

# D8.1: iPhotoCult website

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<b>Abstract</b>	Deliverable D8.1 of iPhotoCult presents the Project’s website, <a href="https://iphotocult.eu">https://iphotocult.eu</a> . The website is the main tool for the communication and dissemination of the project’s goals and achievements. The present document describes the website’s content and the reasoning behind the way it was created.
<b>Keywords</b>	

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[www.iphotocult.eu](http://www.iphotocult.eu)



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SEN	Sensitive, limited under the conditions of the Grant Agreement	
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\* DEC: Websites, patents filing, press & media actions, videos, etc.



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## EXECUTIVE SUMMARY

Goal of deliverable D8.1 of iPhotoCult is the presentation of the Project's website (<https://iphotocult.eu>). It includes the description of the various sections/pages and the reasoning for the concept design, having as main objective to maximize the impact of the project and to reach easily the target audiences.

The iPhotoCult website lies in the centre of the communication and dissemination of the Project's aim and objectives as well as of its activities and results. It is one of the main sources of information about the Project for all stakeholders as well as for citizens, policy makers and the media who might be interested in the cultural heritage field. Other tools that will be used for the communication and dissemination of the Project involve the organization of community events, campaigns, social media posts, press releases, videos etc., will be complementary to the website and a continuous interaction between the different tools will be encouraged in order to gain more visitors.

The web development plan has been agreed by the members of WP8 of iPhotoCult.

It is important to highlight that the website is a dynamic tool and as such its content will be updated throughout the first few months of the Project's lifetime taking into account the users/visitors feedback. Herein, the first version of the website is presented, while version 2 has been designed and will be launched live in the next couple of months with deliverable D8.1 correspondingly being updated in its version 2. Moreover, since the Dissemination, Exploitation & Communication Plan is to be expected in M12 (first version), the website content might experience changes to align better with the D,E&C plan.

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## INTRODUCTION

The iPhotoCult website was launched in July 2024. It was conceived as management system of the communication contents for the stakeholders, the general public, the media and policy makers. Therefore, the website includes and will be continuously updated with information that delineates the objectives, activities and results of the Project by means of the following dissemination and communication topics:

- General information about iPhotoCult
- Description of the consortium members
- Vision, information, objectives and overview of the research activities
- Information about the Cultural Heritage Pilots
- Latest news
- Contact information
- Acknowledgement and reference to the funding received under the Horizon Europe Framework Programme

## 1 COMMUNICATION AND DISSEMINATION OBJECTIVES

The website plays a key role in the Dissemination and Communication strategy of iPhotoCult. Along with Dissemination, Communication & Exploitation initiatives and events deployed online or in-person will contribute in reaching out as many stakeholders and citizens as possible.

The specific objectives are the following:

- A visual identity that is recognizable and distinctive from other projects with similar field of interest and reflects the values of the Project.
- The creation of a dynamic website, which consists in updating the news page regularly. By updating the content, it helps also in improving the ranking in Google. In parallel, the news will be posted also in the social media accounts and the linking between the website and the social media will increase the number of visitors both ways.
- Implementation of digital marketing strategies, as the following:
  - Social networks: News from the Project will be disseminated and communicated in both the website and the social media accounts, aiming at increasing the visitors and subsequently the impact of the Project.
  - Search Engine Optimization: Certain strategies will be implemented for the increase of visitors of the website. An SEO-friendly site, as is iPhotoCult website, allows a search engine to explore and index all pages throughout the site.
  - Building synergies: iPhotoCult is part of the Green Cluster in Cultural Heritage aiming to strengthen the links between Projects with similar goals and vision. Towards this goal, it will share links with the websites of the other projects of the Green Cluster under the research area «Advanced Monitoring Technologies», namely NERITES, ChemiNova and ARGUS:

HORIZON-CL2-2023-HERITAGE-01-01: Advanced Technologies for remote monitoring of monuments and artefacts



The other Projects of the Green Cluster are the following:

HORIZON-CL2-2021-HERITAGE-01-01: Green technologies and materials for cultural heritage



