



*The **CRE**ation of the Department of Physical Chemistry of Biological Sys**TE**ms [CREATE]*

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

1st Report on electronic promotion of the project

[Deliverable D.6.1]

Level of dissemination: Public

Warsaw, January 2019



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

TABLE OF CONTENTS

1. Introduction	3
2. CREATE website	4
3. Social network channels : Facebook, Youtube.....	5
4. Press notes – electronic version	7
5. ELAD+	8

1. Introduction

This document consists of specification of activities aimed at CREATE project promotion using electronic media.

The following electronic promotion activities were taken into account:

- CREATE website,
- Social network channels : Facebook, YouTube
- Press notes –electronic version
- ELAD+

2. CREATE website

Under WP6 a **project webpage** (www.create.edu.pl) was designed and launched. The CREATE webpage contains current information related to the implementation of the project, incl. description of:

- the project objectives,
- individual work packages,
- structure of the new Department,
- the profile and achievements of the ERA Chair holder,
- profiles of researchers employed at the new Department,
- research infrastructure and equipment of the new lab,
- events related to the project implementation i.e. lectures, symposia, conferences, etc.

Besides, the project webpage contains EU emblem and the following text: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 666295.”* The webpage is kept active and regularly updated, using materials from events organized by the Institute, delivered lectures, and photos from these events. All reports having “PUBLIC” status are also placed on the webpage. Up to now 55 items of news have been published.

Moreover, the CREATE webpage is regularly updated and upgraded with new functionalities consistent with needs of IPC stakeholders (public institutions, companies, authorities & investors).

Up to this date the webpage was visited by **5,114** visitors.

The screenshot displays the CREATE project website. At the top, there are logos for IChF and hr, along with the CREATE logo. A navigation menu includes links for NEWS, CREATE PROJECT, TEAM, ADVISORY BOARD, EVENTS, PROMOTION & DISSEMINATION, and CONTACT. A search bar is located on the right. The main content area features a large banner with the text "Do you want to explore the world of OPTICS? Here is your chance! OPEN COMPETITION-Lab visit under the CREATE project". To the right of the banner, there are two smaller images: one showing a group of people at an event titled "Fractal Geometry and Stochastics 6 (FGS 6) 2018" and another titled "IMPROVISATION FOR SCIENTISTS". Below the banner, a "PUBLICATIONS" section is visible, featuring several scientific images and their corresponding titles: "Optical coherence microscopy as a novel, non-invasive method for the 4D live imaging of early mammalian embryos" and "Assessment of the influence of viscoelasticity of cornea in animal ex vivo model using air-puff optical coherence tomography and corneal hysteresis".

chemistry, biology, materials science and the entirety of convergent sciences from IPC participate in many national and international research projects, including under Horizon2020.

IPC has a solid record in both - fundamental and application-oriented research esp. on sensors, new materials for nanotechnology, and chemical functionalization of nanomaterials. Our efforts and excellency in conducting research were appreciated by professional investor, who set up 2 spin-off companies with IPC.

As one of the first institutions in Poland, in 2014 the Institute was given the right to use the logo "HR Excellence in Research" and currently introduces to its internal regulations provisions of the "European Charter for Researchers" and the "Code of Conduct for the Recruitment of Researchers". Following these principles IPC wants to become an internationally attractive employer and top European research institution, mainly by attracting skilful scientists, supporting researchers career development and engagement of the Institute to the society.

Attracting recognized in ERA (European Research Area) scientists capable of securing funds from other sources, such as EU research funding or regional funds, is instrumental in catching-up ERA. Actions taken under the programme are intended to strengthen the competitive position of the individual entity in the country and abroad. The programme is targeted at scientific institutions with the greatest innovation potential.

The main objective of the CREATE project is establishment at IPC of the new Department of Physical Chemistry of Biological Systems. The chair will be set up and led by a leading class - recognizable in ERA scientist (so called: 'ERA Chair holder'), who is expected to recommend structural changes necessary to reach sustained excellence in research by IPC. Under the CREATE project IPC aims as well to develop international cooperation with ERA leading institutions on partner basis on partner basis.

