



**Intelligent ecosystem to improve
the governance, the sharing, and the re-use
of health data for rare cancers**

Deliverable 11.2

Communication materials including website

31 May 2023





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Revision History

Revision	Date of Issue	Author(s)	Brief Description of Change
0.0	05.05.2023	INF	Table of Contents
0.5	09.05.2023	INF	Revised Table of Contents
1.0	10.05.2023	INF	First draft for internal revision
2.0	19.05.2023	INF	Second draft for internal revision



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Addressees of this document

This document is addressed to the whole IDEA4RC Consortium. It is an official deliverable for the project and shall be delivered at the European Commission and appointed experts.



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Abbreviations and definitions

Abbreviation	Definition
IDEA4RC	Intelligent ecosystem to improve the governance, the sharing and the re-use of health data for rare cancers
DoA	Description of the Action
CMS	Content Management System
SEO	Search Engine Optimization



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1 EXECUTIVE SUMMARY

This document provides a general overview of the structure and contents of the IDEA4RC website.

According to the Communication, dissemination and exploitation Plan (D11.1) the IDEA4RC website acts as the communication hub of the project; it represents the initial contact both for experts of different fields and for subjects (patients, citizens, communication professionals, policymakers) interested in rare cancers research and care, privacy and data protection, and use and re-use of health data.

This report reflects the current status of the IDEA4RC website and the contents and features that will be developed as the project progresses during the next 3 years. Possible modifications and improvements might be identified in the future to address any needs not emerged at this stage of the project.

The detailed description of the website is followed by the illustration of the communication materials (flyers, project presentations, marketing material) produced to support the dissemination of the project results and advancements.

The main Key Performance Indicators (KPIs), described in D11.1, are used to assess the impact of the project website and of the other communication materials.



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2 INTRODUCTION

The website is structured and designed to be the vehicle for dissemination of the IDEA4RC activities and results towards experts in the different fields involved in the project and the general public.

As the website is a key enabler for communications among project partners, stakeholders and the wider public, all the sections adopt a plain language to share the project work and outcomes. It will be constantly updated with materials such as upcoming meetings, events, dissemination actions, conferences, publications, newsletters, news, videos and photos.

The Project Coordinator, Istituto Nazionale dei Tumori in Milan, has registered the domain name: <https://IDEA4RC.eu>.

The website hosting is provided by Aruba S.p.a. services.

The project layout is based on WordPress as CMS (Content Management System); the Project Coordinator, along with the Communication team, will maintain the website during the project lifetime (4 years) and at least 3 years after the end of the project.

The website is designed to be user-friendly and responsive, so users can visualise the content in a proper way with any kind of device.

The content updates will be produced mainly as part of WP11 – Task 11.2 (Dissemination and Communication, in charge of project partner INF). Within the scope of this task, the project graphic identity has been created and used as the basis for all communication tools and materials. INF is also going to manage social media accounts associated to the project. At the time of writing, IDEA4RC has a YouTube channel, LinkedIn and Twitter accounts. Links to these accounts are available on the IDEA4RC website.

The website will also produce measurement of web traffic based on web analytics. The aim is to measure the digital impact of the project, collecting information such as the number of visitors per month, visitors per country, visited pages, used devices and browsers.



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3 THE WEBSITE

At this stage of the project, the website includes pages describing the vision of IDEA4RC, the consortium overview, the first news and events. As soon as available, additional publications and non-confidential deliverables will be added along with future news and events. The website will be updated regularly according to the communication and dissemination plan carried out in WP11.

3.1 Homepage

The homepage is divided into three parts: upper (header), central (wall), and lower (footer).

3.1.1 Header

According to the visual identity described in Deliverable D11.1 (Communication Plan), the website **header** contains the logo and the full name of the IDEA4RC Project.

Below the header, users find a horizontal **menu** which lists the main sections of the website.

