HORIZON 2020
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CAPABLE

Cancer Patients Better Life Experience

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Deliverable No. D9.1

Project Logo, Leaflets, Presentation and Website

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Contributing Partners	BIT
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Deliverable Type		
R	Document, report	
DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent fillings, videos etc.	**X**
OTHER		
Dissemination Level		
PU	Public	**X**
CO	Confidential (Consortium members including the Commission Services)	
CI	Classified Information (Commission Decision 2015/444/EC)	

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1. Versions History

Version	Date	Author	Comments
1.3	28/06/2020	Szymon Wilk	Final touches after coordinator's pass
1.2	25/06/2020	Szymon Wilk	Updated website screenshots
1.1	12/06/2020	Szymon Wilk	Added a section on social media
1.0	7/06/2020	Szymon Wilk	Updated screenshots with presentation and leaflet
0.9	29/05/2020	Szymon Wilk	Initial draft

2. Executive Summary

In this document we describe dissemination aids that have been developed during the first 6 months to support partners in disseminating project results and outcomes. These aids include:

- Project logo,
- Project leaflet,
- Project presentation,
- Project website,
- Social media accounts.

Project leaflet and presentation are of introductory character at this stage – they focus on the high-level project architecture and goals. They will be updated throughout the project lifetime to include major findings and results.

The following sections outline the above aids. Most of the work on the dissemination aids is concerned with visual elements and therefore the deliverable presents a summary of this work in forms of figures and screenshots.

The activities described in the following sections have been developed as part of the task T9.1 - *Preparation and distribution of dissemination and communication material*.

3. Project Logo

A logo was designed for the CAPABLE project. Its full version, including the project acronym and name is presented in Figure 1. There are also simplified versions limited to the graphical element and the project acronym. The logo is available as a bitmap and vector image and stored in various file formats (AI, EPS, TIF, PNG, PDF) in the shared electronic space (Basecamp) accessible to all partners. This logo has been selected after rating a number of proposals from different partners. Winning characteristics were its simplicity and the icon that represents the initial letters of the proposal and in the same time evokes a person shape.

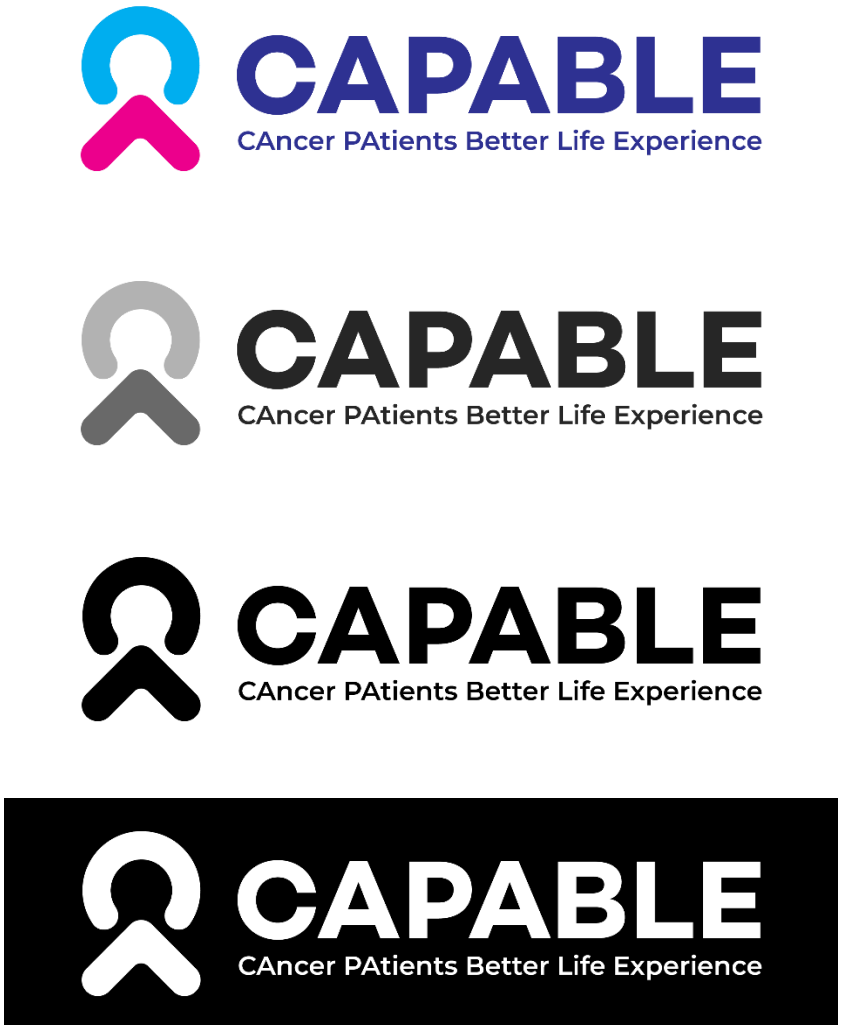


Figure 1. A full project logo (various color versions)

4. Project Leaflet

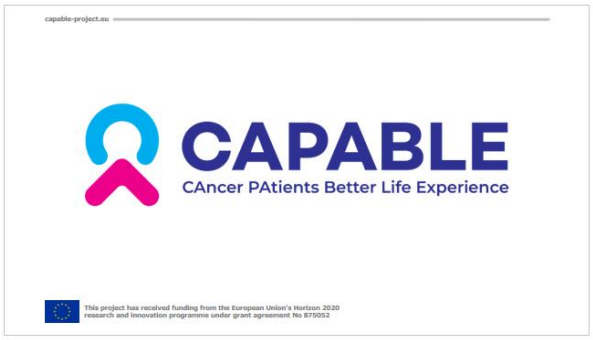
The leaflet presented in Figure 2 has been prepared to be distributed during relevant events and scientific conferences. It provides an overview of the project, its objectives, as well as partners. The leaflet is publicly available in the PDF format from the project website.

