



## European Cluster EMF and Health

### Deliverable

## Cluster web portal and visual identity

### Document Summary Information

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<b>Lead Project</b>	NextGEM	<b>Deliverable Editor</b>	Nikolaos Petroulakis
<b>Contributors</b>	NextGEM: Nikolaos Petroulakis, Panos Chatziadam, Andreas Gavrielides ETAIN: Anke Huss, Anna Higuera, Elsa Boloix, Silvia Ariccio GOLIAT: Pau Rubio, Monica Guxens SEAWave: Theodoros Samaras, Ioannis – Anestis Markakis		



This cluster is comprised from four clusters that have received funding from the European Union's Horizon Europe research and innovation programme: ETAIN (101057216), GOLIAT (101057262) NextGEM (101057527), SEAWave (101057622). Funded by the European Union. Views and opinions expressed are, however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.



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## Executive Summary

The current deliverable “Cluster web portal and visual identity” will establish CLUE-H’s web portal and provide initial material to support internal and external communication activities, such as templates and other supporting documents. The description and analysis include the methodology behind the design and implementation of a powerful, modern and user-friendly web portal with multi-browser and multi-device compatibility. The first version of the web portal is ready and publicly available at <https://www.emf-health-cluster.eu/>. The web portal’s content will be continuously updated with dissemination material (*i.e.*, newsletters, publications, results, *etc.*) until the completion of the Cluster.



# 1 Introduction

The main goal of this section is to provide a brief outline of the objectives of the specific CLUE-H Deliverable, how these are aligned and relate with the cluster overall, and what approach was followed in order to achieve them.

The deliverable “Cluster web portal and visual identity” reports on the construction and publishing of the CLUE-H official web portal and visual identity and logo of the cluster.

Based on the objectives and work carried out in this deliverable, the document starts with the Executive Summary followed by the introduction of the document in Section 1.

Section 2, delivers a wide-ranging picture of the cluster’s web portal with content and screenshots for each page.

Section 3 presents some details regarding the management of web portal and about the privacy and cookies policy.

Section 4 describes the cluster branding identity of the cluster focusing on logos and visuals,

Section 5 provides the key documents-templates of the cluster.

Finally, Section 6 gives a short conclusion about this report.



## 2 Design of cluster web portal

This Section describes the CLUE-H web portal, which has been developed to serve as the public presence of the cluster. The web portal utilises technology features and is a part of the communication and dissemination activities undertaken for this cluster. It can be accessed at <https://www.emf-health-cluster.eu/>.

### 2.1 Methodology for web portal's construction and development

For implementing the CLUE-H official web portal, user interface and design principles, have been taken into consideration. CLUE-H's modern interface embeds the latest best practices in its design to achieve multi-browser and multi-device compatibility. Its interface is fully reactive, user-friendly, delivering content rich information to the visitor. That means that the user can access the CLUE-H web portal from a smartphone, tablet, desktop PC or laptop and have easy access to any content. Both the design and implementation process follow a user-centred implementation, to build an interface that is well-organized and practical. The web portal has been developed to serve as the main dissemination platform for reaching interested stakeholders and a one-stop communication channel. The cluster web portal:

- presents CLUE-H overall scope,
- presents the main objectives of the cluster,
- describes the CLUE-H Working Groups,
- aims to interact with interested stakeholders,
- shares the cluster progress, news events, and public documents/deliverables.

### 2.2 Web portal Content

Figure 1 shows in a diagram the sitemap of the initial working version of the CLUE-H web portal.

