Deliverable 5.3 – May 2022: Yearly Report on Project Dissemination and Communication Activities

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EXECUTIVE SUMMARY

From the very start of Project HoloZcan, the Dissemination and Communication component was considered as pivotal to establish the branding, foster the introduction of a novel breakthrough technology, develop ties with interested End Users and secure future exploitation of results.

By building the project "Presence", DMI Associates from France and in charge of the fifth Work Package, chose to roll out a full range of tools from the earliest stage. Work Package task 5.2 "Dissemination and Communication" targeted an efficient communication of the project activities and results, towards the existing networks of practitioners, research and industry communities, in the bio-detection area.

The Strategy Communication and Dissemination Plan developed in Deliverable 5.2 submited in October 2021 has detailed the full set of actions identified. A strong effort was then made to secure a strong understanding and involvements from all Consortium Members.

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

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1 INTRODUCTION

The project dissemination and communication strategy finalised in Deliverable 5.2, defined target audiences, core messages, channels and tools selected to be implemented. The plan's purpose was to assist all project Consortium Members, in selecting their own dissemination and communication activities related to the project.

Since prject Kick-off and Project website launch at the same date, HoloZcan team dedicated itself to an active implementation of all planned tasks, also taking the time to handle communication. The present report will concentrate on reviewing all activities since then, until May 2022.

2 DISSEMINATION AND COMMUNICATION PERFORMANCES

2.1 PROJECT INFORMATION ON EU WEBSITES

In the second half of 2021, we noted two official reference mentions about Project HoloZcan in EU official websites.

The first one was 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 was from CORDIS, which provides information on all EU-supported R&D activities, including programs (H2020, FP7 and older), projects, results, publications. The page was saved as a PDF file and is now downloadable from our website as "Project Leaflet".
https://holozcan.com/themes/holozcan/assets/media/CORDIS_project_101021723_en.pdf

2.2 HOLOZCAN WEBSITE

Our project website is www.HoloZcan.com It was launched on day two of the Kick off Meeting on 06 July 2021. A contact email info@HoloZcan.com was created and brought us so far two messages, one of them being from a potential Stakeholder; a Director from the Swedish University of Umeä.

Today, the site is composed of 20 pages with 8 downloadable files, one online description video and a gallery with 14 pictures of project events. The Homepage gathers maximum visibility, therefore we regularly publish at its very top, either News, Statements, or for example the announcement of EU support to Ukrainian Researchers.
https://www.holozcan.com/storage/app/media/Press%20releases/EU_Support_for_Ukrainian_Researchers_Information.pdf

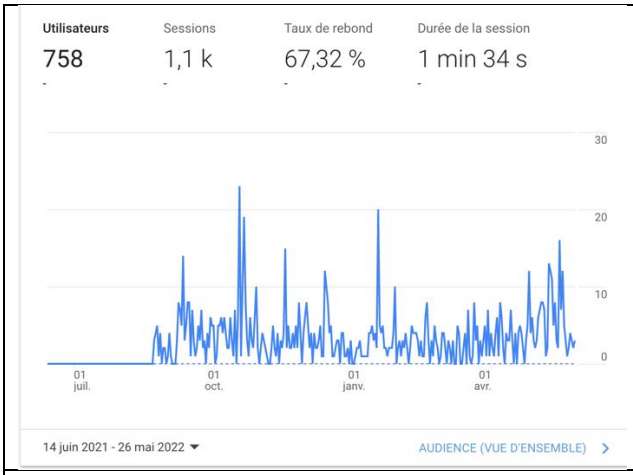
Several updates took place during this reporting period. We created a "Publications" pages in order to make available online reference documents such as Abstracts, Scientific Posters or Promotional Brochures. Each are accessible by using an embedded QR code in the printed versions.
https://www.holozcan.com/publications

A new section "Pictures gallery" was designed to allow for an easy access to a history of the visual moments of the project. They are the reference views used when events are posted on social medias.
https://www.holozcan.com/pictures

