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BioQantSense

**Twinning for excellence of the Serbian Research Center
for quantum biophotonics**

Work Package 3

Dissemination, exploitation and communication

Deliverable 3.2

Project website, logo

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1. INTRODUCTION

This document is meant to describe Deliverable D3.2 (Project website, logo) of BioQantSense project. The present document describes: (i) the logo associated with BioQantSense, that will be placed on all published materials and presentations illustrated to the public including project website, social networks, promotion material, conference talks, etc.; (ii) the website of BioQantSense, including details on its structure, target and aims.

2. LOGO

The BioQantSense logo provide a consistent image that will be used extensively throughout the project, thus creating an easily recognizable brand. Indeed, it will be included in all the published items related to the project, e.g., website, social networks, presentations, branding items and official communications.



Figure 1 - Official logo of BioQantSense

3. WEBSITE

The BioQantSense website went online in March 2023 and can be reached at the URL address www.bioqsense.ipb.ac.rs.

3.1 Aims

The website shall be the main source of information on the activities carried out in the framework of BioQantSense and is designed to be an attractive showcase for the project and a vehicle for the effective dissemination of the project objectives, products and latest news. We expect that, during the first year of the project, the BioQantSense website will be improved through lessons learned from its use.

3.2 Website structure

The BioQantSense website is designed to be effective, clear and simply navigable. The top bar is static and displays the BioQantSense logo and the navigation menu. The current version of the BioQantSense website consists of the following pages:

- Home
- Consortium
- Publications
 - Scientific publications
 - Brochure
 - Newsletter
- News & Events
- Contact

