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## WP 7 COMMUNICATION

### D7.4 WEBPORTAL REPORT 2

ASSET Project • Grant Agreement N°612236

# ASSET

Action plan on SiS related issues in Epidemics and  
Total pandemics

7<sup>th</sup> RTD framework programme

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[www.asset-scienceinsociety.eu](http://www.asset-scienceinsociety.eu)



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D7.3 Report ASSET WEBSITE REPORT 2

Task: T7.3

Leader: ZADIG – Other contributors: None

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## EXECUTIVE SUMMARY

D7.4 ASSET Website Report 2 describes the 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 that inspire 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 on another platform, as an interactive Community of Practice (CoP). 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 1<sup>st</sup> January 2015, due to the delay at the start of the project, and updated regularly, following weekly meetings of the editorial staff. During its three years, it improved its activity, increasing the number of visitors and of new contents uploaded twice a month. The web portal is a work in progress, which developed 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, is located on the Community of Practice (CoP) platform, with reserved access (see D1.5, internal communication).

The project started in the second half of 2014, thus the website was published on January 2015 and its activity was developed in three years' time.

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 videointerviews.

The website is also strictly connected to the project activity on social media (Facebook, Twitter and YouTube), main tools of web 2.0.

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 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) A Gender platform, which gathers contents and articles from ASSET experts aimed to disseminate and promote gender-sensitive and women-centred research on pandemics;
- 8) A Best Practices platform, with a collection of good and best "practices" on Science-In-Society related issues in public health research on epidemics and pandemics;
- 9) A Citizens' Consultation area containing Public Consultation Information Booklet and videos for thematic introductions to the meetings and the main results of the Public Consultation;
- 10) ASSET Analytics area with updated statistics on ASSET website and social media;
- 11) Events related to ASSET fields of interest, both in a list and in a calendar;
- 12) Links to the project social networks (Facebook, Twitter, YouTube Channel, LinkedIn...).
- 13) A library of resources related to ASSET issues (laws and rules, outputs of other related projects, papers and documents by international health authorities and scientific literature);
- 14) A media area containing ASSET press releases, a press review and a press kit.
- 15) The links to the Stakeholder portal.



## 2. ASSET WEBSITE DESIGN, CREATION AND MANAGEMENT

The ASSET website was designed and built by Zadig on a Drupal platform, an open source software. 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 colour 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 colour 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.

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.





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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 centre of the web page.

A further band is dedicated to the structure of the project, with its Work Packages, the most recent deliverables and the presentations of the project's 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 5 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, mainly twice a month, collecting contribution by partners and other sources, including social media.

At the end of the three years, this is the up-to-date list of the uploaded contents:

#### 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 introductory 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.

#### 3.2 Outputs of the project

One of the main objectives of the website is presenting ASSET projects' outputs and results. At the end of the project, these are the documents uploaded on the website and made accessible to anyone:

- 36 deliverables already completed by partners (the last ones will be uploaded as soon as they are ready);
- 16 articles uploaded in the Gender Platform;
- 7 scientific papers and 3 posters produced by partners within the project;
- 6 issues of Epidemics and Pandemics, the response of society: ASSET paper series;
- 49 presentations at conferences, meetings or courses mentioning ASSET by partners;
- ASSET brochure;
- ASSET glossary;
- 6 issues of Responsible Research and Innovation Newsletter;
- 7 issues of Pandemic Preparedness and Response "Share and move" Bulletins;
- Updated statistics on ASSET website and social media in the ASSET analytics area produced by website editorial staff;
- 1 report on Twitter influencer analysis produced by the website editorial staff;
- 10 documents uploaded in the Best Practice Platform;
- 5 documents uploaded in the Citizens' Consultation area;
- 1 Final Summary Report;
- A local communication strategy made by NCIPD for Bulgaria.





### 3.3 News and features

ASSET website hosts some features on issues related to the project. These features are focused on current events and news, but further analyse the communication and SIS related aspects of infectious threats, vaccines and citizens' involvement.

As far as 31<sup>st</sup> December 2017, 88 of these articles had been published, including news about the project and its advancements.

Authors were mainly members of the ASSET editorial staff, but in several cases other stakeholders and experts were involved. An article about ethical issues in infectious threats was written by a member of SATORI project, as part of a relationship established within the MMLAP virtual cluster.

