



GLUMON

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D1.1: Project website, logo & social media

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| Dissemination level (select one) | | |
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| PP | Restricted to other programme participants (including the Commission Services) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
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1. Purpose of this document

This document serves the purpose of presenting the GLUMON logo and conceptual idea behind it, the implemented public website, and social media channels. The website and social media channels (Twitter, LinkedIn) are one of the primary means of presenting the project to the scientific and public community and will play an important role in the planned dissemination and communication activities of the project. The website and social media will be continuously updated throughout the project.

2. The GLUMON logo

The GLUMON logo, shown in Figure 1, features three design aspects that refer to important characteristics of the project. First, the project short name GLUMON features prominently, with a magnifying glass substituting the letter “O”. Here, the magnifying glass represents the *monitoring* aspect of the project.



Figure 1. The GLUMON logo

Inside the magnifying glass, we can see the *glucose* molecule, in which the oxygen-containing ends are represented in red. The choice of the red colour relates to the glucose monitoring in the bloodstream. These two aspects bring together the meaning of the project title GLUMON (**G**lucose **M**onitoring). Finally, the waves around the magnifying glasses represent the method used by the GLUMON sensor – optoacoustic sensor – and, at the same time, bring some resemblance with the RSENSE logo (Figure 2). GLUMON builds on the advantages of optoacoustic sensing, developed in RSENSE (EU funded-project – GA # 862811).



Figure 2. RSENSE logo.

Apart from that, a smaller version of the logo was created as a website/social media banner (Figure 3).

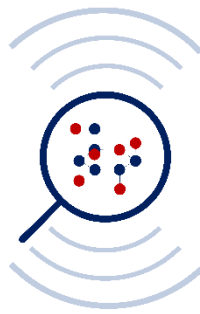


Figure 3. Social media banner from GLUMON

3. The website

Technological Background

The GLUMON website can be found under the domain: www.glumon.munichimaging.eu. This is a subdomain of our website, www.munichimaging.eu, which serves to provide quick access to project websites associated with Munich Imaging, an identity combining the projects of the Institute of Biological and Medical Imaging (IBMI) on Helmholtz Munich (HMGU) and the Technical University of Munich (TUM) Chair of Biological Imaging (CBI). The website is hosted by United Domains, which offers secure data transmission with SSL, is up to date with current data protection standards, offers failure protection through geo-redundancy and finally, has good support service. Given the fact that the project unites partners across the European continent, and received funds by the European Union, we felt the “.eu” domain would be most synergistic with the project.

The website was created using the content management platform, WordPress, which is easy to use, free, and allows us to tailor the website content and design to our project needs. The



site has been built so that it is compatible with all device formats (desktop, tablet, and mobile) and operational across most web browsing platforms.

Website Design and Content

The website is designed to make usability as straightforward as possible. The homepage – glumon.munichimaging.eu – displays a static header with a menu featuring several options. Rolling over each option give submenus, when applicable. An embedded dynamic calendar is included in the main page indicating upcoming project or related events (e.g. World Diabetes Day, Kick-Off Meeting, etc.). A static footer is present containing both EU and EIC logos, funding acknowledgement, and data protection statement (Figure 4).



Figure 4. Footer of the GLUMON website, mentioning both EU and EIC and the grant agreement number.

Most of the content on the website is created toward the level of public dissemination and steps are taken to ensure public engagement (e.g., jargon-free language). However, we also target industry representatives and researchers by linking to our partners' websites and published research articles, respectively. Finally, the website provides an access point ('Member Login') for Consortium Members to enter the internal cloud server (HMGUBox2) where project documents and data will be stored and shared (to be established).

The Public Area

The content of the GLUMON project public website is targeted to a wide audience (1) Hormonal disorder & Diabetes Patient Groups, Study Participants and their families, and the General Public, (2) Clinicians, Healthcare/Insurance Industry Professionals, and Stakeholders, and (3) Researchers in the fields of optoacoustic and medical imaging, medical devices, and sensors. The website content is tailored in such a way that complex scientific ideas are clear and accessible to the largest audience possible.

