



European monitoring of Medically Assisted Reproduction (EuMAR)

D2.1 Project website



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Table of Contents

Disclaimer	2
Copyright	2
Index of Figures	3
Acronyms and abbreviations	4
Executive Summary	5
Introduction	5
Project Webpage	5
Current web section structure	6
About page	7
Work package page	7
Events page	9
Further Development	11
Impact Monitoring	11
Conclusion	11
References	11

Index of Figures

Figure 1: Webpage displayed on desktop (left) and mobile (right)	6
Figure 2: The EuMAR landing page.....	7
Figure 3: The EuMAR about page.....	7
Figure 4: The EuMAR Work package page.....	8
Figure 5: Example of a detailed Work package page (WP2)	8
Figure 6: The EuMAR events page.....	9
Figure 7: Contact details of the project owner, Cookie and Privacy Policy are provided through the ESHRE page.	10

Acronyms and abbreviations

CSS	Cascading Style Sheets
D	Deliverable
ESHRE	European Society of Human Reproduction and Embryology
EU	European Union
HaDEA	European Health and Digital Executive Agency
HTML	HyperText Markup Language
MAR	Medically Assisted Reproduction
WP/s	Work Package/s

Executive Summary

This deliverable report provides an overview of the EuMAR project website, which has been integrated into the ESHRE (European Society of Human Reproduction and Embryology) website, with its own section made up of several different web pages. The EuMAR website provides valuable information on the project objectives, methods and results. As EuMAR's main communication tool it has high visibility within the ESHRE community. The impact of the project specific webpages will be monitored by tracking the number of visits. Additionally, this report also provides insights into the future development of the EuMAR website, outlining potential improvements and features that could be implemented to further increase engagement and user experience.

Introduction

The creation of the EuMAR project website is an important step in disseminating information about the project to a wider audience, i.e., medical professionals, patients and patient organizations, policymakers and authorities, researchers and the general public. The objective of the project specific webpages includes providing information on the project and its outcomes, the relevance of a central MAR registry, the IRCC and the registration of patients, encouraging engagement, and information on the use of the data for research, along with various resources that are created for the various audiences.

The EuMAR project aims to develop a pan-European registry of prospective, cycle-by-cycle data on the use and outcomes of medically assisted reproduction (MAR). The project addresses the need for more transparency, surveillance and biovigilance of MAR across national borders, including better data on the safety of MAR for offspring, donors and recipients, in line with the revision of the EU Directives on blood, tissues and cells.

The first version of the webpages was published on 8 March 2023. As a living tool, it will be continuously updated and reviewed throughout the project.

The purpose of this report is to outline the process of creating the EuMAR project website, its content and future developments.

Project Webpage

This chapter describes in detail the EuMAR project specific webpages that have been developed to serve as the main public presence of the project [1].

The EuMAR project specific web-section can be accessed via the following URLs <https://www.eshre.eu/EuMAR> and <https://www.eshre.eu/Data-collection-and-research/EuMAR>. In addition, ESHRE has reserved the domain name www.eumar.eu, to protect the mark/name of the EuMAR, not only for the duration of the research project but also for future prospects and to make sure that relevant stakeholders have easy access to reliable sources when searching for the EuMAR project. Furthermore, a separation of the EuMAR project might be necessary in once the project has finished and EuMAR would need to have an independent online presence.

The EuMAR project website has been built into the ESHRE website, which provides access to a large community of researchers, clinicians and patients interested in reproductive medicine. This provides high visibility to the ESHRE community, increasing the website's reach and impact. To reach beyond the existing audience of the ESHRE website, we will be using the website link in all communication activities, so that all stakeholders are able to use the website as the main source of information on the project.

The project specific webpages were created by the ESHRE communications team, in collaboration with the project support team. The webpages were designed to be visually appealing, easy to navigate and accessible on different devices (Figure 1). The creation of the webpages involved several steps, including the framework of webpage layout, the selection of appropriate content and the development of the website using HTML and CSS.

