

TRANSCEND-XR:

Co-creation and implementation of an intervention to improve the understanding of Testicular cANcer late effects and unmet Supportive CarE Needs of adolescent and young adult survivors using eXtended Reality

Deliverable [D7.1] [Project Website Launch]

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Partners

Organisation name	Short name
University College Cork – National University of Ireland	UCC
Academisch Ziekenhuis Groningen	UMCG
The Adelaide & Meath Hospital Dublin Incorporating the National Children’s Hospital	AMNCH
Erasmus Universitair Medisch Centrum Rotterdam	EMC
Fondazione IRCCS Istituto Nazionale Dei Tumori	INT
Institut Gustave Roussy	GR
The Royal Marsden National Health Service Trust	RMH
The Queen’s University of Belfast	QUB
Universidade Católica Portuguesa	UCP
Univerzita Komenského v Bratislave	CU-NCI
Sveuciliste U Zagrebu Medicinski Fakultet	UZSM
FundtoInnovate Limited	FTI
Khora Aps	KHORA
PredictBy Research and Consulting S.L.	PBY
Association Europeenne Des Ligues Contre Le Cancer ASBL	ECL

Revision History

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1.1		

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Summary

This deliverable, titled *Project Website Launch*, has been developed within the framework of the TRANSCEND-XR project, funded by the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No. 101214413. TRANSCEND-XR is an ambitious, interdisciplinary, and intersectoral collaborative project with 15 partners from 12 different countries.

The document presents the official website of the TRANSCEND-XR project (<https://transcend-xr.eu/>), launched in September 2025 as the project's central public communication and dissemination hub. The website provides external audiences with accessible information about the project's objectives, activities, consortium, and envisaged results.

Designed for diverse audiences – including cancer survivors, caregivers, healthcare professionals, researchers and policymakers – the website aims to combine professional accuracy with empathetic, human-centred language. It aims to create a trustworthy space where survivors and families can find support and guidance, and where professionals can access evidence and tools to inform practice and policy.

The website will be continuously updated throughout the project, ensuring transparency, visibility and sustainability in line with the Horizon Europe Programme requirements. In addition, it will serve as a platform for collaboration within the *Mission Cancer* ecosystem, supporting links to sister projects and QoL-AYA cluster activities.

This document is organised as follows: Section 1 introduces the project context and objectives and Section 2 provides a detailed overview of the TRANSCEND-XR website, covering the homepage and core information (2.1), the website's structure and features (2.2), how users can engage with the website (2.3), how the website is monitored and the key performance indicators (2.4), and the sustainability measures to be planned and implemented (2.5).

1. Introduction

TRANSCEND-XR (TesticulaR cANcer late effects and unmet Supportive CarENeedDs) represents a groundbreaking approach to cancer survivorship support through extended reality technology. Within the framework of this Horizon Europe-funded initiative, effective communication and stakeholder engagement are essential to maximise project impact and ensure meaningful collaboration across diverse communities.

The project website serves as the central hub for all stakeholder communication, providing comprehensive information about project objectives, progress updates, and opportunities for engagement. The website's design and content strategy aim to reflect an understanding of the diverse needs and perspectives of various stakeholder groups, from cancer survivors seeking support to policymakers evaluating digital health innovations.

This deliverable presents the website's structure, functionality, and content strategy, aiming to bridge complex medical research, innovative technology, and deeply personal human experiences.

2. The TRANSCEND-XR Website

2.1 Homepage and Core Information

The TRANSCEND-XR project website (<https://transcend-xr.eu/>) was launched in September 2025 as the main digital entry point to the project. It has a clear and intuitive structure, designed to reflect user needs and ensure accessibility across different devices (Figure 1).

