



Dear reader, please note that this document represents the update of the submitted deliverable to the European Commission (EC). The review process of the EC is ongoing and once the reviewed document is available, it will be uploaded here.



**H2020-JTI-EuroHPC-2019-2**

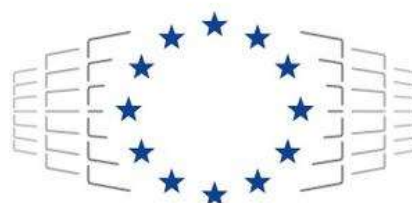


**HPC INNOVATION FOR EUROPEAN SMES**

**Innovating and Widening the HPC use and skills base**

**Project Number: 951745**

**D5.1**  
**Dissemination, Communication and Collaboration Plan**  
**Updated version, November 2021**



**EuroHPC**  
 Joint Undertaking

This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 951745. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Germany, Italy, Slovenia, France, Spain.

<b>Work Package:</b>	WP5	Success stories, Dissemination to and interaction with the HPC Ecosystem
<b>Author(s):</b>	Martina Golob, Tina Črnigoj Marc	
<b>Approved by</b>	Jisika Yono (HLRS) & Bettina Keller (scapos)	
<b>Reviewer</b>	Claudio Arlandini, CINECA	
<b>Reviewer</b>	Alexander Hektor, HLRS	
<b>Dissemination Level</b>	Public	

Date	Author	Comments	Version	Status
2020-10-28	M. Golob	Initial draft	V0.1	Draft
2020-11-04	T. Ilijas, M. Murovec, Tina Č. Marc	Arctur – internal review	V0.2	Draft
2020-17-11	M. Golob	Document submitted to project internal review	V0.3	Draft
2020-11-23	M. Golob	Revisions incorporated	V0.4	Draft
2020-11-24	Tina Č. Marc	Final check	V0.5	Draft
2020-11-25	M. Golob	Pre-final version for submission	V0.6	Draft
2020-11-30	M. Golob, J. Yono, B. Keller	Final version for submission	V1.0	Final
2021-11-22	Tina Č. Marc, Martina Golob	Update	V1.1	Final



## History of Changes

- In *Executive summary*: the D5.1 update information is provided.
- In *2.1 Open Call* section: the sentence about Open Call duration was added. As the Open Call was closed, dissemination and communication activities were finished thus the text in the paragraph was edited accordingly.
- In *2.3 Task 5.1 Outreach, communication and dissemination*: a paragraph explaining how partners promoted Open Calls and collaborated with NCCs and DIHs is included. Additionally, update about the project *website* was added. According to *Social media posts*, content proposal for social media was added. In the *newsletter* paragraph, the explanation about newsletter subscription and newsletter issues published is added. In the *Conferences, trade fairs and other events* section, an explanation on the project promotion through the events in the next two project years was added. A sentence describing the achievement of the communication and dissemination *KPIs* was added; the planned *KPIs* stay the same as planned.
- In the *Task 5.2: Success Stories*: the explanation about preparing the success stories materials in a format similar to Fortissimo was added, and information about presenting the production and dissemination of success stories to the experiment partners was provided.
- In the *Task 5.3: Collaboration with EuroHPC and other entities*: the main text was updated, and new time frames for T5.3 activities were set – Successful contact uptake until M18 and Successful collaborations until M24.
- The last paragraph in the *conclusion* part was updated, explaining that one more update of D5.1 Dissemination, Communication and Collaboration plan will follow next year.
- Success stories templates were provided in the *Appendix*.



## List of abbreviations

#	number
AI	Artificial Intelligence
DIH(s)	Digital Innovation HUB(s)
CSA	Coordination and Support Action
CC	Competence Centre
DoA	Description of Action
EC	European Commission
EuroCC	European project (RIA) dedicated to the establishment of National Competence Centres in HPC, HPDA and AI (2020-2022)
FF, FF2	Fortissimo and Fortissimo 2 project
GDPR	General Data Protection Regulation
HPC	High-Performance Computing
HPDA	High-Performance Data Analysis
INFRAG	Infrastructure Advisory Group (EuroHPC JU)
IP	Intellectual Property
ISBN	International Standard Book Number
ISV(s)	Independent Software Vendor(s)
JU	Joint Undertaking, here: EuroHPC JU
KPIs	Key Performance Indicators
Mx	Project month
NCC	National Competence Centre
RIAG	Research and Innovation Advisory Group (EuroHPC JU)
ROI	Return on Investment
SME	Small and medium-sized enterprise
VI	Visual Identity
WP	Work Package
Yx	Project year

### Note

All dissemination material available to public must contain the following statement and a disclaimer when appropriate.

Statement:

“This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 951745. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Germany, Italy, Slovenia, France, Spain.”

Disclaimer:

“The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”



## Executive Summary

This document describes the initial plan for dissemination, communication and collaboration for the FF4EuroHPC project. This plan is a vivid document and thus will be constantly updated on the basis of the project progress. Since the D5.1 submission in November 2020, the first update follows in November 2021 and the last one in November 2022. More detailed KPIs (Key Performance Indicators) are added to measure the performance of certain activities during shorter time frames. The short summary on update is added after presentation of each task.

The plan is presented as per defined activities of Work Package 5 (WP5<sup>1</sup>) with Milestones and/or KPIs and due time frame as defined in the project DoA.

