

OPTOMICS

101017802 —H2020-FETPROACT-2020-2

D1.1: Project web site, logo & social media

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1) Purpose of this document

This document serves the purpose of presenting the OPTOMICS logo and conceptual idea behind it, the implemented internal and public websites, and social media channels. The website and social media channels (Twitter, Facebook, Instagram) 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. Moreover, the password protected internal website will be utilized as a project management tool, allowing partners to store and exchange information and documents via the document repository. The websites and social media will be continuously updated throughout the project.

2) The OPTOMICS Logo

The OPTOMICS logo, shown in Figure 1, features four design aspects that refer to important aspects of the project. First, the project short name OPTOMICS is featured prominently, split into the two primary components of the project ('OPT' – optoacoustic imaging and 'MICS' – multi-omics research). The blue 'O' that binds 'OPT' and 'MICS' and completes the name of the project is also the international symbol for diabetes, which is the focus of the project.

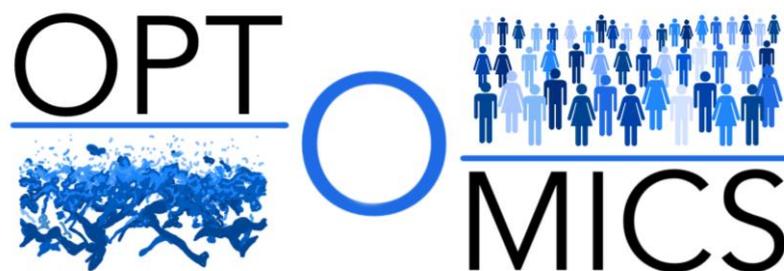


Figure 1. The OPTOMICS project logo.

On the left is a line drawing of a real Raster Scanning Optoacoustic Mesoscopy (RSOM) image not unlike those that will be collected during the project. The image is placed below the 'OPT' and the blue line to convey that it is below the skin. In the upper right is a group of stylized 'stick figure' people representing (1) the ability of multi-omics to unveil the genomic, metabolomic, and proteomic characteristics of (2) the diverse human population, and specifically the population suffering from the variety of conditions and complications arising from diabetes. Finally, the people also represent the main aim of the OPTOMICS project, which is to bring better Type-2 diabetes healthcare to the public.

In addition to the main logo, a logo without graphics (for small format size), a graphical logo and website/social media banner were created (Figure 2).

3) The Website (optomics.munichimaging.eu)

Technological Background

The OPTOMICS project website can be found under the domain: www.optomics.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

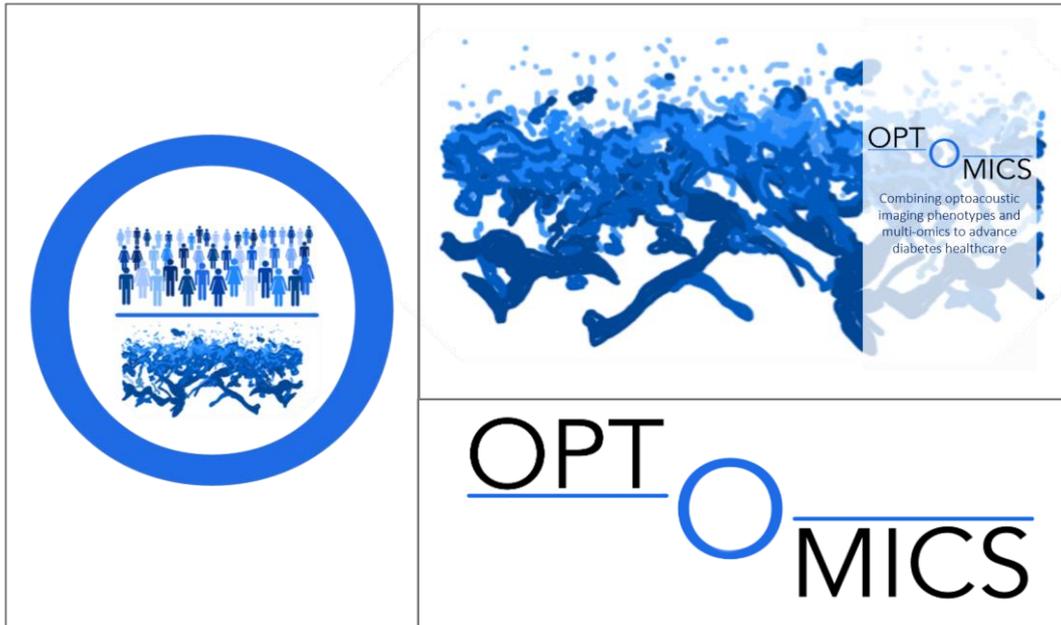


Figure 2. OPTOMICS logo variations. Left: Graphical logo. Top Right: website and social media banner; Bottom Right: logo without graphics (for small format printing)

of Biological and Medical Imaging (IBMI) and the Technical University of Munich (TUM) Chair of Biological Imaging (CBI). The website is hosted by United Domains¹, 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 five EU countries and is funded 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, WordPress², 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. On the homepage, optomics.munichimaging.eu, a static header with a menu featuring several options is prominently displayed. Rolling over each option give submenus, when applicable, resulting in a total of 11 pages for the website in its entirety. An embedded dynamic calendar is included in the main page indicating upcoming project or related events (e.g. World Diabetes Day). A static footer is present containing the EU logo, funding acknowledgement, and data protection statement.

Most of the content on the website is geared 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 SME 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 (LRZ Sync+Share) where project documents and data can be stored and shared.

