

25/04/2023

PROJECT WEBSITE

WP7, TASK 7.2

DELIVERABLE VERSION:

D7.2, V0.1

DISSEMINATION LEVEL:

PU¹

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ENDOTARGET

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DOCUMENT HISTORY

PROJECT ACRONYM	ENDOTARGET
Project Title	Systemic Endotoxemia as the driver of chronic inflammation - Biomarkers and novel therapeutic targets for Arthritis
Grant Agreement N°	101095084
Project Coordinator	HUS
Project Duration	01.01.2023 – 31.12.2026
Deliverable No.	7.2
Diss. Level	PU
Deliverable Lead	SEZ
Status	Working
	Verified by other WPs/Partners
	X Final version
Due date	30/04/2023
Submission date	25/04/2023
Work Package	WP7
Work Package Lead	SEZ
Contributing beneficiary(ies)	All partners
DoA	This report gives a very brief overview of the ENDOTARGET websites, which represents ENDOTARGET's central web presence including a detailed overview of the consortium and its research activities.

DATE	VERSION	AUTHOR	COMMENT
23/03/2023	0.1	Lena Schleicher (SEZ)	First draft
29/03/2023	0.2	Lena Schleicher, Alena Bubeck (SEZ)	Second draft
31/03/2023	0.3	Lena Schleicher (SEZ)	Third draft
13/04/2023	0.4	Lena Schleicher (SEZ), Alena Bubeck (SEZ)	Fourth draft
14/04/2023	0.5	Ana Valkama, Kari Eklund, Goncalo Barreto (HUS)	Sixth draft
20/04/2023	1.0	Lena Schleicher, Alena Bubeck (SEZ)	Final Version

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EXECUTIVE SUMMARY

This document constitutes the deliverable D7.2 “Project website” in the context of Task 7.2 “Communication” (M1-M48). This deliverable provides brief information on the ENDOTARGET website, which is publicly available since 18th of April 2023 (M4). The deliverable aims to describe roughly the structure of the ENDOTARGET website (www.endotargetproject.eu) to ensure the highest extent of accessibility for all types of relevant stakeholders (e.g. scientific community, policy makers and general public).

A professional design agency has designed the project website under the guidance of SEZ to communicate, inform and promote the use of project results among the target audiences.

The project website combines general information about the project, the latest news and events, publications, public deliverables and social media channels.

According to the grant agreement, D7.2 is the website itself, however, SEZ (WP7 leader) decided to provide a summary about the website beforehand. A more detailed description of the website will be available in D7.1 “First version of dissemination and communication plan”, which will be submitted in M6.

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LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
EU	European Union
HUS	Helsingin ja Uudenmaan sairaanhoitopiiri (Hospital District of Helsinki and Uusimaa)
PC	Personal Computer

SERI	Swiss State Secretariat for Education, Research and Innovation
SEZ	Steinbeis 2i GmbH
WP	Work Package

1. INTRODUCTION

The objective of this deliverable (D7.2) is to present the main functionalities and features of the ENDOTARGET website and how it will be managed during the project's lifetime.

The ENDOTARGET website is available since 18th of April 2023 (M4). It was set up in responsive design in order to be correctly displayed on any type of device (ranging from regular PC to mobile devices).

The website represents a key communication channel for raising awareness of the project and serves as central and freely accessible information platform for any stakeholders. Furthermore, it is used as main repository for public project documents and outcomes during the project's lifetime. It contains a general presentation of the project and its specific objectives, an overview of the ENDOTARGET consortium, contact information of the project representatives, and an outline of activities and project features to come.

In detail, the website visitors will find information about project advancements, outcomes and potential impacts. They will also have access to scientific and non-scientific publications, public deliverables and other outcomes, and information on activities planned by the project (e.g. webinars, events).

The website has been developed and will be maintained by project partner SEZ (WP7 leader) with the contribution from all the ENDOTARGET partners.

With the features listed above, the website aims to fulfill the following specific objectives:

- Act as a contact point for stakeholders
- Provide a brief project presentation and project information
- Provide information about the ENDOTARGET consortium and the role of the partners, and a link to the partner organisations' websites
- Inform stakeholders about the results and activities of ENDOTARGET as well as opportunities and events around the project
- Act as an online knowledge repository (public deliverables, publications, flyers, etc.)

