



Microelectronics RELiability driven by Artificial Intelligence
 Project no. 101072491

Deliverable 3.1

MIRELAI project website

WP3 – Communication, dissemination and exploitation

Version 01

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Revision history

Author(s)	Description	Date
Julia Goetz (accelCH)	Draft deliverable	21.11.2022
Olga Radchuk (AT&S)	Revision 1	28.11.2022
Peter Fuchs (PCCL)	Final version	06.12.2022

Executive summary

Background

This deliverable presents the MIRELAI project website, describing how it is set up and how it will be developed and maintained throughout the project's duration and following its completion. The project website serves as a powerful tool to communicate, inform and raise awareness on the endeavours and progress of the project, enabling the MIRELAI consortium to reach out to all its stakeholders. The website provides up-to-date, consistent and comprehensive information on the project.

Objectives

With the help of this deliverable and the project website, the MIRELAI project tries to:

- Provide a strategy for the development of the project website
- Define the key audiences the Consortium wants to reach
- Inform about MIRELAI and its work
- Introduce the project partners, academic and industry supervisors and Doctoral Candidates (after recruitment)
- Continuously document the progress and display achievements and results of the project
- Inform about relevant activities and upcoming events including training sessions

Methodology and implementation

We have defined three main phases for the development of the project website. Each of these phases has a clear strategy of what the key outcome and impact of the phase should be and based on this, the website's structure and the content will be adapted.

- Phase 1 – to attract potential Doctoral Candidates (DC)
- Phase 2 – to present the project implementation and updates for research, training, dissemination and outreach
- Phase 3 – to ensure the website remains the key source of information also after the project ends

Currently, we are in phase 1, attracting the right candidates for the open positions. Once these have been filled, we will move towards phase 2 to develop a website structure to present the Doctoral Candidates (DCs), all activities planned, ongoing and implemented in regard to research, training and outreach.

Outcomes

The outcome of Deliverable 3.1 is the project website, www.mirelai.eu, which has been online since October 2022 when the project started.

Impact

The MIRELAI website serves as the main platform for communication, dissemination and exploitation efforts throughout the project. It provides consortium partners and target audiences alike with up-to-date, consistent and easily accessible information on the project, its results and its partners.

Next steps

Further pages will be created to give detailed information on research, training, outreach and dissemination measures planned, ongoing and implemented.

After the initial set-up of the new project pages, the project website will still be updated and evaluated continuously, to ensure its added value for both members of MIRELAI and external audiences.

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Partner short names

Short name	Partner name
PCCL	Polymer Competence Center Leoben
POLIMI	Politecnico di Milano
TU Chemnitz	Technische Universität Chemnitz
TU Delft	Technische Universiteit Delft
IMEC	Interuniversitair Micro-Electronica Centrum
ams OSRAM	Ams-Osram AG
AT&S	AT & S Austria Technologie & Systemtechnik Aktiengesellschaft
Bosch	Robert Bosch GmbH
Nanotest	Berliner Nanotest und Design GmbH
Nexperia	Nexperia BV
NXP	NXP Semiconductors Netherlands BV
Reden	Reden BV
SISW	Siemens Industry Software NV
Technoprobe	Technoprobe SPA
UOG	University of Greenwich
MCS	Materials Consultancy Services Limited
accelCH	acelopment Schweiz AG
KU Leuven	Katholieke Universiteit Leuven
MUL	Montanuniversität Leoben
MCL	Materials Center Leoben Forschungs GmbH
signify	Signify Netherlands BV

Abbreviations

Short name	Partner name
DC	Doctoral Candidate
D	Deliverable
EC	European Commission
M	Month
MSCA	Marie Skłodowska-Curie Action
WP	Work Package

1 Objectives

The overall objective of the project website and the related deliverable D3.1 *MIRELAI project website* is to create a modern and user-friendly website by implementing current standards in web development. Specifically, the main aim of our project website is the following:

- Establish the project website as the main source of updated information and point of contact for all target audiences.
- Create a high level of user-friendliness and user experience on the website.
- Develop and follow a clean and appealing visual identity based on the existing project design and style guide.
- Implement an intuitive structure to navigate all users through the website.
- Integrate external functionalities, tools and channels to facilitate the communication of information and results.
- Encourage networking and two-way communication with external stakeholders through contact possibilities with the partners and the DCs in MIRELAI.
- Support the project’s overall and outreach objectives by defining a clear strategy and plan for the implementation of the website.

