



COMputatioNal Imaging as training network for Smart biomedical dEVICES

Project No. 101072354

Deliverable 5.1

Public section of the webpage, social network pages, printed materials

WP5 – Dissemination, communication, and exploitation

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Partner short names

CNR	Consiglio Nazionale delle Ricerche
UEF	University of Eastern Finland
DATRIX	DATRIX Spa
IRCAD	Research Institute against Digestive Cancer
POLIMI	Politecnico di Milano
UJI	Universidad Jaume I
CWI	Centrum Wiskunde & Informatica
FYLA	FYLA Laser
UCL	University College London
INTUITIVE	Intuitive Surgical
VIALUX	Vialux GmbH
accelCH	accelopment Schweiz AG

Abbreviations

D	Deliverable
DC	Doctoral Candidate
EC	European Commission
EU	European Union
HEU	Horizon Europe
M	Month
MS	Milestone
WP	Work Package

Executive summary

This deliverable is part of the CONcISE Work Package (WP) 5 “Communication, Dissemination and Exploitation”, and outlines the CONcISE project website and social media channels, focussing specifically on the implementation phase of recruiting suitable doctoral candidates, and the content and printed material that was developed so far as part of the project. It is complementary to D6.2 that introduced the general structure and content of the CONcISE website. The project website and social media channels will be maintained and updated regularly throughout the duration of the project and after its completion. At this stage, the website serves as the primary tool to communicate, inform, and raise awareness about the project and the open positions about the activities and progress of the project, including the progress of each individual doctoral candidate (DC), enabling the CONcISE consortium to reach out to all its stakeholders.

Objectives: The project website, social media channels, and print materials are important tools to communicate, inform, and raise awareness about the project's ambitions, results, and progress, enabling the CONcISE consortium to reach out to all its stakeholders. Altogether, these tools provide up-to-date, consistent, and comprehensive information on the project and are tailored to different CONcISE stakeholder groups.

Methodology and implementation: The CONcISE website, social media channels, and content material are created following a consistent and coherent visual identity. The website serves as the main source of information for stakeholders on the objectives, progress, and results of the project, while the social media channels and print and digital materials amplify the outreach efforts of the project website.

Outcomes: This deliverable consists of the project website available online at www.concise-project.eu, the CONcISE project's social media channels on [LinkedIn](#) and [Twitter](#), and an outline on the print and digital materials.

1 Strategy

1.1 Stakeholders and approach

The social media channels and website function as focal points for all target groups of CONcISE. The **website** is tailored both to the **scientific community** and **industry** (See **Fig. 1**), presenting practical information on (1) the partners involved in the project and the respective DCs' supervisors, (2) the technological and scientific details behind the development of the three novel systems addressing the current challenges of biomedical imaging devices, (3) the DC training, (4) project news, key achievements and project-related events, and (5) recruitment information. **Social media channels** are used to amplify the outreach of the project website, and they are mostly tailored to the **general public** (See **Fig. 1**), sharing facts about the project, its impact, and the latest news. Additionally, social media are used to support partners' efforts in the recruitment of DC. **Print and digital materials** targeting **all stakeholder groups** also aim to amplify the outreach efforts of the project. These will be tailored to the different project and partners' activities, such as online and onsite events and conferences, to present key facts and results about the project, while redirecting the target audience to the CONcISE website and project social media channels.