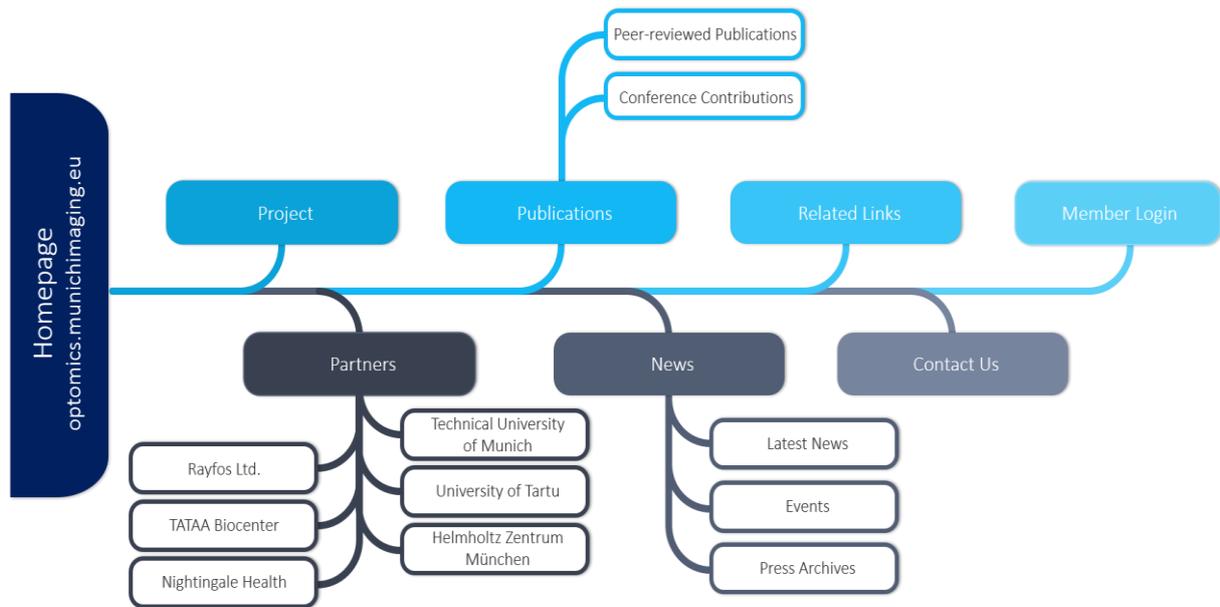


Figure 3. Web map of the OPTOMICS website, optomics.munichimaging.eu.

The Public Area

The content of the OPTOMICS project public website is targeted to a wide audience (1) Type-2 Diabetes Patient Groups, Study Participants and their families, and the General Public, (2) Clinicians, Healthcare and Insurance Industry Professionals, and Stakeholders, and (3) Researchers in the fields of optoacoustic and medical imaging, medical devices, genomics, proteomics, and metabolomics. 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 static header containing the menu and social media icons and a static footer containing the EU logo, funding acknowledgement, and a data protection statement. In the body of the homepage, the OPTOMICS logo is prominently displayed, with smaller partner logos beneath it. A brief description of the project is given. Below the logos, an embedded calendar marking important dates and the project Twitter feed can be found.

The public portion of the website currently includes the following pages, which can easily be accessed from the homepage (Figures 3 and 4):

- Project: gives an explanation of the project and motivation behind it
- Partners: shows the partner logos, google map of partner locations, each with their own links to subpages
 - Technical University of Munich: contains logo, short description and link to website
 - University of Tartu: contains logo, short description and link to website
 - Helmholtz Zentrum München: contains logo, short description and link to website
 - Rayfos Ltd. : contains logo, short description and link to website
 - TATAA Biocenter: contains logo, short description and link to website
 - Nightingale Health: 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)
- 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
- Related Links: contains a list of useful links to related projects and technologies, and educational information
- Member Login: includes an access point and explanation for LRZ Sync+Share cloud services for consortium members

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



Figure 4. Homepage of the OPTOMICS website, optomics.munichimaging.eu. The dropdown menu items lead to additional pages and top level buttons provide access point to the shared cloud server for consortium members and social media feeds.

The Internal Area

The link for the internal area can be found in the footer of the homepage and leads to the Leibniz Rechenzentrum cloud storage server (LRZ Sync+Share). 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 OPTOMICS home page, members may also access the data directly through the LRZ Sync+Share (<https://syncandshare.lrz.de/>) home page by logging in with their account information.

The LRZ Sync+Share 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 (Figure 5). The documents and folders also show authors and the 'last modified' date for tracking purposes. The data that will be shared is hosted at the LRZ data center and can be easily synchronized between different devices.

+	Name	Size	Modified by	Modified at
	Administrative		Ivy Curren	2 days ago
	Deliverables and Milestones		Ivy Curren	2 weeks ago
	Dissemination		Ivy Curren	18 February 2021 22:19
	Graphics		Ivy Curren	23 February 2021 17:03
	Meetings		Ivy Curren	18 February 2021 14:07

Figure 5. Internal cloud server, LRZ Sync+Share, filing system to be used by the consortium members of the OPTOMICS project as a document and data repository and exchange.

4) Social Media and Promotional Channels

In addition to the public website and logo, we will also use several social media channels to periodically transmit and promote news, updates, and events relating to the OPTOMICS project. Currently, OPTOMICS has a dedicated Twitter page, which within the first three months 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 OPTOMICS accounts.

Twitter

The OPTOMICS Twitter page (<https://twitter.com/OPTOMICS2020>) has been active since February 2021. Using the handle @OPTOMICS2020, we have tweeted/retweeted nine times about various activities, including the Kick-Off Meeting held on 23 February. The OPTOMICS Twitter account (Figure 6) will be used to continuously report on project breakthroughs, synergies, and echo press releases. Efforts will be made to include appropriate hashtags and the Twitter handles of consortium partners and others, in order to further extend the reach of our posts.

Furthermore, the Technical University of Munich Chair of Biological Imaging has its own Twitter page, titled 'Munich Imaging' (<https://twitter.com/MunichImaging>) that is also used to promote projects

(Figure 6). This page is often used tweet or retweet project news and with 485 followers, will serve as an additional conduit to transmit OPTOMICS updates and news.

