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**Customized photonic devices for defectless laser-based manufacturing**

**CUSTODIAN**

# Deliverable D6.1

Custodian website

## Work Package 6

WP6 - Exploitation, dissemination and training

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## Executive Summary

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| **Abstract** | This document contains an explanation about the tasks carried out by secpho within the framework of work package 6. WP6 itself aims at Exploitation, dissemination and training and will ensure the development of an appropriate strategy for IP management, dissemination and communication and exploitation of project results. In this sense, we have carried out tasks for the development of the project's website and its social networks, as well as their dynamization. |
| **Keywords** | Laser, beam shaping, communication, dissemination, communication kit, website, social media |

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# 1. ABSTRACT

This document contains an explanation about the tasks carried out by secpho within the framework of workpackage 6. WP6 aims the exploitation, dissemination and training. We will ensure the development of an appropriate strategy in the communication area to get the results of the project. In this sense, we have carried out tasks for the development of the project's website and its social networks, as well as their dynamization.

# 2. INTRODUCTION

In this document we present the Custodian website and its social media tools. To start building the website, we bought the domain. The first domain we thought was www.custodianlaser.com, but during the kickoff meeting we decided to change the domain name for another, for one more innovative and attractive. We made a vote proposing different options and finally decided to use: www.shapeyourlaser.eu. Once we had the domain decided we started working to build the site and we open his social media as twitter, linkedin. We are planning to open a youtube channel, although we are still thinking about the best month to activate it. In this moment, the project is at a very early stage and we don't want to open social networks and then not dynamize them.

We have been working in selecting good graphic material, photos and images, because we are convinced that it is essential to show how this project is generating an impact. We bought some pictures from shutterstock, a bank image.

# 3. THE CUSTODIAN WEBSITE STRUCTURE

The task of this deliverable is to create a web page, as well as an internal tool for the consortium. We decided to create a full public site and use sharepoint for the consortium members as a tool to ease the collaboration between partners and to share information.

You can find the Custodian website here: www.shapeyourlaser.eu

At the beginning of the project, we looked for an appropriate communication agency to develop the website. The name of the company is sitelabs. They understood our technology and had previously worked with industrial companies.

Finally, we thought that the best way to explain the project and reach the target was with the following structure:

- a complete 'home page' which contains the whole information about the project,
- the 'What is CUSTODIAN?', where people can have a wide information about the custodian main objective,
- the 'applications page' where people can find the real applications of the new laser technology.
- In 'partners' section we explain who we are and where can find us.
- 'custodian docs', where we will upload all the interesting documents created along the project
- 'events & news' to disseminate the different news and events that will take place during the project.
- 'contact' page.