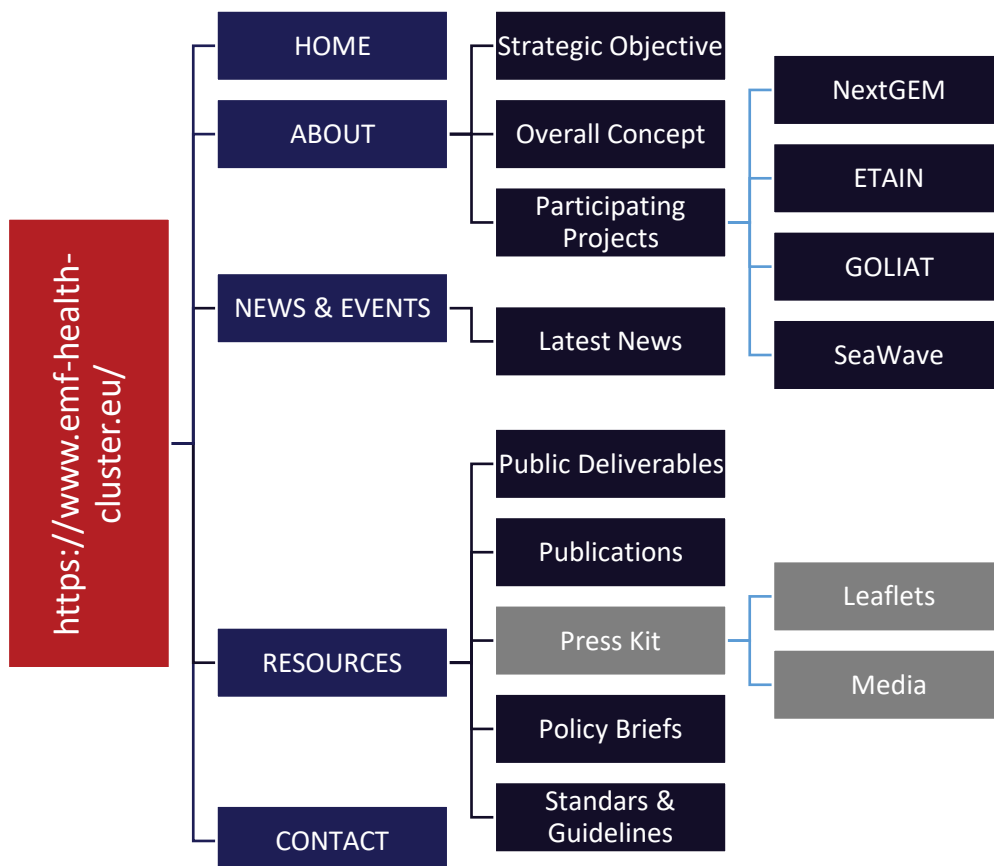


Figure 1: Structure of the CLUE-H web portal



## 2.2.1 Home Page

The “Home page” of the CLUE-H web portal gives visitors an early experience of the web portal’s contents. Figure 2 depicts a screenshot from the “Home page” of the web portal. By scrolling down the Home Page, the visitor can see the complete title of the cluster, a short description about it, the main objectives, the participating projects, the news, and contact details.