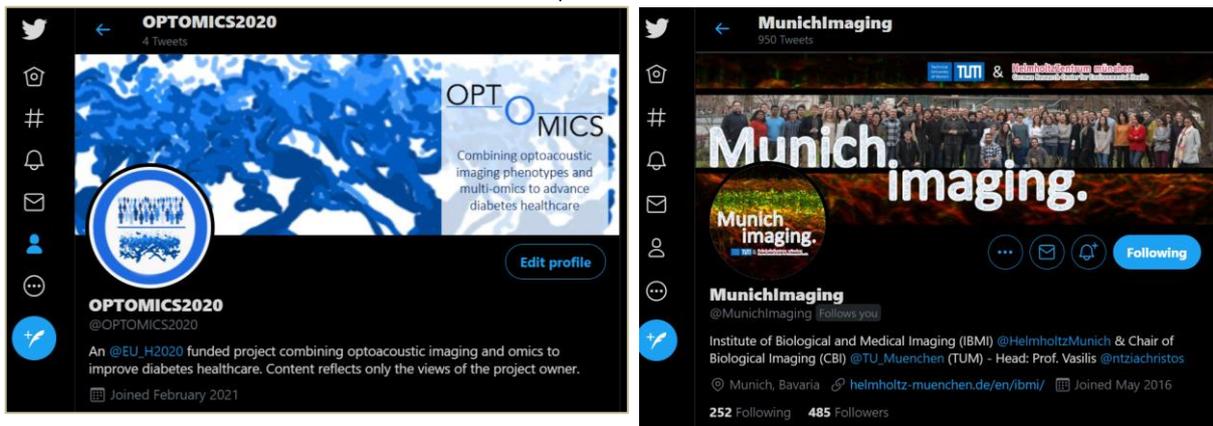


Figure 6. The Twitter home pages of the OPTOMICS project (left) and Munich Imaging, the umbrella account for the Technical University of Munich Chair of Biological Imaging (right).

Facebook

The OPTOMICS projects does not have a dedicated Facebook page, but similar to our Twitter setup, there is a Munich Imaging account (<https://www.facebook.com/MunichImaging>) that will be used to announce project specific news. Currently, the page has 286 followers.

Instagram

The Instagram account (<https://www.instagram.com/munichimaging/>) was recently created for the umbrella social account of the Technical University of Munich Chair of Biological Imaging (Munich Imaging), which will be utilized to post project specific news. The account currently has 43 followers. It is possible that we will create a dedicated OPTOMICS project Instagram account in the future, however at the current time only the Munich Imaging account will be used.

Other Promotional Channels

In addition to the abovementioned social media accounts, several other accounts or outlets for increasing public awareness of the OPTOMICS project. These include the Munich Imaging LinkedIn account (<https://de.linkedin.com/in/munich-imaging>) with 500+ followers, townhall meetings, and various organizational websites.

Most recently, the OPTOMICS project was added to the FETFX cross-media communication platform, which connects science, industry and society, in order to foster the public understanding of how Future and Emerging Technologies (FET) research is needed to generate innovation and benefit society (<http://www.fetfx.eu/project/optomics/>). The OPTOMICS project FETFX (Figure XX) page will be updated periodically and through press releases used to widen public knowledge beyond our own social media accounts.

In addition to widespread public dissemination, we plan to create and distribute a periodic project newsletter that will summarize the project status and provide up-to-date results. Subscribers will primarily be study participants and their families, who will be invited to receive the newsletter upon

their introduction to the program. The HMGU Diabetes Center and Diabetes Portal (DiabInfo) newsletters will also include periodic updates concerning the OPTOMICS project.

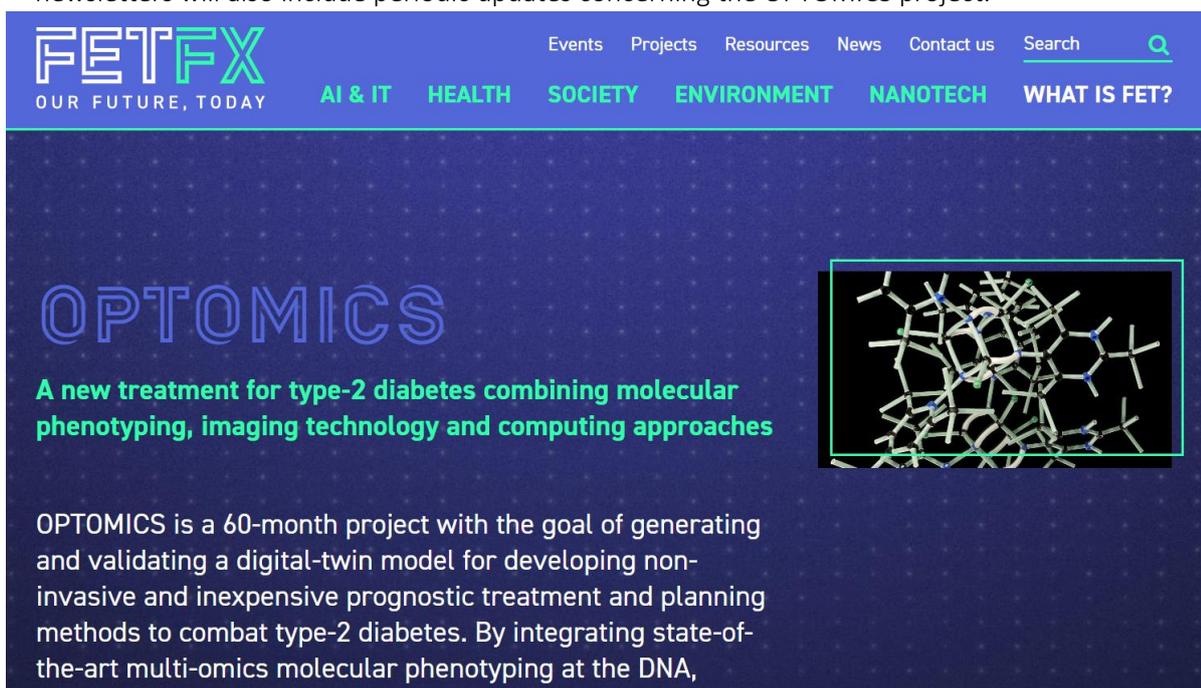


Figure 7. The FETFX OPTOMICS project page will be used as an additional public dissemination pathway.

