*The **CREA**tion of the Department of Physical Chemistry of Biological Sys**TE**ms [CREATE]*

666295 — CREATE — H2020-WIDESPREAD-2014-2015/H2020-WIDESPREAD-2014-2

2nd Report on electronic promotion of the project

[Deliverable D.6.2]

Level of dissemination: Public

Warsaw, March 2021

This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 666295

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1. Introduction

This document lists activities aimed at CREATE project promotion using electronic media from the 1/01/2019 till 31/03/ 2021 (M40 – M66).

In the report we describe the following electronic promotion activities:

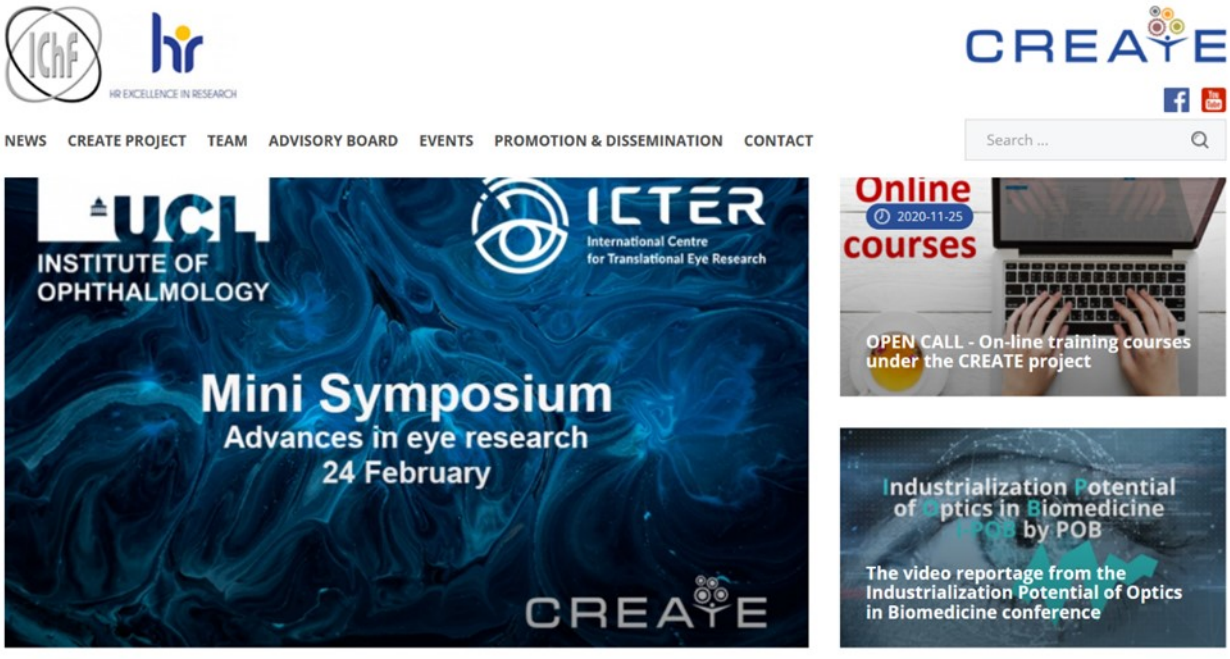
- CREATE website,
- Social media: Facebook, YouTube
- Press notes – electronic version
- Industrialization Potential of Optics in Biomedicine conference (online)
- ELAD+

