HORUS

URBAN HEALTH

WP6 – Communication, Dissemination & Policy Recommendations

D6.1 – HORUS website

TECHNICAL REFERENCES

Project Acronym	HORUS
Project Title	Health Outcomes from Raised Urban Settings
Project Coordinator	Jorge Garcés-Ferrer POLIBIENESTAR - Universidad de Valencia jordi.garces@uv.es
Project Duration	December 2023 – November 2026 (36 months)

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15/02/2024	KVC	Juan Antonio Pavón Losada	First Working Document / Draft
27/02/2024	Polibienestar UVEG	Tamara Alhambra-Borrás	Revision of the deliverable draft
29/02/2024	KVC	Juan Antonio Pavón Losada	Final version of the deliverable

EXECUTIVE SUMMARY

The current document is the deliverable on the HORUS website corresponding to Task 6.2 and D6.1 and in coordination with D6.2, Communication, and dissemination plan (C&D). This report will set the basis for the website set up as the central information point HORUS. From this standpoint the C&D strategy will contribute to achieve the project goals that will be executed within T6.3 and others, including and scientific dissemination. All in all, it will be a one-stop-shop for everything related to the project HORUS.

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ORGANISTION OF DELIVERABLE

The website is inevitably closed link to the communication and dissemination activities and to the project implementation and its results. All the project information, communication campaigns and results will be published here as a centralize way. In line with D6.2 definitions, all this information will be published with a view on supporting the Dissemination strategy understood as the spread of the project results and activities strictly related to the project itself and the communication strategy that will spread general information related to the project fields, to raise awareness and support the dissemination and exploitation strategies, and last but not least for the exploitations plans to be developed ahead in the project. These three pillars with these three overarching goals:

1) increase know-how and understanding of HORUS 's results;

2) enhance acceptance of innovation by developing contents tailored to the project's targets and building up relations;

3) support uptake and replication of results.

The website segments all project related information according to different target audiences as well as showcase it in a non-restrictive way, where other. The deliverable will show how this is designed within its structure.

Further, will count with sections for each individual pilot. To ensure maximum outreach and engagement also at a local level. Thus, there will be pages dedicated to local pilots. These individual sites will help implementing local activities, engagement events, and dissemination activities for raising awareness, fostering citizens and stakeholders' acceptance and co-creation. These individual local sites integrated will help local partners improve outreach at local ecosystems, to support upscaling and replication at local, regional, and national level.

The website will not be isolated in the world wide web but also will serve as feeder for social media channels with the goals of creating community, connect with other existing stakeholders, cross disseminate with other projects as well as engage generalist media.

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All whilst open to the general public, showing engaging content and whilst being visually attractive.

However, the HORUS web, as the HORUS C&D strategy must integrate a flexible and scalable – and easily modifiable – plan joining together the dissemination and the communication in a comprehensive way into the concept of public engagement.

With this in mind, this document will operationalize the strategic approaches that will be developed in D6.2 following this structure:

- Website goals

- Website structure

- Website features

- Social Media Support

- Legal texts

- Coordination

HORUS WEBSITE

The project sets up a structure of needs, results and measures that lay down the basis for articulating a solid strategy to achieve this. In order to offer a clear picture of the logic of this strategy there is a breakdown of each category:

HORUS Website: as one-stop-shop against NCDs in urban built environments

As first step towards building the whole HORUS digital platforms structure the domain https://HORUS-urbanhealth.eu was registered in December 2023. A temporary and simple "under construction" landing page was designed and released by KVC on the 10th of January 2024 (M2) to show that despiste being in development, the project was already active. The following image represents the landing page developed.

Figure 1. HORUS underconstruction

The logic behind this decision is to have a favourable approach towards differentiating the project from other homonymous projects as well as maintaining an optimal SEO profile, being able to be found in search engines linked to the topics contained in the project. To do this, we decided to link HORUS to "urban health" as the primary topic to be able to be quickly identifiable whilst visible and well positioned.

As for the moment it does not entails registration, it is worth to know that reached this situation, registered users' contact details will be treated as fully confidential, in compliance with the General Data Protection Regulation – Regulation (EU) 2016/679 (GDPR). KVC will act as the Data Controller to ensure that the sensitive information of the stakeholders and users registered in any future possible online platform/website will remain strictly confidential. Followers' contact details are used uniquely for the dissemination of HORUS project and for no other purpose. Users will be granted the right to access the information they provided upon online registration and to decide to opt out from any project contact list at any time.

HORUS website was launched in February 2024 (M3), displaying the project logo, visual identity and the main structure to be populated with all necessary information to showcase the Project, its features, its activities and its results. The website is HORUS central online communication channel, being the first interface tool for the project's different target audiences and the official board from which all other channels will be fed. This way we redirect constant traffic to our website, becoming a one-stop-shop in

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the fight against NCDs in urban built environments in Europe. This way, HORUS main contacts, the newsletter subscribe button, and the links to the social media channels and other platforms will be provided in the website footer. While the website is built a temporary landing page, with basic info about the project will be available in the same URL: https://HORUS-urbanhealth.eu

The website is a flexible tool that will be constantly updated to meet HORUS needs throughout the entire duration of the project whilst keeping all content navigable facilitating the access to targeted information without having to explore a lot, or having to click a lot. To guarantee this flexibility, HORUS website is designed in WordPress, with a tailor-made theme exclusive for HORUS, with necessary Plugin Cache, SEO, Security, and cookies configurations and SSL certificate implementation.

