

Deliverable

D7.2 URBANAGE Portal

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1 Executive Summary

An image is worth a thousand words and in our case, we extrapolate the meaning to the project portal deliverable with this accompanying short report to the 'demonstrator' itself.

The project website or portal is the initial go-to place for any stakeholder or person that is interested in the URBANAGE project. The website comprises all the core information about the project including pilot's description, news, media material and ways to get in touch with the URBANAGE consortium. This document is comprised of screenshots of the current project website along with insights into the development process i.e., how the website was built; what it aims to achieve; which web design principles were considered.

It should be noted that the URBANAGE website is a 'living deliverable' which will be updated regularly throughout the lifecycle of the project.

2 Introduction

D7.2 URBANAGE Portal is labelled as Demonstrator in the Description of Action. This deliverable should not be seen as a replacement for the website but rather as supporting material to record its current status at the time the Demonstrator deliverable is due. The report is not an interactive document but it does contain static screenshots of the different pages within the URBANAGE website. The best way to view the website remains in its dynamic online form at: <https://www.urbanage.eu/>.

The website is the primary gateway to the URBANAGE project. It acts as a store for key information and results generated during the lifetime of the project and beyond. One of the key dissemination goals of the project is to promote it widely and have as many visits to the site as possible during and after the end of the project.

Keeping the website relevant with complete, up-to-date information about URBANAGE and its achievements is an important priority. Whilst we may easily attract first time visitors with eye-catching materials and easy to understand leaflets and messaging, encouraging visitors to return is a much harder task. Thus, we have followed the tried and tested principles of good web design that proved successful in previous H2020 projects, namely:

- *Design principles:* Create an aesthetically pleasing and efficient User Experience (UX) and User Interface (UI).
- *Usability:* The website can be navigated from a desktop as well as from a smartphone or tablet.
- *Keep users' choices to minimum:* Included the pilots in the middle of the page, not too many options on the first page, thus the prospective user will not be drowned in choices and find it difficult to take a decision, even leave the website after the first clicks.
- *The Law of Pragnanz:* Use of simple structures and grouped the elements in blocks, columns, and sections and didn't scatter them all over the page to create a cognitive load.
- *Header and footer:* In general, users will remember the first and last items of a series¹, the same is for the website. That's why we included the most important information in the header and the footer.
- *Clear language:* Commit to ensuring that the text used across the whole website is easy to understand so potential stakeholders do not have to grab a dictionary to understand the terms.

The platform itself was created on Wix² and has been carefully optimised for use on desktops, tablets and smartphones. The embedded responsive design, which enables automatic resizing, hiding, shrinking and enlargement, makes the URBANAGE pages look good on any device. A starting point for making the website attractive and user-friendly.

¹https://elementor.com/blog/principles-of-website-design/?gclid=Cj0KCQjwmluDBhDXARIsAFITC_7fzCVYLr7JztM0VxovJLkYNcKDdIMTFr_2nk_2IQpENGZvfmMTM4aAgliEALw_wcB

