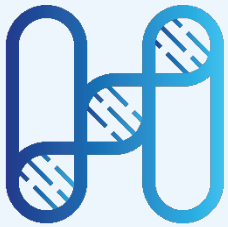

HEREDITARY

HetERogeneous sEmantic Data integratIon for the guT-bRain interplaY

Deliverable 8.4

Project website release

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No GA 101137074. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Funded by
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EXECUTIVE SUMMARY

The "D8.4 Project Website Release" document for the HEREDITARY project details the creation and functionality of the project's website, aimed at facilitating dissemination and communication of the project's objectives and achievements. As a key component of the project's communication strategy, the website serves as a central hub for information, accessible to both the general public and experts in the field.

Structured using WordPress and the DIVI Builder Pro editor, the website includes sections such as project overview, objectives, partners, use cases, resources, news, events, and contact information. It is designed to be responsive, ensuring optimal viewing on desktops, tablets, and smartphones.

The website is managed by FEUGA, the lead partner responsible for its construction and maintenance. It features frequent updates with new content including publications, deliverables, promotional materials, news, and events. This ensures continuous engagement with stakeholders and the wider public, fostering transparency and accessibility of the project's progress and outcomes.

To measure the website's effectiveness, Google Analytics is used to track and evaluate visitor metrics, providing insights into user engagement and the most popular sections of the site.

DOCUMENT INFORMATION

Deliverable ID	D8.4
Deliverable Title	Project website release
Work Package	WP8
Lead Partner	FEUGA
Due date	30.06.2024
Date of submission	28.06.2024
Type of deliverable	DEC
Dissemination level	PU

AUTHORS

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REVISION HISTORY

Version	Date	Author	Document history/approvals
V0.1	29/04/2024	Carlos Iglesias	Layout preparation
V0.2	01/05/2024	Carlos Iglesias	Initial drafting
V0.3	10/05/2024	Carlos Iglesias	Added graphical content
V0.4	16/05/2024	Carlos Iglesias	Expand information to make it more comprehensive
V0.5	24/05/2024	Carlos Iglesias	Index figures and different sections of the document
V0.6	29/05/2024	Carlos Iglesias	Joint review and editing
V0.7	31/05/2024	Carlos Iglesias	First version shared with reviewers
V0.8	31/05/2024	Gianmaria Silvello	First revision of the deliverable
V1.0	26/06/2024	Carlos Iglesias	New version incorporating revisions

Contents

List of Figures

1 INTRODUCTION

HEREDITARY's website (https://hereditary-project.eu/) has already been created and is available online since May 2024. The website was structured and designed as the vehicle for dissemination of the work, both to the general public and to the experts in the field. The website is the meeting place for all stakeholders, media and general public interested in the project. Dissemination and communication strategies and campaigns developed online and offline will be complementary and will aim to attract visitors to the website.

The website includes detailed information about the HEREDITARY project objectives and activities and will be frequently updated to keep the visitor informed of the progress and achievements made. The intended use is for public dissemination. The objective will be that this website will be constantly updated with material such as upcoming meetings, participations in events, dissemination actions, conferences, publications, newsletters, news, photos, etc. It will be a key enabler for communications between project partners, stakeholders and the wider public to share project outcomes. It will be open to the general public and will be viewable by anyone with access to Internet.

As the work package leader, FEUGA was the partner in charge of the webpage construction, and it will be responsible of its maintenance. The website has been designed aiming to follow the main work package objective, which is: defining and implementing the overall strategy to maximize the impact of HEREDITARY project (communication, dissemination and exploitation) following project results and facilitating the participation and dialogue with stakeholders and existing networks.

The website will play a key role in the project, acting as HEREDITARY showcase. Its content will be fed not only with records of information about technical aspects of the project, but also news, videos, and photos. It must be social and communicative. All partners will be requested to deliver content for the website. All contents will be relayed through the HEREDITARY communication channels to further support active user engagement. Apart from HEREDITARY's own website, the partners will be also engaged to disseminate the project through their official websites.

It was designed responsively, which means that the content of the different pages can adapt to all devices (desktops, tablets or smartphones). Also, responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move the content to provide a consistent appearance across screens of different sizes.

2 THE HEREDITARY WEBSITE STRUCTURE

The website has been built using WordPress and the DIVI Builder Pro editor, which facilitates updating by the project management team over the duration of the project. All sections of the website have on top the HEREDITARY logo and on the bottom a reference to the Horizon Europe funding by the European Union.

