



Development of novel assessments for indoor air quality monitoring and impact on children's health

D8.8 Project Website Launched

LEARN

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Project Details

Project Title	Development of Novel Assessments for indoor air quality monitoring and impact on children's health
Project Acronym	LEARN
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Call	HORIZON-HLTH-2021-ENVHLTH-02
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Project Duration	48 months

The LEARN Consortium

Participants n°	Participant Organisation Name	Country
1 Coordinator	Laboratorio Iberico Internacional de Nanotecnología LIN (INL)	PT
2	Vrije Universiteit Brussel (VUB)	BE
3	Envirometrics Teknikoi Symvouloi Etaireia Periorismenis Efthynis (ENV)	EL
4	Katholieke Universiteit Leuven (KUL)	BE
5	Universiteit Hasselt (UH)	BE
6	Mann+Hummel GMBH (M&H)	DE
7	Nanotechnology Industries Association (NIA)	BE
8	Stichting IMEC Nederland (IMEC-NL)	NL
9	Aarhus Universitet (AU)	DK
10	F. Iniciativas España Mas i Mas SLU (FI)	ES
11	AlveoliX (AL)	CH

Project aim

LEARNing about the status of air quality in schools and its impact on the cognition of children is a major cornerstone in LEARN. For that, we want to overcome the barriers of the currently existing technologies and take a bold step towards developing and deploying novel sensors to detect the presence of possibly harmful air pollutants such as volatile organic compounds and ultrafine particles.



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We will measure and characterize indoor and outdoor air pollutants and evaluate the presence of biomarkers of exposure and their effect on children's cognition while trying to recapitulate those effects using *C.elegans* as a biosensor. Moreover, we will use advanced human-based in vitro models of lung and skin coupled with a revolutionary multi-sensing device to investigate their mechanisms of toxicity in real time.

Novel remediation strategies will be explored to improve air quality and promote children's quality of life and life expectancy. For that, we will mobilize a group of eleven leading research teams, unrivaled in their respective fields (environmental epidemiologists, toxicologists, air quality specialists, systems biology, engineers, and citizen/social scientists).

The scientific achievements expected to result from LEARN will unlock a large technology potential in IAQ for decades to come, leading to disruptive societal and economic impacts steaming from a radical improvement in the quality of life of children in Europe.

Project LEARN is part of the European indoor air quality and health cluster.

Document Details

Deliverable Type	Other
Deliverable N°	8.8
Deliverable Title	Project Website Launched
Name of Lead Partners for this deliverable	F-Iniciativas (FI)
Version	V0.1
Contractual delivery date	Month 3
Actual delivery date	Month 5
Dissemination Level	Public
Purpose	The main aim of this document is to provide a short overview of the project website linked to WP 8 within the project LEARN. It will be used throughout the project as a means of dissemination and communication activities as well as commercialization and marketing tools to boost the uptake of project output, increase future sales, and create awareness among main stakeholders and society generally. The website is the main, but only, a tool of impact and dissemination for the LEARN project. Within the project duration, the website will be updated continuously.



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Revision History

The following table describes the main changes done in the document since it was created

REVISION	DATE	DESCRIPTION	AUTHOR (ORGANIZATION)
V.0.1	25/08/2022	First version of deliverable	Diego González (FI)
V.0.2	27/08/2022	Review of the previous version	Cristina Nappi (FI)
V.0.3	01/09/2022	Update of section	Teresa Marina Rivero (FI)
V.0.4	02/09/2022	Update of section	Diego González (FI)
V.0.5	02/09/2022	Review and update	Cristina Nappi (FI)
V.0.6	02/09/2022	Review and update	Teresa Marina Rivero (FI)
V.0.7	05/09/2022	Update of the final version	Diego González (FI)
V.0.8	07/09/2022	Final version	Diego González (FI)
V.0.0	08/09/2022	Final review and quality check	Cristina Nappi (FI)

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1. Executive Summary

1.1.Scope

This document belongs to task D8.8 (WP8) framed within the Work Package 8 (WP8) “Exploitation, Communication and Dissemination”.

The objective of this WP is to maximize the impact of the European Commission funded project and to raise awareness among the different target audiences which include diverse groups such as European citizens, policy makers and the scientific community that may use this project as a starting point for new developments thus leading to a virtuous circle of R+D.