Specific material will be produced and published on HORUS website to raise general public interest and awareness on the project and its future outcomes whilst feeding the social media networks. Professionals will be addressed through dedicated dissemination products. The website aims to increase stakeholders' awareness, acceptance, uptake on HORUS project and to attract the attention of potential stakeholders. All the website contents will be accessible to the viewers with no restrictions.

To take into account all the aforementioned the structure and the rationale behind these sections are designed as follows:

Home - https://horus-urbanhealth.eu/

Figure 2. Home

horus-urbanhealth.eu
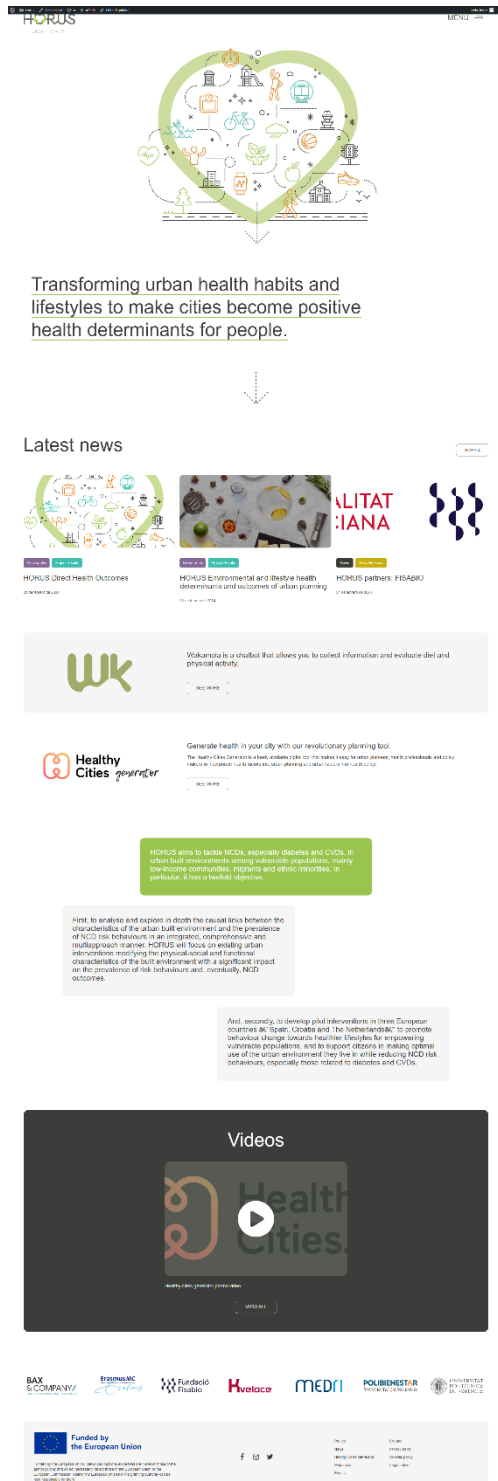
The home will be the main entry to all the site info. It will be composed by the following elements:

• Main pictogram encompassing all different concepts integrated in the project for a easy and visual communication of the project values and intentions.

• A main Mosaic with latest and features news so the site shows updated. This way we encourage visitors to enter from time to time and the project is being seen as an alive entity.

• Blocks for easy access to main project features: Wakamola and Healthy Cities Generator

• Basic description of the project and goals to give a preliminary idea of the project without having to explore the entire web.

• Main videos.

• Partners logos and urls to their site

• Footer with European Unión disclaimers
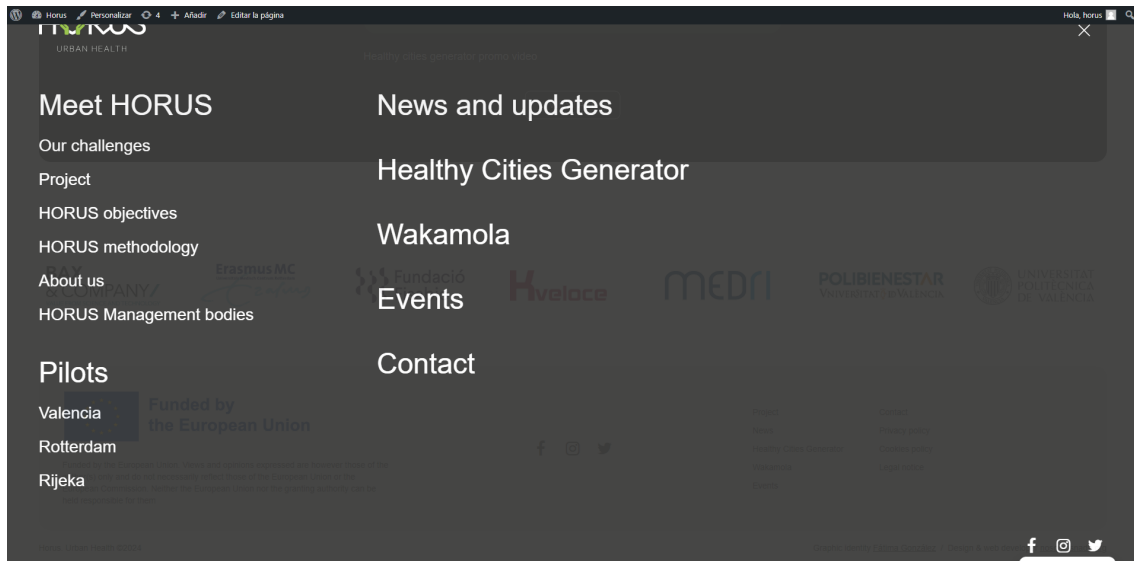
Menu

Figure 3. Menu

The menu, accessible from the HOME page but any other, keeps the access to other pages and materials quite comfortable, including all main information. Also, Links to Facebook, Instagram and Twitter profiles. It is automatically updated in case the existing page structure is modified.

