



TWO DISSEMINATION TOOLS OF UPSTRAT-MAFA PROJECT: THE WEB SITE AND THE MULTIMEDIA PLATFORM

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A primary objective of the UPStrat-MAFA dissemination strategy is the creation of a Web Site and of a Multimedia Platform in order to inform the wider technical or non-technical audiences about the project, about the research purpose, as well as about the project results and outcomes aimed mainly to raise the awareness about seismic hazard assessment and disaster prevention-strategies.

The web site of UPStrat-MAFA EU Project has been developed since March 2012 at the address: <http://upstrat-mafa.ov.ingv.it> and it is hosted by a Linux Server of Osservatorio Vesuviano Section of INGV. As first priority, the design of UPStrat-MAFA web site was conducted keeping in mind the main goals of creating a collaborative tool to share information between Project's partners and to create a dissemination window on seismic risk analysis, hazard assessment and disaster prevention-strategies documents produced during the Project activities.

From a technical point of view the website is developed using Joomla, a free CMS (Content Management System) which is customized with several tools and modules. The site have a public section, which can be viewed by everyone, and a registered section accessible by registered users only (i.e. Partners of the Project). This last section contains a download page to get some Project documents and a Forum (Kunena module) to exchange information between Project Partners.

The structure of the Forum is very articulated and consists of the following main sections: 1. *General forum discussions* > *Suggestion Box, Announcements*; 2. *Messages* > *Messages from Coordinators*; 3. *Management and discussions* > *Meetings*; 4. *Working groups, Executive board, Steering Committee* 4. *Tasks Issues* > *Task A, B, C, D, E, F, G, H, I, J*; 5. *Deliverables issues* > *Scientific Issues, Financial Issues*; 6. *Download section*; 7. *Statistics*

The public section of Web Site is structured to show the products of the Project to both a technical and non-technical user. Main pages of the public section are: "About the Project" (Figure 1), with details about Tasks, Actions and Partners, and "Seismic risk analysis", "Hazard assessment" and "Disaster prevention-strategies" containing the documents of Project Partners related to these subjects which were produced during the Project. The structure of these pages was planned in order to be browsed with different levels of difficulty in order to make the main concepts understandable also by a non-technical reader.

The Multimedia Platform is a multimedia application expressly created to explain UPStrat-MAFA tasks and outcomes. The application takes advantage of different communication methods offering interactive contents in order to promote risk mitigation knowledge in a more accessible way.

The product interactivity can further interest users and retain the attention by offering a multi-level approach in presenting contents details which can be enjoyed following personalized reading

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paths. Indeed the Project results can be viewed both by using a thematic menu or by following a geographic path from the home page to a page related to a specific Country (Figure 2).



Figure 1. “About the Project” page of Web Site of UPStrat-MAFA Project

The multimedia application offers some tools to better enjoy the contents and collect data from the chapters. A tool named “My Notebook” gives the opportunity to take some notes and copy text which can be saved in a file (Figure 3); a screenshot can be also taken by using the specific button and then save the image in a custom location; user can also insert and manage bookmarks inside the chapters of the product.

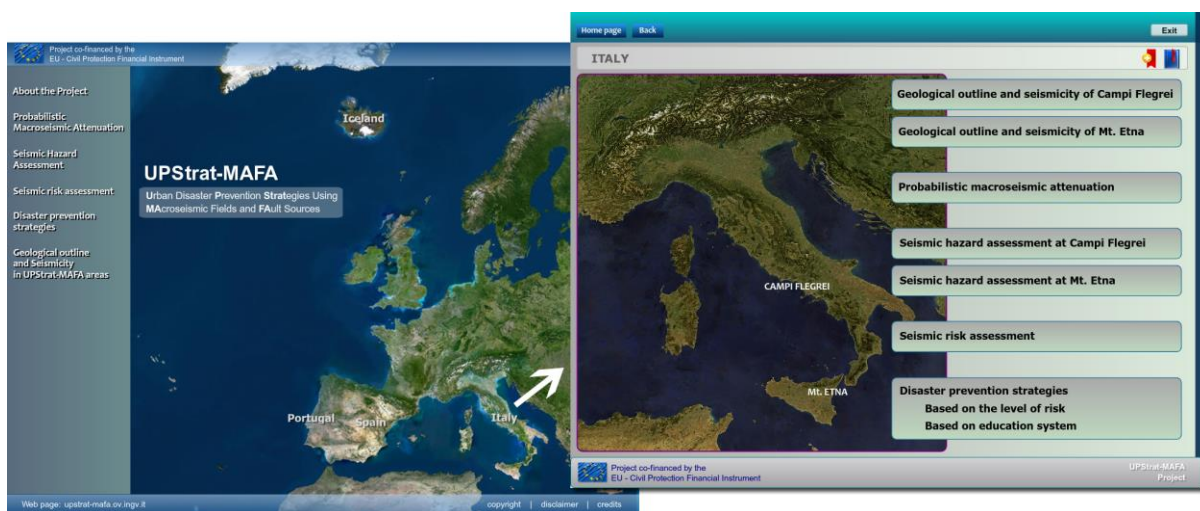


Figure 2. Home page of Multimedia Platform (on the left) and Page of Project results related to Italy

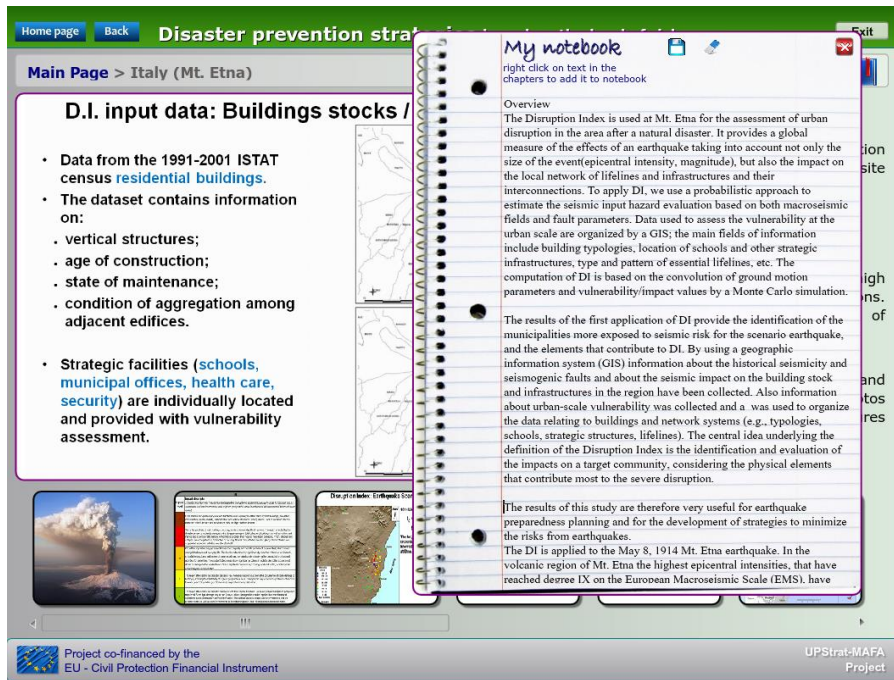


Figure 3. Example of notes in “My Notebook” tool

In order to reach as more audience is possible by using different media the Multimedia Platform is distributed in three ways: a DVD, a USB card and the UPStrat-MAFA Web Site (Figure 4).



Figure 4. Distribution packages related to the Multimedia Platform. From left to right: DVD, USB card and WebSite.