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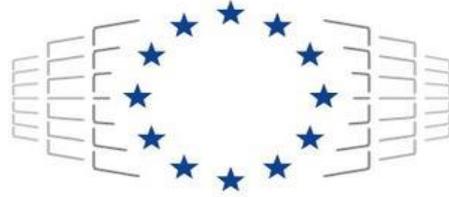
**CASTIEL – Coordination & Support
for National Competence Centres on a European Level**

Project Number: 951740

D5.2

Initial Dissemination Plan

Deliverable D5.2 V0.3 is currently under review by the European funding agency and is therefore subject to change.



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List of abbreviations

AI	Artificial Intelligence
CD	Corporate Design
DoA	Description of Action
HPC	High-Performance Computing
HPDA	High-Performance Data Analytics
ISC	International Supercomputing (trade fair)
IP	Intellectual Property
ISV	Independent Software Vendors
JU	Joint Undertaking
NCC	National Competence Centre
WP	Work Package

Executive Summary

The document “D5.2 Initial Dissemination Plan” is the second deliverable of CASTIEL’s Work Package 5: Awareness Creation, the CASTIEL Gate and Outreach. This document forms the basis for all communication and dissemination activities from and related to CASTIEL. It will be updated and reported on in D5.4 and D5.5 (M12 and M24).

WP5 aims to plan and implement communication and dissemination measures that are related to and can support the achievement of the CASTIEL project’s objectives. CASTIEL’s activities – especially in the dissemination task force – are strongly connected to the EuroCC project’s efforts to consolidate National Competence Centres (NCCs) in high-performance computing (HPC).

In this deliverable 5.2, first the objectives of Work Package 5 are analysed with regards to CASTIEL’s target audiences and tailored messages. Second, the document describes which channels and communication tools will be used in order to achieve the goals related to these target groups. Finally, the monitoring and measurement of progress and success factors will be outlined in this deliverable.

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1. Introduction

The Coordination and Support Action CASTIEL strives to increase the success of the EuroCC project's 33 National Competence Centres (NCCs). As strategic communication and dissemination have repeatedly been proven crucial for the success of any undertaking, this WP will directly contribute to the achievements of the project.

To have the NCCs communicate and disseminate their national competences and services while building a common EuroCC brand, CASTIEL must find the balance between providing unifying guidelines while leaving enough space for individual expression of the NCCs on their national markets. Another focus is on enabling the individual champions of the Competence Centres. That means identifying communication-related competences and needs as well as providing best practices and additional knowledge. Furthermore, an efficient communication between the NCCs' communication specialists will be established and fostered.

This deliverable will provide information about the objectives, target groups and evaluation mechanisms used in Work Package 5. Strategic measures and tools, an overview about best practice categorisation and the exploitation schemes will be presented as well. The document will be closed with an outlook onto the implementation of the strategy.

2. Dissemination strategy

As the Dissemination strategy is directly influencing the success of the projects, it has to be based on a targeted approach with the respective objectives and target audiences.

2.1 Dissemination goals

1) Establish a European NCC brand (External Communication):

Part of EuroCC's mission is to build a common European brand together with the participating countries. Industry, academia and other stakeholders should be aware of the NCCs as a first contact point to the "world of HPC" in their respective countries. Furthermore, NCCs should be associated with solution finding, HPC, HPDA and AI competences, skills and European interconnection.

2) Enable a continuous internal information flow (Internal Communication):

A continuous information flow between all participants must be established. Important here is that everybody gets exactly the amount and extent of information needed, at the right point in time in the workflow and in an understandable, usable form. It is crucial that this information is not only of a factual matter, but also motivational and interesting.

3) Support the NCCs' communication efforts (General material):

To assist the NCCs in their communication efforts, this working group will establish a database with versatile, diverse materials that can be easily accessed. NCCs should know and use this database to set up their own communication efforts in an easier, faster way.

2.2 Target groups

The target groups of EuroCC and CASTIEL are as diverse as the participating countries. The following table will give an overview about the types of target groups, their communication needs toward the NCCs and which of the previously defined goals affect each of them.