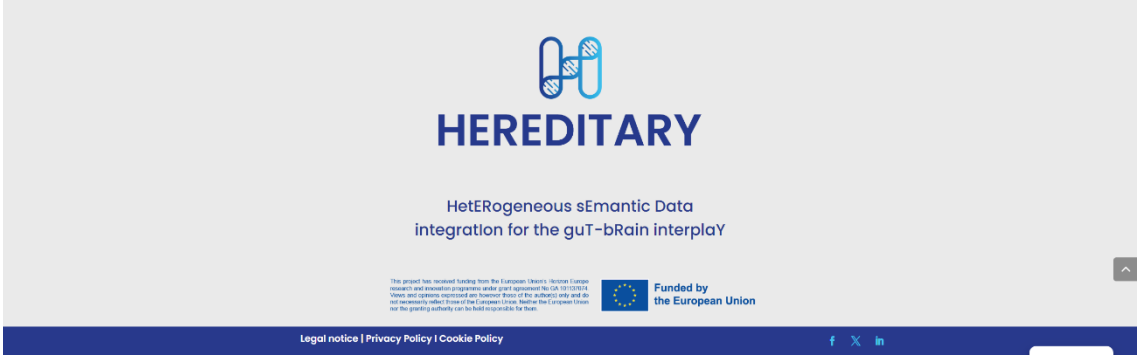

Figure 1 Footer

At the top, there are six labels, three of them with a drop-down menu, that point to the various sections available. At the top right, all the links to HEREDITARY social media are presented.

Figure 2 Header

This is the sitemap of HEREDITARY website, with the different pages that form the menu of the site:

- **Project**
  - Overview
  - Partners
  - Objectives
  - Work Packages
  - Impact
- **Use Cases**
- **Resources**
  - Publications
  - Deliverables
  - Materials
- **Communication**
  - News
  - Events
  - HEREDITARY voices
- **Members**
- **Contact**

Among other contents, the website information includes/will include:

- Main information about the project (project overview, work packages, objectives, and expected impact).
- Information about the consortium and the advisory board of the project.
- Links to the project social networks targeted to stakeholders (Twitter, LinkedIn, and YouTube).
- A communication and resources section containing publications, conference proceedings, and journal articles to consult and be downloaded. The project's promotional materials will be also included in this section. All deliverables marked as public will be available to be downloaded also in this section of the website.
- News section: it will be regularly updated - in collaboration with partners - with the project progress, interaction with other networks, general news, etc.
- A direct link to the HEREDITARY Collaborative Platform, for facilitating the access of the members of the project.
- A contact section, so that stakeholders can contact the consortium to obtain further information on the project.

2.1 HOME

The main page presents the HEREDITARY project at a glance, explaining the main objectives, outcomes and pillars of the project. At the top of the page the most recent news and HEREDITARY voices display in a button format, so the website visitors can immediately be informed about the latest actions within the project.