---

<sup>1</sup> WP5: Success stories, Dissemination to and interaction with the HPC Ecosystem



## Table of Content

1	Introduction	7
2	Dissemination, communication and collaboration activities plan	8
2.1	Open Call promotion	8
2.2	Communication of project activities and dissemination of project results	9
2.3	Task 5.1: Outreach, communication and dissemination	10
2.4	Task 5.2: Success Stories	17
2.5	Task 5.3: Collaboration with EuroHPC and other entities	19
3	Conclusion	21
4	References	22
5	Appendix	23
5.1	Draft Stakeholder Analysis	23
5.2	Guidelines for the online dissemination material	26
5.3	Project logo and Visual identity	27
5.4	Success stories templates	29
5.4.1	<i>FF4EuroHPC Booklet Template</i>	29
5.4.2	<i>FF4EuroHPC Flyer Template</i>	29
5.4.3	<i>FF4EuroHPC Website Template</i>	30



## List of Tables

Table 1: Actions for Open Call promotion. ....	11
Table 2: Actions for communication and dissemination of project results.....	12
Table 3: KPIs for communication actions.....	17
Table 4: KPIs for Success stories.....	19
Table 5: KPIs for collaboration with other entities.....	21





# 1 Introduction

The overall objective of FF4EuroHPC is to enable the European industry to be more competitive globally by using advanced HPC services (including Simulation, Data Analytics and/or Artificial Intelligence). FF4EuroHPC will achieve this objective by realising the goals of:

- Making advanced HPC services accessible to industrial users, particularly SMEs, through competences available in the project and the experiments.
- Create, publish and distribute success stories to show the full potential of these advanced HPC services.
- Promoting and scaling the business impact through the entire SME ecosystem.

**WP5, will, in collaboration with other WPs, support the achievement of this objective by creating awareness of the business benefits of advanced HPC Services across the whole value chain encompassing end-users, service providers, ISVs, HPC/HPDA/AI experts and providers of HPC-Infrastructure.**

Three main tasks are defined in WP5:

- Task 5.1 – Outreach, Communication, and Dissemination
- Task 5.2 – Success Stories
- Task 5.3 – Collaboration with EuroHPC and other entities

Within WP5, five deliverables will be submitted. The first deliverable D5.1 refers to the current document which was submitted in November 2020, the second (D5.2) and the third (D5.3) are intermediate and final Dissemination, Communication and Collaboration Reports. The last two deliverables (D5.4 and D5.5) represent two editions of the Success Story Booklet.

Tasks and deliverables will be presented in detail in the following chapters together with the dissemination plan including milestones, performance indicators, and the due time frame.

## 2 Dissemination, communication and collaboration activities plan

The activities in this Work Package have the objective of ensuring **the maximum amount of awareness** via communication and dissemination in collaboration with relevant Digital Innovation Hubs (DIHs) and industry associations with the aim of **maximising the impact** of the project.

In order to achieve and maximize the dissemination objectives of the project, the dissemination activities need to reach the proper target group, covering diverse industries and European geographic regions.

**There are two main areas of communication and dissemination activities:**

- 1. Open Call promotion**
- 2. Communication of project activities and dissemination of project results**

Tasks are divided per activities and described below. The Key Performance Indicators (KPIs) or/and the Milestones and the time frame, within which the objectives of the activity must be achieved, are defined for each activity.

### 2.1 Open Call promotion

Between November 2020 and September 2021, two Open Calls were running, according to the plan presented in this document.

Communication activities have the aim to address potential experiment partners within this project – FF4EuroHPC. These activities have had an essential influence on the impact of the project by attracting good proposals and selecting quality experiments (quality = high business value, high potential for a greater benefit, high potential for wider impact), experiments with the potential to become a role model for specific industrial applications and experiments that could encourage others to follow their path (overcoming ignorance).

**Stakeholders and communication partners for Open Call promotion were:**

- Industrial associations, Innovation centres, and other SMEs networks (able to reach a critical mass of SMEs being able to benefit from HPC)
- National HPC Competence Centres (nHPC CCs or NCCs<sup>2</sup>)
- HPC-related Digital Innovation Hubs (DIHs<sup>3</sup>)

The communication in advance of the calls was done with the help of partners through the following communication channels:

- FF4EuroHPC and project partners' organisations webpages
- Social media
- Contribution to posts and forums of partners and other initiatives
- Webinars, workshops, online conferences

---

<sup>2</sup> See: <https://www.eurocc-project.eu/>.

<sup>3</sup> See <https://ec.europa.eu/digital-single-market/en/digital-innovation-hubs>



- Emailing<sup>4</sup>

For the Open Call promotion, the following collaboration between Work Package 2 (WP2: Open Call Management), Work Package 4 (WP4: Exploitation/Business Development Support) and Work Package 5 (WP5: Awareness Creation and Networking) was established: WP2 provided the Open Call information (goals, ambitions, expected impacts). WP4 supported the promotion activities by consulting national HPC CCs and relevant DIHs. The output of the Open Call promotion was a set of highest quality experiments, involving innovative, agile SMEs and with work plans built around innovation targets arising from the use of advanced HPC services. Experiment proposals addressed business challenges from European SMEs from varied application domains.

## 2.2 Communication of project activities and dissemination of project results

The communication of the project activities (goals, developments, benefits, challenges of the experiments) and their results aim to raise awareness of the benefits of using advanced technologies and motivating potential HPC users to approach such methods. The main content of the communication will revolve around experiments, most notably the success stories. For organisations in related industrial sectors, the success stories provide the summarised information about the technical experiment results, helping them to benefit by investigating similar approaches. More generally, the success stories explain the potential business benefits and innovation impact from using advanced HPC services, which can inform a broader range of stakeholders and motivate a wide range of potential HPC users.

