

D7.1 – Visual Identity and Project Website

December 2025



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List of Abbreviations

CDE	Communication, Dissemination and Exploitation
D	Deliverable
WP	Work Package
WPs	Work Packages
T	Task
TL	Task Leader
PMH	Project Management Handbook
PMT	Project Management Team
EC	European Commission
EU	European Union



Executive Summary

Deliverable 7.1 represents the first major output of *Work Package 7 – Raising Awareness and Ensuring Sustainable Communication in Cancer Literacy*, coordinated by Global Health Connector (Connector)¹. This deliverable lays the groundwork for all communication, dissemination, visibility, and stakeholder engagement activities that will accompany the CURTAIN project throughout its entire duration. It introduces the CURTAIN visual identity and launches the project website, which together serve as the central pillars for outreach, collaboration, and knowledge exchange.

Effective dissemination and communication are essential for strengthening the project's capacity to engage key stakeholders, build synergies with relevant initiatives, and support the long-term sustainability and replicability of its results. These activities not only convey the project's objectives, progress, and outcomes, but also reinforce the visibility of European Union - funded research and innovation, helping to bring CURTAIN closer to the wider public.

The success of these efforts depends on several factors: the creation of a clear and recognizable visual identity, the selection of appropriate communication tools and channels, and their adaptation to project needs, target audiences, and timing. In response, this report presents the complete CURTAIN communication package, which includes the project branding and visual identity, the design and launch of the project website, and a suite of templates for internal and external use. These templates ensure consistent preparation of presentations, reports, and other written materials across all consortium partners.

It is important to note that the entire communication package - including internal working documents - will remain dynamic and regularly updated to reflect the evolving nature of the project and its outputs.

In doing so, Deliverable 7.1 provides the foundation for all future communication and dissemination efforts, ensuring that the CURTAIN project can effectively reach its audiences, convey its mission, and support the uptake of its results throughout the project lifecycle and beyond.

¹ Formerly known as ECHAlliance (ECHA), Global Health Connector (CONNECTOR) changed its public name in September 2025.



1. Introduction

1.1. Deliverable objective and scope

The CURTAIN Project aims to reduce cancer-related inequalities across Europe by strengthening cancer literacy, the ability of individuals, organisations, and communities to access, understand, and use health information to make informed decisions.

This deliverable summarises the output of *Task 7.1 - Dissemination and Communication of the CURTAIN concept and results*, carried out under *WP7 – Raising Awareness and Ensuring Sustainable Communication in Cancer Literacy*.

A key initial step in establishing a coherent and recognisable identity for the CURTAIN project has been the creation of its visual identity. This includes all elements used to visually communicate the characteristics of the project, such as the logo, font, colour palette, and the overall graphic style applied across materials and platforms. It also covers the design of the project website and social media presence, as well as all templates and visual assets intended for internal and external use. Global Health Connector, WP7 Lead, is the partner in charge of designing, developing, launching, and maintaining the CURTAIN project website.

This document provides a detailed overview of CURTAIN's main communication assets developed to support dissemination, communication, and stakeholder engagement activities. It also includes evidence of the standard working document templates, designed to ensure visual consistency across all project materials and maintain a cohesive appearance for both internal partners and external audiences.

All components of the communication package, except for the visual identity manual, will remain dynamic and be continuously updated to reflect the evolving nature, progress, and outputs of the CURTAIN project throughout its duration, in line with the requirements of Task 7.1 and ongoing communication activities.

1.2. Relation to other WPs and deliverables

This deliverable is connected to all Work Packages (WPs), as communication, dissemination, and exploitation (CDE) activities are cross-cutting and support the visibility, outreach, and uptake of results across the entire CURTAIN project. Within WP7, D7.1 serves as the foundation for all subsequent deliverables, including D7.2, D7.3, D7.4, D7.5, D7.6, and D7.7, by providing the communication assets, templates, and channels used for reporting, sustainability planning, and dissemination. Beyond



WP7, it supports the publication, promotion, and visibility of all outputs from WP2 to WP6, ensuring coherent branding and effective dissemination of key results such as the stakeholder map, cancer literacy tools, educational resources, training materials, and the Virtual Cancer Literacy Library.

1.3. Content of the deliverable

This deliverable presents the key communication and visibility assets developed for CURTAIN. It introduces the project's visual identity, including the logo, colour palette, and EU visibility requirements. It then describes the standard templates created for external and internal use.

The document also outlines the visual materials prepared for communication activities, including social media visuals, background images, infographics, and the project flyer. Finally, it provides an overview of the design, structure, and functionalities of the CURTAIN project website, along with the approach for ongoing updates and performance monitoring.

2. Visual Identity and Logo

This chapter presents the CURTAIN visual identity, including its conceptual foundations, logo, colour palette, and compliance with EU visibility requirements.

2.1. CURTAIN logo and colour palette

The chosen CURTAIN logo represents the project's mission to reduce cancer-related inequalities through literacy by visually forming a curtain from five modular blocks, each symbolising one of the project's five pillars. The cancer ribbon appears prominently in the top center block, placing cancer care at the heart of the identity. The visual structure evokes movement and connection, reflecting CURTAIN's goal to bridge gaps between Western and Eastern Europe, urban and rural communities, and socio-economic groups. It also speaks to cultural adaptability: a simple, flexible design that communicates clearly across diverse countries and audiences. It was agreed to put the "AI" letters in CURTAIN in a different colour to highlight the project's use of innovative, AI-driven digital tools.



Figure 1 CURTAIN Logos on light and dark backgrounds



Figure 2 Colour palette

With its design and colours, the logo inspires a collaborative and proactive approach to cancer prevention. It serves as a unifying emblem for the project, reinforcing its identity and fostering a sense of belonging. It represents the collective commitment to raising awareness and making a lasting impact in the fight against cancer.

The tone of the logo and the colour palette is inclusive, modern and fits well in both public communication and institutional contexts. It looks friendly without being overly casual, and highly adaptable across media.



2.2. The five pillars

CURTAIN's visual identity has been created based on the project's five key pillars of focus, addressing cancer literacy at every level of society. Each of the five pillars is represented by a custom-made icon with a related colour that are at the foundation of CURTAIN's visual identity and materials:



Cancer Literacy among Citizens

Empowering individuals to access, understand, and use reliable cancer information for prevention and early detection.



Cancer Literacy among Patients

Supporting people living with cancer to navigate healthcare systems, make informed choices, and manage their care confidently.



Cancer Literacy among Healthcare Professionals

Building the capacity of doctors, nurses, and allied professionals to communicate effectively and support patient understanding.



Organisational health literacy

Creating health-literate environments in hospitals, clinics, and institutions that make information and services more accessible to all.



Addressing knowledge gaps through digital tools

Leveraging innovation, including digital platforms and AI, to improve access to trustworthy information and combat misinformation.

Figure 3 CURTAIN Five pillars

2.3. Identified stakeholders categories

CURTAIN's five pillars also help illustrate the key stakeholders groups who will work together through research, co-creation, and capacity-building to build an inclusive movement against cancer inequalities. The visual representation of these five identified



stakeholder categories is used across communication materials and integrated into the project website and is available in different formats.

