Project:

SUSNANO

(Grant Agreement number 101059266)

"Twinning to boost the scientific and innovation capacity of the Universiteti i Tiranes to develop sustainable nanosensors for water pollution detection "

Funding Scheme: Coordination and Support Action
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D5.2 Project website and promotional materials

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Document History

(Revisions – Amendments)

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1.0 – 20/12/2022	First version

Dissemination Level		
PU	Public	**X**
PP	Restricted to other program participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	

SUSNANO's overall aim is to boost the scientific excellence and innovation capacity in sustainable nanosensors for water pollution detection of Universiteti i Tiranes (UT) and its high-quality Twinning partners: Fundació Institut Català de Nanociència i Nanotecnologia, Univerzita Palackého v Olomouci and Intelligentsia Consultants Sàrl. To achieve this aim, SUSNANO will implement a research and innovation strategy over 3 years based upon 5 objectives implemented via 5 corresponding WPs:

Objective 1: Conduct exploratory research on sustainable nanosensors to detect water pollution in Albania
The goal is to develop innovative sustainable nanosensors to detect heavy metals, pesticides and antiobiotics. The validated sensors will be used in field tests to provide an environmental assessment of rivers and lakes in Albania.

Objective 2: Transfer knowledge between experienced researchers (ERs) of UT and the Twinning partners
The goal is to organise short term staff exchanges, trainings and seminars for UT's ER's and the Twinning partners' ERs to complement the preparatory research undertaken in Objective 1.

Objective 3: Enhance career prospects of early-stage researchers (ESRs) of UT and the Twinning partners
The goal is to enhance the career prospects of UT's ESRs and the Twinning partners' ESRs by organising short- and medium-term exchanges, training workshops/seminars, summer schools & joint PhD programme.

Objective 4: Improve UT's management and administrative capacity for European R&D programmes
The goal is to improve the skills of UT's Directorate of Scientific Research, Projects and Foreign Relations in proposal preparation, project management and innovation management for European R&D funding programmes.

Objective 5: Raise the research profile of UT and the Twinning partners
The goal is to raise the research profile and scientific reputation of UT and the Twinning partners through a comprehensive range of dissemination, exploitation, communication & outreach activities.

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1. INTRODUCTION

1.1. ABOUT SUSNANO PROJECT

SUSNANO is a Horizon Europe Twinning project with the overall aim to boost the scientific excellence and innovation capacity in sustainable nanosensors for water pollution detection of Universiteti i Tiranes (UT) and its high-quality Twinning partners. To achieve this aim, SUSNANO will implement a research and innovation strategy over 3 years, where the partners will develop sustainable nanosensors and demonstrate them in Albania's rivers and lakes. It will help to:

- Document all sources of water contamination and types of organic and inorganic contaminants
- Quantify amounts and fluxes of contaminants from sources to surface and ground waters

1.2. SCOPE OF THIS DELIVERABLE

This report documents the design and production of the project website and promotional materials.

The project promotional materials and website are intended to raise the project community's awareness of the SUSNANO activities and to ensure project publicity and promotion. According to the Grant Agreement, the project promo package includes:

- Project leaflet (2 pages, A4 size) and Powerpoint presentation providing an overview of the project.
- Project poster (A1 size).
- 1-2 newsletters/year over the duration of the project.
- YouTube video - aimed at the general public - describing the project's objectives, activities and impacts.

The project leaflet, Powerpoint presentation and poster are developed and reported in this deliverable. The newsletters and YouTube video will be developed and made publicly available after the project achieve results to be communicated.

The SUSNANO project website will take advantage of modern technologies, publishing news, events announcements and other important information. The website is developed in order to:

- Raise awareness of the project activities and objectives, as well as the project's results.
- Increase visibility of the project amongst target audience.

