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WP7 COMMUNICATION D7.3 WEBSITE REPORT 1

ASSET Project • Grant Agreement N°612236

ASSET

Action plan on SiS related issues in Epidemics and Total pandemics

7th RTD framework programme

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www.asset-scienceinsociety.eu



DOCUMENT MANAGEMENT

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D7.3 Report ASSET WEBSITE REPORT 1

Task: T7.3

Leader: ZADIG – Other contributors: None

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EXECUTIVE SUMMARY

D7.3 ASSET Website Report 1 describes the design, creation and up-to-date activity of ASSET project website (<http://www.asset-scienceinsociety.eu/>), which is a main tool of external communication of the project, as planned in D7.1 Communication strategy.

It is managed mainly by T7.3 task leader (ZADIG) with contributions by all partners.

According to ASSET's DoW (Description of Work), communication has

- to ensure the project's visibility through traditional and new media tools;
- to document every major advancement of the project;
- to allow a bi-directional dialogue, educational opportunities and knowledge transfer among partners, stakeholders, policy makers and the general public.

According to the values of transparency and dialogue moving the project, ASSET website is an entirely open platform, targeted to stakeholders, other related projects and the general public.

The restricted working area planned by DOW, where partners can share information and documents, while discussing of the advancement of the project, was created apart, on another platform, as an interactive Community of practice. This infrastructure, as described in D1.3 Project Infrastructure Report 1, hosts also the MMLAP Virtual Cluster, where methodological issues in Mobilisation and Mutual learning are discussed.

ASSET website was published on 1st January 2015, due to the delay at the start of the project, and updated regularly, following weekly meetings of the editorial staff. During its first year, it improved its activity, increasing the number of visitors and of new contents uploaded monthly.

The web portal is anyway a work in progress, which will develop new features during the whole project life.

1. INTRODUCTION

T7.3 ASSET website, as planned by D7.1 ASSET Communication Strategy, is a main instrument of ASSET open external communication about the project and its outputs. The restricted working area for partners, and other specific stakeholders, planned by DOW, takes place on the Community of Practice platform, with reserved access (see D1.3) (internal communication).

T7.3 ASSET website was designed in order to be a tool of Mobilization and Mutual Learning. The DOW planned a website "able to communicate in 2-ways with different targets: general public, media, stakeholders, decision makers, scientific community inside and outside the project". ASSET website satisfies this request giving all of these stakeholders the possibility to find different resources on several issues related to pandemic and epidemic preparedness and response.



On the other hand, they can give their contributions by articles, comments and video interviews. The website is also strictly related to ASSET activity on social media (Facebook, Twitter and YouTube), main tools of web 2.0 interactivity.

Now the website includes the following sections:

- 1) Information about **ASSET project and partners**;
- 2) **Outputs of the project** (deliverable, papers, presentations, other documents, Responsible Research and Innovation newsletters and Pandemic preparedness and response bulletins, and the D2.1 Glossary produced at the beginning of the project);
- 3) **News and features** on issues related to the project, both about infectious threats and about the wider ideas of Science-in-society, by the website editorial staff, other partners or relevant stakeholders;
- 4) **Data visualizations**;
- 5) **Videos** by ASSET and other related projects;
- 6) **Links to other MMLAP or related projects**;
- 7) **Events** related to ASSET field of interest, both in a list and in a calendar;
- 8) **Links to social networks** (Facebook, Twitter, YouTube Channel, LinkedIn, Google plus, Pocket...).
- 9) **A library of resources** related to ASSET issues (laws and rulements, outputs of other related projects, papers and documents by international health authorities and scientific literature)
- 10) **A media area** containing ASSET press releases and a press review.

Other sections are currently being developed, and are planned to be implemented in 2016:

- 1) **Citizens' consultation area**, containing Public Consultation Information Booklet and videos for thematic intros to the meetings and ad interim results of the Public Consultation;
- 2) The **Best practice platform**;
- 3) The **Gender platform**
- 4) The **Stakeholder portal**

2. ASSET WEBSITE DESIGN, CREATION AND MANAGEMENT

The ASSET website was designed and built by Zadig on a Drupal platform. The website graphic layout was designed according to D7.2 ASSET brand.