HORIZON-CL2-2022-HERITAGE-01-08: Effects of climate change and natural hazards on cultural heritage and remediation



Start Date: 01/01/2023  
End Date: 31/12/2025



Start Date: 01/02/2023  
End Date: 31/07/2026



THE TIDA

Start Date: 01/05/2023  
End Date: 31/10/2026



Start Date: 01/09/2023  
End Date: 31/08/2027

<https://triquetra-project.eu>/<https://resilientculturallandscapes.eu>/<https://thetida.eu/#/home> <https://steccihorizoneu.com/>



## 2 TECHNICAL CHARACTERISTICS

### 2.1 RESPONSIVE CONTENT WEBSITE

iPhotoCult’s website uses Responsive Web Design, which improves its readability on all devices (desktops, tablets, and mobile phones). By using HTML and CSS to resize, hide, shrink, enlarge or move content results in adapting the look to any screen. State-of-the-art techniques in design have been adopted to create an intuitive user experience.

Intelligent advanced Photonics Tools for remote and/or on-site monitoring of Cultural Heritage monuments and artefacts

iPhotoCult empowers decision makers and professionals to manage, restore, preserve, and safeguard Cultural Heritage

**Problems addressed by iPhotoCult Demand**

- Non-invasive
- Detection
- Diagnosis
- Data formatting
- Fast tracking
- Prediction
- Planning

**Consortium**

**Beneficiaries:**

- 01 FORTM
- 02 UNIC
- 03 CARTIR
- 04 IIR
- 05 IRETECH
- 06 IRETECH
- 07 IRETECH
- 08 IRETECH
- 09 IRETECH
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- 19 IRETECH
- 20 IRETECH

**Associate Partners:**

- 01 NATIONAL GALLERY ALEXANDROS SOLOUSSIS MARUFILM
- 02 ECONOMICO DELLE RIPOSTINE REALI SARAGLIDE
- 03 ARCHAEOLOGICAL MUSEUM OF THESSALONIKI
- 04 CONSIGLIO NAZIONALE DELLE RICERCHE
- 05 YULIYANOV RESIDENCE DE LA REINA DE CASTILLA Y LEÓN
- 06 FUNDACION CARTIR
- 07 TECNOLOGICO
- 08 LASER ANALYTICAL SYSTEMS S.L. AUTOMATION
- 09 CENTRO CONSERVAZIONE RESTAURO LA VERGARA REALE
- 10 EAGLE PROJECTS

**Partners:**

- 01 BELGIUM
- 02 DENMARK
- 03 GERMANY
- 04 GREECE
- 05 ITALY
- 06 JAPAN
- 07 POLAND
- 08 ROMANIA
- 09 SPAIN
- 10 SWEDEN
- 11 SWITZERLAND
- 12 UKRAINE
- 13 UNITED KINGDOM
- 14 UNITED STATES OF AMERICA
- 15 AUSTRIA
- 16 CANADA
- 17 FINLAND
- 18 FRANCE
- 19 NETHERLANDS
- 20 NORWAY
- 21 PORTUGAL
- 22 SLOVAKIA
- 23 SLOVENIA
- 24 SWITZERLAND
- 25 UZBEKISTAN

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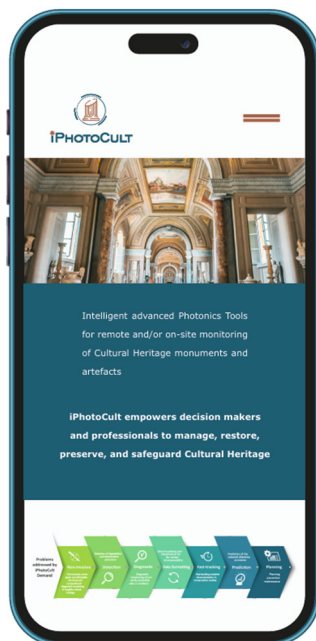


Figure 1: iPhotoCult's homepage as it appears on desktop and mobile devices

## 2.2 BUILT USING CUSTOM CMS

In order to better adhere to the specific needs of the iPhotoCult project, a custom content management system was used during the implementation of the present website. This system utilizes popular Web technologies including HTML5, CSS3, Javascript on the client-side, as well as Apache, MariaDB and PHP on the server-side, in order to offer maximum performance and security, while, at the same time, ensuring the proper representation of the project's aesthetic identity.

