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## D6.1 Project Website, Branding and Templates

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### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

### Abstract

This deliverable is an accompanying document for the set-up of the ValueCare project website (accessible at [projectvaluecare.eu](http://projectvaluecare.eu)) and the project's style guide, consisting of its branding elements and guidelines for easing internal communication between partners and maximising the impact of external communication and dissemination activities.

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## EXECUTIVE SUMMARY

This document describes the activities carried out to set-up the web site for the ValueCare project as one of the activities within WP 6 “Communication, dissemination and Policy Recommendations”. Specifically, it relates to Deliverable 6.1: Creation of Project Website, Branding and Templates.

The first section of this report describes the creation of the ValueCare website (projectvaluecare.eu). The website became live in February 2020. The second section describes the development of the project’s branding elements such as the project logo and deliverable and presentation templates. The final section discusses the creation of the projects Twitter profile briefly addressing our social media strategy. Several images are depicted and labelled to enhance this report.

# 1 Website

The first version of the website went live within month three of the project, at the end of February 2020. The website can be accessed directly using the URL [www.projectvaluecare.eu](http://www.projectvaluecare.eu). The initial content is limited to basic information about the project, including an overview, partner logos and contact details. The update of the website content, layout and design will be ongoing throughout the implementation of the project.

The website is a key element of the project's dissemination and communication strategy, since it can provide a powerful communication platform for internal and external purposes. The website serves as a knowledge platform for the target audiences and as a place to publish findings and provide open access to documents and information, such as reports, publications, blogs and project-related news. As a dissemination tool, the project website will provide an entry point for a variety of stakeholders such as patient group representatives, carers and practitioners, health sector professionals, policy makers, researchers and the scientific community, as well the wider public. Having in mind the different audience it attracts, the website's focus is on presenting the project and its work in a way that is appealing to all visitors. In that sense, most attention is paid to conveying core contents in an attractive and comprehensive manner. It follows the project's overall visual identity and was designed to guide visitors' attention to content matter in an appealing way. The homepage uses the projects logo while incorporating appropriate images relevant to the projects work. The project core messages are displayed in eye catching hexagonal shapes using the brand secondary colours. Figure 1 displays the sitemap with future elements while figure 2 shows the current website homepage.

