# iHelp

Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records

# D 8.1 – Initial Publication Package

## WP8 Communication & Exploitation

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## Document Details

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## Document Revision History

| Version History | | | |
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| 0.1 | 2021-02-12 | Irida Manika (iSPRINT) | ToC and content description |
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# Table of Contents

# Executive summary

iHELP introduces a novel paradigm for personalised healthcare where the risk assessment and the delivery of personalised recommendations (prevention and intervention measures) are delivered using state of the art mobile and wearable technologies, which have proven to meet the varying needs of people of all ages.

The iHELP project will improve the state of art in many different areas of science, technology, sociology and end user development. To help implement the vision of this project, a strong Dissemination strategy should be in place. It is crucial to get a quick start in the setup of all communication channels and materials so that all partners start getting engaged in the process of the communication activities.

As stated in the iHELP Grant Agreement (GA), deliverable D8.1 (Initial publication package) comprises of the initial set of materials that will define and promote the project's identity. This deliverable presents that initial set of material, including the project logo, a project leaflet, a presentation providing a general description of iHELP, project's official web site and the templates for the official documents like deliverables and Powerpoint presentations.

In addition, the effective promotion and dissemination of project activities will require not only innovative technical solutions, but also creative work for the project's branding and main visuals used on the website, Social Media channels, presentations and other templates, which will be described in this deliverable.

# 1 Introduction

A project should have an overall visual identity for its communications and dissemination across different stakeholder groups. In the iHELP project, an effective visual brand identity is achieved by the consistent use of particular visual elements that create distinction, such as the iHelp logo, specific fonts, color palette, and graphic elements. It will be incorporated in all promotional / dissemination material as well as document and presentation templates, produced during the project and will be used by all project partners in their communication activities. All dissemination materials refer to the project name, the project's website and the Horizon 2020 Programme with associated graphic elements in line with the European Commission's guidelines.

The Deliverable D8.1 (Initial Publication Package) is the first deliverable at M2 (of the iHELP project) that presents the initial package of communication material required for the dissemination of the Project, like the logo, the website, the social media pages, the official templates, and a Powerpoint presentation of the iHELP project.

In this deliverable the project promotional material will be presented, starting from the branding and the website, followed by the social media and then the templates and Project presentation. Following the initial package, additional promotional material will be created during the course of the project. As expected, since D8.1 is delivered at a very early stage in the project (M2), the accompanied promotional material outline the tone of voice and sets the base to create a strong brand identity for the project.

The anchor of all dissemination activities in the iHELP project will be the project Website where all content will be stored and will link to other social media accounts. The website and the social media accounts are managed by partner Innovation Sprint (iSPRINT).

**iHELP project website**: www.ihelp-project.eu

**Linkedin Account**: https://www.linkedin.com/company/ihelp-project/

**Twitter account**: @iHelp_Project

# 2 Project Branding/Logo

During the M1 of the project, the consortium brainstormed to create a logo that would reflect the identity of the iHELP project. Five designs were proposed and all partners participated in the final selection as presented on Figure 1.
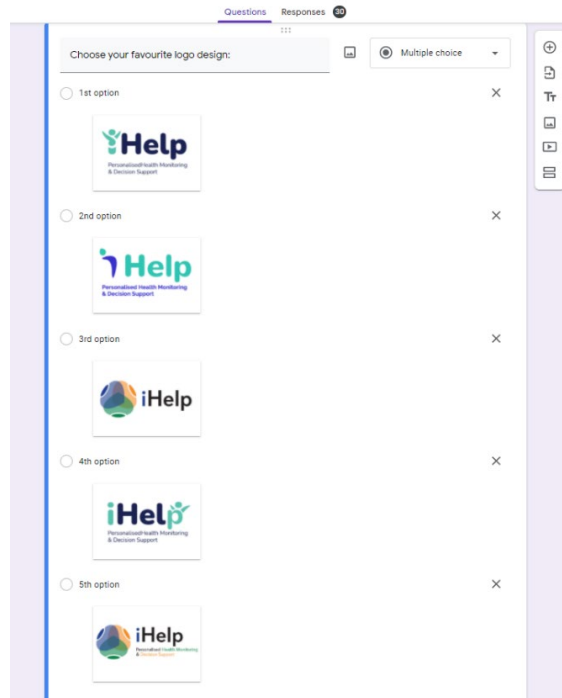


