

101137192- AVITHRAPID

Antiviral Therapeutics for Rapid Response Against Pandemic Infectious  
Diseases

WP6 Dissemination, Patient Outreach &amp; Sustainability

## D6.1 Project-Dedicated Public Website and Social Media Accounts

<b>Lead contributor</b>	18-CHELONIA SA
<b>Other contributors</b>	

<b>Data Date</b>	<b>Description</b>
Due date	31-03-2024
Delivery date	29-03-2023
Delivery type	DEC
Dissemination level	PU

### Document History

<b>Version</b>	<b>Date</b>	<b>Description</b>
V0.1	25-Mar-2024	First Draft
V0.2	28-Mar-2024	Second Draft
V1.0	29-Mar-2024	Final
V.1.1	30-Mar-2024	Internal review (Björn Windshügel)

## Executive Summary

This report for Deliverable 6.1 "Project-Dedicated Public Website and Social Media Accounts" elaborates on the development and implementation of a comprehensive communication and dissemination strategy as part of Tasks 6.1 and 6.2. This strategy is aimed at bolstering the visibility and impact of the AVITHRAPID project through a dedicated website and targeted social media engagement, focusing on scientific communities, industry stakeholders, policymakers, and the broader public.

In the first three months, the consortium has laid the groundwork for a robust online presence, guided by the expertise of CHELONIA and the collaborative efforts of AVITHRAPID partners. This includes the deployment of a modern, user-friendly website equipped with interactive features and a resource library to serve as a central hub for information dissemination and stakeholder engagement. Our social media strategy, tailored to diverse platforms like LinkedIn, Twitter, and Facebook, aims to foster community building and active dialogue around the project's developments and milestones.

To ensure the dynamic and effective reach of our dissemination activities, we have set clear engagement objectives and developed a content strategy that emphasizes the relevance and applicability of our research findings. Regular updates, managed by CHELONIA in collaboration with consortium partners, will keep our audience informed and engaged, while accessibility and inclusivity measures will ensure wide-reaching impact.

As we move forward, the consortium remains committed to leveraging these digital channels to not only disseminate project outcomes but also to spark meaningful conversations and collaborations that extend beyond the life of the project. Regular monitoring and assessment of our engagement strategies will help us adapt and refine our approach, ensuring that the AVITHRAPID project resonates with and benefits a global audience.

The following report addresses deliverable 6.1 "Project-Dedicated Public Website and Social Media Accounts" associated with task Task 6.1: Communication and dissemination strategy and tactical plans (M1-M54) and Task 6.2: Communication tools and support to WPs. The report summarises the content and structure of the website while describing the social media channels targeted as part of the communications strategy and the intent of the project consortium to increase general awareness of the project as well as enhancing the dissemination of information and outputs of the project.

D6.1 aims to outline the website and social activities that were implemented during the first 3 months of the project. The current deliverable includes an overview of the dissemination tools and activities created and promoted by the AVITHRAPID partners in order to raise visibility of the project from the initial steps of the project.

WP6 is a subset of the AVITHRAPID project led by CHELONIA. In this WP, the partnership will plan a set of activities and tools to increase the visibility and awareness of the project results and support their impact, by promoting dissemination and communication of the innovative deliverables developed in the project and by adopting a model to exploit the results obtained. CHELONIA will spread and share relevant outcomes of AVITHRAPID and good practices arising from the project to other related European initiatives and EC projects and to LMICs in the framework of One Health approach.

For both dissemination (e.g. networking events and technical meetings) and exploitation activities (e.g. outreach to academic users, outreach to industry, spinoffs), Chelonia will benefit from the synergies and the support (e.g. event space, network, community, expertise) provided by being hosted at the Innovation Office of the University of Basel.

## Resources

### Overview

The AVITHRAPID project has strategically established a variety of proprietary communication channels, aimed at optimizing outreach and engagement with its diverse audience. These channels include:

- Website
- Social Media Platforms: LinkedIn, Twitter, YouTube, PodCast

The selection of these platforms was driven by a comprehensive evaluation based on:

- Accessibility and Reach: Ensuring free, general access with a broad reach.
- Usability: Facilitating easy content management and offering high flexibility in design and content structure.
- Versatility: Enabling the publication of diverse multimedia content.
- Efficiency: Maintaining low setup and ongoing maintenance costs.
- Compatibility and Synergies: Aligning with the communication strategies of project partners to leverage synergistic communication efforts.