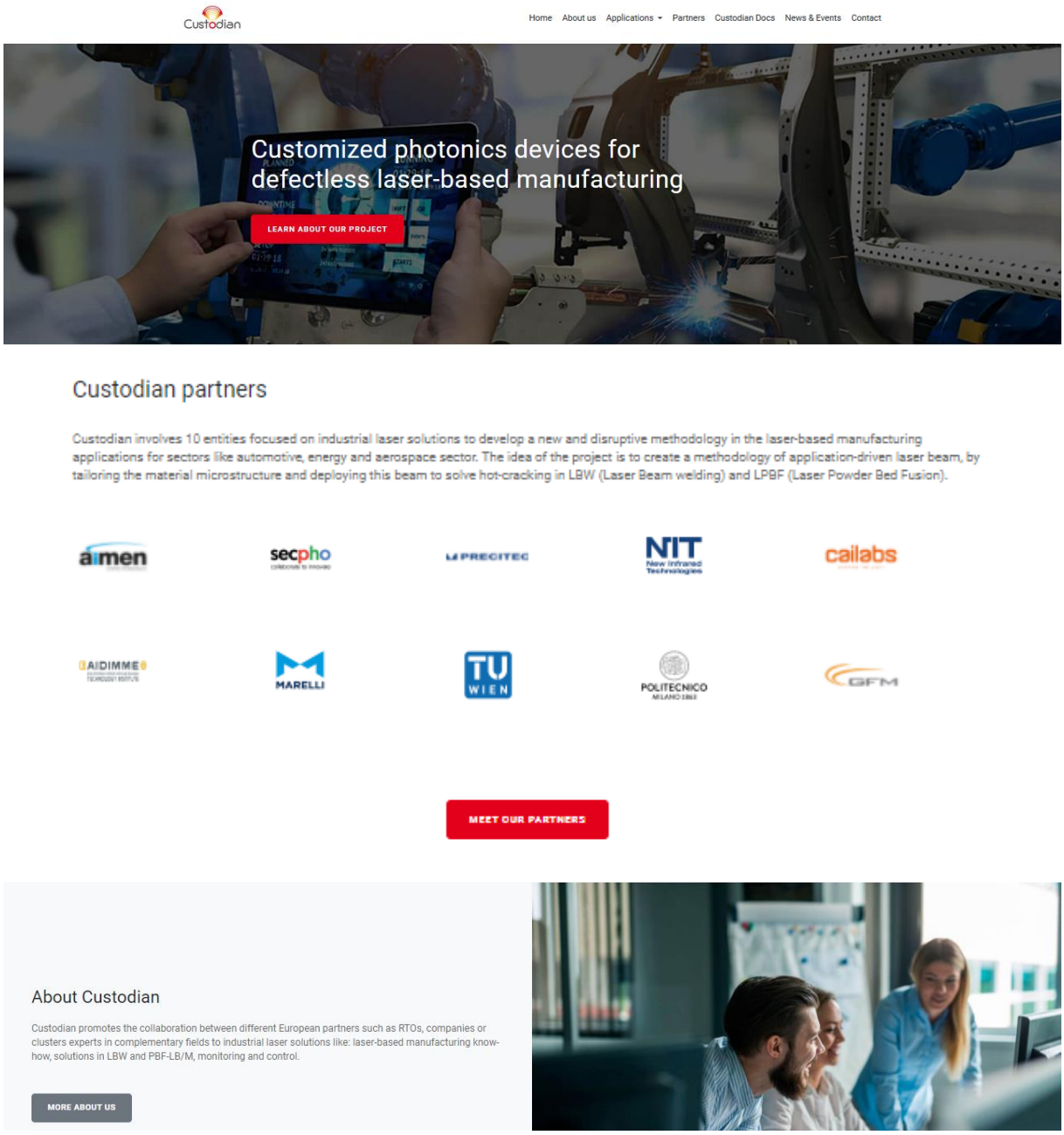
Finally, we have incorporated in each page of the web, the following information with the logo of the European Union and the grant agreement number, which is mandatory:

"***This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement nº 825103. CUSTODIAN project is an initiative of the Photonics Public Private Partnership.*** The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains."

Below, we will explain the Custodian website structure in more detail.

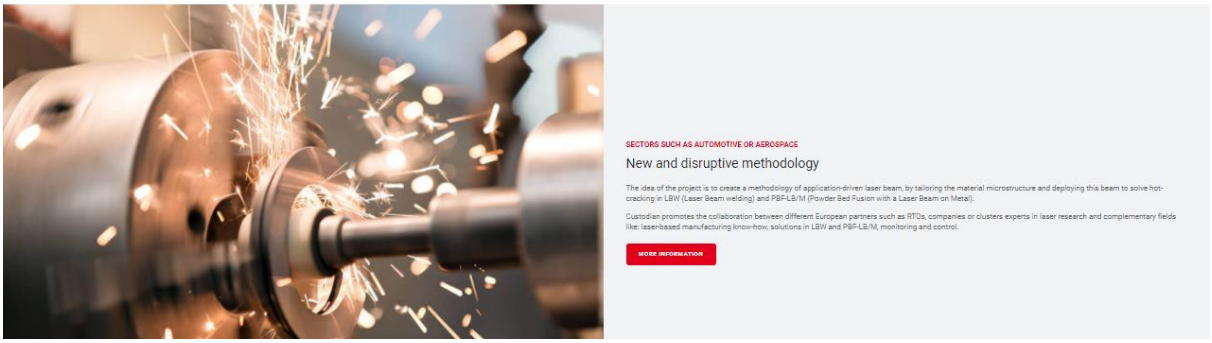
## 3.1 HOME PAGE

We wanted to create an overview of the whole site and project. The first elements you can see when you enter this section is the Custodian's logo and the menu with all the sections. Besides, we worked to present this part very clear and visual, with a professional image and link to the social media. In the picture you can find a sample about how the home page structure is:



