An <u>EU</u>-<u>Ca</u>nada joint infrastructure

for next-generation multi-<u>S</u>tudy <u>H</u>eart <u>re</u>search

Deliverable D6.1:

Project website

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27/02/2019	5.0	Anna Rizzo (LYN)	Revised and corrected final version, ready for submission
28/02/2019	Final	Karim Lekadir, Katharina Heil, Paloma Benavent (UPF)	Final Review and Submission

Executive Summary

This deliverable reports the process of design, collective refinement and implementation of the euCanSHare project's public website. The report offers a comprehensive overview of how the website has been structured, along with up-to-date images and infographics. The website has been designed by Lynkeus (LYN) in collaboration with the European Society of Cardiology (ESC, Leader of WP6), the Project Coordinator (PC) and Project Manager (PM). It is based on a WordPress platform with a highly interactive layout, where users will have a comprehensive general view of the project rationale and mission, workplan and implementation, consortium partners with respective roles, as well as details of the platform structure and participating cohorts; most importantly, though, it will represent the engagement and communication platform to add new cohorts to the transnational euCanSHare repository, expand its reach, data assets, and use by international researchers, all key objectives of the project. It will also serve as a point of reference for anyone interested in following the day-by-day life of the project - timely showcasing project events and presentations, publications, achievements and other updates - or getting in touch with the consortium. The website will also report all the produced dissemination material and make it available by linking to an external euCanSHare-dedicated collection ("community") created *ad hoc* in Zenodo, the open-access repository developed in the context of the European OpenAIRE program and operated by CERN.

The implementation roadmap and the final outlook with up-to-date screenshots and infographics are presented. The release of the website is planned for 15 March 2019.

The following url will be hosting euCanSHare's website:

http://www.eucanshare.eu/

List of tables

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Acronyms

C&D (Communication and Dissemination)

CSI (characters spaces included)

ESC (European Society of Cardiology)

EU (European Union)

LYN (Lynkeus)

PC (Project Coordinator)

PM (Project Manager)

Table fo contents

1   Background: branding, templates and preliminary materials

This chapter describes the design of all the elements constituting the prerequisites for the website layout, including the definition of the project logo and the relevant graphic elements (e.g., fonts, colours), the banners for acknowledgments for EU and Canada, the presentation templates and the infographics describing project key elements. All these materials have been produced between M1 and the beginning of M3 and are actually all available for the consortium on a shared online repository for communication and dissemination (C&D) purposes.

1.1   Project logo

The conception of the logo underwent multiple phases, including design of a few visual concepts, selection and re-elaboration of some of them, and final selection through a vote among all project partners.

Details of logos and the design process will be addressed in deliverable D6.2

1.1.1   Elaboration of the final logo

With 15 preferences out of a total of 23 (65,2%) responses the final choice of the project logo was selected amongst four alternatives.

The approved logo has thus been elaborated in all its versions (coloured, black, white; vector, print, web) and relevant font (LFT Etica) and colour palette were defined for all derived materials and templates. These elements have been finalised by the end of December 2018 and included in *D7.1 - Kick-off meeting report* and *D7.2 Project Handbook*, due at M2.

Figure 1: Final project logo in all versions, with derived formats and graphic elements

1.2   Banners for acknowledgment of funding

The banners for acknowledgement of funding for both the European Union (EU) and Canada, necessary for the website as well as all the other C&D materials, were created. The banners have

been designed based on the format indicated on the European Commission website, in the *Acknowledgement of EU funding* section of the *Participant Portal Horizon 2020 Online Manual* [1], also taking into account the manual "*The use of the EU emblem in the context of EU programmes*"[2]. The phrases have been defined, for the EU, based on the standard formula indicated in the EC manual and for the Canada the Consortium has relied on the guidelines indicated by their funding institutions.

