Project number: 963845

Project acronym: ONTOX

Project title: ontology-driven and artificial intelligence-based repeated dose toxicity testing of chemicals for next generation risk assessment

01/05/2021 – 30/04/2026

Deliverable number:	D14.1 / D50
Deliverable title:	Project website
Work package:	WP14
Leading partner:	10 - CEM
Participating partners:	11 - ALTER
Due date:	30/06/2021
Submission date:	23/06/2021
Dissemination level:	Public

Contents

1. Introduction and objectives

The overall objective of deliverable D14.1 is to create a modern and user-friendly website linked with the ONTOX social media accounts that will be used as one of the project's primary communication and dissemination tools[1]. The identified target audience is the general public, academia, (industrial) end-users and regulators. The project website provides detailed information on the aims, objectives, consortium, work progress, and the current state of the ONTOX project.

The goals of the ONTOX website are:
- To develop a clean and appealing website compliant with the pre-existing visual identity of the project.
- To provide an intuitive and easy to navigate environment, compatible with the most popular internet browsers and adjusted to mobile devices.
- To implement functionalities that are crucial for successful communication of the outcomes of the project.
- To assure a safe virtual environment for internal project-related communication, where shared material can be stored and protected from non-authorised third-party users.
- To administrate, monitor and manage registered users on the website and its connected platforms.
- To provide information for all interested parties and the general public in an attractive and easy to follow style.

The website will host the outreach content as:
- A periodical newsletter providing updates on the project status.
- Audio-visual dissemination material (access to webinars, interviews, partners presentations).
- Events calendar.
- Peer-reviewed publications produced by the ONTOX consortium.

This report summarises the work performed until now, specifically the website design, content and structure, and links to the established ONTOX social media channels.

2. Results

Website design and visual identity

The visual identity of the website is based primarily on the ONTOX project logo (Figure 1) that was suggested by Vrije Universiteit Brussel (VUB) and graphically adjusted by ALTERTOX (WP12). It represents visually a cell (letter O) and ontologies describing the adverse toxicology outcomes. The colours derived from the VUB official font and colours scheme definition (Figure 2). The logo will be included in all dissemination and communication materials. The acknowledgement of the funds received from the European Union's Horizon 2020 program (Horizon 2020) will be visible in the prominent parts of the website and in all communication materials.

Figure 1: the ONTOX logo and acknowledgement of the received Horizon 2020 funding.

Figure 2: the ONTOX fonts and colour scheme definition.

Domain, certificates and protection

The established domain of the ONTOX website is ontox-project.eu (www.ontox-project.eu) with a redirected domain as ontox-project.com. The domain has been registered by CEM at the WebSupport[2], the largest domain and web hosting company located in Slovakia with more than 180.000 registered domains. The website operates under the HTTP/2 technology that improves its speed. An SSL certificate covers SHA-2 256-bit encryption.