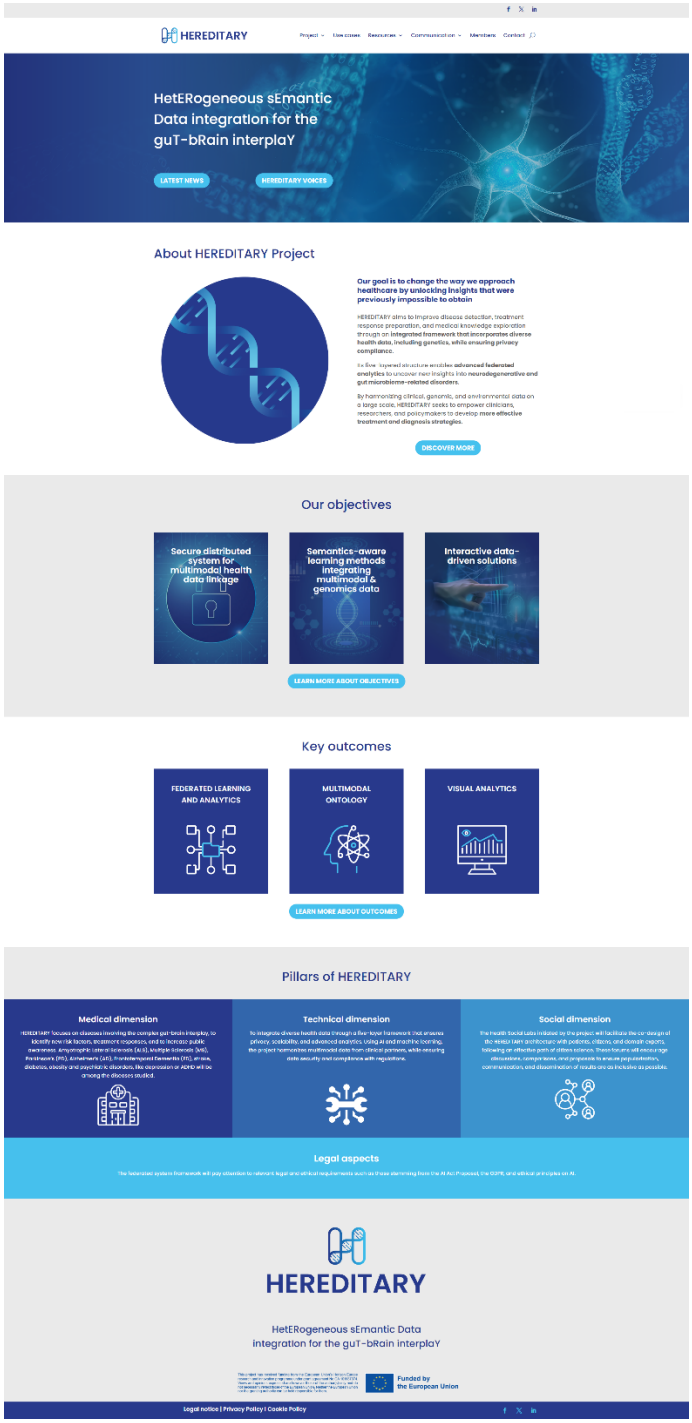

Figure 3 Home page of the HEREDITARY Website

2.2 PROJECT

The menu includes all key messages and quick links to different sections related to overview, partners, objectives, work packages and impact.

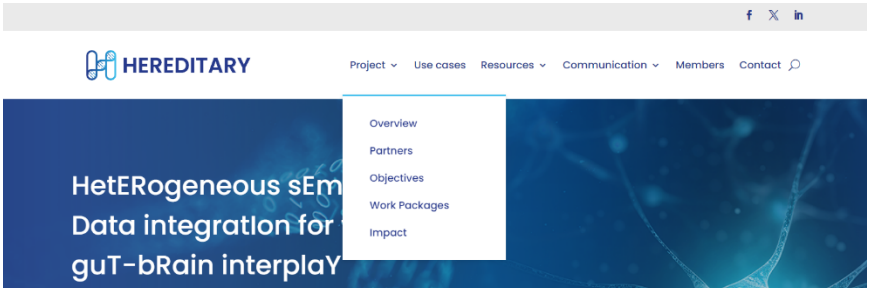

Figure 4 Project menu

2.2.1 OVERVIEW

Contains a short description about the project duration, budget, reference to the Horizon Europe funding by the European Union and the project ID. The challenges and the methodology used are also explained in this section.

