

Project acronym: BETTER Life

Title: Bringing Excellence to Transformative Socially Engaged Research in Life Sciences through Integrated Digital Centers

Project number: 101071314

Deliverable 3.3

Launching of the Digital Centre

Description: A Digital Center of Excellence to support the capacity building of ECR and HEI. The report provides an overview about the goals and the structure of the DCoE.

Lead party for deliverable: MLU

Document type: DEC

Due date of deliverable: 21. 11. 2023

Dissemination level: PU

Authors: Arjan de Groot, Susanne Winge, Lina Ladinez, Thorsten Kliewe





Funded by the
European Union



BETTER Life PARTNERS:

ČESKA ZEMEDĚLSKÁ UNIVERZITA V PRAZE (CZU)

PIC 999912570, established in KAMYČKA 129 SUCHDOL,
PRAHA 165 00, Czechia



MARTIN-LUTHER-UNIVERSITÄT HALLE-WITTENBERG (MLU)

PIC 999871539, established in UNIVERSITÄTSPLATZ 10,
HALLE 06108, Germany



MARTIN-LUTHER-UNIVERSITÄT
HALLE-WITTENBERG

UNIVERSITÀ DEGLI STUDI DI CAMERINO (UNICAM)

PIC 999845737, established in PIAZZA CAVOUR 19F,
CAMERINO 62032, Italy



ACEEU GMBH (ACEEU)

PIC 896865008, established in WILHELM-SCHICKARD-STR 14,
48149, MÜNSTER, Germany



EESTI MAAÜLIKOOL (EMU)

PIC 999857280, established in KREUTZWALDI 1,
TARTU 51014, Estonia



DAUGAVPILS UNIVERSITĀTE (DU)

PIC 999830702, established in VIENIBAS STREET 13,
DAUGAVPILS 5401, Latvia



UNIwersytet Przyrodniczy w Poznaniu (PULS)

PIC 999880463, established in ULICA WOJSKA POLSKIEGO 28,
POZNAN 60 637, Poland



HELIXCONNECT EUROPE SRL (HELIXCONNECT)

PIC 893409868, established in 282A CAMERA 1,
BUCOVAT 307352, Romania



UNIVERZITET EDUCONS U SREMSKOJ KAMENICI PRIVATNE USTANOVE (EDUCONS)

PIC 973147263, established in VOJVODE PUTNIKA 87,
SREMSKA KAMENICA 21208, Serbia





Deliverable Information	
Title	Launching of the Digital Centre
Deliverable number	3.3
WP number	3
Lead beneficiary	MLU
Author(s)	Arjan de Groot, Susanne Winge, Lina Landinez, Thorsten Kliewe
Type	DEC
Dissemination Level	PU
Delivery date	21. 11. 2023

Project information	
Title	Bringing Excellence to Transformative Socially Engaged Research in Life Sciences through Integrated Digital Centers
Acronym	BETTER Life
Project no.	101071314
Type of Action	HORIZON Coordination and Support Actions
Website (Project)	www.betterlifehorizon.eu
Website (DCoE)	www.better-life-digital.eu

History of Changes			
Version	Date	Comment	Revised by
Version 0.1	16. 10. 2023	First draft	Patrik Toula, Lina Landinez
Version 0.2	20. 10. 2023	Addition and comments	Thorsten Kliewe
Version 0.3	8. 11. 2023	Addition and comments	Patrik Toula, Michal Lošťák
Version 0.4	16. 11. 2023	Additions and comments	Arjan de Groot
Version 1.0	21. 11. 2023	Final version	Susanne Winge, Patrik Toula



