



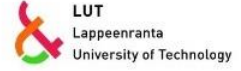
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2. List of abbreviation

GDPR	General Data Protection Regulation
MOOC	Massive Open Online Courses
RRI	Responsible Research and Innovation
SSH	Social Science and Humanities
VR	Virtual Reality



3. Executive summary

This deliverable reports on the requirements and high-level framework of the European citizens awareness platform developed in the upPE-T project.

4. Introduction

The technical innovations in upPE-T project are supplemented by increasing awareness among European citizens of products and materials upcycling and to improve consumers behaviour and attitude towards drink&food packaging recycling and purchasing. The awareness raising is continuously performed in this project supported by the integration of Social Sciences and Humanities (SSH) disciplines and Responsible Research and Innovation processes (RRI) within overall upPE-T approach.

5. Scope and objective

This Deliverable is an outcome of T9.4 which runs until the end of the project.

This deliverable focuses on defining the requirements and the high-level framework of a European citizens awareness platform.

6. European citizens awareness platform

6.1. What is it and what is the expected function

The upPET European citizens awareness platform is intended as a tool implementing the upPE-T citizen awareness strategy and a 'public forum' highlighting the upcycling of food and drink plastic packaging. The platform will be used by the project for:

- Understanding the citizens needs with regards their ability to perceive environmental problems linked to global socio-economics issues.
- Understanding the citizens' perception of environmental problems and risks, the need of a sustainable economy, and their ability to understand complex issues regarding products and materials upcycling
- Understanding the perception and attitude of students and young people about environmental threats and challenges, their behaviour towards plastic packaging

and the ability to understand the complex issues related to plastic recycling and upcycling.

- Increasing the awareness of citizens, students and young people and improving their attitude and behaviour related to purchasing and recycling food & drink packaging.
- Empowering young people and students to communicate about sustainable economy, and plastic packaging withing their networks.
- Awareness building among the target audience of upPE-T including the European citizens.
- Implementing a continuous, proactive engagement with the European citizens through WP9's solid communication and awareness strategy that includes the participation of all members of the consortium and Advisory Board, ensuring that relevant information are properly communicated and widely spread among the project's target audience.

Through the platform, upPE-T partners make an attempt to increase citizens knowledge about environmental threats and challenges, the need of a sustainable economy, and their ability to understand related complex issues as the concept of products and materials upcycling. The goal is to empower the target groups (including citizens) with a tool to increase their ability to understand environmental problems and further increasing their knowledge & awareness regarding materials and products upcycling, and improve consumer's attitude and behaviour with respect to purchasing and recycling food & drink packaging.

6.1.1. Target audience of the platform

European citizen awareness platform will serve two main target audiences.

Students and young people, who are the main pillars of mid-term and long-term society. It is essential to understand existing narrative withing youths, educate them about the recycling, upcycling and their role in sustainable economy, empower them through adequate tools, assure their meaningful participation within global challenges debates, and open a door for new ideas and innovations they can bring, develop and scale.

Public in general, that is the main drivers of the change in the short term. We will specify tailored messages segregated by the identified target groups and needs, with the aim to increase their knowledge and ability to understand current faced challenges, learn how to think about and evaluate their purchasing decisions.

6.1.2. Key messages

upPE-T will use the platform to spread key messages, to support communication between general public, students and young people so they can learn from each other, to provide tools and to address open questions.

Key message to be spread by upPE-T about recycling and upcycling:

- It increases quality and lifetimes of materials and products and reduces wastes,
- It creates employment opportunities,
- It is bringing innovation, enabling new business models and business opportunities,
- It is helping us to directly influence and reward positive business behavior (e.g. when buying food and drinks in sustainable packaging we are supporting businesses with sustainable behavior)
- It is addressing environmental threats and helps in decarbonizing society.

6.1.3. Platform user management

European citizens awareness platform will use Role Based Access Control model (RBAC) for an application access management. It will have a clear role of hierarchy.