1.3 TARGET AUDIENCE

SUSNANO target audience for dissemination activities includes:

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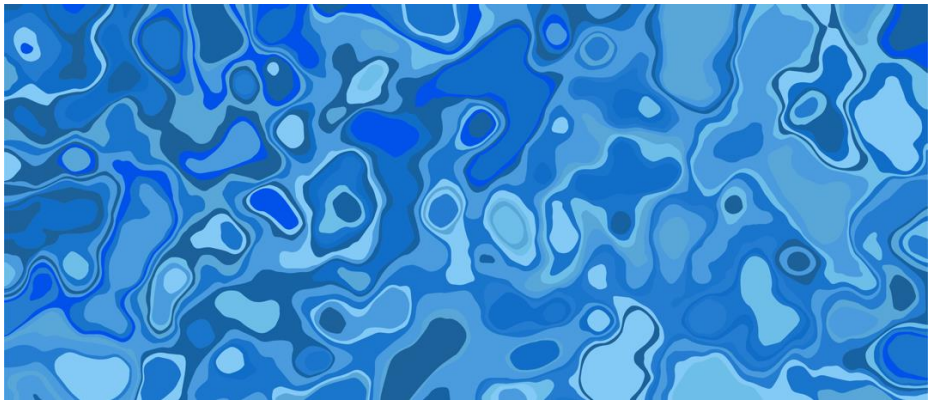
- Scientists, engineers working in the field of nanotechnologies, nanosensors, graphene, biosensors, bioelectronics, chemistry, from Albania, Spain, Czech Republic, and other European countries.
- Albanian public organisations: e.g. National Environmental Agency, Ministry of Tourism and Environment
- Local and European associations: e.g. NanoAlb, Graphene Flagship
- Private companies from Albania and other European countries working in the filed of agri-food, sensors
- Related EC-funded projects
- Young researchers, university students, Secondary school students from Albania, Spain, Czech Republic
- Regional and national news media (radio, TV and print newspapers) from Albania, Spain, Czech Republic
- Policy makers and funding agencies representatives involved in the design or implementation of R&I policies on regional, national or European levels.
- General public

2. PROJECT IDENTITY

A graphical identity is composed of visual elements aimed to represent the project to target audience. The SUSNANO graphical identity includes logo, fonts, colours and text.

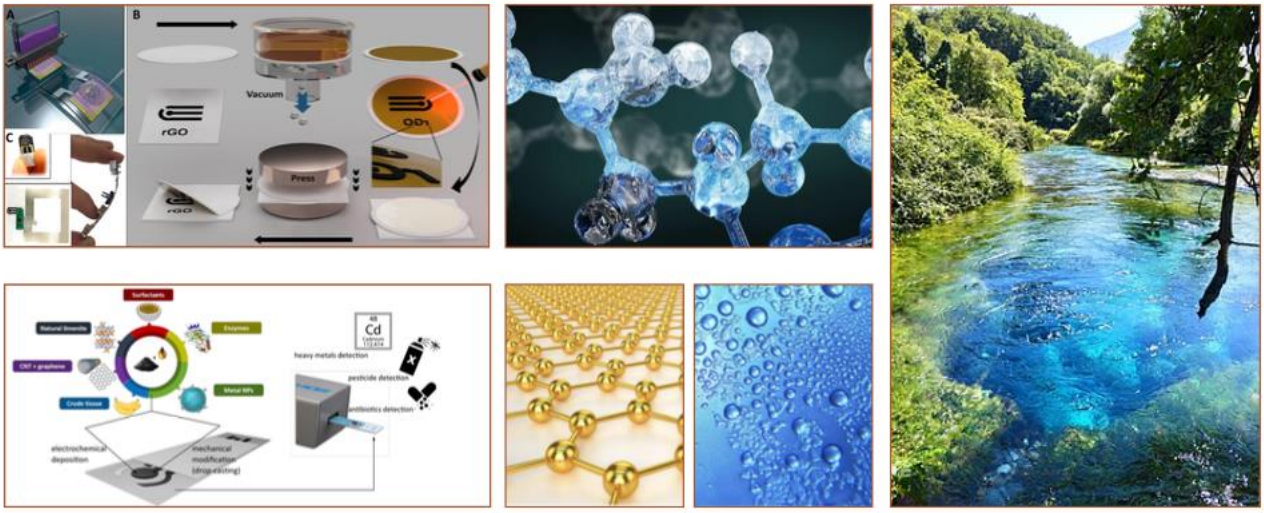
The following project logo has been created and would be used in the project's website and all project documents:

The background will be coupled to the Project logo in presentations, brochures, press releases, etc.



Templates for text documents like deliverables (MS Word) and presentations (MS PowerPoint) have been prepared and made accessible for all project participants. The templates are important to give a uniform image of the project and to establish a visual language that will indicate at a glance that the presented information concerns the SUSNANO project.

