PANDEM-2
PANDEMIC PREPAREDNESS AND RESPONSE

Project Website

Deliverable D7.1

27 April 2021

PANDEM-2

Project Website

Document date: 27.04.21
Document version: 1.0
Deliverable No: 7.1

Full Name	Short Name	Beneficiary Number	Role
NATIONAL UNIVERSITY OF IRELAND GALWAY	NUIG	1	Coordinator
FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V	FRAUNHOFER	2	Beneficiary
UNIVERSITE CATHOLIQUE DE LOUVAIN	UCL	3	Beneficiary
PINTAIL LTD	PT	4	Beneficiary
FOLKHALSOMYNDIGHETEN	FOHM	5	Beneficiary
RIJKSINSTITUUT VOOR VOLKSGEZONDHEID EN MILIEU	RIVM	6	Beneficiary
CARR COMMUNICATIONS LIMITED	CARR	7	Beneficiary
TERVEYDEN JA HYVINVOINNIN LAITOS	THL	8	Beneficiary
INSTITUTUL NATIONAL DE SANATATE PUBLICA	NIPH	9	Beneficiary
ROBERT KOCH-INSTITUT	RKI	10	Beneficiary
STICHTING KATHOLIEKE UNIVERSITEIT	RUNMC	11	Beneficiary
CLARISOFT TECHNOLOGIES ROM SRL	CLARISOFT	12	Beneficiary
OSTERREICHISCHES ROTES KREUZ	ORK	13	Beneficiary
EPICONCEPT	EPIC	14	Beneficiary
INSTITUTO NACIONAL DE EMERGÊNCIA MÉDICA	INEM	15	Beneficiary
TRILATERAL RESEARCH LTD	TRI	16	Beneficiary
ISTITUTO PER L'INTERSCAMBIO SCIENTIFICO	ISI	17	Beneficiary
ASSOCIAZIONE DELLA CROCE ROSSA ITALIANA	ITRC	18	Beneficiary
INSTITUTO NACIONAL DE SAUDE DR. RICARDO JORGE	INSA	19	Beneficiary

D7.1 Project Website

Contents

1   Executive Summary

PANDEM-2 D7.1 *PANDEM-2 Project Website*, describes the PANDEM-2 project website which went live in time for the project Kick-off meeting on 03 and 04 of February 2021. It is the first deliverable from WP7 Communication Dissemination and Exploitation, led by PANDEM-2 partner CARR.

The purpose of the website for the PANDEM-2 project is to serve as a hub for all external engagement activities, project communication and dissemination.

Developed over a number of months in collaboration with project partners and in line with the PANDEM-2 *Brand, Dissemination and Communications Strategy and Implementation Plan* (D7.2), the website has been designed to be informative at both a high-level and in-detail, easily navigable and relevant to a wide variety of stakeholders.

As the PANDEM-2 website will continue to evolve and develop over the course of the project, hosting information on project activities and outputs as they are created, this document is intended to outline both the current state of the PANDEM-2 website and its expected future development.

The PANDEM-2 website has been structured to welcome visitors with an appealing visual design and dynamic elements. The tone of the website is serious and engaging, with high-level information about the project and its objectives, information curated to identified key stakeholders about the relevance of PANDEM-2 to them, and information on some of the main exploitable results of the PANDEM-2 project, all being available within one click of the landing page.

The website is streamlined and accessible to an audience both knowledgeable about pandemics, and a more general audience who will immediately recognise the striking visual identity of PANDEM-2 and feel comfortable exploring the website at their own pace. The PANDEM-2 website has been developed with optimisation for mobile browsing included.

