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| | |
| Abstract | Deliverable D7.2 of CYLCOMED introduces the project's website, https://www.cylcomed.eu , which serves as the central communication platform for the project's dissemination and communication plan. The document provides a comprehensive overview of the website's content and |

the project and its stakeholders.

stakeholders, web development.

website,

CYLCOMED,

Keywords

explains the concept behind its creation, highlighting its expected impact on

communication,

dissemination,



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|--|--|---|--|--|
| Nature of the deliverable: | DEC | | | |
| Dissemination Level | | | | |
| PU | Public, fully open, e.g., web | x | | |
| SEN | Sensitive, limited under the conditions of the Grant Agreement | | | |
| Classified R-UE/ EU-R | EU RESTRICTED under the Commission Decision No2015/ 444 | | | |
| Classified C-UE/ EU-C | EU CONFIDENTIAL under the Commission Decision No2015/ 444 | | | |
| Classified S-UE/ EU-S | EU SECRET under the Commission Decision No2015/ 444 | | | |

^{*} R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc DMP: Data management plan

ETHICS: Deliverables related to ethics issues. SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.





Executive summary

This Deliverable D7.2 of CYLCOMED presents the CYLCOMED website. It describes the website https://www.cylcomed.eu created for the project and delineates the motivation behind the concept of the website, clarifying the content of sections and defining the expected impact for the project and its target audiences.

The CYLCOMED website is the main communication channel presented in the Project's Dissemination and Communication Plan, which focuses on communicative actions and the generation of results. Therefore, its design, management and maintenance are key activities.

The website is the main hub of CYLCOMED as well as the meeting place for all stakeholders and other interested parties (e.g., Media and the general public). Dissemination and communication strategies and campaigns developed online and offline will complement each other and aim to attract visitors to the website.

The web development plan hereafter is agreed upon by the CYLCOMED Consortium and members of WP7 and will include impact measures and indicators.



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Abbreviations

CSS Cascading Style Sheets
EC European Commission

GDPR General Data Protection Regulation

GZIP Compression technology frequently used for transferring data quickly over the

internet

HTML Hypertext Markup LanguageKPI Key Performance Indicator

SEO Search Engine Optimisation

SSL Secure Sockets Layer

URL Uniform Resource Locators

WP Work Package



1 Introduction

The <u>CYLCOMED</u> website, launched in December 2022, has been created to serve as a project content management system for the consortium and as the main communication channel for stakeholders in the project, as well as the media and the general public. The <u>CYLCOMED</u> website was developed to provide information about the project's aims, goals, activities and results.

With this aim, the website provides the following content:

- General information about the project
- Description of all the member organizations of the consortium
- Information, objectives, overview of the research activities and project's pilots
- Description of events organized/attended within the scope of the project
- Press releases and other materials focused on media
- Information about the results
- Public deliverables
- Latest news
- Contact information
- Appropriate acknowledgment and reference to the European Union's Horizon Europe Framework Program funding

Funded by Horizon Europe
Framework Programme of the European Union

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2 Dissemination and communication objectives

The website is the central part of the digital marketing strategy that is deployed within the Communication and Dissemination Plan (D7.1) of the project. The combination of online and offline actions is essential to reach all target audiences and it is vital that the actions reinforce each other to have a comprehensive dissemination and communication strategy that contributes to the achievement of impact and objectives within CYLCOMED.

The CYLCOMED website has been created with specific objectives, which respond to the communication and dissemination needs of the project.

Among them, the most highlighted are the following:

- A recognizable visual identity that aligns with the innovative spirit of the CYLCOMED project and that is differentiating from other projects carried out so far in the sector.
- With the aim to create a dynamic website, content such as news and the calendar of
 events is periodically updated. This way, updating content also improves the ranking on
 Google. Likewise, this content will be shared on social networks and the project's
 newsletter, which will continue to attract visitors to the website and amplify the project's
 reach.
- CYLCOMED website is one of the main communication and dissemination channels
 of the project. To maximize the scope of the project, different digital marketing strategies
 and ways of attracting traffic have been established:
 - Search Engine Optimisation (SEO): the traffic of visits to the CYLCOMED website shall
 increase progressively throughout the course of the project thanks to the implementation of
 strategies oriented to drive organic traffic such as proper key-phrases distribution in each
 webpage, relevant meta descriptions, appropriate image alt attributes and relevant internal and
 external cross linking.
 - Social networks: through the distribution of content hosted on the CYLCOMED website via social channels (news about the project, industry events, infographics, etc.), we aim to increase traffic and visits.
 - Newsletter: A newsletter will be issued every 6 months (together with shorter newsflashes for urgent communications) is distributed between stakeholders and the general public. This includes achievements/news of the project that direct traffic to the website. Newsletters are uploaded as well in a specific section on the website.
- Link building: We are creating synergies between the CYLCOMED website and the partners'
 websites, as well as with other relevant agents of the sector (stakeholders), encouraging the
 exchange of links.



