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SAFEST

D4.4 Promotion guide about TalTech

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Abstract

The deliverable records the creation, design and production of the SAFEST Promotion guide about TalTech. This dissemination material has 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. The promotion guide was prepared in digital format only to be distributed 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

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1. Introduction

Part of the SAFEST project's dissemination and outreach activities in Work Package 4 (WP4) is the Promotion guide about TalTech which gives a brief overview about Taltech, its School of IT, the research carried out in the Department of Computer Systems (DCS), and international collaboration and events at the DCS. The Guide is distributed in digital form primarily in SAFEST project's joint communication channels (i.e., the project's own website), but also by all project partners as needed. 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 Promotion guide about TalTech is designed to provide basic information about Taltech, its School of IT, the research carried out in the Department of Computer Systems (DCS), and international collaboration and events at the DCS. 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;
- Event participants (both physical and virtual);
- Website visitors and digital newsletter subscribers;
- General public without scientific background.
- Other stakeholders;

3. Dissemination Channels

The SAFEST project Promotion guide about TalTech has been produced only in electronic version (pdf), which has been uploaded on the project website safest.taltech.ee. If need arises, the printed version of

the guide will be prepared to be handed out during various events that consortium partners are attending over the course of the project, but the situation with coronavirus pandemic at the time of the preparation of the guide did not warrant for such need. Meanwhile, the consortium partners are welcome to publish the digital version of the Promotion guide about TalTech on their organisations' websites.

4. Promotion Guide Content

The SAFEST Promotion guide about TalTech contains the following information:

- cover page with project title and logo
- impressum, foreword and table of contents
- a brief overview of the TalTech and its R&D objectives in the university's Strategic Plan 2025
- summary of School of IT's research areas and study programmes
- description of the Department of Computer Systems (DCS), its research centres, and hardware laboratory
- list of international projects carried out by the DCS with brief descriptions and contact information
- list of international conferences organised by the DCS
- international collaboration partners of the DCS
- contact information of the DCS at TalTech
- the cover page and page 3 contain the 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"

5. Promotion Guide Design

The design of the Promotion guide about TalTech was done in-house at TalTech by its leading graphical designer Ms Anu Teder.

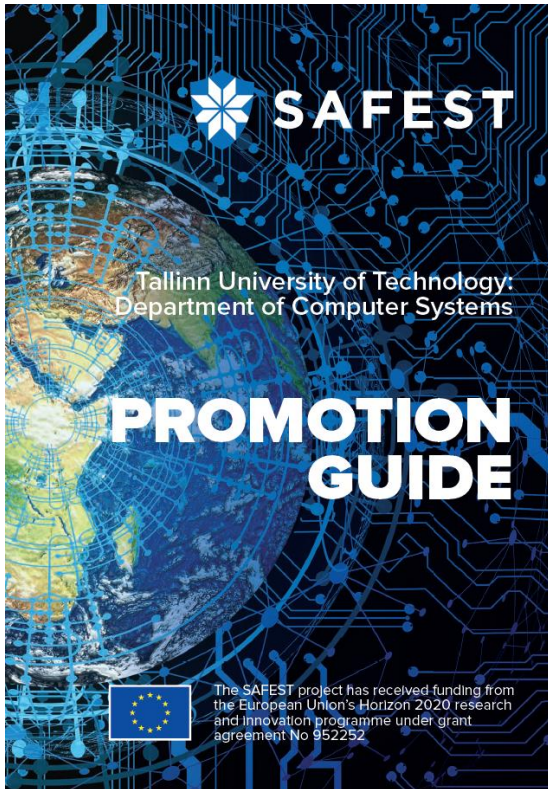The guide wase developed in accordance with the requirements listed in the Description of Action.

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 952252", are used in accordance with the guidelines of the European Commission.

6. Promotion Guide Production

Promotion guide about TalTech for the SAFEST project was compiled at TalTech and has been produced in digital version in double-sided A4-size portable document format (PDF) on 28 pages optimized for web usage and other electronic channels. The completed PDF has been distributed to all SAFEST project partners and has been uploaded to SAFEST website safest.taltech.ee.

7. Promotion Guide Screenshots

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