The content of the ENDOTARGET website will be updated continuously, i.e. whenever relevant, especially with respect to information on project publications and events.

The ENDOTARGET website is available at www.endotargetproject.eu.

2. STRUCTURE

The information available on the ENDOTARGET website is structured in seven main sections, all accessible directly from the website's menu bar (Fig. 1). The navigation has been made easy to understand and use for a first-time visitor. The seven sections are:

- Homepage
- Project
- News
- Networking
- Publications
- Communication material
- Contact

Also, links to social media channels (LinkedIn: ENDOTARGET EU Project; Twitter: @ENDOTARGET_EU) can be found on the menu top right of the site and also in the footer.



Figure 1: ENDOTARGET menu bar.

2.1. HOMEPAGE

The “Homepage” is the landing page where the visitors can discover the ENDOTARGET project. In the upper part of the website, this section includes the menu bar and a slideshow (Fig. 2). The slideshow currently consists of seven different sliders, each of them containing a short statement related to the project and its main goals, and a representative picture. By scrolling down, the the users can access the additional information of the page.

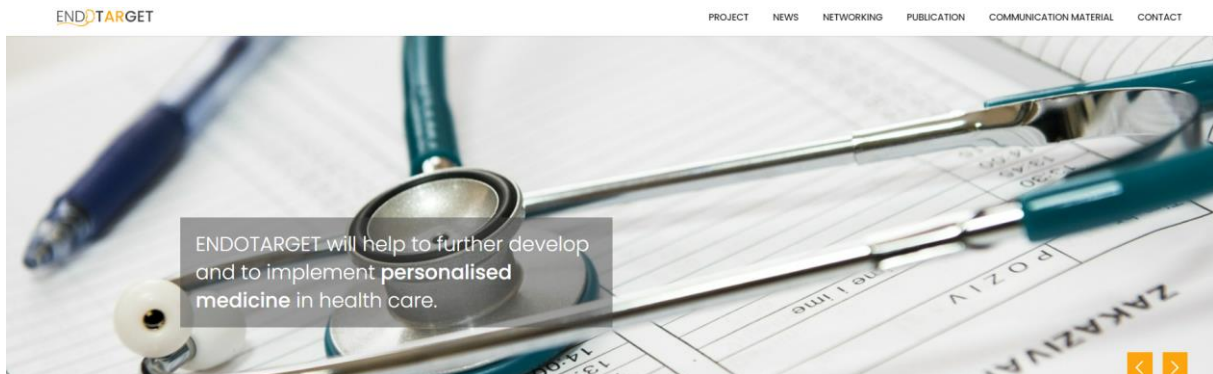


Figure 2: First slide of the slideshow on the ENDOTARGET Homepage.

In a prominent position on the homepage a “LATEST NEWS” part presents brief information regarding latest project news, events and blog entries (Fig. 3). In the future, this part will be regularly updated to highlight relevant progress of the project and promote project’s events or disseminate results (e.g. scientific publications). By clicking on the news of interest the visitor will be redirected to the full article. Additionally, a more detailed “News” page, containing past and upcoming events, is available and accessible via the menu bar in website’s header row.

