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Project Acronym: [BioTrib]

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BioTrib Website Delivered

Deliverable D7.2

Month Due: M4

Month Delivered: M4

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Project coordinator organisation name	UNIVLEEDS
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Dissemination Level of Report

PU	Public	x
PP	Restricted to other program participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1) Executive Summary

The project website, which can be found at the BioTrib.eu, is a key mechanism for the dissemination of information generated by or allied to the research activities within this European Training Network, BioTrib. It takes a stratified approach to the dissemination of information to stakeholders providing a bespoke engagement dependent on the level of scientific and technical knowledge assumed to be within each stakeholder group and the way such information is used. As well as providing key technical/scientific information generated within BioTrib it will also cover selected scientific insights that impact on BioTrib, the wider health and engineering communities as well as society more widely. As such it will contain information on science policy, gender and other issues surrounding protected characteristics. Reports, papers and other information will be hosted on the website provided the information is not subject to an 'obligation to protect'. The website is a dynamic activity and will be enhanced through the course of BioTrib particularly once the ESRs have been recruited through the latter half of 2021.

2) Introduction

The report outlines the development and roll out of the BioTrib website. The role of the BioTrib Website within the Dissemination Strategy of this European Training Network is provided in Table 1.

Table 1: Dissemination Strategy within BioTrib - Different Stakeholders

Stakeholder	Information type	Vehicle	Involvement/Activity Level
Programme partners	Overview mgmt. information	<u>Project website</u> , supervisory board [ALL ESRs]	Regular from beginning of project.
Supervisory Board	Detailed Science and Technology Information	Supervisory Board Meetings and Briefings. [ALL ESRs]	Engaged from beginning. Kick off meeting then meets every 2 months.
General Public incl. patients	General inform. builds creates interest	<u>Website</u> , workshops, Impact summaries [ALL ESRs]	Engaged from beginning. Science fairs panels. ESR Use of Twitter and/or Blogs
Clinical Opinion Leaders	S&T information	Symposia, Conferences & Publications. [ALL ESRs]	From year 3 participation in conferences and other clinical meetings. Supervisory Board
Regulation. and Standards	Detailed S&T evidence	<u>Website</u> , Symposia, Conferences [ALL ESRs]	Year 3 & 4 - Clinicians, Technical Personnel, Regulators
Academic and Scientific Commun.	Detailed S&T evidence	<u>Website</u> , Conferences, Journal publications [ALL ESRs]	Conferences from 2 nd year of ESR and publications from 3 rd year of ESR. 1 output/ESR/year from 2 nd year

The impact of this dissemination is outlined in **Error! Reference source not found.**

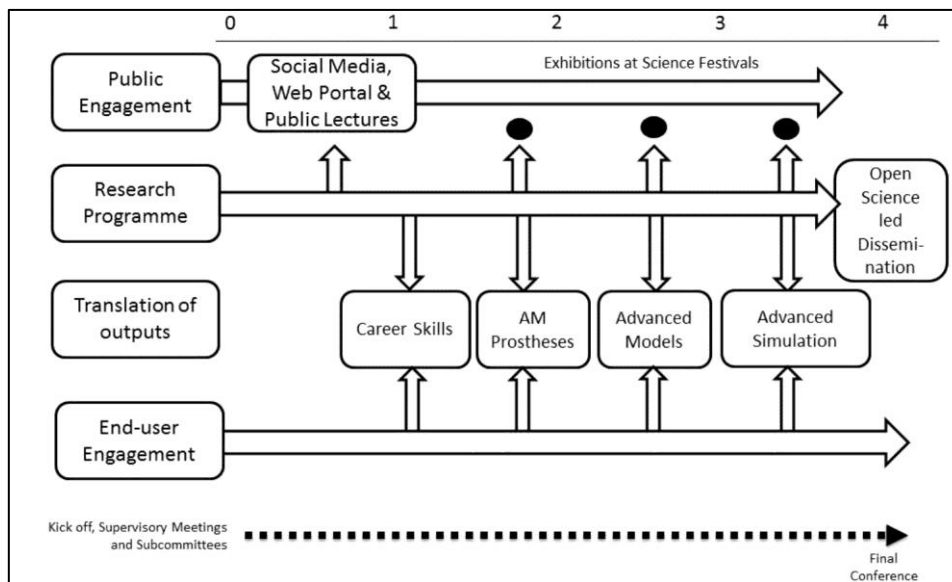


Figure 1 - Routes to Impact for the Website including those from Dissemination

As such the Website is a key activity for the dissemination to and engagement with the general public including EU citizens. Again this will be a vehicle not just for BioTrib generated material but for dissemination relating to other MedTech/medical engineering areas and science more generally including policy, ethics, equality and research integrity.

