



Dreams

DREAMS Website

[D7.8] Project website

Project co-founded by the European Commission		
DISSEMINATION LEVEL		
PU	Public	☒
PP	Restricted to other programme participants	☐
RE	Restricted to a group specified by the consortium	☐
CO	Confidential, only for members of the consortium	☐



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LIST OF ABBREVIATIONS

Abbreviation /Acronym	Definition
AI	Artificial Intelligence
CMS	Content Management System
CSS	Cascade Style Sheets
EC	European Comission
FET	Future and Emerging Technologies
GDPR	General Data Protection Regulation
HTML	Hipertext Markup Language
SEO	Search Engine Optimization
SSL	Secure Socket Layers

1 EXECUTIVE SUMMARY

The present deliverable describes the website of the project (www.dreamshorizon.eu) that will be used in the project as main tools of communication and dissemination.

The DREAMS website is the main Dissemination and Communication tool of the project, which will reflect news, advances, and results of the investigation of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance, and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.

The website of DREAMS is an informative page and a media hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.

2 WEBSITE

2.1 INTRODUCTION

The DREAMS website has been created to serve as a project content management system. With this aim, the website provides the following content and guidelines.

Main Menu:

1. HOME
2. PROJECT
3. TEAM
4. NEWS
5. RESULTS
6. RESOURCES
7. CONTACT

Footer:

1. Appropriate acknowledgment and reference to the funding by Horizon Europe
2. Privacy policy, cookie policy, terms, and conditions in compliance with the EU General Data Protection Regulation (GDPR).
3. Social Media project accounts

2.2 DISSEMINATION AND COMMUNICATION ACTIVITIES

DREAMS wants to address the scientific, regulatory, and economic challenges of drug discovery for rare diseases by combining cutting-edge technologies to discover single drug treatments rapidly and cost-effectively, safe, and effective, that can be individually repurposed to treat multiple rare diseases (RDs).

The DREAMS website has been created with specific objectives, which respond to the communication and dissemination needs of the project. Amongst them, the most highlighted are the following:

- Maintaining a **dynamic website**, all kind of contents will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc. With this methodology it will improve positioning in Google searchers, and while sharing the content through social networks and the newsletter, more visitors will be attracted to the website.
- The DREAMS website is one of the **main communications and dissemination tools** of the project. To maximize the scope of the project, different strategies of digital marketing will be established.
- **SEO considerations:** The number of visits (traffic) to the DREAMS website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, positioning the project in natural search results always considering the keywords identified for it. To generate traffic through search, DREAMS website is focused on keywords like rare diseases, drug discovery, drug repurposing, artificial intelligence, machine learning, novel therapies, and pharmacological treatments. DREAMS website will be optimized for SEO and adhere to usability standards.
- **Social networks:** the information hosted in the DREAMS website will be used in the social media channels in a way to increase visits and attract newcomers to the project.
- **Link building:** It will be possible to establish synergies between the DREAMS website and the respective websites of the project partners, as well as with other relevant actors in the sector, FET projects in the same field, encouraging the exchange of links. To achieve this, instructions will be provided to the other partners.

2.3 TECHNICAL CHARACTERISTICS

2.3.1 FULL RESPONSIVE CONTENT WEBSITE

Responsive web design allows the DREAMS website to be visible in all devices and platforms (desktops, tablets, and phones). The incorporation of the state-of-the-art techniques in design also creates a quick and intuitive user experience while browsing the website.

2.3.2 CMS WORDPRESS

This is the most widely used platform for creating web pages. It allows all the following:

FLEXIBILITY

Content Management Systems (CMS) offer unparalleled flexibility, allowing to customize websites to suit customer unique needs and adapt to changing requirements with ease.

EASY TO USE

CMS platforms prioritise user-friendly interfaces. On the one hand, this makes it easier to manage the website itself and allows users with different levels of technical knowledge to create and maintain attractive web content with ease. On the other hand, it generates higher audience retention as the user experience is simple, intuitive, and engaging.

PERFORMANCE

A website always needs to function properly. To ensure optimal performance, we consider all possible issues from the outset. It's essential that everything functions as intended. This website is equipped with well-structured code (HTML) and styling languages (CSS), ensuring easy maintenance and an appealing, user-friendly interface.

2.3.3 IMAGES OPTIMIZED FOR BETTER LOAD TIME

Website compression allows the size of a web file to be reduced to 30% or less of its original size before these files are sent to a user's browser. This compressed file is then served to the browser of the user which decompresses it automatically to load the full original file in the browser again.

Enabling compression is great for improving page speed because the visitors will need to download much smaller web files as the original ones when browsing web pages, which speeds up the download process of these files.

2.3.4 CONNECTION AND DATA EXCHANGE PROTECTED UNDER SSL CERTIFICATE

SSL stands for Secure Sockets Layer; this is a global standard security technology that enables encrypted communications between a web browser and a web server. It is utilized by 1 million online business and individuals to decrease the risk of sensitive information.

To create this secure connection, an SSL certificate is installed on a web server and serves to functions:

- It authenticates the identity of the website.
- It encrypts the data that is being transmitted.

2.3.5 SEO FRIENDLY SITE AND CONTENT

At a fundamental level, a SEO-friendly site is one that allows a search engine to explore and read pages across the site. Ensuring a search engine is the first step to establish DREAMS visibility in the search engine results page.