### Website and Social Media Strategy

The creation of a dedicated, state-of-the-art website marks a cornerstone in our communication strategy. Aimed at international target groups—including the scientific community, research institutes, regulatory bodies, and the business sector (companies and SMEs)—the website is meticulously designed to elevate awareness of AVITHRAPID's innovative contributions to drug discovery and repurposing. Featuring a modern web presence underscored by unique branding (the AVITHRAPID logo), the platform serves as a comprehensive repository for scientific publications and all relevant marketing and training materials targeting AVITHRAPID's audience. From month 1, WP6 will take the helm in the design, implementation, and maintenance of the website, ensuring it evolves as a dynamic hub for partners and a critical point of engagement for journalists, industry leaders, and other strategic stakeholders seeking up-to-date information on project activities and dissemination initiatives.

A specific segment dedicated to "news" within the website will assist journalists and digital influencers in accessing the latest updates about the project's milestones and dissemination efforts. By embedding links to the AVITHRAPID project website on our partners' official sites, we aim to amplify the project's visibility, enhance stakeholder commitment, and foster cross-promotional activities. Moreover, the integration of links to our primary social media channels such as Twitter and

LinkedIn underscores our commitment to an active and continuous social media presence. Through these platforms, we manage to disseminate information effectively, promote upcoming events, and engage key stakeholders from the inception of the project. The operational social media channels already in place ensure that both AVITHRAPID members and the wider digital audience can easily follow the project's evolution and stay connected.

Our elaborated communication strategy is carefully crafted to not only disseminate the groundbreaking work of the AVITHRAPID consortium but also to foster vibrant digital communities. These communities allow our target audience and stakeholders to remain well-informed and actively engaged with the project's ongoing success and milestones.

## **Website**

### **AVITHRAPID Project Website Technology and Features**

The AVITHRAPID project website, accessible at <https://avithrapid.eu/>, stands as the digital cornerstone of our dissemination and communication strategy. It's not just a repository of information but a dynamic gateway designed to engage a diverse audience with the project's vision, progress, and outcomes.

#### **Design Philosophy and Usability:**

Engineered for an optimal user experience, the website showcases a clean, attractive design, ensuring ease of navigation and mobile responsiveness. Developed by Chelonia's dedicated team using WordPress, the site leverages the flexibility and ease of the WordPress Content Management System (CMS) for seamless content updates. This approach allows for the effortless integration of text, images, and videos, fostering an engaging user interface without the need for specialized programming skills.

From its launch in February 2024, the site featured a comprehensive landing page, setting the stage for the full website's capabilities. This landing page served as an initial touchpoint, offering insights into the project while the main site was being developed.

#### **Technical Underpinnings:**

The AVITHRAPID website is built on a robust LAMP (Linux, Apache, MariaDB, PHP) stack, ensuring a secure, scalable, and responsive digital experience. This open-source web development platform supports the website's dynamic features and real-time data processing, underscored by a seamless Pipeline Pilot workflow integration.

Further enhancing the site's functionality are advanced web development technologies, including:

- JavaScript, for interactive elements.
- jQuery and jQuery UI, enriching the user interface with engaging, dynamic content.
- Bootstrap 5, ensuring the website's responsive design across all devices, prioritizing mobile-first experiences.

## Engagement and Optimization Tools:

To maximize reach and impact, the website incorporates several key tools and features designed to optimize content visibility and user engagement:

- Yoast SEO Plugin, enhancing the site's search engine optimization to ensure content is discoverable and ranks well on search engines.
- Google Font API, offering a wide range of typography options to improve readability and aesthetic appeal.
- Organization Schema, enriching website content with structured data to improve search visibility and engagement.

## Accessibility and Compatibility:

Adhering to modern web standards, the website employs HTML5 and is designed with accessibility in mind, utilizing WAI-ARIA standards to make content accessible to all users, including those with disabilities. Features like the Viewport Meta tag and responsive design frameworks ensure the site is accessible and provides an optimal viewing experience across a variety of devices and screen sizes.