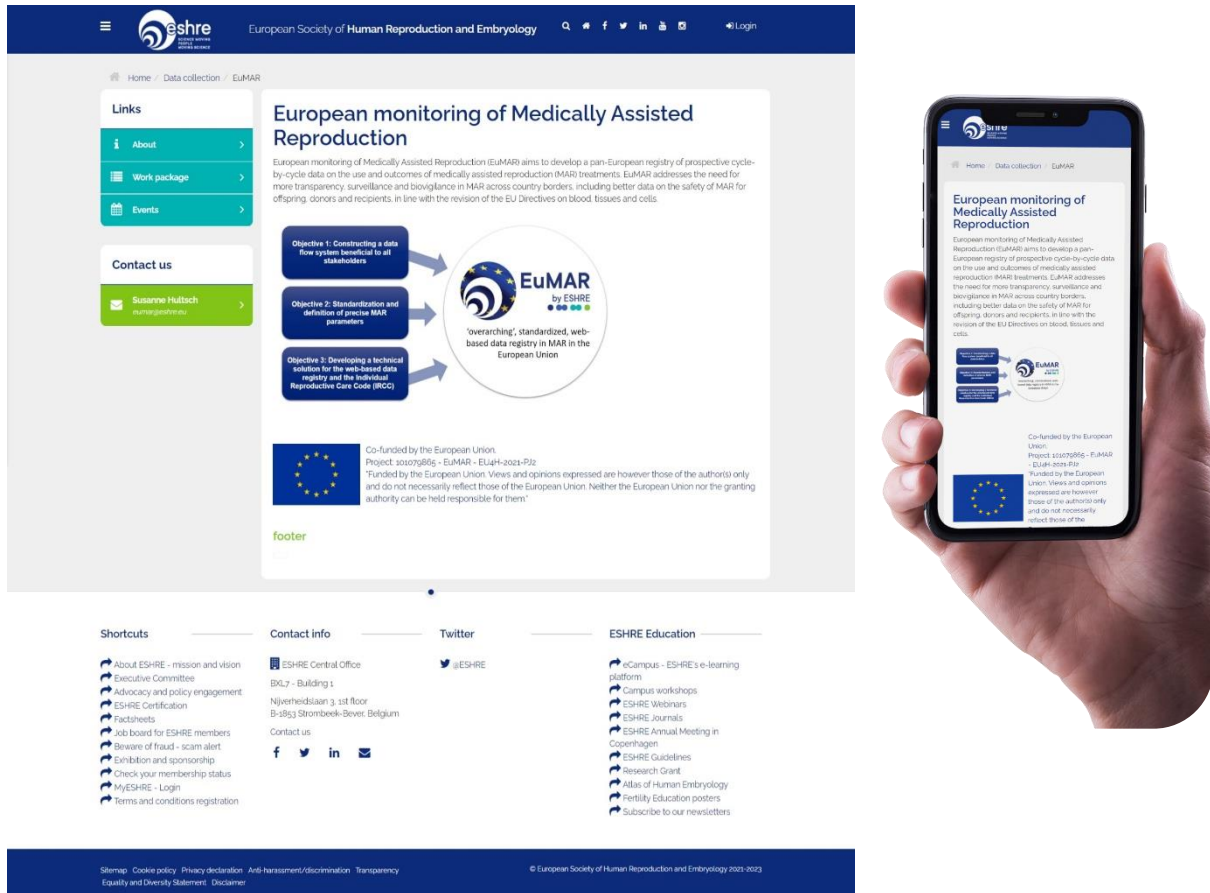


Figure 1: Webpage displayed on desktop (left) and mobile (right)

Current web section structure

The EuMAR project web section has a landing page, which is the page you reach when clicking on either of the above-mentioned URLs, it presents the audience with the project summary and visual overview including three main objectives. IT also hosts the European flag along with the funding statement and disclaimer, in accordance with article 17 of the grant agreement [2]. Contact details specifically for the EuMAR project are placed on this page.

It also consists of three main sections: the About page, the Work Packages page and the Events page. (Figure 2)