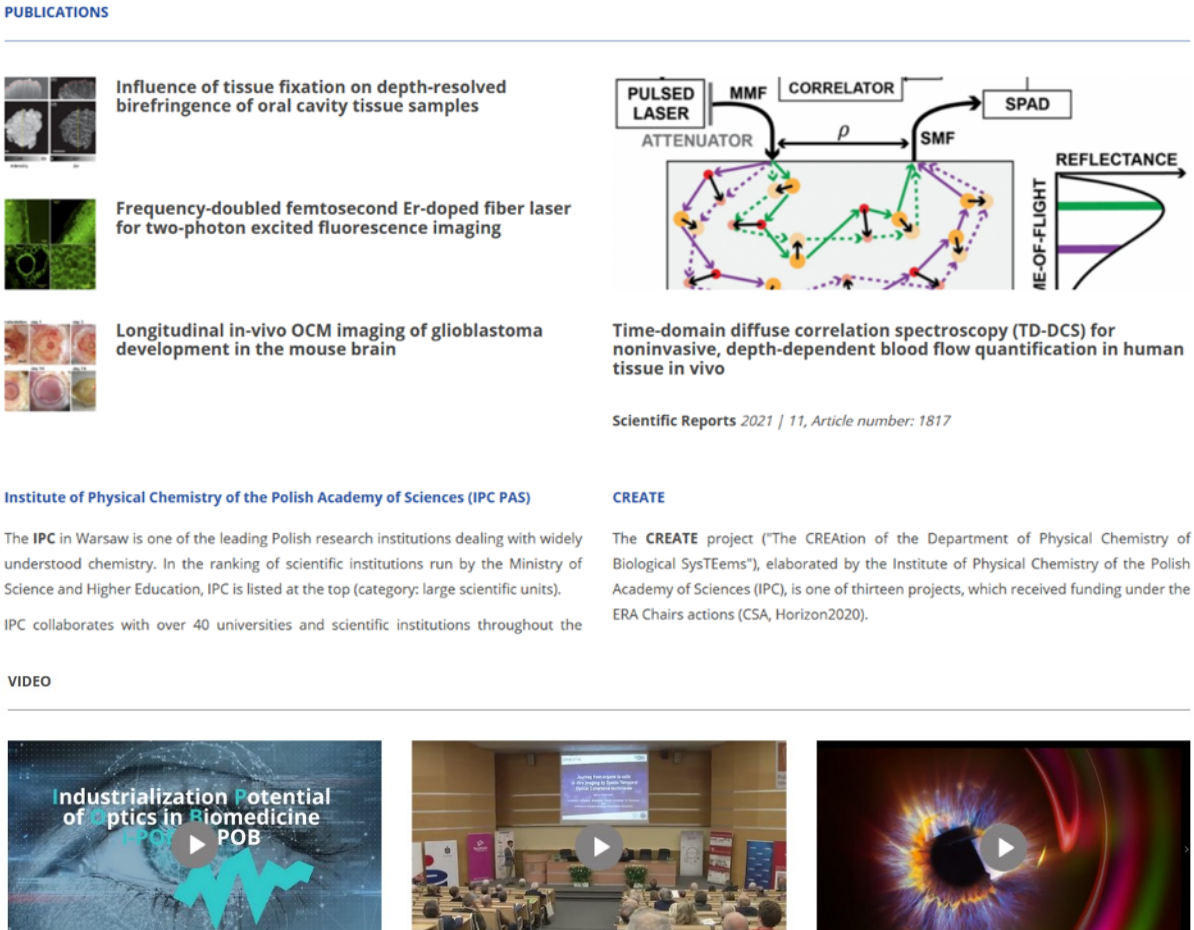
2. CREATE website

We have maintained the **project webpage** (www.create.edu.pl) and regularly updated it, using materials from events organized by IPC under the CREATE project, e.g. delivered lectures, conferences, seminars, visits, press notes and photos from these events. To the CREATE website we have also uploaded information about competitions organised by the ERA Chair holder (announcement, brief conditions, regulations) i.e.:

- "Lab visit under the CREATE project",
- "Study visits under the CREATE project",
- "On-line training courses under the CREATE project".

The webpage had 8,061 visitors during the reporting period. The current look of the front page:





Moreover, the CREATE webpage is regularly updated and enriched with new information consistent with the needs of IPC stakeholders (public institutions, companies, authorities & investors). Recently we have added the list of publications and patents. We have also listed all reports having "PUBLIC" status. Up to now, 91 news pieces were published.

www.create.edu.pl/era-chair-holder/activities/publications 90%

NEWS CREATE PROJECT TEAM ADVISORY BOARD EVENTS PROMOTION & DISSEMINATION CONTACT

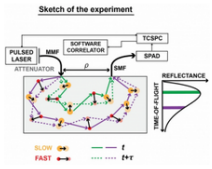
Search ...

Team

- Maciej Wojtkowski - ERA Chair Holder
- Team members
- Department of Physical Chemistry of Biological Systems
- Lab
- Activities
  - Publications
  - Patents
  - Grant funding

Publications

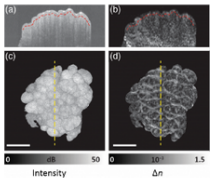
1 2 3 »



Time-domain diffuse correlation spectroscopy (TD-DCS) for noninvasive, depth-dependent blood flow quantification in human tissue in vivo

Scientific Reports *2021 | 11, Article number: 1817*

read more



Influence of tissue fixation on depth-resolved birefringence of oral cavity tissue samples

Journal of Biomedical Optics *2020 | 25(9), 096003*

read more

www.create.edu.pl/era-chair-holder/activities/patents 90%

NEWS CREATE PROJECT TEAM ADVISORY BOARD EVENTS PROMOTION & DISSEMINATION CONTACT

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Team

- Maciej Wojtkowski - ERA Chair Holder
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- Activities
  - Publications
  - Patents
  - Grant funding

Patents

Apparatus for parallel Fourier domain optical coherence tomography imaging and imaging method using parallel Fourier domain optical coherence tomography

Inventors: Patrycjusz Stremplewski, Maciej Wojtkowski, Paweł Wnuk

read more

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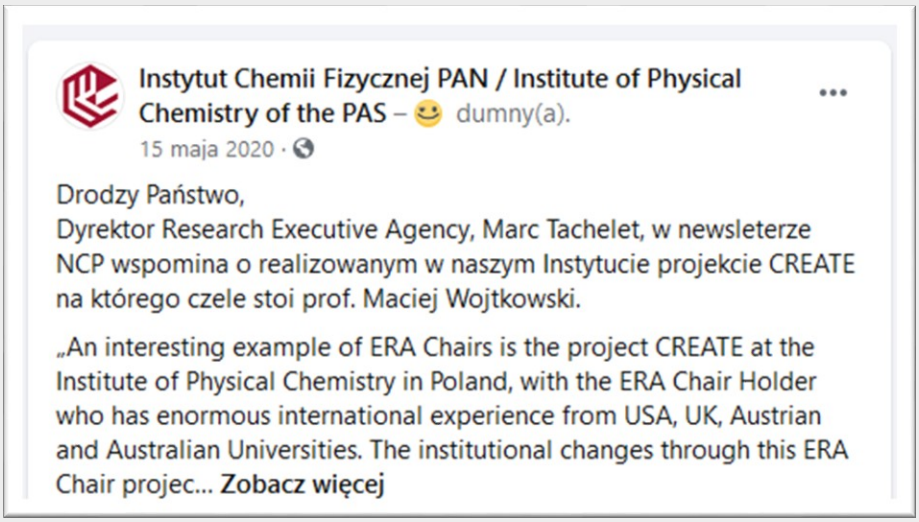
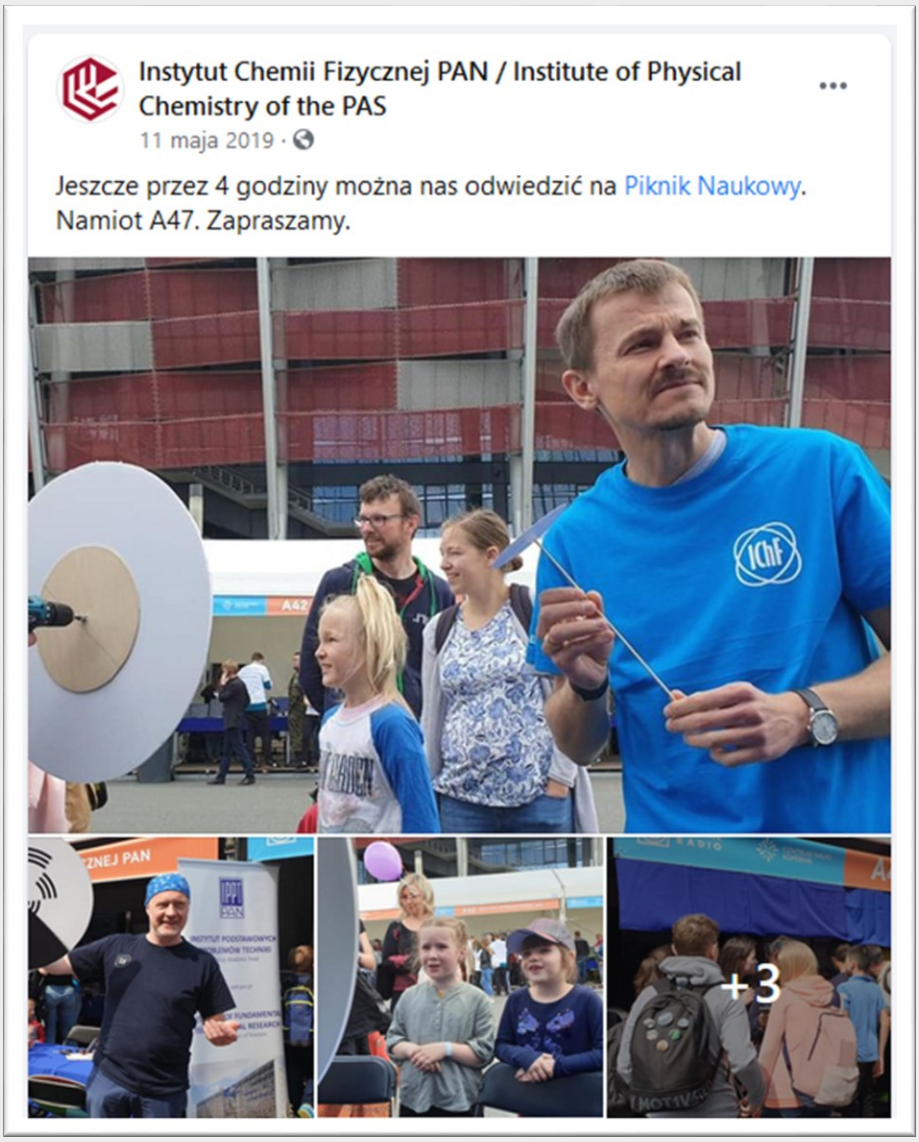
3. Social media: Facebook, Youtube