Target Group	Communication needs	Tailored Messages	Channels	Goals
Partners / consortium of CASTIEL	<ul style="list-style-type: none"> • Updates on project status • Information on how the national / individual interests are implemented 	<ul style="list-style-type: none"> • CASTIEL helps the consortium to get an overview over the current project status and connects the different parties with each other. 	Internal communication channels	1,2,3
EU	<ul style="list-style-type: none"> • Updates on project status • Information on how the European interests are implemented 	<ul style="list-style-type: none"> • CASTIEL shows the EU through dissemination the current project status and connects the different parties with each other. 	Social Media, Website, Events, (indirectly: Media Relations/Publications)	1,2
NCCs	<ul style="list-style-type: none"> • Contact to other NCCs, information exchange • Guidelines for communication & dissemination • Updates on project status • Access to dissemination material 	<ul style="list-style-type: none"> • CASTIEL supports the NCCs' communication (flow) and two-way exchange between them and other projects. 	Internal communication channels, Communication guidelines, Workshops	1,2,3
European HPC Ecosystem	<ul style="list-style-type: none"> • Updates on project status • Information for possible collaboration 	<ul style="list-style-type: none"> • The NCCs are strong partners for collaboration in the European HPC environment • CASTIEL supports the NCCs in connecting with other initiatives • CASTIEL supports the aims of the European 	Social Media, Website, Events, Media Relations/Publications	1,3

		HPC strategy		
Industry	<ul style="list-style-type: none"> Information about the project itself Information on how and why they could use HPC services Easy and fast overview about regional HPC competences Access to success stories 	<ul style="list-style-type: none"> The NCCs are competent contact points for industrial applications The NCCs have experience with industrial applications The NCCs help enterprises to increase their competitiveness 	Social Media, Website, Events, Media Relations, White papers	1
Academia	<ul style="list-style-type: none"> Information about the project itself Information on how and why they could use HPC services Easy and fast overview about regional HPC competences Access to success stories 	<ul style="list-style-type: none"> The NCCs are competent contact points for academic applications HPC is an important driver for academic progress 	Social Media, Website, Publications, Media Relations	1
General public	<ul style="list-style-type: none"> Information about the project itself Updates on project status Answer to the question: What are we financing with our taxes? Information about regional HPC competences / activities Information about regional and European impact of HPC 	<ul style="list-style-type: none"> HPC is an important area with societal impact that should be strengthened by the EU HPC can create jobs and reputation for the participating countries The EU is competitive in the field of HPC 	Social Media, Website, Media Relations	1

Table 1: Strategic dissemination overview.

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2.3 The CASTIEL Logo and Corporate Design

In D5.1 The CASTIEL Website [1], the CASTIEL Logo (see Figure 1) and Corporate design (see colour scheme in Figure 2) were described in detail. They need to be in line with the dissemination strategy and should be used throughout all channels in order to establish and maintain a clear corporate identity and thus enable the creation of a strong, recognisable brand. The CD was implemented on all channels that have been created and used thus far, and it will be applied to all upcoming assets, e.g. print materials.



Figure 1: The CASTIEL Logo.

#ffffff	#8f8f8f	#7c6a82	#281434	#000000
R: 255 G: 255 B: 255	R: 143 G: 143 B: 143	R: 124 G: 106 B: 130	R: 40 G: 20 B: 52	R: 0 G: 0 B: 0

Figure 2: The CASTIEL Colour Scheme.

3. Dissemination measures and tools

3.1 Disclaimer regarding the Corona pandemic

This report was written in November 2020. At this point in time it is not foreseeable when and how the restrictions related to the Corona outbreak will be altered. Thus, this Work Package decided to plan accordingly, and use online alternatives e.g. for events, internal communication and dissemination material. As soon as the situation changes, the strategy and hereby this report is subject to change.

3.2 NCCs Communication guidelines

To build a common NCC brand, there is a need for common communication efforts. This ranges from Corporate Design, channels or kind of content to tonality, among others. It is of particular importance that the guidelines for communication and dissemination will be developed in coordination with the NCCs. This is to ensure the balance between the European and national interest, as each participating country has a different starting point in terms of HPC infrastructure and activities. It is important to understand that the guidelines are not mandatory, and only recommended for communications in the scope of the EuroCC project. Since the NCCs could be legal entities, their communication and dissemination efforts are not affected.