3 Technical characteristics

3.1 Full responsive content website

Responsive Web Design makes CYLCOMED's website look good on all devices (desktops, tablets, and phones).

Also, responsive Web Design is about using HTML and CSS to resize, hide, shrink, enlarge, or move content and make it look good on any screen. The incorporation of the state-of-the-art techniques in design also creates a quick and intuitive user experience.





Figure 1: CYLCOMED's homepage on desktop and mobile devices

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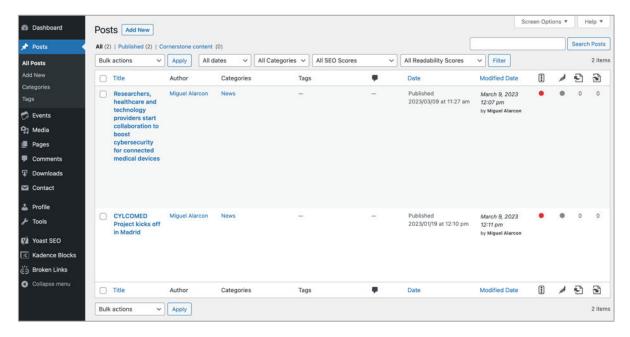


Figure 2: WordPress content management system

3.2 Built using WordPress CMS

WordPress¹ is an online, open-source website creation tool written in PHP. It's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today:

- WordPress has a lot of themes that allows us to change the design of the website quickly, perfect for a 3-year project such as CYLCOMED.
- Plugins make it possible to extend the functionality of the WordPress site without programming. There are over 10,000 plugins available that help to add all kinds of functionalities, like social media sharing, SEO, photo slideshows, and much more.
- WordPress is easy to update. Once a document is set up, you can update it anytime you want, which is important for engagement with your visitors and for search engines.
- Google prefers WordPress sites because they are updated more frequently, and the
 content tends to be structured well. A WordPress site ranks very quickly compared to a
 static website. Google has even publicly recommended WordPress for business sites.
- WordPress is supported by a thriving, engaged community. A recent study estimates that approximately 8% of the sites on the Internet are run by WordPress.



¹ https://wordpress.com



3.3 Connection & Data exchange protected under SSL certificate

SSL stands for Secure Sockets Layer and is a global standard security technology that enables encrypted communication between a web browser and a web server. It is utilized by 1 million of online businesses and individuals to decrease the risk of sensitive information (e.g., credit card numbers, usernames, passwords, emails, etc.) from being stolen or tampered with by hackers and identity thieves. In essence, SSL allows for a private "conversation" just between the two intended parties.

To create this secure connection, an SSL certificate (also referred to as a "digital certificate") is installed on a web server and serves two functions:

- It authenticates the identity of the website (this guarantees visitors that they are not on a bogus site).
- It encrypts the data that is being transmitted.

3.4 Images optimized and GZIP compression for better load time

Website GZIP compression makes it possible to reduce the file size of a web file (like HTML, PHP, CSS and JavaScript files) to about 30% or less of its original size before these files get sent to the browser of a user.

This compressed file is then served to the browser of the user which in turn decompresses it automatically to load the full original file in the browser again. Enabling GZIP compression is great for improving page speed because visitors will need to download much smaller web files than the original size when browsing web pages, which speeds up the download process of these files.

3.5 SEO friendly site and content

At a fundamental level, an SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine can easily crawl and understand the content is the first step to ensuring CYLCOMED's visibility in the search engine result pages.

CYLCOMED's website is SEO friendly and responds to the following standards:

- Keyword Research/Optimization: CYLCOMED's website uses keywords in the content for maximum searchability and to generate traffic through search.
- Content Organization: The content is organized in a logical way and considers the European guidelines of best practices. This is not only good for SEO, but also helps visitors to find other related content easily (the longer they stay on the site, the better).
- Content Promotion: We can increase visibility of new content by sharing it on social networks and building links to the content (both internally and from external sites).





4 Project website structure

CYLCOMED's website is the main online channel to present and disseminate all the results and events within the project. It is regularly updated by MARTEL (WP7) to provide the latest news, relevant results and highlights, in coordination with the partners.

