



Addressing Psychosocial and Lifestyle Risk Factors
to Promote Primary Cancer Prevention: an integrated
platform to promote behavioural change
(IBeCHANGE)

Project Number: 101136840

D8.7 – Online communication platforms and
Intranet

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Authors	Ruth Cooper, Danny Burke
Reviewers	iBeChange consortium



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List of Abbreviations *(if applicable)*

Abbreviation	Explanation
ecancer	Ecancer Global Foundation
IEO	Istituto Europeo di Oncologia
EAPM	European Institute of Personalized Medicine
WP8	Work Package 8

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Executive Summary

Significant efforts have been made to establish robust communication and dissemination via the deliverables outlined in this report to effectively convey iBeChange's mission and outcomes to a broad audience. These initiatives aim to enhance awareness and foster collaboration both within and outside the consortium.

Over the past few months, there have been several challenges in reaching these goals. Acquiring a .eu domain presented significant issues, as ecaner, based in the UK, is unable to make the purchase. A new plan was devised for IEO to acquire the domain, but this process has been lengthier than anticipated due to specific administrative requirements and the need for an extended domain purchase period. Alongside this, following discussions and testing, the scope of the intranet platform expanded to an extranet to serve the entire project, led to delays as we reassessed costs and feasibility.

Despite these setbacks, progress continues. Our design team has been actively working on the website by preparing content and ensuring cohesive branding in terms of design. As the project evolves, we are continuously updating the design and content to reflect the latest developments. Final adjustments will be made once the domain is secured and the site is live, ensuring it is fully optimized for stakeholder engagement. Our design team has also been working on and developed a new logo and favicon for the project.

We have worked with the wider consortium throughout these processes, highlighting the collaborative effort and dedication that have been central to the project's success. These efforts are integral to ensuring that iBeChange's findings and advancements are effectively communicated to a wide array of stakeholders, including healthcare professionals, researchers, and the general public.

1. Introduction

Work Package 8 (WP8) is dedicated to the communications and dissemination of the iBeChange initiative. It is tasked with creating a framework that highlights iBeChange's impact and enhances knowledge exchange with external audiences. This involves reconnecting with the broader community and expanding this network throughout the project's duration.

Our goal is to ensure that the project's findings reach a diverse range of potential users and stakeholders through multiple channels. WP8 is led by the European Alliance for Personalized Medicine (EAPM), with support from ecancer and all other project partners who will actively contribute to the content we disseminate. We will coordinate this information-sharing process and ensure that the communication and dissemination plan is followed, enabling stakeholders to access and share the insights and developments generated by iBeChange. The communication and dissemination strategy involves a multitude of materials and approaches. This deliverable displays the steps taken to enable the communication of the work being done by creating an official iBeChange *website*, *extranet* and a *logo*.

Effective communication and dissemination are essential to the success of a project like iBeChange. Clear communication within the consortium ensures that all members are aligned with their roles and objectives, which fosters collaboration and enables the project to progress smoothly and efficiently. Additionally, engaging with other projects and external organizations allows us to gain valuable insights and experiences that will enhance iBeChange's impact, while also maintaining the project's momentum and credibility.

