



MULTI-tumour based prediction and manipulation of immune **R**esponse

Grant Agreement No: 101136926

D7.4 Launch of the website



**Funded by
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Executive Summary

Few patients respond optimally to tumor treatment due to the complex interplay between the tumor and the host immune response, which remains poorly understood, lacking specific intervention guidelines. Understanding these tumor-host interactions is crucial for improving outcomes. The MULTIR project takes a novel approach by collecting data from melanoma, lung, and bladder cancers to pinpoint key factors influencing therapy response. Through a multidisciplinary collaboration MULTIR employs AI techniques to integrate existing data and uncover functional modules governing tumor-host interactions. Harmonization with EU initiatives maximizes resource efficiency. Expected impacts include enhanced comprehension of tumor-host interactions, generation of standardized data across major cancer types, utilisation of validation models, progress in drug discovery, and the creation of an AI-based treatment response predictor. This initiative contributes to the Cancer Mission cluster, targeting "Understanding (tumour-host interactions)".

Deliverable 7.4, within the scope of WP7: "Dissemination, outreach and exploitation" and Task 7.4: "Dissemination and outreach activities," is a public report aimed at conveying project information to targeted audiences and amplifying the impact of the MULTIR project and its research outputs. This report details the actions and outcomes pertaining to the development of the MULTIR website, its presence on social media, and the utilization of the MULTIR logo. Serving as a vital dissemination tool, the website has been designed to furnish information about the MULTIR project to both the general public and specific target audiences. Visitors can access project overviews, impacts, news, events, and published materials, which are available for viewing and downloading. Additionally, partners have authorized access to an Internal Area through the website, facilitating the confidential sharing of materials among them. Furthermore, the MULTIR project has established a presence on two social media platforms, LinkedIn and Instagram, to optimize dissemination and communication opportunities within a growing and engaged network.

EXEL is tasked with developing and managing the project's public website and social media accounts for the project's duration, as stipulated in the grant agreement. The website will serve as an ongoing resource for project information, providing details about MULTIR partners, objectives, ongoing results, publications, and communication & dissemination (C&D) initiatives. Its operation will persist for 2 years beyond the project's conclusion.



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1. MULTIR Website

The MULTIR website stands as a pivotal instrument in elevating public awareness by visually showcasing key features and outcomes of the project. It serves as a platform catering to both the general public and professional audiences, providing valuable insights into the project's overarching goals, objectives, impacts, progress, and dissemination activities, including news updates, upcoming and past events, public deliverables, and scientific publications.

Moreover, the website fulfils specific functions tailored to meet the needs of diverse audiences:

- **Showcasing Developments:** Serving as a window to project progress, the website interacts with the general public by showcasing ongoing developments and achievements.
- **Simplifying Complexity:** By presenting key project components in simple language, the website bridges the gap between technical intricacies and understanding among lay audiences and stakeholders.
- **Disseminating Findings:** The website serves as a platform for disseminating major findings and results, ensuring that impactful outcomes are shared widely.
- **Facilitating Collaboration:** Through a secure and user-friendly Internal Area, partners within the consortium can exchange project-related information seamlessly, fostering collaboration and knowledge sharing.

Structured with both public and Internal Areas, the website provides open access to stakeholders while reserving certain content for internal sharing among partners. Its comprehensive structure encompasses sections such as Home, Project, About Us, Resources, News & More, Internal Area and Contact, offering visitors a holistic view of the project.

To measure effectiveness and visibility, key metrics will be tracked using Google Analytics.

Multir website: <http://MULTIR.eu/>

1.1 Homepage

The project website's home page plays a vital role in engaging the public. It acts as the digital gateway, providing visitors with their initial introduction to the project's objectives, outcomes, and activities. Clear navigation links facilitate easy access to relevant information, ensuring a positive user experience.

The design, layout, and content of the home page reflect the project's identity and goals. Highlighted content, such as latest news: project updates, research findings, or upcoming events, captures visitors' interest and encourages further exploration. Calls to action prompt visitors to engage with the project, whether by signing up for newsletters or by accessing project resources.

On the whole, the home page serves as a key tool in creating a positive first impression, effectively communicating the project's identity and objectives, and encouraging active involvement from visitors.



