D7.1 – Professional communication kit – First release

Project Information

Grant Agreement Number	101016706
Project Full Title	photonic system for Adaptable muLtiple-analyte monitoring of fOod-quality
Project Acronym	h-ALO
Funding scheme	RIA
Start date of the project	1st January 2021
Duration	36 months
Project Coordinator	Stefano Toffanin (CNR-ISMN)
Project Website	https://h-alo.eu/

Deliverable Information

Deliverable n°	7.1
Deliverable title	Professional communication kit – first release
WP no.	7
WP Leader	WH
Contributing Partners	All partners
Nature	Websites, patents filling, etc
Authors	Sara Attanà (WH)
Contributors	Lorenza Carabba (WH)
Reviewers	Stefano Toffanin (CNR), Isella Vicini (WH)
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Delivery date to EC	07/04/2021

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Dissemination Level

PU	Public	x
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	

Document Log

Version	Date	Description of Change
V1.0	30/03/2021	First draft
V2.0	06/04/2021	Project Coordinator review
V3.0	07/04/2021	Final version

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Table of Contents

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

List of Figures

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

1 Executive Summary

Deliverable 7.1 is a report on the Professional Communication material and tools developed at the beginning of the project to be used by the project consortium in order to define a project's graphic identity and to communicate project's objectives and expected results to a wide public.

Therefore, the main content of this document is focused on the description of the project graphic identity and the main tools already developed and in use by the Consortium.

2 Introduction

The h-ALO's Professional Communication Kit consists in a series of materials that identify the project from a visual point of view and some tools to be used for communication/dissemination purposes without asking prior advice on contents; project partners are always required to inform the Communication and Dissemination Manager about the specific channel where the Communication material will be used (Event, articles, conferences, meetings, social media).

The Professional Communication Kit of h-ALO project is composed by:

1. H-ALO logo and Graphic Identity
2. Project Images
3. Brochure
4. Poster 100X70
5. A general project presentation
6. A general press release
7. Project Templates (Deliverable, presentation, agenda, minutes)
8. Project Website
9. Project Video

The Professional Communication Kit will be available inside the private area of the project website and on the collaborative platform (once finalized) while, the brochure, the poster, the project presentation, and the press release will be published and downloadable for free from the page COMMUNICATION KIT of the website.

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3 h-ALO Logo and Graphic identity

The project logo has been developed by Warrant Hub at the beginning of the project and it will be used for all communication activities. Some alternative drafts have been produced and the Project Coordinator selected the one which better represents the project. The selected logo is the one below, which has been designed in 3 version: a green, a white and a black version.

WH worked on the logo starting from the idea of preserving a very strong and impacting symbol coming from Nature that recalls the idea of pristine (the bear), working also on the concept of light and technology to increase its value and bring it back to the ICT and photonics context: "the bear under a spotlight" gives at the same time the "idea" of light and uniqueness specific of h-ALO project, and the dash between the letters "h" and "A" reminds a ray of light. The payoff "Bright food, smart nature" has been developed for advertising purposes: "bright" (correlated to photonic) and "smart" (correlated to technology) put nature in close connection with the project.

The logo, that it is disruptive and unconventional for an ICT project, can have a high impact on stakeholders, policy makers and to the public for its creativity and uniqueness. The bear represents a mascot useful for a storytelling communication approach.

Figure 1: h-ALO logo and payoff

Figure 2: h-ALO logo - white version

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Figure 3: h-ALO logo - black version

The bear has been used also to characterise the project graphic identity: it is the subject of the main image on the website, on the brochure cover and the main character of the project video. The bear represents a consumer who cares about the quality of food, he buys local products and he relies on producers who let him discover the h-ALO sensor.

Figure 4: h-ALO main image

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3.1 Project Images

Some images and illustration created for h-ALO project has been added in the Communication Kit to communicate the project in a more visual way and as support to the press release or any written descriptions of the project. All the images are provided of a copyright licence so the partner can use the pictures for dissemination purposes without asking prior notice.

The official pictures of the project are general images representing:

- The project main image which represents the consumer and the farmers (see Figure 4)
- The h-ALO sensor sketch (see Figure 5)
- The pictures of different types of food value chains considered in the project: the aquaponic system of THE CIRCLE located in Rome (see Figure 6), organic honey (see Figure 7), craft-beer (see Figure 8), and raw milk (see Figure 9).

During the development of the project, this kit will be periodically updated with new images given by project partners.

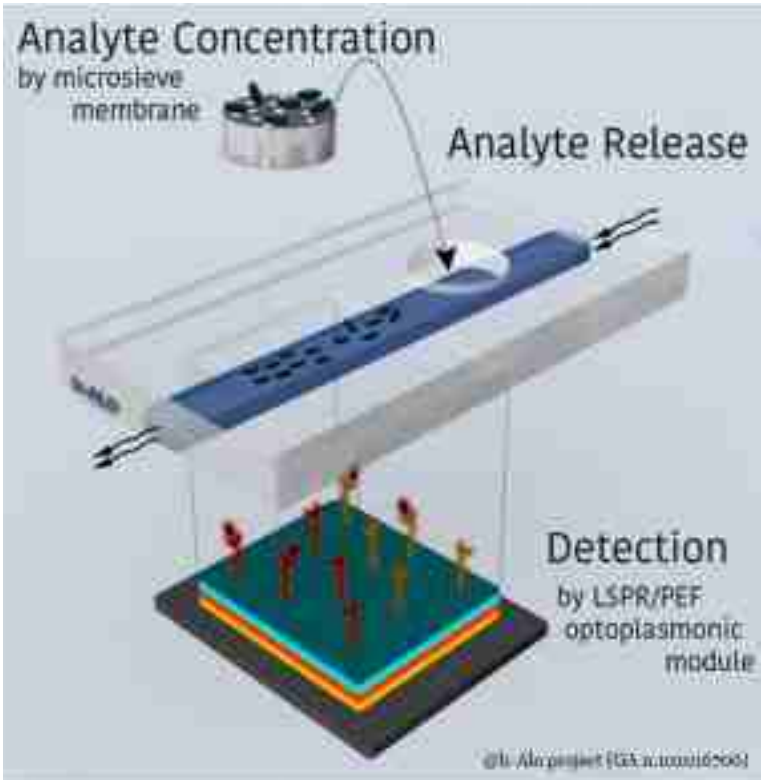

Figure 5: h-ALO sensor

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Figure 6: The Circle aquaponic system

Figure 7: Organic honey

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Figure 8: Craft beer

Figure 9: Raw milk

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3.2 Project Brochure

The main objective of the project brochure is to provide h-ALO audience an attractive and written project overview and a summary of the main project objectives and characteristics.
To assist the dissemination effort, the attractive and professionally brochure, prepared by Warrant Hub, is published on the project website.
The text is designed considering not only experts, but also an interested non-specialist. Furthermore, the brochure includes the website address, the project details and provides basic information on h-ALO Consortium. All partners' logos are also displayed.
The brochure can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated.

