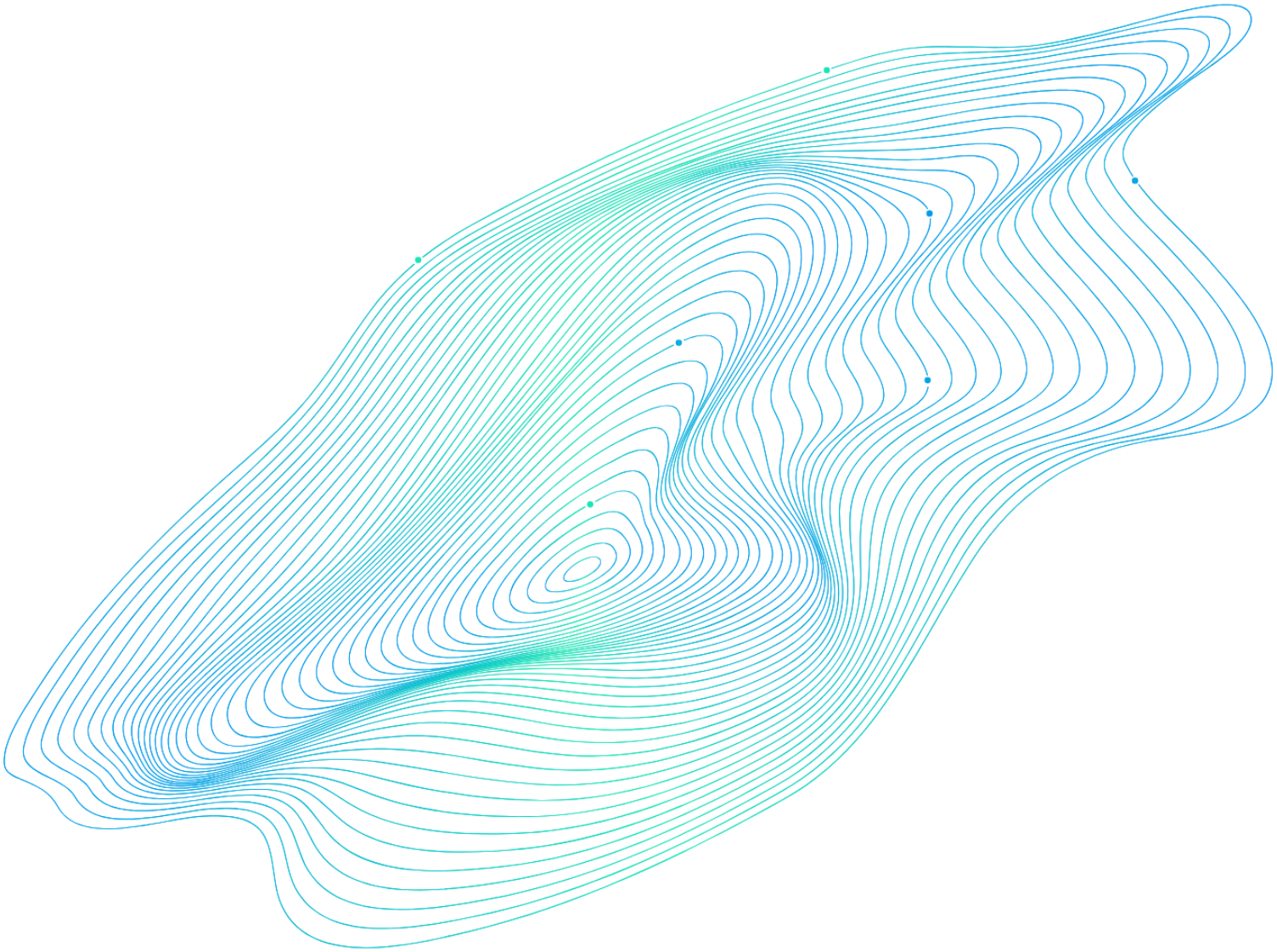
EPICURE

Unlocking European-level HPC Support

HIGH-LEVEL SPECIALISED APPLICATION SUPPORT SERVICE IN HIGH-PERFORMANCE COMPUTING (HPC)



Co-funded by the European Union

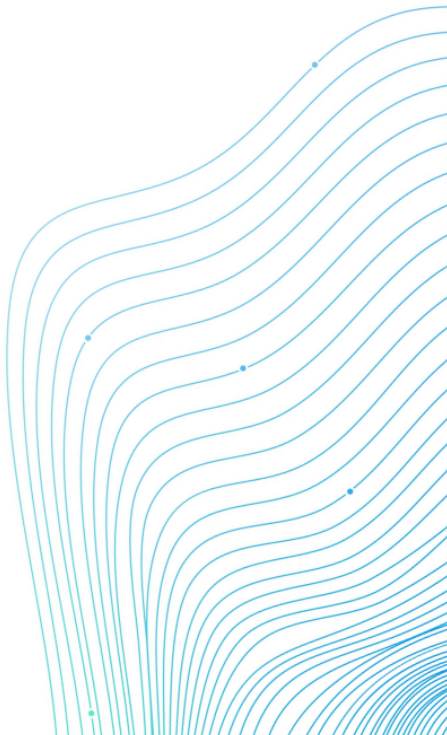
EuroHPC Joint Undertaking

This project has received funding from the European High Performance Computing Joint Undertaking under grant agreement No.101139786.

EPICURE

DELIVERABLE 6.1

Project Image and Website Report



Project Title	High-level specialised application support service in High-Performance Computing (HPC)
Project Acronym	EPICURE
Project Number	101139786
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Topic	DIGITAL-EUROHPC-JU-2022-APPSUPPORT-01-01
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Ending Date of Project	2028-01-31
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Work Package	WP6 | Dissemination and Outreach
Task	T6.2 | Project Communication and Dissemination
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	SEN: Sensitive – limited under the conditions of the Grant Agreement
	EU-RES. Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)
	EU-CON. Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)
	EU-SEC. Classified Information: SECRET UE (Commission Decision 2005/444/EC)

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Version History

Revision	Date	Editors	Comments
0.1	25/03/2024	Paula Rodrigues and Rita Moutinho (INESC TEC)	First draft.
0.2	03/04/2024	Paula Rodrigues and Rita Moutinho (INESC TEC)	Second version after some comments provided by CSC team.
0.3	05/04/2024	Paula Rodrigues (INESC TEC)	Third version after some comments provided by the peer reviewers.
0.4	25/04/2024	Rita Moutinho (INESC TEC)	Fourth version based on the comments provided by PMB
1.0	29/04/2024	Rita Moutinho (INESC TEC)	Final version.

Glossary of Terms

Item	**Description**
AI	Artificial Intelligence
B2B	Business-to-Business
CoEs	Centers of Excellence
CTA	Call to Action
D	Deliverable
DPO	Data Protection Officer
EC	European Commission
EU	European Union
HPC	High-Performance Computing
IT	Information Technology
KOM	Kick-Off Meeting
KPIs	Key Performance Indicators

M	Month
R&I	Research and Innovation
SMEs	Small and Medium-Sized Enterprises
URL	Uniform Resource Locator
VIM	Visual Identity Manual
WP	Work Package

Executive Summary

The purpose of this deliverable is to describe the creative process that led to the visual identity of the EPICURE project, which is reflected in the chosen logo, colours and fonts. From now on, all communication materials produced as part of this project - which could range from screensavers, flyers, roll-ups or templates - will be built according to the elements defined in the visual identity in order to affirm the project as a whole and increase its potential for communication and awareness. Another application of the visual identity will be on the project's social media networks (X, formerly Twitter, and LinkedIn) and website.

The project website, also described in this deliverable, will be the project's primary communication tool and the main source of information about the project. It will be organized in such a way as to cover all the initiatives that the consortium intends to carry out, to present the entities that make up the consortium, and to present the results achieved, among other things.

These steps fall under Task 6.2 of Work Package 6, which is dedicated to Dissemination and Outreach. This deliverable describes the actions necessary for the creation of the visual identity and the website, as well as the proposals for both.

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1. Introduction

This deliverable contains a description of the first results of Task 6.2 - Communication and Dissemination of the EPICURE project, dedicated to project communication and dissemination, as part of Work Package 6 - Dissemination and Outreach.

The EPICURE project brings together a consortium composed of 16 partners from 14 EU countries. EPICURE aims to provide support services to users of the EuroHPC network supercomputers, based on the knowledge and experience of the host institutions on these machines. The main goal of this project is to promote European high-performance computing and to empower users through Level 2 and Level 3 support, as well as through various training activities in the form of workshops, hackathons, etc.

As part of these activities, dissemination, and communication remain extremely important to raise awareness in the HPC community, increase participation in the different events, and promote the exploitation of the project results throughout the project life cycle.

In this sense, the communication and dissemination activities will use the defined project identity to ensure consistent messages to all target audiences. These include the following topics:

Advertising

- Different versions of the logo and visual identity manual;
- Documents, deliverables, and presentation templates;
- Communication materials (flyers, posters, and leaflets, etc);

Public Relations

- Promotional materials are aimed to be disseminated at various events, EPICURE trainings, and through different stakeholder connections;

Digital Marketing

- Consistent look on the EPICURE website and its social media channels;

Direct Marketing

- Consistent graphical elements in newsletters, etc.

INESC TEC is responsible for setting up the social media accounts and website for the project. It will be responsible for maintaining and feeding information to the project's social media channels and the project website. The partners are expected to provide content and suggest content to the project website and social media channels, based on their project activities.

All these platforms and communication materials produced will have a disclaimer stating that the responsibility of the messages shared lies only on the responsibility of its authors and not on the funding entities of the project.

