Deliverable 2.2

Project Website

D2.2 – Project Website

Università Cattolica del Sacro Cuore
Date: 31/08/2023

Public document

Title	"H-PASS – Health Professionals' and the "DigitAl team" SkillS advancement
Acronym	H-Pass
GA Number	101101139
Type of instrument	Project Website
Topic	Dissemination
Date	31/08/2023
Duration	36 months
Webpage	https://hpass.healthworkforce.eu/

List of contributors

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Version history

The list of contributors to this deliverable are presented in the following table:

Revision	Date	Editor	Comments
0.1	24/08/2023	Alessio Di Pofi	First draft
0.2	27/08/2023	Alessio Di Pofi	Amended draft

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Acronym	Description	
GA	Grant Agreement	
SEO	Search Engine Optimization	
GDPR	General Data Protection Regulation	

Applicable and reference documents

The following documents contain requirements applicable to the generation of this document.

Reference	Document title	Document reference	Date
[GA]	Grant Agreement		

1. Introduction

The primary objective of the H-PASS project website is to effectively disseminate comprehensive and authoritative information related to the advancement of the H-PASS initiative. In doing so, the website aims to play a pivotal role in communicating all the news, findings, and practices across Europe. As a central digital hub, the website will be continuously developed to serve the following core purposes:

1. Foster engagement with a range of key stakeholders invested in the progress of the H-PASS project.
2. Facilitate transparent communication of project objectives, milestones, and notable achievements.
3. Provide a central repository of dynamic and regularly updated news content, relevant events, and publicly available documents related to the overarching goals of the H-PASS project.

In line with the dissemination strategy that is actively being drafted and will be outlined in "D2.3 - Dissemination and Communication Strategy and Plan", a concerted effort has been made to consistently update the website with authoritative content. This strategy includes both ongoing improvements and sustained maintenance of the functionality of the website.

The purpose of this document is to describe the architecture and features of the initial version of the H-PASS project website. It also provides an insight into future developments and maintenance initiatives.

2. Contribution of the website to the H-PASS Dissemination Efforts

The website plays a key role in achieving the main aims of correctly disseminating and promoting the H-PASS project:

- Implementing the communication strategy for both internal and external communication efforts.
- Reinforcing the impact of project branding, press initiatives, and social media engagement.
- Extending and embodying the visual identity, including elements such as logos, key visuals, and more.
- Acting as a central hub for promotional assets, including leaflets, roll-ups, folders, posters, and press releases.
- Serve as a primary reference for announcing H-PASS related scientific and healthcare events, stakeholder meetings, and related forums.
- Disseminate information on project progress, news updates, published materials, and more.

The website is designed to reach and inform a diverse and broad audience, encompassing a wide range of stakeholders involved in healthcare management:

- Relevant members of the scientific community.
- Health policy makers.
- Health policy experts and influencers.
- Healthcare professionals with distinct roles and responsibilities.

- Municipalities and regional health authorities responsible for healthcare management.
- Patients seeking valuable insights and updates.
- Caregivers and social institutions active in the healthcare sector.
- The public, promoting more informed participation in the healthcare sector changes, inclusivity, and awareness.

With this comprehensive approach, the website embodies the essence of the H-PASS initiative, bridging vital links between stakeholders and ensuring a robust dissemination of valuable insights, progress reports, and critical updates.

2.1 – Domain sustainability matters

Taking the guidelines into account, the website was created and hosted on https://hpass.healthworkforce.eu. The newly crafted domain name was formulated in accordance with the sustainability guidelines outlined in the Grant Agreement. It serves as a dedicated subsection within the established website of a consortium partner (Semmelweis University - Associated Partner of H-PASS), where other health workforce projects are currently being hosted. This strategic decision to integrate the subsection within an existing platform stems from the stipulated requirement to foster collaboration and resource sharing among partners. The chosen domain name aligns harmoniously with the health workforce initiatives, enhancing search engine optimization (SEO) efforts and promoting discoverability. This synergy between relevant keywords and established website authority creates an advantageous digital environment, where the subsection can effectively cater to its intended audience and drive meaningful engagement.

3. Website Structure

The H-PASS website will assume a pivotal role as a dynamic dissemination and communication tool. It will consistently provide a timely stream of current and updated information on project activities and results achieved. Designed with interaction in mind, the website will be intuitive to navigate, ensuring a lively and engaging user experience. Its dynamic and appealing nature will resonate with different audiences.

Tailored to different stakeholders, the site's responsiveness will ensure seamless adaptability and navigability across all devices. We are also committed to the principles of web accessibility. This includes incorporating technologies, standards, and design that ensure inclusivity for all users.

This section describes the website's architecture, design aesthetics, content strategy, and additional functionality. The H-PASS website was launched on August 31st, 2023 and is accessible at the URL https://hpass.healthworkforce.eu.

The foundation of this technical implementation is the robust WordPress platform, known for its reliability and solidity. By leveraging this established technology, we aim to optimise development outcomes and overall site stability. In strict alignment with the H-PASS dissemination and communication strategy, a comprehensive content map (navigation) has been meticulously prepared to guide users through the site's features:

Main Section	Subentry	Section Content
Homepage	-	Website navigation and useful links (via header); Project facts and infographics; news and social media post carousel; Sign up to newsletter; Call to action; Privacy policy; EU disclaimer and webpage tree (via footer).
About	o The project o Work packages o Partners	Comprehensive Information Source; offers a holistic understanding of the project; presents work packages and partners.
Newsroom	-	The project's core news area; updates on consortium efforts, events, and discoveries.
Contact us	-	Project contact e-mail; fungible contact and social media buttons; newsletter signup form.
Achievements	o Deliverables o Publications o Training materials	Work in progress; will display the noteworthy accomplishments of the project in the three said subsections.