From the variety of dissemination and communication materials aimed at the different target groups, the website allows the consortium to deliver information on the project’s progress and make developments available to the public in an easy and agile manner.

The website will constitute an important source, if not the main, of information for public authorities, academics, and technical audiences, keen on air quality, and remedies for this issue. Who will benefit from the reports and research data made available in the project’s website. What is more, the media will also find, in the website, a reliable source of information for their investigations and articles.

The website has been created at the beginning of the project and it has been active and open to access from month 5 of the project’s lifespan. The design has followed the website “brand book” which establishes the graphic guidelines such as: color palette, the logo, the iconography, etc.

The LEARN project website is available at:

www.learnproject-heu.eu

1.2.Audience

This document is a public document available through the CORDIS website and LEARN website. Therefore, it is addressed to the general public, European Commission members, and project partners.

1.3.Abbreviations/acronyms

(IAQ) Indoor Air Quality

GDPR General Data Protection Regulation



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1.4. Structure

The document is based on the following sections:

- **Executive summary:** contains an overview of the document, providing its scope, audience, and structure.
- **Website structure and layout** contain technical information on the website and social media channels.
- **Website optimization:** Introduces the SEO strategy used for improving communication through social media
- **Conclusion:** This contains a summary of activities related to the use of the website and social media as well as the next activities to be performed during the project.

2. Structure and layout of the website

The Project website has been created using WordPress CMS. WordPress is an open-source content management system based on PHP and MySQL and used by more than 60 million websites, including 33.4% of the top 10 million websites as of March 2019. It has been chosen to develop LEARN website as it is a powerful and easy-to-use tool, in which creating content does not require the technical knowledge of any coding language.

A specific colour palette has been created during the first month of the project with the aim of giving a specific identity to the project. These colours have been incorporated also to the website structure.

BRANDING ELEMENTS

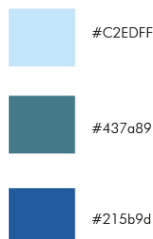
BRAND COLOURS

BRANDBOOK
version 1
08. 06. 2022

PRIMARY COLOURS



SECONDARY COLOURS



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Figure 1 Website color palette

Moreover, branding elements such as iconography to use were an important aspect of the visual guidelines of the project **Website Launched**.



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Examples of iconography	Purpose of iconography	Graphic guidelines
	● Attract attention ● Understand the meaning ● Make a connection with the user ● Save visual space	● Solid shapes (filled) ● Rounded elements ● Monocolor (+ background color)



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Figure 2 Website Iconography

2.1. Landing page

When user lands in the project's website, he/she will find the project's logo and a presentation text where basic information on the project is shared. Logos from the partners are being displayed just below.