**Figure 1-iHELP online voting**

The partners favored the following logo with the following colors and concept as presented in

Figure 2.  With this choice, the consortium wanted to highlight the patient centricity and the Health elements of the project. Green and blue are a combination of health and technology colors and *nunito* was selected as the font family. The color codes of the logo are presented below:



| Scheme | Blue | Green |
|--------|------|-------|
| RGB | 26;34;82 | 89;194;175 |
| HEX | #1A2252 | #59C2AF |

**Figure 2-Branding identity**

In Figure 3, some additional logo applications are presented.



**Figure 3-Logo applications**

# 3 Project Website

The website presents the overview of the iHELP project, its scope and achievements. The iHELP website is targeting the general public, aiming to create awareness of its activities.

The communication activities through the Website will begin from the start of the project and include the set up and administration of the technical infrastructure, the creation of appropriate communication material, the engagement in outreach initiatives toward the industry, the scientific community and standards organizations.

The iHELP website is accessible to the public and presents the project and its achievements.

The iHELP's project website is accessible at: www.ihelp-project.eu.

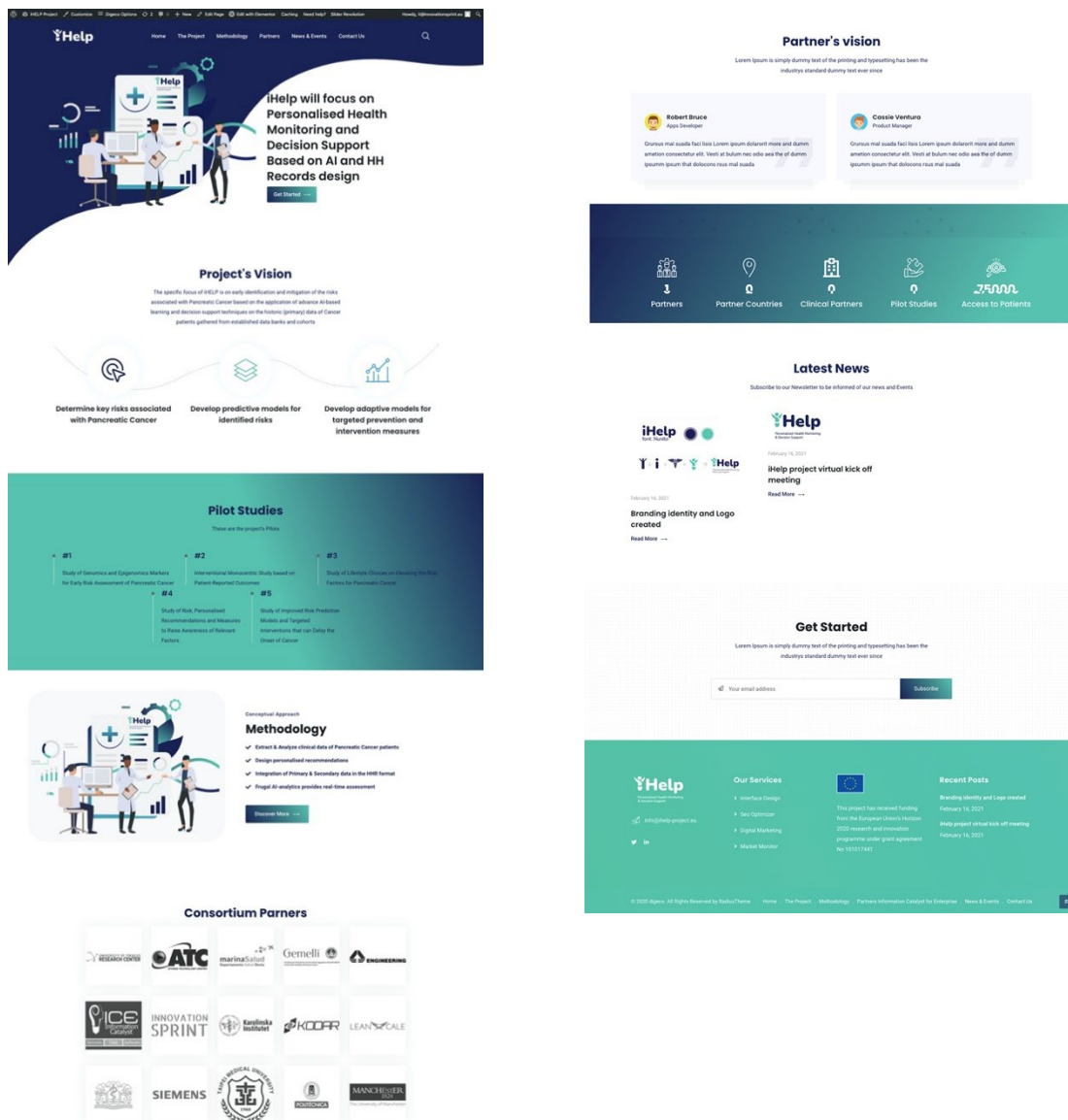Figure 4 presents the landing page of the website.



