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FET-Open Challenging Current Thinking

POSEIDON

NanoPhOtonic devices applying Self-assembled colloIDs for novel ON-chip light

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Duration: 48 months

= Deliverable D6.1 =

Public website and logo with internal management interface

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CI	Classified, information as referred to in Commission Decision 2001/844/EC	



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Executive Summary

POSEIDON website <https://poseidon-fet.eu/> has been set up in order to increase public awareness of the project. Provisional webpage with basic information on the project (i.e. project facts, the publishable abstract, list of partners and contacts) has been operational since January 2020. The whole content of the webpage is public and complete project information is online since 29th February 2020. The POSEIDON website will be actively maintained and updated during the whole course of the project.

The POSEIDON logo was designed before the kick-off meeting (January 2020). In Chapter 2 the official POSEIDON logo is reported. The project logo is used in all the project related materials including Word and PowerPoint templates, deliverables, website, fact sheet, leaflets/brochures, posters, press releases, etc. The colours of the logo are associated to the branding of the project. The POSEIDON logo is always associated with the EU flag and acknowledgment.

The POSEIDON website structure and contents are reported in Chapter 3. General project information, a scheme summarizing the project concept, downloadable contents and links are available on the starting page. The website structure is composed of six main pages and three subpages with the aim of targeting a different audience:

- “Starting page” and “Project team” are for the broad public.
- “Goals and Results” including subpages “Glossary”, “Public Deliverables” and “Scientific publications” are providing information to the scientific community, stakeholders and investors.
- “Impact” page is for the broad public, end users and media.
- “News and Events” section ensures the project visibility and returning visitors; and
- “Contact us” allows visitors to ask questions to engage with the project team.

At the bottom of the webpage the acknowledgment of EU funding is placed: This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861950, project POSEIDON.

The internal management interface and strategy for the maintenance of the project website is described in Chapter 4.

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1. Introduction

Deliverable 6.1 “Public website and logo with internal management interface” is part of the task 6.2 Project website. The objective of this task is to develop a website to disseminate relevant up-to-date information regarding the project.

The website will contain a general section for the public, a technical section for technical partners and investors and a secure section for partners to have access to relevant documents, contact data and other material developed through the project. In the part 2.2b of the POSEIDON DoA it is also reported that the website will provide information about the project and its results, option for visitors to ask questions to engage with the project team and technical section for industrial partners and investors.

All publicly available materials, including brochures, press releases and other articles produced by POSEIDON will be posted on the relevant sections of the website. Core scientific documents will also be published on this website together with links to relevant projects and initiatives in order to support European cooperation. It will also provide a platform for occasional training webinars, and blogs.

The website will be maintained beyond the project's time horizon.

2. POSEIDON logo

Eight proposals for the project logo (Figure 1), inspired by the project concept, were designed before of the kick-off meeting and discussed with the coordinator. The official POSEIDON logo (Figure 2) was selected at the beginning of the project and used in all the project related materials including Word and PowerPoint templates, Deliverables, website, fact sheet, leaflets/brochures, posters, press releases, etc. The colours of the logo are associated to the branding of the project. The logo is made available in different size, black-white version and formats. The POSEIDON logo is always associated with the EU flag and acknowledgment.