Figure 2. Project leaflet

5. Project Presentation

A presentation has been prepared for use at relevant conferences, seminars, and other meetings. It is meant to provide introductory information about the project and consortium, underlying motivation, overall purpose and objectives and the proposed architecture of the CAPABLE system. As already mentioned, the presentation will be updated throughout the project lifetime to include up-to-date results and findings.

The presentation is displayed in Figure 3 and Figure 4. It is publicly available in the PDF format from the project website. Moreover, its source version in the PPTX format is stored in the shared electronic space (Basecamp) and can be used by partners and a starting point to prepare other presentations.



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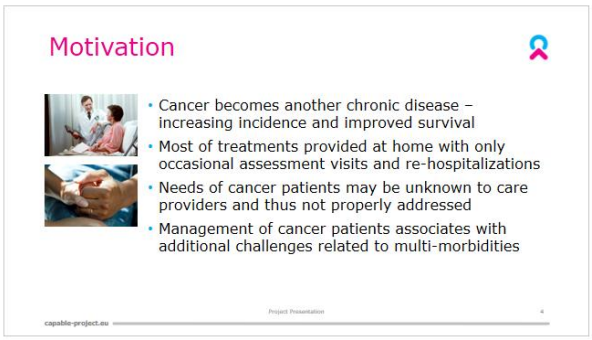

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Figure 3. Project presentation (part 1)

Figure 4. Project presentation (part 2)

6. Project Website

The CAPABLE project website was launched on 11/02/2020. The website is available at https://www.capable-project.eu or https://capable-project.eu. It is hosted on a server managed by PUT and managed with WordPress [1] – a free and open-source content management system.

Technical development and graphic design are by PUT with advice and support from BIT, and the content has been provided by several partners, including UNIPV and UoH. Additional content will be further developed and delivered throughout the project lifetime.

The following subsections describe the relevant parts of the website. They also present tools applied to monitor and analyze website traffic.

6.1. Home Page

The Home page is presented in Figure 5. It provides a short description of the project, its overall purpose, and more specific objectives.