The homepage consists of a main menu, followed by social media icons and a static footer containing the EU logo, funding acknowledgement, and a data protection statement. The body of the homepage displays the GLUMON logo prominently, with smaller partner logos



beneath it. A brief description of the project is given. Below the logos, there is an embedded calendar marking important dates and the project Twitter feed.

The public portion of the website currently includes the following pages, which can easily be accessed from the homepage (Figures 5 and 6):



Figure 5. Web map of the GLUMON website, glumon.munichimaging.eu.

- ✓ Project: gives an explanation of the project and motivation behind it
- ✓ Partners: shows the partners' logos, google map of partners' locations, each with their own links to subpages
 - Helmholtz Munich (HMGU): contains logo, short description and link to website
 - Klinikum Rechts der Isar (TUM-MED): contains logo, short description and link to website
 - Medical University Graz (MUG): contains logo, short description and link to website
 - sThesis GmbH: contains logo, short description
 - Alira Health: contains logo, short description and link to website
 - Rayfos Ltd.: contains logo, short description and link to website
- ✓ Publications: redirects to Peer-reviewed Publications
 - Peer-reviewed Publications: gives a list of peer reviewed publications and preprints with links (where applicable)
 - Conference Contributions: gives a list of conference abstracts, talks, and posters, with links (where applicable)
 - Public documents: gives a list of public reports on the project deliverables (where applicable)
- ✓ News: redirects to Latest News



- Latest News: list and text excerpts from recent project news, links to articles, an event calendar and live Twitter feed, and a newsletter subscribe button
- Calendar: embedded calendar showing dates of interest/relevant to the project, and a newsletter subscribe button

- Archived News: list of news posts older than 6 months
- ✓ Contact us: redirects to the Contact Form
 - Contact Form: here the visitors can write us directly from the website, providing their name and email address
 - Opportunities: list of open position and workshop/seminar's opportunities within the consortium partners
- ✓ Member Login: it will include an access point and explanation for HMGUBox2 cloud services for consortium members (coming soon – Deliverable D1.2)
- ✓ Search: gives the visitors the tool to search for content within the website
- ✓ Social media icons: redirect the visitors to our social media platforms

The menu and the pages included in the GLUMON website may change depending on project developments and need.



Figure 6. The GLUMON website



The Internal Area

The link for the internal area can be found in the footer of the homepage and leads to the Helmholtz Munich cloud storage server (HMGUBox2). Consortium members will create an account (by invitation), through which they will be able to access the designated project and its documents. In addition to accessing the cloud storage via the GLUMON homepage, members may also access the data directly through the HMGUbox2 home page by logging in with their account information. The server of HMGUbox is Nextcloud based (<https://nextcloud.com/>) and the user is HMGU. The HMGUBox2 is connected and encrypted with AES128 (TLS 1.2).

The cloud storage will act as an important source and exchange space of information for project members, serving as a document repository for documents such as deliverable and presentation templates, meeting slides and minutes, reports, Grant and Consortium Agreements, and documents submitted to the EU. A systematic file system will be used throughout the project by all partners in order to make document location easy and fast.

4. Social Media and Promotional Channels

In addition to the public website and logo, we will also use different social media channels to periodically transmit and promote news, updates, and events relating to the GLUMON project. Currently, GLUMON has dedicated Twitter and LinkedIn pages, which within the first month has already amassed a few dozen followers.

Furthermore, the umbrella social media channels of Technical University of Munich Chair of Biological Imaging, and HMGU's DiabInfo social media accounts, will be used to multiply the effect of the dedicated GLUMON accounts.

Twitter

The GLUMON Twitter page (<https://twitter.com/GLUMON2021>) has been active since May 2022 and counts currently with 38 followers. Using the handle @GLUMON2021, we have tweeted/retweeted 22 times about various activities, including the Kick-Off Meeting held on June 10th. The GLUMON Twitter account (Figure 7) will continuously report on project breakthroughs, synergies, and echo press releases. Efforts will be to include appropriate



hashtags and the Twitter handles of consortium partners and others, to further extend the reach of our posts.



