



COMputationAl Imaging as training network for Smart biomedical dEVices

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Webpage

WP 6 – Network management

Authors	Andrea Farina (CNR); Mario Ceccarelli (accelCH)
Lead participant	CNR
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Partner short names

CNR	Consiglio Nazionale delle Ricerche
UEF	University of Eastern Finland
DATRIX	DATRIX Spa
IRCAD	Research Institute against Digestive Cancer
POLIMI	Politecnico di Milano
UJI	Universidad Jaume I
CWI	Centrum Wiskunde & Informatica
FYLA	FYLA Laser
UCL	University College London
INTUITIVE	Intuitive Surgical
VIALUX	Vialux GmbH
accelCH	accelopment Schweiz AG

Abbreviations

D	Deliverable
DC	Doctoral Candidate
DoA	Description of Action
EC	European Commission
EU	European Union
HEU	Horizon Europe
M	Month
MS	Milestone
WP	Work Package

Executive summary

This deliverable is part of the Work Package (WP) 6 “Network management”, and it presents the CONcISE project website, describing its main objectives, strategy for maintaining the website throughout the project lifespan, and its technical implementation, as well as it presents the current structure, and measure for outreach and evaluation.

Objectives: The project website is a powerful tool to communicate and inform about and raise awareness of the project's objectives and progress, enabling the CONcISE consortium to easily reach out to all its stakeholders. Tailored to the various stakeholders of CONcISE, the website provides up-to-date, consistent, and comprehensive information on the project.

Methodology and implementation: The CONcISE website was created using WordPress and the website builder plugin Elementor. As it is securely hosted on accelCH's web server, GDPR compliance is ensured. The website's appearance was customised according to CONcISE's visual identity as defined by accelCH.

Outcomes: This deliverable consists of the project website available online at www.concise-project.eu. The website serves as the main source of information for stakeholders on the objectives, progress, and results of the project. The information displayed on the website will be continuously updated and expanded to complement the given content with new findings and results.

Next steps: The next steps for the website include the usage of the ‘Vacancies’ page for recruitment purposes, regularly posting project-related news, as well as creating new areas on the website to announce relevant events, share outreach material and report on project results and outcomes as they become available. Furthermore, the website URL will be included in all communication, dissemination and exploitation of material relevant to the project.

1 Approach

1.1 Key facts

The CONcISE website aims to raise awareness of the project's endeavours and progress. It also functions as a central platform to disseminate project results to the scientific community and to communicate its outcomes to the Doctoral Candidates (DCs), the scientific community, the biomedical imaging industry, and the general public. Here are some key facts:

- The CONcISE website address is www.concise-project.eu
- The website was first launched on January 30th, 2022.
- accelCH created and currently maintains the website using WordPress.
- The project website is securely hosted on accelCH's web server.
- The website will be linked to the project's social media channels, Twitter and LinkedIn.

1.2 Objectives

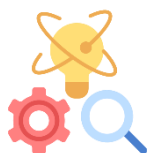
The overall objective of the project website and the related deliverable is to create a modern and user-friendly website by implementing current standards in web development. Specifically, the main aim of our project website is the following:

- Establish the project website as the main source of updated information and point of contact for all target audiences.
- Create a high level of user-friendliness and user experience on the website.
- Develop and follow a clean and appealing visual identity based on the existing project design and style guide.
- Implement an intuitive structure to navigate all users through the website.
- Integrate external functionalities, tools and channels to facilitate the communication of information and results.
- Encourage networking and two-way communication with external stakeholders through contact possibilities with the partners and the DCs within the CONcISE network.
- Support the project's overall Communication and Dissemination objectives by defining a clear strategy and plan for the implementation of the website.

The specific objectives are not only to provide a source of information but also to create a community, an interactive platform for information exchange with the various stakeholder groups. This will be achieved by including engaging audio-visual material that clearly and effectively communicates the project vision, endeavours, and results to a wide audience and by providing regular news and continuously updated content.

1.3 Strategy

The website functions as a focal point for all target groups of CONcISE. They can find information on the partners involved in the project and the respective DCs' supervisors, the technological and scientific details behind the development of the three novel systems addressing the current challenges of biomedical imaging devices, the DC training, the project's news and key achievements, as well as project-related events, and recruitment information. The main stakeholder groups are outlined in Figure 1.



Scientific Community

Researchers in the field of optical imaging, ranging from biological to medical imaging, from software to hardware development.