MIRELAI Outreach Objectives: MIRELAI has a dedicated outreach work package WP3 (led by AT&S with support from accelCH) to disseminate and exploit results and outcomes to targeted stakeholders as well as to communicate about the MIRELAI project and its objectives to a wider audience.

- **Communication** is understood as taking measures to promote the action and its results to a multitude of audiences. The main aims of communication and public engagement are to reach out to society as a whole and some specific audiences to demonstrate how EU funding contributes to tackling societal challenges.
- **Dissemination** is defined as the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results). It aims to transfer results to the ones that can best make use of it and thereby maximise the impact of research.
- **Exploitation** is defined as using and recognising exploitable results and their stakeholders for further research activities other than those covered by the action concerned or in developing, creating and providing a product, process, service or standardisation activities.

Target Audiences: The project website aims to reach all MIRELAI target audiences as presented in Figure 1:

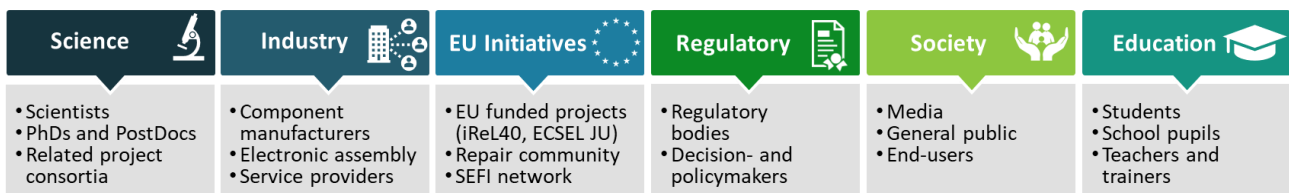


Figure 1: MIRELAI target audiences

2 Technical implementation

The MIRELAI website mainly aims to raise awareness of the project's endeavours and progress. It also functions as a central platform to disseminate project results to the target audiences. Here are some key facts:

- The MIRELAI website is available at www.mirelai.eu.
- It was first launched in October 2022 to support the recruitment of Doctoral Candidates (DCs).
- accelCH created and maintains the website with WordPress.
- The project website is securely hosted on accelCH's webserver.

