

Brainteaser

# D10.4 VISUAL IDENTITY, WEBSITE AND COMMUNICATION PACKAGE



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## EXECUTIVE SUMMARY

Sound dissemination and communication activities are essential elements to reinforce the BRAINTEASER project capacity to properly engage with key stakeholders, liaise with relevant projects and initiatives, sustain and promote the sustainability and replicability of its results even beyond the project boundaries. Along with communicating the project objectives and results, dissemination and communication also contribute to enforce the visibility of the EU research and innovation actions, bringing science and technology closer to the large public.

The success of these activities depends upon the choice of a distinctive visual identity, the selection of the appropriate communication's tools and channels and upon their adaptation to the requirements of the project and the communication patterns of the targeted groups in the given time.

The whole BRAINTEASER initial communication package, consisting of the project branding and graphic identity, website and social media channels, flyer and poster, banners and visuals is here presented. Work documents templates made available to consortium partners to assure a homogeneous approach in the preparation of presentations and text documents are, also, here included.

The entire project's communication package, and internal working documents templates, will be constantly updated and enriched to be fully aligned and appropriated to the BRAINTEASER's evolution during its lifetime.

## 1 INTRODUCTION

This deliverable summarises the output of the BRAINTEASER Task 10.2 – Visual Identity and communication materials development, activity carried out within the project Work Package 10 – Exploitation, Innovation, Communication, Dissemination.

The first step taken towards the design of a unique image of the BRAINTEASER project, has been the choice of the **project visual identity**. It includes everything that is used visually to communicate the characteristics of the BRAINTEASER *brand* such as the logo, the design of the website and social media, advertising materials, the font, the photos and any other visual elements.

The project communication package, fully adjusted to the style of the BRAINTEASER visual identity, includes several elements that can be used for multiple communication channels. It aims at generating a unique recognition value and long-lasting impression on the project.

In this document, a detailed overview of the BRAINTEASER main assets that have been conceived and developed to support the project dissemination, communication and stakeholder's engagement activities is given. Furthermore, evidence is given of the project's standard documents' templates, all consistent with the project visual identity, created to enhance the BRAINTEASER unified and cohesive appearance.

## 2 BRAINTEASER LOGO

The BRAINTEASER logo represents a network that pays homage to neuronal circuits. It carries forward the idea of the importance of a multidisciplinary approach to innovate and advance as a group.



Figure 1. BRAINTEASER logo.



Figure 2. BRAINTEASER logo, extended.



Figure 3. BRAINTEASER logo, vertical.

The project identity consists of a logo, supported by a palette of colours and fonts.

The logo can be used as a 'BRAINTEASER quality hallmark' applicable to all BRAINTEASER products. The use of powerful colours creates a distinctive brand for the project and highlights its potential to be groundbreaking.

The logo has been chosen by the Consortium during the project's kick-off meeting using the real time voting tool [Mentimeter](#). The options proposed by ECHAlliance were two, as shown in the figure below.

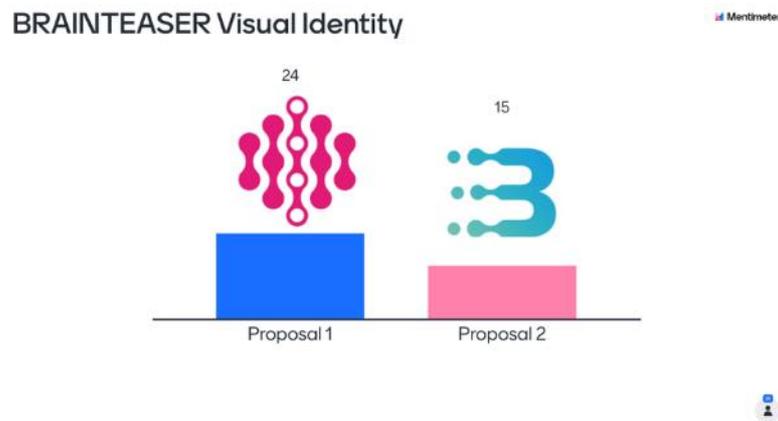


Figure 4. Results after the consortium poll.

## 2.1 Visual identity manual

The BRAINTEASER Visual Identity Manual (see Annex 1) includes the colours palette and the fonts to be used in combination with the BRAINTEASER logo.

### 3 BRAINTEASER WEBSITE

The BRAINTEASER website, <https://brainteaser.health>, is the main communication channel for showcasing the project to stakeholders and the wider public. For a project that combines different academic and technical areas, the BRAINTEASER website could easily become cluttered and confusing. To prevent this happening, the website has been designed around the needs of the general visitor.

#### 3.1 Technical aspects

The BRAINTEASER website operates using WordPress 5.7.1 with the “Divi” theme. The site uses the Divi builder which is a visual drag and drop page builder. This gives enhanced control over design and layout of site content without editors or administrators needing to be HTML or programming experts.

Following website publication, the process of SEO optimization has just commenced. A number of plugins will be used to enhance SEO positioning, including Yoast, W3 Fastest, Cache and Smush.

Loading time, meta-descriptions, titles, URLs and ALT tags will all be taken into account in optimising SEO.

The website benefits from a number of security features. Recaptcha from Google (not visible) has been installed to avoid malware, particularly entering through the ‘Contact’ form. The WordFence plugin has also been installed to enhance security. This is in addition to standard security features provided by the server company. Website visitors registering interest in the project are being captured via a GDPR compliant Mailchimp form.

#### 3.2 Website structure

For a project that combines different academic and technical areas, the BRAINTEASER portal could easily become cluttered and confusing. To prevent this happening, the website has been designed around the needs of the general visitor as the intended target audience.

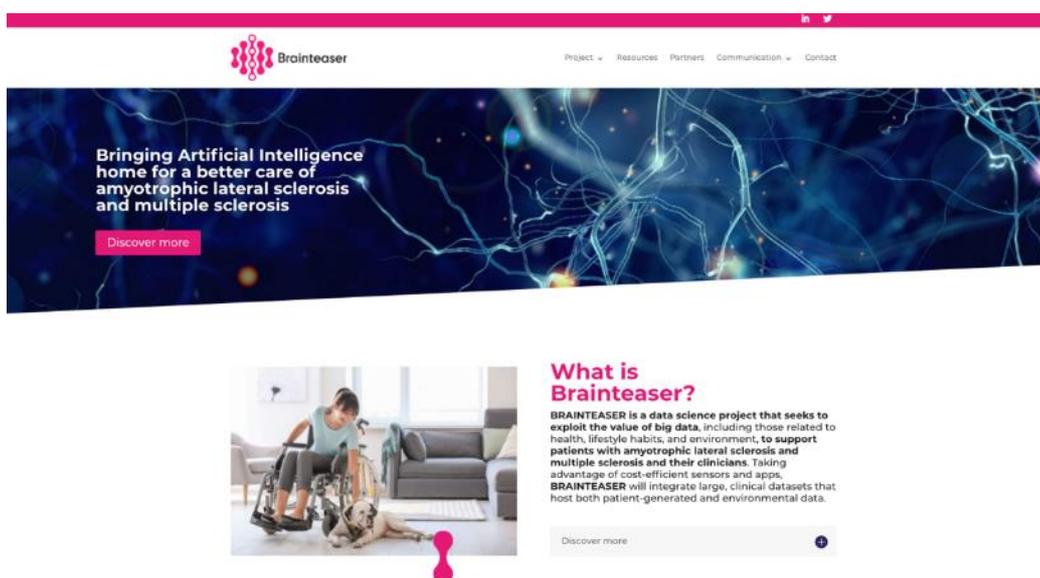


Figure 5. Homepage.

The website is fully responsive, and the architecture is as follows:

- Home
- Project
  - Background
  - Vision
  - Objectives
  - Impacts
  - Milestones
  - Clinical Settings (this page will be visible at a later stage of the project)
- Resources
  - Public Deliverable
  - Publications
- Partners
- Communication
  - News
  - Events
  - Newsletter
- Open Evaluation Challenges (This page, not visible at the moment, will contain a summary of the project's Open Evaluation call topics and a form for the pre-registration to the call).
- Contact
  - Subscribe to the newsletter
  - Contact form

### 3.3 Website pages

#### Home

The 'Home' page contains a brief description of the BRAINTEASER project, the link to both the "Our newsletter" option and the 'Latest news' one (see Figure 5).

The footer is fixed on all pages and displays the social media icons, a link to the Privacy Policy Statement and Cookies and a statement acknowledging the support received from the EU's Horizon 2020 Programme.

#### Project

From the 'Project' tab, website's visitors can navigate through general information on the project, its background, vision, objectives, impacts and milestones.

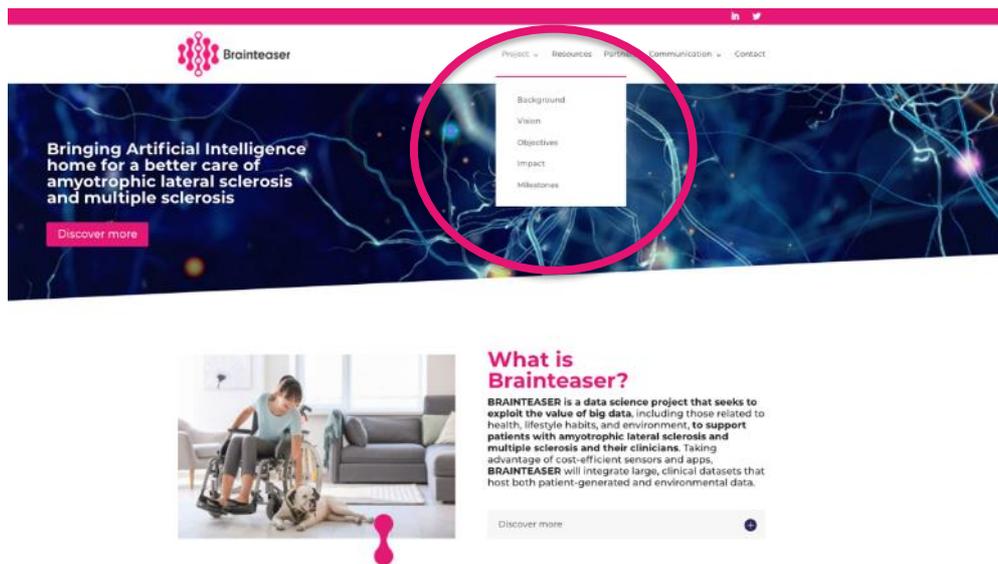


Figure 6. Project menu.