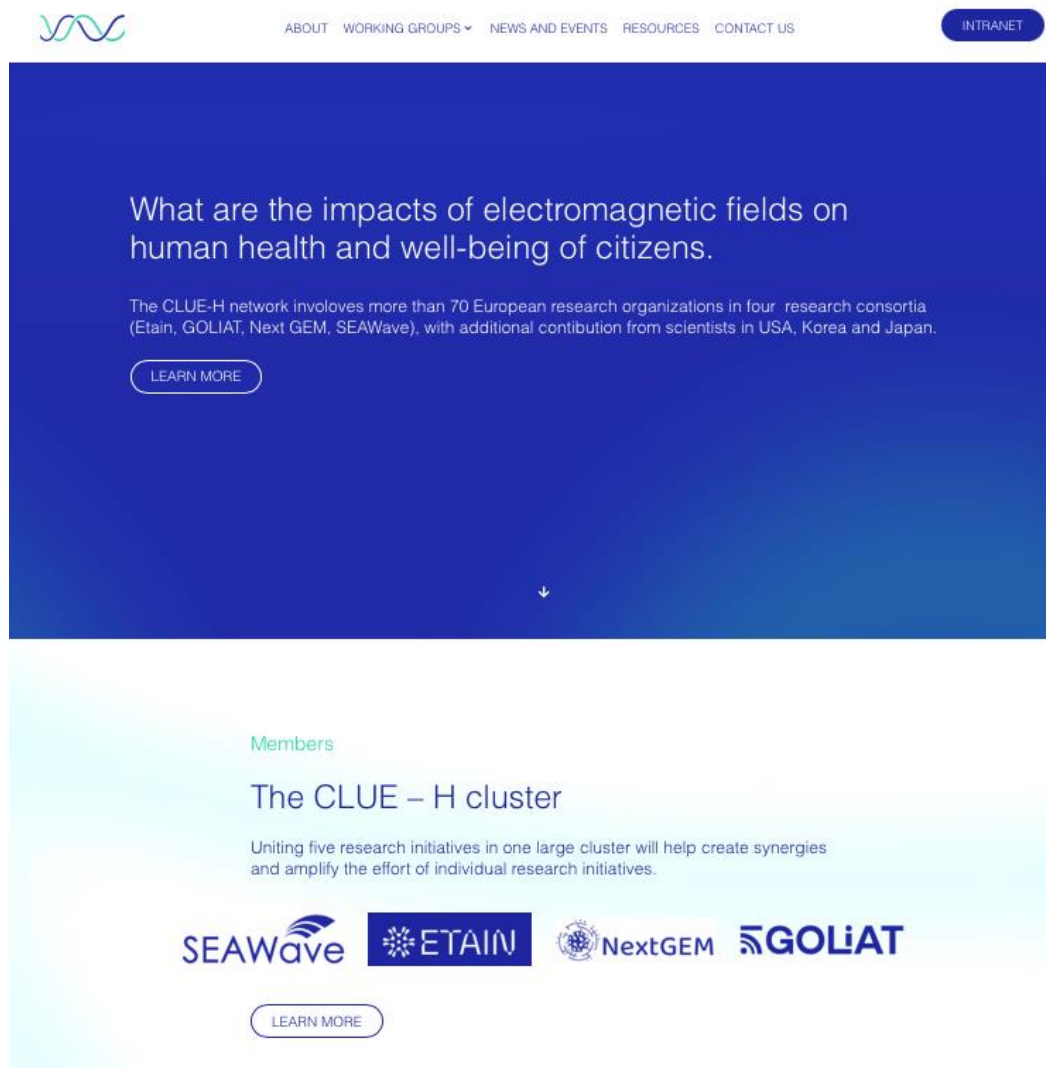


Figure 2: Top section of the “Home” page of the CLUE-H web portal

The header hosts the main navigation menu of the CLUE-H Cluster. The main navigation menu is consistently placed through all webpages, while the cluster logo also acts as a redirection to the home page.

## 2.2.2 The “About” page

The “About” page, includes a short description and strategic objective of the cluster. By scrolling further down, the visitor can read the overall concept and shared vision of the participating cluster projects. Lastly, the participating projects (Members) are introduced with a small description as well as a link that connects to the official web portal of each of the projects.

Figure 3 represents a caption of the top section of the “About” page where the strategic objective, the overall concept and part of the shared vision can be seen.



A research on the complex relationship of electromagnetic field and human health from early life to adulthood.

### Concept

## CLUE-H projects collaborate across four Working Groups

How much are we exposed to radiofrequency electromagnetic fields? How is our electromagnetic environment changing with the introduction of new wireless technologies, in particular 5G? Is there any impact on our health and the environment?

Our shared vision:

These questions will be answered over the next five years by the European Research Cluster on EMF and Health (CLUE-H), which was officially launched on 22th September 2022, with a kick-off meeting in Thessaloniki, Greece. The CLUE-H network involves more than 70 European research organisations in four research consortia (ETAIN, GOLiAT, NextGEM, SEAWave), with additional contribution from scientists in the USA, Korea and Japan. The total funding will amount to more than €29 million from the Horizon Europe 2021-2027. The results are expected to fill the

Figure 3: Top section of the "About" page of the CLUE-H web portal

### 2.2.3 The "Working Groups" page

CLUE-H's participating projects collaborate across four working groups. These working groups are briefly mentioned in the main section of the "Working Groups" page. While the number, title and the beginning of the description of each working group are listed, a "READ MORE" link allows for more information to be read about each of the group. Figure 4 represents a caption of the top section of the "Working Groups" page where the features described above can be seen.

In addition, the "Working Groups" tab facilitates a drop-down menu functionality where the visitor is given the choice to select and selectively read more information about each of the four working groups. By selecting one of the drop-down menu choices, a new page appears that lists information specific to the selected working group. This information includes the title of the working group, its mandate and overall concept, the working group leader(s) and the contact persons from each of the leading projects. The visitor may visit the official page of each of the leader projects by clicking on its name. Figure 5 presents the capture of the WG2 working group page where the information described above is displayed.



