INNO4COV-19

Grant Agreement No. 101016203

Deliverable D9.1
Website development

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Executive Summary

This document describes the actions carried out by the INNO4COV-19 Project for the dissemination of the project results.

INNO4COV-19 Project has designed and implemented highly recognizable, interlocking tools for interaction, through which the different stakeholders and the wider public can interface with the INNO4COV-19 project and partners.

Among the tools designed, the INNO4COV-19 website, together with the social media communication account on Twitter and the INNO4COV-19 YouTube channel, have been successfully implemented within the first 6 months of the project. The homogeneous contribution of all the partners of the INNO4COV-19 consortium has been key in the timely achievement of the Deliverable 9.1 - Project website.

The balanced exploitation of the project website developed and implemented to date has supported the exploitation of the project overall aim, where relevant information regarding the INNO4COV-19 project, partners and Open Calls have been readily made available to stakeholders and potential applicants, to maximize the project output and impact.

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1. Description of tasks

Citing from the INNO4COV-19 proposal:

Sub-Task 9.1.2 Easy to access website development, update and maintenance. TCD in collaboration with INL and iMM will develop the project website by M6 of the project. A modern project website is a means to provide one-stop access to information and guarantees the project's wide visibility. INNO4COV-19 website will aim to raise awareness about its objectives, (expected) impacts, partners, latest project news and events, and disseminate technical results via news and blogs. The web site will also include an easy-to-navigate interactive catalogue of services and access to technology assessment, and a dedicated section with news and updates on latest European requirements for the development of COVID-19 related products and services (e.g., medical technologies, medical and healthcare devices, PPE, sensors). We will use powerful copyrighting and visual means to ensure that technical contents will be adapted to the needs of the broader (including non-professional) audience. The website will be constantly reviewed and updated with the latest project news and technical results.

This sub-task has been achieved in full.

2. Description of work and achievements

INNO4COV-19 Project has designed and implemented highly recognizable, modular and interlocking tools for interaction, through which the different stakeholders and the wider public can interface with the INNO4COV-19 project.

Among the tools designed, the INNO4COV-19 website, together with the social media communication account on Twitter and the INNO4COV-19 YouTube channel, have been successfully implemented within the first 6 months of the project. The homogeneous contribution of all the partners of the INNO4COV-19 consortium has been key in the timely achievement of the Deliverable 9.1 - Project website.

The exploitation of the project website as developed, and the implemented news and updates shared to date has supported the launch and implementation of the project objectives. Relevant information have been shared and widely disseminated from the project details, to the partners profile, Open Calls and outcome of this which have gained visibility from the stakeholders with a view to maximise project output and impact.

2.1. INNO4COV-19 achievements

In line with the latest European Commission guides on public engagement and social media use, INNO4COV-19 project has developed and implemented a logo to be used on the website, as well as on any other dissemination material and social media channels of the project.

2.1.1. INNO4COV-19 logo

The logo of the INNO4COV-19 project (shown in Figure 1) was developed by INL. The logo includes the project acronym "INNO4COV-19" and the disaggregating stylized image of

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SARS-CoV-2. The logo colours range from blue to tear (Pantone colour #34387c; #006993; #00a6b3; #00d7bd) and uses the Futura font type. The logo has a white background.

The structure of the colours, text, and shapes were selected with the idea of providing an image of the dynamic and strong momentum of the INNO4COV-19 project to take action in the fight against the COVID-19 pandemic.

Figure 1. Branding logo designed and implemented in the INNO4COV-19 website.

2.1.2. INNO4COV-19 website

Project websites are one of the main communication tools of projects funded under the Horizon 2020 Research and Innovation Programme. In the INNO4COV-19 project, the website also provides a key platform for providing a clear source of information for the Open Calls and a means to disseminate the main outputs of the project, thus ensuring that the project achieves its main aim.

The structure and objectives of the INNO4COV-19 project are clearly laid down under the registered project website in the “eu” domain, and can be viewed at the following link: http://www.inno4cov19.eu/

The design of the website builds upon the following criteria, taking into account suggestions given in the EU Project Websites – Best Practice Guidelines:

1. Visual communication: web pages are easy to browse, information is kept short, to ensure readability and clarity, and links to websites, news and publications are included (see annex for representative screenshots).
2. Verbal communication: the website uses layman language, and it is multiplatform friendly (i.e., it is compatible with browsing from PC, tablet and smartphone).
3. Visibility: Search Engine Optimization was obtained by means of analytical tools to increase page ranking and visibility (Figure 2); Webmaster Tools were used to check indexing status in search engines; functional cross-linking across the several website sections and pages was ensured; keywords were added to the website metadata, and frequently used keyword search phrases were included both in the metadata and in the content of the website pages; social media have been linked to the website.