This custom CMS allows users with minimal technical background to add and edit dynamic content to the website, through an easy-to-use interface utilizing WYSIWYG text editing and other data entry interface elements. Moreover, the system allows the upload of featured images, galleries, embedded media and other attached files, such as PDF or XLS documents and more. The CMS carefully balances the capabilities and features available to content editors, in order to allow the meaningful access to content tools and ensure the website's sustainability, while at the same time ensuring that the published content retains its organizational structure and conforms to iPhotoCult's aesthetic identity guidelines. Figure 2 shows the content management area.

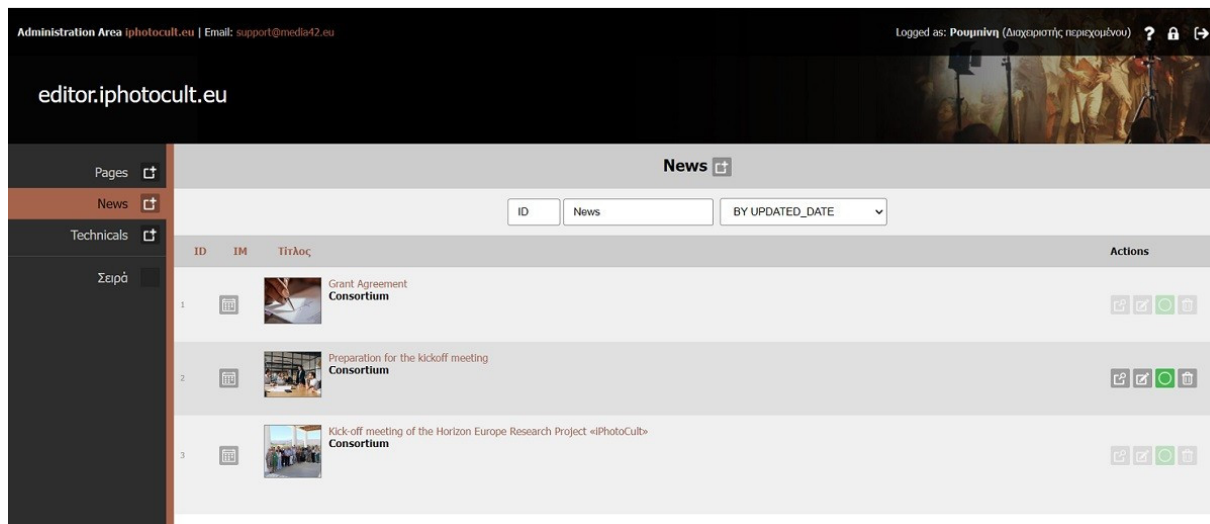


Figure 2: iPhotoCult's content management area

## 2.3 CONNECTION AND DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE

All communication between iPhotoCult's web server and the local browser of every visitor of the website is carried out exclusively using end-to-end encryption through the Secure Hypertext Transfer Protocol (HTTPS). In order to achieve this, the Transport Layer Security (TLS) cryptographic protocol is used. This type of strict security is utilized by millions of online businesses and individuals aiming to decrease the risk of sensitive information (e.g. passwords, credit card numbers, usernames, emails etc.) from being stolen or tampered with by hackers.

The combination of HTTPS and TLS essentially allows for a private "conversation" just between the two intended parties. To create this secure connection, an SSL/TLS certificate (also referred to as a "digital certificate") is installed on a web server. This certificate is used to not only authenticate the identity of the iPhotoCult website, but also to encrypt the data that is being transmitted. The digital certificate used by the iPhotoCult website is issued by "Let's Encrypt", the world's largest certificate authority, that is being used millions of websites world-wide.