3) Technical Aspects of Website

a. Domain

The Domain for the website linked to this ETN is – <https://biotrib.eu/>. The domain is registered with godaddy for ten years and is due to expire on 19/01/2031, two years after the planned lifetime of the ETN website.

b. Hosting management, security, and sustainability

The website is hosted through the WP Engine (<https://wpengine.co.uk>) service provided by the University of Leeds which provides managed Wordpress hosting and support. The Wordpress content management system is utilised as it is a versatile and open-source web publishing software written in PHP with a MySQL database, providing features including robust plugin architecture, template system, and blog-publishing system. This allows for rapid and high quality web development as the needs of BioTrib evolve in time.

Using the managed hosting service WP Engine is advantageous as most security risks of website hosting are significantly mitigated. WP Engine provides 24/7 support along with a proprietary firewall, backups, and disk write protection. The website is hosted in London on a Google Europe West server and hence any data ever held by BioTrib will be processed within the EEA.

Super-user and administrative privileges are restricted to the BioTrib and University of Leeds web managers and the senior co-ordinator/project manager of BioTrib.

c. Website Management

The Web Manager is Rob Elkington, <https://biotrib.eu/about/leading-team/>. Rob and other members of the consortium can be contact through 'contact us' on the BioTrib Website. A sitemap of 18th April 2021 is provided in Figure 2

d. Branding

Branding of the website is based on the logo designs confirmed by the BioTrib project office. The four key logos are given in Figure 3. Acknowledgement of EU funding is provided on the home pages and on all other pages in the footer (Figure 4). This is in keeping with the Grant Agreement.

To maintain consistency across the BioTrib website, branding, and future online resources a five HEX colour scheme has been selected and can be viewed using the colours tool: <https://colors.co/00296b-003f88-00509d-fdc500-ffd500>

e. Analytics and optimisation

To measure visitor statistics Google Analytics is integrated into the BioTrib website which will provide data on the number of page views, scrolls, outbound clicks, site search, video engagement, and file downloads. For BioTrib social media (YouTube, LinkedIn, Twitter) engagement statistics are available within the admin panel of the social profiles.

Following delivery of the BioTrib website, search engine optimisation tools (namely Yoast SEO) will be configured to maximise the rank of BioTrib site pages and blog posts in search engine results. Yoast SEO also provides tools for improving the meta description of BioTrib webpages in search engine results. Emphasis will be given to ensuring maximal search engine rank for the 'BioTrib' search term but also for higher ranking in search queries of terms associated to BioTrib's main research themes such as 'biotribology' 'tissue engineering scaffolds' etc. This will be achieved through optimising the focus key phrases of each BioTrib webpage and careful keyword use in blog posts.

The website sitemap (hosted as a .xml file, a separate .xml is used for blog posts) is structured to remain simple for easy web crawler activity for ranking in separate search engine results.

