

**D11.1 Project web presence**

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The ReHyb Consortium consists of the following partners:

No.	Participant organisation name (Short name)	Country
1	Technical University of Munich (TUM)	DE
2	IUVO S.R.L. (IUVO)	IT
3	Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna (SSSA)	IT
4	Össur hf (OSS)	IS
5	TECNALIA Research & Innovation (TECN)	ES
6	Imperial College London (ICL)	UK
7	Institute for Bioengineering of Catalonia (IBEC)	ES
8	Technical University of Denmark (DTU)	DK
9	Stelar Security Technology Law Research UG (STELAR)	DE
10	Schön Klinik Bad Aibling SE & CO. KG (SK)	DE
11	Congregazione Suore Infermiere dell'Addolorata (VALDUCE)	IT

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Executive Summary

This deliverable describes how we use digital media to maximise visibility of the ReHyb project activities. The first part of the deliverable announces the launch of the official project website, accompanied by illustrations of the website contents and their functions. Namely, it explains the role that the website has in the communication and dissemination activities of the project. Furthermore, this section describes technical setups concerning webserver hosting, analytics tools for access monitoring, General Data Protection Regulation compliance, search engine optimisation, security features and navigation. The second part of the deliverable refers to the social media channels which have been prepared to involve different target groups in the dissemination and communication activities of the project. The report concludes with how different digital media platforms are regularly updated to ensure the available information is kept up to date during the life time of the project.

Table of Contents

1. Introduction	6
<i>1.1. Overview</i>	<i>6</i>
<i>1.2. Structure of the deliverable</i>	<i>6</i>
2. Project website	6
<i>2.1. Role and objectives</i>	<i>6</i>
<i>2.2. Website structure</i>	<i>6</i>
<i>2.3. Technical setup</i>	<i>11</i>
2.3.1. Webserver	11
2.3.2. Design	11
2.3.3. Analytics	12
2.3.4. SEO	12
2.3.5. Security	12
3. Social Media Channels	14
3.1.1. Facebook	14
3.1.2. Twitter	14
3.1.3. YouTube	14
3.1.4. LinkedIn	14
3.1.5. ResearchGate	14
3.1.6. Newsletter	14
<i>3.2. Analytics of social media</i>	<i>15</i>
4. Update procedure	15
5. Conclusion	15

1. Introduction

The ReHyb project aims at maximising the impact of the research and development (R&D) activities of the project by disseminating and communicating the project results to appropriate audience. The online presence of the project by means of the project website and social media accounts plays an important role in continuously showcasing the project activities and results to a wide audience, as well as creating important communication channels for potential stakeholders and project-wise collaborations both during and beyond the end of the funding period. As an initial step, therefore, the ReHyb project has launched the website, and dedicated social media channels have been created. This report refers to Deliverable 11.1 which relates to the Work Package (WP) 11 “Dissemination and exploitation” – Project Web Presence.

1.1. Overview

The present deliverable is an accompanying note to the ReHyb website, describing the approaches the project has taken to maximise the web presence by means of the website and social media channels, including Facebook, Twitter, YouTube, LinkedIn, ResearchGate. The ReHyb website content and social media are continuously updated during the course of the project to disseminate relevant project information and results. Subsequently, the deliverable describes technical setups concerning webserver hosting, analytics tools for access monitoring, General Data Protection Regulation (GDPR) compliance, search engine optimisation, security features and navigation.

1.2. Structure of the deliverable

The first part of the deliverable announces the launch of the official project website, accompanied by illustrations of the website contents and their functions. The second part of the deliverable refers to social media channels which have been prepared to involve different target groups in the dissemination and communication activities of the project. The report concludes with how the digital media platforms are regularly updated to ensure the available information is kept up to date during the life time of the project.

2. Project website

The ReHyb website (www.rehyb.eu) has been developed and launched on 28.02.2020. The .eu extension was chosen to acknowledge the European funding, as well as the European constitution of the project.