Figure 10: Project Brochure

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

3.3 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects and the content is clear and easily understandable by the target end users.
Regarding the layout and design, the poster shows the h-ALO project's logo and the colours emphasizing the link to the project´s graphic.
From the content point of view, the poster illustrates project objectives, expected impacts as well as all partners' logos. At the bottom all the project details can be found.
It is possible to download it from the project website.

Figure 11: Project poster

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3.4 Project Presentation

A general project presentation has been developed with the aim of communicating the project objectives and expected impacts at conferences and events. The presentation contains some slides that the partners can customize for their own purposes and with the activities they are performing inside the project.

Figure 12: Project presentation

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3.5 Press Release

h-ALO first press release consists of a general description of the project, useful as communication tool for the press. An English text has been written and it will be uploaded on the project website.

This is the text:

h-ALO - photonic system for Adaptable muLtiple-analyte Monitoring of fOod quality

Innovative and cost-effective solutions for monitoring food quality and safety are urgently needed to boost the uptake of farm-to-fork food chains and to keep the European small and medium-sized farms competitive on the market.

h-ALO is an ambitious project funded by the European Commission with about **4,2 million Euro**. The project started in January 2021 and within **36 months period**, it aims to develop and demonstrate a new affordable, portable, and broadly adaptable **photonic-based analytic tool** that allows **local food producers** and **retailers** to **control the quality and safety of their products in real-time**.

h-ALO exploits cutting-edge **photonics and nanoplasmonics technologies** to develop a **food sensor** with unprecedented sensitivity to contaminants while being fast and easy to use on-site by non-expert operators. The multiplex-analyte recognition allows to simultaneously detect both **microbiological and chemical contaminants** in different food matrices, namely **aquaponics**, **craft-beer**, **raw milk** and **organic honey**. These food chains are **strategical** since they represent regional and organic products and share the need for a sensor which can screen at the same time multiple and largely different classes of analytes: from microbiological contaminants such as bacteria and spoilage yeasts to chemical contaminants such as **pesticides/antiparasitics** and **heavy metals**.

The National Research Council of Italy (CNR) coordinates a multi-actor project consortium composed of **11 partners from 5 different EU countries** that includes European R&D centres (CNR-ISMN, Fraunhofer-ENAS, Wageningen University & Research, RISE), SMEs (Plasmore, Innosieve Diagnostic, The Circle, 7Bulls), national health authority and research organization for animal health and food safety (Istituto Zooprofilattico Sperimentale delle Venezie), the general confederation of Italian agriculture (Confagricoltura) and consulting services (Warrant Hub).

Project partners work in close collaboration with **end-users** represented by owners of small/medium sized-farms**, local producers** of **organic and craft food**, and on-site **food vendors**. Together they co-create the list of target analytes and demonstrate the effectiveness of the h-ALO prototype in real-setting applications.

By adopting the h-ALO sensor, local and artisanal producers will be able to **reduce food losses** and **waste**, **maximize yields**, and ultimately **lower the costs** related to food monitoring that currently represent a significant economic burden for them. In this way, h-ALO embraces objectives of the **Farm to Fork strategy** introduced by the European Commission as a pillar of the **European Green Deal** to guide the transition to a fair, healthy, and environmentally friendly food system.

This project is funded by one of the calls under the Photonics Public Private Partnership (PPP) and has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706.

3.6 Project Templates

Project templates are internal tools to use in order to produce documents with a common structure and graphic identity. The developed templates are:

- the project deliverable template;
- the project minutes template;
- the project agenda template;
- the WPs presentation template.

3.6.1 Project deliverable template

Figure 13: Project deliverable template

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3.6.2 Project minutes template

Figure 14: project minutes template

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3.6.3 Project agenda template

Figure 15: Project agenda template

3.6.4 WPs presentation template

Figure 16: WPs presentation template

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4 Project website

Project websites are one of the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to h-ALO objectives and results we have set up a project website registered in the "eu" domain and with intuitive URLs to increase hit rates:

The design of the website builds upon the following criteria and considers suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

I. **Visual communication**: use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so on.
II. **Verbal communication**: the website uses simple phrasing, no jargon is used to attract the widest possible audience, e-devices are user friendly.
III. **Visibility**: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of the site, adding keywords to the web page metadata; use of frequently used keyword search phrases both in the metadata and in the contents pages.
IV. **Regular update of contents**: the website is maintained by WH and the update will be regularly done by the Webmaster upon inputs of the Project Dissemination Manager and of partners, the use of social media (e.g. social networks such as Twitter and LinkedIn) has been considered.
V. **Monitoring and feedback tools**: the website is linked to Google Analytics and Google Search Console to measure the number of visits and analyse the traffic both from a quantitative and quality point of view.

WARRANT HUB has been in charge of the setup of the website that is continuously updated with the assistance and the advice of all the project partners.

h-ALO website can be found at: https://h-alo.eu

4.1 Description of work

The public section of h-ALO website provides:

- a brief overview of the project and further details about its objectives;
- the composition of the project consortium and the contact of the Project Coordinator and the Dissemination Manager;
- access to the project public deliverables and to the dissemination material prepared (e.g. brochures, posters, press release and presentations);
- the progress of the WPs activities;
- information about h-ALO news & events, such as meetings and workshops, as well as conferences and external events where the project will have an active role (e.g. presentation of paper(s), organisation of sessions, stands with demos, etc.).

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The public website has several sections and sub sections devoted to present the project to external visitors, all accessible from the home page and described into details in the following paragraphs.