² <https://www.wix.com/about/us>

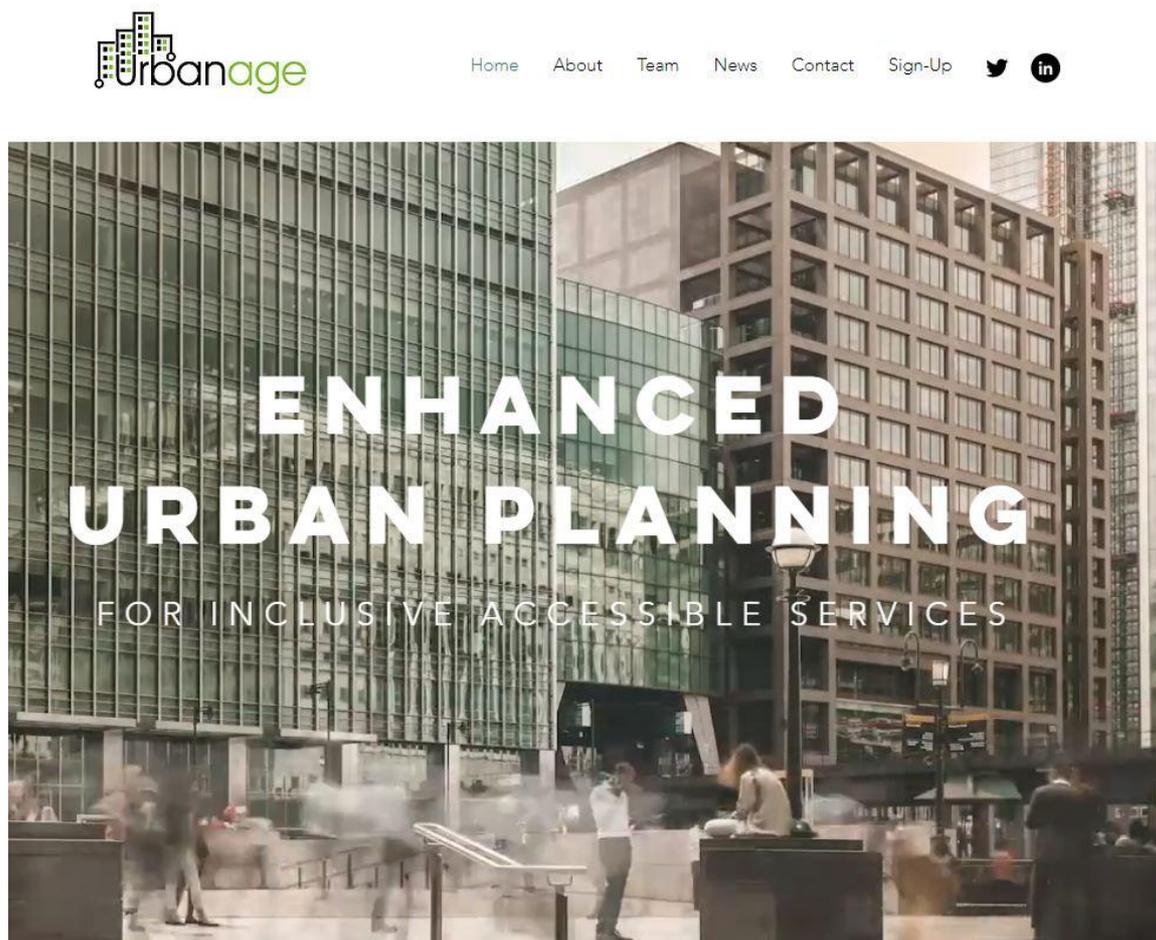
3 Home, About Page

The *Home* page contains the logo and a 3-slide carousel using moving images designed to represent smart city and urban planning work and stimulate user interest, along with clear messaging that represents the main focus of URBANAGE's work:

1. Disruptive Technology: for Age Friendly Cities
2. Enhanced Urban Planning: for Inclusive Accessible Services
3. Digital Twins: for Holistic Optimal Decision Making

Furthermore, a top bar menu makes it easy for the visitor to navigate to the most important pages of the website – About – Team – News – Contact – Sign Up - along with the social media links.

Figure 1: URBANAGE Homepage



Scrolling down the page visitors will find the first basic introduction to the project - *About Urbanage* – which has been taken from the project Description of Action. As the URBANAGE Communications Roadmap is developed with a separate deliverable, project messaging will be created, and the text here will be updated and refined. Imagery of older generations enjoying life is used to convey the project focus on age-friendly cities.

Figure 2: About us page

ABOUT URBANAGE

URBANAGE assesses the potential benefits, risks and impact of implementing a long-term sustainable framework for data-driven decision-making in the field of urban planning for aging well in cities. This model will be developed through an inclusive co-creation strategy with relevant stakeholders (public servants) and users (older adults) and based on a decision-support Ecosystem that integrates multidimensional Big Data analysis; modelling and simulation with Artificial Intelligence algorithms, visualization through **Urban Digital Twins**, and gamification for enhanced engagement purposes. Based on a thorough understanding of users' needs, it will be validated by piloting use-cases in three local planning systems in Europe (Helsinki, Santander and Flanders).



Further down on the page visitors encounter the 3 pilots via hover buttons which change when a mouse is waved over them. From this point, users can visit individual pages for each of the pilots which will be described later in Section 7.

Figure 3: Pilots page



The pilots are followed by the description of the URBANAGE Digital Twins, the main technology to be adopted by the innovation project, followed by a page dedicated on age-friendly cities. This page introduces to the reader the terms of age-friendly environment and age-friendly cities and presents what URBANAGE's solution regarding age-friendly cities. Further down below we have the News section. As before, positive imagery for age-friendly cities is adopted.

Figure 4: Age-friendly cities page



Age-friendly environments got framed to a large extent by the publication in 2007 of the World Health Organisation's [global guide for age-friendly cities](#). In the [Age-friendly Environments in Europe handbook](#), urban planning is mentioned several times as a necessary co-creation process to design physical environments with older adults.

Typical measures towards age-friendly environments from urban planning are nowadays focused on active ageing and with this objective, the planned measures are directed to promoting mobility within cities (walkability, use of public transport, accessibility), safety and security. Aligned with this approach the UNECE and the European Commission launched the [Active Ageing Index](#) that measures the level to which older people live independent lives, participate in paid employment and social activities, and their capacity to age actively. There are also other initiatives that intend to measure the age-friendliness of the urban environment like the [Age-friendly Urban Index \(AFUI\)](#), a perception-based measure of safety, access to services, and walkability, used to measure urban environment quality.

The URBANAGE project aims at providing a long-term sustainable framework for data-driven decision-making in the field of urban planning

