

SENSOTERIC

smart SENSOR analog front-end powered
by Emerging Reconfigurable devICes



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Deliverable D7.1 Project Website and Social Media Accounts

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Authors	Giulio GALDERISI (NLB), Jens TROMMER (NLB)
Approver	Claudia Hawke (TUD), Jens TROMMER (NLB)
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Document Abstract

In this deliverable we describe **SENSOTERIC's website and social media accounts**, providing insights on the intended **strategies** in terms of their **visual identity**, and for successfully **communicating the project results** on those platforms. Links and directions to **access** these platforms are also given in this document.

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1. Visual Identity

In this section we describe the strategic decisions taken towards the establishment of a strong and recognizable **visual identity** for the SENSOTERIC project. Several visual tools have been envisioned for achieving this goal which are described in this section.

1. Logo and Banner



Figure 1: SENSOTERIC logo, conveying directly the project's visual identity.

The **logo** (Fig. 1) conveys in it the **RFET technology specific features** of n-type to p-type reconfigurability, by displaying the typical blue and red I-V (transfer) curves of those devices. Together with this, the ultimate scope of the project of using those devices for **sensors and sensor platforms** is described by the arrangement of those curves to form the shape of an eye, the most immediate concept of a sensor. Together with the logo, also other means of conveyance of the visual identity were envisaged and are enforced. In fact, all the partners are provided with and requested to use in any presentation, poster, and similar, a **banner** representing the project's visual identity. This banner is intended for immediate adoption and use in any partner's pre-existing slide sets. This way, a specific slide set for the project does not need to be provided, discouraging the use of it when presentations need to be prepared with material belonging to others, prepared on different layouts. The user can simply add the banner to the presentation/poster and the project's visual identity is successfully transported. The banner can be found in **Fig. 2**. Other versions of the banner are provided to adapt to different use cases, among them the SENSOTERIC website and social media accounts, described below.



Figure 2: Project banner, including logo, project acronym and full title.

2. Visual Template for News Items

News items shared on the website and on social media platforms, a **common template** was envisioned and set up. It will be used to construct the visual component of those news items. In the template, the project's main colour code is followed, logo and project's name are presented following the developed project's visual identity. Images, attracting the audience's attention and used to visually introduce the content of the news item, are to be included in the specific round areas, with the possibility to be accompanied by some short text conveying the main messages of the news item. The template is shown in **Fig. 3**.

2. Project Website

The SENSOTERIC website is intended as the **main access point** for any category of **interested audience** (scientific community, end user companies, policy makers, public institutions, general public, and young researchers) to the project's description, vision, partners, and results. All of this is conveyed to the website user through news items and links to stored public files. The project website is hosted internally at **NaMLab gGmbH**, without the support of an external company, and will be maintained for at least three years after the end of the project.

The **website** can be accessed at the link: <http://sensoteric.eu/>.

The visitor is directly welcomed and attracted by the **banner** that incorporates all the components of the project's **visual identity** (logo, acronym with font, extended project name, and other visual features matching the SENSOTERIC colour code). A screenshot of the top section of the website can be found hereafter, in **Fig. 4**. From there the user is guided directly to the secondary webpages, and social media accounts.