In each section, at the bottom of the pages, you can find:

- ✓ the acknowledgement of the EU co-funding, also by the inclusion of the relevant logo claiming that " This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 101016706";
- ✓ the EU emblem and Photonics21 logo displayed together with the text "Photonics Public Private Partnership". The logo is linked to Photonics 21 website.
- ✓ the logos of h-ALO social profiles: Twitter, LinkedIn and YouTube;
- ✓ some h-ALO's project details.

4.1.1 Home Page

The home page of the website (see Figure 17) introduces h-ALO project and it gives relevant information about its objectives.

On the top part of the home page, the logo and the full name of the project can be seen.

Below, a row with a short description presents the project and gives the possibility to deepen into the project objectives. An animation video explains the project in an easier way in order to catch the attention also of the general public.

By scrolling to the bottom of the page, the main figures of the project are shown:

- the total EU contribution;
- the duration of the project;
- the number of partners;
- the number of the involved countries.

Scroll down (see Figure 18), a raw has been dedicated to h-ALO's News and events.

Figure 17: Home page – part 1

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

Figure 18: Home page - part 2

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

4.1.2 Project

The label "Project" on the main menu is linked to a page (see Figure 19) dedicated to project objectives and expected impacts; moreover, it introduces to 4 subsections related to the project most important aspects.

These subsections are:

- **h-ALO SENSOR** (see Figure 20): This page is dedicated to the sensor and to its main technical characteristics;
- **h-ALO VALUE CHAINS** (see Figure 21): In this page the visitor can find information about the 4 application where h-ALO sensor will be tested;
- **FROM FARM TO FORK** (see Figure 22): This page describes the farm to fork strategy that is related to the main objectives of h-ALO project;
- **PROJECT STATUS** (see Figure 23)**:** This page shows the title and the status of the work packages.

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"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

Figure 19: Project

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

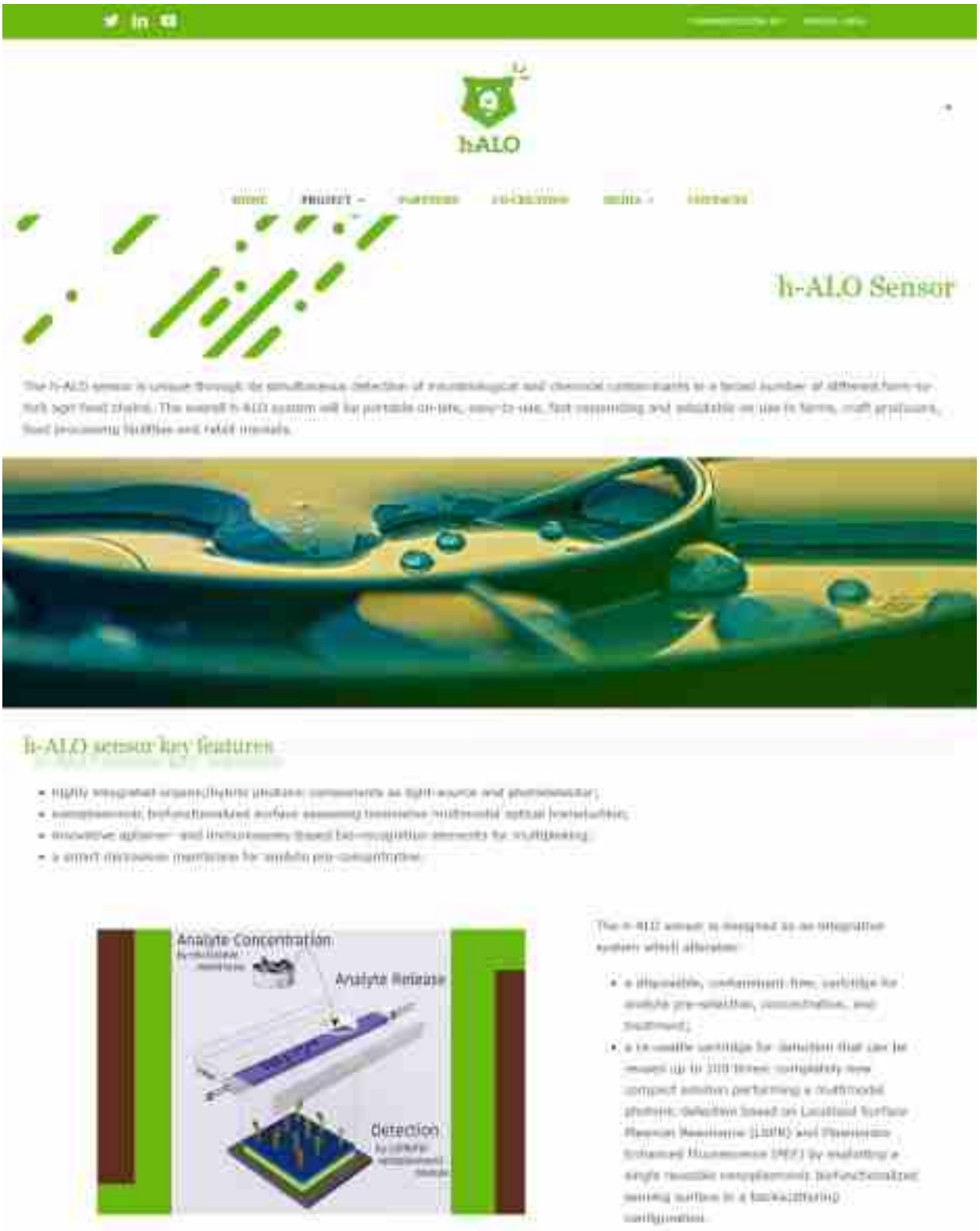

Figure 20: h-ALO sensor

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Figure 21: h-ALO value chains