Meet HORUS- https://horus-urbanhealth.eu/project/

Within this section different features of the project itself are showcased. It is envisaged as static content about what is the project about, however it can be easily update in case anything changes.

Our challenges - https://horus-urbanhealth.eu/our-challenges/

Within this page, it will be a serie of text blocks on problems of NCDs in urban environments with a view of reinforce the SEO search engines. It is very extensive and will be adapted in parallel with the project run until 1) there is more content to be showcased and 2) some elements are defined and the awareness level on HORUS features is higher.

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Figure 4. Challenges

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Project - https://horus-urbanhealth.eu/project/

This page includes basic information of the project rationale as well as information of the possible actions and some basic pictograms to help visitors understand the project at a single visit.

As well as for other pages can be easily updated depending on the needs of the project.

Figure 5. Project

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HORUS Objectives - https://horus-urbanhealth.eu/horus-objectives/

In this page the project examines its goals and gives a basic explanation of what it seeks to achieve. It includes basic pictures to help understand and contextualize the content.

Figure 6. Objectives

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Horus Methodologies - https://horus-urbanhealth.eu/horus-methodology/

Figure 8. Methodology 1/2

Figure 7. Methodology 2/2

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About us - https://horus-urbanhealth.eu/about-us/

The section "about us" provides a general overview of the participants of the project and a general description in alphabetical order. It includes individual Partners logos, partner individual descriptions and URLs. Also, it provides their location in terms of member state and location.

Figure 9. Horus Project Partners

Horus Management Bodies – https://horus-urbanhealth.eu/horus-management-bodies/
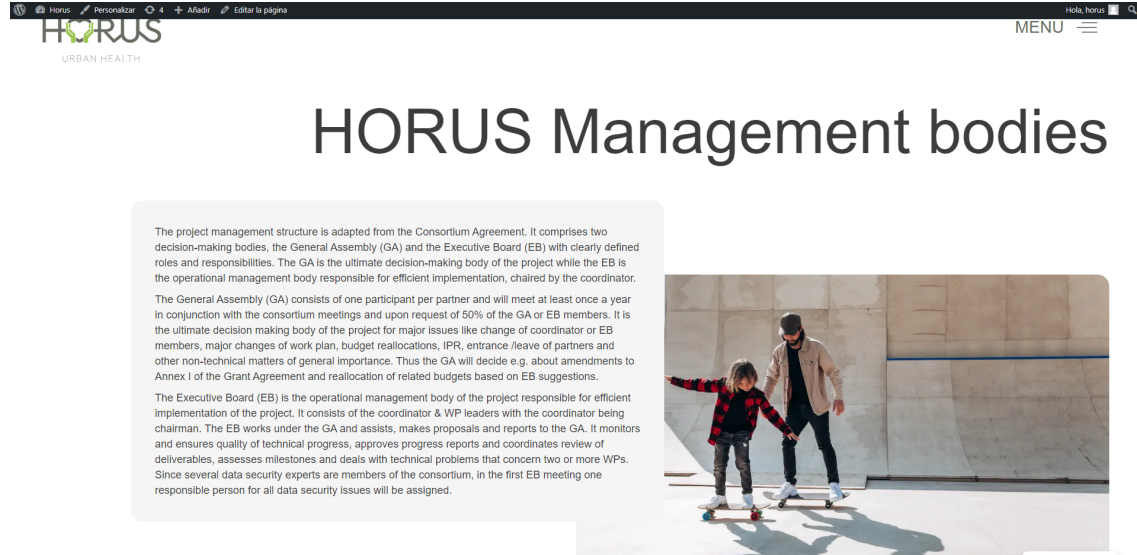
Figure 10. HORUS management Bodies - WIP

For the sake of transparency, as soon as the process is finalised in this page the General Assembly, Executive Board and Board of advisors will appear with pictures and contact information. At the moment of the release of this deliverable the information set is not readily available.

Figure 11. Pilots main page

Information about pilots, their situation within the HORUS project structure as well as the steps to be taken into each of the pilots is showcased, also presenting each of the sub-brands for each pilot.

As soon as vulnerable groups and other elements, as KPIS, are developed, they will be integrated on this page.

Then, individual pages are set so enable individual visibility of the sub-brands taking into account the development of the pilots in parallel at a different place.