3.1 - Homepage

The H-PASS homepage serves as a multifunctional hub, meticulously designed to fulfil several core objectives:

- Unified Navigation: The homepage offers consistent site-wide navigation, ensuring seamless access to all project-related content throughout the website. This navigational convenience is seamlessly maintained across all pages.
- Concise Orientation: Quick-read summary sections provide visitors with swift insights into the project's objectives, methodologies, anticipated outcomes, and consortium composition.
- Structured Guidance: Descriptive segments dedicated to various project aspects, such as background, mission, objectives, anticipated outcomes, and consortium structure and members, are meticulously highlighted. Direct links (and header) facilitate effortless access to each of these sections.
- Up-to-Date Information carousel: Ongoing updates on news and events are presented in a teaser format, complete with images, dates, and brief excerpts. A social network feed ensures real-time updates, keeping visitors well-informed.
- Branding Introduction: The introduction of H-PASS' branding is seamlessly integrated. The visual elements, particularly the key visual from the logo, serve as prominent features. Over time, the incorporation of custom elements like pictograms, icons, or images will further enhance the website's visual appeal.

Once these objectives were defined, the homepage was built using the following elements:

- Hero Section: prominently displayed area at the top of a webpage, spanning the full width of the screen. It serves as the first visual impression for visitors when they land on a website. Featuring the eye-catching visuals of the project's branding and a concise headline. Its purpose is to immediately grab visitors' attention, convey a key message or value proposition, and guide them toward taking a desired action, such as exploring the site further, signing up. It strategically sets the tone for the website's content and encourages engagement from the outset.

- Informative text and visuals: three sections, namely "H-PASS, Future Ready Health Workforce" and "Empowering Health Professionals" are hereby presented and complete with visual elements that guide and inform the user.

- News and updates: this carousel section aims at displaying Newsroom blog posts and social media updates right up front, on the homepage.

- Newsletter sign up: once informed and engaged, the user is strategically presented the chance to sign up to the project's newsletter and will be redirected to the "Contact Us" section.
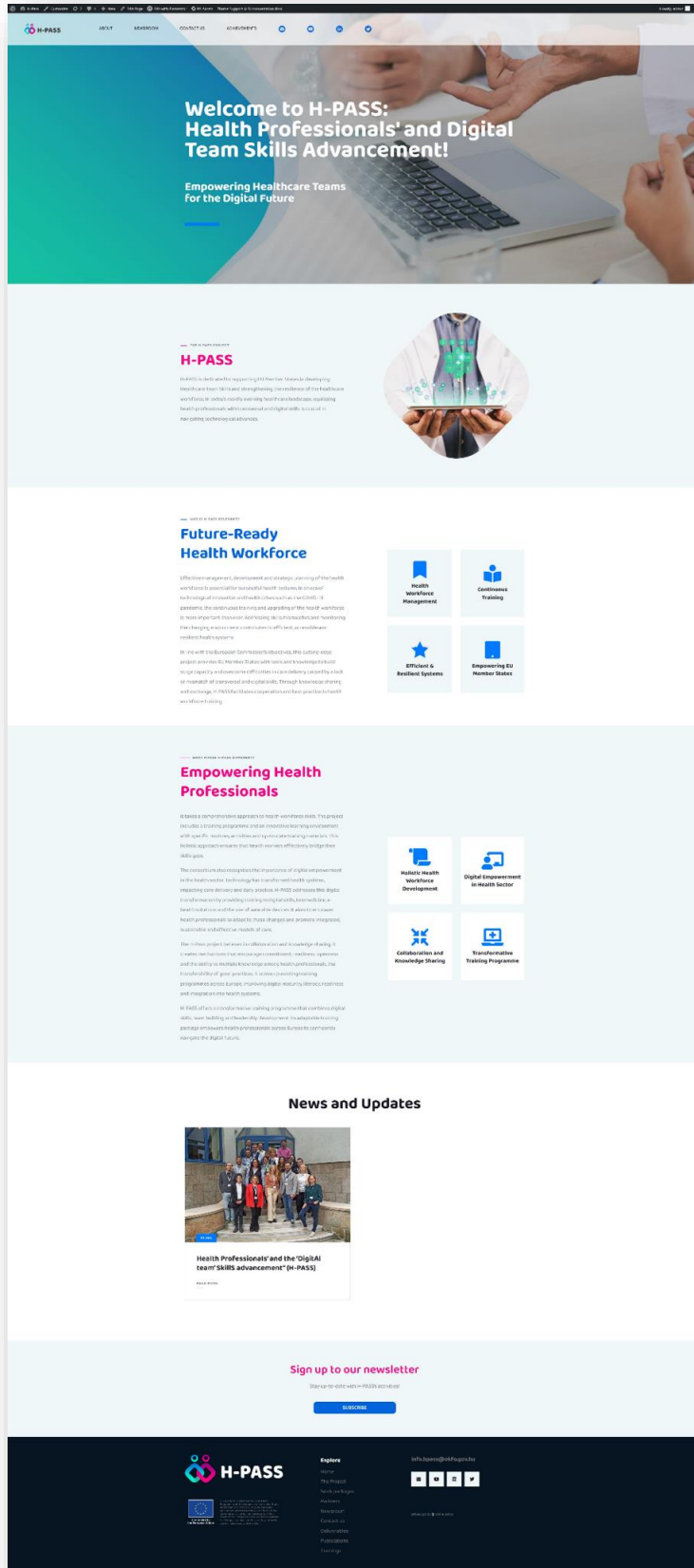
Figure 1: H-PASS project website homepage