2.1. Role and objectives

The ReHyb website is the main communication and dissemination tool for public relations. It summarises all publically available information about the project, such as the project concept, the consortium description, contact details, activity updates, and project results including publications, public deliverables, data generated by the project, and media materials. The website is the primary source of information about the project, targeting the whole spectrum of target audience (i.e., lay audience to experts), and the information will be updated continuously throughout the project. In complement, multiple platforms of social media channels have been prepared to actively approach targeted audience about the project activities. The social media will also act as a signpost to the website.

2.2. Website structure

The website home (landing) page contains a visualisation of the project’s concept, a short introduction, objectives, the latest project teaser video, key numbers related to the project, social media links, and the latest news. The page is scrollable down to display the information on a single

page (Figure 1). A header containing the project logo as well as section headings is frozen so it remains static when scrolled (Figure 2).

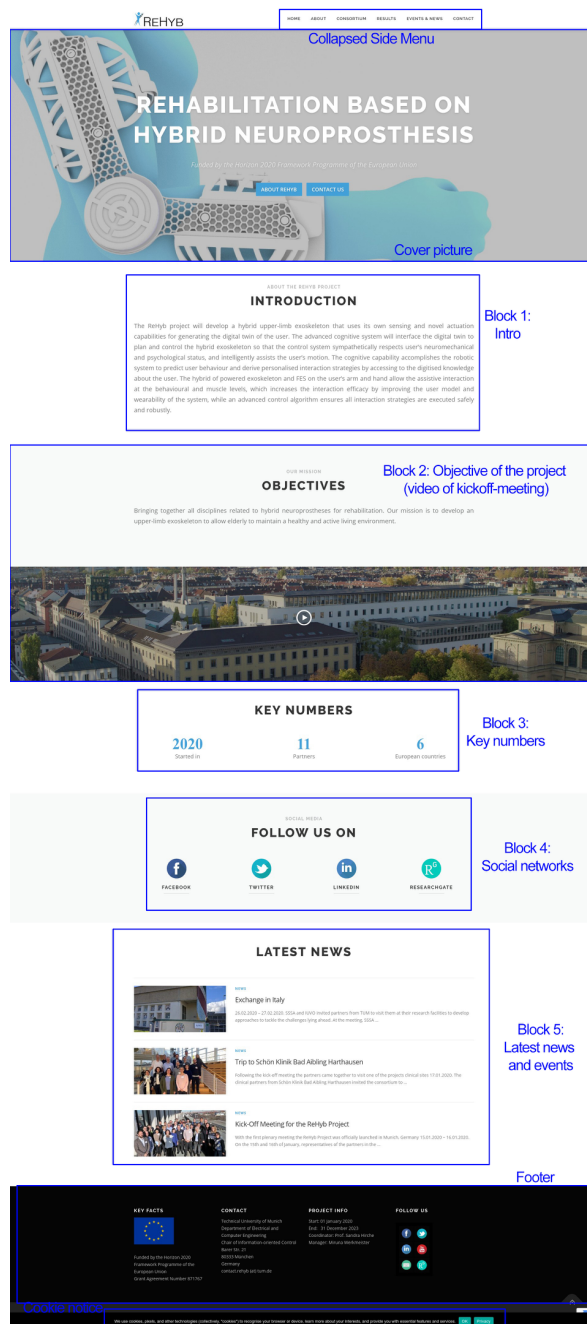
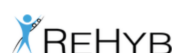


Figure 1. ReHyb homepage. It is a single page, containing Introduction, Objectives, Key numbers, social media accounts, Latest news and a sitemap in the footer.



HOME ABOUT CONSORTIUM RESULTS EVENTS & NEWS CONTACT

Figure 2. ReHyb Menu.

The website displays the following clickable section headings which leads to respective pages:

About: This page describes an overview about the project and related information. This page also refers to two subpages, *Concept and Approach* and *Related Projects*. The former describes the methodology of the project, namely the planned activities of the project over the course of the project. The latter lists information about related projects, so that the visitor could align our project activities with external projects.

Consortium: This provides a geographical map of the consortium constellation. The subpages are prepared for each consortium member to display a short description about them, including their role in the project, the contact information, and social media handles.