The choice of colours was considered very important, since colours can convey messages as a form of non-verbal communication. Two basic colours were thought to be most representative and appropriate to embody the ASSET identity:

- **Blue**: the psycho-chromatic meaning of blue is institution, trustworthiness, order and loyalty. This color exhibits an inner security and confidence. You can rely on it to take control and do the right thing in difficult times.
- **Green**: this is the color of balance and harmony. It is the great balancer of the heart and the emotions. It represents health and well-being. It means being tactful, emotionally balanced and calm, sympathetic, compassionate with a high moral sense. Encourages 'social joining' of groups, and creates a sense of belongingness.



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The organization of contents followed the indications of D7.1 Communication strategy, after consulting all partners, some of whom gave their suggestions and willingness to participate to a virtual editorial staff.

In the home page, on the headline beside the ASSET logo, one can find the main sections of the website, along with the e-mail address to get in touch with the editorial staff.

A green band below gives relevance to some visual contents, usually a video and two banners addressing to other websites or events. Links to social networks ASSET accounts are well visible in the same area.

Three illustrated features, sided by upcoming events, dominate the center of the web page.

A further band is dedicated to the structure of the project, with its Work Packages, the most recent deliverables and presentations of partners.



Below, there are presentations and links to other MMLAPs and related projects and at the bottom other contact information, with the form for being included in ASSET mailing lists.

The ASSET website is managed by a technical staff and an editorial staff by Zadig, made of 4 people, meeting weekly, in addition to other experts for specific tasks (data visualisation, video, etc...).

3. ASSET WEBSITE CONTENTS

ASSET website contents are updated regularly, meanly twice a month, collecting contribution by partners and other sources, including social media.

At the end of the first year, these are the contents up-to-date uploaded:

3. 1 Basic information about ASSET project and its partners

The ASSET website is the showcase of the project and one of the main tools to make of it an authoritative voice in the field of pandemic preparedness and response.

So, the section about the project includes:

- a short and simple text of presentation of ASSET project,
- an introductive video with interviews taken during the kick-off meeting,
- short descriptions of the 14 international partners and
- the Document of Work (DOW) of the project, to let it be known in further details.

3.2 Outputs of the project

One of the main objectives of the website is presenting ASSET projects' outputs and results. As far as December 2015, these are the documents uploaded on the website and made accessible to anyone:

- 15 deliverables completed by partners;
- 3 papers and 3 posters produced by partners within the project;
- 8 presentations at conferences, meetings or courses mentioning ASSET by partners;
- ASSET brochure;
- ASSET glossary;
- 2 issues of Responsible Research and Innovation newsletter;
- 2 issues of Pandemic Preparedness and Response "Share and move" bulletins
- local communication strategy made by NCIPD for Bulgaria.



3.3 News and features

ASSET website hosts some features on issues related to the project, related to the news but going deeper into the communication and SIS related aspects of infectious threats, vaccines and citizens' involvement.

As far as December 2015, **26 of these articles** had been published, including news about the project and its advancements.

Authors were mainly from ASSET editorial staff, but in some cases other stakeholders were involved: one piece about vaccine hesitancy was written by a mother, another by two scientists. An article about ethical issues in infectious threats is planned for the beginning of 2016 by a member of SATORI project, which we established a relationship with. These are some examples of 2-way communication that we are going to repeat and intensify in the future.

3.4 Data visualizations

In December, the first of a series of ASSET data visualizations was uploaded on the website.

ASSET datavis are analysis of official data related to pandemic and epidemic preparedness and response, graphically presented in order to make them meaningful for the public as well as for stakeholders.

The first one relates immunization coverage in EU/EEA with different policies in making 3 vaccinations (polio, pertussis and measles) compulsory or not, giving the impact of such strategies on immunization rates at a glance.

3.5 Videos

As a platform intended for knowledge sharing, ASSET website provides both videos produced by the project itself and other made by related projects, such as 1 by TELL ME project and 1 by E-COM project.