**The communication target** is represented by industrial and commercial HPC user communities, service providers, HPC competence centres, relevant SMEs associations and networks, DIHs and domain specific associations from diverse industrial sectors and different geographic regions:

- General audiences and potential HPC users will be reached through the webpage, social media, newsletters, videos and booklets.
- Specific industrial sectors will be reached through the webpage, tailored flyer (per sector), success stories' videos, articles in sector-specific magazines.
- Specific geographic regions will be covered by national entities such as HPC CC, DIHs and industrial associations.

The plan for the **dissemination** and exploitation of **results** is focused on two channels, supported by WP3, WP4 and WP5:

- **Immediate:** The outcome of each experiment is a solution that has an immediate and direct benefit to the company and big social impact.
- **Long-term:** It is expected that many experiments could lead to modelling, simulation and analytics services with applicability beyond the immediate sphere of the application experiment (show case).

WP5 will support communication and dissemination activities by providing the technical infrastructure and developing appropriate material using input from other WPs in particular WP2 (open calls), WP3 (success stories) and WP4 (exploitation and business models).

---

<sup>4</sup> In accordance to GDPR

A draft stakeholder analysis is given in the Appendix. The analysis was built on target audience work undertaken in the previous Fortissimo projects and will be updated in light of the FF4EuroHPC project.

## 2.3 Task 5.1: Outreach, communication and dissemination

### **GOALS:**

- To produce high quality, tailored dissemination content
- To build up a strong presence in community events
- To outreach with HPC CCs, HPC relevant DIHs and industry associations.

As already mentioned above, there are **two main areas of communication and dissemination activities:**

1. The Open Call promotion (by end September 2021, as the Open Call was closed on 29<sup>th</sup> September 2021)
2. The communication of the project activities and dissemination of the project results

Dissemination activities will be performed by the participation at other projects' events, at relevant conferences and community meetings, by organizing project workshops and project conferences with invited speakers or presenters, by creating webinars and solid media presence on social media (twitter and LinkedIn) with regular posts on a weekly basis. To provide successful dissemination on project results, newsletters, press releases and some publications in sectorial magazines have been created.

For each of the above-mentioned dissemination activities adequate materials in terms of size and language (technical, business) will be tailored to reach the respective interest groups.

### **Definition of the targeted interest groups:**

1. Technical: service providers, ISVs, HPC/HPDA/AI experts and providers of HPC-Infrastructure.
2. Business: end users – SMEs, industrial associations and other business stakeholders.

Project partners actively participated in different events, presenting project activities and Open Calls submission conditions. Additionally, two webinars were organised to widely promote Open Call and use of HPC in industry. Within WP4, collaboration with DIHs and NCCs was established successfully, meanwhile Within WP5, communication with industrial associations, HPC ecosystems, some of the EU projects and communities was established.

Actions for communication activities are summarised in the following tables (Table 1 and Table 2):



Communi- cation target	Communication means							
	Direct	Indirect	Webinars (including recordings of webinars)	Work- shops (org. jointly with the NCC- CSA5)	Web confe- rences (for interested in open calls)	User groups / Communi- ties / Online portals (Primeur, HPCWire)	Posts and Forums (partici- pation)	Social Media (Twitter, LinkedIn)
	Via email, meetings	Via Hubs and Industry associa- tions						
NCCs	x		x	x		x		
DIHs	x		x		x			
SMEs not using computing / simulation		x			x			
SMEs using computing / simulation		x			x	x		
Industry associations	x							x
Communities	x						x	x
ISVs	x		x					
HPC / app expert						x		
HPC Centres	x							
Selected EU HPC ecosystems players (potentially interested in open calls)	x							
HPC Community in general						x		x

Table 1: Actions for Open Call promotion.

<sup>5</sup> See <https://www.castiel-project.eu/>



Communication target	Communication means							
	Direct	Indirect	Website	Videos	Press Articles and Materials (including art. in sec. mag.)	News-letter	Events, Conf., Trade fairs, Exhibitions, HPC conf.	Social Media
		Via Hubs and Industry associations						
NCCs	x					x		
DIHs	x					x		
SMEs		x	x	x	x	x	x	
ISVs	x	x	x	x	x	x	x	
Industry associations	x					x		x
EU HPC Ecosystem players	x					x		x
HPC centres	x					x	x	
Commercial HPC providers						x	x	
Press				x	x			
General			x	x	x			

Table 2: Actions for communication and dissemination of project results.

## ACTIVITIES:

### 5.1.1 Evolvement of the FF4EuroHPC brand, by finalizing the logo and design

The new logo and visual identity (VI) were developed and approved by the project coordinator. It is obligatory to use the prepared templates and respect the visual identity guidelines.

### Milestones:

The Web page publication, final version of the logo, project brand and design were approved by the project coordinator (USTUTT/HLRS). The project templates for project presentations were approved by the project coordinator. The design template for project brochures, general presentations and flyers were approved by the project consortium.

**Time frame:** From M1 to M3.

### 5.1.2 Development of dissemination material

Website, brochure, newsletters, posters, flyers, press releases, publications in trade magazines, scientific publications, generic presentations, social media posts; all tailored to interest groups.

## Website

A new official project website was developed in the first months of the project.