## Background

The 'Background' page details the rationale for the BRAINTEASER project.



Figure 7. Background page.

## Vision

The 'Vision' page states the BRAINTEASER vision in an expandable three-parts menu, and (scrolling down) the project's four key objectives.

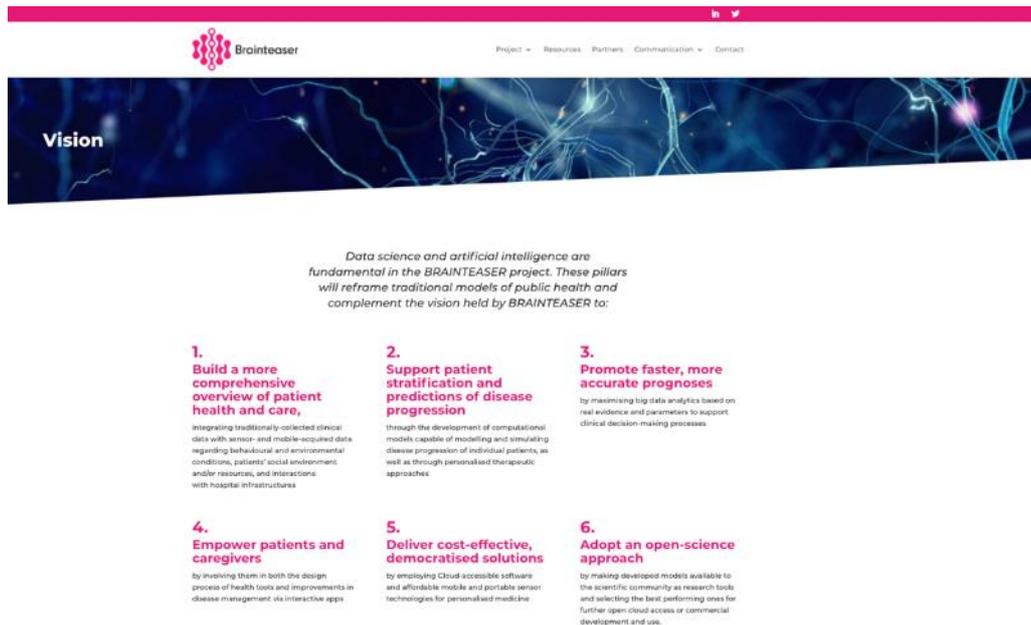


Figure 8. Vision page.

## Objectives

The 'Objectives' page lists the different steps that BRAINTEASER will make to achieve its main goal.

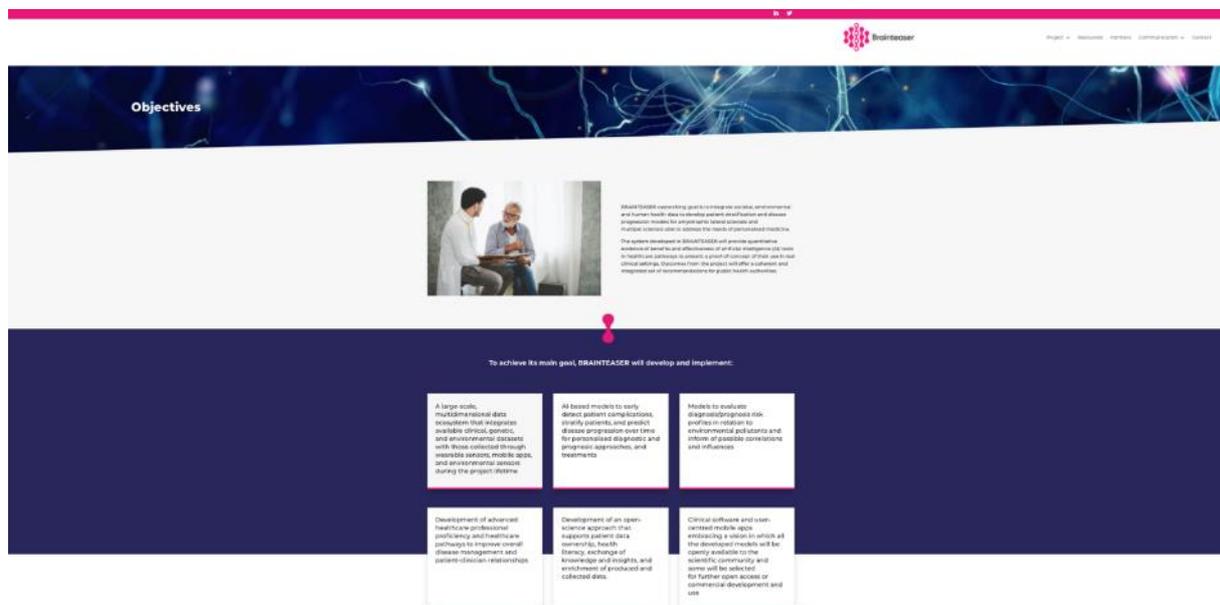


Figure 9. Objectives page.

## Milestones

The 'Milestones' page lists the key milestones in the BRAINTEASER project, beginning with the project launch in January 2021 and continuing through Year 1 to 3 until December 2024.

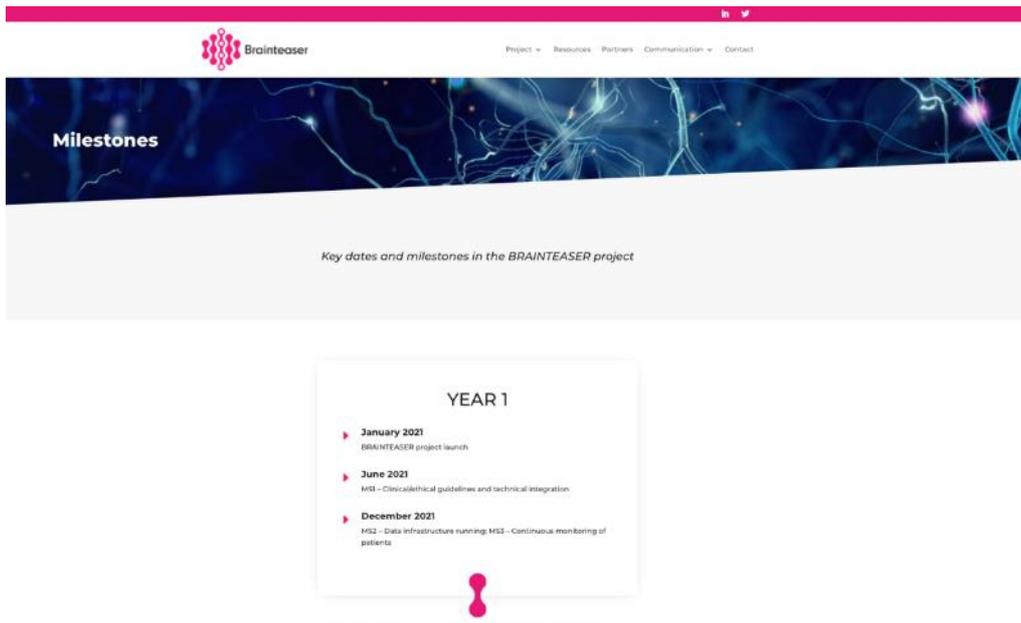


Figure 10. Milestones page.

## Resources

The 'Resources' menu branches out to two separate pages, one for public deliverables and the other for publications. Content will be added to these sections as it will be produced.

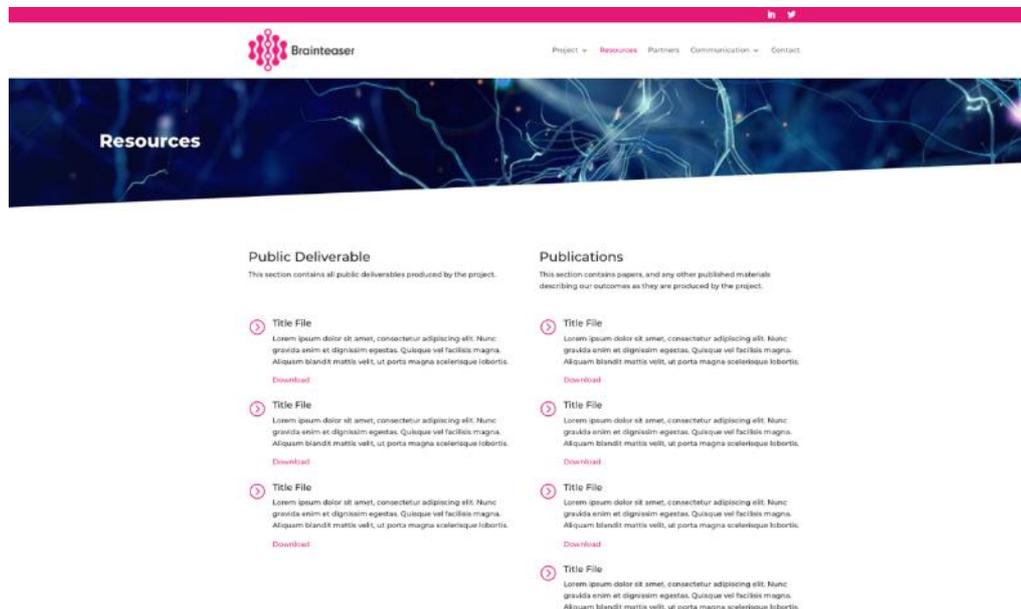


Figure 11. Resources page.