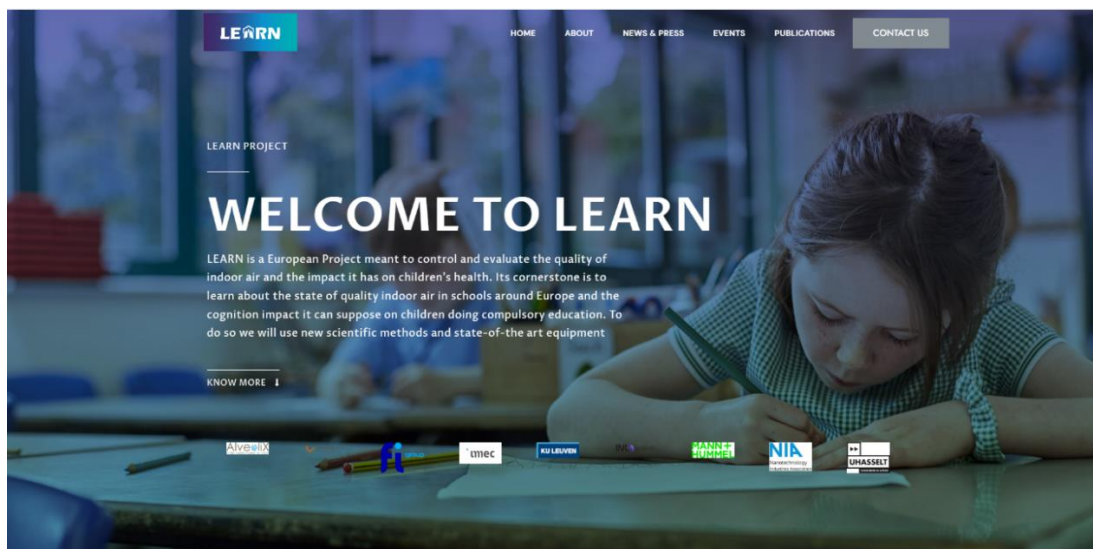


Figure 3 Landing Page

2.2. The project (about the project)

Right below the landing page, there is an abstract of the project, where the philosophy and main objectives of the endeavor are mentioned together with the most relevant concepts of it, concepts such as Air Pollutants, Biomarkers of exposure, C.elegans, Indoor Air Quality (IAQ).



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The information can be accessed by scrolling down and clicking the “The project” button on top of the website.



Figure 4 About the Project

2.3. Consortium

This area of the page shows all the partners involved in the project, 10 in total. User is able to get more information on the partner by clicking on each one of them.

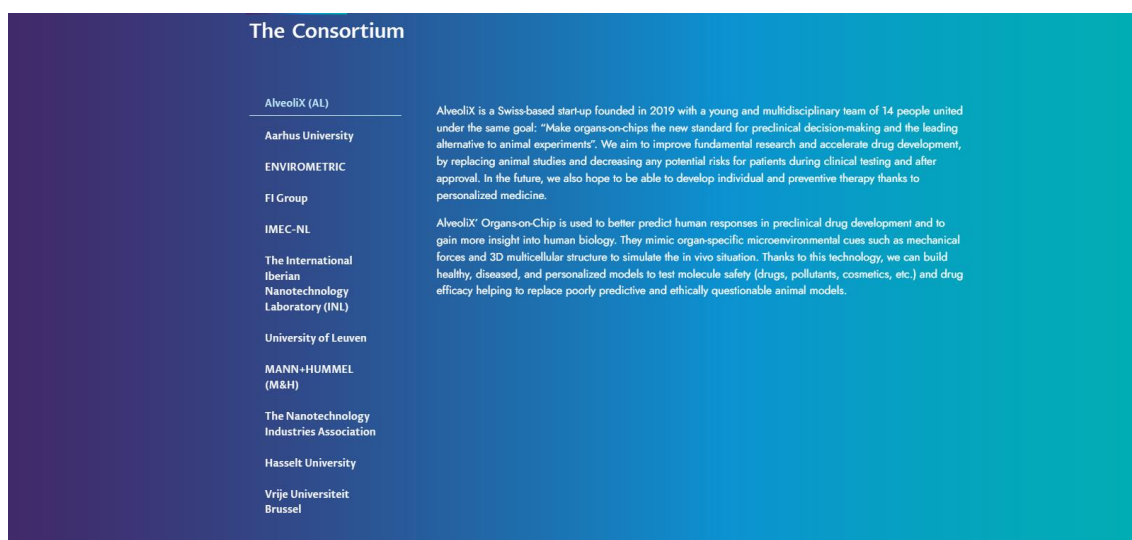


Figure 5 Consortium Companies' Logotypes and People Involved

Furthermore, lower in the webpage, a map with pins on the locations of the partners can be found



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Map

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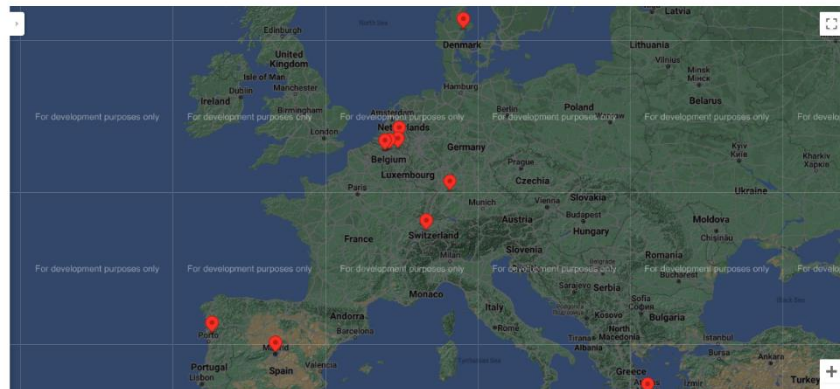


Figure 6 Partner's Map

2.4. Publications

This section is devoted to post e-publications and those project deliverables that are public. Deliverables will be posted gradually as they are completed by the partners.