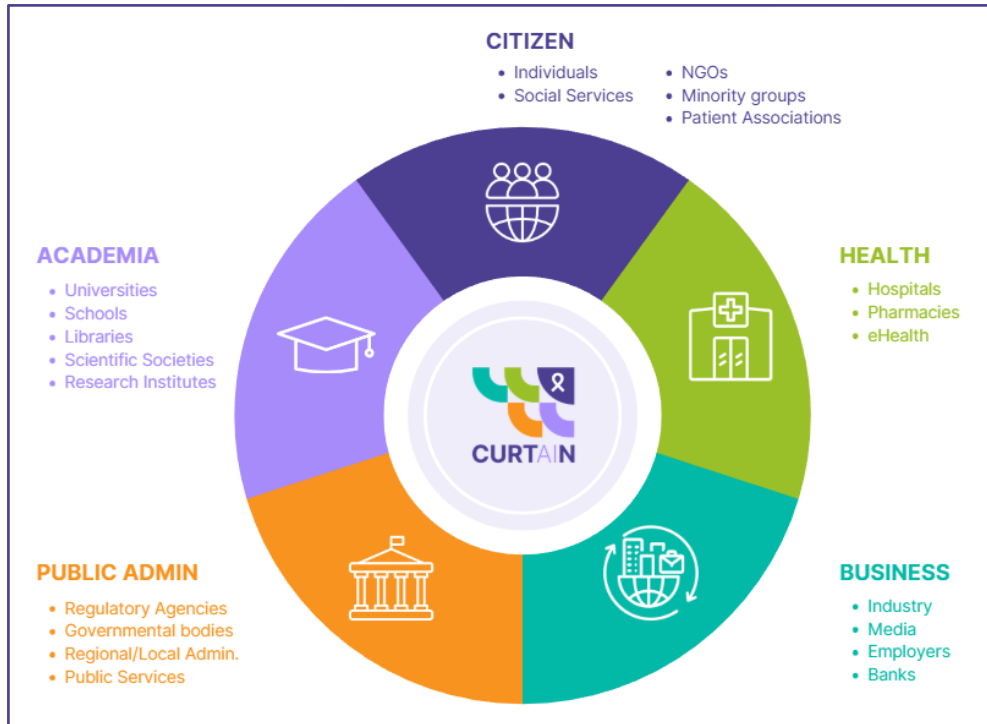


Figure 4 Visual representation of the main stakeholders' categories

2.4. Compulsory EU disclaimer

In line with the EU4Health Grant Agreement, all communication activities and products (articles, project, websites, presentations, flyers, press releases, social media, videos etc.) springing from EU4Health funded projects must include all the following elements:

The EU logo of minimum 1 cm



**Co-funded by
the European Union**



**Co-funded by
the European Union**

Figure 5 EU co-funded logo, vertical and horizontal formats

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

A disclaimer: "Co-funded by the European Union's EU4Health programme under grant agreement No 101219448. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them."

The CURTAIN Visual Identity Manual lists (ANNEX 1) all information and guidelines about the visual identity and branding of the project and is available to all project partners in a shared server.



3. Standard project templates

To ensure clarity, coherence and consistency across all communication outputs of the CURTAIN project, a complete set of standard templates has been developed. These templates follow the project's visual identity and integrate the logo, colour palette, typography and the compulsory EU4Health co-funding disclaimer. By using these templates, all partners can produce materials that are visually aligned and recognisable, regardless of the type of document or audience addressed.

3.1. Deliverable template

The official CURTAIN deliverable template provides a unified structure for all public and internal deliverables produced during the project. The template includes a standardised cover page featuring the CURTAIN logo, the project acronym, the project number, the funding statement and the appropriate logos, together with a versioning table and authorship details. The internal structure follows Commission - recommended formats, including sections such as the Executive Summary, Introduction, Results, Conclusions and Annexes. Pre-defined text styles ensure consistency in headings, paragraphs and captions across deliverables, while the footer displays the EU emblem and mandatory disclaimer. The template is provided to all partners and is annexed to this deliverable (ANNEX 2).

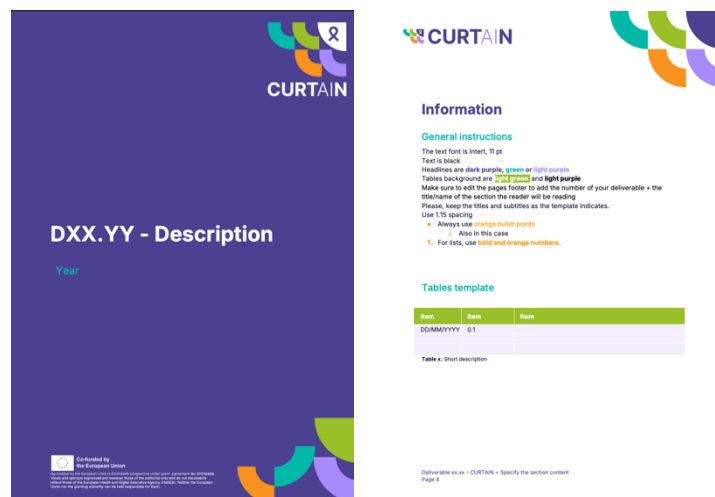


Figure 6 Deliverable template



3.2. PowerPoint template

A comprehensive PowerPoint template (ANNEX 3) has been created to support all forms of presentation activity throughout the project, including internal meetings, workshops, conferences and dissemination events. The template features an introductory title slide aligned with the CURTAIN branding, followed by a variety of content slides designed for text, images, figures, quotations and data visualisation. The colour scheme reflects the five pillars of cancer literacy, offering thematic variation while remaining fully consistent with the project’s identity. The template is designed to ensure that every presentation delivered by the consortium is visually coherent, professionally designed and compliant with EU4Health visibility requirements.

3.3. Project DECK

Alongside the PowerPoint template, a concise Project DECK (ANNEX 4) has been developed as a standalone document presenting the essential elements of CURTAIN in a synthetic, visually appealing format. It provides a clear overview of the project’s objectives, methodology, structure, expected outcomes and consortium composition. The Deck is intended to support quick introductions to stakeholders, events, meetings or communication exchanges where a shorter summary is more suitable than a full presentation.