The banners have been produced in two A4-based versions, shown below, with a different height-width ratio (one row- and two row-version), while additional versions with customised aspect ratio might be produced in the future for specific needs.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 825903

All Canadian project partners have been funded by the Canadian Institutes of Health Research and the Fonds de recherche du Québec – Santé
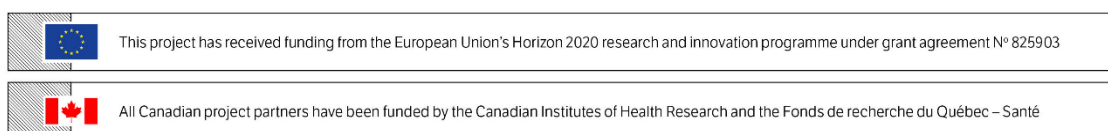
Figure 2: Banners for acknowledgment of funding, one row-version

1.3 Presentation templates

Although the presentation template is not strictly relevant to the website implementation, its design coincides with graphic elements of the website layout to make for consistent branding. The template, prepared in two formats (4:3-squared, 16:9-widescreen) for different potential uses, was released and made available for the Consortium at the beginning of M3, in view of the first project presentations made by the PC at the *SCMR 22nd Annual Scientific Sessions - Global CMR: Innovation and Clinical Outcomes* (06/02/2019) and the *Integrative Biomedical Imaging Informatics at Stanford* (IBIIS, 11/02/2019).
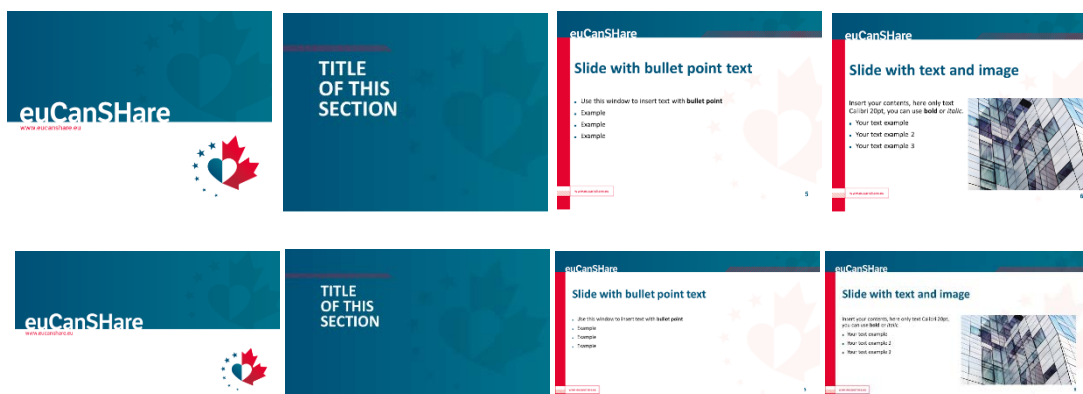
Figure 3: Some slides from the 4:3-squared (above) and the 16:9-widescreen (below) presentation template

1.4 Social media

A first series of headers for social media has also been produced at the beginning of M3 based on the same graphic elements (logo, fonts, colour palette, motifs, etc.). These have been used for the launch of the first project social media accounts (Twitter account, Facebook page). They contribute to the dissemination of the first project events mentioned above, but also start laying the groundwork for building up project audiences, which will contribute to the effective dissemination of the website, once released. In fact, both social media channels have started

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[1]   http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm, retrieved on 19/02/2019

[2] https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf, retrieved on 19/02/2019

engaging relevant audiences starting from direct contacts with institutions and officers within the Consortium. A direct engagement of further stakeholders will take place after completion of the relevant stakeholder analysis (T6.2).

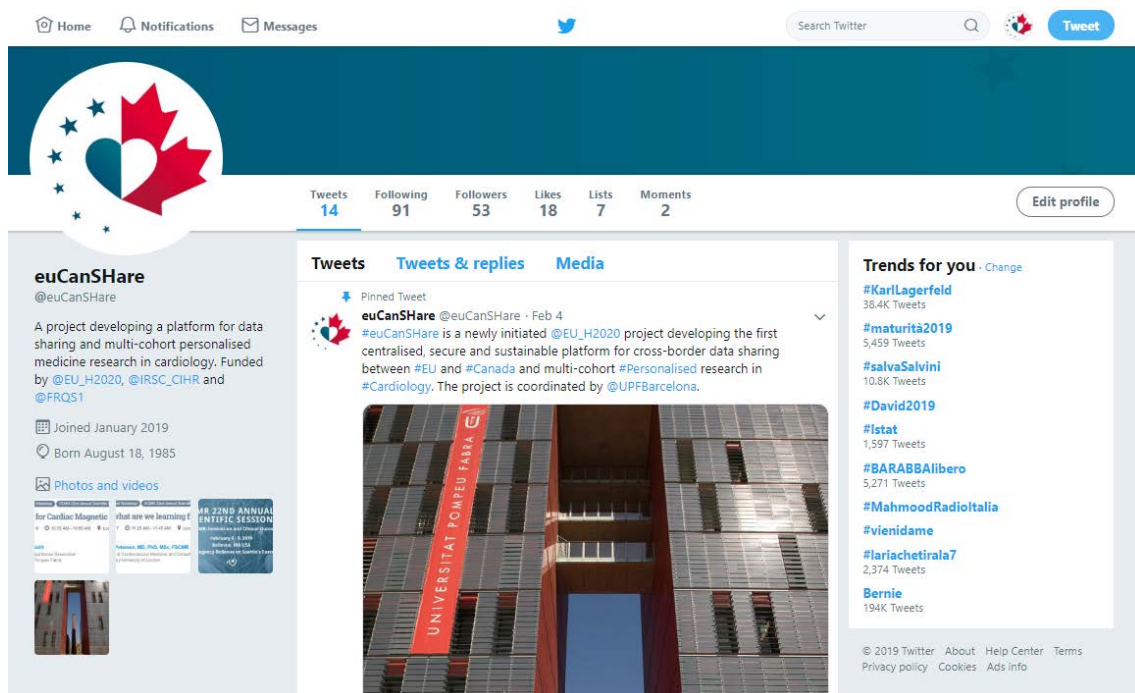*Figure 4: Project header prepared for Twitter and Facebook*

