

Project:
QUEST
(Grant Agreement number 101156088)

“Twinning to develop ELTE's research and innovation capacity in quantum reservoir computing”

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D8.2 Project website and promotional materials

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Dissemination Level

PU	Public	X
PP	Restricted to other program participants (including the EC Services)	
RE	Restricted to a group specified by the consortium (including the EC Services)	
CO	Confidential, only for members of the consortium (including the EC)	

QUEST's primary goal is to amplify the scientific prowess and innovative capabilities of Eötvös Loránd Tudományegyetem (ELTE) alongside its esteemed Twinning partners: Linköpings universitet, Loughborough University, Aalto University, JustInMind SL, and Intelligentsia Consultants Sarl. They collectively aim to create a quantum reservoir computing (QRC) system leveraging silicon carbide (SiC) defect qubits. Over three years, QUEST plans to roll out a research and innovation strategy centered on five core objectives, each associated with eight interrelated work packages.

- Objective 1 is geared towards pioneering research to construct a QRC system based on SiC defect qubits. This avantgarde technology could potentially enhance computational speed and diminish power usage by over 100 times compared to traditional machine learning models.
- Objective 2 emphasizes knowledge-sharing between ELTE's seasoned researchers and the Twinning partners, facilitated via short-term staff exchanges, seminars, and training sessions, all complementing the research from Objective 1.
- Objective 3 focuses on nurturing the career aspirations of early-stage researchers associated with both ELTE and the Twinning entities. They propose strategies like brief and intermediate exchanges, workshops, summer training sessions, and a collaborative PhD scheme.
- Objective 4 aims to refine ELTE's administrative and managerial proficiency for European R&D initiatives. Specifically, this entails enhancing the expertise of ELTE's Education Support Office and Research Support Office in aspects like project management, proposal drafting, intellectual property management, and scientific communication concerning European R&D funding programmes.
- Objective 5 is dedicated to bolstering the research stature and academic credibility of ELTE and its Twinning counterparts. This will be achieved through extensive communication, outreach, and dissemination efforts.

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1. Introduction

1.1 About QUEST project

QUEST's primary goal is to amplify the scientific prowess and innovative capabilities of Eötvös Loránd Tudományegyetem (ELTE) alongside its esteemed Twinning partners: Linköpings universitet, Loughborough University, Aalto University, JustInMind SL, and Intelligentsia Consultants Sarl. They collectively aim to create a quantum reservoir computing (QRC) system leveraging silicon carbide (SiC) defect qubits. Over three years, QUEST plans to roll out a research and innovation strategy centered on five core objectives, each associated with eight interrelated work packages.

1.2 Scope of this deliverable

This report documents the design and production of the project website and promotional materials.

The project promotional materials and website are intended to raise the project community's awareness of the QUEST activities and to ensure project publicity and promotion. According to the Grant Agreement, the project promotional materials include:

- Project leaflet (2 pages, A4 size) and Powerpoint presentation providing an overview of the project.
- Project poster (A1 size).
- 1-2 newsletters/year over the duration of the project.
- Publication of joint conference/scientific papers on research results arising from the project.
- Youtube video - aimed at the general public - describing the project's objectives, activities and impacts.
- Project podcasts for ELTE's Science Podcast (e.g. Gravitational wave hunting with radio telescopes).

The project leaflet, Powerpoint presentation and poster are developed and reported in this deliverable. The newsletters and YouTube video will be developed and made publicly available after the project achieve results to be communicated.

The QUEST project website will take advantage of modern technologies, publishing news, events announcements and other important information. The website is developed in order to:

- Raise awareness of the project activities and objectives, as well as the project's results.
- Increase visibility of the project amongst target audience.

1.3 Target audiences

QUEST's target audiences for communication and dissemination activities include:

- Industry such as SMEs and large companies involved in the [European Quantum Industry Consortium](#)
- Academia such as universities and public research organisations involved in the [Quantum Community Network](#)
- EU initiatives such as [QuMicro](#), [QuantERA](#), [Quantum Flagship](#)
- Policy makers and funding agencies representatives involved in the design or implementation of research and innovation policies such as [Joint Research Council](#)
- General public such as high school students

2. Project Identity

A graphical identity is composed of visual elements aimed to represent the project to target audience. The QUEST graphical identity includes logo, fonts, colours and text.