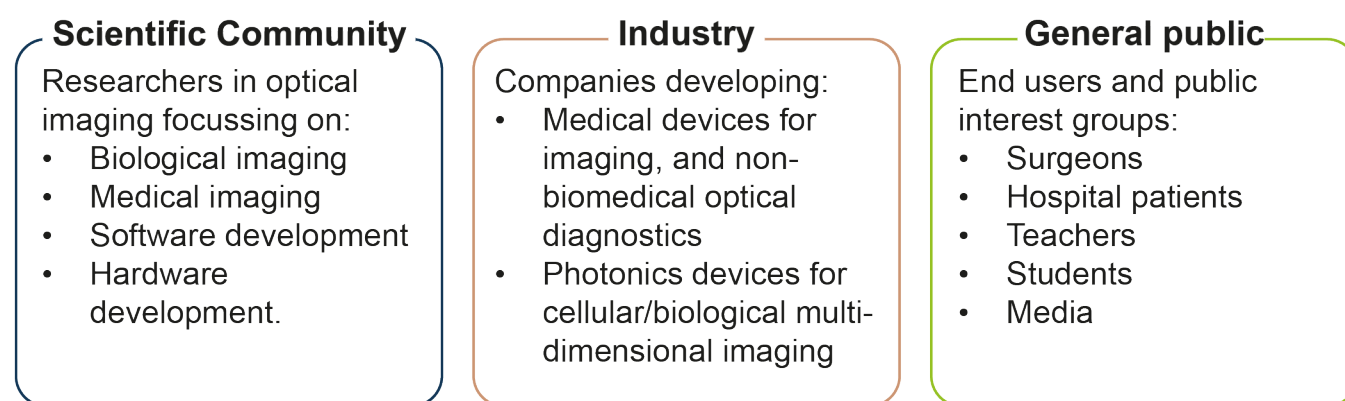


Figure 1 CONcISE stakeholder groups

1.2 Visual identity

Coherent and consistent communication is essential for effective dissemination and engagement with the target groups. This is why the project website, social media channels, and print and digital materials have a unique visual identity, which includes the CONcISE logo, and the visual identity colours.

1.2.1 Project logo

The CONcISE project logo is one of the core elements to promote a coherent and consistent visual identity of the project (Fig. 2).



Figure 2 CONcISE Logo

1.2.2 CONcISE colours

The colours are derived from the CONcISE logo (Fig. 3), and one complementary colour was selected:

1		CMYK 100, 77, 40, 32 RGB 0, 57, 90 HEX #003A5A	2		CMYK 50, 0, 99, 0 RGB 141, 198, 63 HEX #8dc63f
3		CMYK 69, 14, 0, 0 RGB 0, 174, 239 HEX #00aeef	4		CMYK 0, 38, 48, 23 RGB 197, 123, 103 HEX #C57B67
5		CMYK 11, 0, 0, 0 RGB 222, 246, 2155 HEX #def6ff			

Figure 3 CONcISE Corporate colours

2 CONcISE social media channels

The CONcISE social media channels on [Twitter](#) and [LinkedIn](#) were set up in April 2023 to support the recruitment and outreach activities. Together with the project website, and the print and digital materials, they build the foundation of the CONcISE communication and outreach activities and function as the main resource for project-related news and information.

2.1 Approach

Social media are important for project communication and dissemination activities. With over 300 million active social media users in Europe alone, a social media presence is essential to amplify the project's outreach and impact. Based on the CONcISE stakeholders and target audiences, the most suitable social media platforms are LinkedIn and Twitter. While LinkedIn is a "networking site for professionals",¹ which mainly targets industry stakeholders (e.g., biomedical imaging companies), Twitter is a popular channel to communicate about the project and disseminate project results to members of science, academia and the general public.

The main objective of the social media channels is to regularly inform and update about CONcISE in an appealing, accessible, and timely manner, amplifying the outreach of the website. Thus, the short-story format of the social media channels aims to complement the website's more in-depth, long-story format.

2.1.1 DC involvement

As the project progresses, all recruited DCs will be involved in managing the social media channels. After an initial training session on science communication, the DCs will be responsible for creating and sharing content for the CONcISE Twitter and LinkedIn channels in rotating team. Their involvement will enable the DCs to gain hands-on experience in science communication and social media management, build a network of related projects, researchers, and industries, and provide the CONcISE audience with first-hand updates on their work within the project.