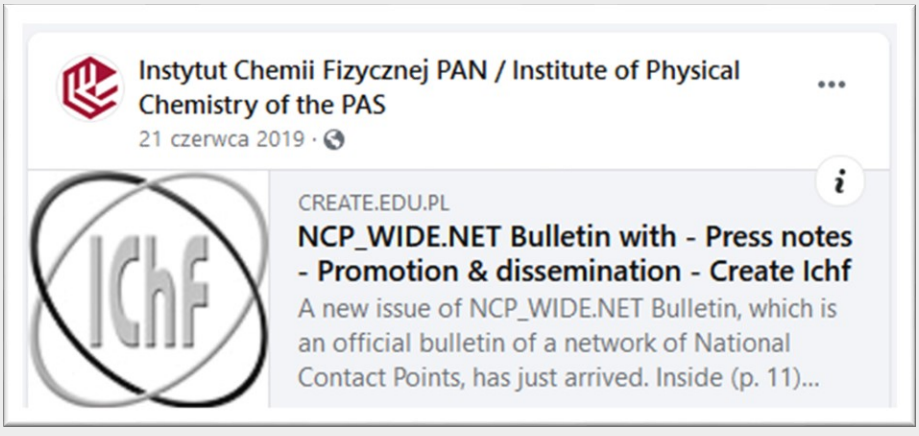
IPC Facebook profile and IPC YouTube channel are subsequently supplemented with relevant information related to the progress of the CREATE project (**27 posts**) – examples below:

Facebook:

- ✓ *CREATE project among the most recent success stories on EC portal.*
- ✓ *Science Picnic 2019 (participation of Prof. Wojtkowski's team)*
- ✓ *NCP_WIDE.NET Bulletin about CREATE*
- ✓ *We are looking for interns for the CREATE project*
- ✓ *Lessons with prof. Wojtkowski at the IPC PAS*
- ✓ *Look what we have created!*
- ✓ *Look what ERA Chair holder prof. Maciej Wojtkowski and his team, POB - Physical Optics & Biophotonics, are developing in our Institute! - movie promotion*
- ✓ *CREATE in the NCP newsletter*
- ✓ *I-POB leaflet - conference promotion*
- ✓ *Teaser i-POB*
- ✓ *I-POB conference*




Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
11 maja 2019 ·
Jeszcze przez 4 godziny można nas odwiedzić na Piknik Naukowy.
Namiot A47. Zapraszamy.
+3


Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
21 czerwca 2019 ·
CREATE.EDU.PL
NCP_WIDE.NET Bulletin with - Press notes - Promotion & dissemination - Create Ichf
A new issue of NCP_WIDE.NET Bulletin, which is an official bulletin of a network of National Contact Points, has just arrived. Inside (p. 11)...

Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS

31 sierpnia 2020 ·

Ruszyła rejestracja na konferencję Industrialization Potential of Optics in Biomedicine. Zachęcamy do zapisów! Udział w konferencji jest bezpłatny.
http://i-pob.edu.pl/

I-POB.EDU.PL

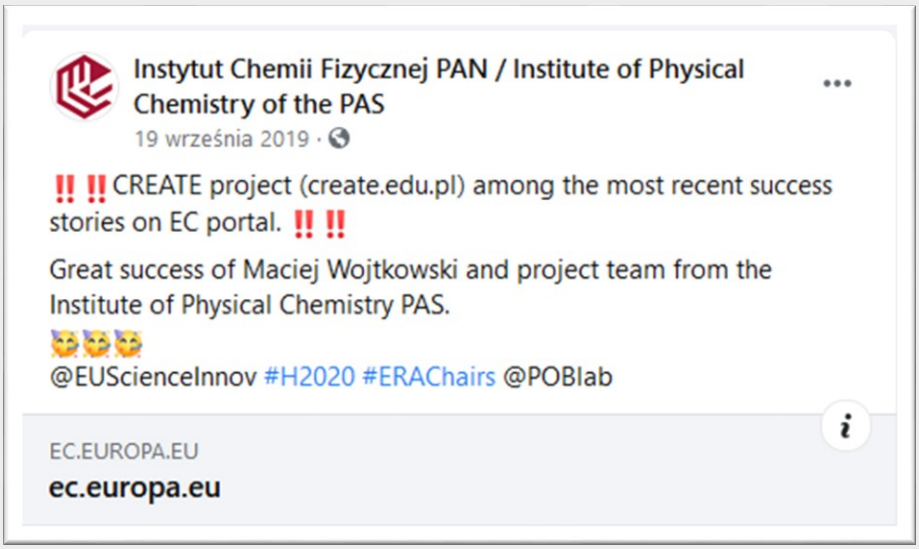
i-POB by POB - Industrialization Potential of Optics in Biomedicine