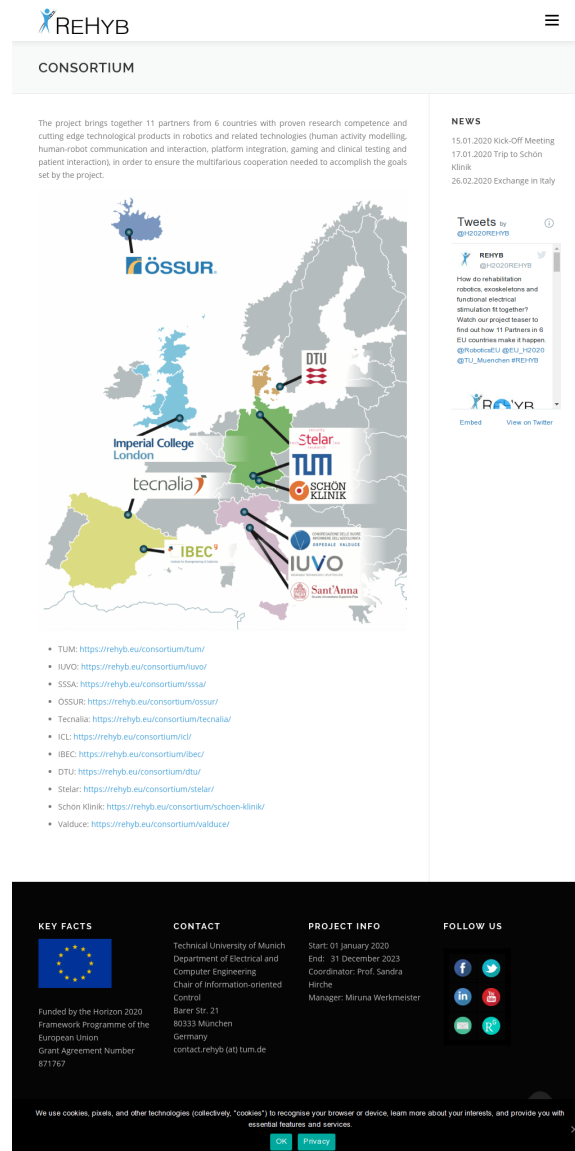


Figure 3. A view of the Consortium page.

The screenshot displays the REHYB website interface. At the top, the REHYB logo and a hamburger menu are visible. Below the header, the 'TUM' logo is on the left, and the 'Gallery' and 'News' sections are on the right. The 'Gallery' section features a large image of a robotic arm and a person working on a robot, with a detailed text block below it describing TUM's research and its role in the ReHyb project. The 'News' section includes a 'NEWS' list with dates and a 'Tweets' section showing a tweet from @H2020REHYB. A 'Twitter pop-up with latest tweets' is also visible. The 'Footer' section contains a 'cookie notice' and a 'Footer with cookie notice' section. The footer includes 'KEY FACTS' (Funded by the Horizon 2020 Framework Programme of the European Union, Grant Agreement Number 871767), 'CONTACT' (Technical University of Munich, Department of Electrical and Computer Engineering, Chair of Information-oriented Control, Barer Str. 21, 80333 München, Germany, contact.rehyb@tum.de), 'PROJECT INFO' (Start: 01 January 2020, End: 31 December 2023, Coordinator: Prof. Sandra Hirche, Manager: Miruna Werkmeister), and 'FOLLOW US' (Facebook, Twitter, LinkedIn, YouTube, RSS). A 'cookie notice' is also present at the bottom of the footer.

Gallery

News

NEWS

15.01.2020 Kick-Off Meeting
17.01.2020 Trip to Schön Klinik
26.02.2020 Exchange in Italy

Tweets by @H2020REHYB

REHYB @H2020REHYB
How do rehabilitation robotics, exoskeletons and functional electrical stimulation fit together? Watch our project teaser to find out how 11 Partners in 6 EU countries make it happen. @RoboticsEU @EU_H2020 @TU_Muenchen #REHYB

