IDIH

INTERNATIONAL COLLABORATION
DIGITAL TRANSFORMATION
HEALTHY AGEING

D4.2
Website online

INNO TSD

(VERSION 1.1, 23/07/2019)

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Abstract
A project website was set up aiming to serve as the main repository for project outcomes and as central hub for online communication and dissemination, containing a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events etc. This deliverable provides brief information on the of IDIH website, which is publicly available since July 23rd, 2019. *Deliverable D4.2 according to the grant agreement is the website itself, no report is planned. However, the consortium decided to provide a summary about the website, for internal project management purposes.*

Keywords
Website, homepage

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3

Contents

List of Figures

Abbreviations and Acronyms

Abbreviation, Acronym	Description
APRE	Agenzia per la Promozione della Ricerca Europea (project partner)
ATC	Athens Technology Center S.A. (project partner)
CIHR	Canadian Institutes of Health Research (project partner)
GSBC	Global SMEs Business Council (project partner)
Health 2.0 LLC	Health 2.0 LLC (project partner)
inno	inno TSD (project partner)
MedPeer Inc.	MedPeer Inc. (project partner)
RDI	Research, Development and Innovation
RTI	Research, Technology and Innovation
SPS	School of Pharmaceutical Science Tsinghua University (project partner)
S2i	Steinbeis 2i GmbH (project partner)

1 Introduction

The objective of this deliverable (D4.2) is to present the features of the IDIH website and how it will be managed during the project lifetime.

The IDIH website is available since July 23rd, 2019 (Month 3). 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 shall represent a key communication channel in raising awareness of the project and serve as main repository for public project documents and outcomes all during the project lifetime. It contains a general presentation of the project and its objectives, an overview of the IDIH consortium, as well as an outline about activities and project features to come.

It shall target all audiences of the project such as Policy Makers; RDI/RTI stakeholders and industry representatives; Networks, clusters and other innovation 'facilitators/multipliers'; relevant projects/initiatives; and society/user groups (notably elderly population).

The website visitors will find information about project advancements, outcomes and potential impacts. They will also have access to 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 inno TSD with the contribution from all the IDIH partners, and aims to fulfil the following specific objectives:

- Act as contact point for stakeholders
- Provide a brief project presentation and project information
- Provide information about the IDIH consortium and the role of the partners, and a link to the partner organisation's websites
- Inform stakeholders about the results or activities of IDIH and opportunities and events around IDIH
- Act as an online knowledge repository (public deliverables, publications, flyers, etc.)
- Follow the IDIH branding and play an important role in the information campaign

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

1.1 Address

The IDIH website is available at https://idih-global.eu/

1.2 Visual identity

The design follows the IDIH visual identity and the graphical chart, both derived from the logo and explained in deliverable D4.1 'Project Dissemination and Communication Strategy'.

Figure 1: IDIH visual identity

1.3 Content

The content of the website shall be updated continuously, whenever relevant (e.g. each time important news can be shared). The website has been entirely set up in English.

1.4 Structure

The information available on the IDIH website is structured inf seven main sections, all accessible directly from the website's header row. The navigation has been made easy to understand and use for a first-time visitor. The seven sections are as follows:

- Home
- About IDIH (with subsections: IDIH Project, Consortium)
- Expert Groups
- Outcomes
- News &Events
- Networking
- Contact

1.4.1 Homepage

The homepage is the landing page where the visitor can discover the IDIH project, its identity and what the project intends to do with a clear and easy-to-find value proposition. The homepage consists of a slider show in the upper part of the website and allows the user to scroll down to access the main information of the page.

The slider show currently consists of two sliders, one containing a representation of the IDIH main topics, the other establishing the link from the 'Digital Health Transformation Forum' to the 'Expert Groups' section.

Overall, the homepage is split into different parts as explained below.

1.4.1.1 IDIH key words, slogan and project title

Key words highlighting the main topics of the IDIH project ("International Collaboration, Digital Transformation, Healthy Ageing"), had been integrated in the project logo already. In addition, a short slogan ("International Collaboration and Digital Transformation") is used on the first of the sliders in the upper part of the page.

Further, the full project title figures on the landing page as well, providing slightly more information already.

Figure 2: IDIH presentation

1.4.1.2 IDIH Project

This section consists of a very short summary, as well as a slightly more detailed, but still very short and concise overview about what the IDIH project is about, with the aim to incite the visitor to check out the other sections for more detailed information.