Industry

Companies developing medical devices for imaging, companies working in non-biomedical optical diagnostics (e.g. cultural heritage, fruit quality assessment), companies developing photonics devices



General public

End users (patients)
media

for cellular/biological multi-dimensional
imaging

Figure 1 Target groups as identified in the DoA

The website will be updated regularly throughout the CONcISE project to adapt the content to the needs of the stakeholders. The CONcISE website envisions three main phases for website development. Each of these phases has a clear strategy of what the key outcome and impact should be. Based on this strategy, the website's structure and content will be adapted.

- Phase 1 – To attract potential DCs.
- Phase 2 – To present the project implementation and updates for research, training and outreach.
- Phase 3 – To ensure the website remains the key source of information also after the project ends.

Currently, the website is entering phase 1. Upon publication of the job ad on EURAXESS, the website will be used to support the recruitment process through its 'Vacancies' page.

1.3.1 Phase 1 – Attracting candidates

For the first months of the CONcISE project, the key aim of the project website is to attract potential candidates interested in joining the CONcISE network as Doctoral Candidates (DCs). Thus, the content currently focusses on giving the candidates key information about the project, connecting with the supervisors and project partners as well as informing them on the open positions, the individual research projects, and key requirements. In this stage, together with the EURAXESS advertisement, the project website, and more specifically the '[Vacancies](#)' section, will be the main point of contact to apply as a CONcISE DC. Once each position will be filled, the section will be removed from the project website.

1.3.2 Phase 2 – Presenting project implementation

Phase 2 will run through the whole duration of the project; the main aim of the website during this phase is to update all content regularly to show the current status of the CONcISE activities for research, training, outreach and dissemination at any time. This includes the profiles of all supervisors and DCs, the DC training plan, new publishable results and outcomes from the project, and outreach activities planned and implemented by the DCs.

The website will be complemented with embedded event photos, slideshows or other multimedia features at all times to create a visually appealing and dynamic platform for its visitors. As the project progresses, the structure of the website will be adapted to include relevant information and new pages when needed. For instance, the DC page will be created and updated as soon as the first DCs start in their positions. Their description will also evolve as they create new content such as videos presenting their work. A results section will be created once the first CONcISE results are available and will include publications, conference presentations, project deliverables, and other communication materials developed in the framework of CONcISE.

1.3.3 Phase 3 – Ensuring sustainability

Towards the project's end, the website will be adapted to ensure the content included stays relevant after the project end. The aim of phase 3 is to update the website so that it is clear that the project has finished and that the information included on the website at that stage are the final results. The focus of the website will be on the research and results achieved during the project, an overview of the training the DCs received and one or multiple points of contact for users who may have questions a long time after the project is finalised. These will not be to email addresses which may change after the project ends but to relevant social media channels which will stay up to date after the project such as LinkedIn. Further, the news and upcoming events pages will be archived so that users do not expect further entries after the project has been finalised.

2 Technical implementation

The CONcISE website was created with WordPress and is implemented in a way that allows easy maintenance and provides an appealing experience to its users. As it is securely hosted on accelCH's web server, GDPR compliance is ensured.

2.1 WordPress

The website was created using the content management system WordPress and a website builder plugin called Elementor. WordPress offers flexible and professional layouts, a user-friendly interface for ease of editing and numerous additional plugins to integrate interactive features and adjust the website to the project's needs. Thanks to the tool's flexibility, the design and functionality of the website can evolve throughout the project and continuously adapt with ease.

As a default feature, WordPress offers responsive designs, i.e. website layouts that adapt to different screen sizes depending on the device used. Thanks to this feature, the CONcISE website is easy to navigate on a small screen and can be conveniently accessed from any device.

2.2 Theme

The website's theme was customised by accelCH according to the project's visual identity. This comprises the corporate colours (Figure 2) and a selected font set: Open Sans and Roboto are used for the menu bar and headers respectively, while Poppins is used for body text and other smaller text. Headers, buttons, links, and visual elements like boxes all follow the CONcISE colour scheme to create an identifiable and consistent appearance.

1		CMYK 100, 77, 40, 32 RGB 0, 57, 90 HEX #64798C	2		CMYK 50, 0, 99, 0 RGB 141, 198, 63 HEX #8dc63f
3		CMYK 69, 14, 0, 0 RGB 0, 174, 239 HEX #00aeef	4		CMYK 0, 38, 48, 23 RGB 197, 123, 103 HEX #C57B67
5		CMYK 11, 0, 0, 0 RGB 222, 246, 2155 HEX #def6ff			

Figure 2 CONcISE corporate colours

2.3 Images and graphics

To increase the visual appeal of the website, images and graphics are used to help illustrate the given information. This includes i) various photos used for website headers as well as to highlight text in between text blocks; ii) visualisations of information, e.g. of the CONcISE research approach, and the expected impact of the project; and iii) various icons. Furthermore, the CONcISE logo is a core element displayed throughout the website. Logos of partner organisations and profile photos of the DC supervisors were provided by the respective partners, while other illustrations and graphics were created explicitly to be used within the CONcISE project. More visuals will be created and added throughout the project.