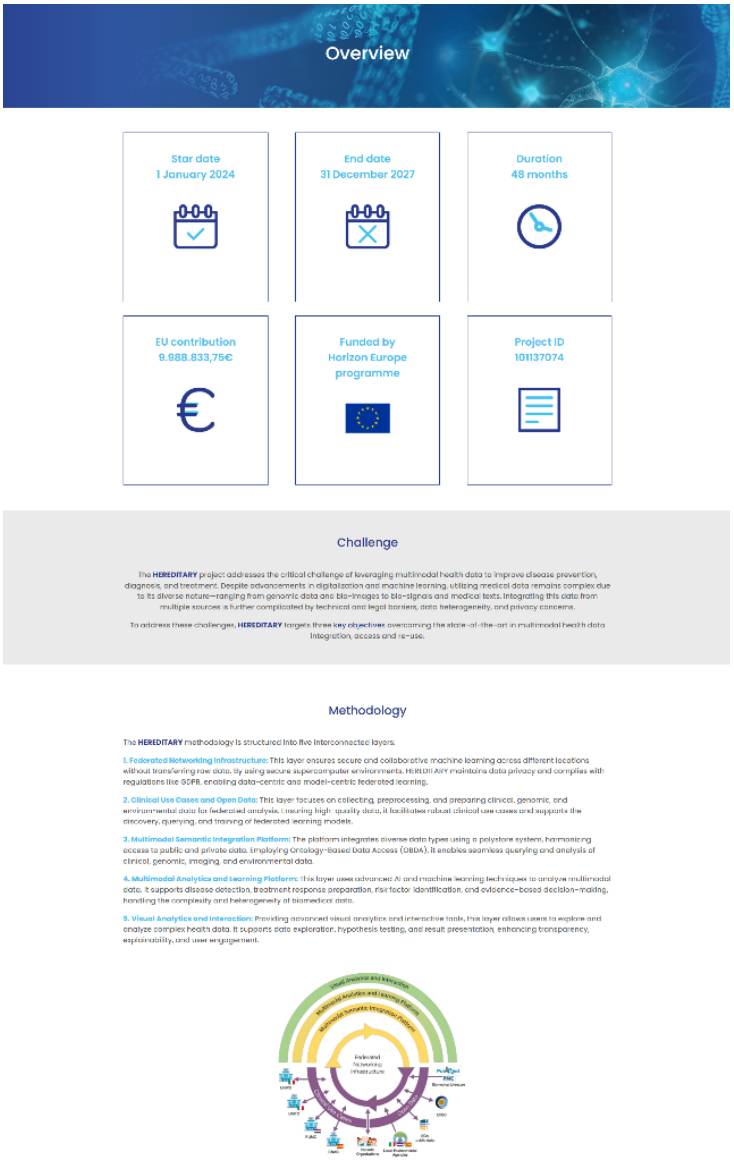

Figure 5 Overview page of the HEREDITARY website

2.2.2 PARTNERS

The “Partners” page has information on every institution, company or association that takes part on the HEREDITARY project. In an easy identifiable way, each partners’ logo holds its role in the project and its respective webpage, also accessible by clicking the logo.

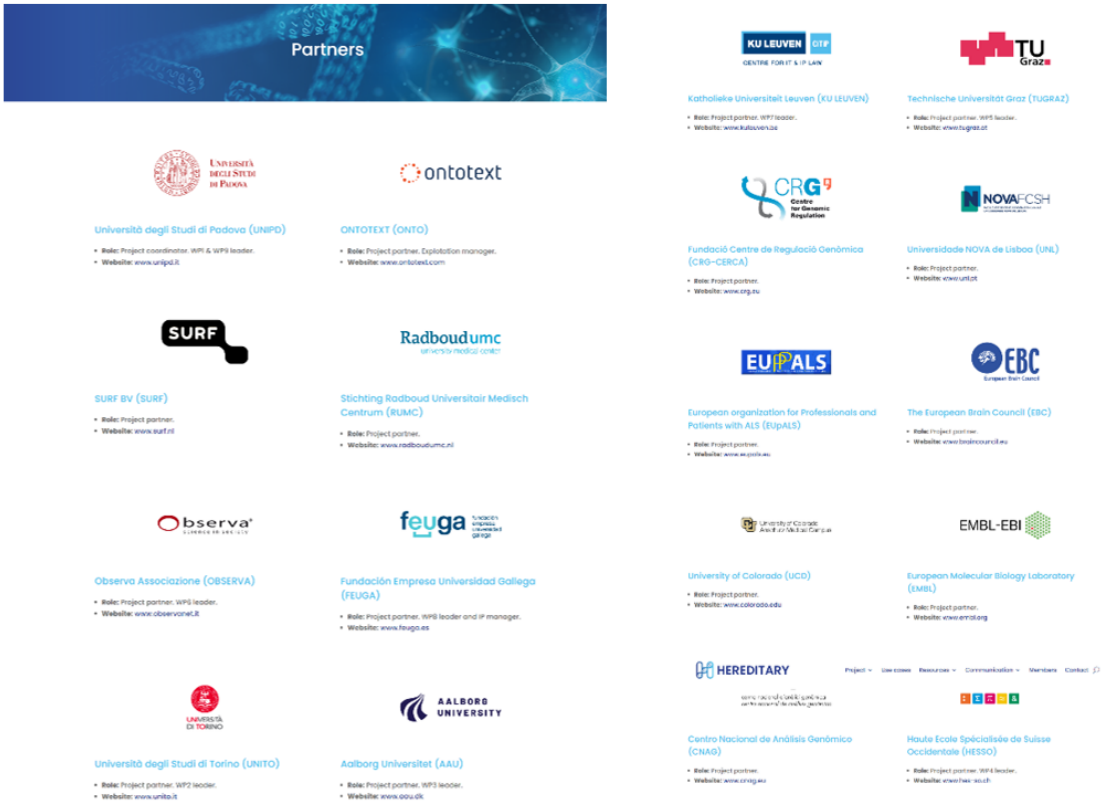

Figure 6 Partners page divided in two screenshots

2.2.3 OBJECTIVES

This section of the website elaborates on the specific objectives of the HEREDITARY project. An image related to the connections of each objective with WPs and outputs was included.

Figure 7 Objectives page of the HEREDITARY website

2.2.4 WORK PACKAGES

This section shows the project flow structured in 9 interrelated Work Packages, briefly described. An abstract image related to each WP will be specifically integrated to illustrate each WP.

Figure 8 Work Packages page of the HEREDITARY website

2.2.5 IMPACT

Text describing the expected impact of the project HEREDITARY is provided in this section. It provides to the visitor an overview of the context of the project and the innovation level and added value, to make each topic more recognisable and to make the webpage more appealing and easier to assimilate.