LATEST NEWS

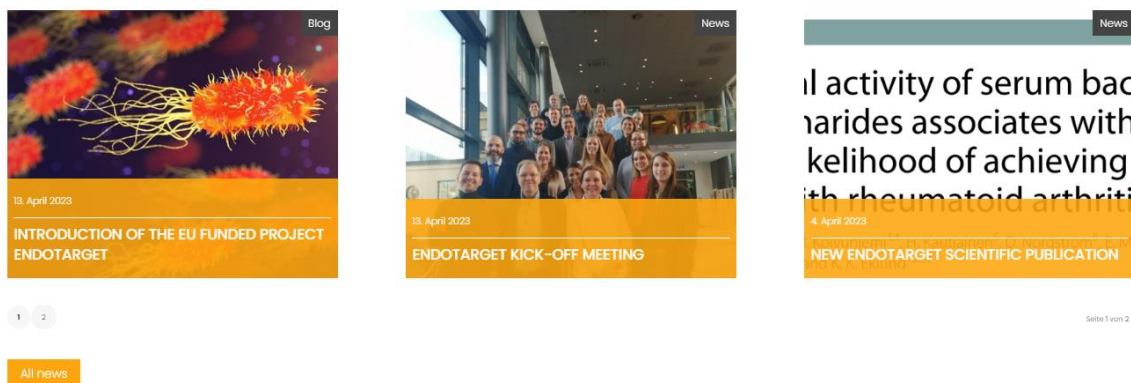


Figure 3: Short teaser of news, events and blog entries on ENDOTARGET Homepage.

The “KEY NUMBERS” part represents the most relevant figures of the project (Fig. 4):

- Number of partners
- Number of countries involved in the consortium
- Number of cohorts
- Duration of the project’s lifetime
- Budget



Figure 4: Key numbers of the ENDOTARGET project.

The “PARTNERS” section on the homepage identifies the project partners via the logos of the partner organisations and provides information about the corresponding main contact person (Fig. 5). Each of the logos is linked and directs the visitors to the corresponding partner website.

PARTNERS

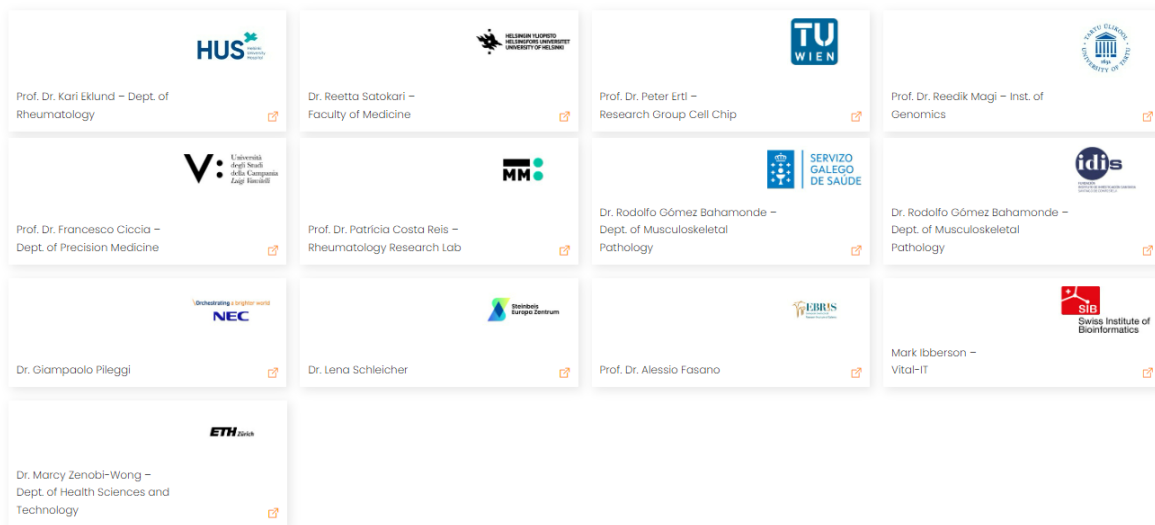


Figure 5: Consortium Partners of the ENDOTARGET project.

At the bottom of the homepage, the contact section provides contact information, enabling visitors to get in contact with ENDOTARGET representatives (Fig. 6). The visitor has also the opportunity to get directly in touch with the ENDOTARGET consortium via the “Get in contact” button. This section will be included at the bottom of every page of the ENDOTARGET website and redirects the visitor directly to the Contact section of the website.