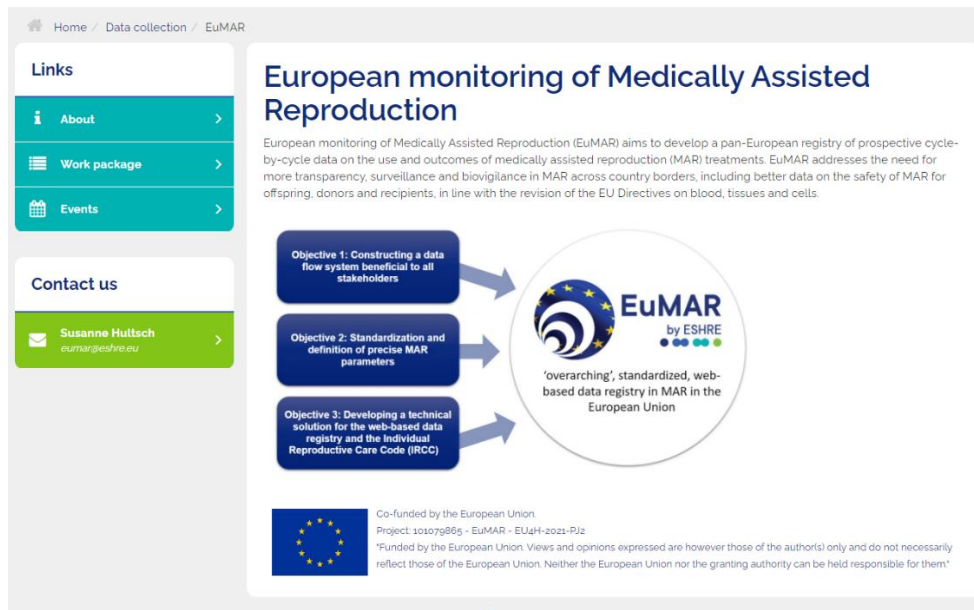


Figure 2: The EuMAR landing page.

About page

The About page, gives some background on ESHRE's EIM programme, aims of the project and key steps that will be undertaken. (Figure 3).

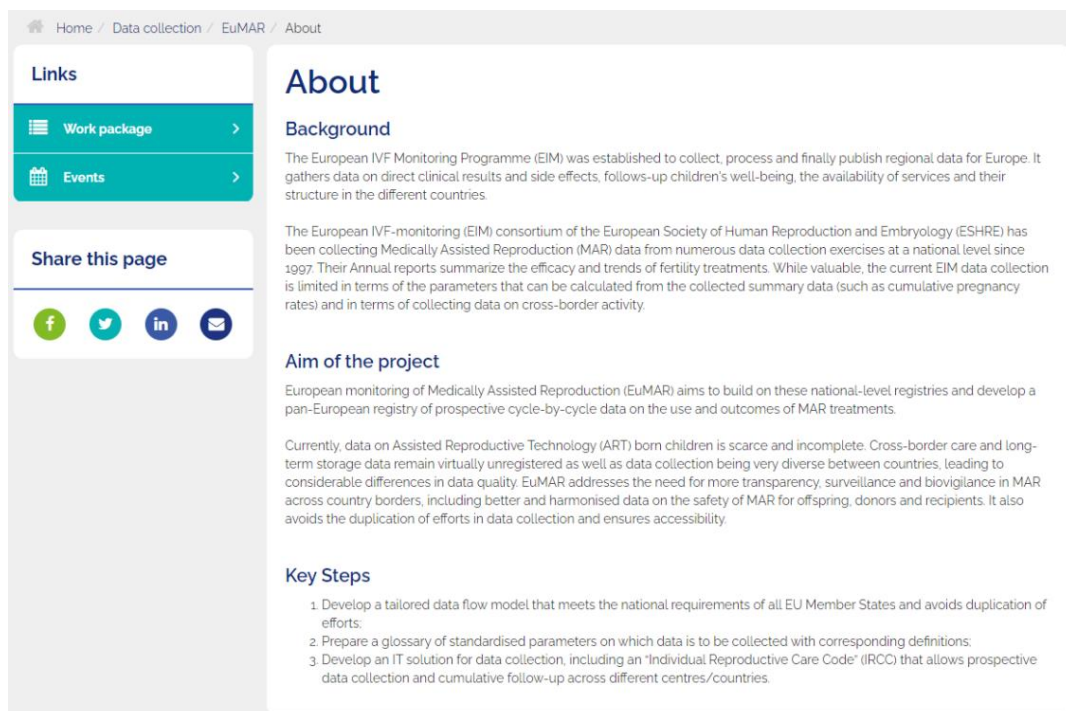


Figure 3: The EuMAR about page

Work package page

The Work package (WP) page visualises the different work packages of the project (Figure 4). The WP buttons in the graphic are clickable taking you to separate pages with more detailed information on each WP (Figure 5).