## 3.2 WHAT IS CUSTODIAN? (ABOUT US)

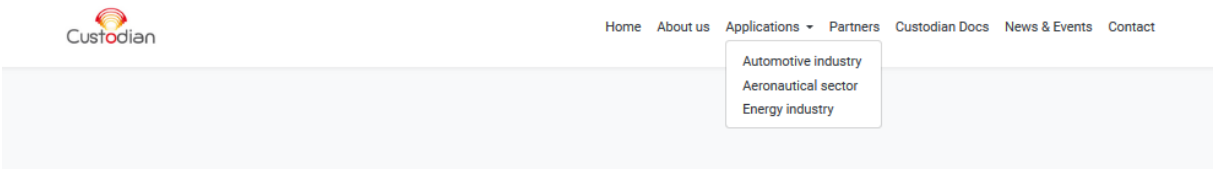
In this page there will be a summary about the project and the consortium. Also, the list of partner logos appears below.

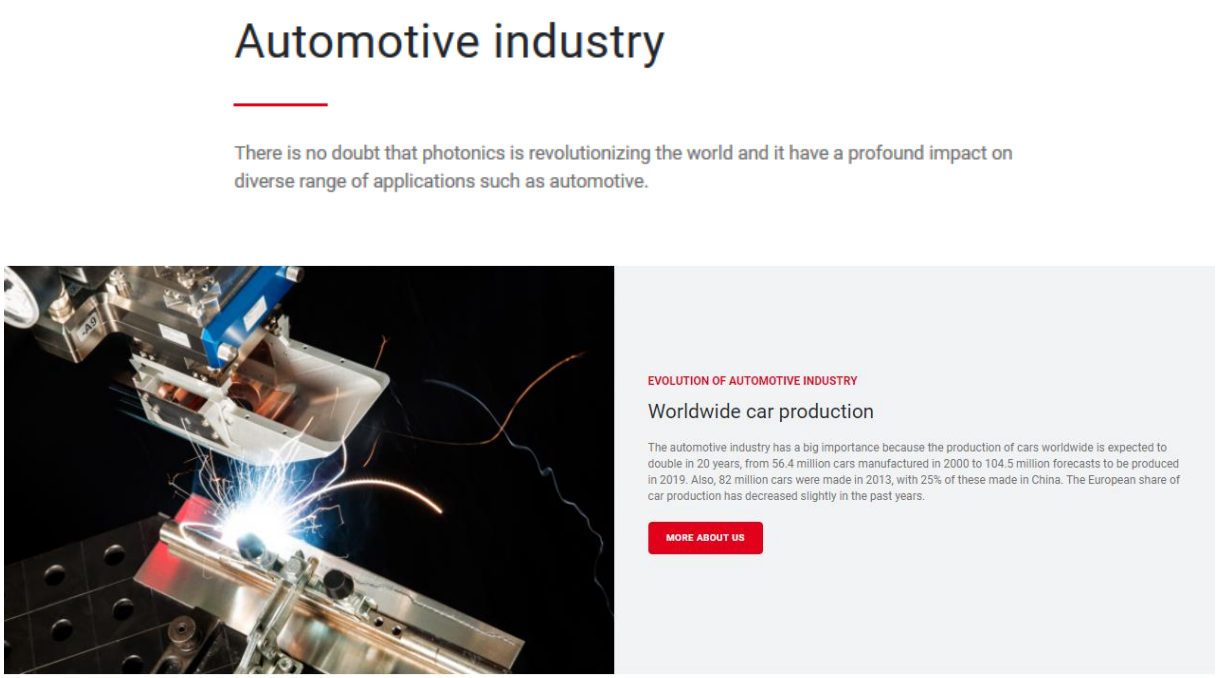



## 3.3 APPLICATIONS

In this section we wanted to explain the different applications that the custodian laser will have. We inserted a visual image of all the custodian laser applications. Following the examples shown at the proposal, we decided to start with 3 application sectors: automotive, aeronautical and energy industry. Anyway, we will increase this section with other sectors during the project.

