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COMMUNITY-DRIVEN INCLUSIVE, EQUITABLE,
MENTAL HEALTHCARE ACCESS

D6.5 Website development and launch

Q-PLAN

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Executive Summary

The present report is prepared as deliverable “D6.5: Website development and launch” of the EQUICARES project (Grant Agreement No. 101156500), funded by the European Union’s Horizon Europe. It introduces the EQUICARES project website and briefly presents the associated social media channels, as they were created and developed within the first months of the project.

EQUICARES is a Horizon Europe project aiming to improve access to sustainable mental health and care services for people in vulnerable situations through research, co-creation, and policy solutions. The project applies innovative methodologies, including an advanced Levesque framework, computational social sciences, and cost-analysis techniques to assess inequalities and design effective solutions. Using digital ethnography, EQUICARES maps and evaluates innovative mental health solutions, compiling insights in a dedicated Atlas for policymakers. Piloting in 8 areas across 7 countries, it engages communities through “Smart Health Labs” to co-design and implement solutions. EQUICARES also introduces an AI-based assistant to enhance digital literacy and mental health support. The project tests the impact of its solutions, replicates successful models in 4 additional regions, and provides evidence on the cost of inaction. Finally, the ‘Inclusive Mental Health & Care Policy Dashboard’ ensures sustainability and long-term policy adoption. EQUICARES is shaping a future where mental health services are inclusive, accessible, and innovative.

The project has selected a wide variety of communication channels (official website, social media, etc.) in order to disseminate the project’s main objectives, activities, events, achievements and results. In this direction, the deliverable is organised into four main sections. It starts by introducing the current report and proceeds by describing the project’s website and linked social media accounts, before ultimately concluding with the deductions resulting from the elaboration of the report.

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List of Terms and Definitions

Table 1. Terms and Definitions

Abbreviation	Definition
EU	European Union
KPI	Key Performance Indicator
NoI	Network of Interest

1. Introduction

This report constitutes a detailed description of the EQUICARES website, describes the functionalities of the webpage and briefly presents the project's social media accounts. These will be optimised and enhanced with essential dissemination materials, which are expected to serve as a multiplier of the project's main ambitions and objectives.

With that in mind, the following table outlines communication channels that currently shape the project's online presence (a BlueSky account will possibly be created).

Table 2: The EQUICARES main online communication channels

Channel	URL
Website	https://equicares-project.eu/
Facebook	https://www.facebook.com/profile.php?id=61571805159384
Instagram	https://www.instagram.com/equicares_project
LinkedIn	https://www.linkedin.com/company/equicares/
X	https://x.com/equicares_EU
YouTube	https://www.youtube.com/@EquicaresEUproject

All the above-mentioned online communication channels are expected to contribute greatly to the dissemination of the project results and outcomes. Considering that, this report encompasses the following:

- **Chapter 1** provides a brief description of the EQUICARES project's online presence and introduces its website together with the social media accounts that complement the project's online presence.
- **Chapter 2** describes the EQUICARES website to support all the necessary horizontal activities of the project.
- **Chapter 3** outlines the social media channels employed for efficient dissemination, awareness raising and communication in conjunction with the project's website.
- **Chapter 4** details the conclusions resulting from the development of the project's online presence.

D6.5 (Website development and launch) builds directly on the strategic foundation laid out in D6.1 (Dissemination & Communication Plan - v1), translating its outlined communication goals into practice in the framework of WP6 Dissemination, exploitation, and sustainability. Their submission date for both deliverables is in M3 (March 2025).

2. The EQUICARES website

The EQUICARES website is publicly available at <https://equicares-project.eu/> since M3 and it was designed during the early stages of the project to support all the necessary horizontal activities of the project. The content and structure of the EQUICARES website are organised and designed to showcase the project, in terms of goals, background, work plan, consortium partners, use cases as well as the presentation of news related to EQUICARES' project work.