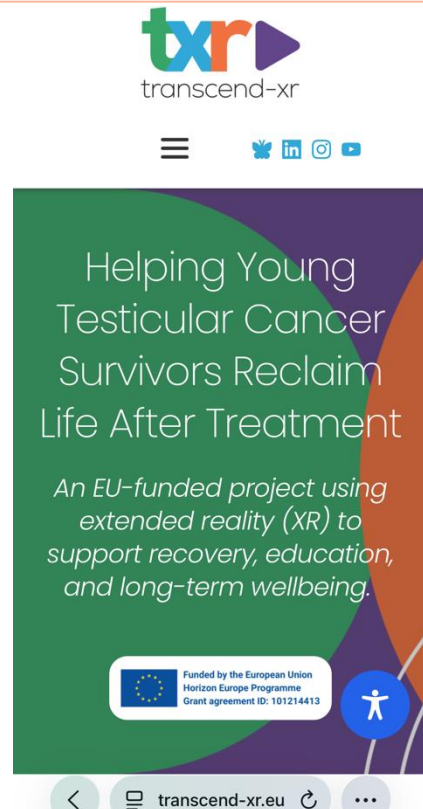
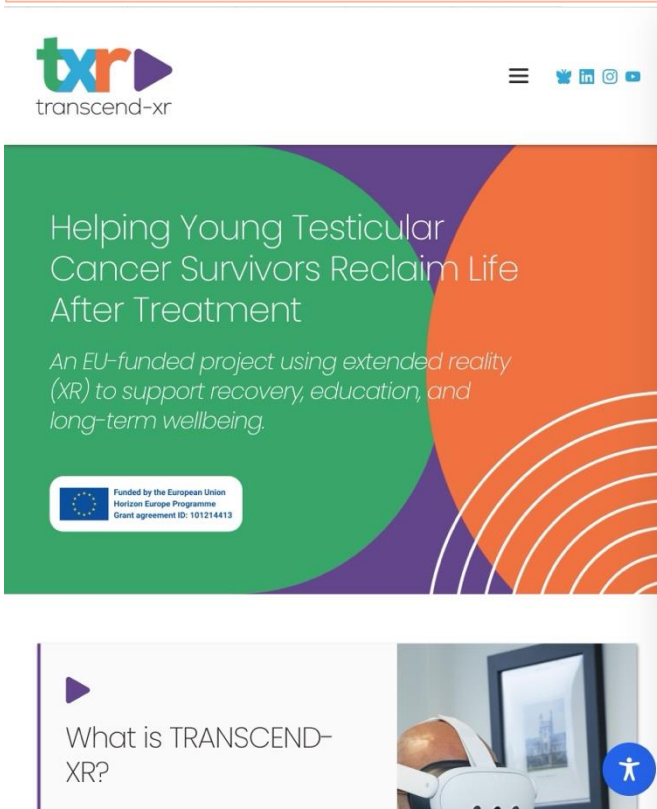
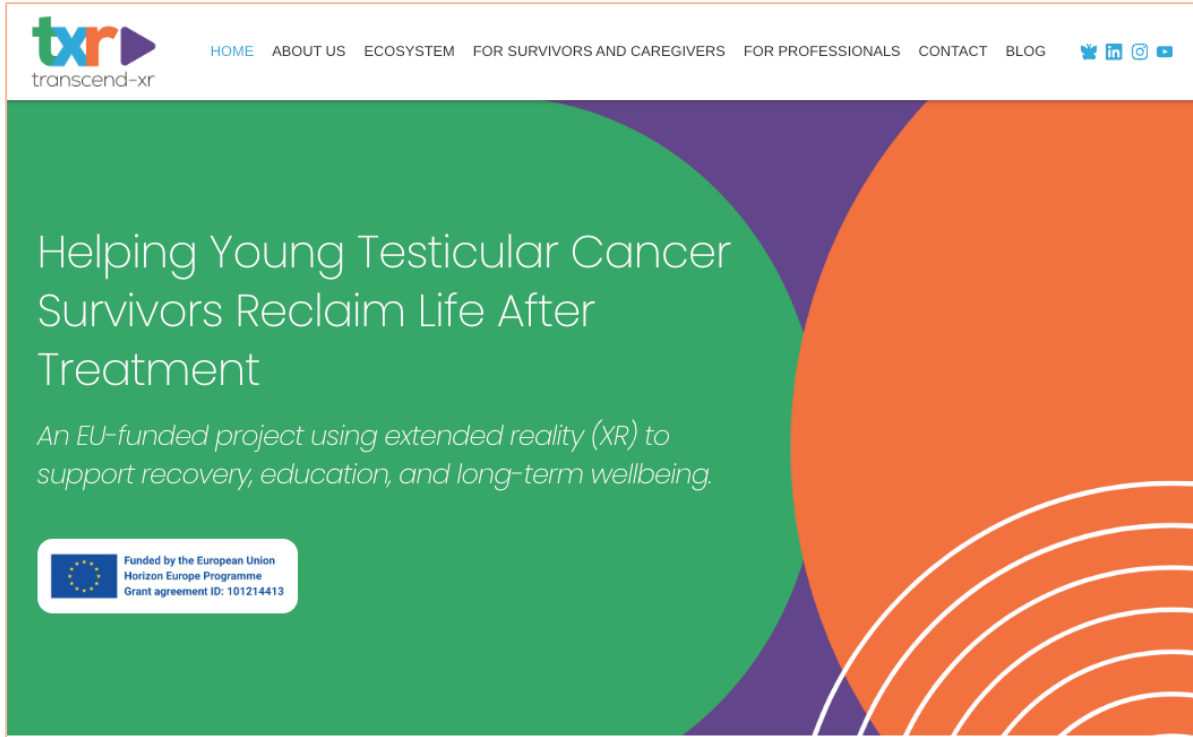


Figure 1. TRANSCEND-XR homepage

The homepage introduces the project through the headline *“Helping Young Testicular Cancer Survivors Reclaim Life After Treatment”* and provides immediate access to key sections:

- What is TRANSCEND-XR – project overview and objectives.
- Explore Your Path – tailored navigation for survivors, caregivers and professionals.
- Project at a Glance – concise project facts and figures.
- Stay Connected – newsletter and engagement opportunities.

