the community to the thousands of “hosted” websites and blogs using WordPress software, supported by Internet hosting companies.

The project website is available at the following URL <https://iot-eco.eu/>.



The project website is launched at the early stage of the project and will be updated continuously. In order to provide the quantitative performance of the website, we will integrate and measure continually the activity of visitors. To achieve this will be used different plugins and tools like Google Analytics, are so that impact can be easily assessed.

In addition to these menus, the project website is connected to all other social media links such as Facebook, Twitter, Instagram and LinkedIn.

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The project website is the main dissemination tool aimed at presenting the project, informing on ongoing project activities, and outcomes generated. The website is composed of the following sections:

- ❖ **Home.** The home section includes direct links to the distinct areas of interest for the visitors;
- ❖ **Activities.** In this section of the project website are presented all the activities organized in the framework of the project implementation.

25 to 28 January 2023



Kick-off meeting



From 25 to 28 January 2023 the Kick-off meeting of the IoT-ECO project was organized in Technical University of Sofia, Sofia, Bulgaria

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- ❖ **Work-packages.** In this section of the project website, a detailed description of each WP is provided. A progress bar is shown to express the progress of each specific WP.

WP 1. Management

Lead Beneficiary: TUS

The coordinator of the project has to undertake the crosscutting management, monitoring, evaluation, and reporting are fulfilled by the following activities:

- Kick-off meeting
- Organizing Steering committee/Management Board meetings
- Preparation of Project Management Plan
- Financial management of the project
- Progress and Final Report Writing
- Coordination of all other project activities and reports
- Closing event

WP 2. Preparation

Lead Beneficiary: PUT

During the preparation phase, the main activities will consist on reviewing and reporting the situation of the penetration rate and application of IoT technology in WB region including below:

- Analysis of the situation regarding IoT penetration based on data collection through different questionnaires for students, academic staff, businesses, and society in the aim of green technology. Case study of the port of Durres in terms of green transformation issues.
- Workshop about sharing expertise in IoT for green transformation and analysis of syllabi in the 6 WB HEIs to identify the gaps in the area of IoT and Green transformation.
- Regional event in one Western Balkan country to share the results/findings of the Penetration Rate of IoT and need analysis in WB Report with all the stakeholders within and outside the consortium.

WP 3. Experience and sharing know-how with EU partners on the establishment of the IoT-ECO hub

Lead Beneficiary: TU-Graz, UAMD

After the need analysis report, the next activities will be divided based on the IoT infrastructure developing, share knowledge, trainings and workshops with different stakeholders. In the developing phase will be introduced Innovating IoT applications in the framework of green transformation and will be organised in the following main activities:

- Study visits to EU HEIs to learn best practices on HEI capacity building on IoT applications
- Information and guidelines for the development of IoT hub and infrastructure (workshops and discussions)
- Academic staff, administrative staff, and student training
- Invited lecturer/talks in each WB university from EU, business, and associated partners

Work package 1 55%

- ❖ **Project Governance.** This part of the website provides information regarding the membership of the two most important boards: the Project Management Board (PMB) the and Project Quality Board (PQB).

[Home](#)
[Activities](#)
[Work-packages](#)
[Project Governance](#)
[Project Summary](#)

Project Management Board

Show entries

Search:

Partner HEI	Member of the PMB	Function
TU-Sofia	Assoc. Prof. Dr. Galia Marinova	President of the PMB
UAMD	Msc. Manjola Zeneli	Member
UPT	Dr. Enida Sheme	Member
UP	Dr. Hena Maloku	Member
UBT	Elinda Krasniqi / Lirigzona Morina	Member
UoM	Prof. Dr. Jelena Jovanovic	Member
UNIM	Assoc. Prof. Dr. Maja Delibasic	Member
TU-Graz	Stephanie Mühlbacher (substitute:Pasha Bekhrad)	Member
UPAT	Dr. Christos Mavrokefalidis	Member

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Project Quality Board

Show entries

Search:

Partner HEI	Member of the PMB	Function
TU-Sofia - Coordinator	Dr. Nina Koleva	Member
UAMD	Assoc.Prof.Dr.Lindita Mukli	Member
UPT	prof. Dr. Alexander Biberaj	Member
UP	prof. Dr. Mimoza Ibrani	President of the QB
UBT	prof. Dr. Edmond Hajrizi (substitute:Dr. Besnik Qehaya)	Member
UoM	assoc. prof. Dr. Aleksandar Vujovic	Vice-president of the QB
UNIM	prof. Dr. Žana Knežević	Member
TU-Graz	prof. Dr. Erich Letgeb (substitute:Prof. Mario Auer)	Member
UPAT	prof. Dr. Kostas Berberidis	Member

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- ❖ **Project Summary.** This menu shows some general information regarding the project. In addition, specific and general objectives of the project are provided.



Project Summary

Albania, Kosovo and Montenegro are Partner Countries in the Western Balkans (WBs) region with a young population, dynamic economy and serious need for growth, development and green transition. The priorities set out in the latter represent the priorities of the ministries in the three countries as well as the approximation to the priorities at the regional level set by the EU. The IoT-ECO project falls into the category of Capacity building projects which typically focus on strengthening relations between higher education and the wider economic and social environment and Strand 2: Partnerships for transformation in higher education, which aims to have a large and wider impact on innovation, university / business relations and institutional governance. The European Council recently paved the way for the opening of membership negotiations with Albania since June 2019 and the country is trying to improve and harmonize its regulations with European standards to prepare its institutions and residents for successful integration into the European Union (EU). The European Green Deal, the Sustainable European investment Plan and the Sustainable Industry come to lead the development in all three countries.

This project aims to address these specific needs by proposing opportunities for intelligent solutions based on Internet of Things (IoT)/Internet of Everything (IoE) technology, their implementation for green transformation and development of institutional and academic capacities towards national and regional cooperation between Higher Education Institutions (HEIs) in the WBs. The feasibility study of a human capacity building and infrastructure initiative is one of the pillars of this project. In addition to the academic dimension, this project aims to achieve the business and social dimensions. This joint project uses IoT to upgrade technology in higher education to address the needs identified in each partner country. Since we are in Industrial 4.0, preparing and



3. Social media presence

The project's Social Media accounts, Twitter, Facebook and LinkedIn are set up to enable communication with all the stakeholders. In this context, the presence of the project on major social networking platforms has been established from the early stages of the project lifecycle. Successful distribution of messages and absorption by the community will be shown by the number of citations, likes, Retweets, and subscribes. Continuous and expanded presence in social media channels and work towards community engagement will result in audience buy-in at training events. Below are listed the links of social media accounts

1. Facebook account: <https://www.facebook.com/profile.php?id=100091482534464>
2. Twitter Account: <https://twitter.com/IoTECOeu>
3. Instagram Account: <https://www.instagram.com/iotecoeu/>
4. LinkedIn Account: <https://www.linkedin.com/in/iot-eco-11733a271/>

4. Quality board assessment and future work

The link to the initial version and design of the website was distributed to all members of the Quality board and feedback was collected. A list of recommendations was prepared and a second improved version of the website is under development. The support and update of the site is a task that will last during the whole period of the project. Two administrators of the web-site will be trained for updating the site. A plan of updates is also under preparation.