### 3.4 Data visualizations

At the end of the project, four data visualizations were uploaded on the website. ASSET dataviz are analysis of official data related to pandemic and epidemic preparedness and response, graphically presented in order to make them meaningful for a general 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.

The second one analyses ethical issues in national pandemic influenza plans.

The third one investigates sex and gender in clinical trials.

And the last one focuses on immunization in healthcare workers.

### 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.

At the end of the project, the website hosts 35 ASSET videos, including a presentation of the project, a "Concerto for Piano and science" at Verbier Festival and 33 interviews to several relevant experts and stakeholders:

- Walter Ricciardi, President of the Italian National Institute of Health;
- Filippo Buccella, chairman of the Italian Liaison Team;
- Dennis Costello, Web Communications Senior Manager & RareConnect Leader at EURORDIS (Rare Diseases Europe);
- Alberto Tozzi, Research area coordinator and Head of Digital Medicine and Telemedicine Unit at Ospedale Pediatrico Bambino Gesù, Rome;
- Darina O'Flanagan, previous Director of Health Protection Surveillance Centre Ireland and a member of the Advisory Forum of the European Centre for Disease Control;
- Ilaria Capua, director of the One Health Excellence Centre at the Emerging Pathogens Institute of the University of Florida, USA;



- Piero Bassetti, president of the Giannino Bassetti Foundation, one of the pioneers of the idea of Responsible Research and Innovation in Italy;
- Bert Niesters from the University of Groningen, in the Netherlands;
- Ivan Hung, Clinical Associate Professor and Honorary Consultant in the Department of Medicine at the Queen Mary Hospital of the University of Hong Kong;
- Katie Flanagan, senior lecturer of the Department of Immunology at Monash University, in Melbourne, Australia;
- Norman Begg, GSK Vice President, Head of Scientific Affairs and Public Health, Vaccines;
- 1 pediatrician (Susanna Esposito, professor of Paediatrics at the University of Milan, Italy and president of WAIDID (World Association for Infectious Diseases));
- Albert Osterhaus, director of the Research Center for Emerging Infections and Zoonoses (RIZ) in Hannover, Germany;
- Thomas Breuer, GSK Senior Vice president, Chief Medical Officer, Vaccines;
- 2 specialized journalists (Sarah Boseley, health editor at The Guardian and Charlie Cooper, health reporter for The Independent);
- 1 infectiologist 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 Colizza, 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.

Thanks to the considerable quantity and variety of video products and to the stakeholders profiles, the website is actually a very useful tool, which also allows these figures to directly contact the users of the site.



### 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, with similar field of interest or methodology of work, were linked. Overall, 39 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).

These links are very important because through the social networks we can reinforce a 2-ways dialogue with stakeholders and the general public, which is a key feature of ASSET project (see D5.1).

### 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:

- outputs of other related projects;
- papers and documents by international health authorities with an updated bibliography;
- scientific literature with an updated bibliography;
- papers about sex and gender in research.