3.2 - Header

Presently, a consistent header is visible across all website pages. It encompasses:

- H-PASS Logo: Prominently featuring the animated image size of the project's logo.
- Simplified website tree Navigation: An upper-horizontal menu provides direct access to major website sections, supplemented by dropdown menus to indicate subsections.
- Social Media Integration: Buttons enable effortless sharing of website content on social media platforms, including H-PASS' official Twitter and LinkedIn and YouTube accounts.
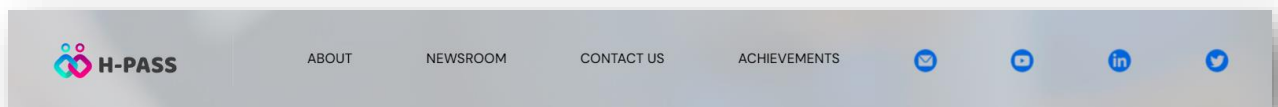

Figure 2: H-PASS project website header

3.3 - Footer

Moreover, a footer section extends across the entire website and includes:

- H-PASS Logo, EU Logo, EU Disclaimer.
- Fully exploded website tree Navigation: A vertical menu provides direct access to all the website sections.
- Links: Quick access to Data Privacy and Cookie Policy.
- Contact Information: The website's contact email address (info.hpass@okfo.gov.eu).
- Social Media Links: Buttons for seamless linking to H-PASS' social media profiles on Twitter, LinkedIn, and YouTube.
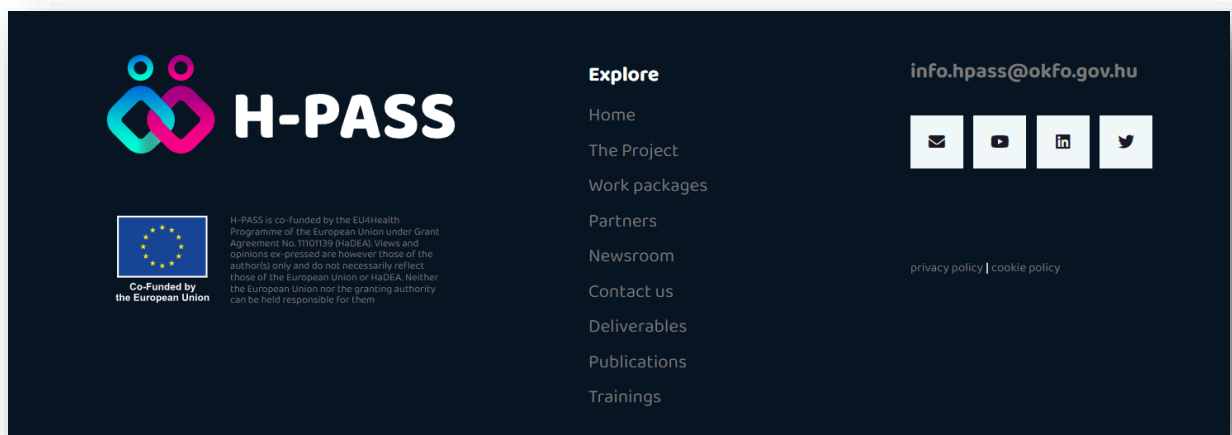

Figure 3: H-PASS project website footer

3.4 - About

The "About" website section serves as a comprehensive source of information, presenting essential details about the project:

- The Project: This subsection provides an in-depth overview of the project's key facts, objectives, significance, and overall mission. It offers visitors a clear understanding of the project's purpose and its broader impact.
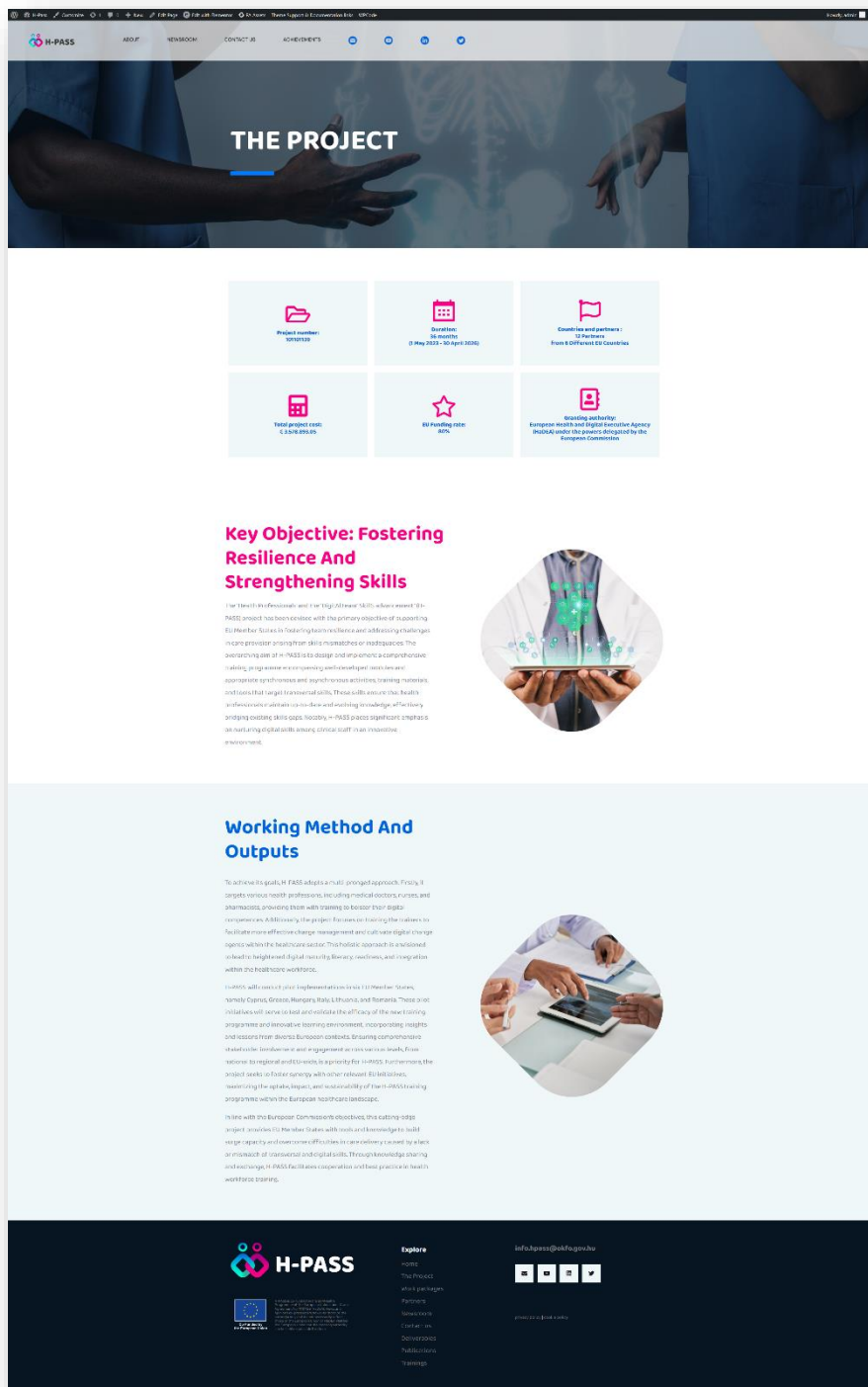