As the communication champions (specialists and aspiring specialists in their field, nominated by their NCCs) are the contact points to the NCCs, they will be the key persons in implementing the EuroCC brand. To this end, there will be a series of workshops with the nominated champions, led by CASTIEL WP5's working group. Due to the Corona pandemic, they will be held online, via tools such as webex or zoom. The workshops will each cover a number of topics, starting with the basic elements of communications and evolving to more specific measures.

If there is a high demand, additional workshops led by qualified personnel will be held about individual topics. These would include knowledge and skills-oriented talks as well as hands-on training, when possible.

3.3 Internal communications

Since the project started during a pandemic, which makes in person meetings impossible, internal communications must be even more meticulously conceptualised and implemented than under regular circumstances. To achieve that, this WP planned a series of mechanisms: This will include separate channels, like internal conferences, and newsletters as well as channels that are "shared" with the external communication such as social media, success stories or the CASTIEL Gate.

Internal newsletter

The monthly or bi-monthly newsletter will include general information, success stories and feature portraits of project members. It will be addressed to everybody involved in the project. This will ensure that those collaborating in EuroCC are informed about the current, overall project status, motivated by results of the project and get a feeling of teamwork by getting to know other colleagues.

Specific channels for champions

To foster communication between and to the respective champions, CASTIEL will provide dedicated tools (e.g. slack). This will ensure that the experts have room for subject-specific discussions and questions.

3.4 Events and workshops

Events will be a vital part of the CASTIEL project's communication and dissemination activities. The project will select the most relevant conferences and exhibitions for participation and booth presence, it will also participate in related EC and EuroHPC JU events, and organise own conferences and workshops especially for and with the NCCs. All events CASTIEL participates in or organises will regularly be promoted via the CASTIEL Gate, the social media channels and other relevant communication channels. This shall give the community an overview over recent events. CASTIEL will be involved in the following event sections:

CASTIEL & EuroCC conferences

There are three conferences with all members and participants of the two projects, one of those was already hosted in October 2020. This is the opportunity to connect beyond working groups and discuss diverse project facets. It will also foster the information flow from CASTIEL to the NCCs, which is crucial for the success of the project.

Workshops

As mentioned above, there will be a series of workshops to communicate with the NCCs. The main content of these events will be the presentation, finalisation and approval of guidelines by the competence centres. Furthermore, there will be surveys included to do a general mapping of competences and gaps regarding communication and dissemination. Another element will be connecting the champions, fostered by team building activities to substitute in-person events.

Topic	Date	Category
Wordpress & Elementor	Q4 2020	Seminar
Press Relations	Q1 2021	Workshop
Graphic Design	Q1 2021	Seminar
Internal Communication Channels	Q2 2021	Workshop
How to use the best practice database	Q2 2021	Seminar
...		

Table 2: Potential workshops.

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(External) Conferences and other events

In addition to events organised by CASTIEL, the project will also interact with its stakeholders and other EU initiatives in larger events, such as the ICT, ISC or EuroHPC Summit. Due to the current global situation with travels being restricted until further notice, the project will plan to be present in digital events in the first half of 2021. These plans might be adapted, should the situation strongly improve in the beginning of 2021. The following list includes potential events that CASTIEL could participate in (subject to changes due to the current situation).

Event	Date	Target Audience	Organiser
ICT 2021	tbd	EU, Partners, Academia	European Commission
International Supercomputing Conference 2021	27 June - 1 July 2021	Scientific conference and exhibition	ISC Group – EXDCI project
Supercomputing conference 2021	tbd	Partners, academia, industry	Supercomputing
EuroHPC Summit Week 2021	22-26 March 2021	Industry, academia	PRACE, ETP4HPC, EXDCI and EuroHPC
Supercomputing Frontiers 2021	tbd	Industry, academia	Interdisciplinary Centre for Mathematical and Computational Modelling University of Warsaw
HiPEAC 2021	18-20 January 2021	Industry, academia	HiPEAC
Teratec Forum 2021	tbd	Partners, Industry, academia	Teratec
EOSC-hub Week 2021	tbd	Industry, academia	European Open Science Cloud (EOSC)