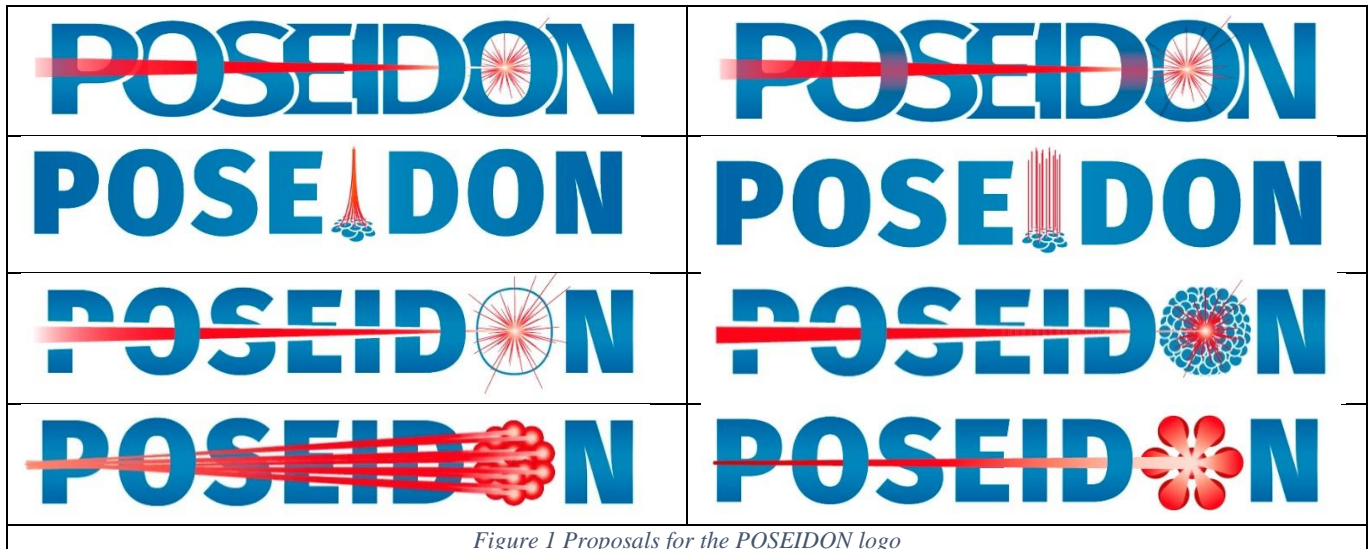


Figure 1 Proposals for the POSEIDON logo



Figure 2 Official POSEIDON logo

3. POSEIDON website structure

The website structure is composed of 6 main pages and 3 subpages with the aim of targeting different audiences. “Starting page” and “Project team” are for broad public. “Goals and Results” including subpages “Glossary”, “Public Deliverables” and “Scientific publications” are providing information to scientific community, stakeholders and investors. “Impact” page is for broad public, end users and media. The “News and Events” section ensures the project visibility and returning visitors and “Contact us” allows visitors to ask questions to engage with the project team.

The main navigation menu is placed at the top of the webpage and includes the following sections (with their respective subsections, visible as soon as moving the mouse on the page title): Project team, Goals and Results (subpages: Glossary, Public Deliverables and Scientific publications), Impact, News and Events and Contact us.

On the bottom 3 frames are dedicated respectively to Project facts, Downloads and Links. At the bottom of the webpage the acknowledgment of EU funding (“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 861950, project POSEIDON”) is placed. The heading’s and bottom page’s visualisation remain constant on all pages.

After discussions with partners, it was decided not to include a secure section on the website due to privacy concerns. Therefore, partners will have access to relevant documents, contact data and other material developed through the project through the OwnCloud file repository (an online, cloud-based platform accessible through different browsers, while the data is still physically on the server and well protected).

Specific training webinar pages and blogs can be developed during the project, upon request and hosted on the POSEIDON website.

3.1. Starting page

A short project overview is in the central area; the use of simple language and visual contents, summarizing the POSEIDON concept, aim at targeting the broad public.