The idea of the logo is a stylization of electrochemical biosensors. This reflects the main activity of the project — the production of nanosensors for the detection of water pollution. Also, the circles and their colors in the logo symbolize drops of water that were dirty but became clean thanks to the project activities.



Used colours additionally underline the focus of the project.

CMYK c100 m73 y11 k0
RGB r0 g76 b46
#004B92

Cobalt blue
Technological deep blue color.
It symbolizes qualitative analysis of water samples, serious science and deep sea.

CMYK c58 m24 y22 k3
RGB r116 g161 b181
#74A1B5

Blue-gray
This color hints at the contamination of water with various impurities, it is like blue, but there is no purity in it. And it is not repulsive for perception.

CMYK c57 m8 y0 k0
RGB r110 g190 b234
#6EBEEA

Cerulean blue hue light
The color of purity, it is fresh. It symbolizes the project - with the help of the sensor impurities were detected and we can get clean water.

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3. PROJECT WEBSITE

3.1 WEBSITE DEVELOPMENT

The SUSNANO project website is available on the Internet under the domain name https://www.susnano.eu/ . This domain name has been registered on https://www.europeregistry.com web service. As far as the hosting is concerned, it has been registered on https://wix.com/ .

The SUSNANO project website consists of the following sections, which form the main menu at the top of the website:

- Home
- About Project
- News
- Events
- Publications
- Contact

The website is implemented in English.

The content of the website is based on the SUSNANO project Description of Action. The **Home** section presents a brief description of the project aim, block with the Universiteti I Tiranes profile, logos of each consortium partner with brief description and links to their organisation websites, and features the latest news. The **About project** section briefs the audience about the scientific scope of the projects, presents project aim, lists 5 project objectives and features Project Team. All the public deliverables and other materials produced over the course of the project will be published in the **Publications** section. Project **News** section is designed in a form of a blog, showing the latest news and activities of the project, which already happened. Project **Events** will show announcements - what is planned. In the **Contact** section there is also a contact form, and links to the project social media pages.

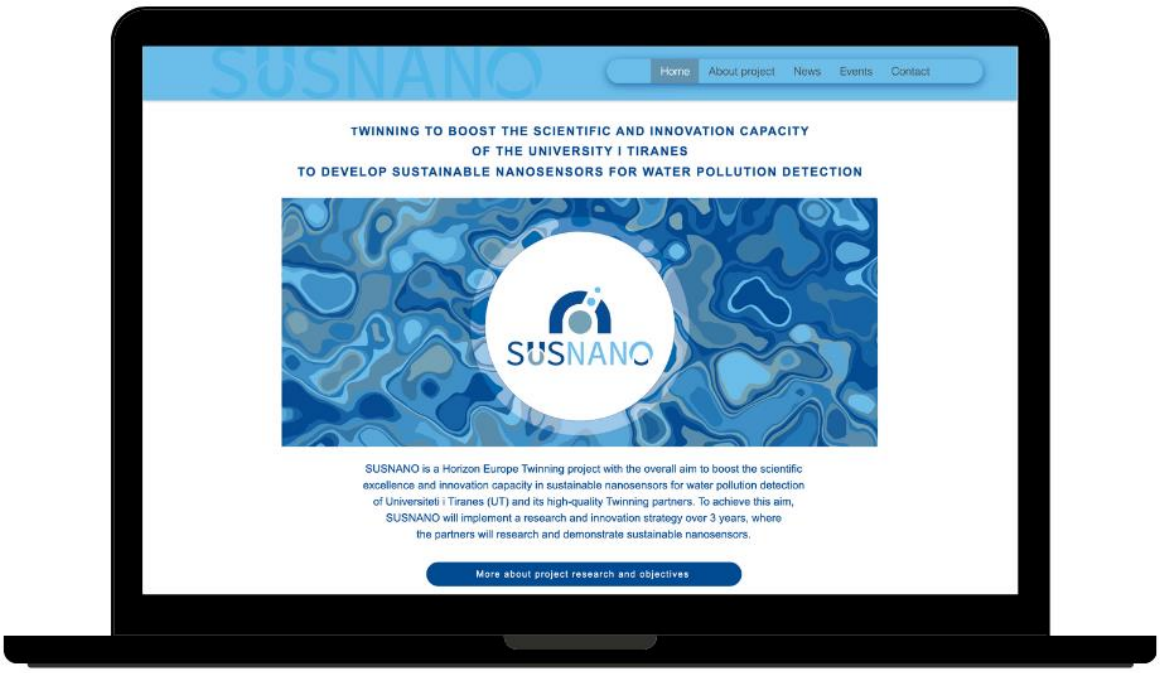
The design of the SUSNANO website is prepared by Intelligentsia Consultants, according to the project Description of Action. A screenshot of the website is attached to this document (ANNEX 1).