**Working Groups (WG)**

## CLUE-H projects collaborate across four Working Groups

**Working Group 1 (WG1)**  
Science translation for policy and practice  
The working group science translation for policy and practice is responsible for the production...  
[READ MORE →](#)

**Working Group 2 (WG2)**  
Data management and exchange  
The main scope of data management and exchange is to establishment of a unified data...  
[READ MORE →](#)

**Working Group 3 (WG3)**  
Communication and Dissemination  
Dissemination and use of the results from CLUE-H projects are a vital part of the overall success...  
[READ MORE →](#)

**Working Group 4 (WG4)**  
Scientific synergies

Figure 4: Top section of the "Working Groups" page of the CLUE-H web portal



**Working Group 2 (WG2)**

## Data management and exchange

The main scope of data management and exchange is to establishment of a unified data storage/unified framework on data documentation (standards, metadata). One additional target of this WG is to provide a convergence and harmonization of data management plans according to the different projects of the cluster. Moreover, this WG will define common approaches as well as common repositories and databases of the Project of the Cluster. Finally, the organization of the project outputs will be enabled from this WG including the visualisation of outcomes, file formats, web server, etc.

**Working Group Leader**  
[NextGEM](#)

**Working Group Contact Person**  
Dr. Nikolaos Petroulakis (NextGEM Coordinator)

Figure 5: Sample of a working group page (here WG2)





## 2.2.4 The “News and Events” page

Under this page (Figure 6), the visitor can read all the latest news and events about the cluster as well as related activity of each of its four participating member projects. Such information includes important meetings, dissemination events as well as important milestones and activities in related fields. This section of the web portal will be constantly updated by all of the cluster members as material becomes available.

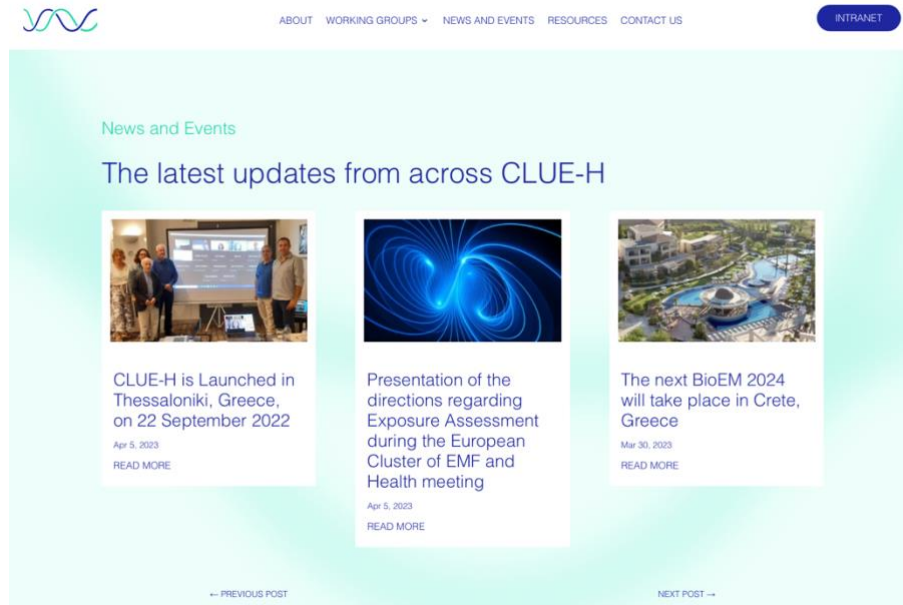


Figure 6: Sample "News and Events" page of the CLUE-H web portal

The visitor is also given the capability to view past or other posts that do not appear on the loaded view of the “News and Events” page.

Additionally, by clicking on any of the event objects, the visitor can open a page that contains extensive information about the existing event (see Figure 7).