The official project website<sup>6</sup> is the main dissemination interface presenting project activities and results to general public. The page is being regularly updated with news, events, success stories and project activities. All of the project dissemination materials are published on the website. Arctur, as the WP5 leader, is responsible for the website management. Previous Fortissimo project website

<sup>6</sup> See FF4Euro HPC: <https://www.ff4eurohpc.eu/>



(where the main information on the former FF and FF2 projects are available) is accessible on the [www.fortissimo-project.eu](http://www.fortissimo-project.eu) domain and is linked to the official FF4EuroHPC website.

The implementation of the website was done in interaction with other WPs: with WP1 (general content), WP2 (open calls), WP3 (success stories).

In the first year of the project, the “Open Call” subpages were updated according to the respective Open Call. Furthermore, the “Experiments” and “Partners” subpages were created, presenting the first tranche of experiments, and experiment partners. The “Experiment” subpage will be updated as soon as the second tranche of experiments is approved and experiment partners provide the content. Additionally, the “Success Stories” subpage will be updated accordingly as soon as the first tranche of experiments will successfully conclude (Summer-Fall 2022).

The website is maintained by the project partner Arctur and will also persist after the conclusion of the project.

**Key Performance Indicators:** Target values are presented in Table 3 and Table 4. During the project lifetime the number of webpage visits (# webpage visits) and length of the time spent (#time webpage) on the website will be measured with the aim to monitor the website viewership, popularity, and attractiveness.

**Time frame:** The development and design were done by M3, general content and the Open Call content were also added by M3, additional content will be continuously uploaded from M4 onwards.

### **Brochure**

The brochure is available via the [project website](#). It is created as a first contact point for the interested stakeholders. The brochure will be updated continually with the project’s progress. The project brochure is one of the dissemination materials that can be adapted in terms of size and language (technical, business) to reach the respective interest groups from diverse industries and geographic regions.

**Time frame:** The first general version of the project brochure was designed by M4 in two versions to address specific target groups: general public, SMEs and ISVs by M4.

### **Posters**

The project poster can be created over the course of the project in terms of size and language (technical, business) to reach the respective interest groups from diverse industries and geographic regions. The poster will be created to represent the project at different events such as trade fairs, workshops, user group and conferences.

**Time frame:** the poster will be developed upon request and will be tailored to specific needs. It is planned to create at least three versions of the poster during the lifetime of the project (if needed).



## **Social Media posts**

Posts on the social media channels ([Twitter<sup>7</sup>](#) and [LinkedIn<sup>8</sup>](#)) have the goal to increase awareness, traffic on the website and to boost brand engagement. The social media channels used within the project are: Twitter, LinkedIn and [You Tube<sup>9</sup>](#).

LinkedIn is one of the largest business social networks, which is build up through partnerships. The LinkedIn page is used to reach the target audiences and build awareness of the FF4EuroHPC project through partnerships and in relevant groups.

A social media [calendar<sup>10</sup>](#) for scheduling posts was prepared, and a KPI table was set to monitor this activity and to measure the goals which will increase awareness and boost brand engagement.

The guidelines for the dissemination material are available in the Appendix. This should provide a guide for all of the project partners to create suitable content.

Each partner needs to contribute one post for twitter and one for LinkedIn within a six weeks' frame (refer to the calendar).

Social media content is presented throughout the week in the following context:

- Success story Mondays: each Monday one success story is presented. At the moment previous Fortissimo success stories are used. As soon as the new success stories are released, they will be presented through social media.
- Experiments Wednesday: each Wednesday one of the current experiments is presented
- International / national days: success story covering the special / national day topic is being presented
- Informing about different HPC related events
- Sharing the knowledge: HPC related topics, blogs, articles, videos, use cases from other projects, institutes, SMEs
- Celebration: congratulation for Holidays (also partner's national days)

## **KPIs:**

**Twitter:** #followers - 300 total, #tweets – 500 total, #tweet impressions – 200 per month

**LinkedIn:** #posts – 100 in total #followers - 500 total, #unique visitors, #impressions – 200 per month

**YouTube:** #videos - 6 videos of success stories

According to the KPIs table, the planned KPIs for the first project year were reached and due to the very active engagement on social media even superabundant. The plan for the next project year stays the same as planned.

## **Newsletter**

During the project lifetime **five newsletters** will be released. The newsletter is an additional tool to help promoting the project activities and results. It will be linked to other social media channels and uploaded on the project website.

The layout is aligned with the FF4EuroHPC visual identity, it consists of at least three different sections. There is the possibility to subscribe through the MailChimp subscription form implemented

---

<sup>7</sup> See <https://twitter.com/FF4EuroHPC>

<sup>8</sup> See <https://www.linkedin.com/company/ff4eurohpc>

<sup>9</sup> See <https://youtu.be/nM0dt4bhmgo>

<sup>10</sup> See <https://docs.google.com/spreadsheets/d/1qsyTMoqUnpzkaLmP3isonWoCg0S1OVynyiMjT44El30/edit#gid=0>





on the official webpage. The promotion of subscription to the newsletter is running continuously through social media, e-mails, and project partners' presentations. Furthermore, the first two editions of the newsletter were sent.

**KPIs with time frame:** To publish a newsletter at least every seven months, and to have up to 100 subscribers at the end of Y1, and 50 more subscribers at the end of Y2 of the project.

### **Flyers**

For each success story a downloadable flyer will be developed. It will be published next to the story presentation on the website. If needed, updates of the flyers will be created. The template for the flyer was created by WP5 and approved by the WP3 leader.