5) Communication Manual

As part of our efforts to have a cohesive message and ‘brand’ aligned with the OPTOMICS and EU Horizon 2020 goals, we have created a communication manual for the consortium members. This includes information on target audiences of the project, procedures for publication submission and what is/is not public information that may be shared with the press. This document will be updated as periodically as needed.

The communication manual is attached in the Appendix of this document.

6) Conclusion

In this document, we have presented the explanation and concept of the OPTOMICS logo, the dedicated website and social media accounts, and the internal cloud storage server for consortium partners. The website, logo and social media channels will be used for public dissemination and the internal area will be used for project information and data exchange. Subsequently, the websites and social media accounts will be continuously updated throughout the project.

Appendix

The communication manual for the OPTOMICS project is contained in the Appendix, beginning on the next page.



Communication Manual for OPTOMICS Project

Communication is an essential element of the OPTOMICS project and communication and dissemination activities will be held to a high standard. The following document serves to provide a guideline to OPTOMICS Project (EU Grant Agreement No. 101017802 —H2020-FETPROACT-2020-2) partners with regard to communication and dissemination standards and practices. In the next pages, the following topics concerning dissemination and communication will be covered:

1. Overarching Goals
2. Obligations to the EU
3. Target Audiences
4. Communication Channels
5. Peer-reviewed Publications
6. Content Formats
7. Tone and Keywords
8. Search Intention
9. Relevant Events
10. Website
11. Analytics
12. Internal and Communications with the EU
13. Ethical Considerations

In addition to the communication guideline document herein, a project/communications manager at the Technical University of Munich will assist in communication activities and the Dissemination, Exploitation, and Communication Committee (DECC) will be responsible for approving all communications efforts.

1. Overarching Goals

One of the top priorities of the OPTOMICS project is to communicate and disseminate project findings as a means of promoting project awareness, uphold the reputation of the EU Horizon 2020 program, and to exploit the concepts of quantitative precision medicine and quality of therapy monitoring in diabetes developed during the project. As a result, the overarching communication goals of the project are to engage with end users of the OPTOMICS project product. These include (1) Type-2 Diabetes Patient Groups, Study Participants and their families and the General Public, (2) Clinicians, Healthcare and Insurance Industry Professionals, and Stakeholders, and (3) Researchers in the fields of optoacoustic and medical imaging, medical devices, genomics, proteomics, and metabolomics. Furthermore, we aim to raise awareness within the larger public domain as a means of promoting the

Horizon 2020 and Future and Emerging Technologies programs and new diabetes healthcare therapies and technologies developed through the OPTOMICS project.

2. *Obligations to the EU and Consortium*

Unless it goes against their legitimate interests, each beneficiary must, as soon as possible, 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). Before communicating or disseminating major scientific results publicly, a beneficiary must give advance notice to the other beneficiaries of at least 45 days, together with sufficient information on the results it will disseminate. Any other beneficiary may object within 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests. If a beneficiary intends not to protect its results, it may need to formally notify the Commission before dissemination takes place.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Commission. Minor achievements or activities (i.e. start of research activities, general study updates, events) that do not endanger IP may be shared without notifying the commission or other consortium partners.

Unless the Commission requests or agrees otherwise, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the EU emblem, and
- (b) include the following text:
 - For communication activities: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017802".
 - For infrastructure, equipment and major results: "This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017802".

When displayed together with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the Commission. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

Any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

3. *Target Audiences*

The beneficiaries of the OPTOMICS project must promote the action and its results, by providing targeted information to multiple audiences in a strategic and effective manner. The communication efforts of the OPTOMICS project targets a wide range of audiences including the public and patient groups, stakeholders, clinicians and the healthcare industry, and researchers. In order to effectively communicate to a specific audience, the following actions will be taken:

Type-2 Diabetes Patient Groups, Study Participants and their families and the General Public will be reached through publicly accessible sources including the news media and popular science magazines, social media platforms, the OPTOMICS website, and public science events (e.g. ‘Night of Science’ and ‘Open House’) at respective partner institutions. Study participants and their families will be informed and engaged through a newsletter summarizing project status and up-to-date results, as well as provide general information and resources for patient and family diabetes care. Participants will be given an opportunity to sign up for this newsletter before the clinical trials begin.

Clinicians, Healthcare and Insurance Industry Professionals, and Stakeholders will be approached on a case by case basis for feedback and steering for the project, and for the global framework on the implications of assessing therapy with a new technology.

Researchers in the fields of optoacoustic and medical imaging, medical devices, genomics, proteomics, and metabolomics will be communicated with through peer-reviewed publications, workshop and conference contributions, and social media channels.