Figure 5: Digital Twins info page

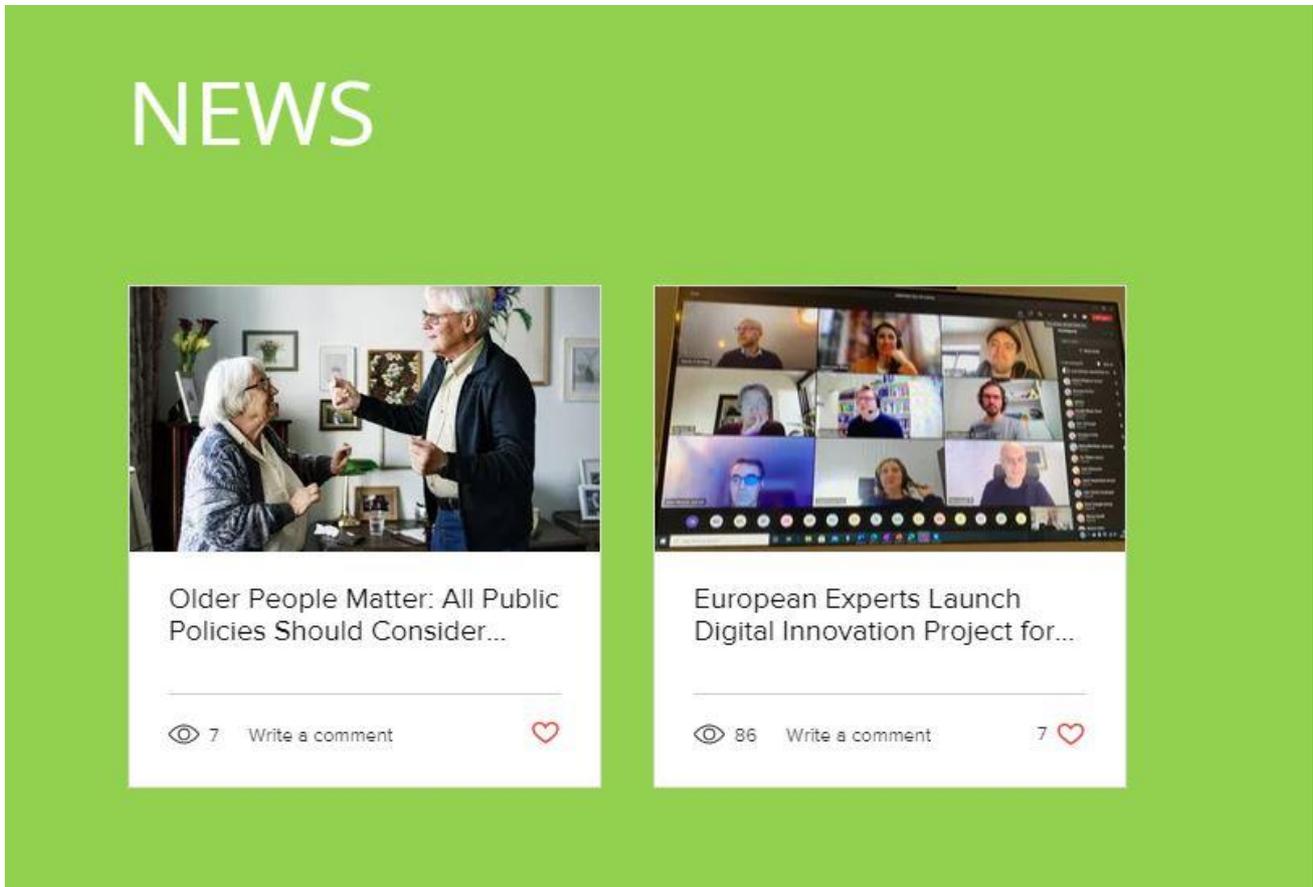


DIGITAL TWINS

The URBANAGE Digital Twin is an extensible platform that allows the city and its processes to be modelled into a virtual replica. This visual city model is then equipped with artificial intelligence and big data analytics capabilities so it can be used for holistic impact simulation, exploration and experimentation of different policy and service ideas. By understanding the systemic results of different policy and service ideas on all parts of the city ecosystem, the most effective decisions can be made by urban planners. Thanks to Digital Twins short term actions and longer-term policies can be better synchronised so cities can be more adaptive to population needs as the population grows and changes.

More on the URBANAGE Digital Twins can be found [here](#).

Figure 6: News section on homepage



Finally, on the homepage, the Footer which appears on every page contains ways to join the URBANAGE Community with the Newsletter sign-up and links to social media. Note, only the people that subscribe here are sent the newsletter. In addition, links to more project management related pages are included. This ensures the top navigation can remain simplified to make key information about aims and achievements easier to find by all.

Figure 7: Social Media & Footer page

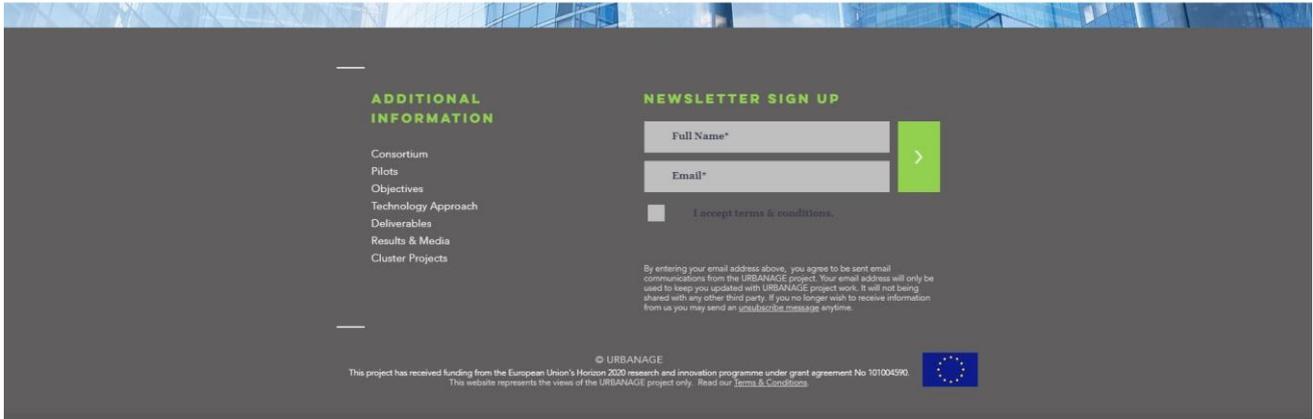
Join the URBANAGE
Community



@UrbanageH2020



Urbanage-h2020



The screenshot shows the footer of the URBANAGE portal. On the left, under 'ADDITIONAL INFORMATION', there is a list of links: Consortium, Pilots, Objectives, Technology Approach, Deliverables, Results & Media, and Cluster Projects. On the right, there is a 'NEWSLETTER SIGN UP' section with input fields for 'Full Name*' and 'Email*', a green arrow button, and a checkbox for 'I accept terms & conditions.'. Below the sign-up form is a disclaimer: 'By entering your email address above, you agree to be sent email communications from the URBANAGE project. Your email address will only be used to keep you updated with URBANAGE project work, it will not being shared with any other third party. If you no longer wish to receive information from us you may send an [unsubscribe message](#) anytime.' At the bottom, there is a copyright notice: '© URBANAGE. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004590. This website represents the views of the URBANAGE project only. Read our [Terms & Conditions](#).' A European Union flag is also present.