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Rijeka – Rotterdam - Valencia
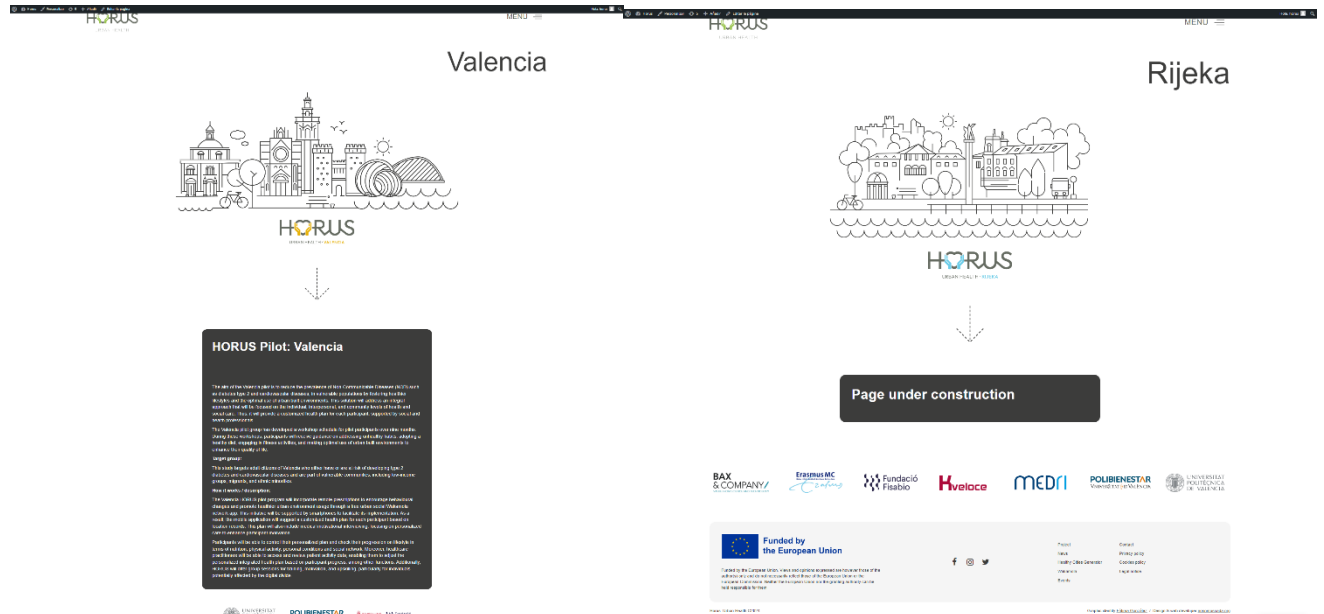
Valencia

Rijeka

Figure 12. Rijeka Site - WIP

Figure 13. Valencia site
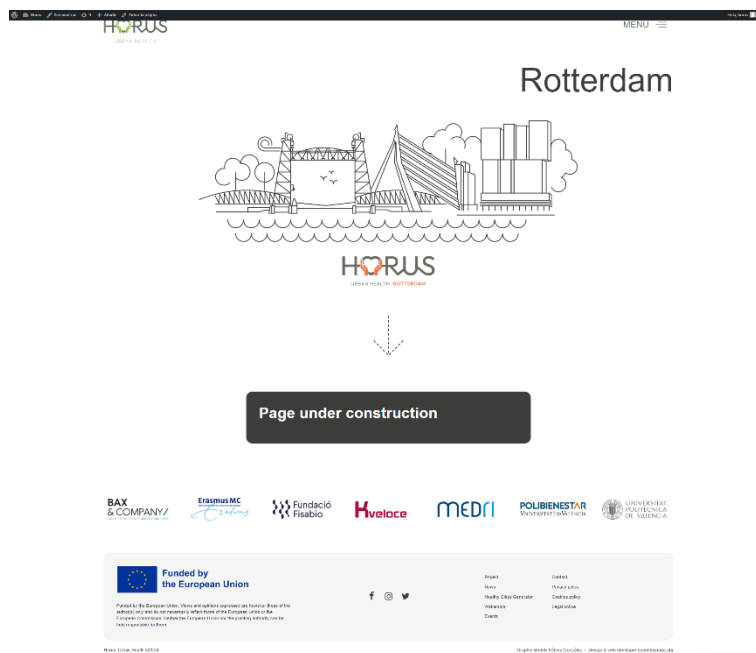
Rotterdam

Figure 14. Rotterdam site - WIP

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News and updates - https://horus-urbanhealth.eu/news-and-updates/

News and updates

| Deliverables | News | Press Releases | Project Materials | Project Results | Research blog | Scientific Publications | Categories |

Figure 15. News categorisation

This page is intended to centralise all different typology of news without creating an excess of pages, this way, audiences can have a central spot for information as well as categorise it depending on whatever they may be interested or targeted.

This categorisation includes the following types of content:

News: This category will include announcements, project side info, information about partners or networking and will be used also as a general category when content does not fit in a more accurate category.

Research Blog: This category will include information pieces on the scientific developments, research decisions, best practices and anything that could be considered an intermediate result in the path towards achieving final scientific results.

Press Releases: In this category audiences will be able to find formal announcements with supporting material to facilitate the dissemination of important pieces of information around the HORUS project

Project Results: Here, all formal KER and other final exploitable results will be compiled.

Project Materials: Any supporting documentation, image, flyer, booklet, video or any other comms and Dissemination materials will be able to be found within this category.

Deliverable: Public HORUS deliverable will be able to be found here.

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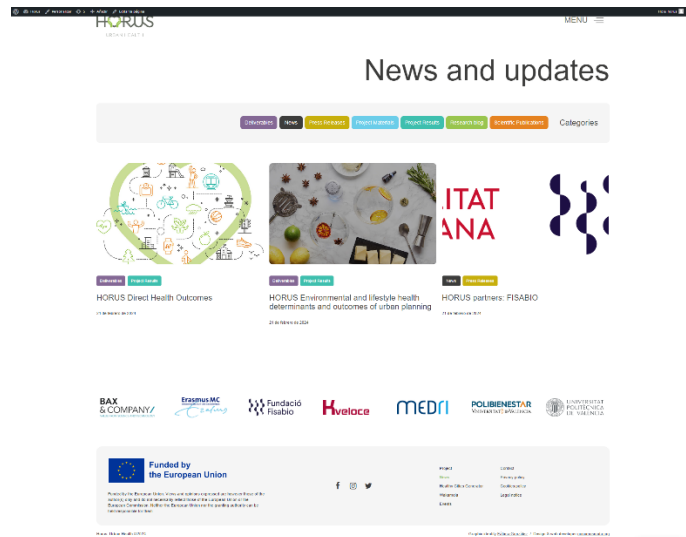
Figure 16. News page

Some first news here could be the following:

Figure 17. News header example

Figure 18. News Body

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HORUS Healthy Cities Map Generator - https://horus-urbanhealth.eu/maps-generator/

Two sections will be dedicated to two of the main Key Exploitable Results to engage operationally and visually all audiences as well as helping understand the logic of HORUS.