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

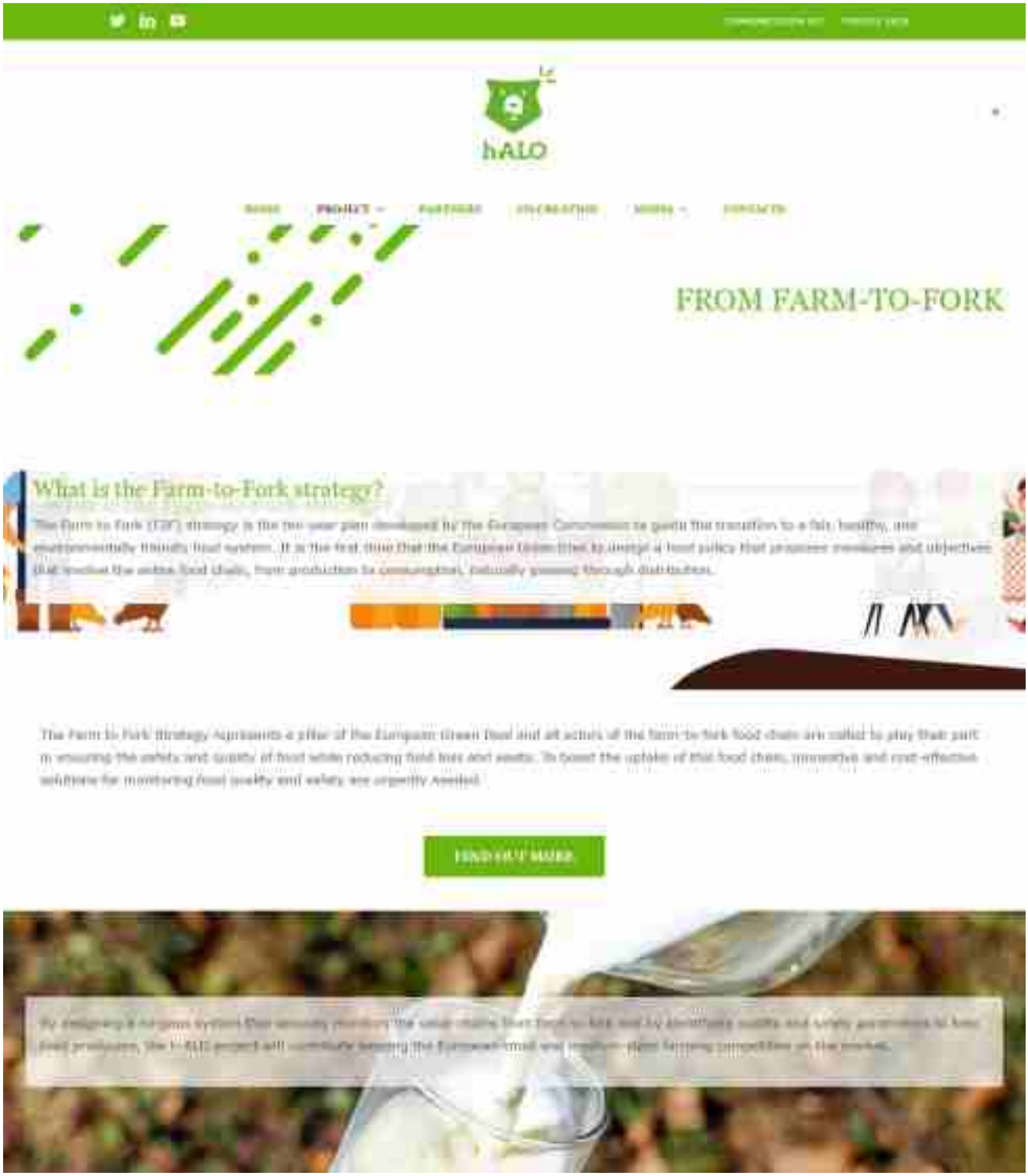

Figure 22: From farm to fork

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Figure 23: Project Status

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

4.1.3 Partners

In this section, the list of h-ALO's partners is displayed (see Figure 24). For each partner the logo is shown with a brief description of the company and its role in the project.

Figure 24: Partners

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4.1.4 Co-creation

The page co-creation (see Figure 25) has the aim of explaining that h-ALO partners will work in close collaboration with end-users during the project to ensure that their concerns and desired outcomes are fully understood and considered.

