ADMAIORA

Grant Agreement number: 814413

Project acronym: ADMAIORA

Project title: ADvanced nanocomposite MAterIals fOr in situ treatment and ultRAsound-mediated management of osteoarthritis

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D7.1
Project website

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Dissemination Level		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission Service)	
RE	Restricted to a group specified by the consortium (including the Commission Service)	
CO	Confidential, only for members of the consortium (including the Commission Service)	

Document History

Version	Date	Author	Summary of Main Changes
1	20/02/2019	Leonardo Ricotti, SSSA	First version of the deliverable template and indications
2	20/03/2019	Leonardo Ricotti, SSSA	First complete draft of the deliverable, with integrations requests
3	20/03/2019	Leonardo Ricotti, SSSA	Evolved draft of the deliverable, with small integrations needed
4	29/03/2019	Leonardo Ricotti, SSSA	Complete draft of the document, sent to the partners for a final check
5	30/03/2019	Leonardo Ricotti, SSSA	Final document version

Table of Contents

1 Executive summary

The deliverable 7.1 includes complete information about the Web page of the ADMAIORA project. It has been developed with the aim to pursue effective Project dissemination and communication activities.

The ADMAIORA Web pages are available online at the address http://www.admaiora-project.com. The website is organised in different sections: "Home", "Project", "Consortium", "Results", "News & Media", "Events" and "Contact us".

The Website will be not used as a management tool (actually no private areas have been included): indeed, the Consortium decided to rely on different tools (more flexible ones) for project management. Thus, the Website is exploited as a platform to maximise the dissemination and communication potential of the Consortium and is part of ADMAIORA comprehensive communication strategy. The website is in fact directly linked to social network profiles and the ADMAIORA dedicated Communication Manager will hold these platforms and continuously update them.

In particular, the "News & Media" section constitutes the main means to give continuous visibility to the Project Website (and thus to the project activities too), since it highlights not only the ADMAIORA technical activities, but also the European and global topic events and news that are of general interest for ADMAIORA stakeholders, along the whole value chain. This section is directly connected to the ADMAIORA Facebook and Twitter profiles and, together with them, is part of the dynamic project communication strategy.

2 Website of the ADMAIORA project

2.1 Domains and website template

The web page of the ADMAIORA Project (www.admaiora-project.com) is online. This is the main domain that has been acquired. In addition, the following domains have been also purchased:

- admaiora-project.net
- admaiora-project.org
- admaiora-project.eu
- admaioraproject.net
- admaioraproject.eu
- admaioraproject.org

All such additional domains re-address to the main one.

Following a detailed analysis and based on previous SSSA experience concerning the maximisation of visibility of EU-funded collaborative projects, a specific website template has been purchased: Codeus — Multi-Purpose Responsive Wordpress Theme (https://themeforest.net/item/codeus-multipurpose-responsive-wordpress-theme/6906054).

The home page is shown in Figure 1.

According to the EU policy, "*the EU emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence*". In our case, the emblem is well visible both at the top (together with the project logo) and the bottom of the page. The sentence to acknowledge the EU funding and to evidence the Grant Number is shown at the bottom of the page in a well-visible position. The EU emblem and EU funding information appears in all the website pages, thus to guarantee an appropriate visibility.

Figure 2 and Figure 3 show the other two images and the corresponding short sentences (in blue) that currently populate the Home page slideshow. These images will be updated/substituted in the project course, once new catching ones will be produced.

Below the main Home page pictures, four circular clickable images, are reported. They are used to give visibility to four sections: "Summary & Figures", "Objectives", "People" and "Media & News". Clicking on that pictures, the user is re-addressed to such sections.

At the centre of the page, the logos of the project partners are reported. They are in background, grey coloured, but when the mouse pointer is placed on one of them, the black&white version turns into a coloured one. All logos are clickable and they re-address to the partner description, in the "Consortium" section.

Figure 1: Current screenshot of the ADMAIORA website Home page.