In the Stakeholders' website page, a new sub-section was created. The goal is to give a small space for willing experts, to publish a statement on the HoloZcan Technology ; in terms of perception, interest, future potentials, novelty, and others. We named this the "Stakeholder's Horizon" and collected already two testimonies. https://www.holozcan.com/stakeholders

Finally, the "Press Releases" section, was renamed into "News and Press Releases". With this expansion we manage to store the history of previously published news events. https://www.holozcan.com/news
Here is an example of a Press Release, the announcement of the First Stakeholders' Meeting that took place on 15 December 2021 in Warsaw, Poland.
https://holozcan.com/storage/app/media/211215_1stStakeholders%20Meeting%20Press%20Release.pdf

In terms of usage statistics, we access analysis from Google Analytics. Over the period of 14 June 2021 – 26 May 2022, we collected the following data.



This graph shows the total number of individual users' hits. We total 758 unique visitors.

		17 % du total: 100,00 % (17)	13 % du total: 100,00 % (13)	21 % du total: 100,00 % (21)
1.	Hungary	3 (17,65 %)	1 (7,69 %)	5 (23,81 %)
2.	Netherlands	3 (17,65 %)	3 (23,08 %)	3 (14,29 %)
3.	Poland	2 (11,76 %)	1 (7,69 %)	3 (14,29 %)
4.	Turkey	2 (11,76 %)	2 (15,38 %)	2 (9,52 %)
5.	United States	2 (11,76 %)	2 (15,38 %)	2 (9,52 %)
6.	France	1 (5,88 %)	1 (7,69 %)	2 (9,52 %)
7.	India	1 (5,88 %)	1 (7,69 %)	1 (4,76 %)
8.	Italy	1 (5,88 %)	0 (0,00 %)	1 (4,76 %)
9.	Ukraine	1 (5,88 %)	1 (7,69 %)	1 (4,76 %)
10.	(not set)	1 (5,88 %)	1 (7,69 %)	1 (4,76 %)

This table lists the countries of origin of the hits. Our audience is beyond the EU region.

2.3 TWITTER ACCOUNT

The usage of the Twitter account is one that is dedicated to an immediate reaction. @HoloZcan is following 335 individuals or organisations from the following targeted segments.

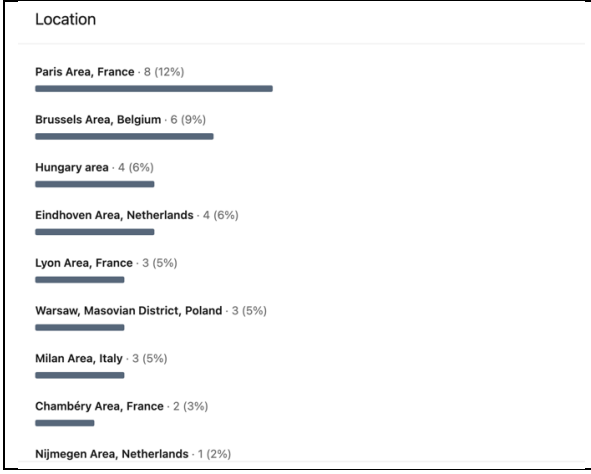
CBRN practitioners and end-users,	**CBRN Military forces operating in civilian crisis/disaster**
Medical laboratories and health professionals	**EU Research Projects (H2020 & Horizon Europe)**
Forensics and Law Enforcement Authorities	**Industrial and Private sector**
Civil society and Scientific communities	**Gender and Population**

In return, our account is followed by 145 persons and organisations. Since May 2021 when it was created, we have an activity of 389 tweets and replies. This represents just about one action per day. The account is followed on a daily basis. It can be accessed here: https://twitter.com/holozcan

2.4 LINKEDIN PROJECT PAGE

The LinkedIn media is different in terms of message duration period. With our dedicated HoloZcan Project page, we have narrowed an invitation-based audience that is automatically pushed each of the posts published. We now count 66 Followers, of which we nearly have all our 27 Stakeholders, several Consortium Members, and many persons from EU Related Research and Security projects.