As far as December 2015, on the website there are **11 ASSET videos**, including a presentation of the project and 10 interviews to several relevant experts and stakeholders:

- 2 specialized journalists (Sarah Boseley, health editor at *The Guardian* and Charlie Cooper, health reporter for *The Independent*);
- 1 infectivologist of Doctors without borders, Geraldine O'Hara, with an experience in broadcasting communication during Ebola epidemic in West Africa;
- 7 experts in mathematical and computational modelling of the spread of infectious diseases, explaining the huge variety of tools and approaches that are currently employed (Vincenzo Capasso, University of Milan; Vittoria Colissa, INSERM, Paris; Alberto D'Onofrio, IPR, Lyon; Edward Hill, University of Warwick; Piero Manfredi, University of Pisa; Alessia Melegaro, Bocconi University; Alessandro Vespignani, Northeastern University, USA);
- Seth Berkley, CEO of GAVI Alliance, a public-private partnership aimed at providing vaccines to all children in the world, named as one of the most influential people in the world by *Time* magazine.



3.6 Links to other MMLAP or related projects

In the beginning ASSET website hosted presentations and links to other MMLAP projects invited to join the MMLAP virtual cluster, but in a second time also other projects, related for field of interest or methodology of work, were linked. At the moment 15 other projects are linked on ASSET website.

3.7 Events

ASSET website provides a calendar with events related to the project activities or meetings, conferences, congresses dealing with issues within ASSET field of interest. They include scientific events regarding virology, infectious diseases or vaccinology, conferences on public health or risk communication, international meetings for political strategies in facing epidemics or pandemics.

3.8 Social networks

Buttons on ASSET homepage give easy access to the social network accounts of the project (Facebook, Twitter, YouTube Channel, LinkedIn, Google plus and Pocket).

These links are very important because through the social networks we can reinforce a 2-ways dialogue with stakeholders and the general public, that is a key feature of ASSET project.

3.9 Resources

A useful library of resources related to ASSET issues is available for anyone on ASSET website. Here stakeholders, policy makers, journalists and the general public can find:

- laws and rulements;
- outputs of other related projects;
- papers and documents by international health authorities;
- scientific literature.

3.10 Media area

The media area on the ASSET website contains ASSET press releases and a press review of articles mentioning ASSET project.

4. ASSET WEBSITE ANALYTICS

In this first year of activity, ASSET website reached a good level of visibility, with a peak in summer and another between the end of September and the first half of October. This could be linked to periods when the ASSET Summer School was announced, recalled and kept in Rome.