On the one hand, this web section will be dedicated to the HORUS Map Generator. A individualised application of BAX and Company Healthy Cities generator that will be implemented within the project. In parallel to the development of the HORUS version, the original version will be displayed together with basic information on the tool and demo credentials so audiences can get familiar with what HORUS will offer.
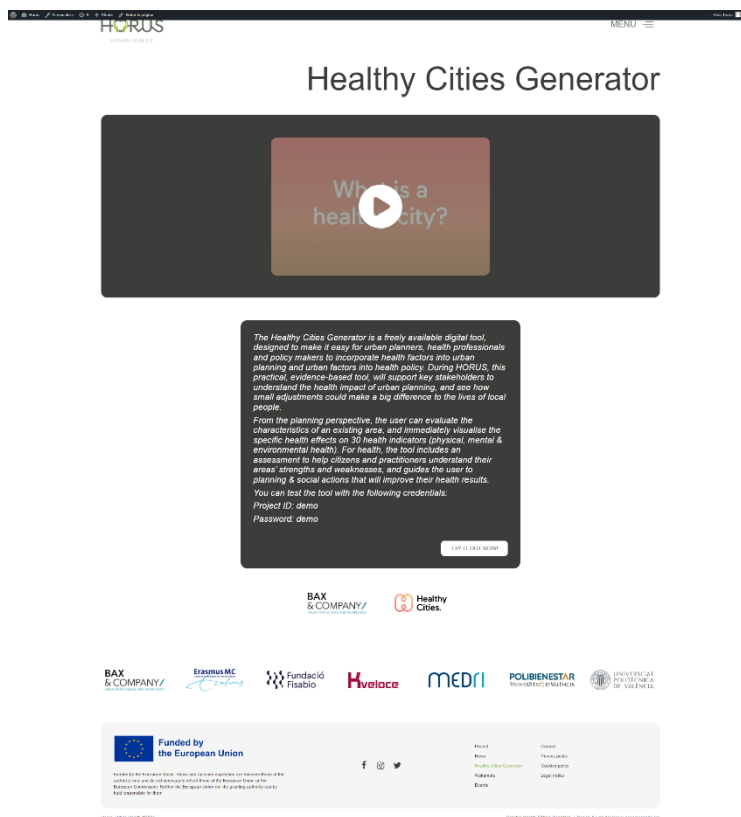
As soon as HORUS has its own version, the website will be updated with it.

The section includes a promotional video on the Map Generator, provided by BAX as well as a button that will redirect audiences to the original tool. Below a capture of the external site can be found:

Figure 19. HORUS Healthy Cities Generator

Figure 20. External HCG site

Wakamola - https://horus-urbanhealth.eu/wakamola/

Figure 21. Wakamola HORUS site

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In the same way as for HORUS Map Generator, preliminary information about the Chatbot Wakamola will be displayed. As soon as more information is defined it will be added to the site so HORUS audiences, as well as recruited vulnerable groups, can get as much information as they may need on the different HORUS activities regarding this pilar of the project. The section will be linked to a external site of the UPV with more information on it: https://wakamola.webs.upv.es/

Figure 22. Wakamola External Site

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Events

In order to 1) organise all events in which HORUS partners will be participate, as well as relevant ones within the ecosystem, and also centralice the report of the results in all events participated, the website will count with an event repository where both programmed and executed events will be compiled.

The section will count with an event categorisation based on event ownership (HORUS events, External events) and geographical scope (Local, regional, national, European, Global). No events is scheduled yet at the moment of the release of this deliverable.

Figure 23. Events Categorisation

Contact

In order to fulfil data management obligations and GDPR rules, this page will not incorporate a contact form, but will display contact details of key project people and pilots so audiences can directly contact then. Still to be considered and will be subject of agreement between the the D&C leader, project coordinator and project staff.

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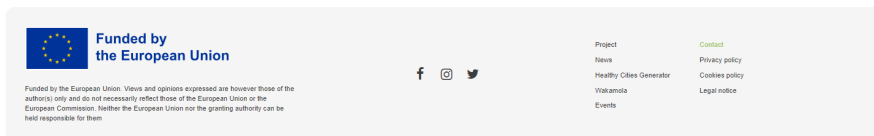
Figure 24. Horus Contact - WIP

LEGAL TEXTS

In order to fullfill with legal obligations, the following documents have been designed so web users are fully aware of their rights, information gathered from them and data managers.

Also, it is worth to mention that the website will work under a minimum viable cookies basis this way we can minimize the data gathered from users to optimize its performance. Only for the sake of reporting on communication and dissemination KPIs some analytical cookies may take places. Still to be decided by the project government bodies.

EU disclaimer

It is visible at the website footer in the following way:

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Figure 25. EU disclaimer

Privacy policy - https://horus-urbanhealth.eu/privacy-policy/

PRIVACY POLICY

Who we are:

Website: www.horus-urbanhealt.eu

HORUS has been funded by the European Union's Horizon Europe Program under Grant Agreement GA 101136516. The content of this website is the sole responsibility of Universidad de Valencia (Project Coordinator) and Kveloce – Senior Europa SL (Dissemination and Communication Manager) and does not necessarily reflect the opinion of the European Union.