Figure 5: Screenshot of the current project Twitter account (retrieved on 19/02/2019)

1.5   Infographics

LYN has also produced the first infographics illustrating project concepts. These include a/an:

1. infographic illustrating the project network, visible on the website home page;
2. detailed map of project cohorts and relevant features (location, sizes, data types, etc.) for the Platform/Cohorts section;
3. simplified scheme of the project platform displayed on the Platform/Structure section.

Figure 6: Infographic created for the home page of the project website.

Figure 7: Map of euCanSHare's platform cohorts and relevant features (location and size).

Figure 8: Infographics illustrating euCanSHare's platform general structure and main components

2   Website design

The design of the website started at the beginning of M2 and has been finalised on 18 February 2019. The creation and review process began with a preliminary conception of structure and production of relevant contents by LYN, then discussed and refined various times through an iterative process with the feedback of ESC and the PC (UPF), and minor contributions from the rest of the Consortium. Further minor feedback is currently being implemented in view of the upcoming release.

2.1   General considerations

As described in the project proposal, the project C&D activity addresses three primary audiences: (1) the *cardiologic clinical community*, including potential future *cohort providers*, (2) the *biomedical research community* and (3) *biotech-pharma SMEs and industry*.

Additionally, the Consortium committed to disseminating project concept and results to a series of secondary audiences, including (4) *patients and their associations*, (5) *regulatory agencies, policy makers and mass media* and (5) the *general public*. In addition, the Consortium has engaged in cross-dissemination initiatives with analogous research initiatives in EU and Canada, including projects funded under the same call as euCanSHare, H2020-SC1-BHC-2018-2020 call (*Better Health and care, economic growth and sustainable health systems*) among others.

Basing on that, the design of the project layout and contents has followed a series of general, commonly agreed rules:

- to make the website *as interactive as possible* in order to favour a high level of engagement with users; visitors will see moving graphical elements, cross-referencing and previews from social media accounts (Twitter, YouTube) and frequent updates including news and events, publications and other produced materials, and much more;
- to maintain a *high-level comprehensible language*, so to make project description and contents available for all types of audiences, including general public; similarly, all project description will be elaborated starting from the proposal relevant sections but highly summarised, made readable and concise, ranging from the approximate 700 characters spaces included (CSI) of the Consortium partners description to the around 1,500 CSI of the general descriptions;
- to establish a cross-communication activity with other Consortium channels and other analogous research initiatives – particularly those pertaining to the H2020-SC1-BHC-2018-2020 "Better Health and care, economic growth and sustainable health systems" Call - on a regular basis, also passing through the featuring of these on a dedicated section.

2.2   Structure

The website has been structured in a modern layout based on few big landing pages (i.e., the home page and other 6 menu sections) readable by simple page scrolling, without the need of numerous clicks by the user. Page subsections are also directly accessible by an horizontal submenu at the top of each section, allowing to directly "jump" from one subsection to another by clicking on the relevant entries. The general structure and relevant contents are illustrated in the table below.