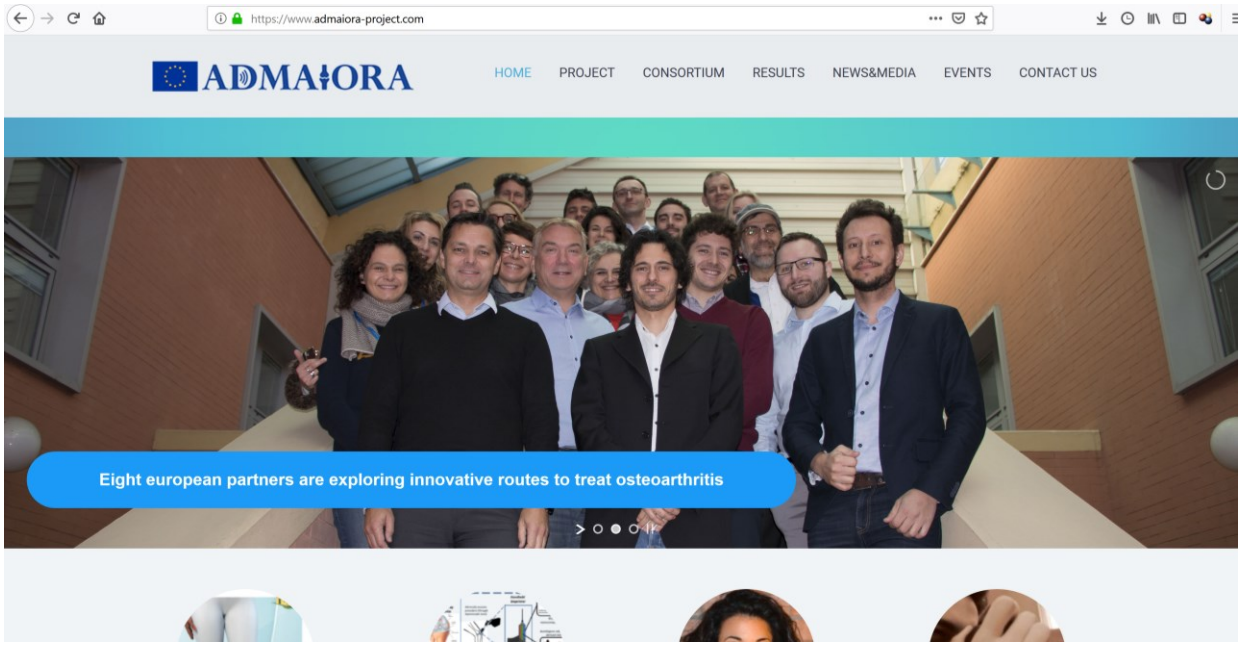

Figure 2: Current second image and short sentence (in blue) used for the Home page slideshow (part of the page).