Figure 9 Impact page of the HEREIDTARY website

2.3 USE CASES

The homepage includes the five use cases studied in HEREDITARY project. A brief description of the different diseases, data modalities and centers, scientific approach and example clinical outcome are included for each use cases.

Figure 10 Use cases page of the HEREDITARY Website

2.4 RESOURCES

In this section various types of documents will be stored: scientific publications, deliverables and graphical materials such as brochures, roll-up, the logo and so on. The purpose is to have a centralised window for rapid access to the work being developed by the HEREDITARY consortium in pursuit of the project's objectives. Public documents

will be accessible, and confidential documents will also be listed and redirected to the source.

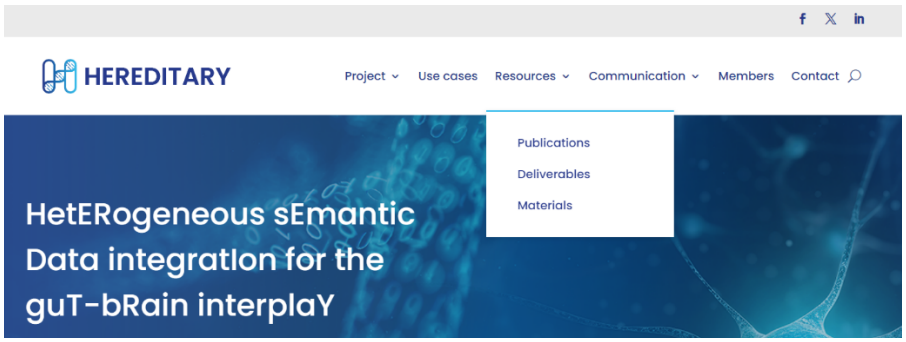

Figure 11 Resources menu

2.4.1 PUBLICATIONS

The “Publications” page has the objective to provide the source of all the material as a result of the research activity of the project excluding confidential information. This page will be constantly updated with the material as long as it is produced by the project, and we plan to divide them into two big categories: “Health/medical perspective” or “Tools/models”.

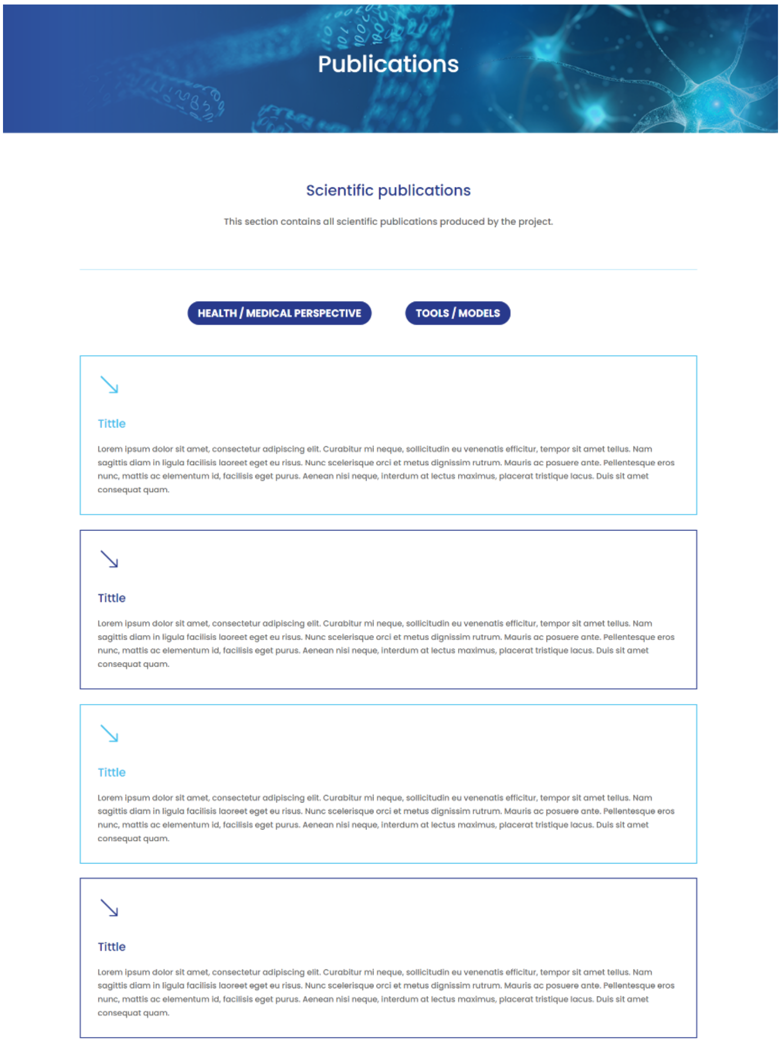

Figure 12 Publications page of the HEREDITARY Website

2.4.2 DELIVERABLES

A list of all HEREDITARY project deliverables, already generated and to be generated, is displayed in this section. All public deliverables will be accessible to download on PDF as soon as they are approved by the reviewers and the Commission.