Embed View on Twitter

Twitter pop-up with latest tweets

Text about institute and projects

Technische Universität München (TUM) is a top-ranked academic and research institution in Germany, as consistently cited in several independent rankings in recent years. It provides an excellent research and teaching environment with substantial funding from the Bavarian state government. One of the missions of the University is to boost interdisciplinary research between engineering, medicine, and humanities. The TUM has earned a high international reputation, apparent from research collaborations with more than 140 partner Universities, hundreds of research projects, financed by the European Community and the German Federal Ministry of Science, as well as 17 special research programs supported by the DFG. TUM pursues a sustainable strategy of promoting high quality research and supports scientists at each stage of their career development. Institute for Advanced Study (IAS) is an elite institution of TUM and the centrepiece of the TUM institutional strategy to promote top-level research in the Excellence Initiative by the German federal and state governments. Based on excellent academic records IAS brings together selected cross-disciplinary international guest scientists and top faculty members allowing its fellows full time and complete freedom of research on a trust basis. Currently, IAS consists of 20 fellows from a variety of areas as e.g., life and environmental sciences, fundamental physics and engineering. The Chair of Information-oriented Control (ITR) led by Prof. Sandra Hirche located at the Department of Electrical and Computer Engineering hosts over 20 researchers with a broad experience in control of mechatronic and robotic systems, in particular in the field of complex robotic systems such as intelligent mobile robots with arms and complex kinaesthetic feedback systems as part of multi-modal systems for human-system interaction with a special emphasis on pHRI. Main research fields are control, human-system-interaction, robotics, haptics, mechatronics, control theory, and multimodal telepresence systems.

As the coordinator of the ReHyb project, TUM is responsible for managing the overall project progress. Furthermore, TUM contributes its experience in control design for physical human-robot interaction with a particular focus on human-adaptive control, control based on learned models, real-time system identification and active safety, aiming at an improved and theoretically well-founded collaboration of humans and robotic agents.

Website: <https://www.itr.at.tum.de/>

Social Media:
https://www.youtube.com/channel/UCmC2LH2Wv01_jdtkTde87g/

Address: Theresienstr. 90, Building N5, 2nd floor, 80333 Munich, Germany

Social media, website and Google Maps

Footer with cookie notice

KEY FACTS

Funded by the Horizon 2020 Framework Programme of the European Union
Grant Agreement Number 871767

CONTACT

Technical University of Munich
Department of Electrical and Computer Engineering
Chair of Information-oriented Control
Barer Str. 21
80333 München
Germany
contact.rehyb@tum.de

PROJECT INFO

Start: 01 January 2020
End: 31 December 2023
Coordinator: Prof. Sandra Hirche
Manager: Miruna Werkmeister

FOLLOW US

Facebook Twitter LinkedIn YouTube RSS

We use cookies, pixels, and other technologies (collectively, "cookies") to recognise your browser or device, learn more about your interests, and provide you with essential features and services.

OK Privacy

Figure 4. An example Consortium partner section for TUM.

Results: This section will include the project results. Subpages under this section includes *Publications*, *Public deliverables* and *Videos*. Respective materials will be updated as soon as they become available. Currently, the project teaser video produced during the kick-off meeting is available.

Events/News: This section features a list of notable news items about the project, as well as events that the project has participated in.