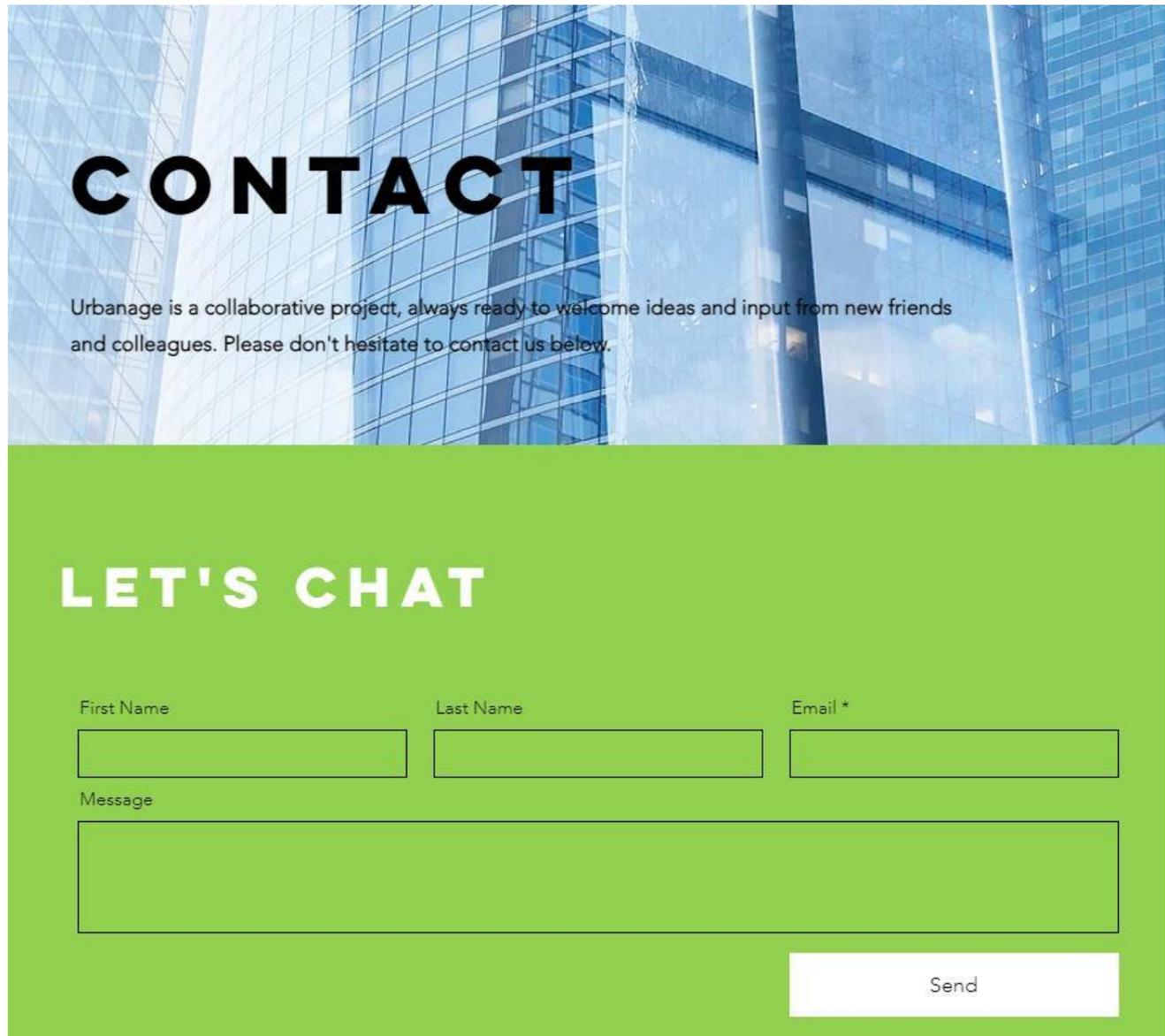
We use cookies on our website to see how you interact with it. By accepting, you agree to our use of such cookies. [Privacy Policy](#).

Settings Accept ×

4 Contact and Sign-up Page

People can get in touch with URBANAGE via a simple contact form. The form can be found from the main menu. The mailbox is regularly monitored by 21C who follows up on all the submitted messages.

Figure 8: Contact us page



The screenshot shows a contact page with a blue-tinted background image of a modern glass skyscraper. The word "CONTACT" is written in large, bold, black letters. Below it, a short paragraph reads: "Urbanage is a collaborative project, always ready to welcome ideas and input from new friends and colleagues. Please don't hesitate to contact us below." The lower half of the page has a solid green background. It features the text "LET'S CHAT" in white, bold letters. Below this, there are three input fields for "First Name", "Last Name", and "Email *". Underneath these is a larger text area labeled "Message". A white "Send" button is positioned at the bottom right of the green section.

CONTACT

Urbanage is a collaborative project, always ready to welcome ideas and input from new friends and colleagues. Please don't hesitate to contact us below.

LET'S CHAT

First Name

Last Name

Email *

Message

Send

5 Team Page

To help build trust with visitors, a page was set up to provide a transparent overview of the URBANAGE consortium including the types of organisations taking part along with their website details. URBANAGE consortium is composed of 12 partners from 6 European countries (Finland, Belgium, Italy, Greece, Spain and United Kingdom) that will work on the different WPs and tasks assuring a successful achievement of URBANAGE results. The URBANAGE consortium has been selected in order to conform to the following criteria:

- (1) Adequate level of manageability;
- (2) Balanced consortium between industry, and academia;
- (3) Relevant expertise in European research and innovation programmes and strong presence and knowledge in public sector;
- (4) Trans-European dimension and
- (5) A cross domain and complementary use cases providers to validate the URBANAGE outcomes.