4. *Communication Channels*

Several communication channels may be utilized by OPTOMICS partners, including:

1. The official OPTOMICS website (optomics.munichimaging.eu)
2. Social Media (Twitter, Facebook, Instagram, LinkedIn)
3. Press releases (FETFX, TUM/HMGU/UTARTU press offices) and news segments (e.g. Süddeutsche Zeitung)
4. Peer-reviewed Publications
5. Newsletters
6. Dissemination workshop and discussion hosting
7. International workshop/conference and townhall contributions
8. Public exhibits, printed materials, and outreach events

Partner institution HMGU is a leading Diabetes Center in Germany with a communications office and strategy. The Communications Department works closely with the Center’s researchers to catalyze and facilitate the dialogue between the Center’s scientific community and the public, directly or through various media. The HMGU digital communications team, who has expertise website and social media development and management, will further support OPTOMICS by offering access to infrastructure and advice improve awareness across target groups, increase visibility for external journalists, and facilitate expert interviews, TV shoots and newspaper articles. Moreover, the Diabetes Center has an established diabetes portal (DiabInfo) through which 30,000+ visitors per month currently access straightforward information on diabetes management the management of diabetes. Using the DiabInfo’s website, newsletter and social media accounts, the project team will have at its disposal one more channel to engage the general public.

In addition to the official social media channels and websites, partners may post on their own outlets in their language of choice. Specific scientific content must already be approved for public dissemination by the consortium before individual partners share it. If unsure, contact the project manager before sharing scientific content publicly.

	Website	Social Media	Press Releases	Peer-reviewed Publications	Newsletter	Workshops	Exhibits, Printed Materials, Public Events
General Public	✓	✓	✓				✓
Patient Groups	✓	✓	✓		✓		✓
Study Participants + families	✓	✓	✓		✓		✓
Clinicians, Healthcare & Insurance Industry, Stakeholders	✓	✓	✓		✓	✓	
Researchers	✓	✓	✓	✓		✓	

Table 1. Rubric showing OPTOMICS target audiences and communication and dissemination channels through which they will be reached.

5. Peer Reviewed Publications

OPTOMICS is expected to generate high innovation & knowledge. As a result, publications of key findings in high caliber journals will be strongly encouraged and requested by partners for dissemination purposes.

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
- (b) the beneficiary must aim to deposit simultaneously with the research data needed to validate the results presented in the deposited scientific publications;
- (c) ensure open access to the deposited publication — via the repository — at the latest:
 - (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (d) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication. The bibliographic metadata must be in a standard format and must include all of the following:

- (i) the terms “European Union (EU)” and “Horizon 2020”,
- (ii) the name of the action, acronym and grant number,
- (iii) the publication date, and length of embargo period if applicable, and
- (iv) a persistent identifier

Financial support for publication fees are included in each partner’s funding.

6. Content Formats

Various content formats may be used in the communications activities and channels outlined above, including images, videos, quotes and whitepapers/app notes. These formats should come from the following sources and must be approved before publicly disseminated by any consortium member:

Images should be sourced from researchers and the communications/management staff only. No images of patients will be used without their informed consent.

The image that should be most widely used by Consortium partners for communication activities is the OPTOMICS logo, shown in Figure 1. The logo, which has already been approved by all parties, features four design aspects that refer to important aspects of the project. First, the project short name OPTOMICS is featured prominently, split into the two primary components of the project (‘OPT’ – optoacoustic imaging and ‘MICS’ – multi-omics research). The blue ‘O’ that binds ‘OPT’ and ‘MICS’ and completes the name of the project is also the international symbol for diabetes, which is the focus of the project.

On the left is a line drawing of a real Raster Scanning Optoacoustic Mesoscopy (RSOM) image not unlike those that will be collected during the project. The image is placed below the ‘OPT’ and the blue line to convey that it is below the skin. Finally, in the upper right is a group of stylized ‘stick figure’ people representing (1) the ability of multi-omics to unveil the genomic, metabolomic, and proteomic characteristics of (2) the diverse human population, and specifically the population suffering from the variety of conditions and complications arising from diabetes. Finally, the people also represent the main aim of the OPTOMICS project, which is to bring better Type-2 diabetes healthcare to the public.

In addition to the main logo, a logo without graphics (for small format size), a graphical logo and website/social media banner were created (Figure 2). All versions of the logo are available in the OPTOMICS project shared cloud server.



Figure 1. The OPTOMICS project logo.

Videos will be produced internally by consortium members and must be approved by the MSC prior to publicly sharing.

Quotes may be taken from researchers and patients, however the quoting party must always give consent to its use.

Whitepapers/App notes are the product of collaboration between researchers and SMEs. As such, all parties and the MSC must be in agreement as to their public release.

7. Tone

It is necessary to maintain a standard tone for the communication of OPTOMICS project results, so that a project persona may be developed. Due to the nature of the work in the project, the developed person should convey scientific and healthcare expertise, educational drive, encouragement of teamwork and technological innovation. Each of these traits not only reflects upon the content of the OPTOMICS project, but also on the EU Horizon 2020 Future and Emerging Technologies programs.

To achieve this persona, communications should maintain a certain style of language and tone consistent with the audience being targeted. The language as a whole should remain jargon-free, but use words associated with recent health industry technological and computing advances relevant to the OPTOMICS project. The tone and language should both be forward thinking/looking, enthusiastic and aspirational. The end result of the confluence of these communication strategies is an engaging, yet authoritative persona who can be trusted to produce reputable healthcare advances (Figure 2).

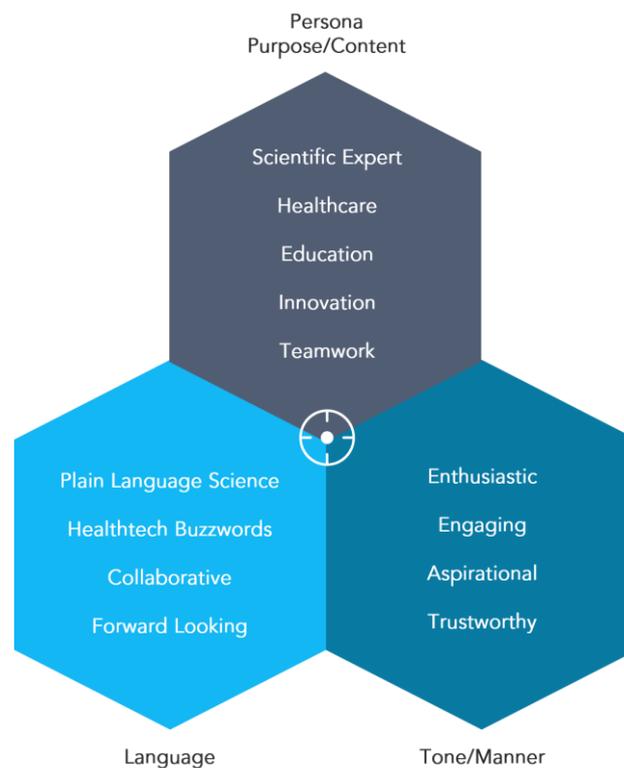


Figure 2. Target language, tone and persona for public communications of the OPTOMICS project.