This deliverable reports on the initial work in Task 7.2 Implementation of High Impact Communications collateral and activities and also relates to D7.2 PANDEM-2 *Brand, Dissemination and Communications Strategy and Implementation Plan,* as the website is the first hosting area of the branding of PANDEM-2. The ongoing development of the *Brand, Dissemination and Communications Strategy and Implementation Plan* of PANDEM-2 informs the organisation and structure of the website, its core information and presentation. This also relates to D7.2 in that it will shape the future development of the website as a platform for project communication and as a repository for PANDEM-2 Deliverables as well as regular project news and updates. D7.3 *Interim Communication, Dissemination and Exploitation Report* is also related as the website will host key exploitable results, acting as an early platform for the marketing of PANDEM-2's instruments and tools and will be configured at the end of the project's lifetime as a key commercialisation site for PANDEM-2's outputs.

2   Introduction & Background

2.1   Importance of a Website

An online presence is vital for any project. The best websites are easily accessible with simple design and all the information about a project or business clearly laid out. It is important to let people know who you are and what you do right away, so they don't feel confused when they visit your website. Websites engage visitors with a striking visual identity and dynamic elements, compelling them to browse further via a coherent structure, streamlined navigation and well-presented content.

Since the PANDEM-2 Kick-off meeting on 03 and 04 February 2021, the production of the website has been a high priority for the PANDEM-2 Executive Team. Given the current pandemic and the role of the project in addressing future pandemics, there was a significant opportunity to raise awareness of the project in time for the Kick-off meeting. This meant that the basics of a website needed to be online and accessible to the public. An active site was online in time for the Kick-off meeting and the website URL was embedded in all media and stakeholder communication.

The PANDEM-2 brand name, font, layout, tagline, logo, colour palette and tone of voice had been developed in advance of the project Kick-off and so the design of the website reflected the brand of PANDEM-2. In addition, the Twitter and LinkedIn accounts were launched. All these products have components of the PANDEM-2 brand, indicating that the brand identity of PANDEM-2 is already developing and is being put into practice.

The layout of the PANDEM-2 website, its structure and the information included within was discussed at length at both the project Kick-off meeting and subsequently among project partners. Partners were engaged at all times in the development of the project website, providing feedback and content which contributed to the current structure of the PANDEM-2 website.

As project activities take place over the coming months, partners will be encouraged to contribute further to the development of the PANDEM-2 website through spotlights on their organisation, blogposts and by providing news and updates on the status of their work within the project. All information will be uploaded to the website which will continue to evolve and receive regular updates over the project's lifetime.

2.2   Addressing the PANDEM-2 Description of Action (DOA)

PANDEM-2 DOA requirements	Deliverable addressing DOA requirements	Descriptions
Task 7.2 Implementation of High impact Communications collateral and activities	D7.1 PANDEM-2 Website	To create the highest impact, first-class communications collateral will be developed that is consistent with the Brand strategy developed in Task 7.1. A project website (D7.1) will cater for different target audiences. The site will serve as a powerful communication tool to all target audiences and house a restricted access area for the partners. At the end of PANDEM-2, pilot results will be available in the site, which will serve as a central virtual hub for all post-project activities.

2.3   Document Outline and Purpose

This deliverable describes the development of the PANDEM-2 website including its core structure, layout, and content from the period of its launch, including planned future updates.

In this report, each page of the project website will be identified with its purpose, content to date and future use, emphasising the all-encompassing nature of the PANDEM-2 website as a tool for the communication, dissemination, and exploitation of the PANDEM-2 Project.

2.4   Intended Stakeholders

D7.1 *PANDEM-2 Website* consists of a core component of all future project activities. All external communications and dissemination activities will be displayed on the PANDEM-2 website as they are carried out and as such, this report is important for members of the project consortium. It should also be of interest to the European Commission H2020 project team, those involved in public health, pandemic preparedness, first responders and research projects operating in the same domain as PANDEM-2. D7.1 will also benefit the general public as it will provide insight into the structure of the PANDEM-2 website, the partners involved and the philosophy behind its development.

2.5   Relationship with other PANDEM-2 Deliverables and Tasks

Due to the scope of the PANDEM-2 website and its role in communicating all major project developments, research, activities, and outcomes, D7.1 is related to all other tasks and Deliverables within the PANDEM-2 Project.