Figure 9: Team page



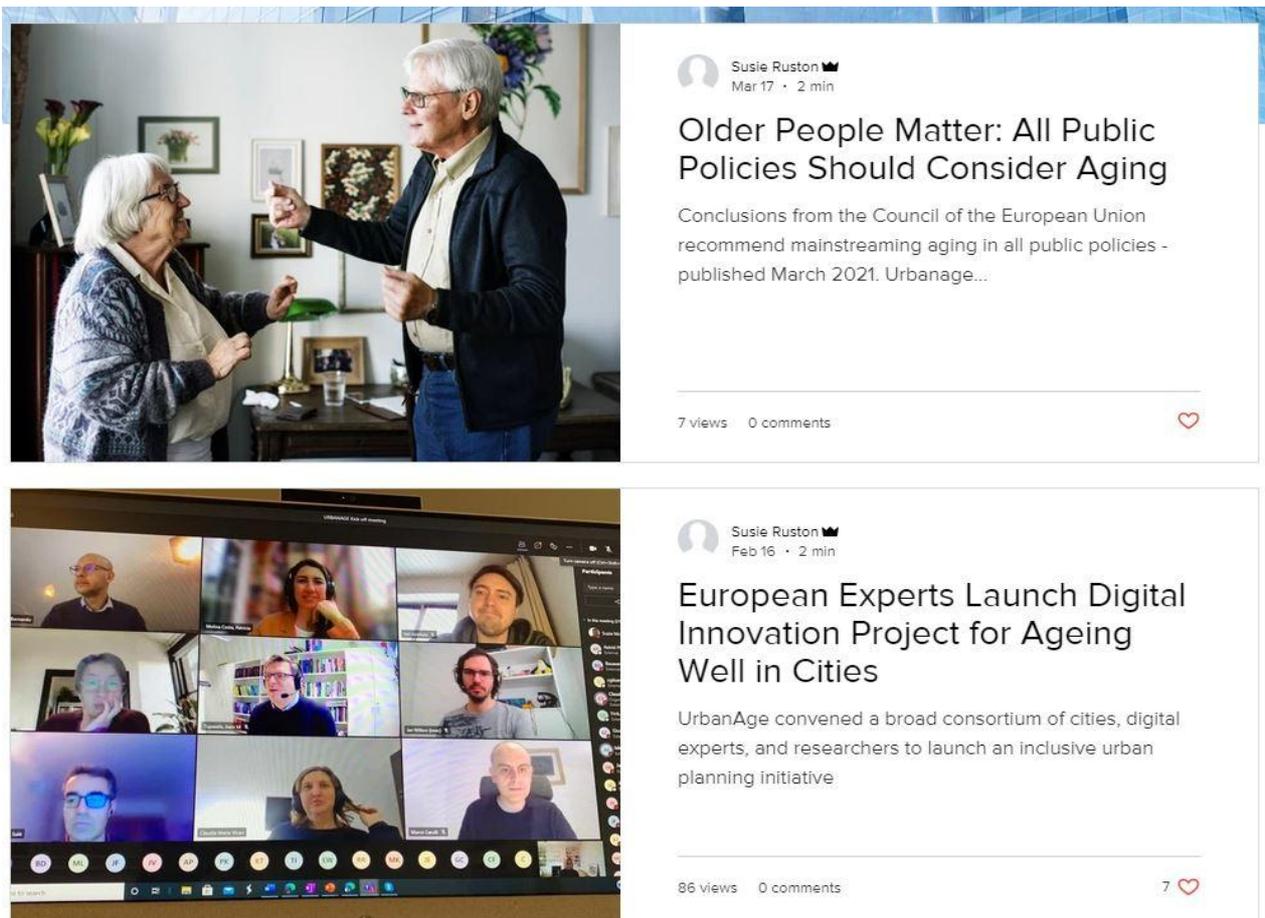
6 News Page

The news section contains relevant articles about the project for dissemination and awareness raising. At the time of writing, two articles have been published (in reverse chronological order):

- Older People Matter: All Public Policies Should Consider Aging
- European Experts Launch Digital Innovation Project for Ageing Well in Cities

The news section is a great way to promote URBANAGE, our recent achievements and forthcoming activities. This section will be regularly updated throughout the project. Key achievements within the project, such as research findings, impact generated at events, as well as significant outside events which may impact the work of URBANAGE will be captured and shared here, before being amplified across social media.

Figure 10: News page



7 Pilot Pages

Helsinki, Santander and Flanders pilots each have their own web page which currently introduces the visitor to some background info about the pilots, what problems the specific pilots solve with the URBANAGE solution, and what the expected benefits are. As the project progresses, these pages will be updated with more current information, activities, photos and videos to make their work come alive to the visitor.

Figure 11: Helsinki pilot page

HELSINKI



BACKGROUND INFO

Helsinki is also home to more than 100.000 people aged 65 and over (16,7 %). The aging population in Helsinki is projected to rise from the current around 17% to 21% by 2050.

PROBLEMS TO SOLVE

Helsinki has advanced city service operations, designed for general public needs. But due to the aging population, a need to locate accessibility issues, malfunctions in the general infrastructure, or change demand, increases, and it is a challenge to ensure safe everyday life for these special groups.

WHY URBANAGE SOLUTION?

URBANAGE Ecosystem will enable users, seniors, to input and observe points-of-interest (for example suitable doorways, wheelchair ramps, slippery entrances or so) in their districts, which will create additional data and layer to the 3D model. Smart IoT devices will be used to collect issue findings in real-time, with the user-driven/supported, and in an automatic manner.

Figure 12: Santander pilot page

SANTANDER



BACKGROUND INFO

Santander is one of the main cities of the North coast of Spain, with a population of over 172.000 inhabitants. The Santander City Council has a strong and proved commitment towards innovation and technology deployment for advancing quality of life of citizens, and as a lever for the creation of employment and economic activity.

