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EU PAL-COPD

Project No. 101136621

Evaluation of the ICLEAR-EU intervention to integrate palliative care in the treatment of people with advanced COPD and their family caregivers: An international stepped wedge cluster RCT in six European countries

Deliverable 9.1

Website

WP 9 – Stakeholder engagement, communication, dissemination and exploitation

Version 1.0

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Contents

Revision history 2
Partner short names 4
Abbreviations 4
Executive summary 5
1 Introduction 6
2 Roles and responsibilities 7
3 Strategy 7
3.1 Objectives 8
3.2 Target audiences and key messages 8
3.3 Social media channels 9
4 Visual identity 10
5 Website 11
5.1 Technical implementation 11
5.2 Responsiveness and accessibility 11
5.3 Structure 12
5.3.1 Landing page 13
5.3.2 Project page 15
5.3.3 Clinical Study page 16
5.3.4 Partners page 16
5.3.5 News & Events page 18
5.3.6 Media Corner page 18
5.3.7 Contact Us page 18
6 Outreach and evaluation 18
7 Outlook 19

Partner short names

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Abbreviations

Abbreviation	Term
COPD	Chronic Obstructive Pulmonary Disease
D	Deliverable
DoA	Description of Action
FAQ	Frequently Asked Questions
EC	European Commission
EU	European Union
GA	Grant Agreement
M	Month
SEDCE	Stakeholder Engagement, Communication, Dissemination and Exploitation plan
SEO	Search Engine Optimisation
WP	Work Package

Executive summary

Background

The deliverable D9.1 is a part of work package 9, Task 9.3 Communication. This deliverable presents the EU PAL-COPD project website, describing its main objectives and structure, its technical implementation, and the strategy for maintaining the website throughout the project's duration and following its completion.

Objectives

The EU PAL-COPD website serves as a crucial tool for communicating, informing, and raising awareness about the project's efforts and progress. It provides up-to-date, consistent, and comprehensive information to a diverse range of audiences.

Implementation

This deliverable outlines the strategies for optimising the website's reach to a diverse group of stakeholders and how it is designed in order to facilitate easy maintenance while providing an appealing experience to its users. The website, www.eupal-copd.eu, was launched in January 2024, with the project's start. It was built using WordPress and Elementor to ensure easy maintenance and a user-friendly platform. In addition, EU PAL-COPD's social media platforms will assist in disseminating information to the target audiences.

Outcomes

This deliverable outlines the initial implementation of the EU PAL-COPD website and aims to provide comprehensive details on its strategy, including objectives and target audiences. It also highlights the different sub-pages and elements of the website. The website serves as the main source of information for all stakeholders involved in the project. Along with the project's social media platforms and visual branding, it builds a foundation for the consistent outreach and visibility of the project. To ensure the delivery of relevant information, the website and its content will be regularly updated.

Impact

The EU PAL-COPD website is expected to have a significant impact on the project by increasing stakeholder activation and involvement, expanding the dissemination of results, and increasing awareness about the necessity of a new ICLEAR-EU intervention for advanced COPD patients. The website is a crucial platform for showcasing the project's research and accomplishments. This will also provide an opportunity for interested stakeholders to engage with the project consortium and vice versa.

Next steps

The next steps include the creation of other relevant and informative pages, sub-pages, and sections on the website that will fit the project's needs throughout its duration. In the upcoming Deliverable 9.2 – Stakeholder Engagement, Communication, Dissemination and Exploitation (SECDE) plan, the metrics to evaluate the performance of the website will be defined to further assess the overall impact.

1 Introduction

EU PAL-COPD, a five-year research project funded by Horizon Europe, aims to advance the integration of palliative care in the treatment routine of people with advanced Chronic Obstructive Pulmonary Disease (COPD) in different healthcare systems in Europe.

The project is dedicated to enhancing palliative and end-of-life care for those living with advanced COPD. Through the implementation of a highly innovative non-pharmacological service model called ICLEAR-EU in different healthcare systems in Europe, the goal is to improve not only medical care and physical well-being but also prioritise a patient-centred and family-centred approach with advance care planning and shared decision-making. In order to successfully implement this palliative care service model into respiratory medicine, the project's consortium will conduct a clinical trial in 18 hospitals across six European countries. This is the first large-scale international trial systematically integrating palliative care into respiratory care. The ambition of EU PAL-COPD is to improve end-of-life care and the well-being of life for millions of COPD patients and their families.

The EU PAL-COPD website (www.eupal-copd.eu) was launched on January 15th, 2024, at the start of the project (M1). It serves as the main source of information on the objectives, progress, and results of the project for all interested stakeholders. Its purpose extends beyond just increasing awareness about the EU PAL-COPD project and the issues it tackles, serving as a central platform for sharing project outcomes with a diverse audience beyond the scientific community. It will be updated throughout the project and maintained for four years after project completion.

Figure 1. The Home page of the EU PAL-COPD website

2 Roles and responsibilities

The creation and maintenance of the EU PAL-COPD project website is part of the Work Package (WP9): Stakeholder engagement, communication, dissemination and exploitation, Task 9.3: Communication. The task is led and overseen by accelCH and EU PAL-COPD partners.

