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SAPHIRe Work package 5
Deliverable D5.2

Project website

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REGIONAL AGENCY FOR PUBLIC HEALTH AND SOCIAL WELL-BEING

Deliverable 5.2

PROJECT	
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002		

Project coordinator	Operations coordinator
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Contents

1 Executive Summary

The SAPHIRe project required the development of a strong and recognisable project identity, set of templates and website.

Project branding was to be developed to include: project identity, graphic line and logo which captured the vision of the project.

A webiste (www.saphire.eu) needed to be created for the project and maintained for the duration (+3 years after the project). It needed to include:
- External website: main project information resource (objectives, partners, work areas, WP2 database, relevant PM news and developments, social media links, and project results), and means of communication.
- An internal platform intranet (restricted area) for communication and document repository.

2 Project Objectives

The SAPHIRe consortium supports Regions in Europe to structure the implementation and adoption of personalised medicine in regional healthcare systems involving all stakeholders across the entire value chain. SAPHIRe will initiate a platform by creating a network of regions and their ecosystems. Furthermore SAPHIRe will stimulate the development and deployment of cross-border and/or interregional collaboration projects. Recommendations will be provided on funding and investments through the relevant financial instruments available.

Why
Nowadays one can observe disruption in healthcare systems worldwide. These are caused by amongst others key enabling technologies (KETs) like genomics, the need for a transition from cure & care towards prediction & prevention, full utilization of big data, the impact of lifestyle and self-management on individual health and wellbeing, the changing interaction between citizens/patients and healthcare professionals and the need to shift to value based healthcare and the transformation in a health approach rather than a disease approach.

The activities will include three elements:

- A thorough mapping exercise to address specific regional needs, while taken the different levels of PM adoption into account. Special attention will be given to link remote and sparsely populated regions to regions that are more advanced in personalised medicine. A modular regional roadmap for personalised medicine implementation will be developed.

- The SAPHIRe network will include regional policy and decision makers, opinion leaders, regulatory agencies, regional development agencies, cluster organisations, patient organisations and regional knowledge institutions,

healthcare actors and will bring regional strengths, needs and barriers to the attention of national and European level.

- Actions will be taken to support interregional collaborations and identify opportunities for funding or investment by the framework programme, the structural funds or the EIB. Alignment will also be made to regional smart specialisation initiatives focussing on personalised medicine.

3 Detailed report on the deliverable

Working with a graphic designer and a web designer the Public Health Agency (PHA) designed a logo which represents the SAPHIRe project and identity. A number of concepts were developed, and after consultation with the SAPHIRe Consortium partners a final design was agreed. We developed a set of logos (**Figure 1**) and templates that can be used for online and print use. Logos have been supplied in various formats including jpg, png and eps. Partner logos were developed representing SAPHIRe and the Consortium partner institutions (**Figure 2**). A partner banner logo (**Figure 3**) and Twitter banner (**Figure 4**) were also created. A set of brand guidelines have been developed for use of all logos.

A SAHIRe fact sheet has been developed which outlines the aims and objectives of the project. It is available online and in print format (**Figure 5**).

Figure 1 – SAPHIRe logo versions

SAPHIRe

Securing Adoption
of Personalised
Health in Regions

SAPHIRe

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Figure 2 – SAPHIRe partner logo versions

Figure 2 – SAPHIRe partner banner

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825046

Figure 4– Twitter banner

Figure 5 – SAPHIRe factsheet

2. Project website

The project website was developed and officially launched on 30th April 2019. The website can be accessed here www.saphire-eu.eu . The external website contains the main project information resources including the objectives, partners, work areas, relevant PM news and developments, social media links, and project results.

There is an internal platform intranet (restricted area) for communication and document repository for SAPHIRe Consortium members.