8. Search Intent and Keywords

The OPTOMICS project aims to reach as wide an audience as possible through its and its partners' websites and social media channels. One consideration to take into account in order to enable maximum viewing potential is search intent, or the purpose of an internet user's internet query. Potential internet searches that could relate to the OPTOMICS project are:

- What does diabetes/type-2 diabetes mean?
- Can diabetes/type-2 diabetes cause death?
- Who is most prone to getting diabetes/type-2 diabetes?
- How does diabetes/type-2 diabetes affect other parts of the body?
- What are the complications of diabetes/type-2 diabetes?
- Where to test for diabetes/type-2 diabetes?
- Diabetes/type-2 diabetes statistics?
- When is the onset of diabetes/type-2 diabetes?
- When is diabetes/type-2 diabetes diagnosed?
- What are the causes of diabetes/type-2 diabetes?
- How does diabetes/type-2 diabetes develop?
- How is diabetes/type-2 diabetes treated?
- How is diabetes/type-2 diabetes diagnosed?
- Can diabetes/type-2 diabetes be treated?
- Does diabetes/type-2 diabetes go away?
- What are the symptoms of diabetes/type-2 diabetes?

With search intent in mind, communication activities can be optimized to reach the largest audience possible. The words 'type-2 diabetes' are the most commonly search intent term and thus should be used most frequently and in combination with specialized OPTOMICS project terms (listed below). These can be used as plain text or hashtags and handles (social media format).

OPTOMICS Keywords: OPTOMICS, optoacoustic, Raster Scanning Optoacoustic Mesoscopy (RSOM), optoacoustic imaging, multi-omics, metabolomics, proteomics, genomics, genome sequencing, type-2 diabetes, biomarkers, label-free, diabetes monitoring and management, paradigm shift, healthcare, digital twin, phenotype, early detection, Artificial Intelligence, prevention, diabetes complications, personalized patient care, molecular biomarkers, non-invasive imaging, molecular phenotyping, , technology advances, Technical University Munich, University of Tartu, Helmholtz Zentrum München, TATAA Biocenter, Nightingale Health, Rayfos Ltd., Horizon 2020, EU, Future and Emerging Technologies, Proactive Emerging Paradigms and Communities, Germany, Estonia, Sweden, Finland, United Kingdom

Furthermore, it is necessary to consider connotations associated with one's choice of words when referring to specific project parties. The following is a shortlist of words that are appropriate to use when referring to researchers, the consortium, and patients:

Researchers: ambitious, competitive, aspire, innovative, success, achieve, performance, reach, result, outcome, triumph, fruitful, thrive, effective, gain, attain, motivated

Consortium: collaboration, teamwork, achieve, success, synergy, professional, cooperation, resourceful, coordination, endeavour, solutions, communicative, accomplish, organization

Patients: security, reliability, collateral, certainty, peace of mind, health, beneficial, recovery, treatment, heal, confide, trust, rely on, assurance, improvement, diagnosis, endure

9. *Relevant Events/Communication Opportunities*

Because type-2 diabetes is such a widespread disease affecting hundreds of millions of people worldwide, there are various extant national and international events that OPTOMICS may use as a communication and dissemination opportunity. Using the website, <https://www.awarenessdays.com/awareness-days-calendar/list/>, and Google, we have identified several events that relate to the aims of the OPTOMICS project's communication activities. New searches will be made periodically to identify additional events for communication opportunities.

For Reporting Period 1 (Jan. – Dec. 2021), the following international and national diabetes related events have been identified:

Diabetes Alert Day (March 23)

United States

<https://www.niddk.nih.gov/health-information/community-health-outreach/diabetes-alert-day>

American Diabetes Association Diabetes Alert Day® is on March 23, 2021! Observed annually on the fourth Tuesday in March, Diabetes Alert Day is a one-day “wake-up call” that focuses on the seriousness of diabetes and the importance of understanding your risk. We encourage you to find out if you—or someone you love—is at risk for type 2 diabetes by taking this quick and simple Diabetes Risk Test.

Type-2 Diabetes Prevention Week (May 10 - May 16)

United Kingdom

https://www.diabetes.org.uk/get_involved/diabetes-prevention-week

There are 12.3 million people in the UK at increased risk of developing type 2 diabetes. But for many people there are steps you can take to reduce your risk. That's why we are raising awareness of the risk of developing type 2 diabetes and how to reduce it.

Type 2 Diabetes Prevention Week is taking place from Monday 10th May to Sunday 16th May this year. Diabetes UK joins Public Health England and NHS England as proud campaign partners for this annual awareness week. This year's Prevention Week campaign will be based around online resources and a digital toolkit will be available in the coming weeks.

Diabetes Week (June 14 - June 20)

United Kingdom

https://www.diabetes.org.uk/get_involved/diabetes-week

Diabetes U.K. organizes Diabetes Week. The charity has a long history of campaigning; it was founded in 1934 by the writer H.G.Wells and Dr. R.D. Lawrence, who were themselves diabetics. The week is all about creating awareness of the condition and encouraging people to share their experiences of living with diabetes. Many other groups and organizations take part in diabetes week, hosting a wide variety of informative and fund raising events.