Website content management system (CMS) and structure

The ONTOX website structure is based on the WordPress[3] template and includes options for customisations, either as purchased plug-ins or manually programmed by a professional website developer. The website was officially released on the occasion of the consortium kick-off meeting 4 May 2021.
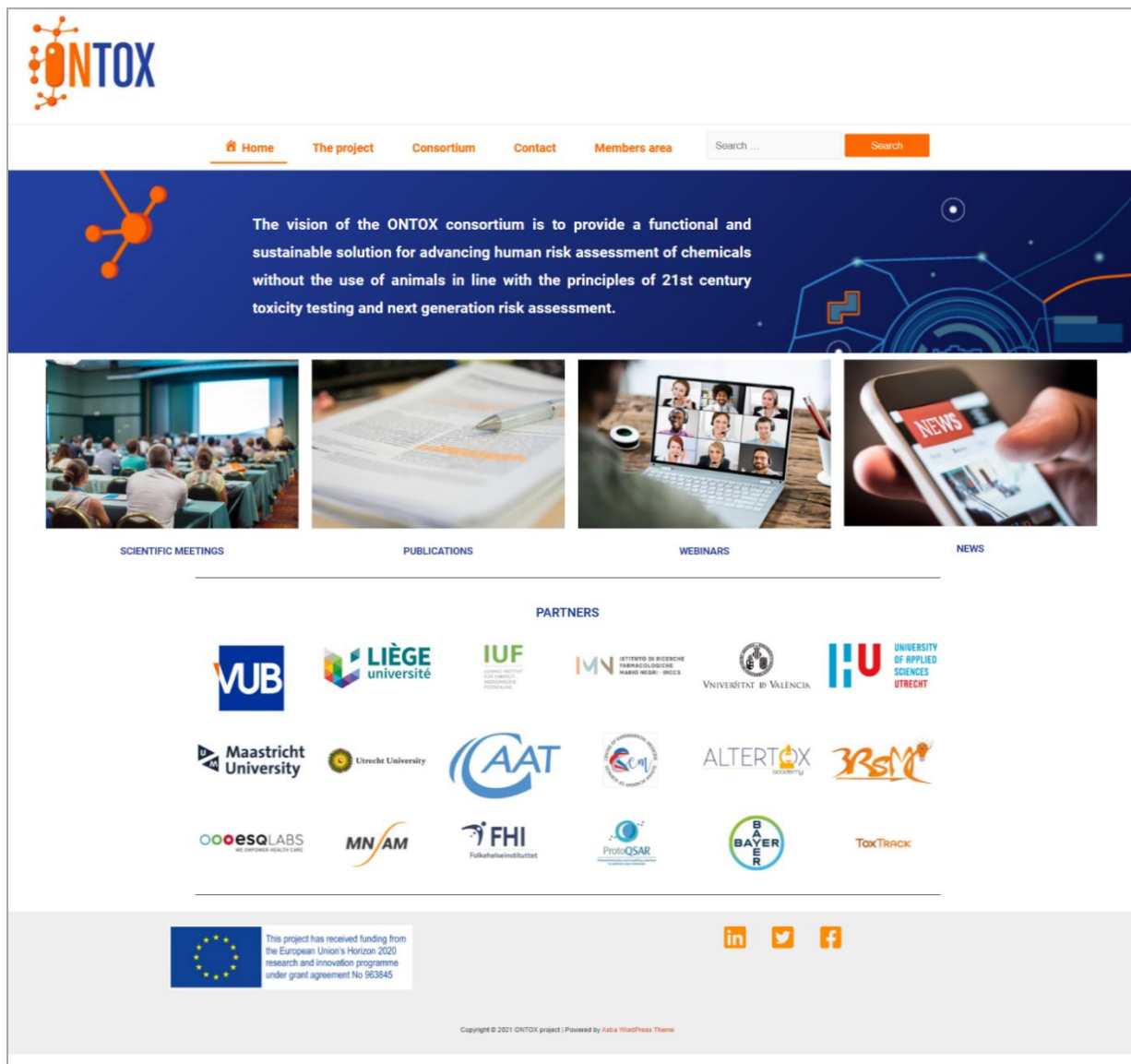

Figure 3: preview of the ONTOX website (section Home).

The website consists of the following parts:

Top main menu

- **Homepage**: provides general information and overview of the different parts of the website (Figure 3).
- **The project**: provides project description, project vision, project objectives and project structure.
- **Consortium**: gives an overview of the different project partners, including links to their websites integrated in the logos of the organisations.
- **Contact:** provides complete contact information of the project coordinator.
- **Members area**: ensures a password protected area with information accessible only to the ONTOX partners.