**KPIs with time frame:** refer to Table 3.

### **Publication in trade magazines / papers**

After the publication of the first edition of the Fortissimo Success Stories Booklet, project partners will be asked to promote their success stories through publication in trade papers. This is an additional way to promote the project results in an efficient way.

**KPIs:** At least two publications in sector-specific magazines per partner by M36 (ten publications in total).

### **Press Releases & Press clippings**

Press clippings are being collected as a result of the awareness raising and the project results dissemination. Press releases and clippings are the main channel for addressing the general public. The table for Press clipping collection must be filled by project partners and is available on the [BSCW portal<sup>11</sup>](#) (ref. to the .xls file “Metrics\_FF4EuroHPC”).

**KPIs with time frame:** Three press releases, ten articles by M36.

### **Generic presentations**

The project presentation can also be adapted in terms of size and language (technical, business) to reach the respective interest groups from diverse industries and geographical regions. The presentation was created for representing the project and Open Calls at different events such as trade fairs, workshops, user group, conferences.

**KPIs with time frame:** the presentation will be developed upon request and will be tailored to specific needs. It is planned to have at least three versions of the presentation during the project life time.

Among all the above-mentioned dissemination content there are some of them that are planned to be adapted and tailored for the specific needs and/or target groups:

- Project brochure and flyer
- Project poster
- Project presentation (.ppt)

Due to Covid restrictions and the lack of on-site events, project poster will be prepared on request.

---

<sup>11</sup> BSCW is HLRS shared workspace server. HLRS is FF4EuroHPC project leader.

### **Conferences, trade fairs and other events**

One of the important dissemination activities is attending events which are relevant for promoting the project and its results. The purpose of attending events is also to get in contact with the representatives of the target group. The event plan will be prepared on a yearly basis and it will be updated constantly. Each partner has to inform the WP5 leader about the events they are going to attend (actively or passively) and after that a short reporting about the attended event should be created. Project partners presented the Open Call and project activities widely during the first project year, and will continue to actively present the success stories as soon as they are created (Summer-Fall 2022). The main focus on presenting the new success stories on events will be in the third project year (2023), and the main target group will be SMEs. at least one photo from each event should be included. The news item about the active participation in an event should be prepared by partner(s), who visited the event. at least one photo from the event should be included, and a link to more information about the event /video recording or event materials should be added. All data and information about the events will be collected in the .xls file “**Metrics\_FF4EuroHPC**” which is uploaded on BSCW portal.

**KPIs:** Active participation at a minimum of five relevant events.

Please refer to Table 3, in which the KPIs are summarised per communication action:

<b>Communication actions</b>	<b>Target Group</b>	<b>KPI &amp; Target Values</b>	<b>Time Frame</b>
Website	SMEs, General public, Press, Potential open call proposers	#visitors 7,000 #page views 1,500	By M36
Brochure	General public, Innovation centres, Ind. associations, SMEs.	#updates 3 #tailored versions 3	By M24
Poster	General public, Innovation centres, Ind. associations, SMEs.	#updates 3 #tailored versions 3	By M24
Social Media (Twitter, LinkedIn)	General public, Innovation centres, Ind. associations, SMEs.	#followers total 300 #tweets total 500 #tweet impressions 200	By M36 (50% by M12, 25% more by M24, total by M36)
Newsletters	SMEs, ISVs, Ind. associations, HPC ecosystem	#issues 5 #subscribers 150	Issues every 7M 70% of subscribers by M12
Articles in sector magazines / papers	SMEs	#articles 10	5 by M30, 5 by M35
Press releases	Press	#press releases 3	1 per year
Press clippings	General public	#articles 10	By M36
Visits to trade fairs, user groups,	SMEs, ISVs	#events 5	Participation to events by M35



conferences, workshops			70% visits during Y1 and Y2, success stories presentation in Y3
---------------------------	--	--	---

**Table 3: KPIs for communication actions.**

In order to track all the activities that have been performed, the .xls file “Metrics\_FF4EuroHPC” has been created where all project partners will be regularly asked to insert information about the communication actions they have performed (events attended, press releases, press clippings).

### 5.1.3 Production of three promotional videos for each call, six videos in total

For each tranche of application experiments (from the two Open Calls), **3 promotional videos** will be produced for the top experiments (6 in total). These will be approximately 2-5minute long videos that are also suitable for online or conference presentations. A typical scenario for all videos is: FF4EuroHPC project introduction, short presentation of experiment partners and industrial sector of the experiment, experiment challenges and achievements, benefits of using HPC, HPDA and AI as well as the impact on end-user and/or social impact.

Prior to the actual video shoot, the detailed scenario has to be approved from project partners and from experiment partners. The video will be used for dissemination purposes during the project life time and beyond.

The *Video Consent and Release Form* will need to be signed by all involved parties prior to the video shooting.

**KPIs:** six videos produced; 2,000 views in total;

**Time frame:** From M26 to M35.

All planned activities were carried out according to the D5.1 dissemination and communication plan. KPIs were already reached, but as some of KPIs were set modestly, we are expecting growth of the results by the end of the project.

## 2.4 Task 5.2: Success Stories

### *GOAL Dissemination of “lessons learned” from the usage of advanced HPC services*

Success stories are the main outputs of the FF4EuroHPC project and are expected to be delivered by each experiment. A clear presentation of the business benefits for the experiment partners in these stories will be the main focus. This can be used **to achieve broader impact by serving as a role model**. These stories highlight **what can be achieved** using advanced HPC services, and thus **address low awareness** which is a key inhibitor to the take-up of modelling, simulation and analytics solutions by companies that have not used such before.