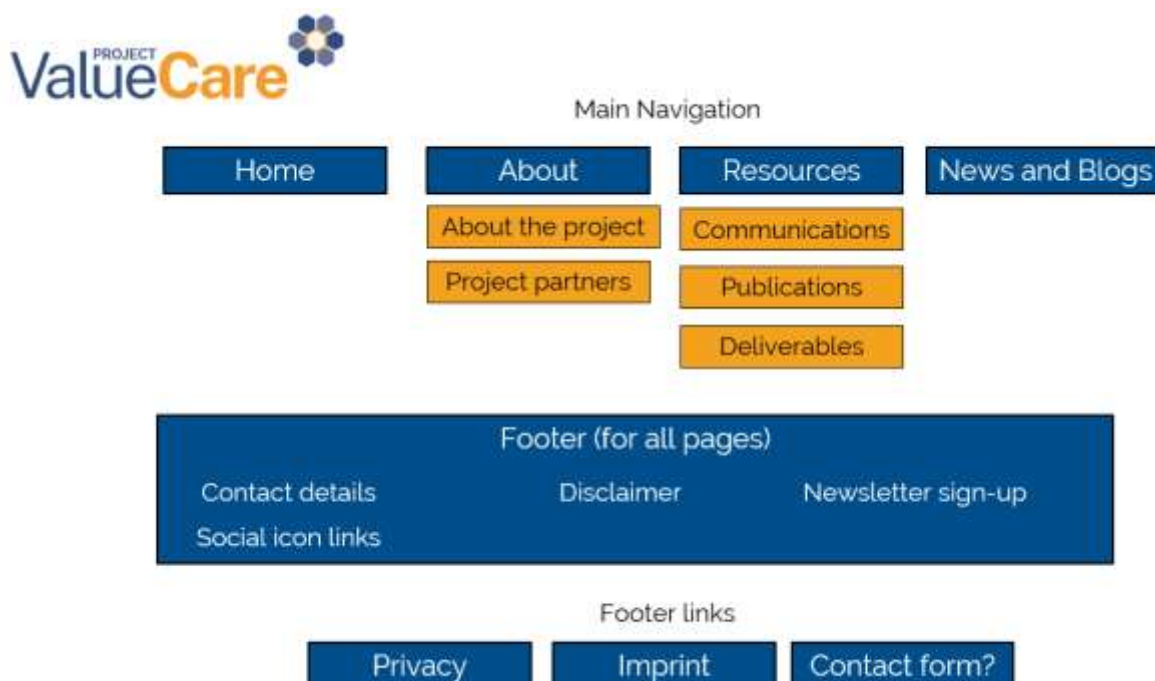


Figure 1. ValueCare Sitemap



Figure 2. ValueCare Homepage

The main aims of the project ValueCare website is to present content in a simple, clear and easy-to-navigate interface. The website will be regularly updated with:

- ▶ General information about the project and news of its activities and results
- ▶ Inter-active content, such as blogs and news.
- ▶ Cross dissemination and collaboration with similar projects
- ▶ Promotional Material

## 1.1 Website Elements

Throughout the lifespan on the ValueCare project the website will be updated and populated with content. Depicted below in Table.1 are the existing and future elements of the website and their function.

Website element	Function of the element
Homepage	Navigation page including direct links to recent research findings, blogs, events, videos etc.
About	Background and purpose of the project, Description of consortium partners featuring logos and weblinks.
Research	Description of various research work packages, for example the case studies that have been completed as part of Phase 1, includes links to publications, blogs, slidepacks etc.
News	Summaries of recent results, events, and achievements
Upcoming Events	Announcement of upcoming events
Links	Provides additional information and interconnects with other networks
Blogs	Links to individual blog postings by consortium members, including comment boxes for feedback and discussion
Twitter stream	Allow interested stakeholders to connect and follow discussions and new information through social media
Resources	Section for storing all project content including past event slide packs, publications, videos, etc.
Contact	Clear contact details for project coordinator and communication leads (contact details of work package leaders contained on research pages)
Newsletter signup	Easy sign up link so that interested parties can receive the quarterly newsletter

**Table 1.** Website Elements

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## 1.2 Next Steps of the Website

As the project is at the early stages of its lifespan, the website will be updated and amended when feasible. In general, the website will be managed and updated continuously throughout the project. The structure of the site is flexible, so that new pages can be added or existing pages can be renamed or removed easily.

The following additions are currently envisaged to be implemented in the upcoming project months:

- ▶ Create and develop the fundamental sections of the website
- ▶ Enhance the About section with biographies for each consortium partner
- ▶ Create a News and Blog section and update with content provided by partners on a regular basis
- ▶ Upload visual material such as videos and pictures.
- ▶ Make info material, public deliverables and publications available for download for visitors.

## 2 Branding

Guidelines have been developed in relation to the ValueCare project logo, banners, icons, templates for various forms of documentation, and use of Twitter.

### 2.1 Project Logo

The brand icon is based on the notion of efficient and coordinated sharing that supports and protects users. The hexagonal shapes can be used to hold images (as seen in figure 4).

In month three, the project logo was updated to include the word 'project' which was approved by the co-ordinators. The text 'ValueCare' and 'Value Care' were already trademarked therefore a decision was made to include the word 'project' in the branding to avoid future trademark issues and to be consistent with the website domain name. The inclusion of the word 'project' was done so subtly in order to keep the focus on the key term 'ValueCare'. The dark blue and gold colours complement one another resulting in a vibrant and attractive logo as seen in figure 3.



Figure 3. ValueCare logo

### 2.2 Project banner

The official project banner has been displayed on the project's official website and Twitter account as of February 2020. The image will be featured a lot in communication materials that will be produced throughout the project's life cycle, in order to establish a coherent visual identity for the project. The tag line was a collaborate decision between all partners which is believed to accurately describe the project.



Figure 4. ValueCare Banner



## 2.3 Project templates

Templates for deliverables and presentation slides have been created and distributed to all partners during month 3. (Figure 5 and 6)





Figure 5. ValueCare presentation template



Figure 6. ValueCare deliverable template

Both templates employ the Railway typeface if available otherwise using arial. The colour scheme makes use of the primary colours of dark blue and gold displayed below:

RGB colour code	Colour
RGB 0 78 139	
RGB 244 161 29	

## 3 Social Media

ValueCares social media strategy aims at providing interested stakeholders with information and new developments in the project, but it also reaches out to new target groups and a broader audience. Social Media will play a promotional role for the project and promote visibility of the project to a wide range of audiences. Social medias popularity, ease of access and rapid information flow identifies it as a very effective online dissemination tools, The ValueCare logos and imagery will be used to promote the project through the consortium partners own social media platforms.