¹ Social Media Guide for Horizon 2020: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

2.2 Content

The strategy for the CONcISE social media channel content follows three defined pillars:

- 1 **Informative:** Insights into the science, publications, conferences
- 2 **Project related:** Consortium updates, project progress & milestones, events
- 3 **People-centred:** Introduction of consortium members, DC involvement, success stories

By following these three pillars, CONcISE ensures that the content shared on its social media channels is relevant and informative while still covering the full spectrum of the project work of an MSCA-DN. In detail, we will announce and follow up on events, report on results in the form of publications and conferences, share press releases and media coverage, introduce team members and report on project progress and achieved milestones. Additionally, it is planned to launch extended social media campaigns, e.g., on “What is biomedical imaging?”, thus making the CONcISE science accessible to all target audiences.

Equally important, the visual content (e.g., infographics, factsheets, images, etc; See **Fig. 4**) of CONcISE social media pages follows three basic rules aimed at promoting a consistent visual branding for the project, always including (1) Project logo (**Fig. 2**); (2) Project corporate colours (**Fig. 3**); (3) Design credits. Additionally, where relevant, and following the Grant Agreement requirements, the visual content will include the EU and UKRI logos and funding acknowledgement statements.



Figure 4 CONcISE visual content according to the visual branding rules.

2.2.1 Images and infographics

The images used for the CONcISE website and social media channels will use portrait and team photos of the consortium (e.g., to introduce the supervisors and DCs, or to report on consortium meetings). The DCs will also be asked to take photos at conferences or other big events. Besides, infographics have become a powerful tool to use on social media. The CONcISE social media channels will implement this by using infographics to support our text-based posts. By using the popular online graphic tool [Canva](#), graphics will create a modern, informative infographic, engaging the reader to follow the link by clicking on the image.

2.3 Twitter

The CONcISE Twitter channel was set up in April 2023 with the handle @CONcISE_project. To achieve a consistent visual identity and follow the look and feel of the CONcISE website, the channel re-uses the CONcISE header image, and the CONcISE emblem is set as the profile image of the channel. The Twitter “bio”, the short profile description, includes a brief description of the core of the project, including hashtags linking to the Horizon Europe and MSCA channels and names as well as the project’s GA Number. With the project starting, the aim is to share a minimum of two posts per month.



Figure 5 CONcISE Twitter channel

2.4 LinkedIn

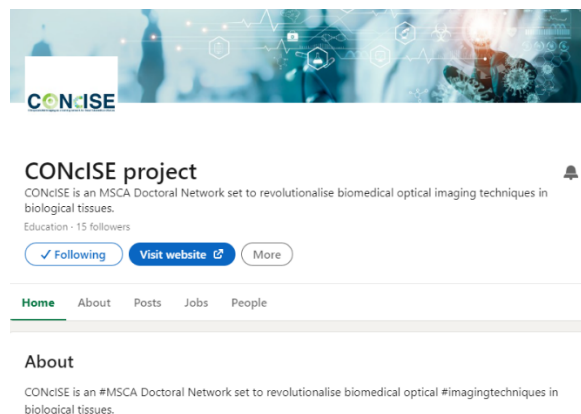


Figure 6 CONcISE LinkedIn channel

The CONcISE LinkedIn channel was set up in April 2023 under the name CONcISE project. The CONcISE look and feel are also implemented on the project's LinkedIn channel, using the same logo profile and website header. The LinkedIn description uses the hashtags #MSCA and #imagingtechniques to make the project page findable for relevant groups in the field of biomedical imaging and other Doctoral Networks. The setup of the LinkedIn page allows the visitor to directly visit the CONcISE website by following a button highlighted in blue (see Fig. 6). Below, LinkedIn includes the sections "About", "Posts", "Jobs" and "People". The "About" section includes a description of the project and links to the project website. By clicking on "Posts", the CONcISE post feed becomes visible, showing all posts from the most to least recent. With the project start, the aim is to share at least two posts a month.