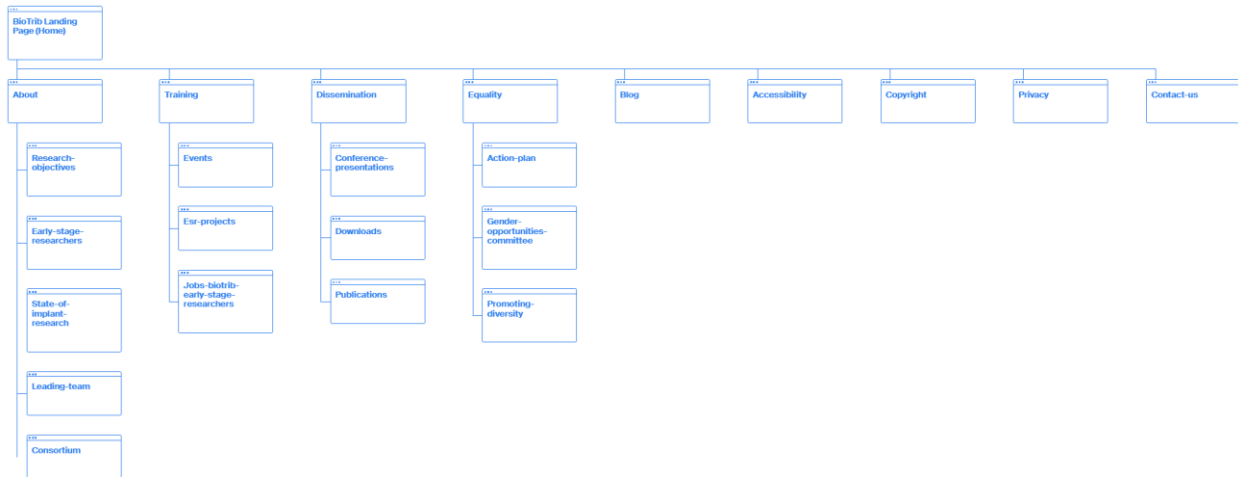


Figure 2 - Sitemap of BioTrib.eu (18-04-21)

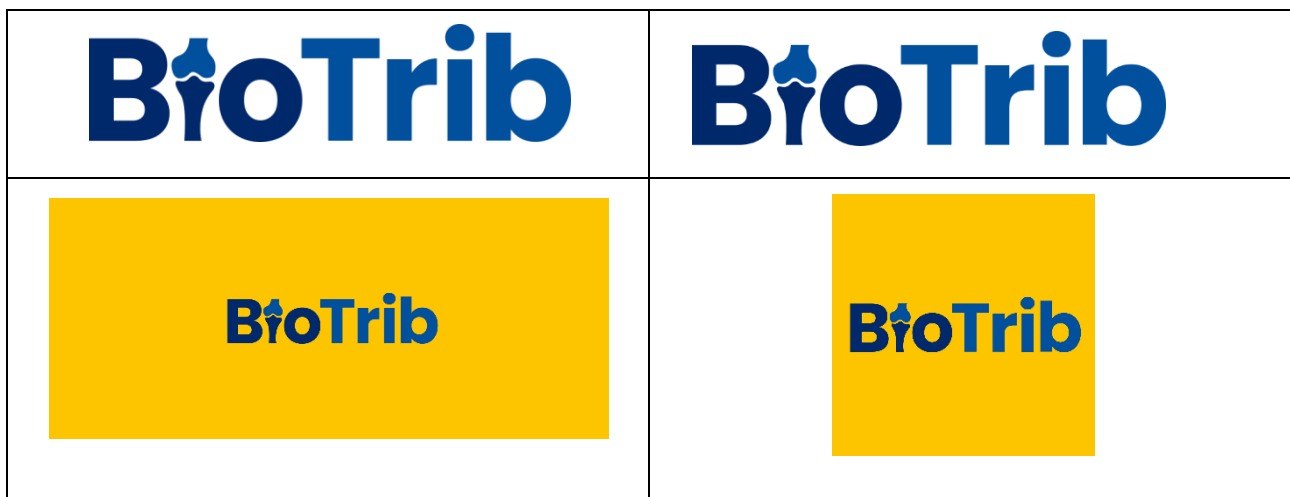


Figure 3 – Logos and inspiration for the BioTrib branding

The homepage for BioTrib is shown in Figure 4.