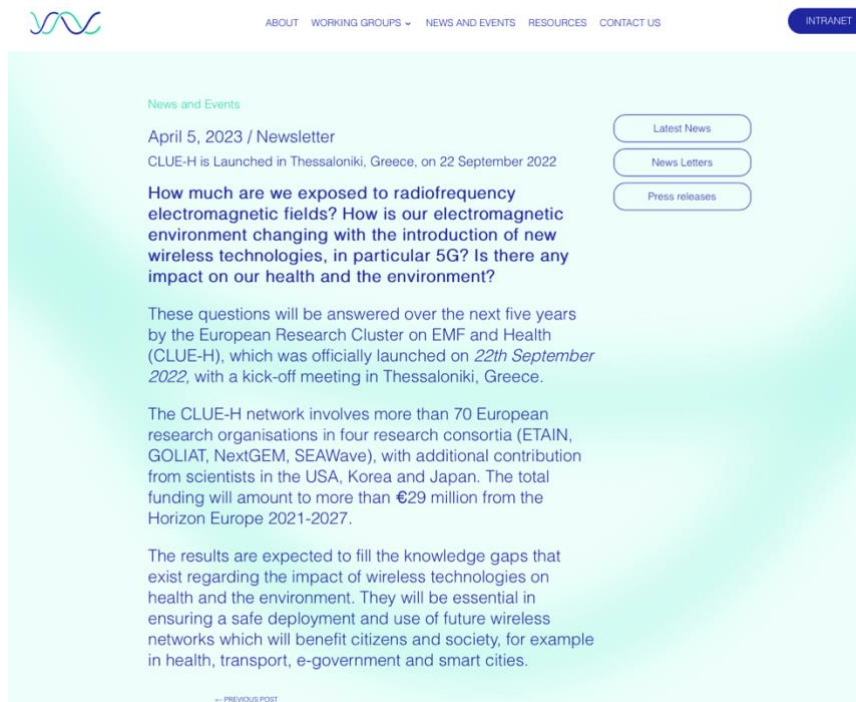


Figure 7: The top section of a selected event page



## 2.2.5 The “References” page

The “References” page includes the on-going dissemination and communication tools and channels the consortium will be using for disseminating CLUE-H and its results, such as:

- i. Public Deliverables;
- ii. Publications;
- iii. Press Releases;
- iv. Leaflets & Brochures;
- v. Photo & Video Gallery.

The content of these pages will be updated with the pertinent dissemination material as soon as it is produced.

Also, important information for the industry as well as the general public will be published in this page, as it becomes available. Such information includes:

- i. Policy Briefs;
- ii. Standards and Guidelines.

## 2.2.6 The “Contact Us” page

Finally, the “Contact Us” page provides the visitor with the capability to contact the CLUE-H team in a private and secure manner.

Additionally, “Subscribe to our Newsletter” functionality is provided in this page. This functionality allows the visitors to subscribe to the CLUE-H newsletter by adding their e-mail and full name.

Figure 8 provides a caption of the “Contact Us” page and the aforementioned functionality.

The screenshot shows the top navigation bar with the CLUE-H logo and menu items: ABOUT, WORKING GROUPS, NEWS AND EVENTS, RESOURCES, CONTACT US, and INTRANET. The main content area is titled 'Contact' and features the heading 'Questions? Feedback? We want to hear from you!'. Below this is a contact form with fields for 'First Name', 'Last Name', 'Email', and a text area for 'Write your message', followed by a blue 'SUBMIT' button. To the right, there is a 'Subscribe to our Newsletter' section with a brief description and a blue 'SUBSCRIBE' button.

Figure 8: Sample of the "Contact Us" page of the CLUE-H web portal



## 3 Management of web platform

### 3.1 Privacy Policy and Cookies Policy

An “Accept Cookies” option is available in the bottom of the “Home” page when loading the web portal for the first time. This is powered by the WordPress GDPR Cookie Compliance plugin<sup>1</sup>. The entire policy which is in alignment with the EU General Data Protection Regulation (GDPR<sup>2</sup>) can be found at the bottom of the “Home” page by clicking “Read More” on the Cookies tab.

The privacy policy of the CLUE-H web portal is part of the web portal’s Terms of Use and concerns processing of personal data within the cluster due to the operation of the web portal. This policy covers personal data that the visitor provides to the cluster through the web portal, and the personal data that they see on the CLUE-H web portal. It describes how the cluster is committed to processing personal data responsibly, securely, and proportionately throughout its activities, in compliance with the EU General Data Protection Regulation (GDPR) 679/2016.

The Cookies policy was also reviewed and finalized in collaboration with the cluster coordinator. Visitors of the CLUE-H web portal can read the cookies policy as soon as they enter the web portal and accept the terms. This short text needs to explain what a cookie is, the types of cookies, the web portal cookie retention policy, how to control cookies, how to find further information, as well as changes to the cookies policy.