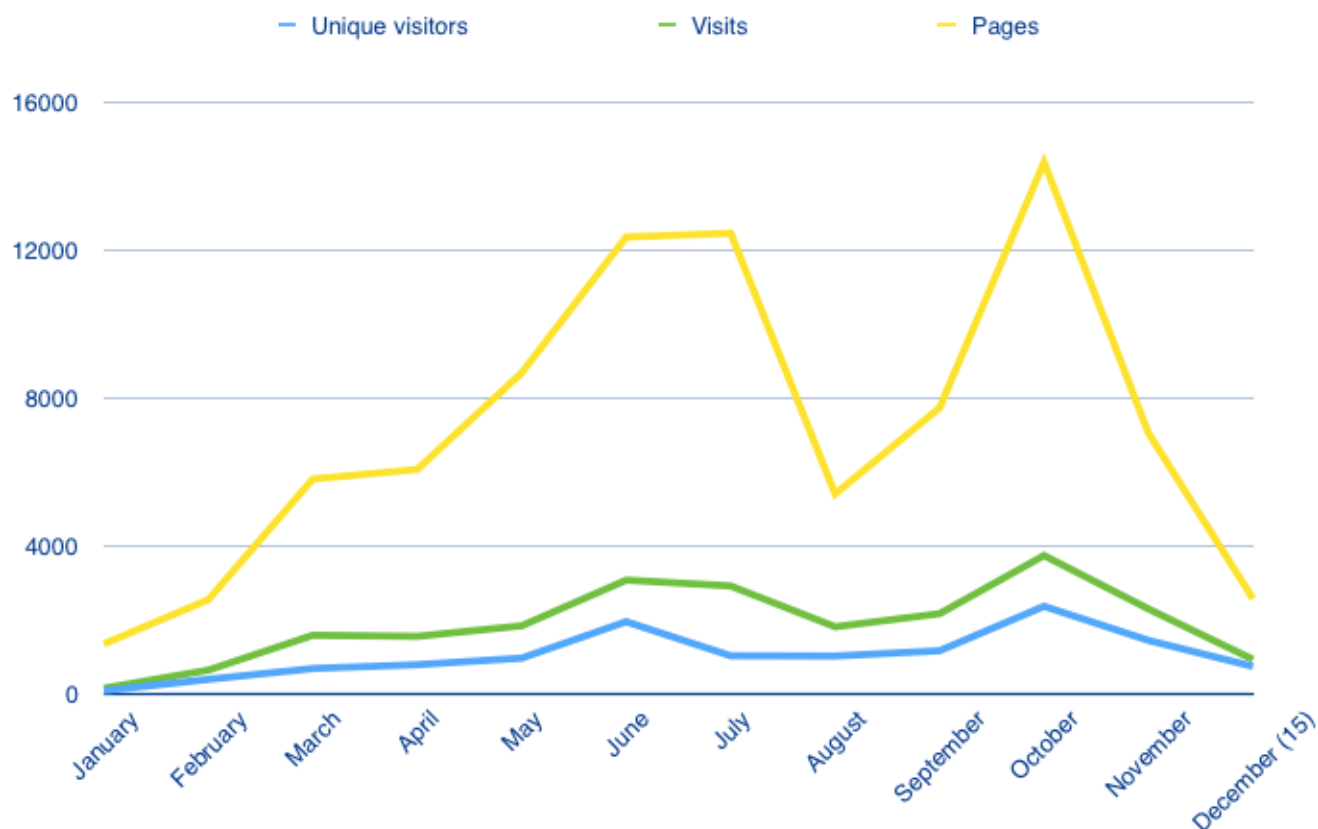


In this analysis we considered the following indicators:

- number of unique visitors;
- number of visits;
- number of pages viewed.

From the 1st of January 2015 to the 15th of December 2015, ASSET website had

- 12,773 unique visitors;
- 23,181 number of visits;
- 86, 430 pages viewed.