### 3.10 Media area

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

## 4. ASSET WEBSITE ANALYTICS

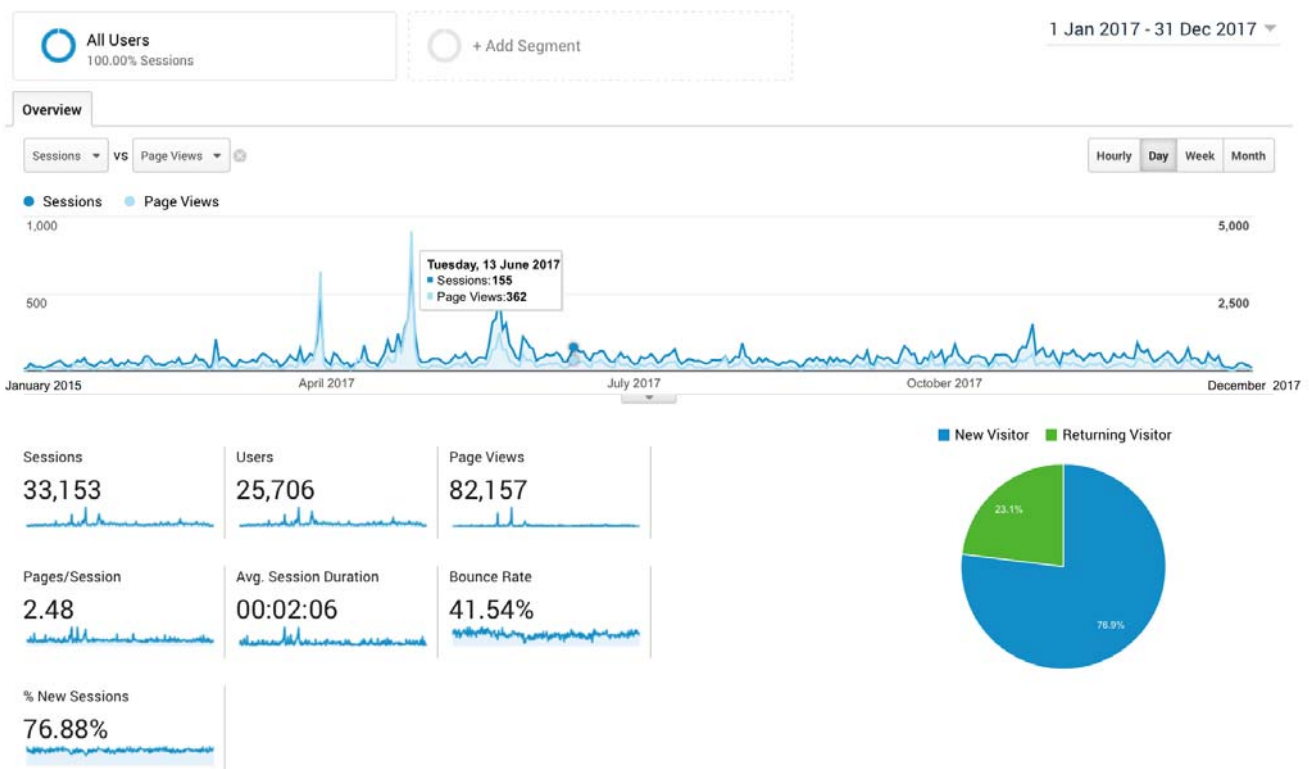
In full transparency, the statistics can be consulted in home page of the website. In the last year of activity, ASSET website reached a good level of visibility, with a peak in May and another in October. This could be linked to periods when the ASSET Summer School and Asset Final Event were announced, recalled and kept in Rome.

In this analysis, we considered the following indicators:

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

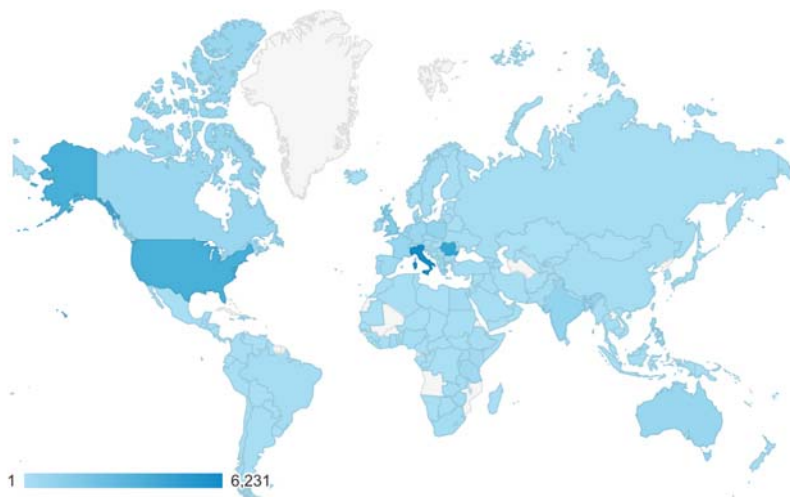
From the 1<sup>st</sup> of January 2017 to the 31<sup>st</sup> of December 2017, ASSET website had

- 25,706 unique visitors;
- 33,153 number of sessions;
- 82,157 pages viewed.