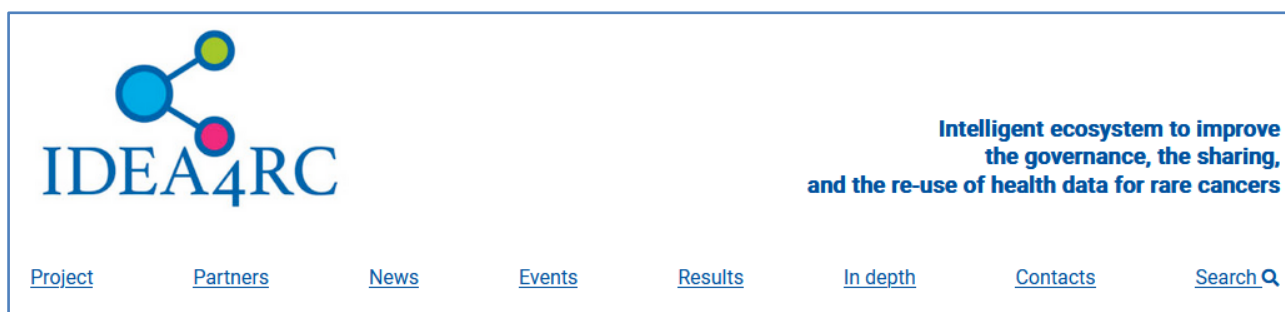


Figure 1 - Homepage header

3.1.2 Central part of the home page

In the most visible position, there is a one-sentence description of the project (Figure 2). This sentence is not going to change during the development of the project; the same text appears in the opening posts of IDEA4RC social media accounts. Below, there is a dynamic wall (Figure 3) where the latest contents from all the other sections are displayed, followed by a box inviting users to subscribe to the project's newsletter (Figure 4, see also the form in Figure 13).



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An intelligent data ecosystem for rare cancers

IDEA4RC aims at developing an IT infrastructure to facilitate the sharing and re-use of health data among clinical centers to promote research on rare cancers and improve patients' access to high quality care. Our challenge is building a new tool to overcome interoperability issues and make it easier to comply with privacy regulations.

IDEA4RC is being carried out by 25 partners from 12 European countries and coordinated by the Istituto Nazionale dei Tumori in Milan (Italy). The project started in September 2022 and is funded by Horizon Europe.

Figure 2 – Short description of IDEA4RC in the homepage

March 30, 2023 WP2 Ecosystem co-creation

Events: **Co-creation workshop: let's get started**

March 23, 2023 WP1 Project coordination

Events: **Second IDEA4RC plenary meeting in Venice**

March 1, 2023 WP10 Ecosystem enlargement

Results: **The stakeholder engagement plan is ready**

February 28, 2023 WP11 Communication dissemination

Results: **The communication plan is ready**

Figure 3 – Wall showing the latest news, events and publications

Are you interested in receiving updates on the project?

Sign up to our newsletter

Subscribe to IDEA4RC newsletter

Figure 4 – Box for the subscription to the IDEA4RC newsletter



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3.1.3 Footer

At the bottom of the homepage there is a footer containing links to the sections of the menu, newsletter archive, contacts and search buttons, funding information, social media, cookie and privacy policy. As IDEA4RC considers privacy and data security crucial, the cookie and privacy policy follows the GDPR guidelines and is available on any page of the website.