## 2.4 IMAGES OPTIMIZED AND GZIP-COMPRESSED FOR BETTER LOAD TIME

All image files that are uploaded through the Website's management area are automatically optimised for Web use through the TinyPNG API. This state-of-the-art API uses an advanced compression algorithm that reduces the footprint of all image files, while at the same time retaining their high quality. File sizes may be reduced up to 80%, thus enabling a much faster page load speed that contributes greatly towards a more streamlined User Experience. The image compression offered by this subsystem also allows for better resource use, through limiting bandwidth usage and for better search engine page rankings, since website performance is a major factor in Search Engine Optimization (SEO).

## 2.5 SEO-FRIENDLY SITE AND CONTENT

An SEO-friendly site allows a search engine to explore and index all pages throughout the site. iPhotoCult's visibility in the search engine result pages is ensured when a search engine can easily navigate and understand the content. iPhotoCult's website is SEO-friendly and responds to the following standards:

- **Keyword Research/Optimisation:** iPhotoCult's website uses keywords in the content for maximum searchability and to generate traffic through search.
- **Semantic Web Optimisation:** The website makes use of HTML meta tags, data graphs like OpenGraph and TwitterCards and structured data through the Schema.org ontology, to increase each page's machine-readability. This allows for better previews during Social Media sharing, as well as faster and more detailed indexing by search engines and other web content crawlers.
- **Content Organisation:** The content is organised in a logical way and considers the European guidelines of best practices. This is not only good for SEO, but also helps visitors to find other related content easily.
- **Content Promotion:** The new content visibility can be increased by sharing it on social media accounts and building links to the content (both internally and from external sites).
- **Web Analytics:** Using Google's latest Google Analytics 4 (GA4) platform, the website records trends and behavioral statistics that may be used to adjust and enhance its provided content, in order to achieve a wider outreach.

### 3 PROJECT WEBSITE STRUCTURE

The iPhotoCult website is built in an infographics (graphics instead of text) structure that provides an understandable and well accessible layout. Large impressive images were used in closeup so the details could be easily viewed.

In Figure 3, the iPhotoCult website structure is depicted and the two versions of the website can be seen; version 1 of the website is presented in the present Deliverable (D8.1, v.1.0), while version 2 has been designed and will be launched live in the upcoming few months with deliverable D8.1 correspondingly being updated in its version 2 (v.2.0).

In current Section 4 only version 1 of the website will be thoroughly explained. Information about the project (homepage/about), the consortium, the pilots, news, giving an update of the current status of the project, and a contact form are accessed through different pages of the website.

Version 2 will be enriched with the Technical aspects of the Project. Visitors will have the opportunity to navigate through the different WPs, Deliverables, Background and rationale, state-of-the-art and beyond state-of-the-art and finally and most importantly the results of the project.