3 Current structure

The website is currently structured as described in the following sub-sections, in line with the strategy, aims and objectives described above. The present section follows the structure of the website's main navigation menu, starting with the homepage, followed by the other pages, and concluding with the footer.

The main navigation menu allows the viewer to easily reach the key pages of the website, currently including 'Home', 'Research', 'Training', 'Network, including 'Project consortium' and 'Supervisors', 'News', 'Contact us', and 'Vacancies'. As the project progresses, new pages will be added to the menu to accommodate further relevant content, such as research highlights, publications, and other project material.

The funding acknowledgements (EU and UKRI) are displayed in the footer throughout the website, which also includes the copyright and links to the privacy and cookie policies, social media channels and the contact page.

3.1 Homepage

The [Homepage](#) is the landing page for first-time access to the website through entering the URL in an internet browser, a search engine, or a link on a different website (e.g. partner websites). When browsing through the CONcISE website, users can easily return to the homepage by clicking on the CONcISE logo in the header, as is common practice for many modern websites.

The homepage enables the viewer to immediately gather an overview of the project, through a brief project description (Fig. 3 & 4), hyperlinked to the research section, which provides a more in-detail description. Directly below this, the visitor is provided with key facts about the project, and an overview of the most recent news and updates (Fig. 4). Finally, end users can find a contact box connected to the project contact email: info@concise-project.eu

