Project title: Accelerating the lab to market transition of AI tools for cancer management

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Topic: DT-TDS-05-2020 AI for Health Imaging

D11.1 DISSEMINATION TOOLKIT

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1. Introduction

To support the project's outreach and dissemination activities, a first toolkit has been assembled for CHAIMELEON: project logo and design elements, templates for reports, presentations and posters, and a project website.

This document provides an overview of the set-up and design of the project's visual identity and presents the CHAIMELEON website in a series of screenshots and images along with some brief information on the individual webpages.

2. Visual Identity

A key element of the onset of CHAIMELEON was the creation of the project visual identity that would be able to visually communicate information on the project.

The idea behind naming the project CHAIMELEON was to show the core characteristics of this project through the unique characteristics of a chameleon: it changes depending on the context/environment, it is elusive and hard to identify in the middle of the jungle. The capabilities and behaviour of a chameleon have stunning similarities with what happens with the replicability of results when analysing datasets of health imaging data. Replicability of results is hard to get. Within the project, we deal with multiple data sources, varying results that are environment- and context-dependent, image variability, hidden truths, etc. However, using AI may help. Hence, the "AI" was introduced in the project acronym CH**AI**MELEON.

The visual identity thus highlights this elusiveness and similarities to the chameleon as well as the AI component of the project. Based on the logo, orange has been chosen as the main colour, but it will always be accompanied by green, blue, yellow and pink to highlight variety and variability.

Figure 1: The CHAIMELEON Logo

This approach has also been followed to create several templates to be used for presentations, reports, and posters. The CHAIMELEON PowerPoint template was created along these lines:

Figure 2: CHAIMELEON PowerPoint Template: title slide

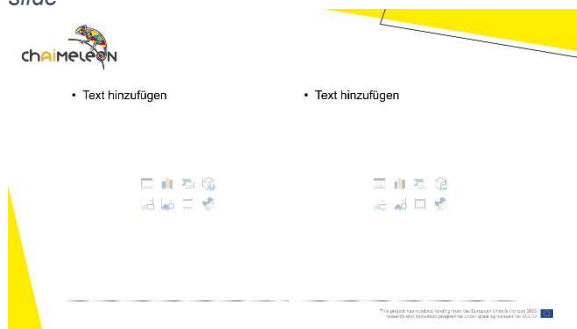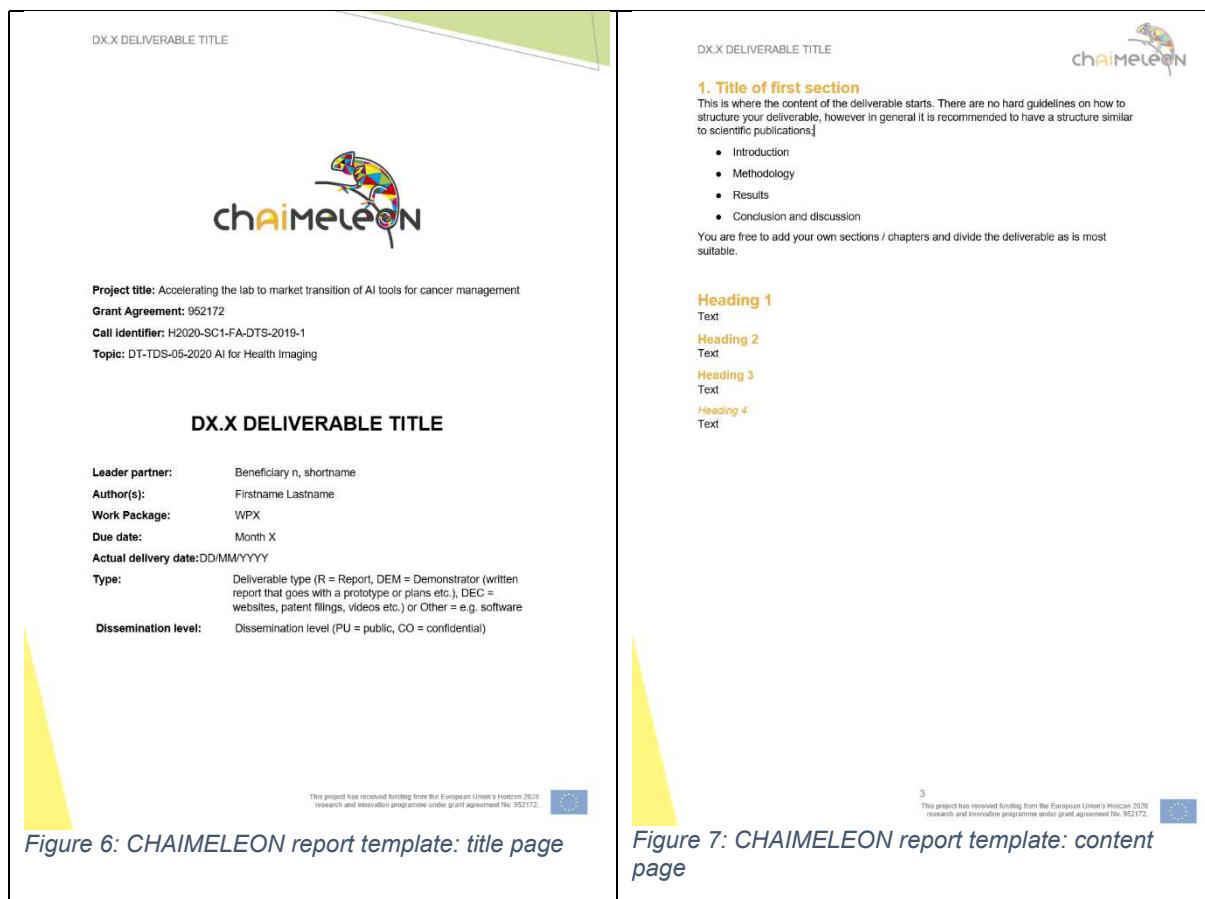Figure 3: CHAIMELEON PowerPoint Template: content slide 1

