



**“Building the Next Generation Personal Data Platforms”  
G.A. n. 871370**

**DELIVERABLE D6.1 (V2)  
Project public launch**



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### Approvals

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Version 1	31/03/2020	V1
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## List of abbreviations and acronyms

Abbreviation	Meaning
G.A.	Grant Agreement
CA	Consortium Agreement
GA	General Assembly
PB	Project Board
PC	Project Coordinator
PrO	Project Office
IR	Interim Reports

## Disclaimer

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## References:

- ✓ PIMCITY Grant Agreement
- ✓ PIMCITY Consortium Agreement
- ✓ Project website: [www.pimcity-h2020.eu](http://www.pimcity-h2020.eu)
- ✓ End user and business website: [www.pimcity.eu](http://www.pimcity.eu)

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## Executive Summary

The present document is the deliverable 6.1 “Project Public Launch” for the PIMCity project “Building the Next Generation Personal Data Platforms” G.A. n. 871370.

This document presents the visual identity that will serve as a basis for the development of the graphic elements that will support both the internal and external communication elements of the project.

The starting point has been the development and choice of a logo from which the different communication elements are created, and a homogenous group of icons to represent the various blocks of the PDK and EasyPIMS solutions.

The second element of interrelation with other agents is the project web architecture which in our case has been divided into two public web sites, one focused on the project per se and aimed at the scientific and research community; The second web site is aimed at citizens, business people and organizations with a more generic dissemination goal.

The third element is the project's video, whose development has been postponed due to the restrictions resulting from the health crisis generated throughout Europe by the Covid-19.

## PIMCity Visual Identity

### Key Visual

In order to reach a wide internal and external audience, a visual identity of the project has been created as the essential flagship of the PIMCITY project.

The main objective is to establish and transmit a coherent image and brand recognition, which leads to an optimal presentation and recognition of the project.

The brand identity uses a set of graphic elements to easily identify the PIMCITY Project. Special design elements help to identify the dissemination activities of the PIMCITY project, such as publications and all kinds of written and visual communication about ongoing and completed research activities.

This section provides an overview and a brief description of how to apply the PIMCITY brand identity and design elements to PIMCITY products and materials.

Further information on the visual identity of the project in terms of its function and implementation can also be found in D6.2 "Outreach and engagement strategy".

### PIMCity Logo

A specific project logo has been developed for project identity. The logo will be included in all project promotional material including the factsheet, website, etc.

A project Brand Guide has also been developed to provide partners with support and guidance on the use of the project logo and branding. PIMCity project logo combines the acronym PIM (Personal Information Management) with city (space where citizens develop their lives) and a symbol.






The figure that accompanies it symbolizes the technological space between the data and the user (black dot) around which PIMCITY builds a tool that provides the citizen with the elements of information, control and transparency in the management of their data.

The logo plays with two colors: black (#000000), which represents the order and control of the citizens over his data, and green (#6eb005), which evokes sustainability and freedom when it comes to deciding what we do or with whom we share our data.

The figure of the logo can be used independently without the letters as a graphic resource.

The three possibilities of using the PIMCity logo are shown in this table.