Data Controller:

HORUS – Universidad de Valencia

Campus de Tarongers

Calle Serpis, nº 29

46022 – Valencia

+34 96 162 54 12

polibienestar@uv.es

Purpose of Processing:

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The data provided to us through this website will be processed for the purpose of managing your information request, responding to inquiries, and/or sending informational communications if selected.

Legal Basis for Processing:

The legal basis for processing your data is the consent you provide when using the contact form, subscribing to our newsletter, or directing your request directly to one of our email addresses.

Recipients of the Data:

Data will not be transferred to third parties except by legal obligation or with your prior consent.

Embedded Content from Other Websites:

Articles on this site may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor had visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

User Rights:

You have the right to access, rectify, cancel, and object to the processing of your data, as well as other rights, as explained in the additional information. To exercise these rights, you can contact us via email at japavon@kveloce.com

Cookies Policy - https://horus-urbanhealth.eu/cookies-policy/

COOKIE NOTICE

 About this Cookie Policy

This Cookie Policy explains what cookies are and how we use them, the types of cookies we use, i.e., the information we collect using cookies and how that information is used,

and how to control cookie preferences. For more information on how we use, store, and keep your personal data secure, please see our Privacy Policy.

You can change or withdraw your consent at any time in the cookie statement on our website. Learn more about who we are, how you can contact us, and how we process personal data in our Privacy Policy.

Your consent applies to the following domains: www.horus-urbanhealth.eu

What are cookies?

Cookies are small text files used to store small pieces of information. They are stored on your device when the website is loaded in your browser. These cookies help us make the website work properly, make it more secure, provide a better user experience, and understand how the website works and analyze what works and what needs improvement.

How do we use cookies?

Like most online services, our website uses its own and third-party cookies for various purposes. Origin cookies are mostly necessary for the website to function properly and do not collect any personal data that may identify you.

Third-party cookies used on our website are mainly used to understand how the website works, how you interact with our website, keep our services secure, provide ads that are relevant to you, and ultimately provide you with an enhanced user experience and help speed up your future interactions with our website.

What types of cookies do we use?

Essential: Some cookies are essential for you to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to access your account, add products to your cart, and securely process payments.

Statistics: These cookies store information such as the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit, etc. This data helps us understand and analyze website performance and areas for improvement.

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Functional: These are cookies that help with certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing content from the website on social media platforms.

Preferences: These cookies help us store your browsing settings and preferences, such as language preferences, so you have a better and more efficient experience on future visits to the website.

The following list details the cookies used on our website.

COOKIE   DESCRIPTION

Estrictamente necesarias   C. de entrada del usuario C. de sesión de autenticación o identificación del usuario C. de seguridad del usuario. Sirven para ofrecer servicios o recordar configuraciones para mejorar su experiencia de navegación en nuestro sitio web.

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Different browsers offer different methods for blocking and deleting cookies used by websites. You can change your browser settings to block/delete cookies. For more information on how to manage and delete cookies, visit wikipedia.org, www.allaboutcookies.org or:

Google   Chrome: https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=es

Mozilla Firefox: https://support.mozilla.org/es/kb/habilitar-y-deshabilitar-cookies-sitios-web-rastrear-preferencias

Safari: https://support.apple.com/es-es/guide/safari/sfri11471/mac

Internet Explorer: https://support.microsoft.com/es-es/help/278835/how-to-delete-cookie-files-in-internet-explorer

 [GENERAL ADVICE] This website uses its own and third-party cookies to improve the browsing experience and offer content and advertising of interest. By continuing to browse, we understand that you accept our cookie policy. You can obtain more information, or learn how to change settings, in our Cookie Policy.

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Legal Notice - https://horus-urbanhealth.eu/legal-notice/

LEGAL ADVICE

Website Owner:

HORUS URBAN HEALTH

Pça. de la Reina, 19, escalera A, 1ºB, Ciutat Vella, 46003 València, Valencia

+34 963 25 02 93

Japavon@kveloce.com

Purpose:

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This Legal Notice is governed in all its aspects by Spanish law. For any dispute that may arise in relation to the website or the activity carried out therein, the Courts and Tribunals

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of Valencia shall be competent, expressly waiving any other jurisdiction that may correspond to the user.

AVISO LEGAL

Responsable del Sitio Web:

HORUS URBAN HEALTH

Pça. de la Reina, 19, escalera A, 1ºB, Ciutat Vella, 46003 València, Valencia

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Japavon@kveloce.com

Objeto:

El presente aviso legal regula el uso del sitio web www.horus-urbanhealth.eu, del proyecto Horus Urban Health, desarrollado en el marco del programa europeo Horizon bajo el Grand Agreement GA 101136516. El contenido de este sitio web son responsabilidad de Kveloce – Senior Europa SL. La navegación por este sitio web atribuye la condición de usuario del mismo e implica la aceptación plena y sin reservas de todas y cada una de las disposiciones incluidas en este Aviso Legal, que pueden sufrir modificaciones.

Propiedad Intelectual e Industrial:

Los derechos de propiedad intelectual del contenido de este sitio web, su diseño gráfico y sus códigos fuente, son titularidad de Kveloce – Senior Europa SL, correspondiéndonos el ejercicio exclusivo de los derechos de explotación de los mismos. Queda prohibida su reproducción, distribución, comunicación pública y transformación, total o parcial, sin la autorización expresa de Kveloce – Senior Europa SL.