In order to simplify the process of maintenance, the implementation of the website is based on CMS WIX, a content management system that allows building websites using standard blocks (e.g. text block, image, contact form, etc.).

The SUSNANO website is built in accordance with the following design principles:

Visitors' good first impression	In order to produce a good impression on new visitors, the website has an attractive design and user-friendly navigation system. The presence of the

	EU logo, as well as the SUSNANO project logo, will ensure a user that the website is developed under the umbrella of the European Commission. The content of the website is well-structured, so that users could easily find all the necessary information.
Home page structure	The home page represents main information about the project and links to website sections. The first block presents project aim with a button linked with the **About** section. The second block represents **Universiteti I Tiranes brief description** and photo. The third block represents the **Twinning Partners** description. The end of the page shows latest project news. The footer includes EU logo and coordinator contacts.
Navigation system	The top menu provides easy access to the most important pages of the website, i.e. Home, About Project, News, Events, Publications, Contact us.
Design and Readability	The website is designed according to the project identity. In order to make the content of the website easily readable, the text is displayed in black on white background. The sections are clearly separated one from another with decorative elements or colour blocks.
Multimedia content	The presence of photographs and images in text will help to simplify the process of perception of the information published on the website and make reading more interesting. All the images published on the SUSNANO website are produced by the project partners.
Internal and external links opening approach	All the internal links of the website will be opened in the same window. The external links, such as a link to the website of a consortium partner, will be opened in a new window.
Compatibility with the most popular Internet-browsers	The interface of the website has been tested in the most popular Internet browsers (Internet Explorer, Microsoft Edge, Opera, Mozilla Firefox and Google Chrome) and adjusted in the way to look similar in all of them. The mobile version is also tested and adjusted to ensure convenient mobile user interface.
Usage of the EU logo	The logo of the European Union is displayed on each page of the website in the footer.



3.2 WEBSITE MAINTENANCE

The partner responsible for maintenance of the SUSNANO project website is Intelligentsia Consultants. Other consortium partners will support Intelligentsia by providing content for the website.

Over the course of the project the website will be regularly updated. Namely, all the news related to the project will be published in the “News” section. The announcements of project events will be published in the Upcoming events section and home page. Project public deliverables, research publications, newsletters, etc. will be published in the Publications section.

After the project is completed, the maintenance of the SUSNANO website will be reduced to minimum. With the publication of the last public deliverable, the website will start functioning as an informational resource. Neither news, nor events announcements will not be published any more.

4. PROJECT PROMOTIONAL MATERIALS

4.1 PROJECT LEAFLET

The A4 size tri-fold SUSNANO leaflet is designed in accordance with the project identity. The leaflet contains the following information:

- SUSNANO project name, acronym, logo, EU emblem.
- Project aim
- Project objectives
- Information on project research focus
- Universiteti I Tiranes photo, logo, and description
- Project partners' logos and description
- Coordinator's contact information.

Leaflet design is presented in Annex 1.

4.2 PROJECT POSTER

The poster has A1 size and represents more the visual identity of the project rather than providing highly informative material. Therefore, it contains the project name, logo, and brief visualised statements about key project aim and objectives. The EU emblem, project partners' logos, coordinator's contacts, website and social media links are at the bottom. Design of the SUSNANO poster is provided in Annex 2.

4.3 PROJECT POWER POINT PRESENTATION

The overview Power Point presentation was developed to be used for project overview presentations by project partners at different events and occasions. It includes basic information about the project: consortium composition, partners short descriptions, project aim and objectives, project research focus, project structure. The presentation is editable and will be adapted to fit better the event target audience. The basic pptx template is presented in Annex 3.