In order to be able to disseminate all the results and outcomes of the project consistently and effectively, the consortium has implemented an internal communication strategy, which consists in asking all partners for updates regarding the project progress - on a fortnightly basis and via email. This effort intends to gather updates on the partners' participation in internal and external events — where they can be representing the project —, training activities, other events, presentations, talks, institutional news, newsletters, and other topics related to the project activities.

All WP6 partners are expected to use the EPICURE visual features in EPICURE-related communication through their communication channels and inform the WP leader and INESC TEC, about the communication actions taking place.

All the details related to the dissemination and communication activities as well as Dissemination Plan will be presented in the Deliverable 6.2 "Communication and Dissemination Plan", which will be submitted on Month 6 (July 2024). It will also include the definition of the official image of the project and the launch of the website which will become an essential tool for EPICURE communication and dissemination. All the KPIs for different communication actions will be also detailed in D6.2.

2. Project Image

2.1 Advertising

One of the tools to be used in the communication of EPICURE is advertising, in which different materials will be developed to promote the project, depending on the progress made, the occasion, the audience, and the objective.

To preserve the homogeneity of these materials and to affirm the project as a whole, all the materials - provided by the partners through a shared internal file - follow a visual identity manual consisting of a logo, colours, and fonts.

During the project's progress, several communication materials will be produced. These materials will be listed in the Communication and Dissemination Plan, which will be detailed in the Deliverable D6.2.

2.1.1 Logo

A first approach to the creation of EPICURE's visual identity was made during the preparation of the kick-off event, for which some materials were created to unify the participation of the different partners - namely through templates for presentations - and to identify the different participants, as in the case of the badges, since this was the first time that all the representatives of the consortium were together in person. These materials already reflected the intentions for the project's visual identity: elements with modern and futuristic characteristics, in line with the innovation and technological progress associated with the project's inception. To this end, black was chosen as the background colour for the materials, and an energetic green for some design elements.

EPICURE

Figure 1 - 1st version of the project logo



Figure 2 - Badge produced for the Kick-Off Meeting

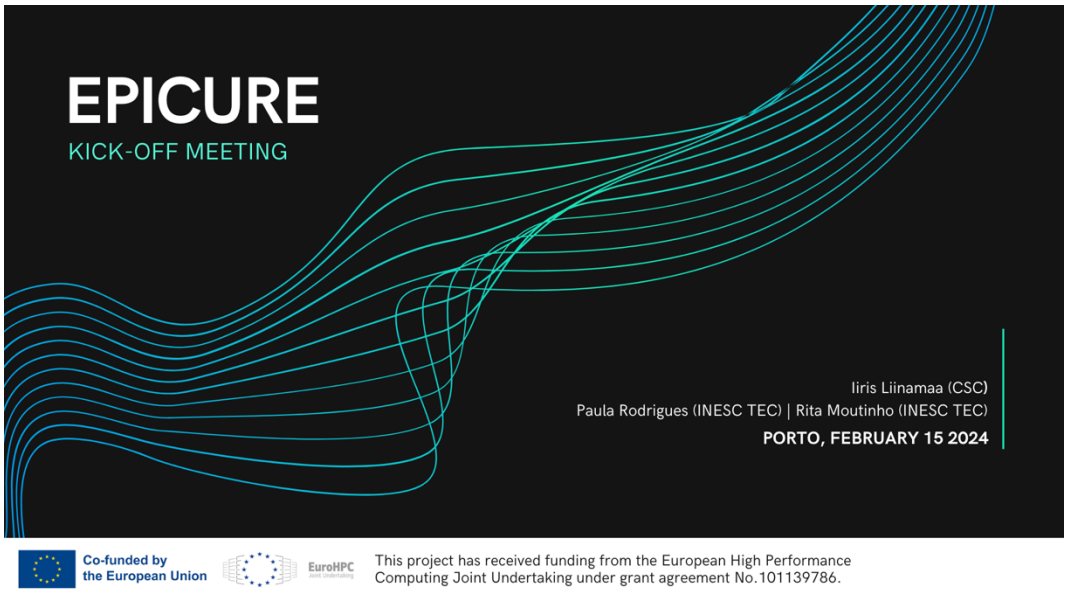


Figure 3 - Cover slide for presentation during the Kick-Off Meeting

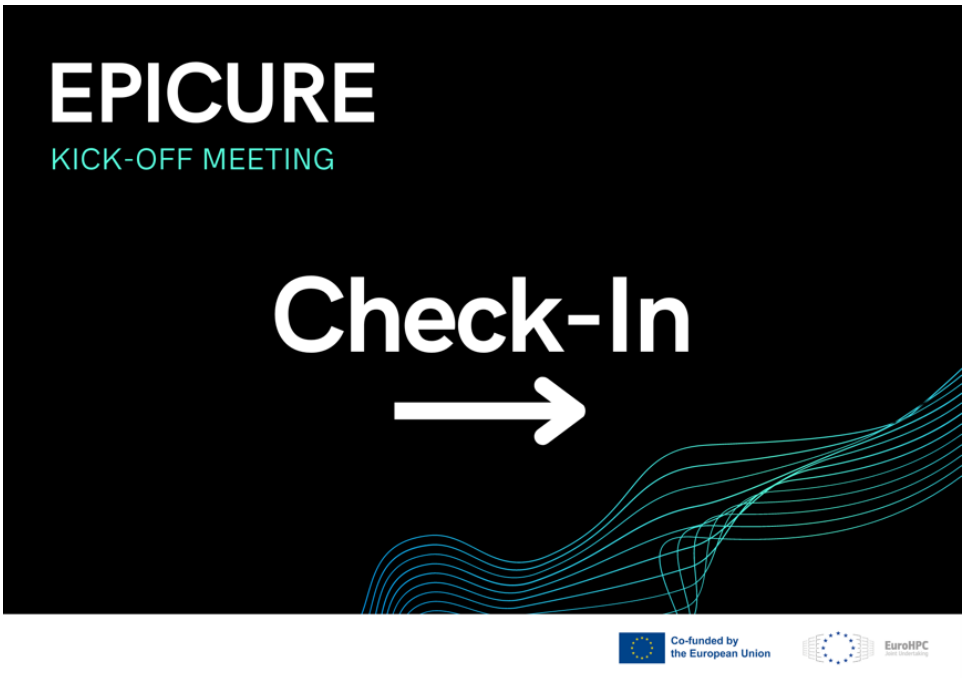


Figure 4 - Signals used during the Kick-Off Meeting

2.1.2 Visual Identity Manual

Based on the comments and feedback gathered during the Kick-Off Meeting, adjustments were made to the colours used to maintain their integrity, regardless of the support and associated background colours.

Feedback from the partners was also essential in the creation of the logo and other elements of the brand identity, which were agreed upon by the consortium at the kick-off meeting in February 2024. Three elements were taken into account: the first letter of the project's name, the supercomputing aspect at the heart of the project and its European scope. Thus, the EPICURE project logo consists of a side view of the structure of a supercomputer, forming the letter E, joining eight dots, representing the eight supercomputers that currently make up the EuroHPC network.

EPICURE
Unlocking European-level HPC Support

Figure 5 - EPICURE's logo

The logo, in its different versions, can be accompanied by the name of the project, presented in letters with a thin, modern stroke, continuing the message of energy and innovation that is intended to be conveyed. The logo has different versions and can be used in colour or black and white, depending on the background. At the same time, there are versions of the logo consisting only of the icon, the icon accompanied by the name of the project, and a third version with the tagline "Unlocking European-level HPC support".

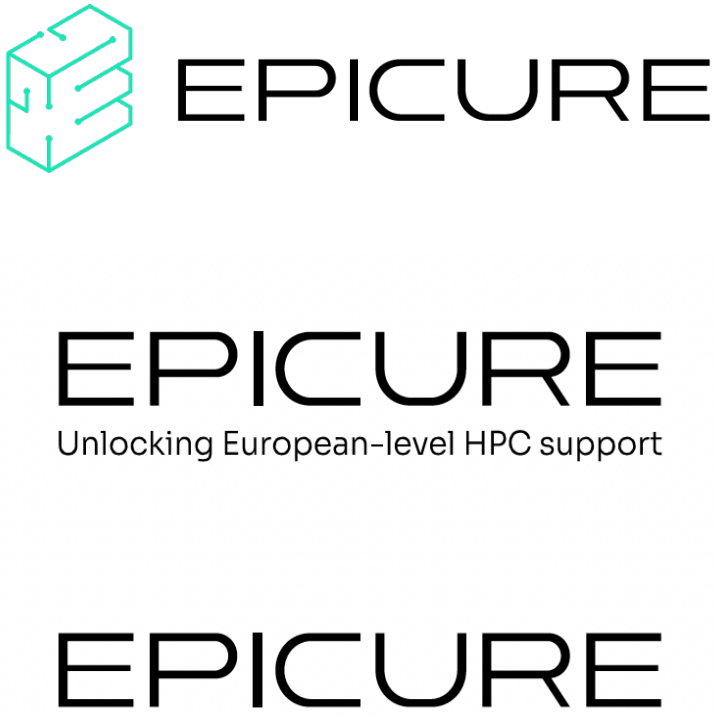


Figure 6 - Different versions of EPICURE's logo

A Visual Identity Manual has been created to explain the basic principles for the correct use of the EPICURE visual identity. This document describes the logo, as well as the colours and typographic codes that should be used in all materials related to the project.

This document also intends to answer all the questions and doubts regarding the proper usage of the corporate image which was already inserted on the project shared page and is available on the project website.

