



D7.2

See Far communication tools 2

31.05.2019



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Delivery Slip

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Responsible of Review:	Danka Stojanovic	Quantitas	21/05/2019
Reviewed by:	Evi Tripoliti	FORTH	23/05/2019
	Luis Castellón	OHSJD	26/05/2019
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Index

Index	4
Preface	7
Executive summary.....	7
Introduction	9
1. See Far project logo and colours	10
1.1 Logo proposals	10
1.2 Use of logo	11
1.2.1 The Standard Logo	11
1.2.2 Logo on dark backgrounds.....	13
1.2.3 Black and white logo.....	14
2. See Far Project Website/ www.see-far.eu	15
2.1 Overview	15
2.2 Main Features	16
2.2.1 Design	16
2.2.2 SEO (Search Engine Optimization)	18
2.3 Website content	18
2.3.1 Home page.....	18
2.3.2 Project Page.....	18
2.3.3 Consortium Page.....	18
2.3.4 Results Page.....	19
2.3.5 Blog Page	19
2.3.6 Contact Page.....	19
3. E-mail account	20
3.1 See Far general email account.....	20
4. Social media	20
4.1 Twitter account @SeeFarProject	20
4.2 Facebook account /SeeFarSolution/	21



4.3 LinkedIn Account /company/seefarproject/	22
5.3 Youtube Account	23
5. Press Release	23
5.1 Report of the performed activities by partners until now:	24
6. Presentation material	25
6.1 Brochure	25
6.2 Poster	27
7. Templates	29
7.1 Deliverable template	29
7.2 PowerPoint presentation template	29
7.3 Dissemination and Communications Activities Template	30
8. Lay summary	31



List of figures

Figure 1	Logo Proposals
Figure 2	The standard logo
Figure 3	Logo on dark backgrounds
Figure 4	Black and white logo
Figure 5	Website design
Figure 6	Twitter Account
Figure 7	Facebook Account
Figure 8	LinkedIn Account
Figure 9	Youtube Account
Figure 10	Brochure
Figure 11	Poster
Figure 12	Deliverable Template
Figure 13	PowerPoint presentation template
Figure 14	Dissemination and Communications Activities Template

List of tables

Table 1:	Performed activities by partners until M6
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List of Abbreviations

USE	UNIVERSIDAD DE SEVILLA
FORTH	FOUNDATION FOR RESEARCH AND TECHNOLOGY HELLAS

Preface

The Deliverable 7.2 is all about communications tools and it is an incremental type of report. The project handbook suggests updating the previous document and adding the new material produced. Accordingly, this is an updated version of the previous one (Deliverable 7.1) and the new content is added in the sections 4, 5 and 7.

Executive summary

This document describes the Communication tools to be used in order to carry out strategic communications by the project and corresponds to the first deliverable of the Work Package 7: Dissemination, exploitation & socioeconomic analysis, led by MustHave.

Task 7.1, led by Quantitas, has as its main objective, all activities which are related to the dissemination of the project and to granting access to innovative results for the wider public and the scientific community.

To guarantee efficient communication, both external and internal, we designed a number of communications tools and materials as a part of the project communication tools. This deliverable, D7.2, describes these tools, the process of their discussion with the consortium and their approval, as well as their current and future implementation within the project dissemination and communication strategy.

Without going into too much detail in this summary, it must be noted that the communication is identified as an important part, vital for implementation and the success of the See Far project, which is why we continue to discuss the relevant tools to be used in the previously formed dissemination group.



This document includes the references to the project website, project logo, PowerPoint presentation and deliverable templates, the project poster, brochure, lay summary, Twitter account, Facebook account, LinkedIn account, Youtube account and first press releases. This deliverable will be 'incremental' throughout the project, in the sense that it will be frequently updated as the project progresses, alongside the intensification of the dissemination and communication activities of the See Far Consortium.