The opening section (Figure 2) communicates the project's scope through a comprehensive description. This introduction presents several key elements:

- Full project name with acronym explanation.
- European Union funding recognition.
- Target groups addressed.
- Technology focus through "immersive, digital support".
- Partnership brief description.

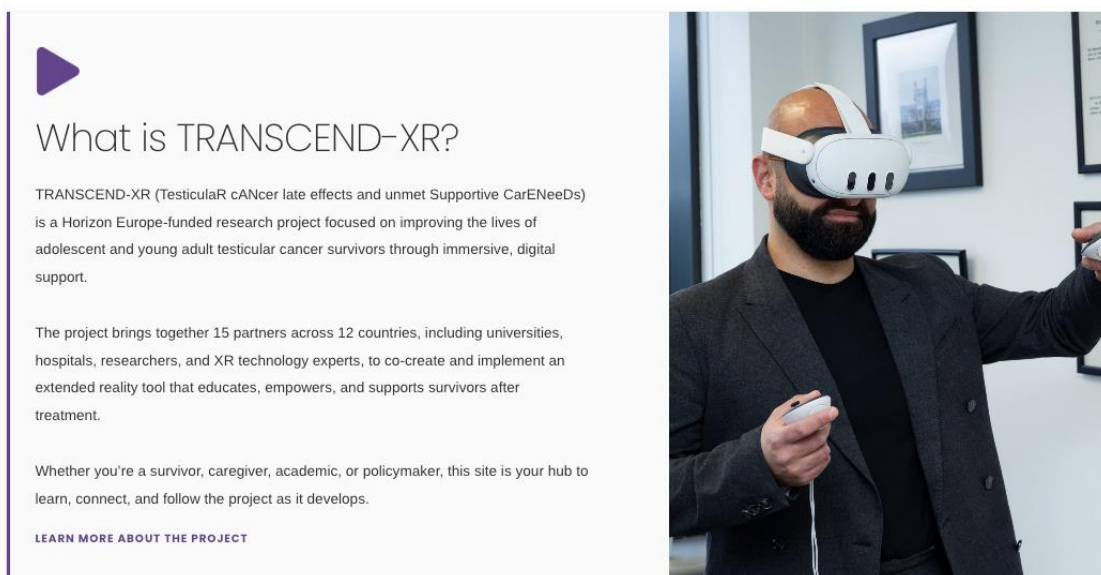


Figure 2. Project introduction

The homepage also displays a ‘Project at a Glance’ section (Figure 3), clarifying the scale and resources allocated to the project.



Figure 3. Project details

The main navigation menu (Figure 4) provides direct pathways to:

- **About Us:** Explains why this project matters, introduces extended reality in cancer care, outlines the project goals, presents the team, describes how we work, and provides information on funding and ethics.
- **Ecosystem:** Highlights connected projects and initiatives, showcases relevant events and opportunities, and situates TRANSCEND-XR within the EU Mission Cancer.
- **For Survivors & Caregivers:** Provides accessible information and guidance, while encouraging active involvement in the project’s activities.
- **For Professionals:** Tailored content for researchers, clinicians, and policymakers, emphasising the potential of XR to improve cancer care and inform policy.
- **Contact:** Contact form and direct details of the coordination team.

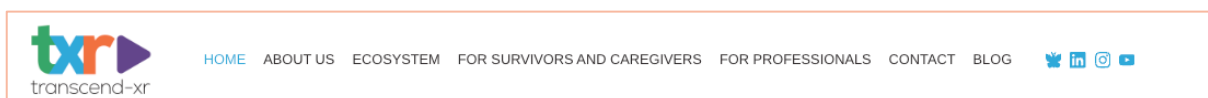


Figure 4. Main navigation menu

This structure ensures that different stakeholder groups can easily identify relevant content and engage with the project, while also supporting Horizon Europe requirements for visibility and open access.

2.2 Website Structure and Features

The website was designed not only to share information but to welcome people into the project. Its structure is designed to feel intuitive and supportive, guiding survivors, families, professionals, and policymakers to the content most relevant to them.