Figure 3: IDIH overview

1.4.1.3 "News" Part

A specific news section is available on the landing page. In this section, the three most recent news can be checked. Currently, two first news about the project start as well as the Kick-off Meeting have been published.
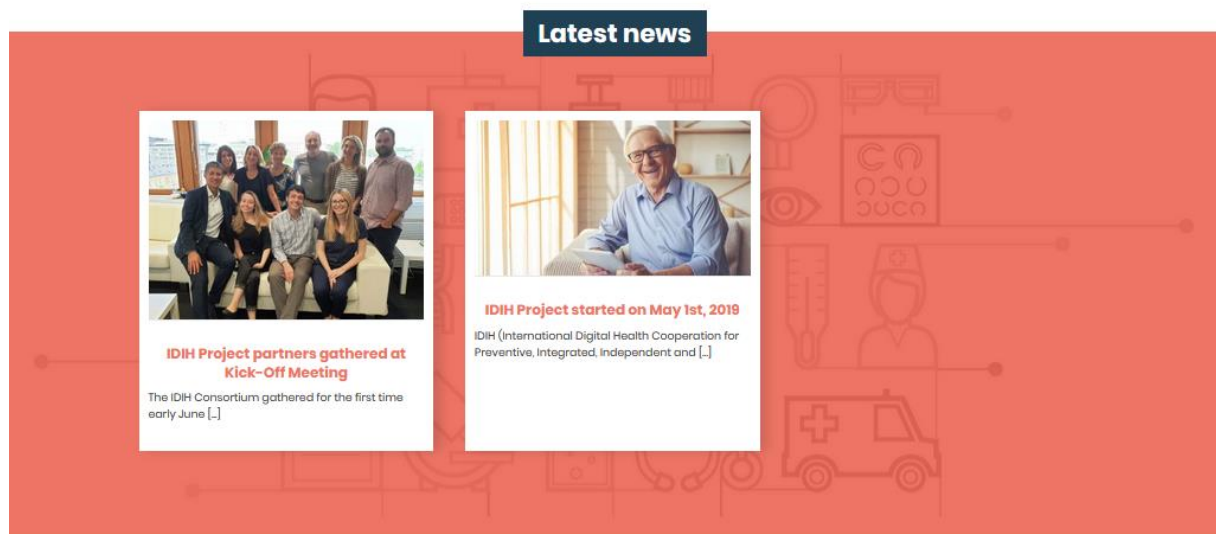

Figure 4: IDIH Homepage – news part

1.4.1.4 "Consortium" part

This section allows visitors to gain information on who the project partners are, via the logos of the partner organisations. Each of the logos provides a direct link to a short partner description on a dedicated page, accessible also via the 'Consortium' subsection.

Figure 5: IDIH Homepage – consortium part

1.4.1.5 "Contact" part

At the bottom of the homepage, is provided the possibility:

- to subscribe to the project's mailing list
- to get in touch with IDIH
- to access the IDIH LinkedIn Group's page, as well as the project's Twitter account

A direct Twitter feed has been integrated as well.
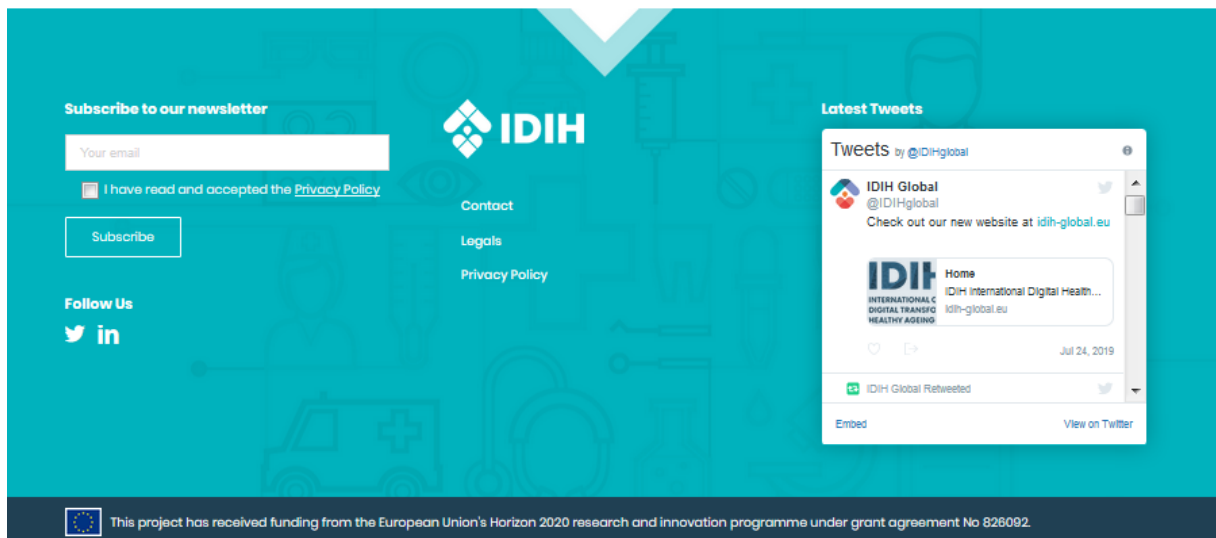
Figure 6: IDIH Homepage – contact part