PROBLEMS TO SOLVE

Santander has a population (25%) older than the regional average (close to 22%) which is among the highest ones in the country (ca. 20% according to 2019 data). Clearly, this scenario is expected to accentuate in the following years and will produce a stressful demand on the municipality services. Several measures have been taken for the short- and mid-term. For instance, new facilities for improving the mobility of the

Figure 13: Flanders pilot page



FLANDERS



BACKGROUND INFO

The population pyramid of the Flemish Region in 2019 shows the characteristic profile of an outdated population: a heavy peak and a narrow base. The category "50 to 64-year-old" weighs heavily in the population. It is therefore crucial that public services are tailored to the needs of this ever-growing but also evolving target group. Next to the inverted age pyramid, the problem of urban sprawling between the Flanders major cities causes specific problems in terms of equal accessibility of public services for vulnerable groups such as older people, today and tomorrow.

PROBLEMS TO SOLVE

Use case 1: Obstacles in the public domain can have a major impact on older adults and people with limitations of mobility.

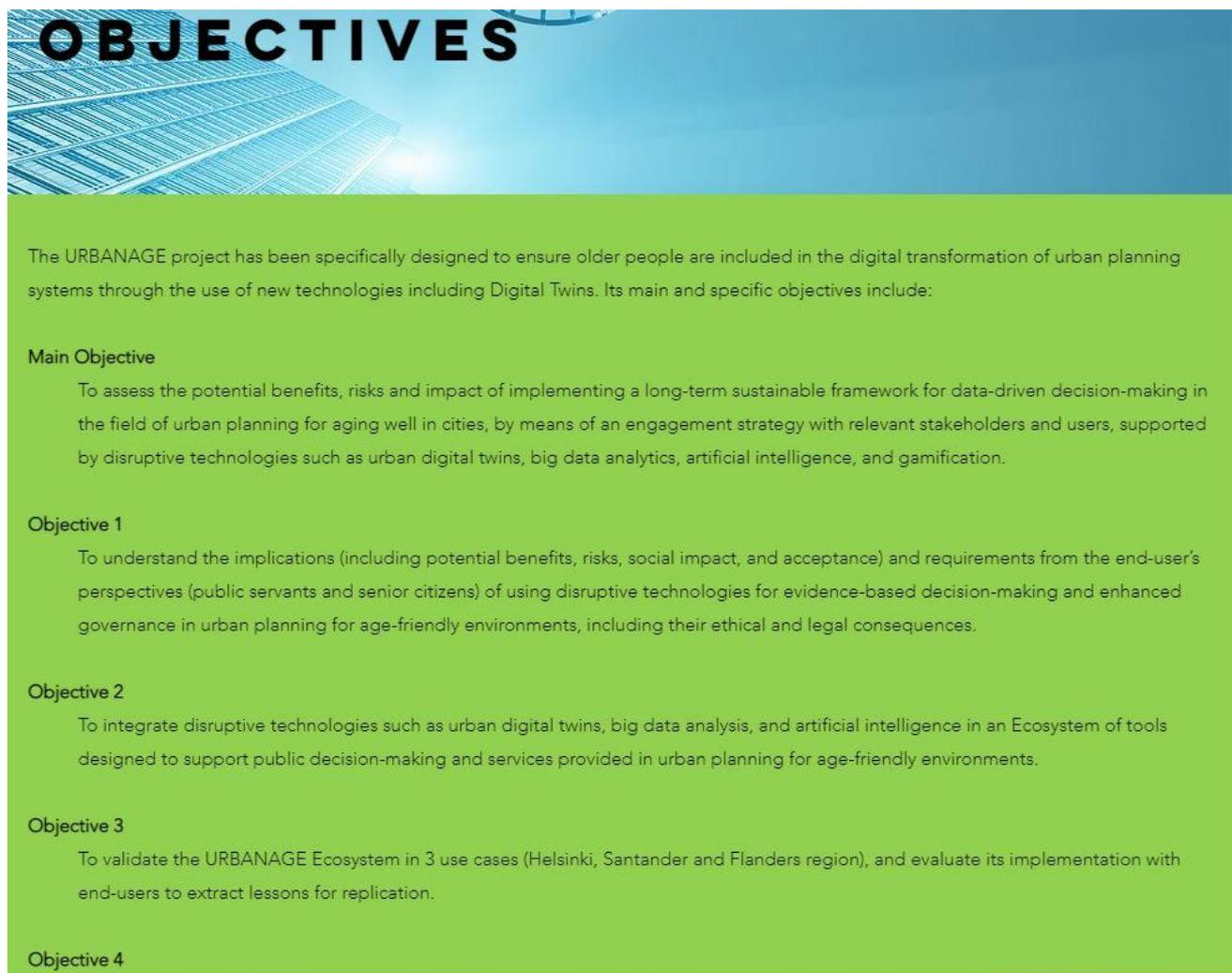
Think of a walkway or road that is interrupted, an event that takes place, etc. Older adults should be informed, in order to organize themselves

8 Project Related Pages (From Footer)

8.1 Objectives

The objectives page presents the main scientific and technological objective as well as the 4 goals that are at the basis of the URBANAGE project in their original Description of Action form.

Figure 14: Objectives page



8.2 Technology Approach

This page presents the tech approach and main architecture of the URBANAGE project. The narrative here will be updated as the project achieves its digital results. When a demo/platform is available this page may

become part of the main menu. Furthermore this page is linked with the Digital Twins page which provides more detailed info about the digital twin approach in the URBANAGE project.

