

D 8.1 Public Presentation, Project Logo and Website

Date: 30-06-2018

Multiscale Modelling and Characterization to Optimize the Manufacturing Processes of Organic Electronics Materials and Devices (CORNET)

Grand Agreement: 760949



Horizon 2020
European Union funding
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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Service	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (excluding the Commission Services)	

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	Aixtron SE (AIXTRON)	Germany
	National Physical Laboratory	UK
	Organic Electronic Technologies Private Company IKE (OET)	Greece
	Centro Ricerche FIAT SCPA (CRF)	Italy
	Granta Design	UK
	Hellenic Organic & Printed Electronics Association	Greece

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1. Introduction

The project website is the main tool for the exploitation and dissemination of the project's results during its realization. This is essential to ensure visibility of the project's activities and to show to the academic, research and industrial communities, as well as to the public, the advances, activities and innovations of the project. Furthermore, the CORNET partners work in a coherent way in order to fulfil the project's objectives and targets. The dissemination activities through the project website and the public presentation will ensure an effective flow of information and publicity of the achievements to the society. The project website equipped with capabilities for documents' exchange and transfer, announcement of news and events regarding the project and exchange of information between the partners will serve as an important tool for the successful realization of the project's objectives.

In addition, the project website will be used as the base for the CORNET OIE Platform.

Finally, other dissemination activities of the project's results include the Public presentation and the Project Logo. These are uploaded on the secure area of the project's website and are available to the partners to download and use them for dissemination purposes. Any updates to the public presentation will be immediately uploaded on the secure area.

This deliverable describes the activities for these dissemination tools.

2. Main part of Deliverable

2.1. Project Website

HOPE-A has developed and maintains the official website of the CORNET Project (Fig. 1) with the scope to promote the mission and goals of the project and to inform the society on its activities and achievements. Prior to the development phase, a study of similar projects' websites has been conducted as a benchmark for ideas in the selection of the type of information to be highlighted, the website's presentation and its organization. The CORNET official domain address is the <http://www.CORNET-project.eu/>.

2.1.1. Content Management System

The website has been created by using Joomla CMS. Joomla is one of the most popular free and open-source content management systems (CMS) for publishing web content. A CMS is a web-based application that provides multiple users at different permission levels with the capability to manage the website's content, data and information to be published. HOPE-A holds the administrator and author privileges in order to develop the initial front-end content of the website and then update or change it according to the project's demands.

2.1.2. CORNET Website structure and content

The website is composed of a public part freely accessible to any web visitor and a secured area part (intranet portal), reserved and accessible only by the registered users of the website. All CORNET partners have had their registered user accounts created and then received their user credentials in order to access the secured area (Fig. 2). The public part of the website contains general information about the project (e.g. overview, objectives), as well as partners' profiles and news/media area, while the secured area (accessible only by the partners) contains webpages with content needed by the consortium (e.g. official documents, presentation files, confidential material) during any phase of the project (Fig. 3). All partners are requested to actively collaborate so that the information displayed on the website (both at the public and the secured area) is updated. The website will be kept updated (CMS and content) and "alive" during and after the project has ended and will be used as a point of reference in the future.

The website is currently structured according to the following navigation points:

Public Area

- Home Page: Welcome, Project Short Information, link to Consortium, link to latest news, Synopsis
- About-Overview: Concept and expected impact
- About-Objectives: Project's objectives
- About-Dissemination: Publications, Public Deliverables, Presentations, Press Releases
- Consortium: List of consortium members, short descriptions, website addresses
- News & Media-News: News concerning the project (e.g. meetings, job openings)

- News & Media-Events: Events the project participates in (e.g. conferences, workshops, exhibitions)
- News & Media-Media Kit: Downloadable files for the public, project logo and brochure
- News & Media-Job Positions: Job openings for the project
- Links: Related websites' links (e.g. partners', events)
- Contact Us: A contact form for website visitors. The users can fill in the details and an email will be sent to info@CORNET-project.eu which is managed by HOPE-A