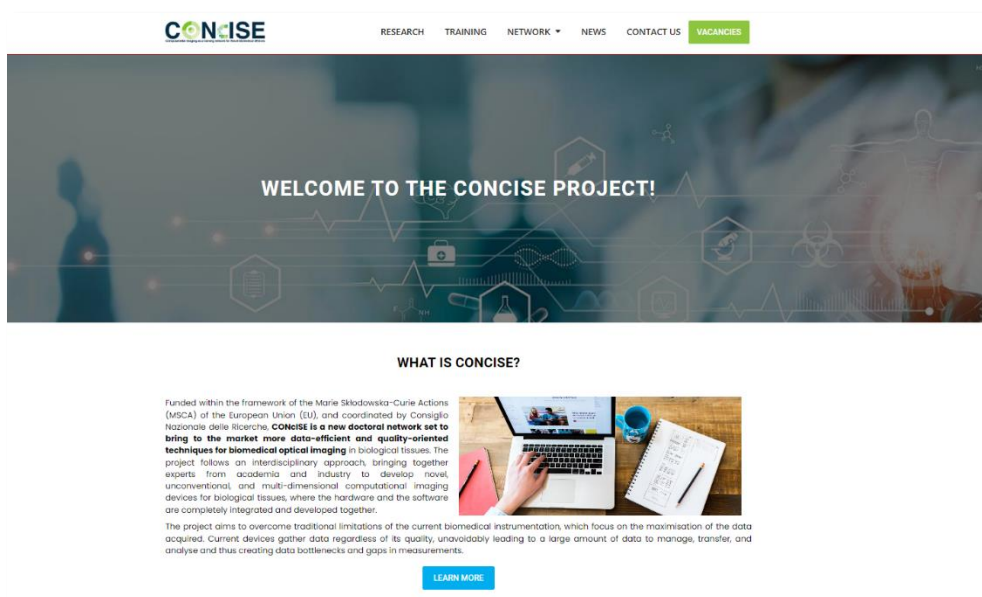


Figure 3 Upper section of the CONcISE website homepage

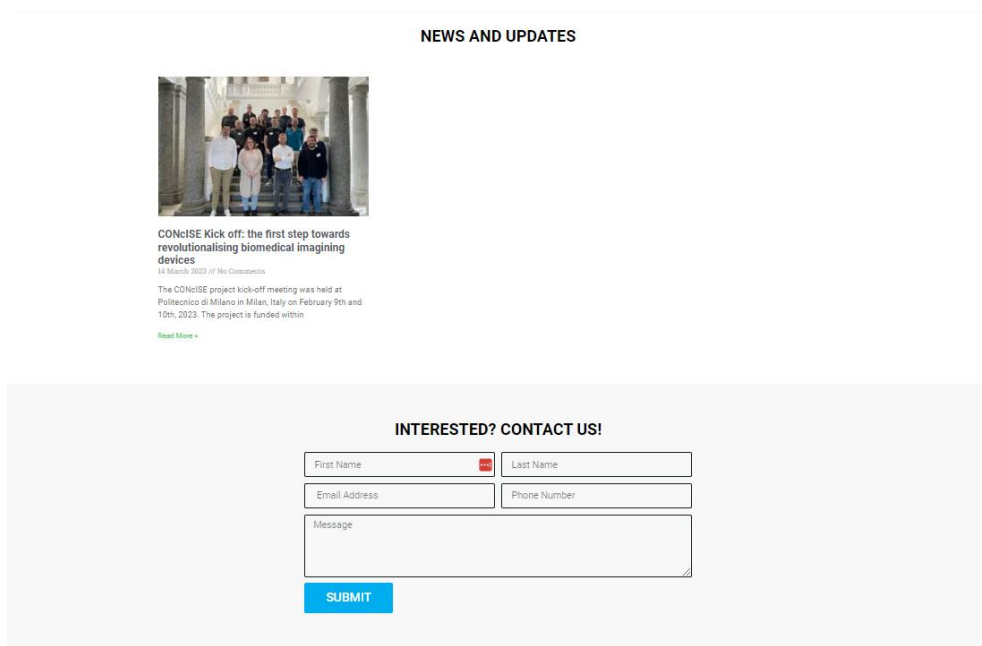


Figure 4 Lower section of the CONcISE website homepage

3.2 Research

The “Research” page (Fig. 5) is the first page included in the main navigation menu of the website. The page aims to provide detailed information CONcISE research and methodological approach. Titled ‘A game changer for biomedical imaging’, the page briefly introduces the end user to the challenges of current biomedical imaging devices, to then present the two-pillar approach of CONcISE research and the expected outcomes.

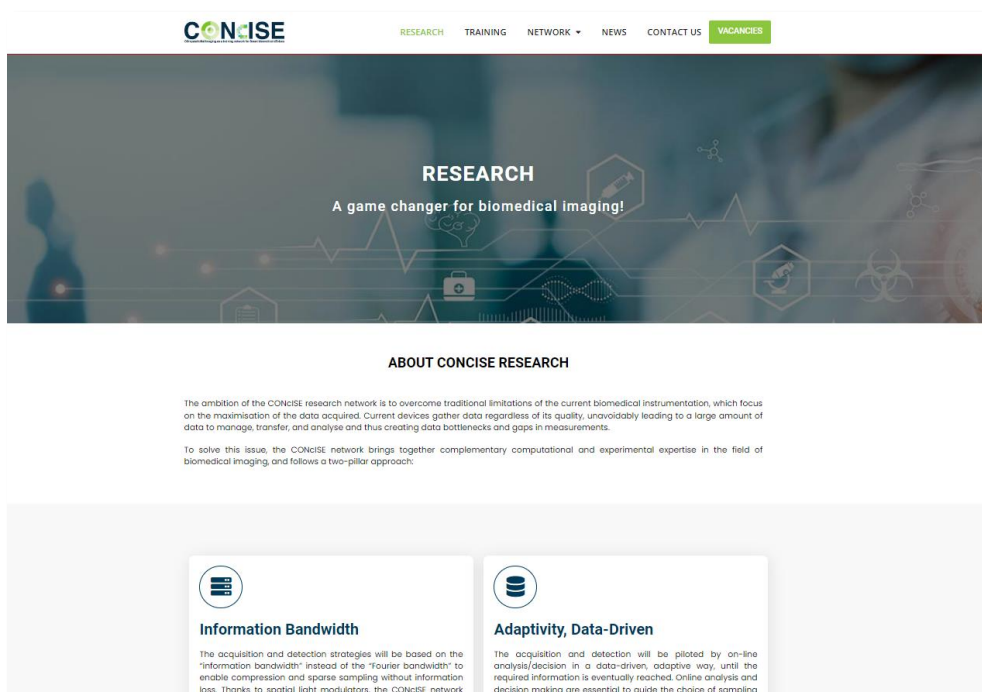


Figure 5 Upper section of the CONcISE website research page

3.3 Training

'Training' is the second page of the main navigation menu and it provides an overview and timeline for the training activities that the CONcISE network offers to its DCs (Fig. 6).

