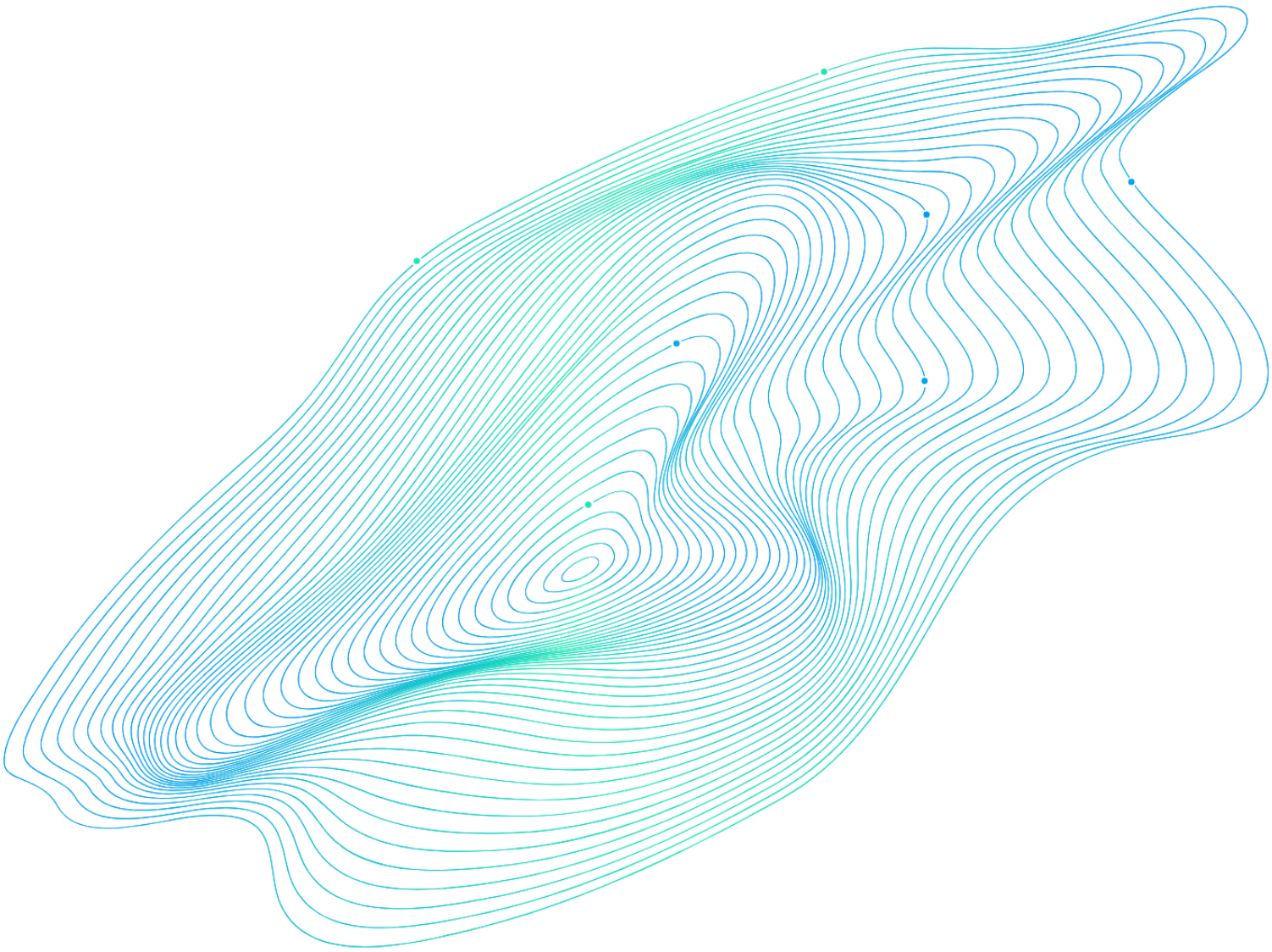
EPICURE

Unlocking European-level HPC Support

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



Co-funded by the European Union

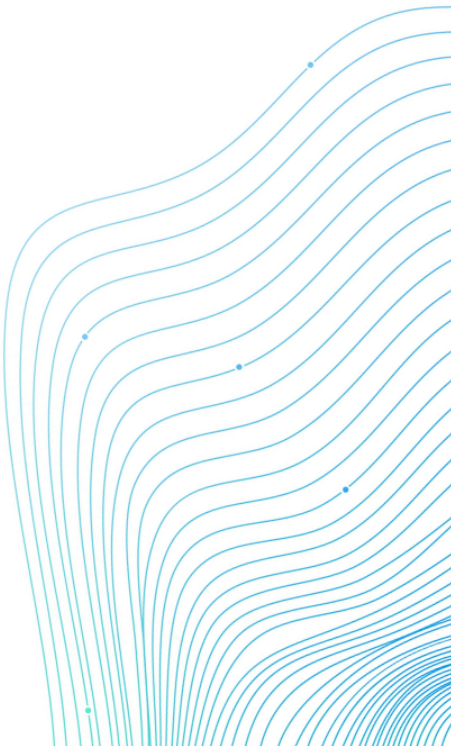
EuroHPC Joint Undertaking

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EPICURE

DELIVERABLE 6.3

Communication, Dissemination and Outreach Activities Report Year 1



Project Title	High-level specialised application support service in High-Performance Computing (HPC)
Project Acronym	EPICURE
Project Number	101139786
Type of Action	DIGITAL JU Simple Grants
Topic	DIGITAL-EUROHPC-JU-2022-APPSUPPORT-01-01
Starting Date of Project	2024-02-01
Ending Date of Project	2028-01-31
Duration of the Project	48 months
Website	epicure-hpc.eu

Work Package	WP6 |Dissemination & Outreach
Task	T 6.2 | Project Communication and Dissemination
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Peer Reviewers	Stefan Becuwe (University of Antwerp) and Ziga Zebec (IZUM)
Version	1.0
Due Date	28-01-2025
Submission Date	31-01-2025

Dissemination Level

X	PU: Public
	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)

Version History

Revision	Date	Editors	Comments
0.1	11/12/2024	Paula Rodrigues	First draft.
0.2	06/01/2025	Paula Rodrigues	Edits before internal review.
0.3	08/01/2025	Paula Rodrigues	Edits before internal review.
1.0	28/01/2025	Paula Rodrigues	Final version.

Executive Summary

Work package 6 Dissemination and Outreach of the EPICURE project is composed of three tasks:

- T6.1 – European HPC Application Support Portal, led by CSC;
- T6.2 – Project Communication and Dissemination, led by INESC TEC;
- T6.3 – Events, led by INESC TEC.

This report – “Communication, Dissemination and Outreach Activities Report Year 1” - is the third of nine deliverables that will be submitted under the scope of this work package. The second deliverable – “Communication and Dissemination Plan – has been submitted in M6 and provides an overview of the approaches that the project will follow in these activities. Details such as the communication and dissemination actions planned, deliverables and milestones can be consulted in D6.2. The present report provides an overview of the main outcomes achieved in the first 12 months of the project.

