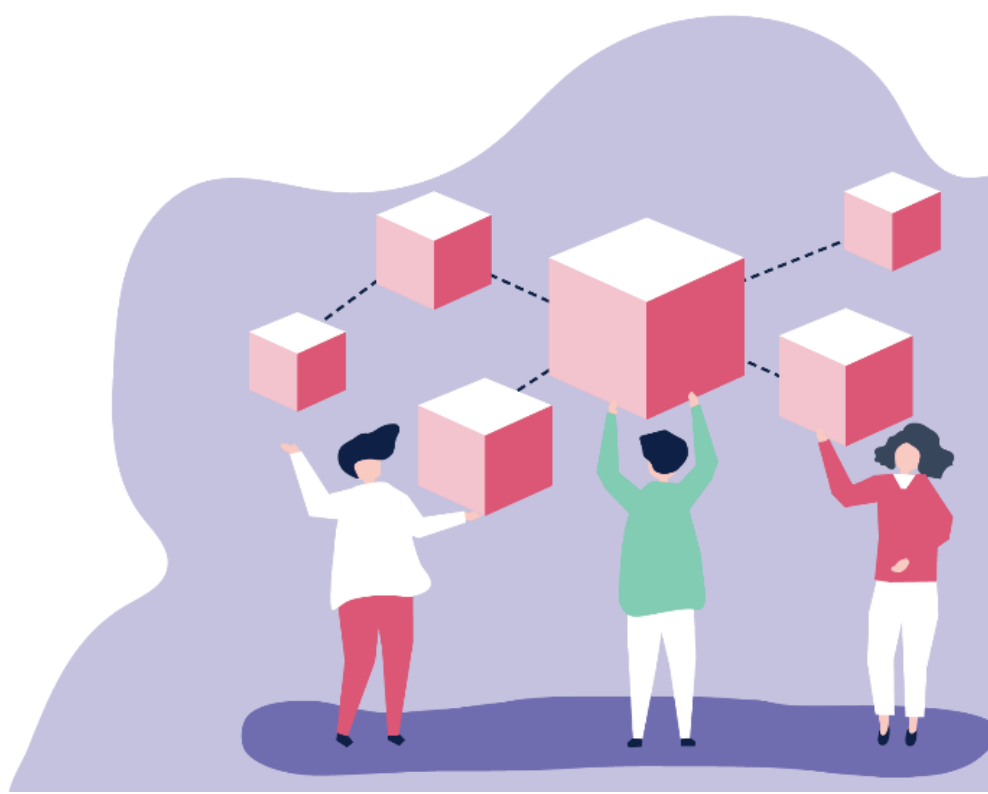




GATE KEEPER

Dg.2 Project Website

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0 Document

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0.2 History

Date	Version	Change
03/12/2019	V1	Definition of general structure and content
11/12/2019	V2	Website specifications
27/12/2019	V3	Completion of missing sections
02/01/2020	V4	Content refinement
10/01/2020	V5	Final revision prior to peer review

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0.4 Abstract

This document describes the GATEKEEPER website as the main digital point of information about the project. A detailed description of the sections is described, explaining also future campaigns that will be deployed using the site.

The main Key Performance Indicators (KPIs) that will be measured to assess the impact of this open and powerful tool are described.

0.5 Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

During the first period of the project the dissemination and communications (D&C) efforts will be focused on creating awareness about GATEKEEPER mission and objectives among the variety of stakeholders and final users that will take part of the GATEKEEPER community.

In this respect, the project webpage will be the main digital point of information, acting as an open space in constant change for maintaining all audiences a day of the project progress.

The following subsections explain the status of the first version of the website launched in October 2019 (M1) and the plans for the version 2.0 launching.

The URL of the GATEKEEPER website is the following: www.gatekeeper-project.eu

1.1 Process

The Kick Off Meeting (KOM) of the project was celebrated from 23rd to 25th October 2019 in Madrid and it was organized by Medtronic Ibérica.

During the first two days internal meetings among the consortium were celebrated. The Friday 25th October was dedicated to an open session including external speakers.

This opportunity was taken for launching the social media channels and having the first version of the website available, so all the audiences looking for the project were able to find it online.