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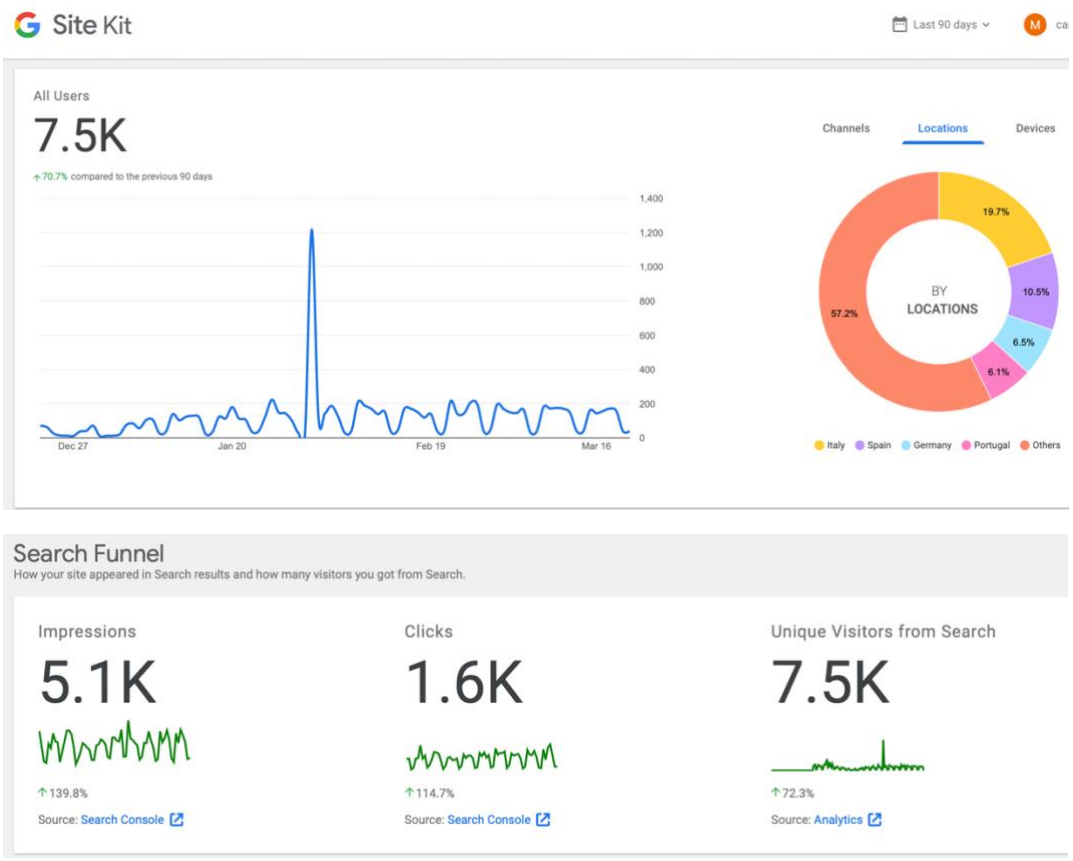

Figure 2. Representative example of the output of the analytical tools used by TCD to analyse the flow of the users to the INNO4COV-19 website, and proactively apply measures to increase such access and flow.

4. Regular update of contents: the website is updated by TCD on a regular (weekly) basis, with the support of the INNO4COV-19 WP leader.
5. Monitoring and feedback tools: the INNO4COV-19 website includes statistical tools that are used to analyse the flow of the users to the INNO4COV-19 website, and proactively apply measures to increase such flow (Figure 2).

The public section of the INNO4COV-19 website does:

1. Provide a brief description of the project in a contemporary and immediate style highlighting the project mission, impact, and the technology domains of interest for the INNO4COV-19 project.
2. Provide a short profile description of each of the eleven INNO4COV-19 Partners and a link to their institutional websites.
3. Include a dedicated section for the INNO4COV-19 Open Calls, divided into three parts: (i) Apply to the Open Call, (ii) Results of the first Open Call, and (iii) Expression of interest for external evaluators. In the INNO4COV-19 Open Calls section, all the relevant information

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related to Open Calls are punctually highlighted, and documents and webinars are freely available and/or downloadable for consultation.
4. Feature a dedicated “News and events” section where announcements from the INNO4COV-19 project are regularly posted.
5. Include a contact page, where members of the wider public, stakeholders and perspective applicants find all the information to contact the INNO4COV-19 project consortium.