VIDEO



The 44th Congress of Polish Physical Society



Internet of Things. Building machine vision system supported by artificial intelligence.



Implementing Internet of Things solutions with Azure



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

To make the project more visible – **logotype** of the project was designed and uploaded to the project webpage.

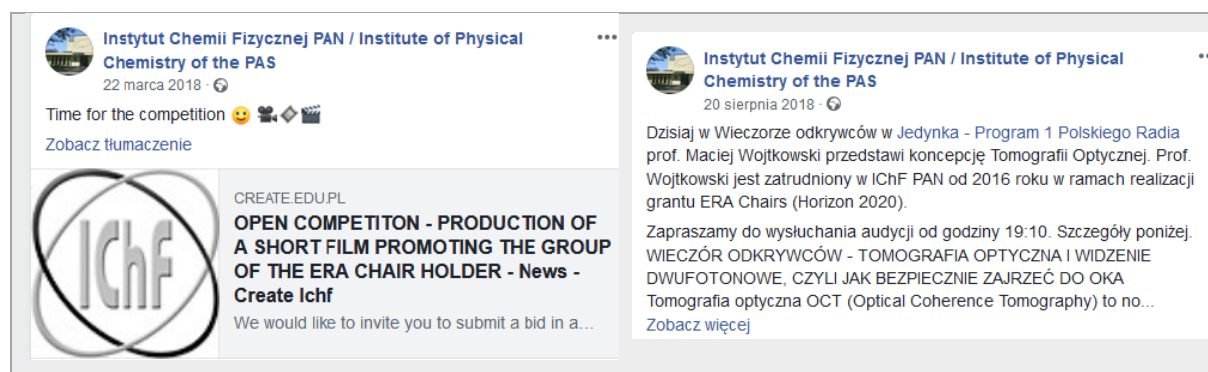


3. Social network channels : Facebook, Youtube

[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:

- ✓ Winner of the top scientific prizes in Poland to create a new department at IPC PAS
- ✓ Inspiration needs new tools
- ✓ The European ERA Chair grant awaits a top academic
- ✓ The best will establish a new Chair: The launch of the prestigious ERA Chair grant competition
- ✓ How physicist and chemist look at life - what for a biologist needs physicochemistry?
- ✓ Meanwhile, in POB - Physical Optics & Biophotonics. We are making STAR WARS SCIENTIFIC episode.
- ✓ 22 Science Picnic – Movement

- ✓ *Children Science Festival*
- ✓ *Open day in Physical Optics and Biophotonics group*
- ✓ *POB Facts*





4. Press notes – electronic version

Press notes are an effective way to disseminate project's results and arousing interest of various target groups. So far, the following press articles related to CRETAE project were prepared and published at the project, IPC , Alpha Galileo and/or EurekAlert! websites as well as on the Facebook:

- *The European ERA Chair grant awaits a top academic,*
- *The best will establish a new Chair: The launch of the prestigious ERA Chair grant competition,*
- *Winner of the "Polish Nobel Prize" to create a new department at the IPC PAS,*
- *Inspiration needs new tools,*
- *IPC PAS starts cooperation with a leading university in China*
- *State Key Laboratory of Medicinal Chemical Biology signed an Agreement with Institute of Physical Chemistry - Polish Academy of Sciences* (Nankai University in China website)

- *The Polish physicist is revolutionizing global diagnostics* (Rzeczpospolita newspaper, in addition "Development of research in medicine and biotechnology", p. 4) – interview with the ERA Chair holder and prof. Marcin Opallo, IPC Director
- *Small droplets are a surprise: they disappear more slowly than they should*
- *With more light, chemistry speeds up*
- *A new device under development for a more effective fight against antibiotic-resistant bacteria* (additionally at BacterOMIC Ltd. website)
- *The new method of analysis in record high speed DNA assay device*
- *A super resolution view of chemical reactions*
- *Photoreactors the size of a hair*