The EU PAL-COPD partner and WP9 lead accelCH is an expert in the management, communication and dissemination of EU-funded projects and was responsible for creating and hosting the project website on their secure server. accelCH is also the first point of contact for technical maintenance of the website. The content of the EU PAL-COPD website is a collaborative effort between accelCH and VUB, the project coordinator. Maintaining and updating the EU PAL-COPD website is a joint responsibility of all partners, who regularly provide content for relevant updates and contribute their input and feedback throughout the project. For an overview of roles and responsibilities, refer to Table 1 below:

Table 1. The roles and responsibilities of the EU PAL-COPD website activities

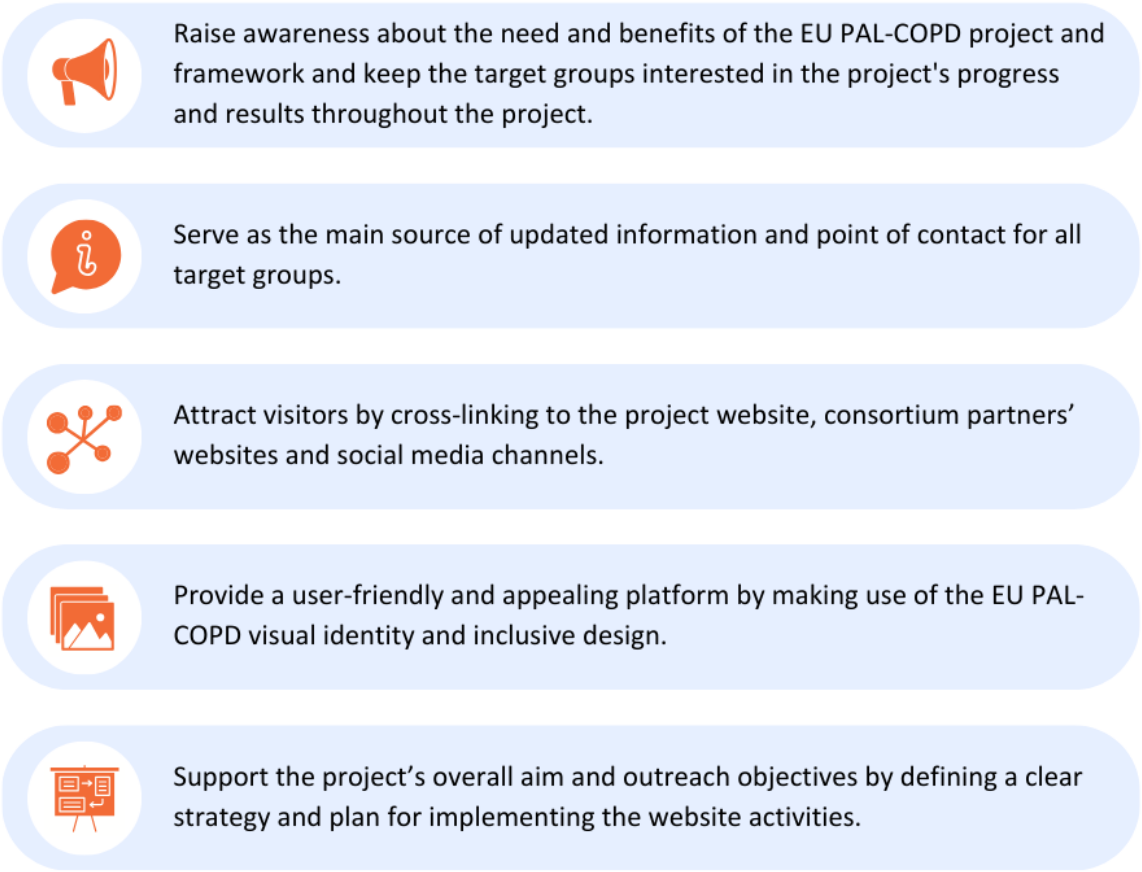
Hosting and technical maintenance	accelCH is responsible for the domain hosting, technical implementation and maintenance of www.eupal-copd.eu.
Structure	The structure of the website was drafted by accelCH in collaboration with project coordinator VUB. All partners are encouraged to provide their input on structural changes.
Design	The design of the website is based on the visual identity of the project (section 4), which has been selected by VUB and developed by accelCH.
Content	The content of the website is based on the EU PAL-COPD Description of Action (DoA). The website text has been re-written in laymen-friendly language by accelCH and reviewed and edited by VUB. All partners are to continuously provide new input for the website.

3 Strategy

The EU PAL-COPD website strategy serves as a comprehensive action plan that aims to maximise the project's impact by using the website as a main source of information related to EU PAL-COPD. This strategy encompasses the project's target audiences, key messages, objectives, approach, and key performance indicators (KPIs) to effectively engage all target stakeholders.

3.1 Objectives

The defined objectives of the EU PAL-COPD website activities are the following:



The main pillars of the digital strategy for the website will include:

- The use of **Search Engine Optimization (SEO)** and quality content improves the visibility of the website in the organic results (Content Marketing). This will help drive more traffic to the website, increase the number of visitors, and establish EU PAL-COPD as a trusted brand.
- Stakeholders' engagement and **creation of a community**.
- **Social networks**: the cross-link between the website and social media channels is key, as this approach will allow them to mutually increase their reach and accessibility. EU PAL-COPD's social media channels will contribute to community building around the project, open the opportunity for two-way exchange with all project stakeholders and regularly share calls to action.

3.2 Target audiences and key messages

Identifying EU PAL-COPD's stakeholders is essential to define clear strategies to reach each target group. It is important to understand what and how to communicate towards them and ensure that the messages are produced and distributed in an effective manner. Accordingly, the EU PAL-COPD project has identified several key stakeholder groups, as outlined in the project's DoA (Figure 2), including patients, healthcare professionals, society, academia, policymakers, and industry representatives. It is important to note that the project follows a patient-centred approach and that the consortium will

ensure patient engagement and involvement throughout all project activities. By placing a strong emphasis on engaging and amplifying the voices of patients as a key stakeholder group, the EU PAL-COPD project aims to have a positive impact on patient care and outcomes in the field of respiratory and palliative care.