## Partners

The 'Partners' page provides an overview of all the partners in the BRAINTEASER Consortium, as well as their logo that links directly to their website. In addition, the partners' roles in the project are depicted in specific animated boxes.

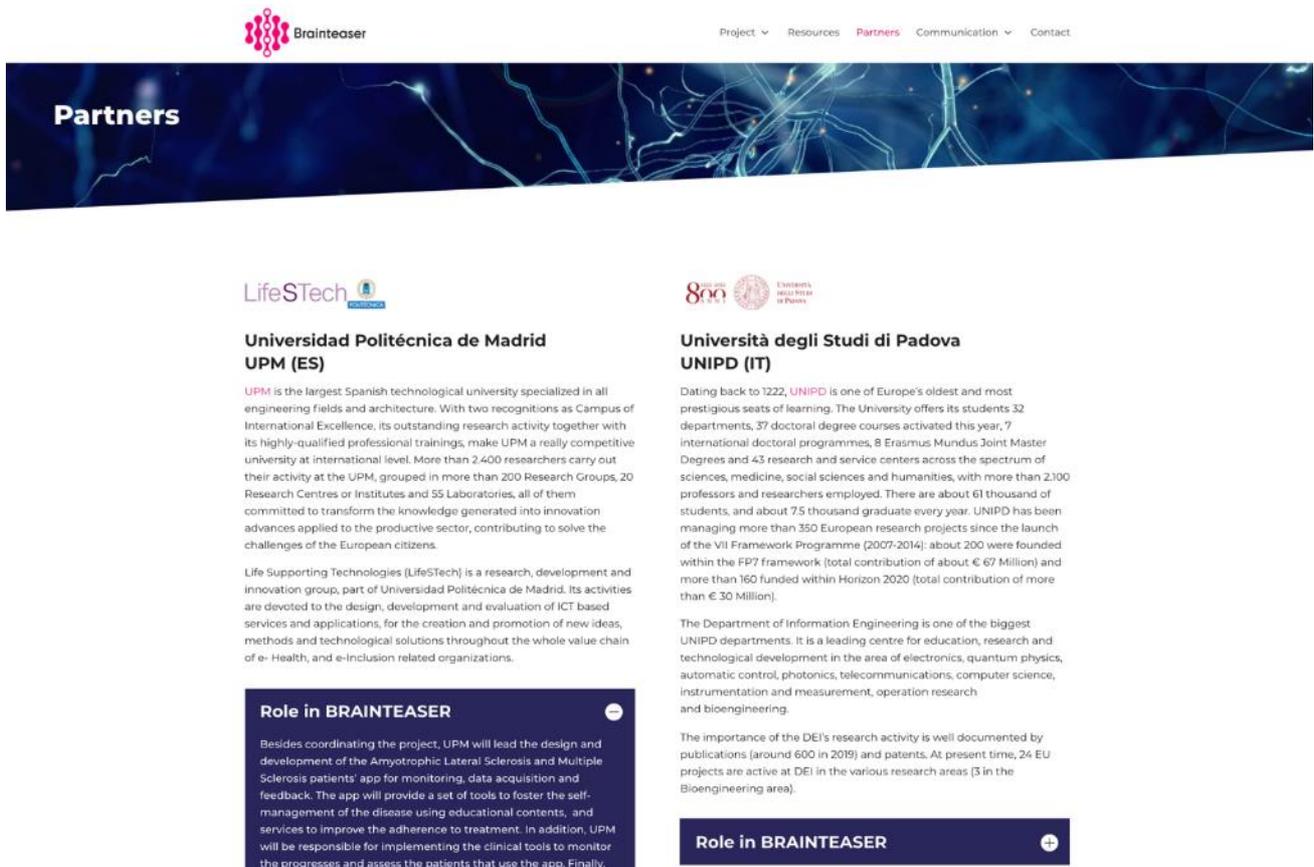


Figure 12. Partners page.

## Contact

The 'Contact' page allows the website's visitors to register their interest in receiving BRAINTEASER project updates and leave messages to the project Consortium.

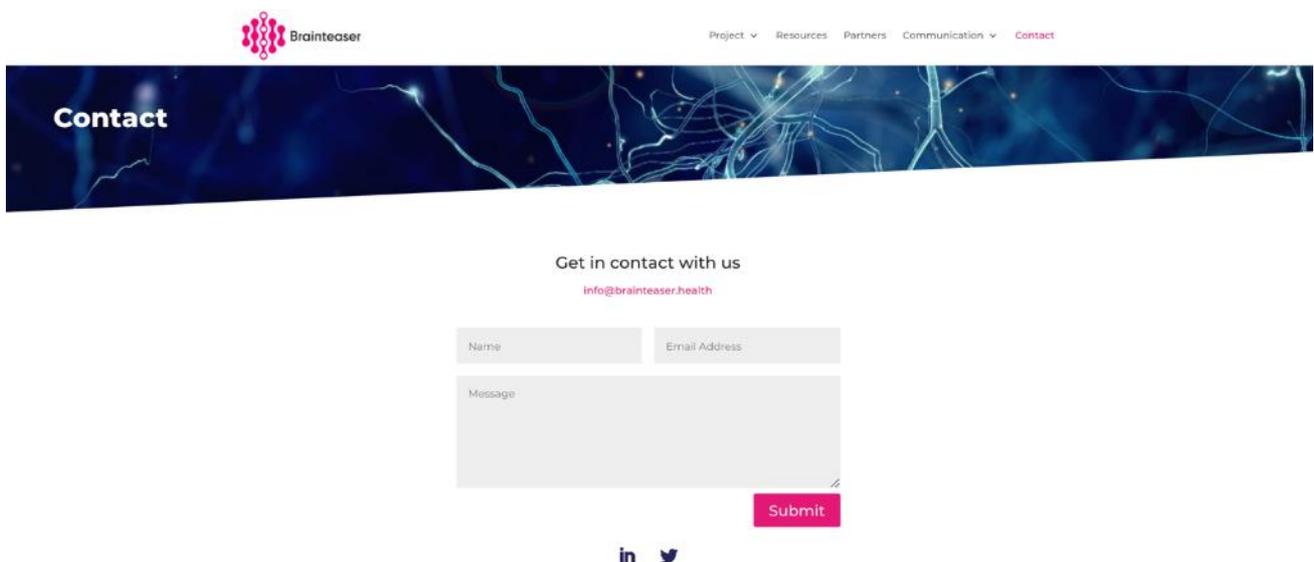


Figure 13. Contact page.

## 4 COMMUNICATION MATERIALS

The BRAINTEASER communication materials aim at presenting an overview of the project for a general audience, its objectives, expected impacts and the consortium partners in a visually appealing way.

All communication materials are in English and have been developed in an editable manner, so that their content can be adapted to the project's evolution and, if needed, translated in partners' local languages to better impact dissemination needs on each addressed territory.

### 4.1 Flyer and poster

The BRAINTEASER flyer and poster have been conceived to present an overview of the project to the general audience. Both communication materials include a simplified description of the project's challenges, objectives and expected impacts, and have been designed in a visually appealing way. In addition to the partners logos and to the H2020 Programme reference, the project website and social media accounts are signposted.



Figure 14. BRAINTEASER flyer (front page).

### What is BRAINTEASER?

BRAINTEASER is a European data science project that seeks to exploit the value of AI and big data, including those related to health, lifestyle habits, and environment, to support patients with AI and ALS and their clinicians.

Taking advantage of cost-efficient sensors, apps and modern technologies, BRAINTEASER will:

-  **Build a more comprehensive overview of patient health and care**, integrating clinical data with environmental factors and patients' social conditions.
-  **Support patient stratification and prediction of disease progression** through the development of computational models.
-  **Promote faster, more accurate prognoses** by maximising big data analytics
-  **Empower patients and caregivers** by involving them in both the design of health tools and disease management via interactive apps.
-  **Deliver cost-effective, democratised solutions** by employing Cloud-accessible software and affordable technologies
-  **Adopt an open-science approach** by making developed models available to the scientific community.

### The Impact of BRAINTEASER

#### Patients and family caregivers will:

Receive a better prognosis for either MS or ALS. Artificial intelligence models will be introduced into clinical practice and homes and large datasets integrated to improve patients' stratification and result in a comprehensive perspective on needs related to disease management and therapeutic responses.

Experience greater control over health decisions and actions by means of interactive, user-centred apps and personalised recommendations.

#### Health professionals and healthcare systems will:

Take advantage of streamlined resource planning and interventions, having the necessary data — all at a single glance — to support informed decisions for a more precision medicine-inspired approach.



#### Scientific and industrial communities will:

Benefit from BRAINTEASER's contributions to a more defined regulatory framework for in silico tools and methods.

Build on generated knowledge, ground-breaking technology and data insights provided by the open-science approach adopted by BRAINTEASER.



### BRAINTEASER Open-science approach

To make scientific processes more transparent and results more accessible, BRAINTEASER will:

- Integrate and enrich the data produced and collected to share them as open data according to the FAIR (Findable, Accessible, Interoperable, Reusable) principles
- Organise three annual, open-evaluation challenges wherein participants can experiment and compare their systems and solutions, including those developed by BRAINTEASER
- Adopt a perspective centred on citizen science and patient data ownership by involving patients and their associations in the collection, analysis and description of data necessary for the open challenges
- Organise workshops and release open-access publications discussing the evaluation challenges' findings, including digested summaries for the general public, to improve health literacy
- Share the produced data with the European Open Science Cloud (EOSC) services, contributing to enriching the scientific open-data panorama provided by other EU services as well

Figure 15. BRAINTEASER flyer (back page).



and multiple sclerosis and their caregivers. Its goal is to develop patient stratification and disease progression models to detect, alleviate and manage the negative impact induced by factors that contribute to the diseases cause, progression and survival. BRAINTEASER multidisciplinary approach, guided by a strong focus on co-design methodologies, will pave the path for patients toward a healthier and more fulfilling life and significantly enhance public health systems' capacities to adopt a more predictive and personalised approach to health.