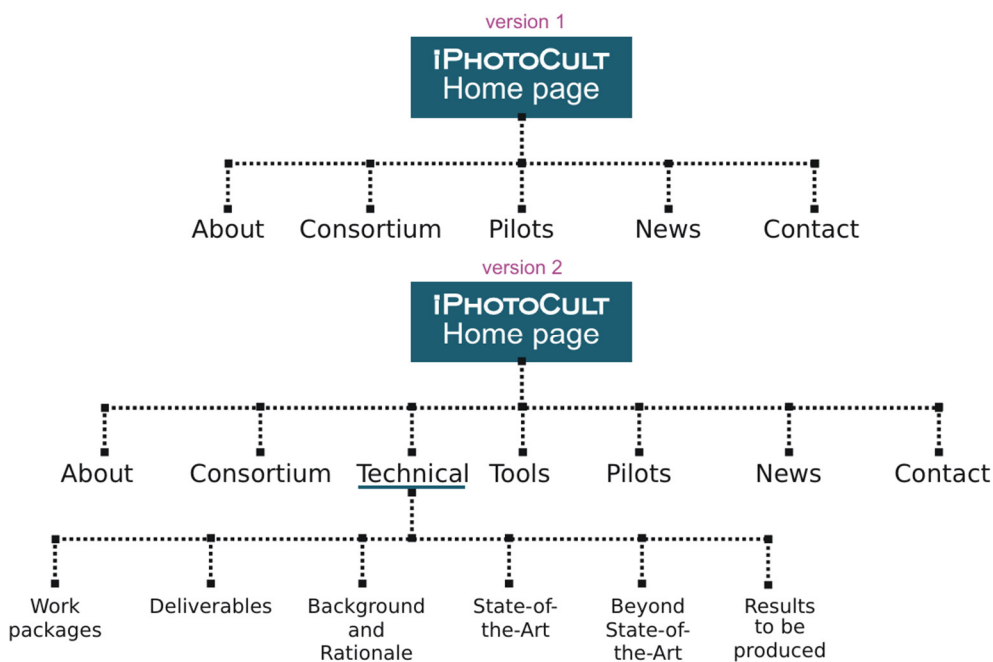


Figure 3. iPhotoCult website structure

#### 3.1 HOME

The homepage is the first page of the website and reflects iPhotoCult’s character. A photograph related to the Project’s objective, i.e. monuments prevails. The several sections are divided between them by different colours and graphics, aiding the reader to better grasp the main goals of the Project. A brief description of the consortium team members is given followed by the geographic distribution of the organizations participating. The following information is displayed in the home:

- Tag line
- iPhotoCult mission and objectives
- Problems addressed
- iPhotoCult consortium with details on their geographic distribution
- Social media links
- EU acknowledgement

All inner sections of the website are listed on the top menu bar, next to the iPhotoCult logo, enabling quick orientation and search, as seen in Figure 4.

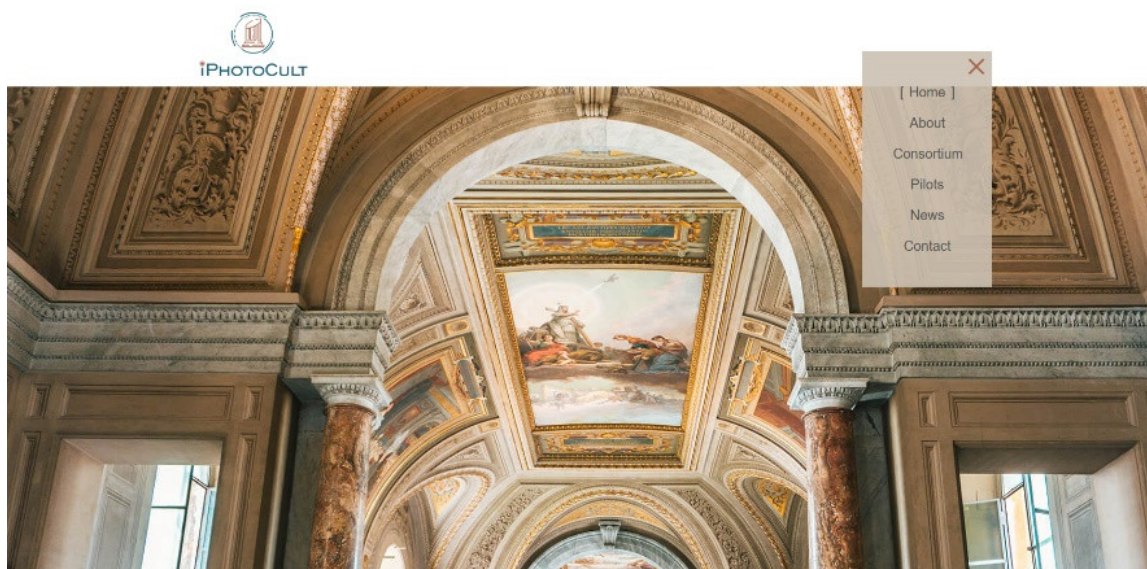


Figure 4: Homepage and main menu

The homepage and all other sections provide European Union acknowledgement, social media links and copyright, as shown in Figure 5. Figure 5: Social media links and European Union funding acknowledgement.