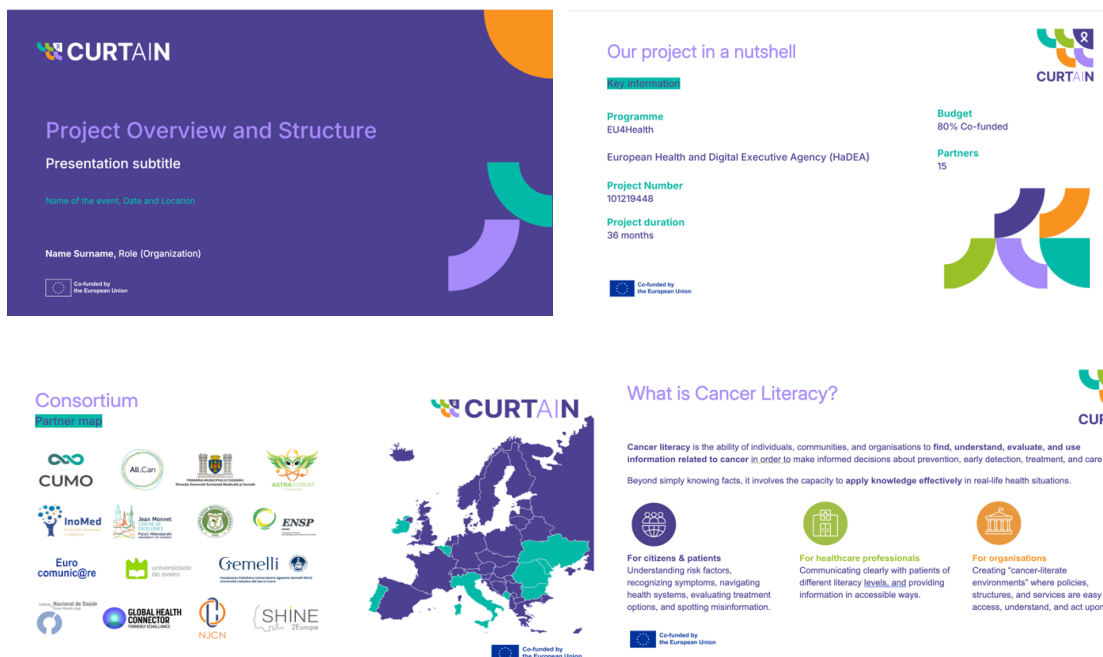


Figure 7 Some slides from CURTAIN's Project DECK



3.4. News template

To harmonise contributions submitted by partners for the website and social media channels, a standard news template (ANNEX 5) has also been created. This template defines a coherent structure for news items, starting with a headline and short introductory paragraph, followed by a clearly written body text that contextualises the update within the project's activities. The template includes designated areas for images, quotations, partner highlights and contact references, and integrates the EU funding disclaimer. By using this format, all project updates, regardless of the authoring partner, maintain a consistent voice and visual alignment.



4. Visual and Infographics

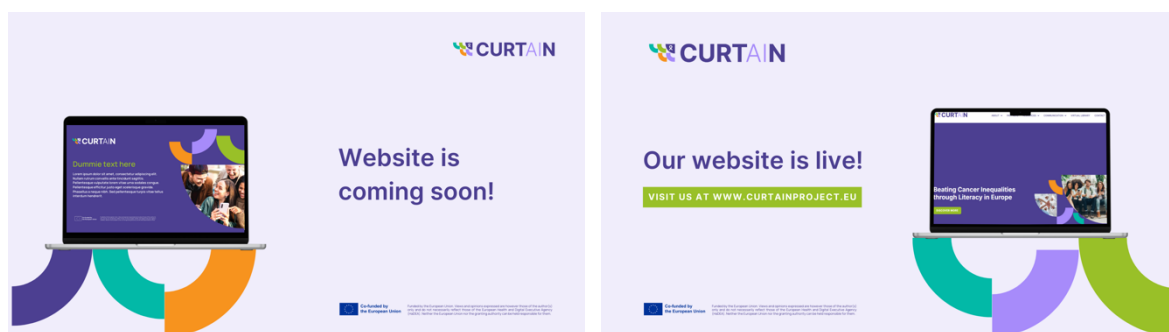
A comprehensive set of visual materials has been designed to support communication, engagement, and visibility across platforms. All visuals follow the CURTAIN colour palette and use the five pillar icons to reinforce the project’s narrative continuity.

4.1. General for social media

A set of branded social media visuals has been created to support the CURTAIN communication strategy across platforms such as [LinkedIn](#), YouTube and Spotify. These visuals include templates for announcements, project highlights, event promotion, partner introductions, interviews and thematic messages related to cancer literacy. Each visual is designed using the CURTAIN colour palette and logo placements, ensuring high recognisability and a cohesive appearance across all posts. The designs have been optimised for different formats to guarantee appropriate display on each platform.



Figure 8 Visuals for "Meet our Partners" Campaign



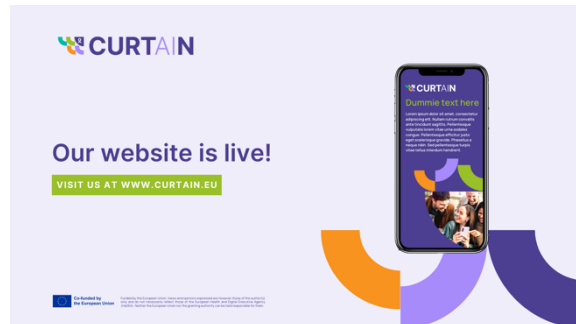


Figure 9 Visuals for the Website launch Campaign



Figure 10 Visuals templates for Podcasts series



Figure 11 Visuals templates for Webinar series

4.2. Background images and platforms

To strengthen the project’s online presence, custom background images and digital assets have been produced for use during online meetings, conferences and virtual events. These assets include meeting backgrounds for Zoom and Teams branded banners for website sections, and cover images for social media channels. Soft gradients, pillar colours and subtle iconographic elements were selected to maintain a



professional and accessible visual tone that is adaptable across diverse communication settings.



Figure 12 Background images

4.3. Infographics

Given the complexity of the topics addressed by CURTAIN, infographics play a crucial role in explaining concepts in a clear and visually intuitive way. A variety of infographics have been developed, illustrating the five project pillars (Figure 3), the stakeholder ecosystem (Figure 4), and the meaning of cancer literacy for the CURTAIN project (Figure 13). These visuals are integrated throughout the website, social media posts, event materials, and presentations, contributing to accessible communication for all audience groups, including citizens and non-specialist stakeholders.



Figure 13 Example of infographics from a LinkedIn carousel



5. Website design and development

5.1. Objectives

The CURTAIN website <https://curtainproject.eu/>, officially launched on 24 November, serves as the main online communication and dissemination hub of the project, ensuring visibility, transparency and accessibility of project information and results. Its primary objective is to promote the project’s goals, activities, and achievements to a wide audience, which include the main identified target audiences: citizens & civil society, public administration, knowledge & academia, health & care, business and the general public.

The website is designed in a way which is easy to access, to use and to navigate. It will also serve as the main repository for project results and gatherings e.g., policy briefs, publications, public deliverables, press releases, events, etc. It is also used as a reference platform for external online communication tools such as the CURTAIN LinkedIn page and to the YouTube and Spotify accounts when they will be in use. The website was designed according to the chosen visual identity of the project, as described in section 2.

5.2. Structure and content

The general structure of the website was presented by the WP7 Lead during the project kick-off meeting in Campulung (09-10 September 2025), together with the visual identity, logo, domain, and the basic functionalities. Based on a discussion and feedback from the partners, Global Health Connector developed the wireframe, as well as the content for the website, the implementation of appropriate safety and security measures, and proper access rights. The website is an entity that will progress alongside the organic growth of the project and its activities.

Item	Description
Hosting	Hostinger Shared Hosting
Technology	Wordpress powered with Elementor and Crocoblock Add-ons.
GDPR Solution	CookieYes Free Tiers (auto-blocking unless accepted)
GDPR items (cookies)	Google Analytics only
Data retention	90 days (unless legitimate interests)



Internal Automation tool	N8N
Backup System	Automatic daily backups. Daily backups are retained for 7 days, weekly backups are stored for 6 weeks

Table 1 Website technical details

5.3. The CURTAIN website structure

The current website consists of different sections, each featuring the same header and footer. The header and footer contain the project's social media icons, while the footer also displays the EU flag and funding statement, in line with the EU4Health Agreement.

The website was launched on 24 November 2025 and announced on the CURTAIN LinkedIn page. The website will be maintained and updated regularly by Global Health Connector, while the content for the News and Events section will sometimes be scouted from the partners. All partners are invited to participate in updating the website with new suggestions and material.

The current CURTAIN project website consists of the following sections:

- **Home**

The Home presents an overview of the project, including its goals, pillars, and latest updates. Visitors can quickly access essential information and navigate to other sections.