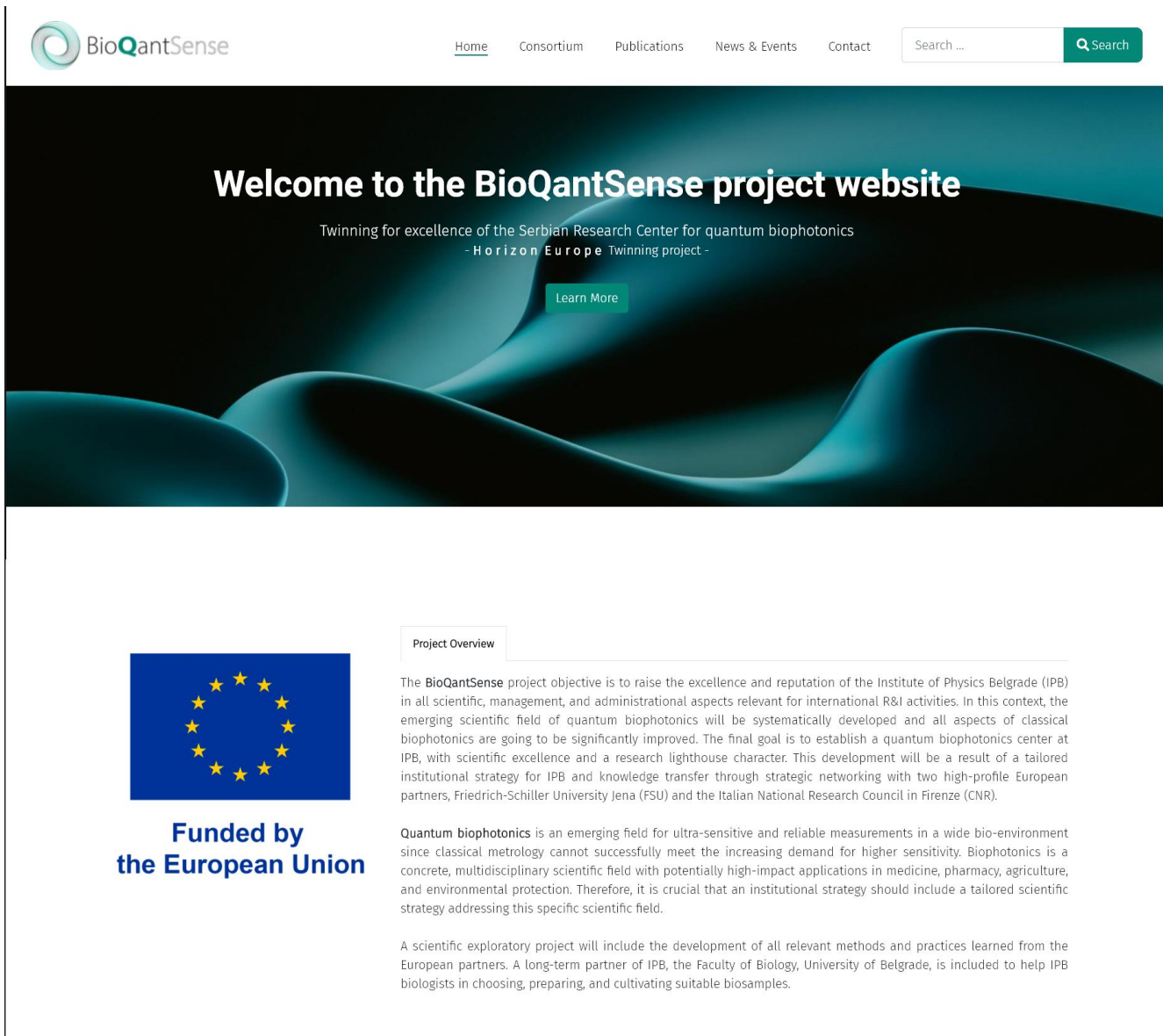


Figure 2 - Capture of the entrance portal of the BioQantSense website

The **Home** page reports general information on project facts. The **Consortium** page presents the four beneficiaries of BioQantSense. The **Publications** page consists of three sub-pages: 1. Scientific publications; 2. Brochure; 3. Newsletters. The **News & Events** page will contain the latest information about the project's work advancement. The **Contact** page is an online form that enables visitors to send queries to the project coordinator.

3.3 Management

IPB, as the lead beneficiary of WP3, is responsible for the management of the website. The content will be updated every time a new event occurs, a result is achieved, or there is other news worth publishing. All BioQantSense beneficiaries will contribute to the management and update of the website and will provide information and material related to the activities in the framework of the project.

4. SOCIAL MEDIA

Social networks play an important role in getting the public interested in the BioQantSense project and allowing participation and interaction. To this purpose, LinkedIn, Facebook and Twitter accounts have been created with the aim to share project announcements and developments in short messages suitable for this type of media.

