# Deliverable 5.2: Strategic and Operational Plan for Dissemination and Communication

| | |
|---|---|
| **Work Package(s)** | Work Package 5 |
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| **Contact Person** | Michel ZAYET |

**Document History**

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|---|---|---|---|
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| | | | |

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# EXECUTIVE SUMMARY

The Initial Dissemination and Communication Strategy and Plan aims to ensure efficient communication of the project activities and results towards the existing networks of practitioners, research and industry communities in the bio-detection area within the EU-27 and Associated Countries as well as globally.

It outlines the project dissemination and communication strategy, defines target audiences, core messages, channels and tools selected and placed in implementation, to assist all project Participant Organisations in implementing their own dissemination and communication activities related to the project.

| Participant Number | Participant Organisation name | Short name | Country |
|---|---|---|---|
| 1 (Coordinator) | IDEAS Science Ltd. | IDEAS | Hungary |
| 2 | DataSenseLabs Ltd. | DSLabs | Hungary |
| 3 | ZugMedical System SAS | ZugMed | France |
| 4 | Politecnico di Milano | Polimi | Italy |
| 5 | Uniwersytet Lodzki | LODZ | Poland |
| 6 | Sioux-CCM BV | Sioux-CCM | The Netherlands |
| 7 | Komenda Stoleczna Policji (KSP) Warsaw Metropolitan Police | WMP | Poland |
| 8 | DMI Associates | DMI | France |
| 9 | Institut Pasteur | Institut Pasteur | France |

# 1 INTRODUCTION

Dissemination in the context of Project HoloZcan relates to the public disclosure of the results of the project, while communication is the mix of selected contents prepared to match the expected promotion exercise for the identified tasks, using a format adapted to the information recipients.

While objectives, target audiences, core messages, channels and tools for dissemination and communication can be of multiple nature, we observe how they assemble and congregate as illustrated in the next sections.

## 1.1 ASPECTS OF COMMUNICATION AND DISSEMINATION

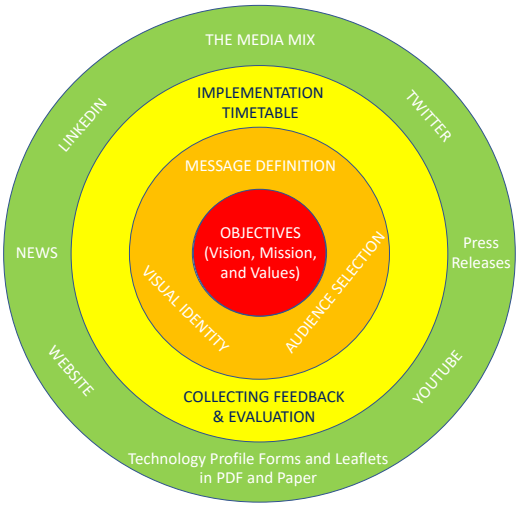
Six elements constitute the Communication's backbone:

| | | |
|---|---|---|
| Objectives (What) | Developers (Who) | Technologies (How) |
| Timeline (When) | Locations (Where) | Evaluation (constantly ongoing) |

For Dissemination, three aspects is selected:

| | | |
|---|---|---|
| The Media Mix | Audiences Profiling | Analytical Tools and Statistics |

An easiest way to visualize the C&D interaction is to consider a diagram with circles starting from the center to outside.



# 2 DISSEMINATION AND COMMUNICATION STRATEGY

## 2.1 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The objectives of Project HoloZcan Dissemination and Communication strategy are to:

- **Raise awareness**: Develop a high visibility for the HoloZcan network (attracting a high number of stakeholders interested in novel field Bio-detection capabilities, various professionals and experts from Government structures and Private sector, end-users and final beneficiaries);
- **Promote**: Promote the innovative solutions and opportunities based on a list of communities-identified requirements;
- **Inform**: Make the outcomes developed within HoloZcan network available to the different target and interested groups;
- **Engage**: Motivate the HoloZcan network's target groups to provide inputs and generate feedback, as they interact with the Consortium Members and Advisory Board Members;
- **Exploit**: Enhance activities of HoloZcan's research and provide opportunities for project results to be exploited and implemented by third parties/various end-users' groups;
- **Deliver targeted impact** via, for example, the use of regular Online Surveys;
- **Support and inform relevant policy makers of project activities and main outcomes that might be useful for policy definition purpose.**

These activities will directly contribute to the sustainability of Project HoloZcan, the implementation of the projects results and outcomes, and the replicability of the project methodology and processes.

Communication activities in the project, aim at promoting collaborative actions, with a spreading impact to a wider variety of audiences, including general public. Communication activities will also demonstrate how this Horizon 2020 project contributes to resolving particular societal problems.

## 2.2 DISSEMINATION AND COMMUNICATION TARGET AUDIENCES

Since project started on first of May 2021, all Project Partners have identified a total of eight main groups of Users, to be targeted individually and collectively, and namely:

| Target Groups | targeting |
|---|---|
| **CBRN practitioners and end-users**, | CBRN experts within Police, First Responders, Civil Protection Forces, Health Organisation End-user group, Relief workers, Disaster managers, and Crisis managers. |
| **Medical laboratories and health professionals** | Hospitals, public spaces, critical infrastructure and service providers |
| **Forensics and Law Enforcement Authorities** | Investigation Police, Customs, Borders' Security. |
| **Civil society and Scientific communities** | NGOs, Universities, Think Tanks, Training Centers, Biosafety and Biosecurity Associations. |
| **CBRN Military forces operating in civilian crisis/disaster** | Military CBRN centers, Special Training centers. |
| **Standardisation bodies and policy makers at EU and EU MS level** | EC DG Home, EC DG Enviromment, European Defence Agency, Frontex, Europol, Interpol. |
| **Industrial and Private sector** | Companies developing Bio-detection devices |
| **Gender and Population** | Women in Science – General public Representatives |

Each of these groups will be addressed with specific messages, specific offers and via specific channels, tools and where relevant adapted services, tailored to their needs and ensuring programme impact is delivered.

Each Consortium Partner will be responsible for reaching out to different groups as laid out in the Dissemination and Communication Plan Table (3.7) and ensure cultural and language barriers do not undermine the capacity to deliver impacts across Europe and all stakeholder/practitioner groups.

## 2.3 CORE MESSAGES AND CONTENT TO BE DISSEMINATED AND COMMUNICATED

Key messages represent the main points of information the project will deliver to a selected and segmented audience for them to hear, understand, and remember. These messages are important because they will serve as foundation of the future devices' branding and market positioning. HoloZcan identified its Target Groups and will further develop and refine the messages.

| Target Groups | Specific message developped |
|---|---|
| **CBRN practitioners and end-users**, | The HoloZcan system will be adapted to match your needs with the specific requirement of ease of operation, **hand-held, robust and adapted to field use**. |
| **Medical laboratories and health professionals** | The HoloZcan system will bring a **new air monitoring capability** that was not previously available and shall increase bio-safety levels within facilities, while also reducing sampling and detection costs compared with existing procedures. |
| **Forensics and Law Enforcement Authorities** | The HoloZcan system will bring a **novel and speedy technology** adapted to your needs, with the specific requirement of ease of operation, hand-held, robust and adapted to field use. |
| **Civil society and Scientific communities** | The HoloZcan system will bring a new air monitoring **technology capable of additional development** to other areas previously un-addressed. |
| **CBRN Military forces operating in civilian crisis/disaster** | The HoloZcan system will bring a new air monitoring **capability offering a rapid and efficient deployment** level of use. |
| **Standardisation bodies and policy makers at EU and EU MS level** | The HoloZcan system is a research developing devices **following performance specifications** allowing their marketability with public procurers, as well as **interoperability recommendations**. |
| **Industrial and Private sector** | The HoloZcan system offers a new approach in research and development, **helping new innovations and a wider offer** to their clients. |
| **Gender and Population** | The HoloZcan system will take a close look at suggestions from both the Women in Science and Population Representatives, to **consider specific preferences** like size, weight, or design for left and right handed users. |

## 2.4 IMPLEMENTATION OF THE COMMUNICATION STRATEGY

A first pivotal question is:
**"How much can Partner organizations allocate time toward communication?"**
To fulfill our goals, a necessary level of interaction with each Partner has to be agreed. In order to maintain a communication-supportive dialogue, it is suggested to have at least one discussion with each Partner per month. We recommend using a standard set of checklist points (or targeted issues sometimes), on a set of relevant issues. This shall result in collecting the state of play in a limited amount of time.
Properly collected data, and filtering it for security issues, will enable to have an adapted content, in compliance with our exploitation goals and within the limits of our controlled level of publicly available data. Each consortium Partner will evaluate it oneself in field of security prior releasing and in case of doubts assist our Security Officer in evaluation process.
In terms of "**Who will be the Partner organizations' Contact Persons?**
We use the Project Management Committee Partner Member list, unless otherwise indicated.

**Timeline**
The communication Timeline is defined by the project calendar.
In Project HoloZcan C&D Plan, we consider to set the deadlines as a final date to establish the measure in place and each completed step. We will bear in mind that the earliest C&D action is taken, the better, as we will gain more lean time to cause impact, generate views, and consequently receive feedback. In addition, we shall have a longer time period to measure audiences' response.

**Locations (C)**
Because of the European Funding and geographical spread of our Consortium Partner organizations across the continent, the locations will have an impact in two different ways.
For a better project information absorption, we need to follow a "Multi-lingual Approach". Secondly, benefiting from the Partners' location in five different countries, allow us to identify relevant approaches at national level.

V.1 The Multilingual approach.
Several previous and on-going EU Research and Innovation projects report the need to break down the English-only language barrier with the practitioners. Many valuable comments/suggestions may be missed, if we use only English as an communication language. Based on rapid screening, it appears that, the ideal option in our case is 10 languages.

| Consortium languages | Identified additional languages |
|---|---|
| Dutch, English, French, Hungarian, Italian and Polish | German, Spanish, Swedish and Russian |

We are still reviewing, how to follow this line of actions in best possible way. We will have Stakeholders speaking these languages. Ideally, we would have a flags-based selection of languages page on the website in order to access project materials with selected ten languages. A model to follow, could be the way how the European Union's Publication Office present their downloadable materials. (https://op.europa.eu/en/publication-detail/-/publication/1b4c7d7b-05d8-11e4-831f-01aa75ed71a1)

V.2 Country levels approach.

With Partners based in five EU Member States countries, five specific “National Communication sub action plans” will be designed. Only best matching schemes will create stronger occasions to establish efficient ties.