In addition, the EQUICARES website has a responsive design to ensure allow consistency between how what the site appears shows on a desktop and what it shows on a handheld device. Its layout guarantees easy browsing through its web pages. More specifically, the layout consists of:

- The **header** section contains the project logo and its acronym, as well as **the main navigation menu**. It facilitates fast browsing between the different pages of the website.
- The **main content area**, the main part of every page, providing tailor-made information to the visitors.
- The **footer** containing the partners logos in a carousel format, with links to their respective websites, the structure of the website (sitemap), the link to the privacy and cookies policy and below these, the information about the project's funding by the European Union's Horizon Europe framework and the respective disclaimer as per contractual obligation.
- The **social media icons** are pinned throughout the whole page on the right side.

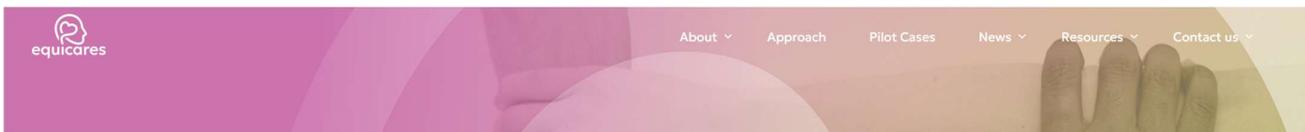


Figure 1: The EQUICARES website header



Figure 2: The EQUICARES website footer

By the end of the project, the website aims to reach more than 10,000 visits (KPI). To achieve that, the website is being monitored periodically to assess whether the project is on the right path or if increased efforts are needed. Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics 4¹, to which the website is registered since the first day of its operation, also supported by the website's privacy policy (Figure 3, 4).

¹ <https://support.google.com/analytics/answer/10089681?hl=en>

EQUICARES Privacy Policy

How we collect your personal data

We collect personal data both **directly** and **indirectly**:

Directly: We obtain personal data directly from individuals in a variety of ways, including but **not limited to** the following cases:

- an individual registers to attend in meetings and events we host and during attendance at such events;
- an individual participates in an interview or survey organised by us;
- an individual subscribes to our project newsletter;
- we establish cooperative relationships with an individual;
- we provide professional services pursuant to our contract with the European Commission.

Indirectly: We obtain personal data indirectly about individuals from a variety of sources, including:

- our research partners;
- our networks and contacts;
- public and open data sources such as public registers, news articles and internet searches;
- social and professional networking sites (e.g., LinkedIn).

What types of data we collect

We only collect the data that are necessary for the smooth implementation of our project. These data fall into the following categories:

- **contact details** (name/surname, e-mail address, phone number);
- **professional information** (job title, organisation, field of expertise);
- **demographics** (e.g. age, gender, nationality, income level);
- information about what a person **knows or believes regarding issues related to the project**;
- **videos and photos** (from people that attend our events).

Technical means of data collection

Your personal data may be collected via publicly available websites, via secure surveying software (e.g., Google Forms, EU Survey, SurveyMonkey) and via direct enquiry to you during project activities (e.g., participation in focus groups, face-to-face interviews, observational fieldwork). Should we collect your personal data in any other way than through direct inquiry with you, we will make sure to inform you about this and about the source of the data.