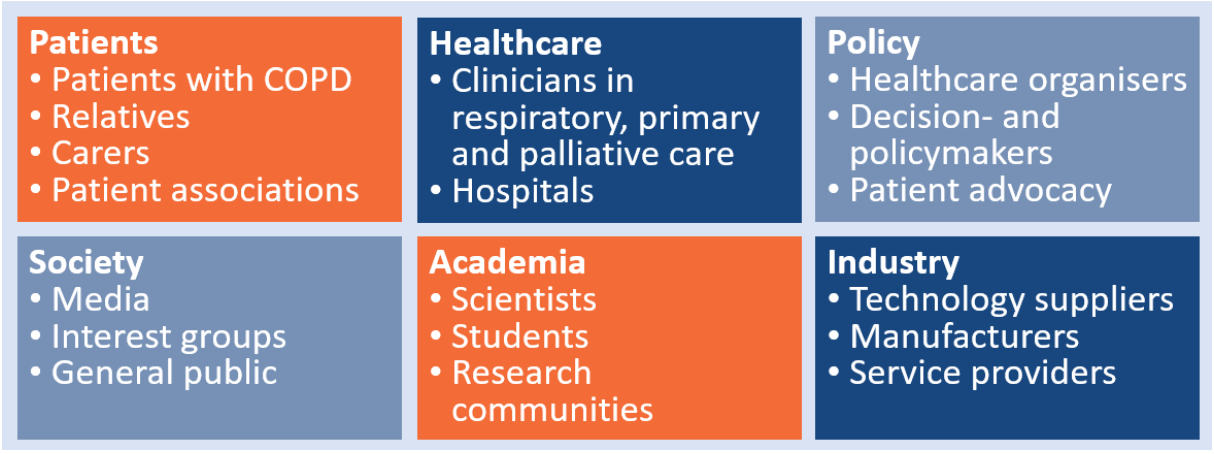


Figure 2. The EU PAL-COPD stakeholder groups

3.3 Social media channels

EU PAL-COPD social media channels play a vital role in the project's digital presence. Two social media accounts were set up at the beginning of the project: LinkedIn and YouTube (@eupal-copd). LinkedIn is a business-oriented social networking site that can be used for networking between individuals and groups. The EU PAL-COPD LinkedIn page will be used to post the latest news on the project to reach out to the scientific community, healthcare providers, and industry. The YouTube profile has been created to publish project-related video content such as explainer videos, partners' interviews, and cluster promotion videos.

Social media platforms serve as a crucial element in a successful digital strategy, acting as the second pillar alongside a website. Their use is essential for drawing in visitors and increasing online visibility for the project's public outputs. Along with informing the audience of new updates, these channels also play an integral role in building a community around the project. They offer a space for engaging with stakeholders and allowing for their contributions to project posts, creating discussions among partners and stakeholders, and getting to know the audience. Furthermore, social media facilitates connections with European institutions, professionals, local authorities, policymakers, and scientific/technical communities, making them a valuable tool for informing and establishing relationships with these key groups. Additionally, they provide a platform for reaching out to a wider public audience and the media who may have an interest in the project. The main objectives of the EU PAL-COPD social media channels are presented in Figure 3.

Figure 3. The main objectives of the EU PAL-COPD social media channels

Figure 4. The EU PAL-COPD social media channels

4 Visual identity

A visual identity is a cohesive and distinct visual representation of a project, encompassing its logo, colour palette, typography, and design elements. For a research project, visual identity is essential to foster recognition and visibility and establish a memorable and consistent image across various communication channels, ensuring a strong and unified presence in the academic and public spheres.

EU PAL-COPD's visual identity has been created to achieve a recognisable design for the project across its communication channels. It was defined based on the project logo and fed into the design of the website. accelCH has provided partners with a document titled "Design guidelines", available on accelCLOUD, which provides detailed instructions on the use of the project logo, colours, typography, design elements and funding acknowledgement.

EU PAL-COPD logo

Corporate colours

CMYK C85 M45 Y0 K50
RGB R19 G71 B128
HEX #134780

CMYK C0 M56 Y78 K05
RGB R242 G107 B54
HEX #F26B36

CMYK C0 M9 Y16 K0
RGB R225 G231 B213
HEX #FFE7D5

The following visual elements are part of the EU PAL-COPD's visual identity and can be used in the created project-related designs.

CMYK C10 M6 Y0 K50
RGB R230 G239 B255
HEX #E6EFFF

CMYK C29 M22 Y0 K40
RGB R230 G239 B255
HEX 6C7698F

CMYK C0 M65 Y53 K11
RGB R226 G80 B106
HEX #E2506A

EU PAL-COPD typography

The font “Calibri” is used for all EU PAL-COPD communication material. For headings (on a white background), corporate colours 1 (as listed above) are used. For body text, black is the default colour.

5 Website

The EU PAL-COPD project website was launched in January 2024, with the project's start, and is available at www.eupal-copd.eu. This chapter presents the technical implementation of the EU PAL-COPD website, web responsiveness and accessibility, as well as its separate webpages.

The EU PAL-COPD website serves to provide relevant, accessible and up-to-date information about the project for all interested stakeholders. Attracting (new) visitors and providing a user-friendly platform is crucial for achieving our aim to maximise the performance and further impact of the website.

5.1 Technical implementation

The EU PAL-COPD website was set up and is currently managed by accelCH, securely hosted on their webserver. The website is hosted in WordPress, as it is the most popular Content Management System, which has many available plugins and offers high security. The site was configured using the WordPress "Elementor" plugin. The tool incorporates an intuitive visual builder, allowing the creation of professional and precise websites. Additionally, it provides adaptable and professional layouts, along with various supplementary plugins, to incorporate interactive features and tailor the website to the project's requirements. It also includes responsive designs, ensuring that the website adjusts seamlessly to different screen sizes.