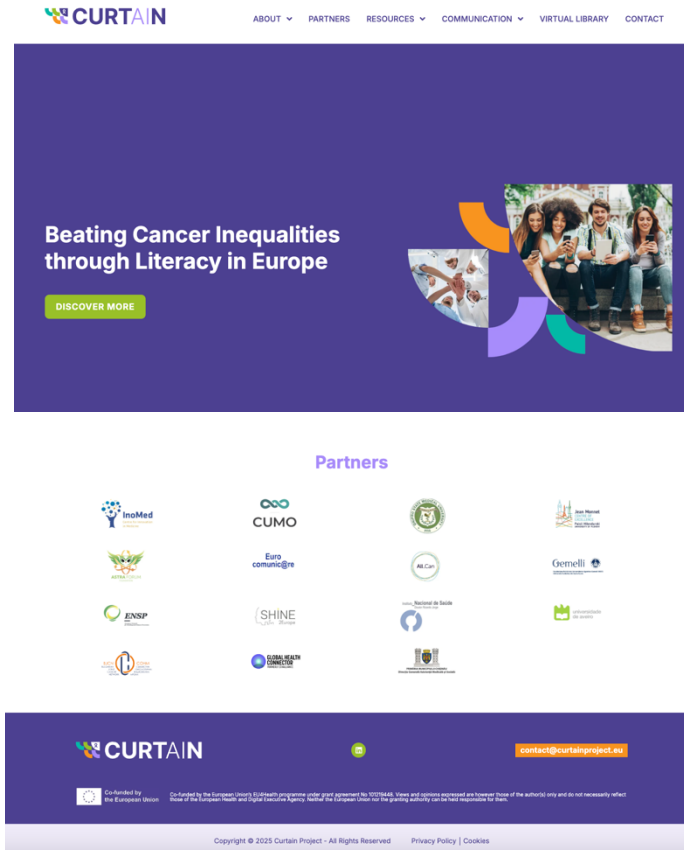


Figure 15 Homepage

- About

The About page contains detailed information about the project, including its background, mission, and consortium partners. This section helps users understand the project's purpose and collaboration efforts.



About CURTAIN

The CURTAIN Project aims to **reduce cancer-related inequalities** across Europe by **strengthening cancer literacy**, the ability of individuals, organisations, and communities to access, understand, and use health information to make informed decisions.

CURTAIN also leverages **innovative digital tools**, including AI-based solutions, to empower citizens and supports health systems in delivering fairer, more effective cancer prevention, care, and support for all.

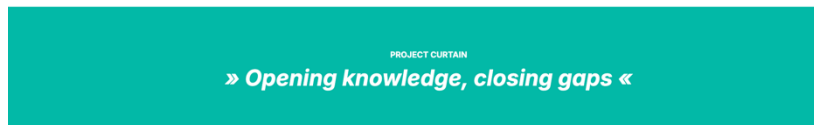


Figure 16 About page

● Communication

The Communication page serves as a hub for all project-related news, upcoming events, recorded webinars, and podcasts. This section keeps stakeholders informed and engaged.

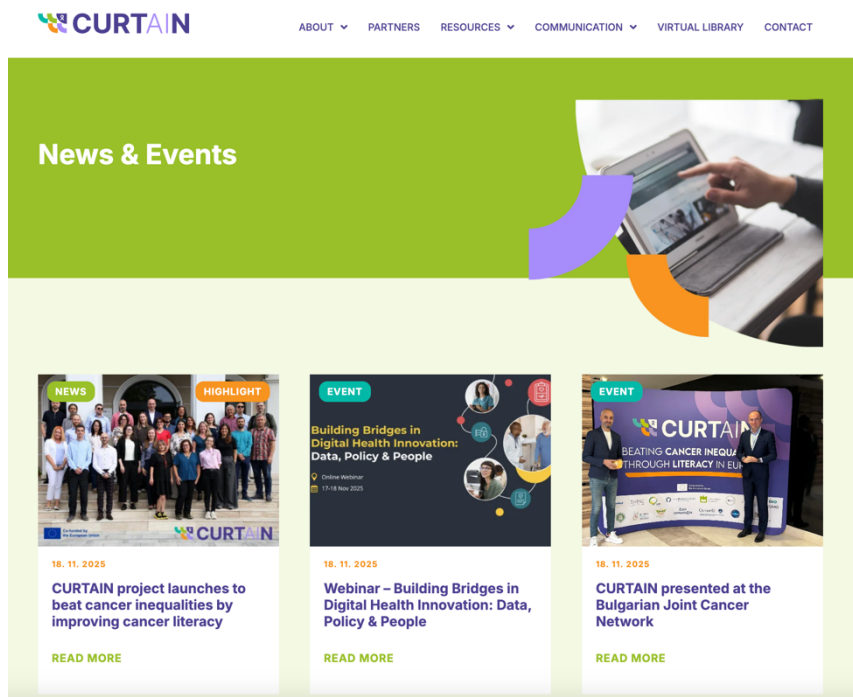


Figure 17 New & Events page



- Resources

The Resources page will offer downloadable materials such as reports, policy briefs, public deliverables and other key publications produced by the project. This section serves as a knowledge - sharing hub.

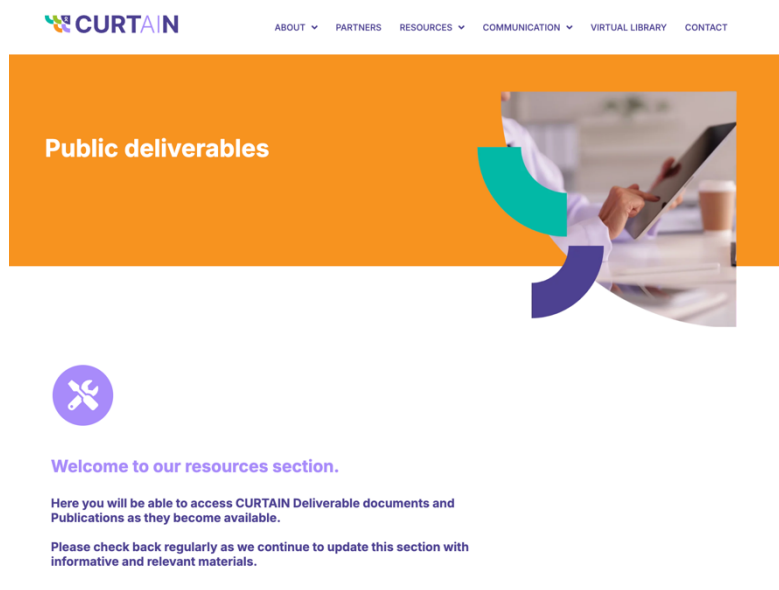


Figure 18 Public Deliverables page

- Contact

The Contact page provides essential contact details, including a contact form, allowing visitors to reach out for inquiries or collaboration opportunities.

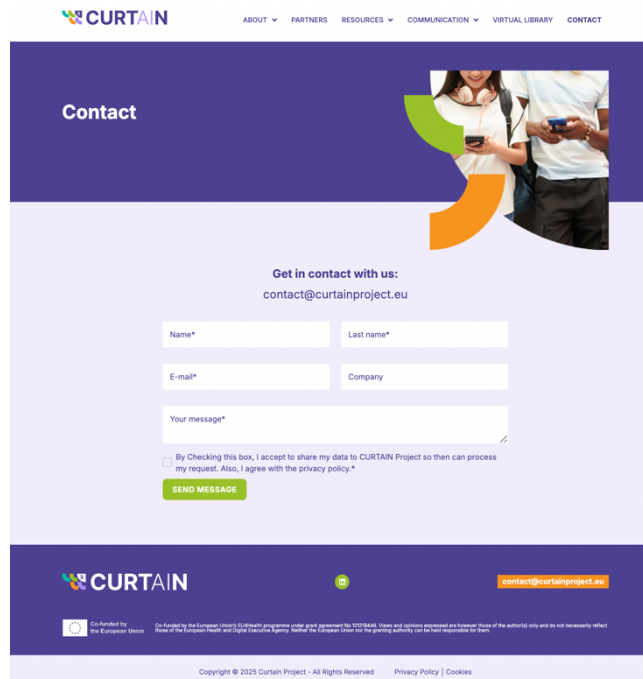


Figure 19 Contact page



6. Metrics and monitoring of Google Analytics data

To ensure continuous improvement in the communication and dissemination of the project, the CURTAIN website integrates Google Analytics as a central tool for monitoring user engagement and overall performance.

