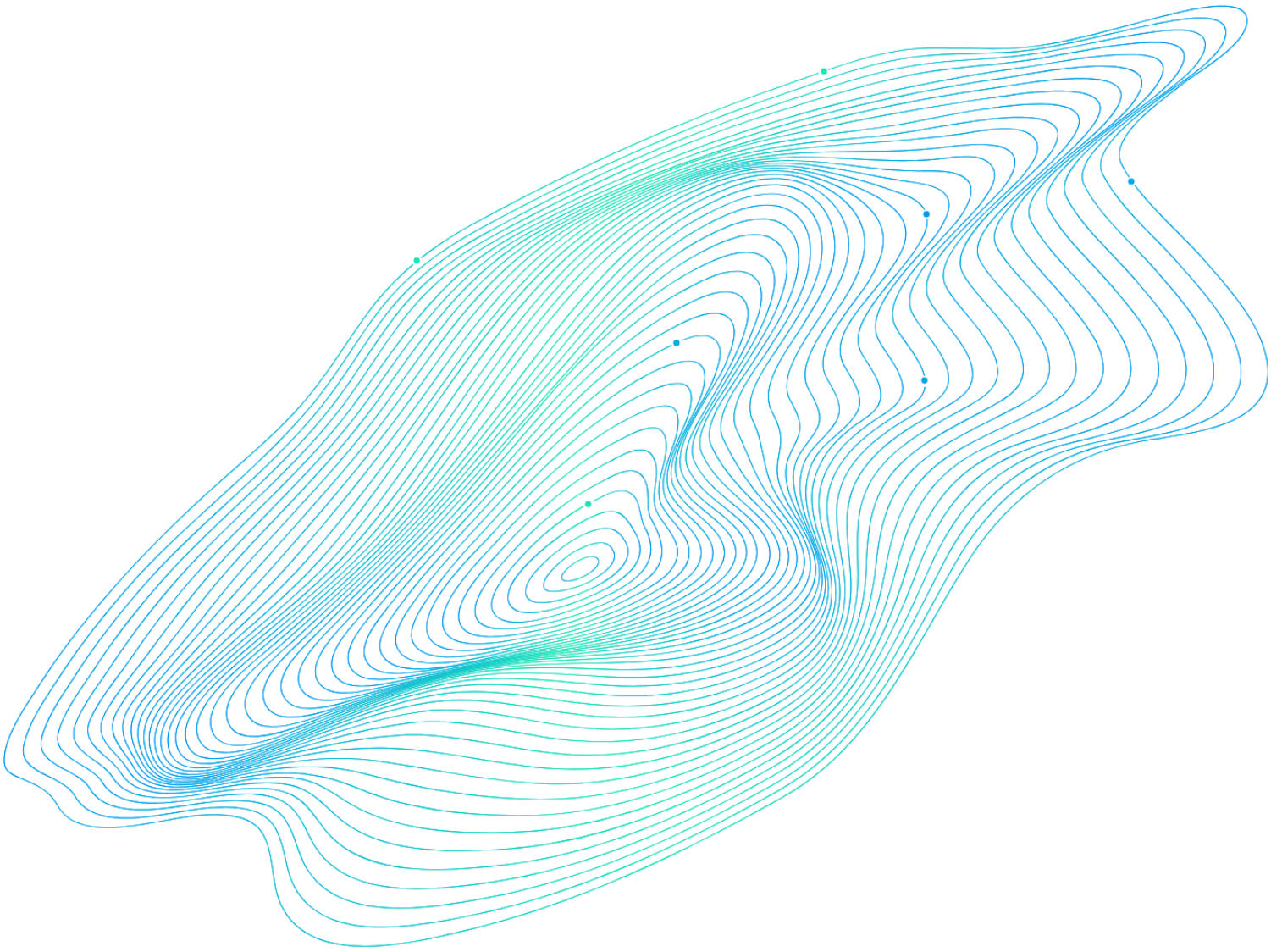
EPICURE

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

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EPICURE

DELIVERABLE 6.2

Communication and Dissemination Plan



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Glossary of Terms

Item	Description
B2B	Business to Business
CoEs	Centres of Excellence
CTA	Call to Action
D	Deliverable
DPO	Data Protection Officer
EU	European Union
EuroHPC JU	European High Performance Computing Joint Undertaking
EC	European Commission
EDIHs	European Digital Innovation Hubs
GDPR	General Data Protection Regulation
IMC	Integrated Marketing Communication
HPC	High-Performance Computing
KPI	Key Performance Indicator
PM	Person-months
PR	Press Release
PR	Public Releations
R&I	Research & Innovation
SMEs	Small and Midsize Enterprises
URL	Uniform Resource Locator
WP	Work Package

Executive Summary

This document is the second deliverable of the EPICURE project's Work Package (WP) 6 Dissemination and Outreach. The following pages will describe this project's communication and dissemination plan and its results - something that has already begun, as described in the previous document dedicated to the project's image and website.

The objectives of WP6 are:

- Define a strategy to communicate and disseminate project results to relevant stakeholders;
- Communicate news and facts about the project stakeholders and results;
- Promote the training activities and initiatives among the High-Performance Computing (HPC) communities;
- Communicate all the results related to the European-wide High-Performance Computing application support service;
- Cooperate with other equivalent groups at European and International level on technical matters related to supporting pre/exascale application work;
- Promote sharing the project results and initiatives to influencers and international networks;
- Disseminate the best practices guides for using the EuroHPC supercomputers;
- Engage and promote networking among the project target groups.

This deliverable is divided into four chapters: introduction, dissemination plan, integrated communication campaigns, and conclusions.

The dissemination plan chapter is divided into three subchapters, where the last one focuses on the four structural communication tools that will be used to communicate the EPICURE project to the targeted audiences.

The integrated communication campaigns chapter aims to establish communication campaigns with an integrated marketing approach based on the different dissemination tools described in the dissemination plan chapter. This chapter is divided into four sub-chapters:

- The **First integrated communication campaign**, which aims to inform the project stakeholders about the project's existence and to communicate news and facts about the initiatives, events, and partners of the project;

- The **Second integrated communication campaign** aims to create awareness among the HPC users and to communicate all the support services that the project will provide during the project lifetime;
- The **Third integrated communication campaign** intends to promote the project initiatives related to the training field. It includes, for example, hackathons and training actions, which will be organised by the partners involved in the WP5 Advanced Training;
- The **Fourth integrated communication campaign** will be focused on the project results.

This deliverable ends with chapter 4 (conclusions), which summarises some of the key information regarding the dissemination and communication plan and mentions other deliverables that are part of WP6.

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1. Introduction

This deliverable is a plan that will detail the main strategies for dissemination activities of the project during the project's progress. The dissemination objectives and activities will follow an integrated marketing communication approach, unifying a brand's messaging to make it consistent across all media used to reach its target audiences.

According to the approach presented above, the marketing communications mix includes different major modes of communication, namely, advertising, public relations, digital marketing, and direct marketing, and others. All these communication tools will be used in the EPICURE project and will be described in the Dissemination Plan chapter, including the actions that will be implemented, the audience to which they are targeted and the implementation dates and the respective KPIs.

It should be noted that D6.1, was already submitted and focused on the website and project's visual identification. In this document, some pages of the website were presented and also all the details of the project visual identification were described. However, this plan will present complete information regarding these points since both of these actions had some developments and advancements during the past weeks. Since D6.1 also presented the strategy for social media accounts in general, this deliverable will detail some of the posts published during the project's first months and the main results.

Work Package 6 has been active from the beginning of the project, therefore, some results have been achieved during the first six months, all these results will be presented and detailed in the respective communication tool.

It is important to mention that some actions described in this document need the partners' interaction and participation. For that, the WP6 sends "Call for Info" emails and messages to all the project's partners 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. This regular interaction with the partners allows the team in charge of the communication to implement an internal communication strategy that is effective and positive.

2. Dissemination Plan

Different target groups and channels will be used to communicate and disseminate the EPICURE project. Even though different target groups will be identified for different communication instruments, the effort of communicating the project in an integrated way is the main goal of this plan.

This chapter is divided into three sub-chapters – dissemination objectives, target stakeholders and communication tools. The dissemination objectives describes all the goals of this task. The target stakeholders sub-chapter details all the audiences the project will reach during its lifetime. The last one focus on the advertising, public relations, digital marketing, and direct marketing - that correspond to the structural communications tools that will be used to communicate the EPICURE project to our target audiences and details all the actions that are planned to be implemented and used during the project period.

Regarding the gender dimension, it is important to mention that this dissemination plan will consider the balance of gender equality in the partners' participation in different actions. Whenever we start a new action that requires the direct partners' participation, the gender balance will be taken into account.

2.1 General Objectives

The dissemination strategies that will be implemented during the project are focused on achieving the following objectives:

- Define a strategy to communicate and disseminate relevant audiences about project results;
- Communicate news and facts about the project results to different audiences;
- Promote training activities and initiatives between the HPC communities;
- Communicate all the results related to the European-wide HPC application support services;
- Cooporate with other equivalent groups at European and international levels on technical matters related to supporting pre/exascale application work;
- Promote the project results and initiatives to HPC international networks and different influencers (EU stakeholders, media, etc);
- Disseminate all the project results, initiatives and best practices guides for using the EuroHPC supercomputers;
- Engage and promote networking among the project target groups.

2.2 Target Audiences

Even though all the targeted audiences have already been identified in each one of the communication actions, it is important to group the key stakeholders in clusters and list them in one specific list:

- Academia, R&I, industry, and SMEs with activity in HPC;
- HPC users and scientific application developers;
- Sysadmins;
- Centres 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);
- General public.

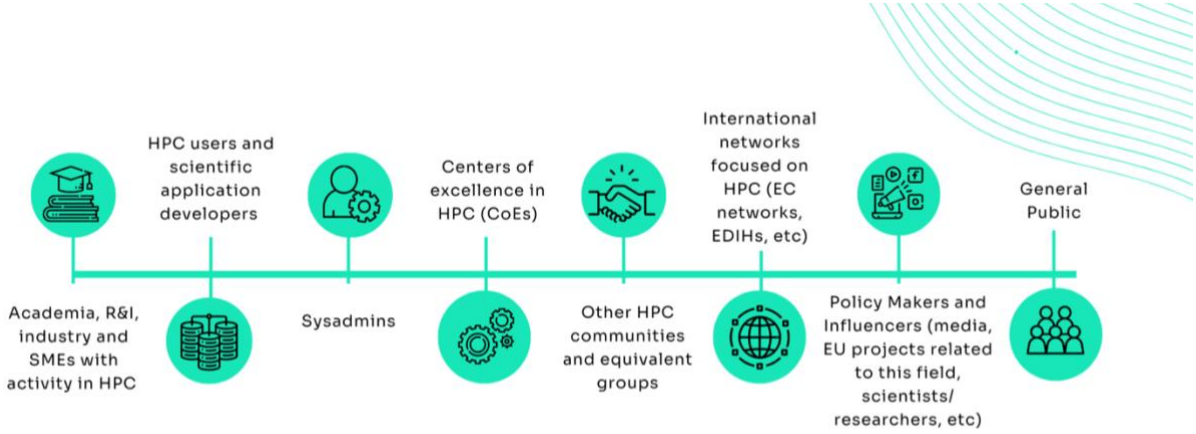


Figure 1 - Target audiences

To reach the target groups of the project and, therefore, achieve the dissemination goals, different communication tools will be implemented during the lifetime of the project.

2.3 Communication Tools

As mentioned at the beginning of this chapter, four main marketing communication tools will contribute to reach the project's target audiences and achieve the project objectives. In an Integrated

Marketing Communication (IMC) approach, as mentioned above, these tools are known as the best promotional mix. Each element of this process is viewed as an IMC tool that plays a distinctive role in the dissemination strategy. Each tool has a variety of possible actions and certain advantages associated.

It should be noted that most of the following actions will have mentioned the KPI defined in the proposal and for which the consortium will make a joint effort to achieve.

This section is divided in four sub-sections: advertising, digital marketing, public relations (that are part of the promotional mix in an IMC approach) and direct marketing.

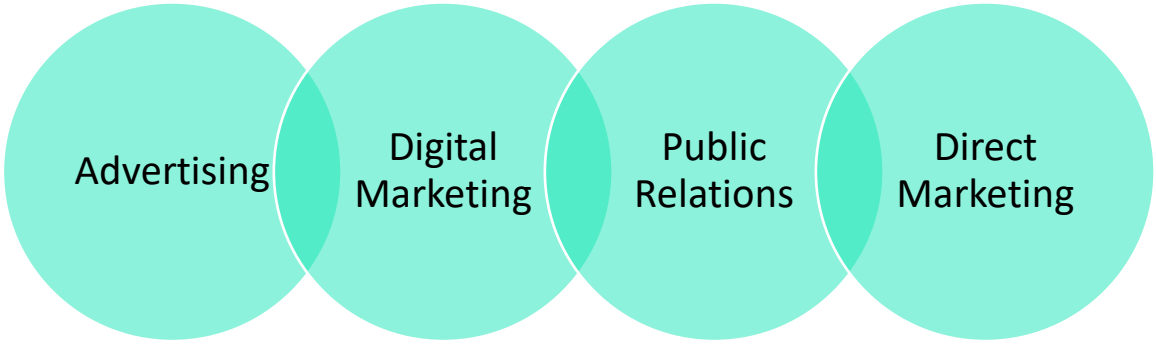


Figure 2 – Communication tools

2.3.1 Advertising

Several communication materials are planned to be produced during the project's timeline and to be possible to advertise the project more institutionally. These materials are listed and explained separately in the following sub-chapters and accessible via project.

To preserve the homogeneity of these materials and to affirm the project as a whole, all the materials follow a visual identity manual consisting of a logo, colours, fonts, and other graphic elements.

All these materials will be available on the internal shared folder and also available on the website.

The first material that needed to be defined before the launch of the other materials was the project logo and visual identity. As detailed in the D6.1, which was focused on the project's image and the website, a first approach of EPICURE's logo was made during the preparation of the kick-off event, for which some introductory 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 met together in person.

EPICURE

Figure 3 - 1st version of the project logo

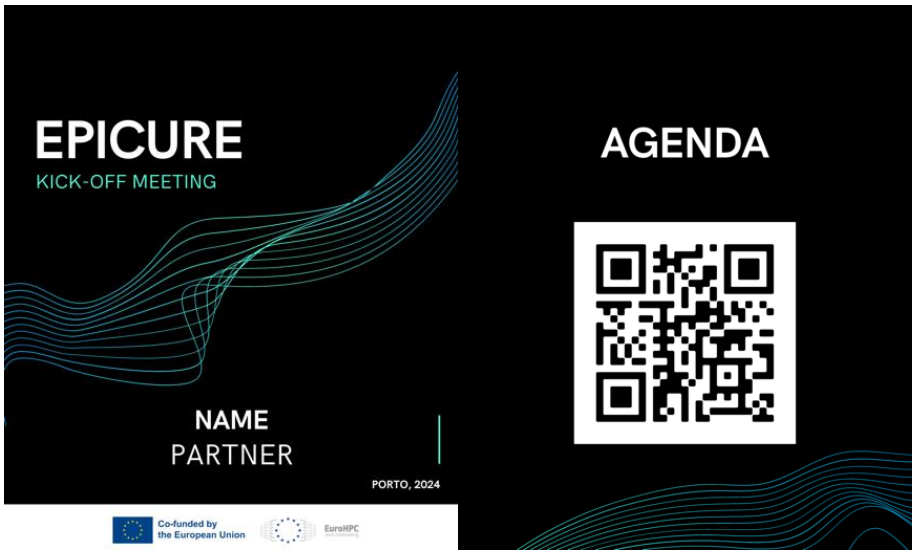


Figure 4 - Badge produced for the Kick-Off meeting

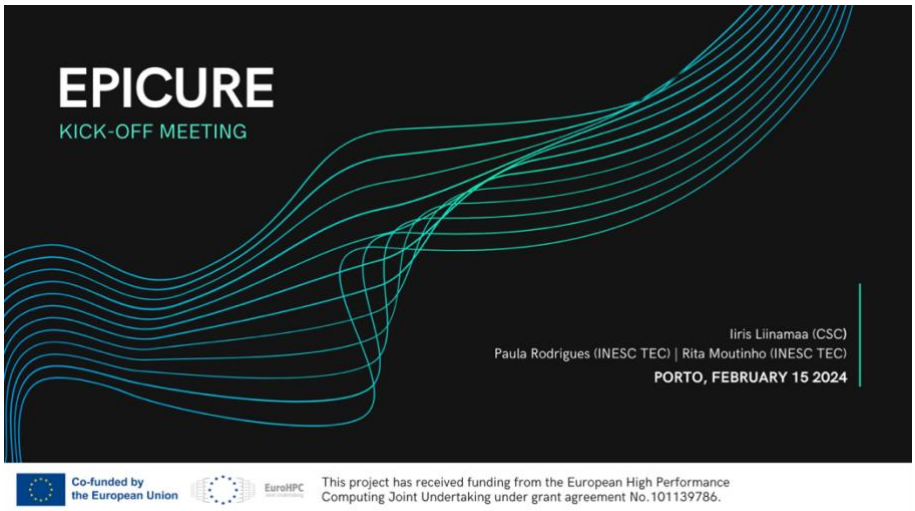


Figure 5 - Cover slide for presentation during the Kick-Off meeting

2.3.1.1 Logo

After the kick-off meeting, the official logo and visual identity manual was created and defined. Feedback from the partners, at the kick-off meeting, was also essential in the creation of the final logo and other elements of the brand identity.