This deliverable is divided into four chapters: introduction, project dissemination, project communication, and conclusion.

The dissemination chapter, number 2, will present the target groups and the key messages and describe all the outcomes achieved during the first 12 months, with a dissemination intermediate impact assessment, as well as the next steps and the KPI summary.

The communication chapter, number 3, presents the results achieved in the first communication campaign, which aimed to inform the project stakeholders about the project's progress and to communicate news and facts about the initiatives and events which have been successfully conducted by partners of the project. This chapter also presents the second communication campaign, which aims to create awareness among HPC users and to communicate all the support services the project provides between September 2024 and September 2025. The third communication campaign will start in January 2025.

Chapter 4 is the final chapter of this report (conclusion), which highlights the main results achieved so far and gives an overview of the next steps.

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Glossary of Terms

Item	Description
CoEs	Centres of Excellence
D	Deliverable
EU	European Union
EuroHPC JU	European High Performance Computing Joint Undertaking
EC	European Commission
HPC	High-Performance Computing
KPI	Key Performance Indicator
M	Month
QR	QR Code
R&I	Research & Innovation
SMEs	Small and Midsize Enterprises
WP	Work Package

1.Introduction

The WP6 “Dissemination and Outreach” of the EPICURE project aims at achieving the following objectives:

- Define a strategy to communicate and disseminate project results to relevant stakeholders;
- Communicate relevant news about the project to the project’s stakeholders;
- 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 levels on technical matters related to supporting EuroHPC supercomputers;
- Promote sharing the project results and initiatives with influencers and international networks;
- Disseminate the best practices guides for using the EuroHPC supercomputers;
- Engage and promote networking among the project target groups.