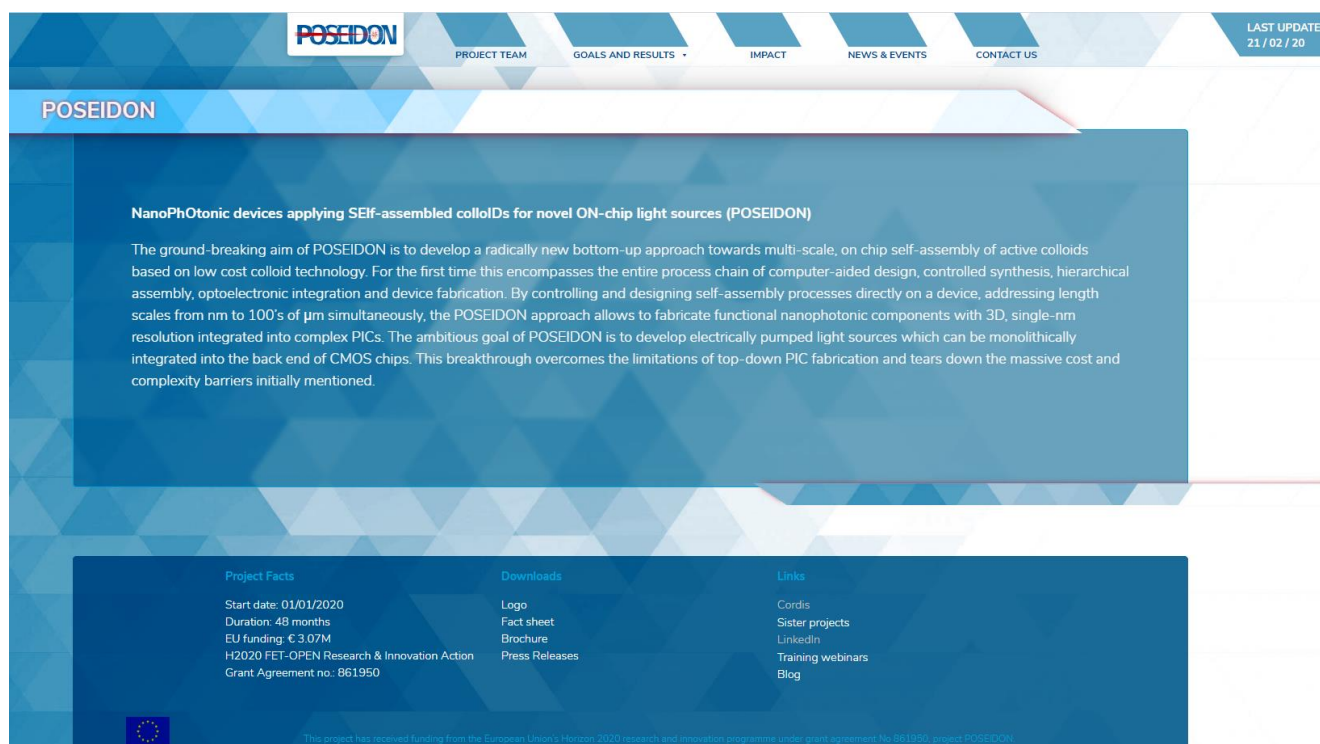


Figure 3 POSEIDON Starting page screenshot

The POSEIDON starting page provides some basic information on the project in the bottom frame “Project facts” (i.e. Start date, Duration, EU funding, Type of Action and Grant Agreement number).

In the frame “Downloads” partners and visitors will find the dissemination materials (i.e. Logo, Fact sheet, Brochure, Press Releases, etc.) used to present and promote the project outside the Consortium. Those contents have already been approved by all the partners.

In the “Links” frame the following links are available: Cordis website, Sister projects (EU/national and international projects targeting at the development of light sources for Photonic Integrated Circuits), Social media (i.e. POSEIDON LinkedIn page) and link to the platform for the POSEIDON training webinars and blog.

3.2. Project team

In the Project team webpage, all the 8 POSEIDON partners are presented with their corresponding organization, full name, short name and country. This page contains all the partners’ interactive links to their institutional websites. The aim of this page is to provide high visibility to the project partners, also highlighting their high-level cross-disciplinary competencies. The list of the EAB members with their institutions is also reported.

POSEIDON aims for a revolutionary change in bringing light sources on chip in a cost-effective way.

Coordinated by AMO GmbH, POSEIDON includes top EU innovation performers (researchers and companies) involved in modelling and simulation (UHULL, CSIC), colloid synthesis (USIEGEN, CIC), hierarchical assembly (FAU, UHULL), development of electrically pumped colloidal light sources (UHULL, UCAM, AMO), fabrication of PICs (AMO) and key innovation players (IBM, Hitachi, Mellanox, Causeway Sensors, Senseair) who are integrated into the project through an External Advisory Board for target specification and impact monitoring.