There will be three types of the accounts:

- Administrators or the owner. These accounts will be given to upPE-T consortium members.
- Moderators. Accounts to be given to those who are moderating the forum, they will be able to remove content published by users
- Users who will have the option to read content, contribute by posting comments and topics.

It is to be noted that T9.4 runs until M48 and as a result, the platform developed in this task will be continuously improved and maintained throughout the project duration and beyond by DIGI.

During the execution of Task 9.4.1 on awareness roadmap elaboration, it has been decided that the developed platform must also support diffusion of the VR content for the VR mobile app (to be developed during the 2nd year of the project) and host, disseminate the MOOCs. Therefore, the developed platform will continue to evolve throughout the duration of the project and maintained by DIGI during and after the project.

6.2. Requirements of the platform

The overall requirements are categorised into three groups as described in Table 1.

Table 1 – Requirements of the platform

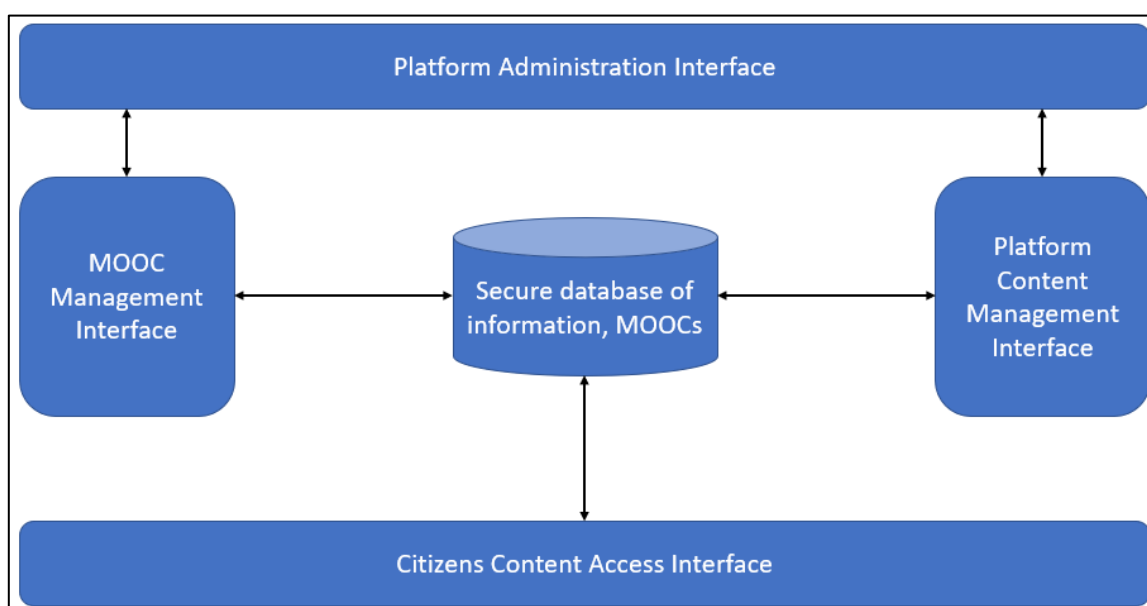
Requirement number	Description
Required functionalities for platform administration	
R1.1	Enable users to access resources from 3 rd party websites (e.g. social media).
R1.2	Access all administrative tools and functionalities from a single interface.
R1.3	Monitor visits and other statistics of the platform (i.e. number of users, time period, etc.). External tool(s) can be used.
R1.4	The following Language packs should be available and included in the RSS module: English, German, Italian, Spanish, Finnish, Greek, Serbian, Croatian, Turkish. It should be able to input translation to the videos.
R1.5	The possibility to conduct surveys among users in the system. A 3 rd party tool might need to be used and integrated into the platform.
R1.6	Communication through emails should be provided such that users can send questions and opinions.
R1.7	Link to blog posts and other materials outside of the platform should be curated such that European citizens get a wide variety of information through the platform.
Required functionalities for course management	
R2.1	Support for common file formats and the possibility to embed the content of such files, (including: aam, aiff, asf, au, avi, doc, gif, html, htm, jpg, jpeg, jif, mpe, mpg, mpeg, moov, mov, pdf, pps, qt, ra, ram, swa, swf, tiff, txt, wav, wpd, xls, xlsx, docx, ppt, pptx, wma, wmf and wmv), in addition to display and