Secured Area

- Reports: Area where project deliverables' reports will be published
- Deliverables: Area for the deliverables' description
- Meetings: Area where partners can find all the downloadable material about the meetings, both official and technical
- Official Documents: Area where CORNET's official documents can be downloaded (e.g. consortium agreement)
- Downloads: Area where useful files for the partners and meetings can be found (e.g. templates' files)
- Dissemination Plan: Area where the dissemination plan will be published

OIE Platform Area

This area is under development. When the registered user logs in this area, the Top Menu changes to the following structure:

- About OIE: Innovation Hub, Communication Platform, Competence & Activities Catalogue, Infrastructure List
- Platform Members
- News
- Create an account
- Log in
- Back to Cornet Website

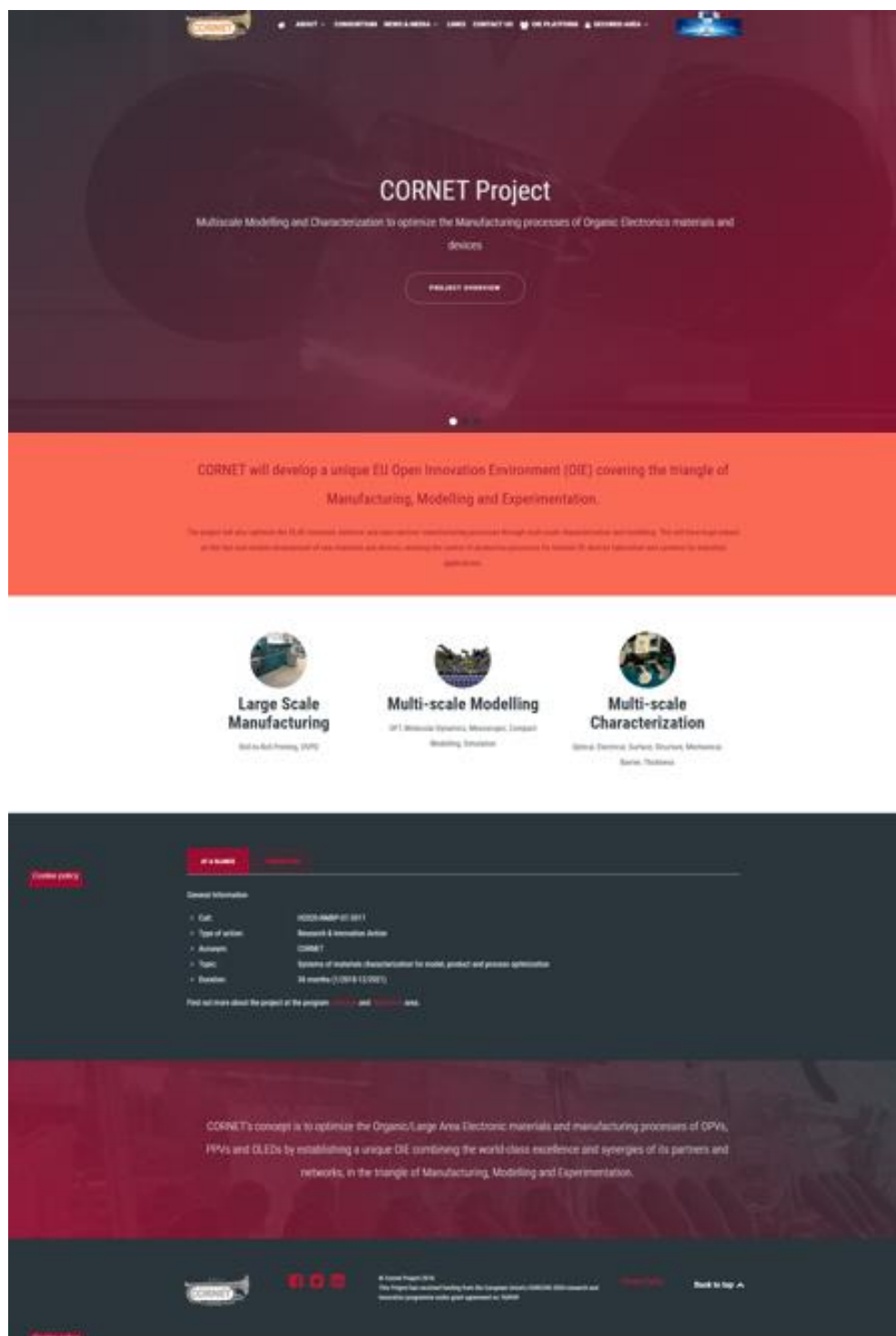


Fig. 1. CORNET official website homepage at www.CORNET-project.eu/

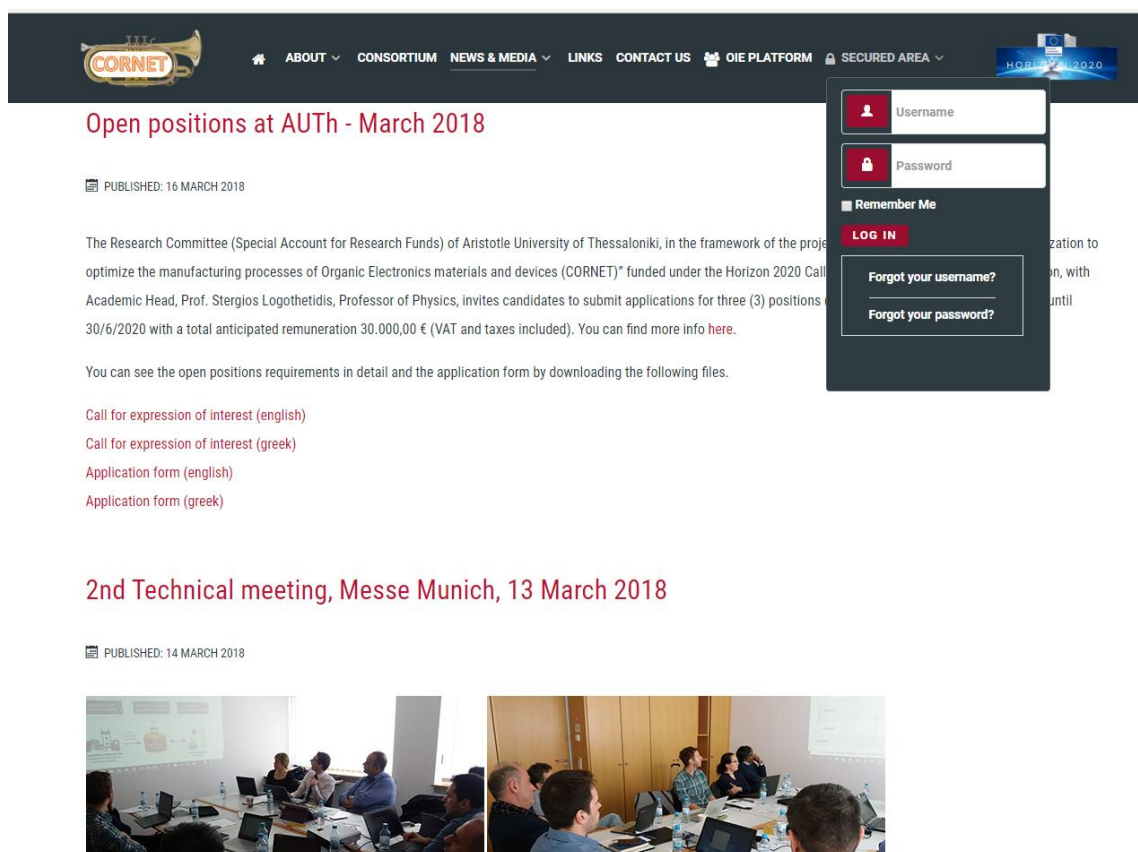


Fig. 2. Secured area login panel at the CORNET official website

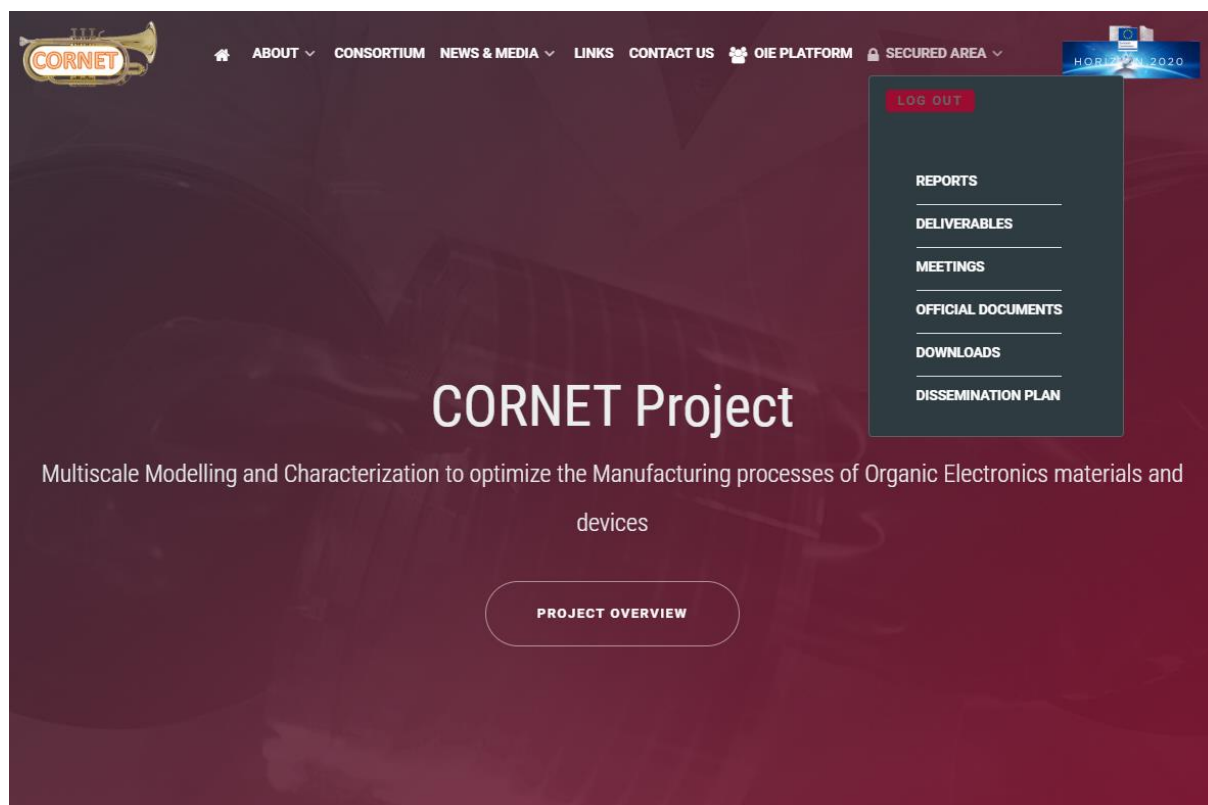


Fig. 3. Secured area menu at the CORNET official website

2.1.1.3. Website's statistics and web tracking system

HOPE-A has implemented a web traffic analysis tool – Statcounter to the project's website, in order to have feedback on visits and general website's activity (page views, visits and returning visits, visitors' map and activity, etc.). This software is managed by an administrator (HOPE-A) and can keep analytical statistics concerning the website traffic, providing quantitative reports when needed, or more detailed information, like e.g. the origin of each visitor's website view (Fig. 4).



Fig. 4. Statcounter User Interface – Website traffic analysis tool

Up to now the website has 10.7 average daily page views and 3.8 average daily unique visits. The summary of page views and unique visits is shown as a customizable graph in Fig. 5.