The AVITHRAPID project's website represents a pivotal tool in our communication and dissemination strategy, crafted with the latest web technologies to ensure it serves as an informative, accessible, and engaging platform for all stakeholders. By leveraging advanced web development practices and tools, the site stands as a testament to the project's commitment to excellence in both its scientific endeavors and its engagement with the broader community.



The AVITHRAPID consortium "Antiviral Therapeutics for Rapid Response Against Pandemic Infectious Diseases" is part of the Horizon Europe Framework Programme and consists of 18 participants and partners from 8 countries.

Project  
Description

Work  
Packages

Consortium



Project funded by  
Ministerstvo zdravotníctva  
Slovenskej republiky  
Slovak Republic Health  
Ministry

Public Department of Economic Affairs,  
Innovation and Research Unit  
Slovak Republic Health Ministry

AVITHRAPID is funded by the European Union under grant agreement No 101137192. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union. The European Union cannot be held responsible for them.

## Structure of the website

The AVITHRAPID project's website serves as a central hub for disseminating detailed information about the project's scope, activities, and progress, structured to meet the rigorous standards of the Horizon Europe Framework Programme. The site's architecture is meticulously organized to ensure ease of access to essential information for stakeholders, consortium partners, and the European Union, thereby fostering transparency and accountability in line with EU directives.

### Key Sections and Features:

- **Project Overview:** A detailed exposition of the project's goals, the structure of work packages (WPs), and planned activities, offering visitors a clear understanding of AVITHRAPID's mission and strategic approach.
- **Consortium Composition:** Profiles of consortium partners, highlighting their roles, expertise, and contributions to the project, facilitating a comprehensive view of the collaborative framework driving AVITHRAPID.
- **News and Events:** This dynamic section serves as the portal for:
  - Announcements of upcoming and recaps of past project events, workshops, and meetings.
  - Publications and open-access tools developed within the project, underscoring AVITHRAPID's commitment to sharing knowledge and fostering innovation.
  - Coverage of the project's presence in media and participation in external events, enhancing visibility and outreach.
  - Downloadable documents and results derived from the project's endeavors, supporting knowledge dissemination and stakeholder engagement.
- **Interactive Contact Form:** An accessible interface for inquiries, facilitating direct communication between the project consortium and the broader community.

### Enhancements and Analytics:

- **User Experience Enhancements:** The final website iteration will introduce animations to elucidate project activities and objectives, aimed at enhancing user comprehension and engagement with the content.
- **Analytics Integration:** The inclusion of Google Universal Analytics tool on the website will enable detailed monitoring of user interactions and behaviors. This analytics capability allows for the collection of data on visitor numbers, page views, and engagement patterns, providing valuable insights for ongoing content optimization and user experience improvement.

### Adherence to EU Standards:

In line with European Union standards, the website incorporates dedicated sections for data privacy policies and legal imprints, ensuring transparency in data handling and compliance with EU regulations. This commitment extends to providing comprehensive contact information, ensuring accessibility for inquiries and feedback.



## Social media tools

The use of social media is nowadays fundamental to raise awareness on the work undertaken by the project.

The Facebook page will be used for public project communication in the form of pictures and videos from meetings and outreach activities. This social media channel is set up to spread information to the public.

The Twitter page will be used for communication with stakeholders through networking, short news and announcements on conference programmes and activities. This social media channel is set up to provide information for relevant stakeholders.



The LinkedIn page will be used to communicate with stakeholders through networking, short news and announcements on conference programmes and activities. This social media channel is set up to provide information for relevant stakeholders.



**AVITHRAPID PROJECT**

**AVITHRAPID**  
Combating viral diseases with innovative therapeutic approaches.  
Ricerca biotecnologica · 93 follower · 51-200 dipendenti

Gabriella e altri 5 collegamenti seguono questa pagina

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### Panoramica

The European Consortium "Antiviral Therapeutics for Rapid Response Against Pandemic Infectious Diseases" (AVITHRAPID). The aim of the project is to establish a pipeline of small molecule-based antiviral agents that can be widely used and rapidly developed into therapies against emerging infectious diseases. As part of the project, the consortium intends to test a small molecule against Zika virus in a clinical trial.

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 have been advertised during the reporting period.