As an example, France is currently preparing for the January to June 2022 EU Presidency. Within its Ministry of Foreign Affairs, contacts have been made in order to identify the EU Horizon program’s promotional event in the area of CBRN, where the HoloZcan will be invited to participate.

# 3 EXTERNAL DISSEMINATION AND COMMUNICATION

The main goal of this section is to describe the key elements in Dissemination and Communication although we acknowledge that some activities fall under both type of actions.
A broad range of dissemination and communication tools and channels will be used to effectively reach the targeted audience groups to maximize awareness of the overall project's work and outcomes.
First of all, the main objective was be to ensure a strong and identifiable brand identity for Project HoloZcan.
Both online (social medias, project website) and offline channels (leaflets, workshops, conferences) are used to disseminate HoloZcan related activities and project actions. In addition, all the networks and multipliers channels will allow the Project Partners to raise the visibility of the project achievements and to reach a critical mass of Stakeholders, for an efficient implementation of the project work plan.

## 3.1 PROJECT'S VISUAL IDENTITY

A visual identity is crucial to communicate a unified image and message of the project because it ensures the recognition of the project and its materials. Furthermore, following the project's brand identity in every communication and marketing material will also improve the project's image in the eyes of the target audiences and the project partners.

Project visual identity includes the following products, developed by a graphic designer under IDEAS Science's supervision:

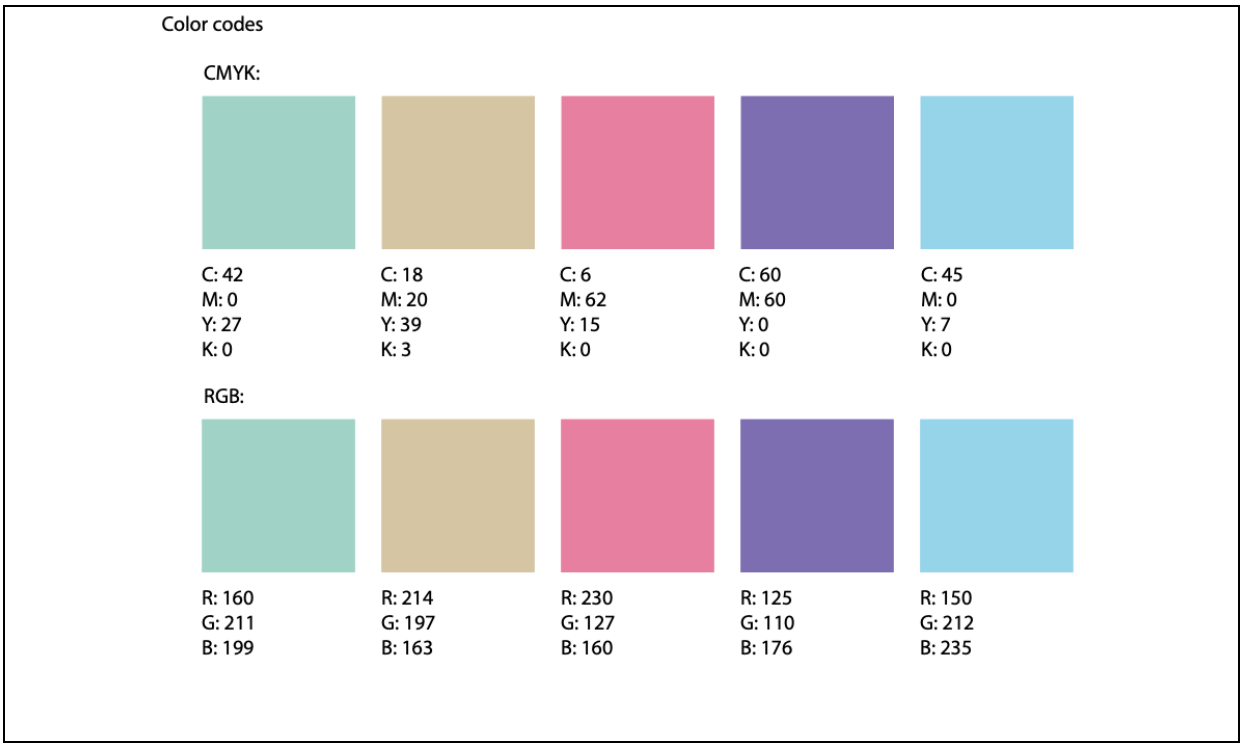
- HoloZcan Logo

| At Initial Project application | At Contract Agreement signature |
|---|---|
|  |  |
| **FINAL LOGO at Kick-Off Meeting - Color** | **FINAL LOGO at Kick-Off Meeting – Black and White** |
|  |  |

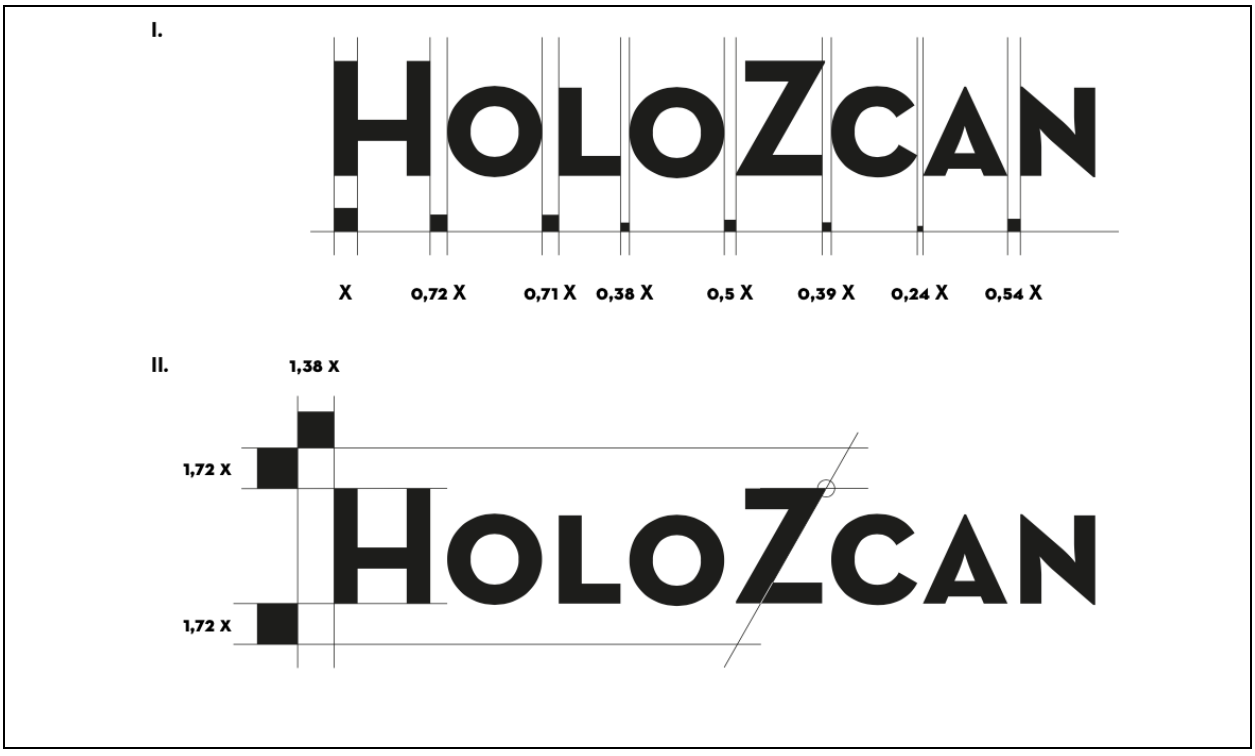
*Logo Analysis:*

The logo bears a complex message with **versatility** symbolized by the multiple colors, identification to the **holographic technology**, strong **empowerment** with the use of the distinguished word "CAN" on a separate background color, and inclusion of a drawing with lines connecting dots, representing the **research steps until the achievement**.

- HoloZcan color scheme

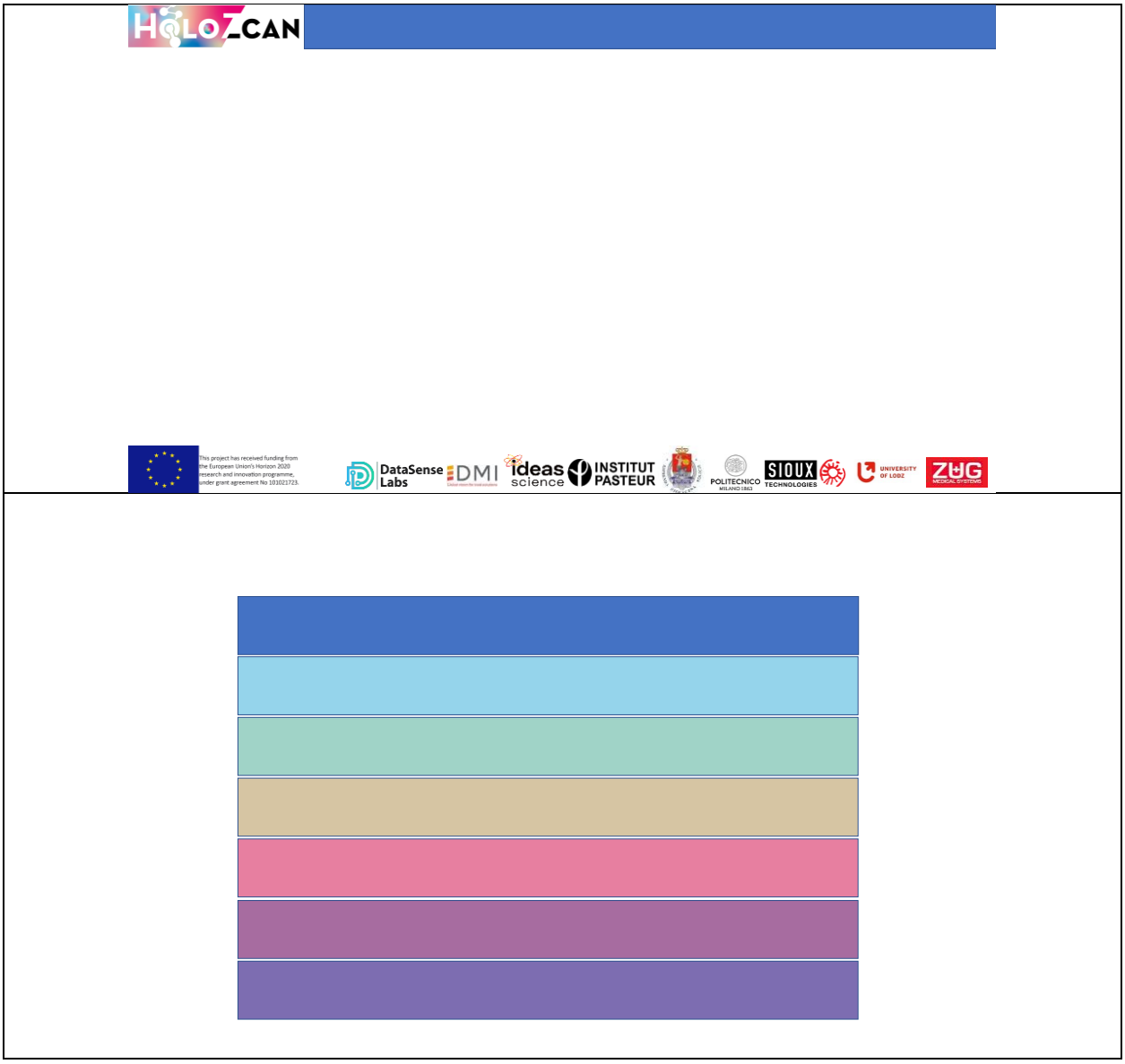



- HoloZcan True Type font and sizes [ **Neutra text Bold SC** ]