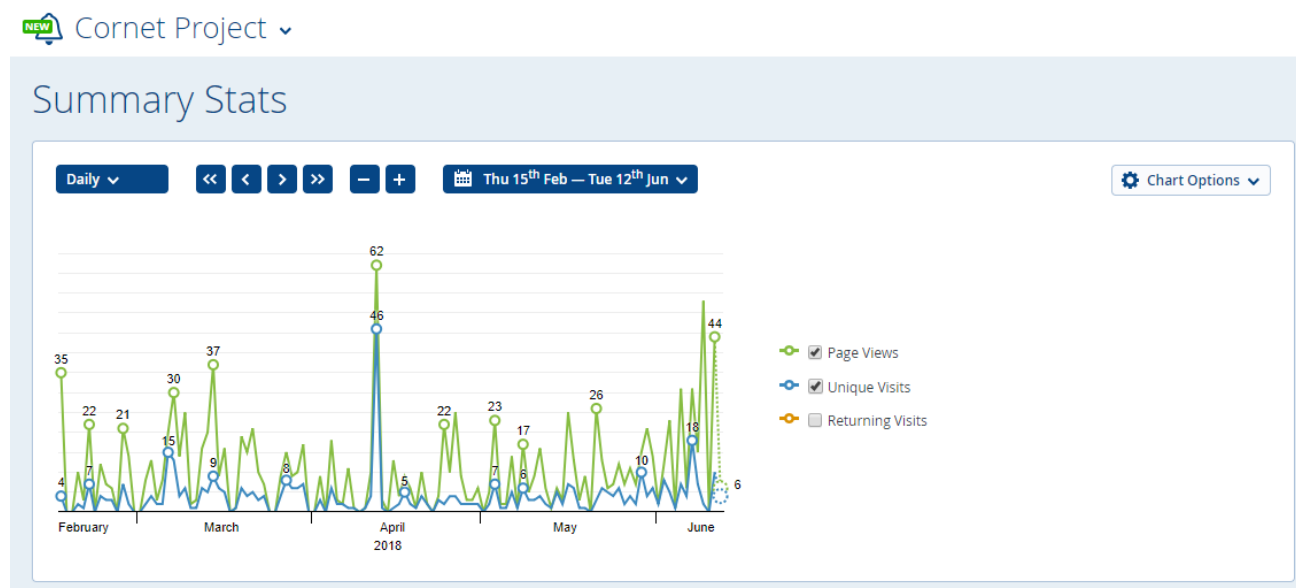


Fig. 5. Statcounter summary graph – page views and unique visits during time

2.1.4 Cross-linking between project's website and other websites

One of the most important tactics to boost search engine marketing is cross-linking. Cross-linking refers to the process of linking between two websites. It allows users to refer to websites with similar content to the one they are viewing, which may be of further interest to them. Additionally, link popularity is one of the main factors involved in how search engines determine the value, importance and relevance of websites on a given topic. This is reflected in the website's search ranking.

In the "Links" area (public) of the website a user can find weblinks related to the project (Fig. 6). More specifically, there are the partners' websites' links, some related events' links (e.g. NANOTECHNOLOGY International Conferences and Exhibition), networks' links and related projects' links (e.g. Smartonics FP7 and Smartline H2020 project). This area will be updated often, enriching the content that can be accessed by the user, while also creating a big amount of returning traffic to the project's website by the cross-linking in each one of the above-mentioned websites. Thus, information related to the project, available to each visitor, will be updated and renewed, keeping the website active and "alive" even after the project's end.