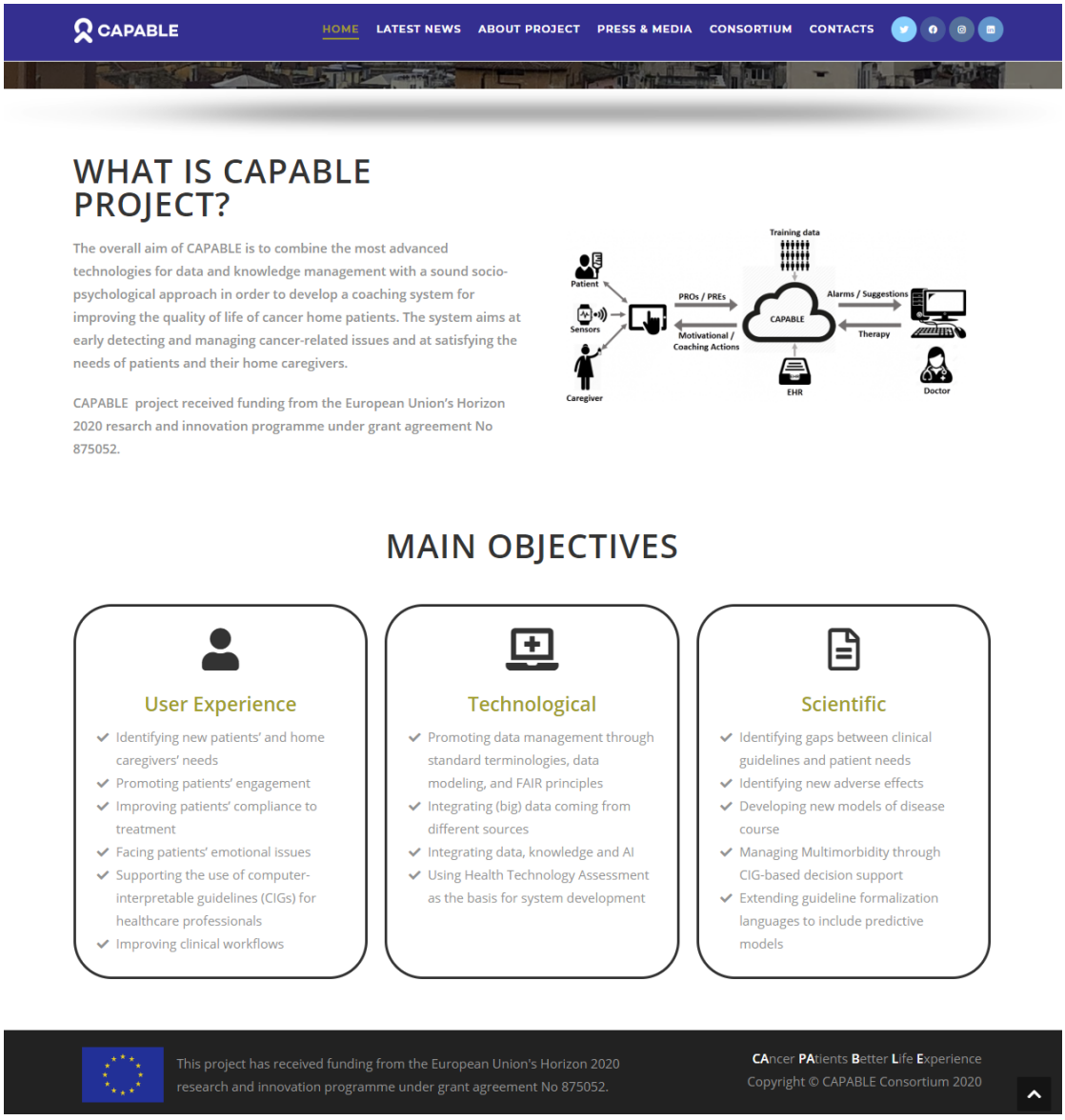


Figure 5. CAPABLE website – Home page

6.2. Latest News

The Latest News page presented in Figure 6 provides leading news flashes and events related to the project's interest. It includes information about consortium meetings, and other events and initiatives, such as conferences, workshops, symposiums, or open calls. A longer description is provided for each new item, along with external links for further information if relevant.

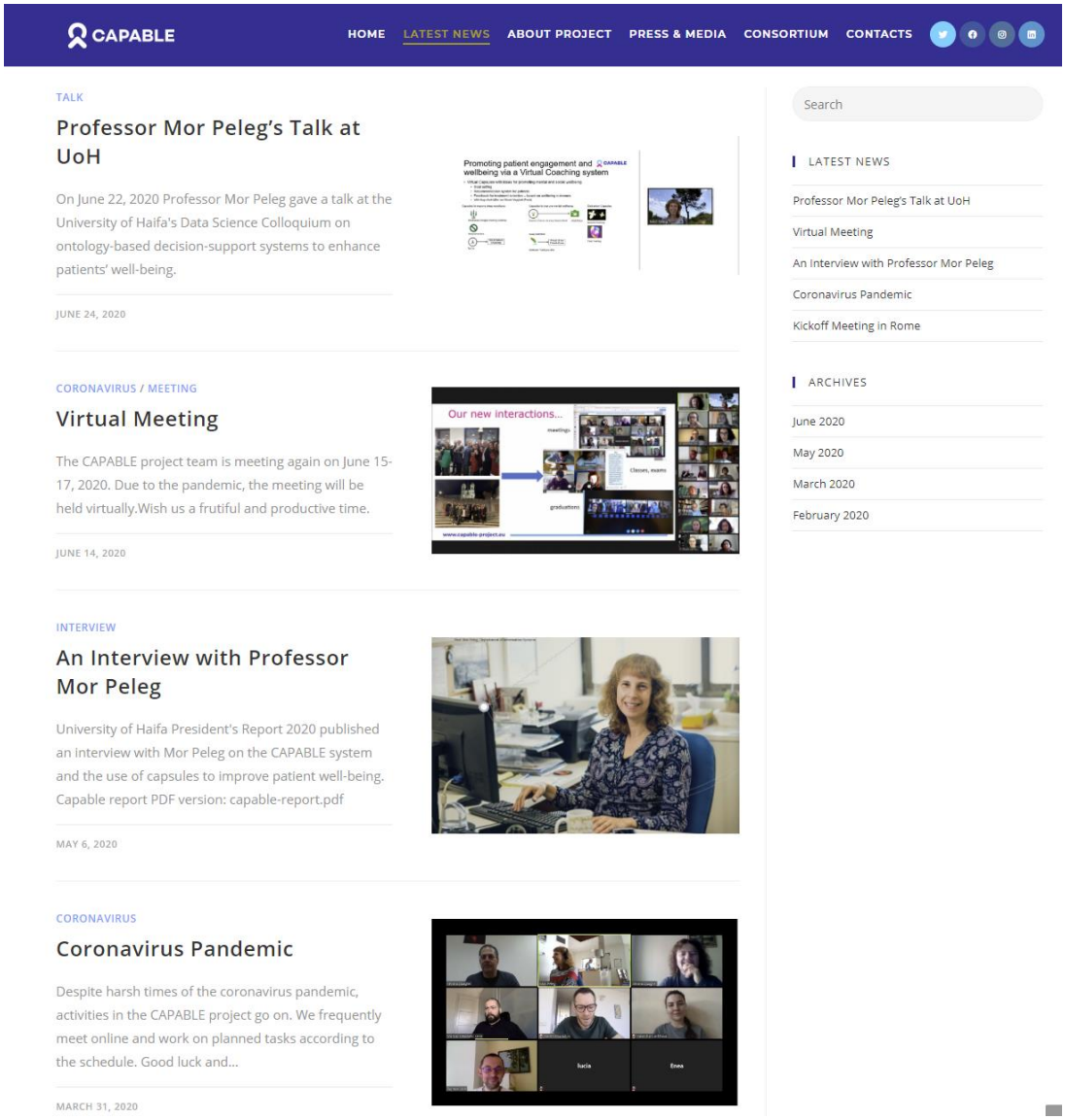


Figure 6. CAPABLE website –Latest News

6.3. About Project

The About Project page presented in Figure 7 details the problem addressed by the project, i.e., supporting treatment of cancer patients at their homes, the proposed solution and the approach derived from merging the expertise of all partners.