Table 3: Potential events

3.5 Publications and white papers

To disseminate the project's progress and successful achievements, press releases, scientific publications and white papers will be valuable tools. Therefore, relevant research journals for CASTIEL will be identified and targeted with specific topics that highlight the NCCs' competences and CASTIEL's contribution to their success. This will also be in line with the conferences that CASTIEL will attend in terms of publications in conference proceedings. Scientific publications will especially reach the academic target audience.

The project allocated a certain budget in order to make publications available in open access (OA) and will aim to especially target peer-reviewed journals for quality assurance.

A working group between WP4 and WP5 will develop and implement a concept and process for white papers within CASTIEL, in order to reach the HPC industrial target audience (such as ISVs, HPC providers, etc.) with dedicated focus topics and best practices from the NCCs.

The general public and decision makers will mainly be reached through press releases, written by WP5.

3.6 Print material

WP5 will develop a portfolio of print material templates, such as flyers, posters or roll ups, that will be made available and adaptable for all NCCs. This is important for the competence centres to be able to quickly and easily present the EuroCC project and their own NCCs, if necessary (e.g. for booths at an event). The material will be created in accordance with the corporate design.

3.7 Booklet

As specified in the Grant Agreement, the Competence Map resulting from WP2 and success stories from the NCCs will be published in Year 1 and Year 2 booklets. This will help all of the target audiences to get an overview over the NCCs' competences and foster the exchange between them and their (potential) stakeholders. This booklet can be used for industrial outreach, in order to attract potential customers, too.

3.8 Website

As the initial website was an interim solution before the CASTIEL Gate, there were a number of facets to consider (e.g. basic design elements or basic target group address) to ensure a maximum compatibility and accordance to the overall strategy. More detailed information was given in D5.1: The CASTIEL Website [1]. The website's URL is: www.castiel-project.eu [2].

3.9 The CASTIEL Gate

To define the clear scope of the CASTIEL Gate, there were discussions with related Work Packages in other projects (e.g., PRACE, FocusCoE) to avoid redundancies and enable modular solutions to be used in other platforms. The CASTIEL Gate will have functionalities in three areas:

Information:

It will include an overview as well as facts and figures about the project itself, its partners and success stories, among other content. The information section is directed towards the interested general public or stakeholders who want to gain an understanding of the CASTIEL project.

Competences & Services:

The CASTIEL Gate will feature the competence map as well as a link collection to the NCCs' services. This is dedicated to industrial or academic actors, as well as the NCCs themselves. With the information, all interested parties can get an overview over the HPC competences and services in their own and other countries.

Exchange

The website will furthermore include two sections for exchange between several actors in the European HPC landscape. The first section will be reserved for the NCCs, where e.g. libraries, codes and knowledge can be exchanged and connections between the competence centres are fostered. The second section will be a forum designed for the interaction between the NCCs and other stakeholders, such as from the industrial, academic or public sector. This can be an opportunity to further establish the NCCs in the European HPC ecosystem.

To make the Gate as user-friendly as possible, a survey among the NCCs and the other target groups will be carried out and evaluated. Based on the findings, concepts for the functionalities will be created and implemented.

3. 10 Social media

WP5 has set up Twitter and LinkedIn channels for CASTIEL in April 2020, in order to build the community from the beginning of the project and increase the awareness for the project's kick-off already in advance. The Twitter handle is @CASTIEL_project [3] and the LinkedIn company name is CASTIEL project [4].



Figure 4: CASTIEL Twitter Profile.