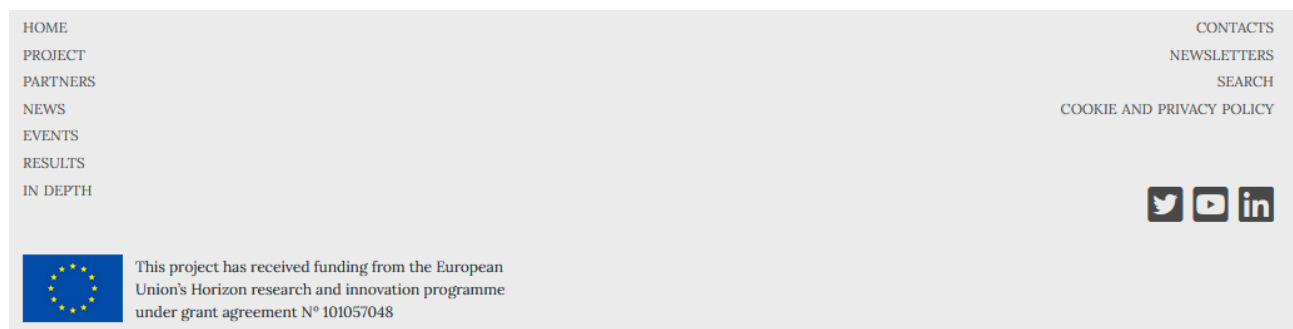


Figure 5 – Homepage footer

3.2 Specification

Search Engine Optimization (SEO) methodology has been implemented in the website. Following SEO techniques, keywords related with the project domains are included in the title, meta description, URLs, headers, and content, to improve visibility.



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3.3 «Project» page

The aim of this section is to give an overview of the objectives, goals and values of the project.



**Intelligent ecosystem to improve
the governance, the sharing,
and the re-use of health data for rare cancers**

[Project](#) [Partners](#) [News](#) [Events](#) [Results](#) [In depth](#) [Contacts](#) [Search](#)

Project

What is it about?

IDEA4RC is a Horizon Europe project led by Istituto Nazionale dei Tumori (Milan, Italy). The project started in September 2022 and will stretch over the course of four years.

Its objective is building an intelligent ecosystem to improve the governance, the sharing, and the re-use of health data for rare cancers.

Why do we need such an ecosystem?

Every year in Europe 650'000 people receive a rare cancer diagnosis. Taken together they represent nearly 25% of all cancer diagnoses in the continent.

Analyzing large and diverse datasets collected by different clinical centers would greatly advance the knowledge on rare cancers.

Current hurdles include lack of interoperability and the difficulties to comply with EU data protection requirements when sharing health data.

Figure 6 – Project page

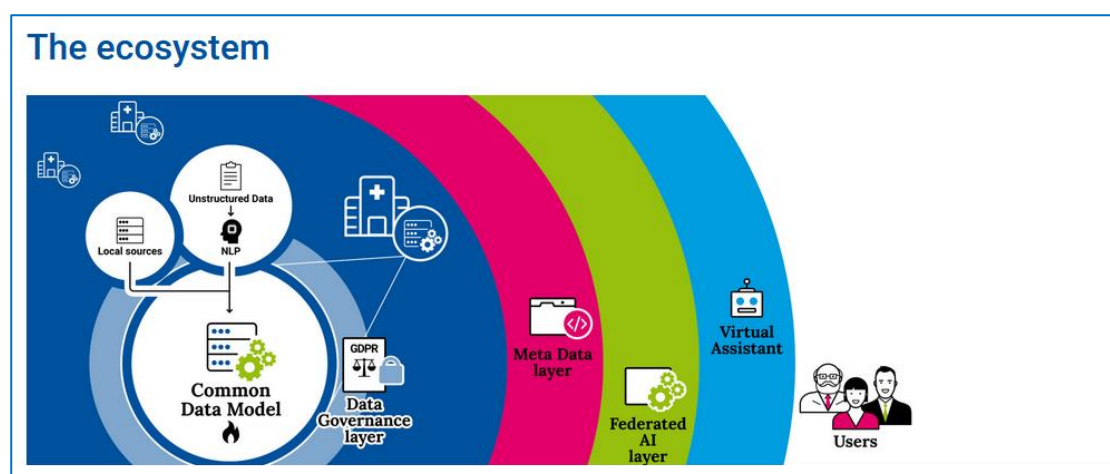


Figure 7 – Project Page: ecosystem infographic



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The page contains also a simplified representation of the contribution of each work package (WP) to the realisation of the project. The 25 IDEA4RC partners participate in one or more WPs, and many activities are intertwined; below the image of the workflow the users can find a list of the WP leader institutions.