Color logo	Black logo Light background.	White logo Dark Background
		

## PIMCity Icons

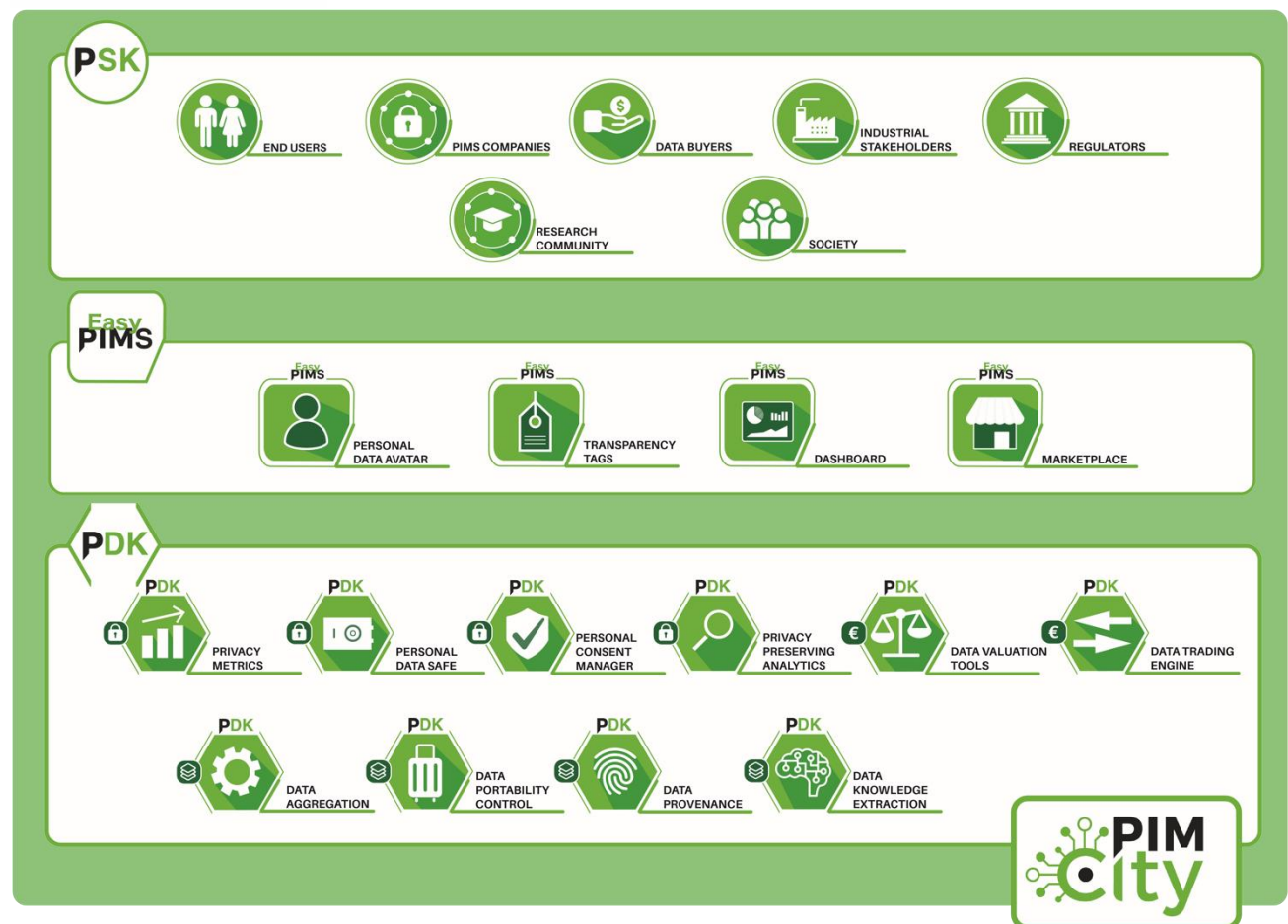
Similarly to the logo, the project has worked to create a set of icons that visually represent in a homogenous way each building block of both the PIMS Development Kit (PDK), the EasyPIMS application and the PIMCity Stakeholders (PSK). Icons are summarized below. They are available in the Microsoft Teams collaboration platform for participants, and are also publicly available on the website in the “Dissemination” section. Icons use the same colors as the logo, with two gradation of green – as defined below.



C: 63  
M: 3,5  
Y: 100  
K: 0



C: 90  
M: 30  
Y: 95  
K: 30



## PIMCity websites

The audiences and social agents to which PIMCity addresses is very broad and requires that we use in each case a language that facilitates communication and dissemination.

The consortium has decided that there will be two web spaces, [www.pimcity.eu](http://www.pimcity.eu) to serve the more general public (citizens, businesses and regulators) focused on communication tasks. And [www.pimcity-h2020.eu](http://www.pimcity-h2020.eu), more technical, focused on the project results, aimed at researchers to find technical documentation and repository of all that is produced by the PIMCity project. More details follow for each website. Here we summarize the common design principle that we followed.

The design criteria of the web pages beyond the purely aesthetic is that they are adapted to different devices in particular to mobile phones, that they are accessible, dynamic and possibly multilingual<sup>1</sup>.

Both websites are thus responsive to the browser, making it also readable from mobile devices. All sections of the website have on top the PIMCity logo and on the bottom a reference to the Horizon 2020 funding by the European Union. A link to the main home page and the other tabs is included and accessible from all sub-pages.