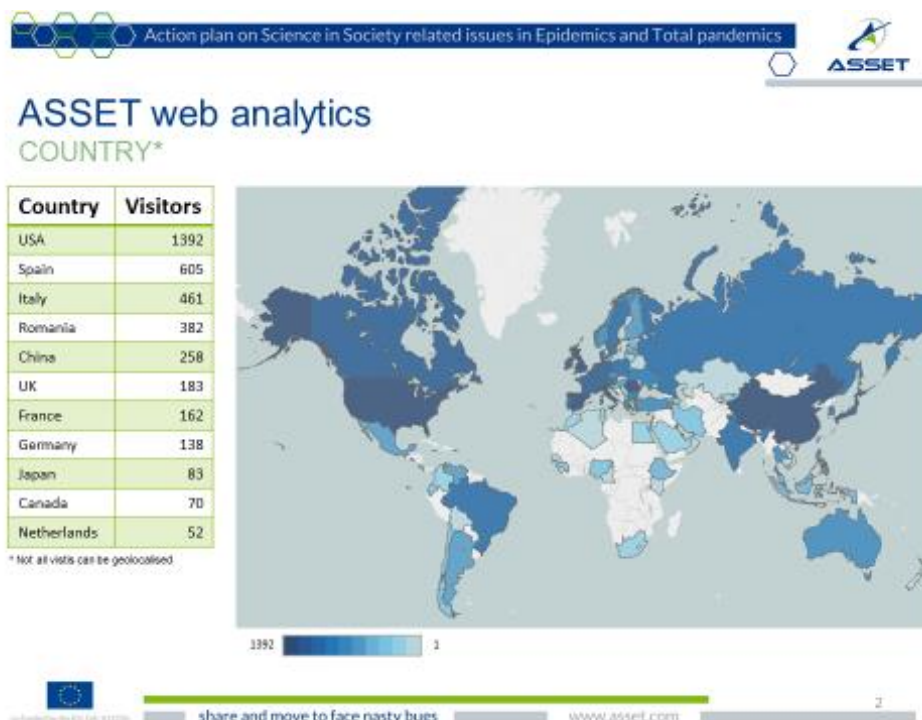


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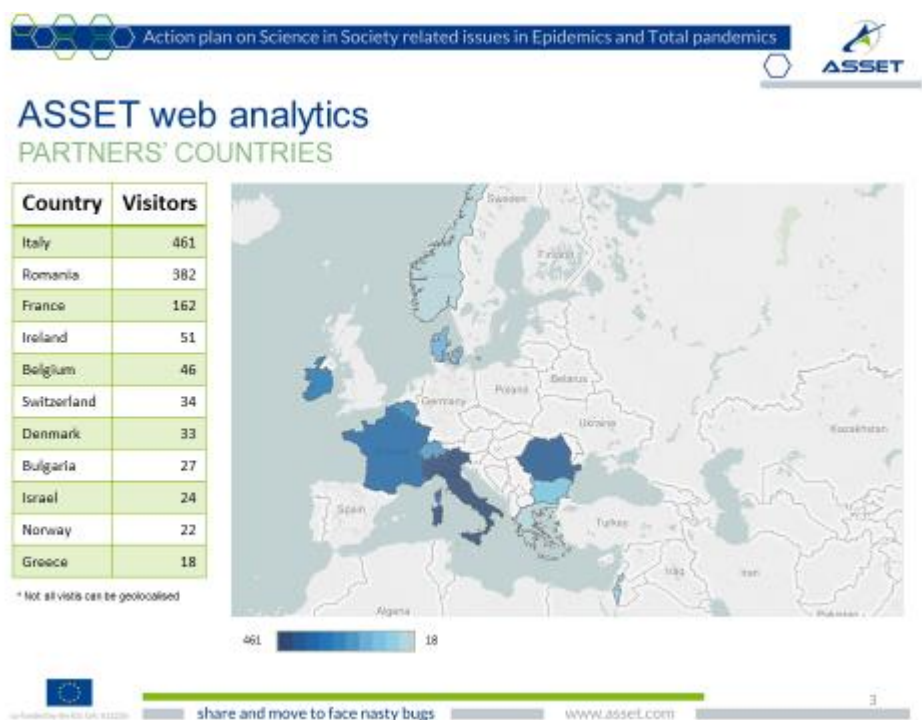


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Most visitors were from USA, followed by Spain, both countries not involved in the project.



Among partners' countries, Italy, Romania and France were the source of most visits.





An analysis of the most viewed content showed that, apart from a generic interest for the project (i.e. people visiting the page “about”) and its main events (ASSET Summer school and High Level Policy Forum), the issue of vaccines was the most popular and appreciated.



ASSET web analytics

TOP PAGES

Title	Visits
Home	22915
PLOS and ECDC together with a special issue on vaccine hesitancy	3377
Summer School on Science in Society related issues in Pandemics	3056
PROLEPSIS - Institute of Preventive Medicine Environmental and Occupational Health	1896
About	1060
ASSET High Level Policy Forum in Brussels	975
Empathizing, raising doubts and addressing fears in the vaccine controversy	971
Partners	967
Features	806
Contacts	741
Deliverables	700
Share and move... the ASSET project goals	675
The role of ethic in pandemic preparedness	630
Fighting inequities: the health mediator's program in Bulgaria	625
DOW	612



CONCLUSIONS

In its first year of activity, the ASSET project fulfilled the requests of D7.1 Communication strategy, following “all the communication guidelines previously indicated (clarity of language, addressing both experts and the general public, transparency, interaction with different parts of society, plenty of pictures, videos, infographs, and so on)” and being “completely open access”.



As planned, it contains 3 types of contents, regularly updated, with different targets:

- presentation and outputs of the project;
- different resources about preparedness and response to epidemics and pandemics;
- several means of dialogue with society.

Four further sections will be added in the following months:

- Citizens' consultation area;
- Best practice platform;
- Gender platform;
- Stakeholder portal.

The website statistics are quite satisfying, even if better can be done in the second part of the project, thanks to WP4 on citizens' consultations, a more active presence on the social media according to T5.1 and T5.3 local initiatives, all starting on m25, as planned by DOW.

Involvement of other partners and different stakeholders will be increased as well, accordingly.