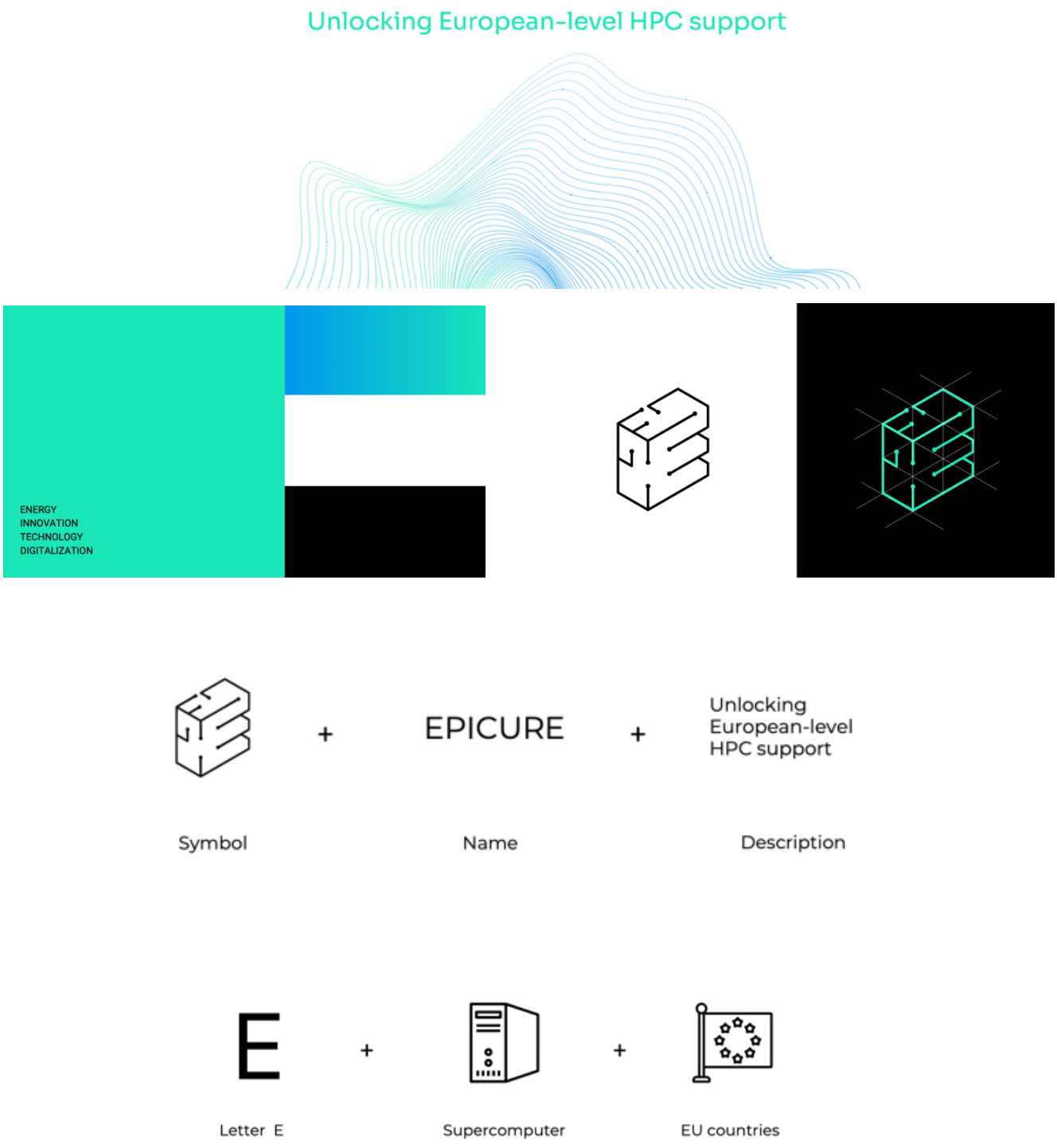


Figure 7 - Visual identity manual

As mentioned above, this first stage is vital to the next step, which is the creation and development of different communication materials to promote the project and its goals and mission to different

audiences. In the figures below, it is possible to see the preview of the project image in different types of materials.

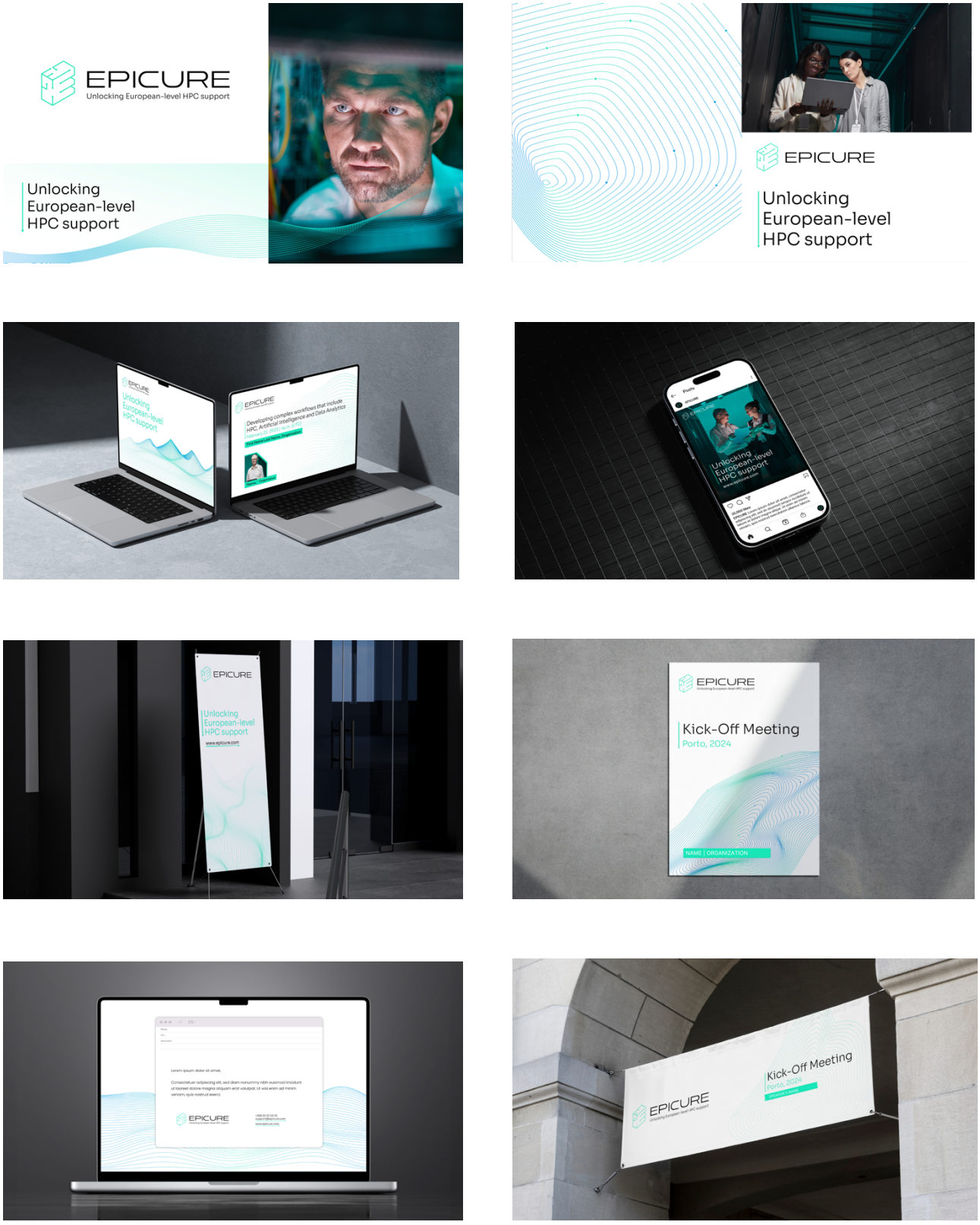
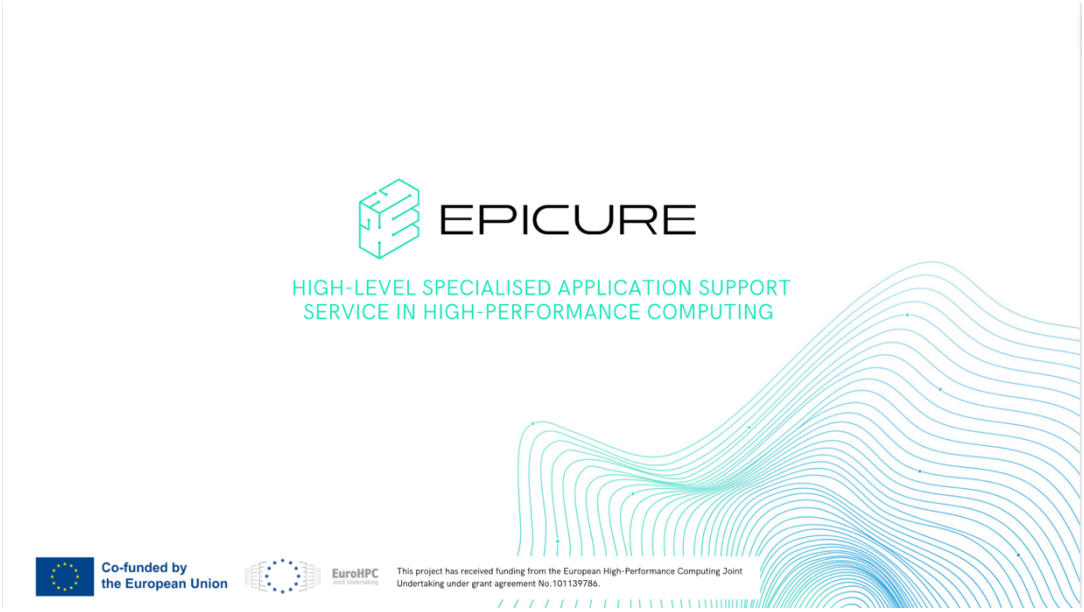


Figure 8 - Examples of applications of EPICURE's visual identity

2.1.3 Templates

Based on the defined visual identity elements, several templates for documents and presentations were already created to maintain consistency and strengthen the EPICURE brand. Again, all templates were made available to the partners so that they could be used on different occasions.