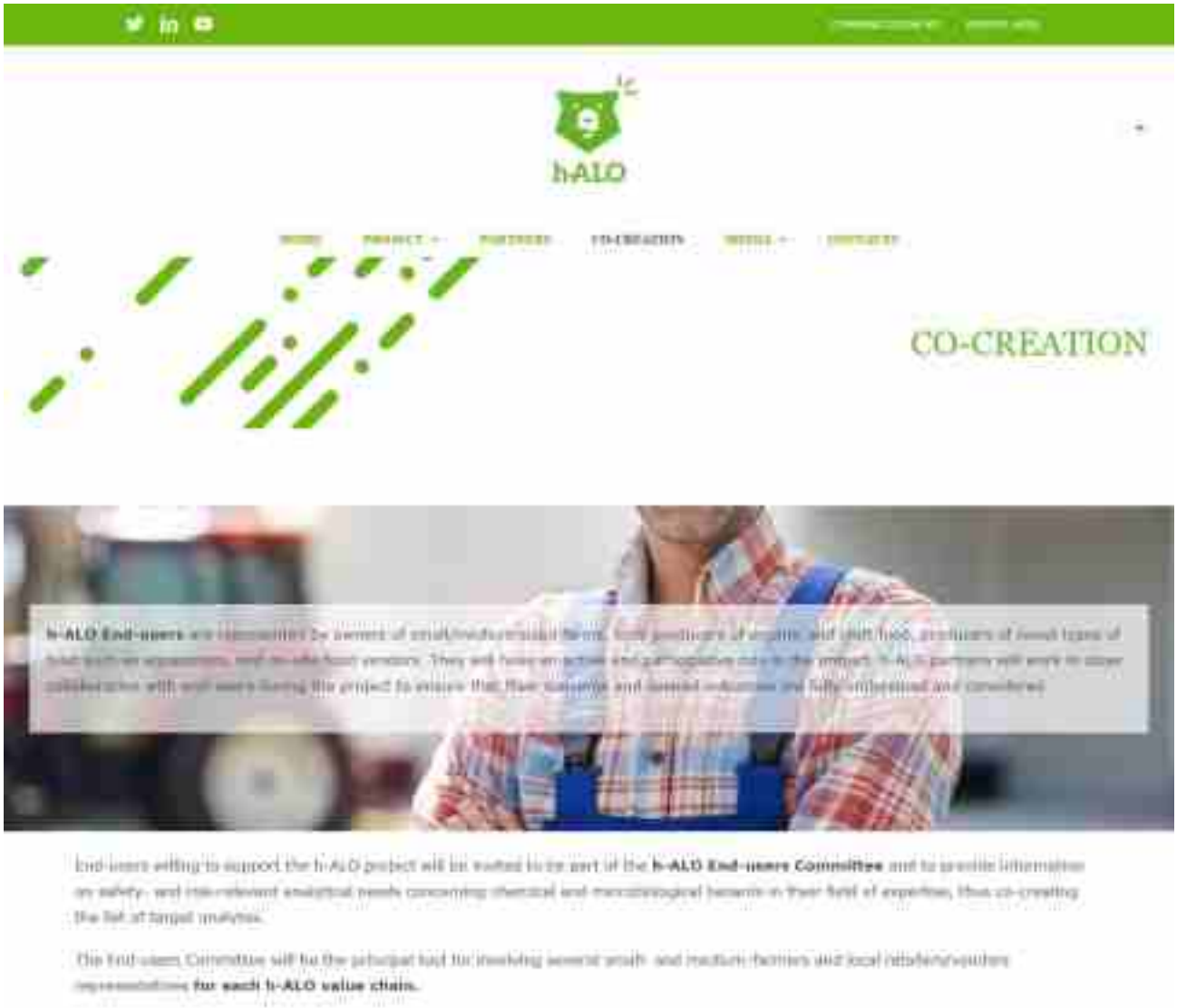

Figure 25: Co-creation

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4.1.5 Media

The label "Media" on the main menu introduces to 2 subsections related to the communication to the h-ALO audience.

These subsections are:

- **News & Events** (see Figure 26): This page is dedicated to the project past events, meetings and latest news and forthcoming events;
- **Publications** (see Figure 27): In this page the visitor can read all the articles related to h-ALO, published on the web and on the press. Moreover, it will be possible to read the scientific publication published by the project partners.

