

Project Partners:

1. LEITAT
2. BIU
3. PLS
4. UMC-Mainz
5. MJR
6. BET
7. DEMO
8. VHIR
9. VIVOTECNIA
10. RIVM
11. ASP
12. CNT

n-TRACK

Multimodal nanoparticles for structural and functional tracking of stem cell therapy on muscle regeneration

Start date of the project: 01/10/2017
Duration 48 months

D7.1: Project logo, leaflet and website

WP	7	Name of the WP: Exploitation strategy and dissemination			
Dissemination level ¹	PU		Due delivery date	31/12/2017	
Nature ²	R		Actual delivery date	31/03/2018	

Lead beneficiary	LEITAT
Contributing beneficiaries	All

Version	Date	Author	Partner	Email	Comments ³
1.0	29/03/2018	Max Viallon	Leitat	mviaillon@leitat.org	Final

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: R = Document, report; DEM = Demonstrator, pilot, prototype; DEC = Websites, patent filings, videos, etc.; ETHICS = Ethics requirement; ORDP = Open Research Data Pilot; OTHER.

³ Creation, modification, final version for evaluation, revised version following evaluation, final

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1. Introduction

This deliverable aims to present the communication materials developed for the nTRACK project in order to assure a high quality communication during its execution. Several materials were created in digital and printed format. This includes a logo, a website, a leaflet, a roll-up and a Twitter account. Its use by all the partners will greatly increase the project's visibility.

The communication materials of nTRACK aim to provide support to all partners to ensure the dissemination and communication of development, testing and demonstration results to the European and global market and industry. This task runs during the whole project duration in order to achieve as early as possible grounding toward successful communication, dissemination and exploitation of project results. The activities aim at communicating and disseminating information and results of the project within the partners and outside the consortium.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the four main steps of the project: the nanoparticles synthesis and stem cell labelling, the characterisation and functional analysis of nanoparticle-labelled stem cells, on the in-vivo administration and cell tracking by non-invasive imaging technologies, and on the data processing and design of computational models for human translation.

The communication materials produced will be updated during the project lifetime and aim to demonstrate how nTRACK results are cutting-edge contributions to the European Innovation Union. These materials will be used during every type of event, face-to-face meeting, scientific conferences, workshops, and networks such as European Technology Platforms. The nTRACK consortium will also establish linkages and collaboration with relevant other projects and initiatives to amplify the impact of the project. An important event will be the design and organisation of the final nTRACK project conference. For these events, good communication materials are important.

2. Logo

The logo of nTRACK has been developed since the very beginning of the project. Below the version approved by the consortium.



Explanation:

n-track keywords: nanoparticles, stem cells, gold, technology, tracking

Starting point: We chose to give strength to the name and for this it is represented with a dry, robust and gray type of sticks.

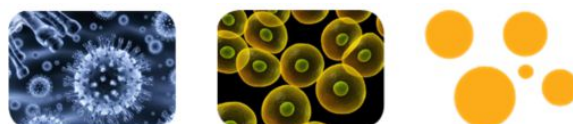
n-TRACK

Colour: In reference to the gold nanoparticles used, gold bulk as a colour has been chosen.



n-TRACK

Reference to the morphology of nanoparticles and cells



n-TRACK

Include a reference to the tracking system



n-TRACK

Include a technological dimension by modernising the “R”



Final result:



In addition, a complete guidance manual regarding the correct use of the logo has been developed for the consortium.

3. Website

nTRACK benefits since M3 of a website that presents the project objectives and activities. It is the project's main digital communication channel and will be updated on a regular basis.