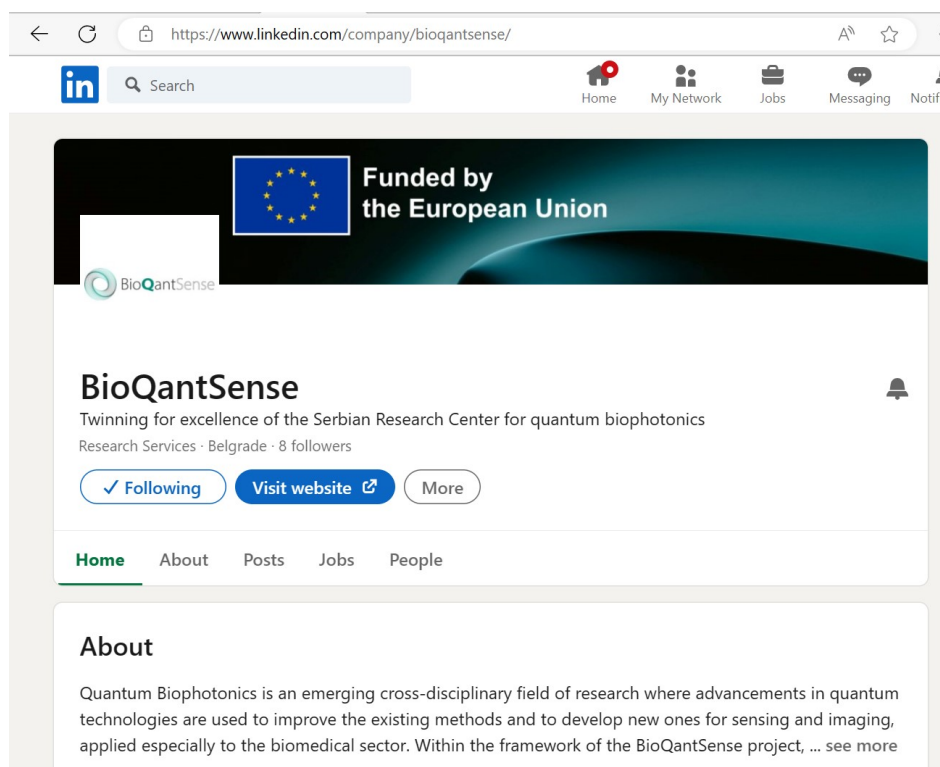


Figure 3 - BioQantSense LinkedIn page: www.linkedin.com/company/bioqantsense/

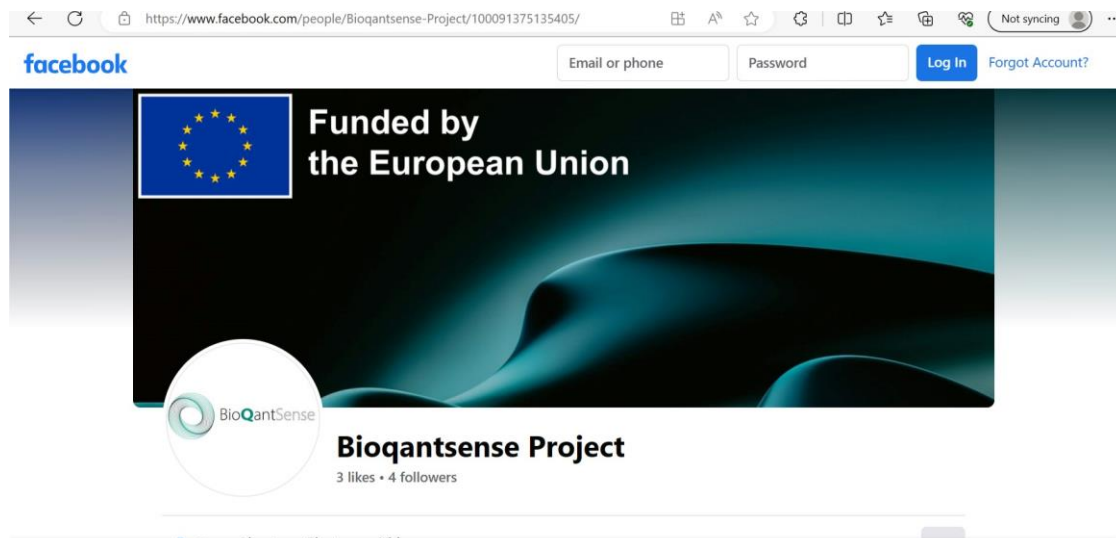


Figure 4 - BioQantSense Facebook page: www.facebook.com/Bioqantsense-Project-117851011266459

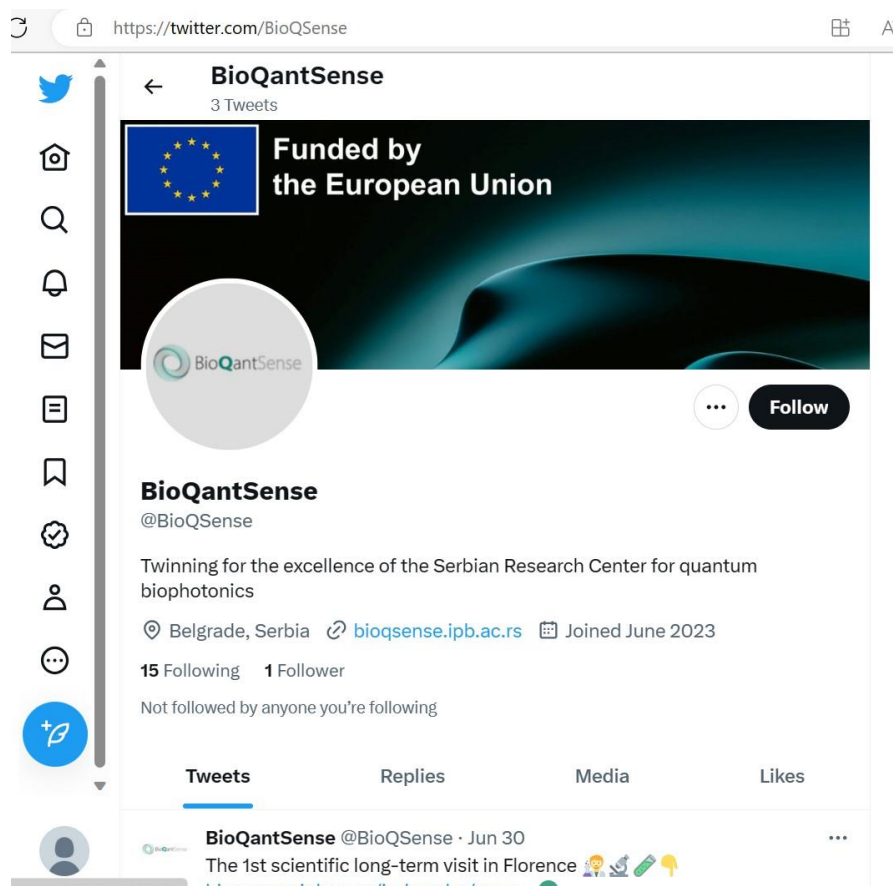


Figure 5 - BioQantSense Twitter page: <https://twitter.com/BioQSense>

The three different social networks will be used to address different target audiences and they will help to share news and articles written for the project website thus supporting the objective to increase user traffic towards the website itself.