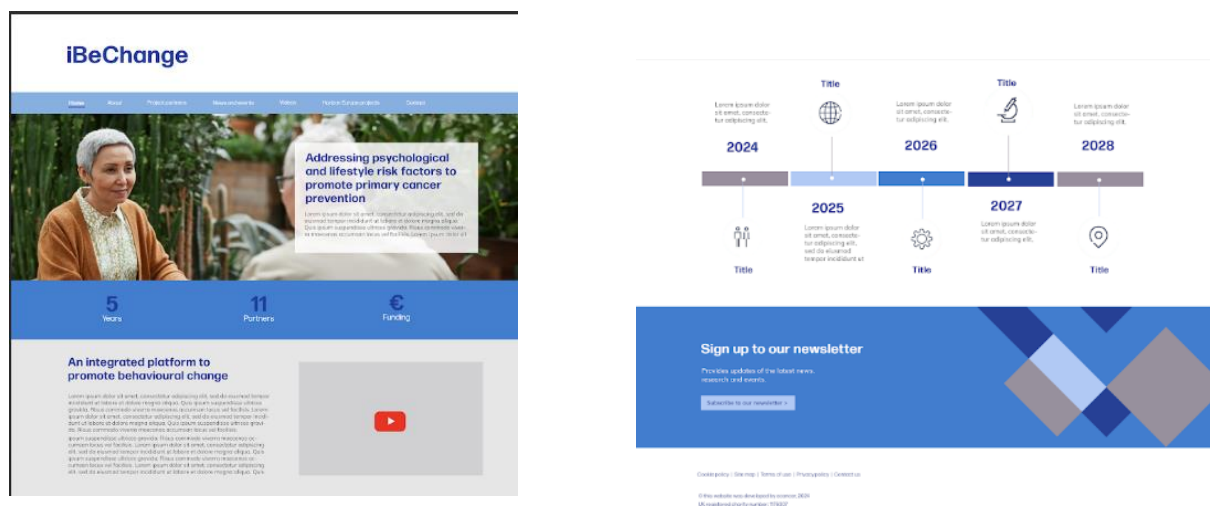
Equally important is the dissemination of research findings. Sharing our results through online platforms, conference presentations, and publications in peer-reviewed journals ensures that the broader community is informed about the project's outcomes. For iBeChange, this means increasing awareness among cancer healthcare professionals and the general public about the role of lifestyle factors in cancer prevention. We will also collaborate with other projects within the prevention cluster to maximize our reach and strengthen our network by exchanging ideas and building a more robust foundation for our efforts.

2. Online Communication platforms and Intranet

2.1 External Website

The design process for the website has been extensive, with numerous challenges and delays encountered throughout. Early on, ecancer engaged in detailed discussions with both EAPM and IEO to identify the specific functionalities and design elements that would meet the project's needs. These discussions were crucial in shaping the website's overall vision, ensuring it would effectively convey the project's objectives and serve its intended audience.

Following these consultations, ecancer in-house graphic design team got to work on creating a mock-up of the homepage, as seen in figures 10 & 11. This initial draft incorporated the core elements of the project's branding, such as the color schemes, logo placement, and overall aesthetic. The team focused on ensuring that the design was not only visually appealing but also user-friendly and reflective of the project's goals.

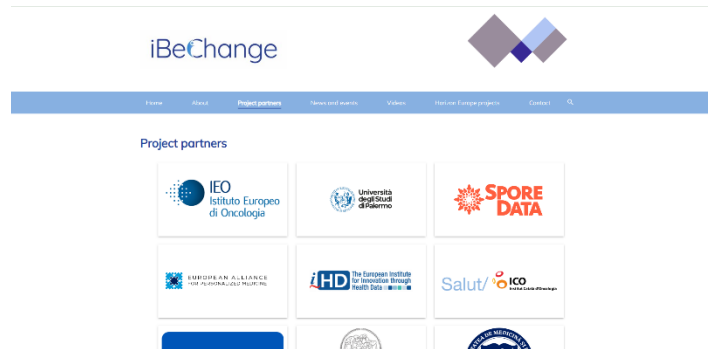
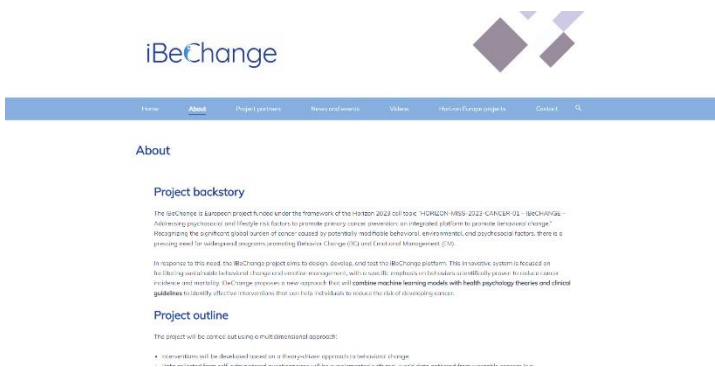
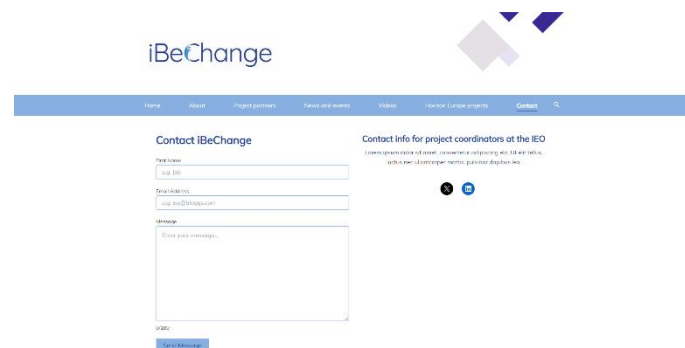