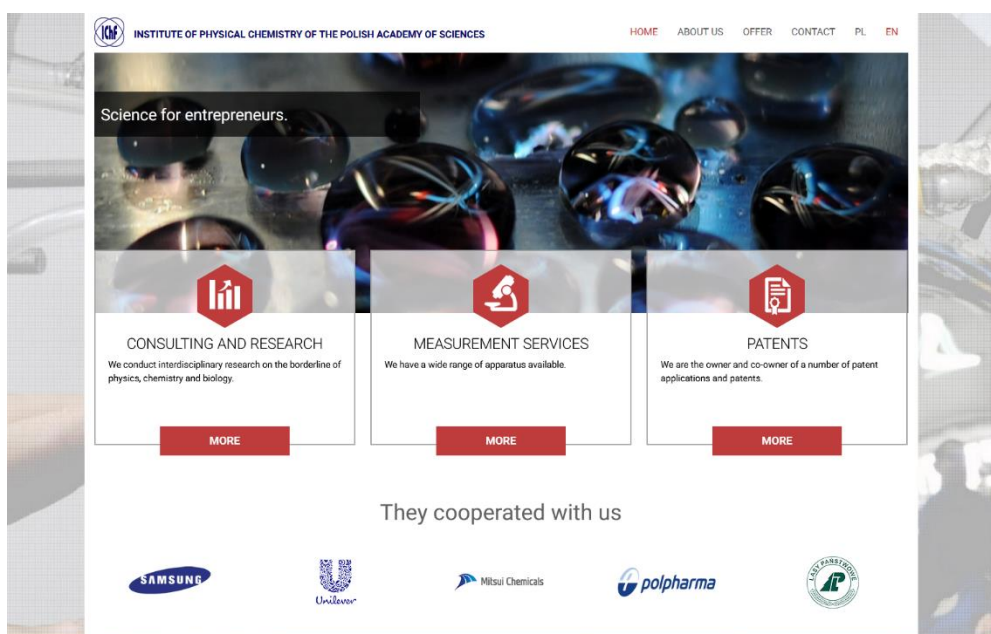
The purpose of publishing the abovementioned articles was to:

- spread information on opening call for the position of the ERA Chair holder,
- promote the CREATE project,
- promote a candidate (namely: Professor Maciej Wojtkowski) selected for the position of the ERA Chair holder,
- spread information on the start of cooperation between IPC and State Key Laboratory of Medicinal Chemical Biology Nankai University in China. The cooperation is aimed at supporting interdisciplinary and international research at IPC,
- promote the new specialization.

5. ELAD+

IPC launched the new webpage dedicated to companies - www.ichfdlafirm.pl, eng. "IPC for Companies". The webpage is available in Polish and English language versions. The webpage contains an extensive offer for companies – i.e.:

- consulting and research;
- measurement services;
- patents (in form of patent database).