A disclaimer with information about GDPR compliance will be included in the contact form and in the footer of the website. And the inclusion of data extracted from the website will be mentioned in the Data Management Plan.

2.4 STRUCTURE OF THE WEBSITE

DREAMS project is the main online tool to present and disseminate all the appropriate information, results, and events under the framework of the project. It will be regularly updated by ZABALA, with the collaboration of all project partners, to provide the latest news relevant results, and breakthroughs.

The website is carefully designed to address the public and those interested in the research activities to be carried out under this project, in the most effective way. It is the easiest way to ensure the visibility of the project for both the EU and the public at large.

DREAMS website has been designed as an interactive tool for public information and communication between the partners and people interested in the project. It will also be a repository for public documents, materials and useful information related to the project.

The structure and layout of the website shown during the full course of DREAMS project may change to adapt to the future needs and upcoming outcomes of the project. The current navigation menu of the DREAMS website is as follows:

2.4.1 MENU

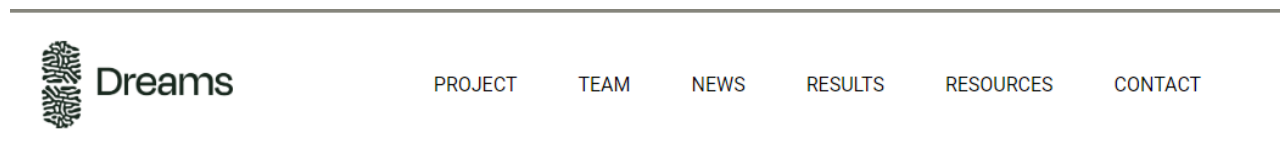


Figure 1. Menu Bar of the website

2.4.2 HOME

DREAMS homepage is designed to attract the viewer's attention with the first visual impact. Here, visitors can get a quick overview of the project and the entire consortium. The project logo is clear and visible, and everything is designed in the same colour theme. In this first page the user will find a short and sharp description of the project, a clear exposition of the project's primary objectives and key pillars, the latest news, and events, display of all partners involved as well as the main social media channels where the project is present.

The reference to Horizon Europe and GDPR compliance is shown on each page of the website in the footer.

