

D7.5 Project website launch

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EXECUTIVE SUMMARY

The FLUTE project recognizes the pivotal role of digital communication in disseminating innovative healthcare advancements to European citizens. Our commitment extends beyond establishing an online presence; it's about conveying objectives, outcomes, and benefits to stakeholders and investors.

Hub for engagement

The FLUTE project website serves as our central hub, showcasing achievements while promoting transparency, accessibility, and engagement. It aligns seamlessly with our mission to enhance healthcare innovation in Europe.

User-Centric design

Our user-centric approach adheres to European principles, offering a straightforward, intuitive interface informed by real-world user testing. We prioritize task completion efficiency, streamlining content to focus on design principles applied on EU- and EC-branded websites.

Inform, inspire, emphasize

Our website aims to inform, spark curiosity, and emphasize the urgency of healthcare AI innovation. It targets technical stakeholders, medical professionals, patients, and caregivers, empowering them with valuable insights and opportunities for engagement.

Technical expertise

Leveraging DOKO, a versatile CMS developed by an Italian agency, we maintain direct creator support. DOKO's user-friendly interface, integration capabilities, and customization align with our specific needs.

Online identity

The URL "www.fluteproject.eu" reflects our European focus, professionalism, and project identity. Our "Coming Soon" page captivates with project and EU logos, fostering communication and collaboration.

Intuitive navigation: Our streamlined menu offers easy access to key sections like Homepage, About FLUTE, Members, News, Events, Results, Press Releases, Contact, and Search. Each section serves a specific project aspect. Content-Rich "About FLUTE" will help exploring our project's objectives, core technical aspects, and healthcare applications, fostering a deeper understanding of FLUTE's mission. The members and news page will allow users to explore partners' expertise and stay informed with monthly updates, ensuring a comprehensive view of project progress. Events and Future Results represents a spotlight for relevant events and upcoming research publications. In the press releases area journalists will find the official project updates and media coverage to underline FLUTE's impact on healthcare transformation. The contact page facilitates inquiries, collaborations, and communication, adhering to GDPR requirements.

Newsletter service

It is possible to stay informed through our curated content delivered directly to your inbox via BREVO, a European Commission-endorsed platform.

Data privacy and analytics

We prioritize responsible data handling, using Matomo, an EU-endorsed analytics tool, ensuring secure interactions. Our comprehensive Privacy and Cookie Policies, developed with legal partner TIME.LEX, demonstrate our commitment to data protection and compliance to existing privacy legislation.

DOCUMENT INFORMATION

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ABBREVIATIONS AND ACRONYMS

AI: Artificial Intelligence

EU: European Union

GDPR: General Data Protection Regulation

1 Introduction

The significance of effectively promoting a project and innovative ideas through digital communication extends beyond mere online presence, it plays a pivotal role in achieving one of the primary objectives of funded European initiatives: widespread dissemination. The ability to reach a broad audience and communicate the project's goals, outcomes, and potential benefits to European citizens is instrumental in attracting investment opportunities and maximizing the advantages for all stakeholders.

The creation and maintenance of a dedicated website stand as a crucial elements in the digital communication strategy of the FLUTE project. This website serves as a central hub for conveying project updates, research findings, and relevant information to a diverse audience. It not only showcases the project's achievements but also fosters engagement, transparency, and accessibility, aligning with the overarching mission of promoting innovation, improving healthcare, and ultimately enriching the lives of European citizens.

The project website embodies the FLUTE project's commitment to adhering to European guidelines. The website serves as a tool designed with user-centric principles at its core. It prioritizes user needs, ensuring that functionalities and interactions are straightforward and intuitive. Real-world user testing and research inform design decisions, emphasizing evidence over opinion.

Task completion is streamlined, allowing users to effortlessly find and use the content they seek. Effective design principles are applied, respecting users' time and offering predictable, reusable solutions. By focusing on content unique to the European Commission, complexity is reduced, and unnecessary elements are eliminated. Furthermore, the website promotes a brand approach that aligns with the corporate image of the European Union and the European Commission, using modular components to ensure consistency, accessibility, and usability across platforms.