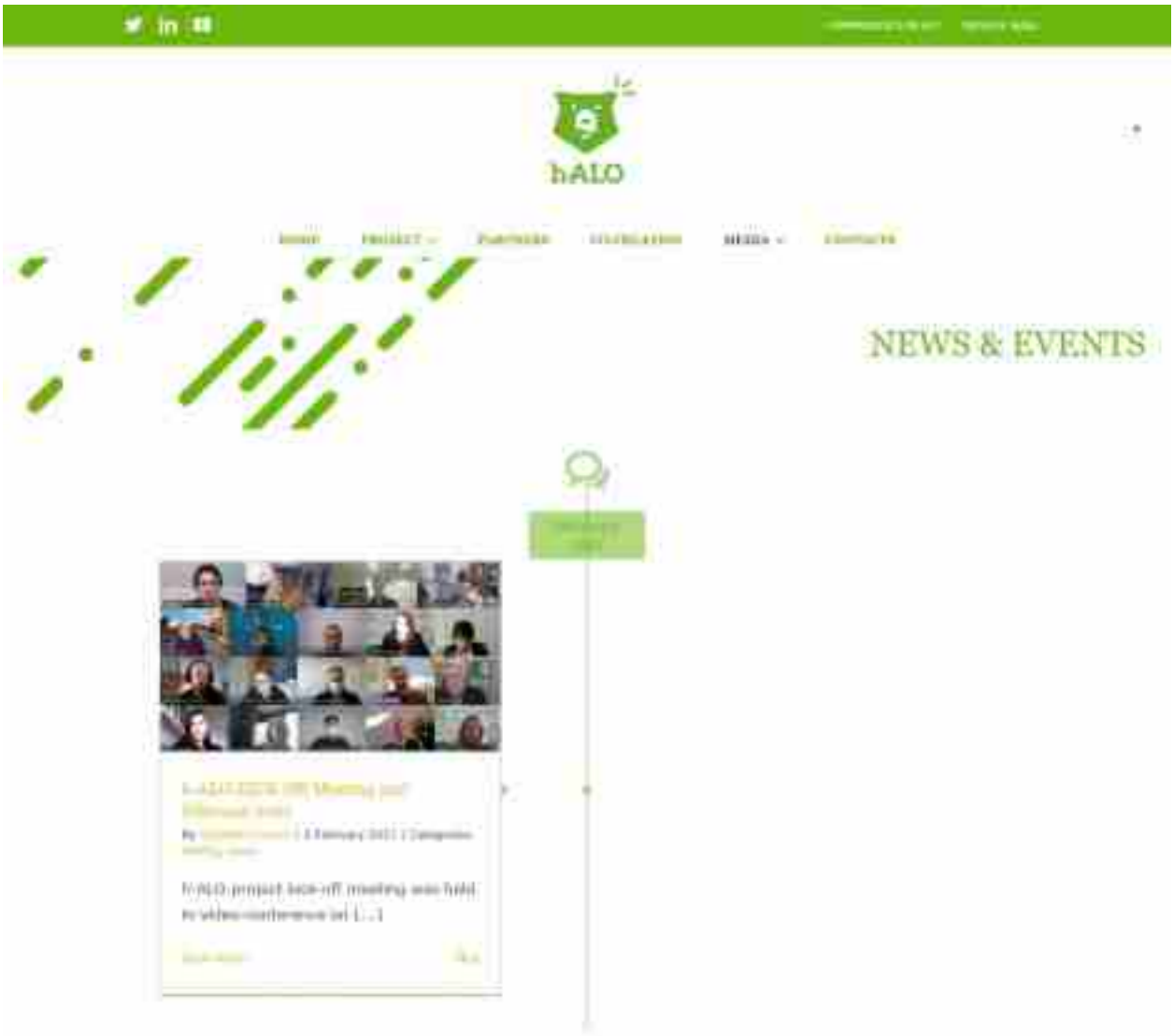

Figure 26: News & Events

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

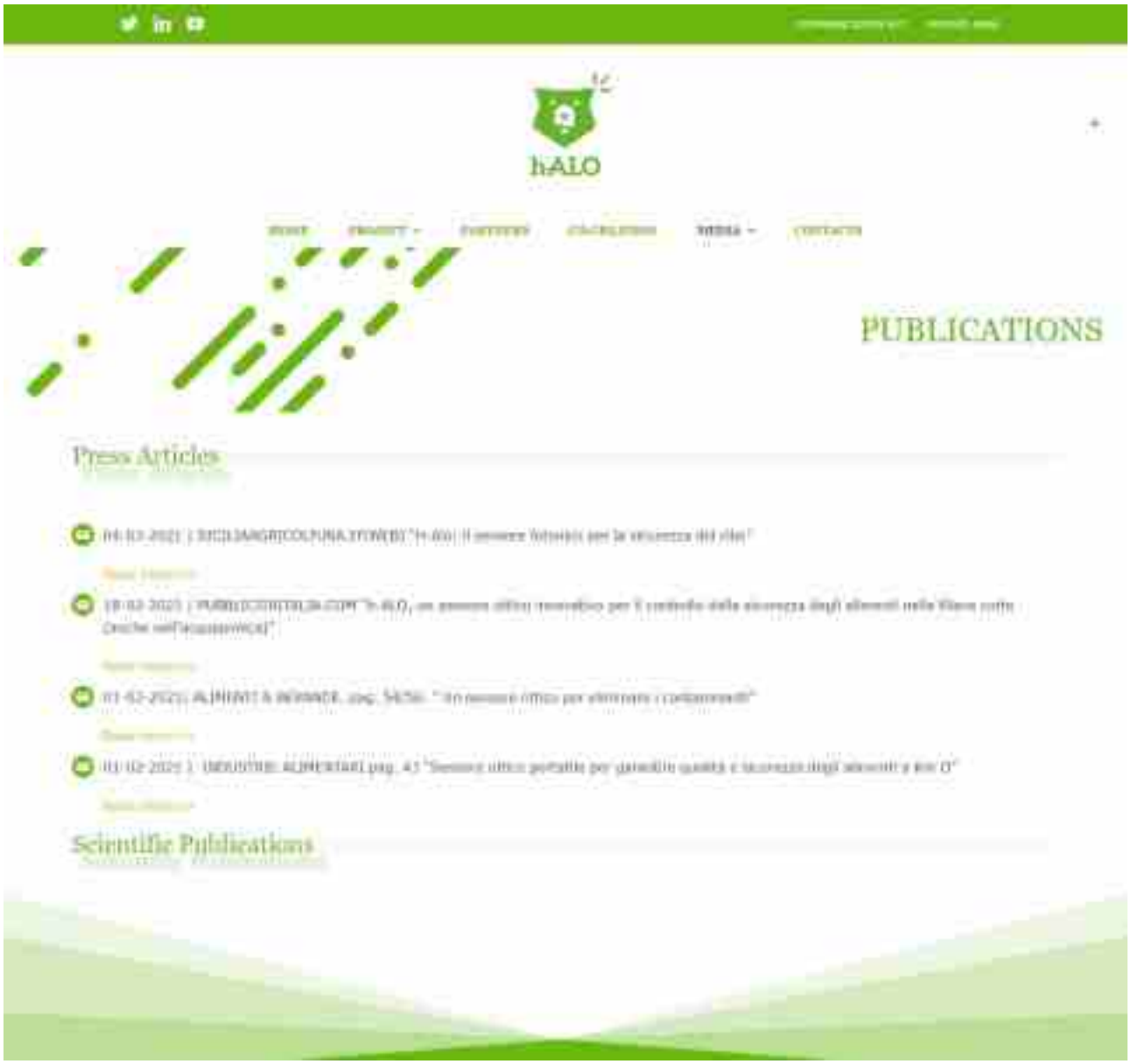

Figure 27: Publications

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4.1.6 Contacts

This section (see Figure 28) enables people to get in touch easily with the Project Coordinator and the Dissemination Manager whose membership organization and e-mail address are provided.

Figure 28: Contacts

4.1.7 Communication Kit

On the top menu, it is possible to find the link called "Communication Kit" that will enables people to download all the public communication material of the project.

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5 Project Video

A 2:40 minutes video about h-ALO project was produced to disseminate the objectives and expected impact of the project to policy makers, stakeholders and to the general public.

The video was uploaded on h-ALO project website and YouTube channel at the following link: https://youtu.be/A2HD-5JNa3w

Video production has been managed by WH and the support of a professional videomaker. The script of the video was drafted in collaboration with the Project Coordinator (CNR) and reviewed by WP Leaders.

The video intends to give an overview of h-ALO project objectives, from the problem the project intended to solve until the expected results.

To explain scientific and technical issues concerning the project in an easier and effective way, it was chosen to develop an animated video with a special main character: the h-ALO bear. The bear, using a storytelling approach, represents a potential consumer who cares about the quality of food and buys local products.

The video starts asking if the consumer can be sure about the safety of local food. Then, it proceeds presenting the project and its main objectives, the problem that the project is addressing, a brief description of h-ALO sensor and how it will be useful to detect contaminants in locally produced food.

5.1 Making the video: process steps

Consultation

A dedicated team consisting of a production manager, a graphic designer, a scientific editor and an animator has been set up for the development of the project video. Some initial ideas and understanding in detail have been collected to exactly build how you see the story being told.

Script development

Following the initial consultation, a detailed script has been written forming the basis of the film and the development of the storyboard.

Feedback

This process is crucial during the script development. After approval, it is moved onto the next stage.

Script writing

A finalized version of the script has been written and used for the next stage of the process.

Storyboarding

A series of stills has been used to tell the story in pictures; any character design has also been done during this process.

Animation planning

This stage is connected to the above and started once the storyboarding has been confirmed.

Animation

This is where the bulk of the work is carried out, by animating the film in line with the story board. This required regular feedback during the process and has been coordinated by the dissemination manager.

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Editing

This was an ongoing process to ensure that any tweaks and edits were made as and when they were needed.

Voiceover

A professional voice over of any narrative has been recorded and applied to the film.

Sound design

Once the animation itself has been finalized, a complete set of sound effects has been added. This adds another dimension to the film and adds further impact to how the story is told.

Music

Connected to the point above, an engaging background track has been selected to again add an additional mood and help to create more of an impact. Music was professionally sourced or produced especially.

Text and graphics

Supporting text and graphics have been created and added where and if necessary.

Hosting

All content has been sourced, produced and hosted for the project. All legal ownership of copy right has also been transferred across.

Promotion

Furthermore, the video will be promoted on h-ALO project YouTube Channel at the following link: https://youtu.be/A2HD-5JNa3w

Other social media platforms (Vimeo, Facebook, Twitter, etc.) have been used too for hosting and for large distribution. The video is published and promoted on the project website and it will be used to present in an easier way project objectives.

5.2 Script

Here is the script of the video:

"Can you be sure that your locally produced farm products are healthy? How can you measure their quality?

h-ALO is a project that seeks to support small agricultural producers and retailers and promote local and short supply chains.