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Ley Aplicable y Jurisdicción:

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El presente Aviso Legal se rige en todos y cada uno de sus extremos por la ley española. Para cualquier controversia que pudiera surgir en relación con el sitio web o la actividad que en él se desarrolla, serán competentes los Juzgados y Tribunales de Valencia, renunciando expresamente el usuario a cualquier otro fuero que pudiera corresponderle.

SOCIAL MEDIA CHANNELS

Using the website as one-stop-shop for all information related to HORUS, everything there will be subject of communication and dissemination thru online channels, without prejudice of using offline physical channels when necessary. This strategy follows a no paper, zero waste policy but in adaptation to the different target groups, some of them vulnerable groups that may be lack of digital literacy skills materials can be printed. Anyhow, the following channels have been set to connect the website and all the information developed and all different HORUS audiences defined in D6.2. These channels will be accessible from the website and all individual platforms.

Twitter: HORUS_UHealthEU (https://twitter.com/HORUS_UHealthEU)
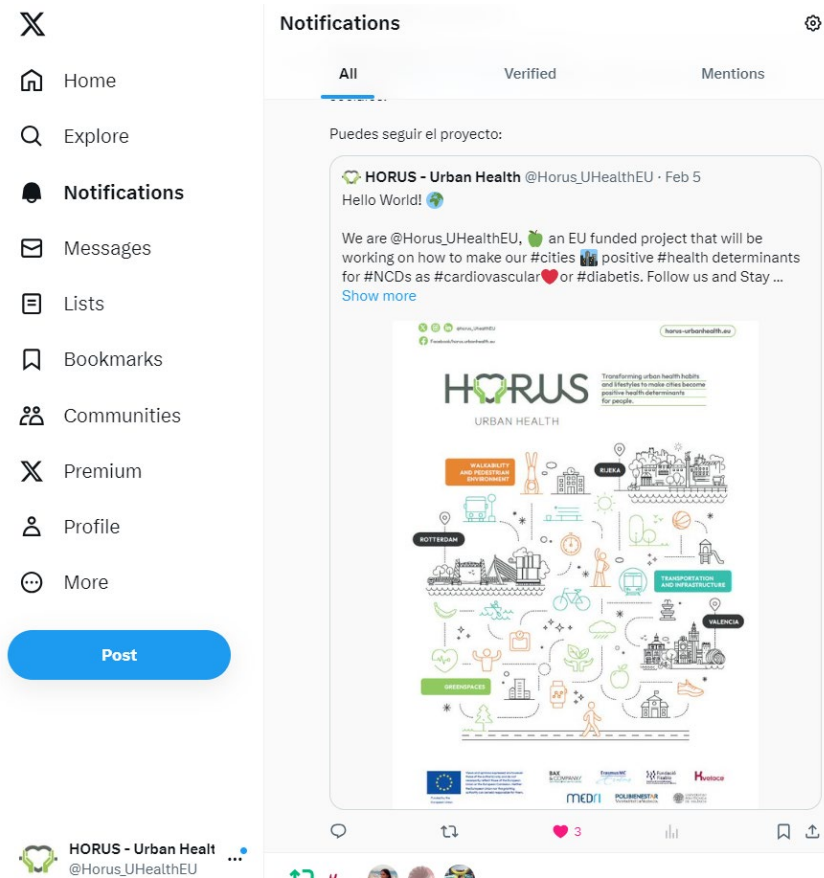
Figure 26. Capture of the HORUS twitter profile

This channel will be designed to attend the need to inform and communicate to the overall community and general public of important milestones, activities and bring external traffic to more specialised channels.

Linkedin: www.linkedin.com/company/HORUS-urban-health

horus-urbanhealth.eu
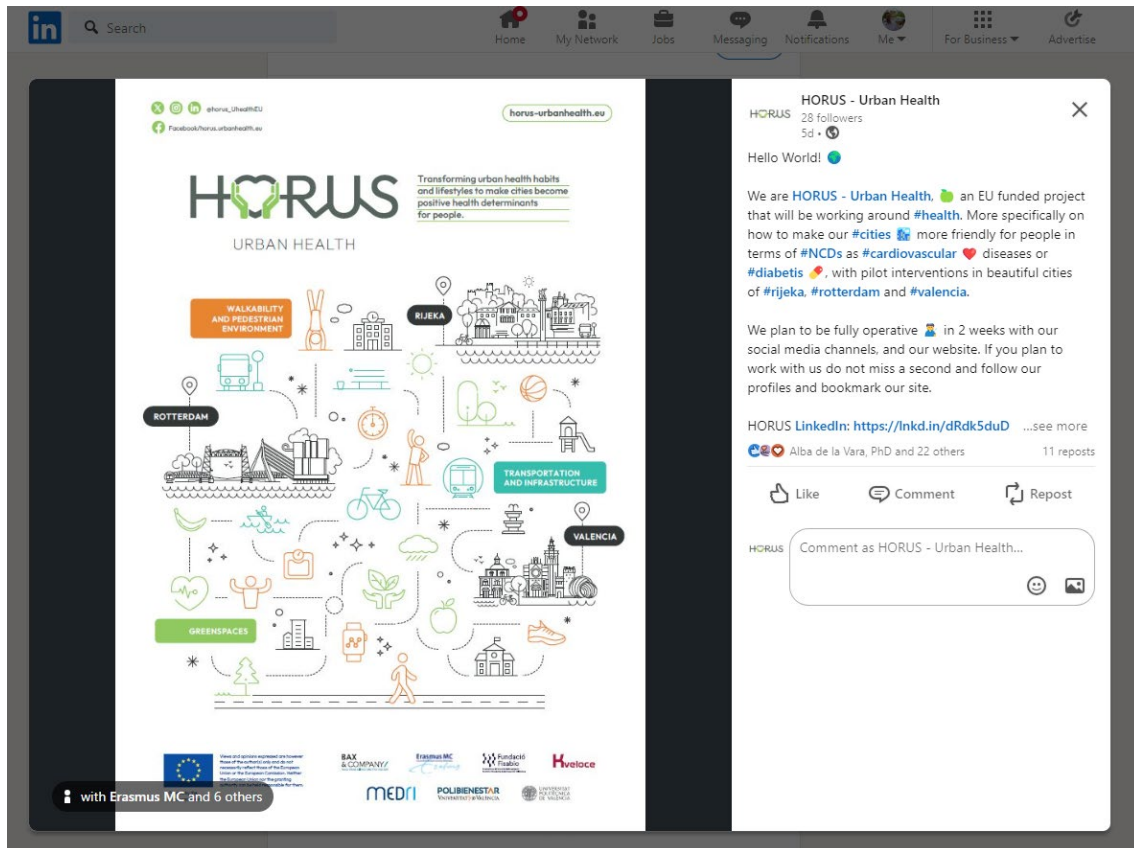
Figure 27. Capture of the HORUS linkedin profile.