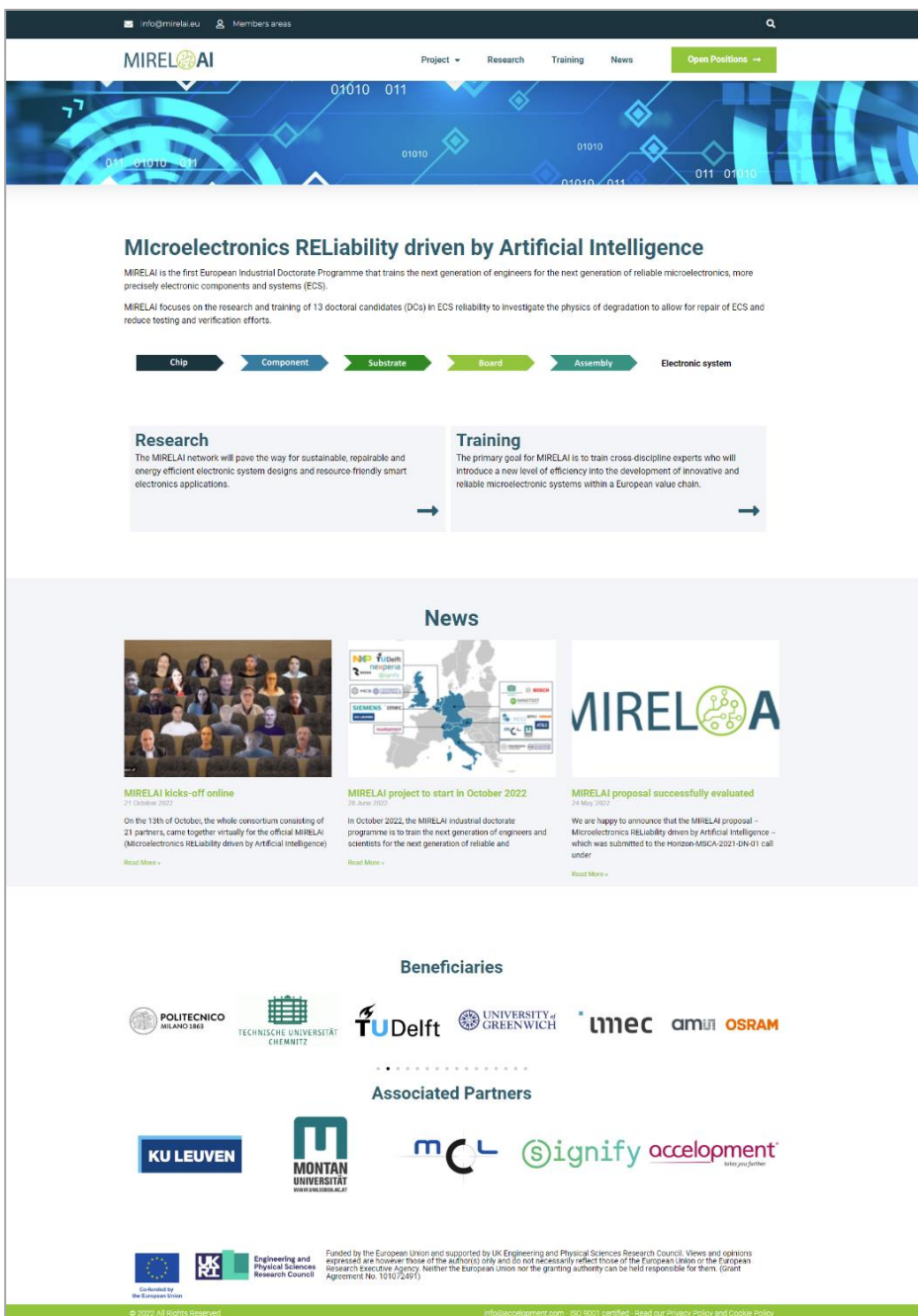


Figure 2: [MIRELAI landing page](http://www.mirelai.eu)

2.1 WordPress

The MIRELAI website was created with the content management system (CMS) [WordPress](#). This tool offers flexible and professional layouts, a user-friendly interface for ease of editing and numerous additional plugins to integrate interactive features and adjust the website to the project's needs. For the news section, the WordPress blog module is used. News posts are displayed in reverse chronological order so that the most recent news entry is shown at the top of the page. Social media channels will be integrated using WordPress plugins to ensure that up-to-date posts from the MIRELAI's Twitter channel are visible on the website. The landing page of MIRELAI website is shown in Figure 2.

2.2 Theme

The theme chosen for the website is "GeneratePress". accelCH adapted the standard style of the theme to integrate the MIRELAI design guidelines and to increase readability. Links and texts are displayed in the project design colours. The design template is responsive, meaning that it adapts content in a user-friendly way depending if the end-user visits the site from a tablet, phone or laptop.

2.3 Images and Graphics

To increase the visual appeal of the website, images and graphics are used to help illustrate given information. This includes using logos of beneficiaries and associated partners, photos of supervisors and DCs for their profiles, and pictures and graphics provided by the partners.

3 Website development

The website will be updated regularly over the course of the MIRELAI project to adapt the content to the needs of the stakeholders. Three main phases for website development have been defined. Each of these phases has a clear strategy of what the key outcome and impact of each phase should be. Based on this strategy, the website's structure and the content will be adapted.

- Phase 1 – To attract potential Doctoral Candidates (DCs)
- Phase 2 – To present the project implementation and updates for research, training and outreach
- Phase 3 – To ensure the website remains the key source of information also after the project ends

Currently, we are in phase 1 filling the open DC positions. We expect to finalise the recruitment process by April 2023 and will then move towards phase 2 to develop a website structure presenting all activities planned, ongoing and implemented concerning research, training and outreach.