Figure 4:CHAIMELEON PowerPoint Template: content slide 2

Figure 5: CHAIMELEON PowerPoint Template: thank you slide

In addition, a word template for internal and external reports was created:

Figure 6: CHAIMELEON report template: title page

Figure 7: CHAIMELEON report template: content page

The CHAIMELEON poster template was also fashioned in a similar manner:

Figure 8: CHAIMELEON Poster template

3. Website

The website of the CHAIMELEON project has been set up and is now available under the following URL: www.chaimeleon.eu.

An .eu domain was chosen in order to associate the project with its funding body, the European Union. The EU emblem and a statement on the project's Horizon 2020 grant number has been included in the website's footer.

The website design was initiated based on the CHAIMELEON logo. Every effort was made throughout the design process to create a clean, simple and intuitive design that allows users to easily and quickly find the information they want. For the homepage of the website parallax scrolling format has been implemented, as it allows users to simply scroll through all the main features of the website without having to navigate through a maze of separate pages.

The sections of the website include:

- Home page
- Project Summary
    - About the project
    - Work Packages
    - Deliverables
- News
- Partners
- Publications
    - Scientific Publications
    - Press & Media
- Contact
- Legal notice

The project content related sections of website will be regularly updated according to project progress. It will serve as the central information system for all project-related information and communication activities throughout the project's lifetime and beyond.