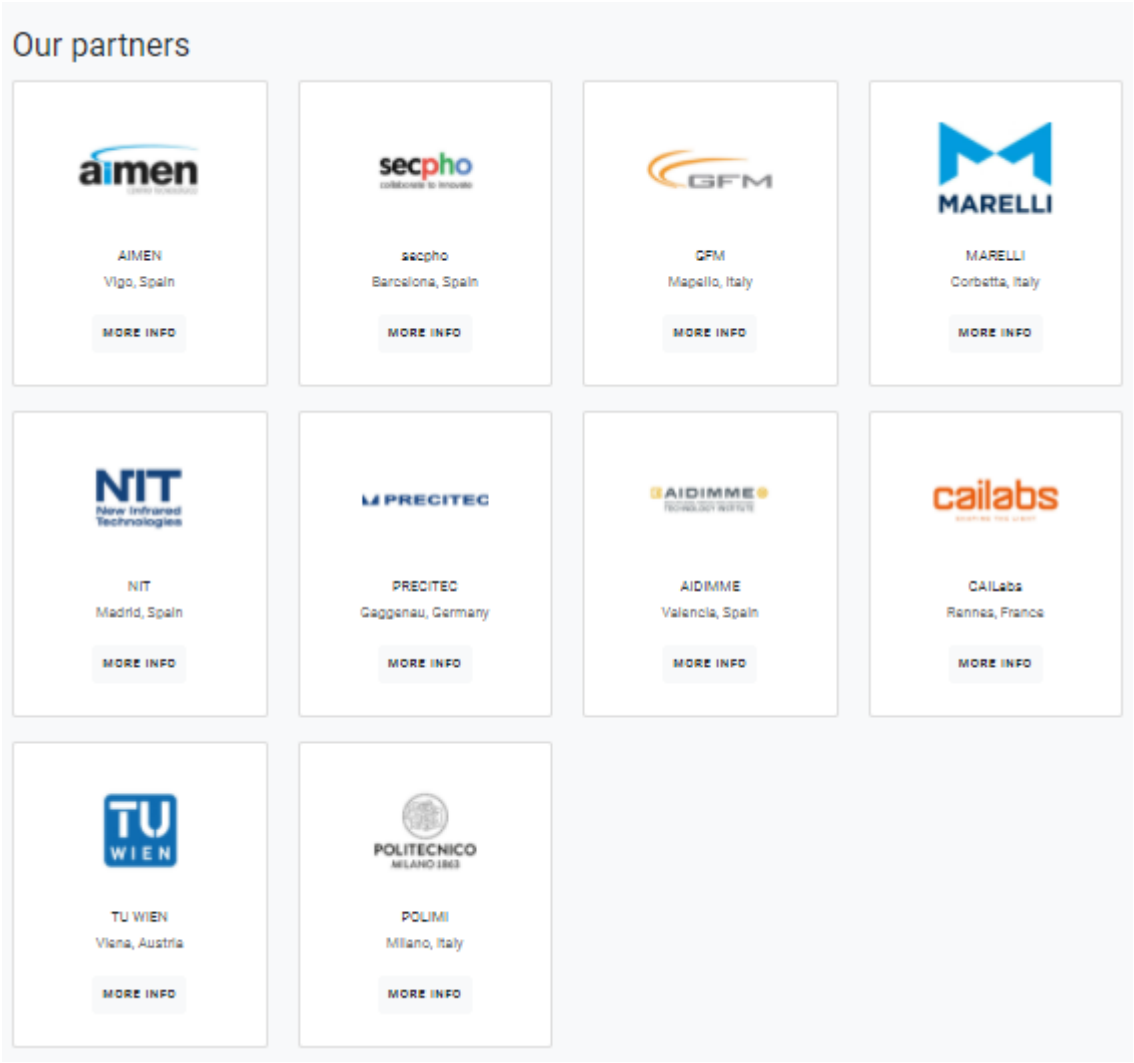
We tried to do an overview of these sectors showing how they can use custodian outputs and apply the new laser methodology that will be developed to increase their competitiveness.