**Figure 4-Project website**

The current structure of the website includes the following sections:

- **HOME**: Intro page that presents using a slider banner and several different sections with a scroll down, the main concept and message of the project
- **OUR PROJECT**: This page focuses on iHelp Mission, Objectives and includes also a summarized background of the project AMBITION, MISSION and OBJECTIVES
- **METHODOLOGY**: This section will provide an introduction and the Pilots
- **PARTNERS**: This part of the website provides an overview of partners
- **NEWS & EVENTS**: This part will announce all the project news and events based on the workplan
- **CONTACT US:** This includes the form and project coordinator's contact details for the visitors to communicate with

Figure 5 and Figure 6 present some others types of pages, like the Partners page and the News and Events page respectively.
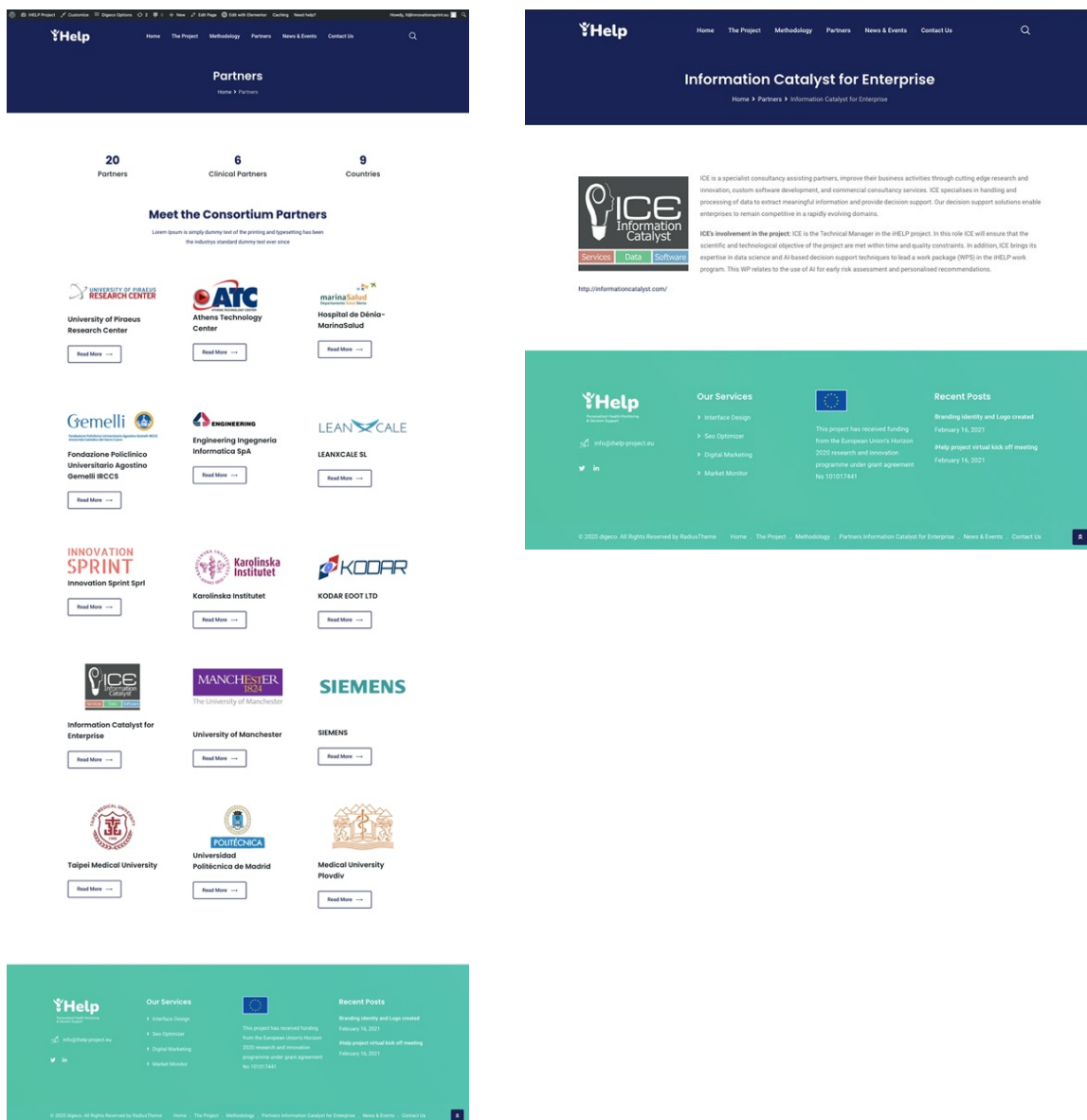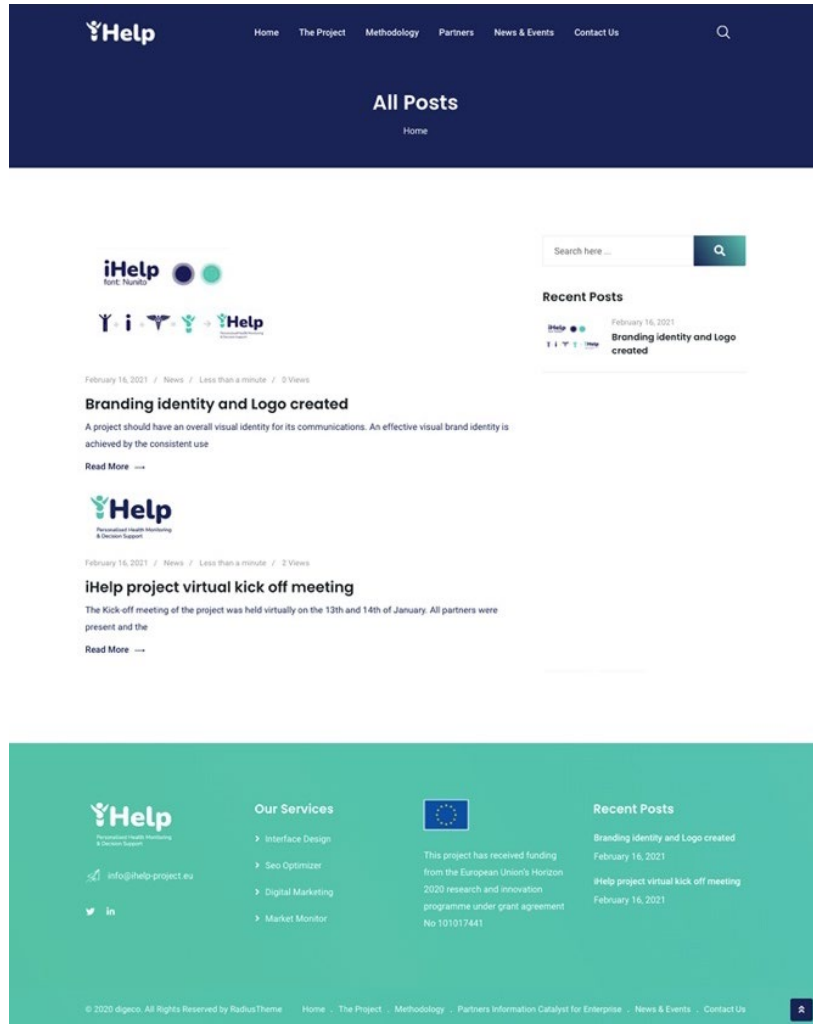