The website serves as a hub for all external engagement and will host all project outcomes, feature regular news and updates on PANDEM-2's development and crucially, it will serve the purpose of exploiting the project's end-results, the PANDEM-2 instruments and tools.

At a minimum, all PANDEM-2 Deliverables will be uploaded to the project website for the purposes of project transparency and information-sharing after the Deliverables have been approved by the Project Officer. These uploads will consist of the entire Deliverable report for Public Deliverables and a high-level Executive Summary for Confidential Deliverables, in line with best practice in other H2020 projects.

3   Approach

3.1   Process for website development

The pages and text for the website were initially drafted by WP7 leaders CARR. This process was then elaborated on with collaboration from project coordinator, NUIG and WP1 lead Pintail. The layout of the PANDEM-2 website, its structure and the information included within was discussed at length at both the project Kick-off meeting and subsequently among project partners. Partners were engaged at all times in the development of the project website, providing feedback and content which contributed to the current structure of the PANDEM-2 website.

3.2   Website Structure

The website is built on the WordPress platform which is an open-source content management system written in PHP and paired with a MySQL or MariaDB database. The platform includes a plugin architecture and a template system, referred to within WordPress as Themes. This allows the PANDEM-2 website to be as responsive as possible to its users. It also allows the site to be visually attractive and easily accessible.

3.3   Website maintenance and updates

CARR are responsible for regularly updating the website newsfeed, leading the development of website content, and maintaining the social media channels. Partners will be regularly asked to provide content for the website, particularly for the News area, as well as being encouraged to engage with the project social media channels.

4   Results

4.1   Landing Page

'In an endless jungle of websites with text-based content, a beautiful image with a lot of space and colour can be like walking into a clearing. It's a relief.' — David McCandless.

Figure 1: PANDEM-2 Project Website landing page - https://pandem-2.eu/

The landing page welcomes visitors to the PANDEM-2 website with a dark colour scheme, uncluttered layout including the project title, a tagline, and a dynamic background element. There is a subtle video lander active in the background which adds to the visual aesthetics of the landing page. Drop-down menus allow easy navigation away from the landing page to find the information most relevant to visitors.

The landing page in its presentation is structured to capture visitor's attention and provide them with all the information they need to continue browsing. PANDEM-2 partners have identified the 'About', Project Objectives '', 'Project Partners', 'News & Media' and 'Online library' sections as being of most immediate relevance to the majority of site visitors and as such, dynamic elements have been introduced positioning these pages at the front of the project website.

PREPARING FOR FUTURE PANDEMICS

Since Covid-19 emerged in late 2019, countries from across Europe have strived to come together with a cohesive response to fight the virus. This has proven to be a difficult task given the nature of the pandemic and the differing levels of emergency and response in each country. Rather than one unified approach from all EU Member States, individual countries are responding to the pandemic in very different ways. As a result, the pandemic has highlighted vulnerabilities in this response, and what's required now is a more resilient, whole of EU approach to managing future pandemics.

In order for the European Union to safeguard the health of its citizens, it has begun to prioritise investment in preparing for future pandemics.

PANDEM-2 is a H2020 EU-funded project that aims to develop new solutions for efficient, EU-wide pandemic management. The goal of PANDEM-2 is to prepare Europe for future pandemics through innovations in training and to build capacity between EU member states responding to pandemics on a cross-border basis.

Figure 2: PANDEM-2 Project Landing Website – What is PANDEM-2

As visitors scroll down the landing page, they will find a brief, high-level description of the PANDEM-2 Project which puts it into its global and European context and identifies its central goal. This section is kept deliberately short as it serves to briefly answer some important questions that first-time visitors will have e.g. What is PANDEM-2? What is PANDEM-2 important?