PIMCity Project implemented these two websites, that are online since March 6th, 2020 for both consortium members' and public access.

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<sup>1</sup> The translations in Spanish, Italian, and possibly German will be available once the final content of the [www.pimcity.eu](http://www.pimcity.eu) website is consolidated.

## Project Website: [www.pimcity-h2020.eu](http://www.pimcity-h2020.eu)

[www.pimcity-h2020.eu](http://www.pimcity-h2020.eu) is the website for technical and dissemination purposes to inform about the project's contents a large number of target groups and the general public. This quality and standard tool will serve to inform and will promote the public project through deliverables, publications, news, etc.

- The website consists in a public area and a private area. The PIMCity private area is managed by Politecnico di Torino and used as common repository to the material generated by the project (Deliverables, Publications, Software, Libraries, etc.); it is directly accessible (with credentials) from the public website in the section called *private area*.
- The public part of the website has been designed to communicate to a wide audience the project objectives and potential impact, the concept and the key enabling technologies. The work plan is defined and presented in the section dedicated to the work packages, where each WP is described as deliberate in the Grant Agreement.
- Besides the workplan, the public website provides an overview of the project partners, with a specific description of each participant and contacts of each person.

The website will be actively maintained during the project and its content will be managed mainly by the project coordinator (POLITO) with support of WP leaders and all partners. Progress and achievements will be posted on the website via the publishable summary of the periodic reports to the EU commission, publishable conference presentations, and links to journal publications (scientific audience).

When relevant achievements take place (e.g.in conjunction with some of the deliverables or milestones) a high-level summary of the material will be prepared for website publication.

## Pimcity-h2020.eu navigation map

### The technology

- ✓ EasyPIMS
- ✓ PIMCity Development Kit
- ✓ Stakeholders
- ✓ Outputs

### Dissemination

- ✓ Deliverables
- ✓ Publications
- ✓ Icon lists
- ✓ Milestones

### Consortium

- ✓ Partners
- ✓ Members

### Contact us

### Community

### Private Area

[About the Technology](#)
[Dissemination](#)
[Consortium](#)
[Contact us](#)
[Community](#)
[Private Area](#)

## BUILDING THE NEXT GENERATION PERSONAL DATA PLATFORMS

Personal Information Management Systems (PIMS) aim to give users back control over their data, while ensuring transparency in the market. However, so far, they have failed to reach business maturity and scalable user bases. PIMCity offers tools to change this scenario.

- We implement a PIMS development kit (PDK) to commoditize the complexity of creating PIMS. This lowers the barriers for companies and SMEs to enter the web data market.
- We design and deploy novel mechanisms to increase users' awareness.
- We demonstrate the effectiveness of the above tools by engineering EasyPIMS, our fully-fledged PIMS.

We strongly believe that an open market for data will only flourish if we stop the arms race between users and services. For this, we involve advertisers and end-users in the whole process. PIMCity has all these players in our consortium, along with leading IT companies and data providers, renowned research centres and universities, and SMEs already in the market of PIMS.

### PIMCity Development Kit

We design and develop basic and generic components that offer fundamental functionalities for PIMS. These will be released as a SDK aiming to streamline the development and integration of PIMS.

### EasyPIMS

Using the PDK components, we develop and demonstrate EasyPIMS, our own solution offering privacy marketplace, and personal analytics services over Teito data.

### AMBITION

**PIMCity approach is both ambitious and revolutionary.**

First, unlike previous attempts in the PIMS space, we do not propose a "point solution" but holistically deliver generic and flexible components. The PDK democratizes the development and adoption of PIMS. This is a ground-breaking change that will finally help the data economy accelerate and become transparent. We offer innovative solutions for hard technical problems like privacy-preserving data analytics, easy-to-use consent manager, instruments to increase awareness in users, tools to transparently trade data, methods to port data to different platforms, etc.

Second, we deliver the fully-fledged EasyPIMS, that we bootstrap thanks to data already available among consortium partners, involving all stakeholders in its design. This because we are fundamentally convinced to stop the current arms race between users and services.

Third, we will run one of the largest demonstrators in PIMS, involving SME that are strongly committed and large companies that are eager to enter the data market, in a transparent way.