The current version will be available until the 2.0 version launching. The structure is very easy, and it shows basic information of the project structured in the following way:

- GATEKEEPER: introduction and scope of the project, objectives to be achieved and how the project is distributed in work packages and tasks.
- PILOT SITES: general map where the 8 pilot sites are pointed in each European region. Moreover, a dedicated landing for each pilot site is available with detailed info about the site, the uses cases and partners involved.
- CONSORTIUM: a map summarizes the variety of partners that composes the consortia and how are distributed among the 12 countries participating. A grid below displays the full name, logo and link to each partner website.
- COMMUNICATION ROOM: in this section the news and public documents available at this moment are shown.
- CONTACT: by clicking on this tab the users can contact directly to the coordination team by email.

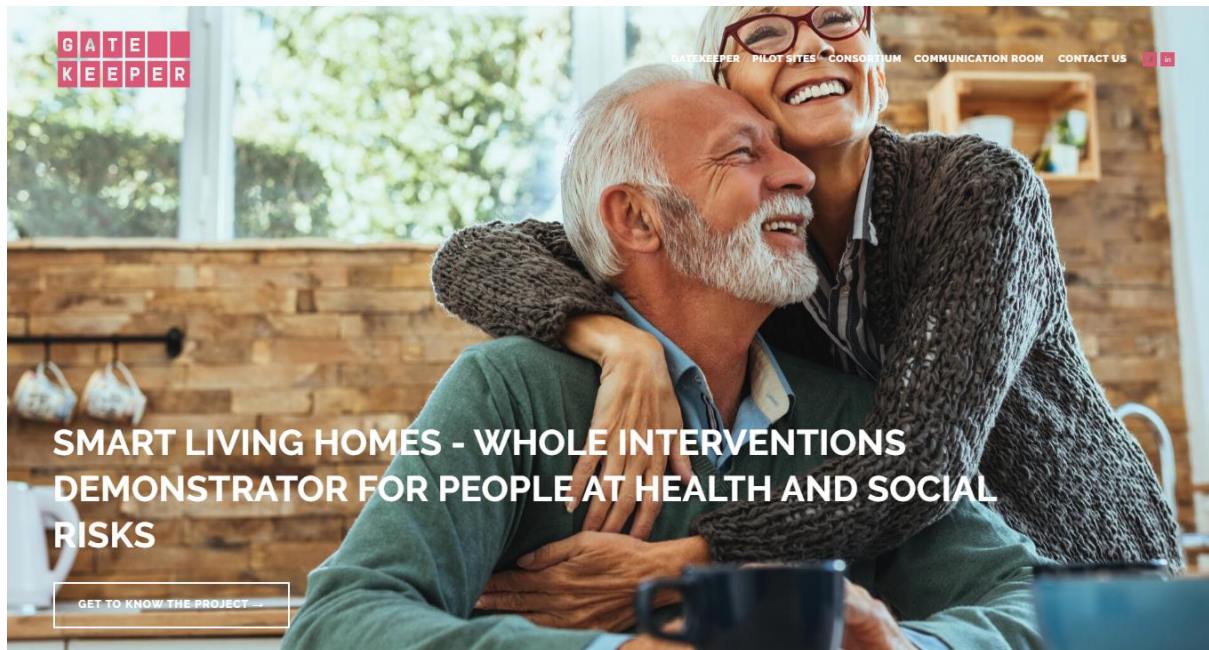


Figure 1 – GATEKEEPER website landing page (version 1.0)

2 Website structure and content (2.0 version)

A new version of the website will be launched on February 2020, enriching the current one in terms of content, design and functionalities. The subsections below explain the main content that will be displayed.

2.1 Home

The following top-down structure will be used in the home section. A schema is showed below.

- Horizontal menu including drop down menus in those sections with more than one point.
- Banner. This space will be used to show generic infographics about the project and ad-hoc images for GATEKEEPER digital campaigns.
- A newsletter subscription will be included below the banner. By entering the email address the users will be added to the GATEKEEPER database for receiving regular communications.
- Video. During the first six months of the project an overview video about the project will be created and included in the home. The main challenges and uses cases will be explained using clear messages and infographic style.
- Latest news. Relevant news about the project community will be highlighted at the bottom of the landing page.
- Footer. It will be divided in 3 columns including Interested links related with project domains and organizations, calendar with the next events and Twitter timeline.