The following project logo and background have been created and will be used in the project's website and all project documents:

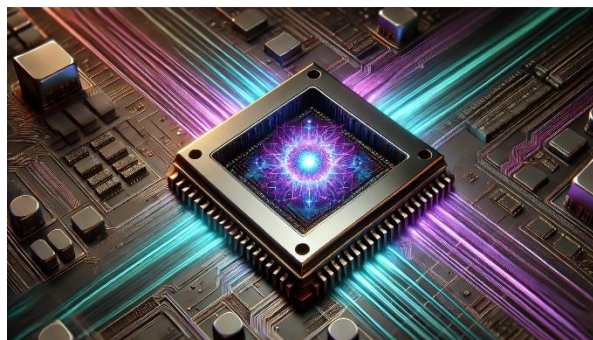


Templates for text documents like deliverables (MS Word) and presentations (MS PowerPoint) have been prepared and made accessible for all project participants. The templates are important to give a uniform image of the project and to establish a visual language that will indicate at a glance that the presented information concerns the QUEST project.

The logo embodies the essence of quantum physics and quantum computing, aligning with the project's focus on developing a quantum reservoir computing system using silicon carbide defect qubits. The design integrates a Bloch sphere, a key representation of a qubit's quantum state in quantum computing. Additionally, the inclusion of the Greek letters epsilon and tau further emphasizes the project's strong connection to physics, as Greek letters are frequently used in scientific formulas.

The colour palette - used in the background and logo - of purple, metallic grey, and navy reflects the modern and innovative essence of the project. Purple evokes imagination and the exploratory nature of quantum physics, while metallic grey conveys technological sophistication and cutting-edge advancements. Navy adds a sense of reliability and stability, symbolizing the solid scientific foundation driving the project's research.

We also generated an image illustrating a "quantum chip" to enhance the visual effect of the promotional materials.



3. Project Website

3.1 Website development

The QUEST project website is available on the Internet under ELTE's domain name <https://quest.elte.hu>.

The QUEST project website consists of the following sections, which form the main menu at the top of the website:

- Home
- About Project
- News
- Events
- Publications
- Contact

The website is implemented in English.

The content of the website is based on the QUEST project Description of Action. The **Home** section presents a brief description of the project aim, block with ELTE's profile, logos of each consortium partner with brief description and links to their organisation websites, and features the latest news. The **About project** section briefs the audience about the scientific scope of the projects, presents project aim, lists 5 project objectives and features Project Team. All the public deliverables and other materials produced over the course of the project will be published in the **Publications** section. Project **News** section is designed in a form of a blog, showing the latest news and activities of the project, which already happened. Project **Events** will show announcements - what is planned. In the **Contact** section there is also a contact form, and links to the project social media pages.

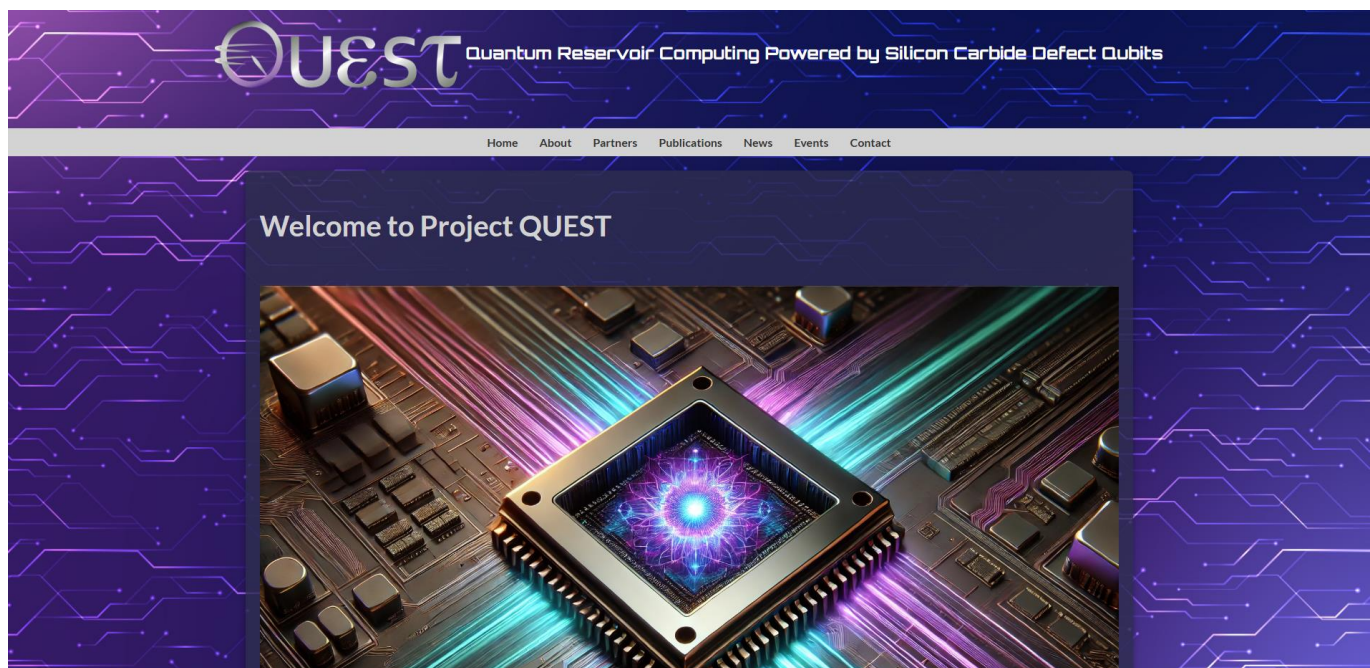
The design of the QUEST website is prepared by WebQuick, according to the project Description of Action. A screenshot of the website is presented at the end of this section.