Industrialization Potential of Optics in Biomedicine

Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS

2 września 2019 ·

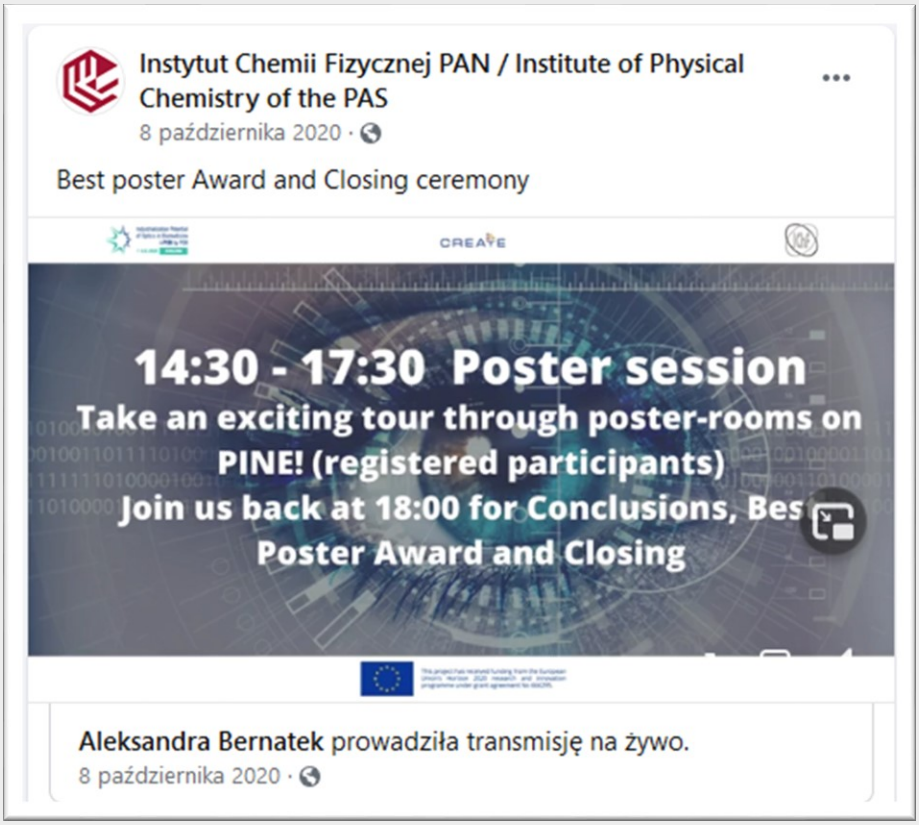
Ruszyły zapisy na lekcje doświadczalne w IChF PAN. Zapraszamy nauczycieli szkół średnich do kontaktu i rezerwowania terminów. Zajęcia są bezpłatne (finansowane są z grantu CREATE) i trwają około 1,5 godziny. Uczniowie poza wysłuchaniem wykładu mają możliwość samodzielnego wykonywania eksperymentów.


Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
19 września 2019 ·
‼ ‼ CREATE project (create.edu.pl) among the most recent success stories on EC portal. ‼ ‼
Great success of Maciej Wojtkowski and project team from the Institute of Physical Chemistry PAS.
😻😻😻
@EUScienceInnov #H2020 #ERAChairs @POBlab
EC.EUROPA.EU
ec.europa.eu


Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
27 września 2019 ·
Look what we have
CREATEd!
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 666295.
IChF


Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
30 września 2020 ·
Zachęcamy do zapisów! Udział w konferencji jest bezpłatny.
Industrialization Potential of Optics in Biomedicine I-POB by POB


Instytut Chemii Fizycznej PAN / Institute of Physical Chemistry of the PAS
7 października 2020 ·
Rozpoczyna sie konferencja I-POB. Zapraszamy do wspólnego oglądania za pośrednictwem serwisu Youtube
CREATE
YOUTUBE.COM
Industrialization Potential of Optics in Biomedicine. i-POB by POB



YouTube:

- ✓ *Light is an amazing phenomenon*
- ✓ *Industrialization Potential of Optics in Biomedicine. i-POB by POB*
- ✓ *i-POB by POB*
- ✓ *Reakcje samozapłonu (Self-ignition reactions)*
- ✓ *Dwutlenek węgla i efekt cieplarniany (Carbon dioxide and the greenhouse effect)*

4. Press notes – electronic version

In the period covered by the this report, the following press articles related to CREATE project were prepared and published at the webpages of the project, IPC, Alpha Galileo and/or EurekAlert! websites as well as on Facebook:

- ⇨ *SERSitive: New substrates make it possible to routinely detect one molecule in a million*
- ⇨ *NCP WIDE.NET Bulletin about CREATE*
- ⇨ *Cells: live stream*
- ⇨ *The CREATE project presentation at NCP in Warsaw*
- ⇨ *CREATE among most recent success stories on DG Research portal*
- ⇨ *To see the Invisible*
- ⇨ *Look into the mirror*
- ⇨ *Industrialization Potential of Optics in Biomedicine conference*

The purpose of publishing the abovementioned articles was to:

- promote the ERA Chair holder and his teams,
- promote the new IPC specialization,
- spread information on the conference organized under CREATE,
- promote the CREATE project.

It is aimed at improving visibility and positioning IPC better at the regional, national and international level. The press notes are mainly dedicated to the increase of awareness of the society and promote a profession of a researcher as a valuable and satisfying career path.

5. Industrialization Potential of Optics in Biomedicine conference (online)

A significant promotional activity was the online conference "Industrialization Potential of Optics in Biomedicine (I-POB)" organized by Professor Maciej Wojtkowski on October 7-8, 2020.

A conference website was designed and launched - http://i-pob.edu.pl/. The webpage contained all information related to the event, incl. description of the conference, keynote speakers specification, and conference programme.

i-POB website

In addition, we have designed a flyer promoting the conference and a conference intro to increase the visibility of the project and promote the event. An electronic version of the flyer and intro was attached to the conference invitation and posted on FB and YouTube (intro).

7-8.10.2020
Online only

Special abstract requirements (peer-review):
Submissions for the on-line poster session are due no later than **20 September 2020** and must include 2-page PDF summary for committee review.

The conference will be focused on the past, current and the future developments of optical biomedical imaging techniques. The program of the i-POB conference will provide companies with an opportunity to share the experience and tribulations of taking a new discovery to the market with researchers that are successful in the process of implementing new technologies.