- Presentation Template
- Document Template
- Deliverable Template



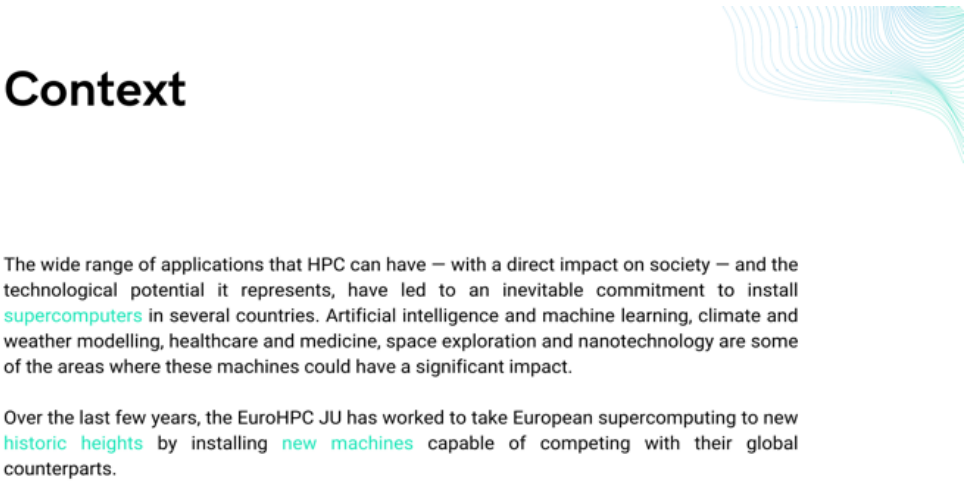




Figure 9 - Presentation template

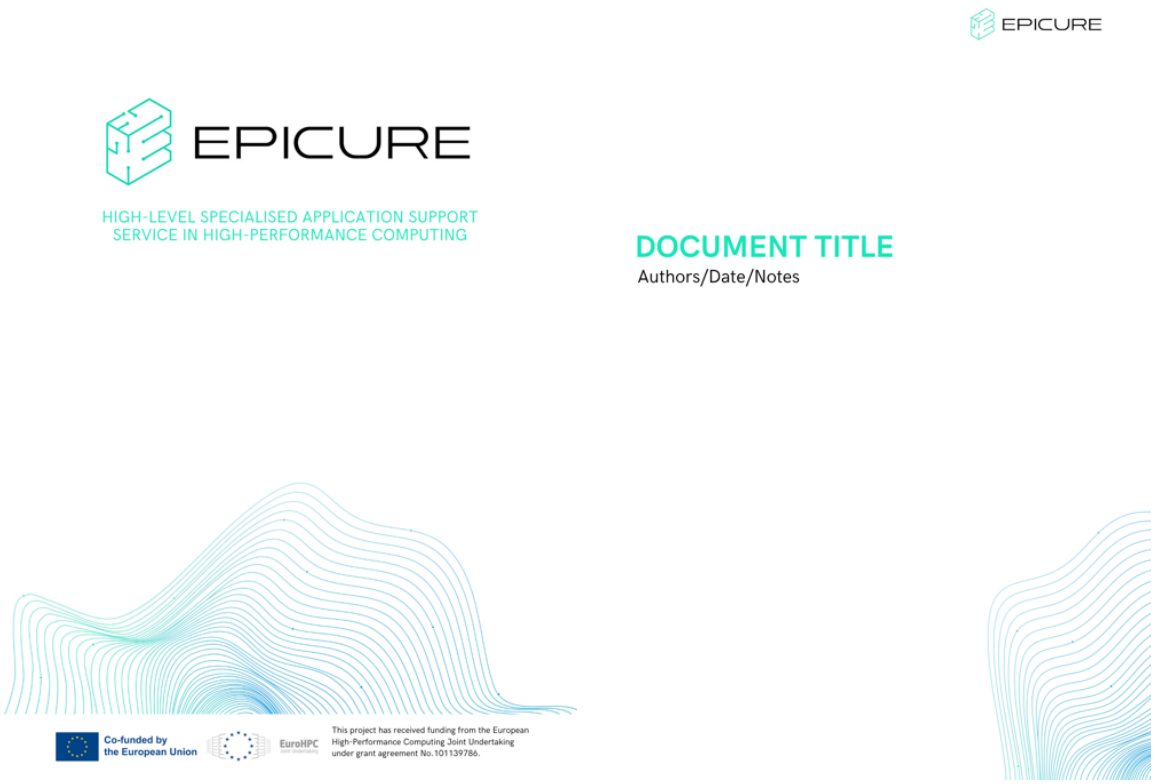


Figure 10 - Document template

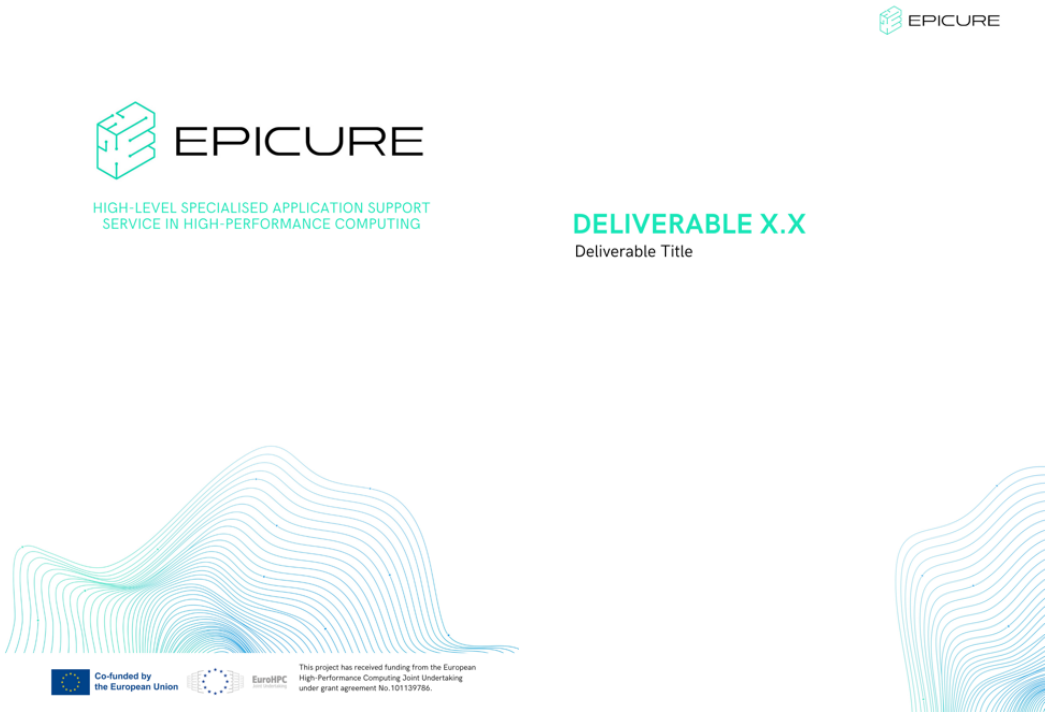


Figure 11 - Deliverable template

3. Digital Marketing

This sub-section of Deliverable D6.1 is dedicated to the study of the results already achieved in the EPICURE project communication in terms of digital marketing. This communication tool inevitably involves the management of a website and social networks, which makes the interaction between people and companies, as well as brands and projects more and more frequent.

3.1 Website

The EPICURE website will undoubtedly be the main gateway to the project and an essential tool for communicating the project. On it, any user will be able to find basic information about the project, such as its motivation, objectives and purpose, but also about the members of its consortium, news about the initiatives promoted, information about events (past and future) organized by the project and beyond, as well as communication resources - press releases, press kits, interviews - and training.

The website will also be a point of contact for potential beneficiaries of the services offered by EPICURE, providing an email address through which they can contact the project management for further information and clarification.

The EPICURE website is being developed and will be available at www.epicure-hpc.eu. The website will be launched between the end of April and the first weeks of May.

The project website will ensure wide awareness of the EPICURE project and help facilitate stakeholders' engagement with the project. This deliverable will present the strategy behind the structure and the initial content of the project's website. The website content will be continuously updated as the project progresses. The website is not a static channel. In this sense, menus like dissemination material, blog posts, and others will be available, and with content available, during the upcoming months.

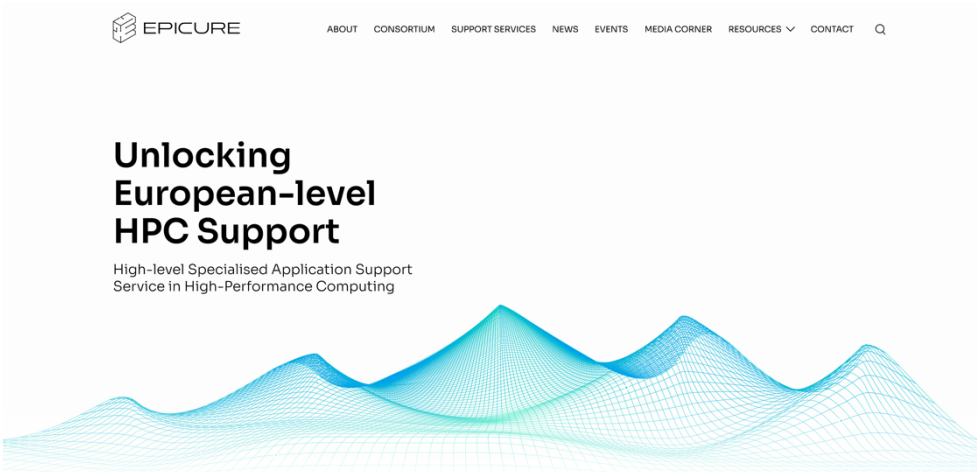


Figure 12 - Website Preview

3.1.1 Target Audiences

The EPICURE website aims to reach the different audiences identified in the project proposal:

- Academia, R&I, industry, and SMEs with activity in HPC;
- HPC users and scientific application developers;
- Sysadmins;
- Centers of Excellence in HPC (CoEs);
- Other HPC communities and equivalent groups (experts, vendors, etc);
- International networks focused on HPC (EC networks, EDIHs, etc);
- Policy makers and influencers (media, EU projects related to this project fields, scientists/researchers, etc).