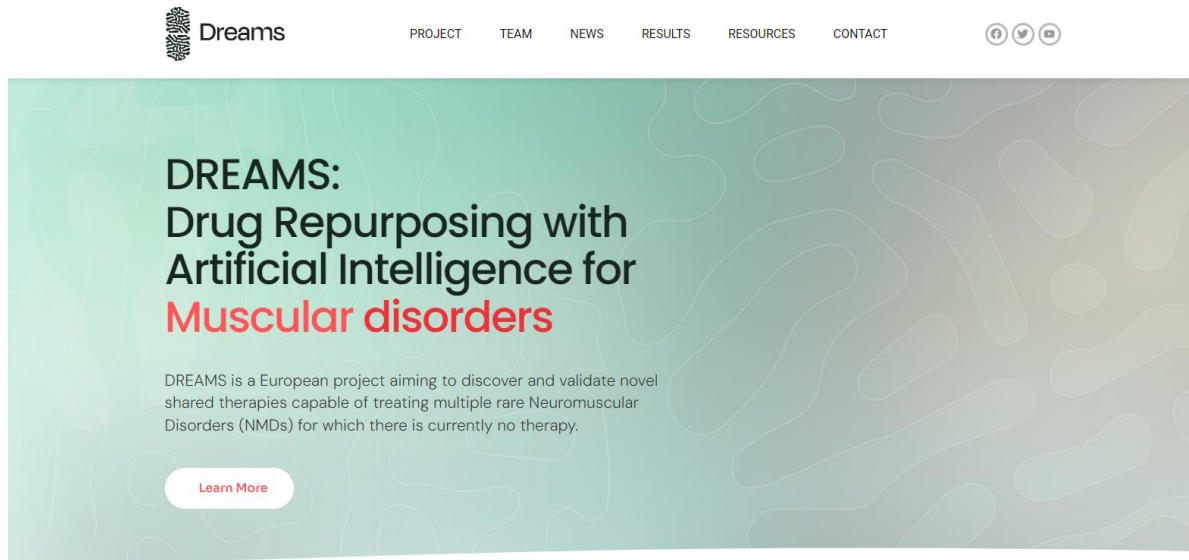


Figure 2. Home Visualization

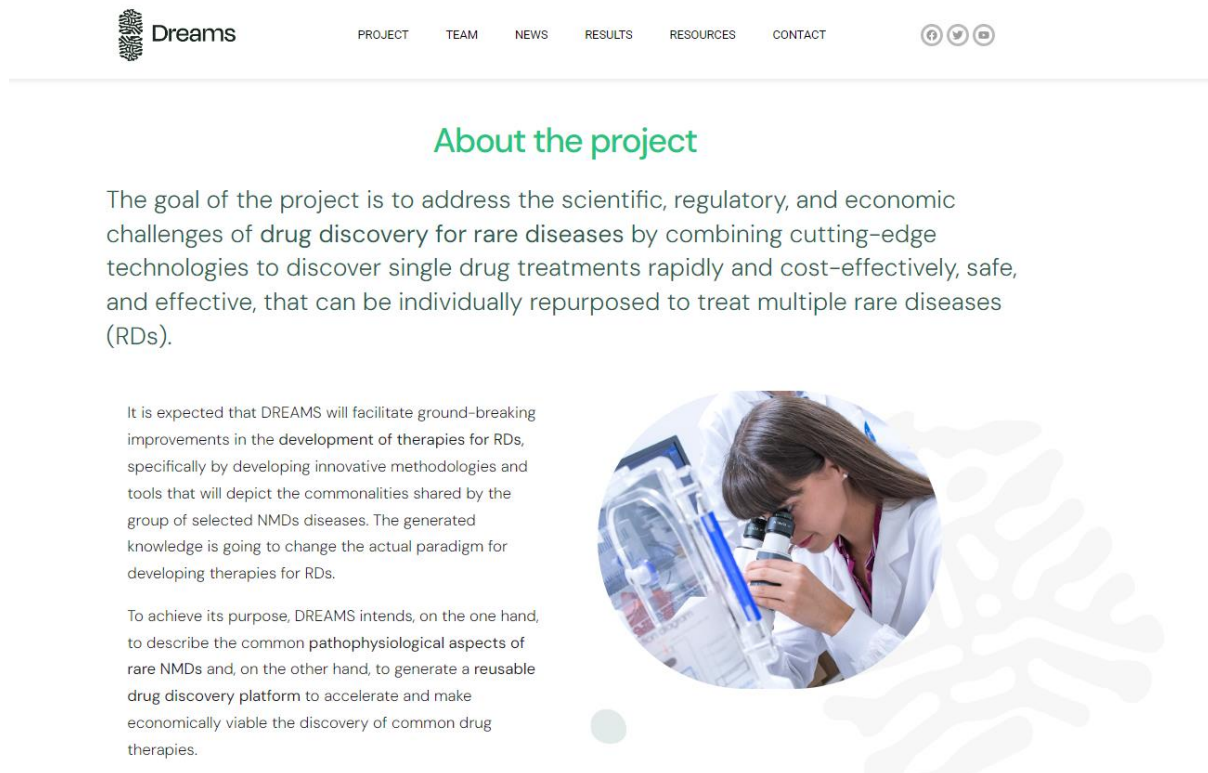


Figure 3. Home Visualization

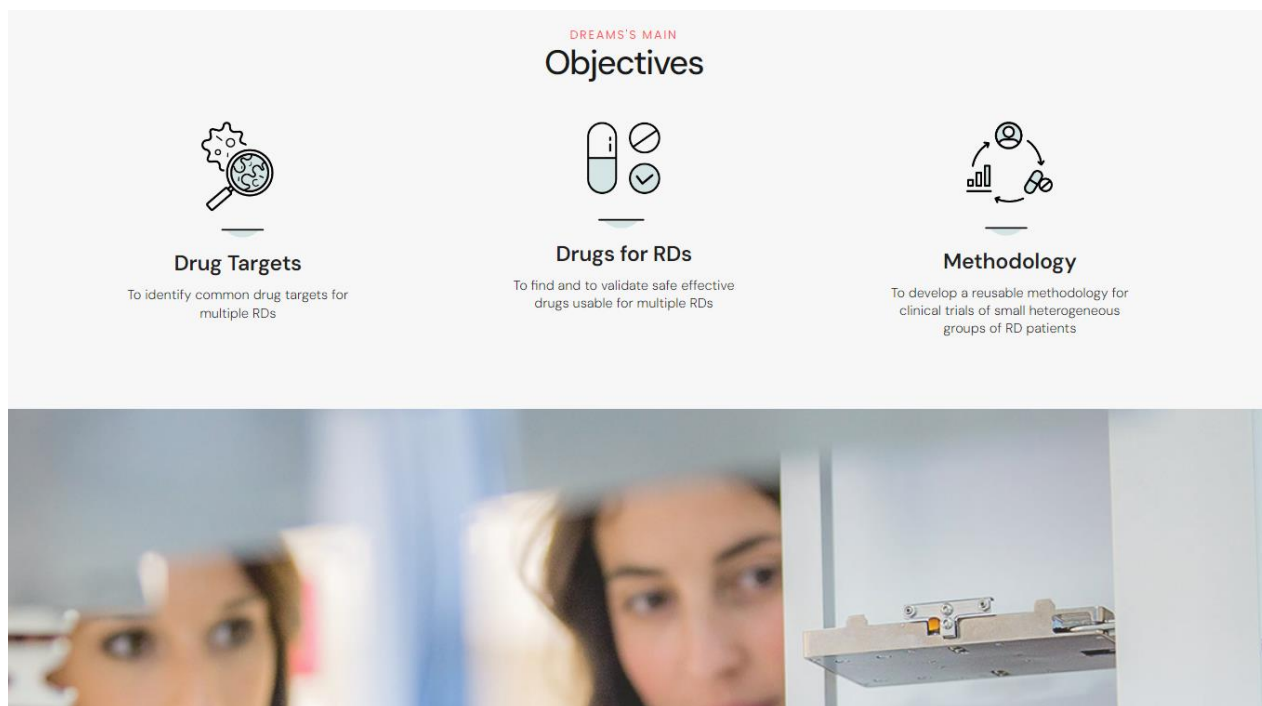
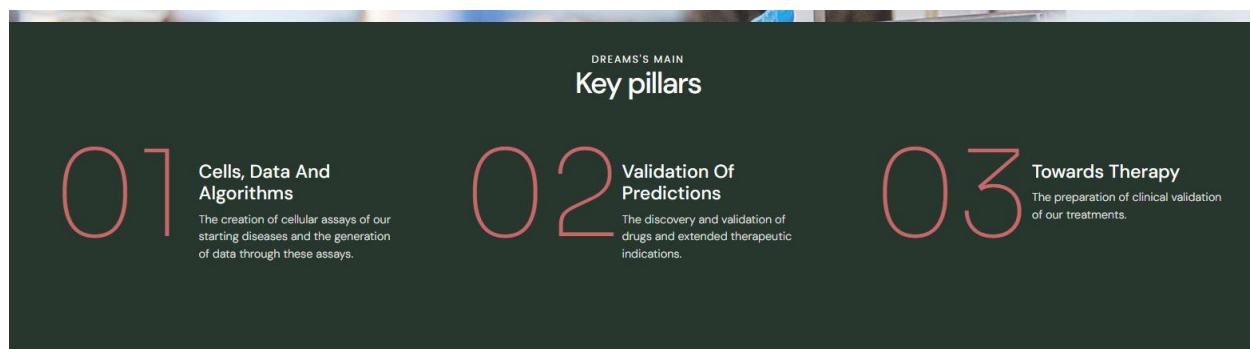