In order to simplify the process of maintenance, the implementation of the website is based on WordPress, a content management system that allows building websites using standard blocks (e.g. text block, image, contact form, etc.).

The QUEST website is built in accordance with the following design principles:

Visitors' good first impression	In order to produce a good impression on new visitors, the website has an attractive design and user-friendly navigation system. The presence of the EU logo, as well as the QUEST project logo, will ensure a user that the website is developed under the umbrella of the European Commission. The content of the website is well-structured, so that users could easily find all the necessary information.
Home page structure	The home page represents main information about the project and links to website sections. The first block presents project aim with a button linked with the About section. The second block presents a short description of ELTE and photo. The third block presents a short description of the Twinning Partners . The end of the page shows latest project news. The footer includes EU logo and coordinator contacts.
Navigation system	The top menu provides easy access to the most important pages of the website, i.e. Home, About Project, News, Events, Publications, Contact us.
Design and Readability	The website is designed according to the project identity. In order to make the content of the website easily readable, the text is displayed in black on white background. The sections are clearly separated one from another with decorative elements or colour blocks.

Multimedia content	The presence of photographs and images in text will help to simplify the process of perception of the information published on the website and make reading more interesting. All the images published on the QUEST website are produced by the project partners.
Internal and external links opening approach	All the internal links of the website will be opened in the same window. The external links, such as a link to the website of a consortium partner, will be opened in a new window.
Compatibility with the most popular Internet-browsers	The interface of the website has been tested in the most popular Internet browsers (Internet Explorer, Microsoft Edge, Opera, Mozilla Firefox and Google Chrome) and adjusted in the way to look similar in all of them. The mobile version is also tested and adjusted to ensure convenient mobile user interface.
Usage of the EU logo	The logo of the European Union is displayed on each page of the website in the footer.



3.2 Website Maintenance

The partner responsible for maintenance of the QUEST project website is ELTE. Other consortium partners will support ELTE by providing content for the website.

Over the course of the project the website will be regularly updated. Namely, all the news related to the project will be published in the “News” section. The announcements of project events will be published in the Upcoming events section and home page. Project public deliverables, research publications, newsletters, etc. will be published in the Publications section.

After the project is completed, the maintenance of the QUEST website will be reduced to minimum. With the publication of the last public deliverable, the website will start functioning as an informational resource. Neither news, nor events announcements will not be published any more.

4. Project Promotional Materials

4.1 Project leaflet

The A4 size tri-fold QUEST leaflet is designed in accordance with the project identity. The leaflet contains the following information:

- QUEST project name, acronym, logo, EU emblem.
- Project aim
- Information on project research focus
- Eötvös Loránd University photo, logo, and description
- Project partners' logos
- Coordinator's contact information.

Leaflet design is presented below.



4.2 Project poster

The poster has A1 size and represents more the visual identity of the project rather than providing highly informative material. Therefore, it contains the project name, logo, and brief visualised statements about key project aim and objectives. The EU emblem, project partners' logos, coordinator's contacts, and a QR code to the website. Design of the QUEST poster is presented overleaf.



4.3 Project power point presentation

The overview Power Point presentation was developed to be used for project overview presentations by project partners at different events and occasions. It includes basic information about the project: consortium composition, partners short descriptions, project aim and objectives and project research focus. The presentation is editable and will be adapted to fit better the event target audience. The basic pptx template is presented below.

