PROCare4Life

Project acronym: ProCare4Life
Project full title: PeRsOnalized Integrated CARE Solution for Elderly facing several short or long term conditions and enabling a better quality of LIFE
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D8.3 PROCare4Life Website

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Abstract
The main contribution of PROCare4Life consists in proposing an integrated scalable and interactive care ecosystem, which can be easily adapted to the reality of several chronic diseases, care institutions and end-user requirements, benefiting all the involved actors, from patients, to caregivers and health professionals.

Revision History

Version	Date	Changes Made	Author
1	1/03/20	Outline of the document	Orla Snook O'Carroll (IFIC)
1.2	7/03/20	Developent of chapters 1 and 2	Orla Snook O'Carroll (IFIC)
1.3	19/03/20	Structure and content coherence revision	Edelweiss Aldasaro (IFIC)
1.4	20/03/20	Peer review from co- ordinator	Cláudia Lauro (KINETIKOS)
1.5	24/03/20	Peer review from Consortium	All PROCare4Life partners

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EXECUTIVE SUMMARY

This report defines and structures the PROCare4Life website in two sections.

The first section of this report describes the creation of the PROCare4Life website (procare4life.eu).

The second section defines the project website in depth and describes the activities carried out to set-up the website for the PROCare4Life project as one of the activities within WP 8 "Dissemination and Exploitation of the Project". Specifically, it relates to Deliverable 8.3: PROCare4Life Website.

The website became live in March 2020.

1   Introduction

This document reports on the PROCare4Life website and describes the importance of an online platform by it being the main communication channel for the project. It sets out how the website is built using Wordpress and includes a framework and sitemap illustration. It details the strategy behind each website element, depicts the website homepage and presents www.procare4life.eu next steps.

1.1   Intended Audience

This document is intended primarily for PROCare4Life consortium partners and for those organisations involved in completing the project by contributing to key project activities, namely ensuring the success of the project and the deployment of multi-stakeholder communities which this documents activities will target and impact.

2 PROCare4Life Website

The cornerstone of the online communication strategy is the PROCare4Life website hosted on the www.projectcare4life.eu domain. The website is conceived as a one-stop-shop, where all external stakeholders and project partners can find information about the relevant PROCare4Life related initiatives; can collaborate, share information, and benchmark innovative practices; and discover the latest initiatives. The website integrates key aspects of the project as the main communication channel of the project, targeted at the widest possible audience, its contents are expressed in lay language – this will facilitate that citizens and patients, especially, understand the project messages.

The website is the reference point for future dissemination activities. Social media activities and paper-based material – to be handed over during workshops and conferences – are both provided as incentives for interested people to visit website.

The website is built in Wordpress. It uses the Beaver Builder framework for maximum design flexibility. It will use various plug-ins for security, optimisation, SEO, analytics and accessibility. The Siteground Wordpress hosting includes daily back-ups, SSL, caching and 24/7 support.