#### THE TECHNOLOGY

- EasyPIMS
- PIMCity Development Kit
- Stakeholders
- Outputs

#### DISSEMINATION

- Deliverables
- Publications
- Milestones

#### CONSORTIUM

- Partners
- Members

#### RESOURCES

- Blog
- Events

This project has received funding from the European Union Horizon 2020 Research and Innovation programme under the ICT Theme 101-01-0101-2019 - Supporting the emergence of data markets and the data economy. Grant Agreement No. 871870 - Privacy policy

#### NEWS (FROM PIMCITY.ORG)

Mobile 2020 March 21, 2020  
 EuroCIS March 21, 2020  
 Council of the European Data Protection Supervisor on Personal Information Management Systems (PIMS) News 21, 2020

#### EVENTS

**We are OFFLINE**  
 January 21, 2020

**BlackOff Meeting in Turin I**  
 December 2, 2019

[Show more events](#)

This project has received funding from the European Union Horizon 2020 Research and Innovation programme under the ICT Theme 101-01-0101-2019 - Supporting the emergence of data markets and the data economy. Grant Agreement No. 871870

**Project**

Start Date: 01/10/2019  
 End Date: 31/03/2022  
 Cost: € 6,208,064.75  
 UE Funding: € 3,240,000.15  
 Project Identifier: 10101-0101-2019  
 Estimated Effort: 123 PM

**Project Coordinator**

Norio Mella  
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## End users and business website [www.pimcity.eu](http://www.pimcity.eu)

[www.pimcity.eu](http://www.pimcity.eu) is the website for communication purposes, where the end users, companies and regulators will be able to find updated information about Privacy, PIMS and PIMCity project. The website purpose is to provide adapted and useful information for each of the groups to which we address ourselves, to achieve the active participation of these groups in the different phases of the project, to make known the tools developed in PIMCity and to create spaces of communication between them.

Each audience is identified by a logo and a color so that it is possible to identify through these two visual elements to whom each content is addressed. In addition, these specific contents of a public will be grouped in a section of the web accessible from the main menu and also through short links (for example [www.pimcity.eu/users](http://www.pimcity.eu/users) gives direct access to the users' area).

The sections that make up this website are as follows:

- **PIM CITIZENS:** space dedicated to the final users in which they will find information on how to take care of their privacy, how to manage and value their personal data.
- **PIM BUSINESS:** in this section all those who want to develop business models using personal data will find tools, advice on how to do it in a respectful way with examples and models of good use as well as a detailed description of each of the components of the project development kit.
- **PIM EVANGELISTS,** section addressed to all those who want or have the responsibility to help others in managing their privacy either personally or institutionally (foundations, data protection or civil rights agencies, governments, etc.).
- **PIM NEWS,** here you can find news, events, publications and all communication material. This is a section for all stake holders and also to be used and shared in other websites.

Fundamental for the success of the project is the collaboration between European stakeholders in order to ensure the exchange of information and best practices and achieve a common view of the objectives of the project.