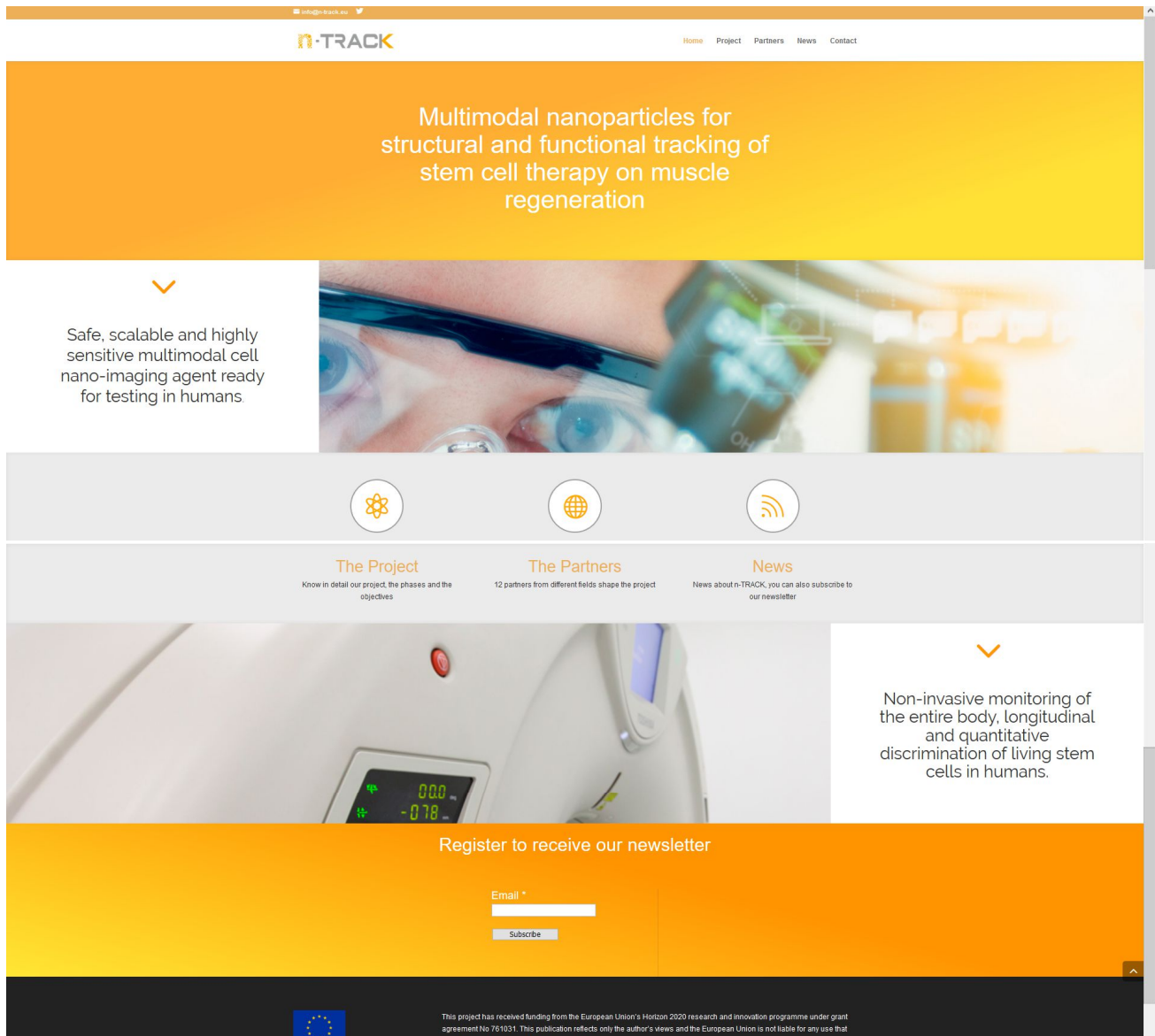
It aims to present the project in a visual and attractive way. As the activities of the project are easy to represent in a graphical manner, the consortium will try to benefit from it as much as possible to ensure an excellent communication.

The home page explains in a few words and images the theme of the project. At the top, buttons drive the visitor to the other pages of the website explaining in greater detail the objectives of the project. There is a progression of complexity of the information starting with simple information to more and more complex one in order that each visitor can pick the amount of information he/she is seeking for.

The news section is updated regularly with important news related to the project such as meetings. In the future, intermediary results will also be published to inform the stakeholders about the public developments. Further parts will be integrated such as the private section (document repository) which is still under development.

The URL of the website is: <http://www.n-track.eu/>

Furthermore, a private part is currently being developed. This part will be a private document repository for the consortium. It will contain folders and subfolders according to each work package and needs. This part should be available end of April 2018. A direct link on the website with a private login and password provided to each partner will give access to the document repository. It will be hosted within Leitat's servers in a sub-domain docs.leitat.org to respect all data protection requirements and give the ability to Leitat to have a full control over the tool.

