



UNI^QORN

Affordable Quantum Communication for Everyone

EU Horizon-2020 Project **UNI^QORN**

*Affordable Quantum Communication for Everyone:
Revolutionizing the Quantum Ecosystem from Fabrication to Application*

EU Horizon-2020, FET Flagship on Quantum Technologies
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Executive Summary

In this document we present the UNIQORN website and the Twitter and LinkedIn accounts. The UNIQORN website and social media accounts have been set up in the first project month aiming at raising awareness about the project, informing and engaging with the target audience and promoting the project's outputs and results. The UNIQORN website is a versatile communication tool which contains information for a diverse target audience and will be updated regularly with project's news, activities and results. The Twitter and LinkedIn accounts will help us to reach the audience, who is less interested in traditional media channels and prefers getting informed from social media. All platforms are maintained by the project coordinator and will be updated regularly by input provided by the project partners.

1 Introduction

1.1 Purpose and scope of the document

The purpose of this deliverable is to briefly describe the means through which the UNIQRN project is presented on the web in order to maximize the visibility of the project, and support the communication and dissemination activities of the project consortium.

1.2 Relation to other project work

The deliverable is prepared within Task 8.3 “Dissemination of foreground knowledge and communication activities”, which describes the activities that will be taken by the consortium to promote the project’s results. D8.2 is related to the following WP8 deliverables:

- D8.1 “**Factsheet and project presentation**” [M02] It presents the first project’s factsheet and the project’s overview presentation.
- D8.3 “**Press Release and Communication Kit**” [M03]: It will contain the 1st project press release in English and the communication kit, which will consist of the project’s dissemination material with copyright clearance which the EC can use to further disseminate the project results.
- D8.4 “**Promotion video availability**” [M10]: This deliverable will contain the design and script of the project video.
- D8.5 “**First period exploitation plans and project dissemination**” [M18]: It will contain the dissemination and communication strategies of the project partners individually and the consortium as a whole and will report on the dissemination and communication activities undertaken in the first 18 months of the project.
- D8.9 “**Final Press Release**” [M36]: It will contain all necessary information about the project’s final results.

1.3 Structure of the document

The document is structured in the following way:

- In chapter 2 we present the visual identity of the project.
- In chapter 3 we present the website set up.
- In chapter 4 we present the Twitter and LinkedIn accounts.

2 Visual Identity

Visual identity is an important parameter which connects the project to the target audience and supports the recognisability of the UNIQORN project. For this reason the project website, the social media accounts and the dissemination kit material have been designed around the project's logo and color palette.

2.1 UNIQORN Logo

The UNIQORN logo will appear in all documents related to the project. It has been created in three different types and also in different formats to meet the different needs.



Figure 1: Logo with project title



Figure 2: Logo without project title



Figure 3: Project icon

3 UNIQORN Website

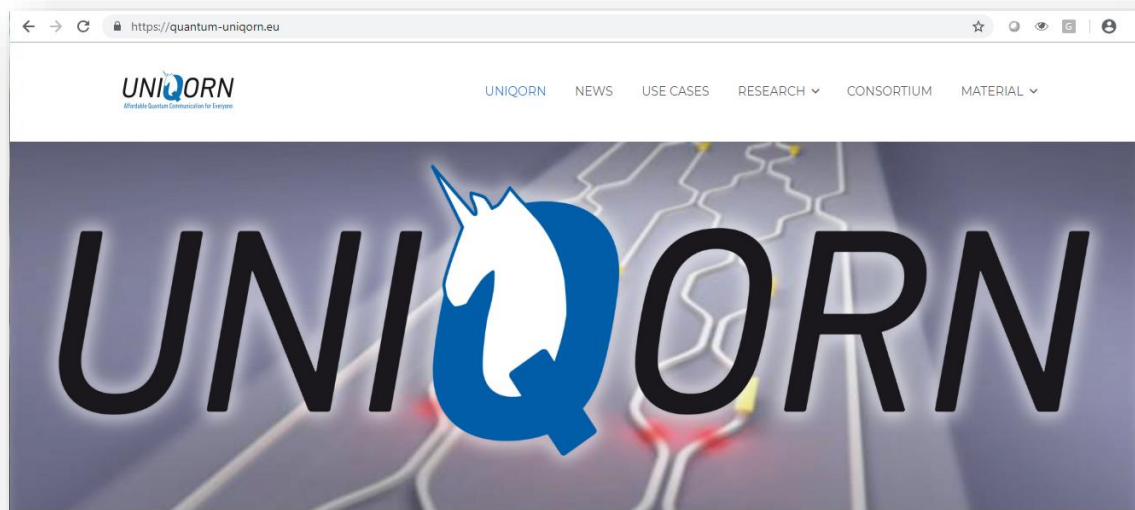
The UNIQORN website is the main general online communication and dissemination tool and serves as a repository to the external project audience. It will contain news, project's activities and results, it has been designed to match the project's visual identity and is available since the first project month.