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Figure 5: Social media links and European Union funding acknowledgement

### 3.2 ABOUT

This section describes iPhotoCult’s main idea, goals and ways to achieve them and the conceptual architecture (Figure 6).



**iPHOTOCULT**

## About

iPhotoCult is a HORIZON Europe project aiming to design, develop, demonstrate, and validate innovative and intelligent new environmentally friendly and green solutions for safeguarding Cultural Heritage (CH) monuments and artefacts.

iPhotoCult enables and empowers Cultural Heritage professionals to better inspect, document, analyze, and monitor the materials condition of Cultural Heritage assets by using a single or combination of cost-effective, safe, and reliable non-invasive and portable photonic & imaging tools, that could be applied remotely and proximity on-site.

**Tools**

The iPhotoCult solutions, which can be applied remotely and on-site, consists of:

- a suite of advanced diagnostic and monitoring **Tools** along with **Methodologies** for their effective and optimum use. Tools providing physical, chemical, and structural information, referenced to high-resolution 3D digital models of the Cultural Heritage buildings, monuments, and artefacts, thus allowing for accurate and reliable monitoring and analysis of critical changes over time, integrated with data acquisition and, where applicable, remote operation software.

**Cloud iSSP**

- a cloud-based **Software Services Platform (iSSP)** providing services for (i) data processing, management and visualization, (ii) Artificial Intelligence (AI) supported prediction for degradation and deterioration of Cultural Heritage buildings, monuments and artefacts, and (iii) analytical Cultural Heritage methodologies and protocols, in the form of digital "workflows & flowcharts & process diagrams", for documenting conservation interventions and for consistency as well as for the standardization of risk assessment protocols, conservation strategies, and conservation materials selection processes.

### iPhotoCult Conceptual Architecture

The diagram illustrates the conceptual architecture of iPhotoCult. It shows a flow from the **Environment** (represented by icons of buildings, trees, and weather) to **CH Monuments & Artifacts** (represented by icons of books, masks, vases, and buildings). This leads to **Methodologies** (represented by a gear icon) and **Tools** (represented by icons of a drone, laser scanner, and camera). These components feed into the **Cloud iSSP** (represented by a cloud icon containing icons for Data Repository, Data Analysis & Management, AI-based Predictions, Work Flow Management, and Monitoring). The Cloud iSSP is used by **CH Conservators & Professionals** (represented by icons of people using devices). The entire project is **Funded by the European Union**.

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Figure 6. About iPhotoCult page

### 3.3 CONSORTIUM

This page describes the Consortium of iPhotoCult (Figure 7). The Consortium page of iPhotoCult’s website presents the 14 partners from 6 countries of the projects with distinctive colours for each partner and a brief description of their experience in the field and their role in the project.