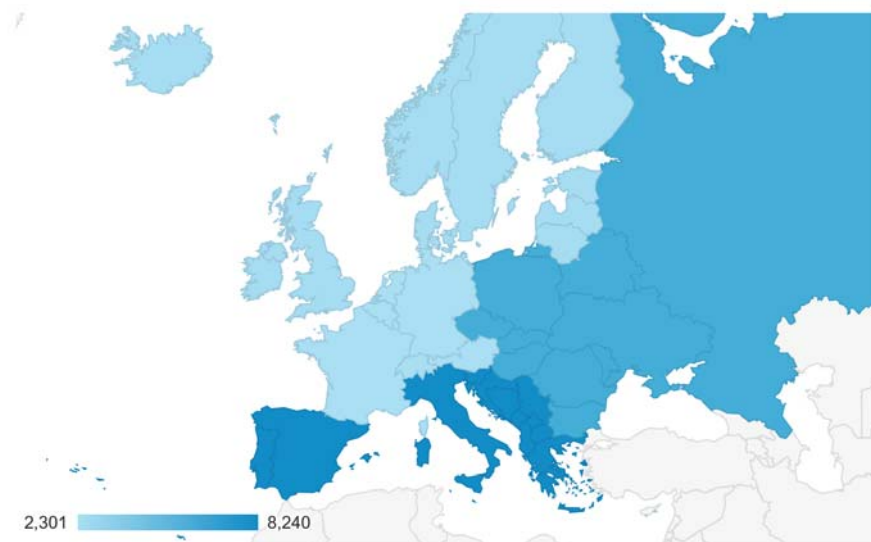
Among countries not involved in the project, most visitors were from USA.



Country	Sessions
Italy	6593
Romania	4501
United States	4023
United Kingdom	1534
India	985
Poland	850
France	843
Philippines	806
Australia	704
Canada	634

Not all visits can be geolocalised

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



Country	Sessions
Italy	6593
Romania	4501
United Kingdom	1534
France	843
Poland	850
Greece	613
Germany	553
Netherlands	407
Serbia	376
Spain	352

Not all visits can be geolocalised



An analysis of the most viewed content in the last year of the project showed that, apart from a generic interest for the project (i.e. people visiting the page “About”), the issue of vaccines was the most popular and appreciated. Moreover, the Compulsory vaccination and rates of coverage immunisation in Europe dataviz page was the most viewed. Also, bibliographies on scientific literature and on sex and gender were the most visited.

Country	Visitors
/reports/page1.html	27124
/home	11607
/pages/gender-roles-reproductive-roles	1887
/pages/about	1159
/news/features	1032
/pages/action-plan	910
/pages/scientific-literature	859
/pages/gender-roles-triple-role-multiple-burden	813
/pages/sex-and-gender	688
/dataviz	670
/news/features/towards-extension-mandatory-vaccination-italy	645
/about/partners	634
/news/news	616
/pages/practical-gender-needs-pgn	582
/outputs/gender	561
/outputs/deliverables	555
/outputs/epidemics-and-pandemics-response-society-asset-paper-series	549
/pages/health-authorities	531
/contacts	504
/news/features/short-animated-history-humans-germs-and-pandemics	503
/video	481
/about/partners/ncipd-national-center-infectious-and-parasitic-diseases	479
/outputs/best-practice-platform	475
/news/features/registrations-are-open-asset-final-conference	434