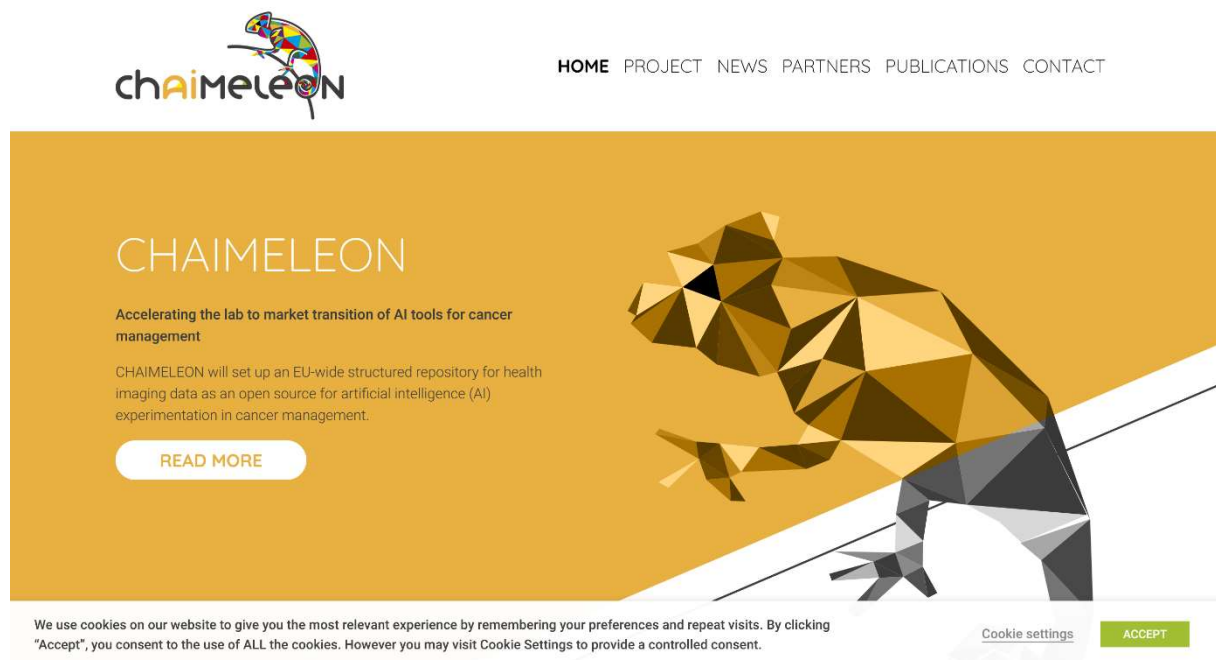The following series of screenshots provide an overview of the website:

Figure 9: Top section of CHAIMELEON website incl. cookie preferences pop-up

THE CHAIMELEON PROJECT

ARTIFICIAL INTELLIGENCE AS A NEW TOOL FOR CANCER MANAGEMENT COORDINATION

CHAIMELEON aims to set up an EU-wide structured repository for health imaging data to be openly reused in Artificial Intelligence (AI) experimentation for cancer management. It will be built as a distributed infrastructure and populated with multimodality imaging and related clinical data for historic and newly diagnosed lung, prostate and colorectal cancer patients.

The CHAIMELEON repository will be designed to meet the need for access to large datasets of high quality in interoperable repositories enabling secure sharing across Europe with the specific purpose of constituting an open, accessible, intuitive resource for the community of developers of AI-based solutions for cancer management.

FACTS AND FIGURES

Name	Accelerating the lab to market transition of AI tools for cancer management
Acronym	CHAIMLEON
Start date	September 1, 2020
End date	August 31, 2024
Project Coordinator	Prof. Luis Marti-Bonmati, HULAFE
Consortium	18 partners from 10 coutnries
Total funding	€ 8 784 038,75

CONTEXT

The use of Artificial Intelligence (AI) on health data is generating promising tools for assisting clinicians in application fields such as cancer management. Increasing favourable outcomes suggests that **health imaging-based AI**

Figure 10: Page with project description

Figure 11: About section with links to a page with work packages descriptions and a results repository which will contain all public deliverables

Figure 12: Page with list of public deliverables that will be updated as the project progresses