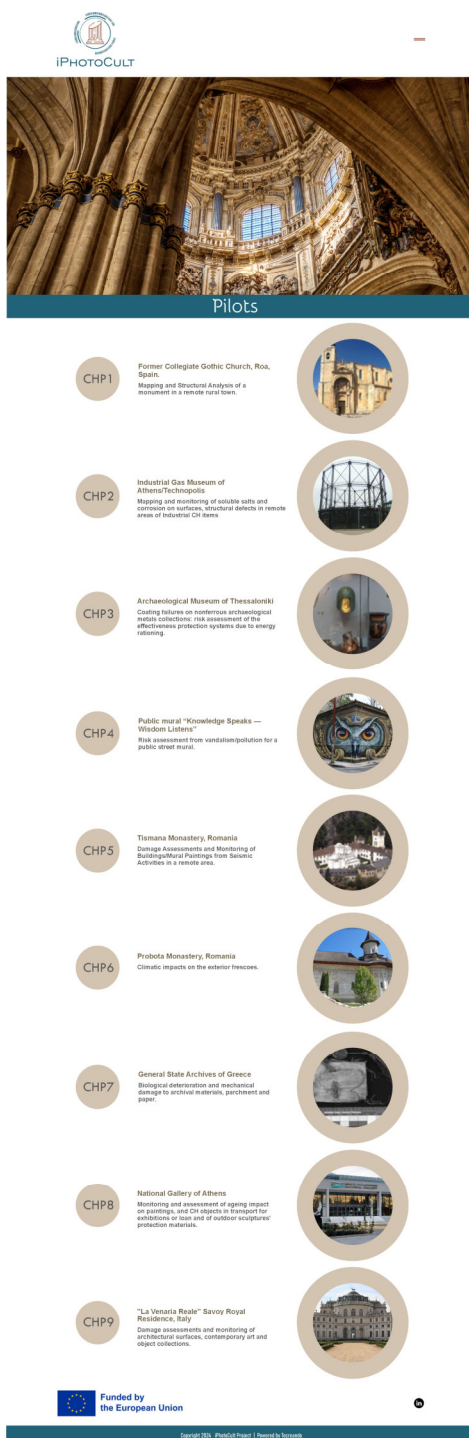
The screenshot displays the 'Consortium' page of the iPhotoCult website. At the top, it features the iPHOTOCULT logo and the title 'Consortium'. Below this, a 'Coordinator' section is highlighted. The main content consists of 14 numbered entries, each representing a partner organization. Each entry includes a small logo, a circular icon with the partner's acronym, and a brief text description of their role and expertise. The partners listed are: 01 FORTH, 02 CNR, 03 CARTIF, 04 INO3, 05 TCR, 06 EAGLE, 07 UNIWA, 08 CCR, 09 LSA, 10 NATIONAL GALLERY, 11 CRRS, 12 AMTH, 13 HCYL, and 14 TECN. At the bottom of the page, there is a 'Funded by the European Union' logo and the text 'Spring 2021 - iPhotoCult Project | Research Results'.



Figure 7: Consortium section of the website

### 3.4 PILOTS

One of the main pillars of iPhotoCult are the cultural heritage pilots. These refer to monuments and archaeological objects and artworks from museums and art galleries whose state of preservation will be examined and assessed using the tools developed within the Project (Figure 8).



**Pilots**

- CHP1** Former Collegiate Gothic Church, Roa, Spain.  
 Mapping and Structural Analysis of a monument in a remote rural town.
- CHP2** Industrial Gas Museum of Albano Laziale, Italy.  
 Mapping and monitoring of soluble salts and corrosion on surfaces, structural defects in remote areas of Industrial CH items.
- CHP3** Archaeological Museum of Thessaloniki, Greece.  
 Coating failures on nonferrous archaeological metal collections: risk assessment of the effectiveness protection systems due to energy retrofitting.
- CHP4** Public mural "Knowledge Speaks — Wisdom Listens", Athens, Greece.  
 Risk assessment from vandalism/pollution for a public street mural.
- CHP5** Tismana Monastery, Romania.  
 Damage Assessments and Monitoring of Built/Cultural Heritage from Seismic Activities in a remote area.
- CHP6** Probota Monastery, Romania.  
 Climatic impacts on the exterior frescoes.
- CHP7** General State Archives of Greece, Athens, Greece.  
 Biological deterioration and mechanical damage to archival materials, parchment and paper.
- CHP8** National Gallery of Athens, Athens, Greece.  
 Monitoring and assessment of ageing impact on paintings, and CH objects in transport for exhibitions or loan and of outdoor sculptures' protection materials.
- CHP9** "La Venetia Reale" Savoy Royal Residence, Italy.  
 Damage assessments and monitoring of architectural surfaces, contemporary art and object collections.

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*Figure 8: Pilots of iPhotoCult*

### 3.5 NEWS

An important part of iPhotoCult's website is the news section, which will be regularly updated in order to display all the latest news regarding meetings, campaigns, workshops, seminars and other activities organized in the framework of the Project as well as scientific results, articles in scientific journals etc. These news will also be shared through the other communication and dissemination tools of iPhotoCult (social networks, like LinkedIn, Facebook and Twitter) aiming at increasing the number of visitors.