The event will include opportunities for interaction between, scientist, innovators and entrepreneurs, including education on how to successfully run projects, start the company and enter to the global market. The meeting will be especially instructive for junior researchers and inventors interested in the development of novel imaging technologies.

Keynote Speakers

Scientific Committee

Prof. Maciej Wojtkowski
Institute of Physical Chemistry PAS
Department of Physical Chemistry of Biological Systems

Prof. Małgorzata Kujawińska
Faculty of Mechatronics,
Warsaw University of Technology

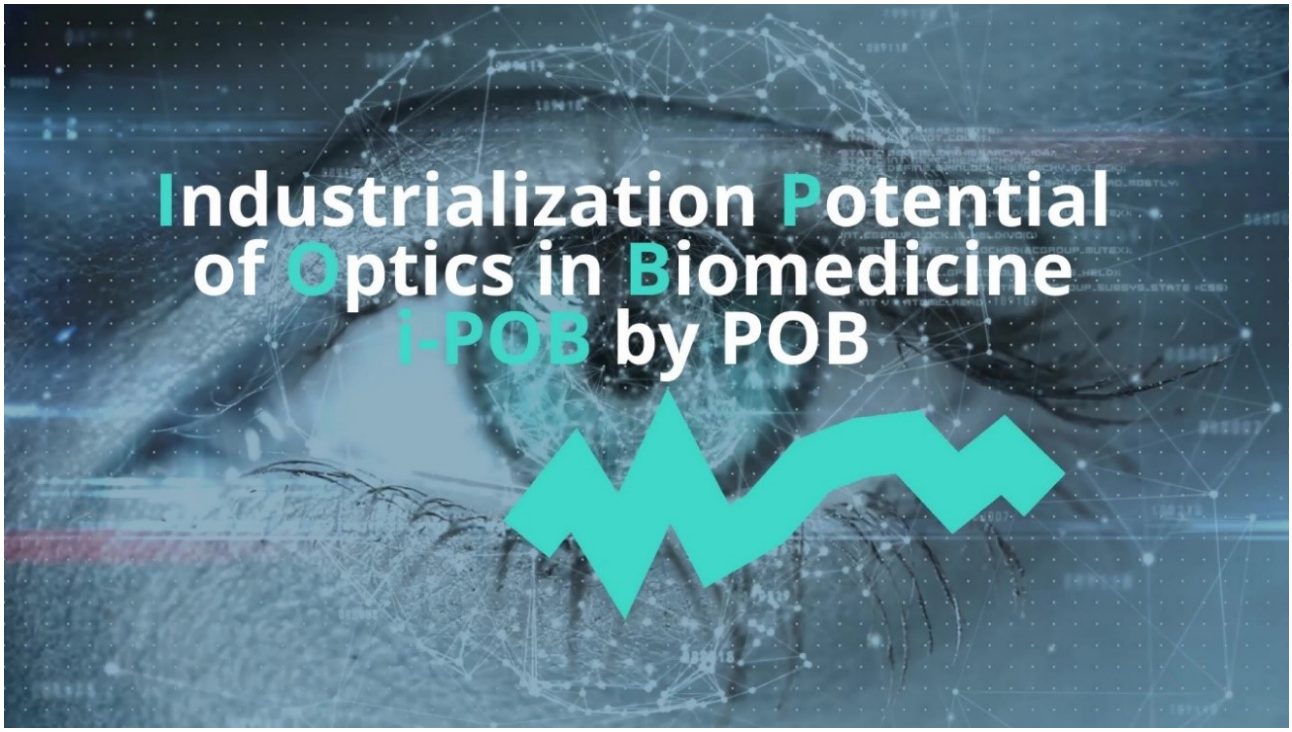
Prof. Christophe Gorecki
Institute of Physical Chemistry PAS

Prof. Krzysztof Palczewski
Gavin Herbert Eye Institute, UCI Irvine

www.i-pob.edu.pl

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 666295.

i-POB flyer



i-POB conference INTRO

All lectures and talks were broadcast via the conference channel (Pine conference platform) and streamed live on YouTube and FB. 208 participants registered for the conference. There were also many non-registered observers on YouTube, coming from 80 scientific centres from all over the world, including China, Denmark, Finland, France, Great Britain, United States, and even New Zealand, not to mention many reputable Polish universities and institutes.

During the two-day conference, participants could choose from six sessions presenting different aspects of Optics in Biomedicine. There As the whole event was interactive, participants could not only listen to lectures but also ask questions and voice their personal opinions on presented subjects.

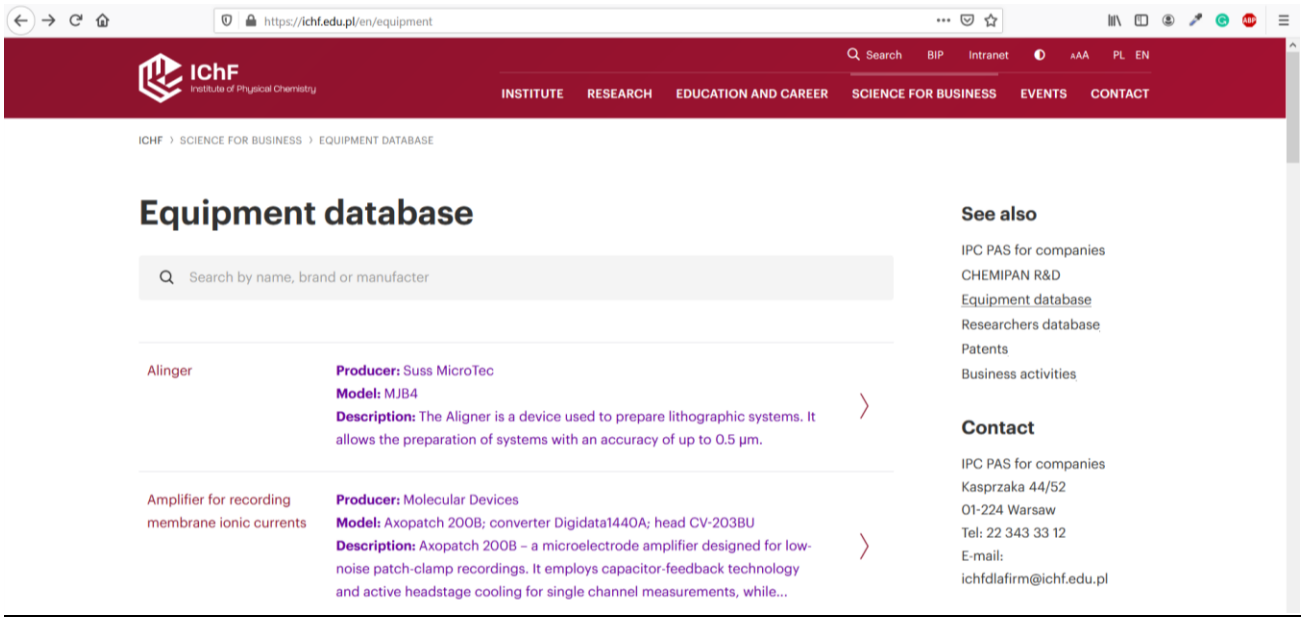
A video report of the conference with the project logo and funding source was also produced to increase the visibility of the CREATE project.