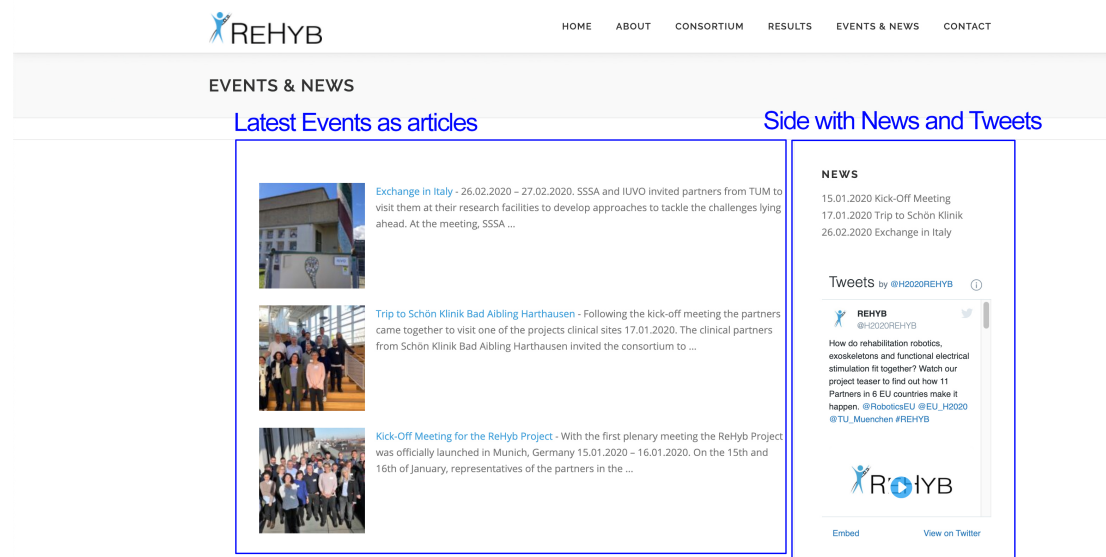


Figure 5. Events/News section - Sidebar News/Live Tweets.

Contact: This section offers two possibilities for the user to communicate with ReHyb - either through a contact form which arrives to the project office, or through signing up for the ReHyb newsletter.

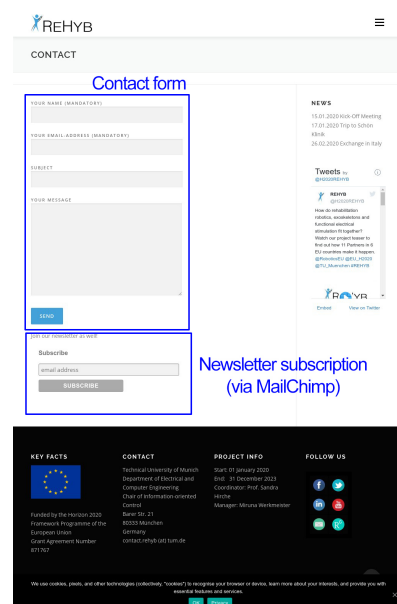


Figure 6. Contact Form/Newsletter registration.

There is a footer appearing on each website page, which includes: the EU logo and funding acknowledgement, the duration of the project, contact details for the project office, handles to all

available social media channels, links to legal notice and privacy policy. The privacy policy - GDPR compliant - includes information on: purpose of data processing, cookies, embedded content from other websites, sign-up forms and newsletters, Matomo Analytics, legal basis for data processing, user rights over own data, sharing data, retention of data, transfer of data, third party links, opting out possibilities and changes to the privacy policy.

2.3. Technical setup

2.3.1. Webserver

The webserver for the website is hosted by the Leibniz-Rechenzentrums der Bayerischen Akademie der Wissenschaften (LRZ), Garching b. München, Germany. The LRZ is the IT service provider for all Munich universities (including TUM, the ReHyb Coordinator). The coordinator handles the interaction with the hosting entity, LRZ. The information included on the project website will be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished. Therefore, the coordinator will secure the cost for the webserver for a minimum of 5 years after the project end.

2.3.2. Design

For the design of the website, a setup with Wordpress using the Onepress template was chosen, which is a free and open-source content management system. With the template, the editors and administrators do not need to be HTML or programming experts. The coordinator has the editing access to the website through Wordpress. The ReHyb website is a user-friendly online platform open which features a modern, bright, responsive design. The responsive design ensures accessibility not only from a computer, but also from mobile devices such as tablets and smartphones. For the homepage of the website a single-page scrolling format was chosen as it allows users to simply scroll through all the main features of the website without having to navigate through separate pages. This takes into account the growing number of users from mobile devices. To benefit users of traditional, non- touchscreen devices, the site will scroll and navigate itself, once a link is clicked. The website is tailored towards dynamic content provision. In particular, one of the most dynamic parts of the website content will be the section pertaining event/news and tweets. The respective posts are set on the home page and all tweets related to ReHyb are presented in the sidebar widget “ReHyb Tweets” (see Sec. 3 for social media presence).