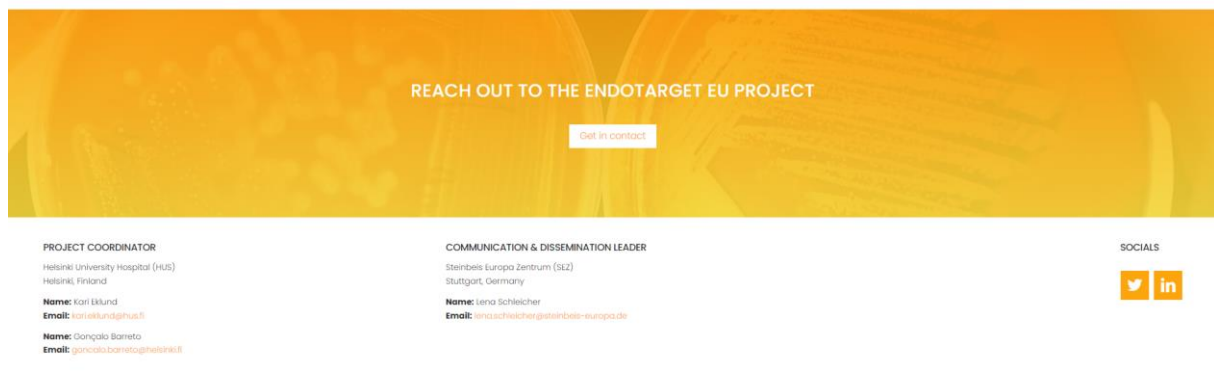


Figure 6: Contact section on ENDOTARGET website.

2.2.PROJECT SECTIONS

2.2.1. Project

This page provides information on background, objectives, aims of the project, key data and the proposed approach. The “PROJECT” page is divided into the two subpages “BACKGROUND” and “EXCELLENCE” (Fig. 7). The “BACKGROUND” subpage provides information about the project itself and the scientific background. The “EXCELLENCE” subpage describes the methodology, objectives, outcomes and the workpackages of the ENDOTARGET project.

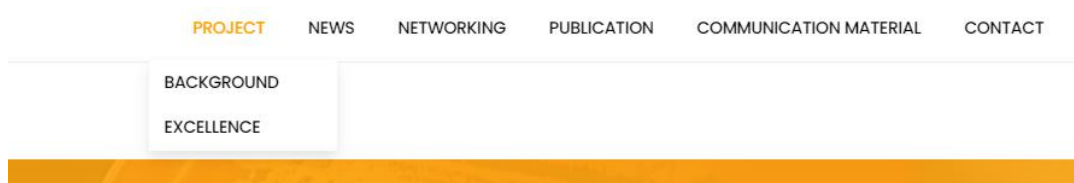


Figure 7: The “PROJECT” page of the ENDOTARGET website is divided into the two subpages “BACKGROUND” and “EXCELLENCE”.

2.2.2. News

A very important part of the ENDOTARGET website is the “NEWS” page. This page will be regularly updated with news, information (e.g. about the ENDOTARGET project, related projects/initiatives, relevant external publications, etc.) and own & external events (workshops, conferences, meetings, etc.) relevant for the ENDOTARGET partners and target groups. Here, the visitors can filter for three types of entries: Blog articles, Events and News (Fig. 8).