Feedback from stakeholders required revisions to ensure the design aligned with both the functional requirements and the project's identity. As part of our efforts to ensure that the website accurately represents the collective effort behind the iBeChange project, ecancer team actively sought feedback from all project partners. In doing so, we asked each partner to provide a statement detailing their specific involvement and role within the project.

This request was made with the intention of highlighting the diverse contributions and expertise that each partner brings to the project, ensuring that the website not only showcases the project's overall achievements but also acknowledges the hard work and dedication of every organization involved. These insights are being integrated into the website's content, giving visitors a clear understanding of the multifaceted efforts behind the project.

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Figures 1, 2, 3, and 4 provide a visual representation of the current website design, showcasing the progress made in developing an engaging and functional online presence for the iBeChange project. In addition to these key visuals, ecancer team also developed a favicon (figure 5) —a branding element that appears in the browser tab when users visit the website. This favicon was carefully designed to complement the overall look and feel of the site, ensuring that every detail, down to the smallest graphic, aligns with the project's cohesive branding strategy.



As the iBeChange project continues to evolve, so too does the design and content of our website. The ecancer team is actively updating and refining both the visual elements, and the information presented to ensure that the site accurately reflects the most current developments within the project. These ongoing adjustments are essential for maintaining the website's relevance and effectiveness in communicating our goals and progress to stakeholders.

While we are making significant strides, the final phase of fine-tuning will take place once the domain is officially purchased and the website goes live. At that point, we will perform a thorough review to ensure all design elements are cohesive and aligned with our branding strategy. We will also ensure that the content is fully optimized to convey the project's impact and to engage our target audience effectively.

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This final stage of tweaks will be crucial in delivering a polished and professional online platform that not only meets the functional needs of the project but also serves as a powerful tool for communication and dissemination.

Unfortunately, the delivery phase of the project has experienced significant delays. A major issue has been the purchase of the domain name. Our original plan was to secure a .eu domain to emphasize the European-wide collaboration that underpins the iBeChange project. However, being based in the UK, ecancer encountered legal restrictions, preventing from purchasing a .eu domain directly.

In response to this challenge and after discussions with the Project Coordinators, the IEO agreed that they would take charge of the purchase of the domain on behalf of the ecancer team. The joint purchase process required more time than anticipated due to the need to obtain from the eCancer team at least three quotations, including all the requested features to be included on the website and to be evaluated to ensure that the quality-price criteria are met, accordingly with the EC guidelines. The availability of quotes has been delayed due to the emerging request evaluate the purchase of and extranet along with the domain –to serve as the main co-working platform for the project. Details on this aspect can be found in section 2.3. The evaluation process is ongoing as the quotations are being reviewed by the IEO team. Despite these setbacks, the ecancer team is collaborating closely with IEO to resolve these issues and move forward as quickly as possible.

2.2 Logo

The ecancer team initially received a logo concept from IEO team, which served as a pointing start for the ecancer in-house graphic design team to design the final version to be used for the project.



However, at that early stage, the project lacked cohesive branding, which presented a challenge. Recognizing the importance of a strong, recognizable brand identity for the success of the iBeChange project, the ecancer team embarked on the comprehensive and detailed process of developing a new logo that would effectively represent the project's mission and values.