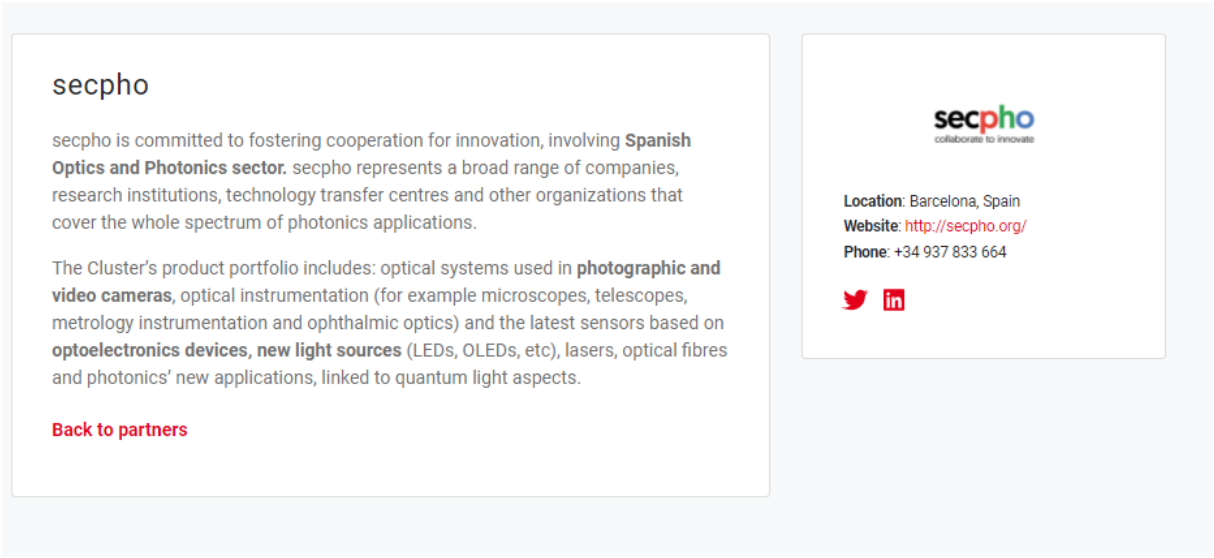


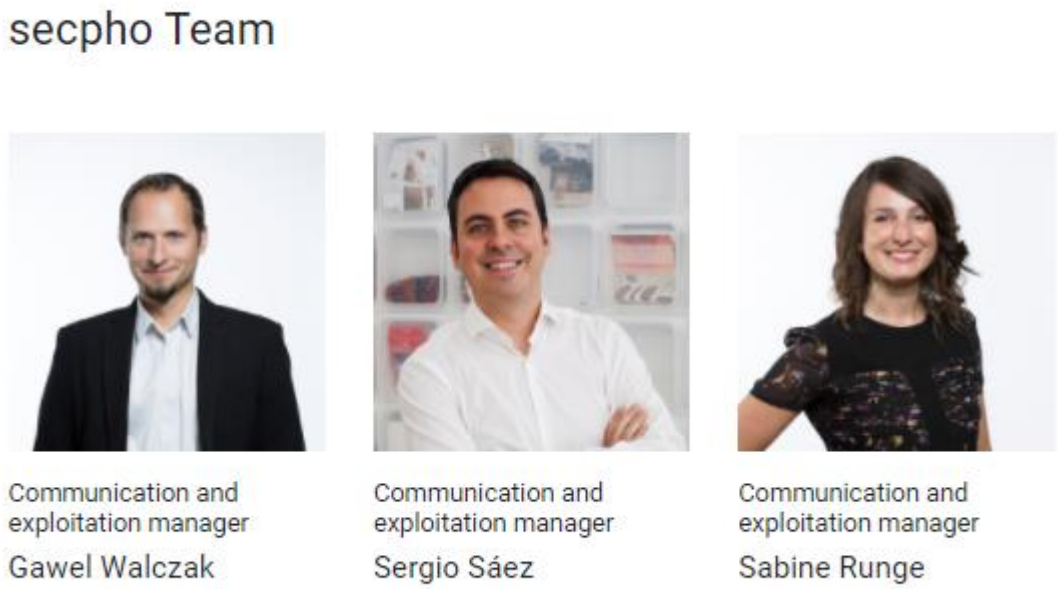

## 3.4 PARTNERS

Here, we wanted to create a very visual page, as a table, which includes **the general information about the partners and a picture of each one of the members involved in the consortium**. As you can see in this image, we created an easy way to find a brief information about partners (name, location).