The monitoring activities on these channels will be reported in the dissemination reports and within the periodic reports.

### Media Coverage

The official kickoff meeting of the AVITHRAPID project, held at the prestigious Istituto Nazionale Malattie Infettive Lazzaro Spallanzani in Rome on February 13th and 14th, 2024, not only marked a significant milestone in the project's journey but also served as a catalyst for its first wave of media visibility. This memorable event brought together all project partners, hailing from various European countries and Switzerland, for a comprehensive alignment and networking opportunity, reinforcing the collaborative spirit of the consortium.



The meeting's highlight was the issuance of the inaugural press release, marking AVITHRAPID's entry into the public domain and initiating its media engagement strategy. Accessible on the project's website (Combating Viral Diseases with Innovative Therapeutic Approaches), the press release laid the groundwork for the project's dissemination activities, aiming to reach a broad audience across national and pan-European levels.

In addition to the project-level communication, individual partners capitalized on this momentum by organizing interviews and features within their respective countries, further amplifying the project's visibility. The immediate media coverage by Italian press, following the kickoff event, underscored the local and international interest in AVITHRAPID's mission and objectives. This initial press engagement offers a glimpse into the potential media outreach that will continue to highlight the project's achievements and milestones throughout its duration.

Under the stewardship of CHELONIA, as the leader in dissemination and communication, and in close collaboration with the project coordinator, a strategic approach to media engagement has been adopted. CHELONIA's responsibility extends to crafting press releases that succinctly convey the project's progress and successes. Once finalized, these press releases are distributed among WP6 participants, nominated by each partner, ensuring a cohesive and widespread dissemination effort.

The positive reception and coverage by the Italian press serve as a promising indicator of the potential impact and reach of the AVITHRAPID project's media strategy. Future reports will detail the outcomes of partner-organized interviews and media interactions in their respective countries, providing a comprehensive overview of the project's media footprint and its resonance with a global audience.

1	243	28/02/2024	Il Nuovo Corriere di Roma e del Lazio	15 A	Spallanzani, inizia il cammino del Consorzio europeo "Avithrapid"
2	253	26/02/2024	Panoramadelasanita.it	-- A	Spallanzani: Partito il cammino del consorzio europeo Avithrapid
3	304	23/02/2024	AskaneWS.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo AVITHRAPID
4	304	23/02/2024	Cittadinapoli.com	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
5	304	23/02/2024	CorriereDiancona.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
6	304	23/02/2024	CorriereDipalermo.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo AVITHRAPID
7	304	23/02/2024	CorriereDilegneo.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
8	304	23/02/2024	Cronachedellacalabria.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo AVITHRAPID
9	354	23/02/2024	Cronachediabruzzoemolise.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
10	354	23/02/2024	Cronachedibari.com	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
11	354	23/02/2024	Cronachedimilano.com	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
12	304	23/02/2024	Forumitalia.info	--	Partito dallo Spallanzani il cammino del Consorzio europeo AVITHRAPID
13	354	23/02/2024	Gazzettadigenova.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
14	304	23/02/2024	IlcorriereDibologna.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
15	304	23/02/2024	Ilgiornaleditorino.it	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
16	304	23/02/2024	Ondazzurra.com	--	Partito dallo Spallanzani il cammino del Consorzio europeo "AVITHRAPID"
17	202	23/02/2024	Quotidianosanita.it	-- A	Malattie infettive. Partito dallo Spallanzani il cammino del Consorzio europeo Avithrapid

Following the strategic launch of our first press release, the effectiveness of our dissemination efforts was vividly illustrated through digital metrics. As of March 30, 2024, a targeted Google search revealed an impressive footprint of over 900 specific results pertaining to AVITHRAPID. This substantial digital presence underscores the widespread interest and coverage the project has garnered, reflecting a robust engagement from media outlets, academic communities, and the public at large. Such a significant level of visibility not only amplifies the project's reach but also highlights the collective efforts of the consortium in driving forward the AVITHRAPID narrative across diverse platforms and audiences.

## Podcast

Amidst the evolving landscape of digital communication, podcasts have emerged as a pivotal platform for the dissemination of informative content. The Chelonia Applied Science Podcast, recognized internationally and engaged with by leading research centers across the globe, epitomizes this trend. This distinguished channel has become synonymous with excellence, showcasing an established presence that guarantees significant visibility for the AVITHRAPID project beyond traditional dissemination avenues.