Usually, each post is first created for LinkedIn, and then re-published on Twitter. We also post each of the website top homepage announcements as they get uploaded. The statistics provide the following breakdown of visitors per countries.



The hits represent the current Consortium regional coverage.

The goal is to expand this by having a wider spreading effect of our project news and developments.

Over the past 12 months we have placed online a total of 33 posts. These can be accessed here: https://www.linkedin.com/company/holozcan/mycompany/

2.5 MONTHLY MESSAGE IDENTIFICATION MEETINGS

When designing the Communication strategy, we identified the practical issue of "How much can Partner organizations allocate time toward communication?".

We were then feeling the necessity to have a minimum once a month meeting by teleconference call. Today we named it the Monthly Message Identification Meeting (MMIM).

The MMIM is an automatic topic of discussion each time the Consortium Members have a chance to meet.

The goal is easing the production of a Monthly set of Communication Messages. It will allow to collect only the essence of our progresses. It will also protect the science developers from walking an unusual path of vulgarization.

Thus, we started to spontaneously exchange pictures of events as for example in the recent case of Sioux Technologies Company visit of the Institut Pasteur in Paris.

2.6 STAKEHOLDERS' OUTREACH

Project HoloZcan relies on a constructive interaction with a range of knowledgeable persons capable of relevant suggestions to develop a needed bio-detector. Each event, each personal contact is screened in order to identify Stakeholders. We have currently managed to collect 27 signed Letters of Intent and plan to further enlarge this group. We still miss participants from several Member States but actively work on this (currently expecting Sweden, and Germany answers).

The Warsaw meeting aim was to support the conceptualization of HoloZcan work, and the identification of potential test studies. The following activities took place: 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 users guidance to the establishment of the suite of use cases; and, 5. Collecting end-user requirements for the HoloZcan system.

As the meeting was in a hybrid format with 12 persons in the room and about 20 online, the exchange was smooth with enough time for all to ask questions, present experiences and debate positions. The format was validated by the evaluations, a recommended periodicity preference of 6 months was made, until next online consultation. This time was selected, for significant progresses to be achieved, before the new round of discussion started.

We currently develop an Excel Spreadsheet table, with a detailed and comprehensive list of technical specificities, to serve as a basis for the future talks.

2.7 COLLABORATION WITH RELATED EU RESEARCH PROJECTS

Liaisons with other on-going EU Projects have been identified in the project proposal, 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. We have had so far ties with these ten.

Collaboration with ENCIRCLE consortium:

Project Name and website	Collaboration benefits and activities
ENCIRCLE https://encircle-cbrn.eu/related-projects-2/cbrn-cluster-part-b-projects/	Advices on multilingual approach / HoloZcan information sheet and first introductory video published on ENCIRCLE's website

Two online meetings were organised between members of the two project consortia.
We published a video presentation at the ENCIRCLE final conference.
Joint preparation for the EFDRR SENDAI meeting organised by DG HOME. Collaboration with other projects.

Project Name and website	Collaboration benefits and activities
TRANSTUN https://transtun-project.eu	Communication, Dissemination, Training advices. Participation at the joint symposium of 4 CBRN projects (09/29-30/2021)
ENOTICE https://www.h2020-enotice.eu/	Use of their list of European CBRN Training Centres for a direct promotional mailing
Stair4Security	Participation at final conference and training of the project.
MELODY https://melody.sckcen.be	Train the Trainers advices / CBRN Training material / Table top exercises and e-learning methodology
PROACTIVE https://proactive-h2020.eu	Interaction with End Users including vulnerable groups / Incident reporting app and Risk management
FIREIN https://www.fire-in.eu	Communication, Dissemination, Training advices / First responders bio-detection needs
BULLSEYE https://www.bullseyeproject.eu	Anti-terrorist reaction against chemical and biological attack
INTREPID https://intrepid-project.eu/the-intrepid-project	Integration of HoloZcan on a robot, in a real conditions detection exercise at a former hospital
STRATEGY https://strategy-project.eu/	Interoperability and Standardisation bodies
VERTIGO https://www.safe-europe.eu/news-posts/project-vertigo-officially-launched-kick-off-meeting/	Training of CBRN Military and Civilian Operators using Virtual Enhanced Reality / discussion to have HoloZcan prototype as a demonstrator