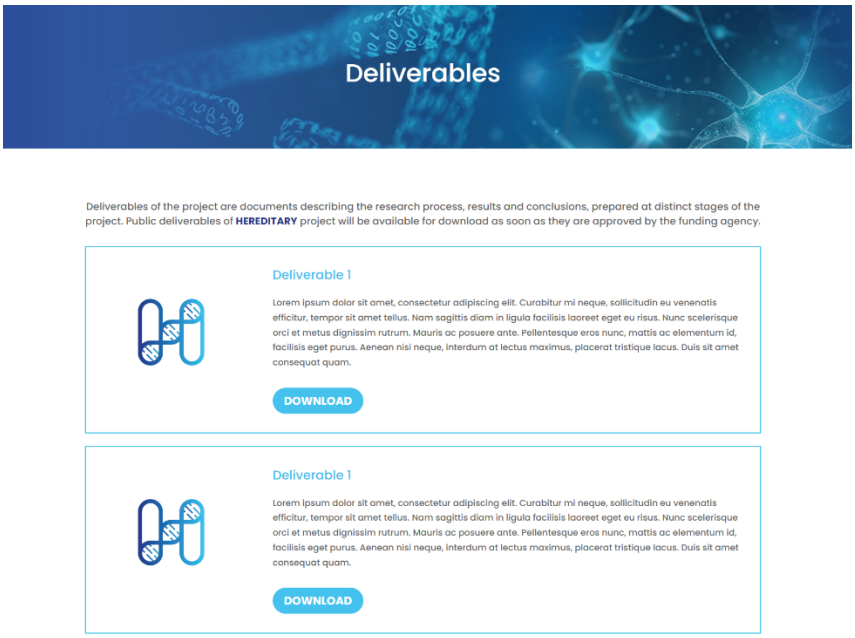

Figure 13 Deliverables page of the HEREDITARY Website

2.4.3 MATERIALS

To be well represented on media appearances, conferences, etc. HEREDITARY has prepared two logo versions, easily downloadable, to guarantee the quality of the images. This page will be updated with brochures, posters or any other publicity materials the project may find interesting to share.

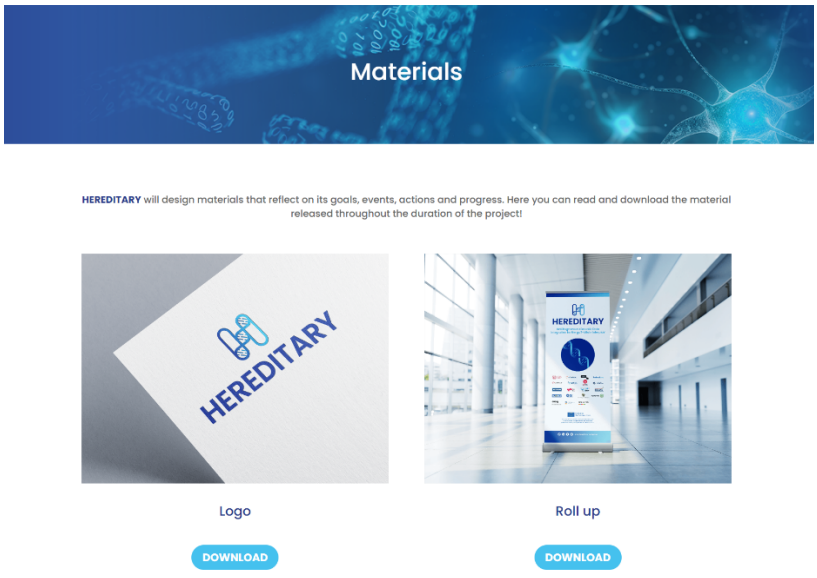

Figure 14 Materials page of the HEREDITARY Website

2.5 COMMUNICATION

The homepage includes all key messages and quick links to different sections related to news, events and HEREDITARY voices.