Figure 4: H-PASS project website about, "The project" subsection

- Work Packages: Within this category, visitors can delve into the project's systematic breakdown, exploring each work package's specific goals, tasks, and lead beneficiary. This section offers insights into the project's structured approach and its various components.
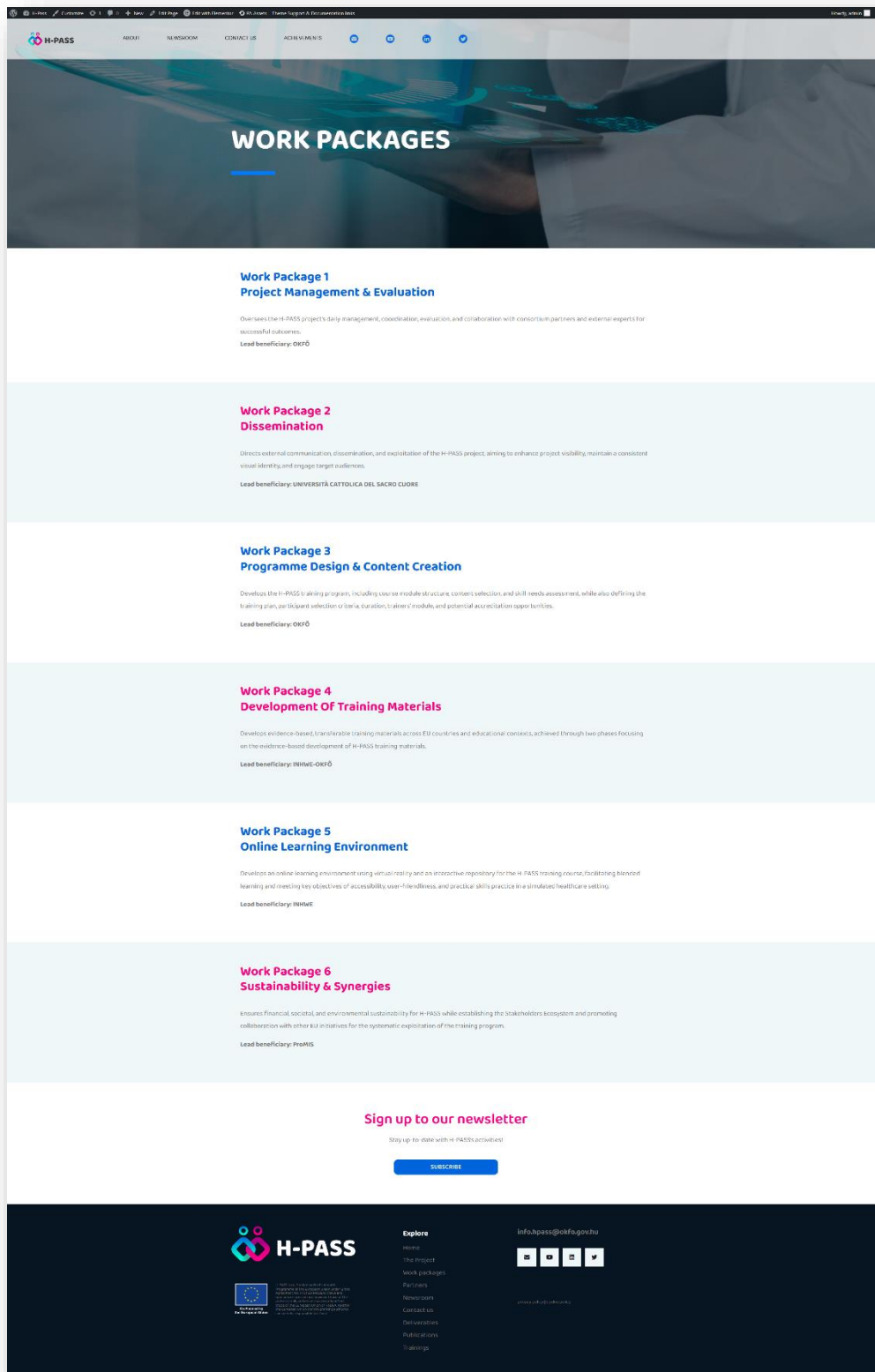