Leveraging its esteemed position, the Chelonia podcast is set to host a special series dedicated to AVITHRAPID, capitalizing on the podcast's widespread reach and the engaging, flexible format that podcasts afford. This series aims to offer an in-depth exploration of the project, featuring interviews with consortium members who bring a wealth of knowledge and insights about their contributions, expectations, and the anticipated societal impacts of their work.

Utilizing Zoom for its adaptability and widespread use, the interviews will be recorded and then published across all major podcast platforms, including Spotify, Spreaker, Google Podcasts, and notably, Apple Podcasts. Listeners can easily access the series through Apple Podcasts at the following link: Chelonia Applied Science Podcast on Apple Podcasts, ensuring no listener is left behind, regardless of their preferred platform.

Structured around three pivotal questions, the initial interview series to AVITHRAPID's PI are designed to encapsulate the essence of the project and the collective vision of its consortium members:

- Introduction and Role: Interviewees will introduce themselves and elucidate their or their organization's role within the AVITHRAPID project.
- Project Goals: Discussion will revolve around the outcomes and aspirations held by each consortium member for the project.
- Societal Benefits: Insight into how the project's successes could benefit the European Community and society at large will be sought.

The Chelonia Applied Science Podcast, with its global recognition and established listener base, ensures the AVITHRAPID series will not only reach but resonate with a diverse audience. This approach amplifies the project's visibility, engaging listeners with the groundbreaking efforts of the AVITHRAPID consortium and fostering a broader understanding of its significance.

The integration of the AVITHRAPID series into the Chelonia podcast underscores a strategic approach to harnessing contemporary platforms for scientific dissemination. It represents an innovative effort to communicate the project's goals, progress, and societal implications, thereby engaging the community and enhancing public awareness of scientific endeavors.

Link: <https://podcasts.apple.com/ch/podcast/chelonia-applied-science-podcast/id1571139519>

## Podcasts Vorschau



38 Folgen

A podcast about the use of scientific discoveries and of technology applications. We provide the best information on projects participated by Chelonia and many more.

### Chelonia Applied Science Podcast

Chelonia

Wissenschaft

[Anhören in Apple Podcasts](#)

27. FEB. 2024

#### From Vacuum Laboratory to girls engagement - Interview with Giulia Lanza >

Welcome to the conversations of the Chelonia Podcast. A podcast about the use of scientific discoveries and of technology applications. My name is Gabriella Bernardi, I'm a science journalist and today we talk about the CBXFEL project at SLAC - National Accelerator Laboratory with Giulia Lanza...

[▶ WIEDERGABE](#) 17 Min.

14. DEZ. 2023

#### Space Economy and Technology Transfer - Interview with Anilkumar Dave >

Welcome to the conversations of the Chelonia Podcast. A podcast about the use of scientific discoveries and of technology applications. My name is Gabriella Bernardi, I'm a science journalist and today we talk about Space Economy, Technology transfer, Innovation and Space Exploration with...

[▶ WIEDERGABE](#) 13 Min.

1. NOV. 2023

#### From NANOGrav Collaboration to Gravitational Waves - Interview with... >

Welcome to the conversations of the Chelonia Podcast. A podcast about the use of scientific discoveries and of technology applications. My name is Gabriella Bernardi, I'm a science journalist and today we talk about NANOGrav Collaboration, Gravitational Waves and Big Bang cosmology with...

[▶ WIEDERGABE](#) 13 Min.

5. OKT. 2023

#### From Computational Geomechanics to Earthquake Physics - Interview wi... >

Welcome to the conversations of the Chelonia Podcast. A podcast about the use of scientific discoveries and of technology applications. My name is Gabriella Bernardi, I'm a science journalist and today we talk about Computational Geomechanics to Earthquake Physics with Luca Dal Zilio, Senior...

[▶ WIEDERGABE](#) 14 Min.

21. SEPT. 2023

#### From X-ray fluorescence measurements to Tutankhamun's dagger -... >

Welcome to the conversations of the Chelonia Podcast. A podcast about the use of scientific discoveries and of technology applications. My name is Gabriella Bernardi, I'm a science journalist and today we talk about Archaeophysics with Francesco Porcelli, Full Professor at the Department of...