This integration allows the WP7 leader to track the number of visitors, sessions, and key engagement metrics, providing a clear picture of how users interact with the website. For example, by analysing new versus returning users, the Global Health Connector team can assess user loyalty and the success of re-engagement strategies.

Detailed insights, such as page views, session duration, and bounce rates, provide valuable information on content relevance and highlight areas that may require refinement. Additionally, an examination of user navigation flows reveals how visitors move through essential sections like Virtual Library, Resources, and Contact. Geographical data is also monitored to understand audience distribution, enabling the team to tailor content and communication strategies for specific regions.

The insights gathered are not only used for immediate adjustments but are also compiled into yearly reports. These reports, integrated into the D7.2 - DEC Report Y1, D7.4 - DEC Report Y2, and D7.5 - Final DEC Report and Sustainability, helping track performance trends and benchmark progress over time.



7. Next steps and future developments

7.1. Risk and mitigation measures

The CURTAIN project addresses a wide range of stakeholder groups (D2.4), each with distinct needs and communication preferences. Tailoring communication approaches to these groups is therefore essential. For example, healthcare professionals, who often have limited time available, require concise, clear, and easily accessible information. As illustrated by the visuals above, the website and communication materials follow a clean, minimalistic design to deliver key messages effectively and without unnecessary complexity.

The website's conceptual design also takes into account that online users - potential stakeholders - frequently decide within seconds whether to continue browsing or leave a page, based on the initial look, feel, and tone. The Home page reflects this understanding by offering a clear and intuitive structure; sections such as "Approach" and "Use of digital tools and AI" allow new visitors to quickly grasp the project's purpose and added value.

However, the WP7 Leader and the wider consortium recognise that engaging key stakeholders requires additional, targeted efforts. For this reason, website content will be complemented with communication through social media, YouTube videos, publications, and participation in key sector events.

To remain effective, the project's communication must be of high quality, accessible, and aligned with evolving developments in healthcare, innovation, and cancer literacy. This requires continuous monitoring of the field, as well as active contribution from all partners to provide updated materials, news, publications, and event information.

7.2. Future developments

As part of WP2, Task 2.4: Mapping Relevant Stakeholders, and in collaboration with SHINE and All.Can, it has been agreed to integrate the interactive stakeholder map into the CURTAIN website once it is finalised, expected in March 2026. This tool will enable users to:

- Navigate an interactive map of key stakeholders in cancer research, care, and literacy.
- Categorise stakeholders based on their roles, activities, and contributions to CURTAIN.
- Support scientific, organisational, and policy advancements through improved visibility of actors across Europe.
- Identify needs, opportunities, and entry points to enhance cancer literacy initiatives across regions.

The integration of this tool will further strengthen the website's ability to serve as a central knowledge and engagement hub, supporting collaboration and fostering a stronger European ecosystem for cancer literacy.



8. Conclusions

Deliverable 7.1 marks an essential milestone in the CURTAIN project by establishing a unified and recognisable visual identity and launching the project's primary communication platform, the CURTAIN website. Together, these foundational elements enable clear, coherent, and accessible communication across all project activities and ensure strong visibility among stakeholders at European, national, and local levels.

Through the development of the visual identity, standardised templates, social media assets, infographics, and the project flyer, this deliverable provides the consortium with a comprehensive communication package that supports consistent messaging and reinforces the project's mission to reduce cancer-related inequalities through strengthened cancer literacy. The creation of the CURTAIN website further enhances this effort by offering a central hub for information, resources, updates about the project but also about the topic and engagement with broader audiences.

As CURTAIN progresses, these communication assets will continue to evolve and expand, supporting ongoing dissemination, stakeholder engagement, and sustainability actions. The dynamic nature of the communication package ensures alignment with emerging project results, stakeholder needs, and broader developments in healthcare, digital innovation, and cancer literacy. The continuous monitoring of website metrics and user engagement will guide future improvements and allow the project to refine its outreach strategies for maximum impact.

Overall, Deliverable 7.1 provides the strategic and operational foundation upon which all subsequent communication, dissemination, and exploitation activities will be built, contributing significantly to the visibility, accessibility, and long-term sustainability of CURTAIN's outcomes.



ANNEX 1 Visual Identity Manual



Visual Indentity Guidelines

Logo



Logo vertical version



Logo on dark background

Logo vertical version



Typography

Inter

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Titles & Subtitle

Lowercase regular

Lowercase bold

Paragraph styles

Integer arcu diam, sodales eget metus nec, volutpat
consectetur odio. Integer convallis convallis orci, sit
amet cursus nunc rhoncus dapibus. Aliquam ut auctor
ipsum. Aliquam ut iaculis dui, sit amet commodo
diam.

Link

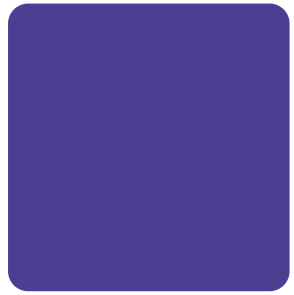
Bold underlined

Tag/Buttons

**UPPER CASE WITH INCREASED LETTER
SPACING**

Color Scheme

Primary



#4C3F91



#02B9A7



#99C028



#F7931E



#A78BFA

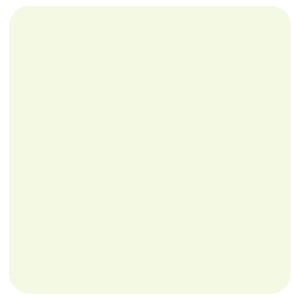
Secondary



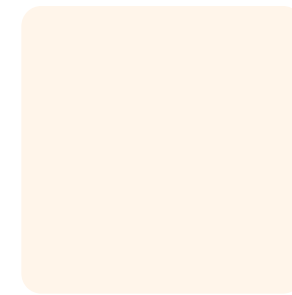
#F0EDFB



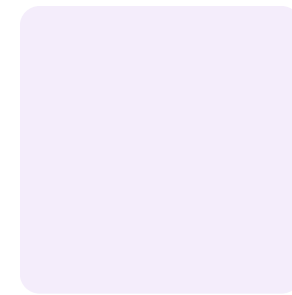
#EAFDFC



#F3F9E3



#FFF5EA



#F4EDFB

Elements

Different variations can be find [here](#)



Target groups

Citizen



Health



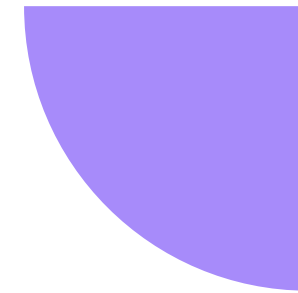
Business



Public admin



Academia



Icons




Social Media Templates

CURTAIN

Dummie text here

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CURTAIN

Our website is live!