The website can be found under two web domains, in which the ".eu" extension is used to emphasize on the european research funding. The first domain reflects the project's name and content, and the second the connection to the Quantum Flagship:

- <https://quantum-uniqorn.eu/>
- <https://uniqorn-qt.eu>

3.1 Website Structure

The website structure is simple and clear in order to make the users' navigation easy, and will be updated regularly to meet the project's needs and the needs of the target audience.



It is divided into six headers: UNIQORN, NEWS, USE CASES, RESEARCH, CONSORTIUM, and MATERIAL. The RESEARCH header contains two subheaders the MISSION and the OBJECTIVES and the MATERIAL header contains three subheaders, the SCIENTIFIC PUBLICATIONS, PROJECT DELIVERABLES and COMMUNICATION KIT.

3.2 Technical Implementation

The UNIQORN website is hosted and maintained by the project coordinator AIT Austrian Institute of Technology. It has been designed in WordPress, has a simple and user friendly design, is optimized for viewing in any device and is compatible with the most common used browsers. For monitoring the website traffic the AWStats instance is used, which is also hosted by AIT.

4 UNIQORN in Social Media

In order to maximize the project's visibility we created a Twitter and a LinkedIn account. Both accounts have been set up and maintained by the project coordinator AIT Austrian Institute of Technology. We will update them regularly with project activities and results.

4.1 Twitter profile

The Twitter profile can be found via: <https://twitter.com/UNIQORNFlagship> or @UNIQORNFlagship



Figure 4: UNIQORN Twitter Account

4.2 LinkedIn profile

The LinkedIn profile can be found via <https://www.linkedin.com/in/quantum-uniqorn-a85203174/>

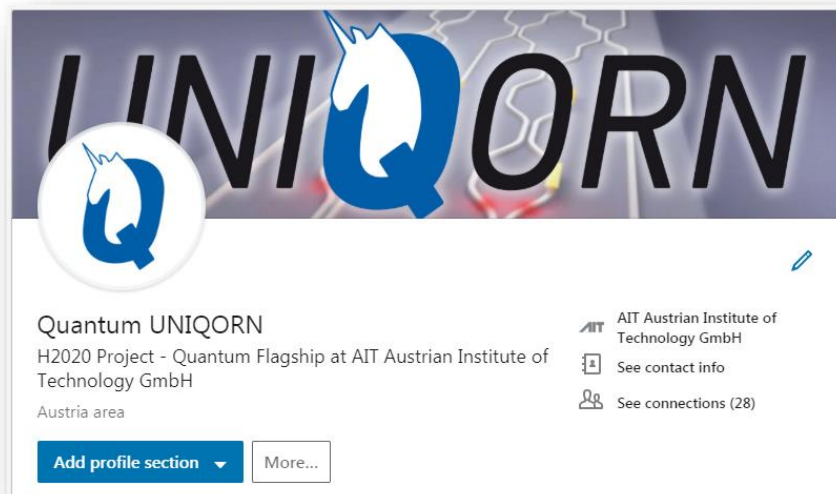


Figure 5: UNIQORN LinkedIn Account