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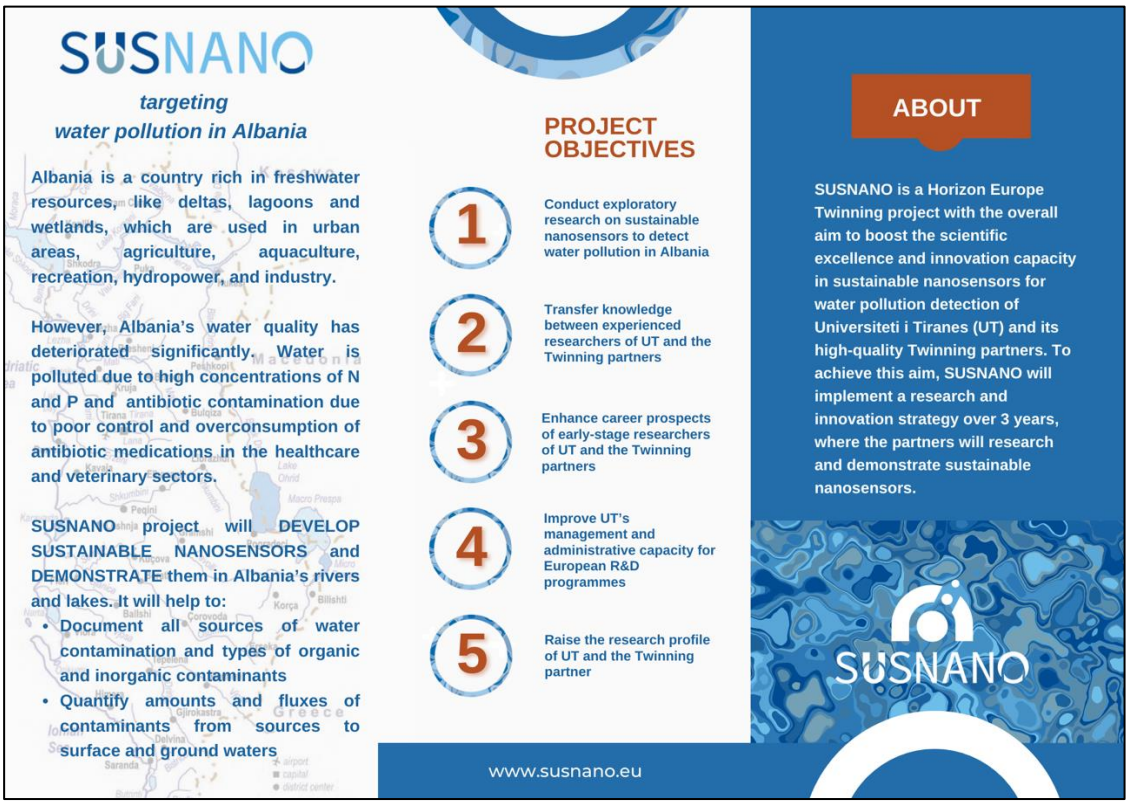
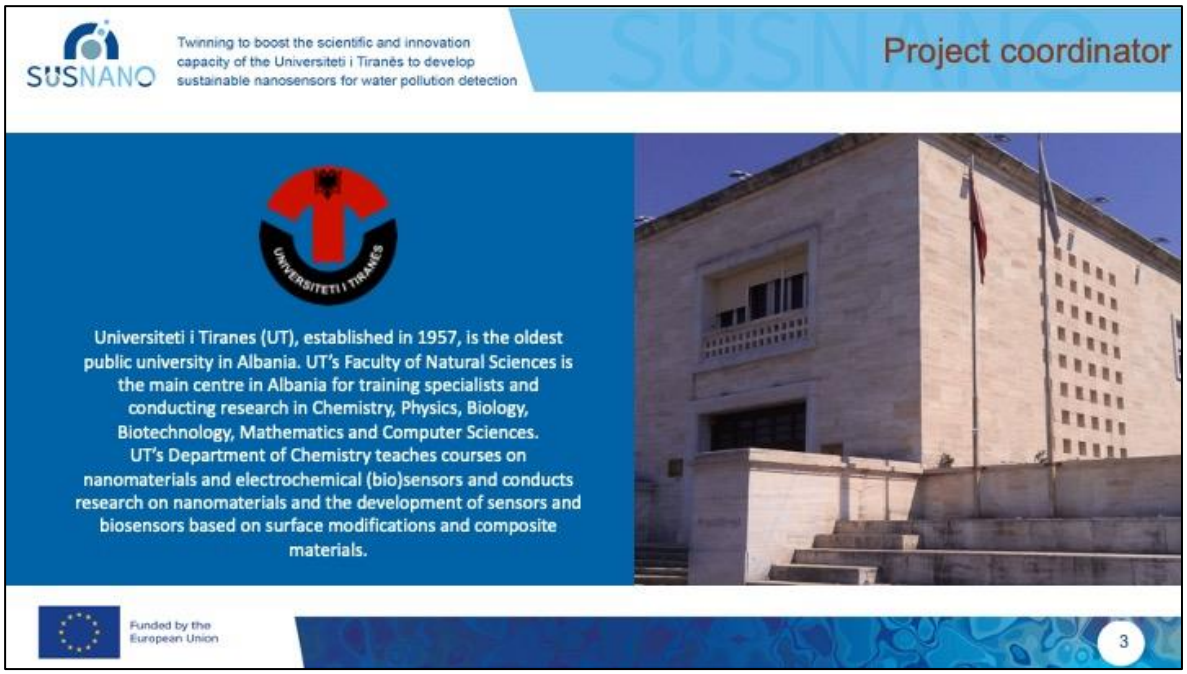
ANNEX 1 LEAFLET DESIGN