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's 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.



Figure 6 - 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 7 - Secondary versions

2.3.1.2 Visual Identity Manual

A Visual Identity Manual, detailed in Annex 1, has been created to explain the basic principles for correctly using the EPICURE visual identity. This document describes the logo, its symbology, the alignment, the colour palette, typographic codes, etc, 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 is shared with all the consortium members and uploaded on the Wiki platform, which is the online platform chosen by the project's coordinator to aggregate all the documents and materials, where all the project's partners have access.

After that, different communication materials were created and developed. The main goal of these materials is 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.

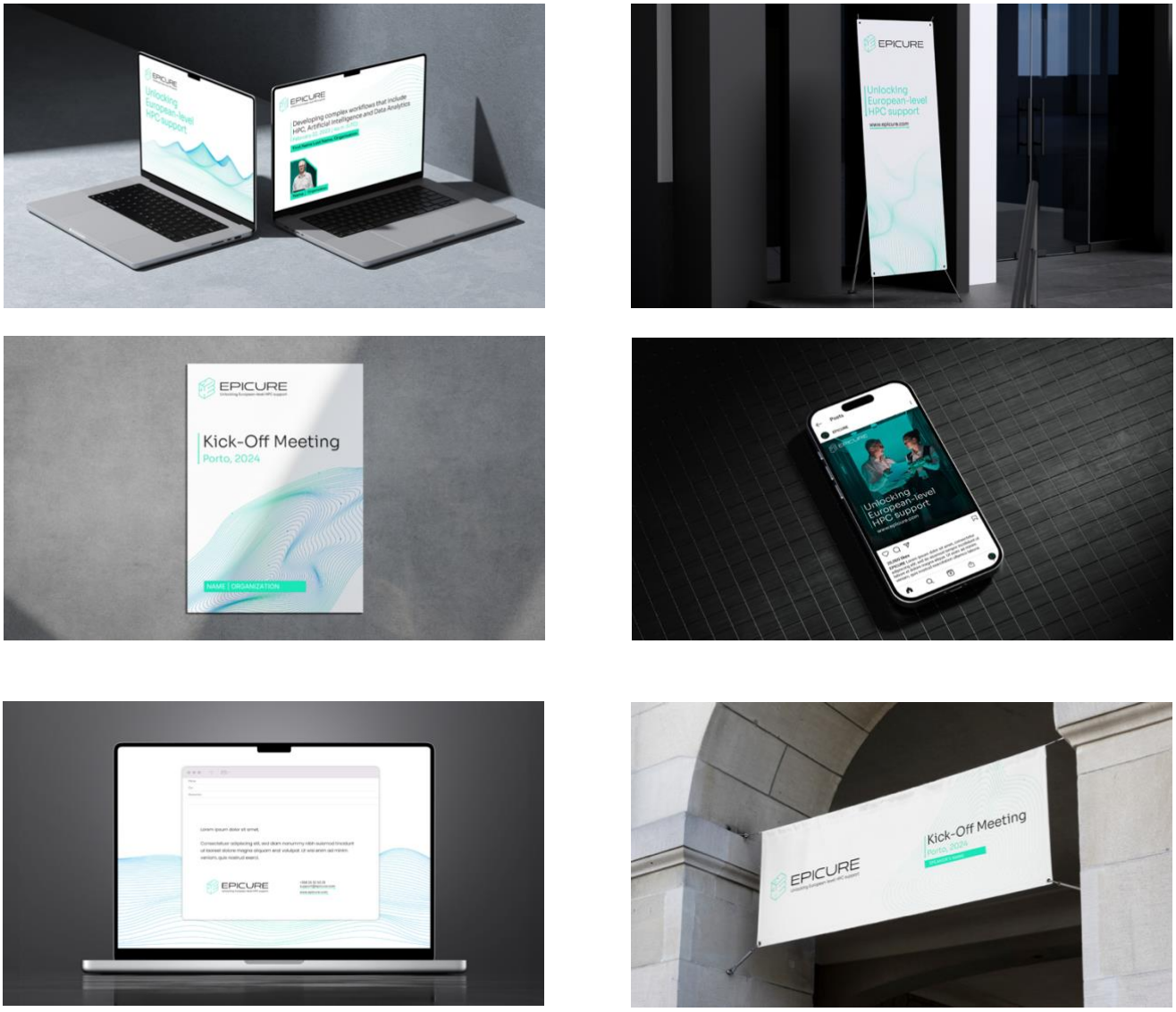


Figure 8 - Examples of applications of EPICURE's visual identity

2.3.1.3 Templates

Based on the defined visual identity elements, several templates for documents and presentations have already been created to maintain consistency and strengthen the EPICURE brand. Again, all templates are made available to the partners so that they can be used on different occasions since the beginning of the project. It is important to mention the following templates are also jointly the respective fonts that should be used to guarantee a coherent visual aspect.

- Milestone Template



Figure 9 - Milestone template

- Document Template

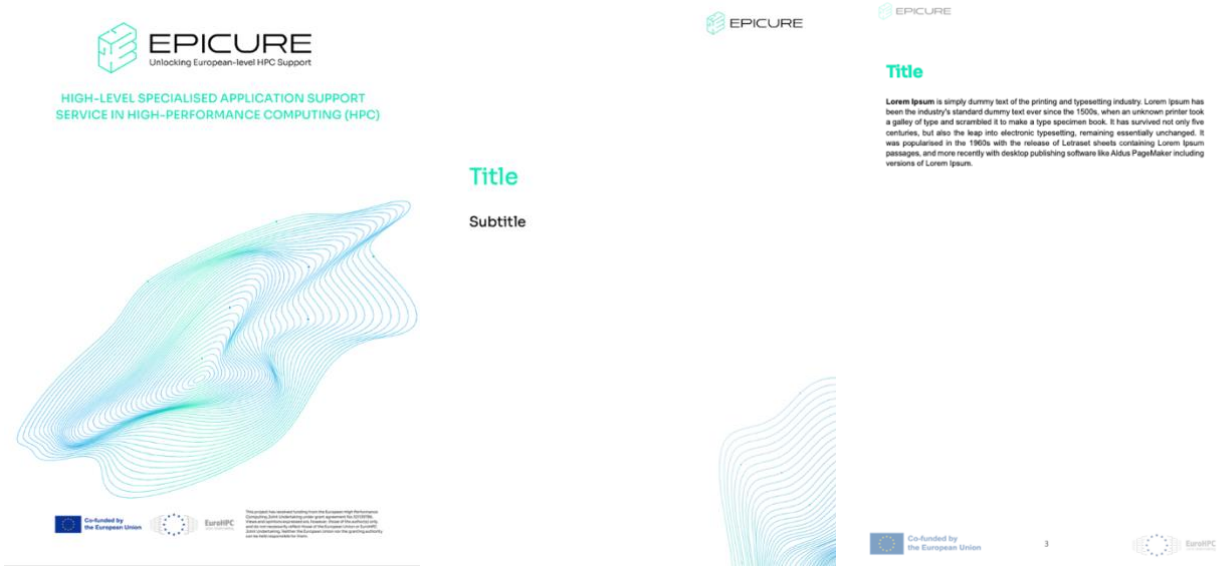


Figure 10 - Document template

- Deliverable Template

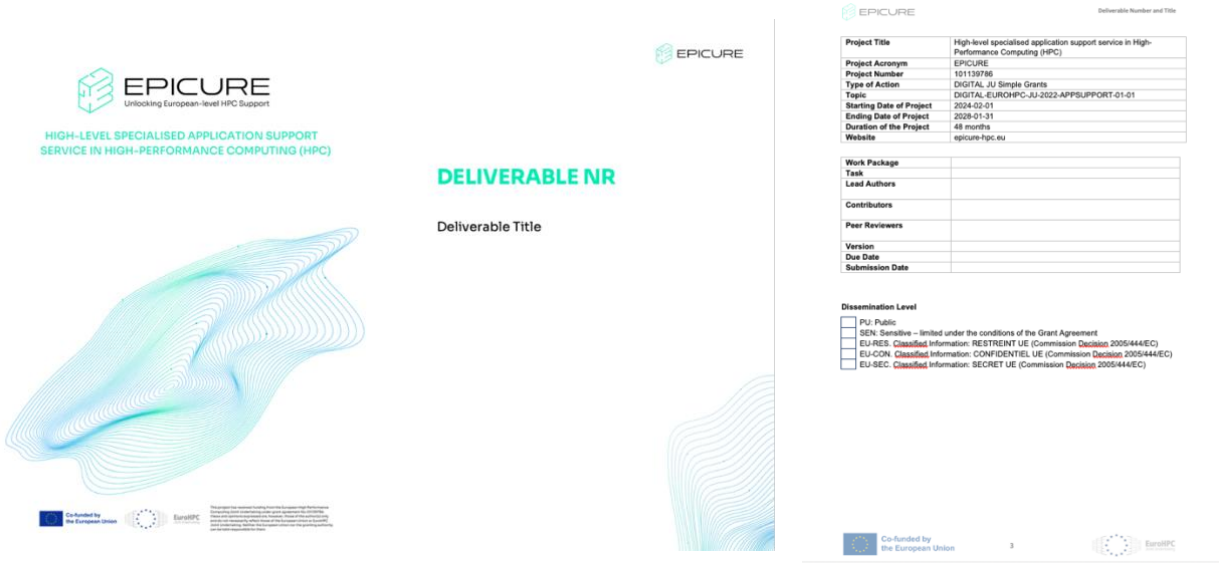


Figure 11 - Deliverable template

- Presentation Template

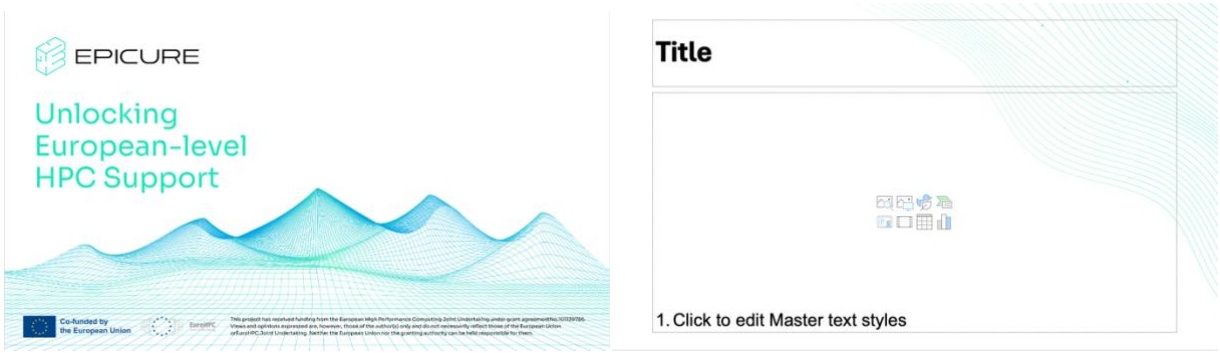




Figure 12 - Presentation template

2.3.1.4 Communication Materials

Different communication materials will be produced during the project's progress, which will be described below. All these materials will be available on the website and shared with all the partners through the internal Wiki platform. Some of these materials will also be printed and distributed through the partners to be used in different events and initiatives. It should be noted that new materials can be produced during the project's lifetime and according to different needs.

The KPI for the communication materials is three different materials with 400 recipients/downloads for the whole project.

Factsheet

A factsheet will be produced to have the main information regarding the project available on a page with the key points concisely.

X-Banner/Roll-up

An x-banner will be produced during the project's lifetime, and it will contain the logo, slogan and the QR code for the page where it are available the most important links related to the project and its presence on online platforms.

General Presentation

A general presentation of the EPICURE project was produced, allowing project presentations at different institutional and industrial events. This presentation will be modified according to the contexts. The idea is to have a slide deck about the project, which can be edited, according to different targets and needs.



Figure 13 - Some slides of the general presentation

Flyer

A project flyer was produced as a brief project presentation. This material is a triptych flyer and includes relevant information about the project – namely the mission, objectives, general information, the support services and some information related to the EPICURE' services, funding, and contacts.



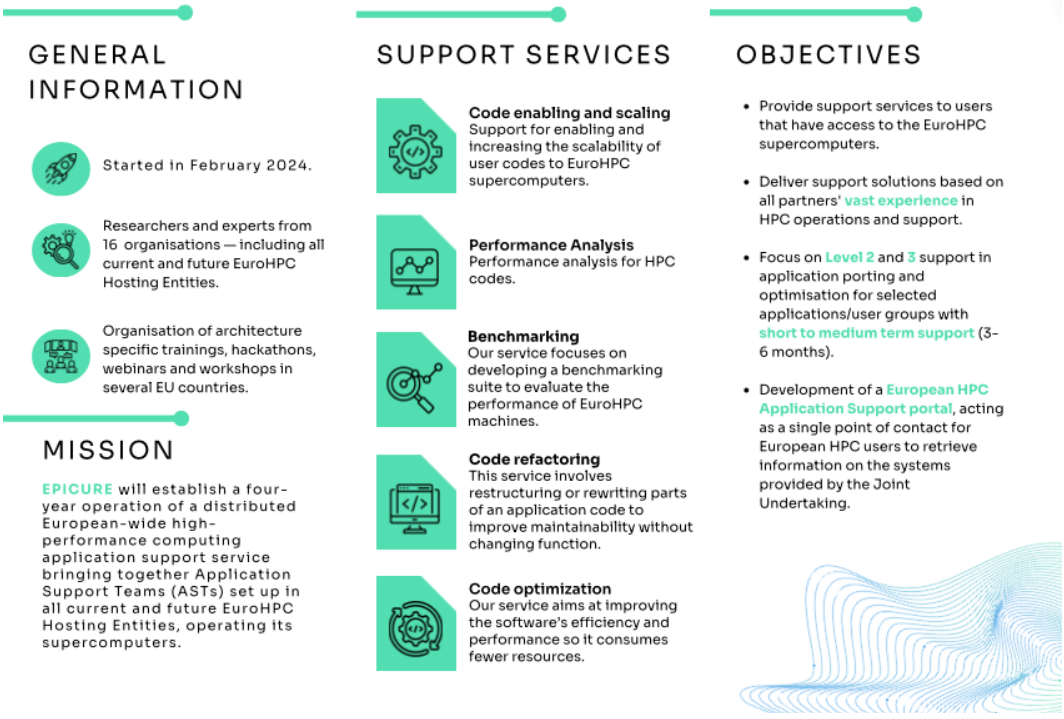


Figure 14 - Flyer

It is important to mention that this flyer was distributed at the ISC 2024 and used also in other different meetings and partner events.

During the project progress, different flyers can be produced, according to the needs of the partners and to present specific project results. The objective is that the partners can distribute them to stakeholders identified as strategic ones, for example, who are interested in support services that EPICURE will provide. It is expected that the partners of the project will be in touch with different project's audiences, such as, HPC users, policy makers, and others.

Poster

During the project it is expected that the partners participate in events, such as fairs or public presentations, to promote the EPICURE project. For that reason, a poster will be created with information about the project's motivation, objectives, support services, partners, funding, and contacts.

For the first public event where EPICURE was presented, EuroHPC Summit 2024, a temporary poster version was created based on the visual identity made during the kick-off event preparation. Although this version will be updated to the new one, different versions of the poster will be created during the project execution, according to the partner's activities and needs, and also whenever it will be needed to present the project activities and outcomes achieved for different purposes.



Figure 15 - Provisional poster



Figure 16 - Provisional poster at EuroHPC Summit 2024

Leaflet

The project leaflet will have information about the general context of the project, objectives, main outputs, partners, funding and contacts, but the main goal is to focus on support services provided by the EPICURE project. Different leaflets can be prepared to present specific project results.

2.3.1.5 Videos

Various videos will be produced to be presented at different events and initiatives during the project execution. The main goal of these videos is to present the project and give reputation, visibility and reliability to the EPICURE project. The videos will be published on the YouTube channel of EPICURE and will be disseminated on the project's social media platforms, website, meetings and other events. During the project's first months, videos were made to recap the kick-off meeting and some interviews with some partners, which are being communicated through the project's social media accounts to present the project partners and their roles in the project. The interviews are intended to provide target audiences with important information about the project (which would otherwise only be available in written documents), the partners and the objectives achieved in an attractive format adapted to current communication trends.