Figure 5: H-PASS project website about, "Work Packages" subsection

- Partners: This subsection highlights the consortium partners involved in the project, highlighting their affiliation and roles. Visitors can learn about the collaborative network driving the project forward.
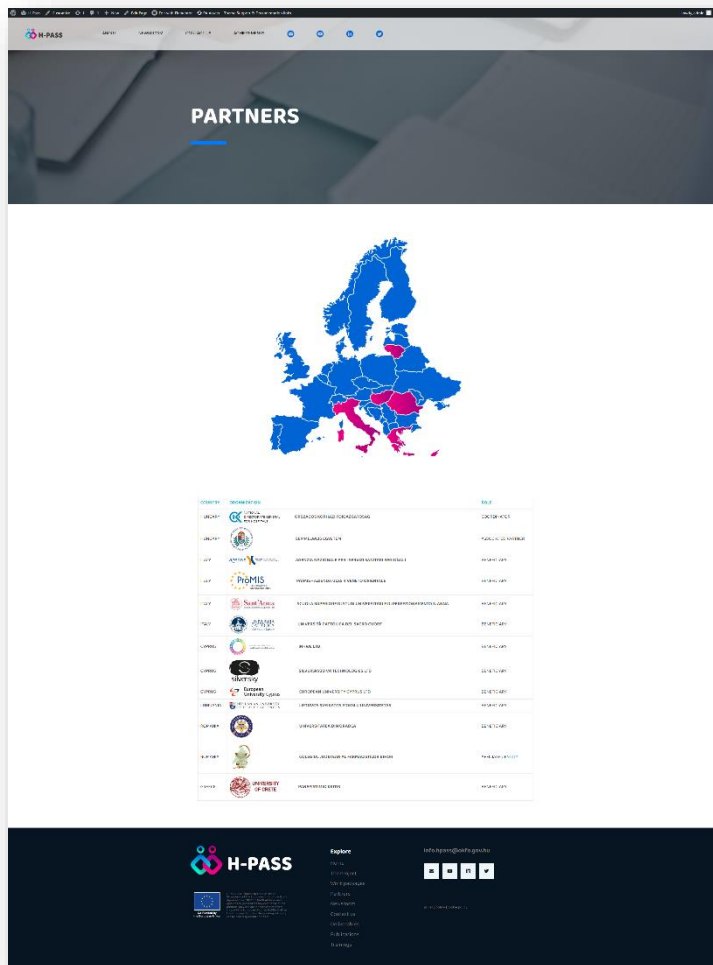

Figure 6: H-PASS project website about, "Partners" subsection

The "About" section serves as a hub of comprehensive information, allowing visitors to gain a holistic view of the project's objectives, progression, and collaborative efforts. It offers a valuable resource for those seeking an in-depth understanding of the project's core elements and the individuals and organizations driving its success.

3.5 - Newsroom

The "Newsroom" website section serves as the central hub for timely updates, engaging insights, and significant developments related to the H-PASS project. Designed as the core blog of the project, the Newsroom is a dedicated space where visitors can stay informed about the latest happenings within the consortium.

As a dynamic platform, the Newsroom is structured to provide comprehensive coverage across three primary categories:

1. Consortium Efforts: This category highlights the collaborative endeavours, achievements, and progress made by the consortium members. It offers a window into the concerted efforts of the project team, shedding light on the collective journey toward the project's objectives.
2. Events: Within this category, users can access detailed information about upcoming events, workshops, seminars, conferences, and any other gatherings relevant to the project. The Newsroom not only provides event announcements but also post-event coverage, ensuring a comprehensive overview of the project's engagement within the professional community.
3. Discoveries: The Discoveries category unveils key insights, findings, and breakthroughs resulting from the project's research and initiatives. This category serves as a valuable knowledge-sharing platform, conveying the project's contributions to the field and fostering intellectual discourse.

Visitors to the Newsroom will benefit from a user-friendly interface that facilitates easy navigation and exploration of the distinct categories. Each news article will present a concise yet informative overview, enhanced by relevant visuals and engaging content. Furthermore, the Newsroom will incorporate features to enable sharing of articles through social media and easy access to related content.