- Use of logo with back box for dynamic purpose (example)

- Project's Power Point presentation template and top bar colors



- Project's Word document template

HOLOZCAN

Deliverable D5.2: Strategic and Operational Plan for Dissemination and Communication

| | |
|---|---|
| **Work Package(s)** | Work Package 5 |
| **Task(s)** | Task 2 - Communication and dissemination |
| **Dissemination Level** | |
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| Version 1.0 | Michel ZAYET | 26/10/2021 | first draft |
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- Project's Word press release template

Kick Off Meeting Press Release – 05 July 2021 – For immediate release

# Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field

The project Holozcan is officially holding its Kick-Off meeting on Monday 05 and Tuesday 06 July 2021, in Budapest, Hungary.

Funded by the European Union's Horizon 2020 research and innovation programme, the implementing Consortium gathers nine organisations, from five different EU Countries, for a three-years duration and with a total budget contribution of € 4 380 400. It is coordinated by Ideas Science Ltd of Hungary.

The project develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile context, to detect bio-threats in the form of pathogens and bacteria. The technology is versatile for a wide range of applications, and its development shall heavily rely on a consultation and exchange process with Stakeholders to best define users-needs.

This two-days meeting will combine an in-presence attendance, with an online teleconference simultaneously, so all Invitees and Participants can attend in full, listen to the presentations and interact with each other's. In addition to all Consortium Partners, the Project is honored with the participation of the EU REA Project Officer Ms. Patricia RISCHITOR, with Mr. Gergely MÉSZÁROS, Horizon Europe EU and Security National Contact Point for Hungary, Mr. Filippo CAREMOLI, HoloZcan External Ethics Advisor.

The meeting agenda fulfills the goals to present the activities and main line of actions that will be rolled out starting today. A series of open discussions on every topic, will allow to deepen understanding for all participants, as well as to offer an opportunity to hear from our invitees and learn from their advices and comments.

More information about the project can be found at www.HoloZcan.com (officially launched today), and also on LinkedIn at https://www.linkedin.com/company/holozcan/mycompany/ and on Twitter @HoloZcan / Contact details: INFO@HoloZcan.com

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101021723

## 3.2 Online Dissemination and Communication tools

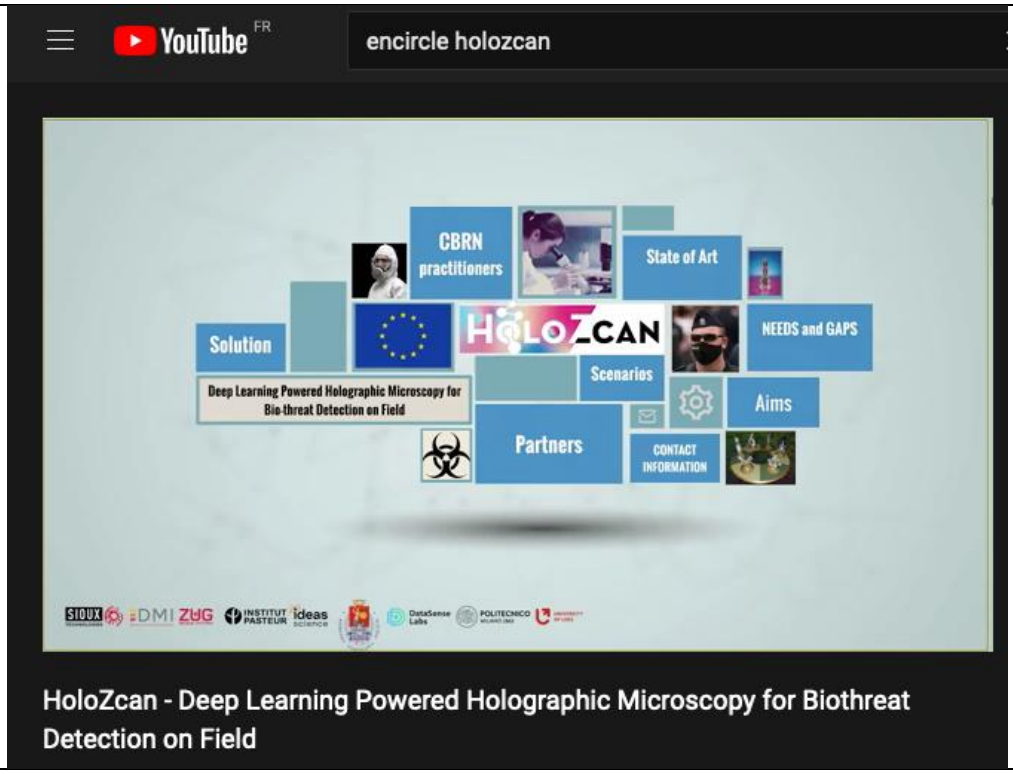
Several tools have been selected and deployed to actively engage in dissemination of our selected messages. We will review here each channel and its impact expected in terms of communication range and efficiency.

- **Project presentation video**

As a very first communication step, a project presentation video of 8 minutes and 16 seconds was developed by IDEAS Science and DMI Associates together with other Project Partners. It was produced for a dynamic introduction into our communication plan, and used during the ENCIRCLE End Conference Part II on 19 May 2021 when it was initially displayed through their online dissemination platform.

The video was uploaded on 21 June 2021 to Youtube under the video channel of H2020 ENCIRCLE Project, with whom we have developed a strong promotion and collaboration relationship during the first months (while they were still active in 2021). The channel hosts videos from eNOTICE, NO-FEAR, and MELODY projects.

Video title: "HoloZcan – Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field"

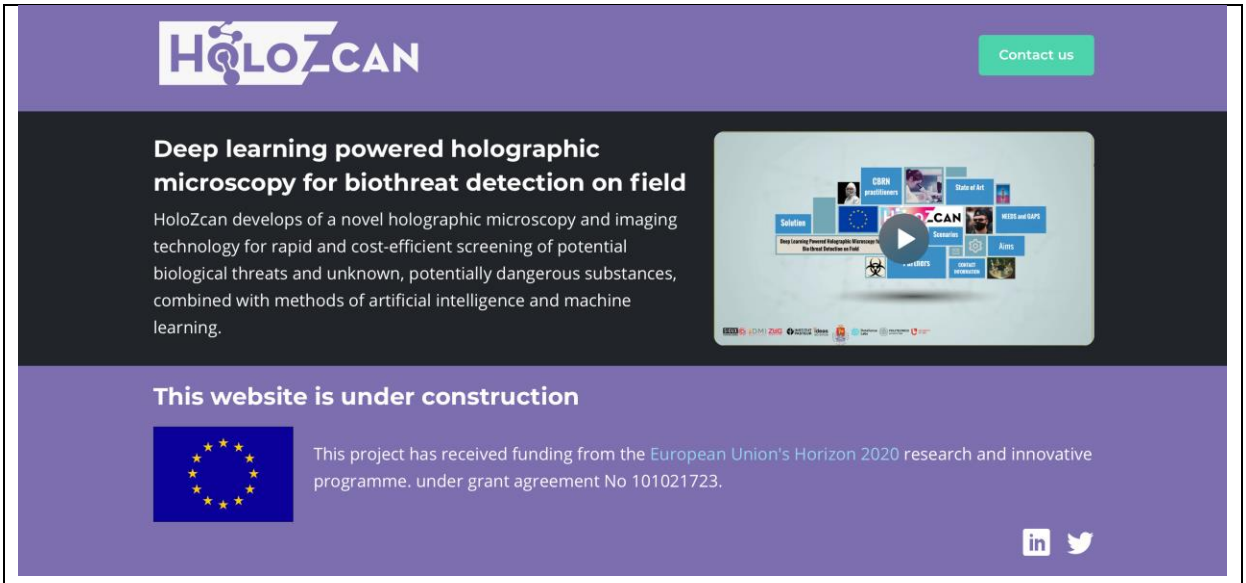



Link: https://youtu.be/d1Gzy7JlfXc

From the beginning of July 2021, the presentation video is at the very top of the website, in order to be the first visible item just placed below the horizontal menu bar.

- **HoloZcan Website**

During an initial stage we had a Landing page online. It had four active components. First was inserted a contact us button, so visitors were able to send an email to the info@holozcan.com address. Then we placed the first video Presentation developed for Project ENCIRCLE website. This video is also scheduled to be the first we will display on a Youtube Channel. Just below, we inserted an active link to the European Union's Horizon 2020 webpage. Then, we placed a button to Project HoloZcan Company page on LinkedIn, and a second one to the Twitter account.