Figure 17 - Kick-off video

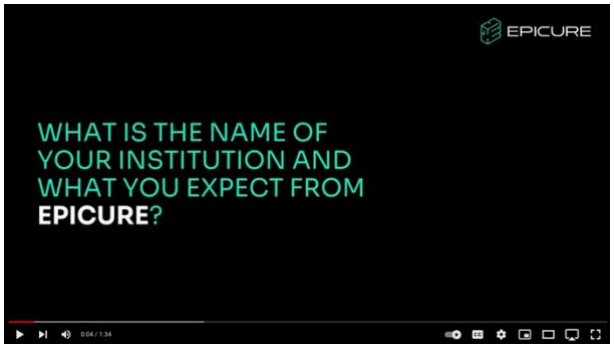


Figure 18 - Meet our partners video

The interviews recorded during EPICURE's kick-off meeting are intended to introduce the researchers who make up the project, identify their roles and set out their expectations for the coming

years of work. As well as being conducted in a particularly attractive format for social networks - for example, they are accompanied by subtitles that facilitate accessibility - these interviews make it possible to "humanise" the project, with followers getting to know the faces of those who work on it. Subsequently, the initiatives promoted by EPICURE will also be recorded on video, with the participants contextualising their relevance and outputs in an interview format.

An institutional video about the EPICURE project is also expected to be created as part of this multimedia strategy. This video intends to present the project with a special focus on the support services provided in order to catch the attention of potential users interested in this type of support.

The KPI defined for the project video is 400 total views of the project video at the end of the project.

2.3.1.6 Merchandise

Since the EPICURE project will be presented at different events and meetings and will have direct contact with HPC users with potential interest in the project's support services, different merchandise materials will be produced and distributed according to different needs related to the events.

- Stickers and camera protector



Figure 19 - Merchandise products

Since the beginning of the project, some of these materials have been distributed at events by some of the EPICURE's partners.

The KPI defined for the merchandise products is to develop three different merchandising products during the project.

2.3.2 Digital Marketing

One of the communication media defined as the base for dissemination activities is the Internet. This communication tool involves, inevitably, the management of a website and social networks, which makes the interaction between people and companies, brands, and projects more and more frequent.

It is important to mention that link aggregation web page was created to have the most important links related to the project in one place. This page was created in the Lnk.Bio platform, which offer multiple choices to the visitors/followers when they click on the link and want more information about one topic. According to the figure below, this page contains the visual identity of the project and presents the direct link to the different pages, such as, website, LinkedIn, X, YouTube, and newsletter subscription.



Figure 20 - Lnk.Bio page

2.3.2.1 Website

The EPICURE website is undoubtedly 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) organised by the project and beyond, as well as communication resources - press releases, press kit, 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 office for further information and clarification.

The EPICURE website is available at www.epicure-hpc.eu, and will ensure wide awareness of the EPICURE project and help facilitate stakeholders' engagement within the project. The following paragraphs present the strategy behind the structure and the initial content of the project's website, which will be continuously updated according to the project progresses. Since the website is not a static channel, menus like dissemination material, blog posts, and others, will be available and with content available, during the upcoming months.

The Matomo platform will be collecting all the statistics related to the website visitors, for better insights about who is interested in the EPICURE project as a whole and the respective characteristics.

The KPI defined for the website is an average value of 2000 unique visits per year.

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, and the contact form. The newsletter subscription form has the preferences needed and is displayed on this page.

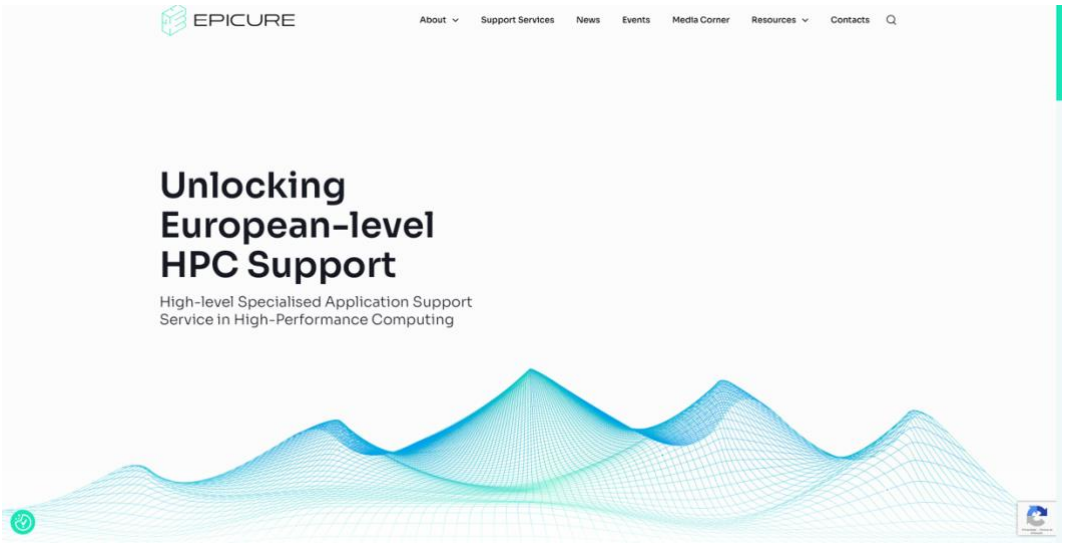


Figure 21 – Homepage

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, the website has two sections: the About Us section and the Consortium section. The first one gives information regarding the context with an overview

of the general scope of the project, the main goals and the impact of EPICURE. The EPICURE WP structure, General Assembly, and External Advisory Board information is also detailed on this menu. The second one has information regarding the consortium, including all the partners and the supercomputers involved in the project, with the respective details.

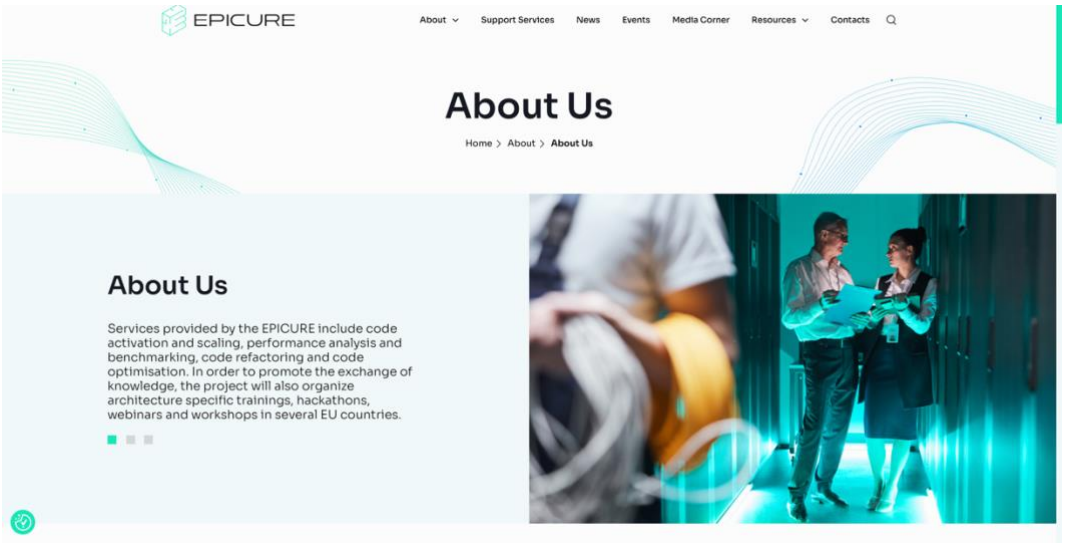


Figure 22 - About us section

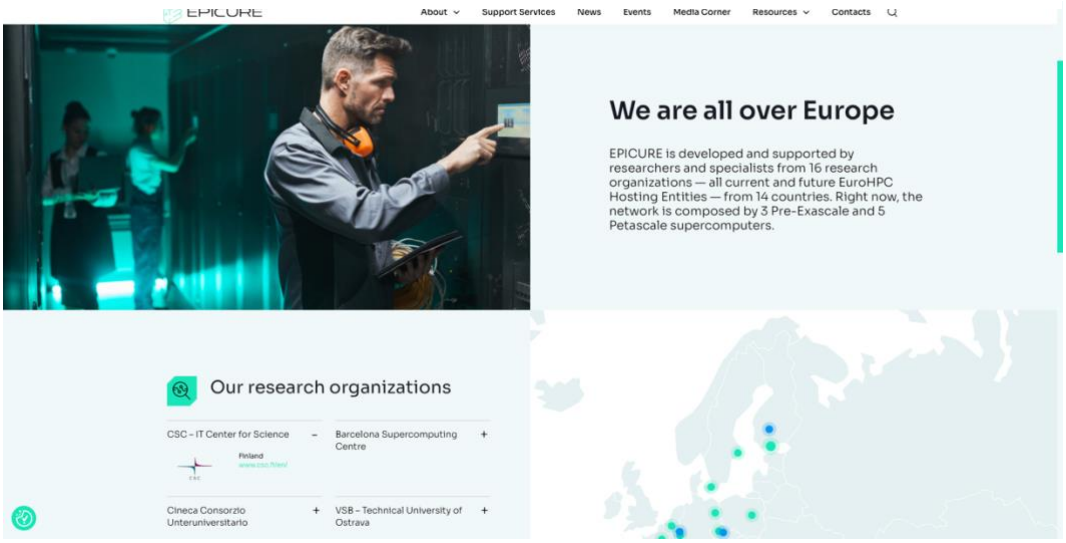


Figure 23 - Consortium section

Support Services

This menu presents the five support services provided by the EPICURE project. It also has a call to action to the process for applying access to EuroHPC Systems and requesting assistance from the EPICURE project.

The five support services provided by the EPICURE project are:

- **Code Enablement and Scaling** - Support for enabling and increase the scalability of user codes to EuroHPC supercomputers;
- **Performance Analysis** - Performance analysis for HPC codes;
- **Benchmarking** - Our service focuses on developing a benchmarking suite to evaluate the performance of EuroHPC machines;
- **Code Refactoring** - This service involves restructuring or rewriting parts of an application code to improve it maintainability but without changing its function;
- **Code Optimization** - Our service aims at improving the efficiency and performance of the software such that it consumes fewer resources.

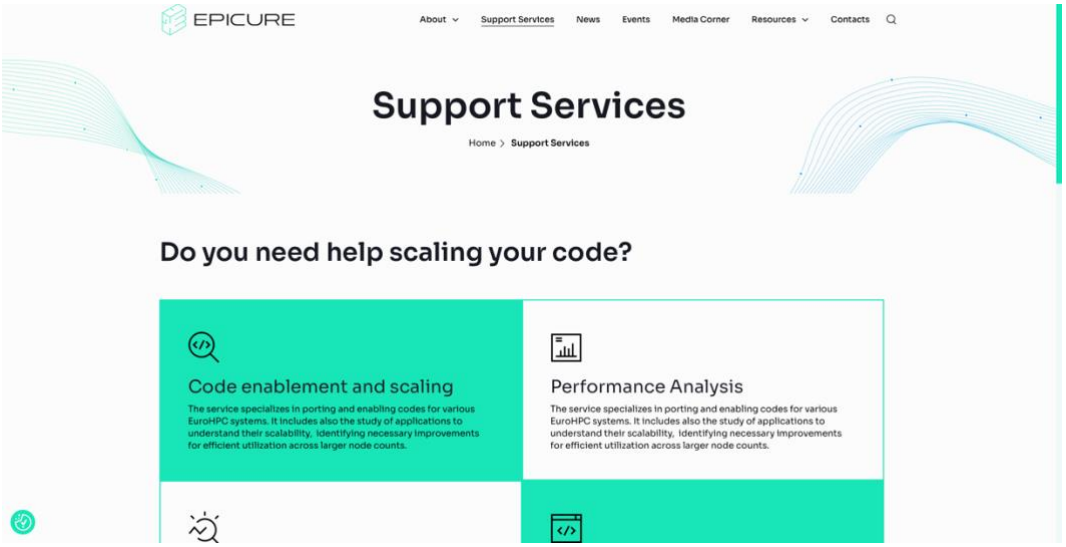


Figure 24 - Support services menu

News

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

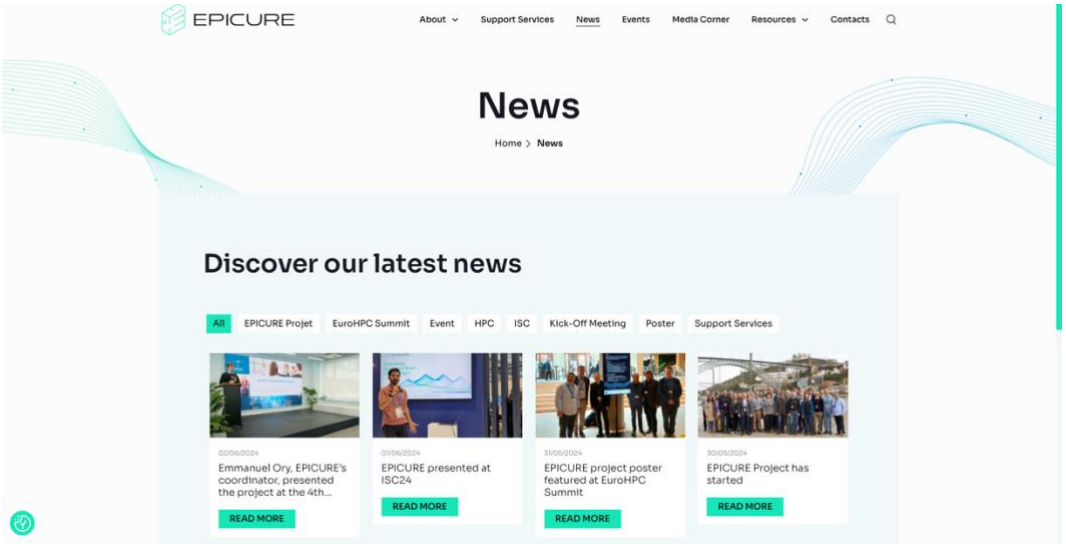


Figure 25 - News menu

Events

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

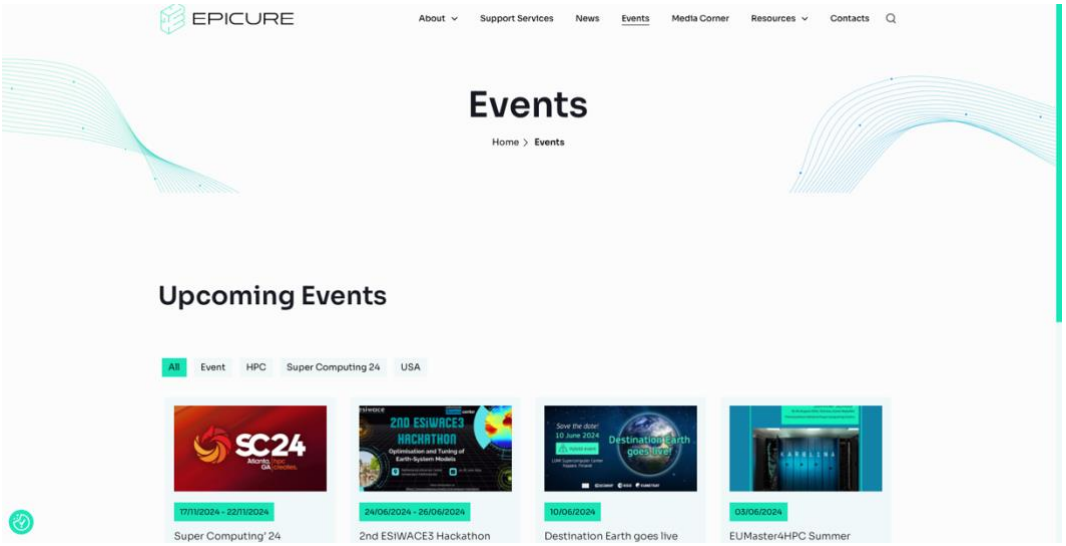


Figure 26 - Events menu

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

Media Corner

This menu is divided into four sections: communication materials, press releases, clipping and newsletters.

The communication material section presents the visual identity manual and other communication materials that are being developed during the project's activity.

The press releases section presents all the press releases that will be launched regarding the EPICURE project. The clipping section collects all EPICURE's results in the media and other online platforms.

The newsletter section will present all the newsletters that will be launched throughout the project for the EPICURE community, which is available through a subscription form.

All of these materials could be downloaded by website visitors and the website has already a plugin that is counting all the downloads of these materials.