The first deliverable – D6.1 Project Image and Website Report – has been submitted under the scope of this WP in April 2024, 3 months after the beginning of the project. The website was detailed in this deliverable, including all the strategy, content and structure. Also, the project image was presented.

The second deliverable - D6.2 Communication and Dissemination Plan – was submitted at the end of July 2024. An initial approach to the three tasks of the WP has been provided in this deliverable.

9 months after the submission of the first deliverable and 12 months after the beginning of the project, the “Communication, Dissemination and Outreach Activities Report Year 1” is submitted. The main objective of this report is to provide an overview of the achieved outcomes in the first 12 months of the project. Additionally concerns about the projects communication and dissemination activities will be discussed and insights regarding the planned next steps will be provided and the impact of the dissemination and outreach activities conducted during this project will be evaluated. It also addresses the feedback received during the M6 review:

- Develop a detailed communication plan that outlines different message types for various target audiences and expected outcomes;
- Ensure the plan includes a list of events the project aims to participate in for better dissemination;

- Undertake accessibility assessments for the document templates that have been produced so far for project use, and the project website overall. There are some areas where accessibility could be improved for a range of disabilities (examples of what may be issues are in reports like this: https://wave.webaim.org/report#/https://epicure-hpc.eu/);
- Making communication activities specific to EPICURE (also related to the events);
- Target messages to targeted groups;
- What is special about EPICURE and the expertise present in EPICURE;
- What is EPICURE doing and what EPICURE is participating;
- Regularly update the communication plan to adapt to new opportunities and feedback.

The outcomes achieved in the first 12 months of the project are presented, divided per communication tool. The communication tools presented in this report are the same as the ones presented in D6.2, including advertising, digital marketing, public relations and direct marketing. The project dissemination chapter ends with a summary of the KPIs achieved so far.

The strategy to develop three communication campaigns has been presented in D6.2. In this report, the project communication chapter will present the results obtained so far in the first communication campaign and also in the second communication campaign, which started in September 2024 and is running until September 2025. More details about the next steps regarding communication campaigns are also presented in this section.

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. During the first 12 months of the project, 10 emails were sent out to the partners asking about new achievements under the EPICURE project. 6 posts were published on the internal chat of the team to remind them of this need. It is important to highlight that the results or achievements sent following this email were disseminated in the EPICURE channels.

2. Project Dissemination

The dissemination plan of this project was developed in D6.2 and submitted in July 2024. The dissemination plan is developed to achieve all the general objectives, target the appropriate audiences and to fulfil the KPIs of each communication tool (Figure 2) during the whole 48 months of the project.

This report presents the results achieved from the beginning of the project for each action developed according to this plan. Besides the tools already presented in the report submitted in July 2024, new ideas have been implemented. These ideas are also described in this report.

Regarding the gender dimension, it is important to mention that we 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 considered. For example, EPICURE was invited to HiPEAC Conference 2025 in Barcelona, Spain, 20-23 January 2025, and a highly skilled specialist will be providing a presentation about the project and her work related to it.

2.1 Target Audiences

According to the D6.2 – Communication and Dissemination Plan - 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:

1) HPC users, scientific application developers, academia

2) R&I, industry, and SMEs with activity in HPC

3) Sysadmins

4) Centres of Excellence in HPC

5) Other HPC communities and equivalent groups

6) International networks focused on HPC

7) Policy makers and influencers

8) General public

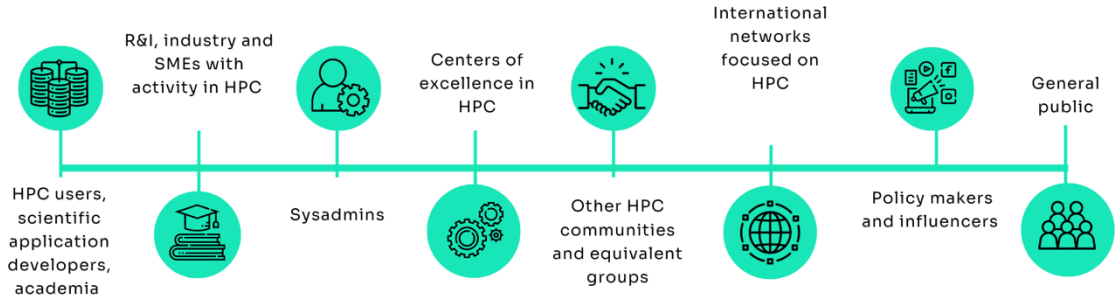


Figure 1 - Target audiences

To reach the project's target groups and achieve the dissemination goals, different communication tools will be implemented during the project's lifetime. For that, key messages will be addressed to these audiences, according to the next sub-section.

2.2 Key Messages

To achieve EPICURE's goals and foster a strong connection with the targeted stakeholders, it is essential to engage each stakeholder group with tailored approaches and clear key messages, knowing their interests towards EPICURE. Below is a strategic outline that provides an overarching approach to engagement for each group and the respective key messages. It is important to note that these messages are the main point for the communication and dissemination activities.

1) HPC users, scientific application developers, academia and 3) Sysadmins

- **Their needs:**
  - Application support when using HPC infrastructures.
  - Advanced level support for profiling, benchmarking, porting and scaling code.
  - Experts in specific scientific areas of the HPC field.
  - Be part of the experts who shape the future of HPC.
- **Key message:** The EPICURE project can help optimise "your" scientific application with expertise in the HPC area and be part of the research and development within the HPC domain.

2) R&I, industry and SMEs with activity in HPC

- **Their needs:**
  - Application support when using HPC infrastructures;
  - Advanced level support for profiling, benchmarking, porting and scaling code;
  - Assurance that their data/intellectual property is kept confidential;

- Expertise in specific scientific areas of the HPC field.

- **Key message:** Composed by a consortium with strong expertise and knowledge in the HPC area, EPICURE can support your scientific application while ensuring the data is confidential.

4) Centres of Excellence in HPC (CoEs), 5) Other HPC communities and equivalent groups and 6) International networks focused on HPC

- **Their needs:**
  - Extending their collaboration network;
  - Increasing the amount of training material available to the public audiences;
  - Application-specific user support.
- **Key message:** The EPICURE project has a training program that tackles advanced-level HPC themes and can provide application-specific user support.

7) Policy makers and influencers, and 8) General public

- **Their needs:**
  - Get to know emerging HPC technologies and their possible applications;
  - How publicly-funded HPC infrastructures are being used.
- **Key message:** The EPICURE project supports public services, providing support to HPC, Data Science, AI, Quantum Computing simulation projects.

2.3 Dissemination Intermediate Impact Assessment (M1-M12)

The results achieved during M1-12 for each of the actions developed will be presented in this sub-chapter, corresponding to the communication tools defined in D6.2: advertising, digital marketing, public relations and direct marketing.

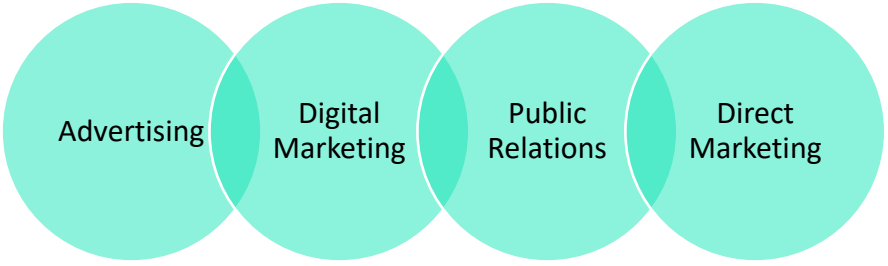


Figure 2 - Communication tools

EPICURE's partners have reported the following dissemination outcomes since the beginning of the project:

- Communication materials: 6 communication materials with 218 downloads from the website and 200 recipients
- Merchandising: 6 products
- Website: 5050 unique visitors
- Social media: 158 posts, 321 followers, 1034 reactions
- Videos: 16 videos, 18 subscribers, 551 views
- Blog: 2 blog articles
- Success story: 1 success story
- Media: 2 press releases
- News on media: 7 news
- News on online platforms: 16 news
- Contacts database: 61 contacts
- Newsletters: 10 newsletters
- Events: 7 were organised by the project consortium, and 19 events where EPICURE was presented with presentations and promotional material.