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Introduction

The project logo was designed in order to make the project easily recognisable and it will be used in every dissemination activity. In addition, the project brochure, poster and template materials were also produced with the intention to provide information for the wider public and to attract their attention. The See Far website is the main communication tool for the dissemination and communication related to the project. The website presents the information on the project, to the wide public and it is regularly updated with the content produced until now. The project website will continue to be operational for a year after the project completion. All visitors can request information on the project and Google analytics will be used to analyse visitors' behaviour and to provide associated statistics. The See Far project will maintain a profile in the different social media networks, in order to communicate the project's results to the wider public, inform society and the scientific community, as well as, promote the commercial exploitation of the See Far main components and exploitable products/results. In this deliverable, we describe all the social networks opened and discussed in the dissemination group of the consortium. A dissemination plan will be developed by the consortium and will be reviewed and upgraded on a 12-month basis, to include any work-plan alterations and the communications means to reach new targets.



1. See Far project logo and colours

1.1 Logo proposals

Two versions of the logo were designed and proposed by Quantitas at the Kickoff meeting in Sevilla. Most of the partners voted for the second version (Proposal2 –Figure1) but they also wanted another logo proposal in order to resemble more the logo used in the Project Proposal number: SEP-210513113 (Proposal3 –Figure1).

Therefore, Uqido suggested to prepare, after the meeting, several graphic alternatives for the logo. We received four versions and carried out a poll in Basecamp, where the partners voted for proposal number 4 (Proposal4 –Figure1). Other proposals from Uqido put to the vote, are represented in Figure1, as Proposal5, Proposal6 and Proposal7.



Figure 1: Logo Proposals



1.2 Use of logo

The logo was designed to help the external audience to easily identify the See Far project and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

Having a professional looking, well-designed logo, builds trust, and that is why we chose to design a super clear and readable logo with two essential colours accustomed to the team. The use of simple colours and a high resolution were considered for different situations that the logo will be used in.

The logo may appear on screens, business cards, letterheads, posters, eyeglasses, product packaging, newspaper adverts, templates, presentations, papers, and we are sure that the use of the simple logo design will help us with different printing technologies and the correct visibility on any screen.

For varying usage and different backgrounds, we produced three different variations of the logo, as follows:

1.2.1 The Standard Logo

The project name is clearly identified and easy to read from a distance. As the logo will also appear on the eyeglasses, the choice made was for a rectangular logo, rather than a square one.





Figure 2: The standard logo



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1.2.2 Logo on dark backgrounds

When the logo is used on a dark background, we will inverse the type colour to light grey for better legibility.



Figure 3: Logo on dark backgrounds



1.2.3 Black and white logo

Sometimes, often due to production costs, only one colour of ink readily available for ‘mass’ printing and for such cases a See Far version of only black colour tones was also produced (see below).



Figure 4: Black and white logo



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2. See Far Project Website/ www.see-far.eu

2.1 Overview

The project website was developed to offer the wider public information on the project and updates on its scientific and technical achievements. The website follows the simple line of the graphic adopted from the very beginning and is accessible on all devices. The site's colours, typography, images and content blocks were all elaborated in full harmony with the project logo. The partners provided QUANTITAS with their feedback and the content, along with the design, went through a number of revisions until it fully 'polished' by the team.

The See Far website constitutes the main dissemination channel for the project and it:

- Provides general information about the project its mission and objectives
- Provides information on the partners
- Provides the possibility for partners to openly express themselves in the blog area
- Will provide regular updates on the project in the website "Results" section, on associated publications, papers, findings and on the participation at industry events
- Offers anyone the possibility to get in contact with the project and its representatives

It is already possible to review and experience the project website, as far as its structure and initial content, which is also summarised in this section of the deliverable. Please access the website (www.see-far.eu) while reading this document to enrich the comprehension of this section of the deliverable.



2.2 Main Features

Some associated technical details regarding the project website include

- Servers/hosting: Linux based Apache
- Content Management System (CMS) type: **WordPress** (Content Management), Smarty based CMS website is made with CSS3, HTML5, PHP, MySQL and Smarty templates

2.2.1 Design

Web design is a process of abstracting, planning, and building a collection of electronic files that determine the layout, colours, text styles, structure, graphics, images, and use of interactive features that deliver pages to site visitors. The graphic design of the website has aided in solidifying the general identity of See Far project. We used the approved logo and colours, along with fonts and high-resolution images purchased and designed to accomplish this. The website structure was established in such a way, so as to be fully responsive and we started the work considering W3C guidelines accessibility. Content organisation was divided into subsections, reachable from the main menu, on every page.