PANDEM-2'S CORE OBJECTIVES

→ To identify, map and integrate pandemic-related data from multiple sources into a coherent pandemic-management database

→ To develop an extensible dashboard for pandemic preparedness training and response execution

→ To develop a highly effective Resource Modelling and Management service

→ To enable participatory surveillance that will feed into the pandemic management database

→ To create and deliver resources, innovations and training for pandemic communication

→ To deliver Capacity Building and develop Operational Strategy for cross border pandemic response

→ To deliver long term value in the area of pandemic response beyond the lifetime of the project

Led by NUI Galway, the PANDEM-2 consortium consists of 19 partner organisations with expertise in technology, research, public health and pandemic management from across the EU. Our Advisory Board membership includes leading international health agencies the World Health Organisation (WHO), American Red Cross and European Centre for Disease Prevention and Control (ECDC).

PANDEM-2 builds upon key insights and lessons learned in previous EU-funded projects including the original PANDEM, beAWARE, CARISMAND, DARWIN, SAYSO and IN-PREP. PANDEM-2 will also be working in the same research space as other ongoing projects like STAMINA, MOOD, VEO, PATHOCERT and COSMIC and will keep up to date with their research activities to ensure that the EU's response to pandemics is strengthened.

Figure 3: PANDEM-2 Project Landing Website – PANDEM-2 Core Objectives

The user has the option of scrolling down through the landing page or by clicking the 'Project Objectives' tab to find the Core Objectives of PANDEM-2. Among the first activities undertaken by project partners was the development of an impactful one-pager explaining the PANDEM-2 Project, it's aims, projected outcomes and core objectives. This included input from all partners and has become the core of the agreed description of the project overall. This one-pager has been repurposed to provide visitors to the website with a more comprehensive overview of the project.

Figure 4: PANDEM-2 Project Landing Website – PANDEM-2 Newsletter Sign Up

On the landing page there is also an option to sign up to PANDEM-2's newsletter. This is a twostep signup which will allow visitors to the site to easily sign up to receive the newsletter. It also features information on how the sign up is GDPR compliant.
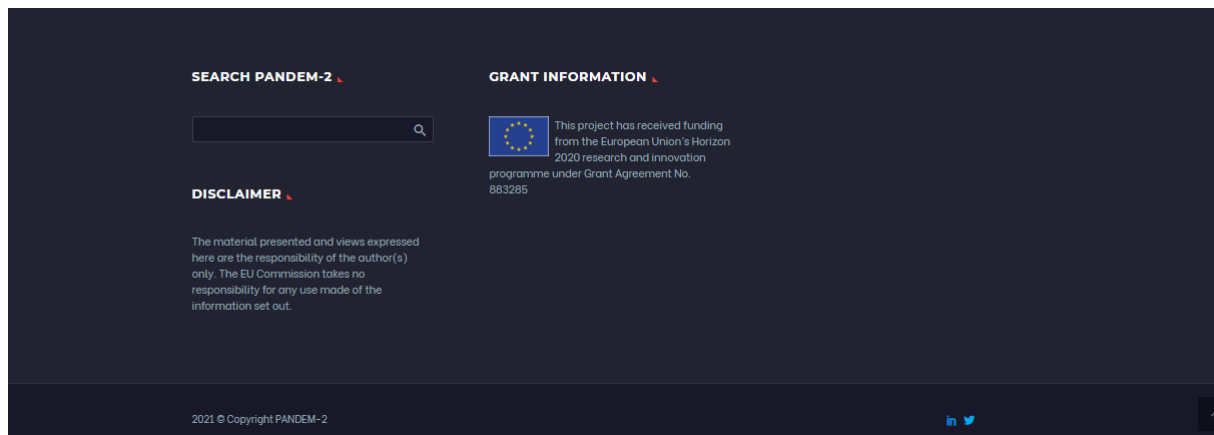

Figure 5: PANDEM-2 Project Landing Website – PANDEM-2 Disclaimer

At the end of the website's landing page there is an acknowledgement and recognition of PANDEM-2's status as a H2020 project, funded by the European Union is also included, as is required by the Grant Agreement no. 883285. There is also a disclaimer stating that the 'material presented, and views expressed here are the responsibility of the author(s) only.' These are visible at the bottom of every page on the PANDEM-2 website.