On the "News & Events" page, the news posts are arranged in reverse chronological order, ensuring that the most recent news is prominently displayed at the top of the page. As more posts are added over time, specific tags such as publication month or topic will be added to each post.

5.2 Responsiveness and accessibility

Responsive web design is an approach to designing and building websites that ensures optimal viewing and interaction across a variety of devices and screen sizes. The key principle of responsive design is to create a flexible layout and adapt the website's elements proportionally, allowing it to seamlessly adjust to different screen resolutions, from desktop monitors to tablets and smartphones. This adaptability is crucial in today's diverse digital landscape, where users access websites using a wide array of devices.

The "Hello Elementor" theme is used to configure all EU PAL-COPD's webpages, as this theme is built to be mobile-responsive and cross-browser compatible, allowing users to focus on the front-end details, including image size, file formats, readability, and the layout of the content.

Accessibility refers to the design and development of websites that can be used and accessed by all individuals, regardless of their physical or cognitive abilities. Accessibility is important because it promotes inclusivity and equal access to information, as well as improves the overall user experience of a website. By ensuring that the EU PAL-COPD website is accessible, individuals with disabilities, including those with vision, hearing, or motor impairments, can fully engage with the content on the website. On the EU PAL-COPD website, accessibility has been implemented in various ways. The website uses a responsive design, allowing it to be easily accessed and navigated on different devices, including desktops, laptops, and mobile phones. The font size and colour contrast have been carefully selected to ensure readability for individuals with visual impairments. Alt tags have been used for all images, providing alternative text for screen readers to accurately describe the images. accelCH will continuously monitor the functionality of the EU PAL-COPD website to ensure that it remains a well-working resource with inclusive design on all platforms and devices.

Figure 5. The responsive design of the EU PAL-COPD website

5.3 Structure

The structure of the EU PAL-COPD website is designed to give a comprehensive overview of the project and its objectives. The landing page introduces the project and its aims, while the individual pages under the Project menu offer in-depth information on the project's goals, objectives, proposed solution, implementation plan, and expected outcomes. On the Clinical Study page, visitors can learn about the upcoming clinical trial that will be conducted as part of the project. The Partners page showcases the project's network and their specific contributions and expertise. The News & Events page keeps visitors updated on the project's progress and accomplishments, as well as any events related to the project. The Outreach page serves as a central hub for project-related resources and will be used to share results once they become available. Finally, the Contact Us page provides a means for interested stakeholders to get in touch with the project's consortium.

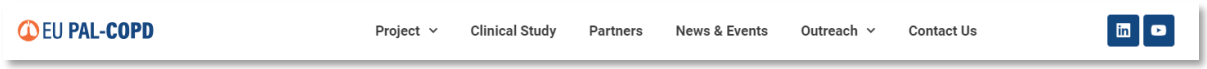


Figure 6. The EU PAL-COPD website navigation menu as part of the header

The footer on the EU PAL-COPD website (Figure 6) contains the EU funding acknowledgement and disclaimer statement, as defined in the project's Grant Agreement. The footer also provides links to the privacy policy and cookie policy pages, which outline how the website collects, uses, and protects personal data. It also explains users' rights with respect to personal data and how to exercise them. In addition, the social media icons cross-link the website to the project's social media channels.

Figure 7. The EU PAL-COPD website footer

The chapters below will provide a brief overview of each page, including screenshots of specific sections and functionalities. For the full website experience, please visit www.eupal-copd.eu.

5.3.1 Landing page

The landing page is the first page visitors see when accessing www.eupal-copd.eu through their web browsers (e.g., Google Chrome) or search engines (e.g., Google) and serves as a landing page of the website. The main purpose of the landing page is to attract visitors (including potential stakeholders), provide information about the project in a concise manner, and enable visitors to access the different pages and sub-pages easily. The landing page also includes a banner with logos of all EU PAL-COPD partners, supporting their central role in the EU PAL-COPD project and ensuring visibility. At the bottom of the page is the news section that displays recent news posts. The section containing brief descriptions of the project's mission, solution and implementation is linked to the respective web sub-pages under the Project page.