There are no legal requirements/limitations on where the Privacy Policy information should be placed, and hence we used the footer section of the website, where the disclaimer, contact and twitter card were also included



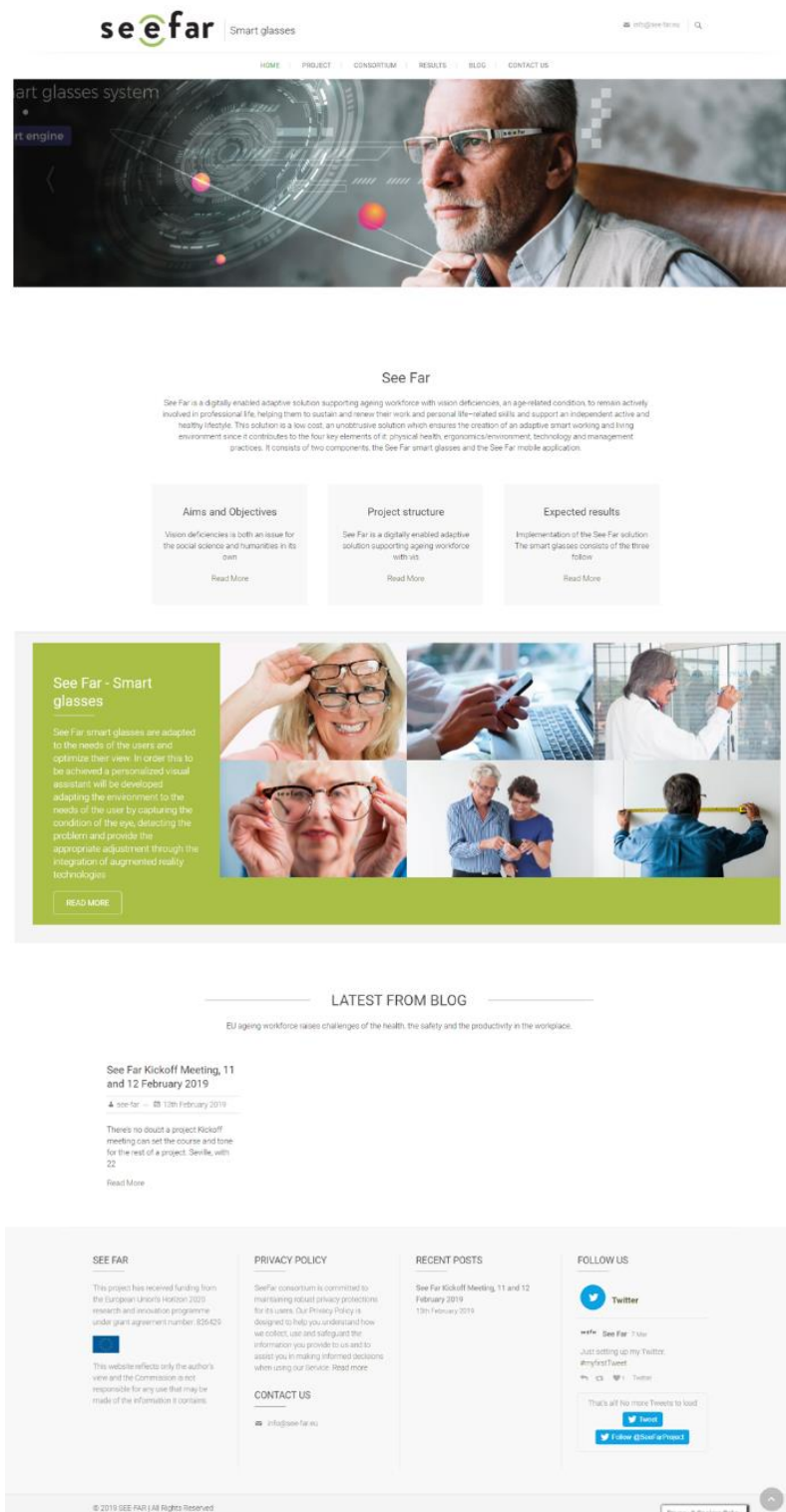


Figure 5: Website design



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2.2.2 SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results, often referred to as "natural", "organic", or "earned" results. This will be achieved by optimising every page and images on the site, regarding the target and keyword plan of the consortium as a whole.