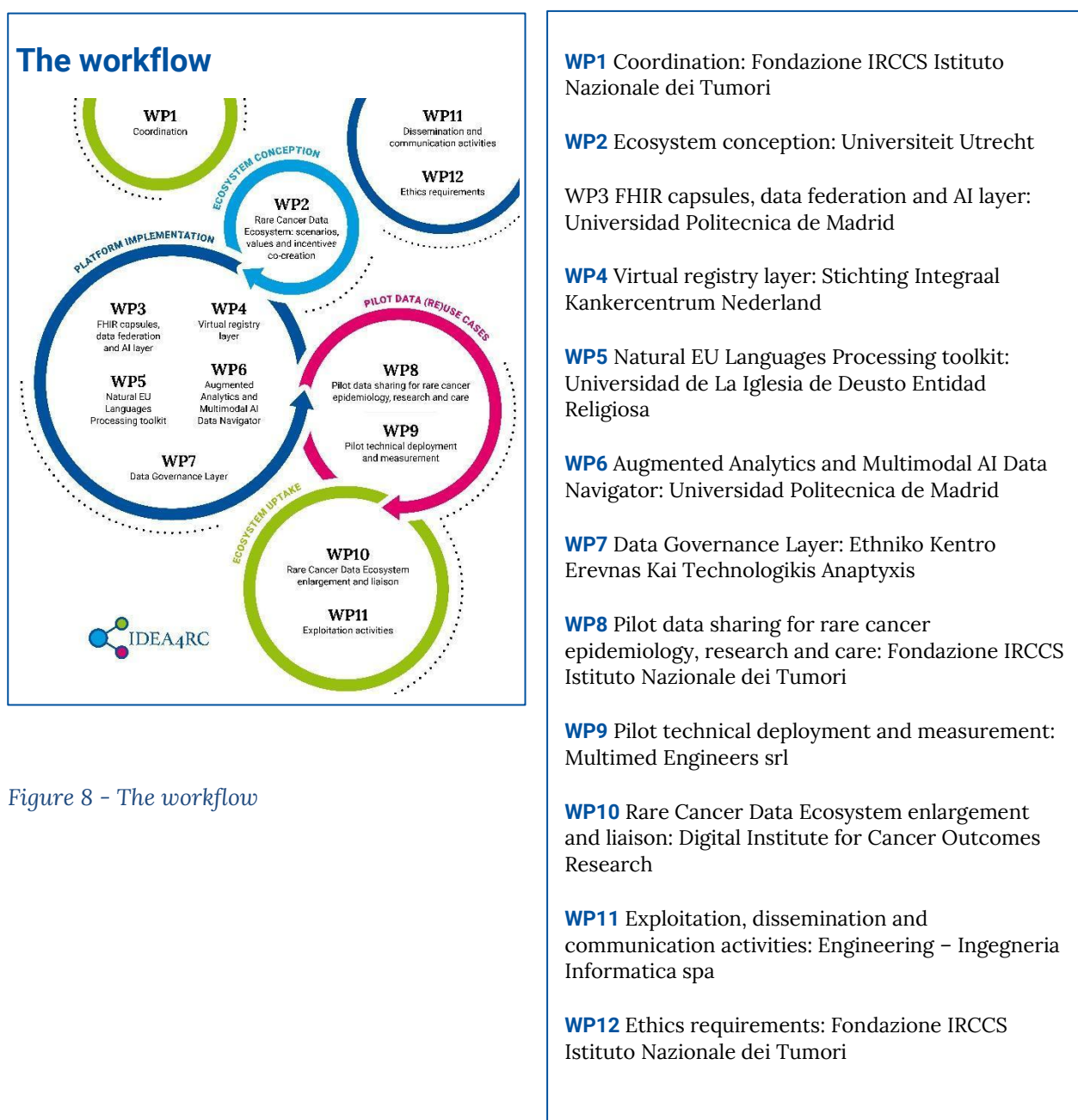


Figure 8 - The workflow



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3.4 «Partners» page

It is a dynamic page where the 25 partners of IDEA4RC are placed on a map. The partners are divided into three groups (Clinical Centers, Technical Partners and Partners dealing with Ethics, Regulation or Communication); the groups are marked with different colours according to the visual identity of the project. Clicking on the map it is possible to visualize a single group of partners or all of them; clicking on a single marker a popup window appears providing the logo, full name and website address of the partner along with information on the Work Packages it participates in. The full list of the partners (linked to the respective institutional websites) is also available below the map.



Figure 9 –IDEA4RC 25 partners



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3.5 «News» page

The news section of the website covers events, meetings, results, and communication activities. The list of news is presented in reverse chronological order and the user has the possibility to filter by Work Package.

We adopted a simple language, avoiding the use of technical jargon. This will both serve the general public and facilitate the communication among different experts in the project and beyond. Figure 10 shows the news wall and an example of a news page.