It is important to mention that all the dissemination actions consider the EuroHPC funding, where the EuroHPC JU visibility was presented in the communication materials, in the graphic images produced for the website and online platforms, in the merchandising, in the press releases, etc.

2.3.1 Advertising

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

All these materials are available on the internal shared folder and on the EPICURE website.

From June, the month in which the project website was implemented, until January 15, the Matomo statistical tool and the analytics on the website recorded 218 downloads from the website.

epicure-hpc.eu	81	95
/wp-content/uploads/2024/06/Press-Release_FP.pdf#482	16	19
/wp-content/uploads/2024/06/General-Presentation-Template.pptx#471	12	15
/wp-content/uploads/2024/06/EPCURE-Flyer-3.pdf#478	11	12
/wp-content/uploads/2024/11/EESSI-EPICURE-webinar-20241115.pdf	8	10
/wp-content/uploads/2024/06/EPICURE-Sticker.pdf#474	7	7
/wp-content/uploads/2024/12/EasyBuild-EPICURE-webinar-20241213.pdf	7	7
/wp-content/uploads/2024/11/EPICURE-Portugal-July-2024.pdf	5	7
/wp-content/uploads/2024/07/ashpc24_prica.pdf	4	4
/wp-content/uploads/2024/10/cineca24.pdf	4	5
/wp-content/uploads/2024/06/EPICURE_DEL_WP6_D6_1_V1_0_FINAL.pdf#467	3	3
/wp-content/uploads/2024/06/EPICURE_DEL_WP1_D1_1_V1_0.pdf#469	2	2
/wp-content/uploads/2024/10/EPICURE_webinar-slides.pptx	1	3
/wp-content/uploads/2025/01/Poster-EPICURE-Cartaz.pdf	1	1

Figure 2 - Downloads from Matomo platform

ID	URL	Texto Botão	Nº Downloads
6	https://epicure-hpc.eu/wp-content/uploads/2024/05/Logo_Preto.svg	DOWNLOAD	2
22	https://epicure-hpc.eu/wp-content/uploads/2024/05/Social_Media_Share.png#372	Download	2
64	https://www.lumi-supercomputer.eu/hosting-entities-of-the-eurohpc-supercomputers-join-efforts-in-new-project-to-support-hpc-users/	DOWNLOAD	2
66	https://epicure-hpc.eu/wp-content/uploads/2024/06/EPICURE_DEL_WP6_D6_1_V1_0_FINAL.pdf#467	DOWNLOAD	7
67	https://epicure-hpc.eu/wp-content/uploads/2024/06/EPICURE_DEL_WP1_D1_1_V1_0.pdf#469	DOWNLOAD	6
73	https://www.hpcwire.com/off-the-wire/hosting-entities-of-the-eurohpc-supercomputers-join-efforts-in-epicure-to-support-hpc-users/	DOWNLOAD	5
74	https://epicure-hpc.eu/wp-content/uploads/2024/06/Press-Release_FP.pdf#482	DOWNLOAD	19
75	https://epicure-hpc.eu/wp-content/uploads/2024/06/EPICURE-Sticker.pdf#474	DOWNLOAD	12
77	https://bip.inesctec.pt/en/noticias/inesc-tec-part-of-project-to-support-users-of-european-supercomputers-including-the-portuguese-deucalion/	DOWNLOAD	1
78	https://csc.fi/en/project/epicure/	DOWNLOAD	2
98	https://epicure-hpc.eu/wp-content/uploads/2024/06/General-Presentation-Template.pptx#471	DOWNLOAD	18
107	https://epicure-hpc.eu/wp-content/uploads/2024/06/EPCURE-Flyer-3.pdf#478	DOWNLOAD	17
140	https://youtu.be/_kRd3_YBehM?si=VOa0QFM5jqviDj2y	DOWNLOAD	8
168	https://alphagalileo.org/es-es/Item-Display-es-ES/ItemId/248244?returnurl=https://www.alphagalileo.org/es-es/Item-Display-es-ES/ItemId/248244	DOWNLOAD	9
293	https://epicure-hpc.eu/wp-content/uploads/2024/11/EPICURE-Portugal-July-2024.pdf	Download Slides	4
297	https://epicure-hpc.eu/wp-content/uploads/2024/12/EasyBuild-EPICURE-webinar-20241213.pdf	Download Slides	16
298	https://epicure-hpc.eu/wp-content/uploads/2024/11/EESSI-EPICURE-webinar-20241115.pdf	Download Slides	5
333	https://epicure-hpc.eu/wp-content/uploads/2024/10/cineca24.pdf	Download Slides	1
340	https://epicure-hpc.eu/wp-content/uploads/2025/01/Poster-EPICURE-Cartaz.pdf	DOWNLOAD	1