*The menu, banner, newsletter a footer will maintained in all website pages.

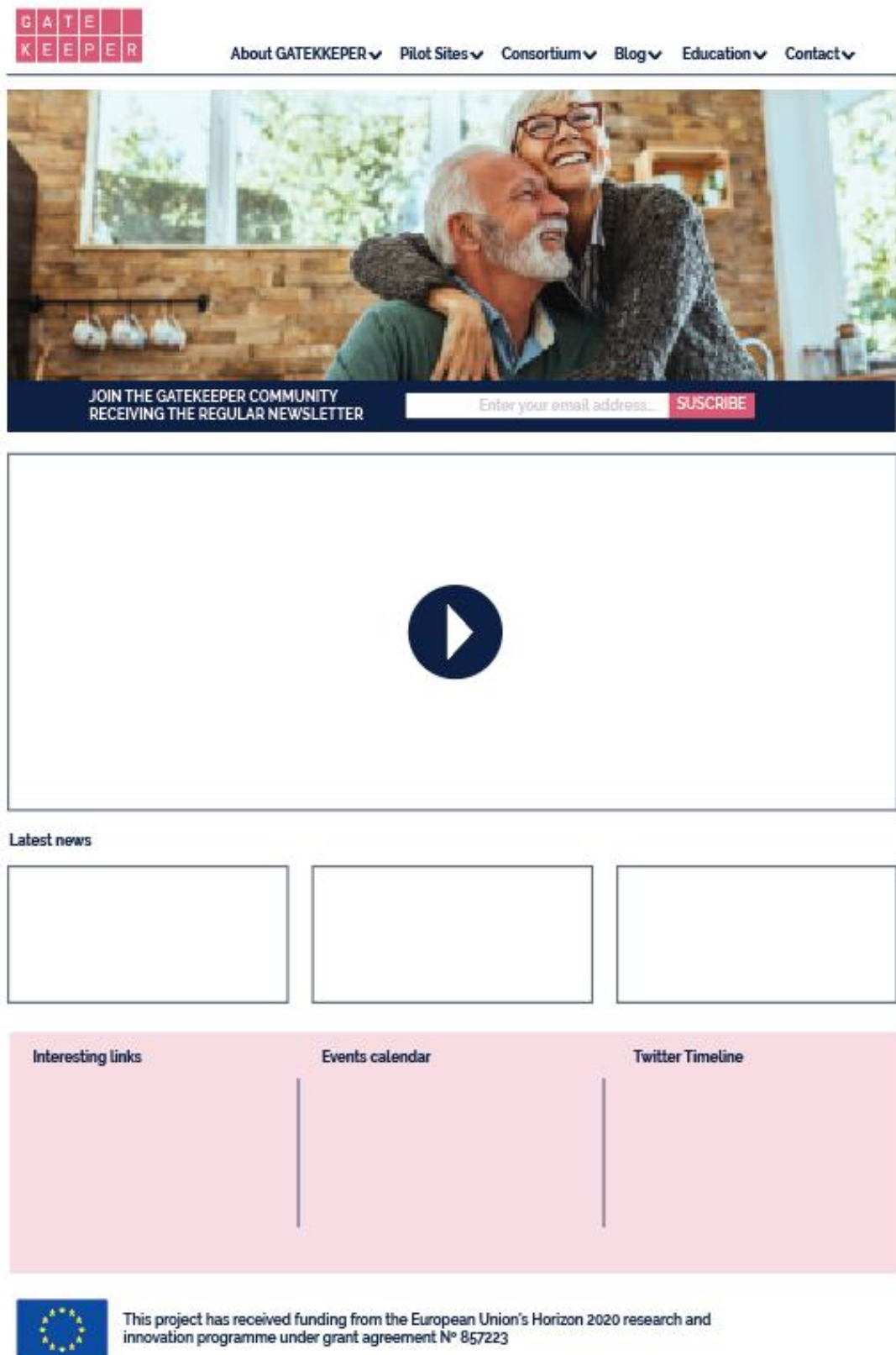


Figure 2 – GATEKEEPER home schema

2.2 About GATEKEEPER

The aim of this section is giving an overview of the project to the audiences regarding the challenges, the project structure, the objectives and the technological approach. Following points will be addressed:

- Mission and Vision. The GATEKEEPER statement will be included in this area merging the project purpose, goals and values.
- Governance. As the HORIZON 2020 projects funded by the European Commission follows a singular structure and methodology, this section will show the Work Packages and tasks distribution and the interaction between them to run the project properly.