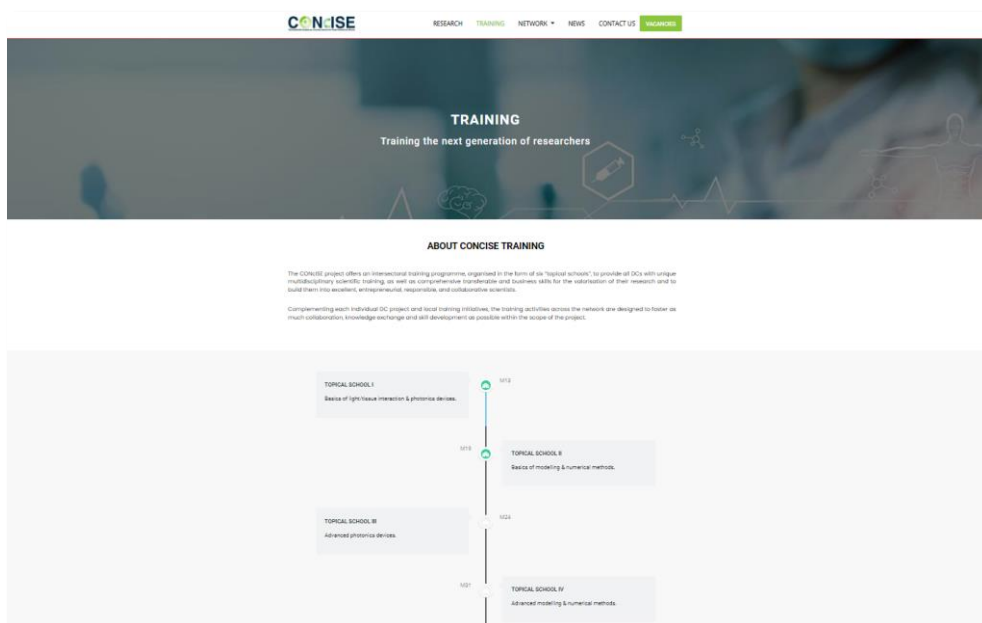


Figure 6 Upper section of the CONcISE website training page

3.4 Network

'Network' is the third page of the main navigation menu and includes an overview of the consortium structure of the project and the DC supervisors. The 'Network' page presents two sub-sections, namely 'Project Consortium' and 'Supervisors'.

3.4.1 Project Consortium

The sub-page '[Project Consortium](#)' (Fig. 7) introduces the CNR as the coordinating party of CONcISE. This is followed by brief descriptions of all the project's Beneficiaries and Associated Partners. Each description is accompanied by the respective partner's logo and hyperlinks to their website and social media pages.



Figure 7 Upper section of the CONcISE website Project Consortium sub-page

3.4.2 Supervisors

The '[Supervisors](#)' sub-page (Fig. 8) presents both the industrial and academic supervisors that will guide the CONcISE DCs individual projects.