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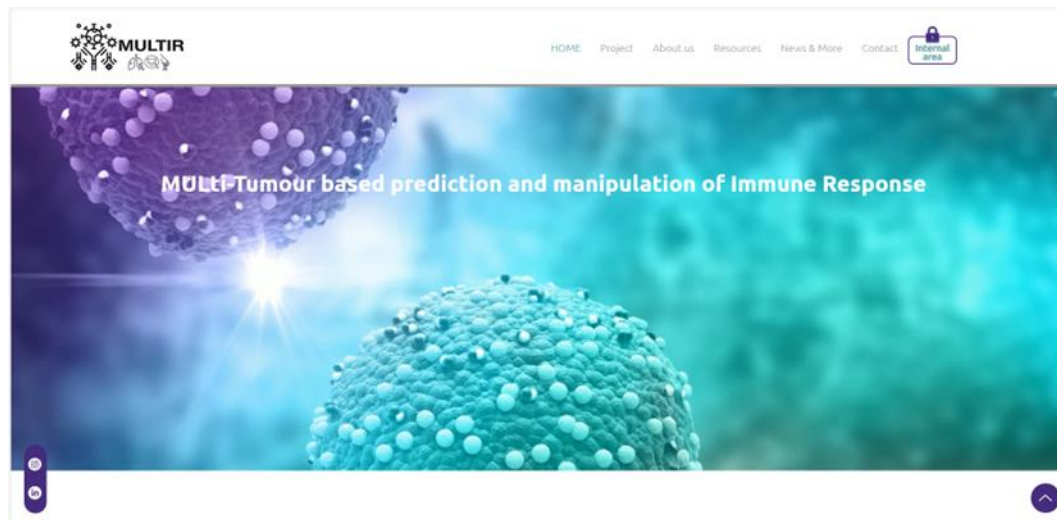


Figure 1. MULTIR website

The **header** of the website includes the MULTIR logo, and a navigation menu bar to the different areas of the website (Home; Project; About us; News & More; Resources; Contact), including the link to the Internal area.

The **core** of the homepage includes sections presenting key information on the project (MULTIR in numbers), introduction to the “About us” and “Project” pages with associated links to them.



Figure 2. MULTIR in numbers feature.

The latest news is featured in the core part of the homepage as well as a carousel with the partners’ logos.



Figure 3. Snapshot of the carousel with the partners’ logos.

The **footer** of the website contains:

- A plug-in for subscription to the project’s mailing list
- The coordinator’s address and contact information
- Funding statement
- Quick access links to the rest of the website areas



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Figure 4. MULTIR website: footer

1.2 Project

The purpose of this section is to inform, attract, and foster strong engagement with visitors by presenting the general concept of the MULTIR project, with a focus on its goals and objectives. The page offers insights into the overarching concept of MULTIR, outlining the rationale behind this scientific endeavor. Additionally, it provides a brief overview of the project's work plan, by presenting the different work packages and their descriptions.



Figure 5. Project page.

1.3 About us

This page is divided into two distinct sections: "**Our Team**" and "**Our Cluster**." The first section offers links to the beneficiaries' websites and features a map displaying the distribution of partners across Europe.



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Figure 6. Snapshot of the "Our Team" page.

The second section will provide links and information on the "Understanding (tumour-host interactions)" Cluster contributing projects and their collaborative actions.

1.4 Resources

This section provides access to five pages:

Publications: This page will display open-access publications, published by the beneficiaries, where the MULTIR project is acknowledged. Links to associated repositories/journals, along with options for direct downloading will also be provided.

Newsletters: This page will contain all the newsletter issues produced during the project.

Press releases: This page will compile all the press releases created throughout the project.

Public deliverables: This page will provide direct access and downloading of the public deliverables of the MULTIR project.

Media kit: This page will include printed and online material, like flyers, brochures, press releases, and roll-ups, accessible in digital formats (high-quality). These materials can be printed and used for physical events as needed.

1.5 News & More

The **News & More** page on the MULTIR website will offer regular updates on project milestones, progress, past and upcoming events, achievements, partner contributions, and participation in conferences. Featured news will include useful information, such as dates, titles, summaries, and relevant links, keeping stakeholders informed throughout the project duration.