3.1 Phase 1 – Attracting candidates

For the first project months, the key aim of the project website was to attract potential candidates interested in joining the MIRELAI network as Doctoral Candidates (DCs). The focus of the website's content was to give the candidates key information on the project, introduce the academic and industrial supervisors and project partners (Figure 5) as well as inform them of the [open positions](#) (Figure 4), the individual research projects, and key MSCA and institutional requirements. In this stage, the project website was the main point of contact to apply centrally as a MIRELAI DC. Once the individual projects and related positions are filled, the open positions page will be removed from the website.

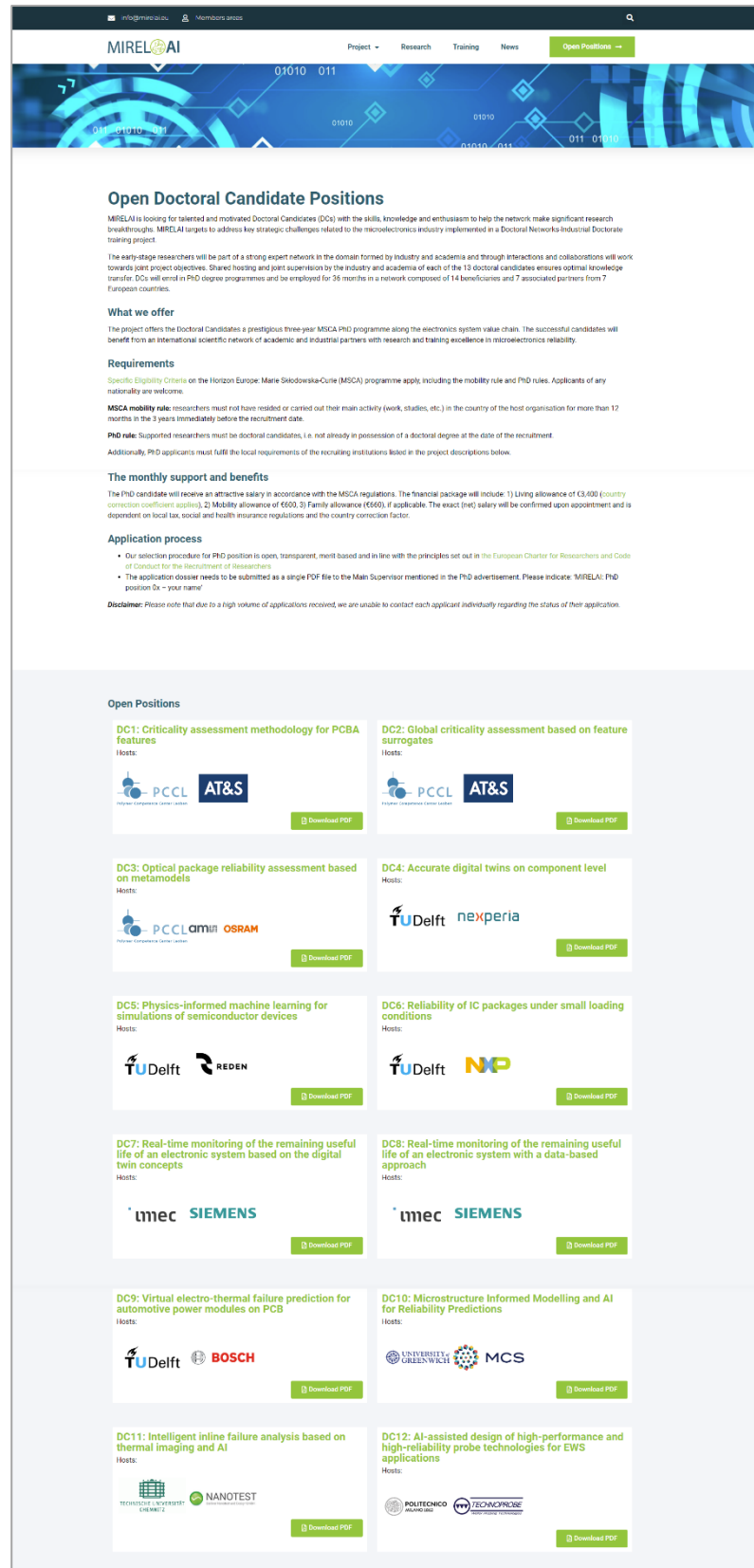


Figure 3: Screenshot of the [open positions](#) page

3.2 Phase 2 – Presenting project implementation

Phase 2 will run through the whole duration of the project; the main aim of the website during this phase is to update all content regularly to show the current status of the MIRELAI activities for research, training, outreach and dissemination at any time. This includes the profiles of all supervisors and DCs, DC training plan, new publishable results and outcomes from the project, and outreach activities planned and implemented by the DCs.