TABLE OF CONTENTS

TABLE OF CONTENTS 4

List of Abbreviations 5

1. EXECUTIVE SUMMARY AND INTRODUCTION 6

 1.1 The Digital Centre of Excellence 7

2. BASICS AND STRUCTURE OF THE DIGITAL CENTRE OF EXCELLENCE 8

 2.1 Hosting of the Centre and the Tools 8

 2.2 Editing the Content 8

 2.3 Safety and Security 8

 2.4 Evaluation of the use of the Digital Centre 9

 2.5 Navigation Structure of the EU Centre Website 9

 2.6 Navigation Structure of the National Centres 14

 2.7 Feature Options 15

3. CONCLUSIONS 16



List of Abbreviations

Abbreviation	Definition
ACEEU	Accreditation Council for Entrepreneurial and Engaged Universities
CI	Corporate Identity
DCoE	Digital Centre of Excellence
ECR	Early Career Researcher
EU	European Union
FAQ	Frequently Asked Questions
HEI	Higher Education Institution
IP	Internet Protocol
LS	Life Sciences
SER	Socially Engaged Research



1. EXECUTIVE SUMMARY AND INTRODUCTION

This report aims to introduce and explain the rationale regarding the creation of the Digital Centre of Excellence (DCoE) as a platform for displaying concrete methodological outputs of the BETTER Life project. As such, the DCoE are one of the primary means of communicating and making available the results of the project to the broader public and other academic institutions or quadruple helix actors. It is the intent of the project to use the DCoE to provide information and methodological toolkits relevant to fostering socially engaged research (SER) to early career researchers (ECR) and other potential users of the toolkits provided by the BETTER Life project.

A European DCoE and seven national centres are being set up. The national centres will have a stronger impact in the individual regions and will be set up in national languages. The European DCoE serves as a supra-regional platform. The regional centres are similar in structure to the European DCoE but can be specially adapted and expanded to meet regional needs.

The 10 tools developed in the BETTER Life project will be introduced and presented. Furthermore, the various capacity-building activities at institutional and individual level are visualised.

The Digital Centre is hosted by the Accreditation Council for Entrepreneurial and Engaged Universities (ACEEU) – one of the project's beneficiaries. Each partner receives access and can thus edit the content of the respective regional centre.

This report is split into two sections. The first section describes the goals and functions of the DCoE within the project. The second section explains the technical implementation, illustrated with a few screenshots.



1.1 The Digital Centre of Excellence

The DCoE of the BETTER Life project provides an inter-institutional support structure for early career researchers on SER in different project implementation regions. As such, the primary target groups are ECR and other HEIs not currently affiliated with the project. In the context of the project, the DCoE act not only as a platform meant to make visible the outputs of the project, but also as a potential incentive for cooperation with other actors in the field of SER. Thus, the DCoE could directly support the acquisition of new knowledge and foster stronger cooperation among relevant SER stakeholders.

In particular, the DCoE, together with the regional centres, will support the ongoing efforts of Work Package 4 "Capacity Building and Community of Practice", including but not limited to:

- the visualisation of the ten toolkits developed to address various challenges related to the advancement of SER in life sciences,
- supporting the implementation of the Virtual Winter School and the on-site Summer School as outlined in the project proposal, as well as
- supporting the bootcamps for ECR and Engagement Managers.

In total, the DCoE consists of eight centres: one EU-wide Digital Centre and seven regional centres in the seven project countries. The regional centres are working as a showcase and reflection for each region. As such, they can be adapted to the specific regional needs and activities and are especially focused on the activities of the "Think Tanks" - the regional communities of practice and the regional mentorship programmes.

Taking these points into account, the Digital Centre of Excellence must:

- be easily accessible,
- meet EU safety and security standards,
- be easy to manage,
- be compatible with other websites and platforms of the project partners,
- use the English language - as well as the local languages for the regional centres, and
- allow an evaluation of their outreach and effectiveness via click and engagement numbers.

2. BASICS AND STRUCTURE OF THE DIGITAL CENTRE OF EXCELLENCE

2.1 Hosting of the Centre and the Tools

The Digital Centre is hosted by ACEEU, who is responsible for maintaining the Centre after the project's conclusion (<https://www.better-life-digital.eu/>). The server is located in Germany.

At least ten toolkits will be hosted on the Website of the DCoE, which range from simple toolkits such as scientific guidelines to more complex self-evaluation toolkits and include innovative approaches such as educative (board-)games. Some tools require the development of a special platform, and as such, the various project partners develop these tools independently and adapt them to regional needs. Hence, they are hosted on a separate platform and made available on the DCoE through links and embedding. A common layout is guaranteed via the Corporate Identity (CI) of the BETTER Life project.