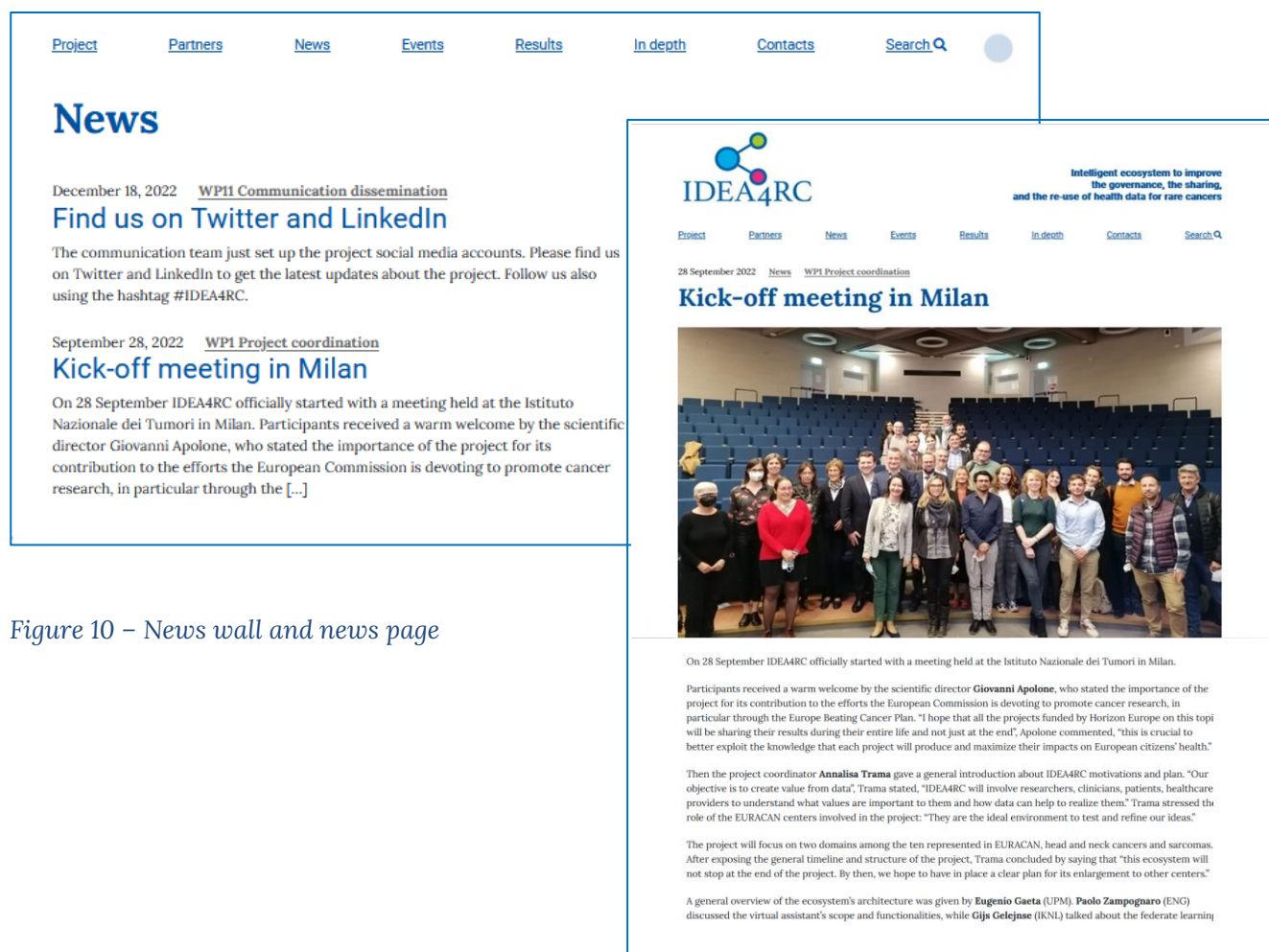


Figure 10 – News wall and news page



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3.6 «Events» page

The «Events» section covers meetings and conferences; it is structured in the same way as the «News» one, with the possibility to filter by WP. The events are divided into: upcoming and past.