The website will be complemented with embedded videos, event photos, slideshows or other multimedia features at all times to create a visually appealing and dynamic platform for its visitors. As the project progresses, the structure of the website will be adapted to include relevant information and new pages when needed. For instance, the DC page will be created and updated as soon as the first DCs start in their positions. Their description will also evolve as they create new content such as videos presenting their work. A results section will be created once the first MIRELAI results are available and will include publications, conference presentations and other communication materials developed in the framework of MIRELAI.

In addition to the already available pages for [Network](#), [Supervisors](#), [Research](#), [Training overview](#) and [News](#), we expect the following sections and pages to be created once further information and initial results are available and the DCs have started working in MIRELAI.

- **Doctoral Candidates:** will display a list of the recruited DCs following the same concept as for the supervisors of creating individual profiles for each DC (Figure 6). By clicking on the pictures, visitors land on the DCs individual pages with more information about them and their research projects.
- **Research:** currently a short description, in future the project partners will provide a detailed explanation of what MIRELAI is researching and why MIRELAI and its work are critical for innovation (Figure 4). The work packages will be described in more detail and cross-linked with the DC profiles to show who is working in which area.
- **Results:** Once the first results are published, an area documenting conference and poster presentations, publications and other relevant measures will be introduced to document the DCs' involvement in dissemination activities.
- **Events pages:** will promote and document the MIRELAI Annual Meeting, networking and training events for external audiences and external conferences our DCs are presenting at.
- **Training:** Closely linked to the events page, the [training overview](#) will be updated in advance of training events with more details on the agenda, speakers and registration, if open to the public (Figure 7). After the training events, the page will be updated again to include information on the implementation, such as news texts on the event.
- **News:** page is already published and will be provided with regular updates from the DCs features whenever there is a worthy update regarding the project, training, secondments, outreach and dissemination activities or when news articles and any other related communication item of interest for the project and its stakeholder groups is released. The articles are visible by chronological date of publication, the most recent being displayed first. The blog format provides a well-known, quick and easy way to add content and updates on the DCs' progress and also offers the possibility to upload multimedia content, e.g. videos.

3.3 Phase 3 – Ensuring sustainability

Towards the project end, the website will be adapted to ensure the content included stays relevant after the project end. The aim of phase 3 is to update the website so that it is clear the project has finished and that the information included on the website at that stage are the final results. The focus of the website will be on the research and results achieved during the project, an overview of the training the DCs received and one or multiple points of contact for users who may have questions after the project is finalised. These will not be to email addresses which may change after the project ends but to relevant social media channels which will stay up to date after the project such as LinkedIn. Further, the news and upcoming events pages will be archived so that users do not expect further entries after the project has been finalised.

4 Evaluation

accelCH will measure the website’s outreach and impact with Google Analytics, which offers not only the possibility to track website traffic (e.g. page views, unique visitors), but can also detect the immediate impact of dissemination activities that lead to more page views. For example, accelCH expects the number of first-time visitors to increase when DCs present their results at a key conference. The outreach will then be evaluated to see if targets have been reached and, if necessary, to identify new outreach measures.