2.3 Website content

2.3.1 Home page

The home page contains the abstract of the general information of the See Far project and is divided into 5 sections:

- Header and main menu section, with the logo and the contact email address
- Abstract of the project, as well as a summary of its aims & objectives, project structure and expected results
- A small visual part with headlines and descriptions of the project
- Latest blog posts
- Footer section with the disclaimer, privacy policy, contact details, recent posts and recent tweets.

2.3.2 Project Page

The project page, in its first subsection, describes what the See Far aims are, and how these will be realized, through the corresponding objectives. In the second subsection, we are describing the structure of the project and its components, the four key elements being: physical health, ergonomics/environment, technology and management practices, which will ensure the creation of an adaptive smart working and living environment. Finally, the third subsection describes the expected results of this project.

2.3.3 Consortium Page

The consortium page provides a brief profile of all the participating partners, along with the map the partners' distribution across Europe. CV of the Project Coordinator, while every partner's logo and a description of their past activities/references, are also included.



2.3.4 Results Page

The Results page will be updated as soon as we have some more concrete results and have taken part in related industry events, conferences and workshops. The structure of this page consists of three subsections, namely: Publications, Events and Media.

2.3.5 Blog Page

The Blog page was created in order to give a chance to all the partners who are willing, to write and promote information regarding public project results, related workshops and meetings, and in general to express themselves about the See Far project and its progress.

2.3.6 Contact Page

This page includes the contact form. It is the easiest way to communicate directly with the Project team.



3. E-mail account

3.1 See Far general email account

Email is important because it creates a fast, reliable form of communication that is free and easily accessible. Working in a team and having different email addresses, we decided that a single email address connected with the website domain is the correct way for a long-lasting communication with everyone interested in this project. This email address is: info@see-far.eu and Quantitas will be in charge of its management.

4. Social media

After short consultations, in the thread 'Social accounts' in our dissemination group, we decided to use the following Social Networks that are familiar to all the partners:

4.1 Twitter account @SeeFarProject

As part of the project's communication and dissemination strategy, social media are to play an important role in See Far. As discussed already, the website contains a Twitter card in its footer, allowing the website's visitors to share associated content or to follow us.

The official Twitter account for the See Far Project was opened in March 2019 and it is the only social account opened up by the project so far. Via this account, we will follow the main threads and hashtags with the following keywords: vision deficiencies of aging populations, ageing people with visual impairments, glaucoma and diabetic retinopathy, etc. We will also spread the word about our activities, results, interests and much more. The project hashtag will be #SeeFarProject.





Figure 6: Twitter Account

4.2 Facebook account /SeeFarSolution/

The most famous social network of all reports has 1.32 billion daily active users and most of them are actively engaging with their networks on a daily basis: 65% of Facebook users frequently or sometimes share, post, or comment on Facebook. Despite the fact that Twitter is the social media platform that dominates among scientists, Facebook is still the most advanced and powerful in terms of capacity and features. As we want to reach the civil society as a Quadruple Helix target, we have created the Facebook account on 23rd April 2019, with corresponding See Far visible and content elements. We already published 13 posts in less than a month that include the recent news from the ophthalmology field related to augmented reality and identification of the eye diseases. On the See Far Facebook page, we published our short story entitled: 'The fundamental purpose of the project is to help ageing users with age - related vision impairments'.



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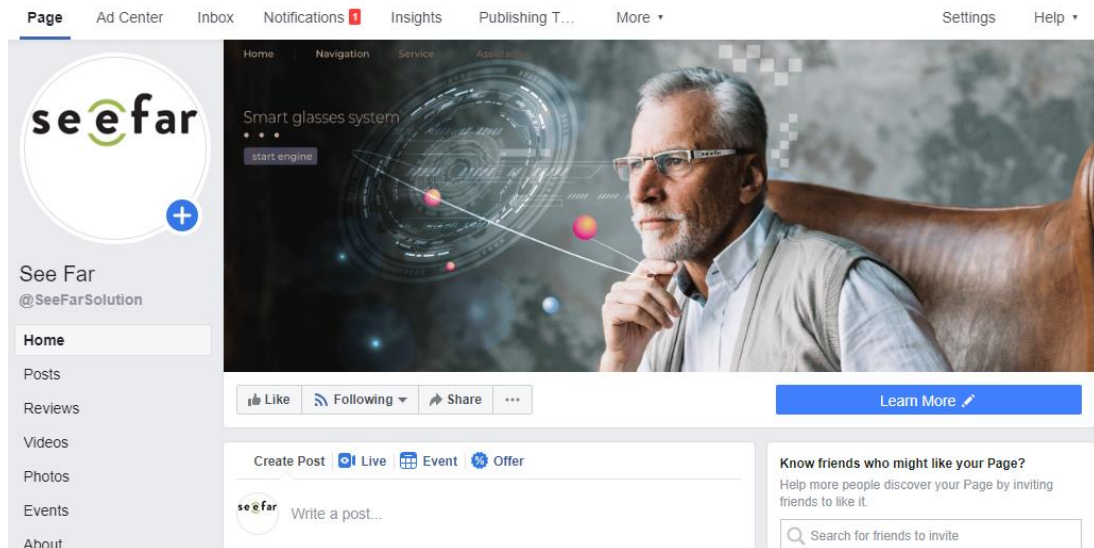