2.2 Editing the Content

BETTER Life uses WordPress blogs and the website building plugin Elementor (<https://elementor.com/>, provided by ACEEU). This way, each partner will be able to add, adapt and modify content to its regional Digital Centre. To this end, accounts and access structures are set up, and, if necessary, internal training courses are held.

The layout of the website corresponds to the design developed in the project.

2.3 Safety and Security

The website uses SSL encryption. The private policy is hosted at <http://www.better-life-digital.eu/privacypolicy>. ACEEU is responsible for it. The disclaimer is hosted at <http://www.better-life-digital.eu/disclaimer>.



The website uses Google Analytics and thus cookies. They are used in accordance with German data protection regulations (GDPR). Content to the use of cookies is provided when visiting the website for the first time.

The website collects content needed for Google Analytics, especially IP, browser, system information and referral. In the future there might be a newsletter system. In this case the website would collect email address, first name and last name.

The BETTER Life Digital Centre itself does not manage participants. Single tools might but these will be hosted on their own servers and thus the management is on the respective websites.

2.4 Evaluation of the use of the Digital Centre

We will have access to fully-fledged analytics from Google so that we can track visitors, unique visits, page visits and much more. The decision as to which website content we evaluate is made in relation to the important project activities.

2.5 Navigation Structure of the EU Centre Website

The structure of the EU Centre Website follows the main objectives of the DCoE. Next to the landing page, the following tabs are created:

- About us
- Toolkit
- HEI Self-assessment
- Capacity Building
- Community
- National Centres
- Contact us



Funded by the European Union



The **landing page** provides information about the goals and contents of the DCoE. It also contains links with brief descriptions of the other tabs. It includes reference statements from team members and a section of Frequently Asked Questions (FAQ).

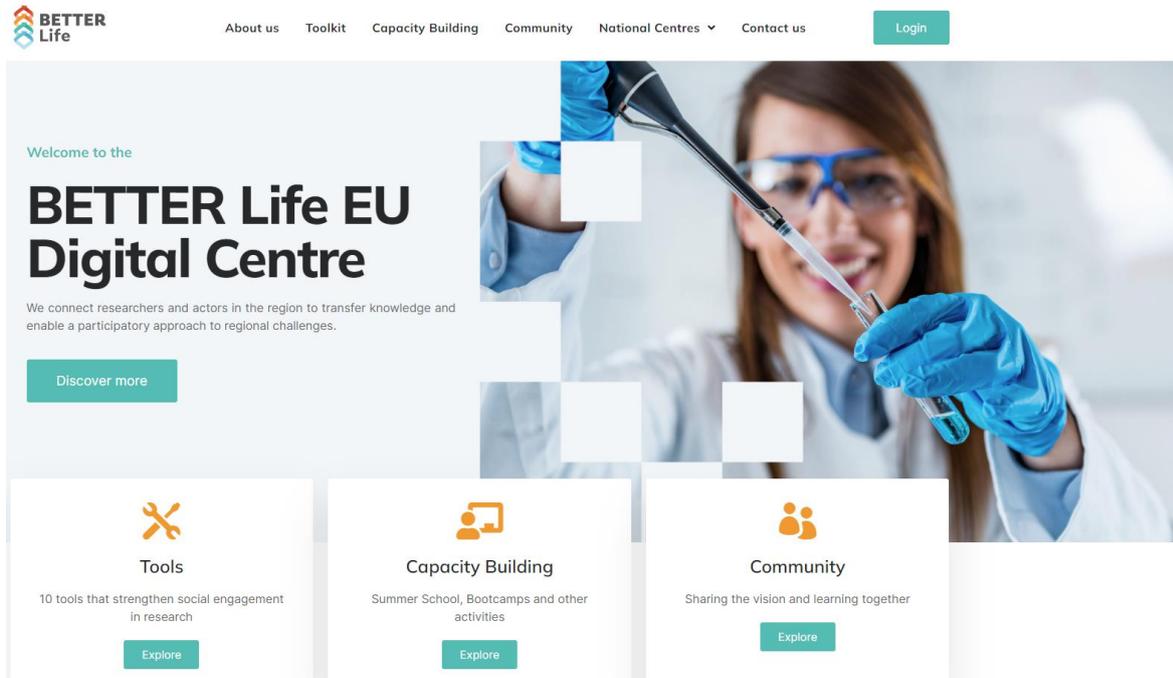


Fig 1. Landing page (date: 14. 11. 2023)