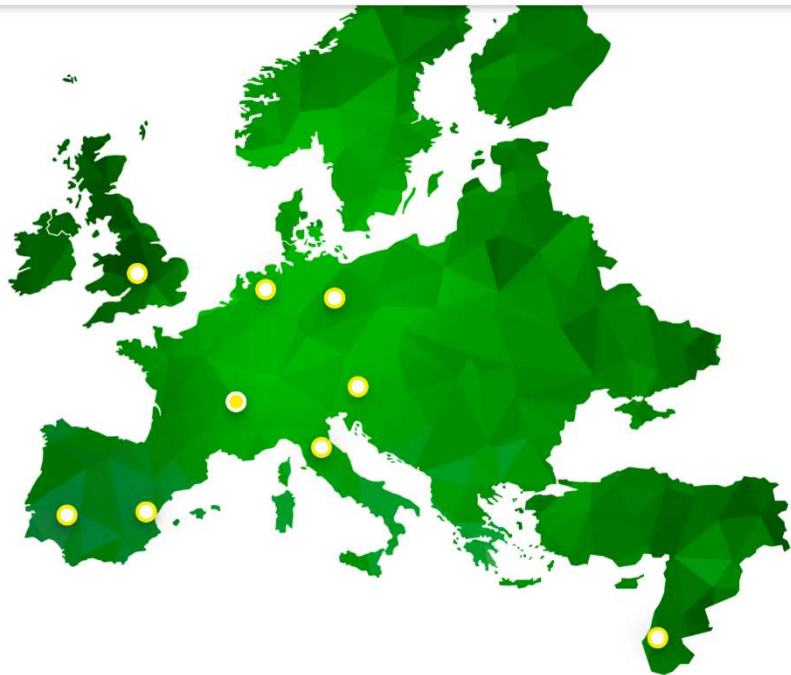*Figure 13: News section with latest news posts, which are then linked to more detailed reports. A link to the news archive is provided.*

Figure 14: Partners section with animated dots to identify the location of the partners. When selecting a dot, the logos of the participating partners from this country appear. Each country has a separate page with a description of each partner, as depicted in Fig.15.. A link to a list of external collaborators is also included in this section.

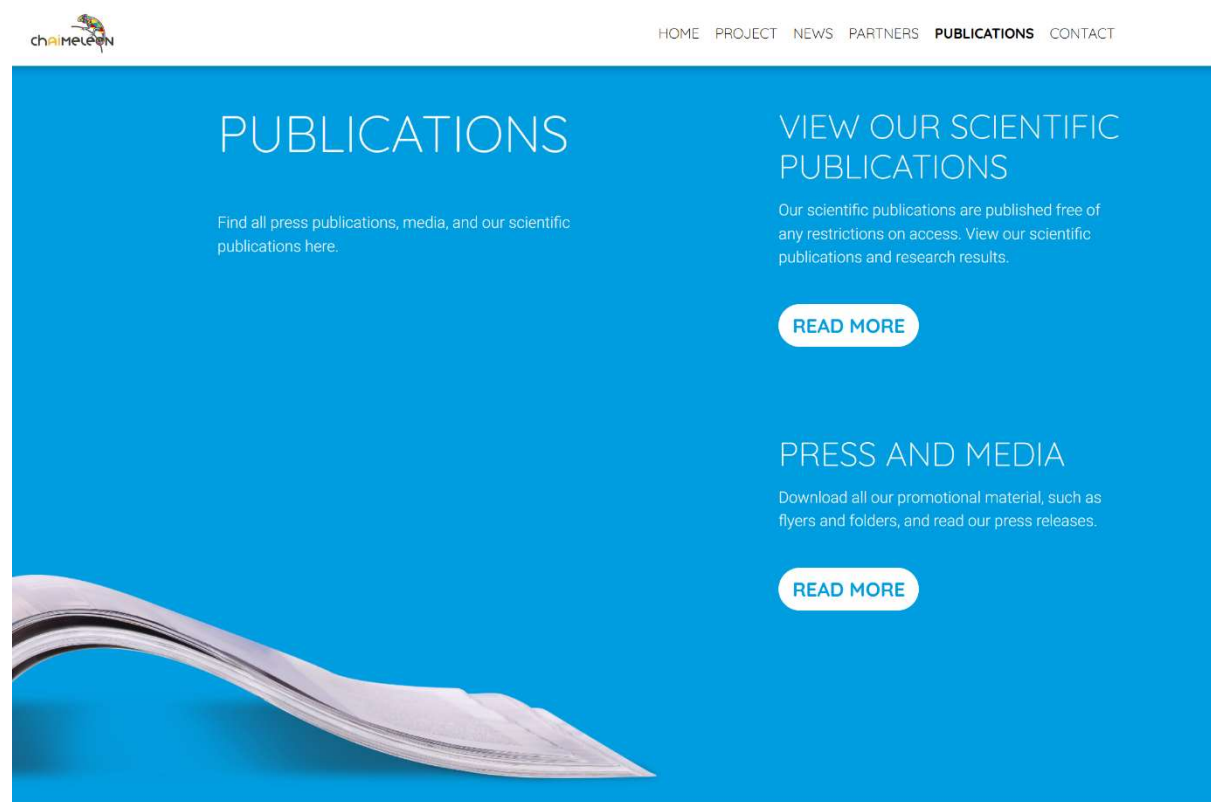
Figure 15: Partner page for the CERF, France.