For organisations in related industrial sectors, the success stories provide summarised information about the technical experiment results. This helps them to benefit by investigating similar approaches. More generally, the success stories explain the potential business benefits and innovation impact from using advanced HPC services, which can inform a broader range of stakeholders and motivate a wide range of potential HPC users.

15 to 20 success stories are expected to be produced for each open call tranche, up to 40 in total.



The time frame for generation and production of the first tranche of success stories is M25–M26 and for the second tranche of the success stories is M34–M35.

### **ACTIVITIES:**

#### *5.2.1 Writing success stories and collecting materials (images, relevant data and content) from the experiments*

Each success story will be written following **pre-defined templates and scenarios**, that were prepared by WP5 and approved by coordinator and WP3 leader. These focus on the lessons learned and business benefits of the use of advanced technologies and services by end users and other members of the value chain and thereby quantify ROI, time to pay back investment and value of new market created. WP3 will support these activities by contributing contents of the experiments.

To produce success stories for dissemination purposes the following material will be collected:

- a) Content/text of success stories written in tailored/dedicated template
- b) At least four images of the experiment in high resolution – min 1200x800 px, .jpg or .png format (team image, technical image1, technical image2, image3).
- c) Data: role of experiment partners (end user, ISV, domain expert, HPC provider), country of end user, name of software used, name of industrial sector.

The success stories creation and dissemination was already presented to the OC1 experiment partners and will be presented also to OC2 experiment partners.

In agreement with project partners, the content for the success stories presentation will remain the same as for Fortissimo. A paragraph on social impact will be added, presenting major achievements related to social or environmental sustainability. The design of the booklet and flyers will be adjusted according to the project's visual identity.

#### *5.2.2 Dissemination of the success stories (website, social media, flyers, newsletter, booklet)*

All success stories will be disseminated through the following communication channels or means: Website, e-flyers, booklet, newsletters, social media (Twitter, LinkedIn, YouTube)

**Target groups will be reached via direct and indirect communication channels.** In case of an indirect communication, intermediaries (industry associations, hubs) are used to reach the target group (SMEs). In case of a direct communication, there will be no intermediaries. It is a direct communication with the specific representative of the target group (see also Table 2: Actions for communication and dissemination of the project results).

All success stories will be published in a special section dedicated to this topic on the official project website<sup>12</sup>. For each success story a downloadable flyer (PDF) will be generated. There will also be a search option to filter stories by sector, and by country. Other options for searching can be added upon request (for example: by ISV or SW used). Stories will be included in different ways in the project newsletters and in the social media posts with the aim to raise awareness of what can be achieved using advanced technologies.

---

<sup>12</sup> See <https://www.ff4eurohpc.eu/>

Two printed editions (booklets) of the success stories will be generated. Booklets have proven to be an effective means of dissemination for events like trade fairs involving face-to-face contact with potential users who are new to HPC, HPDA and AI with regard to how it can help their businesses. The second edition of the booklet will be equipped with an ISBN code for distribution purposes to relevant and interested European libraries.

**KPIs:** please refer to Table 4.

Outputs with ref. to success stories	Target Group	KPIs & Target Values	Time Frame
Website	General public.	#views: 200	From M25 to M36
Downloadable PDF	SMEs, ISVs, general public.	#downloads: 30	From M25 to M36
Booklet (two editions)	SMEs, ISVs (trade fairs)	#500 printed and distributed	1 <sup>st</sup> ed. by M26 2 <sup>nd</sup> ed. by M35
Videos	SMEs, general public.	#videos: 6 produced #views: 2,000 in total	From M25 to M36
Newsletter	SMEs, ISVs, Inn. centres, Ind. associations, HPC ecosystem.	To be included in last two issues.	From M25 to M36
Social Media (LinkedIn & Twitter) (YouTube for video)	Ind. centres, SMEs, Ind. associations.	#posts 5 per month #posts 15 (new) To disseminate past FF2 success stories and actual FF4EuroHPC success stories	Up to M25 past stories (from previous <a href="#">Fortissimo2 project</a> <sup>13</sup> ) From M25 to M36 new stories

**Table 4: KPIs for Success stories.**

## 2.5 Task 5.3: Collaboration with EuroHPC and other entities

**GOAL:** Execution and evaluation of the collaboration with different entities; especially within the EuroHPC

To achieve successful collaborations with different HPC actors, at first those must be catalogued in a comprehensible and clear way. A number of existing materials like the European HPC Handbook<sup>14</sup>, networks of the participating partners and non-confidential results from other projects were exploited,

<sup>13</sup> See <https://www.fortissimo-project.eu/>

<sup>14</sup> See <https://www.etp4hpc.eu/european-hpc-handbook.html> for more information.



in order to find actors in the European HPC System. After the overview, the evaluation regarding benefit and extent of possible collaboration took place. The outcome of this process was a list of entities suitable for cooperation, which was divided into target groups and a first attempt in establishing contacts was made, which is being evaluated and developed. Furthermore, connections to the EUROHPC JU<sup>15</sup> and the governing boards is being established. The representation of the EuroHPC management team at information events will be granted.

Some first steps in this process have already been made, for example presentation to the National Competence Centres (NCCs) in HPC within the EuroCC project<sup>16</sup>, to DIHs and Centres of Excellences in HPC (CoEs<sup>17</sup>), as well as other European initiatives. This task has regular check-ups to align the measures with the tasks, goals, as well as a series of mechanisms within the working group.