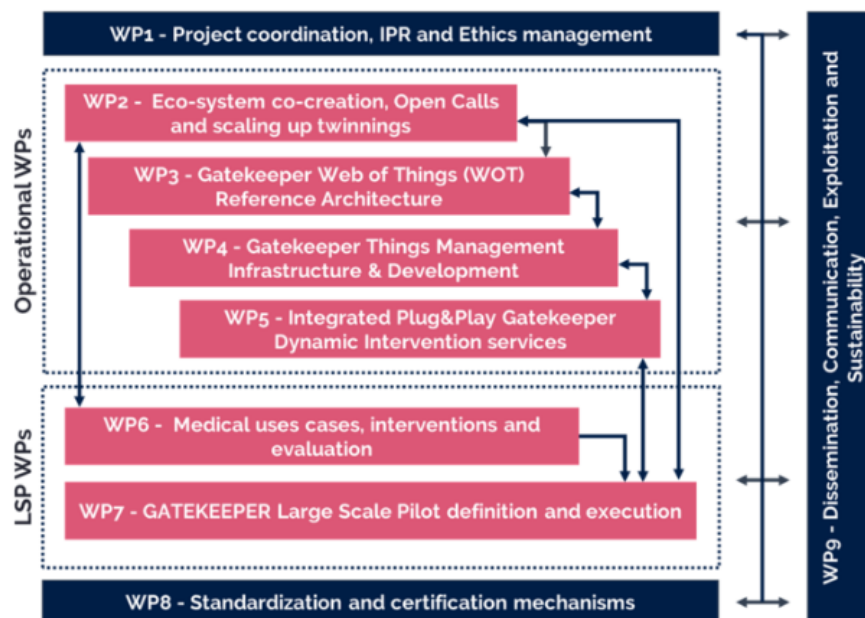


Figure 3 – Work Packages distribution

- Impact. The objectives and expected results for each category will be explained to have an idea of the global impact estimated by the GATEKEEPER community.



Figure 4 – GATEKEEPER objectives boxes

- Arena. The technological platform that will be created in GATEKEEPER for managing all the data and applying digital innovations actions will be crucial. In this respect, the fundamental aspects will be explained in an understandable language.

2.3 Pilot sites

This section will contain all the information regarding the pilots, and it will be updated considering the life of the project and the status of the experiments, from the recruitment phase to the validation.

- Pilot sites map. An interactive map will be created so our public can easily see the uses cases distributions among the European regions. The users will be able to select in the legend the uses cases to be displayed in the map. Moreover, by hovering in each box, a pop-up will appear showing a summary of the use case selected, with the possibility of extending the info clicking on "read more".