**Figure 5-Partner Pages**

**Figure 6-News & Events Page**

# 4  Social Media Channels

The communication of the project through social media will be performed in a way to maximize the awareness and impact. Each social media channel has different audiences; therefore, the project will generate and share content through all available channels. Nowadays, a dissemination strategy cannot leave aside social media considering the heterogeneous public the latter reaches at a considerable speed.

Twitter and LinkedIn are the most engaging and penetrating Social Media platforms for iHELP type of Project where engagement with wider society is much desired. Therefore, to maximize the spread of awareness of the project and its impact, the project created the following Social Media accounts on Twitter and LinkedIn and decided to leave aside Facebook. In the following months, while the project's Pilots will be developed, iHELP will open a YouTube channel to share any audiovisual content for the progress of the iHELP project.

## 4.1  Twitter

Our strategy for iHELP on Twitter is to post, project and intervention-related announcements and also share topic-related articles. Through this medium, iHELP will follow other Horizon 2020 projects related to iHELP project's scope and build a brand awareness, as presented on Figure 7 (initial tweet).



**Figure 7-Twitter Account**

## 4.2 LinkedIn

iHELP opened an iHelp account on LinkedIn platform shown on Figure 8, to share project updates and build awareness around the topics of the project. On LinkedIn the content will aim to engage stakeholders and therefore will be more business oriented, in line with the main purpose of the platform. In addition, the event tools of LinkedIn will be used to announce project workshops and events. iHELP will monitor visitor statistics and engagement through the analytics area in the platform.
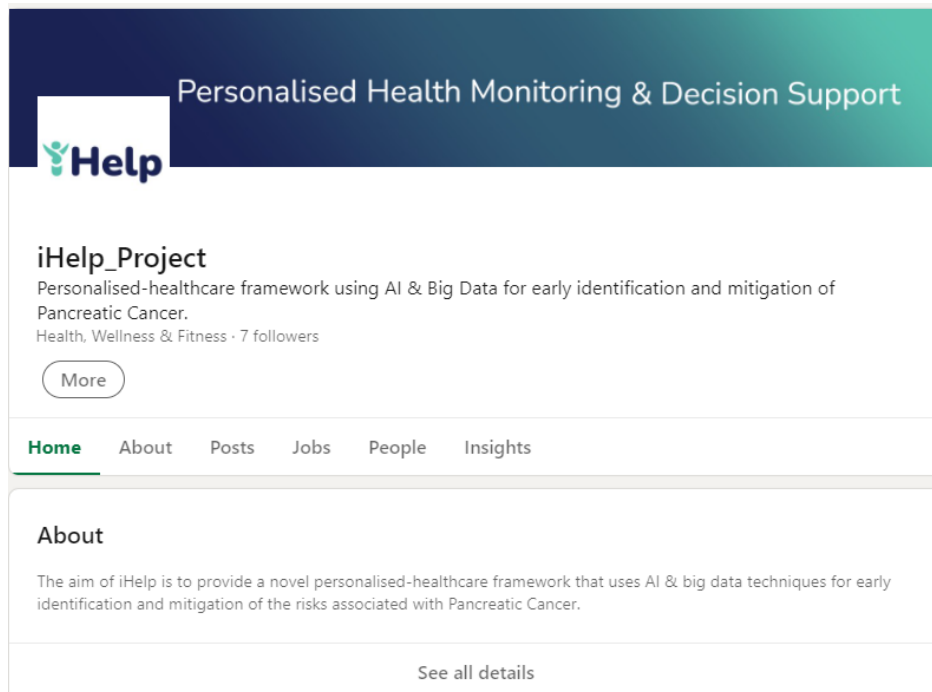


**Figure 8-LinkedIn Account**

# 5  Private repository area

The private area is the document repository of the project is stored on Owncloud and is accessed securely via the web using an email username and a secure password.