By consolidating project-related news, updates, and discoveries in one dedicated space, the Newsroom becomes a go-to resource for anyone seeking to stay current with the project's activities. It not only enhances transparency but also fosters a sense of community engagement by providing a platform for meaningful interactions and discussions surrounding the H-PASS project's endeavours.
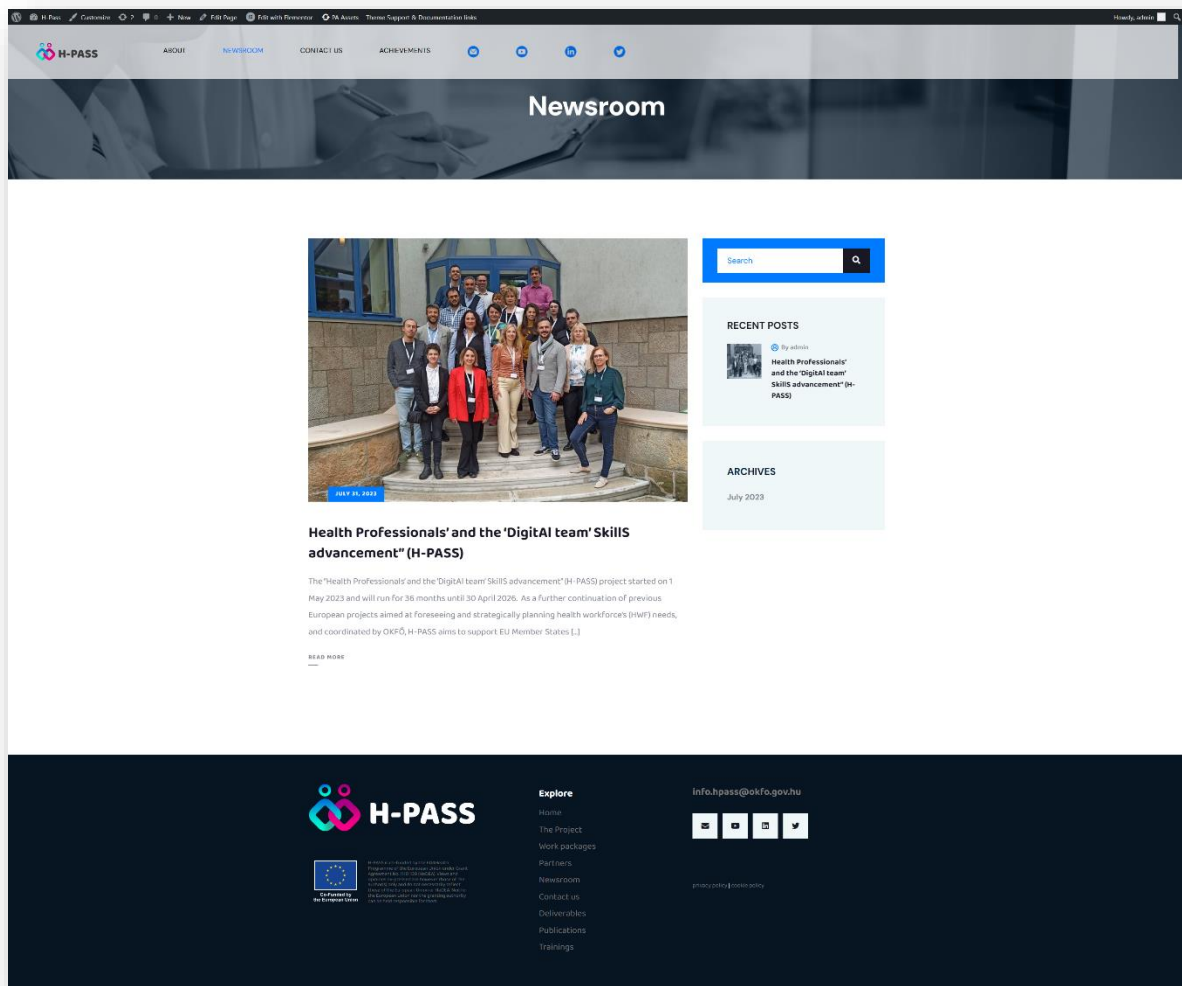
Figure 7: H-PASS project website Newsroom

3.6 - Contact Us

The contact section efficiently displays the following possibilities:

- Contacting the H-PASS team via e-mail or social network pages, presenting quick and easy-to-use buttons; it also displays the main contact e-mail address for the sake of clarity.
- Signing up to the newsletter, the user can sign up to the project's newsletter by easily filling the fields with the requested info, to receive updates and be furtherly informed.

Figure 8: H-PASS project website "Contact us" page

3.7 - Achievements

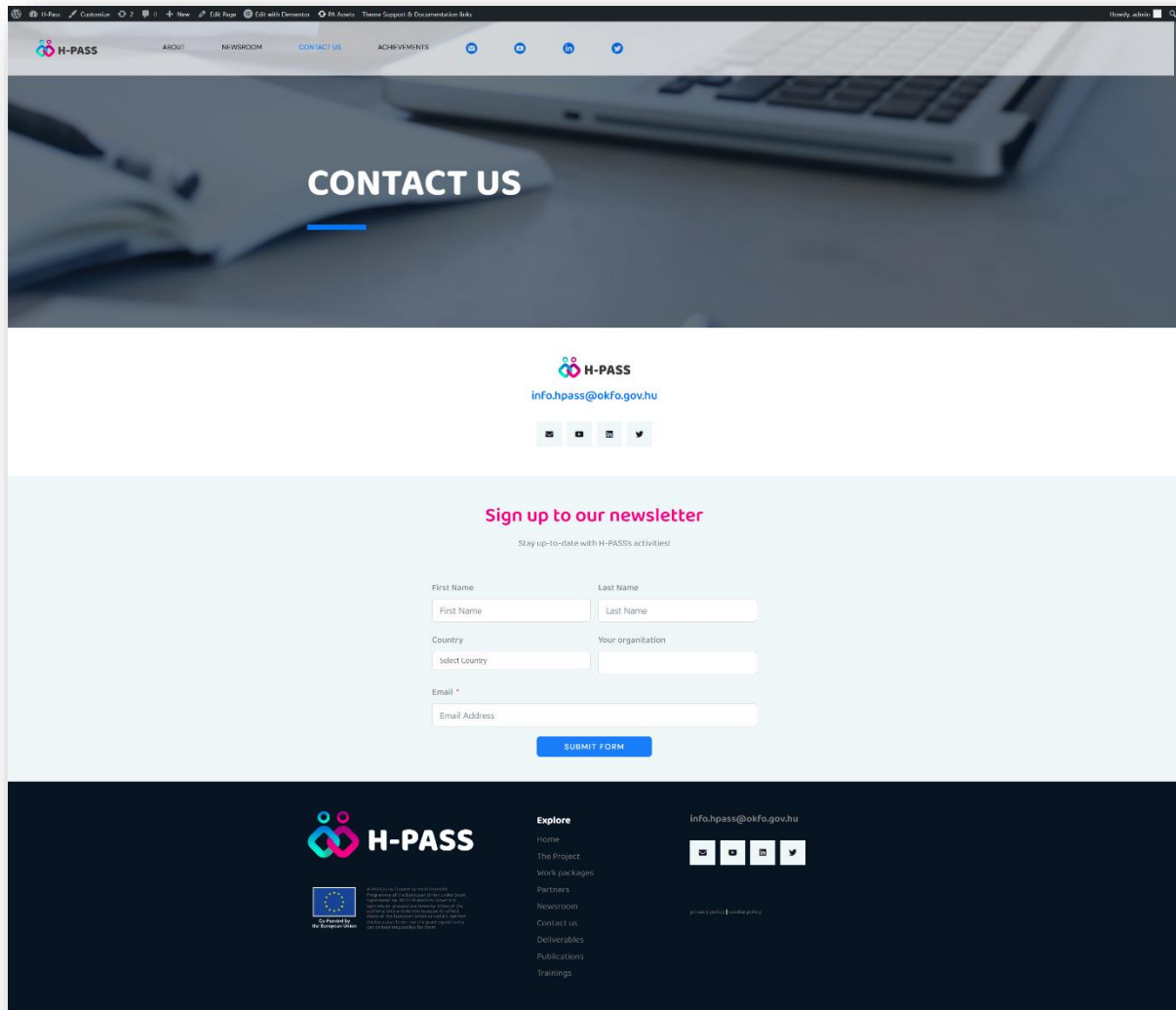This website section is currently in progress and is designed to showcase the noteworthy accomplishments of the project. This section will serve as a dynamic platform to highlight key outcomes, ensuring that visitors gain a comprehensive understanding of the project's impact and contributions.