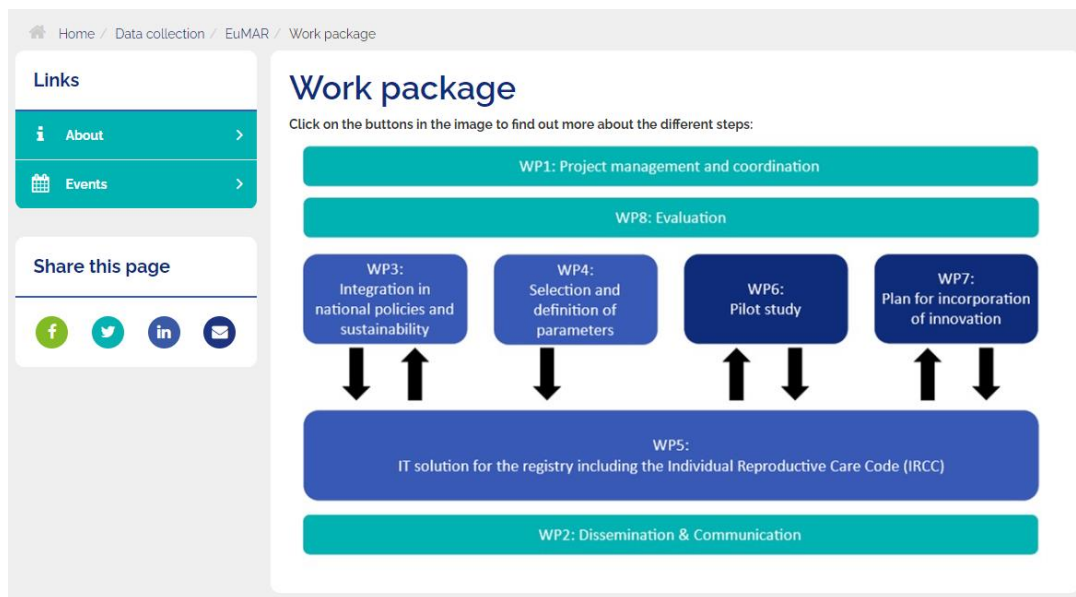


Figure 4: The EuMAR Work package page.

The specific work package page provides more detailed information on the project's objectives and research activities per package and is useful for those who want to understand the methods and approach. These pages also contain information about the work package members. Further information on the newly involved working group members will be added latest by then end of April.

The screenshot shows a detailed page for 'Work Package 2 – Dissemination & Communication'. It includes a 'Share this page' section with social media icons. The main content is organized into three sections:

- Objectives:** The overall objective is to identify and reach the target audience and stakeholders, including EU and national policy makers, academic institutes, professional associations, end users and the public. The specific objectives of WPs are:
 - To refine and establish the project's dissemination and communication strategy.
 - To define and reach the target audience and stakeholders at the level of institutions, professional societies, policy makers and final users.
 - To develop the toolkit for dissemination and communication of the project actions and outputs.
- Description:** The work package entails the following tasks:
 - Dissemination and communication strategic plan
 - Dissemination report
 - Stakeholder interaction and involvement
 - Outreach to MAR patients
 - Outreach to MAR professionals
 - Organise final dissemination conference
- Work Package 2 team:**
 - Laura Rossignoli**, WP Leader
 - Susanne Hultsch**, Project Support
 - Elena Achotegui**, Project Support
 - Veerle Goossens**, Project Support
 - Johanna Tassot**, Project Support
 - Nathalie Vermeulen**, Project Support

Figure 5: Example of a detailed Work package page (WP2)

Events page

The Events page will list all ESHRE events and activities where the EuMAR project will be presented (Figure 6). All information pertaining to the upcoming events, activities and conferences where project leaders and researchers will present their findings will be included here.

Home / Data collection / EuMAR / Events

Links


- About
- Work package

Share this page

Facebook, Twitter, LinkedIn, Email

Events

Kick-off meeting – 10 March 2023



The official EuMAR Kick-off Meeting was held at ESHRE's headquarters in Strombeek-Bever (Belgium) on 10 March 2023. It was the starting block where the project's background, objectives and organisation were presented by the EuMAR Team, along with input from the HaDEA project officer regarding the project's technical requirements. Each of the Work Package leaders presented their lines of actions for the different work packages aiming to meet the EuMAR projects objectives and timelines.