Figure 3 - Downloads from WordPress

2.3.1.1 Templates

As presented in D6.2 and based on the defined visual identity, several templates for the documents and presentations were created to maintain consistency and strengthen the EPICURE brand.

Since the beginning of the project, the general presentation template has been used in different events and contexts. The most recent versions already present the support services provided by the EPICURE project.



Figure 4 - General presentation template in different contexts

2.3.1.2 Communication Materials

Different communication materials were produced during the first 12 months of the project. All the materials produced after the D6.2 submission will be presented below. They are available on the EPICURE website and shared with all the partners through the internal Wiki platform to ensure their easy use by the partners. Some of these materials were also printed and distributed through the partners to be used in different events and initiatives, such as flyers and roll-ups. These materials are used to target all the audiences mentioned above. Still, most of them were distributed to the HPC users, academia, R&I, industry, SMEs, sysadmins and other HPC communities.

Factsheet

A factsheet was produced to have the main information regarding the project available on a one-pager, summarising the key points of the project. This material is available on the website and the Wiki platform and is targeted at audiences who want to know more about the general purpose of the project.



Figure 5 - Factsheet

X-Banner/Roll-up

A roll-up contains the page's logo, slogan and QR code, where the most important links related to the project and its presence on online platforms are available. The roll-up was visible, for example, in the DeiC Conference from 29-30 October 2024. The event gathered around 250 participants of university employees and researchers working in support functions related to e-infrastructure at Danish Universities.



Figure 6 - Roll-up

General Presentation

A general presentation of the EPICURE project was produced to support project presentations at different institutional and industrial events. The idea is to have a slide deck about the project, which can be edited according to the audience and stakeholders.

The most recent version, specifically focusing on support services, is presented below.

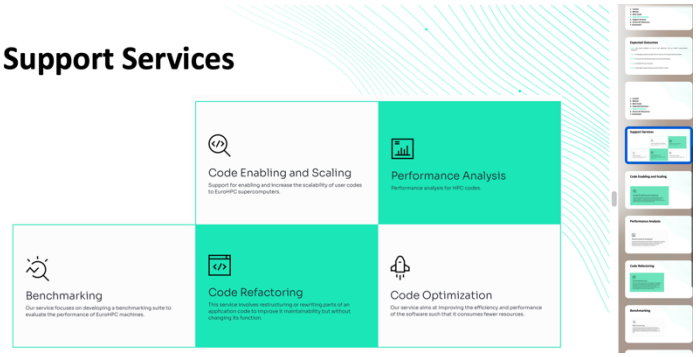


Figure 7 - Slide of general presentation

The presentation was developed based on the feedback raised from events and EPICURE partner's general needs throughout the first year. The slide set includes information about the EPICURE project (mission, vision, context), support services and how to apply for them. In addition to that, the partners have been expected to modify the presentation and add information according to the target audiences and participants in different events. The reasoning behind this is to ensure we reach the desired level of technical information based on the target audience's needs and expectations at each event. The slide set has been used in the events listed in Table 12, where all the events where EPICURE was presented and shared are listed.

A new extended version has been produced to present more details about the support services, some statistics and information about the supported projects (areas, quantity, testimonials, etc). This new version will be detailed in the next deliverable.

Flyer

As presented in D6.2, 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, support services and some information related to funding and contacts. It provides information on applying for open EuroHPC JU calls and EPICURE support. This material was specially produced for the events where EPICURE is presented to an audience composed of HPC users and people working in HPC who can benefit directly from EPICURE's services.