<https://brainteaser.health/>

Duration: 01/01/2021 – 01/12/2024

#### 4.2.2 For Partners' use

A screenshot of the first page of the short project presentation for partners' use (see Annex 2 for the full document) is given below.

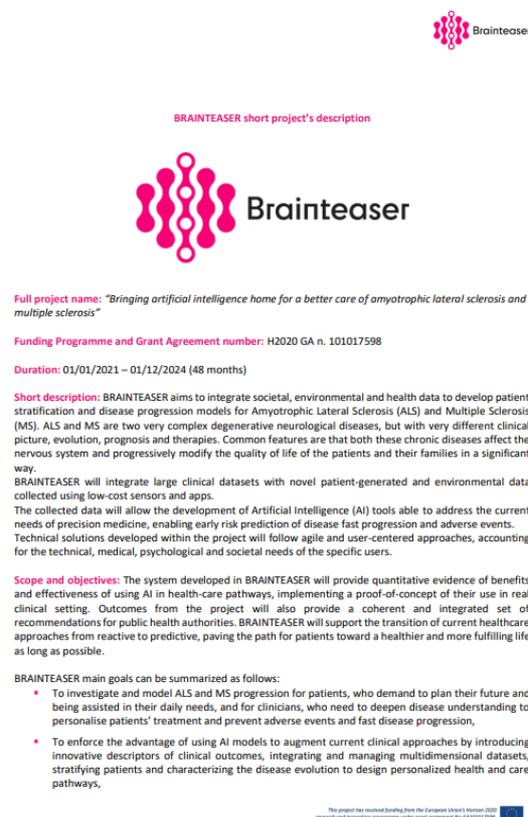


Figure 17. BRAINTEASER short project presentation for partners' use.

### 4.3 Social media channels

Social networks play an important role in getting the public interested in the BRAINTEASER project, so that public participation will be maximised as much as possible.

Twitter and LinkedIn accounts have been created for the BRAINTEASER project. These networks will communicate project announcements and developments in short bite-sized messages suitable for this type of media, and different social networks will be used to address different target audiences.

They will also help to share news and articles written for the project website, as they will give the audience a taster and then directly link them to the website for the full publication.

Moreover, as well as “pushing” information out, the social media channels will provide the opportunity for stakeholders to engage with the project, and will encourage an open dialogue about innovations, implementations and impacts springing from the BRAINTEASER activities.

Different social media channels will be used to address and reach out to different target audience.

#### 4.3.1 LinkedIn

LinkedIn is generally more business-oriented and so, in terms of intended target audience, it will be an effective platform from which to communicate with the medical, scientific and industrial communities and other EU and international projects and initiatives in similar focus areas.

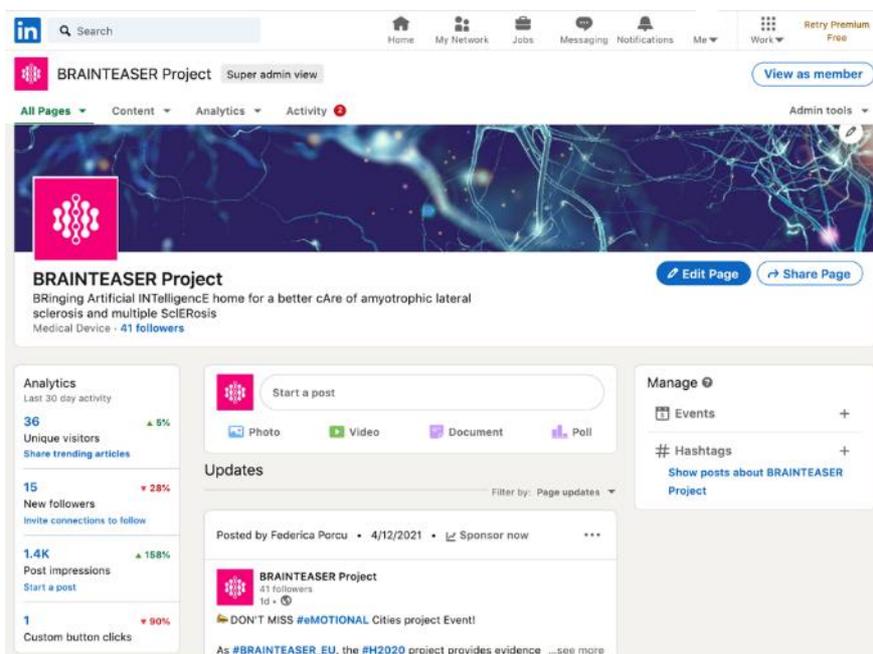


Figure 18. BRAINTEASER LinkedIn profile.

#### 4.3.2 Twitter

Twitter is aimed at all the BRAINTEASER target audiences and it will help to direct project blog posts and announcements to the target groups by using hashtags and handles relevant to the BRAINTEASER project and related areas. The official Twitter hashtag of the project is # BRAINTEASER\_EU.

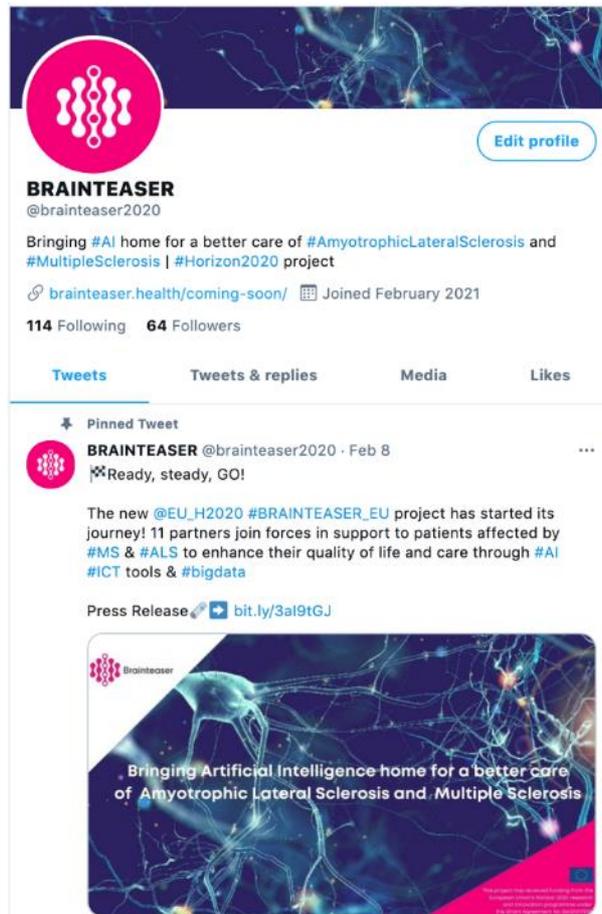


Figure 19. BRAINTEASER Twitter profile.

## 5 STANDARD PROJECT TEMPLATES

A series of document templates, all inspired by the BRAINTEASER visual identity, have been created and made available to the project's partners. Those templates are intended to enhance the BRAINTEASER unified and cohesive appearance. In addition to the layout, they contain indications about the style, font and icons to be used.

### 5.1 Deliverables

The deliverable template (see Annex 3) is the official template that is in use and will be used for preparing all the project's deliverables.

### 5.2 Power Point presentations

In order to ensure that all BRAINTEASER Power Point presentations have a consistent quality, a clean slideshow presentations' template (see Annex 4) has been conceived to create well-designed and impactful slides.

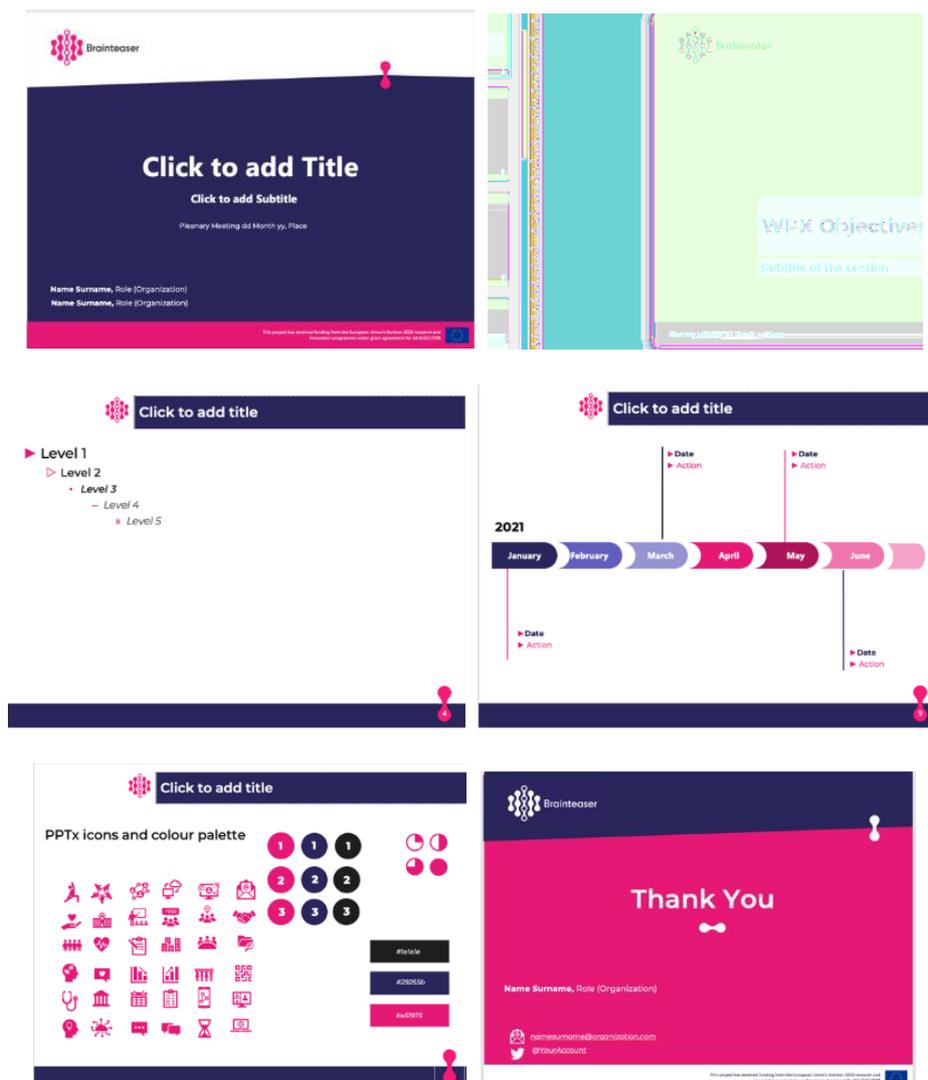


Figure 20. Power Point template.