2 FLUTE website

2.1 Aims of the website

When approaching the creation of the FLUTE website, our primary objective was to align with the core mission of the FLUTE consortium: the development of a Federated Learning-based platform aimed at enhancing diagnostic tools for prostate cancer. Beyond this central goal, the project encompasses a wealth of work across various fronts, including the advancement of privacy-enhancing technologies for Federated Learning, ensuring GDPR compliance of the system, exploring the potential of synthetic data for system training, addressing ethical considerations related to AI-supported diagnoses for physicians, and shedding light on the critical global issue of prostate cancer, which ranks as the second most common cancer among men worldwide.

Related to these topics, in constructing the website, we identified three fundamental pillars that guided our page development:

- To be informative, providing valuable insights into the FLUTE project's mission and impact.
- To spark curiosity and increase interest in the field of healthcare AI innovation.
- To emphasize the urgency of driving innovation in health AI for the betterment of patient care and outcomes

To be informative

The FLUTE project's website is designed to serve as an informative hub where visitors can gain comprehensive insights into the project's objectives, methodologies, and impact. Through detailed descriptions, reports, and data visualizations, the website aims to provide a deep understanding of how FLUTE is revolutionizing healthcare through Federated Learning. It will showcase the technical innovations, research findings, and the integration of real-world health data that underpin the project's activities. By offering an abundance of information, the website empowers stakeholders, researchers, and the general public to stay informed about the latest developments in healthcare AI and the progress of FLUTE.

To spark curiosity and increase interest in the field

Beyond being informative, the FLUTE website strives to ignite curiosity and stimulate interest in the realm of healthcare AI. It does so by presenting the cutting-edge technologies and methodologies employed within the project. Through engaging narratives, success stories, and real-world use cases, the website captivates visitors and showcases the potential of AI-driven healthcare solutions. By piquing curiosity, it encourages individuals to explore the possibilities of AI in healthcare, inspiring innovation and further research in the field. Indeed, we aim to promote the acceptability of AI in European society by showcasing its tangible benefits and ethical considerations in healthcare innovation.

To emphasize the urgency of health AI innovation:

The FLUTE website conveys the pressing need for innovation in health AI, especially in the context of prostate cancer diagnosis and treatment. By highlighting the global significance of prostate cancer as one of the most common cancers affecting men worldwide, the website underscores the urgency of addressing this healthcare challenge. It emphasizes that AI-driven advancements, such as those

pursued by FLUTE, have the potential to improve patient outcomes and increase healthcare efficacy. Through compelling narratives, statistics, and real-world impacts, the website conveys the critical role of health AI innovation in tackling pressing medical issues and promoting the welfare of patients.

Our aim is to encourage the adoption of these pillars within our target community, which includes various groups:

- **Technical stakeholders:** This group encompasses software houses, data owners, legal agencies, and individuals involved in implementing technology in healthcare. We want to provide them with valuable insights into the technical aspects of the FLUTE project and how it can impact their work.
- **Medical audience:** This category comprises urologists and researchers with an interest in the application of AI in healthcare. We aim to offer them in-depth information about the project's medical aspects, showcasing its potential to revolutionize healthcare practices.
- **Prostate cancer patients and caregivers:** for patients and their caregivers, our website serves as a valuable resource. It provides them with information about how the FLUTE project can potentially improve the diagnosis of prostate cancer, ultimately benefiting their well-being.