N.	Participant organisation name	Short name	Country
1	AMO GMBH	AMO	DE
2	AMIRE S.R.O.	AMI	CZ
3	UNIVERSITY OF HULL	UHULL	UK
4	UNIVERSITAET SIEGEN	USIEGEN	DE
5	FRIEDRICH-ALEXANDERUNIVERSITAET ERLANGEN NUERNBERG	FAU	DE
6	ASOCIACION CENTRO DE INVESTIGACION COOPERATIVA EN BIOMATERIALES- CIC biomaGUNE	CIC biomaGUNE	ES
7	UNIVERSITY OF CAMBRIDGE	UCAM	UK
8	AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS	CSIC	ES

Figure 4 POSEIDON Project team webpage screenshot

3.3. Goals and Results

The POSEIDON goals and publishable project achievements will be made available in the “Goals and Results” webpage, targeted to scientific community, technical partners, stakeholders and potential customers/investors. Visual contents will help to explain the scientific achievements. The page will be updated as soon as relevant publishable results, not infringing the IPR of partners, will be obtained during the whole project duration. At the moment, the “Goals and Results” page contains the project objectives and the expected features of the POSEIDON demonstrator.

In the subpage, a Glossary with POSEIDON abbreviations and acronyms is reported providing the users some tools to interact with the project. In the subpages “Scientific publications” and “Public deliverables”, the peer reviewed publications and articles will be made available as well as the public Deliverables summarizing the publishable project achievements. Scientific publications that present POSEIDON results will be openly accessible both through the project website (link to the downloadable pdf file) and at the website of the OPEN ACCESS publisher.

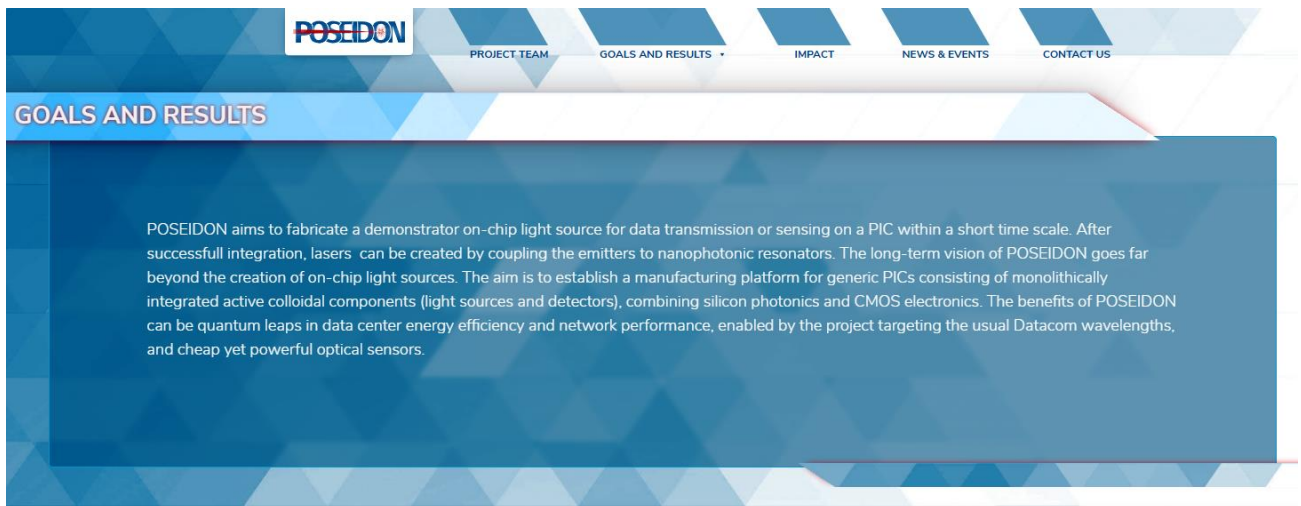


Figure 5 POSEIDON Goals and Results webpage screenshot

3.4. Impact

The POSEIDON “Impact” webpage provides the visitor an overview of the context of the project (photonic integrated circuits), related potential applications and the POSEIDON innovation level and added value. The target audience of this page includes both the broad public and media and has the aim to create awareness about the project objectives and impact.