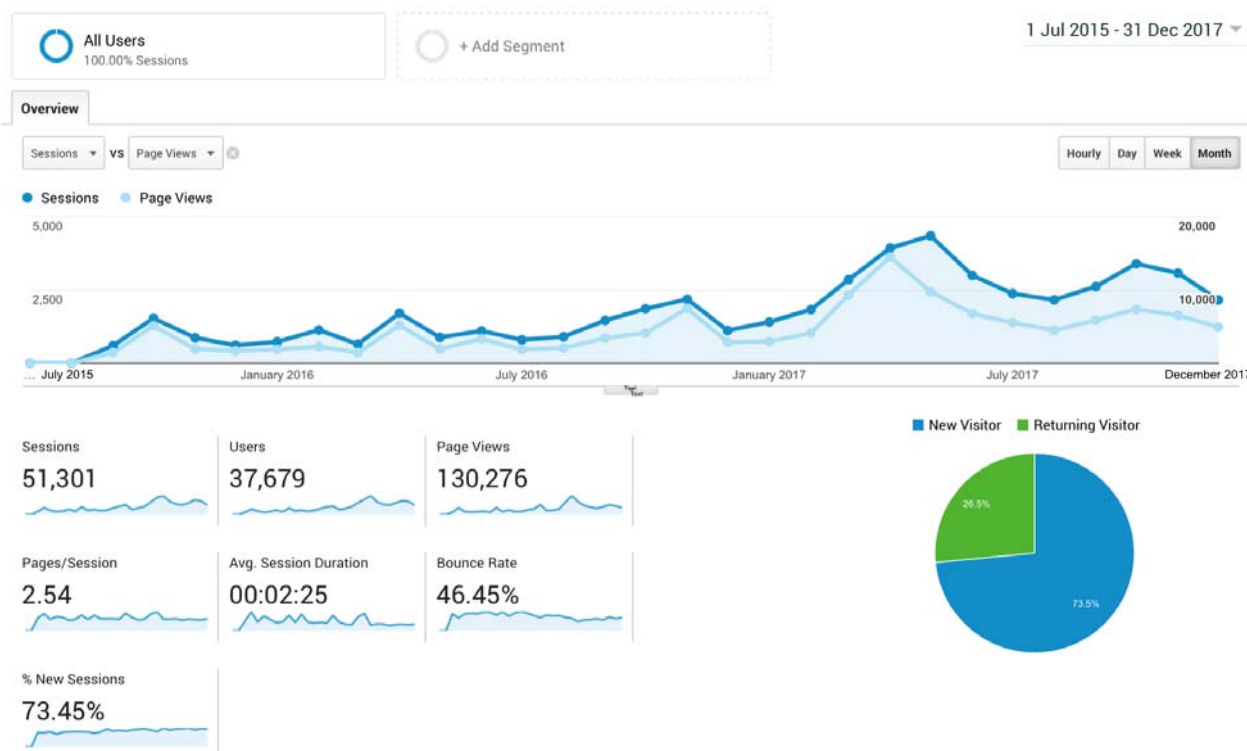
Not all visits can be geolocalised



An overall view of the statistics of website usage in the three years of the project shows a progressive increase of visitors and a significant increase of pages viewed as data and graphs below show. Particularly the percentage of new sessions is 73.45%, a figure that highlights the success of the site and its contents.

From July 2015 to July 2017, ASSET website had

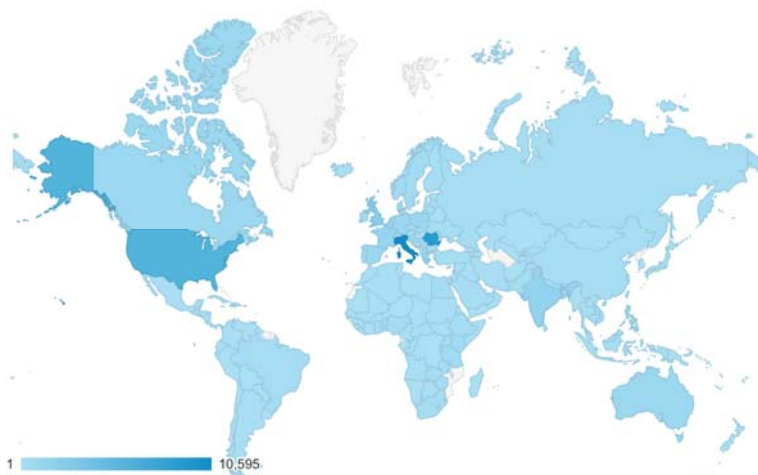
- 37,679 unique visitors;
- 51,301 number of sessions;
- 130,276 pages viewed.







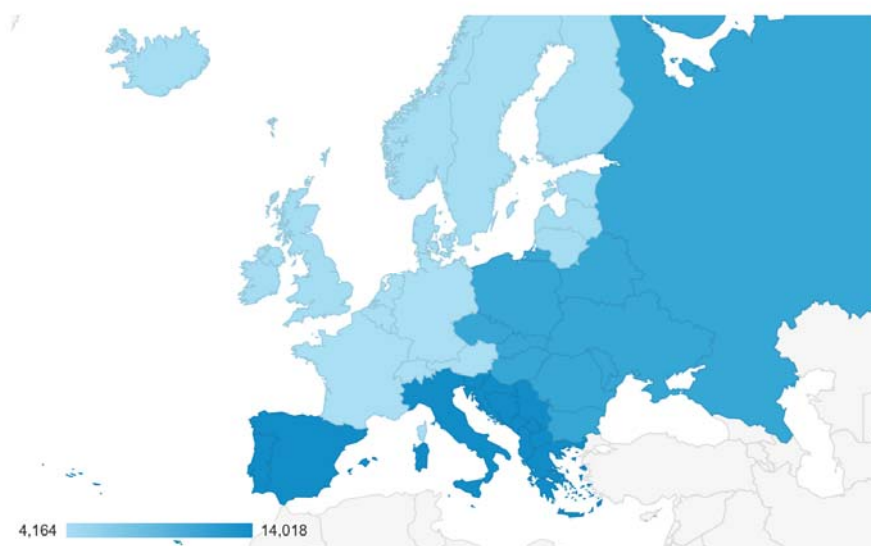
Among countries not involved in the project, most visitors were from USA.