VISIT US AT WWW.CURTAIN.EU



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WEBINAR CATEGORY

Webinar general example

Date: December 1st 2025 | Time: 00:00


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PODCAST

CURTAIN

Join our podcast

Date: December 1st 2025 | Time: 00:00



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EVENT CATEGORY

CURTAIN

General template for an event organized by the project

Date: December 1st 2025 | Time: 00:00

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CURTAIN

MEET OUR PARTNERS

Name of the partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam rutrum convallis ante tincidunt sagittis. Pellentesque vulputate lorem vitae urna sodales congue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam rutrum convallis ante tincidunt sagittis. Pellentesque vulputate lorem vitae urna sodales congue.



GLOBAL HEALTH CONNECTOR
FORMERLY ECHALLANCE

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ANNEX 2 Deliverable Template

DXX.YY - Description

Year



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Project number:
Project name:
Project acronym:
Funding programme:

Version number	
Status	First draft/Final
Dissemination level	Public/ Private
Due date of deliverable	DD/MM/YYYY
Actual submission date	DD/MM/YYYY
Project officer	Tomas Kniukšta
Work package	WP X Title
Task name	
Lead partner	ACRONYM
Partner(s) contributing	ACRONYMS
Authors	
Main author name	Organization
Contributing authors	Organization acronym
Reviewers	
Reviewer name	Organization acronym



Statement of originality *This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.*



Version Tracker

Date	Version number*	Change
DD/MM/YYYY	0.1	



Information

General instructions

The text font is Intert, 11 pt

Text is black

Headlines are **dark purple, green or light purple**

Tables background are **light green** and **light purple**

Make sure to edit the pages footer to add the number of your deliverable + the title/name of the section the reader will be reading

Please, keep the titles and subtitles as the template indicates.

Use 1.15 spacing

- Always use **orange bullet points**
 - Also in this case
- 1. For lists, use **bold and orange numbers**.

Tables template

Item	Item	Item
DD/MM/YYYY	0.1	

Table x. Short description



Table of Contents

Information	3
Tables template	3
Version Tracker	4
Executive Summary	5
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Deliverable Introduction	9
Deliverable objective and scope	10
Relation to other WPs and deliverables	10
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Appendix	12



List of Figures



List of Tables



List of Abbreviations



Executive Summary

One page explaining:

- Purpose
- Objectives and scope of the deliverable
- Intended audience
- Methodology
- Most important findings
- Conclusions and main recommendations



Deliverable Introduction

Deliverable objective and scope

Here explain the objective and scope in bullet points if possible.

Relation to other WPs and deliverables

The present deliverable is linked with:

Content of the deliverable

Summarize the content that can be found in this deliverable. Use bullet points if possible.



Heading 1

Text

Heading 2

Text

Heading 3

Text

Heading 4

Text

HEADING 5

Text



References



Appendix



ANNEX 3 PowerPoint Template



Click to add Title

Click to add Subtitle

Pleenary Meeting dd Month yy, Place

Name Surname, Role (Organization)



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WPX Objectives



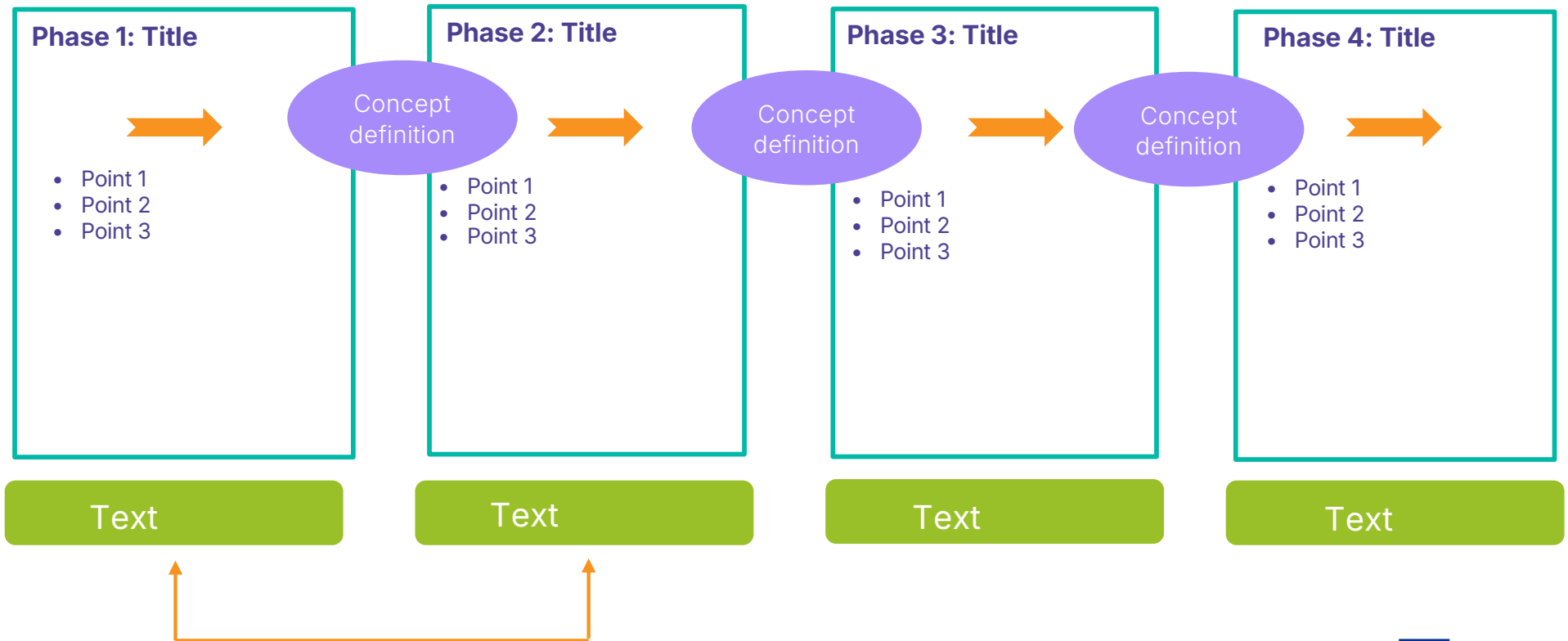
Subtitle of the section

Pleanary Meeting dd Month yy, Place



- ▶ Level 1
 - ▷ Level 2
 - Level 3
 - Level 4
 - » Level 5





Title	Title	Title	Title	Title
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text

Task X.Y



Pleanary Meeting dd Month yy, Place





Title	Lead	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

Deliverables and Milestones



Plenary Meeting dd Month yy, Place





CURTAIN

2021



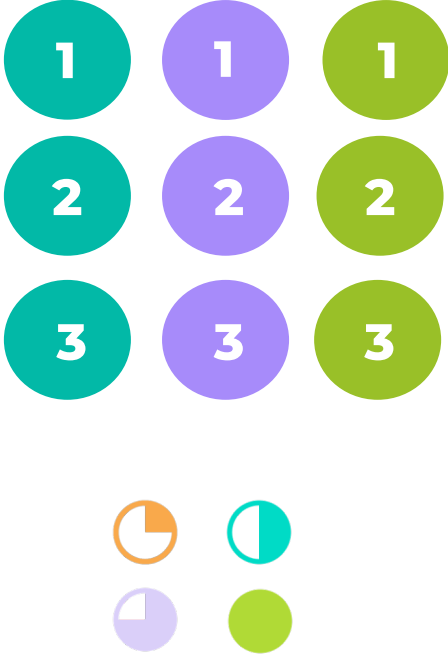
▶ **Date**
▶ Action

▶ **Date**
▶ Action

▶ **Date**
▶ Action

▶ **Date**
▶ Action

PPTx icons and colour palette



#1e1e1e

#29265b

#e51975





Thank you

Name Surname, Role (Organization)



namesurname@organization.com



@YourAccount



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ANNEX 4 Project DECK



Project Overview and Structure

Presentation subtitle

Name of the event, Date and Location

Name Surname, Role (Organization)



Co-funded by
the European Union

Our project in a nutshell



Key information

Programme

EU4Health

European Health and Digital Executive Agency (HaDEA)

Project Number

101219448

Project duration

36 months

Budget

80% Co-funded

Partners

15



Co-funded by
the European Union

Our project in a nutshell



Key information

CURTAIN main goal is to reduce cancer inequalities across Europe by improving cancer literacy among citizens, patients, healthcare professionals, and organizations, with special attention to vulnerable groups.