2.2 Website architecture

In the process of building the FLUTE project website, we carefully considered the platform that would best serve our objectives. After thorough analysis, we have come across a remarkable solution named DOKO. Developed by a leading Italian web agency, DOKO offers a comprehensive set of features, all while maintaining the invaluable benefit of direct support from its creators. DOKO's versatility is a standout feature. It empowers us to effortlessly manage the FLUTE project website, adapt to our evolving content needs, and maintain an engaging online presence. Whether we're showcasing the latest project developments, sharing research findings, or connecting with our target audience, DOKO's adaptable features provide the flexibility we need. What truly sets DOKO apart is its commitment to direct creator support. Unlike many traditional CMS solutions, DOKO ensures that we remain closely connected with the experts who crafted it. This means we have direct access to invaluable guidance, expertise, and support whenever we need it, enhancing our website's functionality and performance. DOKO boasts a rich set of features that streamline content creation, SEO optimization, user management, and more. Regular updates keep DOKO at the forefront of CMS technology, ensuring our website remains dynamic and up-to-date. With its intuitive user interface, DOKO makes website management accessible to users of all skill levels. We won't need extensive coding knowledge – DOKO empowers us to take control effortlessly. DOKO also seamlessly integrates with various tools, offering e-commerce capabilities, social media connectivity, and compatibility with third-party applications. This ensures our website is fully equipped to enhance our online presence. Moreover, DOKO provides tailored solutions that can be customized to meet our unique needs. This ensures that the FLUTE project website will stand out in the digital landscape, effectively communicating our objectives and findings to our diverse audience. FLUTE communication staff has fully access to the CMS for editing and implementation for all the project duration.

Below the technical information about the website:

- (Website Management) Librasoft Snc create the website.
- (Web Hosting) The website is hosted on dedicated infrastructure provided by Librasoft Snc, located at the Semplify data center within the Campus Data4 in Milan - Cornaredo. Librasoft Snc has received our explicit instructions regarding the prohibition of transferring personal data outside of Italy.
- (Connectivity) The aforementioned infrastructure is connected to the web through two connectivity providers: Cogent and Telia.

2.2.1 Website URL

We opted for "**www.fluteproject.eu**" as our website URL to establish a strong, memorable online presence. This domain, with its ".eu" extension, reflects our European focus, exudes professionalism, aids in search engine visibility, and aligns seamlessly with our project's identity. It simplifies access for our audience and maintains consistency with our branding.

2.3 Website menu

Our website features a streamlined and user-friendly menu designed to provide visitors with easy access to key information and resources.

- Homepage
- About FLUTE
- Members
- News
- Events
- Results
- Press Releases
- Contact
- Search