1.6 Contact

This tab redirects to the footer of the website where the necessary information for communication with the project's coordinator is available.

1.7 Mailing list plug-in

The Mailchimp® Marketing Platform will be utilized to manage the MULTIR mailing list. Visitors can subscribe to the mailing list via the website footer and the news section, by providing their

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email. Subscribers will receive notifications about scheduled events, newsletter releases, and other MULTIR project updates.

1.8 Internal Area

The Internal Area tab of the MULTIR website redirects partners to an authorized access point for sharing information, data, and other materials. This area is restricted from public access. Partners gain entry through a verification process, requiring their username and password. To access the Internal Area, partners must request an account creation from the webpage administrator.

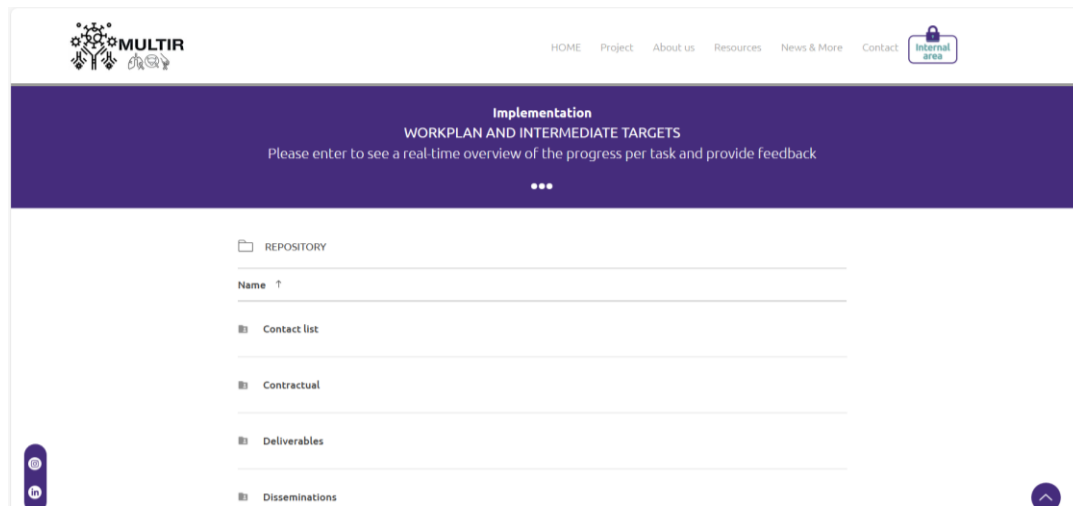


Figure 7. MULTIR Internal Area.

2. Social Media Accounts

Social media accounts serve as indispensable dissemination tools. They enable efficient and widespread communication, allowing project updates, achievements, and relevant information to reach a diverse audience quickly and effectively. Via the social media platforms, the MULTIR consortium will be able to engage with stakeholders, share research findings, promote events, and foster collaborations.

2.1. LinkedIn account

Within MULTIR, we have chosen the LinkedIn as one of the social media platform to disseminate our project's results for several reasons.

Firstly, LinkedIn is widely recognized as the leading professional networking platform, with a user base primarily consisting of professionals, academics, policymakers, and other key stakeholders. By leveraging LinkedIn, we have the opportunity to directly reach our target audience and engage with individuals who are actively interested in our project's area of focus.

Moreover, LinkedIn offers robust features for sharing professional content, including articles, updates, and multimedia presentations. This allows us to showcase our project's achievements, research findings, and impact in a professional and credible manner.

Furthermore, LinkedIn provides valuable opportunities for networking and collaboration. Through our project's LinkedIn page, we can connect with other researchers, industry experts, and potential collaborators who may be interested in our work or have complementary



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expertise. This fosters collaboration, knowledge exchange, and the potential for future partnerships.

Also, LinkedIn's analytics tools provide valuable insights into the reach and engagement of our content, allowing us to measure the effectiveness of our dissemination efforts and tailor our approach accordingly. This data-driven approach enables us to optimize our communication strategies and maximize the impact of our project's results.

By disseminating our results through LinkedIn, we aim to enhance the visibility, credibility, and impact of our project within the professional community, while also facilitating networking and collaboration opportunities that can further advance our research objectives.