About BETTER Life

Bringing Excellence to Transformative Engaged Research in Life Sciences through Integrated Digital Centres (BETTER Life). Funded by the European Union, the BETTER Life project consists of nine partners from eight European countries, all committed to promoting the concept of Socially Engaged Research in their respective regions. We aim to do so with the development of new, informative and innovative standards and toolkits and the establishment of Centres of Digital Excellence, which will serve as a distributor and focal point of knowledge for the application and use of our toolkits.

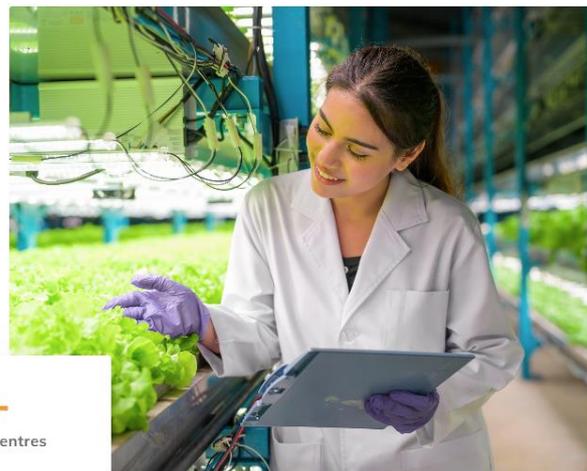


Fig 2. Landing page (date: 14. 11. 2023)



The tab **"About us"** contains information about the goals of the BETTER Life project, its vision and mission. The possibility of posting a short video is provided.