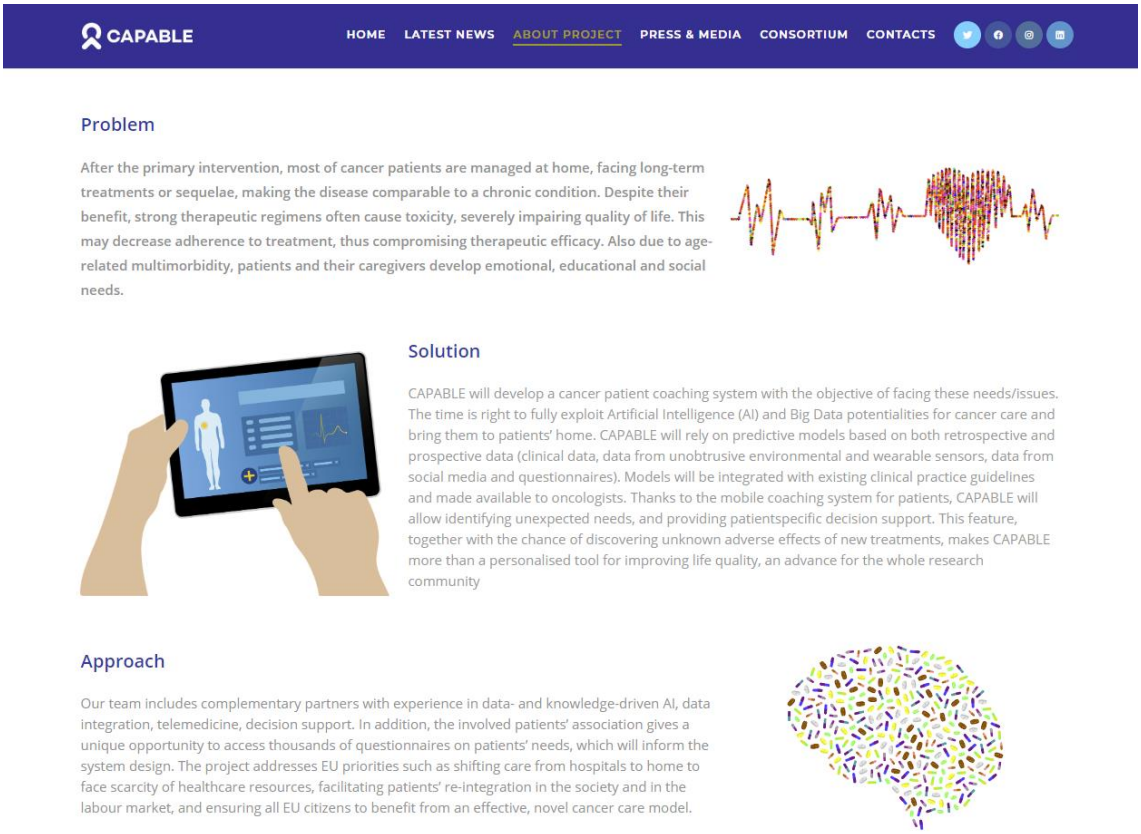


Figure 7. CAPABLE website – About

6.4. Press & Media

The Press & Media page presented in Figure 8 includes official press and web releases, and other media related to the project. The website also contains two other similar sections – Deliverables and Publications that will provide public deliverables and scientific publications

created within the project. At this early stage there are no such materials, therefore these sections are hidden.