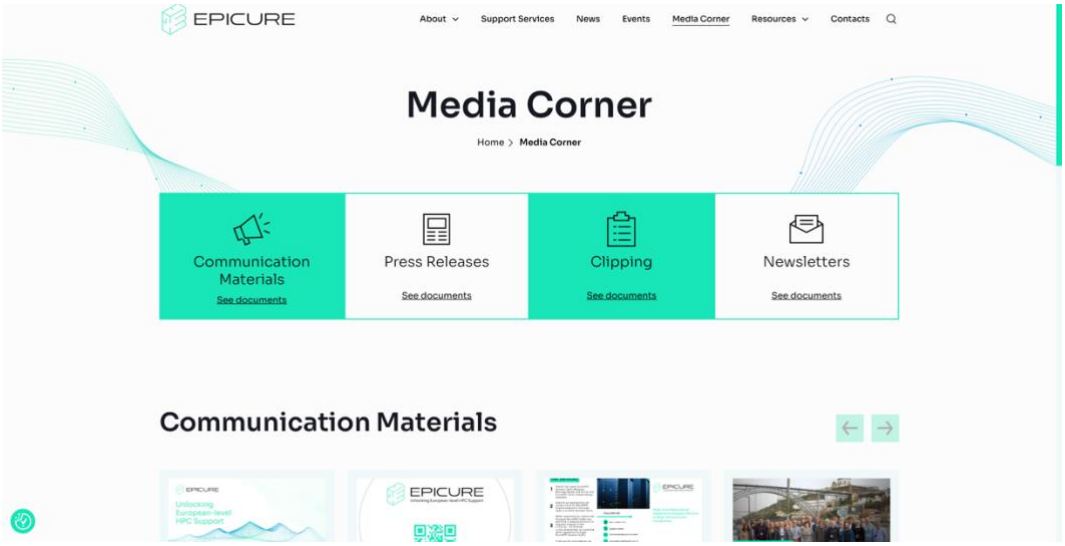


Figure 27 - Media corner menu

Resources

This menu is divided into three sections: blog, training materials and deliverables.

The blog 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. This section will be divided into two types: blog posts written by partners or external collaborators and posts written by people who used the support services provided by the project team. The testimonials from the users can also be transformed into a success story about the support that is being given to them by the EPICURE project. It is important to mention that all the partners will be invited to write, at least, a blog post during the project execution.

The training materials section will present all the materials related to the project's training activity, such as training resources, materials used in webinars and workshops, the results of hackathons, and other training materials will be available here.

The deliverables section shows all the public deliverables.

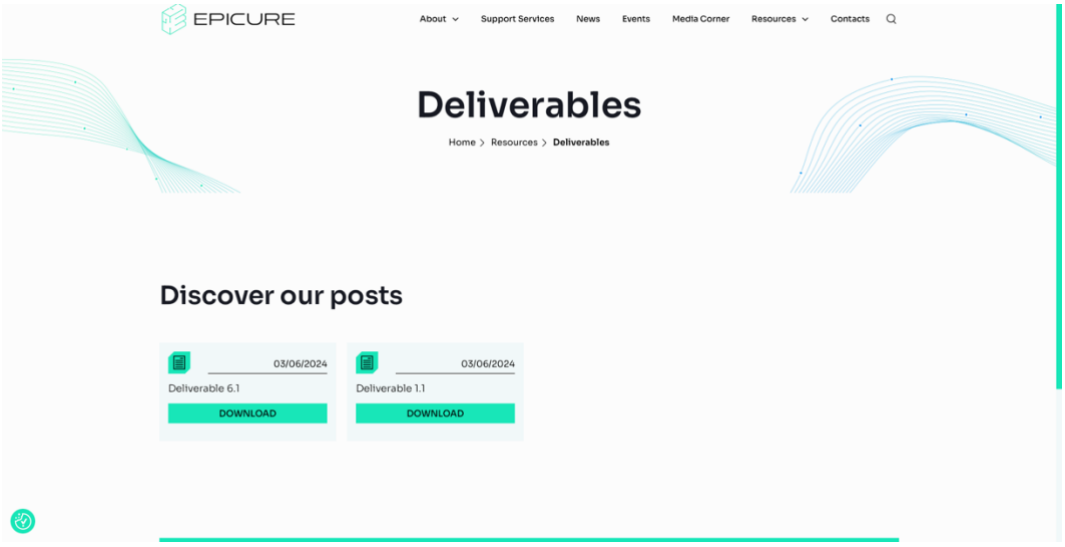


Figure 28 - Deliverables section

Contacts

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

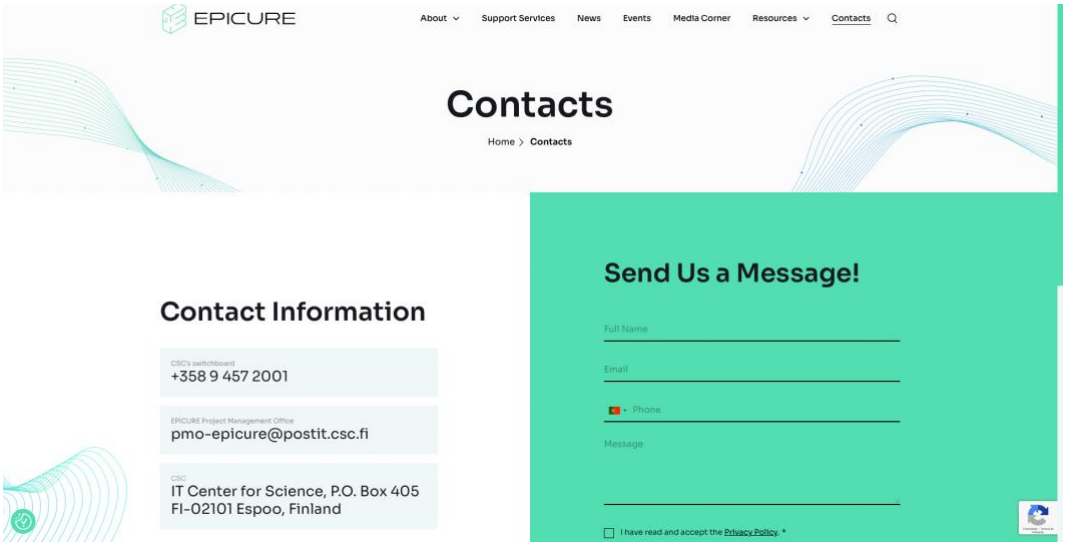


Figure 29 - Contacts menu

Footer

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

An ethics section entitled Privacy Policy describes 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 website's footer, 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 information regarding the funding, which shows the logos of the entities that are funding the project and also the textual acknowledgements, according to the EU guidelines.

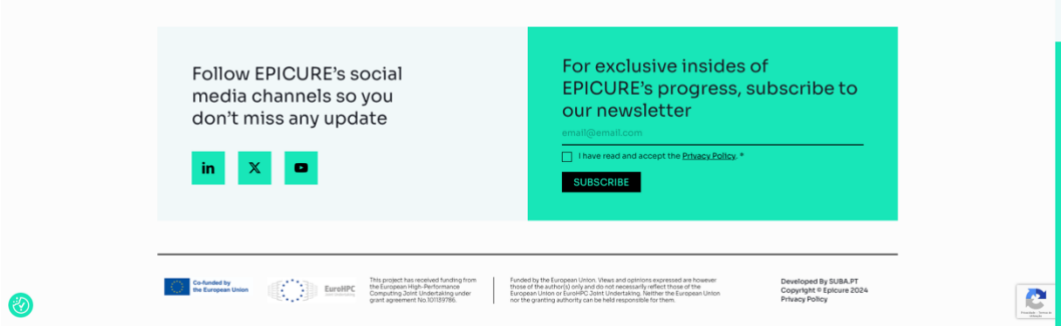


Figure 30 - Footer section

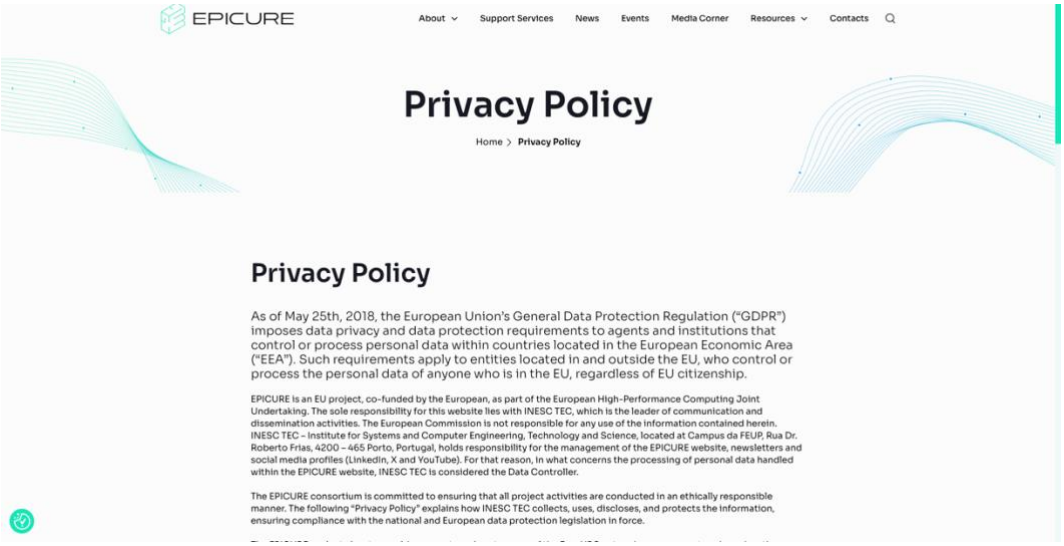


Figure 31 - Privacy policy section

2.3.2.2 Social Media Channels

To communicate EPICURE in an efficient way, the project is present in social media channels. The X, formerly Twitter, and LinkedIn accounts were created on April 7, 2024, and actively updated from April 23 2024 onwards. This digital placement allows the project to target different audiences through personalised content, addressing important milestones of EPICURE: present the project's partners, the events that are being organised, important concepts related to HPC, etc.

Through social media, the communication and dissemination of EPICURE 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.

To foster the presence of the project on social media, special campaigns will be designed, integrating 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).

The partners will be updated regularly on the results of these paid campaigns, through a report with details on the goals and achievements. Following the same approach, a report focused on the activity and impact of the social media in the communication of the project will also be provided and described on the next deliverables of this WP.

a) X

In July 23, 2024, the EPICURE's X account has 129 followers and 24 posts with 46 interactions. As a more immediate social media channel, X allows users to deliver direct and strong messages related to EPICURE in an ecosystem where individuals, research organisations and companies are represented. Even though there's a limitation on the number of characters, the message can also be shared (in addition to a small copy) with videos and photos. To foster the chances of reaching specific and target audiences, tags and identifying partners' accounts will also be used.

Goals and Target Audiences

As mentioned above, content published on X will, preferably, have short and clear sentences with attractive CTA's and expressions to catch the user's attention and, consequently, promote advocacy and influence with direct engagement while raising awareness, increasing the online visibility.

Content Strategy

When planning the EPICURE communication strategy, it was decided that the training aspect, one of the focuses of the project, would also be highlighted in the content produced for X. As such, different videos and images with concepts related to HPC will be produced and published, allowing our audience to get to know all the layers of this scientific area — so we can reach general public beyond the technical experts. On another level, this social media presence will also be used to publicise the project presence/participation in events and training initiatives to increase the chances of participation and maximise the awareness of our audience. To position the website as a key element of EPICURE's communication, all these posts will be accompanied by a link to the website, where followers can find more information on the shared topic as a news item.

Generally, different content — with an organised and dynamic approach — will be periodically uploaded:

- **Get to know our partners:** Specifically, during the project's first months, videos with the partners' 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 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;

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

b) LinkedIn

In July 23, 2024, LinkedIn has 102 followers, 25 posts and 323 interactions. LinkedIn will also be a key channel through which to disseminate EPICURE to our target audiences. Taking advantage of a B2B platform, where the project can have an impact on the whole market and attract the attention of potential stakeholders, the goal, with the presence on LinkedIn, is to disseminate new solutions and results in the HPC field, promote the organisation/promotion of events organised by the project

—to maximise the participation —, but also related to HPC, and improve the cooperation between HPC communities in Europe.

Goals and Target Audiences

EPICURE's target audiences on LinkedIn do not diverge from the whole as described in the proposals: academia, R&I companies, sysadmins, CoEs, and other stakeholders involved, as well as the media. With this effort on social media, which is used mainly by professionals, the project will try to reach more strategic contacts and thus increase our degree of influence. The content will have a higher level of expertise using more complete and complex descriptions. To do this, EPICURE will rely on the skills and expertise of our partners in the HPC field to include and involve them in this content creation.

Content Strategy

As specified above, content on EPICURE's LinkedIn page will feature regular headings to make the pages more dynamic, organised, and relevant. Different types of content will be created for this platform, with different goals, according to the details below:

- **Get to know our partners:** During the project's first months, videos with the partners' 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), and these 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 will frequently adapt the type of content for social media channels.

c) Interaction with the target audiences

There have already been several posts made on social media, which may help to elucidate what is described above. As an example, one of the first pieces of content to be published was a video produced about the project's kick-off meeting, held in February 2024 in Portugal. This was a first opportunity to show the faces of the researchers who make up the project to followers on social media, as well as the group dynamic, in one of the first opportunities the consortium had to meet in person. In this sense, as well as being content that serves the project's communication purposes, it also serves as a short record of the meeting.

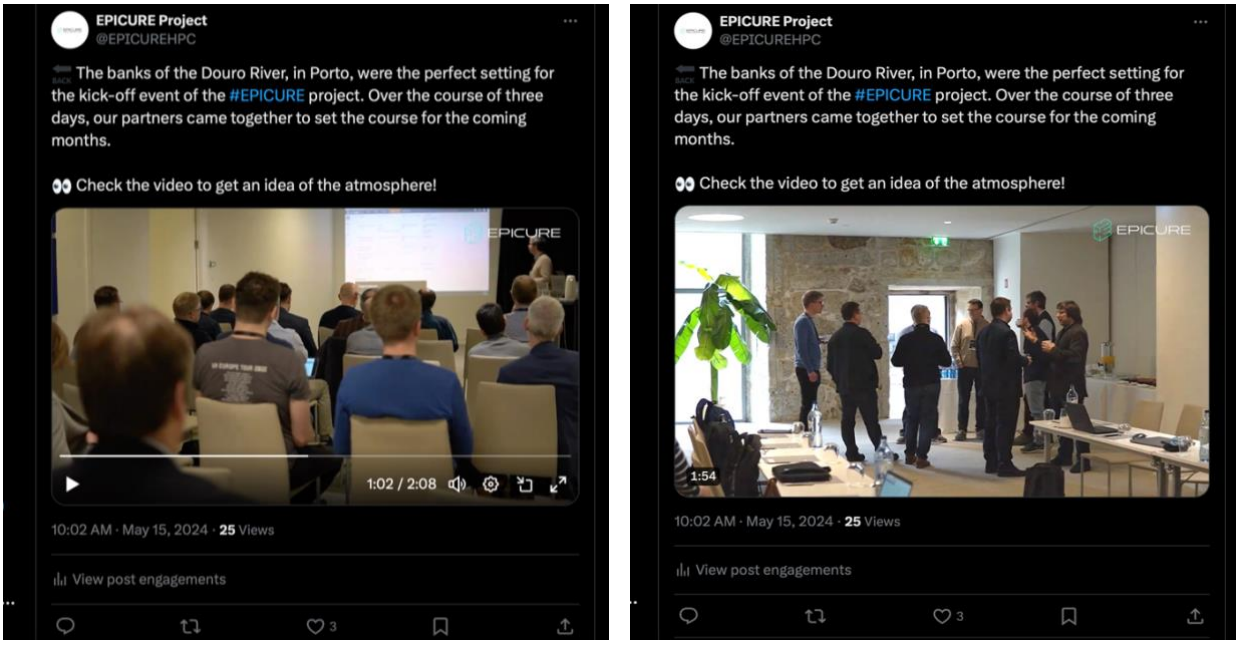


Figure 32 - Example of video publication

Following this event, the interviews described above were carried out, which have been shared with the communication teams of the other institutions (who are also identified in the original publications). In this way, the reach of the publications has been greater - at a stage when the project is still building its audience and strengthening its community - and there is an involvement of the various partners in the communication tasks, in line with the allocation of PM decided at the beginning of the project.