The website is carefully designed to address the stakeholders in the most effective way, and to ensure the visibility of the project to the EU, as well as target audiences, consortium, stakeholders and the general public. Online communication strategies will be aimed at reaching a large number of stakeholders and to networking/crossover with other similar projects.

CYLCOMED's website was designed as an interactive channel for public information and communication among partners and stakeholders. It will also be a repository for public documents, materials, and useful information related to the project. It can be continuously improved and updated, in order to maximize the results and share them with target audiences.

The structure and design of the website used during the lifetime of CYLCOMED might be modified to be adapted to new needs and progress within the project.

This is the CYLCOMED website structure:

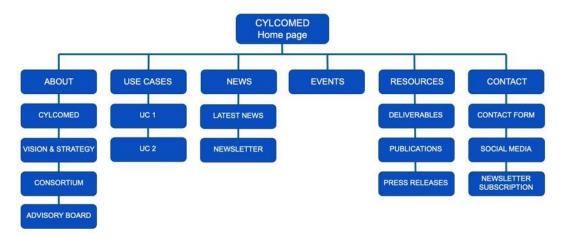


Figure 3: Website content structure

4.1 Home

The homepage is designed to attract the attention of viewers at first sight. The graphic content is the protagonist so that the visitor immediately has an overview of the project's ambitions and the value to stakeholders. The homepage is divided into different sections, easily distinguishable by colour and composition to reflect different key areas of the project (and related website inner pages) and provide initial information:

- What is CYLCOMED?
- Vision and strategy
- Use cases
- Newsletter subscription button
- Latest news
- Social media links
- EU acknowledgment





All inner sections of the website are listed on the top menu bar, next to the CYLCOMED logo, enabling quick orientation and search.



Figure 4: Homepage and main menu bar

Homepage and all inner sections also provide contact information, reference to the Horizon Europe, European Commission (EC) recognition, privacy and cookie policy links.

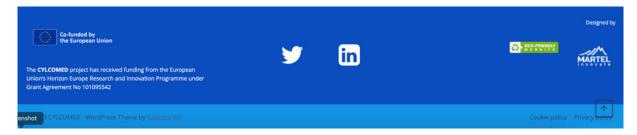


Figure 5: Social media links, privacy policy and EC acknowledgment

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4.2 About

4.2.1 What is CYLCOMED?

This section briefly describes CYLCOMED's project.

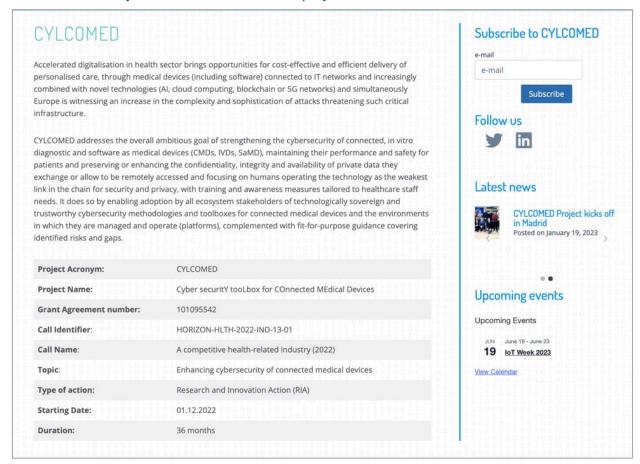


Figure 6: What is Cylcomed page

4.2.2 Vision & objectives

This section briefly describes CYLCOMED's field of interest, the area of expertise of the consortium, and gives a short breakdown of the project's main objectives and invites stakeholders to subscribe to the newsletter for updates (on the right side of the screen).



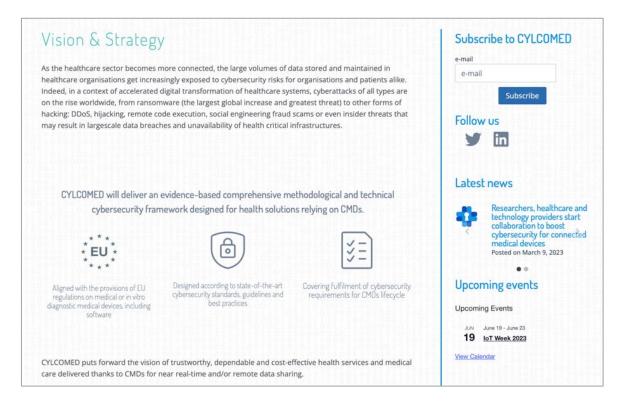


Figure 7: Vision and objectives section

4.2.3 Advisory Board

This page presents CYLCOMED's Advisory Board. The AB has four renowned experts, all active players in related areas who have agreed to contribute their time. The AB offers support on state-of-the-art analyses as valuable inputs for EC policy impacts and future priorities and provides recommendations on the current European landscape.