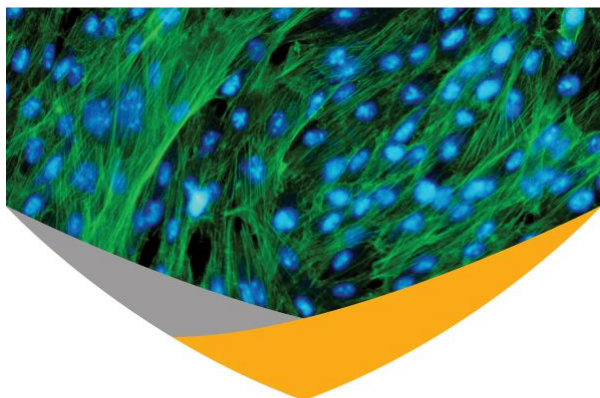


4. Leaflet

The second communication material of nTRACK is the leaflet that is distributed in printed and digital format. In 8 pages, it aims to present visually and graphically the activities of the project in an attractive manner.

It is used for any face to face meeting, public event, conference or any other occasion by the partners to promote the project and inform stakeholders.

According to the needs of the consortium, more will be printed or new versions will be published including updated information.



Multimodal nanoparticles for structural and functional tracking of stem cell therapy on muscle regeneration

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761021. This publication reflects only the author's views and the European Union is not liable for any use that may be made of the information contained therein.



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Pluristem
Therapeutics Inc.

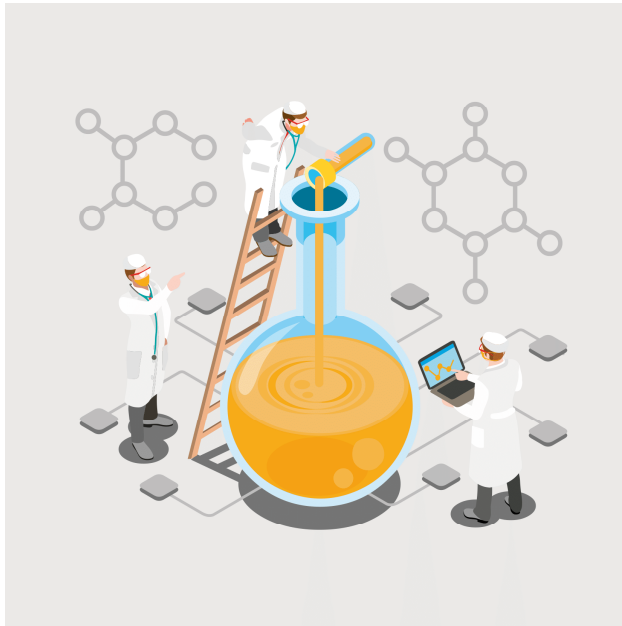
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> Real-time tracking of cell-based treatments

nTRACK develops a safe, scalable and highly sensitive multimodal cell nano-imaging agent ready for testing in humans. The nTRACK approach enables a non-invasive monitoring of the entire body, longitudinal and quantitative discrimination of living stem cells in humans using CT, MRI and PET, simultaneously.

n-TRACK

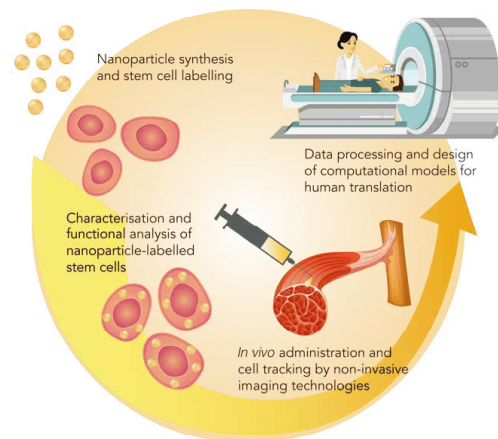


> Objectives

- | | |
|--|--|
| <p>1 Facilitate stem cell labelling by delivering a standard operating procedure to be transferred to third parties.</p> <p>3 Increase the sensitivity of the imaging methods up to a single cell detection level.</p> <p>5 Design protocols for human translation that can recommend optimal imaging conditions.</p> | <p>2 Enable non-invasive whole body and long-term cell monitoring with clinical applicable imaging.</p> <p>4 Provide vital functional information on the therapeutic stem cells by machine learning algorithms.</p> <p>6 Provide early assessment of cell therapy effectiveness based on prompt evaluation of the migration and biodistribution patterns.</p> |
|--|--|

n-TRACK

- > Stem cells will be labelled with nTRACK **magnetic core** gold shell nanoparticles and fully functional and safety characterised to be ready for clinical stage. The labelled stem cells will be injected into an injured muscle and tracked, including **cell functionality and long-term viability, using structural and functional imaging modalities that are clinically available**. Functionality, activity and nonclinical safety will be evaluated. Regulatory and commercialization aspects will be addressed to foster a prompt clinical translation and exploitation.