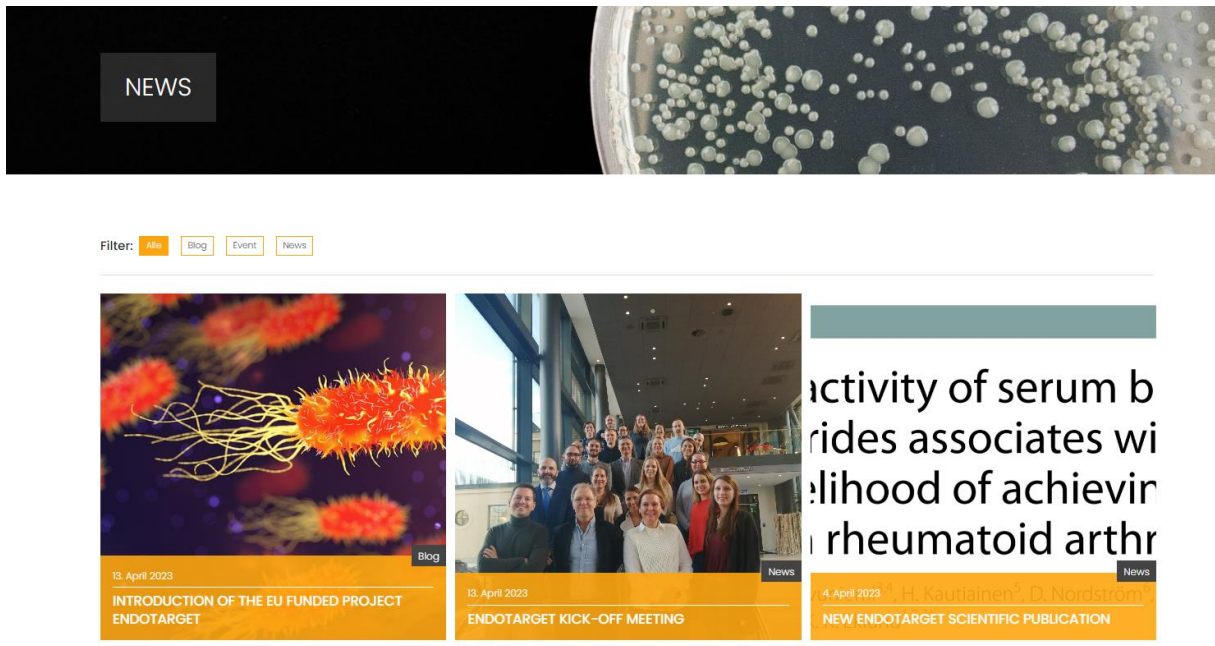


Figure 8: The “NEWS” page of the ENDOTARGET website contains three entry types: Blog articles, Events and News.

2.2.3. Networking

In order to increase the efficiency and outreach of the project, ENDOTARGET aims to implement joint activities with relevant initiatives. Links and short information about relevant EU projects, with which synergies shall be created, will be provided in this section of the project website (Fig. 9).



Figure 9: The „NETWORKING“ page of the ENDOTARGET website presents important projects to collaborate with.

2.2.4. Publications

The “PUBLICATION” page serves as repository for any publishable documents elaborated within the ENDOTARGET project.

It consists of the following subsections “scientific publications” and “public deliverables” and allows to download publications created by the ENDOTARGET consortium during the project’s lifetime (Fig. 10).