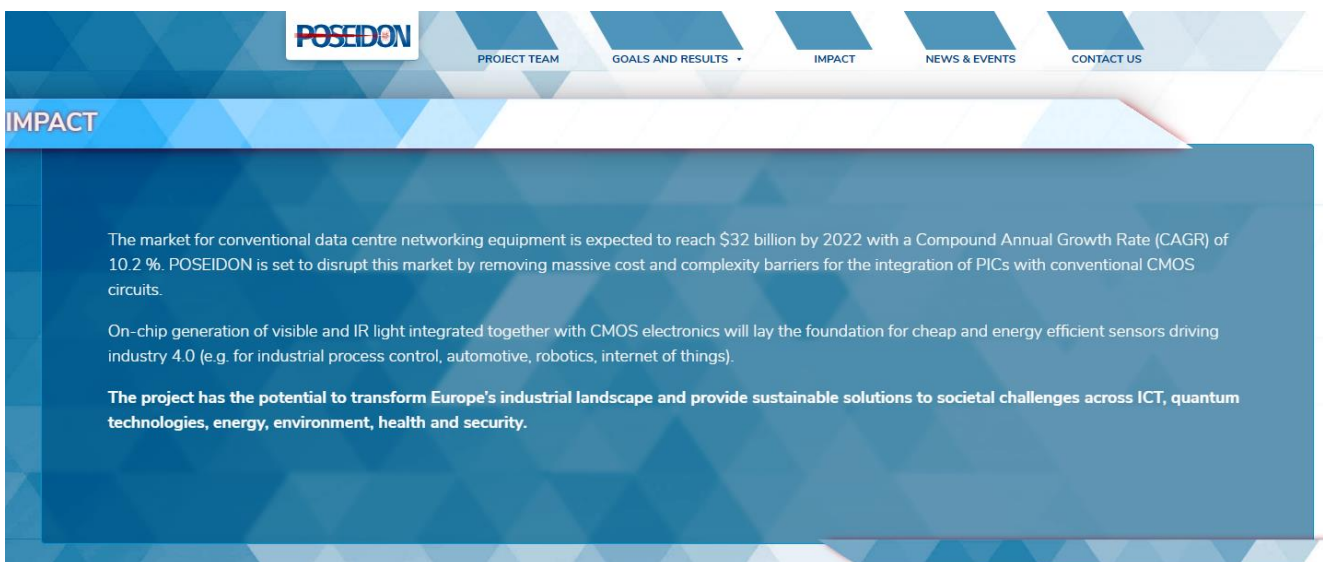
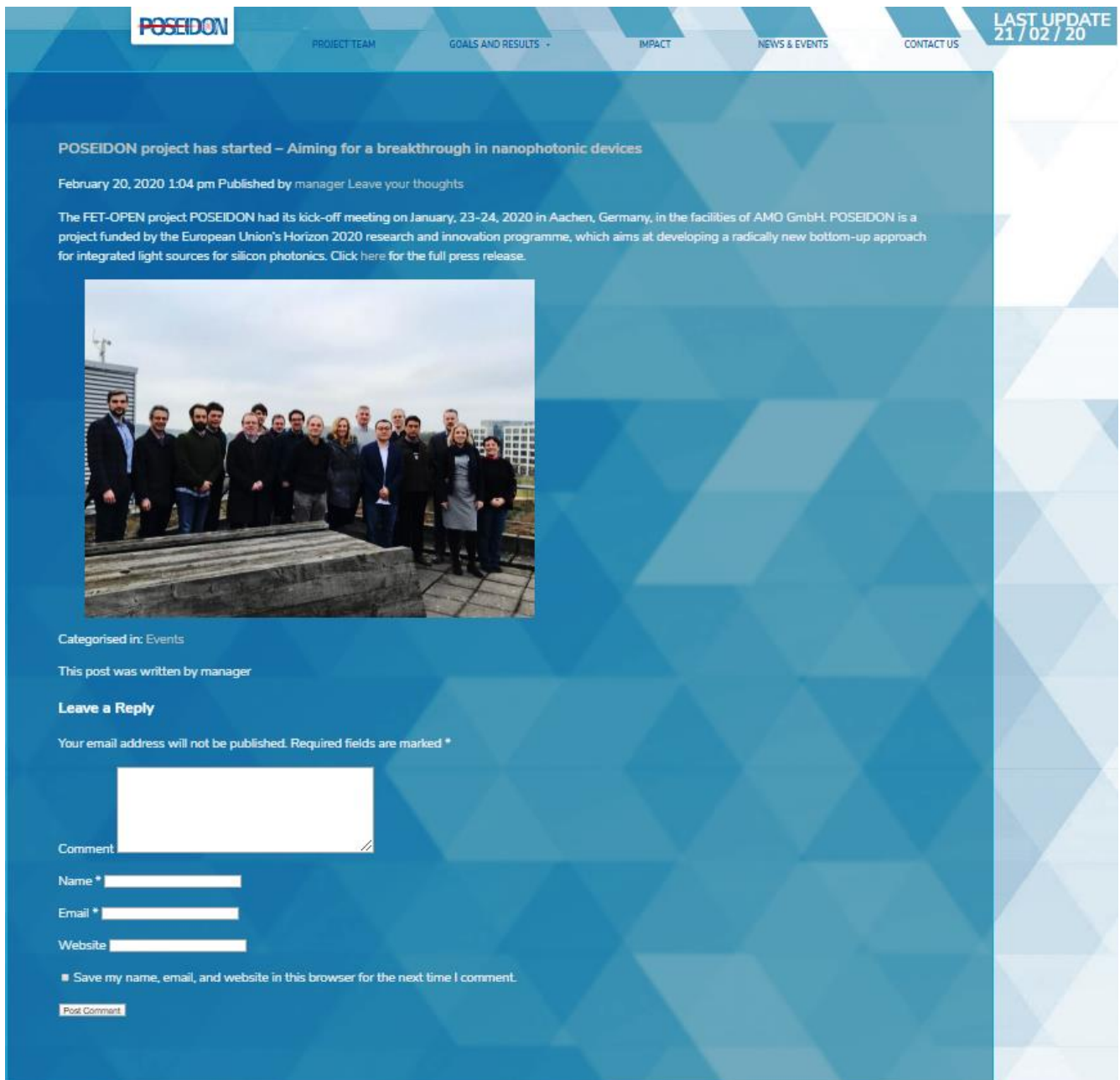