ANNEX 2 POSTER DESIGN

ANNEX 3 PROJECT OVERVIEW PRESENTATION


SUSNANO
Twinning to boost the scientific and innovation capacity of the Universiteti i Tiranës to develop sustainable nanosensors for water pollution detection
Project coordinator
UNIVERSITETI I TIRANES
Universiteti i Tiranes (UT), established in 1957, is the oldest public university in Albania. UT's Faculty of Natural Sciences is the main centre in Albania for training specialists and conducting research in Chemistry, Physics, Biology, Biotechnology, Mathematics and Computer Sciences. UT's Department of Chemistry teaches courses on nanomaterials and electrochemical (bio)sensors and conducts research on nanomaterials and the development of sensors and biosensors based on surface modifications and composite materials.
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SUSNANO
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Twinning partners
ICN2
Fundació Institut Català de Nanociència i Nanotecnologia
Spain
ICN2 is a world-renowned centre for nanoscience and nanotechnology research, focusing on the newly discovered physical and chemical properties that arise from the fascinating behaviour of matter at the nanoscale. ICN2's Nanobioelectronics and Biosensors Group is focused on the discovery and technological development of cutting-edge nanotechnology towards diagnostics, food and safety and environmental applications.
Univerzita Palackého v Olomouci
Czech Republic
UPO's Czech Advanced Technology and Research Institute (CATRIN) carries out interdisciplinary research into emerging nanotechnologies, biotechnologies, and biomedicine at the highest international level. CATRIN has expertise and facilities to conduct research into the synthesis and consecutive functionalization of carbon-based nanomaterials including works on graphene and its derivatives, quantum dots, nanocomposites of carbon-based nanomaterial and magnetic nanoparticles, etc.
intelligentsia consultants
Intelligentsia Consultants Sàrl
Luxembourg
Intelligentsia Consultants Sàrl (INT) is highly experienced in providing training for proposal writing and project management for EU funded R&D projects. Notably, the company has worked on nearly fifty (50) FP7 and H2020 projects with many involving research institutes in Associated Countries concerning the development of centres of excellence, integration into ERA, and technology transfer, especially in the fields of physics, nanomaterials and sensors
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SUSNANO

Twinning to boost the scientific and innovation capacity of the Universiteti i Tiranës to develop sustainable nanosensors for water pollution detection

Aim

Boost the scientific excellence and innovation capacity in sustainable nanosensors for water pollution detection of Universiteti i Tiranes (UT) and its high-quality Twinning partners. To achieve this aim, SUSNANO will implement a research and innovation strategy over 3 years, where the partners will research and demonstrate sustainable nanosensors

Objectives

1. Conduct exploratory research on sustainable nanosensors to detect water pollution in Albania
2. Transfer knowledge between experienced researchers of UT and the Twinning partners
3. Enhance career prospects of early-stage researchers of UT and the Twinning partners
4. Improve UT's management and administrative capacity for European R&D programmes
5. Raise the research profile of UT and the Twinning partners

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SUSNANO

Project research focus

TARGETING WATER POLLUTION IN ALBANIA

Albania is a country rich in freshwater resources, like deltas, lagoons and wetlands, which are used in urban areas, agriculture, aquaculture, recreation, hydropower, and industry.