The "Achievements" section will be organized into several distinct subsections, each dedicated to a specific category of accomplishments. These subsections include:

- Deliverables: This subsection will provide a comprehensive repository of project deliverables. It will present a curated collection of reports, documents, and outputs that encapsulate the project's progress, findings, and results. Users will be able to easily access and download these materials, gaining insights into the project's tangible outcomes.
- Publications: In this subsection, an array of publications resulting from the project's research and activities will be highlighted. This may include research papers, articles, whitepapers, and

any other scholarly contributions. The goal is to spotlight the project's intellectual contributions to the field and facilitate the dissemination of knowledge.

- Training Materials: This subsection will offer a range of educational resources developed as part of the project's training initiatives. These materials could include guides, tutorials, videos, and other resources designed to enhance knowledge and skills within the project's domain. It aims to support capacity-building efforts within the project's target audience.

Each of these subsections will provide a user-friendly interface, allowing visitors to easily navigate and explore the specific type of achievement they are interested in. Clear labels, categorization, and search functionalities will facilitate quick access to relevant content.

Furthermore, this work in progress ensures that the "Achievements" section remains adaptable and scalable. As the project continues to evolve, the section will seamlessly accommodate the addition of new deliverables, publications, and training materials. The design will prioritize readability, visual coherence, and user-friendly interaction, creating an engaging and informative experience for all visitors seeking to grasp the project's significant contributions.

4. Content creation governance

As shown in the previous section, the H-PASS project website operates as a dynamic communication hub, driven by a shared content creation ethos. This approach ensures that the website remains relevant and impactful throughout the project lifecycle and into the sustainability phase. Accessible at https://hpass.healthworkforce.eu, the website is constantly updated to provide a real-time view of the project's milestones, achievements, and key activities.

Our content strategy is diverse and practical, incorporating different formats such as quick news updates, comprehensive event coverage and integration with emerging social media platforms. This strategy aims to highlight progress, share key achievements, and display collaborative tools resulting from the partnership between project leaders and consortium members.

At the heart of our approach to content creation is the principle of collaboration, reflecting the collective contributions of the entire consortium. This ensures that the efforts of each consortium member are represented on the website, making it a living record of the progress of H-PASS.

Guided by an unwavering commitment to advancing the project's goals, this collaborative content creation method aligns seamlessly with the H-PASS strategic narrative. Once content has been curated and collectively validated, the WP2 team responsible for website operations ensures the smooth online publication of approved materials. This includes a variety of content such as insightful news articles, comprehensive event coverage and a valuable range of resources.

This meticulous and collaborative approach underscores the importance of the H-PASS website as a constantly evolving repository of valuable insights, carefully crafted to meet the diverse needs and interests of our valued stakeholders. It epitomises the unity of purpose within the H-PASS consortium.

5. Website specifications

The website is built on WordPress, specifically version 6.3, ensuring a robust and up-to-date foundation for optimal functionality and security.

To enhance the website's design and features, the following plugins have been integrated:

- Elementor -> version 3.15.3: Facilitating an intuitive and versatile visual editing experience, enabling seamless content creation and customization.
- Fluent Forms: This plugin serves as the backbone for contact forms, ensuring effective communication with users and visitors.
- Kirki Customizer Framework: Empowering precise customization of the website's appearance and layout through a user-friendly interface.
- Meta Box: Adding enhanced flexibility to content creation and management through custom fields and meta-boxes.
- Sultin Classy Extension: Augmenting the design options within the Elementor plugin, contributing to a polished and cohesive visual identity.

In addition to the essential plugins mentioned, several other plugins have been incorporated to enrich the user experience:

- My Private Site: Temporarily restricts access to the site, allowing entrance only through authorized credentials.
- Premium Addons for Elementor: Expanding the capabilities of Elementor with supplementary components for heightened creativity.
- SVG Support: Enabling WordPress to effectively render and display SVG elements, enhancing design possibilities.
- Tagembed Widget: Displaying social media feeds from platforms such as Facebook, Instagram, and more, fostering dynamic and engaging content integration.