Table 1: General website structure

Sections	Subsections	Contents
Home	-	*Top part (all visible without scrolling)* • one header infographic giving a high-level idea of the project; this is composed as a moving slideshow, including: 1. project full title and illustration; 2. very brief description, with same illustration as a transparent background; 3. list of main objectives, with same illustration as a transparent background; • *just below:* band with scrolling? news and events, linking to the corresponding menu section; • *left*: social media bar with links to all the active communication channels. *Following parts (visible by scrolling down)* • band with *YouTube* (left) and *Twitter* (right) channels preview; • band with preview of latest publications; • band with PC's contacts (address, phone, email) • band with Consortium partner institutions logos linking to the relevant websites; • band with scrolling EC news; • acknowledgment banners; • link to the EC website, copyright and privacy policy.
Project	Why euCanSHare	Rationale (from proposal's *Excellence*).
	Our mission	Main objectives (from proposal's *Objectives* and *Relation to the work programme*).
	Implementation	Implementation phases illustrated in a graphical way (from proposal's *Implementation*).
	Publications and materials	Peer-reviewed publications, press releases, presentations and public deliverables.
Platform	Cohorts	Map of Europe and Canada showing locations of cohorts and main features (size, data types, etc.) and brief description.
	Structure	Graphical illustration of the high-level structure of the platform, with brief descriptions of main components.
Consortium	European Union	List of EU and Canadian partners with brief description, logo, country flag, website link and a contact reference person with email
	Canada	
News & Events	-	Project news (meetings, cohort addition, other) and dissemination events (conferences, workshops, etc.).
Related projects	-	List and short description of analogous research initiatives in EU and Canada and those funded under the same H2020 call.
Contact us	Contact form	General contact form.
	Subscribe to our newsletter	Form for subscribing to project news.
	Join the platform	Instructions and contacts for joining the platform.

3 Preview

This series of preview images illustrates the actual look of the website as it is being designed, based on the general structure detailed in the previous chapter. Please note that the texts are still under revision, and a provisional draft version has been used here as example.

Based on the presented approach and defined elements and contents, we are now implementing the final structure and refining the relevant texts. As previously mentioned, the expected go-live date for the website is 15 March 2019. We will then start its promotion via our social media channels and connect with other projects for a maximised its outreach.

The website will be found under the following url: http://www.eucanshare.eu/
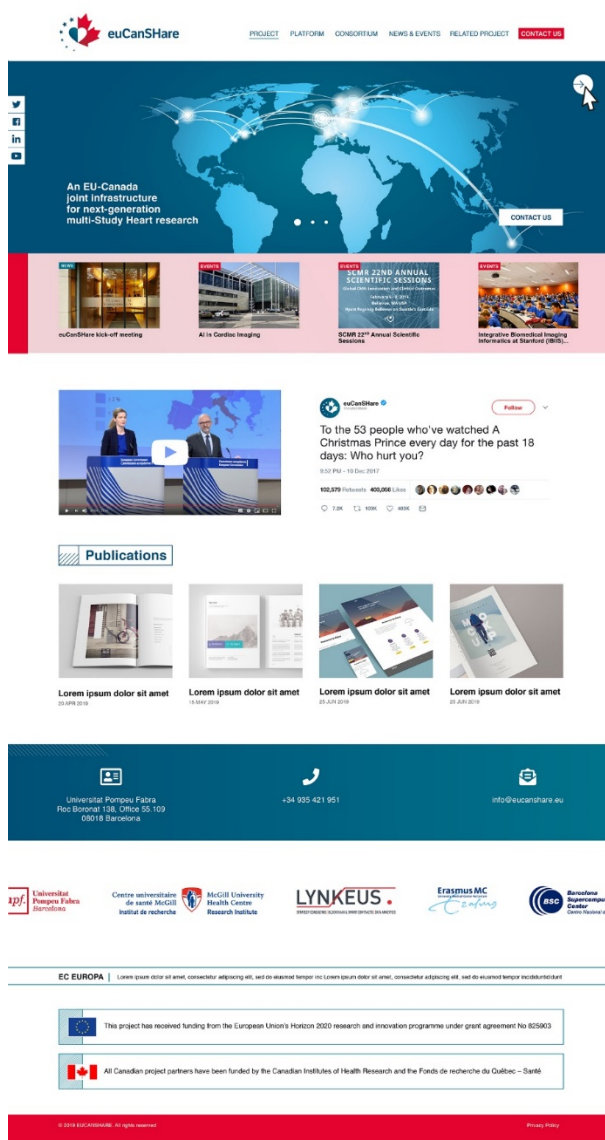
3.1 Home page

Figure 9: Preview of the euCanSHare website home page

3.2   Project

Figure 10: Preview of the euCanSHare website, "Project" section

3.3 Platform

euCanSHare
PROJECT PLATFORM CONSORTIUM NEWS & EVENTS RELATED PROJECTS CONTACT US

COHORTS STRUCTURE

The project will build upon comprehensive cardiologic databases in the EU and Canada, as well as other established multi-cohort initiatives in cardiology (MORGAM, BiomarCaRE, CAHHM).