5 Impressions from the MIRELAI website

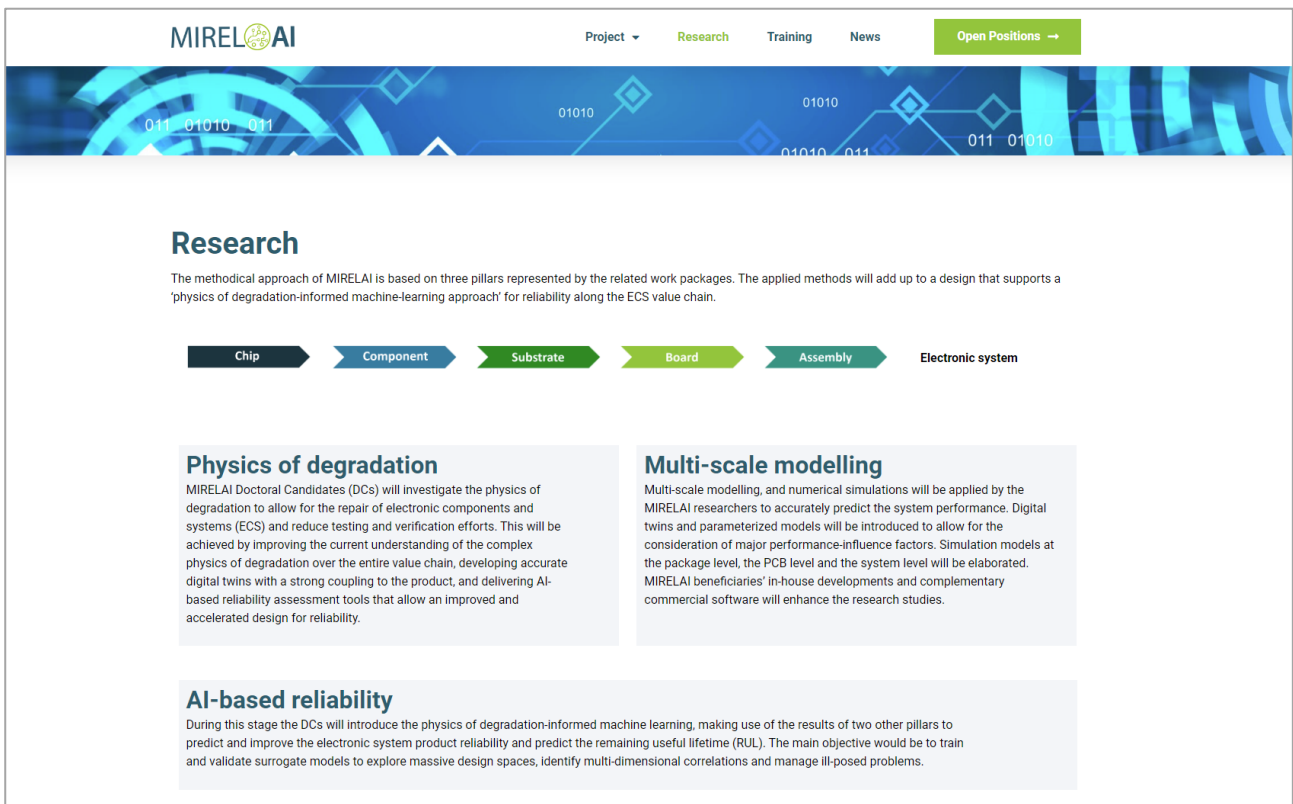


Figure 4: Screenshot from the [research](#) page

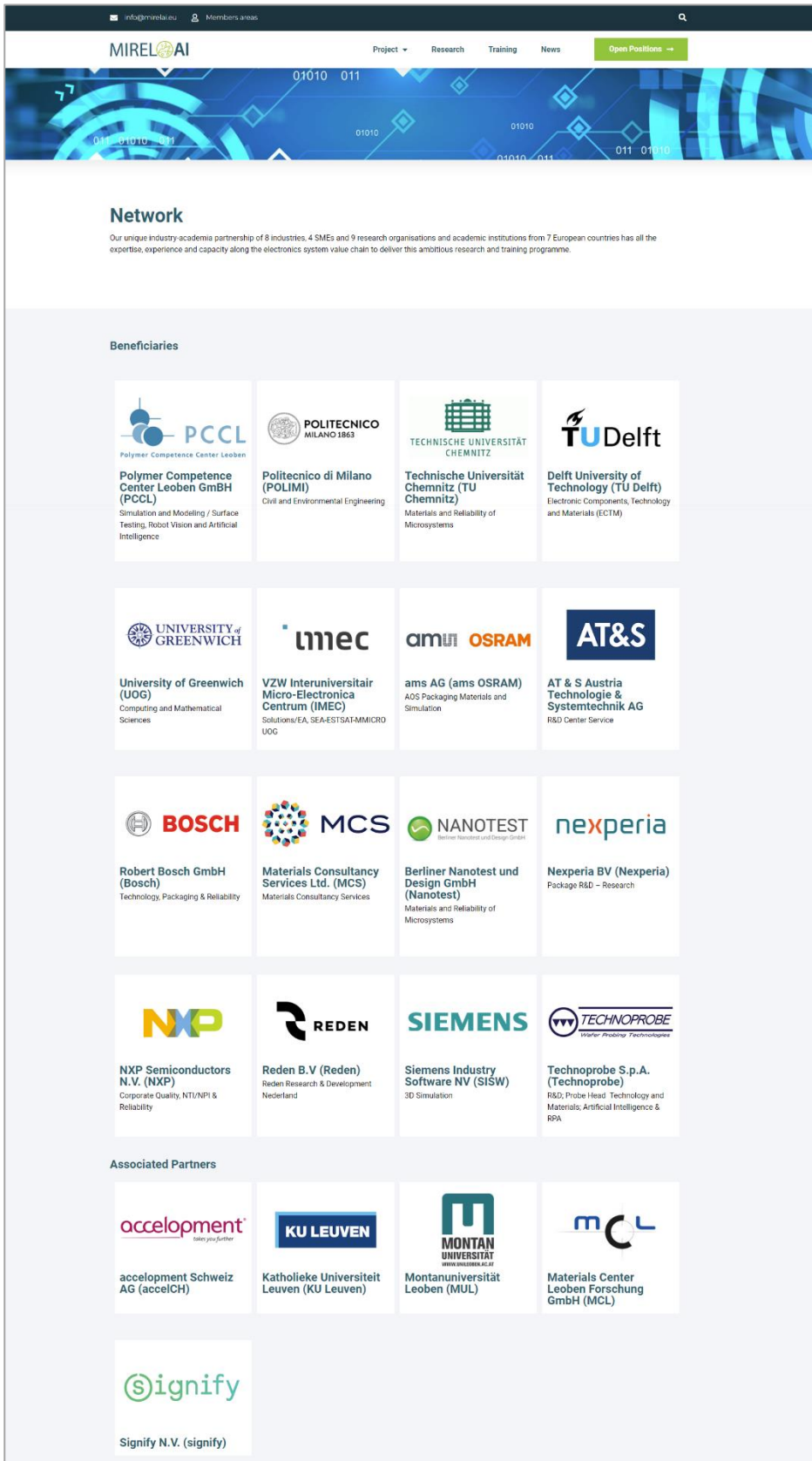


Figure 5: Network page including external links to the partners' organisations

Supervisors

MIRELAI unites world-leading academic and industrial experts in the field of microelectronics reliability. The primary goal for MIRELAI is to train cross-discipline experts who will introduce a new level of efficiency into the development of innovative and reliable microelectronic systems within a European value chain.

Academic Supervisors

 Dr. Peter Fuchs PCCL MIRELAI Coordinator, WP1 leader, supervisor of DC1 and co-supervisor of DC2 and DC3	 Prof. Dieter P. Gruber PCCL WP4 leader, supervisor of DC2 and DC3	 Prof. Willem Dirk van Driel TU DELFT Supervisor of DC4, DC5, DC6 and DC9	 Dr. Bart Vandevelde IMEC Supervisor of DC7 and DC8
 Dr. Stoyan Stoyanov UOG WP3 leader, supervisor of DC10	 Prof. Bernhard Wunderle TU Chemnitz Supervisor of DC11	 Prof. Stefano Mariani POLIMI WP4 co-leader, supervisor of DC12 and DC13	

Industry Supervisors

 Thomas Krivec AT&S Supervisor of DC1 and DC2	 Dr. Fabian Huber ams OSRAM Supervisor of DC3	 Dr. René Poelma Nexperia Supervisor of DC4	 Jakko Nieuwenkamp Reden Supervisor of DC5
 Dr. Romuald Roucou NXP Supervisor of DC6	 Dr. René Rongen NXP Supervisor of DC6	 Dr. Laszlo Farkas Siemens Supervisor of DC7 and DC8	 Jonas Gleichauf Bosch Supervisor of DC9
 Dr. Suzanne Costello MCS Supervisor of DC10	 Dr. Mohamad Abo Ras Nanoteest Supervisor of DC11	 Dr. Raffaele Vallauri Technoprobe Supervisor of DC12 and DC13	

