Horizon 2020
The EU Framework Programme for
Research and Innovation

SAFEST

D4.2 Project leaflet and poster

Project acronym: SAFEST

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Deliverable Lead: TalTech

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Dissemination Level: Public

Status: Final

Document Information

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Lead Organisation for Deliverable:	KU Leuven
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Abstract

The deliverable records the creation, design and production of the SAFEST project's leaflet and poster. These dissemination materials have been created to increase the awareness about the project and about TalTech's research excellence and innovation capacity among its partner universities' wider membership, project stakeholders, and wider public. The objective is twofold: i) initiate contact with European-leading counterparts and develop future cooperation; and ii) attract more followers to the project website. These promotional materials were printed and will be distributed during relevant European scientific events once the global pandemic situation will allow for that, and until then the materials are distributed in smaller print volumes among the partners, as well as in digital format on the project website and partner's communication channels.

Status

This deliverable is subject to final acceptance by the European Commission.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952252

Page 2 of 7

Table of Contents

1. Introduction

Part of the SAFEST project's dissemination and outreach activities in Work Package 4 (WP4) are leaflets and posters which summarize the essence of the project, give leads for further information and list the participants of the project consortium. Leaflets and posters will be distributed both in physical and digital form by all partners and in their joint communication channels (i.e., the project's own website). This deliverable gives an overview of the target audience and distribution channels to them, as well as the content, design and production of the materials together with the visuals of the produced materials.

2. Target Audience

The SAFEST leaflet and poster are designed to provide basic information about the project activities, objectives, topics of the staff exchanges and partners to those who would like to know more about the project. The target audience includes the categories listed below:

- EU organisations involved in research and innovation in the field of hardware security;
- Scientists focused on such hardware security research subtopics as testing for security, reverse engineering and defences, side channel attacks, hardware-software architectural vulnerabilities, etc.;
- Representatives from the industry interested in the results of the project;
- Other stakeholders;
- Events (both physical and virtual) participants;
- Website visitors and digital newsletter subscribers;
- General public without scientific background.

3. Dissemination Channels

The SAFEST project leaflet and poster have been produced in two versions: electronic and printed. The electronic versions (pdf) have been uploaded on the project website safest.taltech.ee. The printed version of the leaflet and poster will be handed out during various events that consortium partners are planning to attend over the course of the project, such as workshops, summer schools and conferences.

Of course, all the events of initial year of the project (of 2021) have been turned into virtual events due to the global coronavirus pandemic, which reduces the opportunities for physical dissemination. Nevertheless, once the situation normalizes, hopefully during the lifetime of the SAFEST project, the distribution of the project dissemination materials resumes to the planned course of action. Until then all the partners receive smaller quantities of print materials to be displayed on their campuses and in their buildings.

Also, the consortium partners are welcome to publish the digital version of the leaflet and poster on their organisations' websites.

4. Leaflet Content

The SAFEST project leaflet (A4 size, double-sided) contains the following information:

Recto:
- project logo
- project title
- project consortium partners' logos and website addresses
- EU logo and text "The SAFEST project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952252"
- project website address
- thematic images.

Verso:
- a short summary which explains the overall aim of the SAFEST project
- list of the four research topics (with responsible partner named for each)
- explanation of the core activities of the project
- project website address
- contact information of the project coordinator.

5. Poster Content

The SAFEST project poster (A1 size, one-sided) contains almost the same information as the leaflet, but presented more briefly:

- project title
- project logo
- a brief summary of the overall aim of the SAFEST project with titles of the four research topics
- thematic images

- a graph summarizing the objectives, activities, project coordinator and Twinning partners with responsibilities for research areas of the SAFEST project
- list of the consortium partners with logos
- project website address
- EU logo and text "The SAFEST project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952252"

6.   Leaflet and Poster Design

The design of the SAFEST project leaflet and poster was done in-house at TalTech by its leading graphical designer Ms Anu Teder.

The leaflet and poster were developed in accordance with the requirements listed in the Description of Action. Namely, the leaflet in A4 size (double sided), and the poster is A1 (one-sided).