Publications

Leverage the best widget for blogs and adorn your blog section beautifully



July 27, 2022 Uncategorized

Why do we use it?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic [...]

[Learn more →](#)



July 27, 2022 Uncategorized

Where does it come from?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic [...]

[Learn more →](#)



July 27, 2022 Uncategorized

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic [...]

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Figure 7 Publications and Deliverables

2.5. Horizon Europe

All sections of the website have at the bottom a reference to the Horizon Europe fund, according to the rules as set in the Art. 17¹ of AGA

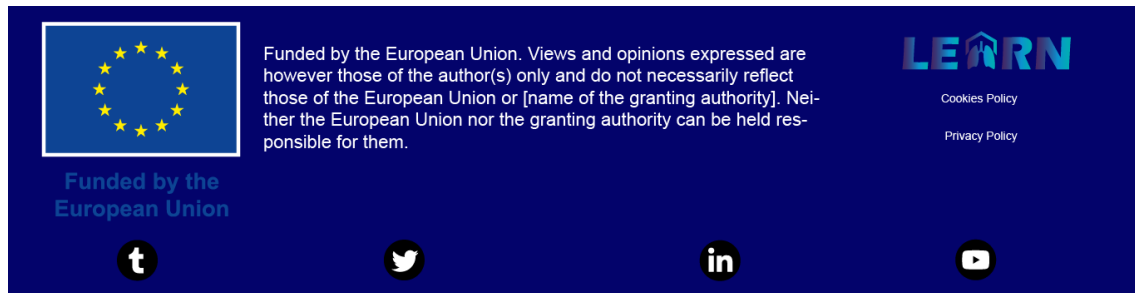


Figure 8 Website Footer

¹ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf



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3. Website Data

3.1.KPIs

The website impact will be measured by the establishment of a set of KPIs giving quantitative information on aspects such as:

- **Users:** The number of users in the considered period. In Google Analytics (GA), each visitor is initially referred to as a user. Each user who visits the website also generates a session.
- **New and Returning Visitors:** With Google Analytics we will be able to make the distinction between news and returning visitors.
- **Bounce Rate:** The Bounce Rate describes the percentage of sessions in which a single page on the website was visited. It serves to indicate whether the visitor finds the desired demand on the website or not.
- **Time on Page:** The time on page shows how long visitors have stayed on average on an individual page or URL.
- **Average Page Load Time:** The average page load time or page speed is a key success factor because it determines the time the user will stay on the website.
- **Goal Conversion Rate:** Is the execution of a desired target being generated (a newsletter subscription, a contact registration, etc)
- **Bounce Rate By Browser:** Are there issues with certain browsers? We will identify any problem related to browser versions.
- **Top search queries:** We will be able to analyze what are the most common search queries or keywords.
- **Geographic Locations:** Which countries are providing the most users to our website.
- **Newsletter Rate:** people subscribed to the newsletter through the website,

Other indicators which will come in handy in case of needing a change in the communication and dissemination strategy.

The website has been created using WordPress CMS and Google Analytics has been added to make the follow-up of the KPI that have been established.