1.4.2 "About IDIH" Section

The section "About IDIH" consists of two the following two subsections:

- IDIH Project
- Consortium

Landing page for this section is the 'IDIH Project' subsection.

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10

1.4.2.1 IDIH Project

This section was set up with in a 'snackable' manner, which means that each topic is introduced by a brief and concise one- or two-liner, providing the option to develop and read more, if interested. This presentation aims at adapting to the fact that visitors usually do not spend much time for a first visit and content needs to be brief to be easy-to-read, and concise to incite visitors to stay on the page and read more.

This section provides informing on key data, background, objectives of the project and the approach.

Figure 7: "IDIH Project" page – presentation of IDIH in a 'snackable' manner

Objectives

Promoting and increasing international collaboration to support active and healthy ageing through innovation.

━ Read more...

The aim of the IDIH project is to **promote and increase international collaboration** to **advance digital health** in the EU and key Strategic Partner Countries to **support active and healthy ageing (AHA) through innovation.**

IDIH will operate as a catalyst for the international dialogue in digital health. On the basis of **identified key opportunities and shared priorities** for global cooperation in digital health, the IDIH project will set up a **Digital Health Transformation Forum** as umbrella and long-lasting and expert-driven mechanism to foster collaboration between the EU and five Strategic Partner Countries (i.e. the USA, Canada, China, Japan and South Korea).

Approach

An expert-driven approach will ensure the involvement of RDI and policy stakeholders, as well as user associations where relevant.

━ Read more...

The IDIH project will take the context of society, technology and industry, but also the policy framework into account for the development of international cooperation activities in the digital transformation of health and care. As IDIH partners have close links to funding authorities in all countries/regions, their work and opinion will be gathered to ensure an alignment with priorities.

The framework of the EU and all Strategic Partner Countries are the basis on which the project concept is established. As a main element for effective international cooperation is the alignment and agreement of priorities, the IDIH project shall work on four key topics that are common priorities in all countries/regions involved. These priorities are preventive care, integrated care, independent and

Figure 8: "IDIH Project" page – example for 'read more' view

1.4.2.2   Consortium

This section provides a map, showing the repartition of the project partners – which will be visible only on devices where the screen is sufficiently wide (otherwise the image would become unrecognisable), a short introduction on the composition of the consortium completed by a slightly more detailed 'Read more' section, and a the list of partner logos which are linked to a short description for each partner.

Links to the website of each partner organisation is provided in the short description, for those visitors who would like to get more information.

- Read more...

The IDIH consortium is composed of 9 partners, coming from Canada, China, Germany, France, Greece, Italy, Japan, South Korea and the US, with varied backgrounds from research to industry, notably SMEs, governmental support organisation and networking platforms.

IDIH is coordinated by Steinbeis 2i GmbH, Germany.

Figure 9: "Consortium" Section

Each individual partner page contains a short description about the partner organisation, link to the project website, and information about the main contact(s) and contact information.

Figure 10: "IDIH Consortium" Section – example of 'Partner page'

1.4.3 "Expert Groups" Section

As of today, the Expert Groups Section contains an explanation about the reasons for IDIH to set up a 'Digital Health Transformation Forum', which shall consist of four IDIH Expert Groups.