These plugins collectively contribute to a seamless, dynamic, and feature-rich user experience, aligning with the goals of the H-PASS project.

5.1 - Accessibility and fruition

The project website is meticulously designed to offer a user-friendly gateway to a publicly accessible repository of project-related information. This seamless experience is achieved through the integration of features and requirements tailored to address H-PASS' publishing and communication needs. The H-PASS website embodies the following key characteristics:

- Engaging Homepage: The homepage strikes a harmonious balance, alluring visitors with insights into concepts and deliverables.
- User-Centric Design: Guided by user-friendly design and interaction principles, the website ensures effortless navigation for users, enhancing their browsing experience.
- Strategic Branding: Thoughtful branding and visual representations are employed to vividly convey the project's value proposition.
- Resource Hub: The website serves as a repository for resources and public deliverables, strategically designed for swift accessibility.

- Essential Elements: Standard website components, including pages, downloadable resources (PDFs), news updates, event listings, and relevant links, are seamlessly integrated.
- Social Media Integration: Social media buttons and an option to display recent project-related posts provide seamless connectivity with project-related social media content.
- Intuitive Navigation: A structured and simplified navigation framework ensures intuitive browsing. Moreover, the website boasts a responsive design, adapting seamlessly to both mobile and desktop devices.

This strategic approach aligns with the broader goals of H-PASS, promoting accessibility, engagement, and an enhanced user experience within the virtual realm of the project.

5.2 - Search Engine Optimisation techniques

Upon the completion of page creation within the H-PASS website, an essential process ensues. This involves generating sitemap and robots' files, pivotal tools harnessed by search engines, including Google, to effectively navigate the web landscape and locate the webpage. Search Engine Optimization (SEO) techniques will be systematically implemented once all subpages of the H-PASS website are established. This will ensure seamless interaction between search engine robots and the sitemap files. Strategic integration of project-relevant keywords, aligned with the project's domains and prevalent browser searches, will be seamlessly woven into elements such as titles, meta descriptions, URLs, headers, and content.

Comprehensive SEO strategies encompass multifaceted approaches, extending beyond the web platform itself. Value-rich content will be tactically deployed through avenues like press releases and newsroom publications. Furthermore, the website's visual appeal will be elevated through contextual imagery, including project partner visualizations and relevant stock photos. Collaborative synergy will be fostered by encouraging consortium partners to establish backlinks from their websites to the primary H-PASS site. This intricate blend of technical optimization and content-driven enhancements collectively works towards enhancing the discoverability and engagement of the H-PASS website, bolstering its reach and impact.

5.3 - General Data Protection Regulation compliance

Within the H-PASS consortium, paramount importance is attributed to the privacy and security of data, especially considering the project's direct handling of user data from various European countries.

As part of our commitment to safeguarding user privacy, the website employs a user-friendly pop-up for Cookies consent, affording users the ability to view and manage their preferences effortlessly. Cookies, which may encompass user data, assume significance as potential personal data under specific circumstances, thereby warranting compliance with GDPR regulations and the ePrivacy Directive.

Moreover, an ad-hoc crafted GDPR policy stands ready for user viewing and download. This policy encompasses comprehensive insights into the handling, storage, and usage of user data, ensuring clarity and transparency in all data-related processes.

By adhering to these stringent measures, the H-PASS website ensures the highest standards of data protection, empowering users with control over their data while fostering compliance with prevailing regulations.

6. Website Evaluation: Impact indicators

To help the website team assess user engagement and improve the online experience, a vigilant approach to monitoring user behaviour is essential. This not only provides insight into the most popular content types and sections of the site, but also informs strategic decisions about targeted interventions and content development. As part of this effort, a variety of impact indicators are carefully tracked to provide the basis for informed measurement. This data-driven approach will be supported by a dedicated website analytics framework designed to provide comprehensive usage statistics. The WP2 team will then conduct in-depth analysis using the insights gained from these indicators.

- Indicator: Web traffic
  - Metrics: Total visits, unique visitors, page views, time spent on site
- Indicator: Content engagement
  - Metrics: Most visited pages, average session time, bounce rate
- Indicator: User interaction
  - Metrics: Click-through rates, form submissions, downloads

Together, these impact indicators and associated metrics provide a dynamic canvas on which to systematically evaluate the performance of the H-PASS website. This data-centric approach enables the website team to make informed decisions to ensure that the online platform is effectively engaging users and remains aligned with the evolving project goals. By proactively interpreting these indicators, the evolution of the website is driven by actionable insights and real-time user engagement trends.

7. Conclusions

Increasing the visibility of the project in the online sphere is a key facet of communication and dissemination efforts. The presence of a harmonious and welcoming website is therefore of the utmost importance, especially in the initial stages of a project. This digital platform, strengthened by its equilibrium, is proving to be a constant conduit of 24/7 real-time information, encompassing the objectives, activities, and achievements of the H-PASS initiative.

In addition, the website serves as a perpetual window into the evolving narrative of the H-PASS project. It will continually highlight the latest developments, achievements, and ongoing progress. This commitment to active maintenance and regular updates ensures that the website keeps pace with the dynamic journey of H-PASS, evolving in tandem with the milestones and phases of the project. As the project evolves, the structure and content of the website will be flexibly adapted to changing needs, synergistically extending the reach of H-PASS dissemination and communication activities.

It is important to recognise that this deliverable is a living document that embodies the communication strategy for the implementation of the website at H-PASS. The strategy itself will be subject to constant and iterative efficiency to disseminate as effectively as possible. This agile approach will allow for strategic refinement as needed, in line with the evolving needs of the project and to capitalise on emerging opportunities on the horizon.

H-PASS