Country	Sessions
Italy	10595
Romania	8556
United States	5668
United Kingdom	2134
India	1496
France	1292
Philippines	1068
Greece	999
Poland	999
Germany	928

Not all visits can be geolocalised

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



Country	Sessions
Italy	10595
Romania	8556
United Kingdom	2134
France	1292
Greece	999
Poland	999
Germany	928
Spain	901
Denmark	684
Netherlands	622

Not all visits can be geolocalised





An analysis of the most viewed content in these three years showed that, apart from a generic interest for the project (i.e. people visiting the page “about”), the issue of vaccines and Zika virus were the most popular and appreciated. Moreover, the Compulsory vaccination and rates of coverage immunisation in Europe dataviz page was the most viewed. Also bibliographies on scientific literature, sex and gender and health authorities and the videos’ page were very visited.

Country	Visitors
/reports/page1.html	28992
/home	23101
/news/features	2233
/pages/about	1940
/pages/gender-roles-reproductive-roles	1671
/pages/action-plan	1343
/pages/scientific-literature	1203
/pages/gender-roles-triple-role-multiple-burden	1162
/about/partners	1161
/news/news	1022
/outputs/deliverables	1010
/about/partners/ncipd-national-center-infectious-and-parasitic-diseases	936
/news/features/efficacy-mandatory-vaccinations-asset-analysis	932
/dataviz	915
/news/features/looking-zika-gender-perspective	910
/video	865
/contacts	818
/pages/sex-and-gender	810
/pages/press-releases	791
/media/browser?render=media-popup&types	750
/pages/decide-announce-defend-dad	728
/pages/health-authorities	718
/outputs/gender	708
/news/features/towards-extension-mandatory-vaccination-italy	645

Not all visits can be geolocalised



Country	Visitors
/pages/practical-gender-needs-pgn	635
/news/features/pro-vaccines-campaigns-social-media-italian-case-study	605
/user	592
/about/dow	588
/pages/should-we-vaccinate-healthy-children-against-flu	579
/outputs/best-practice-platform	573
/pages/gender-roles-productive-roles	570
/outputs/presentations	551
/outputs/epidemics-and-pandemics-response-society-asset-paper-series	549
/news/features?page=1	546
/outputs/published-papers	522
/events/summer-school-science-society-related-issues-pandemics	511
/news/features/short-animated-history-humans-germs-and-pandemics	503
/news/features/numbers-and-evidence-better-health-communication	502
/news/features/compulsory-vaccination-and-rates-coverage-immunisation-europe	487
/events/summer-school-science-society-related-issues-pandemics	479
/news/features/zika-lose-lose-game-who	448
/pages/zero-reporting	435
/news/features/registrations-are-open-asset-final-conference	434
/home-page	426
/outputs/newsletters	405
/news/features/third-edition-asset-best-practice-award-general-practitioners	387
/news/features/compulsory-vaccination-healthcare-workers	369
/outputs/bulletins	369
/news/features/ethical-issues-national-pandemic-influenza-plans	355
/events/asset-best-practice-award-general-practitioners	348



## CONCLUSIONS

In its three years 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, infographics, and so on)” and being “completely open access”.

The success of ASSET website is the result of a strategic choice: it was conceived not as the traditional project site, but as a dynamic communication tool. The ASSET website can be used as a tool of scientific deepening and of two-way communication, as a virtual cluster and also as an institutional website.

As planned, it contains 7 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;
- Citizens' consultation area;
- Best Practice platform;
- Gender platform;
- Asset Analytics area
- Stakeholder portal.

The website statistics are increased thanks to the activity due to Citizens' Consultations (WP4) and a more active presence on the social media according to T5.1 and T5.3 local initiatives, as planned by DOW. Involvement of other partners and different stakeholders is increased as well, accordingly to the expectations.

We can conclude saying that the ASSET website was conceived as a new framed portal format for a communication project.