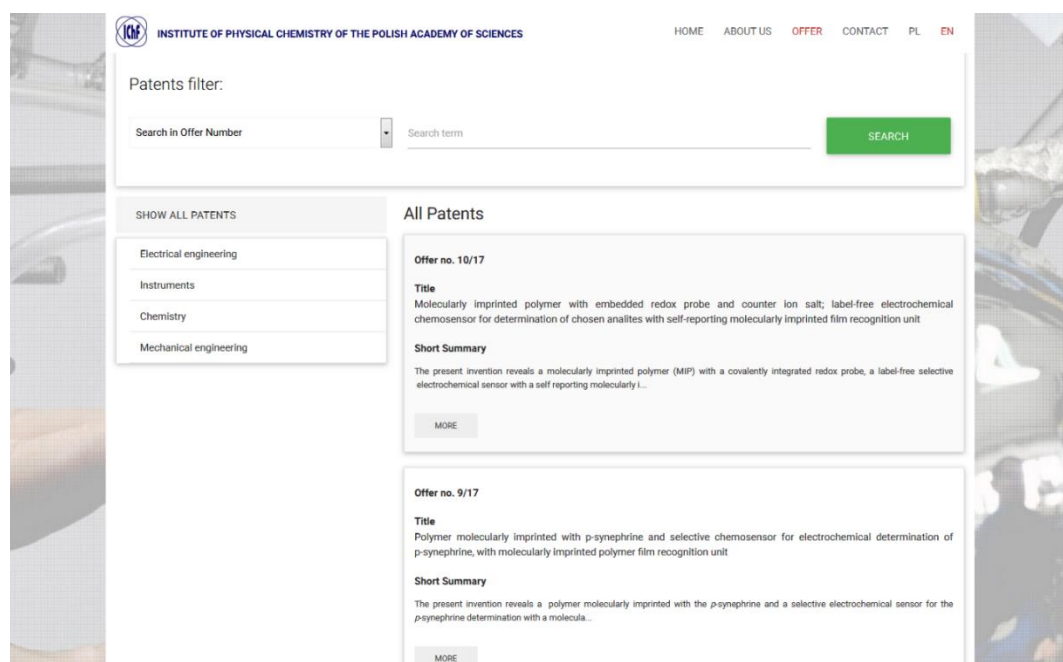


The goal of the “*IPC for Companies*” initiative was to create a new node of cooperation between academia and business. Established platform promotes services for the industry (expert knowledge, access to unique research infrastructure, technology / sales / licensing offers) on the one hand, and on the other - it is the platform of gathering industry inquiries, where technologists from various industries could turn to researchers for help. As part of this platform, we would like to answer questions from business and industry and support creation of innovative products and services.

To secure funds for this initiative IPC in cooperation with the Nencki Institute of Experimental Biology submitted a successful proposal to the Polish Ministry of Science and Higher Education (**Dialog project**). Under the Dialog project, the “*IPC for Companies*” platform will be supplemented by the offer in the field of biology. Currently, three pilot research studies for entrepreneurs are carried out as part of the Dialog project.

Prior to the CREATE project start IPC created **Electronic Laboratory Equipment Database (ELAD)**, containing specification of IPC research apparatus. The aim of it was to strengthen cooperation with both academia and SMEs.

The Electronic Laboratory Equipment Database (ELAD) was linked with the “IPC for Companies” webpage. Additionally, searching machine for patent rights was added (filters: offer no., title, key words, summary). The patent database is regularly updated.



Under the CREATE project the ELAD database was expanded to include a new module “Researchers” (<https://projekty.ichf.edu.pl/pls/apex/f?p=2000:1>) containing: IPC specialities & IPC researchers main research fields (including chemistry inspired by biology, medical diagnostics, nanotechnology, environmental protection).

Building an electronic database – module “Researchers” (**ELAD+**) is also an effective way of disseminating knowledge among entrepreneurs.



Start Apparatus People

Instytut Chemii Fizycznej
Polskiej Akademii Nauk

Enter the Apparatus database

Enter the Scientists database

release 1.0

Start Apparatus **People**

Instytut Chemii Fizycznej
Polskiej Akademii Nauk

Searching Parameters

Back

Category

Search Dialog - Google Chrome

https://projekty.ichf.edu.pl/pls/apex/www_flow....

Select Category

Acoustics

Analytical chemistry

Anatomy

Animal genetics

Atomic and molecular physics

Bacteriology

Biochemistry

Biochemistry/Biological chemistry

Bioinformatics

Biological engineering_cell engineering

Biophysics

Biotechnology

Botany

Catalysis

Cell biology_(Cytology)

Cell physiology

Cellular neuroscience

Chemical reactions_mechanisms_thermodynamics_kinetics and catalysis

Classical physics

Colloidal chemistry

Combinatorial chemistry

Comparative physiology

Complex systems

Computational biology

Condensed matter physics

Coordination chemistry

Crystal lattice dynamics

Cytogenetics

Electrochemistry_electrodialysis_chemistry in micro-inclusions