Middle menu

- **Scientific meetings:** provides information on various meetings relevant for, organised and attended by the project partners.
- **Publications:** gives a summary of relevant articles published by the ONTOX partners, including links to these manuscripts.
- **Webinars:** gives an overview of webinars organised by the ONTOX consortium to disseminate the knowledge and project outcomes.
- **News:** contains relevant recent information, including organised events and links to the websites with additional content.
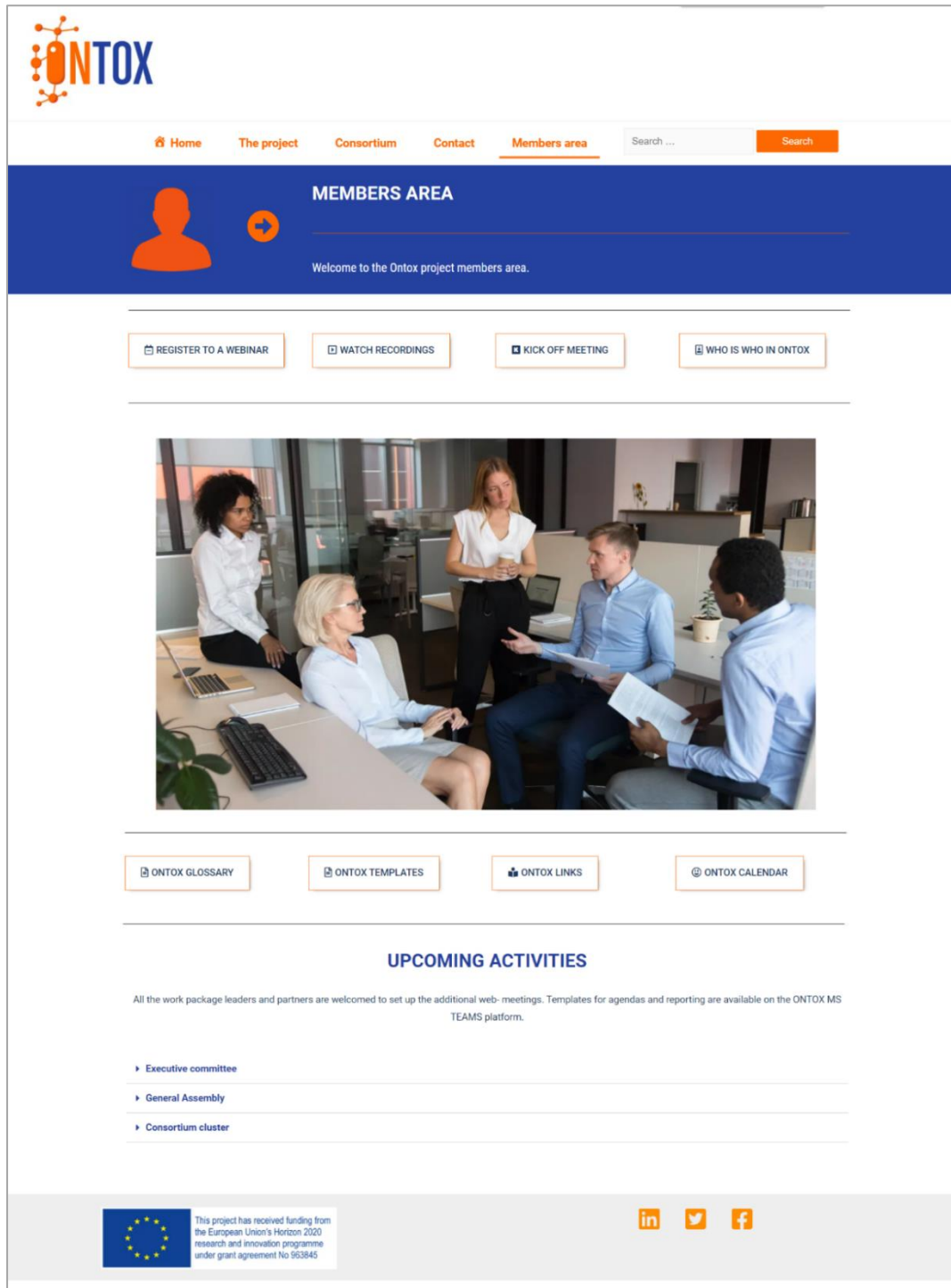
Footer menu