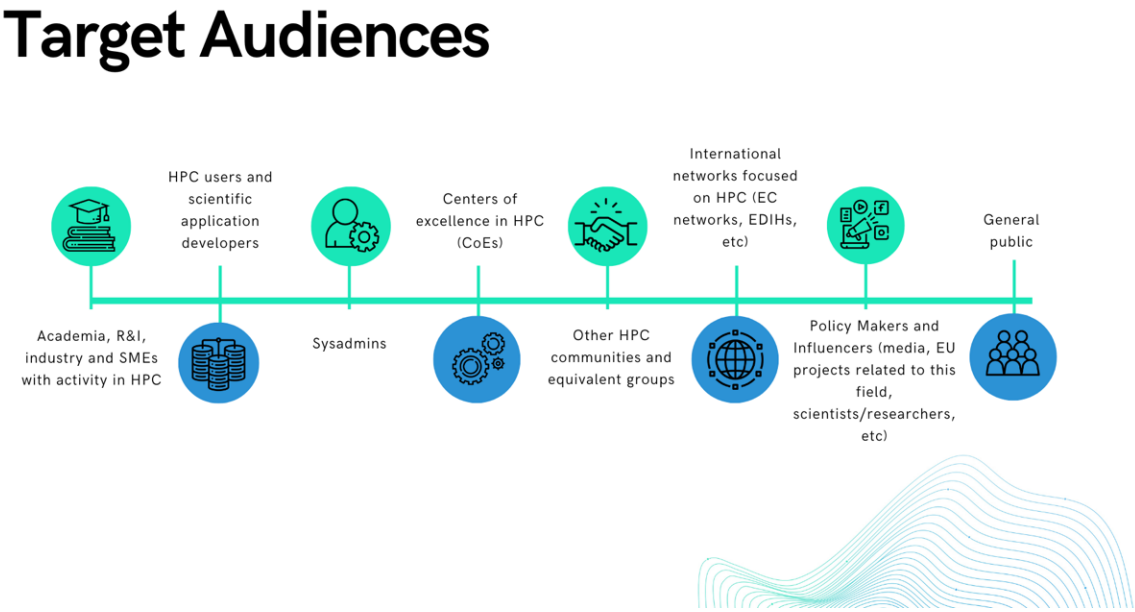


Figure 13 - Target Audiences

As a platform for aggregating the different communication strategies for the project, the website also contains most of the other tools used to communicate with our target audiences during the project, such as news, press releases, scientific publications, newsletters, public presentations, and educational and training materials.

3.1.2 Sections

At this moment eight menus compose the EPICURE website: About, Consortium, Support Services, News, Events, Media Corner, Resources and Contacts.

3.1.2.1 Homepage

The homepage has different content related to the project activity, such as the support services that will be provided by the project, news and events, a banner with the main mission, as well as the contact form. The newsletter subscription form will have the preferences needed and will be also displayed on this page. A pop-up to redirect to the user support portal will be also presented on the homepage of the EPICURE project, from the moment this platform is set.

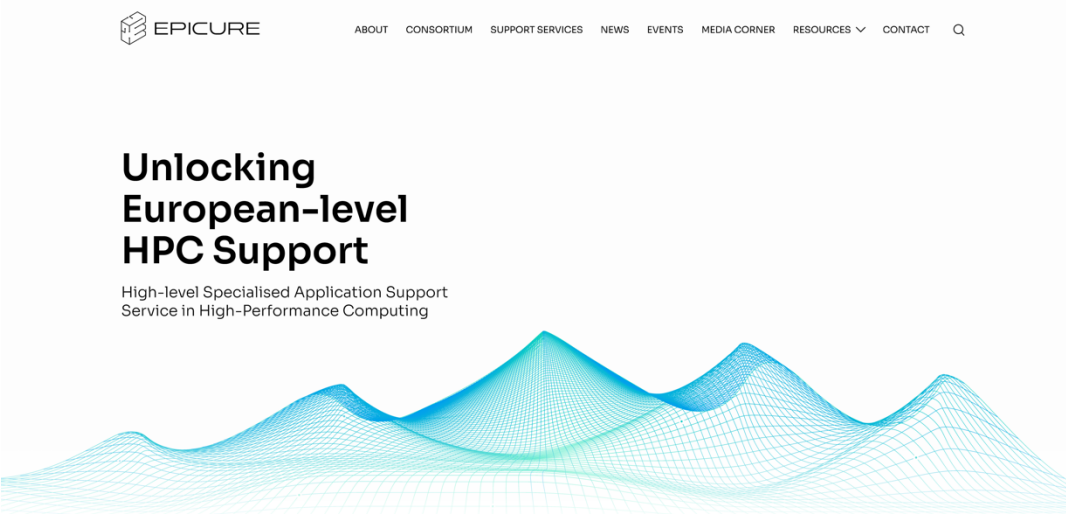


Figure 14 - Website Preview

3.1.2.2 About

The first menu of the EPICURE website is “About” so that the user can easily access the general explanation of the project. On the menu About, which is divided into three different sections, the website gives information regarding the context with an overview of the general scope of the project, the main goals and the impact of EPICURE.

The information regarding the EPICURE WP structure, General Assembly and External Advisory Board will be also detailed on this menu.

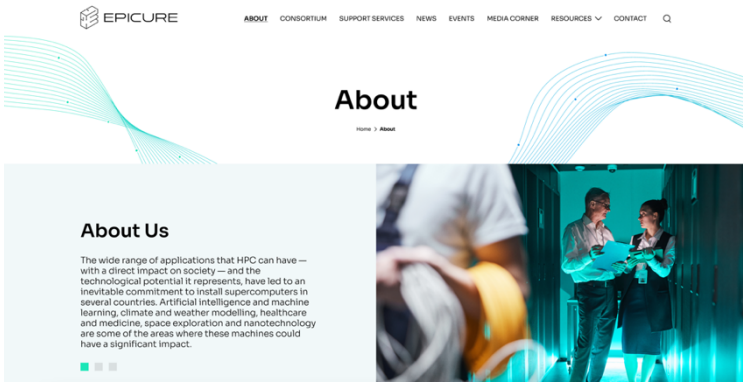


Figure 15 - About page preview

3.1.2.3 Consortium

The menu related to the consortium will list all the project partners that are working in the EPICURE project. In this list, the eight supercomputers and their respective countries will also be presented. The website of each partner will also be listed.

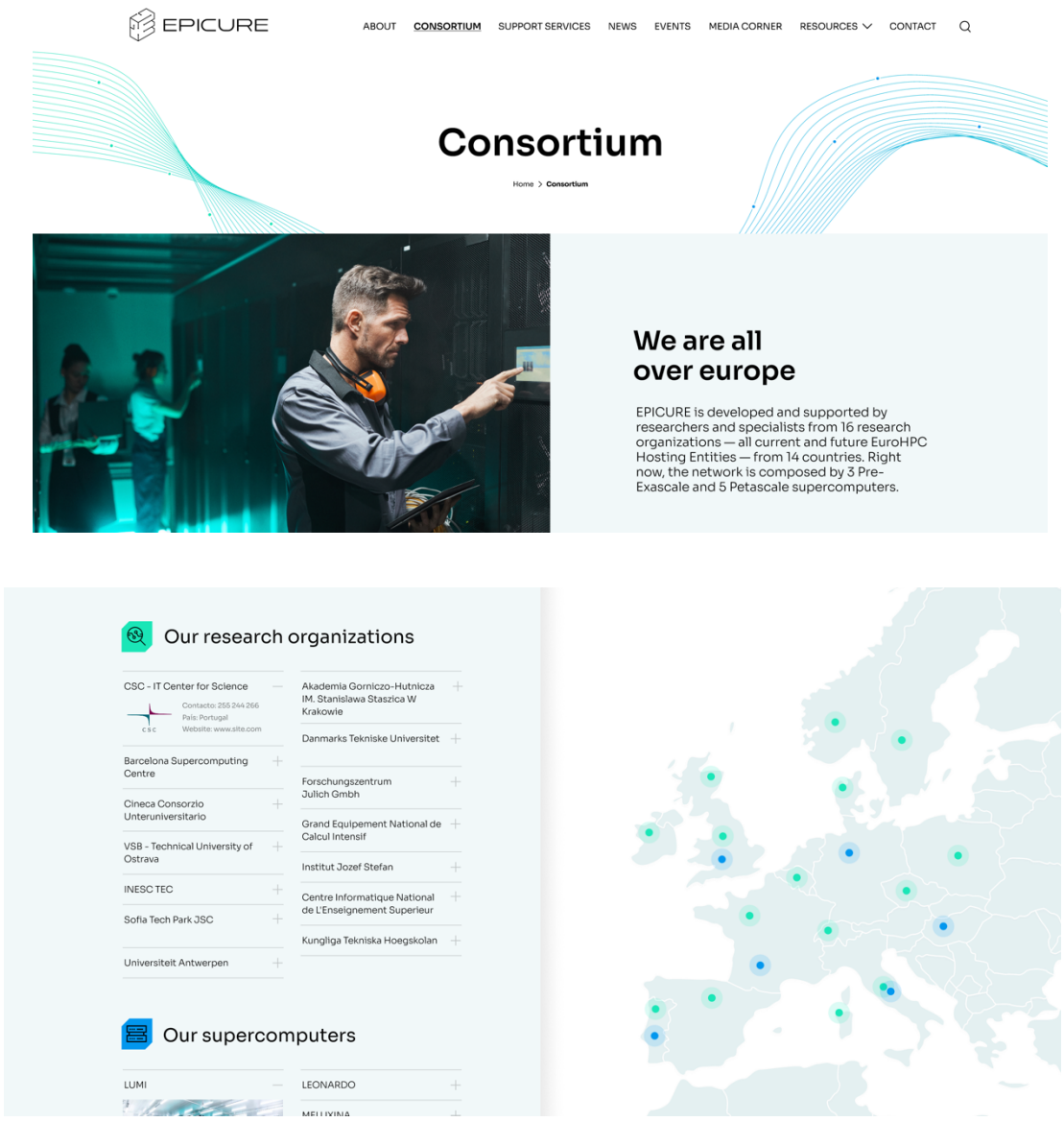


Figure 16 - Consortium page preview

3.1.2.4 Support Services

The support services will also be presented on this channel. This aims to respond to the questions of users: 1) What are the support services EPICURE is providing? 2) How can a user access the support? 3) CTA for the portal. It is important to mention that this page is under construction.