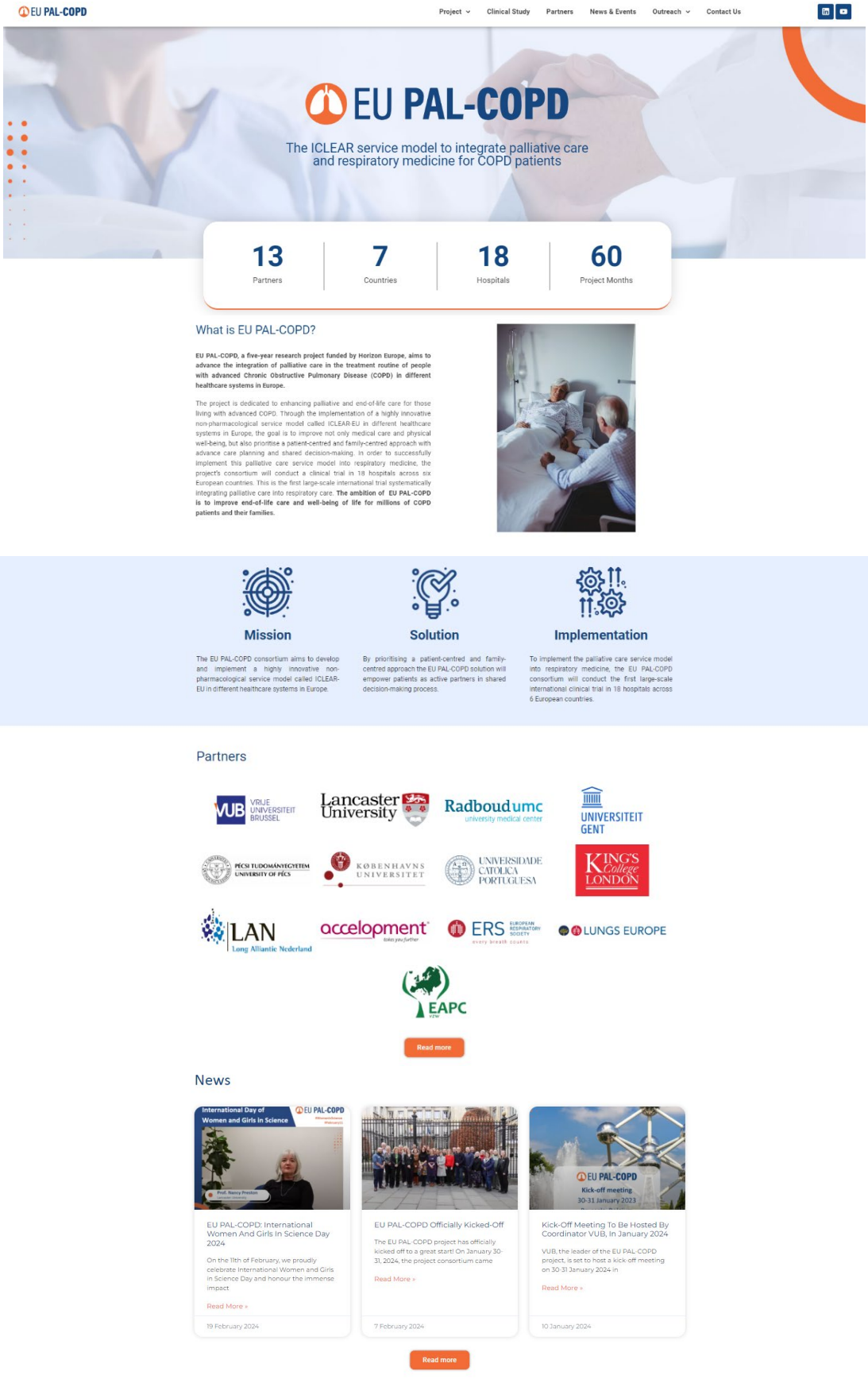


Figure 8. The EU PAL-COPD landing page

5.3.2 Project page

The project page contains three sub-pages that can be accessed from the landing page by interacting with the sections "Mission", "Solution", and "Implementation". These sub-pages are the key source of information related to the scope of the EU PAL-COPD project.

5.3.2.1 Mission page

The Mission page starts by acknowledging the challenges faced by those with advanced COPD in accessing adequate care, including the difficulties in receiving palliative and end-of-life care. This is followed by a detailed description of the EU PAL-COPD project, which seeks to address these issues by integrating palliative and end-of-life care into the standard care path for advanced COPD patients in Europe.

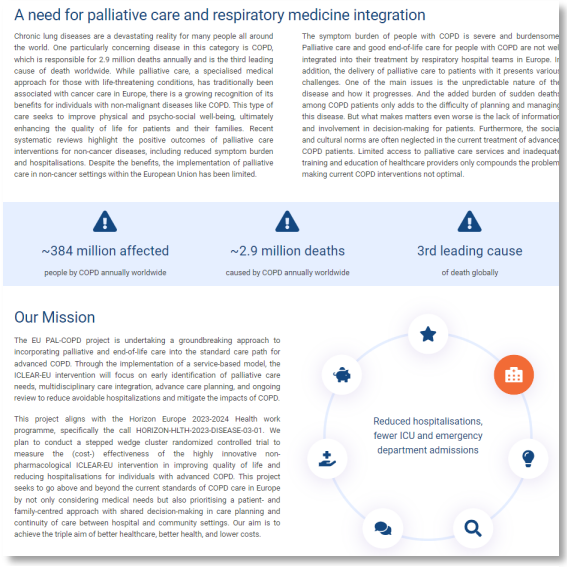


Figure 9. The Mission page of the EU PAL-COPD website

5.3.2.2 Solution page

The Solution page provides an overview of the main project output – the ICLEAR intervention, a novel, staged, multi-faceted approach to care for those with advanced COPD to identify and respond to their end-of-life care needs. The information presented is complemented by visuals that effectively outline the different components of the ICLEAR service model.

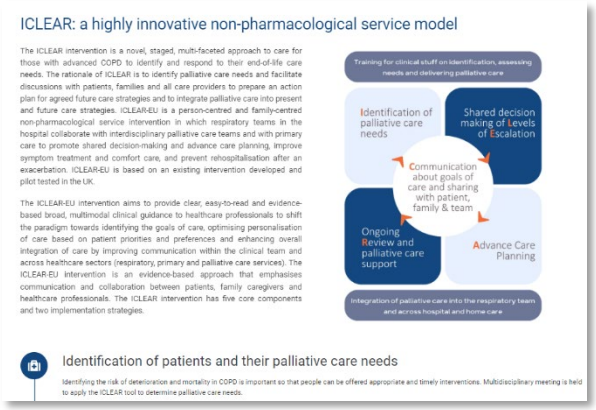


Figure 10. The Solution page of the EU PAL-COPD website

5.3.2.3 Implementation page

The Implementation Page contains information regarding the work packages of the project, outlining the organisational structure and the entire workflow process. This page also includes information on the project leads responsible for each work package. A visual representation of the work packages is presented in Figure 11.