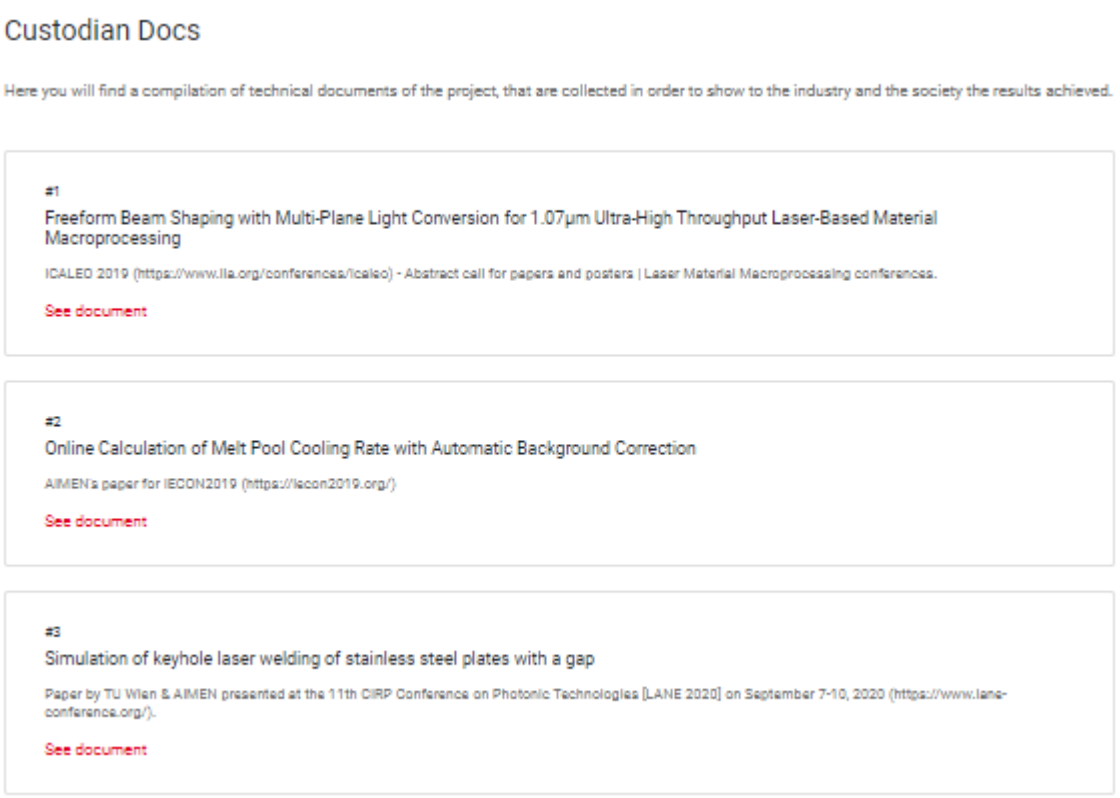

When you click to more info button, you can find its website, phone and social media, and a brief explanation about what they do. To finish you can find the image of the persons involved in the project and their position.




## 3.5 CUSTODIAN DOCS

In this page we'll insert documents and papers related with the project. Our idea is created something like a library. There you will find a compilation of technical documents of the project, that are collected in order to show to the industry and the society the results achieved.