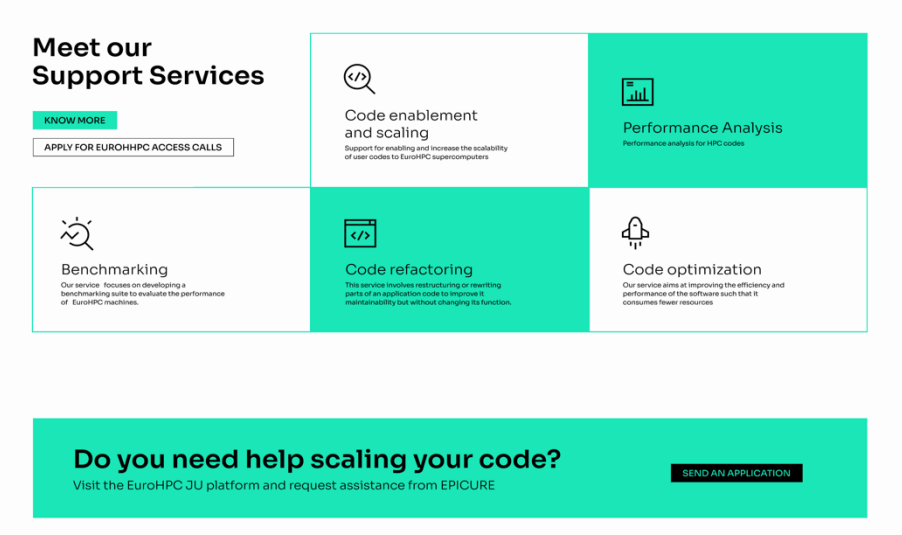


Figure 17 - Support Services Page Preview

3.1.2.5 News

This menu includes the news that will be produced during the project, in order to give notice of the project's progress: participation in events, support services provided with a successful feedback, internal reviews, among others. All the news will have tags associated to facilitate the user experience.

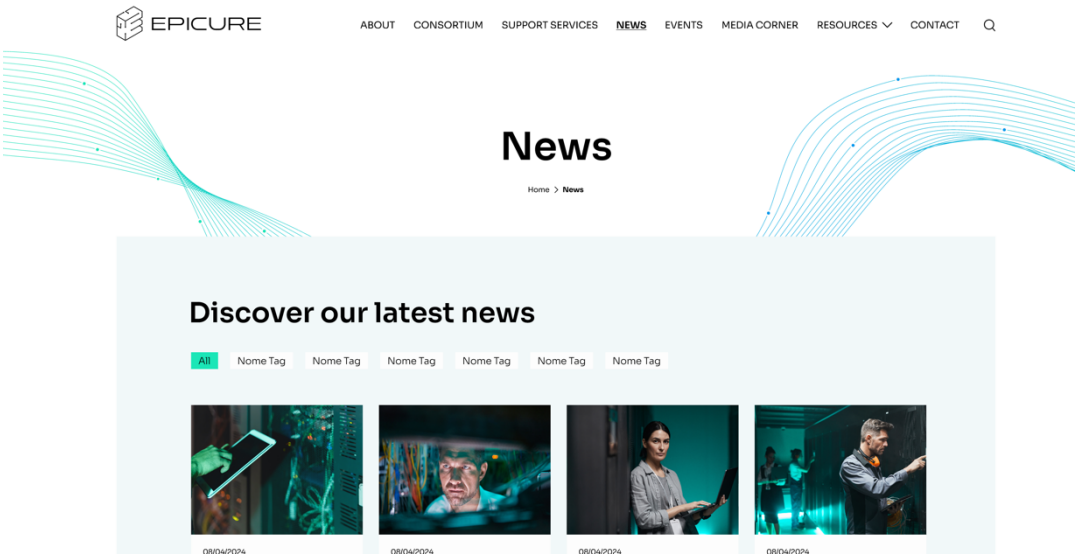


Figure 18 - News Page Preview

3.1.2.6 Events

The Events menu has two different categories related to the events - Upcoming Events and Past Events – so that the visitor can distinguish between the type of content that wants to read. It is important to mention that on the homepage of EPICURE's website, the visitor can see the most recent news and upcoming events.

Different categories will be added to each event, such as HPC-related, Organized by EPICURE, Supported by EPICURE, and Participation.

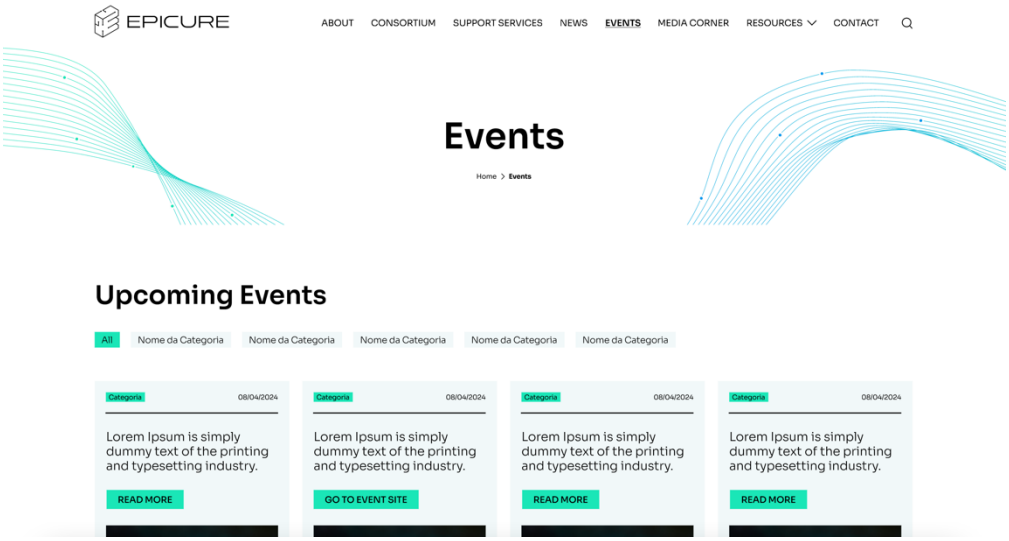


Figure 19 - Events pages preview

3.1.2.7 Media Corner

The communication materials will be available in the Media Corner section: visual identity manual, press kit, press releases, and newsletters, among others. This option is relevant to the journalists and media organizations that aim to communicate the project. All of these materials could be downloaded by the visitor.

This menu will be divided into two different types: blog posts written by partners or external collaborators, and blog posts written by people who used the support services provided by the project team transform this article into a success story about the support that is being given to the users. It is important to mention that all the partners will contribute to write blog posts.

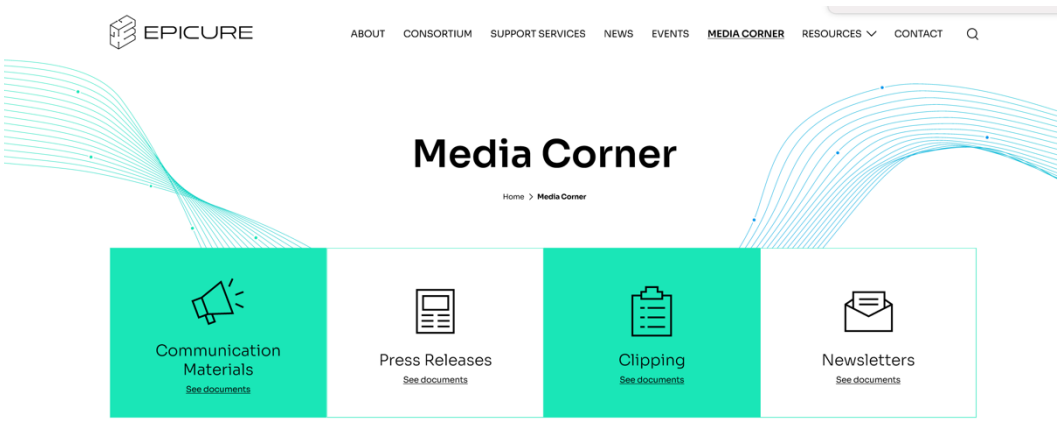


Figure 20 - Media corner page preview

3.1.2.8 Resources

This menu will be divided into three types: blog, training resources, and public deliverables. The first one will allow the partners to share their knowledge and experience in HPC and the perspectives of the people who used the support services provided by the project team in a success story format. All the training resources, materials used in webinars and workshops, the results of hackathons, and other training moments will be available here. As for the public deliverables, they will be available on the website, and since the website is one of the main communication tools of EPICURE, it will be possible for the visitor to download them.