6. ELAD+

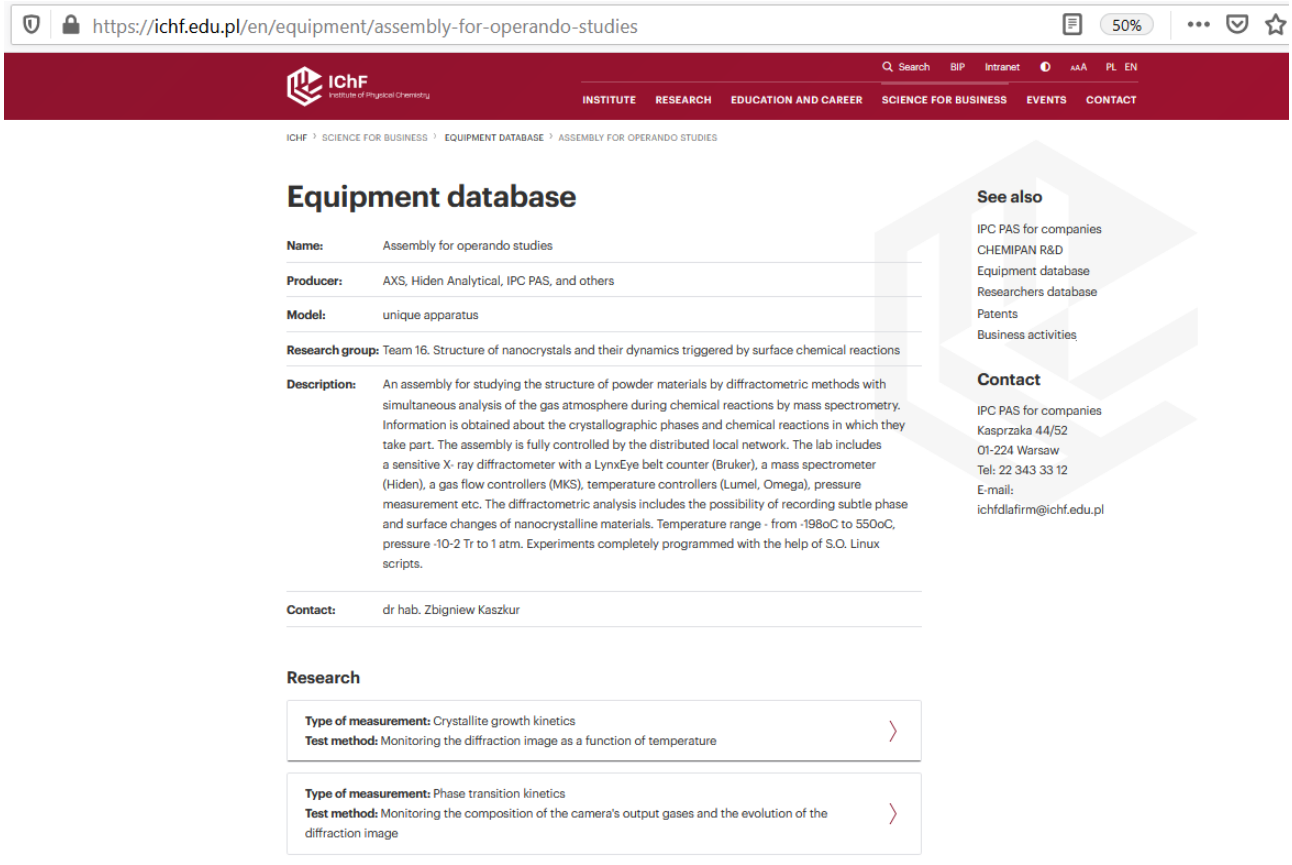
Among recommendations of the ERA Chair holder was to improve the image of our Institute through elaborating a coherent book of visualisation with professionally designed logotype. As a result, 2020 IPC finished works on the new logotype and following that – launched a revamped webservice for its stakeholders. The ELAD database (https://ichf.edu.pl/en/equipment) and its new module ELAD+ - the "Database of research workers (https://ichf.edu.pl/en/researchers) were redesigned to fit the new website of IPC and transferred to the webservice. Additionally, we have added searching machines to effectively search the records of the database.

Aligning the databases with the new IPC website improves their visibility and increases our attractiveness to external audience. It is also an effective way of disseminating knowledge among our stakeholders, mainly: researchers, society, enterprises and the authorities.