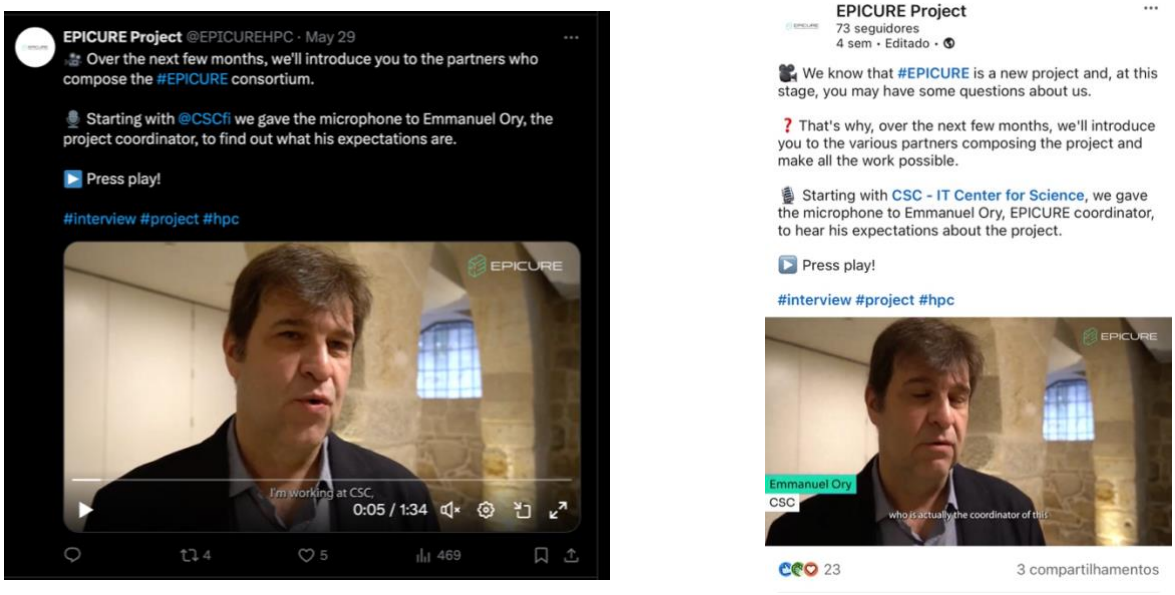


Figure 33 - Preview of interview's post

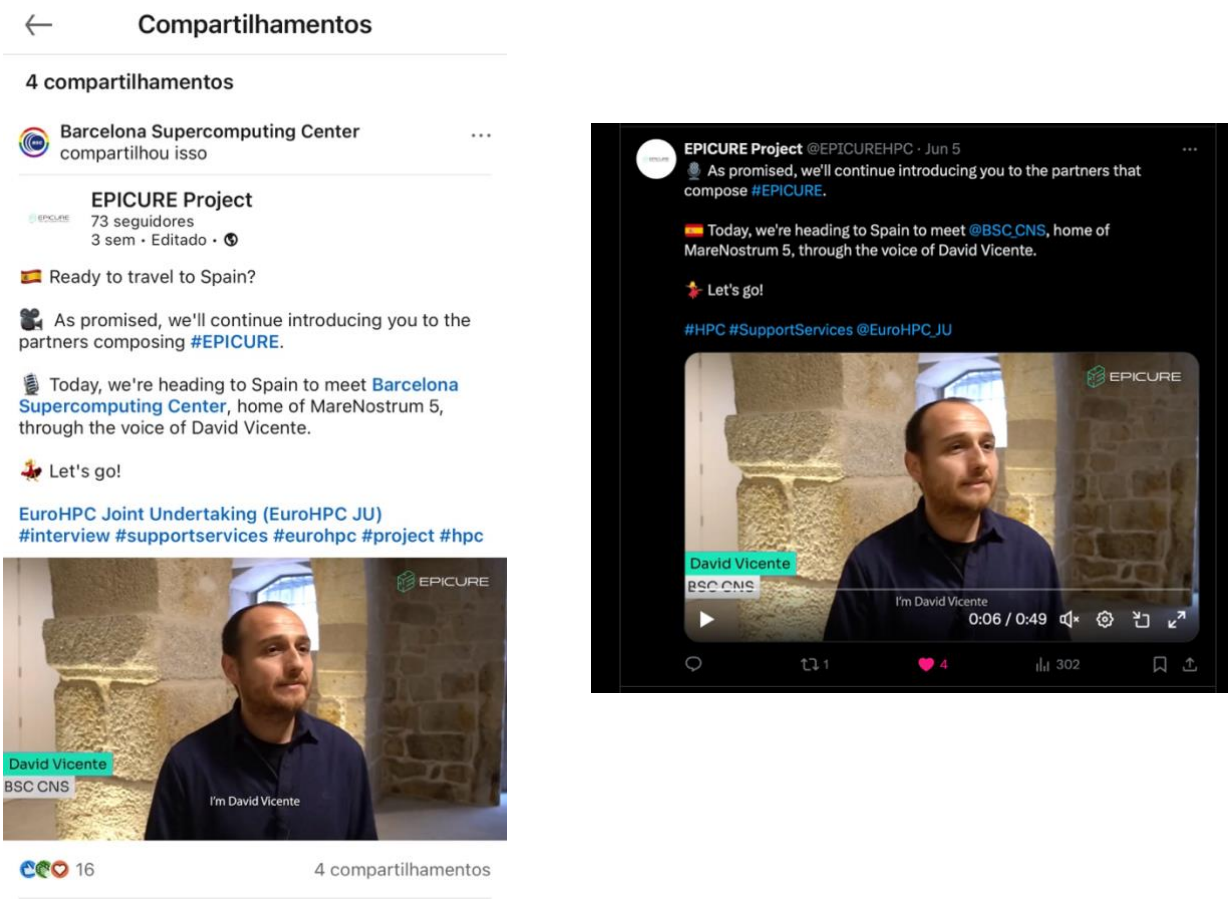


Figure 34 - Preview of interview's post and share

The relationship with the official channels of EPICURE's partners is also strengthened by sharing content produced by them, whenever it fits in with the project's communication strategy, for example, by publicising external events attended by members of the consortium, achievements or milestones.

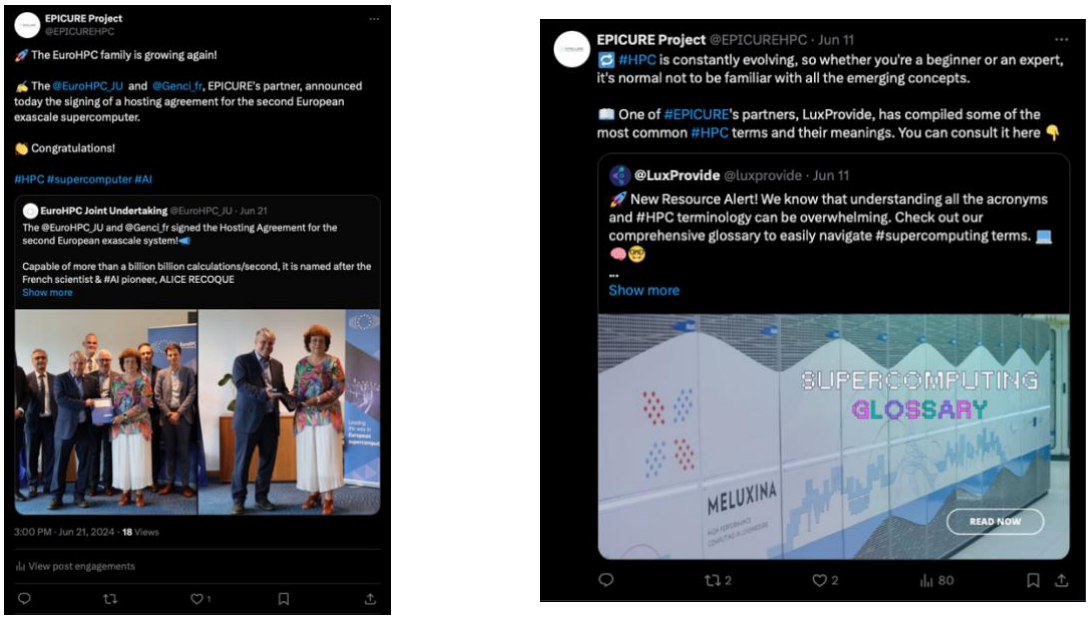


Figure 35 - Preview of re-share partner's posts

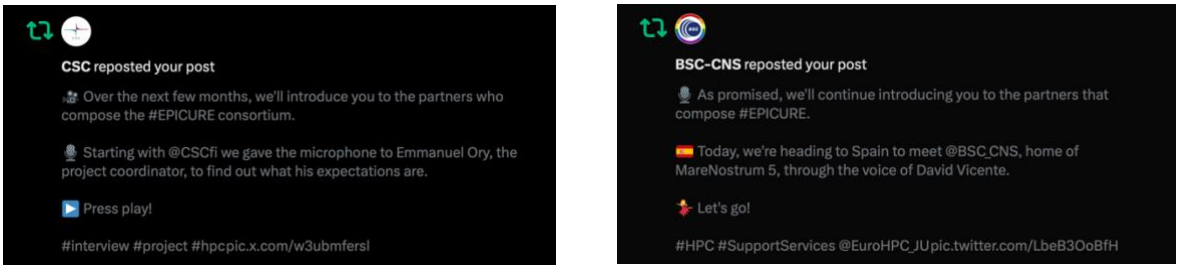


Figure 36 - Posts shared by the partners

d) YouTube

To complement the communication strategy of EPICURE, it was also created a YouTube channel, where all the videos produced in the scope of the project will be uploaded. For instance, all the interview videos recorded during the kick-off will be uploaded on the channel — the published ones are already available —, as well as the videos produced for the promotional purpose on events, like was the case of ISC 24, or the digital archive of participation in other initiates. All the records of the training sessions will be also available on the channel, since we have authorization from the speaker to do so. The YouTube channel will be the main platform to also host the official video of the project,

one communication material that should give an overview of the project and be used by the partners to present it in an easy way.

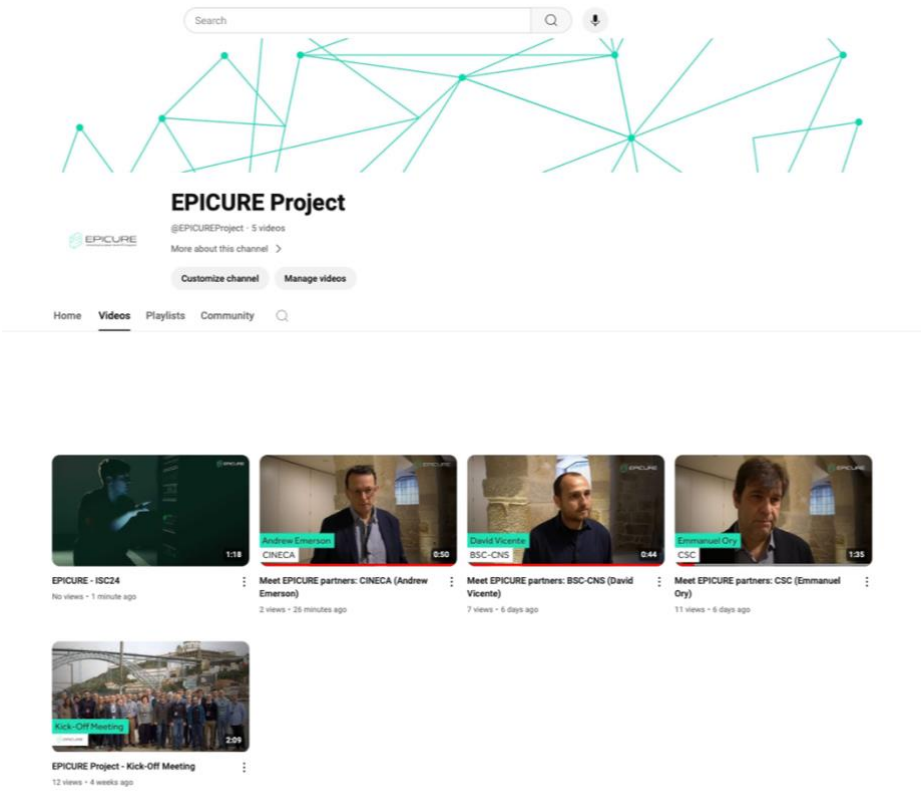


Figure 37 - YouTube channel

Currently, the EPICURE channel has five videos available, organized in two playlists: Meet EPICURE partners, where the interviews with all the partners can be found as they are published on social media. There's also a playlist dedicated to events, with videos recorded or produced for special initiatives — in the current scenario, the project kick-off meeting and ISC 24.

e) Next steps

At this stage, and as far as multimedia content is concerned, it is already possible to foresee the production of new content, following the interviews recorded when the partners met in person - continuing the already started series focused on presenting partners. The next interviews scheduled for publication are mentioned in the table below.

ORGANISATION	RESEARCHER	MONTH
IT4I@VSB	Lubomir Riha	July
IZUM	Žiga Zebec	July
LUXPROVIDE	Valentin Plugaru	August

INESC TEC	André Pereira	August
SofiaTech	Kiril Kirilov	September
UAntwerpen	Kurt Lust	September
CYFRONET	Mariusz Sterzel	October
DTU	Christian Schou Oxvig	October
GENCI	Corinne Beal	November

Table 1 - Next interviews

At the end of this series, the publications of which will be combined with, for example, the dissemination of internal and external events, we will continue to publish more content in video format, namely some concepts and fun facts related to HPC.

QUESTION/FUN FACT	ORGANISATION
Definition of “Green Computing”	CSC
Fun Fact about HPC	BSC CNS
Fun Fact about HPC	CINECA
Definition of “Scalability Challenges”	IT4I@VSB
Definition of “Data movement challenge”	IZUM
Fun Fact about HPC	LUXPROVIDE
“What is the relevance of HPC?”	SofiaTech
Definition of “Digital Twins”	UAntwerpen
“What are the advantages of using HPC?”	CYFRONET
Examples of HPC applications in real-word scenarios	INESC TEC
Definition of “Heterogenous Computing”	DTU

Table 2 - Next concepts and fun facts related to HPC

The supercomputers that make up the EuroHPC network will also be highlighted. To this end, the heads of the teams of each system were also interviewed, with the aim of providing a brief description of the machine in question, as well as the positive impact it has had on leveraging technological and scientific progress in the respective country.

SUPERCOMPUTER	ORGANISATION
LUMI	CSC
MARE NOSTRUM	BSC CNS
LEONARDO	CINECA
KAROLINA	IT4I@VSB
VEJA	IZUM
MELUXINA	LUXPROVIDE
DISCOVERER	SofiaTech
DEUCALION	INESC TEC

Table 3 - Next interviews about supercomputers

In addition to this type of content, much of which is internal, it is already possible to foresee the project's participation and involvement in major events with defined dates. This is the case with EuroHPC User Day and Super Computing. For these two events, posts will be made on social media - accompanied by images provided by the partners present on site. It should be noted that this will be done for each event where EPICURE will be involved during the project timeline.
These are just the examples of some content that is possible to plan now. Of course, all the project's activities and initiatives will be taken in account for these channels.

2.3.2.3 Blog

One of the pages of the EPICURE website is dedicated to the Blog. Throughout the duration of the project, it is expected that this will be a space for sharing knowledge, experiences and best practices based, for example, on the trajectory of the researchers and support teams that make up EPICURE.

The website is already ready to have the blog posts available. It is important to mention that the blog posts will allow comments and promote the interaction between the website users directly on the blog post page.

The blog posts will be available monthly and will start in September 2024. Between July and August, a calendar will be shared with all the partners, to be filled by each responsible and to have the guarantee of its participation.

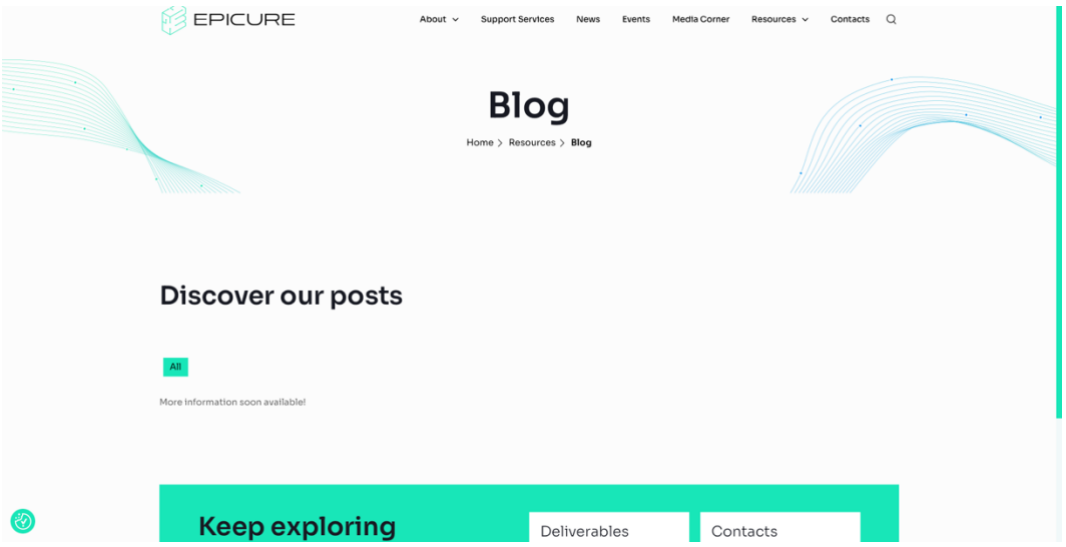


Figure 38 - Blog section

The blog posts should be related to the HPC field and can be focused on such subjects as:

- HPC architecture and infrastructure;
- Parallel computing and HPC;
- Applications of HPC;
- HPC in cloud computing;
- Energy efficiency in HPC;
- Case studies and best practices in HPC.