4.2 Project Partners

Figure 6: PANDEM-2 Project Partners https://pandem-2.eu/partners/

It is important that all partners are identified on the PANDEM-2 Website in order to take advantage of existing networks and to leverage new opportunities for communication and dissemination. With this in mind, each PANDEM-2 partner has provided a brief description of their company, their social media profiles, as well as their role in the PANDEM-2 Project. These have been placed on an interactive map which highlights the spread of the PANDEM-2 partners throughout Europe. This will help website visitors to understand the actors involved in PANDEM-2 and allows the project to showcase the expertise evident among its consortium members.

Figure 7: PANDEM-2 Advisory Board

Alongside the Project Partner's section, the website also includes an area dedicated to the project's Advisory Board which includes the World Health Organisation (WHO), the European Centre for Disease Prevention and Control (ECDC), and the American Red Cross.

Figure 8: PANDEM-2 Similar Projects

Links with other relevant research projects are extremely important with a project of this nature. The project will mobilise joint activities and manage synergies with relevant research projects. For this reason, the website includes links to several other projects which are in the same workspace as PANDEM-2.
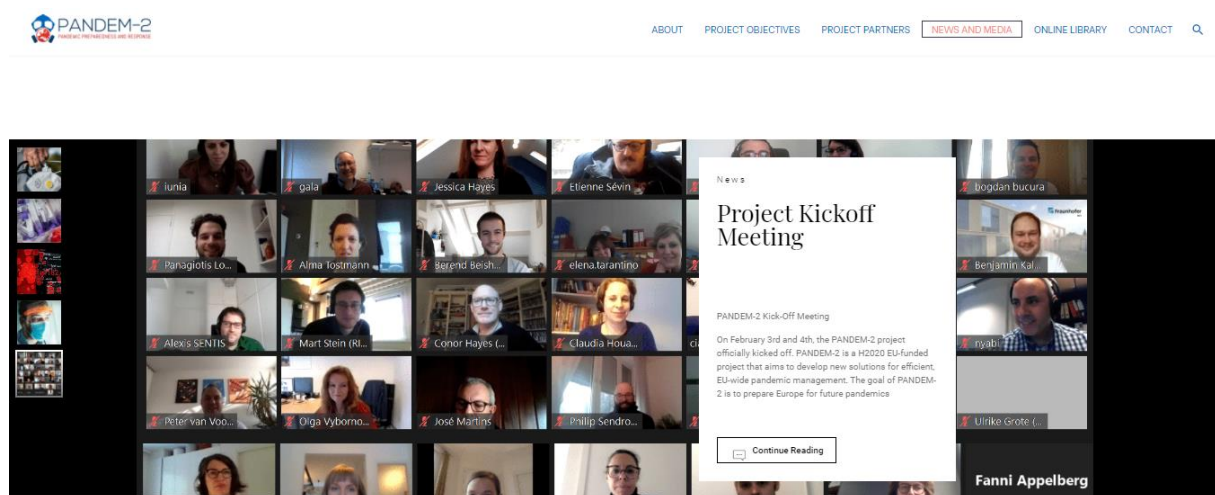
4.3   News & Media

Figure 9: PANDEM-2 News and Media https://pandem-2.eu/news-and-media/

As outlined in the DOA, an aim of WP7 is to develop PANDEM-2 as a powerful EU-wide brand that is synonymous with effective management of pandemics focusing on strengthening preparedness activities to optimise response. The News and Media section of the website showcases the interest and engagement with actors involved in pandemic management. The News and Media section also provides details of the project news items, press releases, conferences, and project meetings. As this project is of a highly topical nature, we wanted the Kick-off meeting to be publicised as widely as possible. These news items are the first that have been published on the website.