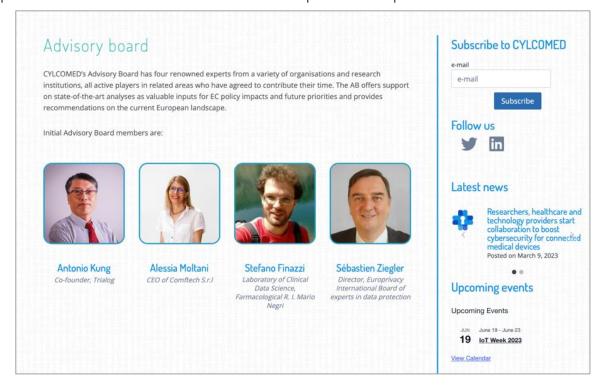


Figure 8: Advisory Board member's page





4.2.4 The consortium

This section provides a brief description of the area of expertise covered by the partners taking part in the project, followed by a grid with their logos, which serve as buttons linking to their websites.

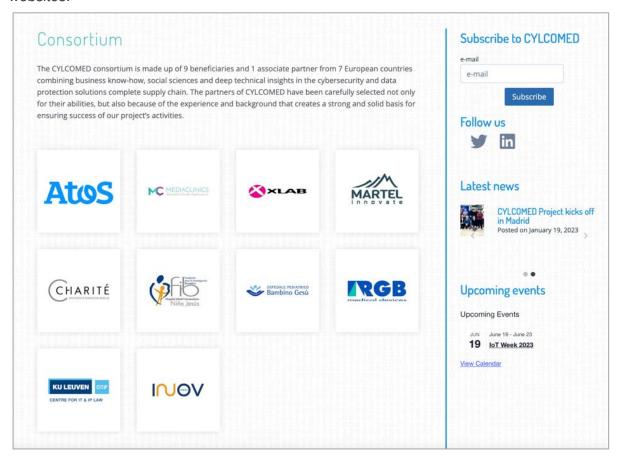


Figure 9: Consortium section

4.3 News

4.3.1 Latest news

This section displays all news on progress and results of the project, as well as event participation. A regular update of this page will ensure interesting content for the CYLCOMED community, which will be shared on the related dissemination and communication channels of the project (social networks Twitter and LinkedIn) to attract visits and achieve a high ranking on Google.





Figure 10: The news section

4.3.2 Newsletter

This page features a field for newsletter subscription (accompanied by a disclaimer regarding legal/data privacy issues). All newsletters issued over the course of the project will be also featured on this page.

4.3.3 Events

This page is dedicated to conferences, expos, symposiums and workshops in which CYLCOMED takes part or that are organized within the project, as well as events that are related to the scope of the project. It presents the information in a calendar-type layout, linking to individual pages that contain dates, venues, topic areas, and practical information for each event.

4.4 Resources

This section is dedicated to all resources and materials that disseminate CYLCOMED's results. The content is organized into three sub-sections for different types of items:

- **Public deliverables** (containing the list of all expected public deliverables for the project, which will be updated with links to downloadable PDFs post-submission)
- Publications (which will be updated with downloadable PDFs of scientific publications issued during the project, or external links to them)
- Press releases (which will be updated as soon as new press releases are published)
- **Promo and dissemination materials** (flyers, infographics and other materials developed by the consortium)



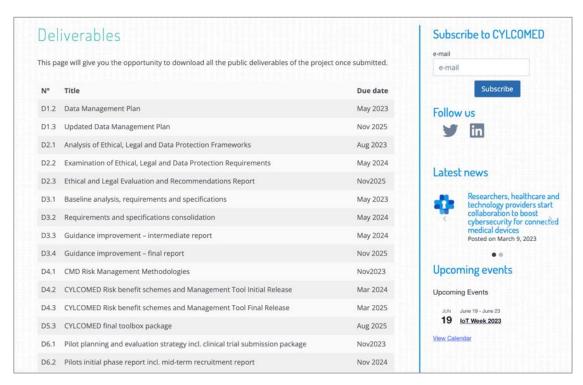


Figure 11: The public deliverables section

4.5 Contact

This section provides an email form to contact CYLCOMED. This enables stakeholders, other projects interested in networking and the general public, to be able to get in touch with the project.