To this end, each partner is expected to contribute at least one article, with a new one published monthly. It will promote interaction between the different institutions and computing centres, blurring the differences and doubts that may arise, for example, due to the different architectures of the supercomputers in the EuroHPC network.

On the other hand, it will also give a voice to the project's external participants: the heads of the computational projects that apply for the support provided by EPICURE. In this sense, we will have the point of view of those who have been "helped" by the project, being able to explain the whole process and describe the support given, relating it to advances in research and, consequently, contributions to the scientific field and society. This will also be a way of publicising the impact of HPC on society and highlighting the impetus it can have for innovation and technological progress.

On the other hand, the topics covered during the training sessions could also be explored to promote reflection on the subject in the light of current HPC dynamics, relating it to the type of support provided by the project and maximising the outputs of the initiatives beyond the moment they were carried out and in a more timeless context.

This content will be extremely useful for boosting website traffic, as it contains highly specialised information and retains users. Consequently, the blog posts will be shared on social networks to increase the possibility of them being seen by a wider audience. The partners involved will be also tagged on these posts.

It is important to mention that WP6 will be responsible for asking for the partner's collaboration to accomplish the KPI defined for this action. As mentioned above, the main goal of this initiative is to promote the sharing of knowledge, experiences, and best practices, which is crucial to the partner's participation and collaboration.

The KPI defined for the blog posts is 15 blog posts for the whole project.

2.3.2.4 Testimonials and Success Stories

Following the blog posts, some testimonials and success stories will be produced by our partners to share their experience and knowledge in different activities and fields related to the project, as well as to promote the best practices in the area. This content will be used on the homepage of the website, according to the figure below, and will be shared on the social media accounts. When we consider it relevant to transform the testimonial into a success story, this one will be published as an article on the website.

The format could be interviews or a story of high-level researchers involved in the project, the experience of young researchers regarding their participation in the project, the HPC users that had the support from the EPICURE project, and others.

The KPI defined for the testimonials and success stories is 9 items for the whole project.

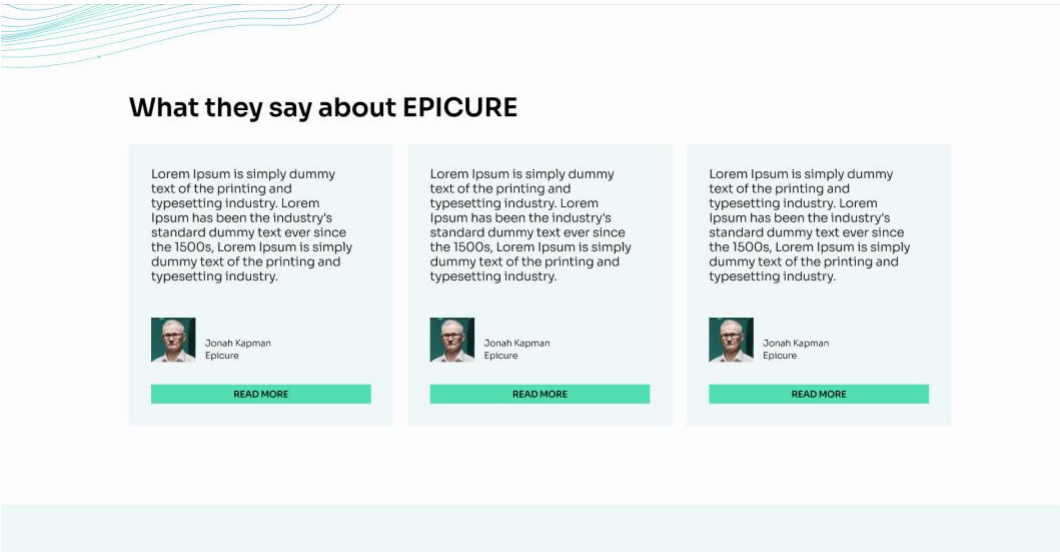


Figure 39 - Testimonials section

2.3.2.5 Webinar Series

The origin of the EPICURE project include a strong training component, which is promoted through webinars, hackathons or other means. Drawing on the experience and knowledge of the researchers who make up the project and in the light of a previously defined theme that is always related to HPC, a webinar series will be organised, made up of different episodes and with the participation of internal and external speakers – in order to provide the best and most specialised overview of the theme. This activity will be carried out in close liaison with Work Package 5, which is responsible for Advanced Training. The goal is to have a new webinar every two months and the subjects, as example, can be focused on the following areas:

- HPC skills ranging from the basic to advanced levels;
- HPC Hardware and Technology;
- AI and HPC;
- HPC for sustainability;

As far as Task 6.2's (Communication and Dissemination) involvement is concerned, this will initially be at the level of publicising and communicating these initiatives, starting with the production of communication materials - to be used on social networks and in emails related to these initiatives and also during the webinars sessions – but also with publicity to media organisations, through press releases and interaction with other projects with an expression on social networks and which will have common audiences (related to HPC).

Work Package 6 will also be heavily involved in the registration process and managing the logistics of the sessions that make up the webinar series. At first, with information about the speaker, date and topics of the closed sessions, a registration form will be built - also with EPICURE's visual identity, to keep the coherence and connection to the project always present. This tool will make it possible to gauge the number of people registered/interested in the topic that will be explored, but also to understand their country of origin, the institution they are affiliated with, their gender and their availability to receive the project's newsletters (with a view to increasing the contact database). It is important to mention that the data collected by this initiative will be according to the GDPR rules. When the webinar series ended, all the data will be deleted and just be used for the report purposes and during the project lifetime.

The topic and speaker for the next session will be announced, with registration already available.

WP6 also provides support for the webinars by producing graphic materials, such as screensavers, and support scripts for the moderators, which help them guide the session at the beginning and end, when questions are being asked.

During the session itself, information will also be collected - through the tools provided by the platform – on the participants who actually join the session link, in order to be able to establish a comparison

and make an effective analysis of the number of registrants and actual participants, but also the type of organisation they come from, so that we can align the project's communication efforts and publicise the initiatives.
After the session, the recording will be uploaded on the YouTube channel and shared on the website and social media accounts.

For each session, will be a moderator, which will welcome the participants and introduce the speaker, as also will be responsible for the Q&A session, after the speakers' presentation. The WP6 will also be responsible for the creation of some guidelines for the moderators and speakers, in order to have some coherence between the different episodes – graphically and textually.

The main goal of this webinar series is to engage with the target audiences and promote the knowledge on HPC area and also promoting the services provided by the EPICURE. For that, in collaboration with WP5, several subjects and speakers will be selected, taking in consideration the gender balance, the different time zones and others details that are relevant to create buzz about this project initiative.

It should be noted that the first webinar of the EPICURE project took place on July 10, 2024, with a talk focused on "Scientific Visualisation at the Argonne Leadership Computing Facility". This webinar was led by Silvio Rizzi, Joseph Insley and Victor Mateevitsi, from Argonne Leadership Computing Facility. They will delve into the history of scientific visualisation at the ALCF, highlighting successful collaborations with scientific teams and showing exemplary science challenges addressed at this entity.

Regarding participation, this webinar counted 61 registrations and 45 participants. Part of this audience was external to the project, which was a good opportunity to communicate the project as a whole.

It should be noted that the webinar was organised in collaboration with the WP5. As done for this webinar and as a plan for the next ones, below is a detailed workflow and timeline for disseminating this initiative.

The webinars will be organised every two months and will have partners as speakers, and external speakers will also be invited to join this initiative. The next webinar will be in September 2024. More details will be presented at https://epicure-hpc.eu/events/.

1 month before the webinar:

- Confirm the content of the talk (speakers, bio, summary, photos, etc);
- Create the survey for the registration;

- Create the image for the dissemination;
- Launch the save the date for the next webinar.

15 days before the webinar:

- Launch the registration;
- Publish the content related to the webinar;
- Share the initiative on social media;
- Share this initiative with the EPICURE community (email, chat, partner's contacts, communication contacts of each partner);
- Share this initiative with the HPC community (HPC networks, specialised media (if applicable), academia and industry);
- Produce the presentation to the moderator;

1 week before the webinar:

- Registration follow-up;
- Production of the screensavers for the session;
- Reminder of the webinar in different channels and communities;

1 week after the webinar:

- Share the video recorded with the speakers and participants;
- Share the form for feedback with the participants.

2.3.3 Public Relations

As key points for disseminating information, the EPICURE project will have a close and frequent relationship with the media, especially those specialising in HPC. To facilitate this interaction, different press releases, in a national and international context, will be produced – whenever the project's activities warrant it (as is the case with the webinar series) - and a press kit, made up of all the materials described throughout this deliverable and which make it easier for journalists to get to know the project.

2.3.3.1 Press Kit

As defined at the start of the project, a press kit will be produced and made available on the EPICURE website – which may change as the content and results achieved over the four years are updated.

The press kit will include information about:

- The project coordination and its contacts;
- The project graphic elements, such as the EPICURE project logo;
- The project summary and objectives;
- The participant's profiles;
- Relevant information about the project activity.

This should be a quick and easy way for journalists and media organisations to find out about the project and, if they so wish, have the necessary contacts at their disposal to request more information. To involve the partners in this approach, the press kit will be sent to all the organisations that make up EPICURE, so that it can be made available to the media in each country – with the necessary adaptations by each organisation's communications team — for more effective dissemination.

2.3.3.2 Media

Despite the recent changes in communication dynamics introduced with social networks, the media remain indispensable partners for affirming a project and consequently gaining recognition – among the scientific community and beyond, ideally. It remains the most effective vehicle for reaching other stakeholders. It is also a way of gaining credibility for the project results and achievements.

Press Releases and Editorial Proposals/Opinion Articles

With this in mind, the team responsible for the project's communication and dissemination will develop news articles about EPICURE, its researchers and the achievements that are being highlighted. This will be done by disseminating press releases and presenting editorial proposals to different media at a national and international level, along with opinion articles signed by project members, with references to HPC-related facts, experiences and other topics linked to the project area.

In line with the participation already requested for the blog section of the project website, all partners from different countries will be invited to participate and write an opinion piece in their mother tongue related to the project and possible links to developments in the HPC area in their country.

It is important to mention that each press release that will be prepared will also be shared with all the communication teams of each partner of the EPICURE project to be possible, if applicable, to launch it at a local/national level. It should be noted that the first press release launched was at the beginning of the project, which aimed to present the project, its mission and objectives, and the consortium.



EPICURE
Unlocking European-level HPC Support

Press Release

This project has received funding from the European High Performance Computing Joint Undertaking under grant agreement No. 101139786. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or EuroHPC Joint Undertaking. Neither the European Union nor the granting authority can be held responsible for them.

Co-funded by the European Union

Hosting entities of the EuroHPC supercomputers join efforts in new project to support HPC users

Over the last few years, the EuroHPC Joint Undertaking has been working towards taking European supercomputing to new historic heights by installing new machines capable of competing with their global counterparts: three pre-exascale, five petascale and two future exascale supercomputers. Now, the current and future hosts of said supercomputers have combined forces to provide support services to selected users. The result is the EPICURE project (High-level specialised application support service in High-Performance Computing), featuring 16 partners and led by CSC – IT Center for Science.

Until now, the support provided was mainly focused on helpdesk support and resolution of operational issues. "At the moment, most of the help provided to users is short-term support which requires basic HPC skills and competences" says Emmanuel Ory, Development Manager at CSC - IT Center for Science and Coordinator of the project. "EPICURE will be ready to help users at an advanced technical level. Right now, all the different sites in Europe use different architectures, so users need to be able to move from one system to another very easily and seamlessly", continues Emmanuel Ory.

The project will provide several services, including code enablement and scaling, performance analysis and benchmarking, code refactoring and code optimisation. To this end, the project will draw on the experience and knowledge of all partners in HPC operations and support, using training activities and hackathons to share knowledge in porting, optimisation, parallelisation, and GPU programming. EPICURE will also include close collaboration with the different Competence Centres and Centres of Excellence.

CSC – IT Center for Science (Finland) is the Coordinator of the consortium which includes 16 partners from 14 different countries: Barcelona Supercomputing Centre - Centro Nacional de Supercomputacion (Spain), Cineca Consorzio Unteruniversitario (Italy), VSB - Technical University of Ostrava (Czechia), Institut Informacijskih Znanosti (Slovenia), Luxprovide SA (Luxembourg), INESC TEC - Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Ciência (Portugal), Sofia Tech Park JSC (Bulgaria), Universiteit Antwerpen (Belgium), Kungliga Tekniska Hoegskolan (Sweden), Akademia Gorniczo-Hutnicza IM. Stanislawa Staszica W Krakowie (Poland), Danmarks Tekniske Universitet (Denmark), Forschungszentrum Julich Gmbh (Germany), Grand Equipement National de Calcul Intensif (France). Also joining EPICURE project are Institut Jozef Stefan (Slovenia) and Centre Informatique National de L'Enseignement Superieur (France) as affiliated entities.

1

Figure 40 – Press Release

The KPI defined for the press releases is two press releases and four editorial proposals/opinion articles at the end of the project.

Clipping

All the results of this strategy are available on the project website in the Clipping section, as presented below, and shared on the social media accounts. This section presents all the news on the media and other online platforms.

The KPI defined for the clipping is 20 news on the media and online platforms for the whole project.

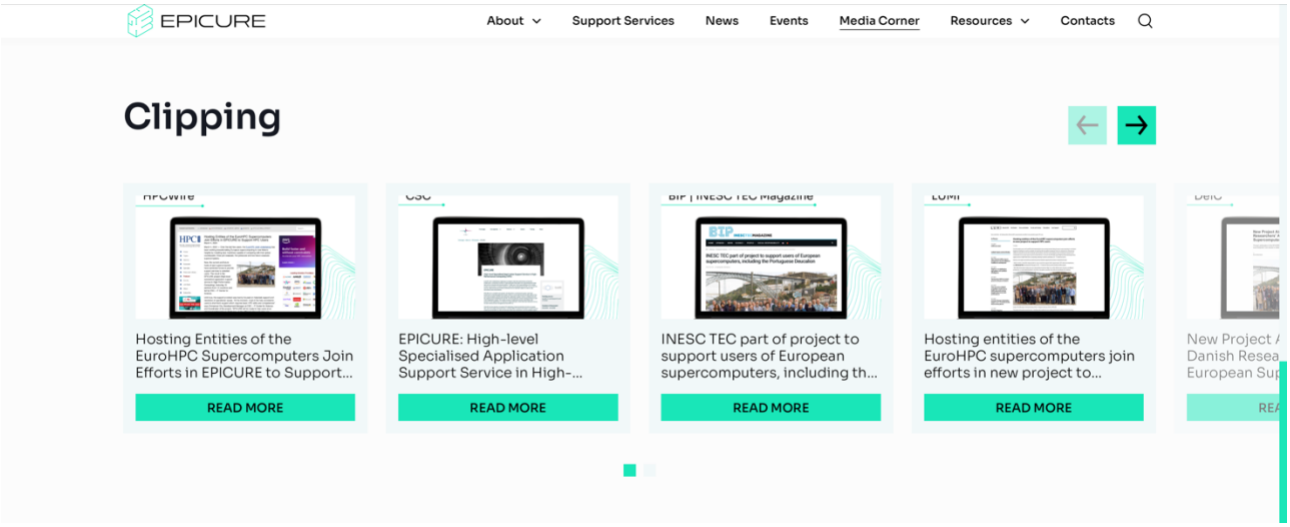


Figure 41 – Clipping section

2.3.3.3 News pieces

The News section of EPICURE's website is the best place to find out all the project's updates, as it collates the information provided by the partners, which is then processed and published in the form of news. Various contents will be produced and shared in this sense, with extensions and publications via the project's social networks.

The KPI defined for the news is 40 news on online platforms at the end of the project.