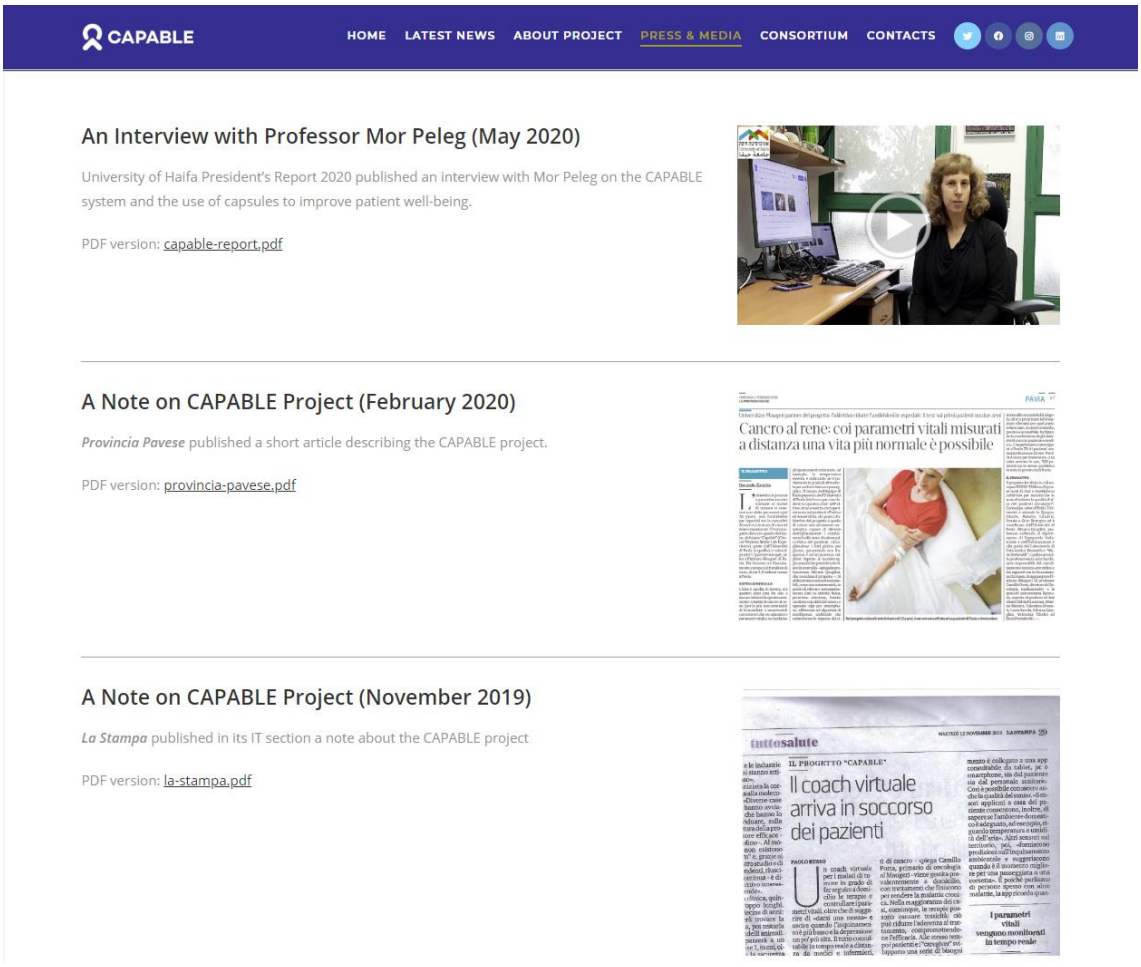


Figure 8. CAPABLE website – Press & Media

6.5. Consortium

The Consortium page given in Figure 9 lists the consortium's partners. Each institution has a direct link to its own website, accessible through the institution logo.