Figure 6: [Supervisor](#) overview with links to each supervisor's profile and contact possibilities
MIRELAI (Project no. 101072491)

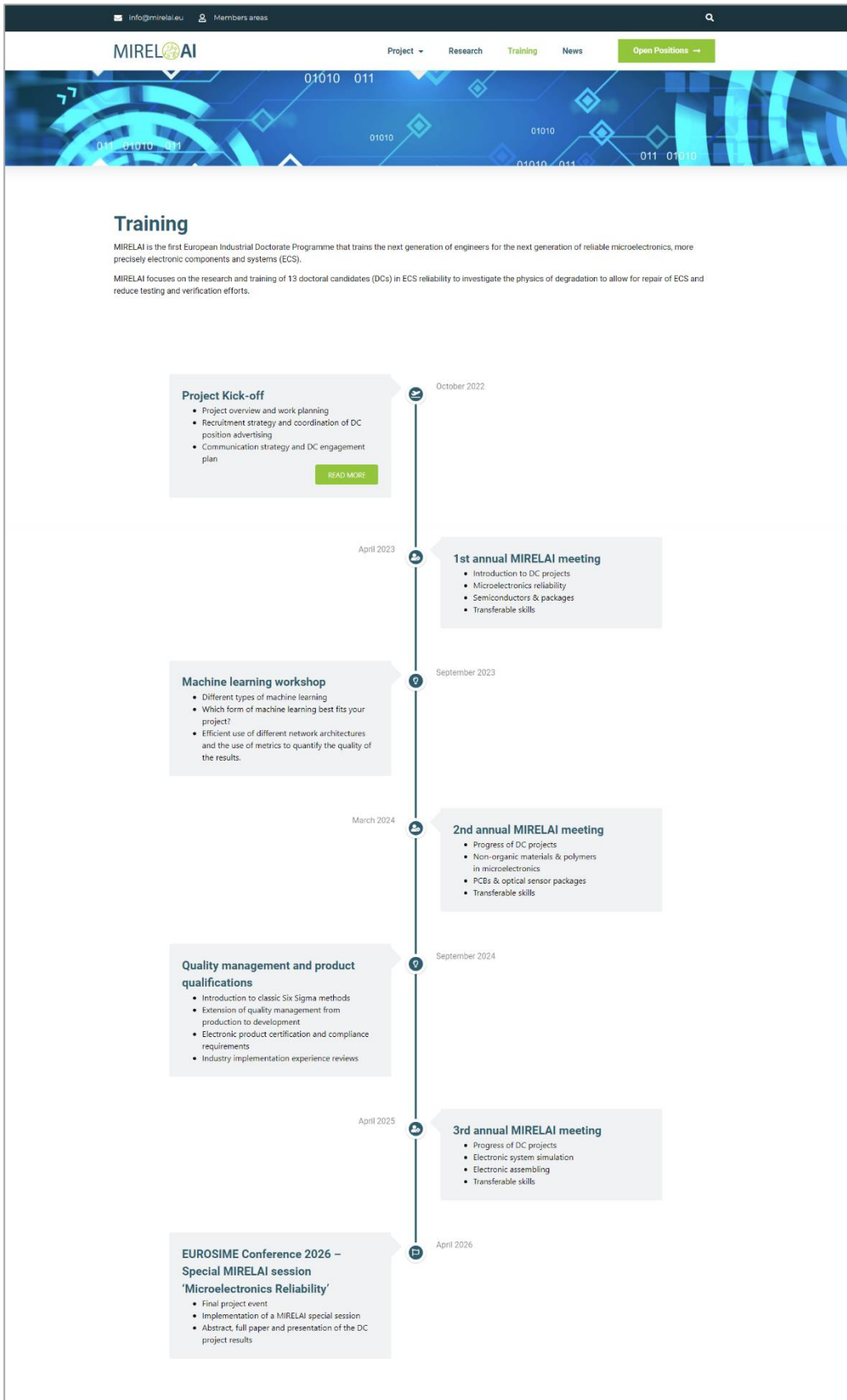


Figure 7: [Training plan](#) overview