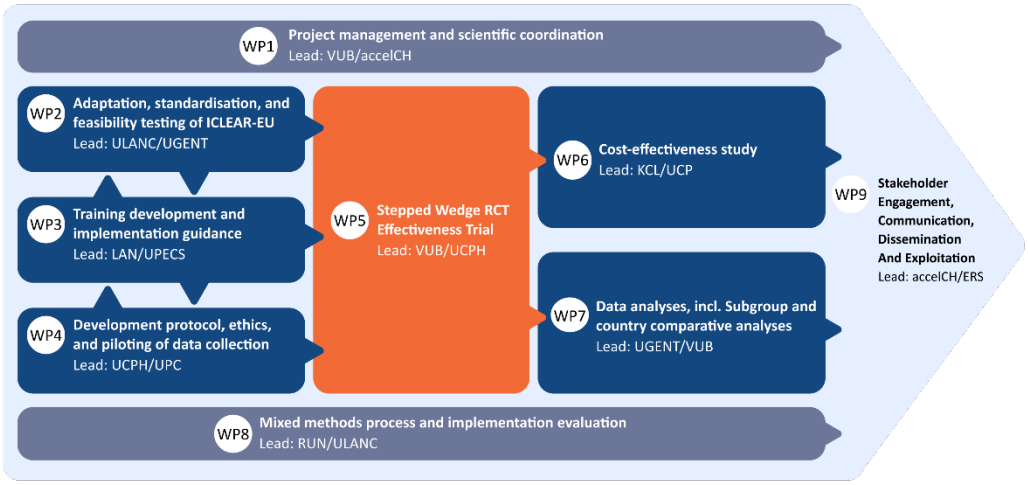


Figure 11. The EU PAL-COPD Work Packages visual

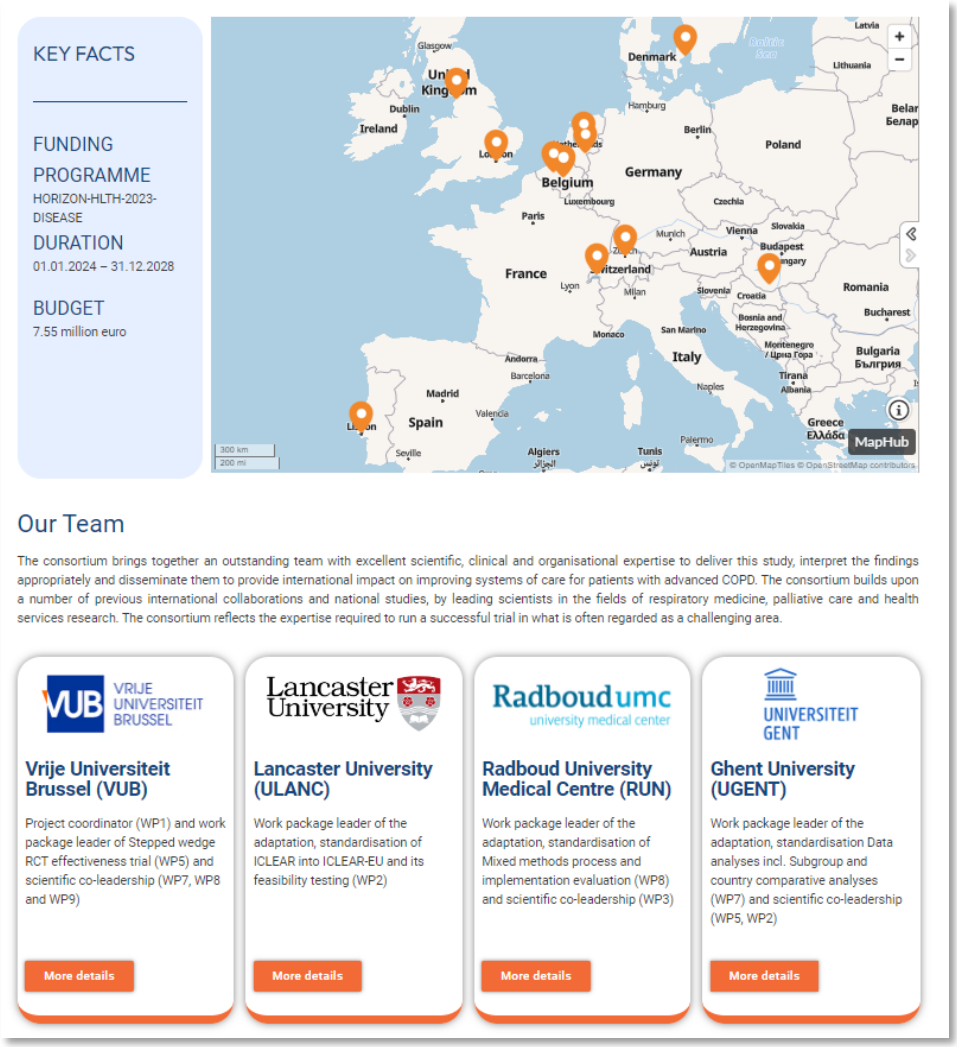
5.3.3 Clinical Study page

The Clinical Study page offers a detailed overview of the methodology that will be employed in the project's clinical study. It outlines the study's design, participants, measurements, and anticipated outcomes. Additionally, the page features an initial FAQ section that addresses common questions related to the study. This section will be expanded in the future to better cater to the needs and inquiries of patient stakeholders. Ultimately, the page serves as a valuable resource for those interested in participating in the study, providing accurate and comprehensive information to patient groups and other stakeholders.