Men's Health Week (June 14 - June 20)

International

<https://gamh.org/mens-health-week/>

On the 15th-21st June the world celebrates Men's Health Week. This is a time to bring awareness to health issues that affect men disproportionately and focuses on getting men to become aware of problems they may have or could develop, and gain the courage to do something about it. Last year the focus was on Diabetes in men. This is a disease that becomes present in men much more than women, and can develop complications in male bodies at a higher rate than in females. This means men are more likely to have to have amputations and in the worst cases, die in higher numbers than women. While much work has been done in the diagnosis and fight against Diabetes, awareness is the most important thing. The more people are aware of it, the more likely they are to make healthy changes and stop or delay the onset of diabetes.

Vascular Disease Awareness Month (September 1 - September 29)

United Kingdom

<https://www.circulationfoundation.org.uk/events/september-vascular-awareness-month-thebodywalk-campaign>

Our supporters include healthcare professionals, individuals with vascular disease, and their families and friends, and this year we would like to encourage you all to Step It Up for September.

National Diabetes Month (November 1 - November 29)

United States

<https://www.niddk.nih.gov/health-information/community-health-outreach/national-diabetes-month>
November is National Diabetes Month, an opportunity for local and regional advocates to team up and work with partners across the United States to raise awareness of the illness. The campaign hopes to raise awareness of symptoms, promote healthy living and ensure people are aware of risk factors.

World Diabetes Day (November 14)

International

<https://worlddiabetesday.org/>

World Diabetes Day (WDD) was created in 1991 by IDF and the World Health Organization in response to growing concerns about the escalating health threat posed by diabetes. World Diabetes Day became an official United Nations Day in 2006 with the passage of United Nation Resolution 61/225. It is marked every year on 14 November, the birthday of Sir Frederick Banting, who co-discovered insulin along with Charles Best in 1922.

WDD is the world's largest diabetes awareness campaign reaching a global audience of over 1 billion people in more than 160 countries. The campaign draws attention to issues of paramount importance to the diabetes world and keeps diabetes firmly in the public and political spotlight.

The World Diabetes Day campaign aims to be the:

- Platform to promote IDF advocacy efforts throughout the year.
- Global driver to promote the importance of taking coordinated and concerted actions to confront diabetes as a critical global health issue

The campaign is represented by a blue circle logo that was adopted in 2007 after the passage of the UN Resolution on diabetes. The blue circle is the global symbol for diabetes awareness. It signifies the unity of the global diabetes community in response to the diabetes epidemic.

Every year, the World Diabetes Day campaign focuses on a dedicated theme that runs for one or more years. The theme for World Diabetes Day 2020 is The Nurse and Diabetes. Messaging and materials will start to be made available during the second quarter of 2020.

10. Website

The OPTOMICS project website can be found under the domain: www.optomics.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) 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, and offers failure protection through geo-redundancy. The .eu domain has been selected as it is the most synergistic with our international EU funded project.

The website was created using the content management platform, WordPress. 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. The homepage is designed to make usability as straightforward as possible and features a menu, consortium and EU logos, an event calendar and social media links. Rolling over each option give submenus, when applicable, resulting in a total of 11 pages for the website in its entirety (Figure 2).

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

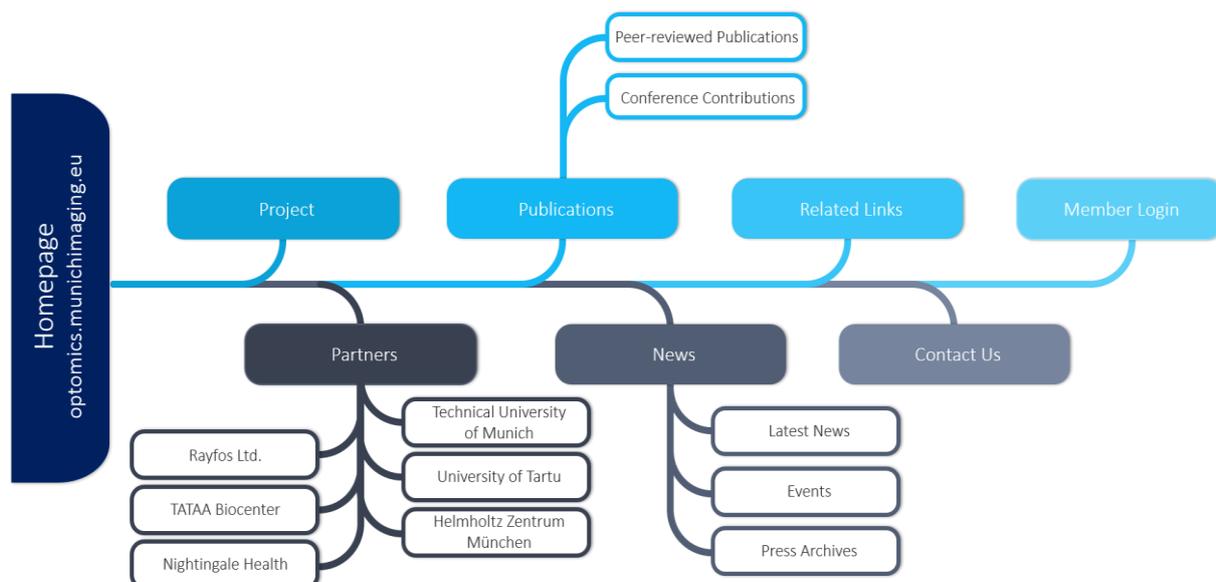


Figure 3. Web map of the OPTOMICS website, optomics.munichimaging.eu.