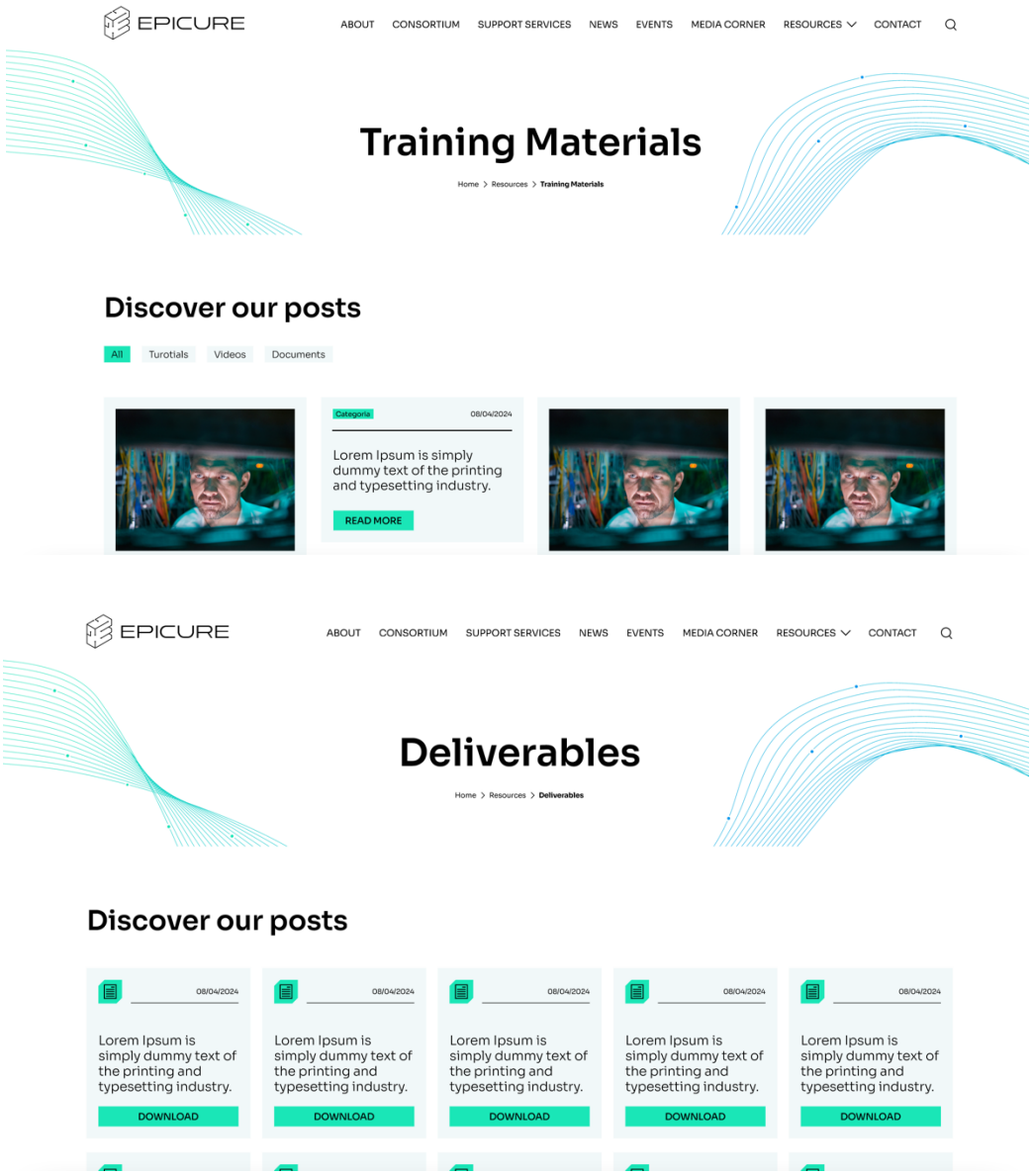


Figure 201 - Resources page preview

3.1.2.9 Footer

The footer has information regarding the contacts, the social media icons, the information regarding the GDPR compliance with URL links for documents with guidelines about the ethics and requirements, and the information regarding the funding of the project.

3.1.2.10 Contacts

The general email pmo-epicure@postit.csc.fi was created and is available on the homepage of the website, in the contacts section. In addition, it is possible for visitors to submit a message directly from the website.

3.1.2.11 Ethics and Funding

An ethics section will be included, which will describe how the project will handle data protection and privacy issues and other ethical concerns that may arise during the project. The Privacy Policy and the Cookie Policy are available on the footer of the website, where all the information related to the data is available. It is important to mention that the Privacy Policy and the Cookie Policy were validated by the Data Protection Officer (DPO) of INESC TEC, according to the channels and tools that are being used for the WP6 activity.

Also on the homepage, there is a search bar and the information regarding the funding, which shows the logos of the entities that are funding the project and also the textual acknowledgments, according to the EU guidelines.

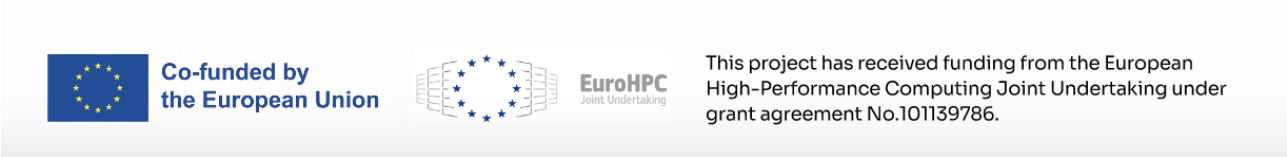


Figure 22 - Information on the funding

3.1.2.12 Technical Information

The EPICURE website was developed by SUBA, a Portuguese creative agency. After this first step, its management and content creation will be done entirely by INESC TEC, as the partner responsible for the dissemination of the project. The website's only official language is English, it is designed in a responsive way to be mobile and desktop compatible, and it is also based on the WordPress platform.

The website is hosted at INESC TEC infrastructure.

To measure the results achieved - and to collect data that will be used to monitor the KPIs of WP6 - the website will be connected to Matomo, which is a web analytics software platform. The website has also integrated a series of plugins that allow extracting data on the number of downloads of the communication materials.

3.1.3 Content Strategy

EPICURE's website will be frequently updated with the information provided by the partners through "Call for Info" emails and messages, which will be sent by the Task 6.2 leader at the beginning of each month. This effort intends to gather updates on the partners' participation in internal and external events — where they can be representing the project —, training activities, other events, presentations, talks, institutional news, newsletters, and other topics related to the project activities. Other highlights that will be covered are the success stories, in order to communicate the support that is being given to the users. As a result, the website will be able to amplify the impact of these actions, and, consequently, the level of dissemination and the number of people targeted.

The website will be the starting point for all the content shared on the social media channels, thus it will be possible to increase the number of visitors of this platform.

One of the goals regarding the communication strategy is to transfer the training scope of the project to the content produced. In order to achieve that, the in-person events will be used to shot videos with the partners where they are asked to explain concepts related to HPC, to present the supercomputers associated with its institutions and tell a fun fact also related to HPC. As a result, it is expected to reach not only people familiar with this area, but also general public with little knowledge on HPC.

3.2 Social Media Channels

As defined in the proposal, the EPICURE project has a presence on X, formerly Twitter, and LinkedIn, two social networks with great expressiveness and which allow us to define different objectives as well as different target audiences: individuals, companies, and specific HPC institutions.

In general terms, the EPICURE project's social media channels will cover the following objectives:

- Create brand awareness;
- Build reputation;
- Influence HPC communities and attract decision-makers;
- Build relationships with partners and target groups;
- Promote the best practices on HPC;
- Discuss the social and industrial benefits of HPC;
- Build relationships with partners.

A social media campaign will be designed to integrate Owned Media (e.g. LinkedIn), Paid Media (paid services for marketing automation), and Shared Media (utilising partners' social media channels and interaction with the community).

In what concerns the paid campaigns, a report will be prepared for each paid campaign, where the EPICURE team will detail the goals and results of each campaign, as detailed below.

Regularly, a report focused on the activity and impact of the project in these social media channels will be analysed and shared within the consortium.

3.2.1 X

X has more than 335 million active users, presenting itself as a generic social media where individuals, institutions, companies, and other entities are represented. Through a limited number of characters, this platform will allow us to share direct and strong messages related to EPICURE, accompanied by videos and photos, and engage with specific audiences by using tags and identifying our partner's accounts on the publications — increasing its impact.

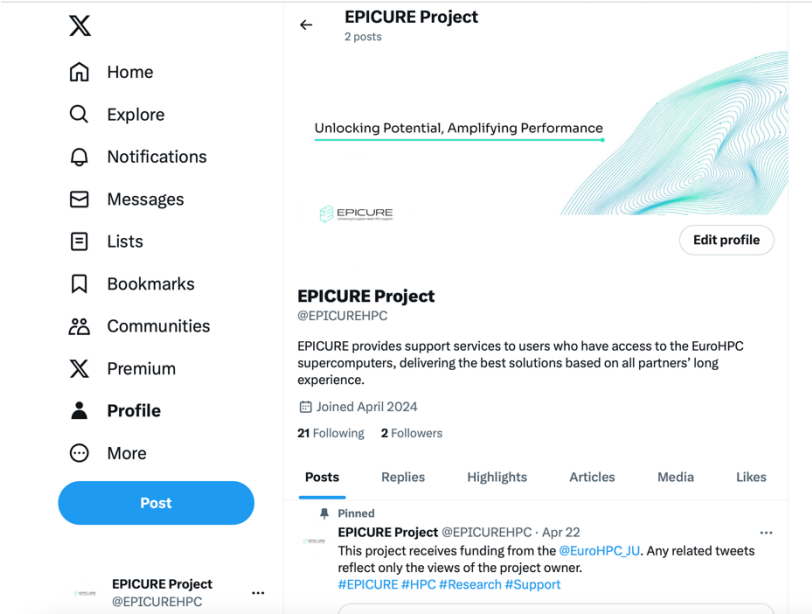


Figure 23 - EPICURE's X page

3.2.1.1 Goals and Target Audiences

The audience that the EPICURE wants to reach with the X account includes HPC users, researchers, media, and the general public. Through short and clear sentences, as well as an attractive language, the main goal is to promote advocacy and influence with direct engagement, while raising awareness, increasing the online visibility, and even influencing and motivating future partners.