However, Albania's water quality has deteriorated significantly. Water is polluted due to high concentrations of N and P and antibiotic contamination due to poor control and overconsumption of antibiotic medications in the healthcare and veterinary sectors.

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SUSNANO
Twinning to boost the scientific and innovation capacity of the Universiteti i Tiranës to develop sustainable nanosensors for water pollution detection
SUSNANO project will DEVELOP SUSTAINABLE NANOSENSORS and DEMONSTRATE them in Albania's rivers and lakes. It will help to:
• Document all sources of water contamination and types of organic and inorganic contaminants
• Quantify amounts and fluxes of contaminants from sources to surface and ground waters
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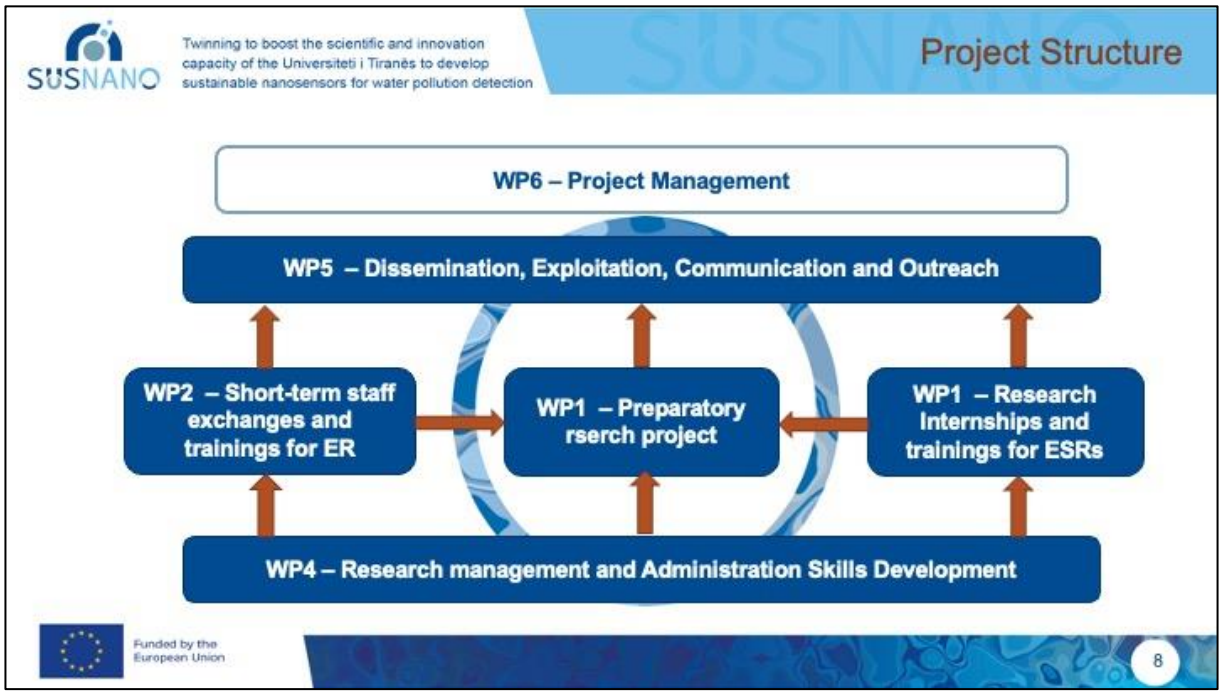
SUSNANO
Twinning to boost the scientific and innovation capacity of the Universiteti i Tiranës to develop sustainable nanosensors for water pollution detection
Project Structure
WP6 – Project Management
WP5 – Dissemination, Exploitation, Communication and Outreach
WP2 – Short-term staff exchanges and trainings for ER
WP1 – Preparatory rserch project
WP1 – Research Internships and trainings for ESRs
WP4 – Research management and Administration Skills Development
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