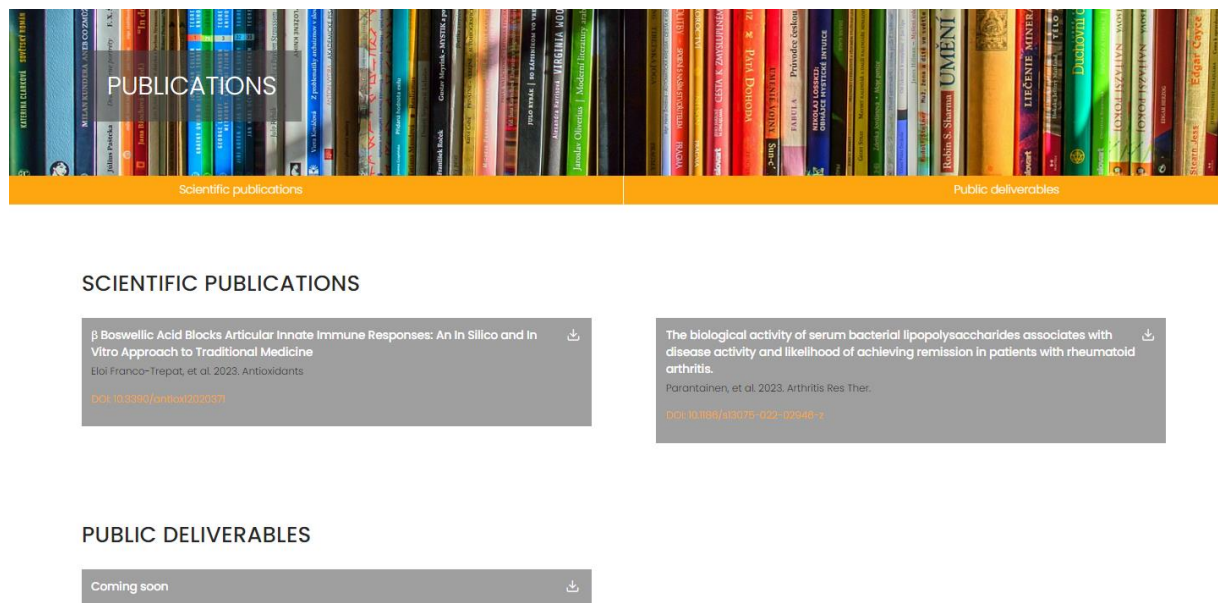


Figure 10: “PUBLICATION” page on the ENDOTARGET website provides scientific publications and public deliverables generated during the project’s lifetime.

2.2.5. Communication Material

All types of communication material produced for ENDOTARGET during its project’s lifetime will be available in this section. The communication material will include press releases, two project flyers, poster, infographic, the explanatory video and recordings of events (e.g. webinars)(Fig. 11).

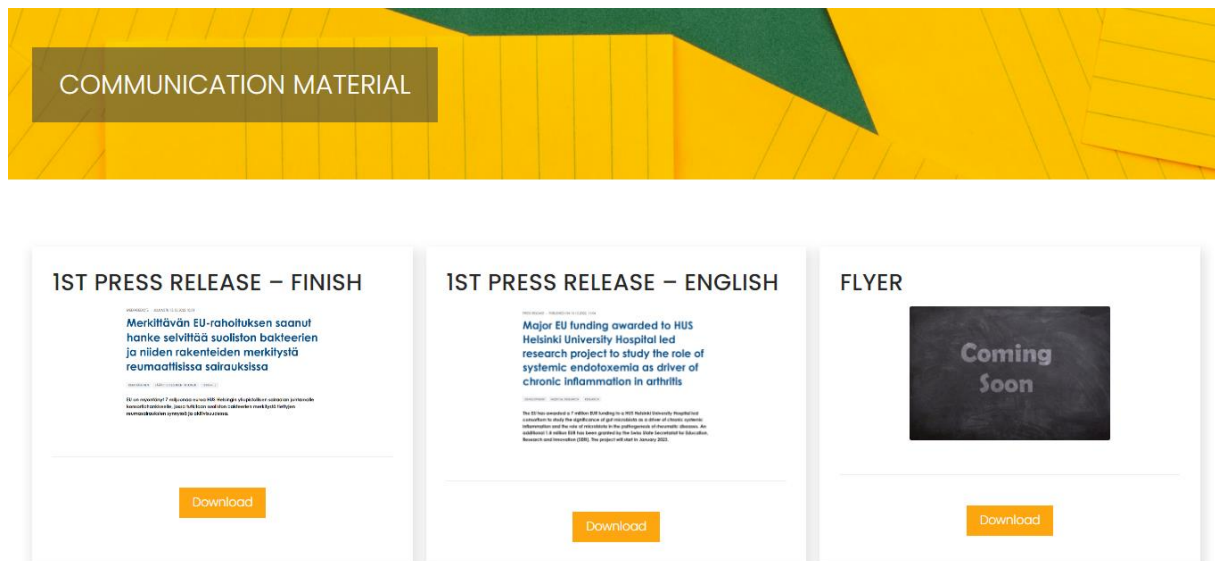


Figure 11: The page „COMMUNICATION MATERIAL“ on the ENDOTARGET website contains all types of communication material produced by the ENDOTARGET consortium.

2.2.6. Footer

The footer shows the EU funding acknowledgement, together with the corresponding European Union flag (Fig. 12). The disclaimer and EU funding acknowledgement are represented as follows:

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Figure 12: Disclaimer and funding acknowledgement on ENDOTARGET website, as well as the links to the “Privat Policy” and “Legale Notice” pages.

3. CONTENT

The responsibilities of the partners are as follows:

- SEZ coordinates the data collection, uploads, updates and completes information, and handles the technical aspects
- All ENDOTARGET partners contribute to data collection and provide SEZ with information to be published (news, publications, etc.).

For all the sections which require updates (e.g. events, news), homogeneity of information shall be ensured by SEZ.