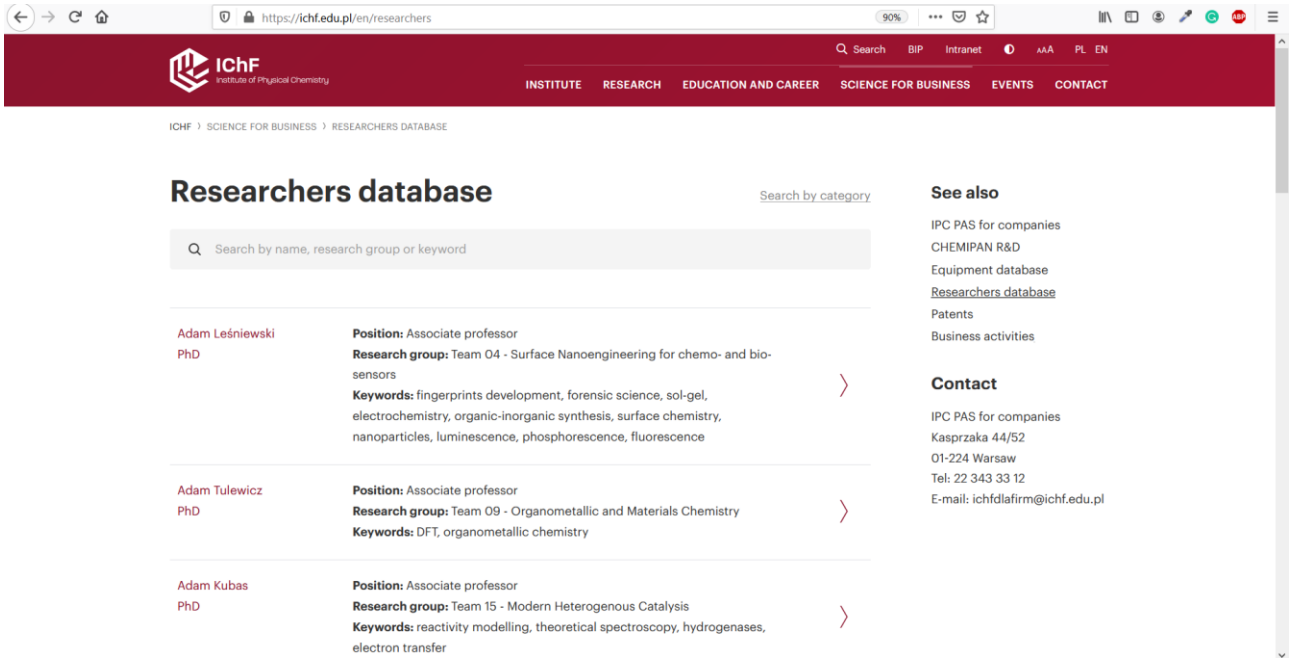
Below we place some screens from the current ELAD+:



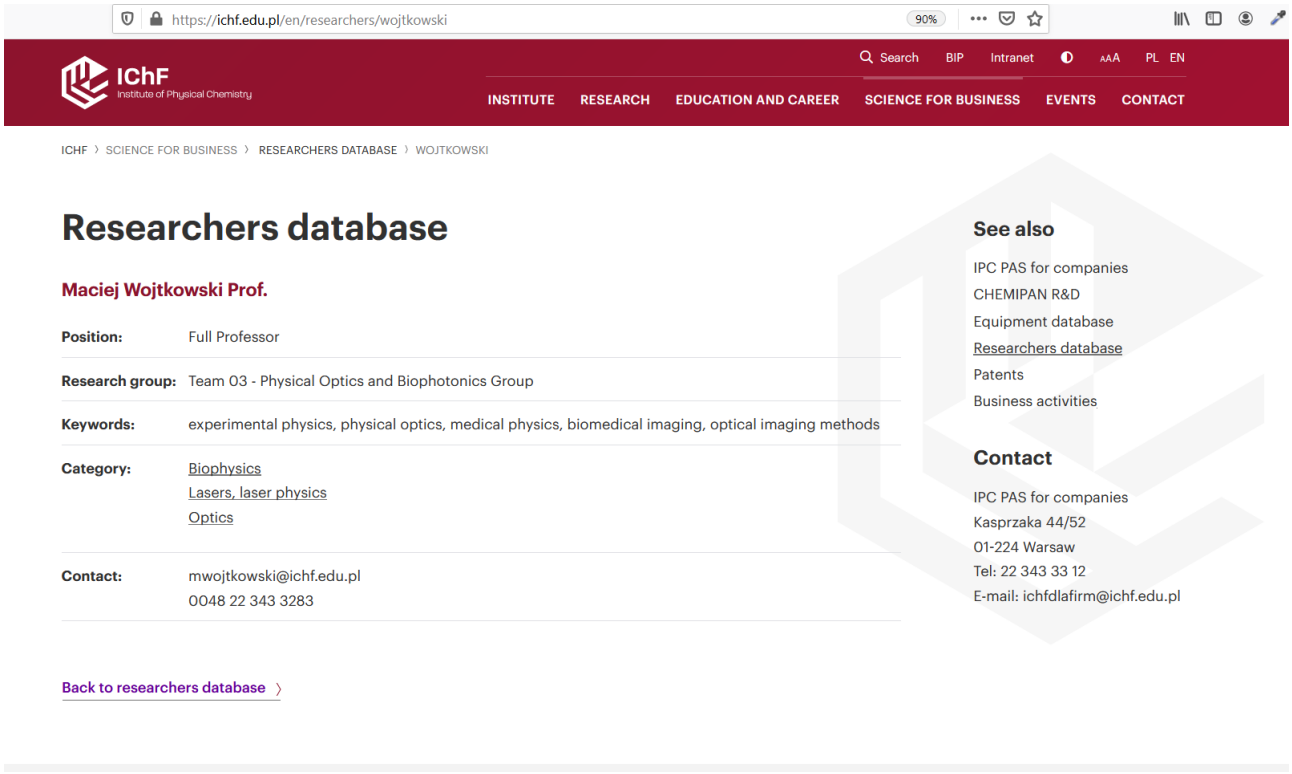
General look of the equipment database (a module of ELAD+)