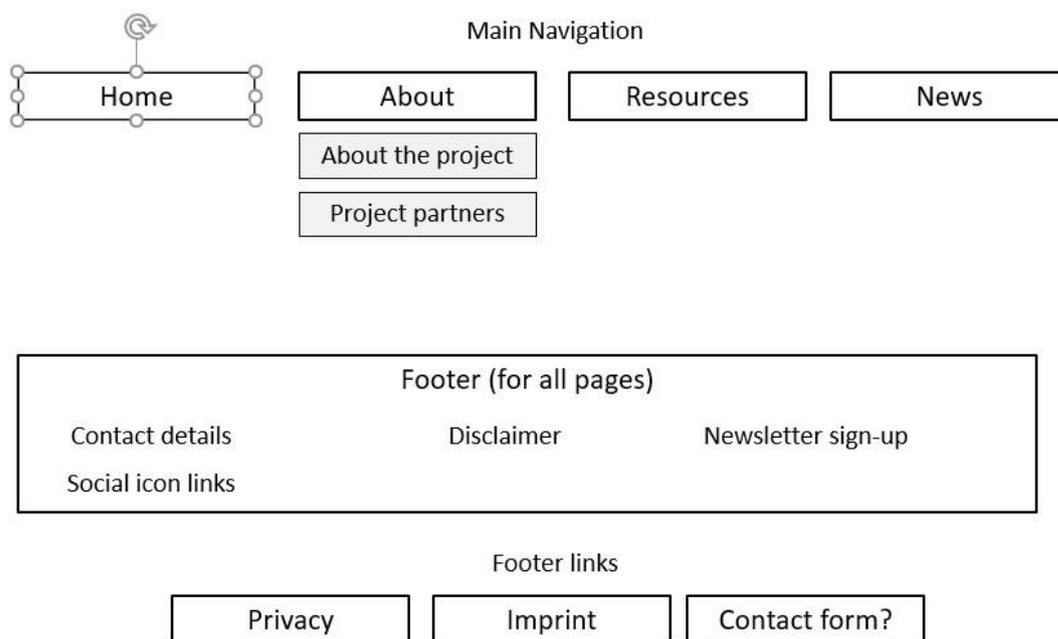Figure 1 displays the sitemap followed by its elements explained further.

Figure 1. PROCare4Life website framework

2.1 Website Elements

Throughout the lifespan on the PROCare4Life project the website will be updated and populated with content. Depicted below in Table.3 are the existing and future elements of the website and their function.

Website element	Function of the element
Homepage	Navigation page including direct links to recent research findings, blogs, events, videos etc.

About	Background and purpose of the project, Description of consortium partners featuring logos and weblinks.
Research	Description of various research work packages, for example the case studies that have been completed as part of Phase 1, includes links to publications, blogs, slidepacks etc.
News	Summaries of recent results, events, and achievements
Upcoming Events	Announcement of upcoming events
Links	Provides additional information and interconnects with other networks
Blogs	Links to individual blog postings by consortium members, including comment boxes for feedback and discussion
Twitter stream	Allow interested stakeholders to connect and follow discussions and new information through social media
Resources	Section for storing all project content including past event slide packs, publications, videos, etc.
Contact	Clear contact details for project coordinator and communication leads (contact details of work package leaders contained on research pages)
Newsletter signup	Easy sign up link so that interested parties can receive the quarterly newsletter

Table 1. Website Elements

The initial content is limited to basic information about the project, including an overview, partner logos and contact details. The update of the website content, layout and design will be ongoing throughout the implementation of the project.

The website is a key element of the project's dissemination and communication strategy, since it can provide a powerful communication platform for internal and external purposes. The website serves as a knowledge platform for the target audiences and as a place to publish findings and provide open access to documents and information, such as reports, publications, blogs and project-related news. As a dissemination tool, the project website will provide an entry point for a variety of stakeholders such as patient group representatives, carers and practitioners, health sector professionals, policy makers, researchers and the scientific community, as well the wider public. Having in mind the different audience it attracts, the website's focus is on presenting the project and its work in a way that is appealing to all visitors. In that sense, most attention is paid to conveying core contents in an attractive and comprehensive manner. It follows the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way. The homepage uses the projects logo while incorporating appropriate images relevant to the projects work. The project core messages are displayed in eye catching shapes using the brand secondary colours. Figure 2 below shows the current website homepage.

Figure 2. PROCare4Life website homepage

Next Steps of the Website

As the project is at the early stages of its lifespan, the website will be updated and amended when feasible. In general, the website will be managed and updated continuously throughout the project. The structure of the site is flexible, so that new pages can be added or existing pages can be renamed or removed easily.

The following additions are currently envisaged to be implemented in the upcoming project months:

- ► Create and develop the sections of the website
- ► Enhance the About section with biographies for each consortium partner
- ► Create a News and Blog section and update with content provided by partners on a regular basis
- ► Upload visual material such as videos and pictures.
- ► Make info material, public deliverables and publications available for download for visitors.