Eleven European partners have worked together to develop a convenient and effective new tool that can quantitative detect microbiological and chemical contaminants along the entire food supply chain in short time.

The numerous typologies of contamination to which food is exposed in the journey from the field to the dining table are often missed by the current detection systems, which are too expensive, bulky and slow to run.

This portable sensor is based on organic photonics and nanoplasmonics technologies that use light to recognise and quantify various analytes simultaneously.

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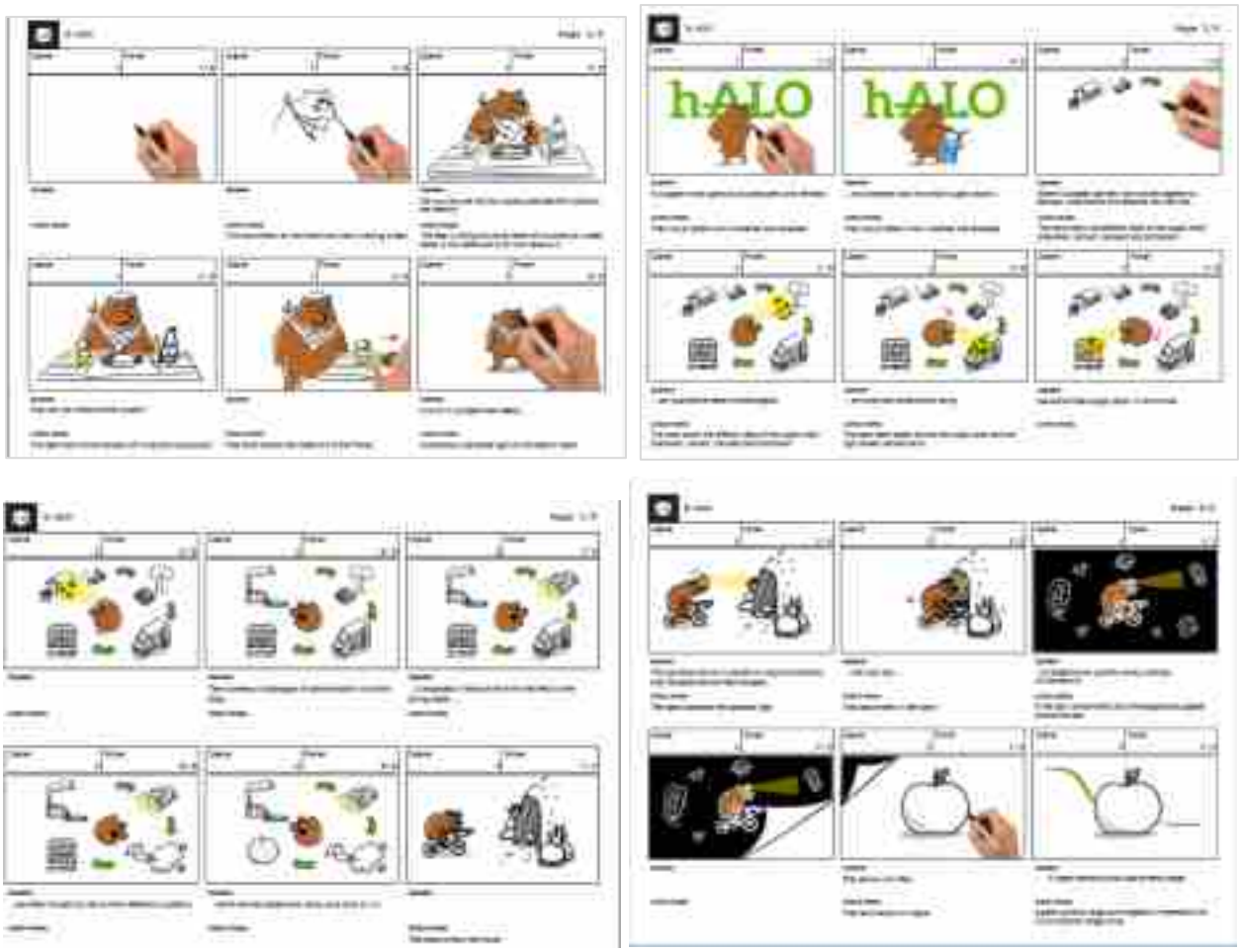
The sensor will offer:

- A higher sensitivity and wide dynamic range when measuring analyte concentrations, compared to current portable analytical devices;
- Excellent portability thanks to the miniaturised components;
- Simultaneous recognition of multiple chemical and microbiological analytes, including heavy metals, pesticides and microorganisms;
- Quick preparation of samples for analysis, making the tool easy to in-field use for non-specialist users;
- Connectivity and real-time management of the collected data via smartphone and cloud sharing.

The sensor will be in-field tested on products with short and innovative food supply chains, such as raw milk, craft beer, organic honey and aquaponics.

h-ALO supports the Farm to Fork strategy, the European Commission plan to improve local food safety and to guide the transition to a fair, healthy and environmentally friendly food system."