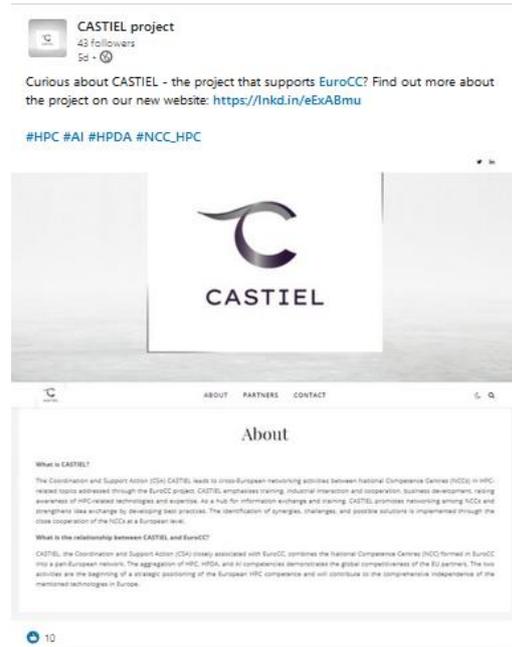


Figure 3: CASTIEL LinkedIn Profile.

A Twitter list with all the project partners was created [5] and, once all NCCs' social media profiles will be set up, a new list with an overview of the NCCs will be added, too. CASTIEL ensures to tag the relevant partners and other parties involved on each social media post, which helps to increase the content's reach and thus the project's visibility.

While Twitter is mainly targeted to the EU audience, the partners/consortium, academic stakeholders, the general public, and the interaction with other projects, LinkedIn should mainly reach the industrial target audience. Therefore, the use of LinkedIn will also be coordinated with WP4, in order to be in line with the planned activities in this Work Package and to take advantage of LinkedIn's full potential (e.g. sharing dedicated LinkedIn articles, uploading slides from webinars and conferences, interacting in relevant LinkedIn groups).

Following CASTIEL's overall communication strategy, in the beginning, the social media accounts have mainly been used following three different approaches:

- 1) **An event-driven communication**, which means that events, such as the signature of the Grant Agreement, the project kick-off, the initial website launch, and further news were communicated to the social media followers.
- 2) **An informative communication** approach, introducing the project partners, the objectives and first steps of the project team, etc.
- 3) **An interaction mechanism** that is strongly linked to monitoring activities related to the European HPC environment, the CASTIEL partners', as well as the EuroCC project's and NCCs' activities. The liking, sharing, commenting and tagging of content is mostly implemented on Twitter, as retweets are more common on this platform and posts on LinkedIn can only be liked by a company page when the company itself is tagged in the post, and shared content usually performs better on Twitter than on LinkedIn.

While 1) and 2) are mostly focussing on CASTIEL's own content or creating owned content about topics related to others (e.g. connecting the dots between the different EuroHPC initiatives and explaining the overall goals of the NCCs and EuroCC), in 3) CASTIEL rather

serves as a multiplier and the interaction mechanism is related to shared content. These three approaches will be continued during the course of the project, but they will be extended and updated from time to time, with new activations related to the competence maps created within EuroCC, the establishment of the NCCs, best practices and success stories.

3.11 Media relations

CASTIEL will collaborate with the NCCs (through the communication & dissemination champions) and thus identify relevant recurring topics, like NCCs' news, and get selected interview partners to speak about certain expert topics to the press. CASTIEL's role will be to contact these experts, create pitch papers collaboratively, and to develop a media list. In a second step, CASTIEL will support the NCCs in pitching these topics and experts to relevant media. This will help the NCCs establish mutually beneficial relationships with the press and thus create awareness. A selected list of relevant media in English can be found in Table 3.

Magazine	Area
HPCwire	HPC news
Primeurmagazine	HPC news
InsideHPC	HPC news
Scientific Computing World	HPC news
Horizon Magazine	EU-funded research
Cordis	EU-funded research
Science Node	Applied HPC
Research & Development	Applied Science

Table 4: List of relevant media.

4. Performance evaluation (KPIs)

To evaluate the success of CASTIEL's communication and dissemination efforts, a number of KPIs and respective targets are listed in the Description of Action of the GA (see Table 5), the values are based on the consortium's experiences. These will be regularly monitored and reported, which helps to keep track of the project's current progress and take measures to improve its activities accordingly.