Legend: <1,000 | 1,000 – 5,000 | 5,000 – 10,000 | 10,000 – 50,000 | >50,000

VIEW DETAILS

Name	Country	Size	Socio-demographics	Bio-samples	Omics	Cardiac imaging	Lifestyle data	Environmental data	Physical measurements	Clinical outcomes
Hamburg City Health Study	Germany	>45,000	x	x	x	x	x	x	x	
UKE Clinical Cohort Studies	Germany	>10,000	x	x	x	x	x	x	x	x
Study of Health in Pomerania	Germany	>8,000	x	x	x	x	x	x	x	x
UK Biobank	United Kingdom	500,000	x	x	x	x	x	x	x	x
Barts BioResource	United Kingdom	>10,000	x	x	x	x	x	x	x	x
Alpha-Tocopherol Beta-Carotene Prevention	Finland	29,133	x	x	x		x		x	x
Caerphilly Prospective Study	United Kingdom	2,171	x	x			x		x	x
The ESTHER Study	Germany	4,971	x	x			x		x	x
Estonian Genome Centre University of Tartu	Estonia	4,791	x	x			x	x	x	x
The National FINRISK Study	Finland	38,333	x	x	x		x	x	x	x
DAN-MONICA	Denmark	7,582	x	x	x		x	x	x	x
Kooperative Region Augsburg	Germany	17,264	x	x	x		x		x	x
Moli-Sani Project	Italy	24,325	x	x	x		x	x	x	x
MONICA Brianza	Italy	4,932	x	x	x		x	x	x	x
MONICA Catalonia	Spain	5,505	x	x			x	x	x	x
MONICA Friuli	Italy	5,510	x	x			x	x	x	x
MONICA Kaunas	Lithuania	4,485	x				x	x	x	x
MONICA Newcastle	Australia	5,873	x				x	x	x	
MONICA Northern Sweden	Sweden	12,013	x	x			x	x	x	x
MONICA Novosibirsk	Russia	11,458	x				x	x	x	x
MONICA Warsaw	Poland	5,577	x				x	x	x	x
Prospective Study of Myocardial Infarction	United Kingdom, France	10,600	x	x	x		x		x	x
The Tromso Study	Norway	31,847	x	x			x	x	x	x
AtheroGene	Germany	3,800	x	x	x		x		x	x
Kardiologischen Anschlussheil Behandlung	Germany	1,206	x	x					x	x
StenoCardia	Germany	2,000	x	x					x	x
MATISS (Malattie Aterosclerotiche Istituto Superiore di Sanità)	Italy	8,512	x	x			x	x	x	x
Longitudinal Study of Ageing Northern Ireland	United Kingdom	8,500	x	x	x		x	x	x	x
PAMELA Arterial Pressure Study	Italy	2,044	x				x		x	x
British Columbia Generations Projects (BCGP)	Canada	486	x	x	x	x	x	x	x	x
Alberta's Tomorrow Project (ATP)	Canada	458	x	x	x	x	x	x	x	x
Ontario Health Study (OHS)	Canada	2,931	x	x	x	x	x	x	x	x
CARTaGENE	Canada	1,418	x	x		x	x	x	x	x
Atlantic Partnership for Tomorrow's Health	Canada	854	x	x	x	x	x	x	x	x
Prospective Urban Rural Evaluation (PURE)	Canada	1,058	x	x		x	x	x	x	x
Montreal Heart Institute (MHI) Biobank	Canada	350	x	x		x	x	x	x	x

Figure 11: Preview of the euCanSHare website, "Platform" section, "Cohorts" subsection

Figure 12: Preview of the euCanSHare website, "Platform" section, "Structure" subsection

3.4   Consortium

Figure 13: Preview of the euCanSHare website, "Consortium" section

3.5   News & Events

Figure 14: Preview of the euCanSHare website, "News & events" section

3.6 Related projects

Figure 15: Preview of the euCanSHare website, "Related projects" section

3.7   Contact us

Figure 16: Preview of the euCanSHare website, "Contact us" section