The Blog section is a platform in which partners can showcase their expertise in terms of their work within PANDEM-2. This section will be updated in the coming weeks.

Figure 10: PANDEM-2 Newsletters, Blog and Events

The PANDEM-2 project will issue a quarterly newsletter. The newsletter will feature a range of items and will be sent to those who have signed up to receive the newsletter. Each newsletter will be posted on the PANDEM-2 site in the Media section. A signup section is available on the landing page, as mentioned above.

An event section also features under News and Media. This will be a hosting area for information on events both attended and hosted by the PANDEM-2 consortium.

4.4   Online Library

The Online Library will act as a repository for Deliverables from the PANDEM and PANDEM-2 projects, research published by members of the consortium and research that may be of interest to users visiting the PANDEM-2 site.
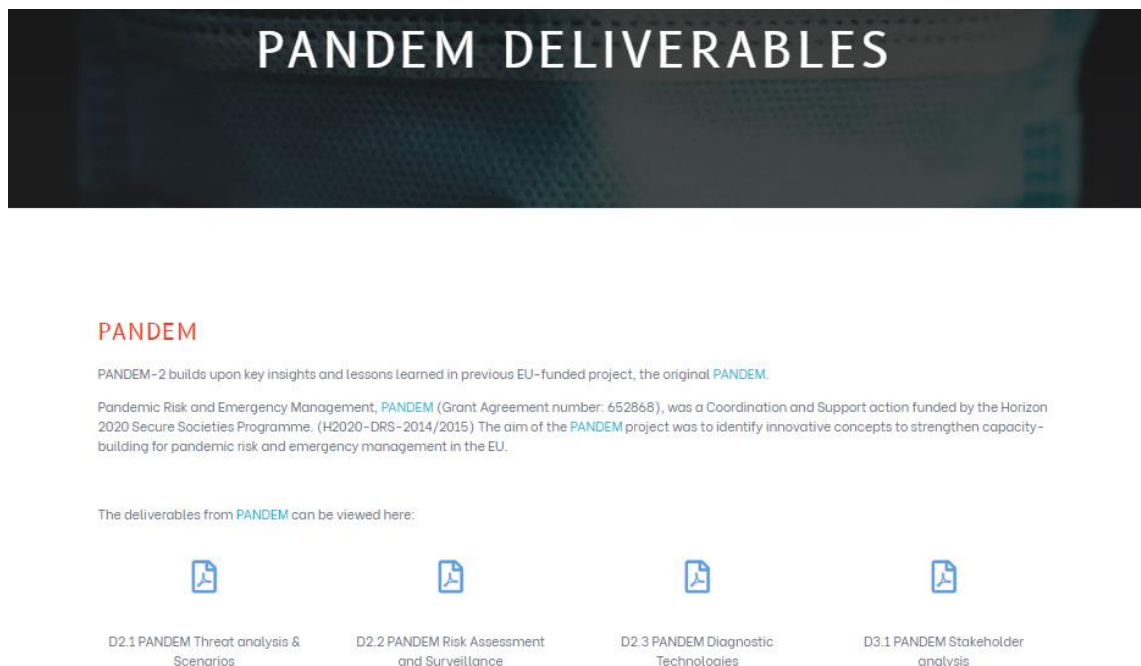

Figure 11: PANDEM-2 Online Library

4.4.1 Deliverables

Figure 12: PANDEM-2 PANDEM Deliverables https://pandem-2.eu/deliverables/

PANDEM-2 builds upon key insights developed in the original PANDEM project. For this reason, the coordinator felt it was imperative to include the deliverables from PANDEM to showcase the outputs to any visitors that may be interested. They are uploaded as PDFs and are easily accessible under the DELIVERABLES tab. The deliverables from PANDEM-2 will also be uploaded here.