Tool	KPI	Target
Publications	Scientific Papers	5
	Whitepapers	2
	Press releases	4

Events	CASTIEL/Network of NCCs presentations at conferences/events	15
	Significant presence at events (e.g. booths)	3
	Number of global workshops (NCC specific)	3
	Number of other workshops (not NCC specific)	2
Social Media	Number of Twitter postings, Followers	Daily postings, 200 Followers p.a.
	Number of LinkedIn Postings, Followers	Weekly Postings, 100 Followers p.a.
Reference in external media channels (Online & Offline)	Press Clippings	20
CASTIEL Gate	Number of visits	3,000 unique p.a.

Table 5: Overview of KPIs and Targets.

5. NCC Communication and Dissemination Strategy

This working group has two objectives: 1) To identify and catalogue best practices as well as 2) to identify experts in different subjects and connect them to each other and the NCCs. In order to achieve these aims, a working group will be set up, consisting of CASTIEL's partners and EuroCC participants. They will communicate through a suite of mechanisms to investigate best practices and compose a database accessible for all NCCs. Furthermore, they will identify particularly skilled experts and organise workshops etc. to distribute their knowledge to the NCCs.

6. Innovation Management and Exploitation

Materials handled and produced by CASTIEL contain important and partially confidential information. Thus, a system to record and track intellectual property will be put in place. On a case-by-case basis, it will be decided if materials are to be logged and a regular query will be put in place. Through this, the intellectual property is protected and optimal exploitation is possible.

7. Next Steps

This document will be updated in the deliverables D5.4 and D5.5. In the next months, the main efforts of WP5 will be to implement the dissemination plan drafted in this document and

to continue the development of the CASTIEL Gate. The upcoming deliverables are shown in Table 6.

Number	Title	Due	Status
D5.1	The CASTIEL Website	M1	Submitted
D5.2	Initial Dissemination Plan	M3	Submitted
D5.3	The CASTIEL Gate	M4	To be submitted
D5.4	Report on Communication and Dissemination of and by CASTIEL	M12	To be submitted
D5.5	Final report on Communication and Dissemination of and by CASTIEL	M24	To be submitted
D5.6	Report on Innovation Management and Exploitation	M12	To be submitted
D5.7	Final report on Innovation Management and Exploitation	M24	To be submitted

Table 6: Overview CASTIEL WP5 Deliverables.

In WP5, CASTIEL reached the first milestone with the project kick off, which was supported by initial plans and a presentation of WP5. The second milestone was achieved through the active participation in the 1st Global Workshop. MS3 will be reached in month four, with the launch of the CASTIEL Gate. The fourth and last relevant Milestone (MS4) for WP5 will be achieved with the preparation of and active attendance at the Intermediate Global Workshop.

Number	Title	Due	Status
MS1	Project Kick Off	M1	Completed
MS2	1 st Global Workshop	M2	Completed
MS3	Launch CASTIEL Gate	M4	Open
MS4	Intermediate Global Workshop	M10	Open

Table 7: Overview CASTIEL WP5 Milestones.

8. Conclusion

The communication strategy, channels, and tactics in this deliverable will continuously be verified and adapted when necessary throughout the entire project. There is a series of mechanisms in place that regularly control the quality, success and reach of the communication measures. This WP will be the central contact point for all NCCs and will foster interaction between the participants. All this should contribute to a recognisable, common European HPC brand while ensuring that national interests in each NCC can be met at the same time.

Furthermore, the CASTIEL Gate will substantially contribute to the project's success by providing a communication and exchange hub for NCCs and other stakeholders as well as a

central source of information regarding HPC competences, services and trainings in all participating countries.

WP5 will provide continuous reporting about the efforts made and the measures executed, including press clippings and other documents. Additionally, an IP log will keep track of all material falling under Intellectual Property Rights.

9. References

- [1] CASTIEL project, D5.1 “The CASTIEL Website”
- [2] CASTIEL Website, <https://castiel-project.eu>
- [3] CASTIEL Twitter, https://twitter.com/CASTIEL_project
- [4] CASTIEL LinkedIn, <https://www.linkedin.com/company/castiel-project>
- [5] CASTIEL Twitter List “Project Partners”,
<https://twitter.com/i/lists/1284114111220060160>