It supports **Europe's Beating Cancer Plan** and the **EU Cancer Mission**, targeting disparities between Eastern and Western Europe, rural and urban areas, and across socio-economic groups.

The Five Pillars of CURTAIN



CURTAIN's work is guided by five key pillars of focus, addressing cancer literacy at every level of society:



Cancer Literacy among Citizens

Empowering individuals to access, understand, and use reliable cancer information for prevention and early detection.



Cancer Literacy among Patients

Supporting people living with cancer to navigate healthcare systems, make informed choices, and manage their care confidently.



Cancer Literacy among Healthcare Professionals

Building the capacity of doctors, nurses, and allied professionals to communicate effectively and support patient understanding.



Organisational health literacy

Creating health-literate environments in hospitals, clinics, and institutions that make information and services more accessible to all.



Addressing knowledge gaps through digital tools

Leveraging innovation, including digital platforms and AI, to improve access to trustworthy information and combat misinformation.



What is Cancer Literacy?



Cancer literacy is the ability of individuals, communities, and organisations to **find, understand, evaluate, and use information related to cancer** in order to make informed decisions about prevention, early detection, treatment, and care.

Beyond simply knowing facts, it involves the capacity to **apply knowledge effectively** in real-life health situations.



For citizens & patients

Understanding risk factors, recognizing symptoms, navigating health systems, evaluating treatment options, and spotting misinformation.



For healthcare professionals

Communicating clearly with patients of different literacy levels, and providing information in accessible ways.



For organisations

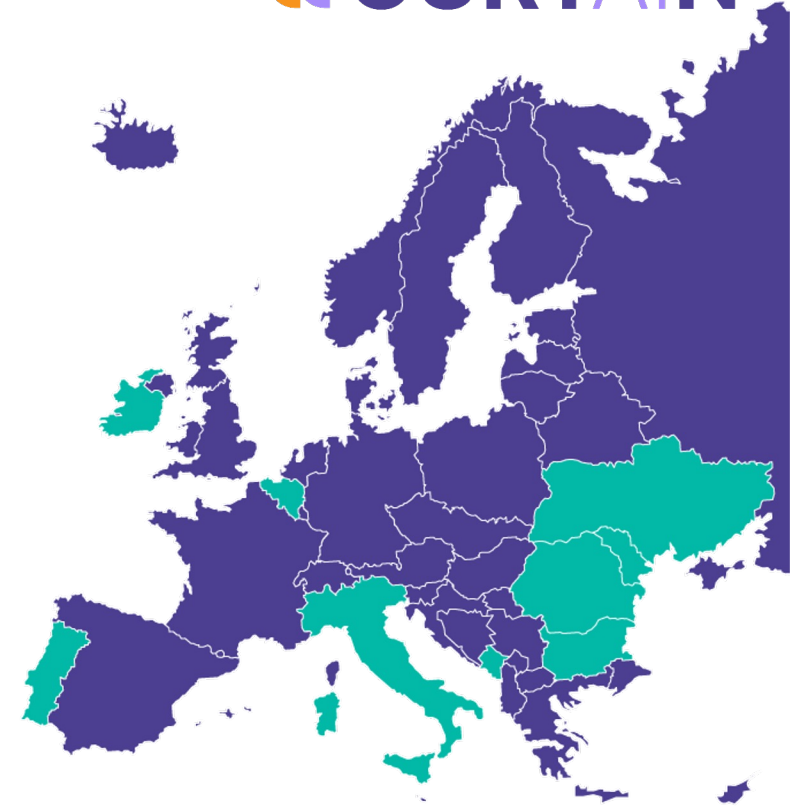
Creating “cancer-literate environments” where policies, structures, and services are easy to access, understand, and act upon.



Co-funded by
the European Union

Consortium

Partner map



How CURTAIN will enhance Cancer Literacy?



CURTAIN will enhance cancer literacy through a **multi-level strategy that targets citizens, patients, healthcare professionals, and organizations, while also tackling misinformation.**



Create the first **Cancer Literacy Score (CLS)** to measure literacy levels in seven countries, guiding targeted campaigns and interventions.



Build capacity to navigate cancer care systems and technologies, focusing on vulnerable groups (e.g., rural, elderly, migrants).



Design and pilot a **European Cancer Health Literacy Training Programme**, supported by digital and AI tools for continuous education.



Map stakeholders, assess organizations, and create cancer-literate environments that make healthcare easier to access and understand.



Building a **Virtual Cancer Literacy Library** to centralize resources, best practices, and tools to support learning, policy, and practice across Europe.



Use large **language models (LLMs)** safely and effectively to bridge knowledge gaps and counter misinformation.



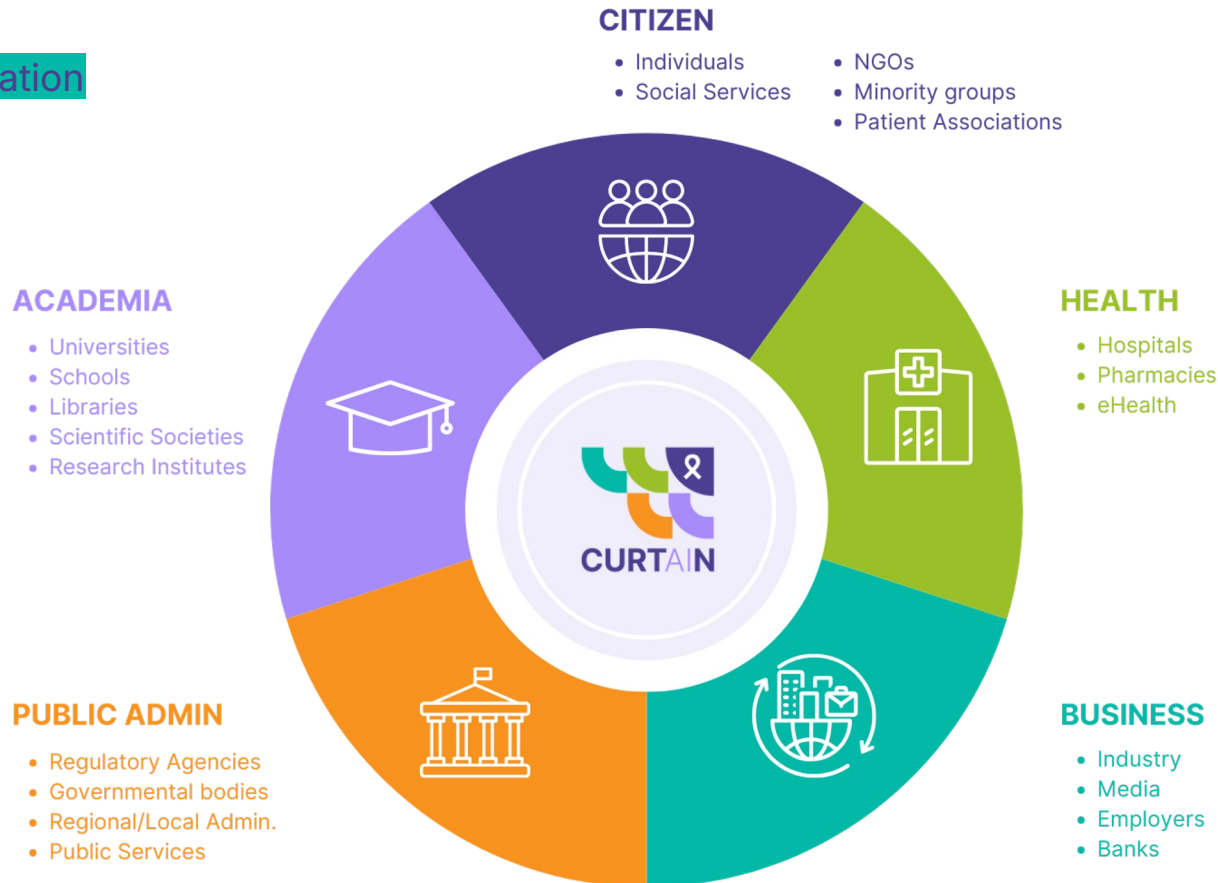
Engage policymakers, healthcare providers, patient groups, and EU institutions to scale impact and ensure sustainability