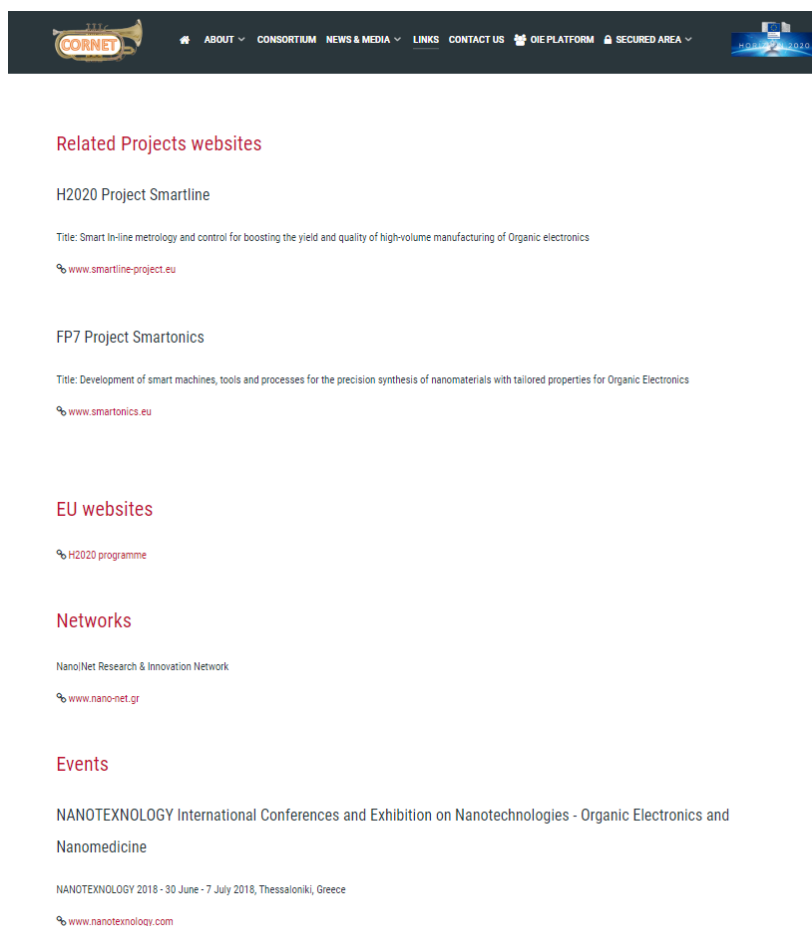


Fig. 6. CORNET website's links area

2.2 Project Logo

The project logo has been prepared by HOPE-A and has been uploaded to the CORNET website (at the public downloads area) for the partners and public visitors to use for multiple purposes. It has been designed to show by the use of the CORNET the heralding of the Open Innovation Environment, where the project will built an interactive relationship with EU clusters, networks and industrials associations for the quick and effective acceptance and industry uptake of CORNET's innovations. The colours selected for the logo creation have also been used for the website design. The logo is the following (Fig. 6).



Fig. 7. CORNET logo/colored version

2.3. Public Presentation of CORNET

The public presentation for the CORNET Project has been prepared by HOPE-A, and uploaded at the CORNET website's secured area, in the downloads path, for use from the partners (in both PDF and PPT format). In the following, the public presentation slides are presented.



CORNET at a glance

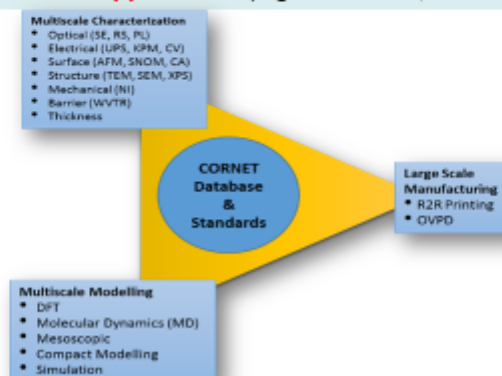
Title: Multiscale Modelling and Characterization to Optimize the Manufacturing Processes of ORganic E lectronics Ma Terials and Devices (**CORNET**)

- **Type:** Research and Innovation Action (RIA)
- **Work programme:** H2020-NMBP-2016-2017
- **Duration:** 36 Months (1/1/2018-31/12/2020)
- **Partners:** 11
- **Total Budget:** 3,993,750 Euros
- **EC Contribution:** 3,993,750 Euros (100%)
- **TRL:** 4→6
- **EC PO:** Dr. Jorge COSTA DANTAS FARIA (previous PO: Dr. Monique IDIRI)
- **Project Website:** www.cornet-project.eu