3 Website and printed materials

3.1 Approach

As already explained in the Website deliverable D6.2., the [CONcISE website](#) will be updated regularly throughout the CONcISE project to adapt the content to the needs of the stakeholders. The CONcISE website envisions three main phases for website development. Each of these phases has a clear strategy of what the key outcome and impact should be. Based on this strategy, the website structure and content will be adapted.

- Phase 1 – To attract and recruit suitable DCs.
- Phase 2 – To present the project implementation and updates for research, training and outreach.
- Phase 3 – To ensure the website remains the key source of information also after the project ends.

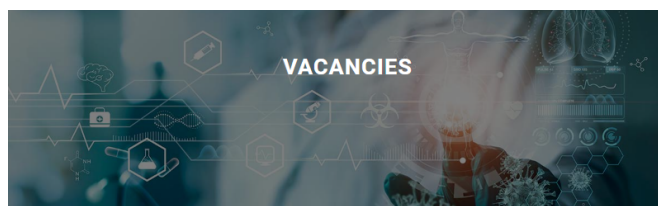
Currently, the website is in phase 1. The job ad aiming to recruit DC was posted on EURAXESS. The EURAXESS job ad is linked to the CONcISE website, amplifying the efforts to recruit participants, and to the application form.

3.2 Content and current state of the website

For the first months of the project, the key aim of the project website is to attract suitable candidates interested in joining the CONcISE network as Doctoral Candidates (DCs). Overall, the project website provides the candidates with key information on the project, introducing the supervisors and project partners as well as informing them on the open positions, the individual research projects, and key requirements. Building upon the first CONcISE website deliverable (D6.2), the most important pages (and changes) are presented in the sections below.

3.2.1 Vacancies page

In this stage, the '[vacancies page](#)' (Fig. 7) is the most visited page of the project website, and the main point of contact to apply centrally as a CONcISE DC. Once all the project positions are filled, the vacancies page will be removed from the CONcISE website.



11 Doctoral Candidate (DC) positions for MSCA Doctoral Network

The project consortium of CONcISE joins forces to develop biomedical imaging devices where the hardware and software are completely integrated and developed together, and that allow a more data-efficient and quality-oriented scanning of biological tissues.

DCs will work on individual doctoral projects in order to develop novel and unconventional techniques for multi-dimensional biomedical optical imaging for the detection and mapping of absorption, scattering and fluorescence, in biological tissues using visible and near-infrared light.

The objective of the network and the doctoral programmes is to overcome traditional limitations of the current biomedical instrumentation, which focus on the maximisation of the data acquired, regardless of its quality. This leads to a large amount of data to manage, transfer, and analyse and thus creates data bottlenecks and gaps in measurements.

What we offer

Eligibility criteria

Supported researchers must be doctoral candidates, i.e. not already in possession of a doctoral degree at the date of the recruitment.

Mobility rule: researchers must not have resided or carried out their main activity (work, studies, etc.) in the country of the recruiting beneficiary for more than 12 months in the 36 months immediately before their recruitment date.

Additionally, DC applicants must fulfil the local requirements of the recruiting institutions listed in the project descriptions below.



Scan the QR Code to read the MSCA Guide for applicants

CONcISE offers the DCs research and training excellence for the design of three novel systems to address relevant paradigmatic problems related to biomedical imaging. The project partners will lead three main research themes, in addition to an advanced training programme, organised in six 'topical schools', for the development and implementation of new cutting-edge systems for unconventional multi-dimensional biomedical optical imaging.

DCs will be offered the opportunity to work in a multidisciplinary way, moving from hardware to software development and vice versa, being at the best position to fill the gap between system development and data analysis, which is often the result of the traditional monothematic training typically adopted in biomedical imaging research.

To complement the academic and scientific goals of the DCs, the project will offer customised research projects, structured interdisciplinary, network-wide transferable skills training activities, and secondments at top-ranking European universities, research institutes, and industry partners.