Figure 12. The Clinical Study page of the EU PAL-COPD website

5.3.4 Partners page

The Partners page features a list of all consortium partners, highlighting their roles and responsibilities within the project. Each partner's information is represented in an infobox, which includes their institution's log and a "More details" button that links to a separate webpage containing a detailed profile of the specific partner. This profile page provides information about the institution and further details about their involvement in the project, accompanied by photos of the individual partners. Additionally, an interactive map created using the "MapHub" tool is included on the main partners page, allowing viewers to easily locate the countries of all participating institutions.



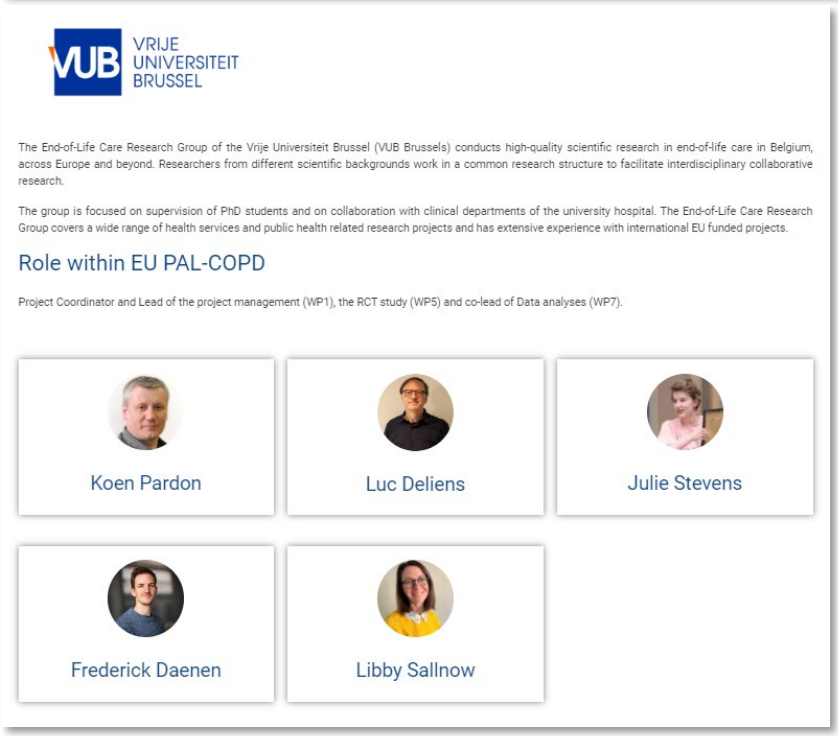


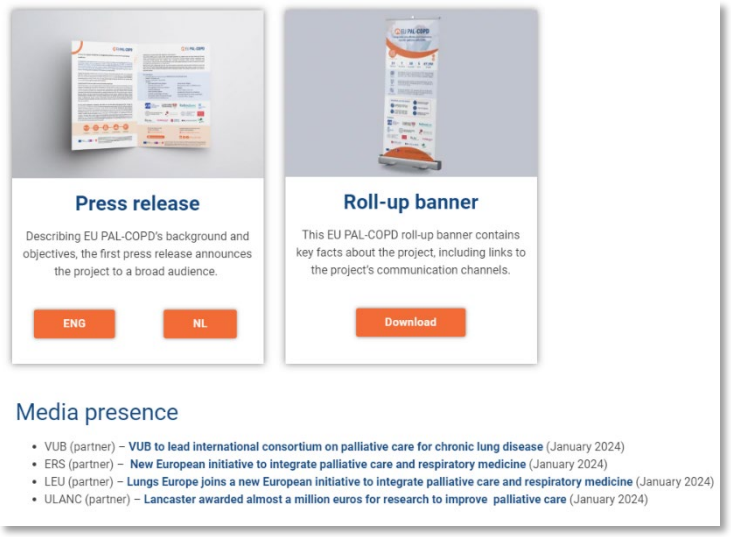
Figure 13. The Partners page (top) and the VUB profile (bottom) as an example of individual partners' profiles

5.3.5 News & Events page

The News & Events page contains news posts and keeps visitors updated on the project's progress and accomplishments. Additionally, a designated sub-page will be created to highlight all significant project-related events, both past and upcoming.

5.3.6 Media Corner page

The Media Corner page consists of two sub-pages - Media Corner and Deliverables. The Media Corner page serves as the main source of the project communication materials available for viewing and downloading from the website for interested target groups and project consortium to share with their network. accelCH will develop various print materials, such as infographics, flyers, factsheets, etc. to be added on this sub-page. The first official press release of the project is already available on this page as well as the roll-up banner. To ensure transparency and open access, the public deliverables will be made available on the Deliverables page once approved. Another page to showcase project-related publications is envisioned as soon as these are published.



5.3.7 Contact Us page

The Contact Us page incorporates a contact form, enabling interested target groups to ask questions, propose ideas, and share their thoughts. This will provide an accessible, public platform where stakeholders can engage with the consortium. The project consortium has already started receiving the first inquiries through the contact form, which proves the necessity of such a section on the website to facilitate stakeholder engagement. All messages received via the contact form are moderated on the same secure WordPress platform by accelCH with the assistance from VUB for specific content for individual replies. The auto-reply is set up for the contact form, informing the contracting parties about the approximate timeline for receiving a reply from the project consortium. The contact form is also protected by the CAPTCHA tool, a type of challenge – response test used to deter bot attacks and spam.