This process involved multiple stages, including brainstorming sessions, conceptual design, and feedback rounds with all stakeholders involved. We sought to create a logo that not only had a

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visual appeal but also encapsulated the essence of iBeChange and reflected the dedication to advancing cancer prevention through behavioural change. The team considered various elements, such as color schemes, typography, and symbols, that would resonate with our target audiences, including healthcare professionals, researchers, and the general public.

Below are the initial designs proposed:



Through internal discussions and in collaboration with the partners involved in WP8 and EAPM, ecancer made some further changes and reduced the selection to 3 options. The final options were

presented to the rest of the consortium for their feedback and for them to vote for their preferred option.



Following this, we made some final alterations and below is the final logo for the project.



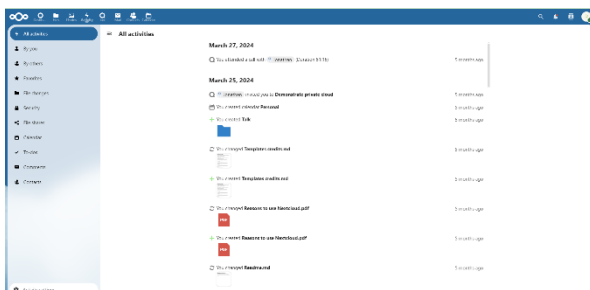
Figure 12

2.3 Intranet Platform

The initial requirements for this deliverable involved ecancer developing an intranet platform. After careful consideration and internal discussions with the website development team, the ecancer team decided the most suitable company to use for the intranet would be Nextcloud. A platform that encompasses the initial requirements set out in the grant agreement was created. However, after the initial testing phase and following discussions with the IEO team, an opportunity to enhance the platform's utility emerged. The IEO team asked the ecancer team if it was possible to expand the intranet to develop a more comprehensive, collaborative extranet platform, which would serve as a co-working tool for the partners and as a file folder for the project-related documents. The rationale

This request, motivated by the opportunity to improve the available tools and ensure the best use of resources, altered the initial scope of the intranet. Transitioning from an intranet to an extranet platform requires additional features, increased security measures, and a more complex user interface to accommodate a wider audience.

Currently, the platform is set up but not live due to waiting on approval of renewed costs. The current capabilities and functions include secure file storage, sharing, and collaboration tools. It allows users to store files in a centralized location and access them from any device. Key features include file synchronization, real-time collaboration on documents, calendar and contact management, and integration with third-party apps. It also offers robust security features like end-to-end encryption and two-factor authentication. Nextcloud supports team collaboration through chat, video calls, and project management tools. Some examples of the platform interfaces are shown in figures 6,7 and 8.



3. Conclusions

In conclusion, the iBeChange project has made substantial progress in establishing a comprehensive communication and dissemination strategy, essential for advancing its mission of cancer prevention through behavioral change. The efforts led by WP8, in collaboration with EAPM, ecancer, and other partners, reflect a strong commitment to ensuring that the project's objectives are clearly communicated and its findings are widely disseminated.

Recognizing the importance of a cohesive and impactful brand identity, ecancer has worked diligently to develop a new logo, website and extranet that resonates with the project's goals and values. This branding initiative, though time-consuming, was critical in creating a visual representation of iBeChange that is both professional and reflective of its pan-European collaboration.

Despite the encountered delays, the eCancer team has remained focused on refining the website's design and content to accurately reflect the ongoing developments within iBeChange project. The website is poised to become a central hub for knowledge exchange, providing stakeholders with access to the latest research findings and project updates. By inviting all project partners to contribute to the website's content, the project ensures that the collective efforts and diverse expertise are fully represented.

As the final stages of the website's development approach, with the resolution of domain issues and the site going live, the iBeChange project is well-positioned to achieve its communication and dissemination goals. The dedication to transparency, collaboration, and excellence demonstrated throughout this process underscores the project's commitment to making a meaningful impact on cancer prevention across Europe. Through strategic branding, meticulous website development, and proactive stakeholder engagement, iBeChange continues to build a strong foundation for its long-term success in promoting behavioural change and improving public health outcomes.

Version history

Version	Description	Date completed
v1.0	First upload	20\9\2024
v2.0	iBeChange consortium revision	1\10\2024