Figure 6 POSEIDON Impact webpage screenshot

3.5. News and events

The webpage “News and Events” contains details of dissemination activities, press releases, publications and events as well as announcements of POSEIDON meetings, webinars and other initiatives able to promote the project at wide level. News related to the project will be uploaded as well as an overview of the events where users can interact with project partners (conferences, exhibition, workshops, etc.). The webpage “News and Events” contains posts published by the website manager and give the opportunity to the visitors to leave comments. This webpage will be continuously updated till the end of the project with inputs from partners and from the External Advisory Board.

The 1st project News (kick-off meeting) is reported in Figure 7.



The screenshot displays the POSEIDON project website with a blue geometric background. At the top, there is a navigation menu with links for PROJECT TEAM, GOALS AND RESULTS, IMPACT, NEWS & EVENTS, and CONTACT US. A 'LAST UPDATE 21/02/20' badge is visible in the top right corner. The main content area features a news post titled 'POSEIDON project has started – Aiming for a breakthrough in nanophotonic devices', dated February 20, 2020, at 1:04 pm, published by the manager. The post text describes the kick-off meeting on January 23-24, 2020, in Aachen, Germany, funded by the European Union's Horizon 2020 program. Below the text is a photograph of a group of approximately 15 people standing on a rooftop. Underneath the photo, it is noted that the post is categorized under 'Events' and was written by the manager. A 'Leave a Reply' section follows, with a note that email addresses will not be published. The form includes a large text area for comments, and input fields for Name, Email, and Website, all marked as required. There is also a checkbox to save the user's information for future comments and a 'Post Comment' button.