## ACTIVITIES:

### 5.3.1 Identification and Evaluation of potential collaborations

This activity was carried out and included identification, analysis, ROI evaluation, and prioritisation of potential collaborations with entities from industry, European projects, research groups, and others, especially in the frame of EuroHPC. This Task has been completed.

### 5.3.2 Creating the collaboration roadmap

On the basis of the results evaluation, a roadmap and a collaboration network, which will need to be maintained, is being generated. Tailored dissemination material will be produced to ensure win – win situations.

### 5.3.3 Contribution to the EuroHPC JU initiative

This task includes exchanging information with the EURO HPC JU on a project level, communicating with the INFRAG or the RIAG governing board and sharing the information about any informative events provided by the EuroHPC Management Team.

### 5.3.4 Collaboration with national HPC Competence Centres

Collaboration with the NCCs will facilitate the engagement with relevant SMEs and industrial communities in their regions.

Due to few responses to our first attempt to establish contacts, this Task is re-evaluating the collaboration roadmap and will take a more individual approach to ensure KPIs are being met. For the KPIs, please refer to [Table 5Table-5](#).

KPIs	Target Values	Time Frame	Comment
Identification of relevant actors	#15	Until M8	Done
Successful contact uptake	#10	Until M18	
Successful collaborations	#5	Until M24	

<sup>15</sup> See <https://eurohpc-ju.europa.eu/> for more information.

<sup>16</sup> See <https://www.eurocc-project.eu/> for more information.

<sup>17</sup> See <https://www.hpccoe.eu/> for a description.



**Table 5: KPIs for collaboration with other entities.**

### **3 Conclusion**

The dissemination activities are supporting one of the general objectives of FF4EuroHPC, which is to facilitate the widening of industrial HPC user communities and service providers in Europe by delivering compelling success stories for the use of HPC by SMEs; ensuring maximal awareness via communication and dissemination in collaboration with relevant DIHs and industry associations.

WP5 coordinates the dissemination activities with the support and contribution from WP2, WP3, and WP4, addressing the project target groups covering different industries and a broad geographical scope in Europe.

KPIs are associated with the major activities and the progress is being monitored. As the KPIs for the first project year were successfully achieved, the KPIs monitoring is ongoing and is used for communication and dissemination strategy updates. Based on this plan the key activities within the available resources will line up to contribute to the success of the FF4EuroHPC project. The last update of the D5.1 Communication and Dissemination Plan will be done in November 2022.



## 4 References

- [1] WP5: Success stories, Dissemination to and interaction with the HPC Ecosystem
- [2] EuroCC: <https://www.eurocc-project.eu/>
- [3] Digital Innovation Hubs: <https://ec.europa.eu/digital-single-market/en/digital-innovation-hubs>
- [4] In accordance to GDPR
- [5] <https://www.castiel-project.eu/>
- [6] FF4Euro HPC: <https://www.ff4eurohpc.eu/>
- [7] Twitter: <https://twitter.com/FF4EuroHPC>
- [8] LinkedIn: <https://www.linkedin.com/company/ff4eurohpc>
- [9] YouTube: <https://youtu.be/nM0dt4bhmgo>
- [10] Google Docs:  
<https://docs.google.com/spreadsheets/d/1qsytMoqUnpzkaLmP3isonWoCg0S1OVynyiMjT44El30/edit#gid=0>
- [11] BSCW is HLRS shared workspace server. HLRS is FF4EuroHPC project leader.
- [12] <https://www.ff4eurohpc.eu/>
- [13] <https://www.fortissimo-project.eu/>
- [14] European HPC Handbook: <https://www.etp4hpc.eu/european-hpc-handbook.html>
- [15] EuroHPC JU: <https://eurohpc-ju.europa.eu/>
- [16] EuroCC project: <https://www.eurocc-project.eu/>
- [17] HPC CoE: <https://www.hpccoe.eu/>



## 5 Appendix

### 5.1 Draft Stakeholder Analysis

Stakeholder	Importance	Benefit for FF4EuroHPC	Benefit for stakeholder	Remarks
<b>Category: Hubs (funded by EU)</b>				
nHPC CCs (national HPC competence centres)	High	Regional outreach	Supports their engagement with SMEs	To be established.
CSA for nHPC CCs	High	Central point of contact for nHPC CCs	Supports their engagement with nHPC CCs	To be established.
Relevant DIH	High	Regional outreach	Supports their work with SMEs	Relevant subset to be selected, ca. 100 with HPC expertise
<b>European HPC Ecosystem players</b>				
PRACE SHAPE	Medium	Outreach to their network	Some stakeholders might be interested in OC	SME programme
EOSC	Medium	Same as above	Some stakeholders might be interested in OC	Has SME programme
ETP4HPC	Medium	Same as above	Increased visibility to industrial end users	None
BDVA	Medium	Same as above	Increased visibility to industrial end users	None
<b>Funding bodies</b>				