3.2.1.2 Content Strategy

The EPICURE project has a very strong training focus, so EPICURE intends to bring this aspect to the content that will be produced for X. The plan is to do this through publications consisting of short phases accompanied by images - illustrating the participation of consortium members in events, events organized by the project, news about EPICURE, among others. Regularly - and this is one of the priorities - video will also be introduced, which will be used mainly during events. To position the website as a key element of EPICURE's communication, all these posts will also be accompanied by a link to the website, where followers will be able to find more information on the shared topic in the form of a news item.

To make social networks more dynamic, organized, and with relevant content, the project is starting to create some regular headings. Different types of content will be created for this platform, with different goals, according to the details below:

- **Get to know our partners:** Specifically, during the first months of the project, videos with the partner's presentations will be posted, so that all the institutions can describe their part of the project and share their expectations. This approach will be an amazing opportunity to introduce the faces of the researchers who are part of the project and, consequently, create a stronger relationship with the users;
- **Curiosity and fun facts:** The scientific progress of EPICURE might not be accessible to the general public without knowledge of HPC, so the partners were invited, in a video format, to share facts and curiosities about HPC and its applications — some of them used on daily life but not in an obviously way;
- **Quotes:** To increase the credibility and the attractiveness of the EPICURE publications, some quotes will be selected from these documents and highlighted;
- **Photos and videos:** The current trends on social media favours the photos and videos sharing — with these formats responding very well to the algorithms. Following them will allow us to create more dynamic content, with greater results regarding the dissemination of EPICURE;

According to the project's progress, EPICURE wants to implement and adapt the type of content for the social media channels every month.

3.2.2 LinkedIn

LinkedIn, as a B2B platform, can be used for influencing the whole market and attracting the attention of potential stakeholders. On this channel, the project can disseminate new solutions, results in the HPC field, promote invitations for events, and improve cooperation between HPC communities in Europe. The project consortium will also target platforms such as "Women in HPC", "Women in AI" or "Women techmakers", good vehicles to promote the project and at the same time contribute to gender balance and diversity within the HPC community.

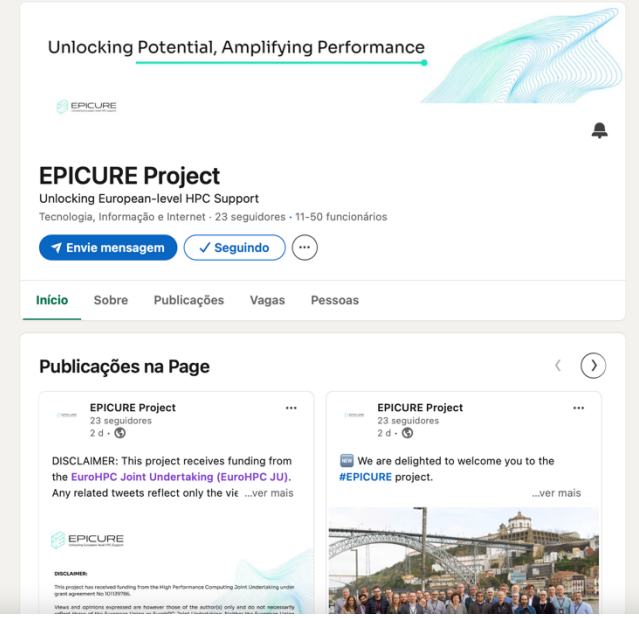


Figure 24 - EPICURE's LinkedIn page

3.2.2.1 Goals and Target Audiences

As far as LinkedIn is concerned, EPICURE's target audiences are academia, R&I companies, sysadmins, CoEs and other stakeholders involved, and the media.

The idea will be to take advantage of the positioning of this network, which is mainly used professionally, to reach more strategic contacts and thus increase our degree of influence. In contrast to X, the content on the EPICURE page will be accompanied by longer and more complex copies, taking advantage of the user's level of expertise. To do this, EPICURE will use the skills and expertise of our partners in the HPC field, to include and involve them in this content creation.

3.2.2.2 Content Strategy

As mentioned above, to make social networks more dynamic, organized, and with relevant content EPICURE is starting to create some regular headings. Different types of content will be created for this platform, with different goals, according to the details below:

- **Get to know our partners:** Specifically, during the first months of the project, videos with the partner's presentations will be posted, so all the institutions can describe their part of the project and share their expectations. This approach will be an amazing opportunity to introduce the faces of the researchers who are part of the project and, consequently, create a stronger relationship with the users;
- **Curiosity and fun facts:** The scientific progress of EPICURE might not be accessible to the general public without knowledge of HPC, so the partners were invited, in a video format, to share facts and curiosities about HPC and its applications — some of them used on daily life but not in an obviously way;
- **Quotes:** To increase the credibility and the attractiveness of the EPICURE publications, some quotes will be selected from these documents and highlighted;
- **Photos and videos:** The current trends on social media favour photos and video sharing — with these formats responding very well to the algorithms. Following them will allow us to create more dynamic content, with greater results regarding the dissemination of EPICURE;
- **Specific Tools:** LinkedIn has tools that allow users to share articles and other types of content (i.e. newsletters) — that tend to perform better with its algorithms. To take advantage of these tools, the blog posts written by our partners and newsletters will also be shared through these instruments.

According to the project's progress, EPICURE aims to implement and adapt the type of content for the social media channels every month.

3.2.3 YouTube

The YouTube channel will be created to have an archive with all the videos that will be produced during the project's progress and all the videos will be uploaded on this channel.

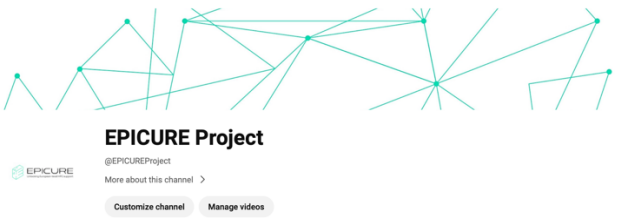


Figure 25 - EPICURE's Youtube page

3.2.4 Visual Identity

It was the first step, and it was designed to promote integrative and coherent communication. It also matches the visual identity designed for the website. It was also important to create different templates to use in different posts and dimensions, according to each social media network.

To maintain visual coherence, the EPICURE website will also include the elements that make up the defined brand. As far as the profile photo is concerned, this consists of the project logo, while the cover photos also reflect the elements defined for the brand.

Some common elements were defined for the posts (visual elements, fonts, dimensions, mask, frame, etc).

Since people are not yet familiar with the project's logo, it is important to reinforce the visual identity by communicating it in a single way. Therefore, once EPICURE was using the colour scheme of the second image for the website, it is important to keep it during the first step of all online communication tools.

To complement that, some templates were created in order to reinforce the visual identity in the posts.

There are some common elements between the above images:

- Logo: the logo is used in all the examples.
- Mask: green was the chosen colour to communicate the project. In this sense, it cannot be forgotten during the visual communication.
- EPICURE's colours are: green (#6ce3bb), blue (#4497e5), white (#ffffff), and black (#000000).
- Logo in a monochromatic version.

Whenever possible, the images assume the 1:1 ratio (1080px x 1080px X publication. In turn, LinkedIn recommends using a 1.91:1 aspect ratio, preferably 1200 pixels wide by 627 pixels tall. However, it is not always possible, thus the dimensions may be adapted to the content in question.

Regarding the fonts used, EPICURE uses Sora as the main font, and Arial as a secondary.

3.2.5 "About Information"

After defining the visual identity that guides the social networks' management, filling in some mandatory fields in all social networks was important, such as a short description of the project, the URL for the website, and others.

3.3 Paid Campaigns

The paid campaigns aim to increase the reach of publications to communicate the project's values to a wider community.

Regarding the advertising of the EPICURE project on digital channels, this action will also spend part of the budget for the dissemination activities planned for the project. It is important also to mention

that it is expected to implement paid campaigns on digital channels during the project progress and when the team considers that it will be crucial to accomplish the communication goals.

As mentioned above, a report about the paid campaigns will be prepared for each paid campaign, where the EPICURE team will detail all the goals and results.

In addition, INESC TEC (responsible for this task in the WP6) commits to creating a quarterly report, which will be available to all partners, informing them about the insights observed in each digital network.

4. Conclusions

This deliverable aimed at presenting the project image and the website. Detailed information regarding the project is already available on the website and social media accounts.

Regarding the project image, the EPICURE image is already created and shared with the project team. During the upcoming months, different communication materials will be developed and produced and shared through the project consortium.

Concerning the project website, this channel will be updated with more content during the upcoming months. The other digital channels are also created to start the project's digital presence at the same time of the website and will be updated regularly with content related to the project activity.

It is important to mention that all the communication and dissemination activities effort needs to have the partners collaboration in order to have success and accomplish the KPIs defined.

Finally, six more deliverables related to the Task 6.2 – project communication and dissemination, which is focused on the communication and dissemination activities, are expected to be submitted:

- Communication and dissemination plan in month 6;
- Communication, dissemination and outreach activities report year 1 in month 12;
- Communication, dissemination and outreach activities report year 2 in month 24;
- Communication, dissemination and outreach activities report year 3 in month 36
- Communication, dissemination and outreach activities report year 4 in month 48;
- European HPC application support dissemination website in month 48.