Figure 3: Excerpt from the EQUICARES website privacy policy

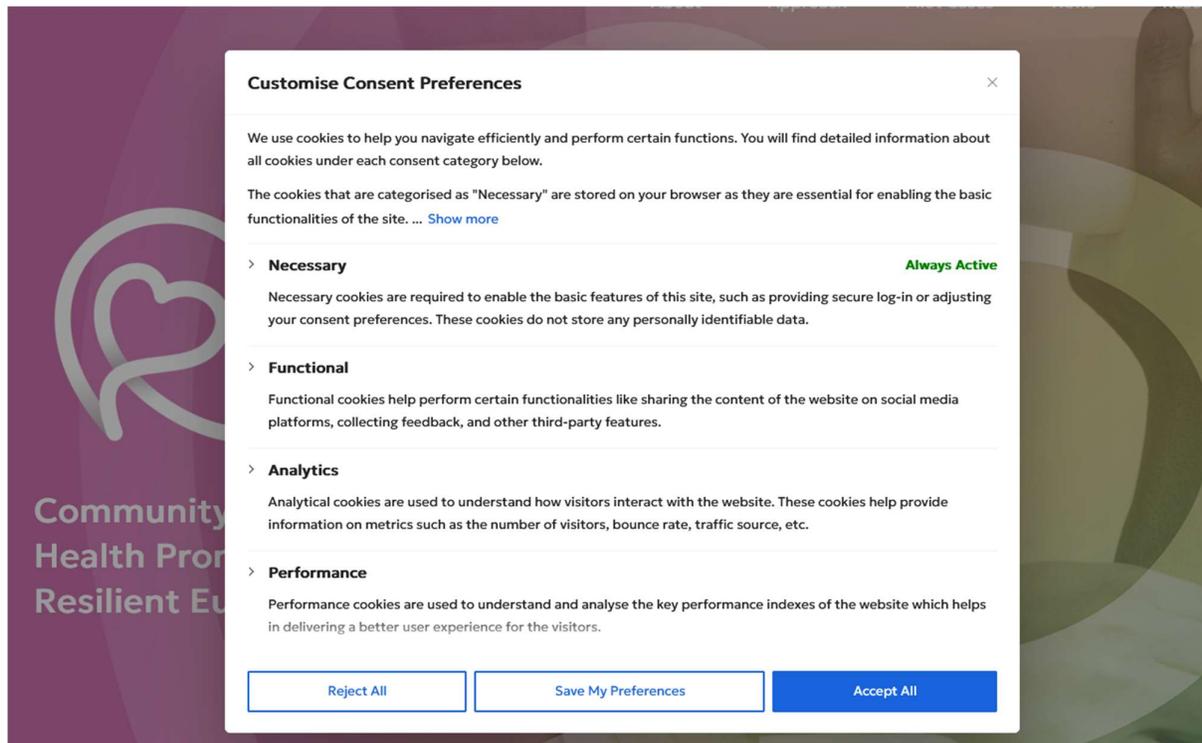


Figure 4: The EQUICARES website cookies

The following sections present the main pages of the website, which are further analysed in the rest of the subpages.

2.1 Home

The website's homepage features a header menu, as shown in Figure 5, along with a summary of the EQUICARES project and a description of the Network of Interest (NoI), including a subscription button. This page serves as an overview of the project and its current progress. In the upcoming months project news will also be added, along with a promotional video scheduled for M12, which will be embedded below the project summary. During the first year, while the Network of Interest (NoI) is still being established, a call to action will be included on the homepage for professionals and stakeholders interested in further involvement.



Figure 5: The EQUICARES website frontpage layout (top & bottom)

2.2 About

This page aims to present all the detailed information related to the project. More specifically, the subpages are presented below.

- **Concept and Objectives:** This subpage introduces the EQUICARES overall concept as well as the cornerstone objectives that will define the outcomes of the project.
- **Activities:** This subpage presents the EQUICARES work packages.
- **Consortium Partners:** The purpose of this subpage is to show the project's consortium partners and provide details for each of partner profile with links to their respective websites.
- **Synergies:** This subpage presents a list of initiatives and sister projects that EQUICARES plans to collaborate with in blocks with logos, along with the links to their individual website and is outlined in section 2.8: "Subpages coming soon".
- **Ethics Advisory Board:** This subpage presents the project's Ethics Advisory Board members and is outlined in section 2.8: "Subpages coming soon".

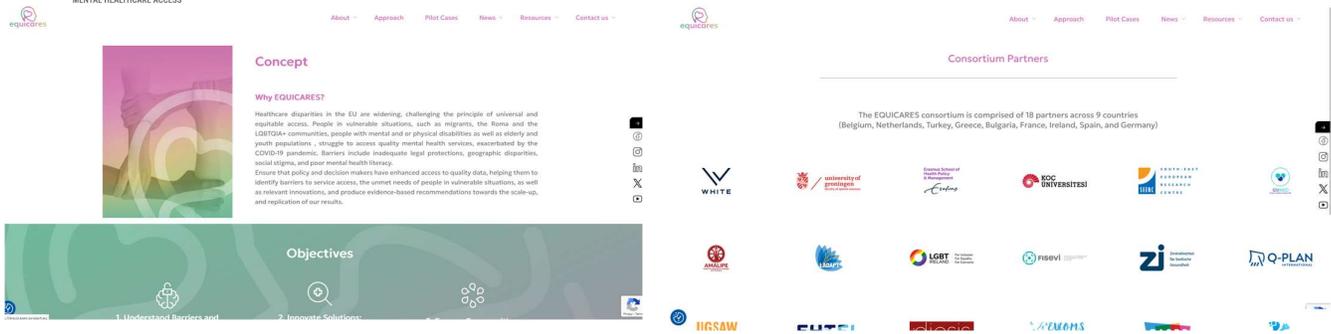


Figure 6: The EQUICARES website About page (selected subpages)