The public portion of the website currently includes the following pages, which can easily be accessed from the homepage (Figures 3 and 4):

- Project: gives an explanation of the project and motivation behind it
- Partners: shows the partner logos, google map of partner locations, each with their own links to subpages
 - Technical University of Munich: contains logo, short description and link to website
 - University of Tartu: contains logo, short description and link to website
 - Helmholtz Zentrum München: contains logo, short description and link to website
 - Rayfos Ltd. : contains logo, short description and link to website
 - TATAA Biocenter: contains logo, short description and link to website
 - Nightingale Health: 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)
- 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
- Related Links: contains a list of useful links to related projects and technologies, and educational information
- Member Login: includes an access point and explanation for LRZ Sync+Share cloud services for consortium members



Figure 4. Homepage of the OPTOMICS website, optomics.munichimaging.eu. The dropdown menu items lead to additional pages and top level buttons provide access point to the shared cloud server for consortium members and social media feeds.

The menu and the pages included in the OPTOMICS website may change depending on project developments and need. The 'News' and Twitter feed will be updated periodically, when new project results, achievements, publications or developments are made public. Consortium partners can request changes to the website via the communications manager.

11. Analytics

Various metrics will be kept recording the impact of OPTOMICS project communication activities. Google Analytics will be used to measure the number of visitors to the OPTOMICS website, while native analytics tools will be used to analyze social media accounts. For third party communications activities (i.e. articles, webinars), we will rely on the analytical tools of the publishing party. Participation in outreach and other public exhibits will be estimated with apps like MapChecking (used to calculate crowd size in a designated geographic area) and the Jacobs Method to calculated crowd size quickly.

Google Analytics will be used to produce an impact profile for the cumulative communication and dissemination efforts of the OPTOMICS project. A final public report outlining the broader 'science and society' implications of the project outputs will be produced in year 5 of the project.

12. Internal and Communication with the EU

Internal communication between the OPTOMICS Consortium can happen in several manners, including email, in-person, online meetings, and the internal cloud server (LRZ Sync+Share). The latter, which is accessible via the home page of the OPTOMICS website, is hosted through the Leibniz Rechenzentrum and functions as a data and document repository for consortium members.

Consortium members will be invited to create an account, through which they will be able to access the designated project and its documents. The LRZ Sync+Share 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

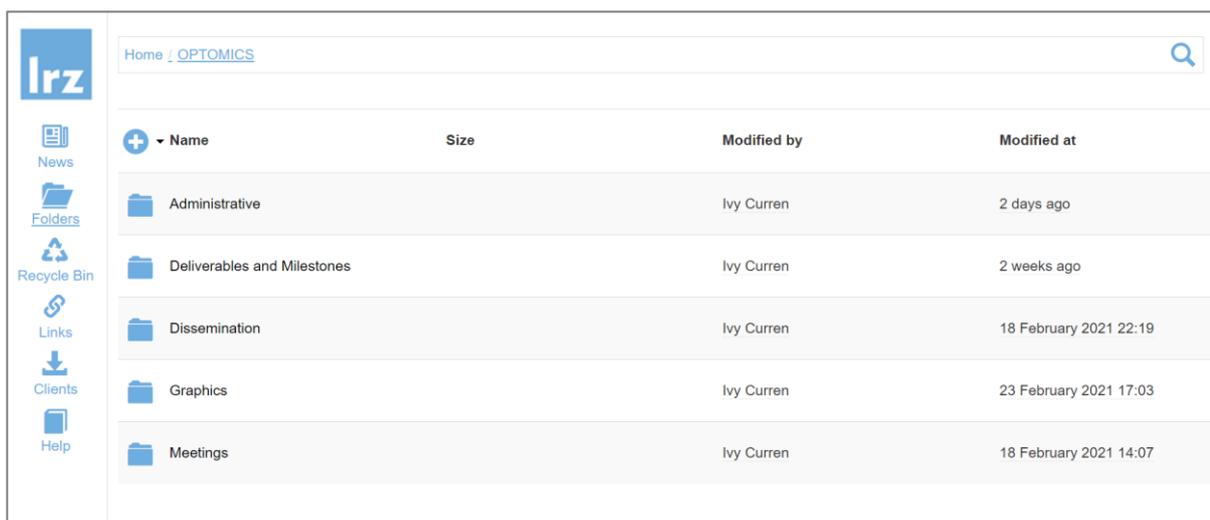


Figure 5. Internal cloud server, LRZ Sync+Share, filing system to be used by the consortium members of the OPTOMICS project as a document and data repository and exchange.

be used throughout the project by all partners in order to make document location easy and fast (Figure 5). The documents and folders also show authors and the 'last modified' date for tracking purposes. The data that will be shared is hosted at the LRZ data center and can be easily synchronized between different devices.

Communication between the EU and the OPTOMICS Consortium and Project Manager must be made in writing and bear the number of the Grant Agreement. All communication must be made through the Participant Portal electronic exchange system and using the forms and templates provided there. Communications in the electronic exchange system must be made by persons authorised according to the Participant Portal Terms & Conditions. For naming the authorised persons, each beneficiary must have designated, before the signature of this Agreement, a 'legal entity appointed representative (LEAR)'. The role and tasks of the LEAR are stipulated in his/her appointment letter. Communications are considered to have been made when they are sent by the sending party (i.e. on the date and time they are sent through the electronic exchange system).

13. Ethical Considerations

Due to the nature of the OPTOMICS project, which includes large amounts of personal pseudonymized health data, it is necessary to consider the ethical implications of the research and communications output to society and diabetes healthcare. We will continuously address how to most appropriately disseminate research finding with the help of an ethics expert who will be recruited by the OPTOMICS consortium. Issues that should be considered before disseminating any project results relate to the impact to diagnostic and patient stratification, changes in intervention and prevention strategies, or information that in the future should be communicated as an actionable item (e.g., lifestyle or nutritional changes or decision of administration of drugs).

Ethical considerations will be addressed in more detail in the Communication, Dissemination and Exploitation Plan.