The flyers have been distributed at various events throughout the first year of the project, such as:

- ISC 2024 (12-16 May 2024) at IT4I booth, Hamburg, Germany (3 416 participants)
- 14th International HPC Summer School (7-12 July 2024), Kobe, Japan (80 participants)
- EuroHPC User Day 22-23 October 2024, Amsterdam, The Netherlands (over 200 participants)
- EPICURE GPU hackathon (28-31 October 2024), Bologna, Italy (25 participants)
- SC24 (17-22 November 2024) at LUMI and IT4I booths, Atlanta, USA (over 18 000 participants)



Figure 8 - Flyer

Poster

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

The first version of the virtual poster was presented at EuroHPC Summit Week 2024 (18-21 March 2024, with about 700 participants). A new version of the poster, based on the visual identity of the EPICURE project, was also developed. Both versions are presented below.



Figure 9 - Posters

2.3.1.3 Videos

16 videos were produced in the first 12 months of the project 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 are published on the YouTube channel EPICURE and were disseminated on the project's social media platforms, website, and events, such as, ISC 2024 or SC 2024.

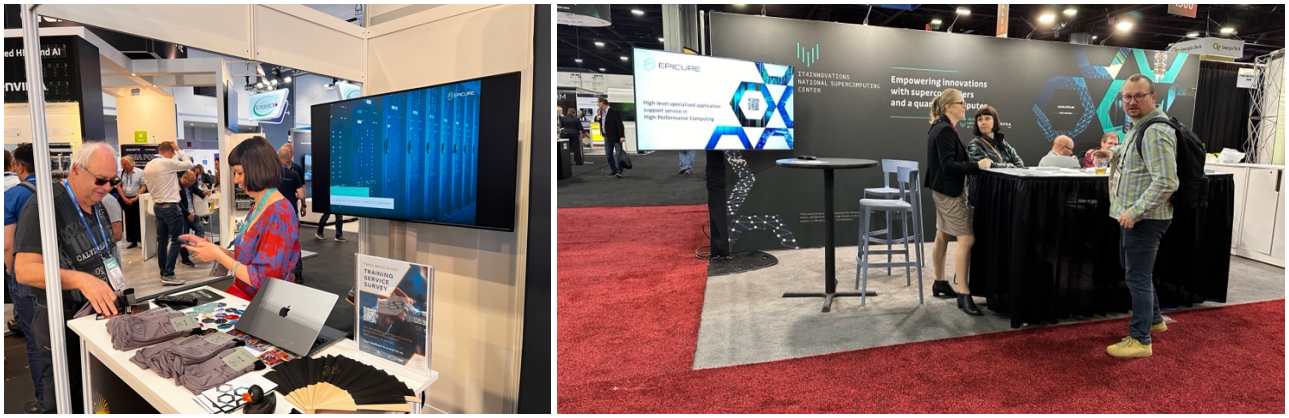


Figure 10 - EPICURE's video at ISC 24 and SC 24

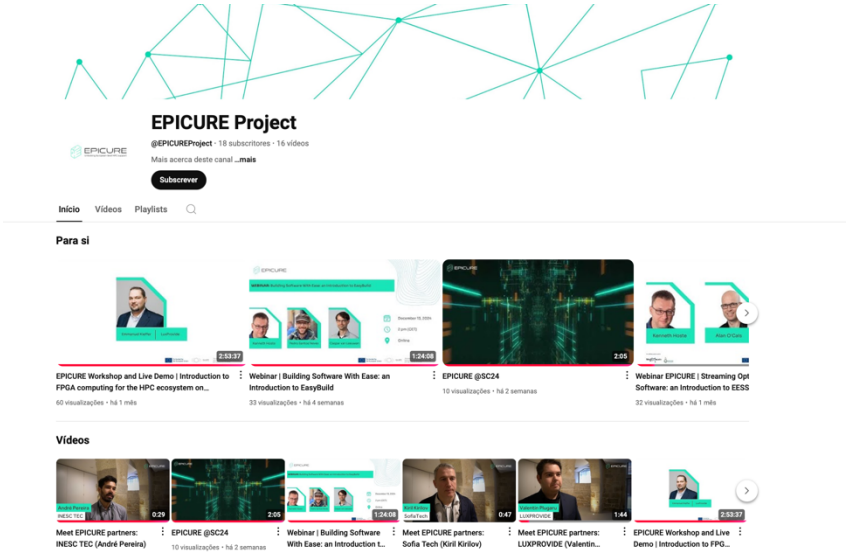


Figure 11 - YouTube channel

As described in D6.2, during the project's first months, videos interviewing representatives of all our partners were made to recap the kick-off meeting and communicate about this through the project's social media accounts. The aim of these videos was to present the project partners and their roles in the project. All these videos can be viewed on the project's YouTube channel at: https://www.youtube.com/@EPICUREProject/playlists, and some of them were shared also on the social media channels.