 The private area is a file repository as seen in Figure 9 accessible from the iHelp consortium members and the EC/Project Officer and includes all key documents, e.g. deliverables, periodic reports, copies of signed contracts, publications, etc.
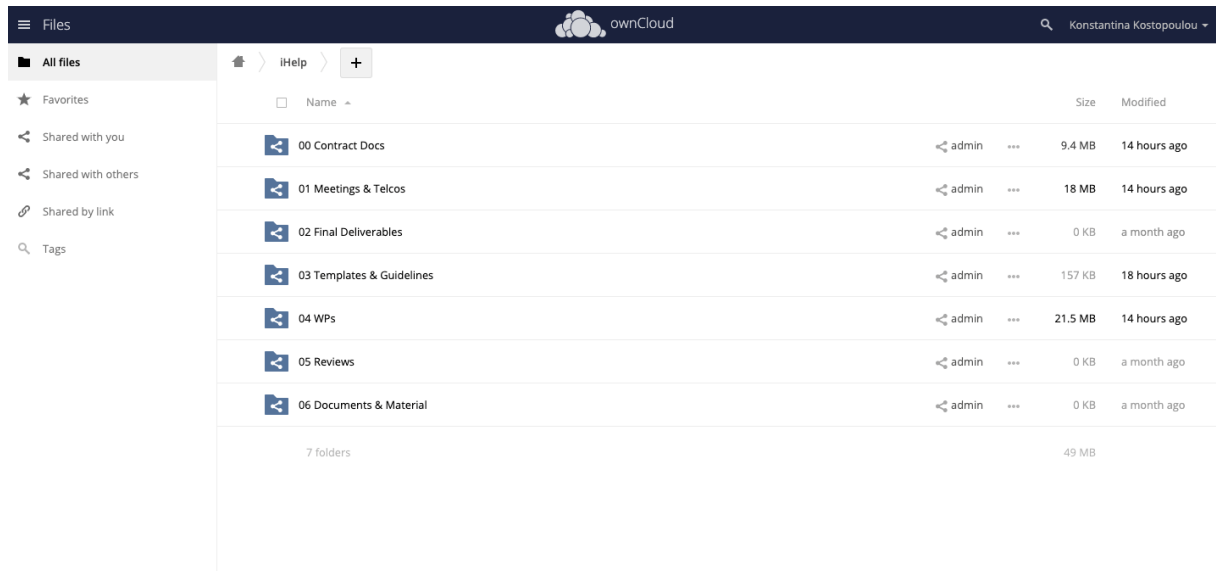
**Figure 9-Private repository area**

# 6 Project Factsheet

The leaflet shown in Figure 10, is designed to be given to partners in a physical meeting. The purpose of the leaflet is be distributed for dissemination/communication and awareness raising purposes, to target stakeholders during the events, conferences, workshops and so on.

More particularly, the leaflet is an A4 folded double-sided print that raises awareness with an overall description of the project.

- Front Page 1 - Overall visual and title.
- Page 2 – Project concept
- Page 3 – Project Vision and Pilots
- Page 4 – Consortium and contact details



**Figure 10-Project Factsheet**

GA-101017441

# 7  Project Presentation

Similar to the leaflet, the Project's Powerpoint presentation is a communication material aiming to give an overview of the project concept, vision and scope. The presentation will continue to evolve and more details will be added as the project progresses. The total presentation is 9 pages and is using the project template as presented in Figure 11.

The presentation is intended to be used by partners at events where project outcomes and project's vision is presented.