5.3 Storyboard



"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

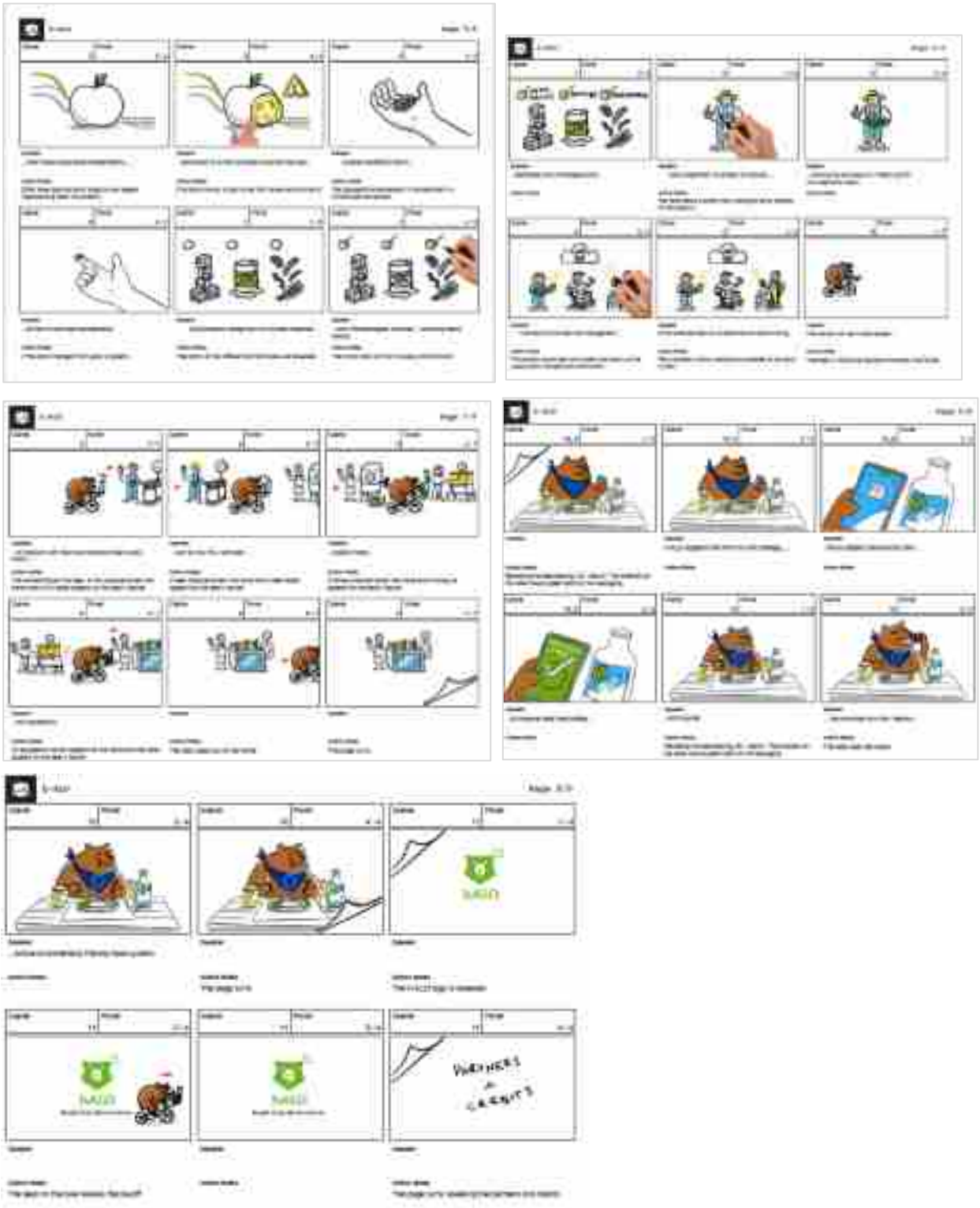


Figure 29: Storyboard

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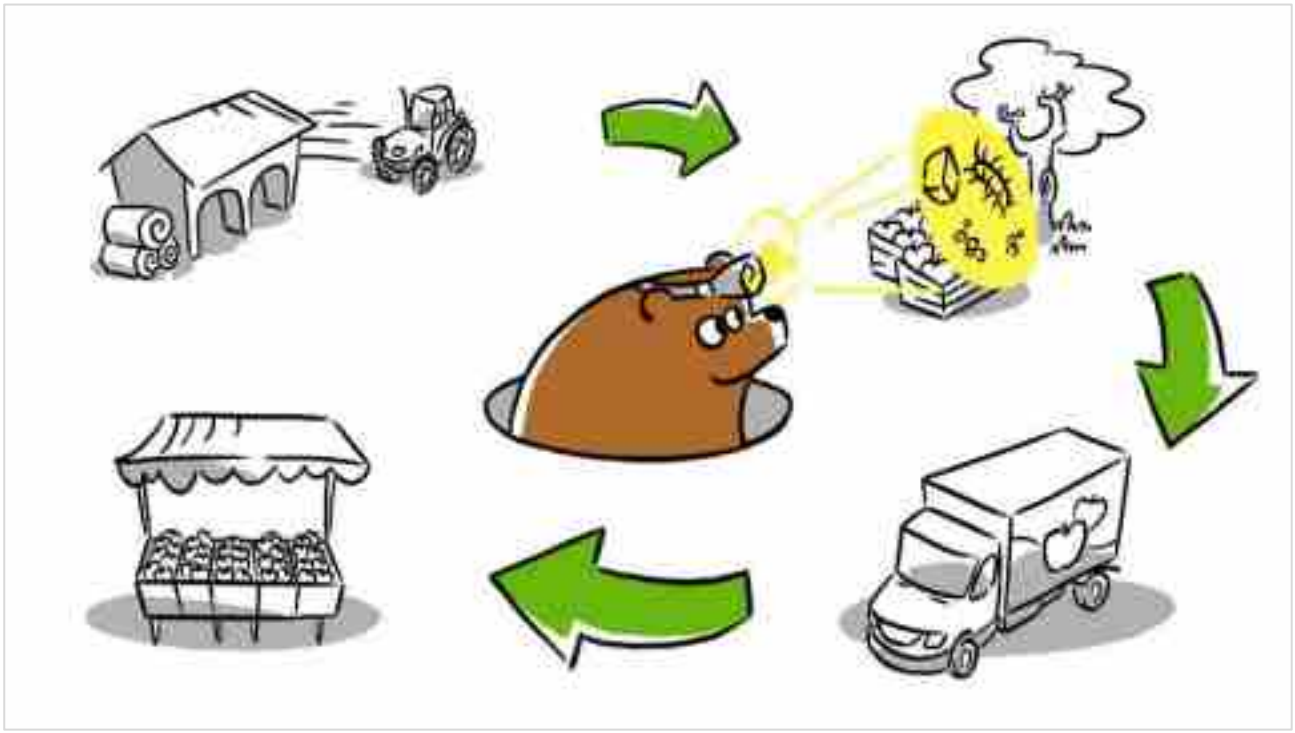
5.4 Video frames

Here's some video frames:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".



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"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

Figure 30: Video frames

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016706".

6 Conclusion

h-ALO Communication Kit contains the main tools to be used for dissemination and communication purposes. They will be periodically updated by WH with the contribution of all the partners of the project. The updates on the website will be related to new conferences and events in which the project will participate, news and/or publications related to h-ALO, images and updates from project meetings; public deliverables will be uploaded and they will be downloadable. Finally, a section dedicated to the results of the project will be created in which the data and images of the materials and technologies developed in the project will be published. Also, the poster and the brochure will be updated with the project results.

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