Presentation at the user forum of the Hungarian HCP Competence Center: the HoloZcan project uses the European Supercomputer capabilities to perform simulations. A personal presentation on the work done so far and the goals of the HoloZcan project was held at the forum on 11/29/2021.

2.8 PARTICIPATION TO CBRN EVENTS

The participation in external events established project's visibility and shall fosters its future impact. By developing contacts at conferences and exhibitions, we allow to connect with Stakeholders.

Because of the Covid restrictions all attempts to attend in-person events were very limited in 2021. The year was essentially devoted to on-line meetings with a focus on the DG Home organized CERIS events with Mr. Philippe Quevauviller. Nevertheless, if the project presentations were of high interest, the absence of list of participants precluded from further establishing links.

In early 2022, we registered for the February SICUR International Security Exhibition in Madrid, Spain, actually opting again for an online participation [https://www.ifema.es/en/sicur]. At the very beginning of March, we received an invitation from the Ministry of Foreign Affairs to join an EU French Presidency CBRN Research event in Paris. The Security Research Event – SRE 2022 targeted the solutions offered by science and innovation to face future security challenges. However the venue was cancelled by its organisers because of the international crisis caused by Russia's attack on Ukraine. At least, we managed to have a four participants representation to the Lille CBRNe Conference in the begining of May. Several

high level contacts were made, also with the industry. Two more Stakeholders were identified and one accepted to assist us for a field air-sampling exercise.

The Holozcan project is constantly looking to connect with users and develop new partnerships. We participated in the International Procurement Seminar, Doing business with the United Nations and Individual meetings with vendors and UN agencies (Vienna, April 26th and 27th, 2022), where we presented the project objectives to representatives of several UN agencies.

4 researchers from the project participated in the CBRNE conference in Lille, where we presented the project in a panel discussion at the CERIS CBRNe session and a scientific poster was also presented.

2.9 PUBLICATIONS

One of the project requirements is to publish scientific articles. This will be amplified by our website "Publications" section. So far, we managed to already have three documents listed there. The first is a scientific poster titled: "Theoretical limits and perspectives of the digital holographic technology in bio-detection related on-field decision making".
https://www.holozcan.com/storage/app/media/publications/220426_HoloZcan_Poster_CBRN_Lille_2022_Final.pdf

The second is the abstract that is related to the poster.
https://www.holozcan.com/storage/app/media/publications/Abstract%20HoloZcan%20CBRNE_Lille-2022.pdf This abstract was published in the Conference Book of the May 2022 CBRNe Conference in Lille. The abstract and poster development will pave the way for a future article. As we draft this report, we have just started the production of a new abstract with poster for a September 2022 CBRN Symposium in Sweden.

Finally, we placed the project brochure to provide a project overview, developed by IDEAS Science.
https://www.holozcan.com/storage/app/media/publications/2022_leaflet_HoloZcan.pdf This brochure was made available in A4 copies as well as through direct download via a QR code linking to its PDF version.