Briefly, the INNO4COV-19 website is structured as detailed below:

HOME: The home page of the website introduces the INNO4COV-19 project mission, provides a short description of the project itself and the consortium composition, with an extensive use of crosslinks to address users to the specific part of the website. The home page also includes a news feed table which highlights the most recent news and most recent social media (Twitter) posts made by the INNO4COV-19 project. Excludable Widgets (i.e., pop-up banners) are used to highlight key information (e.g., Open Call deadline) about the INNO4COV-19 project. The EU co-funding is duly acknowledged, also by the inclusion of the official EU emblem and claiming that: “INNO4COV-19 – This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No 101016203”.

PROJECT: The project webpage provides the description of the INNO4COV-19 project including the general overview, the technologies eligible for funding in the Open Calls and the impact of the project.

OPEN CALL: The Open Call webpage is divided into three separate subpages:

- “Apply to the Open Call” subpage. This webpage provides a multi pop-up picture with the description of the technology domains eligible for funding in the Open Calls, a summary of the Open Call objectives, applicants’ eligibility criteria, services offered by the consortium and key dates for submission of applications. The visual descriptions of the submission process and the Open Call phases are also included, for increasing clarity. Information made available to the applicants during the first info-session of the Open Call is provided and crosslinked to the INNO4COV-19 YouTube channel where the recorded info-session is available for consultation. Finally, relevant documents regarding the Open Call such as proposal template, Guide for Applicants, and FAQs are available for download. The link for application submission is also provided.
- “Open Call Results” subpage: This webpage provides a general description of the results of the first round of the Open Call, with analysis regarding the distribution per technology domain, geographic distribution of the applicants, and applicants’ profile (e.g., SME, large company, etc.). All the funded applicants are listed. Where the applicant has provided a short video describing the funded project in layman language, a hyperlink is added to the project name, linking it to the INNO4COV-19 YouTube channel, where the video is available for consultation.
- “Expression of interest for external evaluators” subpage: This webpage provides information for scientists and experts that would like to submit their candidature as external evaluators to the Open Calls. The webpage includes description of the eligible criteria for evaluators and reimbursement criteria, as well as a visual description of

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phases of the Open Call in which external evaluators will be involved. A dedicated link for the expression of interest is present.

PARTNERS: This webpage provides description of the consortium partners and their affiliation, together with a link to their public host institution website.

NEWS: This webpage provides a dedicated space for highlighting the latest achievements and announcements of the INNO4COV-19 project.

CONTACT: This webpage enables to get in touch with the INNO4COV-19 project coordinator.

Representative images showing the structure and visual appearance of the INNO4COV-19 website are reported in the Annex to provide exemplification of the developed website supporting the partners, collaborative network and stakeholders behind this H2020 project.

The maintenance and further development of the website is a live activity within the INNO4COV-19 project. For example, in the future deliverables accomplished by the project will be disseminated via a dedicated section with the INNO4COV-19 website.

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6. Conclusions

INNO4COV-19 logo provides clear information and avoid any ubiquity in the use of the project name. It also ensures project branding for any current and future dissemination activity of the INNO4COV-19 project.

The logo has been implemented on the INNO4COV-19 website, which was promptly launched within the first month of the project. Since then, the INNO4COV-19 website has been updated regularly and expanded to provide clear information to stakeholders and applicants to the INNO4COV-19 Open Calls. The INNO4COV-19 website also enables establishing a direct contact line between the project coordinator and potential interested parties, including prospective applicants. Information on the funded applications in the first round of the INNO4COV-19 Open Call have been made available to the wider public in a dedicated section of the most updated INNO4COV-19 website.

The INNO4COV-19 website content and structure update will continue till the end of the project and beyond. (website link: http://www.inno4cov19.eu/)

7. Deviation from the workplan

N/A.

8. Performance of the partners

All partners involved have contributed to the development of the website as required.