Figure 4. Home Visualization



News & events



Figure 5. Home Visualization

News & events



Dignissimos ducimus qui
blanditiis praesentium
voluptatum

15 de enero de 2024



DREAMS: a new Horizon
Europe project brings hope
to rare disease patients

15 de enero de 2024



WordPress felizmente alojado
en Webempresa

3 de enero de 2024

Partners



Figure 6. Home Visualization

Contact us for general information



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the author(s) only and do not necessarily reflect those of the
European Union (EU) or European Research Executive Agency
(REA). Neither the EU nor REA can be held responsible for them.

Figure 7. Home Visualization

2.4.3 PROJECT

In this page, the project is explained in detail.

About the project

DREAMS plans to pioneer advances in the ability to find drugs for serious diseases using Artificial Intelligence (AI) and induced pluripotent stem cells to increase the possibilities, reduce costs, decrease the time needed and expand the range of diseases that can be treated with a single drug.

Furthermore, DREAMS aims to develop the first AI and iPSC-based drug discovery platform to

- + Find treatments for rare NMDs.
- + Computationally design drugs that are, from the onset, engineered to target multiple diseases.
- + Be used to solve a wide breadth of drug discovery challenges in a single project, including target discovery, drug design, indication discovery, etc.

This new platform will be conceived to be reused in the future so DREAMS can lead to the



Figure 8 Project section Overview

Key pillars

01 —————

Cells, Data and Algorithms

The creation of cellular assays of our starting diseases and the generation of data through these assays.

02 —————

Validation of predictions

The discovery and validation of drugs and extended therapeutic indications.

03 —————

Towards Therapy

The preparation of clinical validation of our treatments.

100

Budget

6

Countries

9

Partners

40

Months

Figure 9. Project section Overview

DREAMS' subset of 5 rare orphan neuromuscular disorders

DREAMS will start from a subset of 5 rare orphan neuromuscular disorders with a known genetic origin, characterised molecular mechanisms, and existing biomarkers. These disorders have been selected because they share common pathophysiological characteristics related to dysfunctions of autophagy:



Figure 10. Project section Overview

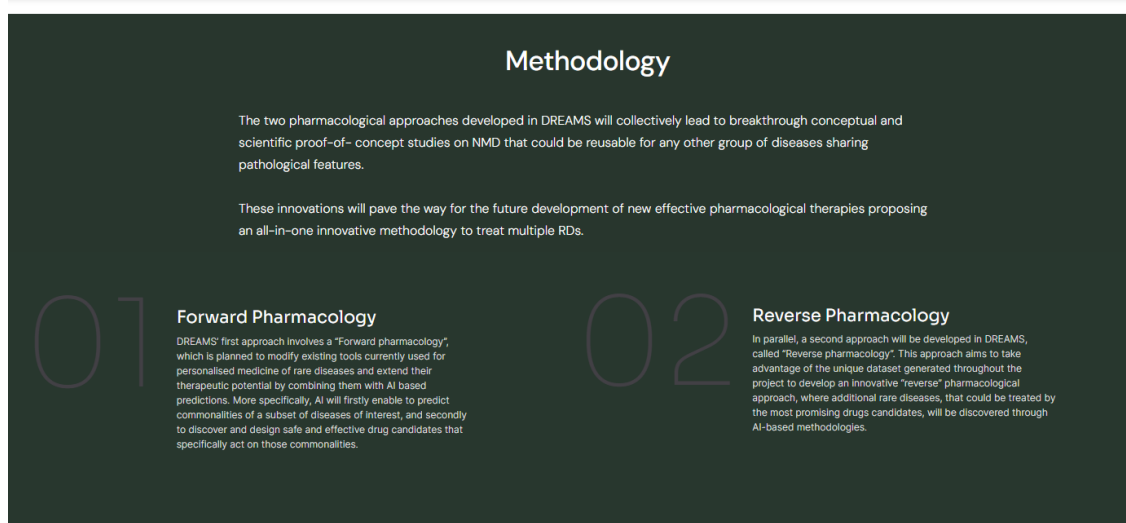


Figure 11. Project section Overview

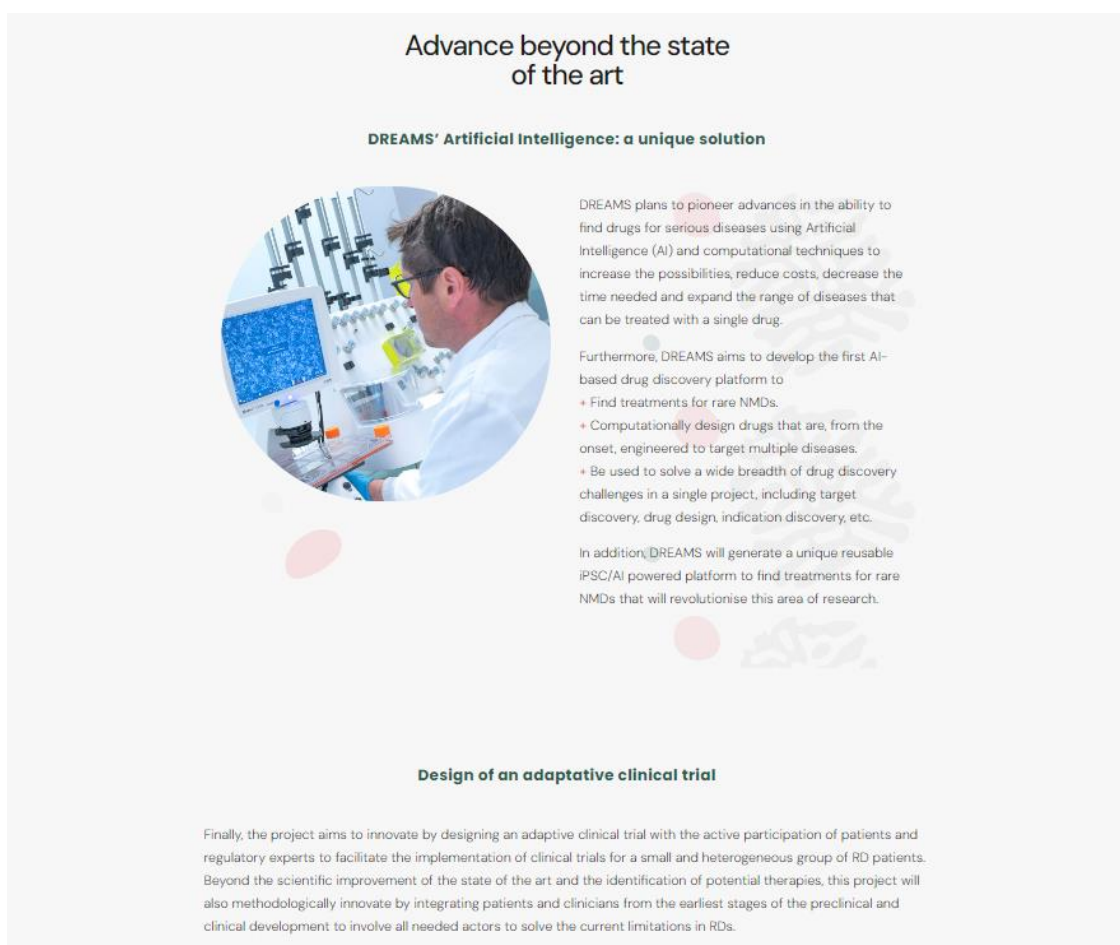


Figure 12. Project section Overview

2.4.4 TEAM

This page will contain all the information about the project partners, a short description, the logo of each partner, and a link to their respective websites.


Dreams

[PROJECT](#)
[TEAM](#)
[NEWS](#)
[RESULTS](#)
[RESOURCES](#)
[CONTACT](#)





The Team



CECS/I-Stem, Centre D'Etudes des Cellules Souches
Innover pour guérir

I-Stem, formed by merging Inserm/UEVE 861 and CECS (supported by AFM-Téléthon), conducts translational research on stem cells for rare genetic diseases. The institute encompasses fundamental and applied research, featuring a biological and technological resources center. CECS, a non-profit research association within I-Stem, specializes in pluripotent stem cells,



Kantify
Improving Human Health through Artificial Intelligence

Kantify is a pioneering computational drug discovery company leveraging AI to revolutionize therapy development. Our state-of-the-art AI platform, Zeptomics, swiftly identifies promising drugs for various disease targets, delivering unparalleled speed and performance. Zeptomics excels in predicting targets, hits, and ADMETox properties with groundbreaking precision. Specializing in small molecules and targeted protein

UNIVERSIDADE DE COIMBRA

Universidade de Coimbra (UC)

The University of Coimbra (UC), established in 1290, is a Portuguese public institution of higher education, a UNESCO World Heritage site. Comprising 10 faculties, 2 research units, and 9 cultural support structures, UC focuses on education, research, and knowledge transfer. Offering 75 PhD, 145 Master, and 45 Bachelor programs, UC is internationally oriented, with 24,340 students, including 2,942 from over 40 countries. Its 30+ research units, like CARR

Figure 13. Team Overview



Institut National de la Santé et de la Recherche Médicale (INSERM)
La science pour la santé