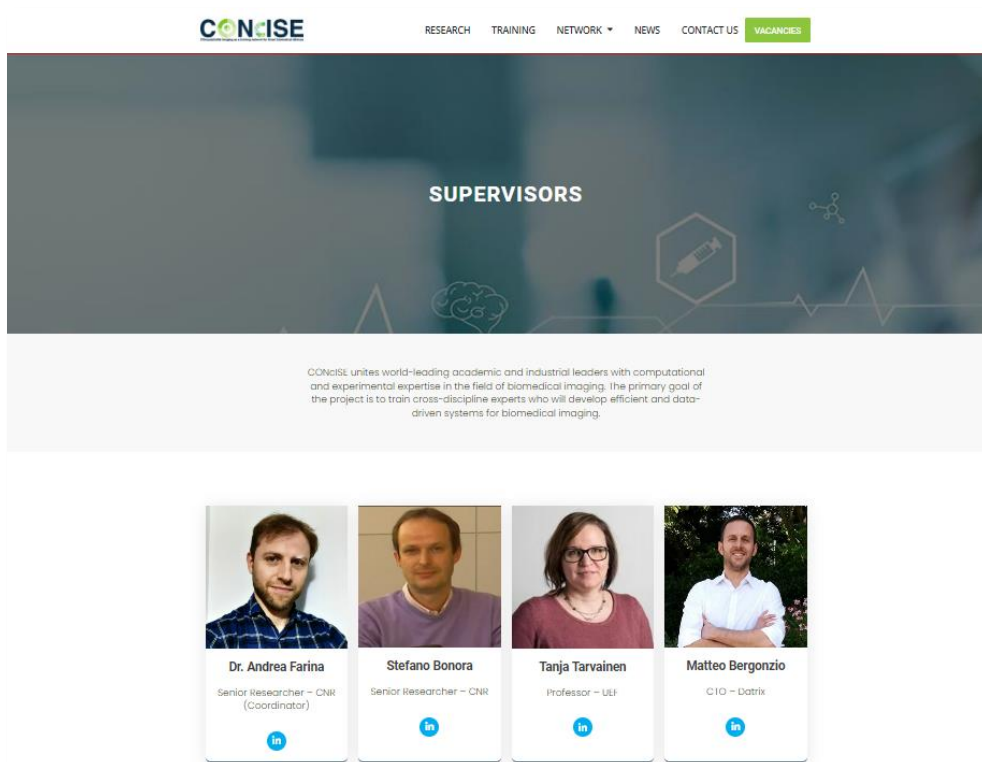


Figure 8 Upper page of the CONcISE website Supervisors sub-page

3.5 News

The 'News' page (Fig. 9) features short blog posts published whenever there is a relevant update regarding the CONcISE project, or when news, articles and any other related communication item of interest for the project and its stakeholder groups is released. A minimum of one blog post per month will be published.

The page can be reached via the corresponding item in the main navigation menu or through the latest news items hyperlinked on the homepage. Each news post is linked to its individual page, meaning that each post has an individual URL that can be shared.



Figure 9 CONcISE website news page

3.6 Contact us

The 'Contact us' (Fig. 10) page allows interested stakeholders to engage with project partners (Fig. 10). Through the contact form, and project info email (info@concise-project.eu), emails are sent to the project coordinator, and WP9 lead and co-lead who replies and/or distributes the enquiries to the relevant project partners. Additionally, the contact form includes hyperlinks to the CONcISE social media pages.

Figure 10 CONcISE website Contact us page

3.7 Vacancies

“Vacancies” is the last page of the menu bar and it is set up to support the general recruitment process of the project. Upon completion of the process, it will remain hidden in case of any opening positions in CONcISE. It is designed so that each potential DC can receive all required information without having read in detail about the project before. It includes a short main description of the project, followed by a “toggle” view of each DC project. The “toggle” view initially only shows the DC project title, and by clicking on it, opens and displays more detailed information about the individual DC project. The DC projects are followed by two general text blocks containing information on the candidate profile and eligibility criteria. Lastly, the interested DCs will be able to download further information in the form of the MSCA applicant guide and ultimately jump to the EURAXESS page for their application. The vacancies page will be continuously updated as DCs are being recruited.

3.8 Footer items

The footer area appears on every page of the CONcISE website (Figure 11). It includes the following items:

- Funding acknowledgement: EU, and the UK Research and Innovation (UKRI) emblems/logos, combined funding acknowledgement and EU disclaimer
- Links to Privacy Policy and Cookie Policy pages
- Link to the Contact page and social media channels



Figure 11 the CONcISE website footer

To comply with the GDPR, the website includes a cookie banner with an opt-in option for the usage of cookies, which visitors are presented with on first access to the CONcISE website.

4 Outreach and evaluation

accelCH will measure the website's impact with Google Analytics quarterly. The tool not only offers the possibility to track website traffic (e.g. page views, unique visitors) but can also detect the immediate impact of dissemination activities that lead to more page views. For instance, when a partner presents its results at a conference, we expect to see an increase in new visitors. 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.

5 Outlook

The website will be complemented with embedded videos, event photos, graphs and images or other multimedia features, to create a visually appealing and dynamic platform for its viewers. As the project progresses and yields its first results, these will be incrementally added to the website, to maximise their communication and dissemination to the project's stakeholder groups.

As the project progresses, the structure of the CONcISE website will be adapted by accelCH to include relevant information and new pages when needed. The consortium has already agreed on additional menu items and pages, which will be implemented when the first results and outcomes are available. More specifically, an outcomes page will be added to the main navigation at a later stage in the project when project results start to be documented in the form of journal articles, posters, conference presentations, infographics and similar material. These will all be linked to their respective source websites and a search function will be included within the page so the viewer can easily find the documents of interest based on topic or date of publication. Another feature that will be added is an event calendar, providing an overview of conferences and other events where CONcISE partners will participate or additionally engage in a dissemination activity, such as a presentation or demonstration.

Overall, all pages will be updated with additional visual content as the project progresses to ensure a visually pleasing, clear and engaging experience for the website visitor.