Figure CONcISE Vacancies page.

3.2.2 Press page

Another important page at this stage of the project is the 'Press' page (Fig. 8). On the Press page, the CONcISE consortium is sharing important documents targeting the media, in its effort to amplify the visibility of the project. Important to highlight is that such a document has been shared amongst the consortium's contacts and extended network (local press, and partners).

General application requirements and important dates

- Complete applications are written in English; and include a CV, letter of motivation, copies of transcripts of any obtained degrees, as well as contact details of two possible referees.
- Applicants should provide a ranked list of preferred DC individual projects.
- Applications should be submitted by 01/05/2023 at 13:00 (CEST), by completing all the required fields and uploading all relevant documents via the apply now button below, following the instructions.
- Interviews will be held by the recruiting institution, and are planned to take place between 15/05/2023 and 05/06/2023. The individual DC projects are set to start between 01/09/2023 and 01/11/2023 depending on the recruiting institution (see individual project descriptions).
- Applicants must meet the English proficiency criteria (different requirements apply per recruiting institution, please check the DC requirements).

APPLY NOW

DC1 Development and characterisation of a system for multispectral DOT implementing adaptive strategies.

Project Description: Diffuse optical tomography (DOT) is an imaging modality where the optical properties of a biological sample are estimated from boundary measurements of visible or near-infrared light. The objective of the work is to develop a system for time-resolved multi-spectral diffuse optical tomography implementing structured light illumination and single-pixel camera detection working for biological tissues on the macro scale. This system will enable the implementation of adaptive, data-driven strategies to strongly reduce the number of acquisitions without information loss. The candidate will collaborate with DC2 for the modelling of light propagation in the tissue and image reconstruction, and with DC3 for the implementation of deep-learning strategies.

Expected Results: Construction of a system for multispectral diffuse optical tomography based on structured illumination and compress sensing. Implementation of an adaptive, data-driven acquisition strategy for maximising the information content. Performance assessment and validation of the system with dedicated phantoms mimicking the optical properties of biological tissues (work performed jointly with DC2).

Click here to read the full description!

- DC 2: Photon transport modelling and image reconstruction algorithms for adaptive strategies
- DC 3: Data-driven, adaptive, machine learning approaches for multispectral DOT
- DC 4: Development and characterisation of a clinically-compatible real-time multispectral endoscopic fluorescence imaging system
- DC 5: Development and characterisation of a general-purpose time-resolved fluorescence imaging system
- DC 6: Development of a modular optical system for multiphoton microscopy with light structured illumination and computational adaptive compressive strategies
- DC 7: Compressive detection techniques for wide-field multiphoton microscopy
- DC 8: Development of an adaptive optics module for nonlinear microscopy based on the use of Multi Actuator adaptive Lenses and wavefront sensor optimisation algorithms

PRESS RELEASES

CONcISE press release, 1

The first CONcISE press release is an overview of the Marie Skłodowska-Curie (MSCA) project, highlighting the challenges for the biomedical imaging industry, as well as the project's ambition and proposed solution.

Download

Figure 7 CONcISE Press releases page

4 Printed & digital material

4.1 Approach

Throughout the project duration, accelCH will create various materials based on the project's visual identity. In such a way, partners can distribute these in print and online formats. Printed and digital materials will be used, for example, during consortium meetings and external events by partners to better convey the information about the project.

The main objective of the print and digital material is to boost the visibility of the project while directing the target groups to the project website and social media channels. Print and digital materials will be defined in detail through the CONcISE 'Plan for the dissemination and exploitation of results, including communication activities' (D5.2 – due in M12). However, these will potentially include (1) brochures; (2) factsheets; (3) roll-up banners; (4) flyers, etc.

4.2 Material already developed

4.2.1 CONcISE recruitment flyers

Two recruitment flyers were developed with the objective of supporting the recruitment efforts of the project (Fig. 9).