Multi-Audience Content Approach

Audience segmentation is central to the design, ensuring that each stakeholder group is addressed through tailored messages (Figure 5). Each audience receives specific value propositions that aim to acknowledge their unique perspectives and information needs.

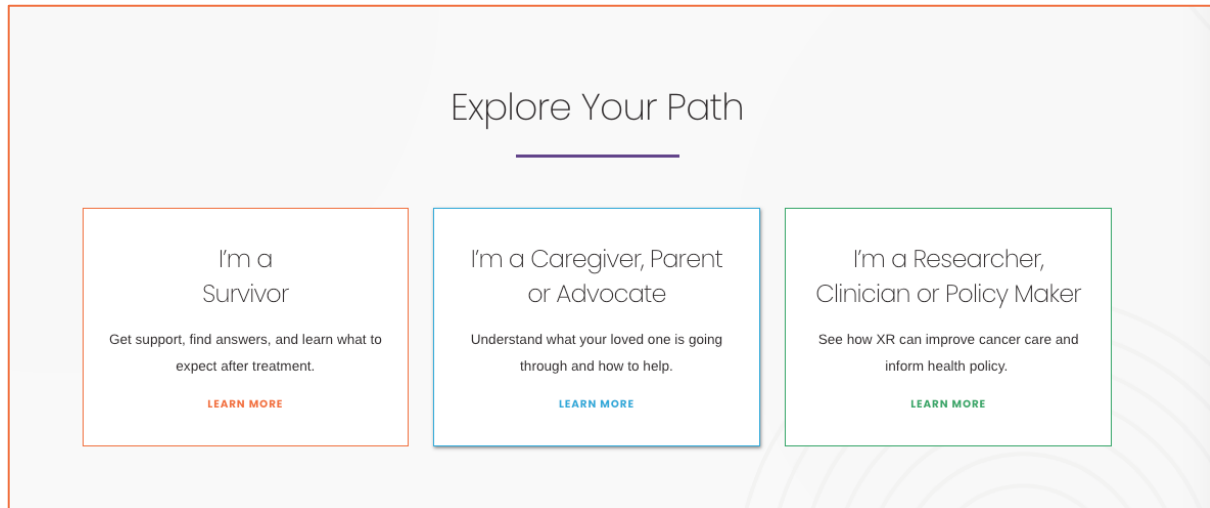


Figure 5. Stakeholder-specific content pathways

The content directed toward **survivors** employs carefully chosen language that acknowledges both vulnerability and strength. The messages in the texts are written in clear, non-technical language while still maintaining clinical accuracy, thus facilitating understanding of medical concepts for non-experts. The **caregiver-directed content** acknowledges the frequently disregarded yet pivotal function of support networks in cancer survivorship. The **professional-focused content**, "See how XR can improve cancer care and inform health policy," is intended to offer insights into the healthcare and policy landscapes. The emphasis on "inform health policy" indicates that the objective of the project is also to generate actionable insights that can influence healthcare delivery models beyond the immediate project scope.

These sections are regularly updated to reflect the evolving needs of each audience group, providing timely access to project outputs, resources and opportunities for engagement. This ensures alignment with Horizon Europe requirements for transparency, inclusivity and accessibility, while supporting the project's wider mission to strengthen survivorship care across Europe.

Collaborations and Opportunities

The Ecosystem section is dedicated to networking and clustering, and will showcase how TRANSCEND-XR connects with the wider European movement to transform cancer care. It will highlight related Horizon Europe projects, sister initiatives, and opportunities for collaboration, positioning TRANSCEND-XR within the framework of the EU Mission on Cancer (Figure 6).

Part of the EU Mission Cancer Framework

TRANSCEND-XR is proud to be a Mission Cancer project funded by the EU's Horizon Europe research and innovation programme.

Improve cancer prevention and early detection

Accelerate innovative treatments and digital health tools


Enhance quality of life for people living with and beyond cancer

Our focus on testicular cancer survivorship support, powered by extended reality in cancer care, aligns closely with the goals of the Horizon Europe cancer research project cluster working under Mission Cancer.



Figure 6. EU mission cancer mention

This space is intended to inform visitors about connected projects and upcoming events (Figure 7), and to encourage collaboration among researchers, healthcare providers, policymakers, and advocacy groups.



Working Together for Greater Impact

TRANSCEND-XR is part of a growing European movement to transform cancer care, not in isolation, but through deep collaboration. Our project is aligned with the European Commission's Mission on Cancer, which aims to improve the lives of more than 3 million people by 2030 through prevention, treatment, and survivorship support.

We believe real progress happens when people and projects connect. That's why this page showcases related initiatives, sister projects, and upcoming opportunities that complement or extend the goals of TRANSCEND-XR.