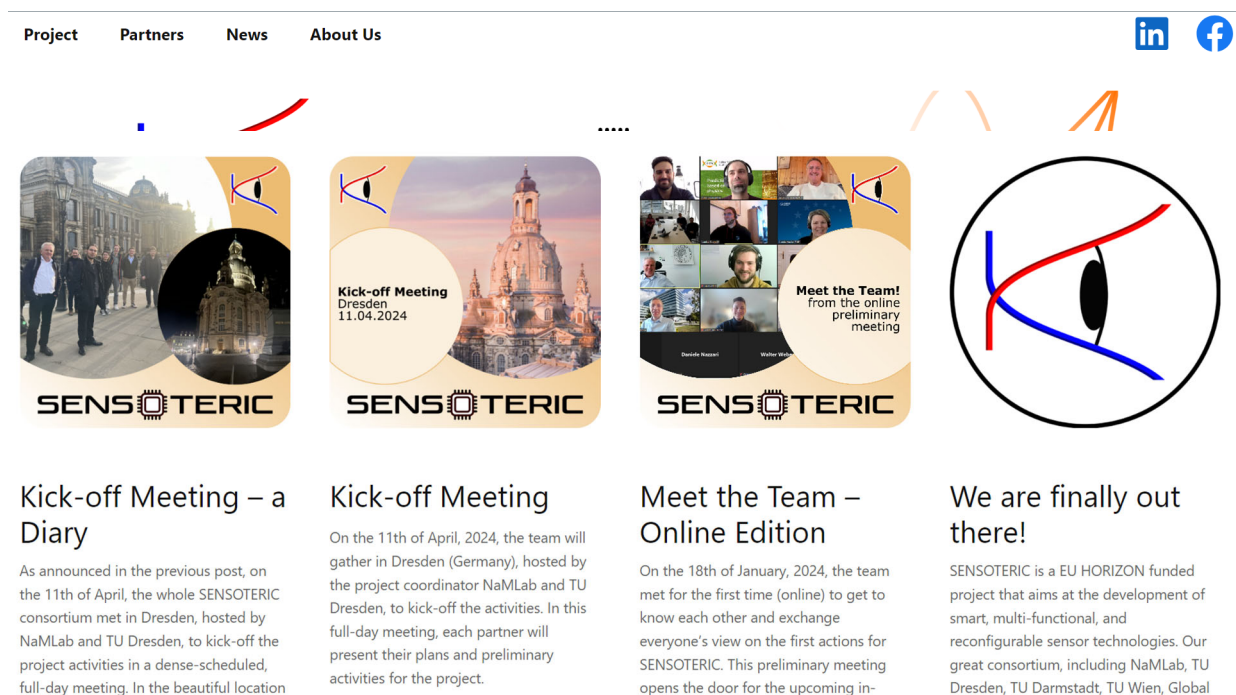


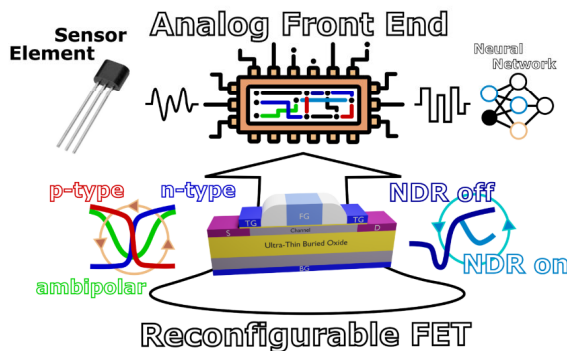
Figure 5: News section of the project website. News are shown together with their image, and can be opened in dedicated webpages displaying the full content.

On the main-page, directly below the banner, a **news section** follows, that updates the visitor on the project's progress with regularly and automatically updated items. A target of at least 10 news per year is foreseen. Content updated to the website will differ from that of the social media accounts. In the former, a longer **"blog-like" format**, with more details will be preferred with respect to flash news items typical of the latter. An example of this approach can be found in the news item "Kick-off Meeting – A Diary", that narrates the day of the project Kick-off Meeting, held in Dresden on 11th of April, 2024. In general, news items are displayed together with an image and can be opened in a new dedicated webpage where the full content is shown. A screenshot of the news section at Month 5 of the project can be found hereafter, in **Fig. 5**.

Following this last section, a general **mission statement of the project** is presented to the visitor, that shows a promotional overview image of the project, with the scope of visualising its main components, together with a short written abstract that clearly describes the mission and the objectives of SENSOTERIC. The appearance of this section can be seen in **Fig. 6**.

Discover our mission

Global challenges for today's technology development call for more sustainable, nanoelectronics-enabled strategies for healthcare, mobility, and environment.



Smart cities and smart homes, autonomous vehicles, and industry 4.0 are driving the technology market away from a processing-information-centric past to a **sensing-and-actuation-centric future**. The technological needs for this transformation are complex, as sensing technologies are very diverse and not driven solely by scaling, performance and cost, as opposed to the case of CMOS electronics. From the view of Europe's industrial landscape, **smart sensors are key technologies in the important automotive and healthcare/medical market segments**.

Our **global objective** is the development of a reconfigurable platform to accommodate both for a generic analog front-end (AFE) sensor interface able to adapt to the change in environmental conditions, thus reducing power consumption and improving the signal quality, as well as a dedicated reconfigurable sensor transducer (RST) element for the detection of cancer biomarkers. **Reconfigurable Field Effect Transistors (RFETs)** hold the promise to provide the much-needed flexibility for this AFE/RST concepts, and are **integrable as add-on into classical scaled CMOS processes** like the 22 nm FDSOI, fully European available platform offered by GlobalFoundries. These devices provide adjustable device characteristics at runtime, e.g. the dynamic switching from p-type to n-type behavior or a negative differential resistance (NDR) mode, allowing the alteration of circuit behavior after manufacturing. Circuit characteristics become fine-tunable at run-time

Figure 6 : Screenshot of the website section showcasing a mission statement and the objectives of SENSOTERIC project.

Finally, the webpage is concluded with some extra buttons linking to secondary webpages, such as work package descriptions. A download page is foreseen to share all public reports, deliverables, publications and public files originating during the project. Links to every project partners' websites are provided and a funding statement referring to the EU ends the main page.

3. Social Media Accounts

Professional and public **social media accounts** were set up to maximise the visibility and the reach of the project's mission and results, as well as to redirect the interested visitors to the project webpage. Targeted activity is set at 1 post per week on average, shared within the selected platforms, after Month 12 of the project duration. We identified **LinkedIn** and **Facebook** as the most promising and fitting platforms to share our project results and setup corresponding accounts, that can be accessed through the following links.

LinkedIn: <https://www.linkedin.com/in/sensoteric-project-a21196302/>

Facebook: <https://www.facebook.com/profile.php?id=61557611717207>

LinkedIn is the most diffused platform in the field of scientific communication and dissemination, and was chosen for this reason. An account was set up respecting the project's visual identity and several posts already shared. A **Facebook** account is set up, and news items have already been shared there. It will be distributed in the following months to already identified communities (groups) of relevant target audiences that will increase the page reach to relevant audiences.

4. Conclusion

In this deliverable, the project website and social media accounts are introduced. Both are resting upon a common visual identity mainly conveyed by a combination of the project logo and a news template both providing a high recall value. The strategic approach for the successful distribution of project results is briefly discussed, providing some examples of implementation and metrics of engagement.

5. Glossary

n/a