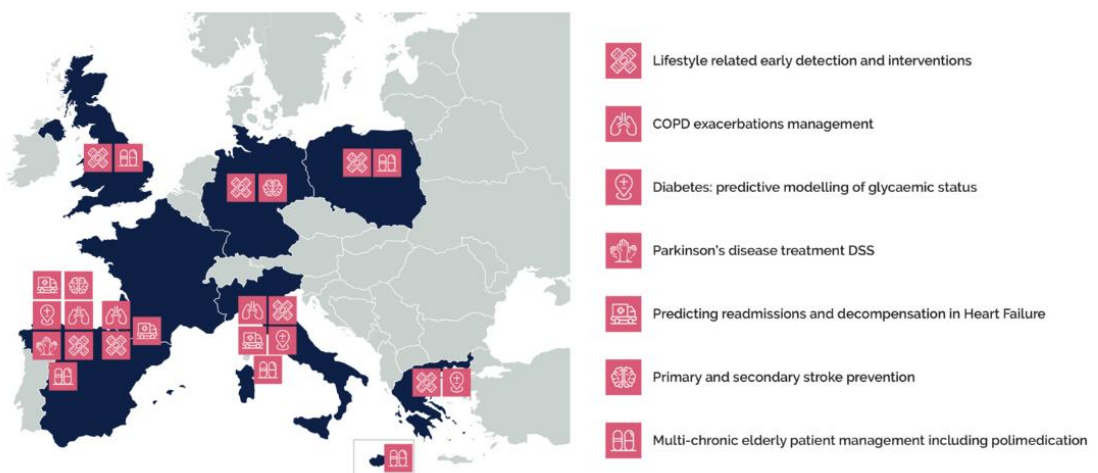


Figure 5 – Uses Cases distribution

- Both in the drop-down menu and below the map the users will be capable to access a specific page for each Use Case including detailed info about the general approach, solutions and technologies, final users target info and innovation actions that will be implemented.

Following the Pilot deployment, this section will include showcase videos and testimonials from the involved participants. The objective here is to make GATEKEEPER public to figure out from an impact perspective how the end users can benefit from the solutions and to easily understand from a technological perspective how the platform gathers and processes data.

2.4 Consortium

Thanks to this section the audiences will be able to see the variety of the partners that compose the consortium and how powerful it is for potential collaborations.

- Map. A graph like the one below will show the partner distribution among the countries participating split by category of entity.



Figure 6 – GATEKEEPER organizations across Europe

- In a grid all partners will appear distributed by the category and colours already displayed in the map. Each box will show the complete partner name, affiliation logo and it will be linked to the official webpage of the organizations.
- At the bottom, the Project Management Board (PMB) will appear including a photo, professional profile and mail address of each manager of the project. This will help the audience to contact the appropriate person inside the consortium for collaboration opportunities.

2.5 Communication Room

By navigating through this section, the users will be Informed about the latest achievements, news and materials produced by the project members.

- News. In this section highlights about the project meetings, events attendance, and collaborations with other projects/initiatives will be displayed. Relevant articles about the project domains/topics will be also included.
- Events. As pointed calendar at the footer, the upcoming events attended by the consortium will be listed here, announcing in which way the partners will be participating: speaker in a session, exhibition, paper presentation, etc.
- Publications. Both scientific and informative publications made in journals, conferences, magazines and chapter in books will appear in this section. The link to the source where the article will be placed in Open Access (accomplishing with the EC guidelines) will be included.
- Deliverables. Those deliverables categorized as Public will be available in this section to be downloaded.
- GATEKEEPER portfolio. The marketing materials, both printing and audio-visual, produced by the consortium will be published here.
- Gallery. Images about the project meetings, public activities and conferences will be included here in a dynamic slider.

2.6 Blog

This action is going to be reoriented from what is stated in the DoA. From previous experience of the D&C management team is difficult to maintain an independent blog alive hosted in the website, and its impact is very limited as the audience is too wide and usually the interaction with them does not take place.

The new proposal is to include the Blog in the LinkedIn channel, where the professional audiences of the project will be conveyed, by posting under the "Article" label. Once the "LinkedIn Blog" will be running it will be embedded on a dedicated tab the main website.

Taking advantage of this channel will allow to:

- Analyse the audiences behind the "Likes", "Comments" and "Share" about the posts.
- Being a reference in the sector, thanks to the segmented audiences interested in the channel.

The articles will be created both by the GATEKEEPER consortium and external key contacts interested on the community, who will be contacted by message through de LinkedIn tool considering the existing connections. In addition, relevant content and articles about the main GATEKEEPER topics will be shared.

The goal will be to publish twice posts per month and the blog will be launched on M8, once the channel and the strategy for LinkedIn, as social media channels, is designed and running.

2.7 Education

This section is under definition by the Coordination Team and the Project Management Board but the general concept is to create a webinar series regarding the hot topics covered by the project counting with the participation of the consortium experts.

The goal is generating high quality content to share and extend the knowledge, best practices and collaboration opportunities within the stakeholders involved in the GATEKEEPER community.

The tool for recording the sessions will be Webex and the videos will be uploaded in the GATEKEEPER YouTube channel and then embedded in the website and shared in the Social Media channels.

In the upcoming months the strategy including the units, people responsible, format, periodicity and timeline will be defined and explained in the Dg.1 Dissemination and Communication Plan.