Connected Projects & Initiatives

Here are just a few of the Horizon Europe projects and EU-supported initiatives working toward similar outcomes in cancer survivorship, digital health, and adolescent care.

Events & Opportunities

Stay informed about upcoming workshops, conferences, and collaborative opportunities across the TRANSCEND-XR network.

Figure 7. Highlight connected projects, initiatives, and events

By fostering partnerships across disciplines and countries, the ecosystem can strengthen the project's impact and ensure that survivorship support extends beyond the boundaries of TRANSCEND-XR partners themselves (Figure 8).

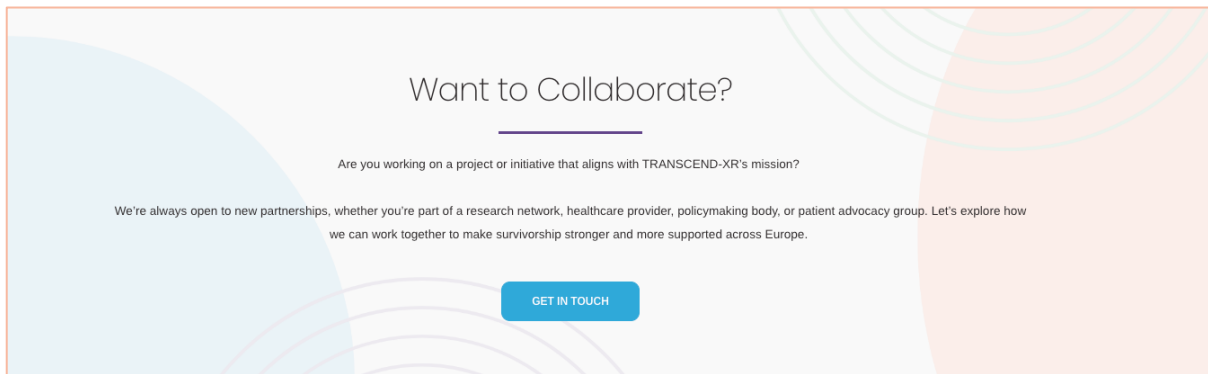


Figure 8. Section dedicated to collaborations

As part of this approach, TRANSCEND-XR actively contributes to the Mission Cancer cluster “Quality of Life (AYA)”, which brings together projects focused on improving outcomes and survivorship for adolescents and young adults with cancer. The cluster provides a structured platform for joint communication, exchange of practices, and collaborative outputs – such as shared dissemination materials and joint events – thereby maximising synergies across the Horizon Europe Cancer Mission portfolio. In line with the sustainability plan, the cluster workspace will remain active for two years beyond the end of TRANSCEND-XR, ensuring that collaboration and knowledge-sharing continue to deliver impact at the European level.

Technology and Methodology Focus

The extended reality (XR) technology is introduced (Figure 9) without overwhelming technical complexity, focusing on experiential outcomes and practical applications rather than technical specifications. In TRANSCEND-XR, XR will be used to help survivors of testicular cancer – particularly adolescents and young adults – to better understand late effects of treatment, support emotional and social recovery, access personalised learning experiences, and benefit from resources available from home. By framing XR to address concrete survivorship challenges, the project demonstrates how digital innovation can deliver meaningful improvements in quality of life.

What is Extended Reality (XR) in Cancer Care?

Extended Reality (XR) is an umbrella term that includes technologies like Virtual Reality (VR) and Augmented Reality (AR) which are immersive digital tools that can simulate experiences, deliver training, and provide emotional support in powerful, engaging ways.

In TRANSCEND-XR, this technology is being used to:

- Help survivors better understand late effects of treatment
- Support emotional and social recovery
- Enable personalised, interactive learning experiences
- Provide accessible support from the comfort of home

As one of the few Horizon Europe cancer research projects using immersive technology, TRANSCEND-XR helps demonstrate the potential of extended reality in cancer care to deliver real, scalable impact.

Figure 9. Extended reality technology overview

Equally important is the project's co-creation methodology (Figure 10), which places survivors' lived experiences, needs and preferences at the centre of development. By involving survivors, caregivers, healthcare professionals, and policy stakeholders in the design process, TRANSCEND-XR ensures that the technology responds to real challenges rather than being driven by technological possibilities alone. This participatory approach strengthens trust, relevance and sustainability, ensuring that the resulting solutions are user-centred and scalable across diverse contexts.