Figure 16: The publications section. By clicking on "read more" the user is taken to a page with online repositories for open access publications, press material, and other media.
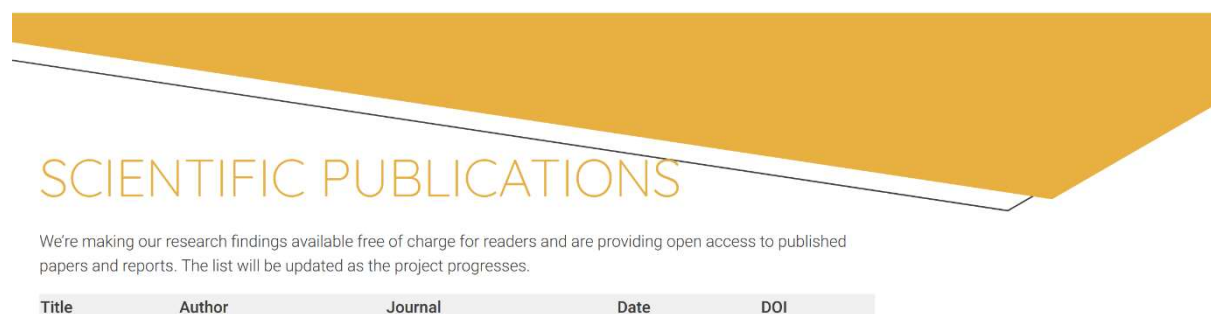

Figure 17: Publications page with a file repository of open access articles that will be added when available.

PRESS AND MEDIA

Download all our promotional materials, such as flyers and folders, and read our press releases.

Item	Link
CHAIMELEON Logo	DOWNLOAD
Press Release (Spanish)	LINK

Figure 18: Press and media page with promotional material and press releases.

Figure 19: The contact section with details of the coordinator, technical manager, data protection officer, and project manager.

Figure 20:Website footer with EU emblem and funding sentence, as well as a button to follow the project's Twitter account (@chaimeleon_eu).

4. Conclusion

A visual identity has been successfully set up for the CHAIMELEON project and a first toolkit for dissemination activities has been provided. The toolkit includes the project logo, templates for reports, presentations and posters.

In addition, a project website has been created and a dedicated Twitter account (@chaimeleon_eu) has been set up. The CHAIMELEON website serves as the central platform for all project-related public information and thus is a key communication instrument of the project during its lifetime and beyond. It will provide all dissemination material developed during the project and links to any publication made in relation to CHAIMELEON. The website will be further developed and regularly updated according to project progress and achievements. The Twitter account will be used to broadly dissemination project results and engage the general public and specific target audiences in a dialogue. This allows the partners to gather feedback on their results and achievements.