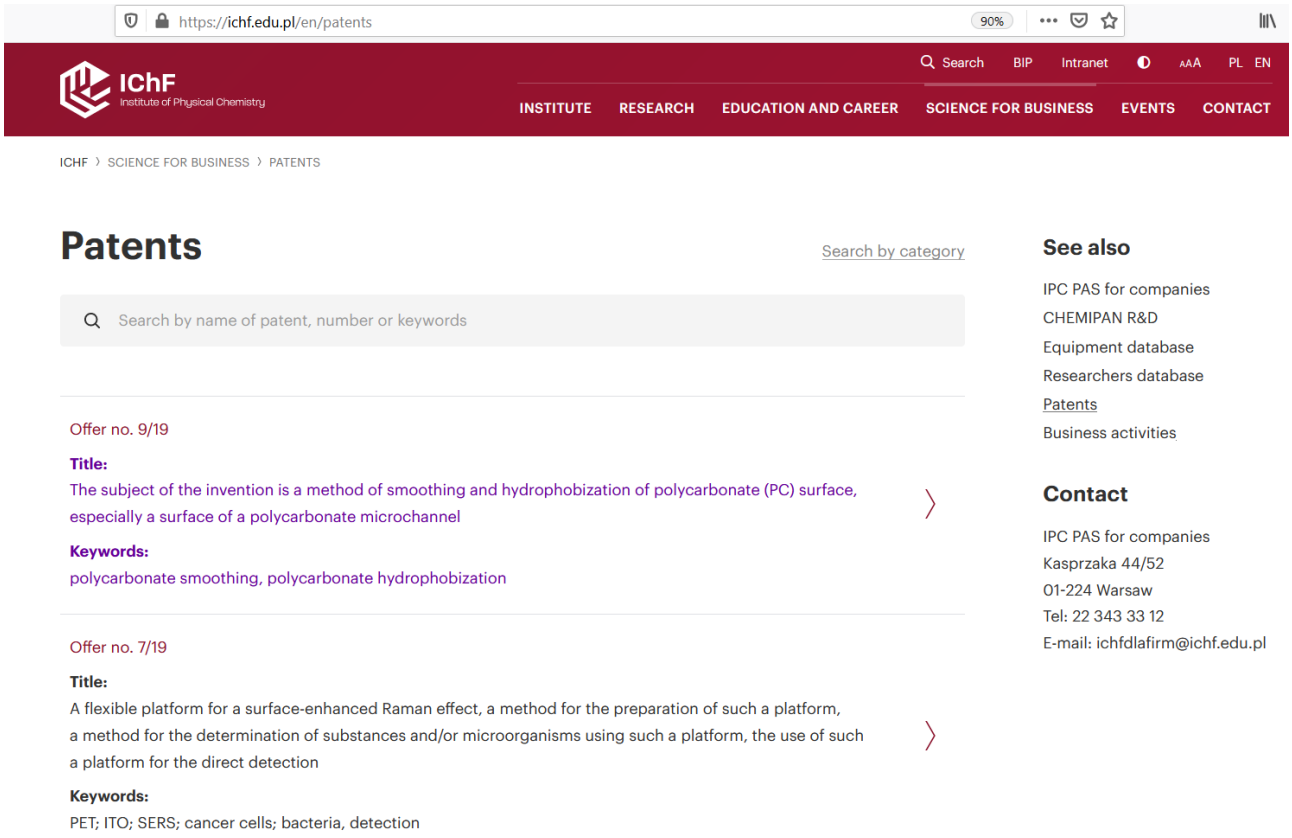
An exemplary record from the equipment database (a module of ELAD+)



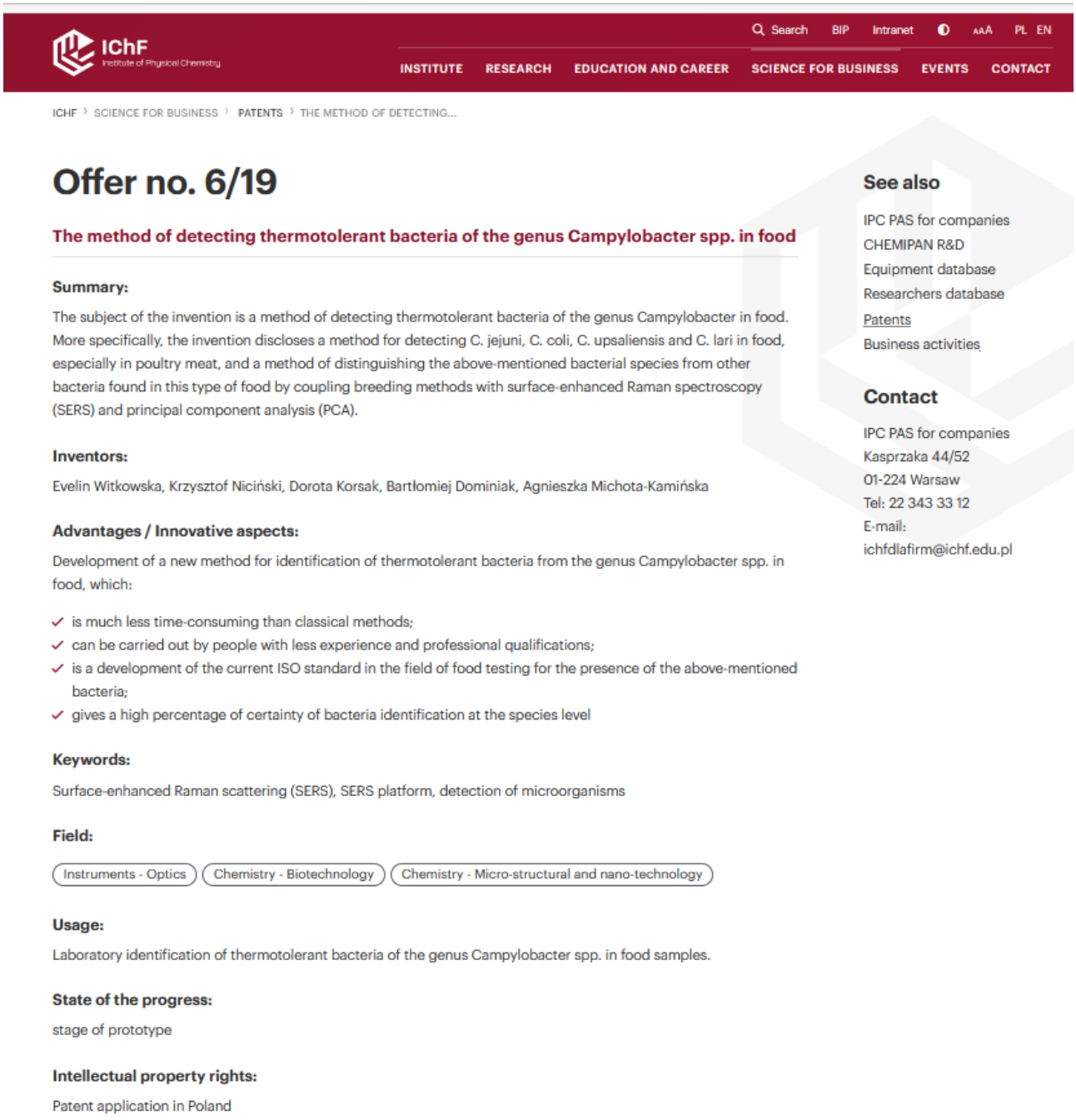
General look of the researchers database (a module of ELAD+)



An exemplary record from the researchers database (a module of ELAD+)



General look of the patents database (a module of ELAD+)



An exemplary record from the patents database (a module of ELAD+)