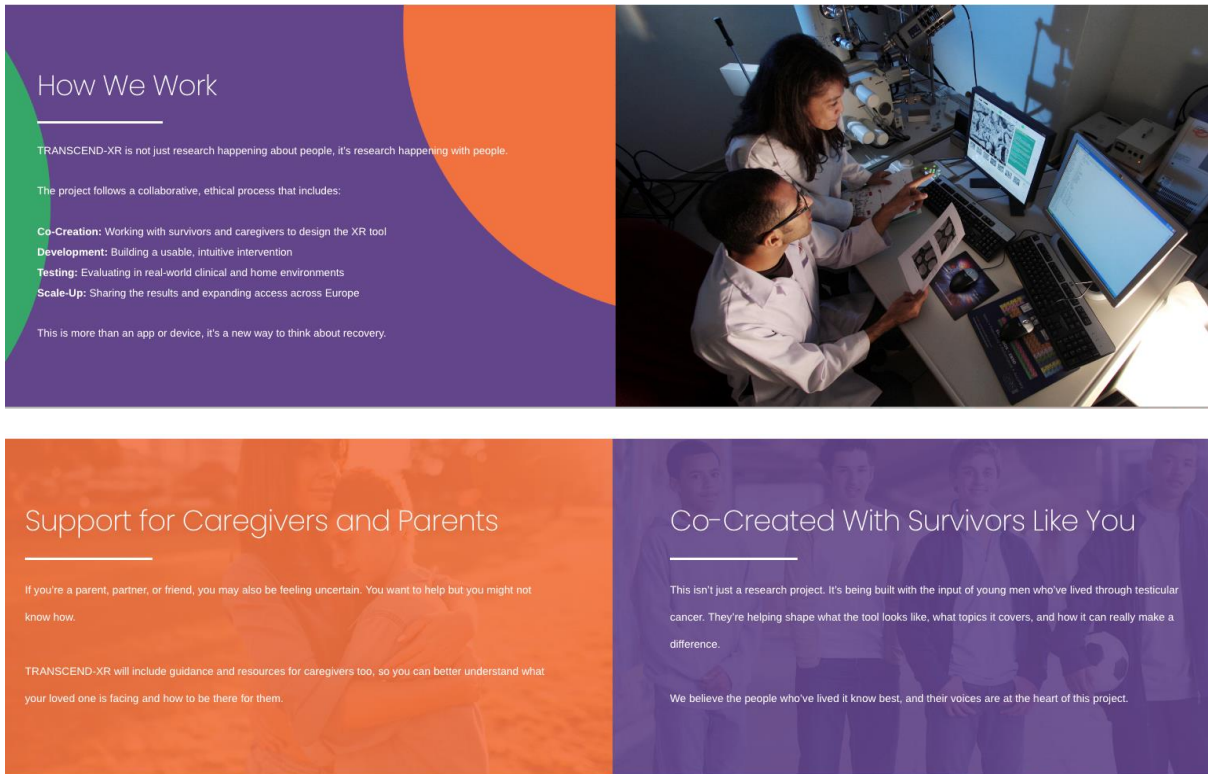


Figure 10. Methodology highlights

Partners Presentation

The consortium information (Figure 11) illustrates the collaborative structure of TRANSCEND-XR, which brings together expertise from multiple countries and disciplines. All partner organisations are presented, and their logos are displayed to reinforce the project's collective identity. The website also features an animated element that rotates the logos, further highlighting the diversity and unity of the consortium dynamically and engagingly.

The TRANSCEND-XR consortium consists of 15 partner organisations across 12 countries, representing leading universities, hospitals, technology firms, and research institutes.

Project Partners Include:

- University College Cork (Coordinator), Ireland
- University Medical Center Groningen, The Netherlands
- Tallaght University Hospital, Ireland
- Erasmus University Medical Center Rotterdam, The Netherlands
- The National Cancer Institute of Milan, Italy
- Gustave Roussy Institute, France
- The Royal Marsden NHS Foundation Trust, England
- Queen's University Belfast, Northern Ireland
- Catholic University of Portugal, Portugal
- Comenius University in Bratislava, Slovak Republic
- University of Zagreb School of Medicine, Croatia
- FundtoInnovate Limited, Ireland
- KHORA, Denmark
- PredictBy Research and Consulting S.L., Spain
- Association of European Cancer Leagues, Belgium



Figure 11. Partnership information section

The 'Funding & Ethics' section (Figure 12) outlines the financial support and ethical commitments of the project. It recognises the Horizon Europe Research and Innovation Programme, under Grant Agreement No. 101214413, as the source of funding for TRANSCEND-XR. It also emphasises the project's strict adherence to ethical standards. These standards include GDPR compliance, informed consent protocols, and a commitment to prioritising people, especially survivors, in every decision.