4.5 Social Media

'Linking your social media accounts to your responsive website increases the chances of meeting like-minded professionals who can help you grow. These are the people who are willing to share their experience with you on social media platforms and therefore help you in a positive way towards achieving some of your goals.' (AccessbyDesign, 2020)

The social media profiles for PANDEM-2 were set up in time for the kick-off meeting in February 2021. PANDEM-2 has both a Twitter (https://twitter.com/PANDEM2H2020) and a LinkedIn profile (https://www.linkedin.com/company/pandem-2/). The links to these profiles are embedded in the footer of each page on the website.

Figure 13: PANDEM-2 Social Media Links

The Twitter feed of PANDEM-2 is also featured on the landing page of the website, showcasing the most recent content posted on the project's Twitter feed.
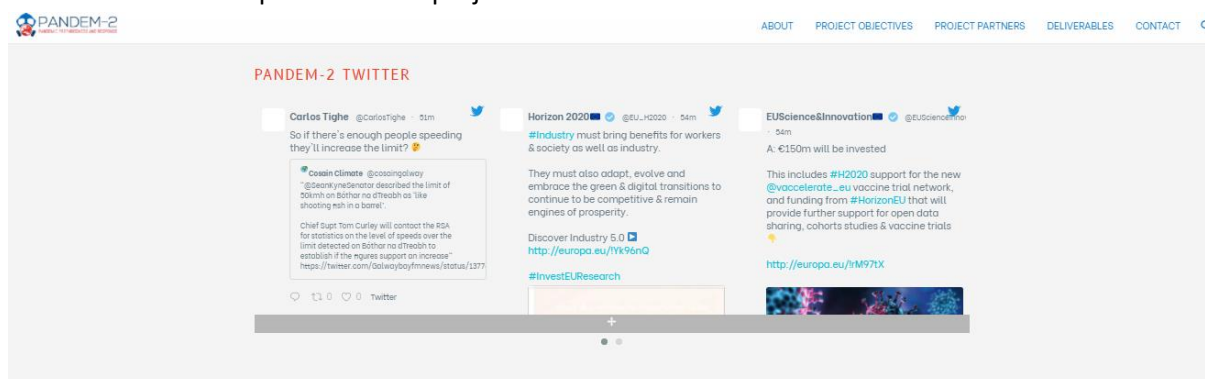

Figure 14: PANDEM-2 Landing Page Twitter

4.6   Contact

The PANDEM-2 Website also features a contact page to allow ease of communication between external stakeholders and interested parties and the PANDEM-2 Project. Currently, this section features the name of the Project Coordinator, the name and contact details of the Project Manager and the name and contact details of the WP7 Communication and Dissemination Manager, for media purposes. There is also a built-in submission form which allows visitors to send a message to PANDEM-2. This is also managed by WP7.

5   Impact & Conclusion

In this report, we have presented the initial website which was launched in M1 of the project. This will be a key communication channel targeting our main stakeholders. The website will be regularly updated during the project with engaging and informative content from all project partners, across all work packages.

D7.1 PANDEM-2 *Project Website* is developed in line with the PANDEM-2 *Brand, Dissemination and Communications Strategy and Operational Plan* (D7.2) which will be submitted in M4 of the project.

The goal of the website is to serve as a repository for all PANDEM-2 related activities, research, and outputs and to engage key stakeholder groups and members of the public.

As the project is at an early stage, much of the information contained within the current iteration of the PANDEM-2 website is expressive and dynamic, as it plans for activities and innovations that will take place over the course of the project.

The PANDEM-2 website will be continually updated in a way that best engages visitors and raises awareness of the outputs that will be developed as part of the PANDEM-2 Project.

6   References

- Designing data. Seeing the value in visualisation. (2020) Accessed March 2021
  https://scarlettabbott.co.uk/topic/data-visualisation-internal-communications

- Reasons You Need Your Social Media and Your Website to Get Along (2020) Accessed March 2021
  https://accessbydesign.uk/5-reasons-you-need-your-social-media-and-your-website-to-get-along/