It further very shortly introduces the topics the Expert Groups are currently planned to focus on.

These topics are pending confirmation and might still change. Once the topics are confirmed, more information shall be published, and one individual page per Expert Group shall be published.

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14

Digital Health Transformation Forum

Collaboration relies on the involvement of stakeholders concerned by the area. For this reason, IDIH will set-up an expert-driven "**Digital Health Transformation Forum**", consisting of four IDIH Expert Groups.

These Expert Groups will undertake collaborative actions in the selected four strategic topics (Preventive care; Integrated care; Independent and connected living; Inclusive living). This open and collaborative approach will ensure the involvement of RDI and policy stakeholders, as well as user associations where relevant. The "Digital Health Transformation Forum" is expected to become a long-lasting mechanism for an international dialogue in digital health.

IDIH will set up and operate a **Digital Health Transformation Forum, consisting of four IDIH Expert Groups**. Each Expert Group shall focus on a specific topic, and exchange in areas and topics of collaboration in digital health domains, thus ensuring mutual learning and knowledge exchange between countries and regions addressed by the project.

This way, synergies and promising avenues, as well as open issues for all countries and regions addressed by IDIH shall be discussed and exploited and concrete measures for collaboration and next steps needed for enhancing successful collaboration in priority areas through the development of a Roadmap shall be proposed.

Figure 11: "Expert Groups" Section

1.4.4 "Outcomes" Section

The Outcomes section shall serve as repository for any publishable documents and material elaborated within the IDIH project.

It consists of the following subsections and shall be completed as the project advances:

- Project Communications
- Public Deliverables
- Dissemination Material
- Publications