**Figure 11-Project PPT presentation**

# 8  Project Templates

The Powerpoint presentation shown on Figure 12 and the deliverable template on Figure 13 have been created in order to be used by the partners to create their deliverables and presentations for all external and internal events, meetings, etc. These templates provide a common look and feel to the documents developed in the project.
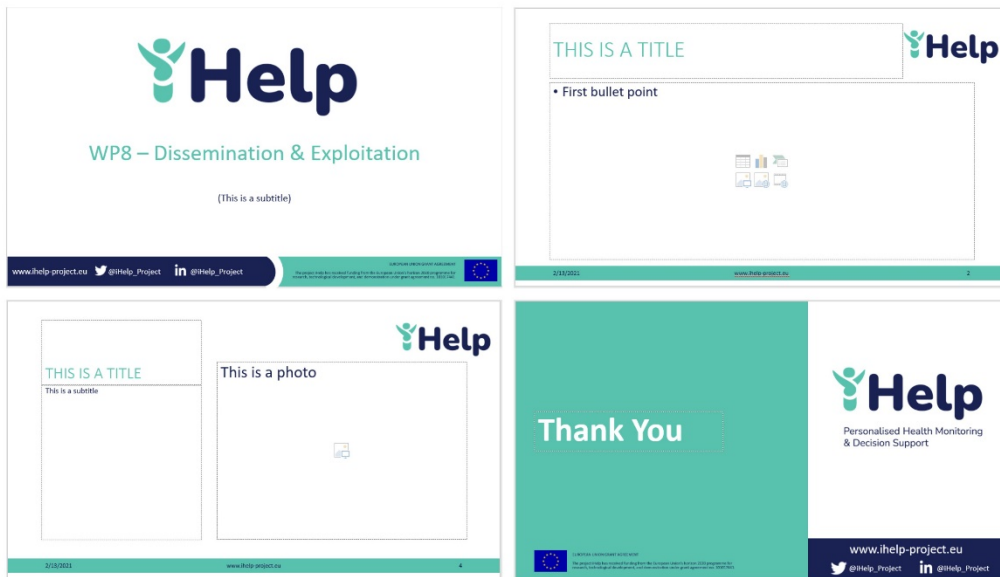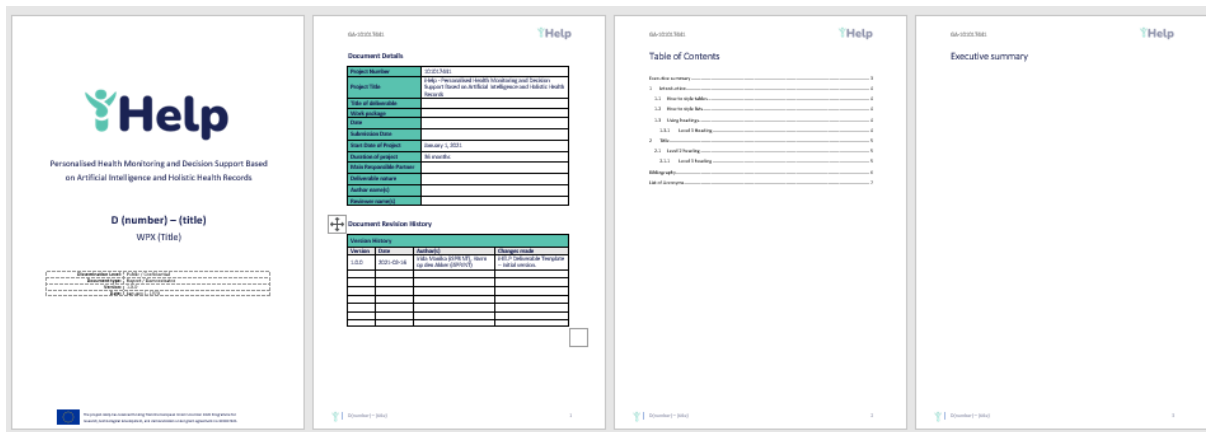


**Figure 12-Presentation Template**



**Figure 13-Deliverable Template**

# 9 Summary

Deliverable 8.1 is the initial publication package of the iHELP project that presents the different types of material designed for dissemination of the project's outcomes and includes visuals and branding of the project.

In the following deliverable (D8.2), which is scheduled for M12, iHELP will describe the dissemination and collaboration strategy, and the activities followed during the reporting periods as well as the results from these activities.

An internal plan will be developed by M6 of the project to drive the initial dissemination activities of the project.

## List of Acronyms

| | |
|---|---|
| EU | European Union |
| DoA | Description of Action |
| WP | Work Package |
| ToC | Table of Contents |
| CA | Consortium Agreement |
| D | Deliverable |
| EC | European Commission |
| iSPRINT | Innovation Sprint |
| UPRC | University of Piraeus Research Centre |
| ICE | Information Catalyst for Enterprise |