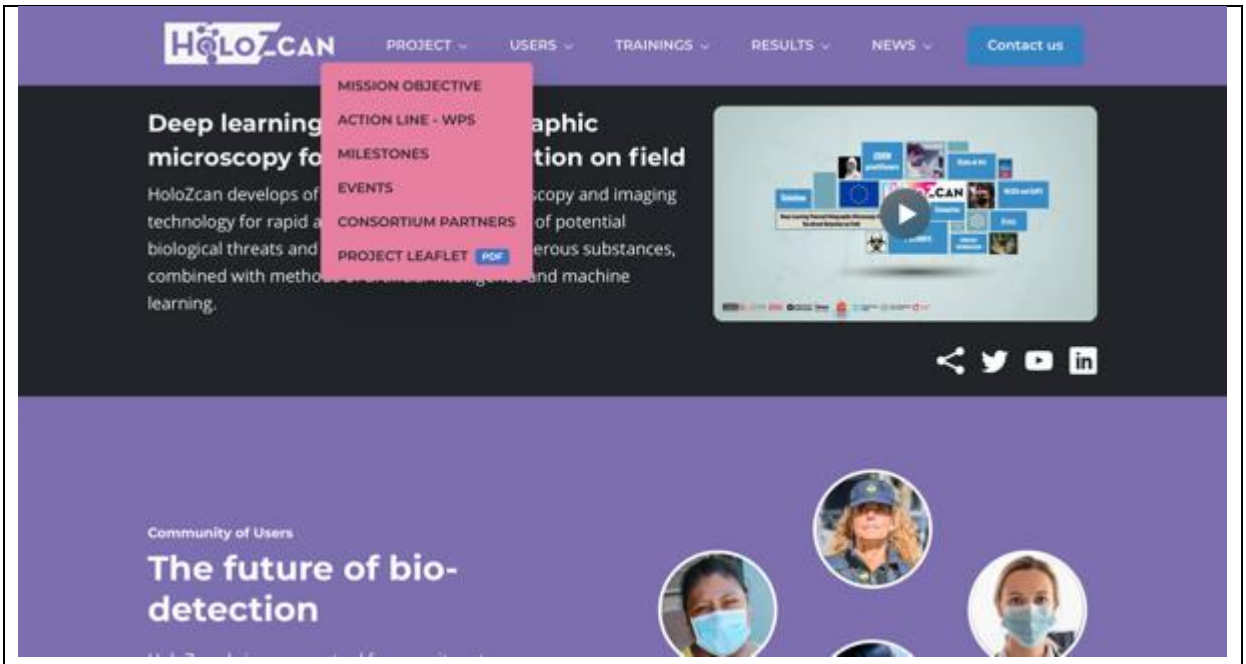



| | |
|---|---|
| Expected results | The landing page was online until the project website became live on 06/07/2021 |

On the project Kick-off meeting second day, 06 July 2021, the website was launched. Today, it comprises 22 pages with 4 documents downloadable in PDF format.

Website main features:

- Only one sub-level after homepage (main)
- Top bar menu for navigation to the whole website
- A set of standard containers varying from page to page (where each can be easily edited for updates, and duplicated without limit to extend contents)
- Bottom bar with full open sitemap, and legal / GDPR statement, visible on every page
- Direct access to PDF or DOCX files for print or download purpose
- Fully resizable from wide screen to smartphone, and thus Google referenced




- **HoloZcan LinkedIn Company page**

Address: https://www.linkedin.com/company/holozcan/mycompany/

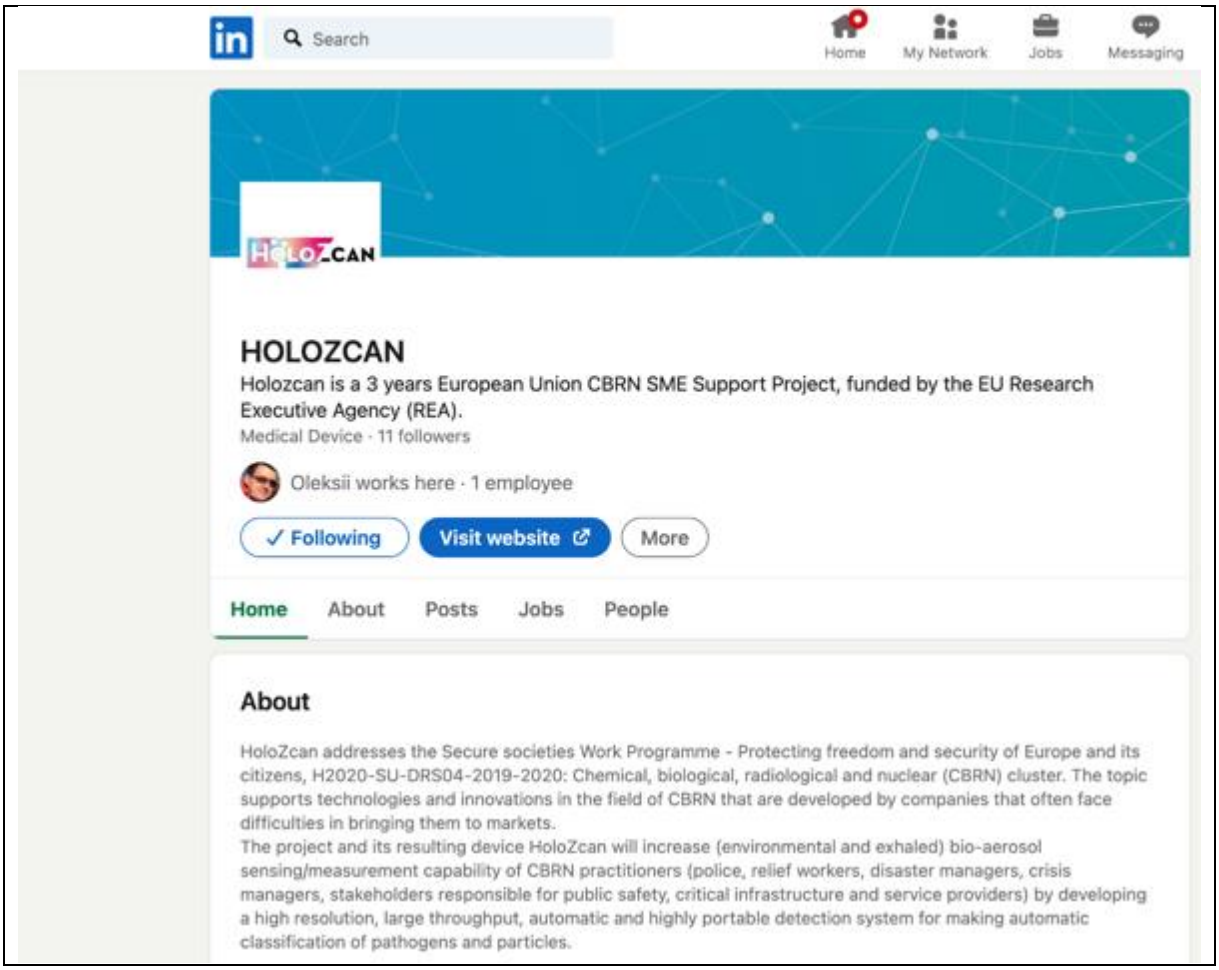
Description an Posting process:

The LinkedIn page serves as a tool to interact with an exclusively professional audience, oriented at watching the Project progresses due to possible commercial interest in developed future detection devices.

The choice of LinkedIn was preferred to Facebook as this channel is the one where nearly all project participants do have an account, and where all their professional contacts are. LinkedIn serves as a "reference" channel whereas being on LinkedIn shows a first level of recognized reliability.

In HoloZcan, one Administrator holds the right to insert posts.

To post a message kindly send mzayet@dmiassociates.com an email with the text and illustrations you have.




| | |
|---|---|
| Expected results | Posting regular news will drag attention and interest. It also allows to create an online track record of all information posted. |

- **Youtube Channel**

| |
|---|
| Description: YouTube became a reference source of information. Our video materials stored there shall significantly increase our visibility. It will be HoloZcan's primary dissemination instrument for the training programme. |
| Status: the Youtube channel will be created in mid 2022 as the project training will then start its preparation activities. |

| | |
|---|---|
| Expected results | By placing a series of videos, either presentations or training courses, we will attract additional visitors to our project activities, using another social media platfom. |

- **HoloZcan Twitter account**

Address: https://twitter.com/holozcan

| Description and posting process: | |
|---|---|
|  | A Twitter account has been setup and is currently active.<br><br>The address is @HoloZcan<br>From a browser you may access it by using:<br>https://twitter.com/holozcan |

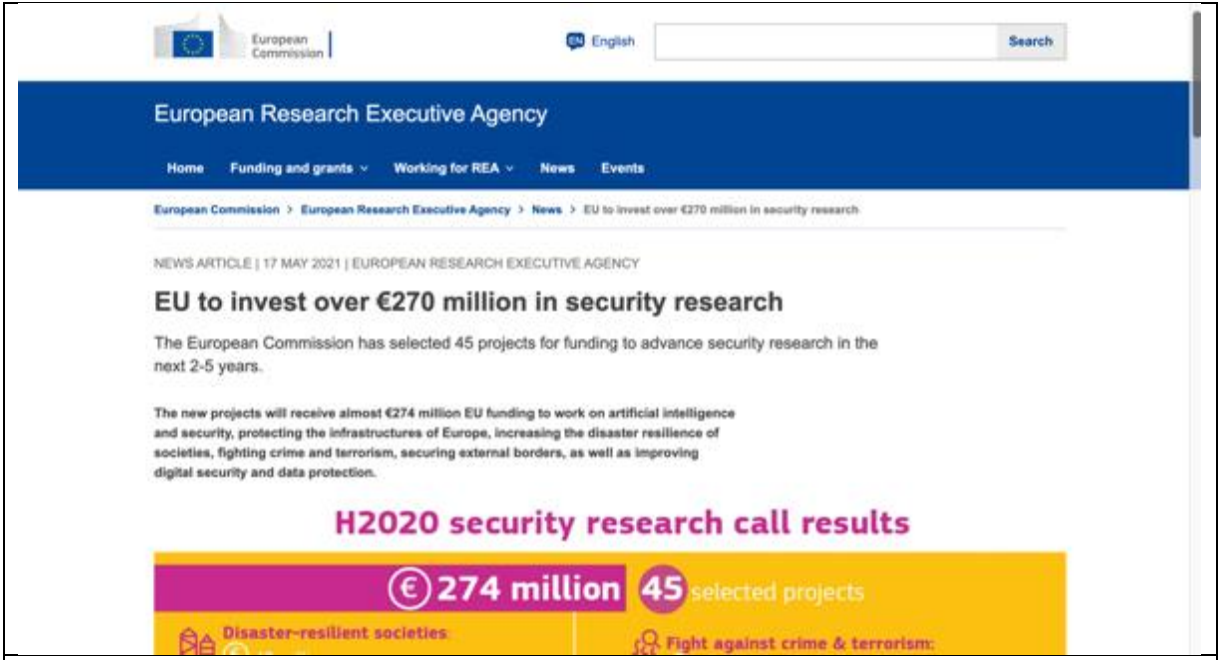
| | |
|---|---|
| Expected results | Twitter is a very reactive tool among community of users. Similar to LinkedIn, it allows to keep a track record of all published tweets. Every new EU H2020 projects are suggested to use this channel, so we have started to actively interconnect our project with relevant actors either projects, organisations or individual users. |

- **Project Information pages hosted on HoloZcan's Partners Websites**

At current stage, we have two official reference messages about Project HoloZcan.