### 3.2 Online Presence Management and Monitoring

#### 3.2.1 Web portal Engine

CLUE-H’s web portal has been built using WordPress<sup>3</sup> (version 6.2.2). WordPress is a web-based software widely used for web portal designs with emphasis on accessibility, performance, security, and ease of use. WordPress is GDPR compliant and offers a large database of plugins to be used, which are always updated with new trends and user friendly.

Moreover, WordPress is the first Content Management System worldwide that also allows the user to customize the content by using a variety of free templates and functionalities.

#### 3.2.2 Google Analytics- Web portal Traffic

Google Analytics<sup>4</sup> is a free web analytics service offered by Google that tracks web portal traffic and reports the results through Key Performance Indicators (KPIs). The CLUE-H web portal is registered with Google Analytics. Google Analytics offers a vast number of reports related to web portal traffic, such as:

- Number of sessions, users, and page views;
- Average session duration and percentage of new sessions;
- Demographic statistics (e.g., sessions per country).

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<sup>1</sup> <https://wordpress.org/plugins/gdpr-cookie-compliance/>

<sup>2</sup> <https://gdpr-info.eu/>

<sup>3</sup> <https://wordpress.org/about/>

<sup>4</sup> <https://analytics.google.com>



## 4 Cluster Visual Identity

The cluster visual identity is based on its logo, typography and colours. Especially the logo was designed with a focus on establishing in a minimalistic approach the cluster branding identity.