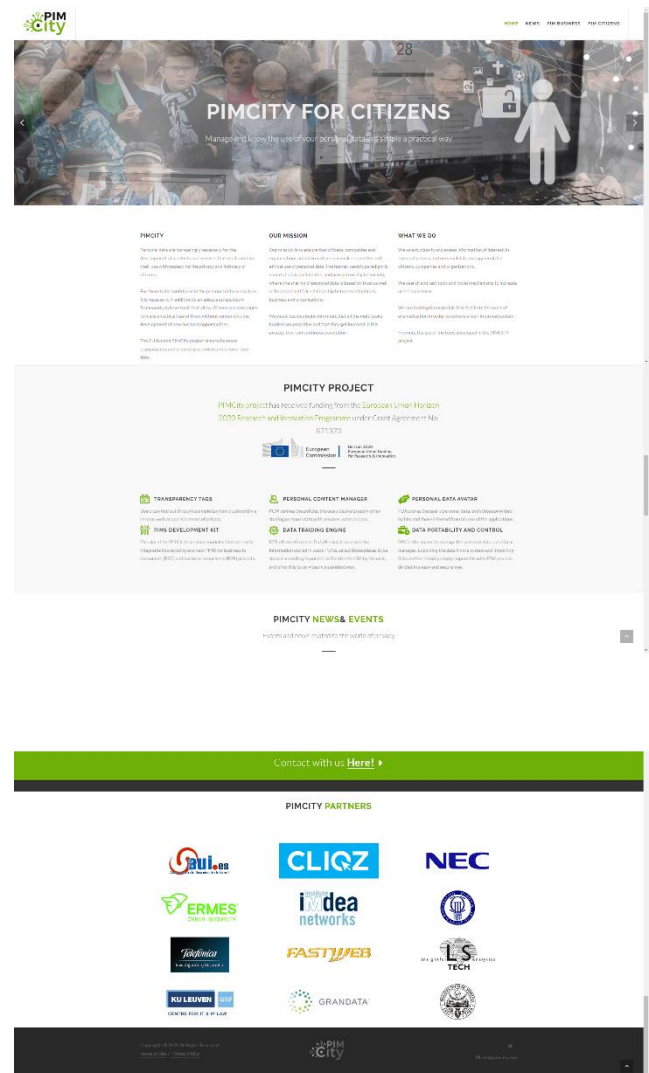
## pimcity.eu home page

All pimcity.eu web pages have on the top a header with the project logo and the navigation menu and ends with a footer which contains the image of the project partners and the terms of use.

The home page begins with a slider where an image and a strong idea is projected for each of the groups to which the web is directed and then there are spaces in which some of the ideas, objectives and solutions of the project are reinforced.

The simple and user-orientated menu navigation presents the content in a well-structured and easily accessible way. As the following screenshots of the website show the key visual has been used to provide a frame for the website's various functions and to create a joint appearance.

The pictures convey a fresh, savvy and innovative feeling and give the impression that a variety of pioneering ideas are just being discussed. This layout underlines the approach of PYMCity.



### **PIM CITIZENS**

- ✓ Take care your data
- ✓ Manage your privacy
- ✓ Get Involved
- ✓ Resources library

In this section citizens will find information and resources to give answers to people who want to know how their data is collected, what it is used for, what their data is like and how they can manage their private data.

The other objective of this section is to get users involved in the project by giving their opinion, ideas and suggestions and by testing the different tools to be developed within the project.

### **PIM BUSINESS**

- ✓ Ethics and legality
- ✓ Data Valuation
- ✓ Personal data safe
- ✓ Give user control
- ✓ Business models
- ✓ Resources library

The tools to be developed are intended to enable small and medium-sized enterprises to develop new businesses while respecting the rights of citizens.

In this section the companies will find information and resources to know the legal, technological and ethical environment.

### **PIM EVANGELISTS**

- ✓ Data Protection
- ✓ Organizations
- ✓ Resources library
- ✓ Get involved

Many organizations (data protection agencies, institutions, universities, ...) are concerned and involved in the privacy and safe use of personal data.

This section will bring together resources, information and tools so that all these agents can develop their own actions in line with the principles advocated by PIMCity

### **PIM NEWS**

- ✓ Blog
- ✓ Press Clipping
- ✓ Events & Conferences
- ✓ Media graphics

One of the objectives of the project is to reach citizens and companies and other social agents through the media and therefore we have concentrated in this section the press appearances, participation in events.



## PIMCITY

Personal data are increasingly necessary for the development of products and services that must combine their use with respect for the privacy and intimacy of citizens.

## MISSION

Our mission is to ensure that citizens, companies and organizations are informed and can make respectful and ethical use of personal data. The human-centric paradigm is aimed at a fair, sustainable, and prosperous digital society.

## WHAT WE DO

We select, classify and assess information of interest, in terms of privacy and personal data management, for citizens, companies and organizations.

## Conclusion

This deliverable presents the PIMCity logo and websites as collaborative tools.

The role of the websites is to inform the general public about PIMCity and its achievements, as well as to attract potential collaborators to the project. The success of a project such as PIMCity depends on efficient communication and coordination, and the public sites is an essential tool to achieve this goal. The site provides public information, events and deliverables. It will be promoted through the social networks and during congresses where partners present the project.

The EU domain names of [www.PIMCity.eu](http://www.PIMCity.eu) and [www.pimcity-h2020.eu](http://www.pimcity-h2020.eu) have been registered for the site, which is now available for all PIMCity partners, European Commission members, other cluster and research infrastructure project and any other interested parties.

The website will be in continuous updated, adjusted and improved.