INSERM unites 15,000 professionals, including researchers, engineers, technicians, and administrative staff, all dedicated to advancing knowledge of living organisms and diseases. Founded in 1964, INSERM has played a pivotal role in major medical breakthroughs, such as prenatal diagnostic tests, HLA system mechanisms, in vitro fertilization, AIDS virus identification, cancer radiotherapy, skin grafts, deep brain stimulation, and gene therapy. Known for scientific excellence, INSERM excels in translational research, seamlessly bridging labs to patient beds. Collaborating closely with hospitals and universities, its joint research units near healthcare centers ensure success by combining diverse skills and maintaining proximity to patients. INSERM actively promotes scientific culture, sharing researchers' work through events like open days and conferences, fostering knowledge dissemination locally



Assistance Publique Hôpitaux de Paris (APHP)
Nous soignons et innovons 365 jours par an

The Assistance Publique-Hôpitaux de Paris (AP-HP) is a public health establishment and the university hospital center (CHU) serving the Ile-de-France region. As the largest employer in Ile-de-France, AP-HP engages a workforce of 100,000, including doctors, researchers, paramedics, administrative staff, and workers. Recognized as the leading CHU in Europe, AP-HP comprises 38 hospitals organized into 6 GHUs, annually catering to 8.3 million patients through consultations, emergencies, scheduled hospitalizations, and home hospitalizations. Operating as a 24/7 public health service, AP-HP considers it both a duty and a source of pride to provide healthcare for everyone.



TECHNION - Israel Institute of Technology

Founded in 1912, Technion-Israel Institute of Technology is Israel's foremost university, a hub for applied research, and a key driver of the country's innovation. Renowned globally, Technion has been pivotal in groundbreaking scientific contributions, notably in medicine, sustainable energy, computer science, and nanotechnology. With a medical school fostering swift translation of research into therapies, Technion boasts four Nobel laureates, sharing the 8th spot with MIT in this century. Offering degrees across diverse disciplines, it houses 18 faculties, 60 research centers, and 10 interdisciplinary frameworks on its 300-acre Mount Carmel campus. Collaborating with over 200 institutions worldwide, Technion has strategic partnerships with Cornell University in New York and Shantou University in China. The Technion Research and Development Foundation (TRDF) oversees research programs and technology transfer via T3, facilitating startups. Notably, Shenhav Cohen, a

Figure 14. Team Overview

 Ass. Française contre les Myopathies — AFM-Téléthon Innover pour guérir Founded in 1958, the French Muscular Dystrophy Association, AFM-Téléthon, is a nonprofit patient organization focusing on neuromuscular diseases. Comprising patients and their relatives, AFM-Téléthon addresses these rare, genetic, and debilitating conditions through innovative initiatives. With two core missions, Care and Cure, AFM-Téléthon introduced facilitators who assist around 15,000 patients, guiding them to appropriate contacts, securing social rights, and providing aids. In the realm of Cure, AFM-Téléthon annually supports numerous international laboratories, funding about 250 global research projects. Pioneering its own research laboratories—Genethon for gene therapy, I-Stem for stem cells and pharmacological screening, and the Institute of Myology for clinical follow-up—the organization plays a vital role in advancing biotherapies and clinical trial readiness. In the consortium, AFM-Téléthon offers access to a substantial patient pool and coordinates interactions	 Zabala Innovation Zabala Innovation, a Spanish SME with 480 employees, is a leading consultancy firm with a vast global presence. Featuring experienced advisors in multiple international offices, Zabala specializes in facilitating clients' access to grant funding from various European and International authorities. With over 16 years of expertise in Social innovation, Social awareness, Stakeholder engagement, and the Management of RTD Innovation activities, ZABALA has been dedicated to social development, international cooperation, project management, and human rights worldwide. Established in 1986, our firm is a well-established RTD and Innovation consultancy working extensively across Europe. Currently, we provide contract-based consultancy services in RTD and innovation management to a diverse portfolio of 600 organizations, including SMEs, large companies, RTD centers, universities, and public entities.	 Samsara Therapeutics Samsara Therapeutics Inc. (Samsara), a discovery-stage biotech with a world-leading screening platform for inducers of autophagy and a growing pipeline of small molecule neurodegeneration and rare disease therapeutics. Created by Apollo Health Ventures, with academic founders who are world leaders in the fields of geroscience and cellular homeostasis, Samsara features a leadership team with vast experience in pharma, biotech and the science of aging, and a highly skilled scientific team based in our new labs in Oxford. Samsara was co-founded by Guido Kroemer MD, PhD, a highly cited and well-renowned leader in cell biology and the process of autophagy who sits within a multi-disciplinary Scientific Advisory Board (SAB) featuring distinguished leaders in the areas of neurodegeneration, rare genetic disease, and protein sciences. In just three years, Samsara have developed three advanced lead chemical series and have filed four patents for the development of small molecule autophagy inducers.
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Figure 15. Team Overview

2.4.5 NEWS

In this section, news and events of interest will be published. The news and events will always be updated with the main results, as well as related material and useful information for the consortium and the community of people interested in the project.

The events and pieces of news published in this section will be based on the progress and advancement of the project during the course of research into possible drug treatments for rare diseases, as well as relevant and public deliverables, meetings and events that partners organise or attend, workshops, news related to events organised by the EC, EC policies and new strategies related to the project theme, events attended by other DREAMS related projects and news on the value chain of the research field.

Each partner is aware of its obligation to inform the other members of the consortium about the news it generates: the attendance to an event or workshop, the publication of a scientific article or any content that may be useful for the communication plan of this project. The website will be kept up to date by trying to publish one to two news items per month.

The internal proceedings of DREAMS will be described in the Dissemination and Communication Plan deliverable.