2.8 Open Call

The Open Call task starts on M6 (March 2020). Once the general concept of both initiatives is agreed within the partners involved a section on the website will be published.

At the beginning the content will be purely informative, thereafter, it will be the main point for potential participants. Since the first day of the Open Call (in M12) three steps for participating will be available following this flow:

- 1- Registration by providing personal details including address.
(In accordance with the GDPR regulation exposed in a disclaimer text).
- 2- After the previous step, the needed documentation for preparing the proposal will be available for users to download. This will include the proposal and financial templates and the requirements and technical information about the Open Call.
- 3- Once the users have the proposal ready, they will jump to the point three to submit the proposal in the platform for evaluation.

The promotion of the Open Call will include several actions such as Social Media campaigns, emailing, press releases and webinars that will lead the users to the Open Call URL. This plan will be included in the overall strategy generated by the WP2.

After the closing of each initiative a complete report of the results obtained will be uploaded in this section. The aim is displaying from one side the winner's projects and organizations that will join the GATEKEEPER community, and in the other hand the statistics about the impact generated among the targets. This report will include the number of registrations through the website, the number of proposals received, the distribution of participants per country, per type of company, etc.

3 Website Specifications

3.1 Usability and accessibility

User-friendly design and interaction guidelines will be applied to facilitate the user navigation through the website. Of course, GATEKEEPER visual identity guidelines will be followed to create the website look and feel as well as the elements that will be included such as graphs, maps, infographics, timelines, etc.

GATEKEEPER webpage will be responsive design, so visitors can visualize the content in any device in a proper way.

Multilanguage option will be evaluated for the Pilot Sites section so the audiences at local level can understand the experiments and promote the recruitment purposes.

GATEKEEPER website will be used just for external communication purposes. The GATEKEEPER Consortium is already using the Alfresco tool as project repository for sharing information at internal level.

FUNKA will carry an accessibility audit as expert on this area to guarantee the proper visualization of the website by all users. A report including any identified problem will be reported to the developers and designers.

3.2 Search Engine Optimization techniques

In order to gain visibility among all targeted audiences identified, SEO methodology will be implemented in the website.

For this purpose, keywords related with the project domains and most popular searches on browsers will be included in the title, meta description, URLs, headers, content etc. following SEO techniques. In addition, all the consortium partners will be asked to link their websites to the main GATEKEEPER site.

Moreover, all the strategy followed in terms of SEO for the website will be applied in the generation of value content in other channels such as press releases, blog publications, emailing, etc.

When specific campaigns of the project will be launched, such as the Open Call, the investment of paid Search engine marketing (SEM) techniques will be evaluated to improve the search ranking.

3.3 General Data Protection Regulation

GATEKEEPER consortium considers the privacy and security data crucial, even more as the project will be handling directly user's data from several European countries. In this respect both the Privacy Policy and the Legal Notice statements will be visible in any page of the website and prepared according to the GDPR guidelines.

4 Impact indicators

It is crucial to monitor the user's behaviour to assess the interest that the webpage is generating, specially when campaigns or special actions are being developed within the project. This means to evaluate the number of visitors and its conduct in a specific landing page during a range time. This will be made with Google Analytics tool which is already activated for the GATEKEEPER URL.

The following KPIs in terms of visitors are stated in the DoA:

Year 1: 5K. Year 2: 10K. Year 3: 20K. Year 4: 65 K

Moreover, the following KPIs will be considered to assess the impact and interest generated:

Sessions. The number of times a user opened a browser to a page on your site.

Users. The number of unique users that opened those pages on your site.

Pageviews. The number of pages viewed by a user during a session. This will likely be higher than sessions.

Average Session Duration. The average amount of time of each session. Users can have multiple sessions.

Bounce Rate. The percentage of single-page sessions that left without interacting with your page.

% New Sessions. New sessions made by new users.

Location. Where are the GATEKEEPER site visitors coming from?

5 Conclusions

This tool will be alive during the life of the project and regularly updated according to the achievements and phase of GATEKEEPER. The content and structure can suffer modifications according to the necessity of the project. If this happens it will be explained in the different versions of the Dg.3 Dissemination and communication activities and materials, where a section regarding the website will be included as Dg.1 has no updates.