Figure 9: The CLUE-H logo

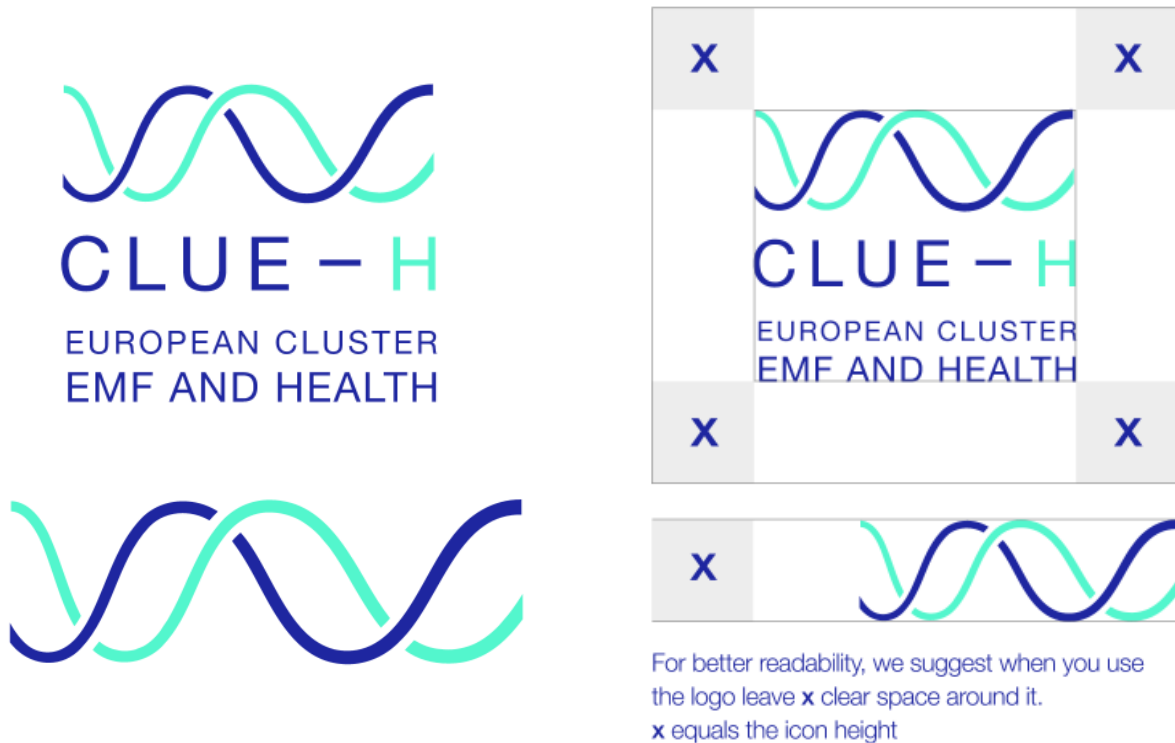


Figure 10: Logo readability and uses

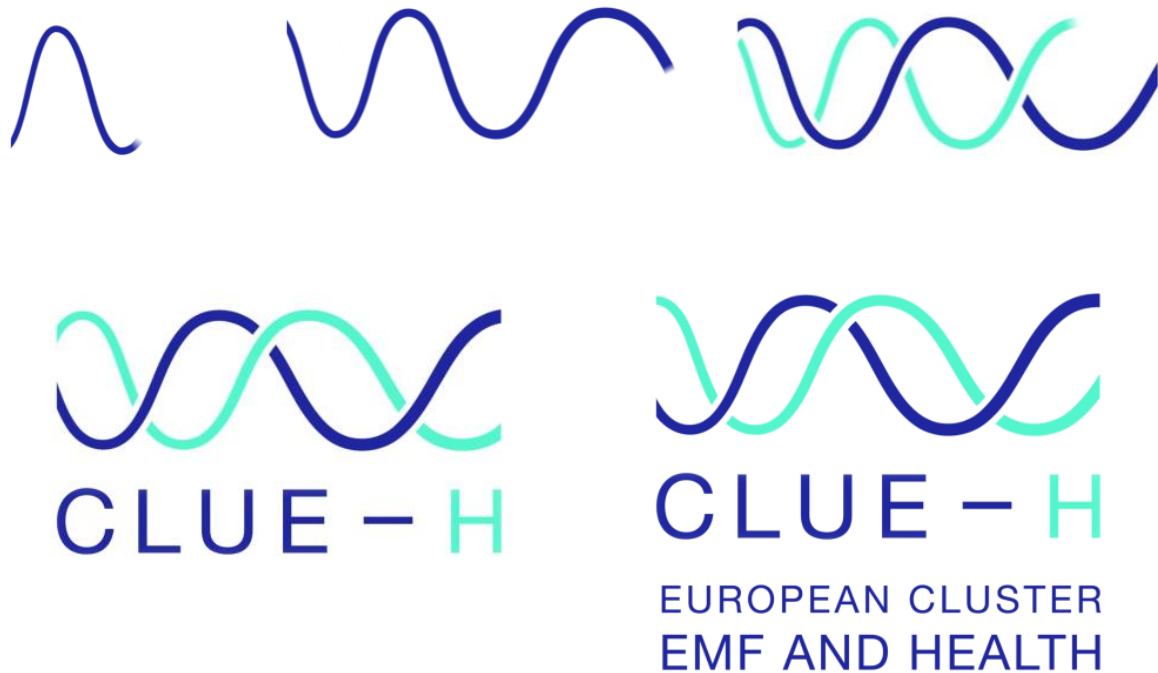


Figure 11: CLUE-H logo animation

The selected logo uses colours based on cyan and dark blue (Figure 12). The design of the logo is simplistic yet the message given is powerful since it resembles the EMF continuous waveforms expressing the need to acquire the necessary knowledge by all the CLUE-H stakeholders to ensure their quality of life.

**Helvetica Neue Medium**  
Titles / Headlines

Helvetica Neue Regular  
Subtitles / Body

Helvetica Neue Light  
Subtitles / Body

#1E26A0

#53F6CD

Figure 12: CLUE-H typography and colours

CLUE-H has also designed several visuals for the cluster's web portal. The visual designs were mainly based on the 'EMF Health' theme of the cluster and on more 'digital' graphics and colours. Lastly, all communication actions and materials such as web portal, deliverables, articles, presentations, flyers, press releases, and publications *etc.* of the CLUE-H cluster will contain the cluster logo and the EU emblem with the text referring to Horizon Europe funding.



## 5 Key Document Templates

CLUE-H has prepared a few templates, assisting in a better implementation of the cluster's dissemination and communication activities. These templates are:

- A presentation template for the CLUE-H cluster (Figure 13).
- A deliverable template for the CLUE-H cluster (Figure 14).

