

## Deliverable 5.1: Project Website Established

**Dissemination Level: Public (PU)**

### **Owner**

**Name:** James Clayton  
**Lead Beneficiary:** Kite Innovation (Europe) Ltd  
**Phone:** +44 (0)7523 257 413  
**E-mail:** [Meso-brain@kiteinnovation.com](mailto:Meso-brain@kiteinnovation.com)

### **Context**

**Author(s):** James Clayton (KITE) & Paul Bello (AXOL)  
**Work Package:** WP5  
**Task:** All

### **Document Status**

**Version:** 1.00  
**Last modified:** 20.06.2017  
**Status:** Final  
**Approved by:** Professor Edik Rafailov  
**Date Approved:** 20.06.2017

**Declaration:** Any work or result described therein is genuinely a result of the MESOBRAIN project. Any other source will be properly referenced where and when relevant

## Table of Contents

<b>Table of Contents .....</b>	<b>2</b>
<b>1 Version History .....</b>	<b>3</b>
<b>2 Scope .....</b>	<b>4</b>
<b>3 Introduction.....</b>	<b>5</b>
<b>4 Project Website.....</b>	<b>6</b>
4.1 Aim .....	6
4.2 Objectives.....	6
<b>5 Project Website.....</b>	<b>6</b>
5.1 Website Research.....	7
5.2 Website Platform .....	7
5.3 Website Design.....	8
5.4 Social Media .....	9
<b>6 Future development of the Project Website and Strategy .....</b>	<b>10</b>

## 1 Version History

Version	Summary of Change	Written By	Approver	Date
0.01	Original	KITE Innovation	Prof. E Rafailov	31/10/2016
0.02	Update doc to 0.02 Format changes Enable Track Changes Change and/or insert text & images in Sections 2, 5 & 6	Axol Bioscience	Prof. E Rafailov	03/11/2016
1.00	Updated by JC	Kite Innovation	Prof. E Rafailov	20/06/2016

## **2 Scope:**

The MESO-BRAIN Project website has been developed to promote the effective dissemination of results and findings within the project. The website has been structured in a way that is informative, easy to navigate through and can target all different types of stakeholders.

This document should not be regarded to be a complete or final version. It is intended as a “living” document and as such will evolve throughout the duration of the project. This report will be reviewed by the Consortium on a yearly basis or when required, to continuously improve the MESO-BRAIN dissemination activities. Updated versions of this report will be made available to the European Commission during Periodic Reporting.

MESO-BRAIN dissemination activities will be monitored throughout the project to compare outputs against the Dissemination Strategy (which will be highlighted in Deliverable D5.3, D5.4, & D5.5) as well as identifying early potential issues and to comply with European Commission reporting requirements.

The Website development has been prepared by AXOL BIOSCIENCE Ltd with the support of the Consortium Partners. AXOL BIOSCIENCE will be responsible for the overall maintenance of the Project Website, with support from Kite Innovation (Europe) Ltd, as well as disseminating through Social Media outlets.

Any feedback on this document should be sent to the following people:

- Project Management Team – [Meso-brain@kiteinnovation.com](mailto:Meso-brain@kiteinnovation.com)
- Edik Rafailov – [e.rafailov@aston.ac.uk](mailto:e.rafailov@aston.ac.uk)

### **3 Introduction**

This document is aimed to provide a single point of reference that describes the associated aims and objectives with the Project Website and how they will be achieved throughout the lifetime of the project. Much of this information has been designed to continually review and develop the Dissemination Activities within the MESO-BRAIN Project website and allow for continuous improvement.

The Consortium recognises the importance of communication within a project and has reviewed in detail the Horizon 2020 guidelines on [‘Communicating EU research and innovation guidance for project participants’](#).

#### **4 Project Website:**

##### **4.1 Aim**

The aim of the MESOBRAIN Project website is *'to provide a central point of effective communication for the dissemination of results and to build on the Project Awareness to Stakeholders'*.

##### **4.2 Objectives**

The Consortium intentions are to try achieve this overall goal by establishing several objectives throughout the life of the Project, including:

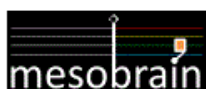
1. Establish a Social Media platform and disseminate results monthly.
2. Make available all Deliverable Reports that have a dissemination status as public within the Description of Action (DOA).
3. Disseminate Project Results on the Website (including: Publications, Conferences, Videos, and Press Releases).
4. Produce a monthly summary report on Google Analytics.
5. Updating the Project Website monthly.
6. Develop hyperlinks from Partners website to Project Website.

These primary objectives that have been established for the first six months and will evolve to include key performance indicators by the next Consortium Meeting in March 2017.

## 5 Website Development:

### 5.1 Website Research

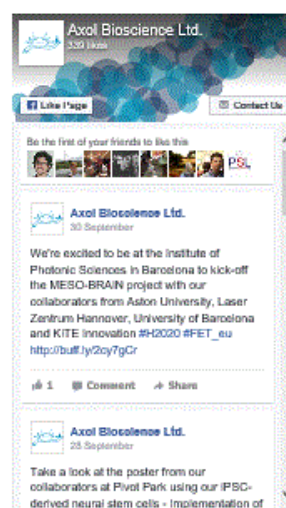
AXOL BIOSCIENCE work on the website during September and October 2016. This helped the team develop some ideas on the concept and how it would be achieved to build an effective website that was relevant to the project.