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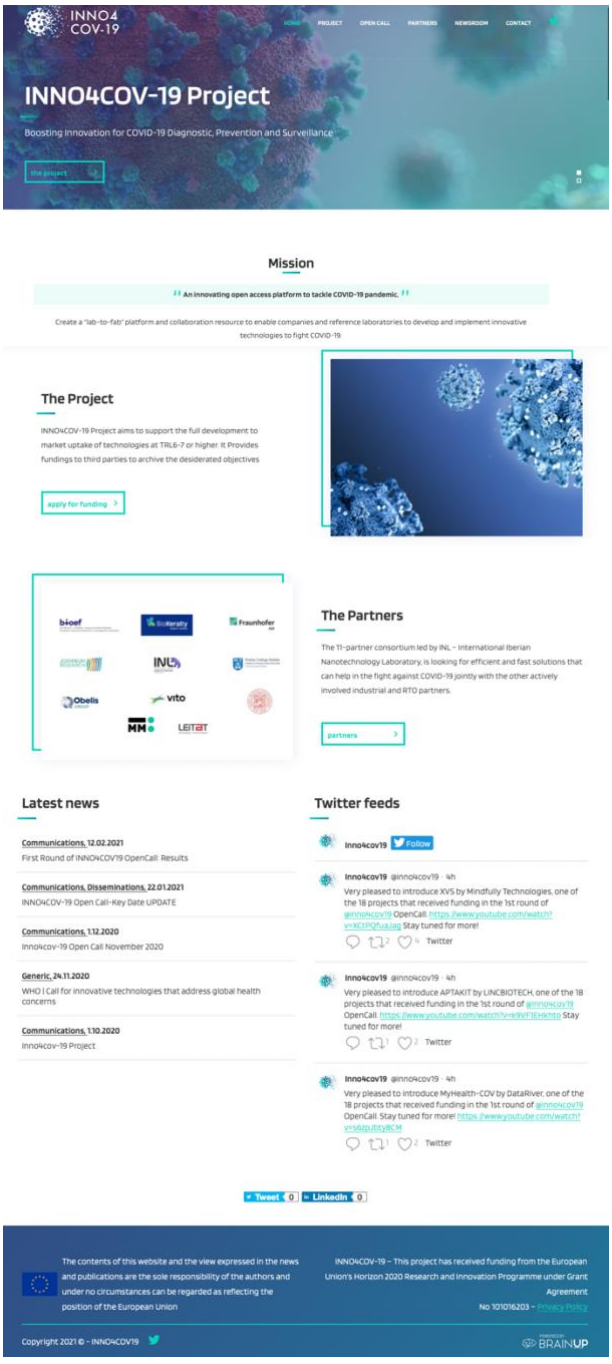
Annex

This Annex contains representative screenshots of some of the webpages present on the INNO4COV-19 website (last access: March 2021). Link to direct access to the live INNO4COV-19 website: http://inno4cov19.eu/.

1. HOME



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2. OPEN CALL webpage
    a. ”Apply to the Open Call”

b. “Open Call Results” subpage

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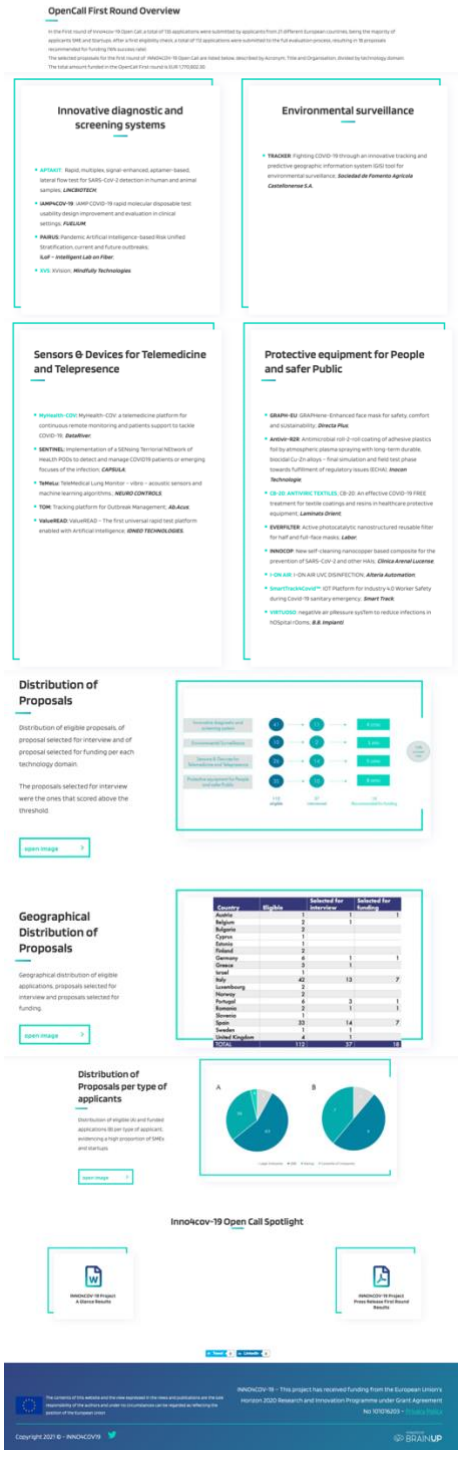

3. PARTNERS

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4. NEWS ROOM

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