n-TRACK

5. Roll Up

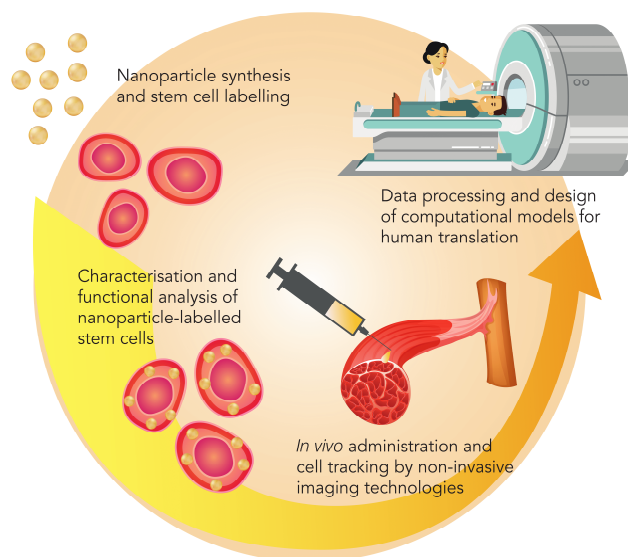
The roll-up is a further communication material that will rather be used in a printed format during events such as fairs and conferences where the project will have a stand. It aims to explain very briefly that nTRACK is developing a new way to track stem cells. It should attract attention and be visually appealing.

As the leaflet and according to the needs, new versions will be created along the development of the project.



Multimodal nanoparticles for structural and functional tracking of stem cell therapy on muscle regeneration

Real-time tracking of cell-based treatments



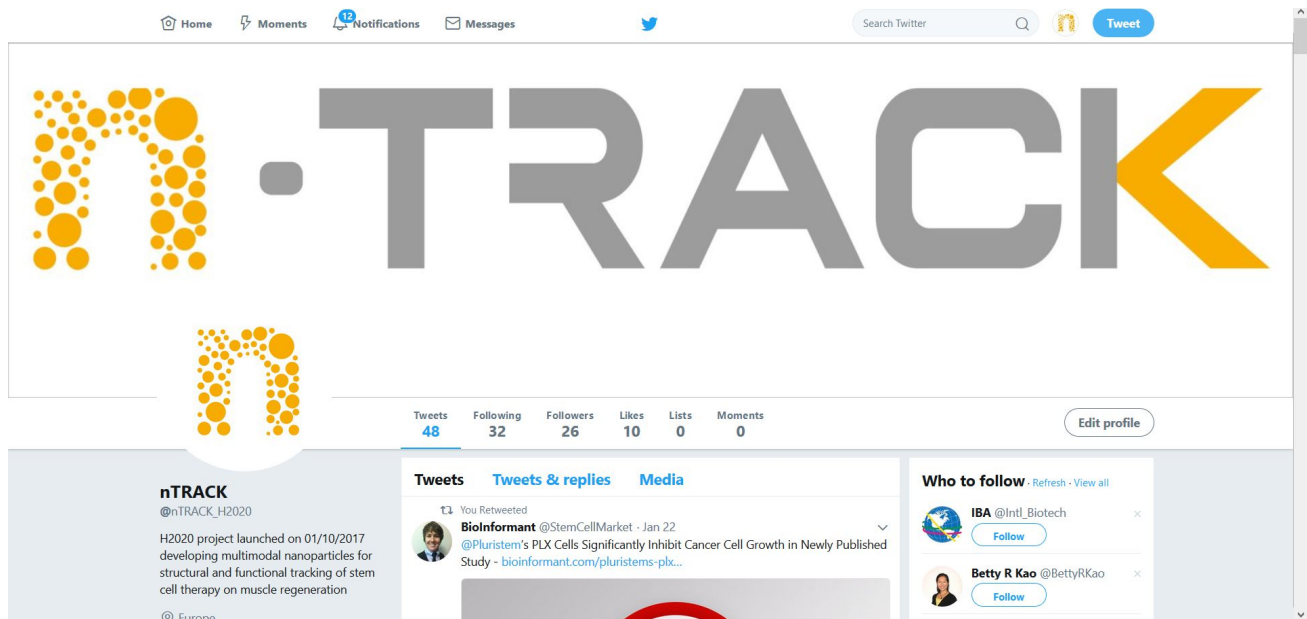
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6. Social Media

The project created a Twitter account for two main purposes. The first one to communicate smaller pieces of news and to amplify the ones published on the website to drive traffic. The second one is to interact with stakeholders, mainly industries in the field of stem cell tracking and to raise awareness around nTRACK.