2.3 Approach

This page aims to outline the means that EQUICARES will leverage to achieve its expected results and will be tested in the Pilot Cases. It is divided into four sections according to their type:

- a. **Research on Accessibility Barriers**, outlining the Levesque Framework for assessing accessibility barriers in mental health services, incorporating ethnographic research, surveys, focus groups, and cultural mediator collaboration, while enhancing EU and national databases for comprehensive analysis of vulnerable populations' needs.
- b. **Co-creating and Piloting the proposed solutions**, detailing the establishment of eight Smart Health Labs, both physical and virtual, where individuals in vulnerable situations co-create innovative mental health services, integrating digital, social economy practices, and stakeholder collaboration, to develop inclusive, sustainable models and pilot Citizen Science projects aimed at improving accessibility and informing scalable policy recommendations.
- c. **Policy Dashboard**, introducing EQUICARES' centralised platform that includes tools for monitoring, assessment and cost analysis.
- d. **Key Components**, including monitoring, assessment, and cost-analysis tools for evaluating mental health service accessibility, the Atlas of Innovative Mental Health Solutions with interactive visualizations, an AI-based assistant for personalised support and trend analysis, site-specific policy briefs with tailored recommendations, and a Replication Handbook for developing roadmaps to assess and scale mental health service interventions using the EQUICARES methodology.

Approach

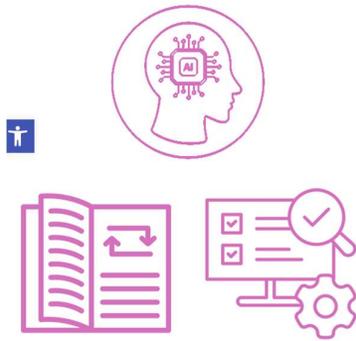


Research on Accessibility Barriers

The EQUICARES approach adopts the Levesque Framework, which assesses service accessibility through the lenses of approachability, acceptability, availability, affordability, and appropriateness. The framework will be expanded to specifically address the needs of individuals in vulnerable situations.

A mixed-methods approach will be used, including:

- Ethnographic research (both in-person and digital)
- Application of the Levesque framework to create new mental health-related indicators for evaluating accessibility barriers
- Conducting interviews, focus groups, and surveys
- Collaboration with cultural mediators when needed to build trust and facilitate engagement with vulnerable populations
- Enhancement and integration of existing EU and national databases (e.g., EU-SILC, European Health Interview Survey) for comprehensive analysis



Key Components

Monitoring, Assessment & Cost-Analysis Tools

- Provides data on service affordability and accessibility as well as on other life satisfaction elements. Tracks impact through cost-consequence analysis and performance tools.
- Helps evaluate financial and social implications in mental health access.

Atlas of Innovative Mental Health Solutions

- Dashboard of the identified innovative solutions
- Categorised solutions with interactive visualisations
- Customisable preferences

AI-Based Assistant

- Provides personalised mental health support
- Is tested by end-users in the Smart Health Labs
- Fosters mental health and digital literacy
- Analyses trends and forecasts needs
- Matches policymakers with relevant solutions



Figure 7: The Approach page

2.4 Pilot Cases

The main aim of this page is to demonstrate the 8 Pilot Cases that will be implemented in the context of the EQUICARES project. An interactive map enables the description of the respective Pilot Case area and the leading partner. This includes focus areas, information highlighting the importance of the selection of each pilot area, as well as current major challenges each pilot is facing.



Figure 8: The Pilot Cases page

Germany Lead Partner: ZI



The EQUICARES pilot in Baden-Württemberg, Germany, focuses on improving mental health and digital literacy among elderly individuals, particularly elderly migrants.