- **Acknowledgement of the Horizon 2020 funding** (Figure 1)
- **Links to the ONTOX social media**
  - LinkedIn: https://www.linkedin.com/company/ontox
  - Facebook: https://www.facebook.com/ONTOXEUProject/
  - Twitter: https://twitter.com/ONTOX_EUproject

The social media accounts have been established to improve online visibility of ONTOX and to increase interaction with the target audience. These channels are maintained by CEM. Posts are published on a regular basis and provide the reader with the ONTOX-relevant information such as new publications or announcements of events. For example, recent posts contain a statement of the website launch, new publication of the consortium and an article written by ALTERTOX highlighting the 3 Horizon 2020 funded projects, including ONTOX (https://voxeurop.eu/en/how-non-animal-testing-can-reshape-health-and-environment-policies). Detailed information on the development of the ONTOX social media channels and established communication tools will be included in the upcoming deliverables.

Members area: section with restricted access only for ONTOX partners

The members area (Figure 4) serves to provide a password-restricted environment to easily exchange and upload essential documents and recordings from the ONTOX meetings. In addition, CEM has established the MS Teams ONTOX platform[4] to serve as a supporting tool to enhance the internal communication. Currently, both the password-protected area of the website and the MS Teams ONTOX platform act as a central depository of the ONTOX internal documentation.

Figure 4: preview of the main menu of the section members area.

The members area section consists of the following parts:

- **Register to a webinar:** provides links to registration for the upcoming ONTOX webinars organised for the consortium members.
- **Watch recordings**: provides access to the recorded webinars and consortium meetings.
- **Kick-off meeting**: gives a complete overview of the different project partners and their work packages as presented at the ONTOX kick-off meeting.
- **Who is who in ONTOX:** provides the complete contact information of the ONTOX partners. This section is currently under construction.
- **ONTOX Glossary**: provides a link to the paper discussing the most frequently used keywords and terms used in the development of alternative methods and their validation. The section will be expanded in the following six months.
- **ONTOX Templates**: provides links to the Word and PowerPoint templates with the ONTOX visual identity and logo as defined in Figure 1 and Figure 2.
- **ONTOX Links**: presents the collection of links to important information relevant to the ONTOX project.
- **ONTOX Calendar**: gives a chronological overview of the critical meetings involving the ONTOX partners and provides links to additional information.
- **Upcoming events**: serves as an extension of the ONTOX calendar and contains a modification of the meeting preview according to the management level groups, e.g., the Executive Committee meetings, General Assembly meetings, cluster meetings.

3. Conclusions and follow-up

The ONTOX website has been set up according to the communication and dissemination plan. It reflects the current needs of the groups responsible for the management, dissemination, and communication (WP10, WP12 and WP14). In addition, the website was fine-tuned by including the members area to serve as one of the internal communication tools. The result was successfully presented at the ONTOX kick-off meeting 4-5 May 2021 and since then has been up and running, providing primary virtual environment for the project-related communication. The follow-up work agreed and completed was presented at the Executive Committee meeting on 10 June 2021.

The design, structure, and the members area of the website were highly appreciated by the consortium partners. Nevertheless, the website will be further improved and expanded according to the following actions, which were approved by the ONTOX coordinator:

- Implementation of the ONTOX e-newsletter that will be sent out on a biannual basis and will mainly contain news items about the ONTOX project main activities.
- Integration of the Mailchimp campaigns for sending additional news/information as needed.
- Implementation of the public ONTOX YouTube/Vimeo channels.
- Setting up the website analytics.

- Implementation of the ONTOX Hub link in collaboration with WP13.

4. Delays, issues and contingency

There are no delays in the planned activities.

5. References

1. Grant Agreement 963845. Ontology-driven and artificial intelligence-based repeated dose toxicity testing of chemicals for next generation risk assessment. https://cordis.europa.eu/project/id/963845
2. Website hosting service. Website: https://www.websupport.sk/en/
3. WordPress content management system (CMS). Website: https://wordpress.com
4. MS Teams: https://www.microsoft.com/sk-sk/microsoft-teams