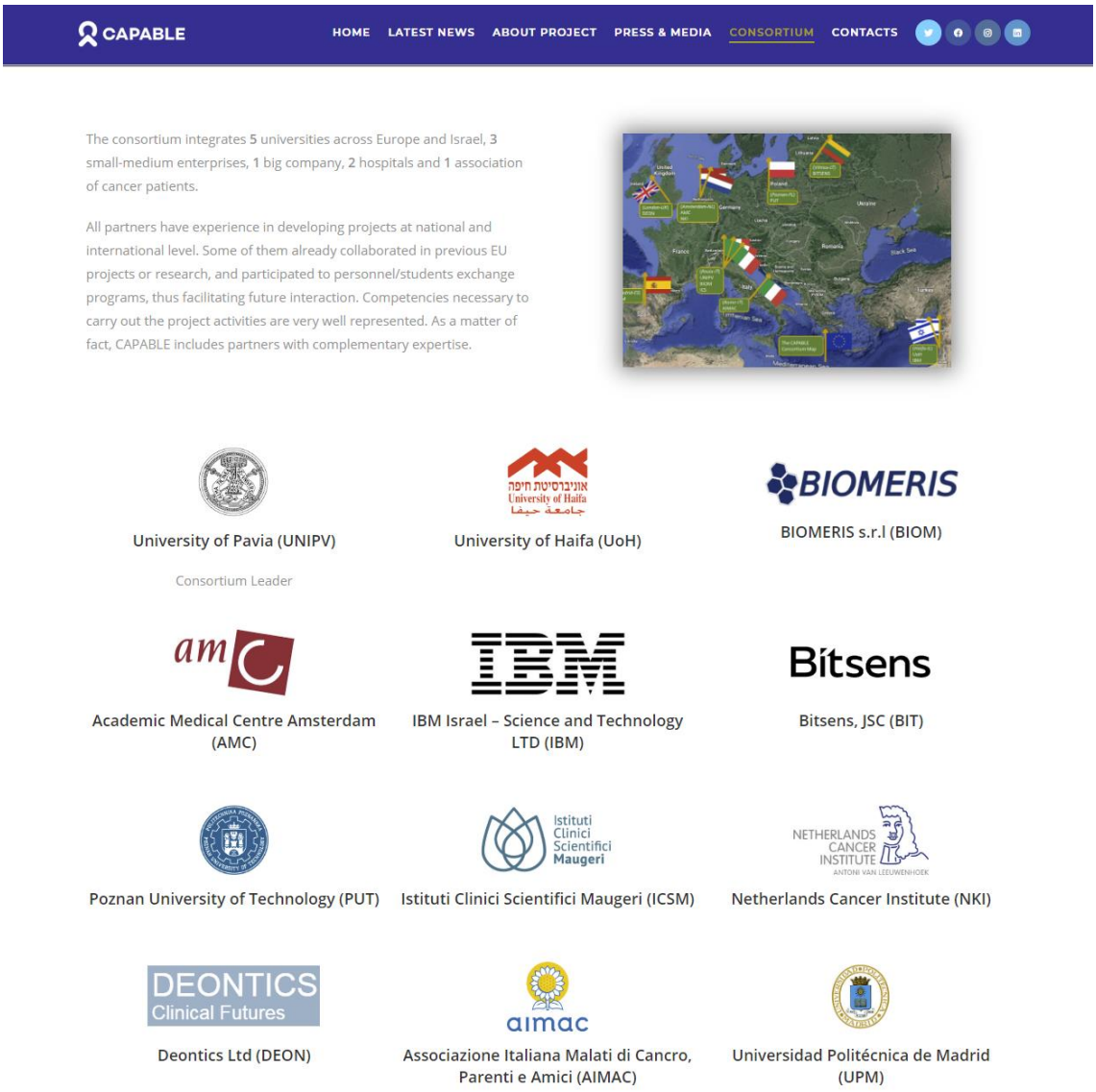


Figure 9. CAPABLE website – Consortium (part 1)

The Consortium page also describes the roles of specific partners and provides additional details on the project team, including the number of females and males (Figure 10).

The UNIPV team (project coordinator), from the "M. Stefanelli" Biomedical Informatics Laboratory, is the biggest medical informatics research group in Italy and has been involved in EU projects since the late 80's. The lab belongs to the Centre for Health Technologies, which also involves ECLT (European Centre for Law, Science and new Technologies), which will help all the consortium to address the medico-legal issues related to the IT applications in medicine. The project envisages a strong collaboration between universities and SMEs. For example, UoH has leading expertise in languages for knowledge representation, while DEON developed a tool based on one of those languages (PROforma), and together they will adapt the tool to the project needs. AMC has a wide experience on standards for medical data representation while BIOM will integrate all the data collected in CAPABLE exploiting their experience in data-warehousing. PUT will be responsible for the patient's coaching development while BIT will implement the final users' interface. The big company involved is IBM and it will guarantee to CAPABLE the necessary skills to exploit the latest developments in AI. They will use data collected in retrospective studies and in the CAPABLE clinical studies by ICSM and NKI, two leading hospitals for cancer treatment in Italy and the Netherlands, respectively. They will also use data provided by AIMAC, which is an important patients' association from Italy, networked with other associations and the European Patient Cancer Coalition. AIMAC will help all the partners to maintain a patient-centred approach along the whole project development. Finally, UPM will give advice to all the partners to guarantee that CAPABLE will be carried out under a comprehensive HTA approach.

The consortium is well balanced across researchers' gender, showing 19 females and 20 males in the key persons list

Figure 10. CAPABLE website - Consortium (part 2)

6.6. Contacts

The Contacts page presented in Figure 11 provides contact information for the coordinator, Professor Silvana Quaglini, contains the contact form and also gives links to social media accounts created for the project (these links are also given in the menu, thus they are accessible from any page). Currently the following social media accounts are used: Twitter, Facebook, Instagram, and LinkedIn. They are described in the next section.