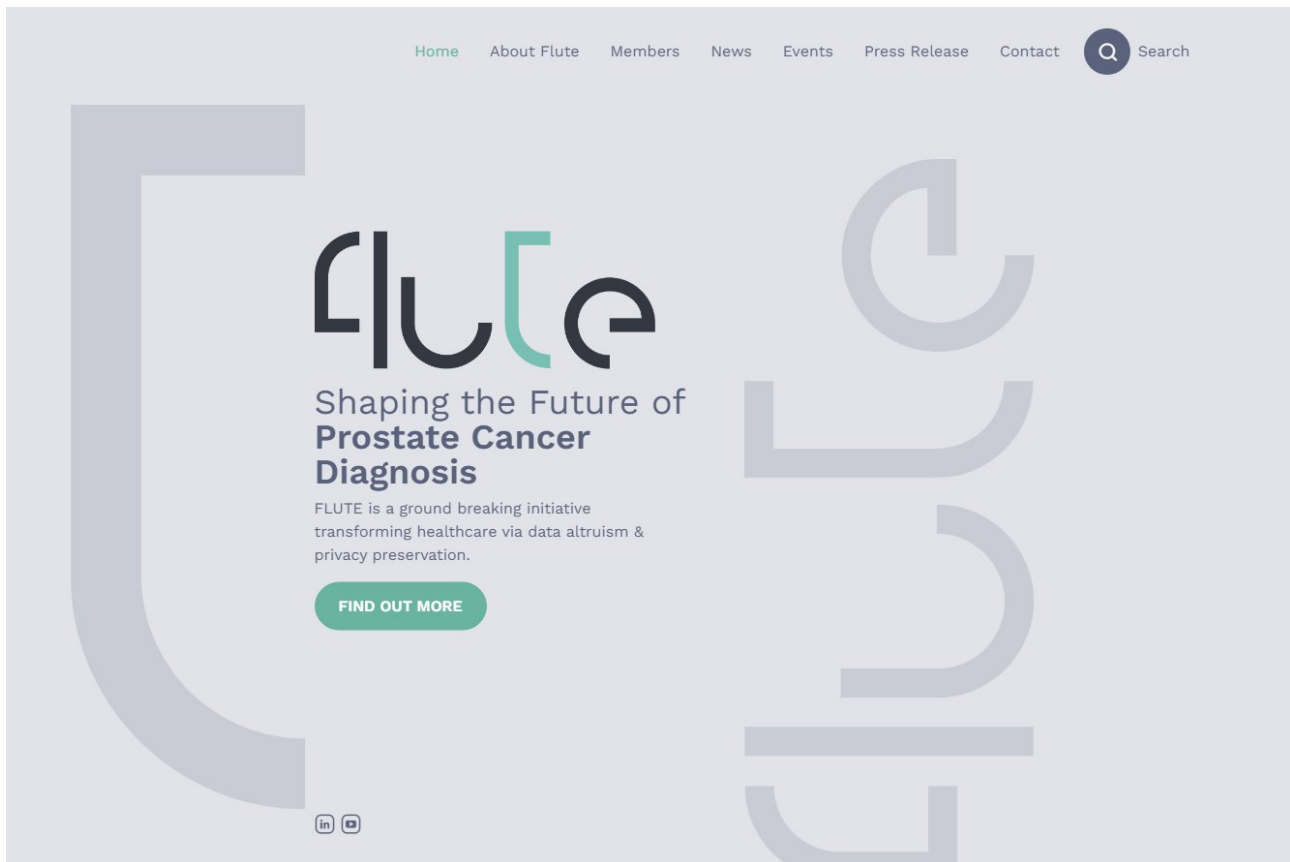


Figure 1 FLUTE website homepage

Homepage

Our Homepage (Figure 2) serves as the gateway to the FLUTE project, offering a comprehensive overview of our mission and innovations. At its core, it encapsulates the essence of our project, providing a glimpse into the groundbreaking work we are undertaking. In the spirit of authenticity and innovation, we have gone to great lengths to craft a unique visual experience. Instead of relying on stock images that might inadvertently convey a sense of artificiality, we have developed captivating and thought-provoking graphics that speak directly to our commitment to cutting-edge technology. Front and center on the Homepage, you'll find a powerful claim that succinctly conveys our mission. This claim serves as a guiding star, helping visitors grasp the significance of our work in an instant. Our intention is clear: we want to avoid the use of generic images that can sometimes obscure the true nature of our technological endeavors. By focusing on innovative visuals and a compelling claim, we aim to provide a genuine and captivating introduction to the FLUTE project. Explore our Homepage to embark on a journey of discovery and innovation in the realm of healthcare technology.

About FLUTE

The "About FLUTE" section (Figure 3) serves as an information hub. Here, we delve into our project's explicit objectives, with dedicated sections highlighting the core technical aspect, "Federated Learning," and its application in healthcare, particularly in addressing "AI and Prostate Cancer." These distinct boxes guide you through the heart of FLUTE's mission, fostering a deeper

understanding of our work. During the length of the project we will upload more boxes to explain the core content of FLUTE.

About Flute

The FLUTE project is set to revolutionize healthcare data utilization through a privacy-preserving approach. Our project aims to improve predictions of aggressive prostate cancer through AI support to physician, while minimizing unnecessary biopsies, ultimately benefiting patients and reducing associated costs.

OBJECTIVE

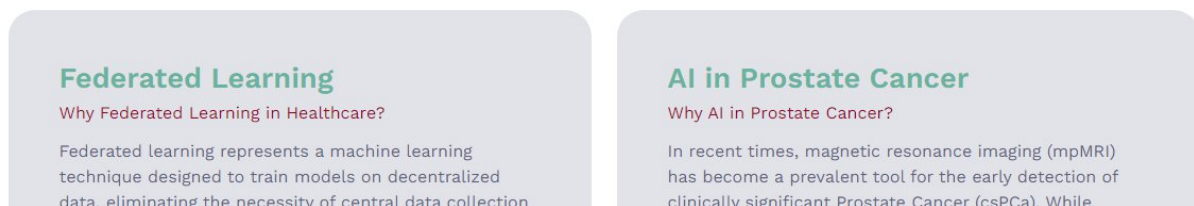
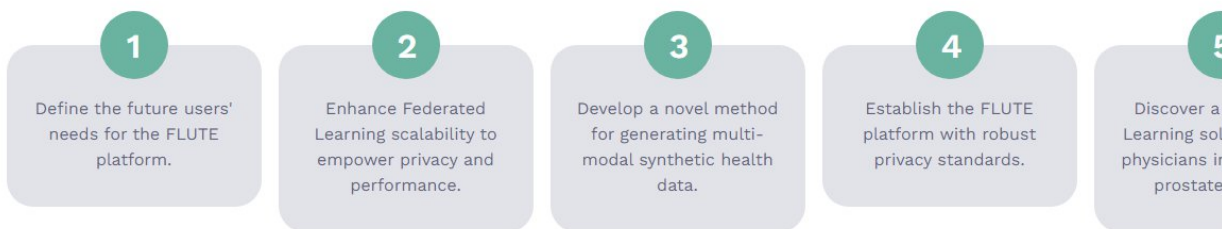