CORNET Concept

- **To Develop a Unique EU OIE to Optimize** the Large Area OE Materials, Materials Behaviour and Nano-devices (OPVs, PPVs, OLEDs) Manufacturing Processes
- **To Link the Nanostructure Features with the Macroscopic Functionality** through Multiscale (nano to macro) Characterization & Modelling
- **To Strongly Impact the Fast and Reliable Development** of New Materials, Devices & Enable Control of related Production Processes (R2R, OVPD), **Fabricate Tailored OE Devices and Systems** and **Demonstrate to Industrial Applications** (e.g. Automotive, Greenhouses)



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CORNET Objectives

1. Develop an Effective OIE Connecting World-class Industrial, Academic & Research Experts in Manufacturing, Multiscale Characterization & Modelling, for Optimization of OE Materials, Materials Behaviour and Process Optimization and for Reliable Database, Citable Protocols and Contribution to Standards (TRL4)

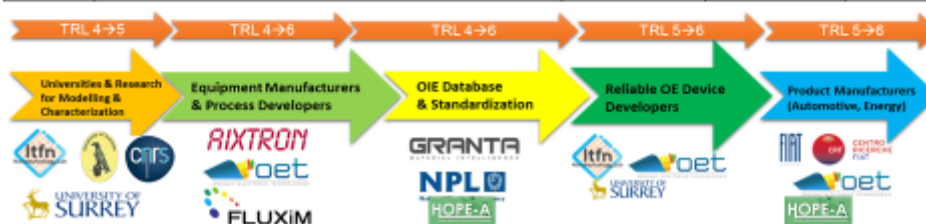
2. Multiscale Characterization & Modelling to Optimize OE Materials & Devices Fabrication and Validation of Materials Models for Faster Development Cycle and Time-to-market. (TRL4)

3. Optimization of the Fabrication of OPV, PPV and OLED Devices by R2R Printing and OVPD Manufacturing Processes (TRL5)

4. Efficient Large scale Fabrication of Tailored (OPV, PPV, OLED) Nano-devices by R2R and OVPD Processes and Demonstration to Industrial Applications (TRL6)

CORNET Consortium (11 Partners from 6 EU countries)

Part no.	Participant Organisation Name	Short Name	Country	Nature
1	Aristotle University of Thessaloniki	AUTH	Greece	HE
2	University of Surrey	USUR	UK	HE
3	University of Ioannina	UOI	Greece	HE
4	Centre National de la Recherche Scientifique	CNRS	France	RES
5	Fluxim	Fluxim	Switzerland	SME
6	AIXTRON	AIXTRON	Germany	IND
7	National Physical Laboratory	NPL	UK	RES
8	Organic Electronic Technologies P.C.	OET	Greece	SME
9	Centro Ricerche Fiat	CRF	Italy	RES
10	Granta Design	Granta	UK	SME
11	Hellenic Organic & Printed Electronics Association	HOPE-A	Greece	OTH



5



Thank you for your Attention!



Kick Off Meeting, 28 Jan. 2018, Brussels



Technical Meeting, 13 March 2018, Munich



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Summarizing, it has to be noted that the public presentation will be continuously updated with more specific public information about the project's advances and innovations. The latest and updated version will be uploaded on the project website.

3. Conclusions

The on-line CORNET public website is a key element of the project's dissemination strategy.

This site will serve the significant role to:

- ensure the visibility of the project to the society and the international scientific and industrial communities
- facilitate the diffusion of the project's results
- promote the exploitation of the project's results and activities

The website provides a basic set of information about the project and will be regularly updated with scientific results, findings and achievements. The popularity of the site will be increased through active links (websites of CORNET partners and of relevant EU projects / institutions).

The information contained in the project's website will be extremely valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished and that bookmarks and published URLs will continue to function.