Home About Us Researchers News Events Publications Member Log-In

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis a gravida elit. Nulla feugiat dui et malesuada cursus. Phasellus eu libero nec sem tincidunt viverra. Maecenas non risus justo. Suspendisse vehicula elit nec posuere dictum. Duis a nibh in justo tristique ullamcorper. Ut quis ex vitae leo finibus facilisis vitae at quam. Pellentesque vestibulum massa vel dolor aliquet accumsan. Aliquam dictum lacus ut ipsum gravida, et blandit purus blandit. Nullam cursus ipsum ipsum, non aliquet massa lobortis vel. Aliquam lobortis tempus est id placerat. In hac habitasse platea dictumst. Nunc viverra enim ipsum, non vehicula tortor condimentum at.

Curabitur volutpat eu metus in commodo. Nunc varius orci vitae odio ornare, ac pharetra metus aliquet. Mauris viverra aliquam lacus non dapibus. Praesent molestie felis ac nisi accumsan feugiat. Quisque viverra rhoncus varius. Integer cursus eros tortor, sed iaculis leo semper vel. Aliquam in interdum risus. In vel arcu sed sem efficitur viverra. Proin non aliquam sem, et hendrerit elit. Quisque odio turpis, porttitor vitae nulla eu, egestas elementum nulla. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras auctor venenatis commodo. Cras consequat metus eget eros fermentum, pharetra tempor nulla faucibus. In commodo, ex auctor efficitur viverra, ipsum lectus ullamcorper mi, vitae accumsan libero quam quis lorem.



### 5.2 Website Platform

Firstly, 'mesobrain.eu' and 'mesobrain.uk' domain names have been secured as well as 'info@mesobrain.eu' and [info@mesobrain.com](mailto:info@mesobrain.com) for the next 3 years. The website is currently running on WordPress (see below) in a test state on the local Axol Ltd development server. Once we have finalised the web site 'template' and wish to deploy, Axol will procure a dedicated server and migrate the code, settings, and database.

WordPress is a popular, well supported publishing platform and has a large community which will minimise the amount of complex customisation Axol and the MESO-BRAIN Partners will need to do. WordPress features a multi-user backend that can be used by the various MESOBRAIN partners to administer published content. The backend can be used to edit pages and menus. The content editor in the backend is a WYSIWYG editor (“what you see is what you get”) meaning that editors will not need to understand HTML/CSS.

While WordPress originated as a blogging platform, it is fully functional as a static CMS and this is likely how Axol and the MESO-BRAIN partners will use it, although we may use the blogging functionality as a means of posting news items.

### 5.3 Website Design

In general, the Website has been designed in an easy to navigate way that allows users to learn about the Project and any results, news, etc. The primary navigation of the website (see Figure in Section 5.1) will be via the menu located at the top. Links to the “About” page, the list of partners, the list of publications, the news page, the “contact us” page and the backend admin area can also be found there.

There are currently Facebook and Twitter timeline widgets being displayed. These should be shown on the homepage but probably will not be part of any site-wide sidebar or footer as they are quite ‘bulky’ items.

The “useful links” option suggested below might be better incorporated into a sidebar or a custom footer. Axol can try some different designs for this with input from KITE and/or the other Partners. We can also add Like/Share/Retweet buttons on news posts to support social media out reach. Specifically, the Website (see Figure in Section 5.1) is divided into several sections, including:

- **The Homepage:** This provides a basic overview of the project and includes ‘flash’ News about the project.
- **About the Project (‘About Us’):** This contains the abstract, aims and objectives of the project.
- **Project Partners (‘Researchers’):** A list of all MESOBRAIN Partners and their information, including links to their respective websites and Partner logo.
- **Publications:** A list of all abstracts from the Consortium, Public Deliverables, Manuscripts, Marketing Material, Publication Strategy, Press Releases and Video.
- **Project News & Events:** News and any Events concerning the MESOBRAIN Project.
- **Publications: Links to peer reviewed publications specific to MESOBRAIN project outputs that demonstrates and highlights one metric of the project’s success.**
- **Members Areas (‘Members Log-In’):** A secured location, where all documentation about the project will be kept. This is only available to members of the Consortium.



- **Useful Links:** Links to key information about H2020 (to be added).
- **Contact us:** A contact form, where users can contact the Project Management Team (KITE Innovation).

The Project also needs to acknowledge the European Union's Horizon 2020 Research and Innovation Programme in all relevant web pages and links and in Social Media platforms. What remains is to seek formal permission from the EU Horizon 2020 programme to use the 'European Commission' logo and/or other related logos and links.

#### **5.4 Social Media**

AXOL will use Twitter and LinkedIn as their main social media platforms for the project. The Consortium have decided these are the most suitable approaches in achieving the overall goals of Work Package 8. A social media mapping exercise will be completed at the next consortium meeting to outline when key results will be disseminated.

The Consortium may wish to add further Social Media Platforms, including: Facebook, Wikipedia, YouTube and many others.

## **6 Future development of the Project Website and Strategy**

Partner consultation will take place at each Consortium Meeting to identify potential ways of improving the website. It is acknowledged that successful implementation of the website aims and objectives also hinges on the combined efforts of all consortium members.

Partners are to inform the project management team when disseminating any activities in regards to the Project, which might include:

- Deliverables and Milestones
- Key Project Results
- Attendance of Conferences

The idea is to gather as much rich data as possible during the lifetime of the project and select the best items to be disseminated.

**\*\* END OF DOCUMENT \*\***