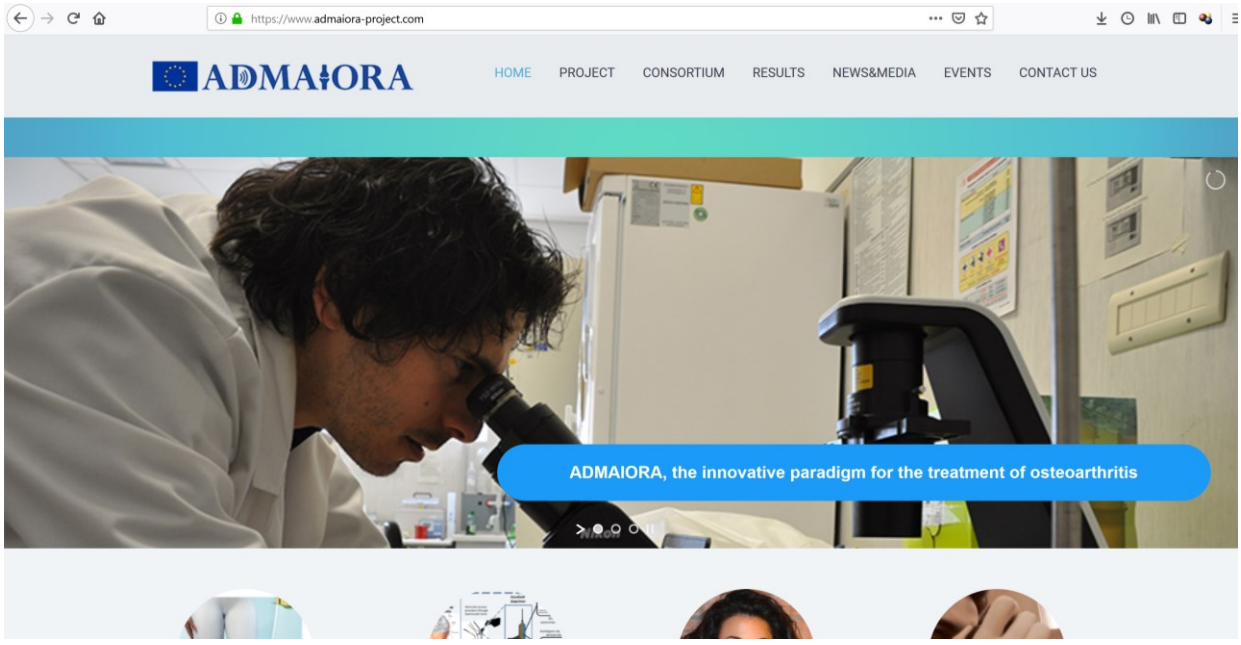

Figure 3: Current third image and short sentence (in blue) used for the Home page slideshow (part of the page).

2.2 Website structure

The structure of the ADMAIORA website is reported below:

Section	Brief description	Sub-section	Brief description
HOME	Slideshow of representative project images, key information and quick links to the main sections (with rounded, eye-catching images)	-	-
PROJECT	Description of the project context and objectives, of the key people involved, of the project organization in terms of management and boards and links to downloadable materials	*SUMMARY AND FIGURES*	Short summary of the main project information, of the clinical problem addressed and of the project target impact (Figure 4)
		OBJECTIVES	Short summary of the main project objectives, extracted from the DoA (no confidential information are reported) (Figure 5)
		PEOPLE	Graphically catching list of partners and of key people involved in the project (with clickable links re-addressing to the Consortium sub-sections) (Figure 6)
		MANAGEMENT STRUCTURE AND BOARDS	Short description of the project management structure and boards (Figure 7)
		DOWNLOAD	Project-related files that can be download by the user, for dissemination purposes (*e.g.*, logo, leaflet, brochure, poster,

			public presentations, etc.)
CONSORTIUM	Description of the Consortium as a whole and of the single partners involved in the project	*ABOUT THE CONSORTIUM*	Short summary of the partners, their geographical distribution and the nature of the different organisations involved (Figure 8)
		THE BIOROBOTICS INSTITUTE	Short description of the BioRobotics Institute of the Scuola Superiore Sant'Anna (University -Italy)
		ISTITUTO ORTOPEDICO RIZZOLI	Short description of the Istituto Ortopedico Rizzoli (Scientific research hospital - Italy)
		BAR-ILAN UNIVERSITY	Short description of the Bar-Ilan University (University - Israel)
		PLASMACHEM GMBH	Short description of PlasmaChem GmbH (Company - Germany)
		IMAGE GUIDED THERAPY	Short description of Image Guided Therapy (Company - France)
		VIMEX	Short description of Vimex Endoscopy (Company – Poland)
		REGENTIS BIOMATERIALS	Short description of Regentis Biomaterials (Company – Israel)
		H&D WIRELESS	Short description of H&D Wireless

			(Company – Sweden)
RESULTS	List of the results achieved by the partners in the project course, in terms of scientific publications and patents	*PAPERS*	Here the list of the scientific papers derived from the project efforts is reported in Open Access. In addition, research results will be available once achieved according to the Open Research Data Pilot, through the ZENODO open repository. At this stage, the page includes a link to the community repository ZENODO
		PATENTS	Here the list of the patents filed by the project partners is reported
NEWS & MEDIA	This section aims at highlighting the most recent news and media contents related to the project, as well as to provide updates on the other projects funded in the same ADMAIORA Call (H2020-NMBP-TR-IND-2018) and in general on worldwide news dealing with the ADMAIORA field that can be of general interest for people along the whole value chain (Figure 9)	-	-
EVENTS	Here the key events related to the ADMAIORA activities (both technical and non-technical ones) are highlighted and briefly described. Events will include scientific and technical workshops, seminars with the end-users, market-fairs-related	-	-

	events, communication events, etc.		
CONTACT US	Here a form is available, allowing the user to contact the project managers. This form is associated with an e-mail address, admaiora@santannapisa.it, which will be daily monitored by the project Communication Manager (Figure 10)	-	-

Figure 4: Screenshot of the "Summary and Figures" website page.

Figure 5: Screenshot of the "Objectives" website page.