2.10 CONSORTIUM MEMBERS' PROJECT WEBPAGES

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/

3 FINDINGS AND NEXT STEPS

Overall we experience a smooth implementation of our mutual Dissemination and Communication component since our project began. In the early project phase we faced limited technical and scientifical content to report about. Often, we had to explain our concept stage. Consequently, we are now eagerly looking forward to when we can start presenting verified advances, leading to experimentations and designing our first prototype. One additional possibility we found is to have a communication prepared for the Horizon Europe magazine https://ec.europa.eu/research-and-innovation/en/horizon-magazine before talking to Euronews.

Three points are going therefore to be of specific focus for the next coming period ahead of us.

3.1 TECHNOLOGY PROFILE FORM (TPF)

This technology presentation template is an optimal communication tool to promote and capture the future customers from our End Users' Community. In this respect it remains a later-stage promotional material. Our interaction with the Stakeholders, and the identification of the expected technicalities, will assist in completing the two sections named "Innovative aspect and main advantages" and "Areas of application". They may only be precisely defined, once an advanced-level prototype is up and running, hopefully later this year 2022. As we continue preparing for Exploitration and Commercialization (WP 5.4), the document will be gradually elaborated also considering the project scenarios.

We should have the first TPF presented in early 2023, possibly during the first Training Event.

3.2 MULTILINGUAL APPROACH

From project start, having a multilingual offer was very positively considered. During the Project ENCIRCLE final conference in mid-2021, that recommendation was clearly voiced. Also, several comments heard a other CERIS events or EU CBRN projects, confirmed that End users such as first responders, police officers, medical personnel did simply not speak English in a vast majority. Therefore translation appears as key for an efficient dissemination.

If our project website may "operate" in a single common language interface, we see the overwhelming need from our trainees, to access the reference material already prepared in their mother tongue. The training concept we are finalizing envisages the use of ten languages.

Consortium languages	Identified additional key languages
Dutch, English, French, Hungarian, Italian, Polish	German, Spanish, Swedish and Ukrainian

3.3 VIDEO CHANNEL

The first 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. It was also used during the Project ENCIRCLE End Conference Part II, on 19 May 2021. The video was initially displayed through ENCIRCLE online dissemination platform.

The video was uploaded on 21 June 2021 to Youtube under the video channel of H2020 ENCIRCLE Project, with whom we developed a strong promotion and collaboration relationship. The ENCIRCLE channel still hosts videos from eNOTICE, NO-FEAR, and MELODY projects.

"HoloZcan – Deep Learning Powered Holographic Microscopy for Biothreat Detection on Field"	Link: https://youtu.be/d1Gzy7JlfXc

As for a dedicated HoloZcan Youtube channel, we believe this media should be further utilized specifically for the project Training Component. We currently develop the Training concept and protocol. Video should be used for the Advanced Operability Training level which will be under restricted access therefore not to be openly disseminated on Youtube or similar. The future website [Training.HoloZcan(dot)com] will have video sharing capability.

3.4 PRESENTING THE PROJECT IN DIFFERENT EVENTS/FORUMS

The HoloZcan project will participate in 'the third edition of the Project to Policy Kick-Off Seminar (P2PKOS), renamed as Projects to Policy Seminar (PPS)' seminar organised by DG HOME and REA C2 unit from 30 June to 1 July.

The project will participate to the 14th CBRNe Protection Symposium, September 20th - 22nd 2022. Malmö, Sweden.

We also want to present our results at other events in next year.

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 Grant Agreement No: 101021723
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WP Leader	Ideas Solutions
Authors	Györgyi Bela, Michel Zayet

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Assessment form for the main author

Please fill in the form below:
This is: pre-assessment □ final assessment □ X

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 X

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

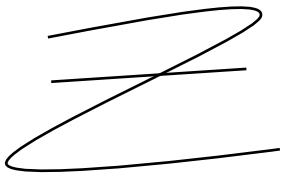
Date: 31 May 2022

Signature of the Responsible Author:

Comments from the SAB member

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

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



Date 31 May 2022
Name: On behalf of the Security Advisory Board (SAB) Dr. Marcin Niemcewicz

Signature of the member of the SAB ……