### **5.3 Internal documents template**

To homogenize the preparation of project's partners documents for internal use, a standard Word document template (see Annex 5) has been created and it is in use for releasing, for example, meetings' agendas and minutes.

### **5.4 News template**

A standard project news template (see Annex 6) has been conceived to gathering, posting and sharing information and news items about the BRAINTEASER project.

## 6 VISUALS

A set of editable visuals will accompany the communication activities of the project during its entire duration. They have been conceived to easily convey and promote the intended information on a diverse set of channels.

### 6.1 General for social media

Three editable visuals for social media campaigns have been developed so far.

The set of visuals will be enriched as deemed necessary during the project lifetime.



Figure 21. BRAINTEASER visual for social media.

### 6.2 Background images for platforms

A series of background images for online platforms (e.g. Teams, Zoom, Hangouts and Skype) to be used during online meetings and events have been developed. They are all inspired to the project's graphical identity and serve to enhance the BRAINTEASER visibility during virtual meetings.

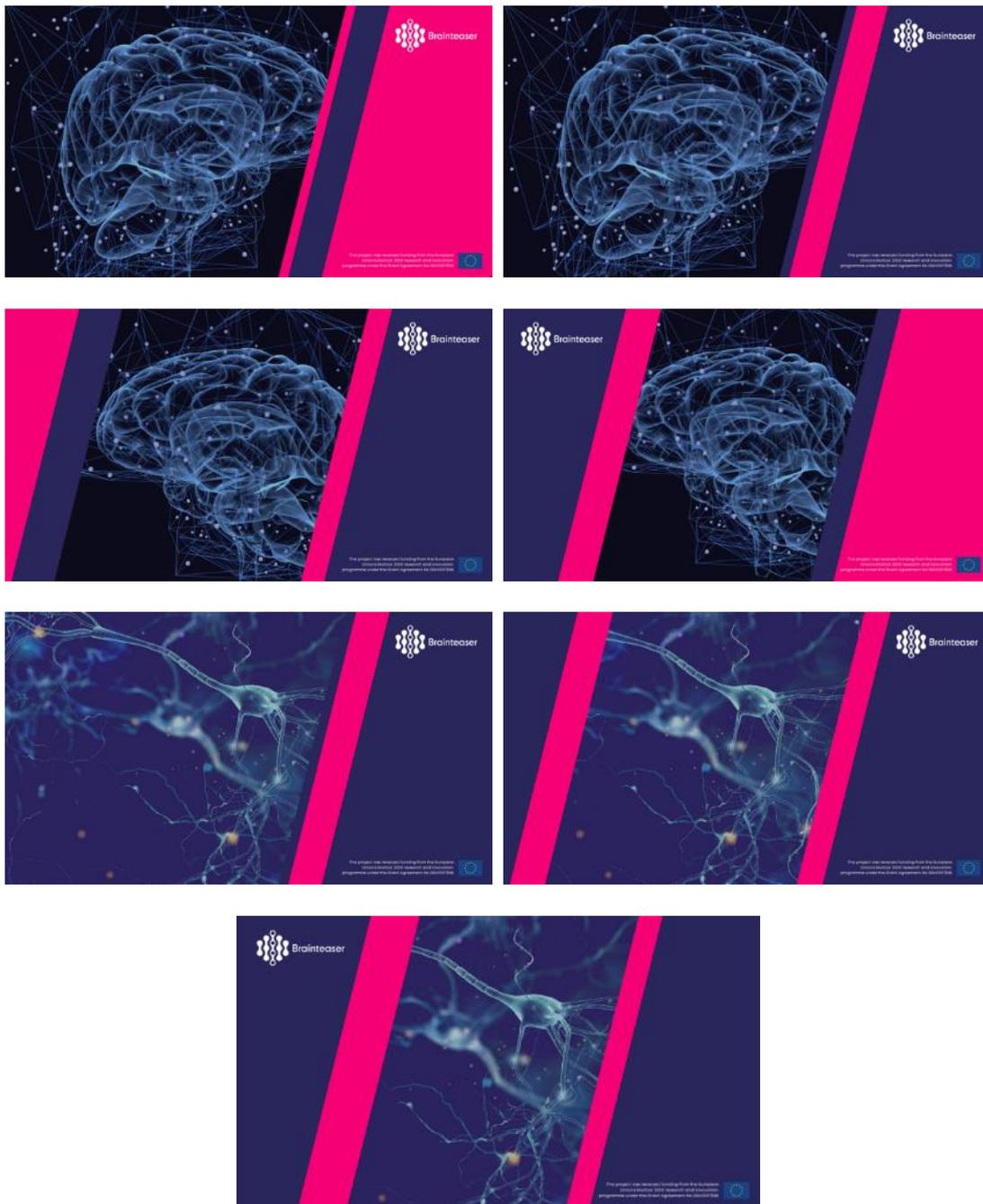


Figure 22. Background images.

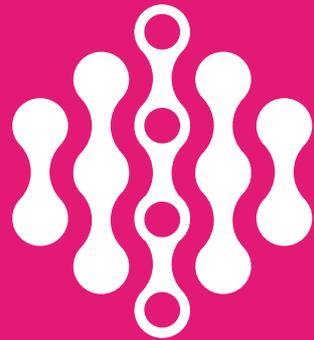
## 7 CONCLUSION

The BRAINTEASER communication assets and tools, made by all the materials and resources described in this document, are crucial to sustain the impact of the whole project towards key actors and organisations. It features as key component in the overall communication, dissemination and stakeholder's engagement strategy and activities, to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period.

The BRAINTEASER communication assets and tools will progress according to the project lifecycle, taking into account evolving needs of the audience and partners, maturity of the project achievements, successful networking, and lessons learned from previous implemented dissemination and communication actions.

The BRAINTEASER consortium is committed to using these tools and communication channels to maximise the project visibility, to reach the widest possible audience and gain their confidence, to reflect project's achievements and smooth the path towards their successful adoption and use.

## **ANNEX 1. VISUAL IDENTITY MANUAL**



Brainteaser



Brand  
identity  
**manual**

### **3 Logo versions**

4 Extended version

6 Vertical version

8 Logo version

### **13 Brand rules**

14 Do not

15 Respect space

16 Recommended minimum size

17 Graphic resources

18 Icons construction

### **19 Colors**

### **20 Typography**

### **21 Applications**



Logo  
**versions**



**Extended version**

to use preferably in horizontal spaces,  
like webpage header, poster or document footer etc.

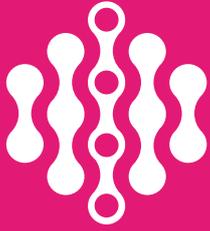




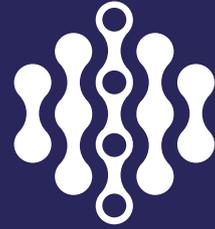
**Brainteaser**

**Vertical version**

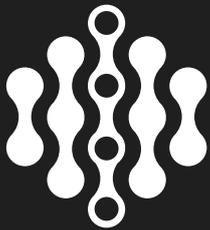
to use preferably in vertical spaces,  
like totems, posters, cover pages, etc.



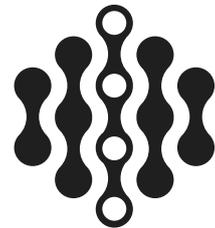
Brainteaser



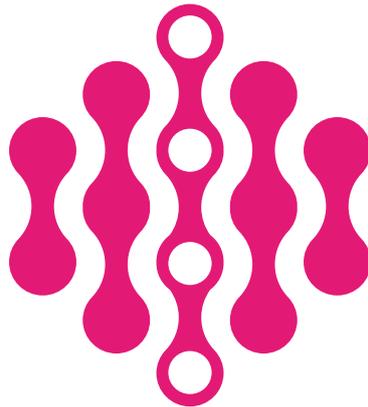
Brainteaser



Brainteaser

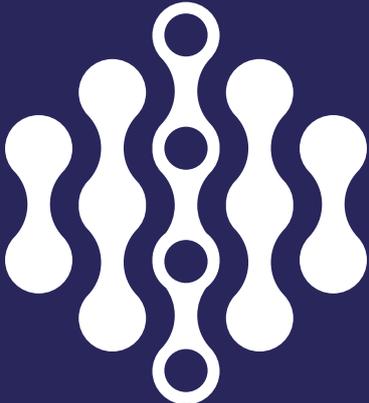


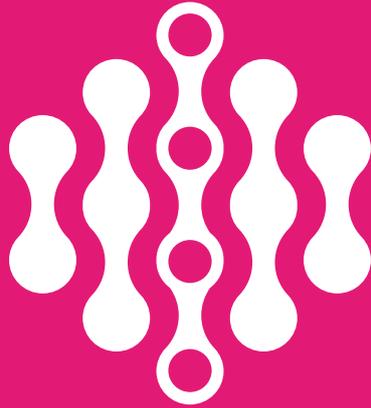
Brainteaser

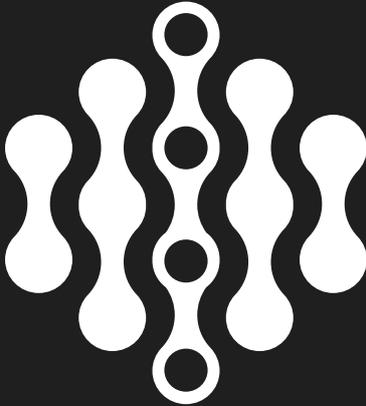
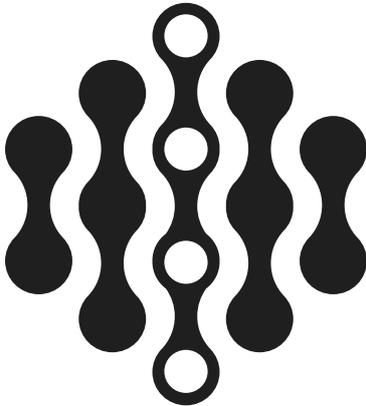