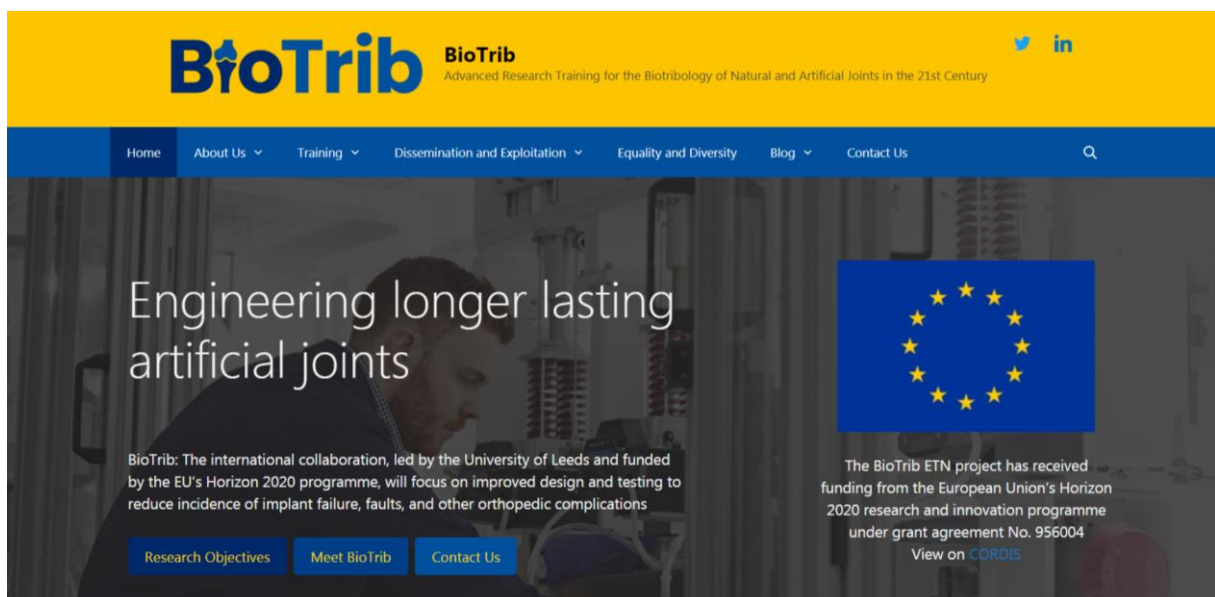


Figure 4 – Homepage for BioTrib

4) Planned Developments

Future developments to be included in the website and adjunct social media (twitter and LinkedIn) include:

- **ESR Personal and Project Pages:**
Separate webpages for each ESR and their project once they are employed and join the European Training Network. This will include aspects of the background of the ESRs including their educational and UG/Masters training that led them to a career in Medical Engineering. The career aspirations Of the ESRs will also be a key feature of the website including how the ETN aligns with their personal career goals.
- **Equality and Diversity:**
Commentary and resources on Gender Issues and other issues surround Equality and Diversity. This is from a BioTrib, EU policy and wider societal perspective.
 - Material for the website on an aspect of equality will be delivered by the ESRs as a contribution to their public engagement portfolio.
 - Additional material on this subject will be placed in the Blog and the dedicated Page within Biotrib.
- **Blog:**
The ESRs are expected to provide contributions to the Blog on a regular basis (1 every two months) on a topic related to their research, wider scientific community and science policy including Gender such as women in STEM. There is an expectation that academic researchers (Supervisors and Scientists in Charge) provide additional material for the Blog.
- **Social Media:**
 - **LinkedIn account:** <https://www.linkedin.com/company/biotrib>
 - **Twitter account:** https://twitter.com/BioTrib_eu
 - **YouTube account:** <https://www.youtube.com/channel/UCcQ8MDLWZ548wPwAd7Hs5w>

These three accounts which are accessible from the Website will be linked to other activities that are of scientific or wider policy concern to BioTrib. These will include other ITN/ETNs in Medical Engineering/Biomechanics, as well as EU policies, funding instruments and Media output.

Following website delivery and growth of the social media profiles, a social media action plan will be devised to provide regularly scheduled content and engagement with events (e.g. special content for diversity days / months, significant anniversaries etc.). This will ensure sustainable growth of the BioTrib social media profiles and optimal use as a tool to disseminate research and activity.
- **Training Opportunities:**
The website will advertise training opportunities under the 'Upcoming Events'. These will include BioTrib specific Network Wide Events where ESRs from outside the Network can attend and indications of training delivered by other providers.
- **Training Materials:**
Additional material, subject to confidentiality, will be provided in terms of training for ESRs as well as academics and researchers more broadly. An example of the materials for academics is the D2.2 Deliverable Report on 'Supervisor Training' which can be downloaded from the BioTrib Website.
- **BioTrib.eu Lifecycle**
The BioTrib website will remain live in a dynamic sense for the period of the ETN i.e. up to 31st December 2024. Following this date the Website will remain for a further 4 years but will be largely static bar essential maintenance and updating key features – peer reviewed papers etc.