Figure 15: Technology approach page

TECHNOLOGY APPROACH

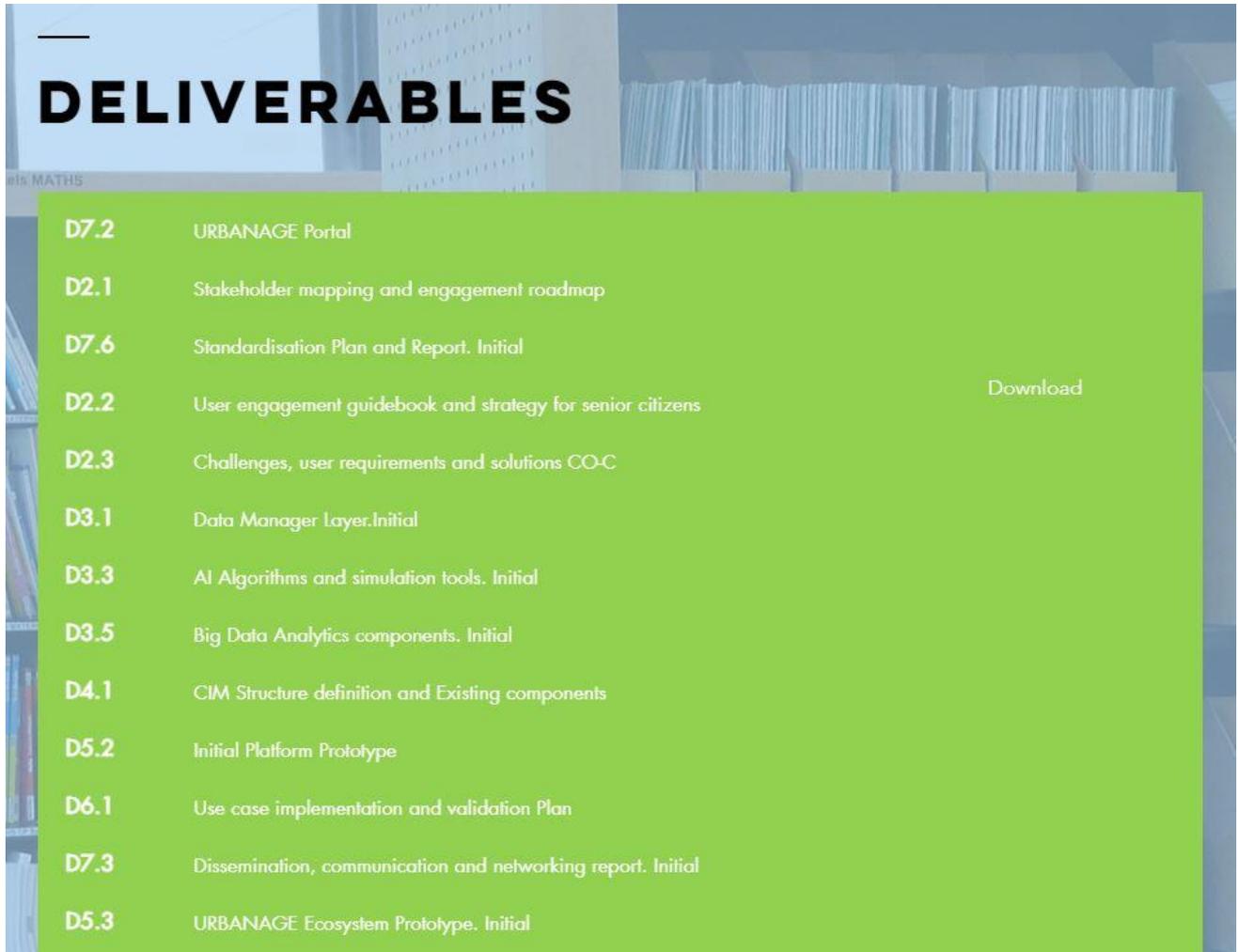


URBANAGE will set up the necessary processes, infrastructures, and tools based on existing best practices (e.g. BDVA7) adopted by its partners, with a view to optimizing the platform development, deployment, integration, testing, and maintenance. The figure below presents a high-level ICT architecture of URBANAGE.

8.3 Deliverables

The deliverables page lists all the public deliverables. As soon as these are created and accepted by the European Commission, they will be available for download. Categorisation of the deliverables for easier navigation will be a focus of a future website revamp.

Figure 16: Deliverables page



DELIVERABLES		
D7.2	URBANAGE Portal	
D2.1	Stakeholder mapping and engagement roadmap	
D7.6	Standardisation Plan and Report. Initial	
D2.2	User engagement guidebook and strategy for senior citizens	Download
D2.3	Challenges, user requirements and solutions CO-C	
D3.1	Data Manager Layer.Initial	
D3.3	AI Algorithms and simulation tools. Initial	
D3.5	Big Data Analytics components. Initial	
D4.1	CIM Structure definition and Existing components	
D5.2	Initial Platform Prototype	
D6.1	Use case implementation and validation Plan	
D7.3	Dissemination, communication and networking report. Initial	
D5.3	URBANAGE Ecosystem Prototype. Initial	

8.4 Results & Media

The Results & Media page will comprise all the dissemination support material for the project – flyers, newsletters, publications, videos - including a forthcoming media pack. These pages will be designed to be used by both project partners and external sources interested in promoting URBANAGE.