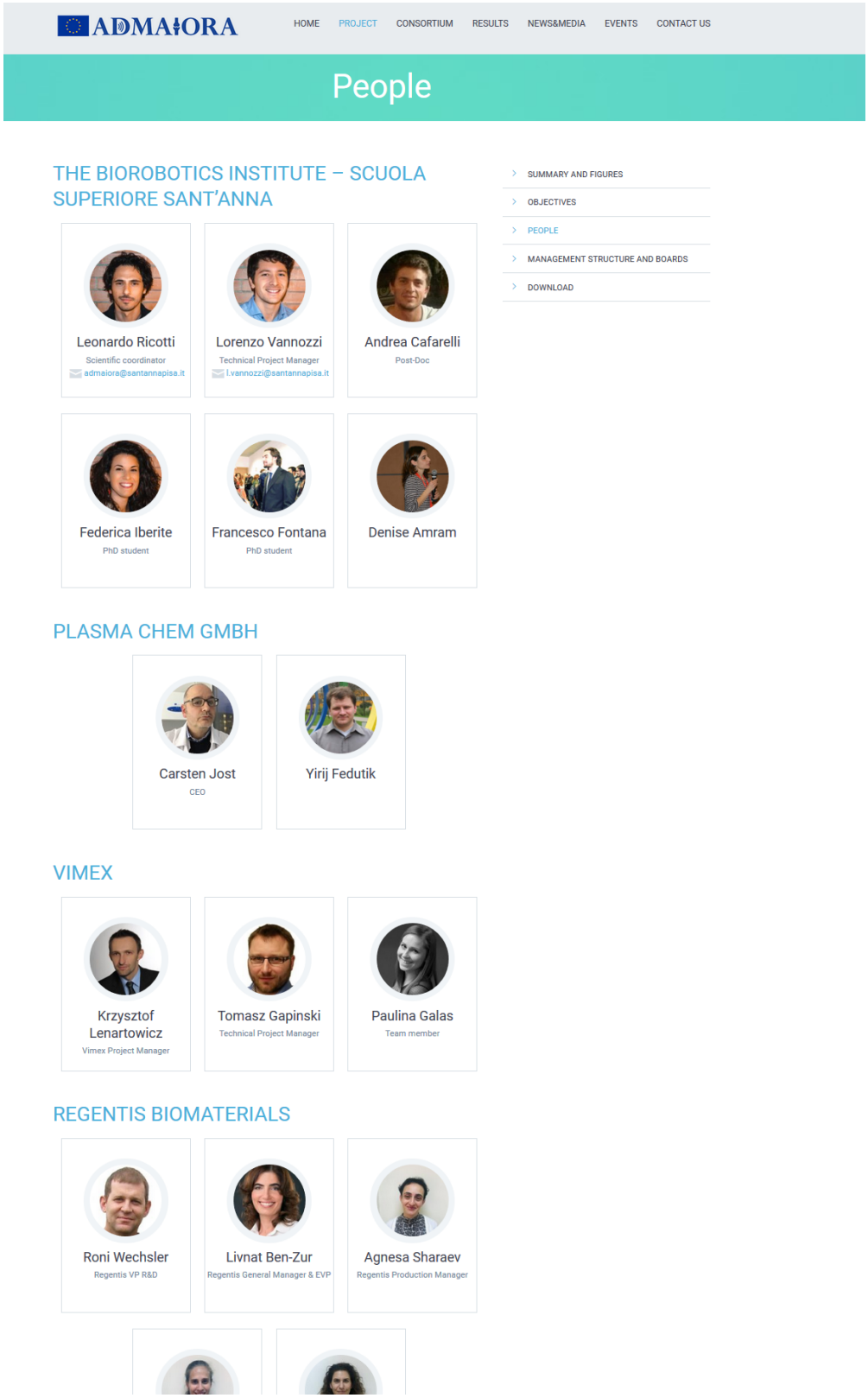

Figure 6: Screenshot of the "People" website page (part of the page).

Figure 7: Screenshot of the "Management structure and boards" website page (part of the page).

Figure 8: Screenshot of the "About the Consortium" website page.

Figure 9: Screenshot of the "About the Consortium" website page.