The first one is from the European Research Executive Agency's website.

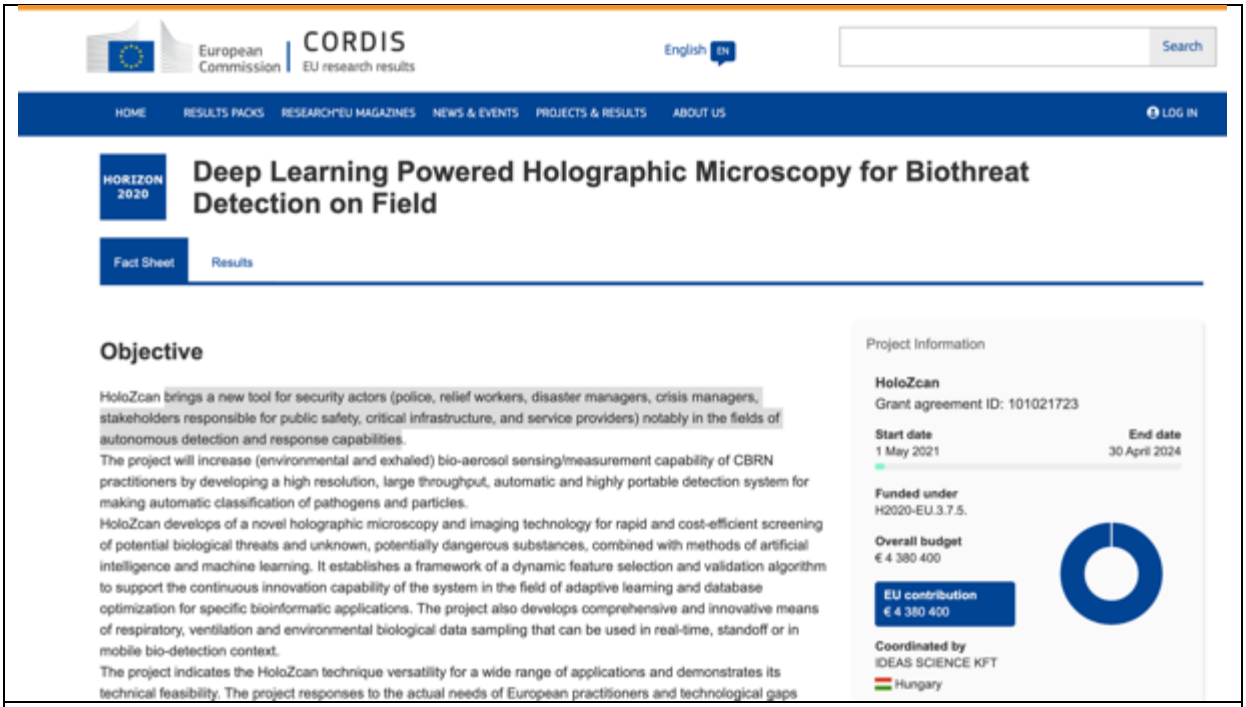
| |
|---|
| Source : https://rea.ec.europa.eu/news/eu-invest-over-eu270-million-security-research-2021-05-17_en |




Text: **HoloZcan** brings a new tool for security actors notably in the fields of autonomous detection and response capabilities. The project will increase (environmental and exhaled) bio-aerosol sensing/measurement capability of chemical, biological, radiological and nuclear (CBRN) practitioners by developing a high resolution, large throughput, automatic and highly portable detection system for making automatic classification of pathogens and particles. HoloZcan develops of a novel holographic microscopy and imaging technology for rapid and cost-efficient screening of potential biological threats and unknown, potentially dangerous substances, combined with methods of artificial intelligence and machine learning.

The second one is from CORDIS, which provides information on all EU-supported R&D activities, including programs (H2020, FP7 and older), projects, results, publications.

Source : https ://cordis.europa.eu/project/id/101021723




Text: HoloZcan brings a new tool for security actors (police, relief workers, disaster managers, crisis managers, stakeholders responsible for public safety, critical infrastructure, and service providers) notably in the fields of autonomous detection and response capabilities.
The project will increase (environmental and exhaled) bio-aerosol sensing/measurement capability of CBRN practitioners by developing a high resolution, large throughput, automatic and highly portable detection system for making automatic classification of pathogens and particles.
HoloZcan develops of a novel holographic microscopy and imaging technology for rapid and cost-efficient screening of potential biological threats and unknown, potentially dangerous substances, combined with methods of artificial intelligence and machine learning. It establishes a framework of a dynamic feature selection and validation algorithm to support the continuous innovation capability of the system in the field of adaptive learning and database optimization for specific bioinformatic applications. The project also develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile bio-detection context.
The project indicates the HoloZcan technique versatility for a wide range of applications and demonstrates its technical feasibility. The project responses to the actual needs of European practitioners and technological gaps identified by the ENCIRCLE project as indicated in the ENCIRCLE Catalogue of Technologies and addresses several shortcomings of the current approaches to bio-threat agent detection.
The HoloZcan project applies a flexible adaptive approach to design and CBRN practitioners are engaged as project partners or as external stakeholders in the process.

From these combined sources was developed a reference text providing contents for HoloZcan's Partners to create and publish on their own company website a comprehensive and streamlined project information page(s).

This was the text sent to each HoloZcan Partner:

**Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field**

Horizon 2020 - Grant agreement ID: 101021723
**Start date**1 May 2021 - **End date**30 April 2024
4 380 400 EUR

**HoloZcan** brings a new tool for **security actors** (police, relief workers, disaster managers, crisis managers, stakeholders responsible for public safety, critical infrastructure, and service providers) notably in the fields of **autonomous detection** and **response capabilities**.

Funded by the European Union's **Horizon 2020** research and innovation programme, the HoloZcan Consortium is coordinated by **Ideas Science Ltd** (Hungary) and it gathers nine organizations from five different EU Countries.

The project will increase (environmental and exhaled) bio-aerosol sensing/measurement capability of CBRN practitioners by developing a high resolution, large throughput, automatic and highly portable **detection system for making automatic classification of pathogens and particles**.

HoloZcan develops of a **novel holographic microscopy and imaging technology** for rapid and cost-efficient screening of potential biological threats and unknown, potentially dangerous substances, combined with methods of artificial intelligence and machine learning. It establishes a framework of a **dynamic feature selection and validation algorithm** to support the continuous innovation capability of the system in the field of adaptive learning and database optimization for specific bioinformatic applications. The project also develops comprehensive and innovative **means of respiratory, ventilation and environmental biological data sampling** that can be used in real-time, standoff or in mobile bio-detection context.

As a Partner, **<PARTNER ORGANISATION>** will play a major role in the project, thanks to the involvement of <NAME OF PARTICIPANT>, whose contribution will be crucial for the development of a <Describe your role in the project>.

The HoloZcan project applies a **flexible adaptive approach** to design, and CBRN practitioners are engaged as project Stakeholders in the process. More details here: https://holozcan.com/stakeholders

Twitter: https://twitter.com/holozcan
LinkedIn: https://www.linkedin.com/company/holozcan/mycompany

During the months of September and October 2021, each Partners started to insert their Info Pages. Some decided to include the name(s) of the person(s) involved, as well as the area they were collaborating with. A majority accepted to translate the English content in their own national languages and so we have reach a multiplying dissemination level with the first step toward a Multilingual Communication.

This is a path we are following with a revision of our website structure to include a multiple language choice for the reference communication material such as Project Leaflet and the future Technology Profile Form.

Below is the table of all the webpages generated about the project by each of HoloZcan's Patners on their own company/organisation's websites.

| Organisation | Language | Link |
|---|---|---|
| Institut Pasteur | (English) | https://research.pasteur.fr/fr/project/holozcan/ |
| Institut Pasteur | English | https://research.pasteur.fr/en/project/holozcan/ |
| Polimi | English | https://www.deib.polimi.it/eng/research-projects/details/427 |
| Polimi | Italian | https://www.deib.polimi.it/ita/progetti-di-ricerca/dettagli/427 |
| DMI | English | https://www.dmiassociates.com/en/holozcan-project/ |
| DMI | French | https://www.dmiassociates.com/holozcan-project-horizon-2020/ |
| IDEAS Science | English | https://www.ideas-science.com/holozcan |
| IDEAS Science | Hungarian | https://www.ideas-science.com/holozcan-hu |
| University of Lodz | English | https://www.uni.lodz.pl/en/news/details/holozcan-portable-detector-of-bacteria-viruses-and-other-biological-hazards |
| University of Lodz | Polish | https://www.uni.lodz.pl/aktualnosc/szczegoly/holozcan-przenosny-wykrywacz-bakterii-wirusow-i-innych-zagrozen-biologicznych |
| Warsaw Metro. Police | EN/PO | http://www.policja.waw.pl/pl/stoleczna-policja/ksp-w-unii-europejskiej/horyzont-2020/57664,Zastosowanie-mikroskopii-holograficznej-do-identyfikacji-zagrozen-biologicznych-.html |
| SIOUX | English | https://www.sioux.eu/projects/holozcan/ |
| ZUGMED | EN / FR | https://www.zugmed.com/holozcan/ |
| Data Sense Lab | English | https://datasenselabs.net/horizon2020/ |
| Data Sense Lab | Hungarian | https://datasenselabs.net/horizon2020/horizon-2020-program/ |

Finally, within the frame of our collaboration with Project ENCIRCLE, we also benefit from an information sheet on their website at :

https://encircle-cbrn.eu/related-projects-2/cbrn-cluster-part-b-projects/

***HoloZcan – Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field***


**Project Partners:**

- DataSenseLabs Kft. – Hungary
- Zug Medical Systems SAS – France
- POLITECNICO DI MILANO – Italy
- UNIWERSYTET LODZKI – Poland
- SIOUX CCM BV – Netherlands
- Komenda Stołeczna Policji – Poland
- D.M.I. – France
- INSTITUT PASTEUR – France

**Abstract:**

HoloZcan brings a new tool for security actors (police, relief workers, disaster managers, crisis managers, stakeholders responsible for public safety, critical infrastructure, and service providers) notably in the fields of autonomous detection and response capabilities. The project will increase (environmental and exhaled) bio-aerosol sensing/measurement capability of CBRN practitioners by developing a high resolution, large throughput, automatic and highly portable detection system for making automatic classification of pathogens and particles.