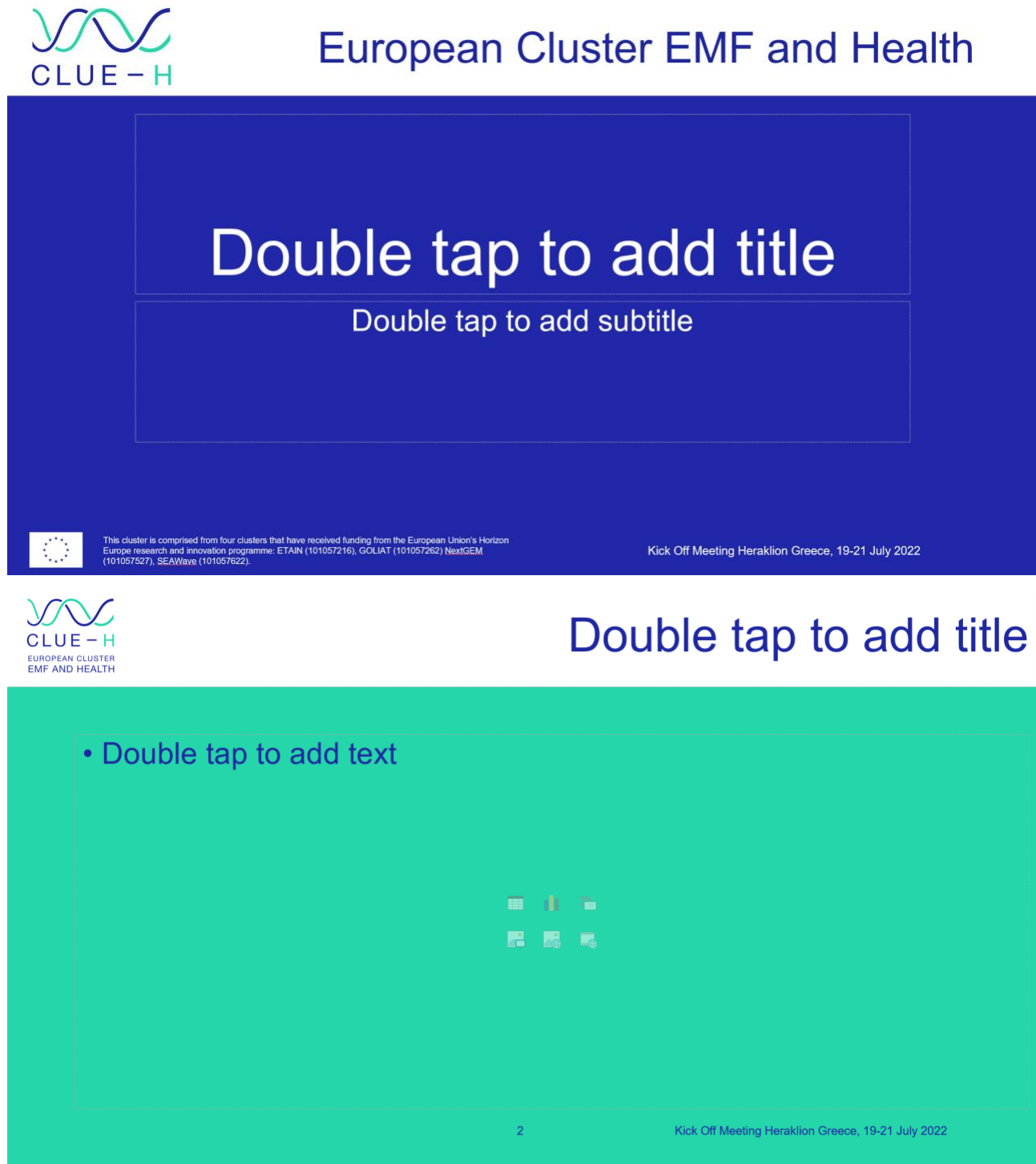


Figure 13: CLUE-H presentation template



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### Deliverable

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<b>Contributors</b>			



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Figure 14: CLUE-H deliverable template



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## 6 Conclusion

This document describes the cluster's web portal which is considered as the online CLUE-H cluster presence and the several templates created for the working group following a common structure, colours and content.

The link to access the web portal is also provided within the document. How the administration of the web portal is performed is also described along with the methodology behind the design and development of the web portal. The structure of the deliverables' template is also described along with the other templates for presentations.