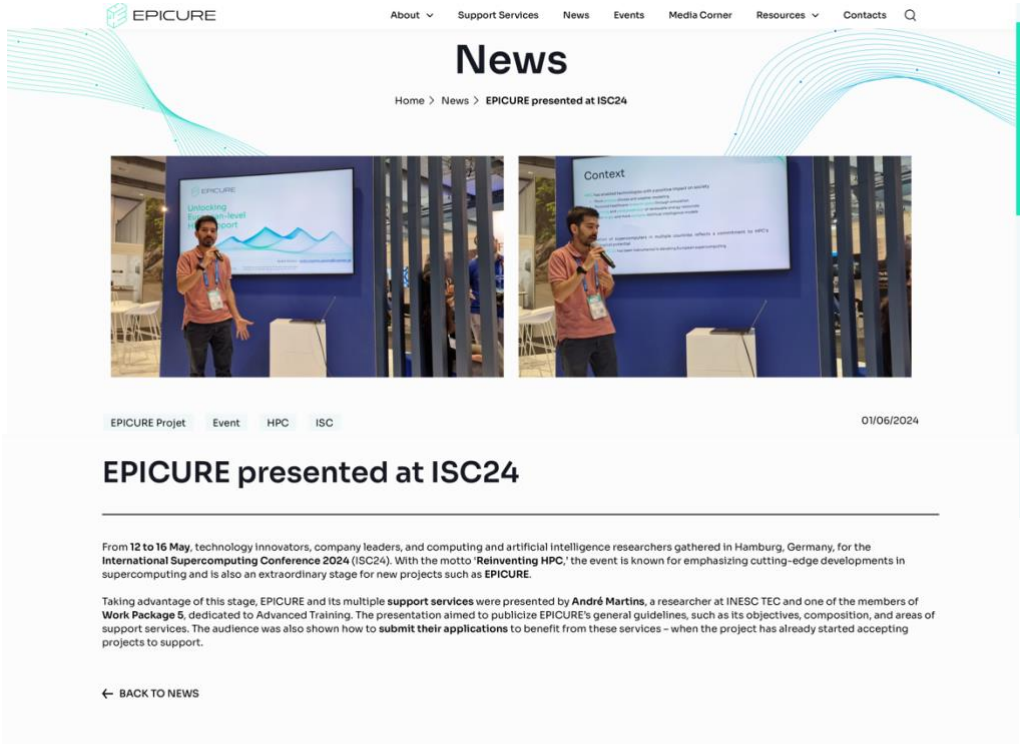


Figure 42 - News piece on EPICURE's website

2.3.3.4 Events

Also included in WP6 is the support for the communication and dissemination of events held in the project, structured and organised by WP5 Advanced Training. In this sense, EPICURE's communication channels will be exploited to the full, serving as a platform for describing the event, speakers' biographies, registration forms and follow-ups, with the materials used being made available. As described above, the entire visual identity of the project will also be reflected in disseminating these initiatives to maintain consistency and coherence. All the events will be available on the website with a specific menu to show all the upcoming and past events. The homepage also has a section with two highlights for the upcoming events.

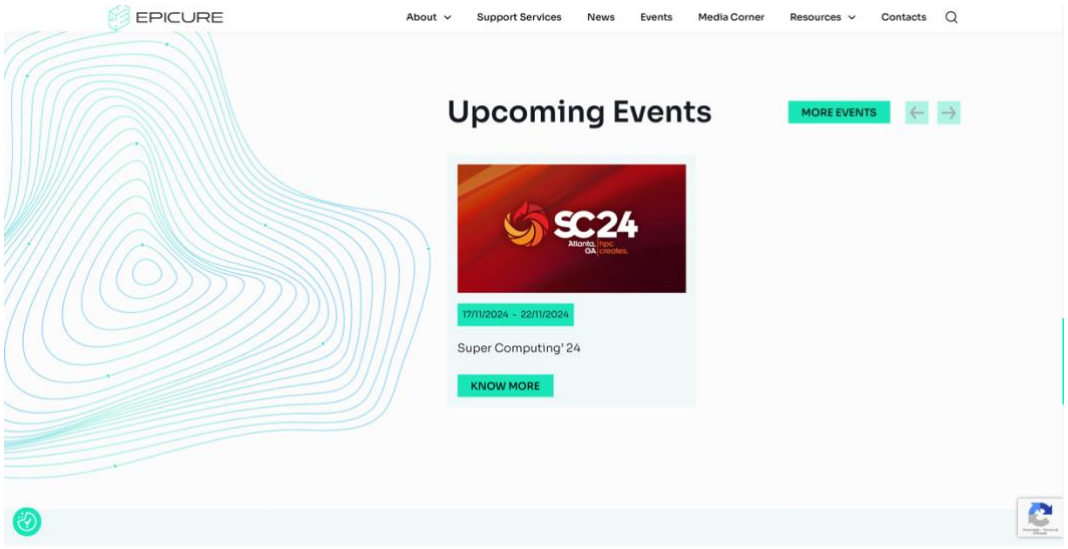


Figure 43 - Events on the homepage

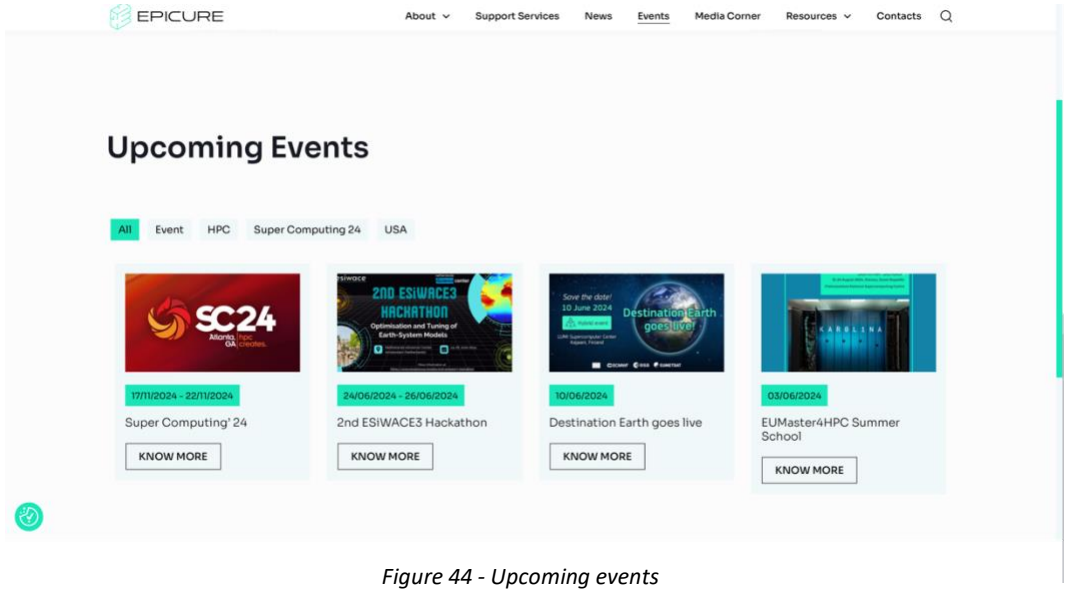


Figure 44 - Upcoming events

Regarding the planned events, an internal page developed by the WP1 is our database for search for a new one. All the communication of the events will be done considering this database, which is available at the Wiki platform.

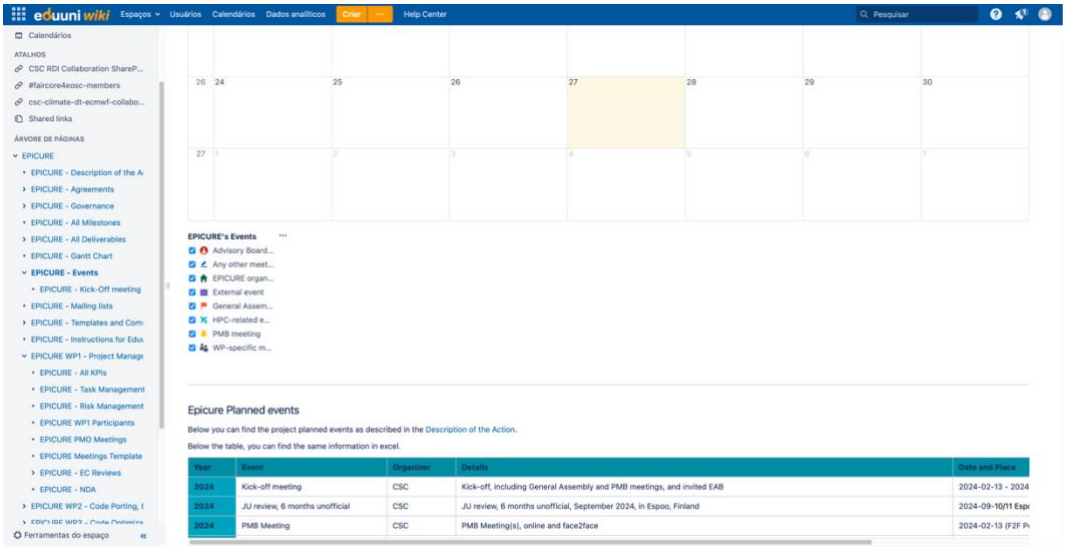


Figure 45 - Events planned and calendar

For all these events, the WP6 will ensure all the support for the communication and dissemination of these initiatives, as well as the development of the communication materials and contents that will be needed.







Figure 46 - Example of events with the EPICURE's image and materials

2.3.4 Direct Marketing

Direct Marketing is an effective way for a company to build and maintain brand awareness and raise interest in products and services.

This sub-chapter will consider two related actions: customer relationship management (CRM) strategy and newsletters.

2.3.4.1 CRM Strategy

An identified list of contacts with all target stakeholders can increase the chances of EPICURE's communication efforts being successful. This contacts database assumes the contributions of all the partners in identifying the target stakeholders and other projects. It's important to highlight that the implementation of this mailing list is accomplished the legal obligations related to the GDPR.

It's important to note that the newsletter's subscription is already available on the EPICURE project website. Subscribing to this community, the website visitor confirms its intention, confirming that they have read and accepted the Privacy Policy of the EPICURE project, which is available on the website's footer and also linked on this banner.

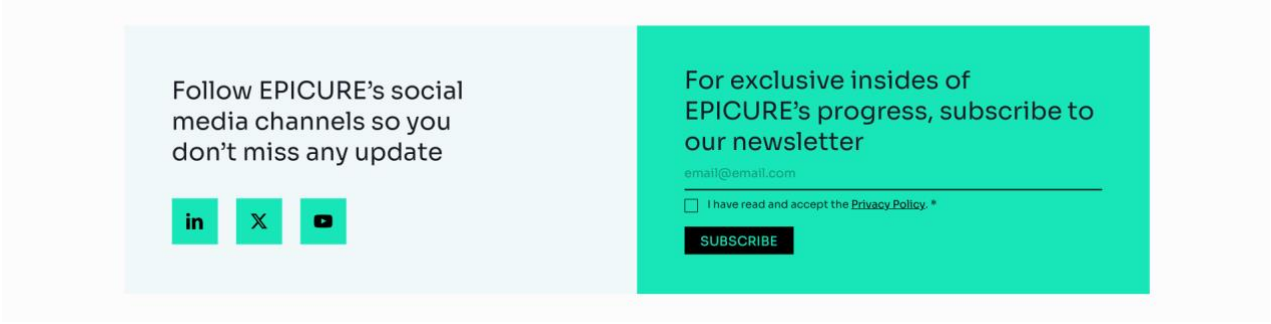


Figure 47 - Banner for newsletter subscription

Also, the subscription form is available on a dedicated page, which is presented below, and available at http://eepurl.com/iNPTnQ, which has the same information available.



Figure 48 - Signup form for newsletter

At this moment, EPICURE has 24 subscriptions.

2.3.4.2 Newsletters

Based on the contacts database on EPICURE's website, regular information on the project's developments will be sent to the strategic stakeholders in a newsletter format.

The newsletters will be sent every 3 months. In each project year, at least 4 different newsletters will be sent. The first newsletter was launched in July 2024 and was focused on the website launch and the first webinar.

View this email in your browser

EPICURE
Unlocking European-level HPC Support

Welcome to the EPICURE project!

Our website has officially launched, and the EPICURE's consortium invites you to visit the website and learn more about the project that will establish a four-year operation of a distributed European-wide high-performance computing application support service bringing together Application Support Teams (ASTs) set up in all current and future EuroHPC Hosting Entities, operating its supercomputers.



KNOW MORE

A message from our Coordinator

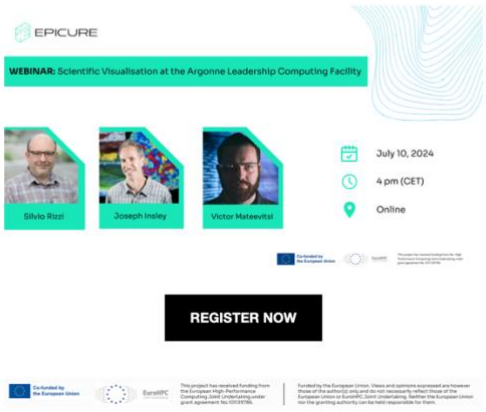


"EPICURE offers high-level support for users of the EuroHPC network, with an approach that was previously difficult to find. Through our services, users will be able, for example, to switch from one HPC system to another - since they have different architectures in Europe - very easily and seamlessly."
Emmanuel Ory, CSC – IT Center for Science

Webinar

SCIENTIFIC VISUALISATION AT THE ARGONNE LEADERSHIP COMPUTING FACILITY

Before the summer break, EPICURE debuts its webinars with a session led by Silvio Rizzi, Joseph Insley and Victor Mateevitsi, from Argonne Leadership Computing Facility. They will delve into the history of scientific visualisation at the ALCF, highlighting successful collaborations with scientific teams and showing exemplary science challenges addressed at this entity.



REGISTER NOW

Figure 49 - First newsletter

As mentioned above, the subscription form is already available on the website, although the project is still creating its contacts database. Each visitor can choose if they want to be part of the community to receive the project's updates.

It is important to mention that the newsletters will be focused on the main project initiatives, highlights and results, as they will also be focused on specific events or initiatives promoted through the EPICURE project.

3. Integrated Communication Campaigns

The integrated communications campaigns aim to establish communication campaigns with an integrated marketing approach based on the already described dissemination tools.

A communication plan that follows an integrated marketing approach based on several communication campaigns. Each communication campaign has a specific goal and targets specific project stakeholders.

This chapter is divided into four different campaigns with different goals according to the details presented below. Note that the below campaigns will be implemented during the project lifetime and they are flexible and can be changed according to some needs related to the project progress and to the partners' activity.

3.1 First Integrated Communication Campaign

The goals of the first communication campaign are to inform the project stakeholders about the project's existence and to communicate news and facts about the initiatives, events, and partners of the project. The implementation time of this specific campaign is from February 2024 to December 2024 (M1-M11).

To accomplish these goals, a direct interaction is being done with the partners, to present them and its participation in the project. Several actions are being implemented during this campaign to make possible to inform about the existence of the EPICURE project. According to the figure presented below, the main actions planned include the launch of website, the social media creation, the newsletters, the development of different communication materials and others.

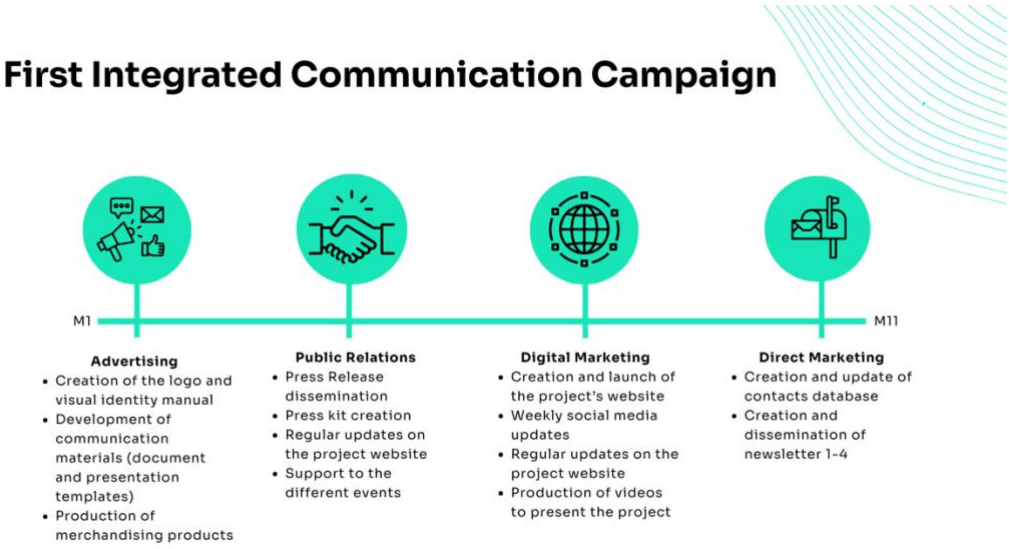


Figure 50 - Plan of the 1st ICC

3.2 Second Integrated Communication Campaign

Regarding the second integrated communication campaign, the goal is to create awareness among the HPC users and to communicate all the support services the project will provide during the project duration. The implementation of this campaign will occur from September 2024 to September 2025 (M8-M24).

Different actions will be done during this campaign, in order focus on the support services. For that, new different communication materials will be specific developed with this content, the project will be presented in several HPC events, the webinar series will start, and the newsletters will be launched, as well as new videos focused on the support services, as presented in the figure below.