HoloZcan develops of a novel holographic microscopy and imaging technology for rapid and cost-efficient screening of potential biological threats and unknown, potentially dangerous substances, combined with methods of artificial intelligence and machine learning. It establishes a framework of a dynamic feature selection and validation algorithm to support the continuous innovation capability of the system in the field of adaptive learning and database optimization for specific bioinformatic applications. The project also develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile bio-detection context. The project indicates the HoloZcan technique versatility for a wide range of applications and demonstrates its technical feasibility. The project responses to the actual needs of European practitioners and technological gaps identified by the ENCIRCLE project as indicated in the ENCIRCLE Catalogue of Technologies and addresses several shortcomings of the current approaches to bio-threat agent detection. The HoloZcan project applies a flexible adaptive approach to design and CBRN practitioners are engaged as project partners or as external stakeholders in the process.

cordis / project website

## 3.3 NON-ELECTRONIC DISSEMINATION AND COMMUNICATION TOOLS

Two electronic documents are actually designed to be distributed in paper format, we therefore introduce them in this section.

- **Project Leaflet**

This official CORDIS document regroups all the key elements regarding this project. Because it is comprehensively listing all information details, it naturally appeared as the reference text to be PDFed and used for any printout needs.

It is downloadable from HoloZcan's website at :

https://holozcan.com/themes/holozcan/assets/media/CORDIS_project_101021723_en.pdf

It is also visible in this document as part of the Appendixes under "4.2 Project Leaflet – Website PDF document"

- **Project Technology Profile Form**

This is typically the later-stage promotional material to be developed when preparing for exploitration and commercialization. This document has first the advantage of becoming either a poster (when attending an event), or remaining an A4 page, that can be easily printed in the necessary amounts, and also easy to be edited. The innovative dimension resides in the two sections "Innovative aspect and main advantages" and "Areas of application", that allow to bring forward the top selling arguments of the future detection devices.

Here are the sections of the document.

| | |
|---|---|
| **Title**: | Describing the proposed methodology |
| **Description:** | Descriptions of the relevant results or device characteristics (max 300 words). |
| **Innovative aspect and main advantages:** | Indicate clearly innovations and key technical or competitive advantages (including such elements as performance, ease of use, etc.), provide quantitative data if possible. Avoid generalities such as best or unique, but try to specify innovation by comparison with prevailing technologies. |
| **Areas of Application:** | Clearly establish the potential application of the technology, perhaps considering more than one field |

| | |
|---|---|
| **Stage of Development**: | Clearly answer the question – at what stage of development is technology/product?<br>• Conceptual stage<br>• Development phase – laboratory tested<br>• (Pre) feasibility study<br>• Patented<br>• Prototype available for testing<br>• Tested, available for demonstration – field tested<br>• Already on the market<br>• Commercialized<br>• If other, please specify |
| **Photos/Picture s:** | Insert at least one picture or drawing in common graphic format with legend. |
| **Contact details:** | • Contact person<br>• Name of organization<br>• Address<br>• Telephone<br>• Email<br>• Website |

It is planned to start working on the HoloZcan Technology Profile Form from later 2022 after system architecture document is submitted (D 2.2).

## 3.4 Physical Interactive Dissemination and Communication

Each of the project calendar Meetings for Stakeholders, Training events, and Assembly gathering, is an occasion to communicate and disseminate. At every occasion, these events will contribute to project's results dissemination to both the physical attendees and online attendees by providing full information about project progress and results, and offer an important forum for interaction.

The participation in external events will increase the project's visibility and impact, develop synergies with related initiatives and programmes. Each project partner has a budget to attend such events and is therefore expected to produce a short note allowing to create a post and a tweet.

Anyone participating in an event and communicating information concerning HoloZcan, or results obtained within HoloZcan, either directly or indirectly, should inform the Project Coordinator and WP5 Leader, to check the delivered message is consistent with the audience(s).

Liaisons with other on-going EU Projects will be identified in order to create bridges with similar initiatives and to exploit the results in coherence with the other projects, in particular those active in the CBRN SME's segment.

## 3.5 RECOGNITION AND VISIBILITY RULES, DISCLAIMER

All communication items and publications must include recognition of financing by the European Union and include the following text: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101021723” as well as the EU emblem, as shown below:

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

This project has received funding from the European Union’s Horizon 2020 research and innovation programme, under grant agreement No 101021723.

"*This publication has been produced with the support of the European Commission. The contents of this publication are the sole responsibility of <name of the author/beneficiary/implementing partner> of the HoloZcan project and can in no way be taken to reflect the views of the European Commission.*"

## 3.6 EXPECTED IMPACT AND MONITORING OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

**-VI- Evaluation (C)**

Finally, evaluation will also be internal, as each Partner will be encouraged to provide open feedback, and help stir in real-time the outreach process.

Dissemination and communication activities of the project will be monitored according to the performance indicators below.

Partners will gather information needed for the evaluation through electronic tools, such as Google and Twitter Analytics and through internally circulated dissemination and communication activity reports. All the Partners are obliged to report their dissemination and communication activities during the project’s Progress Meetings.

| **Dissemination and Communication channels and tools** | **Performance Indicators** |
|---|---|
| HoloZcan Website | Number of visitors, pages consulted, Google analytics monitoring in place |
| Project Stakeholders’ meetings | Number of Stakeholders and representation across countries and areas of target expertise |

| | |
|---|---|
| Online surveys | Quantity and quality of completed surveys |
| Online consultation meetings | Brainstorming resulting in identification of a number of requirements towards User-centered Design |
| Project Training events | Number of participants, collected comments |
| Participation in external events | Number of events, posts generated and collected information |
| Paper publications (Leaflets & Technology Profile Form) | Number of paper prints (and PDF downloads), number of versions |
| HoloZcan LinkedIn Company page | Number of contacts, posts and monthly activity |
| HoloZcan Twitter Account | Number of contacts, posts and monthly activity |
| HoloZcan Youtube Channel | Number of videos, and views (comments) |
| Project Advisory Board Meetings | Topics discussed, recommendations made |
| Final General Assembly Meeting | Topics discussed, recommendations made |

## 3.7 SECURITY AND GDPR

**"How much level of technical details can be provided in Project HoloZcan?"**

We do have a strict Security Sensitivity Assessment procedure in place. It will protect from releasing sensitive technicalities outside. We already reap the benefits from a general project introduction, prepared by the European Commission and hosted on the CORDIS website (see under section: VII. 2 Messages Format and Content). This bears the sufficient level of technological insight at present starting phase.

This content will thus be used. As an example, the collaboration with project ENCIRCLE in order to develop the one-page description as an introductory letter for CBRN practitioners, and hopefully engage additional Stakeholders (based on their contacts).

At a certain stage, possibly from Month 30 (October 2023), we will have a clear vision on the project technical specifications and they will be open to disclosure, especially in field of developing an elevator pitch.

The management of personal data is of primary importance to the Consortium. A detailed GDPR statement was created for the project website.

Source: https://holozcan.com/gdpr

**GDPR privacy and cookies policy**

Processing of personal data

Project HOLOZCAN attaches great importance to the protection of your personal data. In this privacy statement, we provide clear and transparent information on how we handle personal data. We make every effort to guarantee your privacy and therefore treat it with care.

Project HOLOZCAN complies in all cases with applicable laws and regulations, including the General Data Protection Regulations (GDPR).

- We process your personal data in accordance with the purpose for which it was provided, these purposes and the type of personal data are described in this privacy statement.
- The processing of your personal data is limited to that which is least necessary for the purposes for which it is processed.
- We ask for your express consent if we need it for the processing of your personal data.
- We take appropriate technical and organisational measures to ensure the security of your personal data.

- We will not pass on personal data to other entities, unless this is necessary for the purposes for which it was provided.
- We are aware of your rights regarding your personal data and will be able to report and enforce them.

At Project HOLOZCAN, we are responsible for the processing of your personal data. If, after reading our privacy statement, or more generally, you have any questions about it or wish to contact us, please write us at info@HoloZcan.com

### Processing personal data

Your personal data will be processed by Project HOLOZCAN for the following purposes:

- When registering for an event, your Full Name and Email address will be asked. This information will be used to send the participant, either the Programme of a Training, or the details of a specific Project-related event (including Press Releases).
- When registering as a Project Stakeholder, your Full Name, Organisation, Function, and Professional Email address will be asked. This information will be used to interact with the Stakeholder, by the means of invitation to participate in online discussions or focus groups, direct consultations on Project device questions, and proposal to attend training (either online or in person).
- For Donors of human samples, a specific protocol developed by Institut Pasteur can be accessed here XXX LINK XXX

For the above purposes, we will only retain the personal data until Project completion date, and no longer than 30.04.2024.

### Attribution to third parties

Project HOLOZCAN will only share your personal data with third parties if it is necessary for the above-mentioned purposes of processing personal data and in accordance with any legal obligations. We do not provide personal data to third parties outside the EU.

### Storage period

Project HOLOZCAN will not store personal data longer than Project completion date, and no longer than 30.04.2024.

### Security

We have taken all appropriate technical and organisational steps to protect your personal data against unlawful processing.

### Rights to your data

You have the right to inspect, correct or delete personal data we have received from you. You may also object to the storage or processing of your personal data (or any part thereof) by us. You also have the right to request the return of the information provided to us, and transferred back to you. We may ask you to confirm your identity before we can respond to the above request.

### Complaints

If you have a complaint regarding the processing of your personal data by Project HOLOZCAN, please inform us via: info@HoloZcan.com. If you encounter problems in this regard, you have the right to file a complaint with the data protection regulator: the Hungarian National Authority for Data Protection and Freedom of Information https://naih.hu/about-the-authority.

Personal data breach notifications can be sent to the Authority by post or electronic mail at: ugyfelszolgalat@naih.hu, using this form: http://naih.hu/adatvedelmi-incidensbejelent--rendszer.html.

### Modification of the privacy statement

Project HOLOZCAN may amend this privacy statement. New versions will always be posted on this website. We therefore recommend that you review this statement on a regular basis to stay informed of changes. This privacy statement was last modified on 30 June 2021.

IDEAS SCIENCE KFT
Address:
Varadhegyfok street 6. B. Ep.
2100 Gödöllő
Hungary

### Privacy and Cookie Management

When opening and browsing our website, a tracking tool generates and deposits one or more cookies on your device. This page allows you to better understand how cookies work and how to use the current tools.