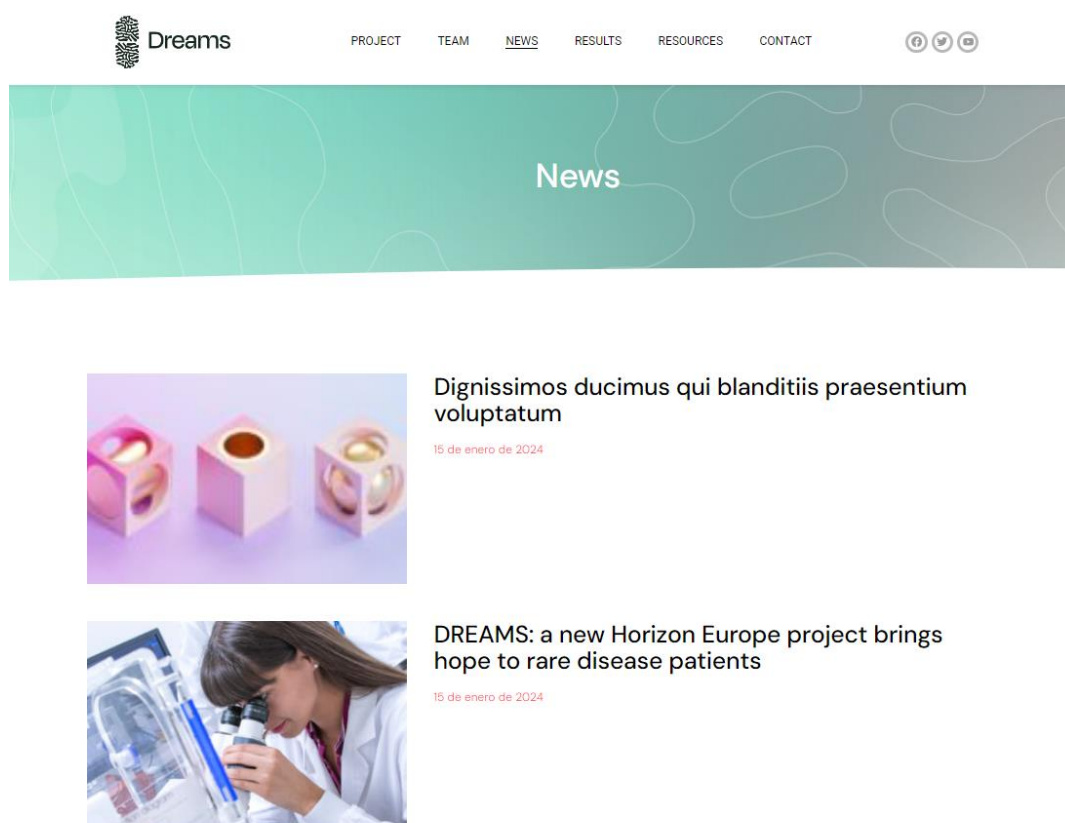


Figure 16. News section Overview

2.4.6 RESULTS

2.4.6.1 SCIENTIFIC PUBLICATIONS AND PUBLIC REPORTS

Publications on the website will be classified between Scientific Publications and Public Reports (Public Deliverables). This section will consist of downloadable materials and is still under development.

2.4.7 RESOURCES

The resources page is a section composed of communication materials available for download:

1. Project logo
2. Project typography (font)
3. Project templates
4. Branded roll-up
5. Branded informative brochure

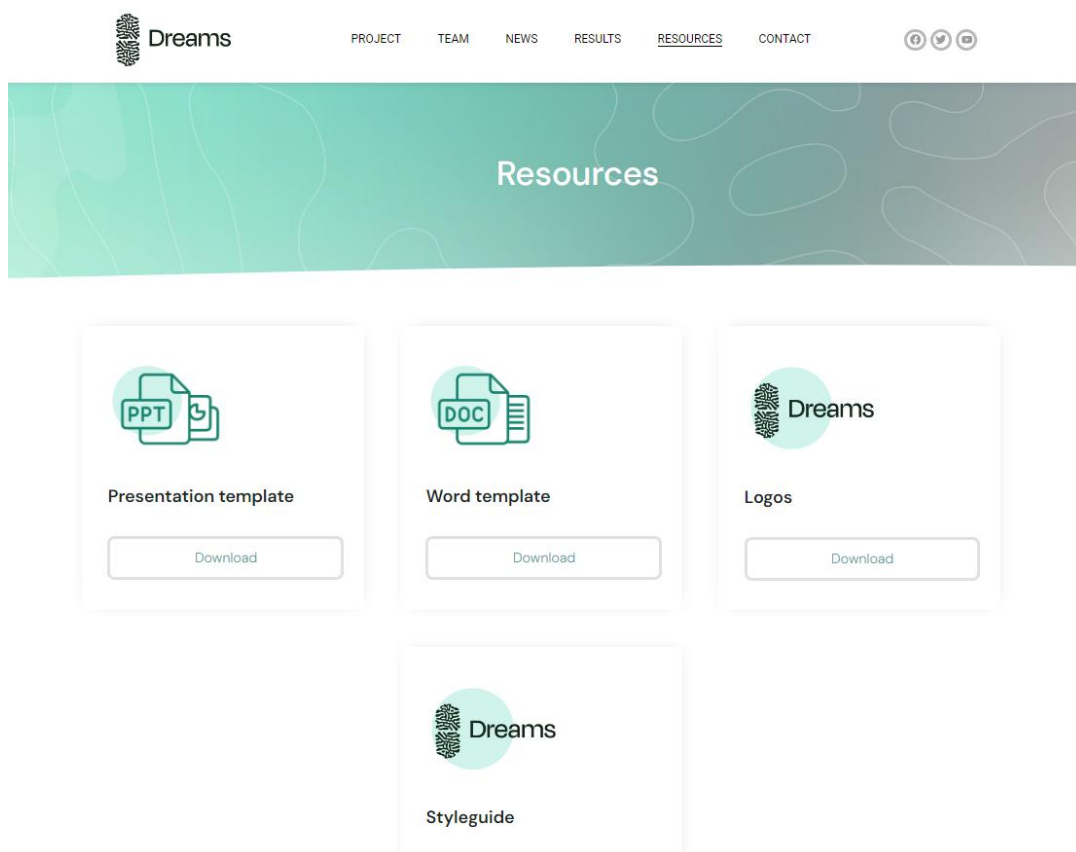


Figure 17. Resources overview

2.4.8 CONTACT

In the CONTACT section, the contact details of the team in charge of the project communication are available. This way it is possible to contact the different members of the consortium and researchers involved in the project in case there were any questions or queries related to the project that need to be addressed.

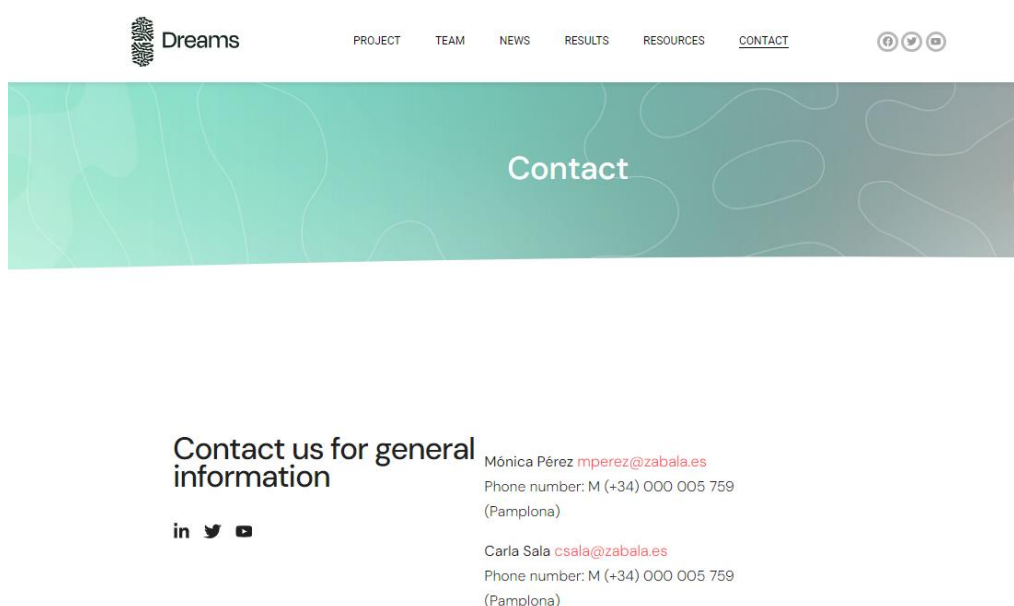


Figure 18. Contact overview

3 MEASURING RESULTS

Each partner will contribute to the visibility of the project and the content visible on the website by using their respective tools, channels, and communication platforms, with the aim of reaching out to the project and disseminating the results obtained among a wider community. Monitoring and analytics will be integrated into DREAMS' website and social media communication and digital marketing processes, serving as essential sources of information for tracking key indicators.

Visits to the website will be measured and evaluated with the use of statistics integrated with Google Analytics. This is the best tool for personalized views and graphs about type of users, geographical precedence, origin of web traffic, most visited sections, etc.

Google Analytics gives a wealth of information about DREAMS website performance metrics, but very simply put it, it shows us the following:

- How much traffic is coming to the site.
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

This analysis will be developed every three months for the website.

Analytics works by tracking ‘tags’, which are a small piece of JavaScript code that are installed on every page of the website for Analytics to work properly. This data is then collated and shown in a ‘report’ page in the Google Analytics’ admin interface.

The report contains these data:

- **Visits:** The total number of visits, including both new and returning visitors. A returning visitor would be counted twice or more, depending on how many times has visited the page. If we want to know only the new visitors, then we would measure “absolute unique visits”.
- **Page views:** The total number of pages views.
- **Bounce Rate:** The percentage of visitors who leave site without viewing a second page. I.e. they click the ‘back’ button, type a new URL or close the window or session time-out. A good bounce rate is below 20%, a 30% rate is standard and anywhere over 50% would suggest rethinking the page and find why so many people are leaving the page at first sight.
- **% New visits:** The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the 100%, are the people who return.

Also, Google Analytics includes an overview of where in the world are the visitors located, languages they speak, and the platforms they are using to look at your page.

The combination of all these tools will allow having a complete view of the evolution of the project in social networks.

The evolution of the indicators will be revised, and the main results of the communication actions will be reported in the “Final Communication 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 studies of the website visitors.
- Information requests.
- Engagement indicators.

This helps quantifying the results obtained and define the upcoming milestones which will improve the quality of the communication.