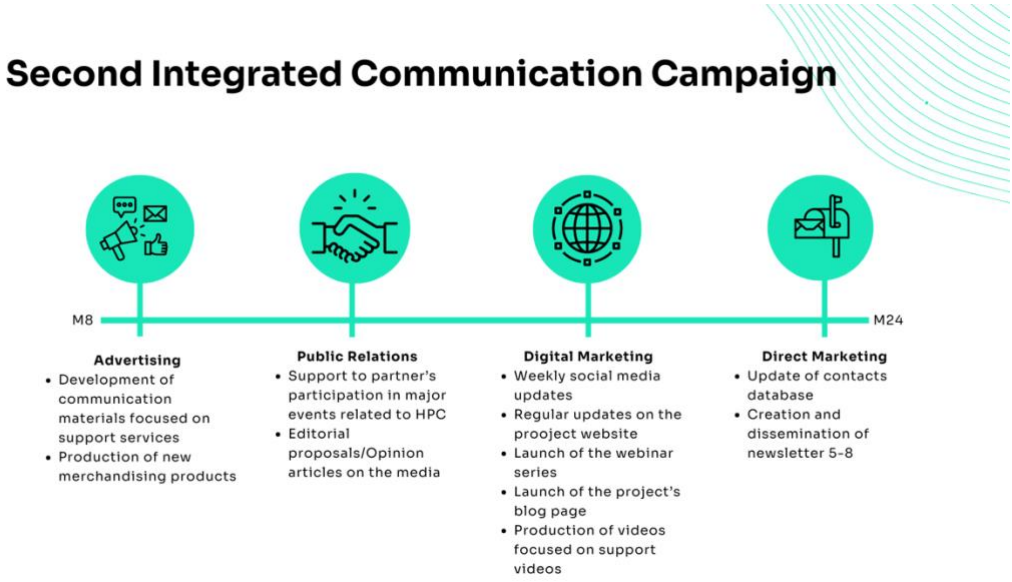


Figure 51 - Plan of 2nd ICC

3.3 Third Integrated Communication Campaign

The third integrated communication campaign will aim to promote the project initiatives related to the training activities. It includes, for example, hackathons and training actions, which will be organised by the partners involved in the WP5. Also, the training materials will be part of this campaign, which will disseminate these training results. This campaign will be implemented between January 2025 and January 2027 (M12-M36).

On this campaign, different actions will be implemented, such as, update of some communication materials, merchandising products, press release and opinion articles launch to the media, newsletters, etc.

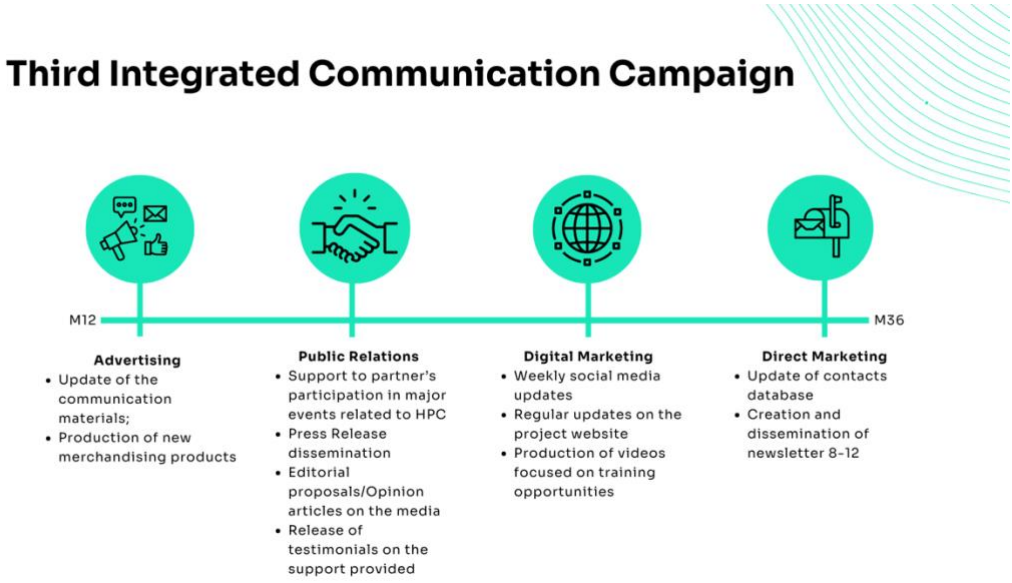


Figure 52 - Plan of 3rd ICC

3.4 Fourth Integrated Communication Campaign

The fourth integrated communication campaign will be focused on the project results. The EPICURE project's successful stories will also be part of this campaign, which will be implemented from January 2027 to January 2028 (M36-M48).

During this campaign, some communication materials will be developed to consider the project's results achieved, the success stories will be launched, as well as the final press release. The newsletters and the support to partner's participation in major events related to HPC will be also part of this campaign.

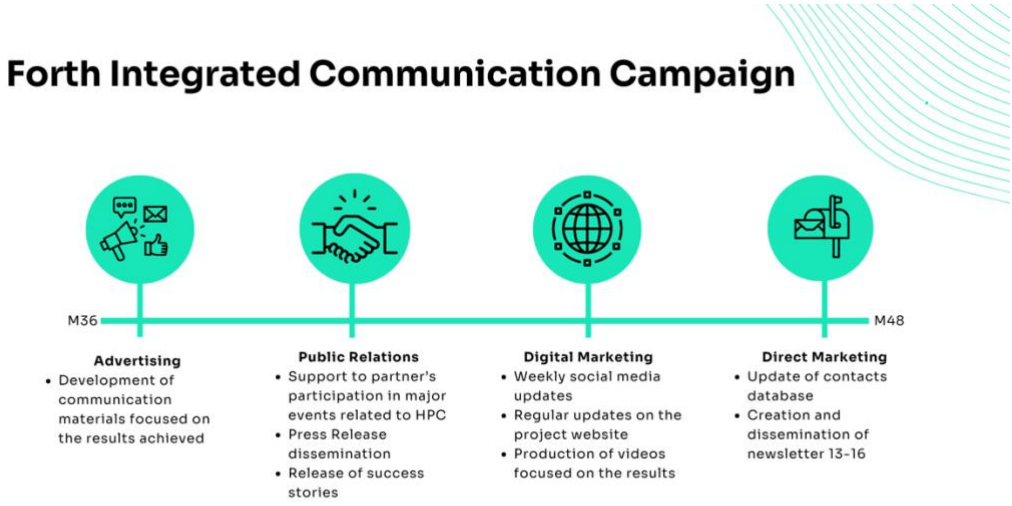


Figure 53 - Plan of 4th ICC

4. Timeline (M1-M12)

A brief timeline of the main actions that are being implemented during the first 12 months of the project lifetime is presented below. Note that these actions are the ones that we can plan at this moment. More content will be updated in the next deliverable.

MONTHS	DIRECT MARKETING	DIGITAL MARKETING	ADVERTISING	PUBLIC RELATIONS	OTHER TASKS
FEBRUARY (M1)		Photos and videos of the KO		Press release about the project launch	Kick-off meeting (badges, PPT template and visual identity — temporary — Room's signals)
MARCH (M2)				Preparation on the EuroHPC Summit (Poster)	
APRIL (M3)		Social media channels active: X and LinkedIn Meet EPICURE partners' video (1-2)	Final version of the visual identity	Participation on the EuroHPC Summit and preparation for the ISC High-Performance	Deliverable 6.1 Milestone 14
MAY (M4)		Meet EPICURE partners' video (3-4)	Project templates	ISC High-Performance (Communication materials and merchandising)	
JUNE (M5)		Meet EPICURE partners' video (5-6)	Communication materials		Preparation of the first webinar
JULY (M6)	Newsletter (1)	Website launch Meet EPICURE partners'	PR about EPICURE project		Promotion of the first EPICURE webinar

		video (7-8)			
AUGUST (M7)		Meet EPICURE partners video (9-10)			Deliverable 6.2 Milestone 15 e 16
SEPTEMBER (M8)	Newsletter (2)	Meet EPICURE partners' video (11-12)	Communication materials PR about webinar series		First project review (unofficial) Promotion of the second webinar
OCTOBER (M9)		Blog post (1) Meet EPICURE partners' video (13-14)	Start of the institutional video	Preparation of the SC'24 participation Participation on the EuroHPC User Day	
NOVEMBER (M10)	Newsletter (3)			Participation on the SC'24	Promotion of the third webinar
DECEMBER (M11)	Newsletter (Recap of 2024)	Blog post (2)	Editorial proposal/opinion article		
JANUARY (M12)	Newsletter (4)				Deliverable 6.3

Table 4 - Timeline for first

5. Conclusions

This deliverable defines the communication and dissemination strategy for the EPICURE project. The goals, communication tools, target audiences, and KPIs have been defined in a way that considers the project's overall objectives and potential.

Regarding the dissemination plan, according to the description above, all the elements of the communication and dissemination strategy were presented and described in this document.

It is important to mention that during the first six months of the project (M1-M6), some of the actions were already implemented and developed, as described below:

- **Advertising**

The logo and the visual identity manual were already defined. All the communication materials are being developed through this visual identity to communicate the project more coherently;

- **Digital Marketing**

The website is already available and the project is already on the social media channels. The website is connected to Matomo, the platform that will provide the statistics related to the visits, and the social media accounts were created in April 2024;

- **Public Relations**

The press release have already been launched, and all the news are available on the website. The project's events are already organised and available there, and the WP6 is supporting and promoting these initiatives;

- **Direct Marketing**

Since the website is available, the subscription form for the newsletters is available. Besides the form on the website, the newsletter subscription is already available through a dedicated page. The first newsletter was launched in July 2024 and it was focused on the website launch and the first webinar.

Although this document is not a report, it is important to mention that the monitoring and evaluation of each action described above have been ensured. Since the beginning of the project, WP6 has focused on work to accomplish all the KPIs defined, and all the monitoring and evaluating statistics will be detailed in the next deliverable (D6.3), which will be focused on the Communication, Dissemination and Outreach Activities Report Year. This document already presented some of the results achieved during the first six months of the EPICURE project.

It is important to mention that all the actions described above will be implemented according to the partners' participation and interactions, so some of them could have some changes according to some specific needs.

Finally, during the project period, more deliverables related to the dissemination and communication activities will be submitted, namely:

- **D6.3**: Communication, Dissemination and Outreach Activities Report Year 1 (M12);
- **D6.4**: Communication, Dissemination and Outreach Activities Report year 2 (M24);
- **D6.5**: Communication, Dissemination and Outreach Activities Report year 3 (M36);
- **D6.6**: Communication, Dissemination and Outreach Activities Report year 4 (M48);
- **D6.7**: European HPC Application Support portal (M48);
- **D6.8**: European HPC Application Support dissemination website (M48);
- **D6.9**: Project events report (M48).

Annex

1.

EPICURE
Unlocking European-level HPC support

GRAPHIC IDENTITY MANUAL
EPICURE

GRAPHIC IDENTITY MANUAL
EPICURE

Welcome to EPICURE's graphic identity manual.
Our graphic identity is of great importance to the cohesion of our brand. To this end, this manual has been drawn up with the aim of defining and standardising EPICURE's corporate image and clarifying any doubts that may arise during its application and use. All the rules defined in this manual must be respected without exception. Compliance with these rules will help to reinforce the personality of our brand and ensure a cohesive image.

2

LOGO

The EPICURE logo brings together all the brand's values: it's geometric, minimalist, futuristic and has great flexibility of application in the media and supports in which the brand operates. EPICURE's identity conveys innovation, technology, progress and futurism, adding a more contemporary and progressive vision.

EPICURE
Unlocking European-level HPC support

LOGO
LOGO ELEMENTS

The main logo is made up of three elements: the symbol, the typeface (EPICURE) and the signature (Unlocking European-levelHPC support). All the elements must live together in accordance with the rules set out in this manual, with the exception of the exceptions set out above. The main typography appears in a simplified, minimalist form with futuristic tendencies.

EPICURE + Unlocking European-level HPC support

SYMBOL | MAIN TYPOGRAPHY | DESCRIPTION

3

LOGO
SYMBOLOGY

It comes together with various symbolisms that summarise the brand's values and history: the shape of the letter E represents EPICURE's initials, which are incorporated into the shape of the symbol; the allusion to the supercomputer symbolises the area of the sector in which it will operate, which is also reflected in the shape of the symbol and finally the countries of the European Union, emphasising the countries that host the supercomputers, revealing the eight points alluding to the 8 countries.

E + SUPERCOMPUTER + EU COUNTRIES =

LETTER E

5

LOGO
LOGO VERSIONS

EPICURE
Unlocking European-level HPC support

MAIN VERSION
There are five versions of the logo, the main version of which is shown above. If its readability is compromised or due to some limitation in the production of the media, the secondary versions of the logo, shown on this page, can be used.
NOTE: All versions have their own monochrome version.

EPICURE

SECONDARY VERSION 01
This is a secondary version of the logo without the signature. It can be used when the legibility of the main version is not guaranteed (e.g. printing or application in small sizes).

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SECONDARY VERSION 02
This is a version without the symbol, containing only the lettering and signature. It can be used when the legibility conditions of the main version are not guaranteed (e.g. printing in small sizes).

EPICURE

SECONDARY VERSION 03
This is a version without the symbol and without the signature, containing only the lettering. It can be used when the readability of the main version is not guaranteed (e.g. printing in small sizes).

SECONDARY VERSION 04
This is the symbol of the logo. It can be used freely in all media and applications but never as a substitute for the main logo.

6

LOGO
SAFETY MARGINS

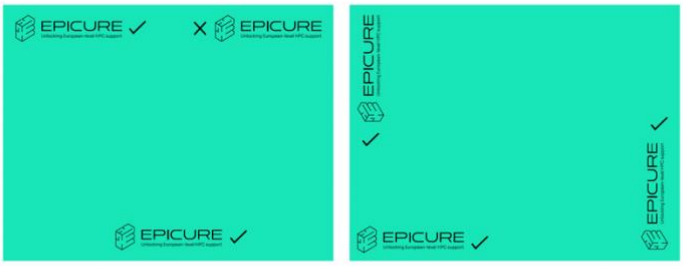
In order for the logo to remain legible at all times, a safety area has been created around it to protect it from any other element. To facilitate this calculation, an element of the logo has been chosen - the letter 'E' (capital letter), which defines the proportions of the safety margins.



7

LOGO
ALIGNMENT

Bearing in mind the general alignment of the entire composition of the logo, it should always be aligned to the left or centre and never to the right. The only exception may apply when the logo is vertical, as shown in the examples below.



8

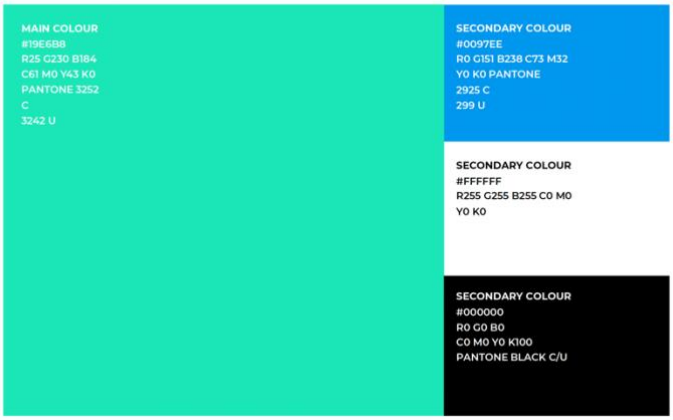
LOGO
MINIMUM DIMENSIONS

When applying the logo to the most varied communication media, it is necessary to take into account its minimum dimensions so that it has the necessary flexibility to be read comfortably and without great difficulty. The minimum reproduction sizes of the various versions are shown below.



9

COLOUR PALETTE



10

COLOUR PALETTE
BEHAVIOURS UNDER CHROMATIC BACKGROUNDS

Preferably, the logo should be applied to light backgrounds or institutional colours. If this is not possible, it should take on colourfulness as a priority. In the following examples, the logo behaves in colour or in negative, depending on the respective background. Note: The logo in which the symbol is green (main logo) should only be applied in white or very dark colours, as in the example below, applied in black and navy blue.



11

COLOUR PALETTE
BEHAVIOURS UNDER PHOTOGRAPHIC BACKGROUND



The application of the logo on photographic backgrounds should respect the principles of legibility. A framework should be sought in which there is sufficient contrast between the background and the logo, and preference should be given to flat patches. Note: Only monochrome logos should be used on photographic backgrounds.

12

INCORRECTIONS

Below are some examples of how not to use/apply the logo.
These examples are valid for all existing versions.



13

INSTITUTIONAL TYPOGRAPHY
MAIN

SORA

The Sora typeface serves as the basis for all communication. A few weights have been chosen from its family for common use in graphics, but all weights can be used. This typeface is available on Google Fonts.

SORA LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789!?#/).,

SORA REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789!?#/).,

SORA SEMI-BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789!?#/).,

SORA BOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789!?#/).,

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INSTITUTIONAL TYPOGRAPHY
ALTERNATIVE

ARIAL

The ARIAL family has been defined as a complementary typeface, as it is a system font available on all computers. This typeface should be used when it is not possible to use the institutional typeface.

ARIAL REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?#/).,

ARIAL BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789!?#/).,

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GRAPHIC IDENTITY
OTHER GRAPHIC ELEMENTS OF THE BRAND

On this page and the next ones, there are some images where you can see the application of the brand's graphic identity in a variety of media in a generalised way.



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IDENTIDADE GRÁFICA
OUTROS ELEMENTOS GRÁFICOS DA MARCA



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IDENTIDADE GRÁFICA
OUTROS ELEMENTOS GRÁFICOS DA MARCA



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