Figure 2 About FLUTE webpage

Members

Our "Members" page (Figure 4) proudly displays the logos of our esteemed partners, accompanied by concise introductions that illuminate their respective areas of expertise. Additionally, you will find links to their websites and social media profiles, allowing you to explore their contributions further and stay connected.

News

"News" (Figure 5) is a dynamic space where we share monthly updates contributed by all partners, drawing from their wealth of knowledge and insights. This collaborative approach ensures a well-rounded perspective on our progress and on the professionals making the project real, keeping users informed and engaged.

Members of Flute project



Arteevo

Arteevo is a company focused on blockchain-based decentralized business for building and deploying solutions and processes on public blockchains. Arteevo's team has a deep knowledge in decentralized applications, security, privacy and smart user experience, which allow development of applications ranging from travel inventory management to insurance and digital currency trading.

<http://arteevo.com/>

[in](#)



Centre Hospitalier Universitaire de Liège

The Centre Hospitalier Universitaire de Liège is a university, public and pluralistic hospital. It is one of the seven Belgian academic hospitals and the only academic hospital in Wallonia. The hospital is focused on the management of complex, specific or new pathologies; on clinical research and the development and evaluation of new medical techniques and on education.

<https://www.chuliege.be>

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Gradient


Gradient is a digital innovation RTO based in Vigo whose mission is to contribute to the innovative dynamism, growth and competitive improvement of the Galician business ecosystem through technology development and innovation in the use of ICT. Gradient has an international vocation and strong expertise on European project.

<https://www.gradient.org/en/>

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Figure 3 Members webpage

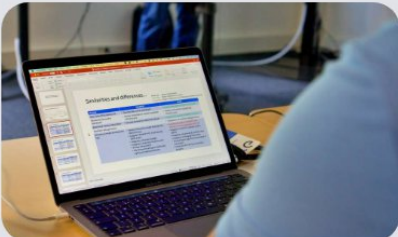
News



25/09 | THE PROJECT

The Collaborative Power of the FLUTE Project

[READ MORE](#)



22/08 | THE PROJECT

Unlocking the Future of Healthcare: The FLUTE Project

[READ MORE](#)

Categories

THE PROJECT

Figure 4 News webpage

Events

In the "Events" section (Figure 6), we spotlight events directly involving our consortium, providing a glimpse into our active participation and contributions. We also feature events dedicated to the project, offering a comprehensive view of our partners' dedication and commitment. We encourage

our readers to share the events featured on our events page across their social networks, spreading awareness of our project's activities.

Results:

While the "Results" page is under development, it will encompass two distinct categories: "Publications" and "Deliverables." These sections will highlight our comprehensive body of work, offering access to our research publications and project deliverables as they become available.

Press Release

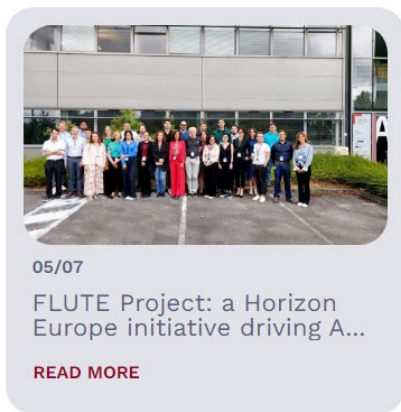


Figure 5 Press release page

Press release

In this page (Figure 7), users can access a treasure trove of official press releases, each carefully crafted to provide in-depth insights into our work. These releases serve as a direct channel to understand the profound impact FLUTE is making in the realm of healthcare transformation.