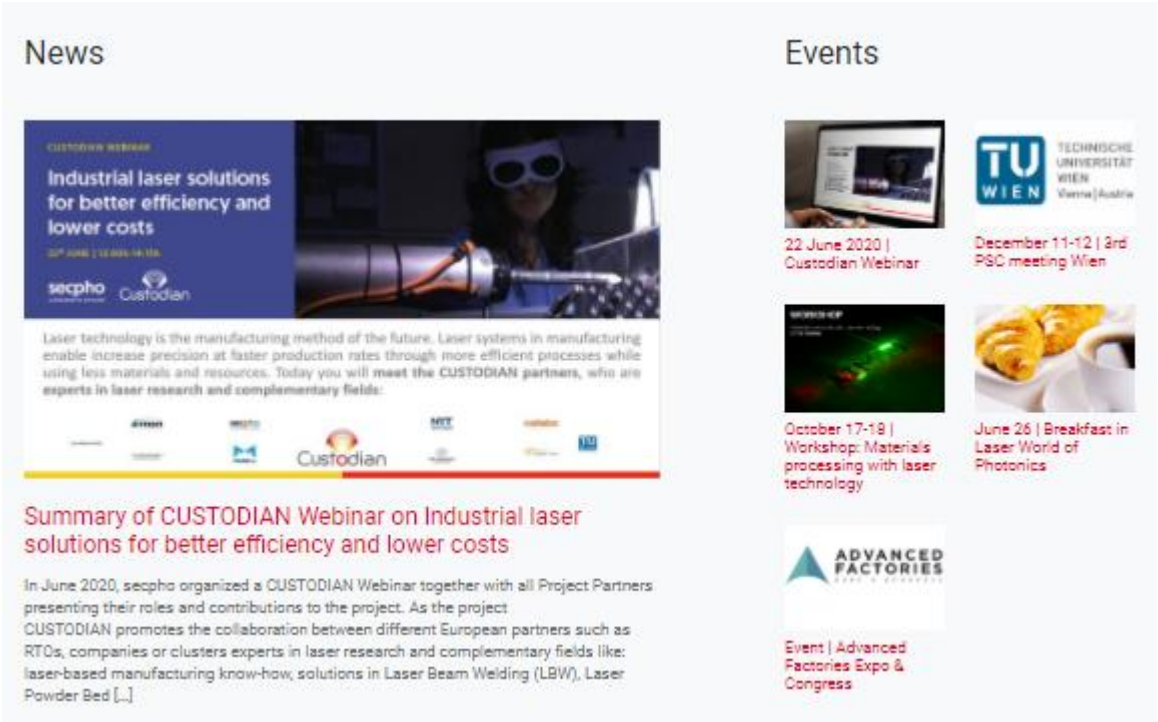



## 3.6 NEWS AND EVENTS PAGE

In this section, we want to promote and disseminate all the project's news and we want also to create a schedule for the different events of the project (including congress and fair trades).

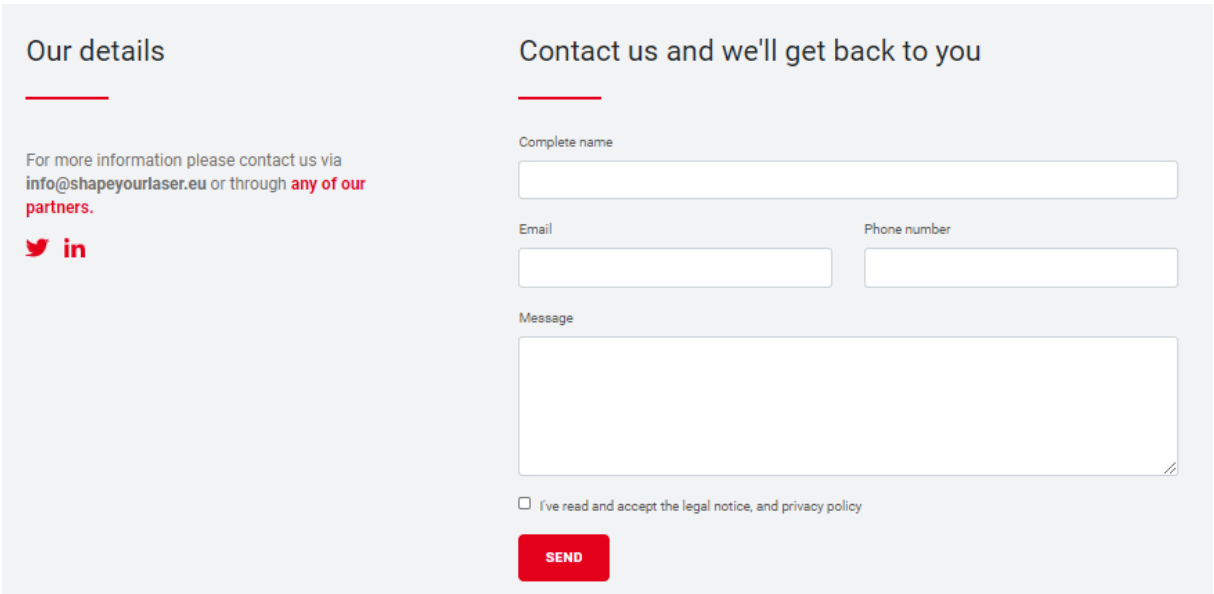
To develop this section, we need a list with all the congresses and fair trades where our partners will assist, because now we don't have our own events. As part of the dissemination plan, we thought we could do presentations in sectorial congresses explaining the project. In this sense, we are working in the communication kit (flyer, roll-up, custodian's creativities).