Supporting Social media channels

Since the project is a continuous structure aimed at professionals of different sectors, these channel will be fed with information relative to disseminating results and local pilots as well as target groups identification and recruiting. Both Linkedin and Twitter will be the main Communication and Dissemination online channels

Facebook: www.facebook.com/HORUS.URBANHEALTH.EU

Figure 28. Capture of HORUS facebook page

Instagram: @HORUS_urbanhealth_eu

Facebook and Instagram are not tier 1 online platforms for disseminating EU projects. However, since many of the users may be using these platforms, they will be enabled in order to facilitate communication with different vulnerable groups.

Youtube: @HORUSURBANHEALTHEU

Taking into account the heavy load of video materials to be displayed, Youtube will serve as a repository to organise these materials coming from the project and the three different pilots.

These two last channels are set up but lacks of content by the time this deliverable is being built. They can be tracked as soon as some basic info is added.

COORDINATION FILES

All the work done within the project website and social media channels will be coordinated through a content calendar and reporting files, so the entire HORUS partnership can participate in the content design as well to see the content flow and report on partner owned actions.
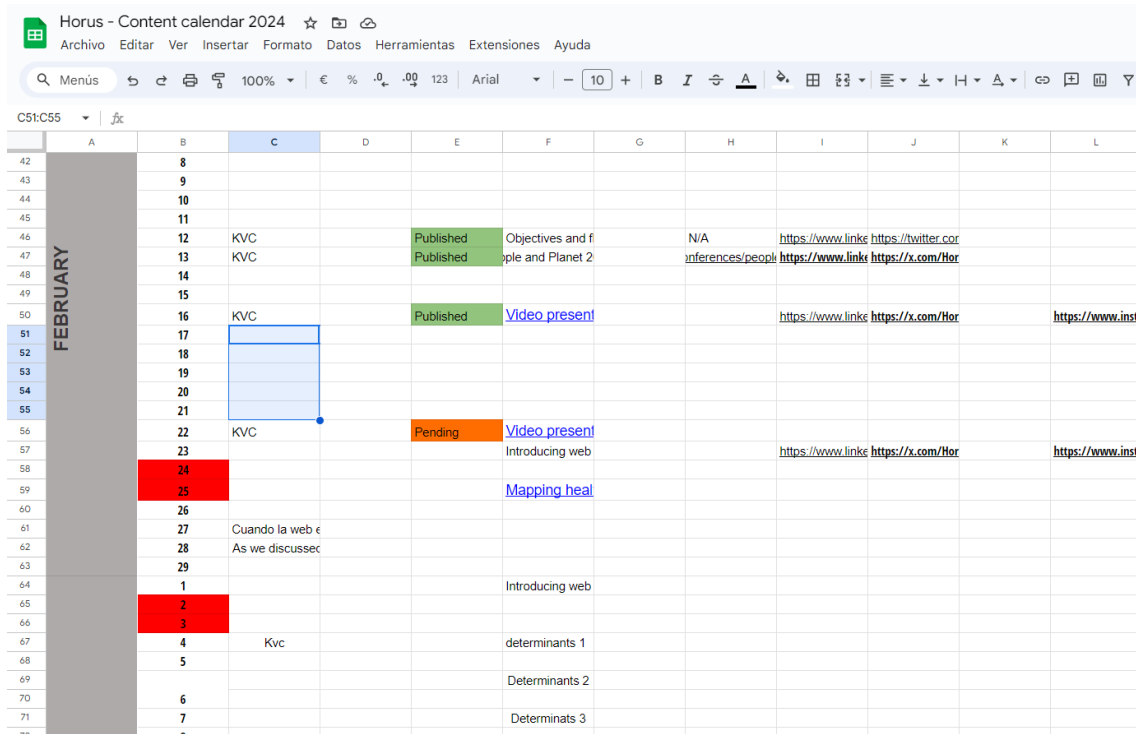
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Figure 29. Capture of the HORUS content Calendar

CONCLUSION

The HORUS website is a critical tool for the project communication and dissemination strategy as well as for achieving overarching project goals. The design of it favours a very navigable and simple tool whilst visually and content-wise engaging audiences allowing us to make project results visible and attract attention to it. These relations can be further explored in D6.2.

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