	reproduction of the above-mentioned file formats within the platform, subject to the availability of the relevant plug-ins in the installation of the user's browser.
R2.2	If the relevant browser plugin is not installed (or is unavailable), the platform should run an external desktop application to display or play the file.
R2.3	Modern, intuitive and responsive interface.
R2.4	The possibility to create different sections within a course.
R2.5	The possibility to access different content, depending on individual performance and student progress.
R2.6	The possibility to change the course settings and make certain tools and parts of the course content (in)accessible on specific dates and at specific times.
R2.7	The possibility for the admin to archive a portion of the course or the entire course.
R2.8	The possibility of automatic notification to users about new activities, publications, assignments, examinations, tests, or changes in the course.
R2.9	The possibility of self-assessment.
R2.10	The possibility to use different types of questions in tests (including Multiple-choice questions), surveys and polls.
R2.11	Visualisation of the course progress allowing the user to quickly and easily understand where s/he stands in the learning process.
R2.12	The platform must possess a built-in a system for sending and receiving e-mails.
R2.13	The system needs to support the import and export of courses and should support generally accepted Common Learning

	management system standards: AICC, SCORM ¹ , Experience API, CMI, LTI.
Required functionalities for content management	
R3.1	Landing page about the course, key requirements, time and effort expectations, about the upPE-T project.
R3.2	The possibility to publish publicly available information related to the teacher/professor/project.
R3.3	The possibility to store and manage any type of content from a centralized location where it can be administered, updated and shared.
R3.4	The possibility to keep different versions of the file – the system should be able to automatically save the last version of the document and keep all previous versions. E.g. when content is updated.

6.3. Framework of the platform

A high-level framework of the platform is illustrated in Figure 1 showing the operational components.



¹ https://www.researchgate.net/publication/224085435_Standards_and_specifications_for_e-learning_systems

Figure 1 – Framework and components of the platform.

As seen from the above figure, the requirements have been translated into software components of the platform. All the interfaces for content access, management, and administration are performed over a secure communication channel.

Web analytics of the platform is performed using Google analytics, which monitors all the incoming traffic and provide periodically, reports about the site’s performance. Google Search Console has been used to upload the file robots.txt to make easier for Google Robots the indexation.

DIGI is responsible for development, continuous updating, and maintenance of the platform while partners such as IDI and UNC are responsible for providing the contents such as MOOCs. All pages will be optimised for the search engines (SEO) during Year 2 of upPE-T, ensuring that the platform is well positioned in the browsers and search engines.

DIGI will also ensure that the platform is compliant with all European requirements and standards with regards to data protection including the GDPR.

6.4. Timeline for development

The timeline for development is outlined in Table 2.

Table 2 – Timeline for European citizens awareness platform development

Month	Action
M3-M4	Requirements collection for the platform (UNC, IDI, DIGI).
M5-M12	First version of the platform developed and internal testing performed by DIGI.
M13	First public launch of the platform.
M13-M48	Continuous interaction among the citizens, other stakeholders with the platform inline with WP9’s communication and awareness strategies.
M14-M17	Second development phase preparing the platform to host, manage, and publish MOOCs.

M18-M24	Third development phase preparing the platform to host, manage, and publish VR contents to be used by the upPE-T VR mobile app.
M24-M48	Continuous improvement and maintenance performed by DIGI.
M49 onwards	The platform will be merged into DIGI's Paradise Platform for continuing the public engagement and maintenance of the MOOCs.

7. Conclusion

In a nutshell, this deliverable reports about the European citizens awareness platform, its function, requirements, operational framework, as well as the timeline for development. The platform will be linked from the upPE-T website and updated, maintained by DIGI during and after the project conclusion.