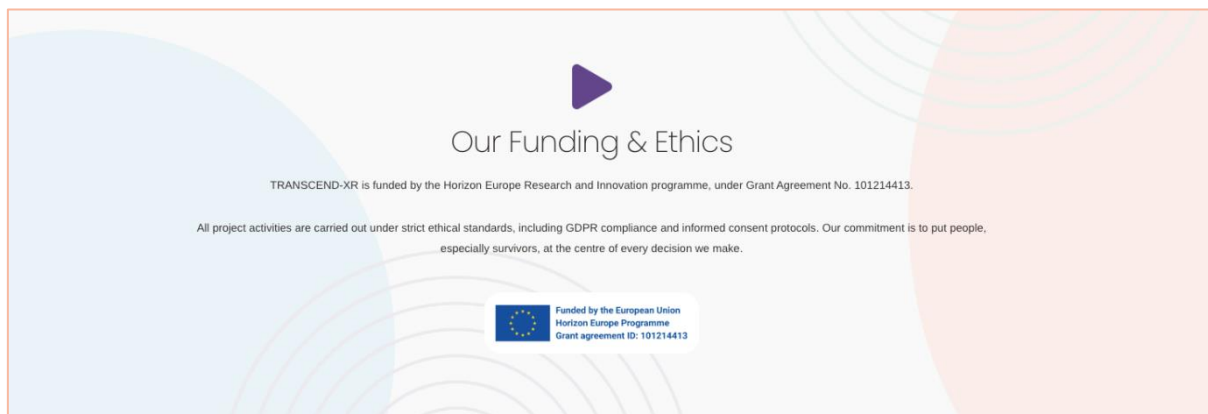


Figure 12. Funding and ethics

2.3 User Engagement

Newsletter and Updates

The website integrates a newsletter subscription function (Figure 13) to establish sustained communication with stakeholders throughout the project lifecycle.

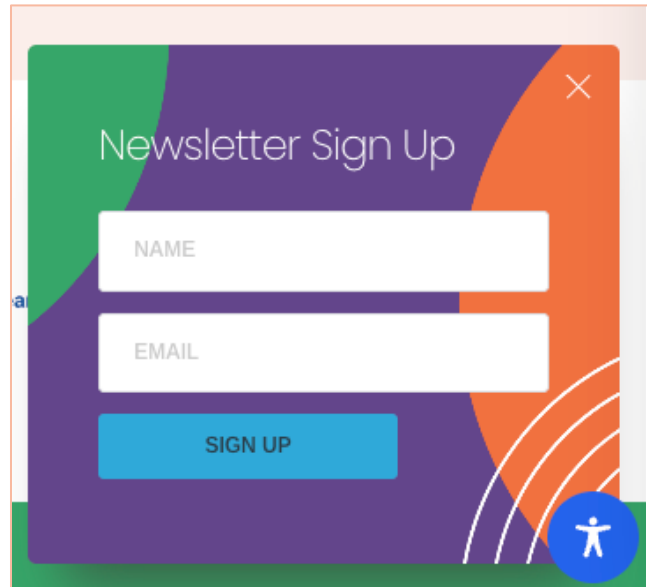
A screenshot of a 'Newsletter Sign Up' form. The form is set against a background with abstract shapes in green, purple, and orange. It features a title 'Newsletter Sign Up' at the top, followed by two input fields labeled 'NAME' and 'EMAIL'. Below these fields is a blue button labeled 'SIGN UP'. A small 'X' icon is in the top right corner, and a blue circular icon with a white person symbol is in the bottom right corner.

Figure 13. Newsletter subscription area

The website features a dedicated blog section for regular updates. These updates aim not only to inform but also to encourage participation, engaging visitors as active collaborators in TRANSCEND-XR's journey rather than passive recipients of information.

Social Media and Extended Communication

Integrated contact and social media options (Figure 14) extend the communication ecosystem beyond the website itself. These channels create additional touchpoints that support:

- Direct communication with project team members.
- Social media engagement for broader reach.
- Multiple contact methods accommodating different preferences.
- Integration with broader digital communication strategy.