The project addresses the challenge of inadequate mental health services for migrants and refugees, aiming to raise awareness and foster inclusive care practices.

Activities include stakeholder mapping, co-creation workshops, establishing Smart Health Labs, and implementing an AI-Chatbot pilot.

The project will assess the effectiveness of these interventions and ensure their sustainability, ultimately enhancing mental health literacy for elderly migrants in Mannheim and promoting inclusive care design.



Figure 9: Pop up window with further details on a use case pilot

2.5 News

This page gathers the news and events of the project. It will also provide access to the project's newsletters.

- **News:** This subpage is outlined in section 2.1 Subpages coming soon.
- **Events:** This subpage is outlined in section 2.1 Subpages coming soon.
- **Newsletters:** In this subpage, website visitors can subscribe to EQUICARES Newsletter.

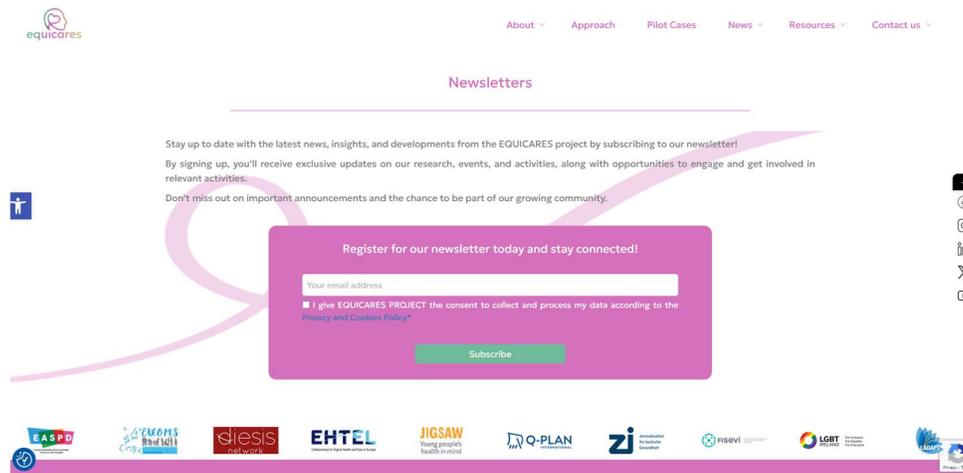


Figure 10: The Newsletters subpage

2.6 Resources

- **Public Deliverables:** List of the public deliverables together with download links as soon as these are available. This subpage is outlined in section 2.1 Subpages coming soon.
- **Scientific Publications:** This subpage is outlined in section 2.1 Subpages coming soon.
- **Dissemination Material:** List of the promotional material (banner, poster, and leaflet) developed to communicate the project and to support dissemination activities.