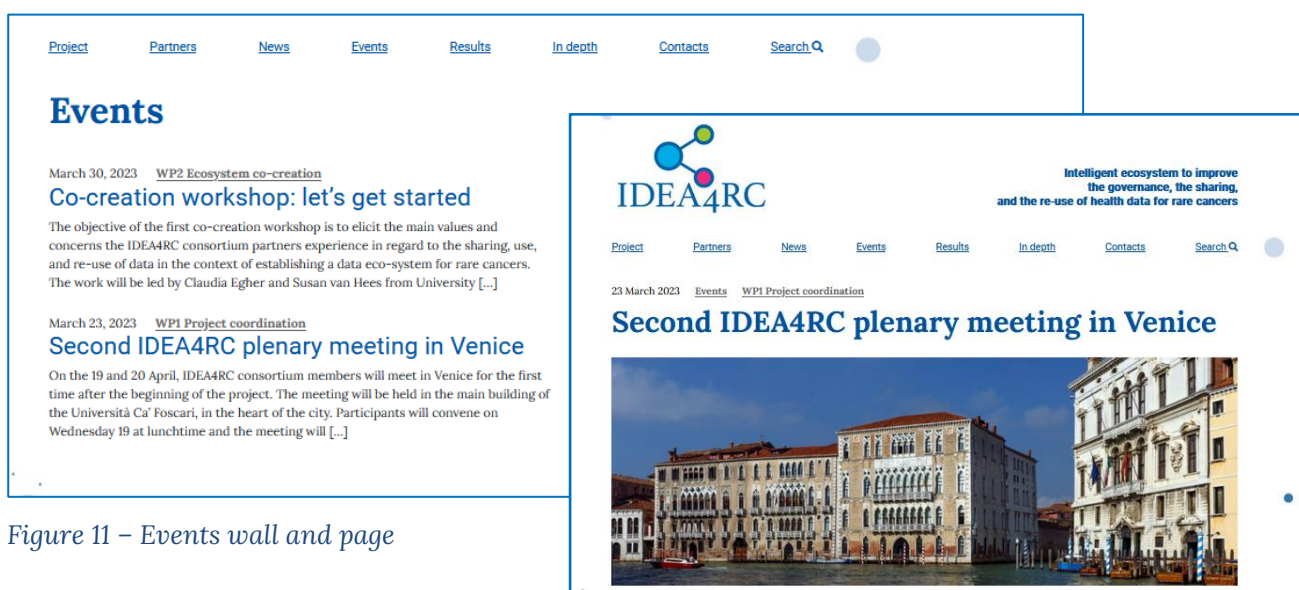


Figure 11 – Events wall and page

3.7 «Results» page

The «Results» section lists the results produced by the project from the most recent to the least recent. There is the possibility to filter different types of results (scientific publications or deliverables).