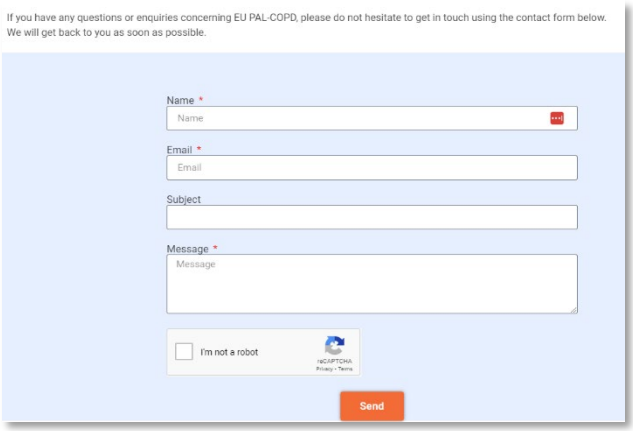


Figure 14. The contact form on the Contact Us page of the EU PAL-COPD website

6 Outreach and evaluation

The performance of the EU PAL-COPD website and its overall impact will be monitored and assessed by accelCH using Google Analytics, which offers the possibility to track website traffic (e.g., page views, unique visitors, duration of stay, content downloads) and detect immediate performance of dissemination activities that lead to more page views, for example when a partner presents its results at a conference, we expect to see an increase of new visitors. The outreach will then be evaluated to see if targets have been reached and, if necessary, to identify new outreach measures. Key Performance Indicators (KPIs), targets and detailed means of monitoring will be defined in Deliverable

D9.2 – Stakeholder Engagement, Communication, Dissemination and Exploitation (SECDE) plan. The outreach will be evaluated based on the quarterly reports to see if targets have been reached and, if necessary, to identify new outreach measures.

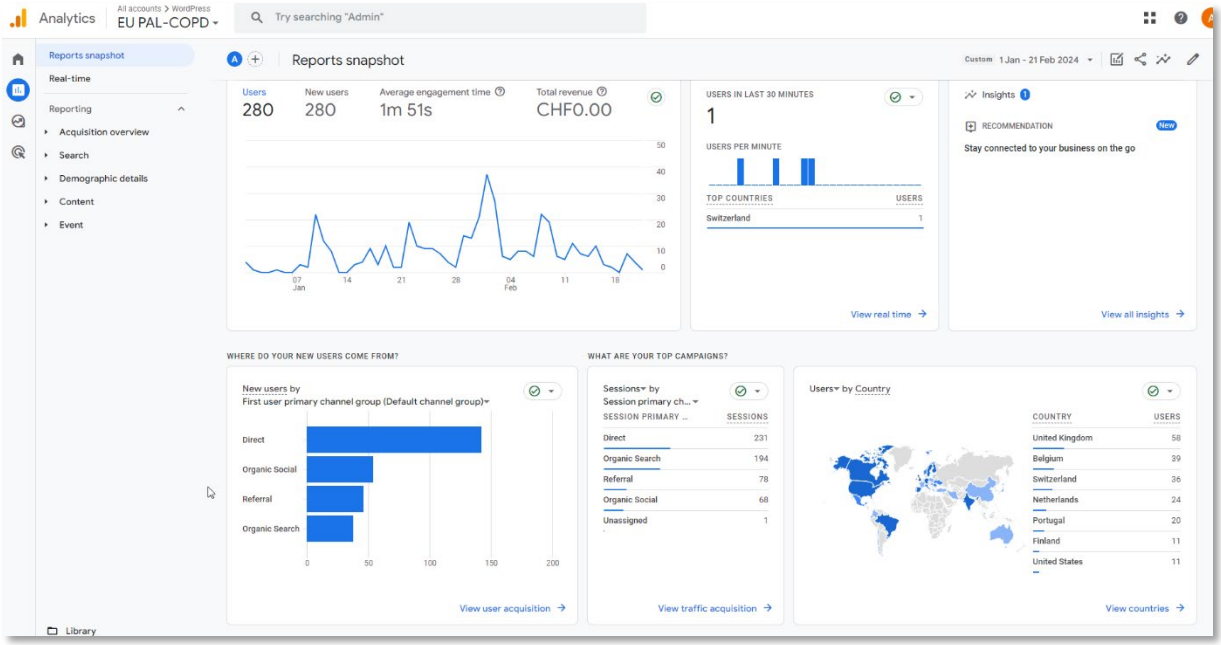


Figure 15. The Google Analytics dashboards set up for the EU PAL-COPD website

7 Outlook

The EU PAL-COPD website is an important tool for the overall outreach and impact of the project, thus, keeping the website content and functionalities up to date, as well as extending the resources available on it, will be one of the key tasks of WP9 with input from all EU PAL-COPD partners. As the project progresses, the website will be adapted, and dedicated pages will be added to showcase the latest results, address frequently asked questions, further share communication activities implemented by the partners and accommodate any new items that will be of relevance to share with the project's stakeholders. A number of future additions to the website have been preliminarily defined as follows:

- *FAQ* on the Clinical Study page*:* Keeping all EU PAL-COPD stakeholders engaged and informed is crucial to the success of the project. For this reason, we will continue developing a dedicated FAQ section on the website, covering the most important questions on the EU PAL-COPD clinical study.
- *Events* page: listing all past and upcoming project-related events to provide interested stakeholders with an overview and opportunity to participate in such events organised by the project consortium.
- *Output:* A new top navigation menu page will be set up to focus on the research results of the project and their dissemination. It is envisioned that this will include the Deliverables and Publication pages to ensure visibility of the project outcomes as well as open access and transparency.
- *News & Events and Media Corners* pages will be regularly updated with new content and materials.

The upcoming deliverable of WP9, D9.2 Stakeholder Engagement, Communication, Dissemination and Exploitation (SECDE) plan will present a thorough plan and roadmap for all upcoming EU PAL-COPD communication and dissemination activities, including their evaluation metrics, to effectively use these to maximise the impact and uptake of the EU PAL-COPD results.