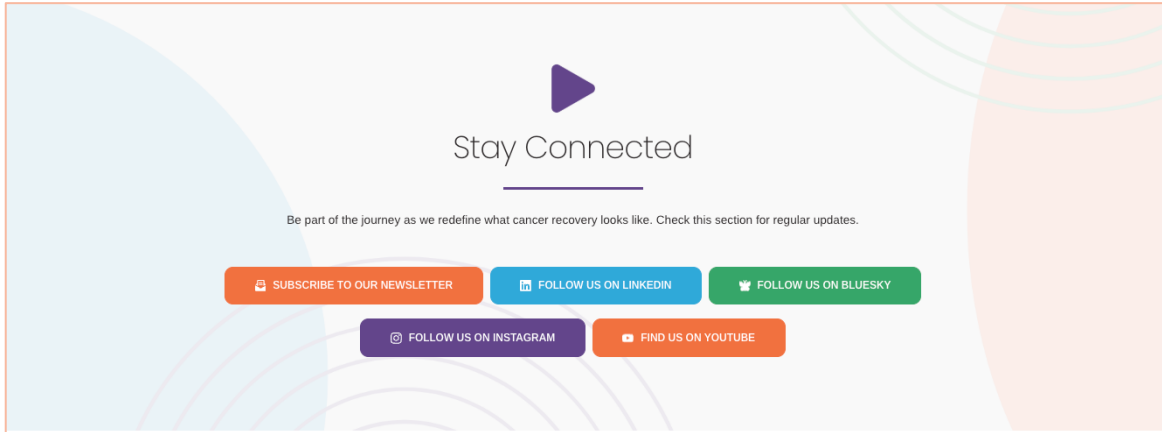


Figure 14. Links to social media

Footer and Contact Information

Essential project information is made accessible through the website footer (Figure 15), ensuring that visitors can easily locate key details, relevant links and formal acknowledgements.

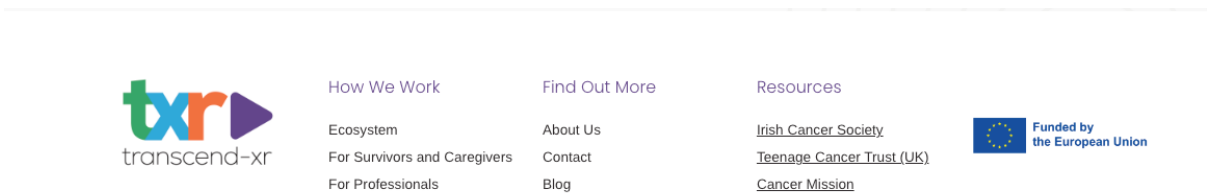


Figure 15. Website footer

Responsive Design and Accessibility

The website adheres to professional design standards, ensuring a seamless experience across desktop, tablet, and mobile devices. Accessibility features are embedded throughout, acknowledging the diverse technology preferences and personal circumstances of potential users (Figure 16).

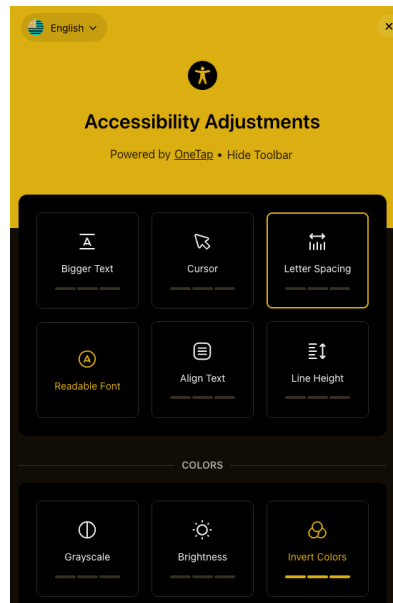


Figure 16. Accessibility menu

2.4 Monitoring and KPIs

The performance of the TRANSCEND-XR website will primarily be monitored through Google Analytics. Key indicators will include:

- **Reach:** Monthly visitors and page views.
- **Audience overview:** Geographical distribution of visitors and access devices (desktop, mobile, tablet).
- **Engagement:** Newsletter subscriptions, downloads of project outputs, and interactions with embedded resources (e.g. videos, publications).
- **Referral sources:** Visits generated via social media channels, partner websites and external communication activities.
- **Sustainability:** Recurring visits and continued access to project resources over time.

These indicators will be assessed regularly to identify trends, inform communication actions, and ensure that the TRANSCEND-XR website continues to meet its objectives as the central dissemination and engagement hub for the project. This approach focuses on learning and adaptation, acknowledging that visibility and user engagement are expected to grow progressively throughout the project lifecycle.

2.5 Sustainability

The TRANSCEND-XR website will remain active and regularly updated throughout the project's duration. In line with Horizon Europe Programme requirements, all public deliverables, publications, and resources will remain openly accessible for at least five years

after the project's end. This commitment reflects both the project's sustainability strategy and the FAIR principles guiding Horizon Europe.

As lead partner for WP7 (Communication, Dissemination and Exploitation), FundtoInnovate will coordinate the sustainability plan, ensuring long-term visibility and accessibility of project outputs. Measures include maintaining a dedicated QoL-AYA cluster workspace for two years beyond the end of TRANSCEND-XR, thereby extending impact, strengthening collaboration with sister projects, and reinforcing synergies across the Cancer Mission portfolio.