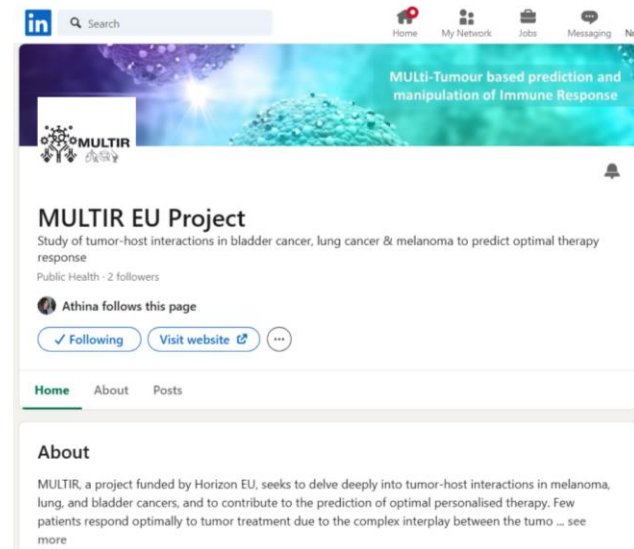


Figure 8. MULTIR LinkedIn account

2.2. Instagram account

In MULTIR, we have selected Instagram as an additional social media platform for disseminating our results.

Instagram boasts a large and diverse user base, including individuals from various demographics, which allows us to reach a broader audience beyond traditional academic circles. This diverse audience provides an opportunity to engage with stakeholders who may not typically seek out research-related content.

Also, Instagram's visual nature makes it an ideal platform for showcasing our project's outcomes in a visually compelling and easily digestible format. Through images, videos, and infographics, we can effectively communicate complex research findings in a way that is engaging and accessible to a wide range of audiences.

By leveraging Instagram as a dissemination tool, we aim to maximize the visibility and impact of our project's results, fostering greater engagement and dialogue surrounding our research within both academic and non-academic communities.



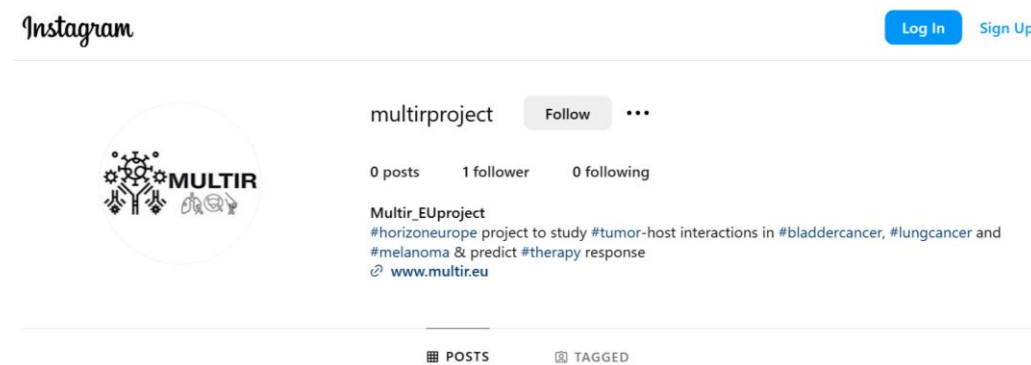


Figure 9. MULTIR Instagram account.

3. MULTIR Logo

The MULTIR project's website, like all dissemination materials, features the project's logo prominently. The logo serves as a focal point of the dissemination strategy, as illustrated in figure below. The logo was accessible during the proposal submission phase.



Figure 10. MULTIR project logo.

4. Future work

Future tasks involve ongoing enhancements to the website's visual appeal and content updates. The MULTIR website will remain online for at least 2 years post-project completion. EXEL will manage website maintenance and social media, with progress indicators tracked regularly. Additionally, dissemination input forms will be distributed to partners to gather information on publications, workshop participation, events, conferences, and upcoming activities.

5. Conclusions

The MULTIR website will be instrumental in disseminating the consortium's research activities and accomplishments. Together with the project's presence on social media platforms, such as LinkedIn and Instagram, it will support the implementation of the project's dissemination plan. Both the website and social media profiles will be regularly updated and enhanced to accommodate project progress and requirements.