Figure 7: Facebook account

4.3 LinkedIn Account [/company/seefarproject/](#)

The LinkedIn account of the See Far will be focused on the scientific and industrial communities, as it is a social network for professionals. Our activity on LinkedIn will centre the latest scientific and technical outputs of the project in order to involve other and share ideas. It does not replace the traditional methods like conferences but add to them. The profile summary talk about who we are and on what we are working so that algorithms can match us to people with similar interests and lead to opportunities and external contacts.

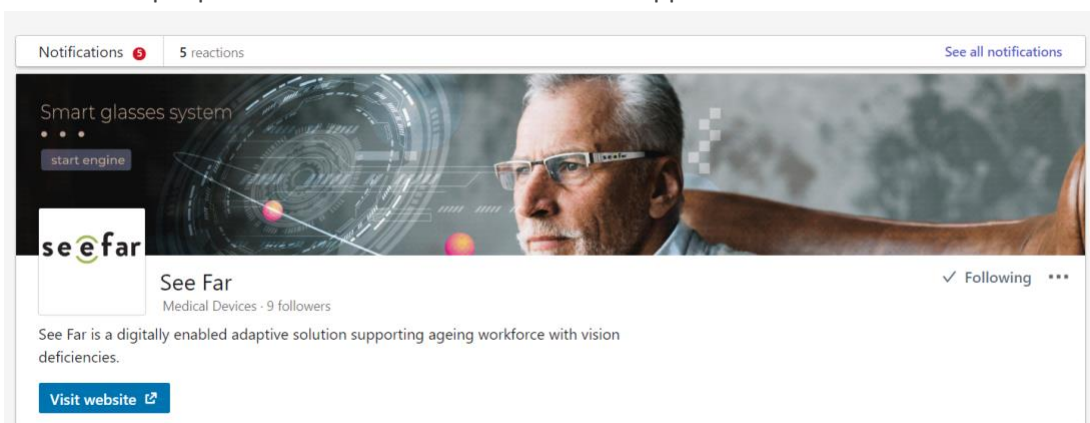


Figure 8: LinkedIn account



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4.4 Youtube Account

We have planned to produce a series of videos where the first explains, in a minute and a half, what the project is and where we want to arrive with this ladder:

- 60 seconds to explain the project (USE)
- 5 seconds to say it very short. (D-eye)
- 20 seconds to answer the question: “How do you see the world changed in 10 years using the See Far Solution? (FORTH)

The partners will be involved as the actors in the video and Quantitas will assemble and publish it on the YouTube channel we created for this purpose.