The images used for the design have been retrieved from the project partners and a stock-photo repository (the computer graphic cover visuals), and the use of which is authorized with existing copyright.

The logo of the European Union, as well as the text "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 692152", are used in accordance with the guidelines of the European Commission.

7.   Leaflet and Poster Production

Both, the leaflet and the poster for the SAFEST project have been produced in two versions:
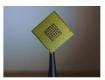- Digital version in portable document format (PDF) optimized for web usage and other electronic channels
- Print version on paper in 4-colour print (with a separate, preceding digital print file) in
  - A4 format for the leaflet, double-sided, folded in 3 (hence final format is A65)
  - A1 format for the poster, one-sided, unfolded.

The SAFEST project description attached to the Grant Agreement states that: "The consortium will produce and publish 20+ project posters and 250+ project leaflets." Due to the global coronavirus pandemic ongoing in the initial year of the SAFEST project (2021) the opportunities for physical dissemination have been reduced. Hence the first batch of print materials was procured in smaller quantities: 50 leaflets and 5 posters. They will be distributed to the consortium partners to be displayed on their campuses and in their buildings. It is expected that with the alleviation of the global pandemic physical events and exchanges will once again be possible. Once that happens, further batches of print materials will be procured for the second and/or third year of the project to be disseminated as originally palled at workshops, seminars, conferences, and other appropriate events.

8. Leaflet Screenshot

COORDINATOR

TAL TECH
taltech.ee

PARTNERS

cnrs
cnrs.fr

UNIVERSITÉ MONTPELLIER
umontpellier.fr

TUM
TECHNISCHE UNIVERSITÄT MÜNCHEN
tum.de

KU LEUVEN
kuleuven.be

TU Graz
Graz University of Technology
tugraz.at

safest.taltech.ee

SAFEST

THE OVERALL AIM

... of SAFEST is to enhance the scientific and technological capacity of Tallinn University of Technology (TalTech) in the field of Hardware Security, to be achieved through networking activities with its internationally leading Twinning partners. To achieve its overall aim, the 3 year project from 2021 to 2023 will build upon the existing strong competences of TalTech in closely related fields, to be complemented by the specific know-how of the Twinning partners.

RESEARCH ACTIVITIES

To boost their scientific excellence and innovation capacity, the partners will implement a networking strategy focused on four complementary subtopics:

1. **Test for security (CNRS/UM)**
2. **Reverse engineering and defences (TUM)**
3. **Side channel attacks (KU Leuven)**
4. **Hardware-software architectural vulnerabilities (TU Graz)**

PROJECT ACTIVITIES

In order to realize these objectives, the partners will implement a comprehensive set of measures via the following activities:

- Short term staff exchanges are focused on providing education and knowledge exchange concerning the identified research subtopics in Hardware Security.
- Short term exchanges of early stage researchers (ESRs) will allow TalTech to host bright ESRs from the internationally leading partners and vice-versa. All exchanges are

within the scope of the Hardware Security research subtopics collectively identified by the partners

- Organization of workshops. The training workshops will deal with cross training on the four research subtopics, plus more general innovation skills. One workshop a year will be conducted to support the researchers of all partners.

- Three summer schools will be organised over the course of the project. The course materials will cover the very latest findings on Hardware Security including challenges in post-quantum cryptography, detection of hardware trojan horses by unconventional means, FPGAs as hybrid obfuscation solutions against IP piracy, and logic locking and prevalent variants.

FIND OUT MORE AT:

SAFEST.TALTECH.EE

OR CONTACT US:

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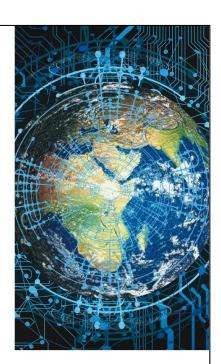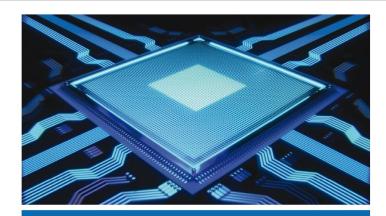
Page 6 of 7

9. Poster Screenshot

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Page 7 of 7