### Features of cookies used on our site

### Functional cookies

The cookie generated is temporary. It may persist on your terminal for up to a few hours after you close your browser. The aim is not to recognise your device during your subsequent consultations.

This cookie is strictly essential to enable you to navigate on the site and to provide you with certain functionalities that you have requested. Without this cookie, the website can not function properly.

### Analytical cookie

This cookie is not essential for browsing our website but will allow us to generate user statistics.

### Third party cookies for sharing content on social networks

We may include on our site, computer applications from third parties, which allow you to share content from our site with others or to let others know your consultation or opinion about content on our site. This is particularly the case for “Share” buttons, to social networks such as Twitter or LinkedIn.

We do not control the process used by social networks to collect information related to your browsing on our site and associated with the data they have in their possession.

We invite you to consult the privacy protection policies of these social networks in order to be aware of the purposes of use, including advertising, of the navigation information they may collect through these application buttons.

These protection policies must notably allow you to exercise your choices with these social networks, notably by setting up your user accounts for each of these networks.

To know the privacy protection policy of the above-mentioned social networks, click on the name of the social network of your choice:

Twitter
LinkedIn

### Manage cookies

You can express your cookie preferences directly to the site by going to the cookie manager.

Refusal to accept social cookies will prevent any interaction with social networks. Similarly, refusing to accept third-party advertising cookies will prevent videos from being viewed.

In the preferences of your browser or mobile device, you can disable certain cookies at any time. The method of disabling cookies may vary by device and browser, but is usually found under Preferences or Security Settings. It will be described in the help menu of your browser:

**Under Internet Explorer:** Tool tab (gear icon in the top right-hand corner) / Internet options. Click on Confidentiality and choose Block all cookies. Validate on Ok.

**Under Firefox:** At the top of the browser window, click on the Firefox button, then go to the Options tab. Click on the Privacy tab. Set the Retention Rules to: use the custom settings for history. Finally uncheck it to disable cookies.

**Under Safari:** Click on the menu pictogram (symbolised by a cog) at the top right of the browser. Select Settings. Click on Show advanced settings. In the < Privacy > section, click Content settings. In the < Cookies > section, you can block cookies.

**Under Chrome:** Click on the menu icon (symbolised by three horizontal lines) in the top right-hand corner of the browser. Select Settings. Click on Show advanced settings. In the < Privacy > section, click Preferences. In the < Privacy > tab, you can block cookies.

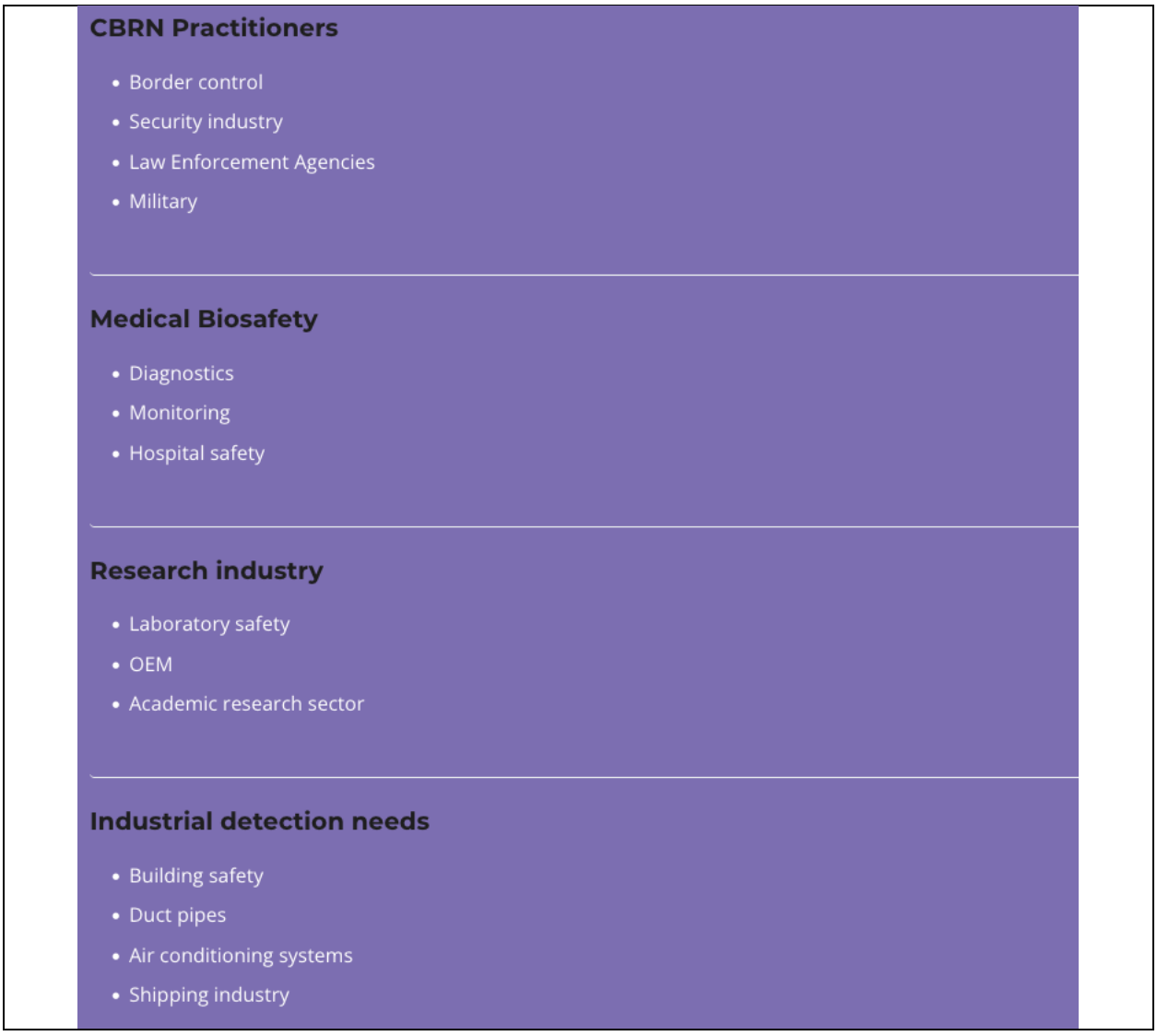
# 4 ANNEXES

## 4.1 4.1 TARGET AUDIENCE GROUPS – SELECTION BY PROJECT USE CASE SCENARIOS

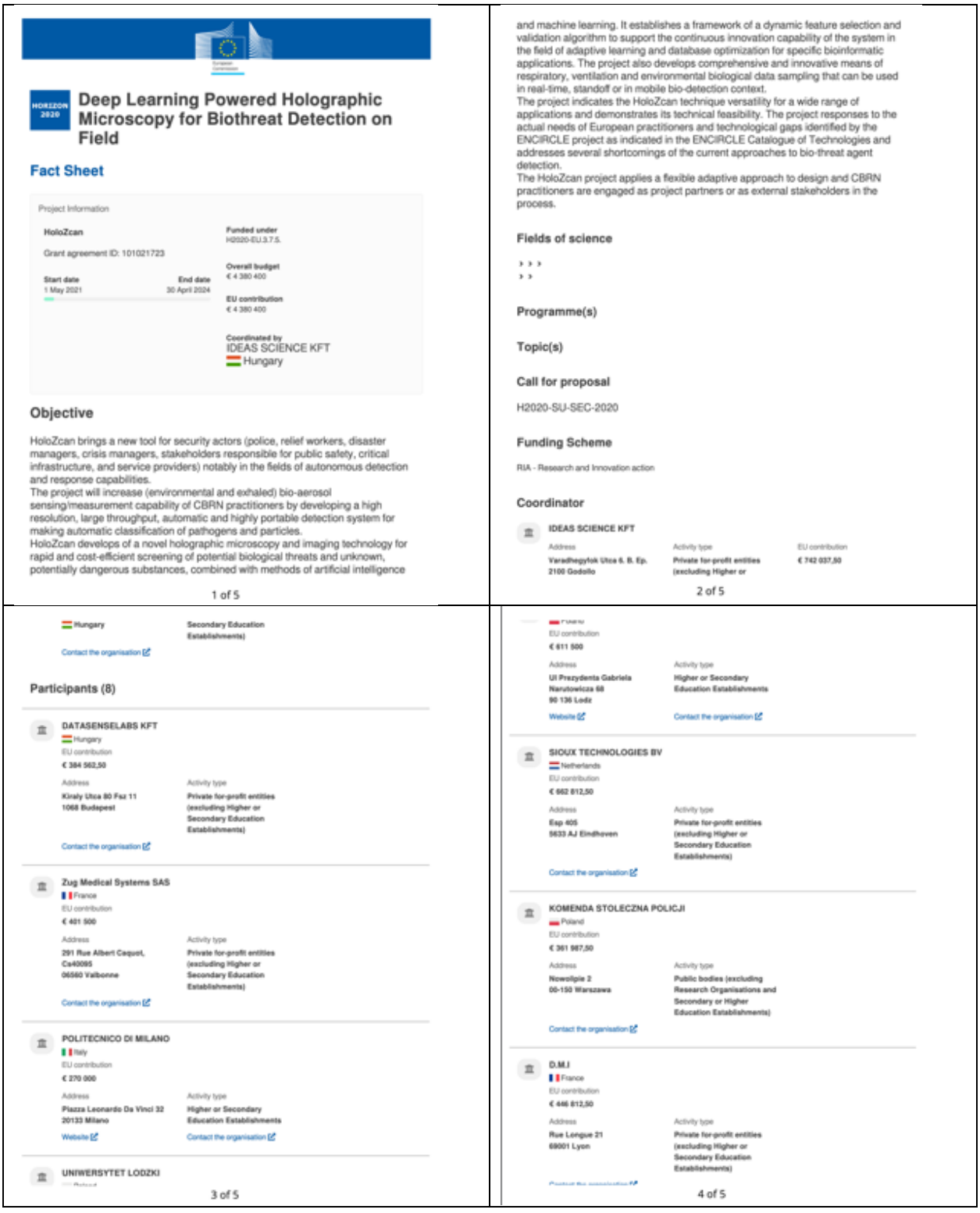
The selected approach of User-Centered Design for the future detection devices to be elaborated, follows a number of identified scenarios, of interest to a selection of Stakeholders, that will meet and express their view, ultimately refined into product requirement.