EuroHPC JU	High	Visibility and awareness raising	Support for the promotion of the European HPC strategy	None
<b>Category: Industry</b>				
End user: SME with HPC experience	Medium	Raising awareness about FF4EuroHPC in the user communities	Keeping abreast of HPC application developments	Not primarily addressed by the call
End user: SME with computing / simulation experience	High	Potential experiment participants + Raising broad awareness	Potential FF4EuroHPC participation, raised awareness of HPC potential	E.g. using a simulation code on in-house work-stations
End user: SME without computing / simulation experience	High	As above	As above	None
HPC capable ISV	High	Potential experiment participants + Raising awareness about FF4EuroHPC in the HPC ecosystem	Potential FF4EuroHPC participation, awareness of application domain developments	Vendor of HPC-capable software suitable for above SMEs, often part of experiment
HPC / engineering consultants	High	As above	As above	Needed as Application / HPC experts in experiments
HPC centres	High	As above	As above	None
Commercial HPC infrastructure providers	Medium	As above	As above	None
Industry associations	High	As above	Service to their Members: funding opportunities & success stories	E.g. NAFEMS

<b>Category: Academia</b>				
Code owner	Medium	Potential experiment participants + Raising awareness about FF4EuroHPC in the HPC ecosystem	Potential FF4EuroHPC participation, awareness of application domain developments	Research institutes developing HPC codes suitable for SMEs
Application experts	Medium	Potential experiment participants + Raising awareness about FF4EuroHPC in the HPC ecosystem	Potential FF4EuroHPC participation, awareness of application domain developments	Potential partners in experiments
<b>Category: General public</b>				
Press	Medium	Main channel for addressing the General public	Reporting opportunities for leading-edge industrial innovation	None
General public	Medium	Creating positive awareness to influence the continued political support for HPC R&D&I	Understanding the role of HPC in the Digitisation of European Industry and the societal impact arising from many applications	None

## 5.2 Guidelines for the online dissemination material

### 1. Social media

#### 1.1 twitter:

Maximum tweet length: 280 characters

Ideal Length of a Tweet: 71-100 Characters

If the post leads to referring page, add link (short link via bitly: <https://bitly.com/>)

Use tags of organisations/SMEs/products, that have a twitter account (use @ - example @ETP4HPC)

Use hashtags - #FF4EuroHPC, #HPC #AI #HPDA #SME etc.

Add high quality pictures.

#### 1.2 LinkedIn:

Maximum post length: 3,000 characters

Ideal Length of a post: 100 Characters

If the post leads to referring page, add link (short link via bitly: <https://bitly.com/>)

Use tags of organisations/SMEs/products that have LN account (use @ - example @ETP4HPC)

Use hashtags - #FF4EuroHPC, #HPC #AI #HPDA #SME etc.

Add high quality pictures.

#### 1.3 YouTube:

Video title: 70 characters

Video length: max. of 3 mins (if this is a promo video, success story video)

Photo material – Photos should be provided separately in as a .png

### 2. News Item

News title: 70 characters

Body text: up to 2,500 characters, black text, no formation

Add at least one high quality photo (min. 1200x800 px, and max. 1800x1200 px)

Video (optional) – video has to be uploaded first on YouTube, and then embedded on the page.

Add links, if needed.

#### **Formats:**

Text content: .docx (Word)

Photo material – Photos should be provided separately in .png format

### 5.3 Project logo and Visual identity

#### Project logo



#### Visual identity banner

This banner is adjusted for all of the dissemination material and communication channels – including the website, the social media profiles and the cover photo, the Power Point background, flyers and the newsletter template.

Examples: Social media profile photo.



Example: Website title picture and Social media cover photo.



Example: PPT slide template



## 5.4 Success stories templates

### 5.4.1 FF4EuroHPC Booklet Template

#### PAGE 1

##### **Title of the success story**

Max 60 characters (with spaces)

##### **Organisations**

500 – 600 characters (with spaces)

+ Logos (2-3: End User, HPC Expert, HPC Provider, ISV, ...) and organization URL

+ EU Map with location

##### **The challenge**

400 – 450 characters (with spaces)

+ 2 photos (Min 1500 px width/height, 300 dpi resolution)

- Simulation/ end-product / software/ data analytics

#### PAGE 2

Experiment highlights –

- Industry sector
- Country
- Software used

##### **The solution**

450- 500 characters (with spaces)

+ 1 photo production/ team at work

##### **Business and social impact**

1.200 – 1.300 characters (with spaces)

##### **Benefits**

3-4 bullets, max 100 characters (with spaces) each

### 5.4.2 FF4EuroHPC Flyer Template

#### PAGE 1

##### **Title of the success story**

Max 60 characters (with spaces)

##### **FF4EuroHPC experiment facts**

Industry sector

Country

Software used

##### **Organisations involved**

500 – 600 characters (with spaces)

**The challenge**

600 -800 characters (with spaces)

**The solution**

600 - 700 characters (with spaces)

**Business and social impact**

600 – 700 characters (with spaces)

**Benefits**

600 – 700 characters (with spaces)

**The FF4EuroHPC project**

650 - 700 characters (with spaces)

**Fortissimo Experiment Partners:**

Name them + logos

**More Information:**

Website

Info email

**4-5 photos**

Min 1500 px width/height, 300 dpi resolution

- Simulation/data analytics
- End-product
- Production / Software
- Team at work

**5.4.3 FF4EuroHPC Website Template****Title of the success story**

Max 60 characters (with spaces)

+ at least 3 photos (Min 1.500 px width/height, 300 dpi resolution)

- Simulation/data analytics
- End-product
- Production / Software
- Team at work

**Organisations**

500 – 600 characters (with spaces)

+ PDF Flyer

**The challenge**

600 -800 characters (with spaces)

**The solution**



600 - 700 characters (with spaces)

**Business and social impact**

600 – 700 characters (with spaces)

**Benefits**

3-4 bullets, max 100 characters (with spaces) each

**Organisations involved**

Name the organisations