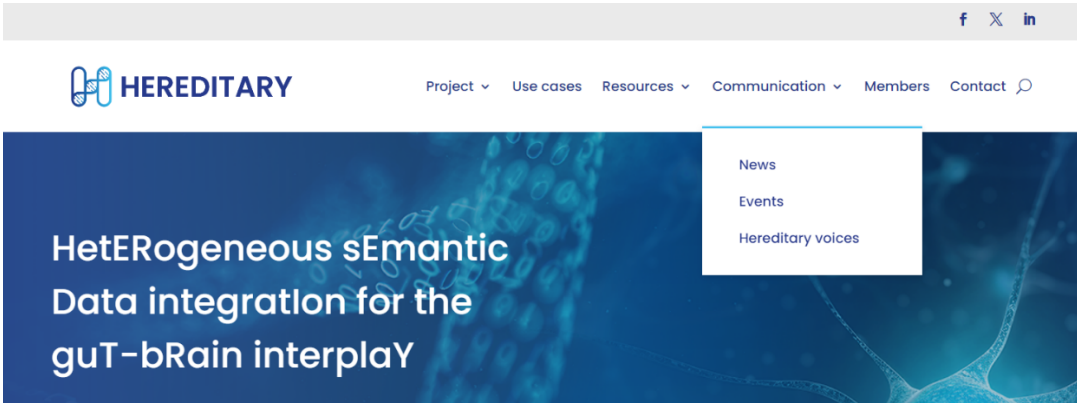

Figure 15 Communication menu

2.5.1 NEWS

The “News” page is intended to present the latest updates related to the activity of the Project in order to get a quick refresh on what happened on the recent period. This page will be constantly updated with the latest material such as upcoming meetings, participations in events, dissemination actions, conferences, etc.

To keep the website attractive for external users, all partners are requested to report to FEUGA any potential news related to the project that could be added to this section.

Figure 16 News page of the HEREDITARY Website

2.5.2 EVENTS

The events organized by the project as well as relevant events related with the project will be posted in this section to facilitate the access and registration to the event and to serve as a point of information about them.

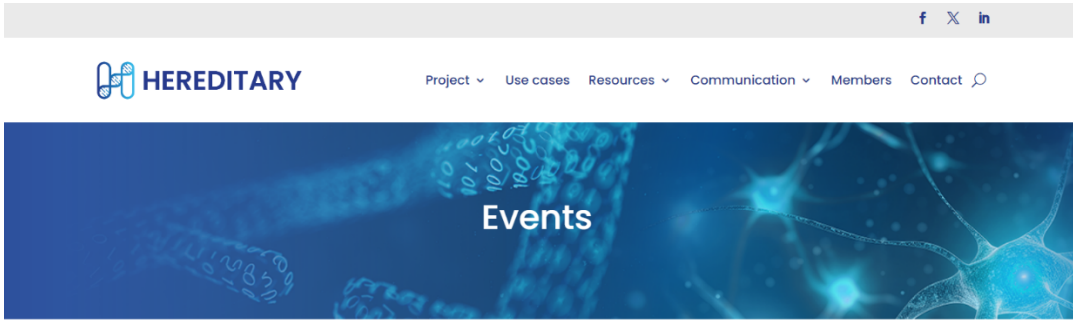

Figure 17 Events page. A calendar will be available soon.

2.5.3 HEREDITARY VOICES

This section has interviews with project participants to learn about their roles, insights, and contributions to improving healthcare by data integration and federated learning.