Figure 17: Results & Media page



Logo



Flyers & Posters



Videos



Newsletter



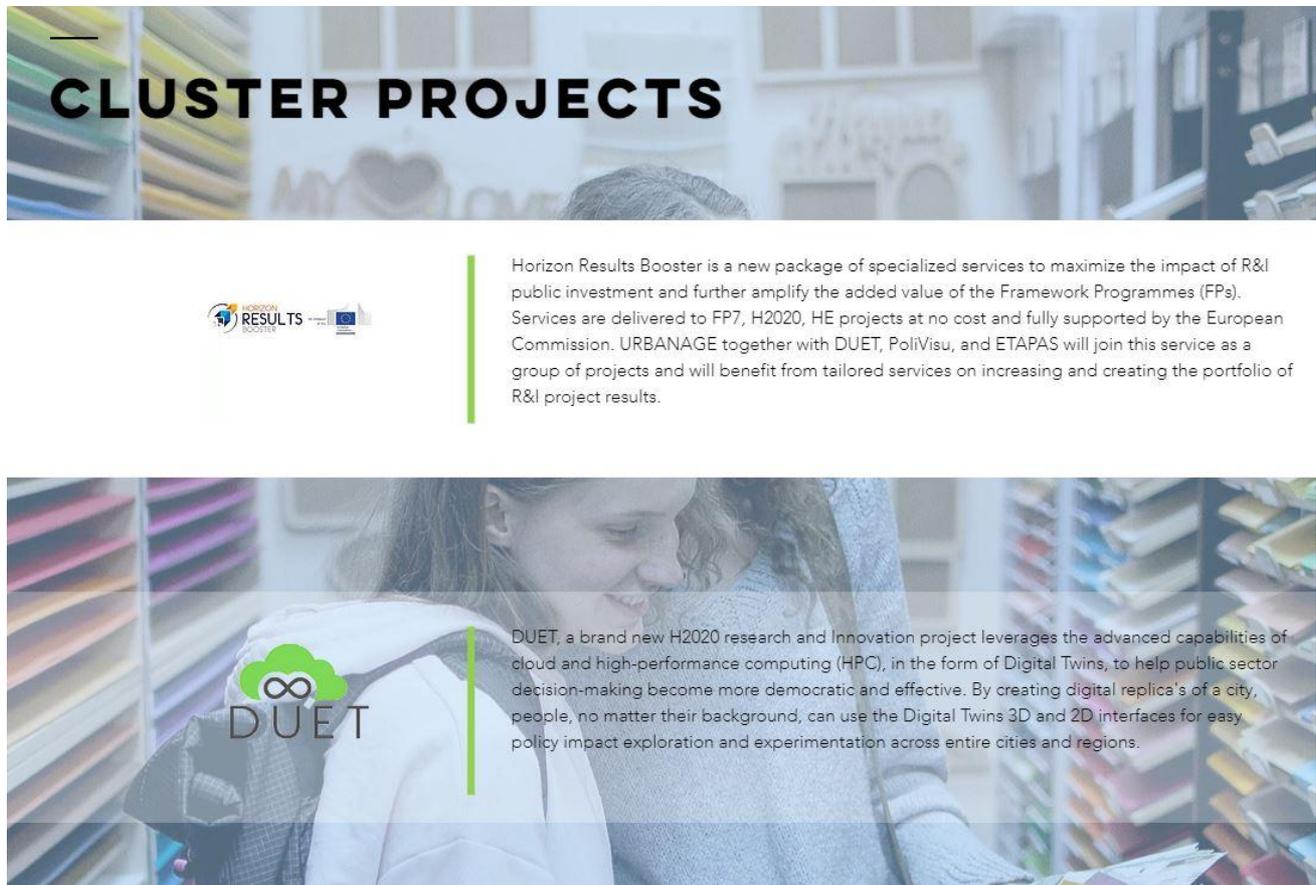
Publications

8.5 Cluster projects

This page presents the projects with which URBANAGE is in direct collaboration. At the current time of creation, URBANAGE is just about to enter into a Horizon Dissemination Booster³ with three other projects.

³ <https://www.horizonresultsbooster.eu/>

Figure 18: Cluster projects page



CLUSTER PROJECTS



Horizon Results Booster is a new package of specialized services to maximize the impact of R&I public investment and further amplify the added value of the Framework Programmes (FPs). Services are delivered to FP7, H2020, HE projects at no cost and fully supported by the European Commission. URBANAGE together with DUET, PoliVisu, and ETAPAS will join this service as a group of projects and will benefit from tailored services on increasing and creating the portfolio of R&I project results.



DUET, a brand new H2020 research and Innovation project leverages the advanced capabilities of cloud and high-performance computing (HPC), in the form of Digital Twins, to help public sector decision-making become more democratic and effective. By creating digital replicas of a city, people, no matter their background, can use the Digital Twins 3D and 2D interfaces for easy policy impact exploration and experimentation across entire cities and regions.

9 Conclusion

This deliverable took the reader on a brief journey through the URBANAGE website. First, it presented the main principles behind the look and feel. Then a snapshot of each page was provided along with a brief explanation of its content. This deliverable did not reproduce the project website in its entirety, as this was never the aim. Rather, its goal is to capture content in a moment in time, and baseline the initial early version of the URBANAGE portal. The reader is advised to experience the portal online by visiting <https://www.urbanage.eu/>.

The website will be updated continuously to communicate the latest news and messaging to stakeholders and keep them engaged. In addition, a yearly revamp of its structure will be made to ensure it remains easily navigable and fit for purpose. Amongst points likely to be implemented in the future we believe the following will be offering the most value:

- An introductory video about the URBANAGE project
- An FAQ about the project and its main themes
- A publications section for posting research papers

It should be noted that both Wix Analytics and Google Analytics have been added to the portal, so the Communications Team can monitor use throughout the project and use insights to direct the dissemination and exploitation campaigns accordingly.

Furthermore the URBANAGE consortium will investigate the possibility to collaborate with H2020 DUET⁴ project to create a common platform⁵ that will promote the outcomes of the project. This platform will not be the traditional project website that will continue to exist but a new website, a new portal that will strictly showcase the pilot results.

⁴ <https://www.digitalurbantwins.com/>

⁵ <https://staging.citytwin.eu/>