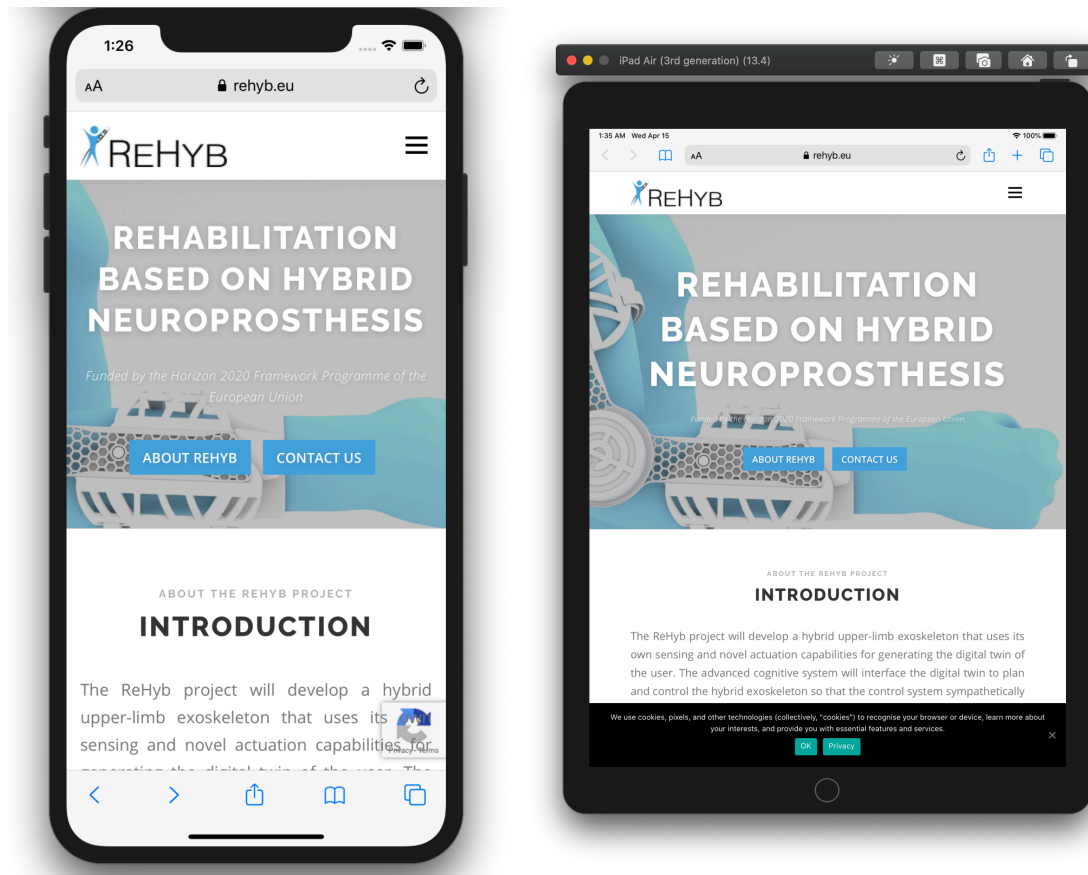


Figure 7. Responsive design on a smartphone (left) and on a tablet (right)

2.3.3. Analytics

The ReHyb website uses Matomo (formerly Piwik), as open source analytics software to compile aggregate data about site traffic and site interaction. This is needed to measure the website's effectiveness and offer a better site experience. Not only is Matomo fully GDPR compliant, but also is currently being used by over 1.000.000 websites globally across sectors. Furthermore, it is endorsed by the European Commission.

2.3.4. SEO

After the website launch, efforts to Search Engine Optimization have been made, by installing the Yoast SEO Plugin (<https://yoast.com>), a powerful tool to make the website as search-engine friendly as possible. The result is that the website is now shown first on Google search after the EC Cordis website.

2.3.5. Security

The website also has some security features: reCAPTCHA (<https://www.google.com/recaptcha/intro/v3.html>) has been installed to avoid malware, additionally to standard security features provided by the server company. It uses an advanced risk analysis engine and adaptive challenges to keep automated software from engaging in abusive activities on the

website site. It returns a score for each access request without user friction based on the user interactions. The service is customisable for our purpose and available for free.

3. Social Media Channels

The following social media channels have been created in order to create awareness and trigger public engagement. They will serve as complementary channels to the website.