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Target Groups

Key information





Thank you for your attention!
Contact us, get involved, stay updated:



info@curtainproject.eu



www.curtainproject.eu



[CURTAIN](#)



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ANNEX 5 News Template



News

Date: dd.mm.yy

Author(s): Name and Surname

Title

Subtitle

(In case of an event, please write the date and the place)

[TO ADD A PHOTO]

(To add a description of the photo)

[Text...]

In the following sections, please describe:

- *Aims and objectives of the workshop/external event/relevant initiative/result achieved...*
- *Relation to the CURTAIN project.*
- *In case of internal events Stakeholders/Attendees participating.*
- *In case of external events, briefly describe the project's presentation made.*
- *Main results and outcomes achieved.*
- *Mention of possible future events/activities following the one carried out/described.*

Please note: the news should be between 1 to 2 pages.



ANNEX 6 Flyer

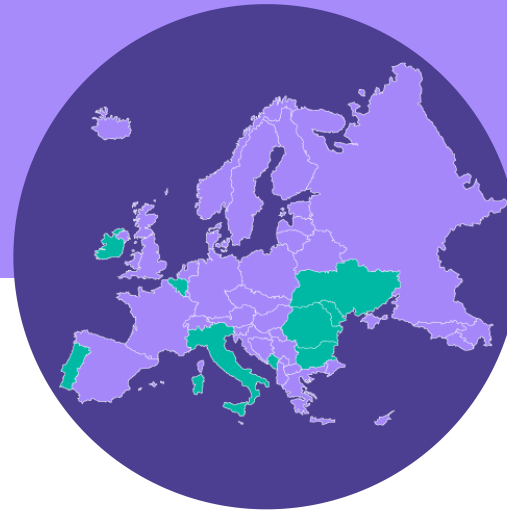


About

The CURTAIN Project aims to reduce cancer-related inequalities across Europe by strengthening cancer literacy, the ability of individuals, organisations, and communities to access, understand, and use health information to make informed decisions.

By focusing on literacy as a driver of equity, CURTAIN empowers citizens and supports health systems in delivering fairer, more effective cancer prevention, care, and support for all.

Funded under the **EU4Health** programme, CURTAIN is a **3-year project** coordinated by the Centre for Innovation in Medicine - INOMED, Romania, and bringing together a consortium of **15 partners from 9 countries** (6 EU and 3 non-EU). The consortium represents a diverse group of stakeholders: national health institutes, consultancies, universities, NGOs, medical centers, associations.



contact@curtain-project.com

[in @curtain-project](https://www.linkedin.com/company/curtain-project)



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Beating Cancer Inequalities through Literacy in Europe



“Opening knowledge, closing gaps”

curtain-project.com

Background

Despite the progress in cancer research and treatment, **inequalities in cancer incidence, survival, and care** remain a pressing challenge in Europe. People with lower education levels, limited access to healthcare, or living in disadvantaged or rural areas face greater barriers to prevention, screening, and treatment.

A key factor driving these disparities is **low health literacy** — the ability to find, understand, and use health information to make appropriate decisions. When individuals and organisations lack these skills, the result is often delayed diagnosis, poorer outcomes, and widening inequalities.

CURTAIN responds directly to this challenge ensuring that every citizen — regardless of background or geography — has the knowledge and confidence to act on cancer information.

By adopting the acronym CURTAIN (**C**ancer **ineq**Ualities **th**Rough **li**TerAc**y** **I**N Europe), the project highlights the **persistent cancer inequalities** between Eastern and Western Europe, which are visible today through the lens of the former Iron Curtain.

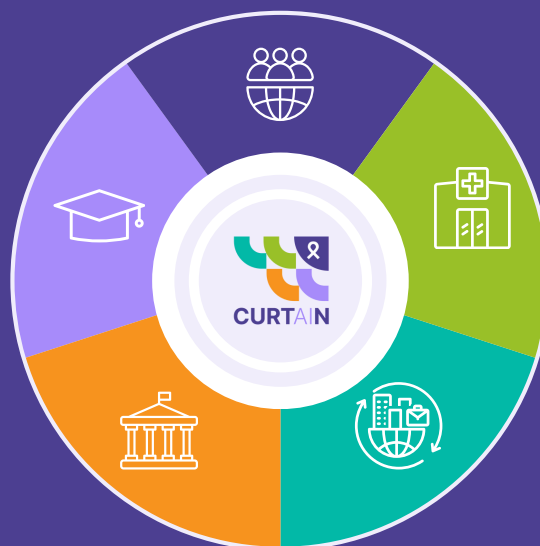
inequality

Mission

CURTAIN's mission is to build a Europe where everyone has the knowledge, tools, and opportunities to prevent and manage cancer effectively, regardless of who they are or where they live.

By strengthening cancer literacy among citizens, health professionals, policymakers, researchers, and businesses, CURTAIN fosters collaboration across sectors to close the gap in cancer prevention, diagnosis, care, and survivorship.

To turn this vision into action, CURTAIN works through research, co-creation, and capacity-building, engaging the five main target groups to build a truly inclusive movement against cancer inequalities.



CITIZEN

Individuals
Social Services
NGOs
Minority groups
Patient Associations

ACADEMIA

Universities
Schools
Libraries
Scientific Societies
Research Institutes

PUBLIC ADMIN

Regulatory Agencies
Governmental bodies
Regional/Local Admin
Public Services

HEALTH

Hospitals
Pharmacies
eHealth

BUSINESS

Industry
Media
Employers
Banks

The Five Pillars of CURTAIN

CURTAIN's work is guided by five key pillars of focus, addressing cancer literacy at every level of society:



Cancer Literacy among Citizens

Empowering individuals to access, understand, and use reliable cancer information for prevention and early detection.



Cancer Literacy among Patients

Supporting people living with cancer to navigate healthcare systems, make informed choices, and manage their care confidently.



Cancer Literacy among Healthcare Professionals

Building the capacity of doctors, nurses, and allied professionals to communicate effectively and support patient understanding.



Organisational health literacy

Creating health-literate environments in hospitals, clinics, and institutions that make information and services more accessible to all.



Addressing knowledge gaps through digital tools

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