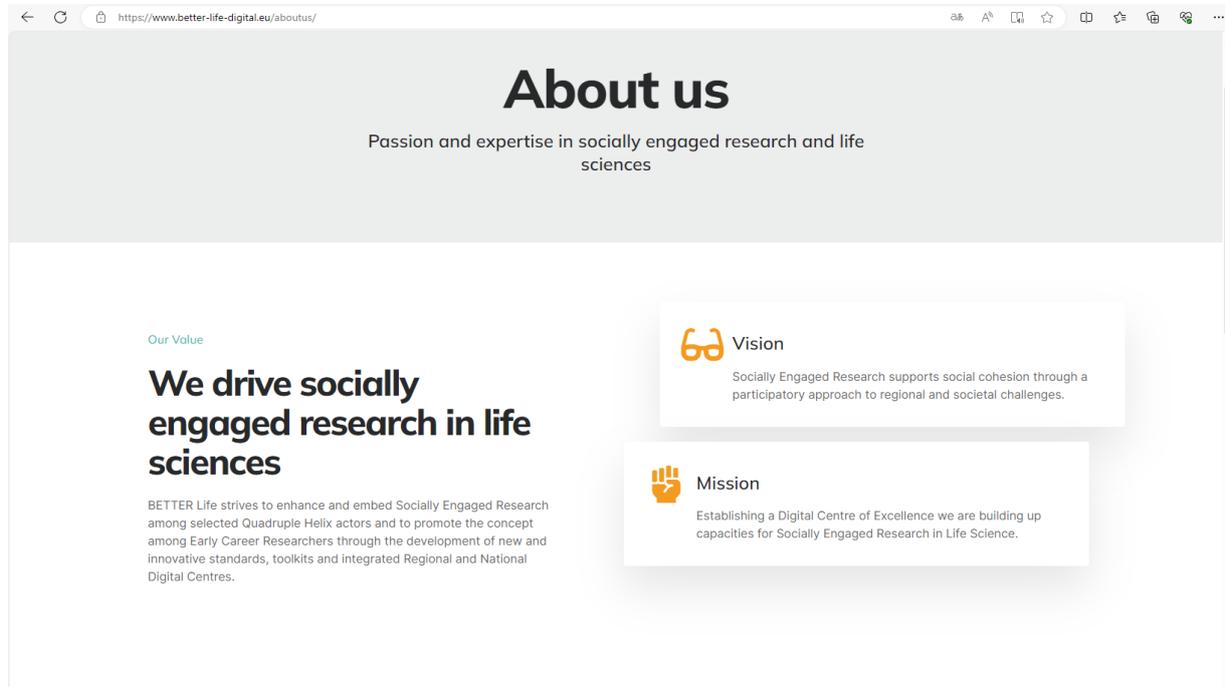


Fig 3. "About us" (date: 14. 11. 2023)

The **"HEI Self-assessment"** tab will present the self-assessment of work package 5 when the tool is completed. Access to the tool will be provided.

The **"Toolkit"** tab briefly introduces all ten tools, and link to an extra tab or another web page for each tool.



Funded by the European Union



About us Toolkit Capacity Building Community National Centres Contact us

Login

BETTER Life Toolkit

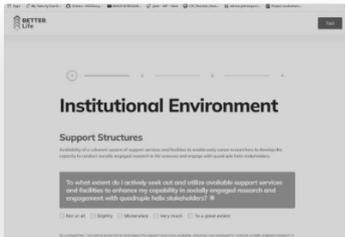
Supporting Socially Engaged Research



Taking different perspectives

A Boardgame for a better understanding of the advantages of collaboration

Learn more



BL-SER Self-Reflection Tool

Understand your engaging potential to build bridges with society

Learn more



Academic Bridge

Connecting municipalities with academic institutions and experts

Learn more

Fig 4. Overview about the tools (date: 14. 11. 2023)



About

Taking different perspectives

BETTER Life's serious, educative boardgame allows participants to better understand the need for and advantages of collaboration amongst Quadruple Helix actors. The game focuses on teaching the importance of engaging science and cooperative initiatives to address and manage societal and environmental challenges. The players assume the role of a number of different organisational entities within the game scenario. Each player will have their own targets, while also striving to cooperate with other players to reach shared and communal goals. The goals within the game are aligned with the current EU Biodiversity Strategy 2030. Failure to reach goals will have negative consequences for all participants, but each player needs to finely balance how much of their in-game resources are allocated towards



Fig 5. Example for the description of a tool (date: 14. 11. 2023)



The tab "**Capacity Building**" provides an overview of the different activities, such as the virtual winter school, the on-site summer school and the bootcamps. The objectives and activities are presented in an overview. A detailed explanation can be found on the websites of the regional centres.