Contact

With this form (Figure 8), it will be possible to contact us directly through our contact page, where users can reach out with inquiries, collaborations, or simply to stay in touch. The form presents all the requirements as requested by GDPR for contacting purposes.

Search

A comprehensive tool working as search function to navigate our website efficiently and find specific information tailored to your interests.

For any question

* Name

* Surname

* Phone

* Email

Project scope

* Request

Figure 6 Contact form

2.4 Website tool

2.4.1 Newsletter

We focused on the importance of keeping our users well-informed about the latest developments in the FLUTE project. We decided to implement our website with a newsletters service, as a direct means of delivering curated content to users inbox, tailored to their interests. Subscribing will provide users with direct access to project updates, research findings, event notifications. In our dedication to maintaining the highest standards of data privacy and security, we have selected BREVO, a reputable and compliant email marketing platform endorsed by the European Commission.

2.4.2 Website analytics

To follow during the project website performance we decided to rely on analytics tools that adhere to the highest privacy standards. We prioritize the use of software endorsed by the European Union, such as Matomo. This analytics platform allows us to gather valuable insights into our website's performance while respecting user privacy. It enables us to track website traffic, user engagement, and content performance accurately. Our choice of Matomo reflects our commitment to responsible data handling and aligns with EU recommendations, ensuring that your interaction with our website remains secure and confidential.

2.5 Privacy and Cookie policies

As part of our commitment to safeguarding user data, we have collaborated with our legal partner, TIME.LEX, to develop comprehensive Privacy and Cookie Policies. These policies underscore our dedication to upholding the highest standards of data protection and compliance. The management of user data, primarily for informational purposes and newsletter subscriptions, is overseen by IRST, which is the leader of dissemination activities. These policies have been thoughtfully crafted to ensure the secure handling of your data, fully aligning with relevant data protection regulations. This commitment to transparency underscores our unwavering focus on privacy within the realm of healthcare innovation.

3 Conclusions

The FLUTE project places significant emphasis on effective digital communication to ensure the widespread dissemination of its innovative ideas and advancements. Beyond merely establishing an online presence, the project recognizes the importance of conveying its objectives, outcomes, and potential benefits to European citizens. This commitment serves as a crucial element in attracting investment opportunities and maximizing advantages for all stakeholders.

At the core of this communication strategy is the FLUTE project website. This website functions as a central hub for delivering updates, research findings, and pertinent information to a diverse audience. It not only showcases the project's achievements but also embodies values such as engagement, transparency, and accessibility. In doing so, it aligns seamlessly with the overarching mission of promoting innovation, enhancing healthcare, and enriching the lives of European citizens.

The FLUTE project website is designed with a user-centric approach, adhering to European guidelines and principles. It prioritizes user needs, ensuring a straightforward and intuitive interface. Real-world user testing and research guide design decisions, emphasizing evidence-based choices over personal opinions. Task completion is streamlined, facilitating easy access to sought-after content, and respecting users' time through standardized, reusable solutions.

Furthermore, the website underscores a commitment to the European Union's corporate image by using modular components for consistency, accessibility, and usability across platforms. It ensures that content focuses on what is unique to the European Commission, reducing complexity and eliminating unnecessary elements.

In parallel, the FLUTE project website aims to inform, spark curiosity, and emphasize the urgency of healthcare AI innovation. It targets technical stakeholders, medical audiences, and prostate cancer patients and caregivers. By providing tailored insights to these groups, the website empowers them with valuable information and the opportunity to engage with the project's mission.

Following all the requirements and approaches listed above, the ultimate goal of the project website is therefore to be the most effective tool for a clear dissemination that makes scientific research accessible to all citizens. At the same time, the website will make the FLUTE results public and appealing so as to generate further scientific developments and ultimately to improve European health.