Direct access to each of the subsections is provided on top of the page for easy access at any time.
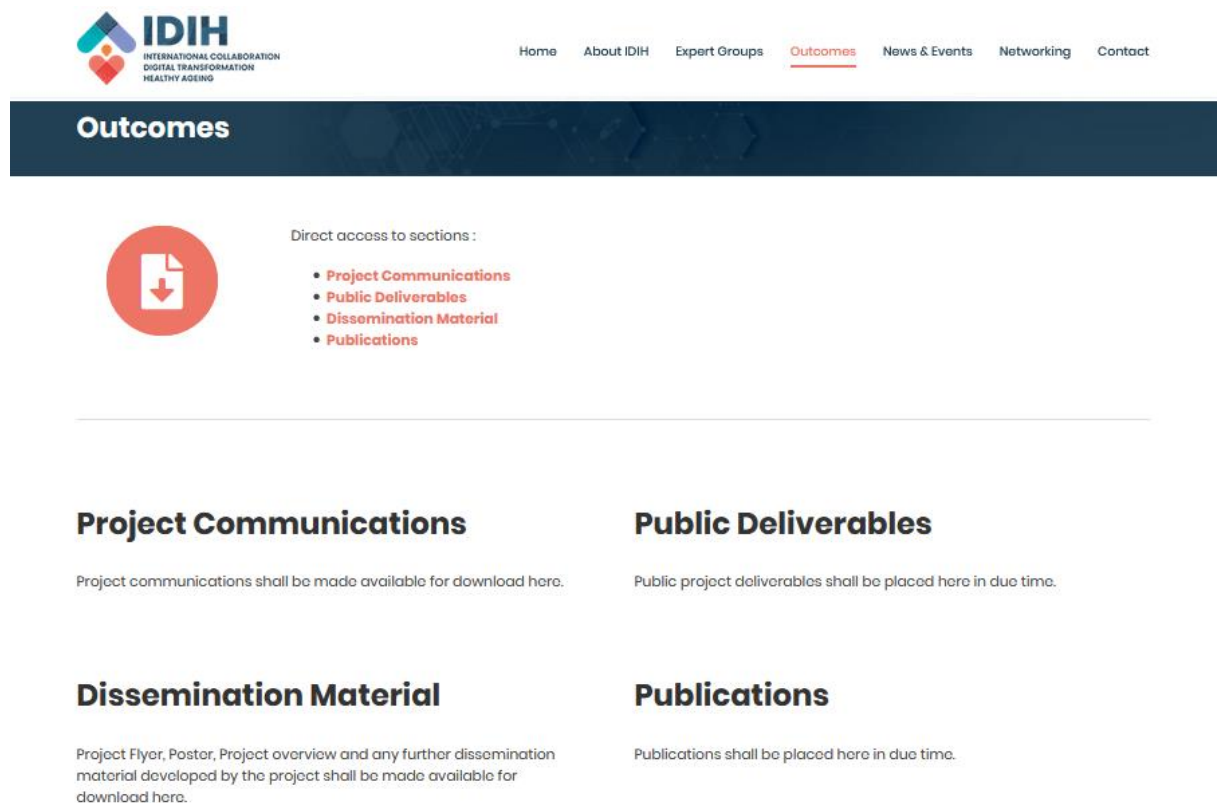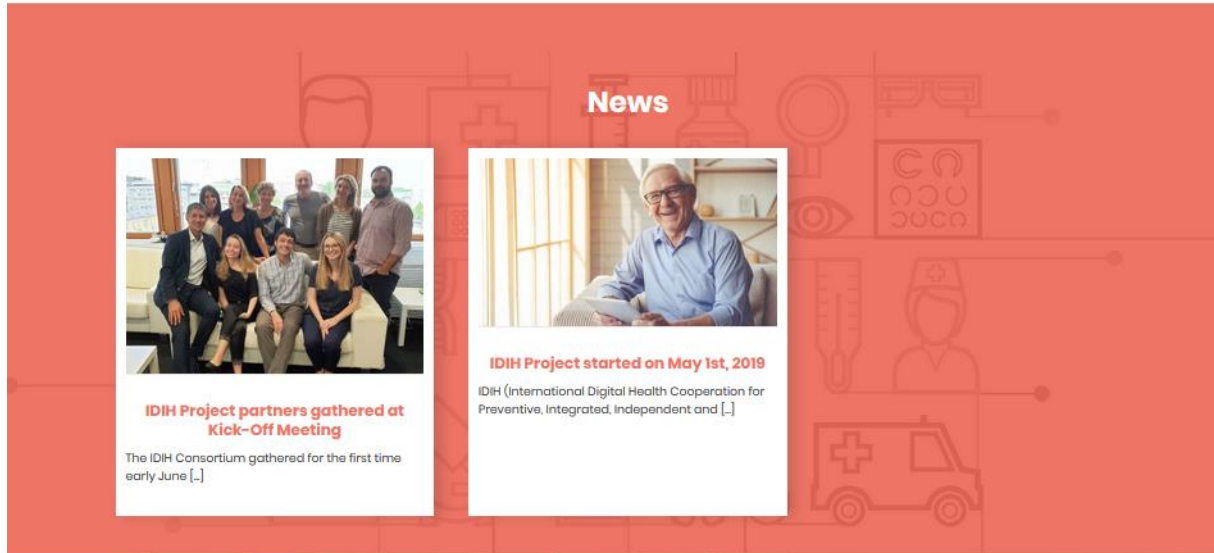

Figure 12: "Outcomes" Section

1.4.5 "News and Events" Section

Project News and Newsletters, as well as information about upcoming project events shall be published in this section. Direct access to each of the subsections is provided on top of the page for easy access.

Figure 13: "News & Events" Section

1.4.6 "Networking" Section

In order to increase the efficiency of the project, IDIH aims at synchronising activities with relevant initiatives. Links and short info about relevant EU and Strategic Partner Country projects and initiatives, with which synergies have been or shall be created, shall be provided on the project website.

Figure 14: "Networking" Section

1.4.7 "Contact" Section

This section is dedicated to the contact between the IDIH consortium and website visitors via:

- A contact email (Project Coordinator) or
- A contact form, allowing to ask questions about IDIH

To avoid sending of spam mails, a security question has been added.

Figure 15: "Contact" Section

1.5 Footer

The footer shows the EU funding acknowledgement, together with the corresponding European Union flag.
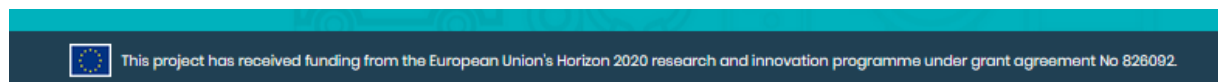

Figure 16: IDIH website footer

1.6 Content

The responsibilities of the partners are as follows:

- inno coordinates the data collection, uploads, updates and completes information, and handles the technical aspects,

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19

- All partners contribute to data collection and provide inno with information to be published (news, publications, etc..).

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