### 3.1 Twitter

Twitter was chosen as the projects main form of social media and a profile was created before the website launch. Twitter is useful once it reaches a critical mass of followers and if messages are sent out regularly. Regular posts and updates relating to the project's developments and news, as well as reporting interesting news from the web related to the project's topic will be published during the projects life. The profile is administered by IFIC, however all consortium members/project leaders will provide messages that they wish to be tweeted. All partners or partner organizations that have a Twitter account will follow @ValueCare\_eu and retweet messages to their own followers. Sending messages through Twitter is done through very short messages, which are relevant to broader discussions and are categorized with hashtags. A list of relevant hashtags are defined and used by IFIC and the partners to categorize tweets. The project twitter account has been established, but still requires some growth. The twitter profile employs the projects branding as seen in figure.7.



Figure 7. ValueCare Twitter Profile

## 3.2 Twitter Guidelines

### Why to tweet?

To build an audience and □

- ▶ Attract it to the website for getting more information on what we do □
- ▶ Interact with it to pave the way to exploitation

### Who is in charge?

The International Foundation for Integrated Care is in charge of managing the ValueCare Twitter account. The Communication Officers of all work packages are invited to feed Twitter with ValueCare-related topics and in particular with topics related to their respective work package.

Everyone is however invited to use his or her Twitter account or the Twitter account of the company to tweet or retweet on ValueCare-related topics. By including the @ValueCare\_eu Twitter handle in your tweet, you will trigger a reaction from us and it will be retweeted via the project account.

### To build an audience

The content of the ValueCare tweets and re-tweets should be related to the topic of the project.

One can often see tweets like: “Project X participates to the conference Z”, “We are excited to start the workshop Y” ... Messages like this one shows that its author is active, contributes a bit to the visibility of the project/workshop, but doesn’t very often contribute to building an audience.

On the contrary, tweets on event’s outcome, on an inspiring message from ValueCare or information that is useful to the project will have a much higher impact in building an audience.

Likewise, links on recent relevant articles or publication contribute to build an audience.

### A few tips

- ▶ Keep your posts short, clear and catchy, and highlight potential impact
- ▶ Limit the number of clinical/technical/ words that only experts are likely to understand. Instead try to use lay terms
- ▶ Include images in your tweet (e.g., pictures or slides)
- ▶ Convey emotions with your posts
- ▶ Include other handles when appropriate e.g. @EU\_H2020

### Aligning our communication channels

In your tweet, include “more at [www.digitalhealtheurope.eu/](http://www.digitalhealtheurope.eu/)”, if you still have room.

The ValueCare handle @ValueCare\_eu is visible on the project website, on the project PowerPoints, and should be included in the flyers. It will be possible for visitors to tweet on a page of the ValueCare website.

## Using Hashtags #

Using a hashtag makes the keyword or phrase in the post searchable. It is like a label that clusters and links similar content, the same way that keywords do when scientific papers are published e.g. #ValueCare #IntegratedCare

### Why use hashtags? □

- ▶ To increase outreach – enabling you to join bigger, topic-specific conversations. □
- ▶ To capitalise on existing trends – finding emerging hashtags to boost your conversations with the right audience. □
- ▶ To consolidate and group content – helping those who took part in an event search for related coverage using the event’s hashtag. □
- ▶ To encourage interaction – bringing new opinions and views into a discussion about a specific topic.

## Conclusion

The principal objective of this report is to present deliverable 6.1 regarding the Project Website, Branding and Templates describing the activities undertaken. The creation of the ValueCare website, hosted via the International Foundation for Integrated Care (IFIC), is part of the strategy to introduce the project and to provide visibility about the research performed to all interested communities on integrated care in Europe and internationally. The project website will serve as an information channel for the promotion of the project and its results and facilitates communication among the partners in the consortium by allowing easy retrieval of data and assisting partners in their dissemination activities. The eye-catching project branding will play a vital role in promoting the project and will be visible on all project related material.

The ValueCare website can be found at the following URL: <https://projectvaluecare.eu/>