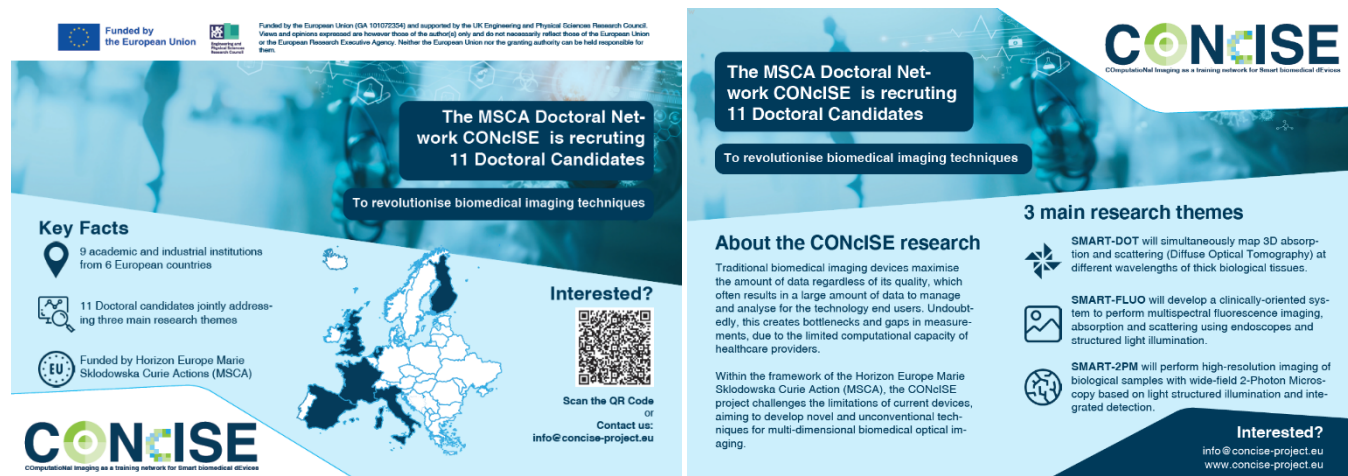


Figure 8 CONcISE Recruitment flyers

4.2.2 CONcISE stationeries

To promote a consistent visual identity, and support the recruitment effort, notebooks, and pencils with the CONcISE colours and displaying the project logo.

5 Evaluation

The website's impact will be measured using Google Analytics, which offers the possibility to track website traffic (e.g., page views, unique visitors), and detect the immediate impact of dissemination activities that led to more page views, for example when a partner presents its results at a conference we expect to see an increase of new visitors. The CONcISE social media channels will be tracked using LinkedIn and Twitter Analytics, giving full insight into follower counts, post impressions, and profile hits. These insights will be used, among others, to optimise the content to better match the platforms' algorithms. The digital material impact will be measured in terms of downloads for the website and likes, re-shares and comments on social media. The print material impact will be measured in terms of copies printed and shared by the project consortium. The outreach will then be evaluated to see if targets have been reached and, if necessary, to identify new outreach measures.

6 Outlook

As the project progresses, the structure of the CONcISE website will be adapted to include relevant information and new pages when needed. The social media channels will be continuously updated. After completing the recruitment process, a "Meet the Researchers" page will be added to the website, including all DC and supervisor profiles. Correspondingly, the DCs and supervisors will be introduced via the CONcISE social media channels. After the DCs have been established in their project teams and progress with their work, the CONcISE social media channels will be handed over to a periodically rotating team of DCs. As the first project results become available (e.g., in the form of publications or conference presentations), we will share these via the CONcISE social media channels, and implement a "Results & Outcomes" page on www.concise-project.eu, where all project results documented in the form of journal articles, posters, conference presentations, infographics, and similar material will be linked to their respective source. Print and digital materials will be defined in D5.2. and developed according to the consortium's needs.