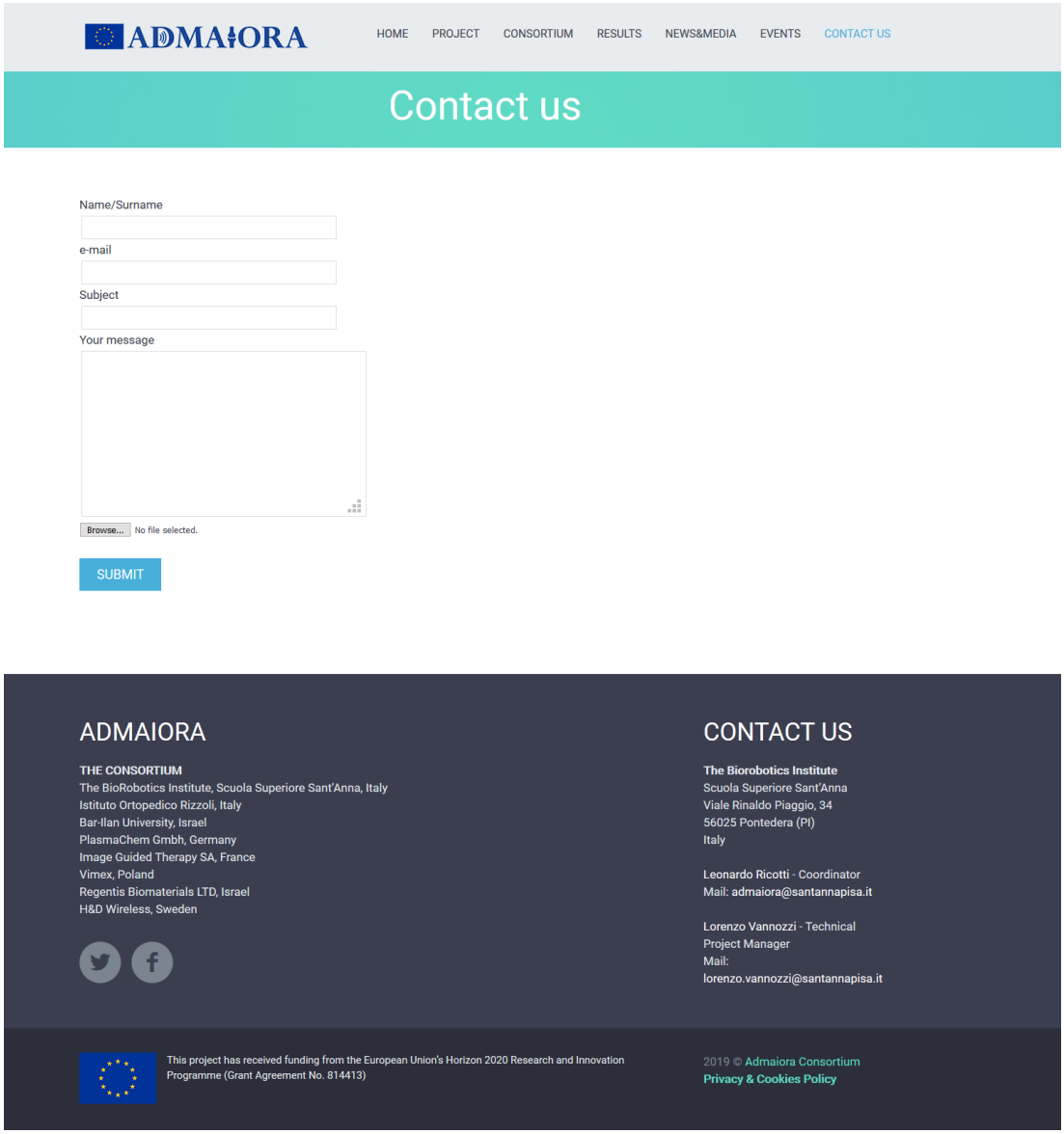

Figure 10: Screenshot of the "Contact us" website page.

3 Conclusions

In this document, the structure of the ADMAIORA web page of the Project is described. For each section, the structure (both first and second level, when available) and the contents are analysed. The key section contents are also displayed more in detail by means of corresponding screenshots of the online pages.

The structure described in this deliverable represents a complete architecture, but obviously open to continuous updates and changes, depending on possible communication and/or organisational needs that may arise in the project course. The website will be frequently monitored and updated in all its parts and, when needed, also in its structure by the project Communication Manager. This will be provided in concert with the update of the Facebook and Twitter profiles associated with the ADMAIORA project, in an organic and dynamic communication strategy.