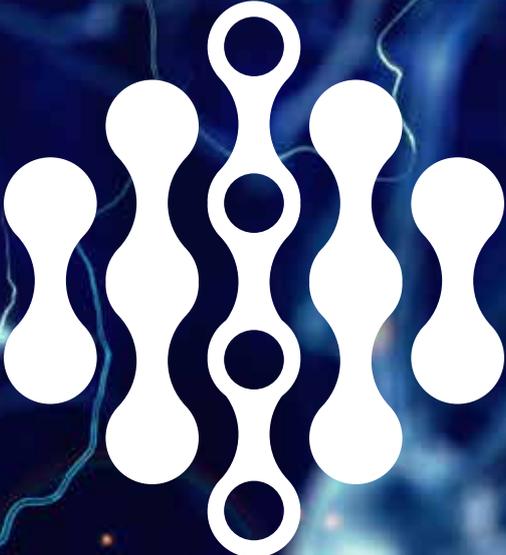
### **Logo version**

to use preferably when full logo or company name is visible, like in back covers, social account photo, sponsorizations, etc.





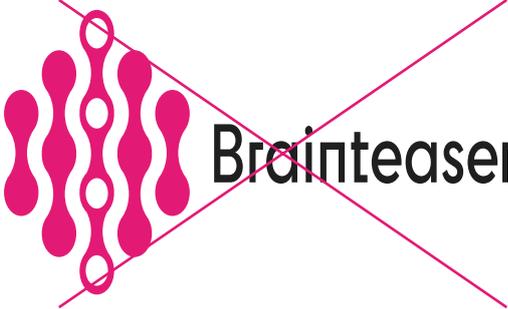




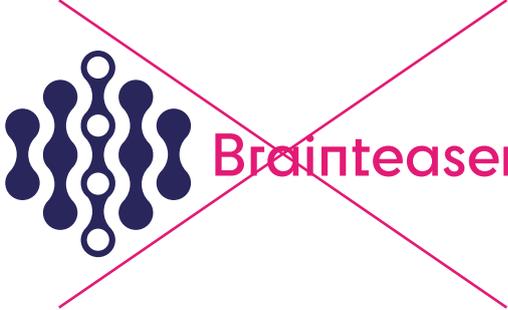


## Brand rules

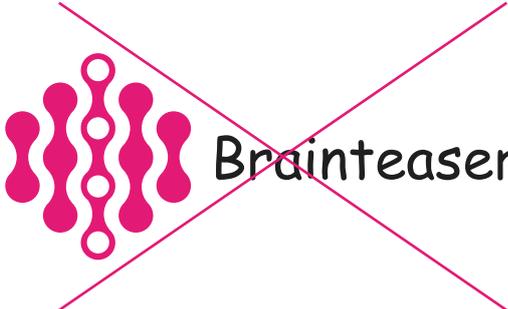
Stretch



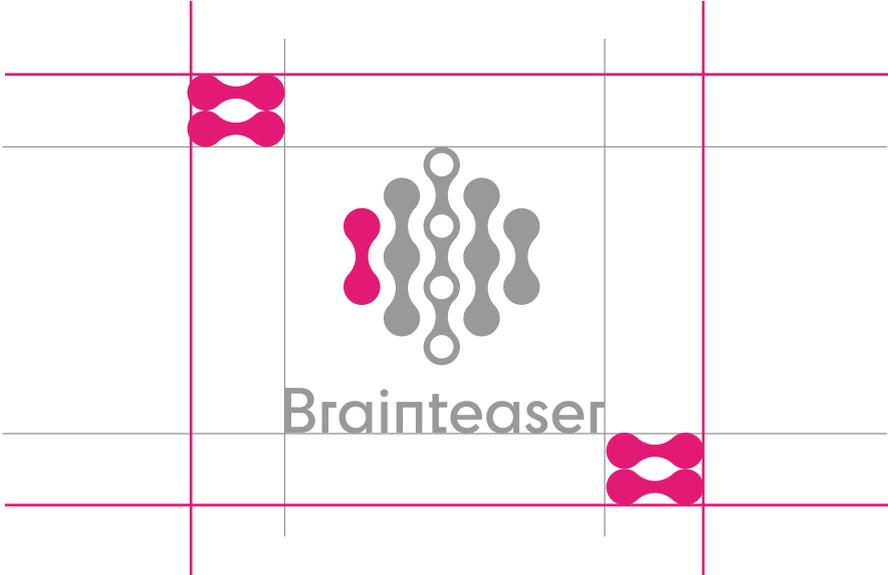
Change color



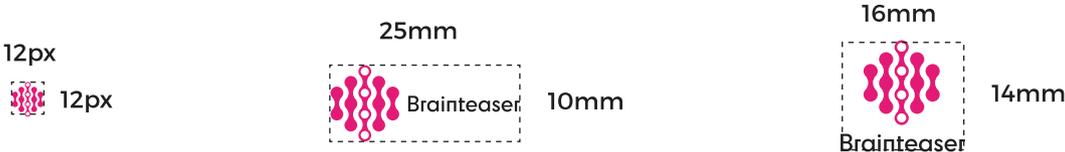
Change typography



**Do not**



**Respect space**



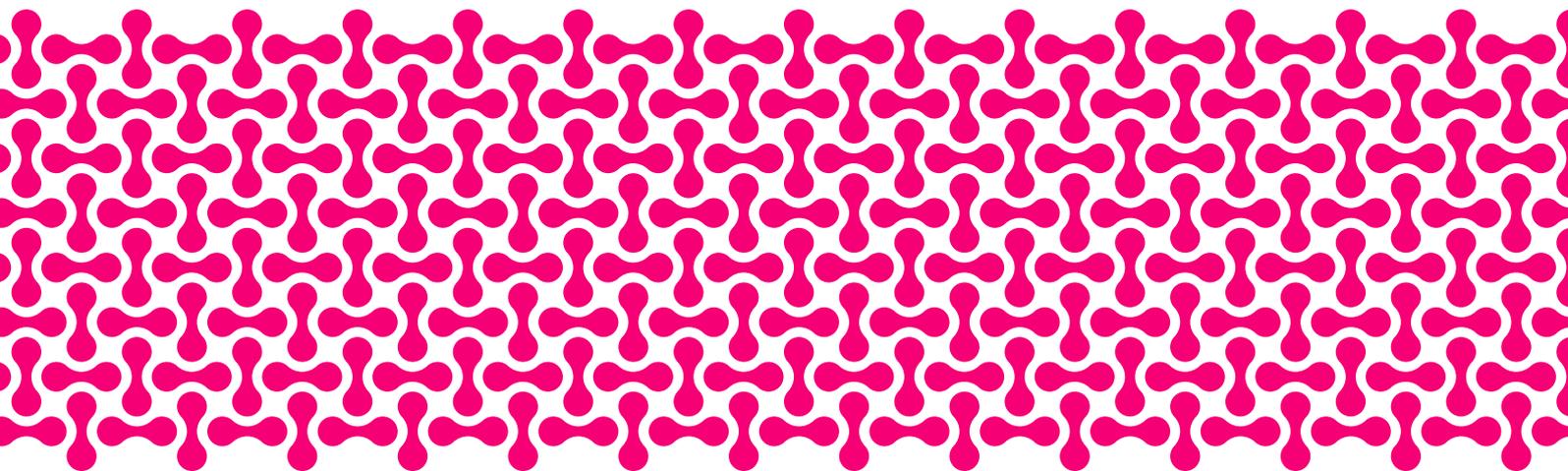
**Recommended minimum size**

Diagonal lines - Separator

Neuron

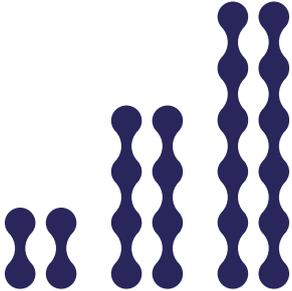
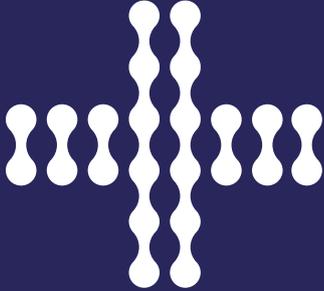


Connections



Neurons Pattern - Backgrounds

**Graphic resources**



**Icons construction**



#e51975  
RGB: 229, 25, 117  
CMYK: 0, 96, 16, 0



#29265b  
RGB: 41, 38, 91  
CMYK: 99, 96, 31, 24



#1e1e1e  
RGB: 30, 30, 30  
CMYK: 75, 65, 70, 80



#f7f7f7  
RGB: 247, 247, 246  
CMYK: 4, 2, 4, 0



## Colors

# Lorem at ipsum

## Magna aliquam erat

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy volutpat.