Currently, the breakdown of Scenarios is online on HoloZcan's website:

https://holozcan.com/scenarios



## 4.2 PROJECT LEAFLET – WEBSITE PDF DOCUMENT



# Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field

## Fact Sheet

Project Information

**HoloZcan**

Grant agreement ID: 101021723

**Start date** 1 May 2021

**End date** 30 April 2024

**Funded under** H2020-EU.3.7.5.

**Overall budget** € 4 380 400

**EU contribution** € 4 380 400

**Coordinated by** IDEAS SCIENCE KFT Hungary

### Objective

HoloZcan brings a new tool for security actors (police, relief workers, disaster managers, crisis managers, stakeholders responsible for public safety, critical infrastructure, and service providers) notably in the fields of autonomous detection and response capabilities.
The project will increase (environmental and exhaled) bio-aerosol sensing/measurement capability of CBRN practitioners by developing a high resolution, large throughput, automatic and highly portable detection system for making automatic classification of pathogens and particles.
HoloZcan develops of a novel holographic microscopy and imaging technology for rapid and cost-efficient screening of potential biological threats and unknown, potentially dangerous substances, combined with methods of artificial intelligence

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and machine learning. It establishes a framework of a dynamic feature selection and validation algorithm to support the continuous innovation capability of the system in the field of adaptive learning and database optimization for specific bioinformatic applications. The project also develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile bio-detection context.
The project indicates the HoloZcan technique versatility for a wide range of applications and demonstrates its technical feasibility. The project responses to the actual needs of European practitioners and technological gaps identified by the ENCIRCLE project as indicated in the ENCIRCLE Catalogue of Technologies and addresses several shortcomings of the current approaches to bio-threat agent detection.
The HoloZcan project applies a flexible adaptive approach to design and CBRN practitioners are engaged as project partners or as external stakeholders in the process.

### Fields of science

› › ›
› ›

### Programme(s)

### Topic(s)

### Call for proposal

H2020-SU-SEC-2020

### Funding Scheme

RIA - Research and Innovation action

### Coordinator

**IDEAS SCIENCE KFT**

Address: Varadhegyfok Utca 6. B. Ep. 2100 Godollo

Activity type: Private for-profit entities (excluding Higher or

EU contribution: € 742 037,50

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Hungary — Secondary Education Establishments)

Contact the organisation

### Participants (8)

**DATASENSELABS KFT**
Hungary
EU contribution: € 384 562,50
Address: Kinaly Utca 80 Fsz 11 1068 Budapest
Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)
Contact the organisation

**Zug Medical Systems SAS**
France
EU contribution: € 401 500
Address: 291 Rue Albert Caquot, Ca40095 06560 Valbonne
Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)
Contact the organisation

**POLITECNICO DI MILANO**
Italy
EU contribution: € 370 000
Address: Piazza Leonardo Da Vinci 32 20133 Milano
Activity type: Higher or Secondary Education Establishments
Website — Contact the organisation

**UNIWERSYTET LODZKI**

3 of 5

EU contribution: € 611 500
Address: Ul Prezydenta Gabriela Narutowicza 68 90 136 Lodz
Activity type: Higher or Secondary Education Establishments
Website — Contact the organisation

**SIOUX TECHNOLOGIES BV**
Netherlands
EU contribution: € 662 812,50
Address: Esp 405 5633 AJ Eindhoven
Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)
Contact the organisation

**KOMENDA STOLECZNA POLICJI**
Poland
EU contribution: € 361 987,50
Address: Nowolipie 2 00-150 Warszawa
Activity type: Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)
Contact the organisation

**D.M.I**
France
EU contribution: € 446 812,50
Address: Rue Longue 21 69001 Lyon
Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)

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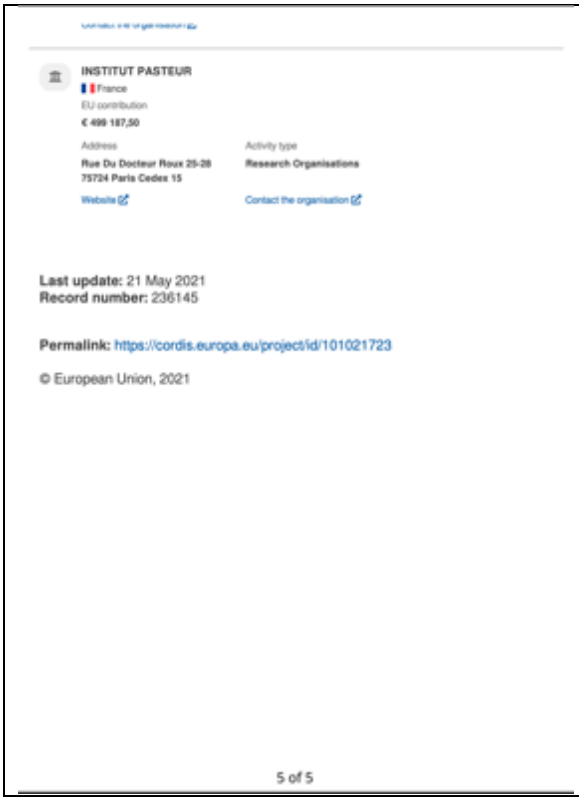

INSTITUT PASTEUR
France
EU contribution
€ 499 187,50

Address
Rue Du Docteur Roux 25-28
75724 Paris Cedex 15

Activity type
Research Organisations

Website
Contact the organisation

**Last update:** 21 May 2021
**Record number:** 236145

**Permalink:** https://cordis.europa.eu/project/id/101021723



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## 4.3 PRESS RELEASES – WEBSITE PDF FILES

Two Press Releases are online on the website:

Project Kick off -
https://holozcan.com/storage/app/media/210705_Kick%20Off%20Meeting%20Press%20Release.pdf

**Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field**

The project Holozcan is officially holding its Kick-Off meeting on Monday 05 and Tuesday 06 July 2021, in Budapest, Hungary.

Funded by the European Union's Horizon 2020 research and innovation programme, the implementing Consortium gathers nine organisations, from five different EU Countries, for a three-years duration and with a total budget contribution of € 4 380 400. It is coordinated by Ideas Science Ltd of Hungary.

The project develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile context, to detect bio-threats in the form of pathogens and bacteria. The technology is versatile for a wide range of applications, and its development shall heavily rely on a consultation and exchange process with Stakeholders to best define users-needs.

This two-days meeting will combine an in-presence attendance, with an online teleconference simultaneously, so all Invitees and Participants can attend in full, listen to the presentations and interact with each other's. In addition to all Consortium Partners, the Project is honored with the participation of the EU REA Project Officer Ms. Patricia RISCHITOR, with Mr. Gergely MÉSZÁROS, Horizon Europe EU and Security National Contact Point for Hungary, Mr. Filippo CAREMOLI, HoloZcan External Ethics Advisor.

The meeting agenda fulfills the goals to present the activities and main line of actions that will be rolled out starting today. A series of open discussions on every topic, will allow to deepen understanding for all participants, as well as to offer an opportunity to hear from our invitees and learn from their advices and comments.

More information about the project can be found at www.HoloZcan.com (officially launched today), and also on LinkedIn at https://www.linkedin.com/company/holozcan/mycompany/ and on Twitter @HoloZcan / Contact details: INFO@HoloZcan.com

First Stakeholders' Meeting -
https://holozcan.com/storage/app/media/211215_1stStakeholders%20Meeting%20Press%20Release.pdf

**Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field**

The project Holozcan is announcing its first Stakeholders' Meeting on Wednesday 15 December 2021, in Warsaw, Poland.

Funded by the European Union's Horizon 2020 research and innovation programme, the project develops comprehensive and innovative means of respiratory, ventilation and environmental biological data sampling that can be used in real-time, standoff or in mobile context, to detect bio-threats in the form of pathogens and bacteria.

In order to identify the most needed range of applications, a consultation and exchange process with relevant Stakeholders has to be engaged, to best define users' needs.

This meeting aim is to support the conceptualization of HoloZcan work, and the identification of potential test studies. More specifically, the following activities will be done: 1. Presenting the proposed technical concept of the HoloZcan system to stakeholders; 2. Evaluating and reviewing selected scenarios; 3. Ranking, filtering and refining suggestions made during open discussion 4. Providing end-user guidance to the establishment of the suite of use cases; and, 5. Collecting end-user requirements for the HoloZcan system.

The venue will combine in-presence attendance, with an online teleconference simultaneously, so all project Partners and Stakeholders can attend in full, listen to the presentations and interact with each other's.

More information about the project can be found at www.HoloZcan.com , and also on LinkedIn at https://www.linkedin.com/company/holozcan/mycompany/ as well as on Twitter @HoloZcan / Contact details: INFO@HoloZcan.com

# SECURITY SENSITIVITY ASSESSMENT

**Objective**
This form is related to the Security Sensitivity Assessment procedure which will assure that no sensitive information will be included in the publications and deliverables of the HoloZcan project.

Security sensitive information means here all information in whatever form or mode of transmission that is classified by Council Decision on the security rules for protecting EU classified information (2011/292/EU) and all relevant national laws and regulations. The information can be already classified, or such that it should be classified.

In practice the following criteria is used:

- Information is already classified
- Information may describe shortcomings of existing safety, security or operating systems
- Information is such, that it might be misused.
- Information that can cause harm to
    - European Union
    - a Member State
    - society
    - industry and companies
    - third country
    - citizen or an individual person of a country

## Document Information

| | |
|---|---|
| **Project** | HoloZcan: Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field<br>Grant Agreement No: 101021723 |
| **Deliverable:** | D 5.2 |
| **Dissemination Level** | PU |
| **EU Project Officer** | RISCHITOR Patricia Elena |
| **Actual Submission Date** | 31/10/2021 |
| **WP Leader** | DMI Associates |
| **Authors** | Michel Zayet |

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No: 101021723

## Assessment form for the main author

*Please fill in the form below:*

This is: pre-assessment ☐ final assessment ☒

List the input material used in the publication/deliverable: ---

List the results developed and presented in the publication/deliverable:
Communication and Dissemination Strategy
The draft publication

☒ is attached to this statement

☐ can be found in link: --

This publication does include any data or information that could be interpreted as security sensitive. ☐ Yes ☒ No ☐ Not sure

If not sure, please specify what are the material / results that you are not sure if they are security sensitive? Why?

Date: 31 October 2021

Signature of the Responsible Author: 

## Comments from the SAB member

☒ The publication can be published as it is.
Comments:

No

☐ Before publication the following modifications are needed: - -
Comments:

Date 31 October 2021
Name: On behalf of the Security Advisory Board (SAB) Dr. Marcin Niemcewicz

Signature of the member of the SAB ……