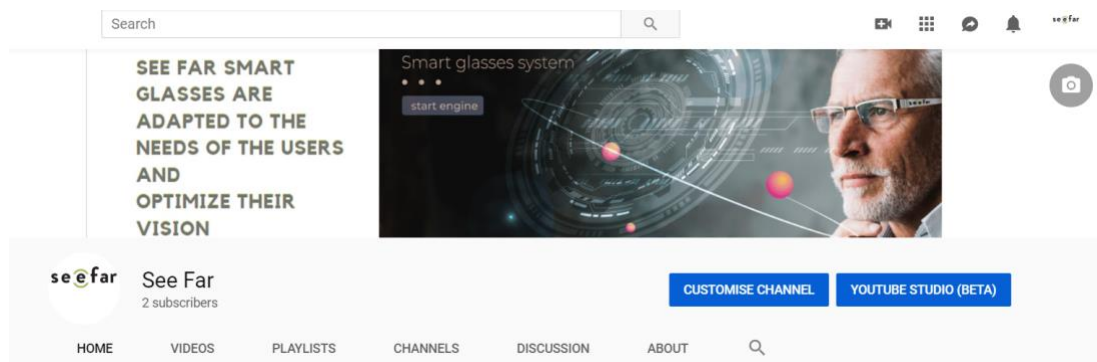


Figure 9: YouTube Account

5. Press Release

Media and public community shall be aware of the See Far project objectives and progresses. At first hand, we need to raise the awareness about See Far project on the local level, writing in local languages. Accordingly, every partner will publish in their own websites one page or one section about See Far project in comprehensive language for the wide public reaching the end-users.

The main objective is to inform about the project and to share the results of general interest on living environments supporting active and healthy ageing. The opportunities of producing articles or press releases for the mass media (newspapers, magazines) need to be explored



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during the project's lifetime. It is expected that public will be informed also through the previously described web tools and by participating on the events. Partners will also contact the local press and publish the articles about the project in local offline or online magazines.

5.1 Report of the performed activities by partners until now:

Press release

Partner	Page on the website	Social accounts	Local magazines/Press Release
FORTH	https://www.forth.gr/index_main.php?l=e&c=28&i=1511	https://twitter.com/FORTH_Hellas/status/1121034004432662528	www.creta24.gr
	https://www.forth.gr/index_main.php?c=28&l=g&i=1511&y=&in=	https://www.linkedin.com/feed/update/urn:li:activity:6526800608278773760	www.news.makedonias.gr
		https://www.facebook.com/ITE.HELLAS/	www.ert.gr
			www.cretalive.gr
Quantitas	https://www.quantitas.it/lavori/h2020-see-far/	https://www.facebook.com/quantitas.it/posts/2264990593766616	www.neakriti.gr
		https://www.linkedin.com/feed/update/urn:li:activity:6530022105269043201	
Lamda88	http://lamda88.com/	https://twitter.com/Lamda881	
		https://www.facebook.com/Lamda88-604235006760488/	
		https://www.instagram.com/lamda_88/	
Uqido		https://www.facebook.com/uqido/posts/2224919254212972	



		https://www.linkedin.com/feed/update/urn:li:activity:6530027595193413632	
		https://twitter.com/Uqido/status/1124266005117722624	
D-eye	https://www.d-eyecare.com/newspaper/see_far-190.html	https://www.facebook.com/pg/deyecare/posts/?ref=page_internal https://www.linkedin.com/feed/update/urn:li:activity:6536533676178710528/ https://twitter.com/DEYE2015/status/1130767490710212608 https://www.instagram.com/p/BxuJVLjtb/	
USE	https://comunicacion.us.es/centro-de-prensa/personal-docente-e-investigador/un-proyecto-para-mejorar-la-calidad-de-vida-de	https://twitter.com/unisevilla/status/1133337043923283968 https://es-es.facebook.com/UniversidadeSevillaoficial/	Official press release of the University of Seville.

Table 1: Performed activities by partners until M6


6. Presentation material

6.1 Brochure

The See Far brochure was created in high quality print versions, for raising awareness at pertinent industry events. The material will be uploaded in the “Media” subpage (“Results” menu) of the website, to be available to anyone interested in obtaining further information on the project. The See Far brochure is designed in a way to capture the attention of the different target groups and to increase awareness on the project. It explains the project, its purpose and the key elements involved. The brochure was created to reflect the conceptual



SEE FAR SMART GLASSES ARE ADAPTED TO THE NEEDS OF THE USERS AND OPTIMIZE THEIR VISION



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Home Navigation Service Assistance

Smart glasses system

start engine

SMART GLASSES

see far

Follow us

Website: www.see-far.eu
Twitter: [@SeeFarProject](https://twitter.com/SeeFarProject)

Contact us

Project Coordinator: Prof. Ramon Gonzalez
Carvajal from University of Seville
info@see-far.eu



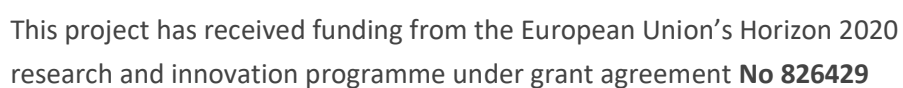




Figure 10: Brochure

6.2 Poster

A poster is a visual communication tool and is a particularly useful marketing and promotion tool. The project poster will also be uploaded to the “Media” subpage (“Results” menu) of the website, once more so as to be readily available to anyone interested in the project. For this first version, we opted for a simple poster with the visual components in clear evidence. During the lifecycle of the project, we will propose further more informative poster versions.