3.1.1. Facebook

<https://www.facebook.com/H2020REHYB>

Facebook is an informal communication channel and we envisage to target the general public - the platform will be useful to collect insight and feedback but also announce relevant events /information days, conferences, workshops where the project will be represented.

3.1.2. Twitter

<https://twitter.com/H2020REHYB>, #REHYB

This channel is used to provide up-to-date information on changes, activities and events pertaining and related to ReHyb. The short message system has the potential to reach a large audience aiming at all ReHyb target audience. News will be directed by using hashtags and handles relevant to the project and related rehabilitation areas.

3.1.3. YouTube

<https://www.youtube.com/channel/UC0kKigjDXJ5wi1Mzk7pFcfg>

The YouTube channel will be used to present project videos, from general public targeted videos to research videos for the scientific public, clinicians and other stakeholders. Currently, a video material on the project introduction is available.

3.1.4. LinkedIn

<https://www.linkedin.com/groups/8868891>

<https://www.linkedin.com/company/rehyb>

LinkedIn is a more business-oriented platform, and it will be used to connect the ReHyb network to others and providing the framework for open discussions with as many people as possible within a wide range of networks of stakeholders.

3.1.5. ResearchGate

<https://www.researchgate.net/project/REHYB-Rehabilitation-Based-on-Hybrid-Exoskeleton>

ResearchGate is a platform directed to the scientific public. The ReHyb network is represented with a project instance and all scientific publications will be also made available here, following the rules of Open Access as stated in the Grant Agreement, under careful consideration of embargo times or other requirements.

3.1.6. Newsletter

In order to regularly engage with stakeholders with the ReHyb news, the project plans to send out a newsletter. For this function, a third party service provider MailChimp (GDPR compliant) is used - both for the creation and distribution of the newsletter.

3.2. Analytics of social media

As feedback on the online activity for the website will be analysed through Matomo (see Section 2.3), for the social media channels we will use available tools such as: Facebook Insight, Twitter Analytics, YouTube Analytics, and LinkedIn Analytics. In this way information can be gathered on what visitors are most interested in, where our content should be placed to receive more views, where (which platform) users are most engaged, how effective the social networks are at directing visitors to the website, the demographics of the audience.

4. Update procedure

All consortium members of the project will participate in providing news input following a pre-set rotating schedule once a month. In addition, any additional material, such as a new publication will be collected outside of the schedule promptly. All updates are collected by the Project office (TUM) through a collaborative working platform, ZOHOO projects (<https://www.zoho.com/projects/>) which is used as the main form of collaboration in the project. The posts including relevant images are to be uploaded on a social media log file prepared in ZOHOO. The information would then be updated on the respective platform(s) by the Project office. The news post will be shared in short versions through the social networks linking the audience directly back to the website for the full posts.

Table 1. Social media update schedule.

2020												2021												2022												2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TUM	TUM	TUM	DTU	IBEC	TECN	SSSA	SK	STELAR	ICL	OSS	IUVO	VALDUCE	TUM	DTU	IBEC	TECN	SSSA	SK	STELAR	ICL	OSS	IUVO	VALDUCE	TUM	DTU	IBEC	TECN	SSSA	SK	STELAR	ICL	OSS	IUVO	VALDUCE	TUM	DTU	IBEC	TECN	SSSA	SK	STELAR	ICL	OSS	IUVO	VALDUCE	TUM	DTU

5. Conclusion

The ReHyb website has been developed and is currently up and running to give visitors an opportunity to constantly receive updated information about the project. The project website will continuously form and develop as the project grows. All the social media channels for the project have also been set up. The consortium is committed in actively keeping the content of all these channels updated in order to facilitate information sharing and exchange.

Definitions, Acronyms and Abbreviations

Acronyms abbreviations	Description
ReHyb	Rehabilitation based on Hybrid neuroprosthesis
R&D	Research and development
WP	Work package
GDPR	General Data Protection Regulation
LRZ	Leibniz-Rechenzentrums der Bayerischen Akademie der Wissenschaften
HTML	Hypertext Markup Language
SEO	Search Engine Optimization
EC Cordis	European Commission Community Research and Development Information Service