**Aa**

**Titles**  
Montserrat  
Extra Bold

**Aa**

**In evidence**  
Montserrat  
Bold

**Aa**

**Subtitles**  
Montserrat  
Semi Bold

**Aa**

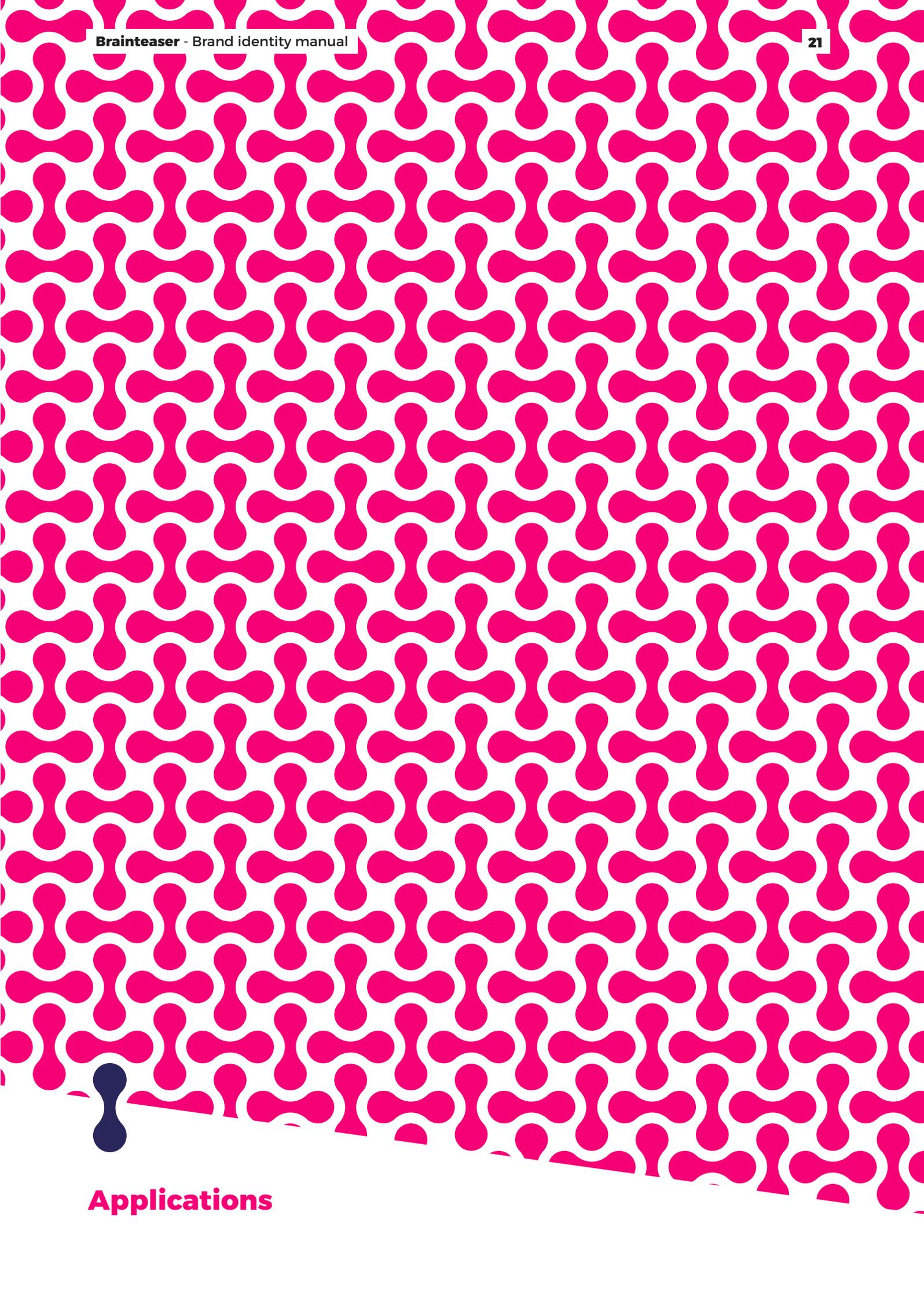
**Paragraph**  
Montserrat  
Regular

**Aa**

**Legal Text**  
Montserrat  
Light

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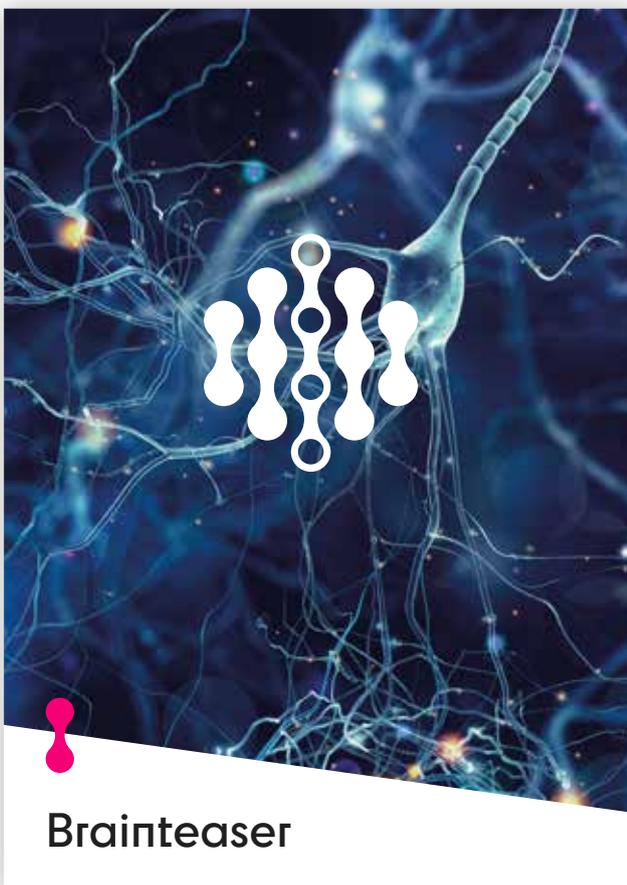




## Applications

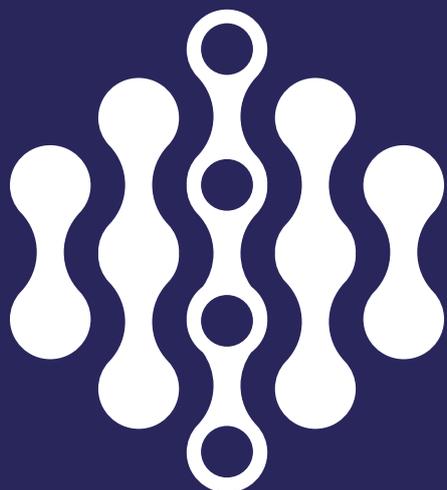


Business cards



Flyer





## ANNEX 2. PROJECT DESCRIPTION FOR PARTNERS' USE

### BRAINTEASER short project's description



**Full project name:** *“Bringing artificial intelligence home for a better care of amyotrophic lateral sclerosis and multiple sclerosis”*

**Funding Programme and Grant Agreement number:** H2020 GA n. 101017598

**Duration:** 01/01/2021 – 01/12/2024 (48 months)

**Short description:** BRAINTEASER aims to integrate societal, environmental and health data to develop patient stratification and disease progression models for Amyotrophic Lateral Sclerosis (ALS) and Multiple Sclerosis (MS). ALS and MS are two very complex degenerative neurological diseases, but with very different clinical picture, evolution, prognosis and therapies. Common features are that both these chronic diseases affect the nervous system and progressively modify the quality of life of the patients and their families in a significant way.

BRAINTEASER will integrate large clinical datasets with novel patient-generated and environmental data collected using low-cost sensors and apps.

The collected data will allow the development of Artificial Intelligence (AI) tools able to address the current needs of precision medicine, enabling early risk prediction of disease fast progression and adverse events. Technical solutions developed within the project will follow agile and user-centered approaches, accounting for the technical, medical, psychological and societal needs of the specific users.

**Scope and objectives:** The system developed in BRAINTEASER will provide quantitative evidence of benefits and effectiveness of using AI in health-care pathways, implementing a proof-of-concept of their use in real clinical setting. Outcomes from the project will also provide a coherent and integrated set of recommendations for public health authorities. BRAINTEASER will support the transition of current healthcare approaches from reactive to predictive, paving the path for patients toward a healthier and more fulfilling life as long as possible.

BRAINTEASER main goals can be summarized as follows:

- ✦ To investigate and model ALS and MS progression for patients, who demand to plan their future and being assisted in their daily needs, and for clinicians, who need to deepen disease understanding to personalise patients' treatment and prevent adverse events and fast disease progression,
- ✦ To enforce the advantage of using AI models to augment current clinical approaches by introducing innovative descriptors of clinical outcomes, integrating and managing multidimensional datasets,

stratifying patients and characterizing the disease evolution to design personalized health and care pathways,

- ✦ To enforce the use of AI models in hospital, home-care and in research, adopting an open science paradigm that makes scientific research results accessible to all levels of society, at the same time respecting the privacy and patients' data ownership, and actively involving end users in the technological solution co-design, implementation and commercialization to make sure the project's results will soundly respond to real needs.

**Consortium:** Universidad Politécnica de Madrid - UPM (ES), Università degli Studi di Padova - UNIPD (IT), FCIÊNCIAS.ID Associação para a Investigação e Desenvolvimento de Ciências – FC.ID (PT), Università degli Studi di Torino - UNITO (IT), Instituto De Medicina Molecular - João Lobo Antunes – IMM (PT), Servicio Madrileño de Salud - SERMAS (ES), Fondazione Istituto Neurologico Nazionale Casimiro Mondino - MNDN-PV (IT), Belit d.o.o. - BELIT (RS), InSilicoTrials Technologies S.p.A - IST (IT), ECHAlliance Company Limited by Guarantee - ECHAlliance (IE), The European Brain Council AISBL - EBC (BE).