Figure 4. GLUMON-Twitter account.

Furthermore, the Institute of Biological and Medical Imaging (IBMI – Helmholtz Munich) has its own Twitter page, titled ‘Munich Imaging’ (<https://twitter.com/MunichImaging>) that is also used to promote projects. This page is often used to tweet or retweet project news and with 723 followers, will serve as an additional conduit to transmit GLUMON updates and news.

LinkedIn

The GLUMON LinkedIn page (<https://www.linkedin.com/company/glumon2021>) has also been active since May 2022. We have posted or reposted 8 times about different activities, such as the website launch and the Kick-off Meeting. The GLUMON LinkedIn account (Figure 8) has currently 71 followers and will be used similarly to the Twitter account, to report on project breakthroughs, synergies, and echo press releases. The IBMI also has a LinkedIn page named “Munich Imaging” (<https://www.linkedin.com/company/munichimaging/>), with 221 followers.

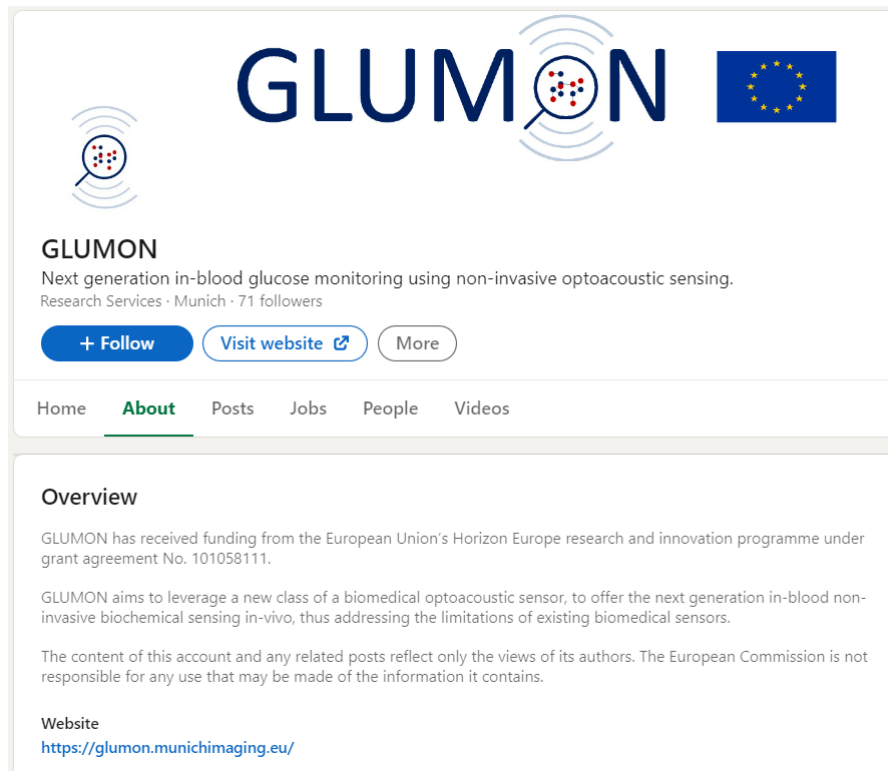


Figure 5. GLUMON-LinkedIn account.

5. Communication Manual

As part of the Plan for Communication and Dissemination activities

As part of our efforts to have a cohesive message and 'brand' aligned with the GLUMON and EU Horizon Programme goals, we are creating a manual for the consortium members (D1.4 – due in October 2022). This includes information on target audiences of the project, procedures for publication submission, and what is/is not public information (i.e. may be shared with the press). This document will be updated as periodically as needed.

6. Conclusion

In this document, we have presented the explanation and concept of the GLUMON logo, the dedicated website, and social media accounts. The website and social media channels will be used for public dissemination. Subsequently, the websites and social media accounts will be continuously updated throughout the project.