[▶ WIEDERGABE](#) 8 Min.

## Optimizing Engagement Through Advanced Analytics: A Data-Driven Approach for AVITHRAPID

The successful dissemination and impact of the AVITHRAPID project hinge not only on the creation and distribution of content but also on the strategic analysis of engagement across digital platforms. To this end, the implementation of sophisticated analytics tools for both the project website and social media channels is essential. This chapter outlines our approach to harnessing analytics for continuous improvement and targeted outreach.

The cornerstone of our digital presence, the AVITHRAPID website, integrates advanced analytics tools designed to capture and analyze visitor behavior. Utilizing Google Analytics as our primary tool, we're able to track a multitude of metrics, including page views, session duration, bounce rates, and user pathways. This data allows us to understand how visitors interact with our site, which content resonates most, and where optimizations can enhance user experience. Moreover, conversion tracking is set up for key actions, such as signing up for newsletters or downloading resources, enabling us to measure the effectiveness of our call-to-actions and adjust our strategies accordingly.

Social media platforms offer built-in analytics features that provide insights into post engagement, audience demographics, and content reach. By analyzing this data across platforms like Twitter and LinkedIn, we can tailor our content to better match our audience's interests, optimize posting times for increased visibility, and track engagement trends over time. Additionally, we employ social listening tools to monitor conversations about the AVITHRAPID project, gauge public sentiment, and identify opportunities for engagement or clarification on project aims and achievements.

To streamline the analysis process and facilitate strategic decision-making, all analytics data from social media channels are aggregated into the unified dashboard of HOOTSUITE. This centralized approach enables the comparison of performance across different platforms, offering a holistic view of our digital footprint. The dashboard is updated in real-time, allowing the communication team to make timely, data-driven decisions.

Regular reports generated from our analytics tools serve as a basis for ongoing improvement. These reports highlight successes, identify areas for enhancement, and inform future content and engagement strategies. Moreover, they provide valuable insights that are shared with project partners and stakeholders, demonstrating the effectiveness of our dissemination activities and guiding collaborative efforts to amplify the project's visibility and impact.

The strategic implementation of analytics tools for both the website and social media channels is a cornerstone of the AVITHRAPID project's communication and dissemination efforts. By embracing a data-driven approach, we ensure that our digital engagement strategies are not only effective but also continuously evolving to meet the needs and interests of our diverse audience.

### Brand Identity

Crafting a compelling brand identity is pivotal for any project, especially one as groundbreaking as AVITHRAPID, where the mission to develop antiviral therapeutics demands both visibility and credibility. The brand identity of AVITHRAPID, crystallized through a thoughtful process during the kick-off meeting in Rome, represents more than just aesthetic choice; it embodies the project's core values, innovative spirit, and collaborative ethos.

The establishment of AVITHRAPID's brand identity was a key agenda item during the project's kick-off meeting held in Rome. Recognizing the importance of a cohesive and resonant visual identity, several logo alternatives were meticulously developed, each designed to encapsulate the essence of AVITHRAPID's mission - leveraging cutting-edge technology to forge new solutions in the realm of pandemic preparedness and response.

In the spirit of collaboration that underpins the AVITHRAPID project, the consortium members were invited to participate in the selection process for the logo. Over the course of the meeting, members reviewed the proposed alternatives, engaging in discussions that reflected on the symbolism, aesthetics, and practicality of each design. The chosen logo, voted on by the consortium, stood out for its strong reference to data science and the innovative pathways AVITHRAPID aims to explore in antiviral research.

The selected logo for AVITHRAPID, now integral to the project's brand identity, is distinguished by its modern design that suggests a web of possibilities and the project's commitment to finding new solutions through cutting-edge technology. Its visual elements are crafted to convey the dynamism and forward-thinking approach of the consortium, while also ensuring high visibility and

recognizability across various platforms and mediums. The development and selection of AVITHRAPID's brand identity marked an important milestone in the project's journey. Through a collaborative decision-making process, the consortium has chosen a logo that perfectly represents the project's core mission and values.