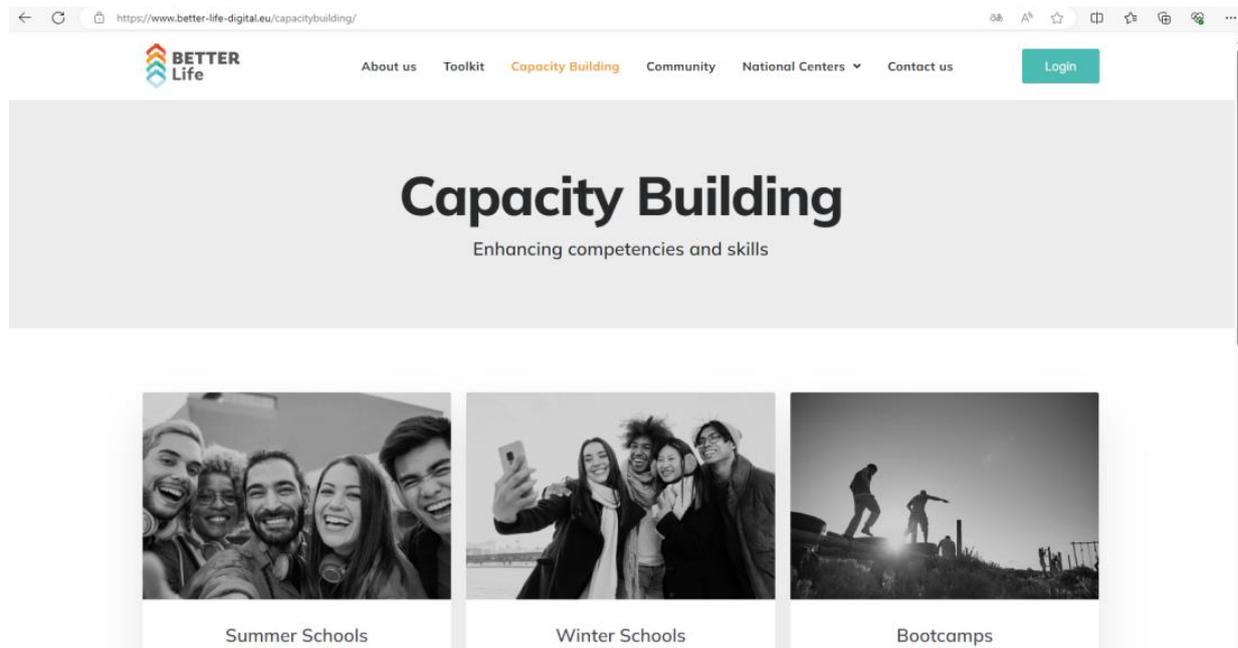


Fig 6. "Capacity Building" (date: 14. 11. 2023)

The "**Community**" tab will introduce members of the community of practice at the level of the overall project. In addition, the regional think tanks and the mentorship programmes will be briefly described with their function. For more details, there will be a reference to the regional centres.

The tab "**National Centres**" refers to the centres in the Czech Republic, Estonia, Latvia, Poland, Italy, Germany and Serbia.

The tab "**Contact us**" provides the contact information of the team and the link to the BETTER Life Webpage.



2.6 Navigation Structure of the National Centres

The navigation structure of the national centres is based on the structure of the EU Centre. Each national centre will use the national language. Next to the landing page, the following tabs are created:

- About
- HEI Self-assessment
- Toolkit
- Capacity Building
- Community
- Activity and outcomes
- Contact us

The **landing page** provides information about the goals and contents of the DCoE. It also contains links with brief descriptions to the other tabs. In the future, it will be possible to include reference statements from participants and to set up an FAQ.

The tab **"About us"** contains information about the goals of the BETTER Life project and the regional centre. The possibility of posting a short video is provided.

The **"HEI Self-assessment"** tab will present the self-assessment of work package 5 when the tool is completed. Access to the tool will be provided.

The **"Toolkits"** tab will briefly introduce all ten tools when completed, and link to an extra tab or another web page for each tool.

The tab **"Capacity Building"** provides information on the different regional activities, such as the virtual winter school, the on-site summer school and the bootcamps, in detail.



The "**Community**" tab will introduce regional members of the think tanks and the community of practice. In addition, the regional mentorship programme will be presented.

The tab "**Activity and Outcomes**" can be used for further regional activities. In addition, results for the region can be presented here.

The tab "**Contact us**" shows the contact information of the regional team.

2.7 Feature Options

The DCoE is a flexible platform so that changes and adaptations are possible during the project. It will be possible to add:

- tabs
- videos and
- other features.



3. CONCLUSIONS

This report describes the objectives and structure of the DCoE. In terms of the scope of the project, seven regional centres will be established in the partner countries in addition to an EU Centre.

Both the tools themselves and the capacity building activities, in which the tools are used, are presented in an informative and clear manner. The DCoE supports the visibility of the tools and thus promotes their future use. The DCoE can also be used to improve and further develop the tools as it can also be contacted and thus feedback on uses/applications of the tools be provided by us based on inquiries from people that visited the DCoE.

Based on this report, the development of the regional centres will commence and be launched within the near future. These regional centres will then serve as a template for other, similar efforts.