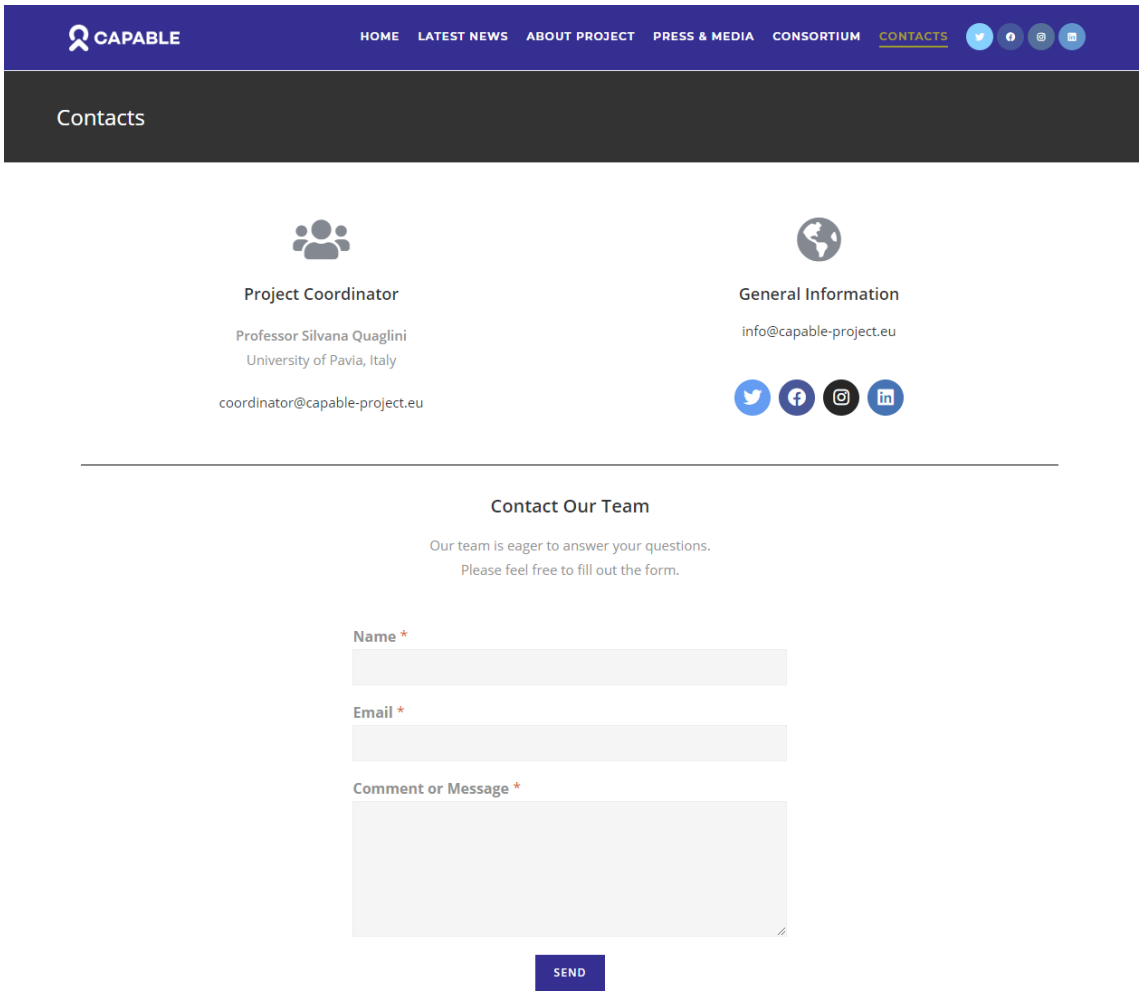
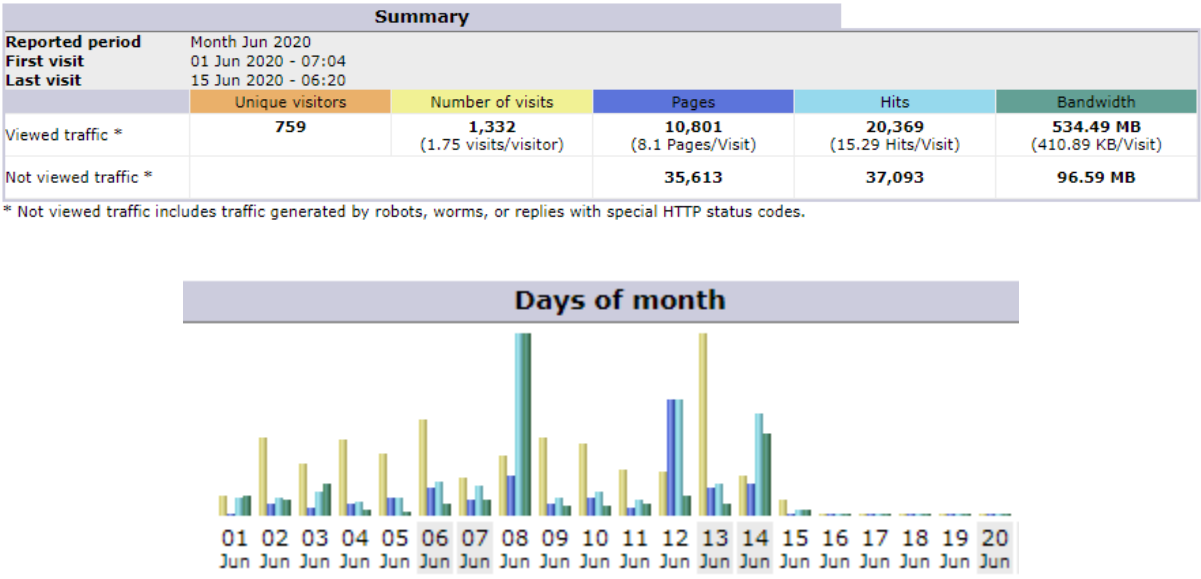


Figure 11. CAPABLE website – Contacts

6.7. Traffic Monitoring and Analysis

The traffic at the CAPABLE website is monitored and analyzed. For this purpose, we use AWStats – a free and open-source tool for generating statistics from web server logs [2], and a suite of tools offered by Google – Search Console [3] and Analytics [4]. These tools allow us to analyze details related to search engine optimization (SEO), such as top queries or external links, as well as to visits, i.e., visit time and duration. A sample report generated by AWStats is presented in Figure 12.

Results provided by the above tools are used to track interests of visitors, improve the specific sections of the website, and make it more visible in the Internet.



Summary

Reported period	Month Jun 2020				
First visit	01 Jun 2020 - 07:04				
Last visit	15 Jun 2020 - 06:20				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	**759**	**1,332** (1.75 visits/visitor)	**10,801** (8.1 Pages/Visit)	**20,369** (15.29 Hits/Visit)	**534.49 MB** (410.89 KB/Visit)
Not viewed traffic *			**35,613**	**37,093**	**96.59 MB**

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Figure 12. A sample report generated by AWStats

7. Social Media

Media accounts given in Table 1 and Figure 13 have been created for the project. The first three accounts (Twitter, Facebook, and Instagram) were created already during the kickoff meeting in January 2020, while the LinkedIn account was created in June 2020 following suggestions of the project partners. The account names are either 'capable_project' or 'capableprojecteu' depending on the name availability and naming convention used by specific services.