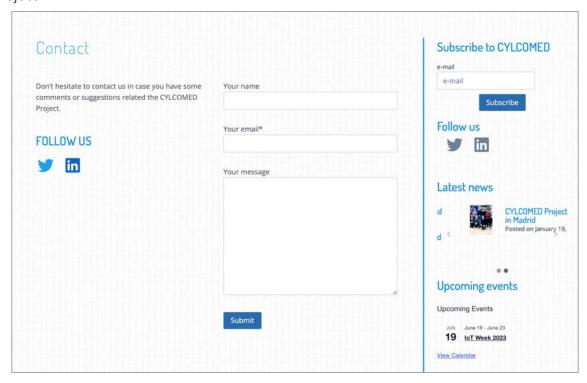


Figure 12: Contact section





5 Measuring results

CYLCOMED has indicated, among its KPIs, 1,500 visitors per year, on average, ccording to the Objective 6 of Description of Action. In order to monitor the progress towards this result, visits to the website are measured and evaluated by using statistics measured by Matomo². Unlike Google Analytics which uses your data to serve its advertising platform, Matomo users can safely use analytics without worrying about data being used for marketing or any other purposes.

Matomo offers an advanced General Data Protection Regulation (GDPR) Manager to ensure websites are fully compliant with the new regulation. This is to make sure websites are fully GDPR compliant by giving users:

- Right of access
- Right to withdraw consent
- Supports "Do Not Track"
- Right to data portability
- Right to object
- Delete historical data
- Right to erasure
- Anonymizing features
- Anonymize historical data

A free (if self-hosted) and open-source web analytics application. It tracks online visits displays reports on these visits for analysis. It is used by the European Commission (see Europa Analytics portal³). All Matomo's data centre is located in Germany.

It provides all standard statistics reports: top keywords and search engines, websites, social media websites, top page URLs, page titles, user countries, providers, operating system, browser market share, screen resolution, desktop VS mobile, engagement (time on site, pages per visit, repeated visits), top campaigns, custom variables, top entry/exit pages, downloaded files, and many more, classified into four main analytics report categories – Visitors, Actions, Referrers, Goals/Ecommerce (30+ reports).



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² https://matomo.org/

³ https://commission.europa.eu/europa-analytics en



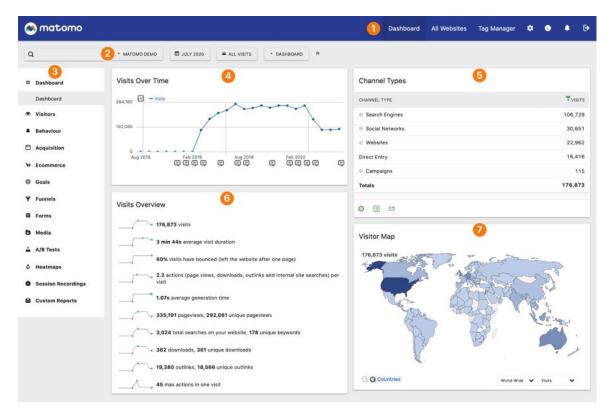


Figure 13: Matomo dashboard

Other popular applications in this field will be used to include the KPIs in Social Media channels. The combination of all these tools will allow us to have a complete view of our progress, defining improvements in line with the analysis of complete reports.

The evolution of the indicators will be revised periodically, and the main results of the communication actions will be reported in "Dissemination, Communication, Standardisation and Exploitation Report", including, for instance, the following indicators:

- Number of visitors to the website
- Number of followers in Social Media accounts
- Number of newsletter receptors
- Socio-demographic data of the website visitors
- Information requests

This helps to quantify more precisely the results obtained and define the upcoming milestones which will improve the quality of the communication.

Deliverable D7.3 (Standardisation and Exploitation Initial Report, M18), which will follow the current document will offer a first report on the results achieved since the website's inception.





6 Conclusions and next steps

As mentioned in the previous sections, CYLCOMED's website will be continuously updated (especially in terms of news articles and events added, but also in terms of promotional materials produced). In the upcoming period, a new section will be created, for including the liaisons established with other projects. In addition, the training materials related to T7.4 Trainings for adoption will be uploaded on the website.

WP7 will also alter the structure according to results and feedback received (or other necessities). This will inform needed changes such as, adding further sections and subsections.