As you can see in the following image, we need to develop more this section, but nowadays we do not have any sectorial news or coming event (you can see the news&events structure in Figure 3):



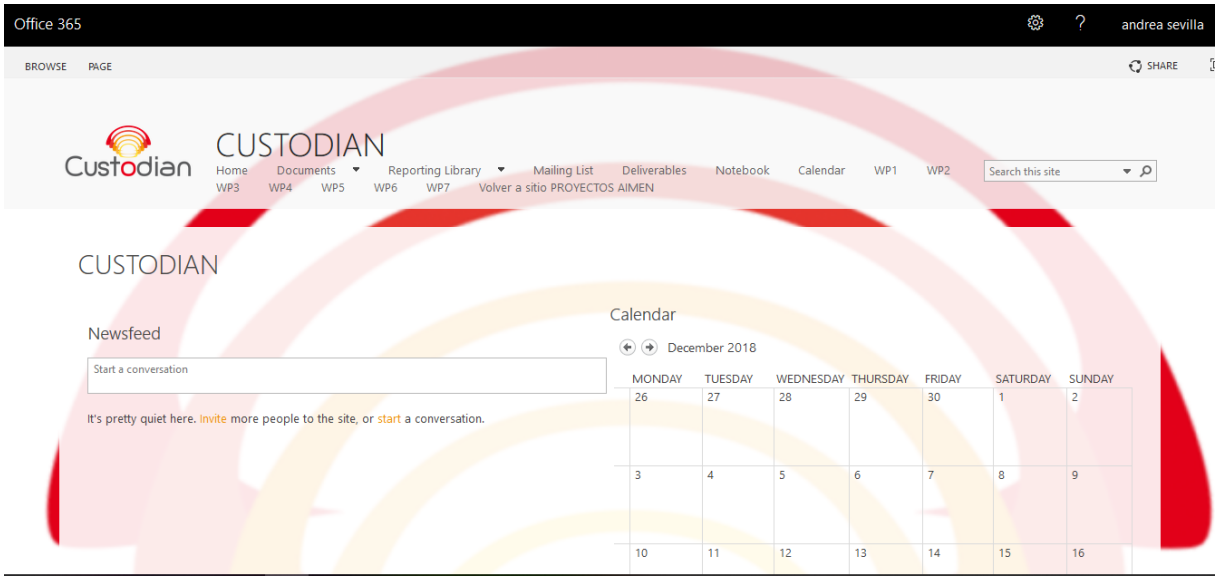

## 3.7 CONTACT

This page is essential, because is the way how people can contact us in case, they have some questions or comments. They can find our general email address and a form to make a subscription to our newsletter.



## 3.8 INTERNAL TOOL – SHAREPOINT

During the kickoff meeting we agreed to create an internal platform for the project partners, where we could share information and facilitate the work. As intranets are difficult tools to manage, we selected the option to use a Microsoft internal management platform, called SharePoint. We have already created it and all the partners will use it to share information. Besides, we sent a document for helping the partners with the installation process. In the picture below, you can find how the application appears:




As you can see in the image, we can find different sections as the home page, documents, reporting library, mailing list, deliverables, notebook, calendar… It is a very complete, easy and intuitive tool to share information through partners and very useful application to have an informal conversation. Also, we can upload the deliverables and more documents. In the calendar you can see above, we can fix call or meeting.

# 4. CONCLUSIONS

We are currently at an initial stage of the project. The exploitation and dissemination strategy will follow two phases. The first one, where our efforts focused on creating tools, such as the website and the social networks. Besides, start a search for sectoral events that partners plan to attend to disseminate the project. And finally, fix the communicative basis, both internally and externally.

In the second phase, we will focus on the dissemination of the project results and we will use the tools created in the first phase.

We are also working on the segmentation of the audience in order to create a correct database. Therefore, we will launch the website at the beginning of the year, together with the previously selected social networks. Currently, we find a website with very few information because the project has just taken off.