Table 1. Social media accounts created for the project

Account	Name	Address
Twitter	capable_project	https://twitter.com/capable_project
Facebook	capableprojecteu	https://www.facebook.com/capableprojecteu
Instagram	capable_project	https://instagram.com/capable_project
LinkedIn	capableprojecteu	https://www.linkedin.com/company/capableprojecteu

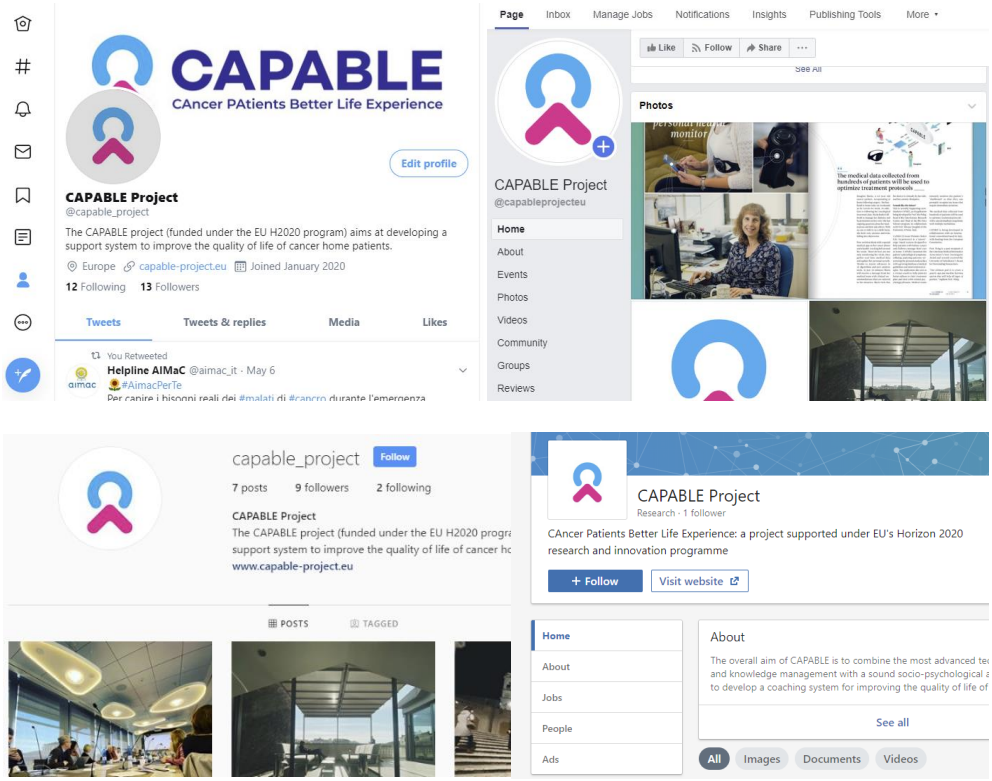


Figure 13. Social media accounts created for the project

Social media accounts are managed by PUT, however, login credentials are made available to all partners in the shared workspace (Basecamp), thus they are able to post their posts, images and other materials.

8. Scientific Dissemination Activities/Publications

Since the project started six months ago, we did not publish papers on international scientific journals yet. However, we started the activities within Task 9.3 - *Scientific dissemination activities/publications* - by publishing some articles at local and national level. All of them are accessible through the website, as shown in the above reported Figure 8.

More precisely, at the University of Haifa (Israel), Prof. Mor Peleg gave an interview entitled "*Harnessing Big Data analytics to combat diseases*", and published an article in the "*2020 President's Report*" entitled "*The medical data collected from hundreds of patients will be used to optimize treatment protocols*". In this report, she illustrates the main CAPABLE functionalities starting from a use case that highlights the needs of two *personas* (a patient and her family caregiver, in this case her husband) in their daily life.

In Italy, the teams from the University of Pavia and ICS Maugeri hospital published two articles. The first one was published in an important national newspaper (La Stampa) in November 2019, before the starting of the project, after the Grant Agreement signature by the European Community. It is entitled "*A virtual coach is going to help patients*" and it reports the main features of the project, in particular highlighting the possibility of avoiding unnecessary accesses to the healthcare institutions (so decreasing costs to the National Healthcare System) by increasing prevention activities and patients' awareness. Moreover, the generalizability of the approach is outlined, in order to arouse interest to other types of tumors and to the entire Italian population.

The second article, entitled "*Kidney cancer: monitoring vital parameters makes it possible a better life*", was published in February in a local newspaper (La Provincia Pavese). In this case, after describing the project in general, particular emphasis is given to the synergic effort of the two local institutions (the University and the Maugeri hospital), and to the number of patients (about 500) living in the Pavia province that could benefit from the results of the project, once the system will be in place.

9. References

[1] WordPress – blog tool, publishing platform and CMS. https://wordpress.org/

[2] AWStats official website. https://awstats.sourceforge.io/

[3] Google Search Console. https://search.google.com/search-console/about

[4] Google Analytics. https://analytics.google.com/