3.8 «In depth» page

The «In depth» page is still in progress. This section will contain more in-depth analysis, interviews, dialogues on the most relevant topics IDEA4RC project deals with.



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3.9 «Contacts» page

To submit a message to the IDEA4RC project, users can use the contact form included in the «Contacts» page. It requires the user to enter personal data: 1) first name and last name, 2) e-mail address, 3) organisation (optional), 4) sector. Finally, the form contains a message box for free text.

The screenshot shows a web form titled "Contacts" with a blue header. Below the title is a subtitle: "Do you have questions about the project? Please don't hesitate to contact us.s...". The form contains several input fields: "Name" (split into "First" and "Last" sub-fields), "Email", "Organisation", and "Sector" (a dropdown menu). Below these is a large text area labeled "Ask us". At the bottom, there is a checkbox for "I accept the terms and conditions in accordance with Privacy Policy", a reCAPTCHA widget with the text "I'm not a robot", and a "Submit" button.

Figure 12 – Contact form

3.10 Search tool

A search tool is available in the website pages.

Search

The screenshot shows a search bar with the text "RARE CANCERS" entered. To the right of the search bar is a blue button with a magnifying glass icon.



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4 COMMUNICATION ONLINE TOOLS

4.1 IDEA4RC newsletter

IDEA4RC newsletter is mainly devoted to give updates about how the project advances; it will include a list of short summaries of all the contents (with links to the website) produced in the period in-between two issues. In the future, the communication team plans to also include links to news articles and results from other related EU projects. In doing so we intend to offer a wider perspective about the several different topics touched upon by IDEA4RC. At first the newsletter will be issued every two months, then the communication team plans to increase its frequency as the project progresses. The newsletter will be sent directly through a plug-in installed in the website. Recipients are collected through a submission box on the website (Figure 13) and through active promotion in scientific societies, patients' advocacy groups, and professional organizations.

Newsletter Signup Form

Want to stay on board with updates on the IDEA4RC Project? Sign up to our Newsletter by filling in the form below.

First Name*
Last Name*
Email Address*
Organisation
Sector*

☐ I accept the terms and conditions in accordance with IDEA4RC Privacy Policy.

[Subscribe Now](#)

[Privacy Policy](#)

Figure 13 – Signup form and newsletter test



Intelligent ecosystem to improve the governance, the sharing, and the re-use of health data for rare cancers.

Issue 01

Titolo generale se necessario in formato heading1



Caption immagine: Una foto di gruppo. Immagin full size cone link alla foto per zoomarla, senza allineamento. Da impostare nelle proprietà dell'immagine.

Vestibulum sed parturient vel interdum

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Ultimi post, feed automatico

March 30, 2023 WP2 Ecosystem co-creation

Events: [Co-creation workshop: let's get started](#)



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4.2 IDEA4RC social media

According to the Communication Plan (D.11.1) the social media accounts have been activated.

	<p>Account: IDEA4RC</p> <p>Sharing the introductory videos, interviews and dialogues</p>
	<p>Account: @idea4rc</p> <p>Official hashtag: #IDEA4RC</p> <p>Updates about the project, partners activity, events and meetings, pilot projects, in real-time if possible</p>
	<p>Profile: IDEA4RC</p> <p>Main updates about the project, partners activity, events and meetings, pilot projects, to reach a wider audience</p>

Figure 14 – IDEA4RC social media accounts



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4.3 IDEA4RC videos

On the occasion of the second plenary meeting of the project held in Venice on 19-20 April 2023, short video interviews and dialogues were recorded; after editing they will be uploaded on the IDEA4RC YouTube channel and linked in the website.