### Partners' roles in BRAINTEASER

| Partner      | Role   |
|--------------|--|
| <b>UPM</b>   | Besides coordinating the project, UPM will lead the design and development of the ALS and MS patient app for monitoring, data acquisition and feedback. The app will provide a set of tools to foster the self-management of the disease using educational contents, a report and management of symptoms, as well as services to improve the adherence to treatment. In addition, UPM will be responsible for implementing the clinical tools to monitor, understand the progresses and assess the patients that use the app. Moreover, UPM will contribute to the applicability of the AI models in the clinical context and in the daily patient's routine.  |
| <b>UNIPD</b> | UNIPD will develop a signal processing pipeline for enhancing the signals acquired on ALS and MS patients by wearable sensors monitoring patients' activity/mobility and vital signs. Then, UNIPD will lead the development of AI models to predict the risk of progression in ALS and MS patients. UNIPD will also be responsible of implementing the project's Open Science framework, that will include FAIRification, integration, access, and re-use of the valuable data and research outcomes produced within the project. To maximize the impact of the project, UNIPD will also organize annual open evaluation challenges according to the Open Science approach. Moreover, UNIPD will lead the technical management of the project, coordinating and monitoring the technical activities carried out. |
| <b>FC.ID</b> | FCIÊNCIAS.ID is leading the work package targeting AI models for patient stratification. It further actively participates in all other tasks concerning the development of AI models to unravel disease mechanisms, predict disease progression, and suggest interventions that can delay disease progression, where patient stratification is key given patient heterogeneity both in ALS and MS.   |

| Partner        | Role   |
|----------------|--|
| <b>UNITO</b>   | <p>UNITO is one of the most relevant providers for the ALS data, taking care of the PARALS register, one of the largest and complete ALS databases in Europe. UNITO will also have a critical role in developing many of the machine-learning tools, especially for the Deep Learning extensions to the developed models. UNITO will address the concept definition and the general guidelines and work on exploiting the sensor-based information to predict ALS and MS disease progression and risk level by coordinating the development of AI methods for disease monitoring.</p> <p>UNITO will participate in developing the technological parts and will lead the task of artificial intelligence models for ALS and MS progression. UNITO will collaborate in the development of AI-based models for patient stratification and progression using Deep Learning models and open science and fair data. Moreover, UNITO will lead the task of ethics, management and data management plan.</p> |
| <b>iMM</b>     | <p>iMM will be involved in the concept definition and the project general procedures, including ethical and legal framework for data collection and its use. Will participate in establishing protocols, models and tools to clinicians and patients, in particular regarding personal and environmental sensors. iMM will provide clinical and laboratory data from ALS patients, and evidence-based medical background to establish guidelines for risk predictors, population stratification and variables inclusion. iMM will strongly contribute to clinical-genotypeenvironmental risks interplay in ALS, and remote clinical data recording from sensors.</p>   |
| <b>SERMAS</b>  | <p>SERMAS will be one of the providers of ALS and MS patient’s data. They will contribute to the definition of the clinical protocols and requirements for both patients and clinicians. SERMAS will participate in the co-design of the proposed solution and will be responsible for the Spanish pilot being actively involved in the final validation of the project.</p>   |
| <b>MNDN-PV</b> | <p>MNDN-PV will lead the integration of environmental data in the AI models to predict the risk and progression in MS and ALS patients. In details, MNDN-PV will be in charge of the retrospective and prospective collection of environmental findings, the development of subject exposure models with collection of new data from sensors, definition of AI strategies to retrieve dynamic phenotypes, and of providing support to other partners in building predictive modelling with the inclusion of environmental data.</p> <p>Mondino Foundation will be supported by the University of Pavia (UNIPV) for the management of retrospective and prospective environmental data, in temporal data processing and outcome prediction methods. UNIPV will support the Consortium in the design and implementation and definition of algorithms for extracting spatiotemporal patterns from multivariate data, including environmental ones.</p>  |

| Partner            | Role  |
|--------------------|---|
| <b>BELIT</b>       | BELIT will lead the establishment, deployment, running and maintenance of the core backbone system infrastructure and processing middleware for data acquisition, consolidation and fusion, storage, management and provision to other modules and components of the BRAINTEASER platform and tools. It will also contribute to the design and development of interactive tools, AI models for disease monitoring and progression and sensory/IoT data ingestion and processing, simulation cloud platform (with specific interest, as industry partner, in the solution certification as a medical device), and generally in all software/IoT and bioinformatics-related development. Participation in data sharing, open science and dissemination and exploitation will complement the development and implementation efforts to materialize into sustainable results and marketable products. |
| <b>IST</b>         | IST will integrate a selected number of simulation workflows on the InSilicoTrials.com platform, a commercially viable cloud, compliant with regulations such as GDPR, HIPAA and others like ISO/IEC 2700X standards, GCP technical requirements, Computer System Validation practices as Good Automated Manufacturing Practice (GAMP5). IST will further lead development of an exploitation plan, that will target the effective start-up of the commercialization of the selected number of simulation workflows as Software as a Service (SaaS). Within the BRAINTEASER project's management team, IST will cover the roles of Innovation and Quality & Risk Managers.  |
| <b>ECHAlliance</b> | ECHAlliance will lead the activities related to the Exploitation, Innovation, Communication, Dissemination work strand. As such, ECHAlliance will design the strategy and actions for raising awareness on the BRAINTEASER's achievements with a view to achieve the sustainability of the results after the end of the project. ECHAlliance, will also contribute to the organisation of the Open Evaluation Challenges to validate the project's results and ensure their scalability. Within the BRAINTEASER project's management team, ECHAlliance will cover the role of the Dissemination and Communication Manager.  |
| <b>EBC</b>         | The European Brain Council (EBC) is involved in general communication and dissemination of the BRAINTEASER project. To keep the project aligned with other EU and non-EU initiatives with similar or complementary objectives and to foster the exchange of information and ideas with the aim of generating synergies, collaborations and taking advantage of other research activities in the field, EBC will lead the activities related to the "Liaison with related projects/activities (organising coordination activities)".   |

**Website:** <https://brainteaser.health/> and on [CORDIS](#)

**Social media:** [Twitter](#) – [LinkedIn](#)

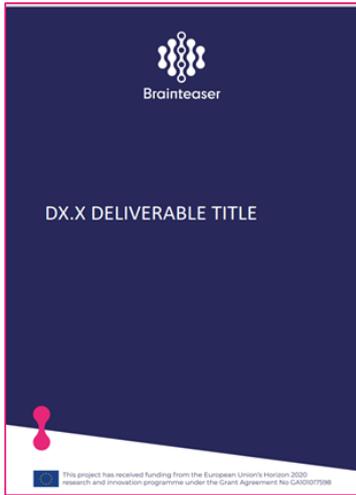
#### **DISCLAIMER**

This project (BRAINTEASER) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No GA101017598.

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## ANNEX 3. DELIVERABLES' TEMPLATE



BRAINTEASER – D10.4



|                     |   |
|---------------------|---|
| Project Title       | Bringing Artificial Intelligence home for a better care of amyotrophic lateral sclerosis and multiple sclerosis |
| Grant Agreement No  | GA02027998  |
| Contract start date | 01/01/2021  |
| Contract duration   | 48 Months   |
| Document ID         | BRAINTEASER_D10.4_Deliverable Title_V1.0  |
| Deliverable leader  | ISS   |
| Due date            | COMING  |
| Deliverable date    | COMING  |
| Dissemination level | PUBLIC/CONFIDENTIAL   |

Page 2

BRAINTEASER – D10.4



**AUTHORS – CONTRIBUTORS**

| Name | Organization |
|------|--------------|
|      |              |

**PEER – REVIEWERS**

| Name | Organization |
|------|--------------|
|      |              |

**DOCUMENT HISTORY**

| Version | Date | Author/Organization | Short/Full title | Status |
|---------|------|---------------------|------------------|--------|
|         |      |                     |                  |        |

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BRAINTEASER – D10.4



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- 1 INTRODUCTION ..... 1
- 2 CHAPTER 2 (Heading 1 title) ..... 1
- 2.1 Subchapter 1 ..... 1
- 2.1.1 Heading 3 title ..... 1

**LIST OF FIGURES**

- Figure 1, Figure 1 title ..... 1

**LIST OF TABLES**

- Table 1, Table 1 title ..... 1

Page 4

BRAINTEASER – D10.4



**EXECUTIVE SUMMARY**

**1 INTRODUCTION**

**2 CHAPTER 2 (Heading 1 title)**

Text (format independent text)

- Bullet 1
  - Bullet 1.1
  - Bullet 1.2
- Bullet 2

1. Bullet A  
2. Bullet B

**2.1 Subchapter 1**

Text (format independent text)

2.1.1 Heading 3 title



Figure 1: Figure 1 title  
Table 1: Table 1 title

| Table | Title 1 | Title 2 | Title 3 | Title 4 |
|-------|---------|---------|---------|---------|
|       |         |         |         |         |

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## ANNEX 4. INTERNAL DOCUMENTS TEMPLATE

 Brainteaser

**Document Title**

**1 Heading 1**  
[Text]

**1.1 Heading 2**  
[Text]

**1.1.1 Heading 3**  
[Text]

**1.1.1.1 Heading 4**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No GA101017598. 

## ANNEX 5. NEWS TEMPLATE



### News

Date (dd/mm/yy)

Author (Name Surname, Organization)

**Title**

Subtitle

*(In case of an event, please write the date and the place)*

[TO ADD A PHOTO]

*(To add a description of the photo)*

[Text..]

*In the following sections, please describe:*

- 1) *Aims and objectives of the workshop/external event/relevant initiative/result achieved .....*
- 2) *Relation to the BRAINTEASER project,*
- 3) *In case of internal events Stakeholders/Attendees participating,*
- 4) *In case of external events, briefly describe the project's presentation made,*
- 5) *Main results and outcomes achieved,*
- 6) *Mention of possible future events/activities following the one carried out/described.*

*Please note: the news should be between 1 to 2 pages.*