[View agenda](#)

Stakeholder event - December 2023

more information to come

Final Dissemination event - December 2025

more information to come

Figure 6: The EuMAR events page

Contact details of the project owner ESHRE, as well as Privacy Policy and Cookies Policy are provided in the footer of the page through the ESHRE main website (Figure 7). There will also be the direct contact to the EuMAR project manager, on the landing page of the project specific web section.

ESHRE European Society of Human Reproduction and Embryology

Home / Data collection / EuMAR

European monitoring of Medically Assisted Reproduction

European monitoring of Medically Assisted Reproduction (EuMAR) aims to develop a pan-European registry of prospective cycle-by-cycle data on the use and outcomes of medically assisted reproduction (MAR) treatments. EuMAR addresses the need for more transparency, surveillance and biovigilance in MAR across country borders, including better data on the safety of MAR for offspring, donors and recipients, in line with the revision of the EU Directives on blood, tissues and cells.

- Objective 1: Constructing a data flow system beneficial to all stakeholders
- Objective 2: Standardization and definition of precise MAR parameters
- Objective 3: Developing a technical solution for the web-based data registry and the Individual Reproductive Care Code (IRCC)

EuMAR by ESHRE

'overarching', standardized, web-based data registry in MAR in the European Union

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Links

- About
- Work package
- Events

Contact us

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Shortcuts

- About ESHRE - mission and vision
- Executive Committee
- Advocacy and policy engagement
- ESHRE Certification
- Factsheets
- Job board for ESHRE members
- Beware of fraud - scam alert
- Exhibition and sponsorship
- Check your membership status
- MyESHRE - Login
- Terms and conditions registration

Contact info

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Contact us

Twitter @ESHRE

ESHRE Education

- eCampus - ESHRE's e-learning platform
- Campus workshops
- ESHRE Webinars
- ESHRE Journals
- ESHRE Annual Meeting in Copenhagen
- ESHRE Guidelines
- Research Grant
- Atlas of Human Embryology
- Fertility Education posters
- Subscribe to our newsletters

Sitemap Cookie policy Privacy declaration Anti-harassment/discrimination Transparency Equality and Diversity Statement Disclaimer

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Figure 7: Contact details of the project owner, Cookie and Privacy Policy are provided through the ESHRE page.

Further Development

The EuMAR website is in constant development and will be updated in line with the dissemination strategy of WP2. The overarching aim of further developing the content of this website will be to promote the project and its results and to provide targeted information on its added value to multiple audiences (including patients, medical professionals, policymakers, competent authorities, etc.). It is planned to add project updates and provide access to a toolkit for wider dissemination.

A Resource page will host the project's results, such as public deliverables, technical and scientific publications, reports and policy recommendations, as well as various documents and leaflets to help disseminate the project to different audiences. Confidential information is excluded.

To disseminate the content specifically to the wide range of EuMAR's target audiences i.e. MAR professionals and clinics, patients and patient organisations, policymakers and competent authorities, researchers and the general public, we plan to create a Target group page. This page will convey target group-specific messages on the scope, importance and foreseen impact of the EuMAR project in an easily accessible and understandable way to inform and engage all relevant stakeholders and gain their support for the project.

Impact Monitoring

The impact of the EuMAR project website is monitored by tracking the number of visits/views of the website. We will use tools such as "Google Analytics" and report on it as a dissemination impact indicator in the dissemination reports. This information will be used to measure the effectiveness of the website and to identify areas for improvement.

The website, as the main source of information and updates on the project, is also promoted through ESHRE's social media channels (Twitter, Instagram, Facebook and LinkedIn), newsletters and will be included in all other dissemination materials (e.g., leaflet) and during any other activities to increase the visibility of the project.

Conclusion

The creation of the EuMAR project web section has been an important step in promoting the project and raising awareness of its objectives. The website provides valuable information about the project and its progress in the future. The impact of the website will be monitored to ensure that it continues to be effective in promoting the project and engaging with relevant stakeholders and the general public.

References

[1] EuMAR Project Webpage. (n.d.). <https://www.eshre.eu/Data-collection-and-research/EuMAR>

[2] Grant Agreement Number 101079865— EU4H-2021-PJ2