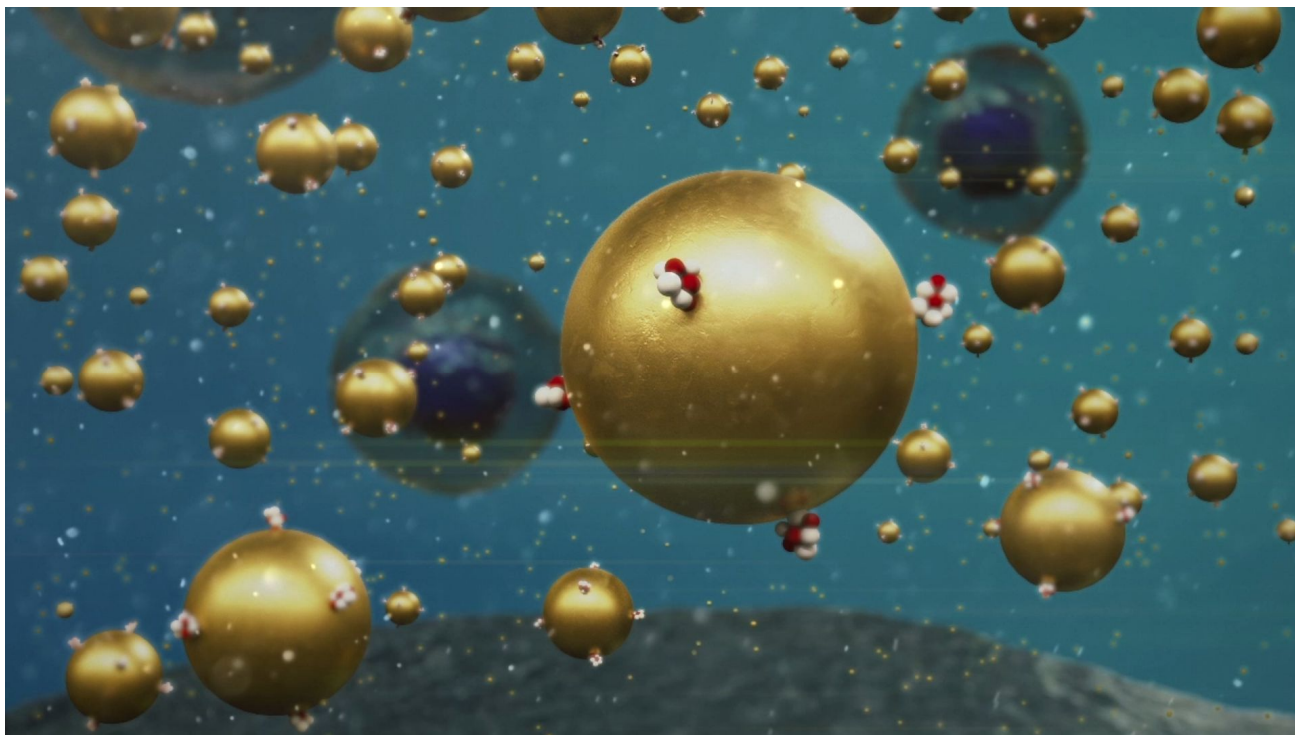
All members of the consortium are encouraged to actively provide content and tweet about their activities to position nTRACK as a reference in the field.

The handle is @nTRACK_H2020



7. Video

Since the beginning of the project, Leitatz worked on a project presentation video of extreme high quality, in terms of content as well as in terms of images (see image below). Leitatz is working with a highly specialised producer in the field of medicine in order to get a video that explains briefly and visually the approach of the project. Although the video lasts 02:42, the content is dense. A first version is already finished and Leitatz is finalising some details. Once approved by the consortium, it will be distributed on digital communication channels and distributed to all partners so they can use it as a tool to present the project.



8. Conclusion

The communication materials produced for nTRACK are already and will be for the entire project of a great help for all the consortium members. It will help them to promote a common image and with high quality materials that will improve the quality of the message. For digital or physical communication, these materials will be of a great help.

The materials will be updated on a regular basis whenever it is considered necessary by the consortium to make sure that the content is aligned with the current state of the project and the strategy of the consortium.