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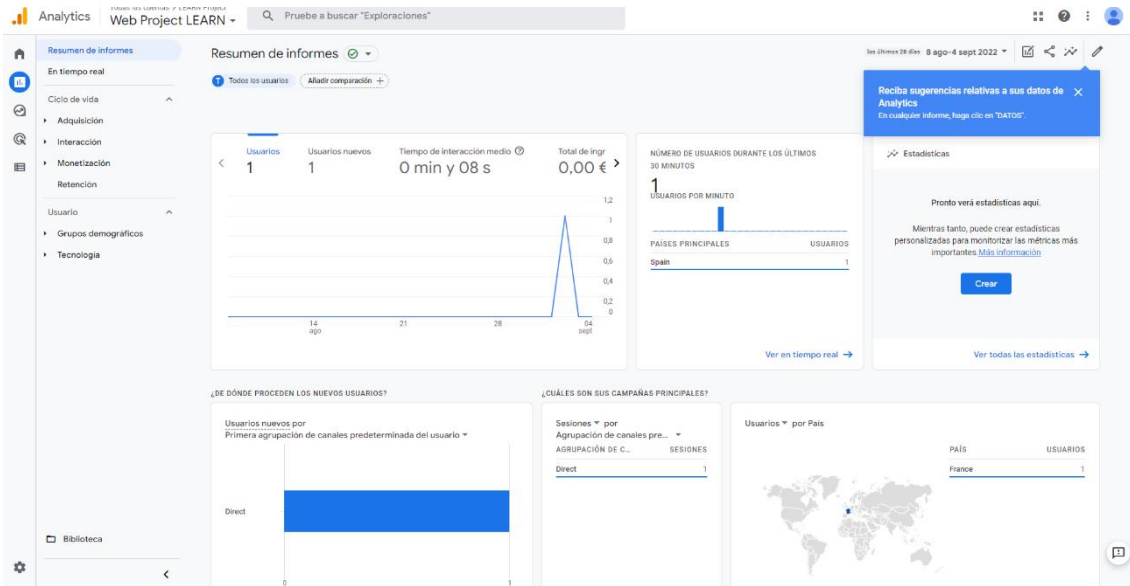


Figure 9 Google Analytics LEARN

3.2. Social Media

In the footer of the website, it has been linked the corporate accounts of LEARN social media through widgets.

These social media will be used to expand the Website's vision and information. And the reach will be easily analyzed with the number of followers, likes, shares, and views.

LEARN Project Vista de superadministrador [Ver como miembro](#)

Todas las páginas Contenido Análisis Actividad 2 Herramientas del administrador

LEARN

LEARN Project [Editar página](#) [Compartir página](#)

Horizon Europe: Evaluation on indoor air quality for children around europe.
Salud y servicios sociales · 2 seguidores

Análisis
Actividad en los últimos 30 días

19 ▲ 375 %
Apariciones en búsquedas
Últimos 7 días

1 0 %
Visitantes únicos

1 0 %
Nuevos seguidores
[Invitar a contactos a seguir](#)

0
Impresiones de la publicación
[Crear publicación](#)

Genera acciones para tu negocio a través de un botón personalizado
[Añadir botón personalizado](#)

[Crear publicación](#)

Foto Video Encuesta Escribir artículo

Publicaciones de la página Hashtags

Publicaciones de empleados Anuncios

Filtrar publicaciones del administrador por: Todo

Aún no has publicado nada

Interactúa con tu público en LinkedIn.

[Crea tu primera publicación](#)

Aumenta tu número de seguidores

100/100 créditos disponibles
Crea tu público y alcance invitando a tus contactos a seguir tu página.
[Invitar a contactos](#)

Gestionar

Eventos +
[Mostrar todos los eventos](#)

Hashtags +
#learnproject
0 seguidores
[Mostrar publicaciones sobre LEARN Project](#)