### 3.6 CONTACT

A channel that ensures the communication and connection with any interested party related to the cultural heritage field or other stakeholders is the contact form of the website.

## 4 MEASURING RESULTS

The iPhotoCult website uses Google’s newest analytics platform Google Analytics 4 to measure traffic and to monitor user behavior during their visits. Google Analytics 4 is the most popular Web analytics platform in the world, supporting millions of websites and providing valuable insight to developers and website administrators with regard to the habits and needs of their target audience and their engagement with the website’s content.

Though GA4’s advanced features the project’s administrative team is able to monitor audience acquisition and behavioral metrics, including acquisition cohorts, demographic details, page and screen popularity information, preferred devices and technical details. Using this information, the team is able to adjust its content strategy and streamline content generation in order to enhance visitor engagement and achieve maximum dissemination of the project’s results. Finally, the platform allows for real-time traffic monitoring as is demonstrated in Figure 9.

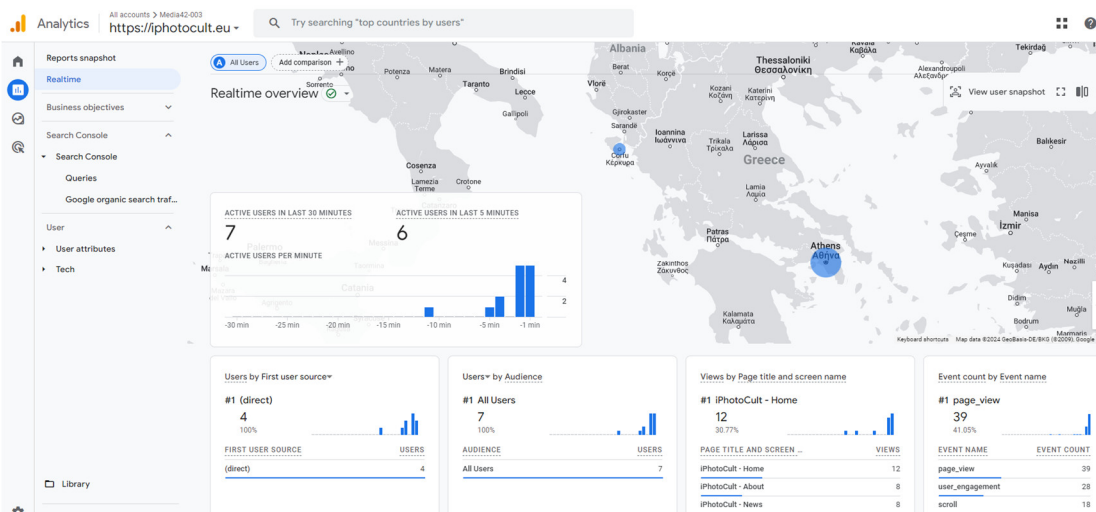


Figure 9: Real-time traffic monitoring for iphotocult.eu

GA4 not only allows the tracking of a large variety of user interaction events, but also provides the ability for administrators to create their custom tracked events, in order to make it easier to record user behaviour. This functionality can be used to focus traffic measuring to dynamic pages focusing on the project’s results dissemination, thus allowing a clear picture of the Website’s impact.

Alongside GA4, the iPhotoCult takes advantage of Google’s Search Console platform, which provides better insights on various search engine related subjects. These include metrics concerning the page experience offered by the Website to visitors, core Web vitals reports regarding each webpage’s performance and responsiveness, as well as keyword and query insights that can be utilized in tandem with GA4’s web analytics data.

## 5 CONCLUSIONS AND NEXT STEPS

As it was mentioned above, the iPhotoCult website is a dynamic tool. Its first version, launched in July 2024, provides a brief overview of the Project's vision and goals and establishes the first communication channels with the stakeholders, the EU and the wider audience. The second version, planned to be launched in the next couple of months, will be enriched with more technical details. Moreover, the website will be continuously updated with news concerning the project, making it attractive for any interested party.