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Figure 11: Poster



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7. Templates

7.1 Deliverable template

In order to achieve and reinforce a common “project identity”, we produced together with Uqido, FORTH and USE, the Deliverable Template which shall be used as the ‘basis’ for the elaboration of all deliverable documents of the project.

seefar

Smart glasses for multifaceted visual loss mitigation and chronic disEase prevention indicator for healthier, safer, and more productive workpAce foR ageing.

seefar

Deliverable number
Deliverable title

dd.mm.yyyy

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2

Deliverable number and title

Document information

Project acronym:	See Far
Start of the project:	Text
Duration:	Text
Project coordinator:	Text
Deliverable title:	Text
Deliverable n°:	Text
WP:	Text
Lead beneficiary:	Text
Type (distribution level)	Text
Document Responsible	Text
Due date of deliverable:	Text
Actual submission date:	Text
Author(s):	Text

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Figure 12: Deliverable Template

7.2 PowerPoint presentation template

This template is intended to be used for internal or external presentations regarding the See Far project

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The template features the 'seefar' logo in the top left. The top right contains the text 'Medium length title of presentation'. Below this is a line for 'By Name Surname– DD.MM.YYYY'. In the center is a placeholder for the 'Logo of the partner'. At the bottom left is the European Union flag and a text box stating: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number: 826429'. At the bottom right is the text 'Details of the meeting'.

Figure 13: PowerPoint presentation template

7.3 Dissemination and Communications Activities Template

In order to register all the activities performed by the partners we circulated the Dissemination and Communication activities report template. This template will be available and updated in the project repository.

Dissemination and communication activities

Partner:

Task:

See Far Project

ACTIVITY	DATE/S	TARGET	EVIDENCE KEPT	NOTES
Website, social, newsletter, press release, social research networks, participation to international events, participation to conferences, publication to scientific journals, organisation of workshops or special sessions, EU organised events, horizon 2020 events, liaison with other projects	Write one date or more if activity is repetitive	Ageing employees, employers, scientific/academic community, industrial/technological community, medical experts, and estimated number of persons reached	Link if available, photos, videos, texts, or any other evidence	Description or any other notes you would like to communicate

Figure 14: Dissemination and Communications Activities Template



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8. Lay summary

See Far is a digitally enabled adaptive solution supporting ageing workforce with vision deficiencies, an age-related condition, to remain actively involved in professional life, helping them to sustain and renew their work and personal life – related skills and support an independent active and healthy lifestyle.

This is a low-cost unobtrusive solution, which ensures the creation of an adaptive smart working and living environment, since it contributes to its four key elements: physical health, ergonomics/environment, technology and management practices.

The See Far solution consists of two main components:

- The See Far smart glasses, that are adapted to the needs of the users and optimize their vision by employing a personalized visual assistant that captures the condition of the eye, detects the problem and provides the appropriate adjustment through the integration of augmented reality technologies.
- The See Far mobile application, which allows monitoring of the central vision evolution and prediction of the risk for the presence of diseases (e.g. diabetes risk, cardiovascular risk). It will capture retinal images, through a digital direct ophthalmoscope attached to the smartphone, analyse them, and estimate the type and the stage of vision impairment, by employing machine learning techniques.

The combination of the output of the See Far mobile application (indicator of the presence of a visual problem, or not), with that of the See Far smart glasses (type of daily visual issues the user has and his/her behaviour), will lead to the provision of suggestions/assistance, through augmented reality, to the user, supporting an independent, active and healthy lifestyle. The suggestions/assistance provided will be adapted to the profile of the user, through the personalised visual recommendation service. A combination of state-of-the-art techniques from the fields of computer vision, augmented reality and artificial intelligence will be employed in order to achieve the challenging objectives of the See Far Project.