Figure 10 LinkedIn LEARN



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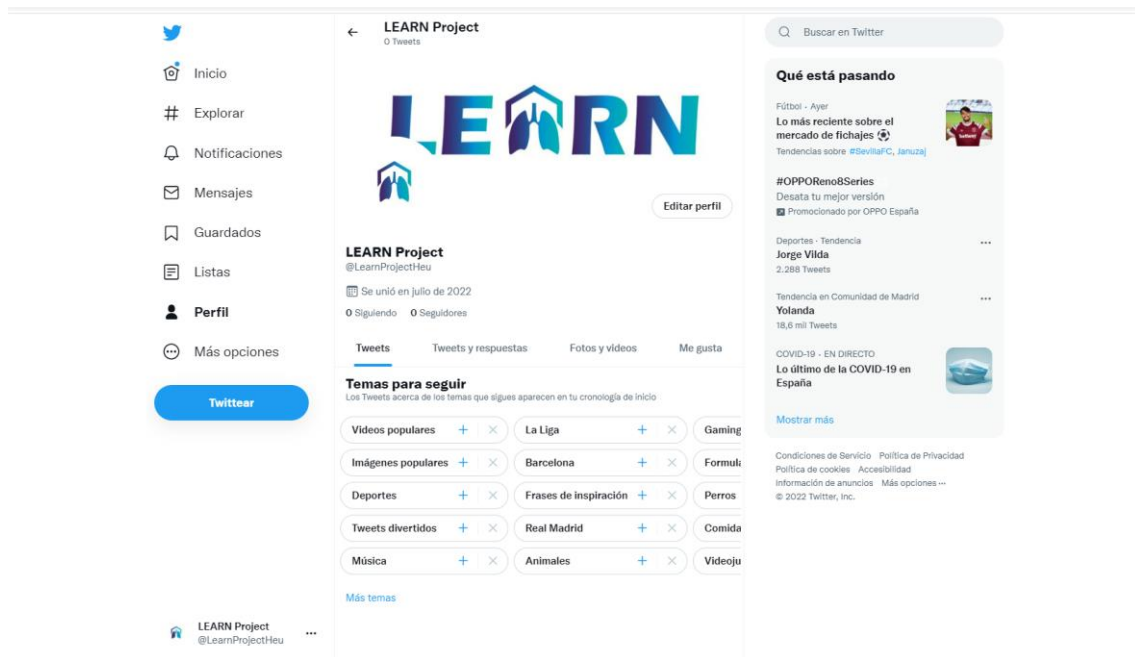


Figure 11 Twitter LEARN

3.3.GDPR Compliance Protocol

In the framework of dissemination and communication through the project website,

- **Newsletters** were dispatched to public and private stakeholders to inform them about the finds of LEARN project.
- **LEARN website**

To comply with the GDPR policy, the following steps will be developed:

1. Partners will contact their clients, individuals, and companies who may be interested in the project and will send an informative email asking for their consent to be in the database to receive the project newsletters.

Find an example of the mail, down below:

2. With all the collected email addresses, F. Iniciativas will create **GDPR-compliant distribution lists** in the Mailchimp tool.

PROJECT LEARN

GDPR COMPLIANCE AGREEMENT

Dear xxxx,

As you may know, we are part of the LEARN (Development of novel assessments for indoor air quality monitoring and impact on children's health).

F. Iniciativas is the company in charge of the Project LEARN content dissemination.

We would like to ask you for your **explicit consent** to F. Iniciativas to send you the following related materias.

- Newsletter about the finds of LEARN project.
- Updates about the project. Videos, infographics.
- Upcoming evets.

If you are interest in receiving the related content, please click on the following button.

I GIVE MY CONSENT

We would like to also inform you that you can cancel receiving this email anytime, contacting us in the following email adress rgpd@fi-group.com

Figure 12 GDPR LEARN

the following sections have been aligned with the REGULATION (EU) 2016/679 (GDPR2) General Data Protection Regulation and included in the website structure:

a. Privacy Policy (Mandatory by law)

- i. Business Names and Contact Details
- ii. Types of Personal Data You Collect and Process
- iii. Reasons to Collect and Process Personal Data

² <http://data.europa.eu/eli/reg/2016/679/2016-05-04>



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- iv. How the Data is used and processed
- v. How to opt-out of Data Collection

b. Cookies Policy

In this part, partners should let the data subject know exactly what types of cookies the website users and the final purpose for the cookies collection.

c. GDPR-compliant contact forms.

Last but not least, the website should include contact forms designed according to the GDPR policy, providing explicit acceptance in any contact forms on the website as you can see in the picture below



The image shows a section of a web form titled "Acceptance*". Below the title is a checkbox followed by the text "I have read and accept the Privacy Statement and Terms of Use." Below this is a blue rectangular button with the word "Submit" in white text.

Figure 13 GDPR Compliant Contact Form

4. Conclusion

4.1. Overall Goals

LEARN website has been designed to raise as much awareness as possible and to provide a wide variety of people with relevant information about the project and how technologies on air quality are helping to define new approaches for the improvement on Indoor Air Quality in the future.

The platform used to implement this website is WORDPRESS CMS, this allows adding new functions with new plugins if needed and agreed by the partners.

Moreover, the website comprises all relevant public information and communication related to the project also including videos and reports as on the state of advance of the project.

LEARN website is a dynamic website, where content will be continuously updated with project advancements and news regarding IAQ.



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