Figure 7 POSEIDON News and Events webpage screenshot with 1st post (kick-off meeting)

3.6. Contact us

The POSEIDON webpage “Contact us” provides to the visitors, including potential customers and investors, a tool to interact with the project: asking for some clarifications about the contents and potential applications and establishing contacts for further collaboration. The questions and visitors’ information (treated following the GDPR principles) will be collected by the Project Manager and forwarded to the most suitable expert in the project, depending on the nature of the request and topic. The visitors will provide basic information about their profile to receive ad hoc explanations and targeted answers.

POSEIDON

PROJECT TEAM GOALS AND RESULTS IMPACT NEWS & EVENTS CONTACT US

CONTACT US

Contact persons:

Name	Coordinator: Anna Lena Giesecke	Project Manager: Kristina Pandek
Organisation	AMO GmbH	AMIRES s.r.o.
Email	giesecke@amo.de	pandek@amires.eu

If you would like to know more about POSEIDON, please fill in the form below:

Name and Surname

Your company/institution name

Your profile

Academic (professor, researcher, student), Industries (manufacturers, services providers, engineering, etc.), End users and potential customers, Consultancy, Standards & regulation bodies, Policy makers, Media, etc.

Email

Your message

Please review our [privacy policy](#)

I agree with privacy policy terms

Send form

Figure 8 POSEIDON Contact us webpage

4. POSEIDON website management interface

The website has been created in an Open Source software called WordPress. WordPress started as a blogging system but has evolved to be used as a full content management system, that is completely customizable and can be used for almost anything within the field of web design. It allows fast and reliable customization and a user-friendly back-office environment which is key for website updates and file uploads.

The POSEIDON website will be actively maintained and updated on a regular basis during the project life span. In particular, the “News and Events” and “Goals and Results” webpages and corresponding subpages “Deliverables”, and “Publications” will be continuously updated with inputs from partners. Before publication, any content will be approved by the Consortium to avoid any IPR infringement.

Beyond the periodic updates and publication of results two other activities need to run in parallel. Firstly, constant security checking and control is needed to protect all sensitive data uploaded onto the server of the Czech provider Active24 (<http://www.active24.cz>). This will be assured by generation of secure login details and by continuous adaptation of WP plugins and add-ons in order to avoid any sensitive data leakage. Special attention will be given to random search engines crawlers, which download any accessible documents and retain them for long periods in their cache system (even erased documents). This activity will last for the project duration and beyond. Secondly, further optimisation of the website will ensure its positioning among first search results for relevant keywords.

5. Conclusions

The POSEIDON logo was designed and selected before the kick-off meeting (January 2020). The project logo is used in all the project related materials including Word and PowerPoint templates, Deliverables, website, fact sheet, leaflets/brochures, posters, press releases, etc.

The POSEIDON website <https://poseidon-fet.eu/> has been set up following the requirements defined in the Task 6.2 Project website and section 2.2b of the DoA. The website has the aim to increase public awareness of the POSEIDON project. The website structure is composed of six main pages and three subpages with the aim of targeting different audiences:

- “Starting page” and “Project team” are for the broad public.
- “Goals and Results” including subpages “Glossary”, “Public Deliverables” and “Scientific publications” are providing information to the scientific community, stakeholders and investors.
- “Impact” page is for the broad public, end users and media.
- “News and Events” section ensures the project visibility and returning visitors; and
- “Contact us” allows visitors to ask questions to engage with the project team.

The website has been created in an Open Source software called WordPress. The whole contents of the webpage are public and complete project information is on-line since 29th February 2020. The POSEIDON website will be actively maintained and updated during the whole course of the project. Beyond the periodic updates and publication of results two other activities need to run in parallel: constant security checking and further optimisation of the website to ensure its positioning among first search results for relevant keywords.

6. Degree of progress

The development of the project’s website and logo is 100% fulfilled. The maintenance and update of the website will be carried out during the whole course of the project.

7. Dissemination level

The Deliverable D6.1 “Public website and logo with internal management interface” is public and therefore it will be available to download on the project’s website and on demand.