Figure 15 – Video interviews with partners conducted by the communication team on specific topics



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5 COMMUNICATION OFFLINE TOOLS

The visual identity of IDEA4RC includes all the elements that facilitate the universal visual identification of the project. To transmit a consistent brand image, all the communication and dissemination materials will be characterized by these elements.

5.1 Introductory slides

A PowerPoint standard presentation has been created for IDEA4RC partners to be used when presenting the project at external meetings, conferences, or events. The presentation is a baseline guide providing key project information and each partner is invited to tailor it to the specific event.

THE PROJECT



THE ECOSYSTEM



Figure 16 – IDEA4RC introductory slides

A one-slide IDEA4RC presentation has also been produced for partners to acknowledge their participation in the IDEA4RC project containing all the key information. Other sets of slides will be produced at a later stage, as the project evolves and in line with key milestones and achievements and project events.



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5.2 Support and marketing materials

In occasion of IDEA4RC second plenary meeting, support and marketing materials were produced and distributed. The horizontal version of the IDEA4RC logo stands out on a sustainable bamboo pen (Figure 17). Other materials such as poster infographics will be produced for future occasions.



Figure 17 – IDEA4RC support material



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6 EVALUATION AND MONITORING

Mechanisms of monitoring have been set up in order to keep communication activities under control as indicated in the DoA (Figure 18).

In particular, the assessment of the interest for the project website will be made through the Google Analytics tool which is already activated for the IDEA4RC URL. The following elements will be measured:

- Sessions: the number of times a user opened a browser to a page on your site.
- Users: the number of unique users that opened those pages on your site.
- Pageviews: the number of pages viewed by a user during a session. This will likely be higher than sessions.
- Average Session Duration: the average amount of time of each session. Users can have multiple sessions.
- Bounce Rate: the percentage of single-page sessions that left without interacting with your page.
- New Sessions %: new sessions made by new users.
- Location: where users connect from.

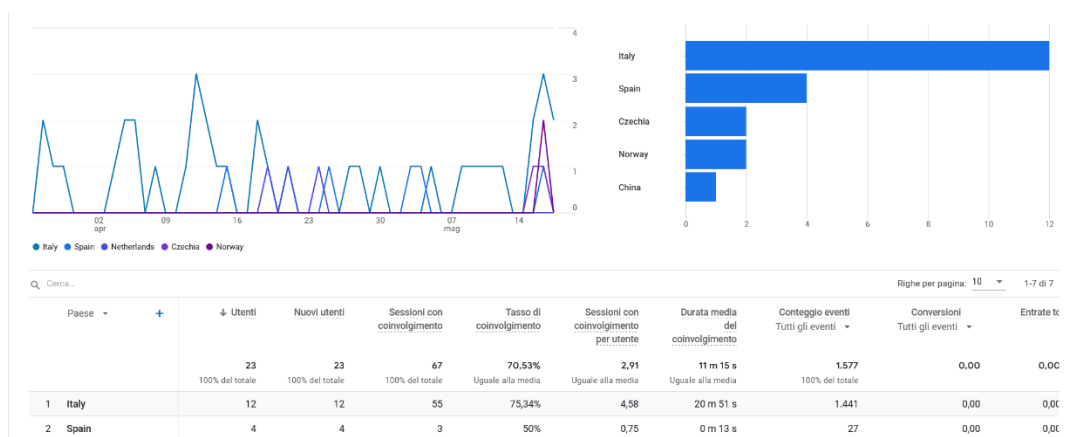


Figure 18 – Website monitoring



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The following social media KPIs are monitored:

Twitter

- Number of followers
- Number of mentions
- Number of retweets
- Number of likes
- Engagement rate
- Profile clicks

Linkedin

- Number of followers
- Follower growth rate
- Engagement rate
- Number of post views
- Impressions and reach
- Page views

Youtube

- Total watch time
- Total video views
- Number of subscribers

Finally, the open rate and the list growth rate of the IDEA4RC newsletter will be measured.