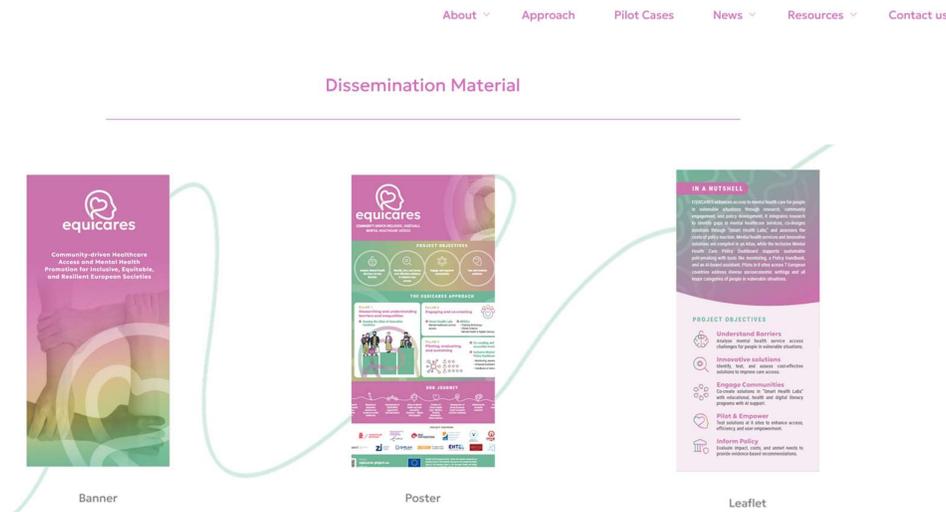


Figure 11: The Dissemination Materials subpage

2.7 Contact us

- Contact us:** Through this subpage, website visitors can communicate with a representative of the project’s consortium by filling out their comments or inquiries through a dedicated form. Responding to inquiries and comments received via the contact form is primarily the responsibility of the project dissemination manager. In case a query concerns a specific project activity related to a partner’s work, then it is forwarded to the partner. In addition, the page contains email addresses for general queries, details of key project focal points (Project Coordinator, and Dissemination & Communication manager). Also, the official project email is available for anyone wishing to contact EQUICARES at info@equicares-project.eu
- Network of Interest (NoI):** In this subpage, relevant actors can express their interest in joining the EQUICARES community of experts, gaining access to the project’s research and policy outcomes, contributing insights for high-level strategic guidance, and acting as ambassadors within EQUICARES activities. The registration process will involve completing a detailed questionnaire—the same used during the initial recruitment phase by project partners developed in T6.2— designed to capture key information about each applicant’s expertise and interests. Submitted applications will be then reviewed and validated by the consortium (rather than automatically approved), ensuring meaningful engagement.
- Newsletter Subscription:** In this subpage, website visitors can subscribe to EQUICARES Newsletter.

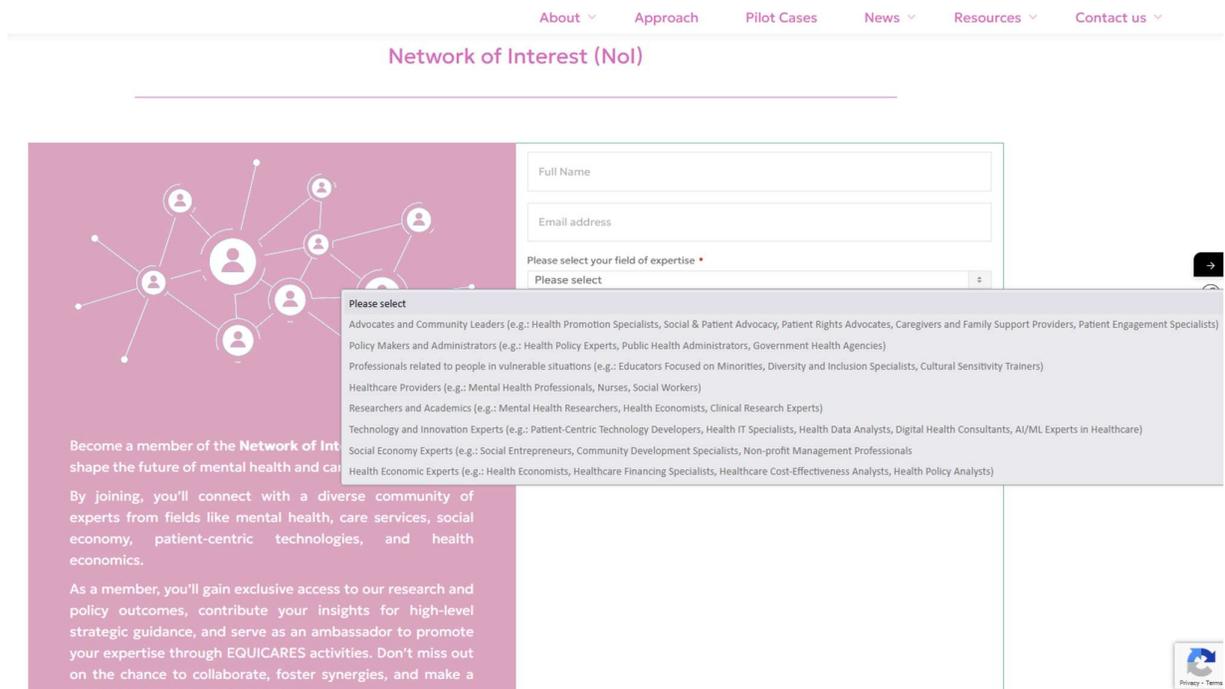


Figure 12: The Network of Interest (NoI) subpage

2.8 Subpages coming soon

The content of certain subpages will be available as soon as project activities allow that meaningful information is added to them. The unavailable subpages have their core structure defined. More specifically, these are the following:

- **Synergies:** This subpage will present a list of initiatives and sister projects that EQUICARES plans to collaborate with in blocks with logos, along with links to their individual website.
- **Ethics Advisory Board:** The purpose of this subpage will be to present the project's Ethics Advisory Board members and provide a short CV with links to their respective LinkedIn pages.
- **News:** This subpage will contain a list of news related to the goals of the project and the publication of project results. It will be used to share experiences and outcomes between the partners and the community of website users. Individual pages for each news item appear as soon as the images or hyperlinked headers of each news item block are clicked.
- **Events:** This subpage will contain a list of events related to the project to share more information about what was presented at each event.
- **Public deliverables:** This subpage will include a list of the public deliverables together with download links as soon as these are available.
- **Scientific publications:** This subpage will contain a list of the publications stemming from the scientific research conducted by the project partners in the framework of EQUICARES.

The Resources section will be updated to include the Atlas on Mental Health and Care Innovative Solutions, and the policy dashboard will also be accessible on the website.

2.9 Accessibility

The project's website has been designed with inclusivity and accessibility as top priorities, ensuring that individuals with special needs can easily access and navigate its content. To achieve this, the website incorporates an Accessibility Tools functionality that offers a wide range of customisable features, allowing users to adjust the site according to their specific needs. These features include options to increase or decrease text size for better readability, switch to grayscale for a simpler visual layout, and toggle between high or negative contrast modes to enhance text visibility. For users who prefer a lighter interface, a light background option is available, while the "Links Underline" feature ensures that hyperlinks are clearly distinguishable. Additionally, the site uses a readable font that has been carefully selected to improve legibility, and a reset function is provided to allow users to restore the default settings at any time. These features collectively create a flexible and user-friendly experience that accommodates a diverse range of accessibility requirements, making the website accessible and navigable for all users.

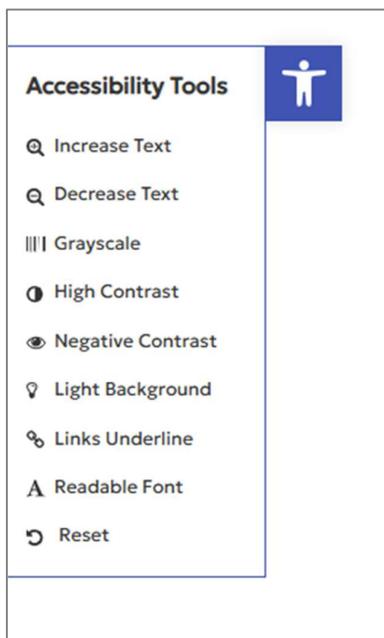


Figure 13: Accessibility Tools

3. EQUICARES presence on social media

Based on social media networking trends, the presence of the project on major social media networks and content platforms such as Facebook, Instagram, LinkedIn, X and YouTube has been delivered in M1. To enhance the interlinkage of the website with the project’s social media accounts there are short links to all project social media channels on the EQUICARES website.

A quick overview of the main social media channels (Facebook, Instagram, LinkedIn, X and YouTube) that have been created for disseminating the project results is illustrated in the figure below.



Figure 14: EQUICARES social media accounts

4. Conclusions

This report showcased the development and launch of the EQUICARES website and associated social media accounts, forming a cornerstone of the project's online presence and dissemination strategy. Designed with accessibility, responsiveness, and user engagement in mind, the website offers a central hub for presenting the project's objectives, activities, and outcomes. Complemented by social media channels, this digital infrastructure plays a vital role in informing and engaging diverse stakeholder groups. Looking ahead, the continuous monitoring and enrichment of these platforms will ensure their effectiveness in supporting the project's visibility, outreach, and long-term impact. As such, this deliverable sets the stage for implementing the broader communication strategy outlined in D6.1, to be further updated in D6.3 – Dissemination & Communication Plan (v2) at M18, along with the final monitoring and reporting of outreach efforts in D8.1 – Dissemination and Communication Results on M48.



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