# AVITHRAPID PROJECT

## **Roles and Responsibilities**

CHELONIA, tasked with the pivotal role of ensuring the relevancy and currency of all content, orchestrates a collaborative approach with all project partners. This collaboration entails a systematic process where partners are obligated to furnish CHELONIA with timely information and updates as they emerge. The responsibility extends to notifying CHELONIA of any newsworthy developments, facilitating the proactive maintenance of the website's content to reflect the latest and most pertinent information. In alignment with project governance, the website's structural layout, visual design elements, and content undergo approval by the Project Coordinator. This oversight ensures that the dissemination and communication efforts are not only efficient but also congruent with the project's overarching objectives.

To streamline communication and dissemination efforts, the following methodological framework has been instituted:

- **Task Force for Dissemination and Communication (D&C):** A dedicated team, comprising D&C personnel from all partners, has been established to address and manage all facets related to communication, dissemination, tools, and resources. This collective is also charged with the periodic review and update of the website content.
- **AVITHRAPID Excel Template:** A standardized template, accessible via the TEAMS project shared repository, serves as a tool for partners to document and update information regarding local activities and results. Regular maintenance of this template ensures accurate and timely collection of information for public dissemination.

To guarantee the continuous technical enhancement and maintenance of the website and other communication tools, specific external service providers have been carefully selected. These providers are tasked with driving the technical development of our digital platforms, emphasizing the integration of advanced technical features and content. Their role is pivotal in ensuring that our communication infrastructure remains state-of-the-art, responsive, and aligned with the latest

technological standards. Working in close partnership with the dedicated CHELONIA team, these external experts will offer comprehensive support throughout the project. Their involvement is intended not just to bolster the technical capabilities of our digital assets but also to provide professional backing to CHELONIA's internal team.

## Conclusion

This document outlines the comprehensive range of dissemination channels planned for our project, encompassing our website and various communication channels. By dynamically utilizing these platforms, we aim to effectively reach our target audience, share valuable project updates, and foster meaningful engagement with stakeholders and the wider community. Through regular updates, interactive content, and targeted outreach, we are confident in our ability to generate significant interest and promote awareness about our project, project's goals, achievements, and impact.

The monitoring of all the channels will be reported in the dissemination reports and within the periodic reports.

## Glossary of Terms

- **AVITHRAPID:** Antiviral Therapeutics for Rapid Response Against Pandemic Infectious Diseases. A project focused on developing strategies and tools to combat viral diseases through innovative therapeutic approaches.
- **CMS (Content Management System):** Software used for creating, managing, and modifying content on a website without the need for specialized technical knowledge. WordPress is an example of a CMS utilized in the AVITHRAPID project for website content management.
- **D&C (Dissemination and Communication):** Refers to the strategies and activities aimed at spreading project information and achievements to engage the scientific community, industry stakeholders, policymakers, and the general public.
- **WP (Work Package):** A set of project tasks grouped together to achieve specific objectives within the overarching project goals.
- **LAMP Stack:** An acronym for Linux (operating system), Apache (web server), MariaDB/MySQL (database software), and PHP/Perl/Python (programming languages), representing a common platform for web development.
- **SEO (Search Engine Optimization):** The process of optimizing a website to increase its visibility in search engine results pages for relevant queries.
- **Bootstrap:** A front-end framework for developing responsive and mobile-first websites and web applications.



- **Google Analytics:** A web analytics service provided by Google that tracks and reports website traffic, offering insights into website performance and user engagement.
- **Social Media Platforms:** Digital platforms like LinkedIn, Twitter, and Facebook used for social networking, content sharing, and community building relevant to the AVITHRAPID project's dissemination efforts.
- **Viewport Meta Tag:** An HTML tag that web developers use to control the width and scaling of the browser's viewport on mobile devices.
- **WAI-ARIA (Web Accessibility Initiative - Accessible Rich Internet Applications):** Standards for making web content more accessible to people with disabilities.
- **jQuery:** A JavaScript library designed to simplify HTML DOM tree traversal and manipulation, as well as event handling, CSS animation, and Ajax.
- **Google Font API:** An interface allowing web designers to incorporate a wide variety of fonts into their web designs directly from Google's font library.
- **Hootsuite:** A widely used social media management platform that allows organizations to manage their social media channels from a single dashboard.