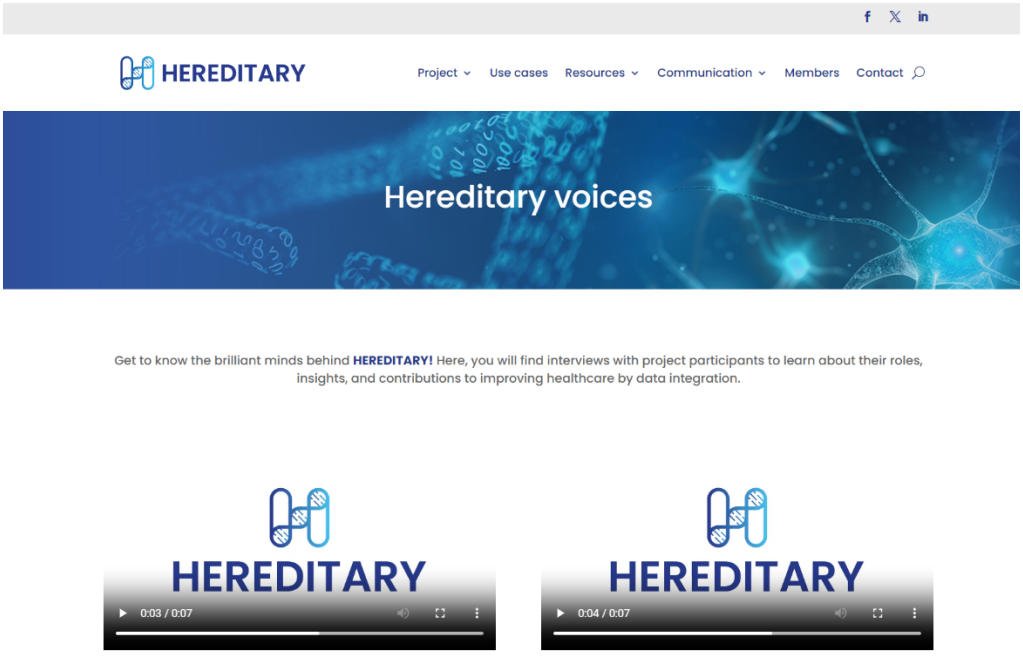

Figure 18 Hereditary voices page of the HEREDITARY Website

2.6 MEMBERS

A specific access to the HEREDITARY collaborative platform for partners is included in this section.

Figure 19 Access button to the HEREDITARY collaborative platform

2.7 CONTACT

A contact form is available on the HEREDITARY website. It requires the name, email address, and a message. Once the message is sent, it arrives directly to the FEUGA's communication team, who will be in charge of distributing the message to the appropriate recipient among the partners.

In a line with the website's privacy policy, the email address of the visitor is required in order to send feedback.

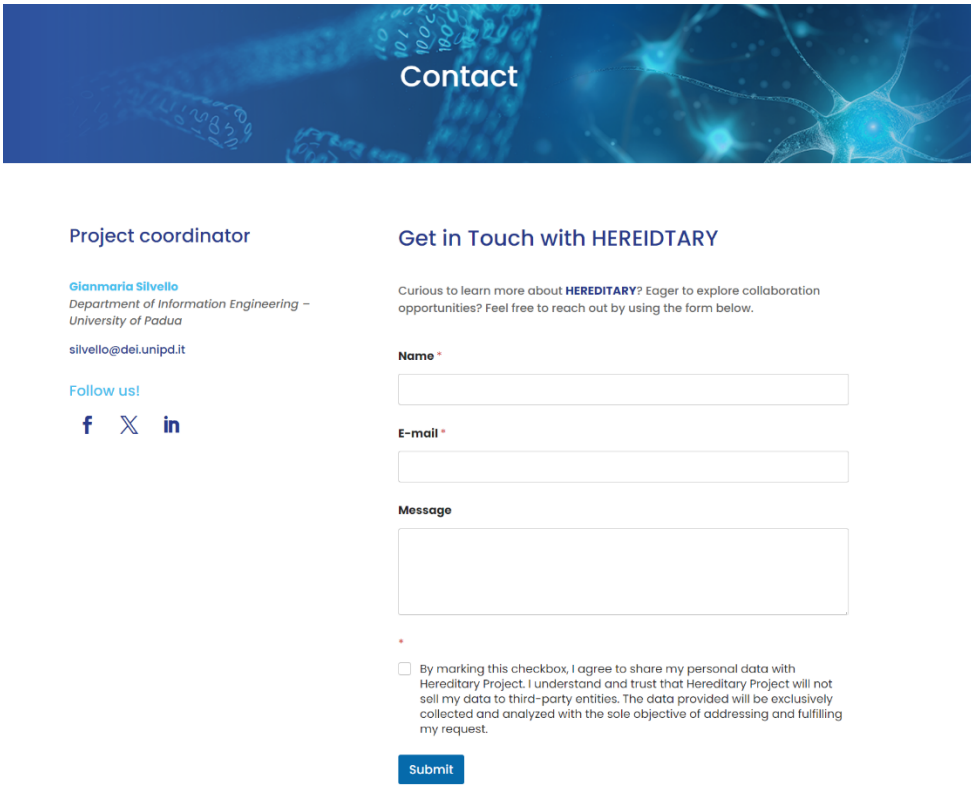

Figure 20 Contact page of the HEREDITARY Website

3 MEASURING RESULTS

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalised views and graphs about type of users, geographical location, origin of web traffic, most visited sections, most demanded materials, etc.

Google Analytics give a wealth of information about HEREDITARY website performance metrics, but in a very simply put way. It shows us the following:

1. How much traffic is coming to the site.

2. Where the traffic is coming from.

3. What visitors are doing once they are on the site.

Analytics works by tracking ‘tags’, which are a small piece of JavaScript code that are installed on every page of the website to work properly. This data is then collated and shown in a ‘report’ page in the Google Analytics’ admin interface.

4 Milestone verification

Milestone 2 ***Webpage and social media*** of the HEREDITARY project Description of Action is verified by the availability of the public website in the following link: https://hereditary-project.eu/. It was launched, with all the different pages described above in this deliverable, in May 2024, and this verifies the successful achievement of the Milestone 2.