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

In the table below, there is the timeline for publishing videos on the EPICURE YouTube channel during the first year of the project.

TITLE	DATE	TARGET AUDIENCES	STATISTICS
EPICURE kick-off meeting 13-15 February Porto (Portugal)	May 30, 2024	All	Views: 40
EPICURE at ISC24 12-16 May Hamburg (Germany)	June 27, 2024	1, 2, 3, 4, 7	Views: 23
Meet EPICURE partners CSC (Emmanuel Ory)	June 21, 2024	All	Views: 28
Meet EPICURE partners BSC-CNS (David Vicente)	June 21, 2024	All	Views: 16
Meet EPICURE partners CINECA (Andrew Emerson)	June 27, 2024	All	Views: 13
Meet EPICURE partners IT4I@VSB (Lubomir Riha)	August 5, 2024	All	Views: 56
Meet EPICURE partners IZUM (Žiga Zebec)	September 16, 2024	All	Views: 21
Meet EPICURE partners LUXPROVIDE (Valentin Plugaru)	December 10, 2024	All	Views: 52
Meet EPICURE partners Sofia Tech (Kiril Kirilov)	November 5, 2024	All	Views: 8
EPICURE at SC24 17–22 November 2024, Atlanta, GA (USA)	January 2, 2025	1, 2, 3, 4, 7	Views: 10
EPICURE Webinar: Scientific Visualisation at the Argonne Leadership Computing Facility 10 July 2024, Online	July 15, 2024	All	Views: 116
Webinar EPICURE: Heterogeneous computing with SYCL and oneAPI on CINECA's Leonardo 10 October 2024, Online	October 16, 2024	All	Views: 38
Webinar EPICURE | Streaming Optimised Scientific Software: an	November 25, 2024	All	Views: 32

Introduction to EESSI 15 November 2024, Online			
EPICURE Workshop and Live Demo | Introduction to FPGA computing for the HPC ecosystem on MeluXina 28 November 2024, Online	December 2, 2024	All	Views: 60
Webinar EPICURE | Building Software With Ease: an Introduction to EasyBuild 13 December 2024, Online	December 17, 2024	All	Views: 33
Meet EPICURE partners INESC TEC (André Pereira)	January 2, 2025	All	Views: 5

Table 1 - Videos produced by the project (1-12 months)

The videos on the YouTube channel have 551 views from May to January 15, 2024. During the next few months, direct dissemination of these links will be done between the partners and the respective communication teams to be shared with different online communities and audiences, aiming towards increasing the number of views of videos and enhancing EPICURE visibility through multimedia channels. More videos will also be published on the social media accounts to reach more audiences.

2.3.1.4 Merchandising

Different merchandising products were produced during the M6 and M12 of the project:

- 100 t-shirts
- 100 sweatshirts
- 200 camera protectors
- 150 mugs
- 150 infinity books

The EPICURE project has created a strong presence at different events and meetings with direct participation of HPC users and their potential interest in the project's support services. EPICURE was present with merchandise at the following events:

- ISC 2024 (video, stickers, flyers and camera protectors)

- EuroHPC User Day (t-shirts, sweatshirts, mugs, flyers, infinity books, camera protectors, stickers)
- EPICURE Hackathon (sweatshirts, mugs, infinity books)
- SC 2024 (flyers, stickers, and camera protectors)

During the first semester of 2025, these materials will be distributed to all the project's partners who are interested in having these materials available in their locations.



Figure 12 - Merchandising products

2.3.2 Digital Marketing

The results of five communication actions in the first 12 months of the project will be described in this section, such as the project website, social media channels, blog posts, testimonials of success stories and the webinar series.

As described in D6.2, a 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 offers multiple choices to visitors/followers when they click on the link and want more information about one topic. According to the figure below, this page contains the project's visual identity. It presents the direct link to the different pages, such as the website, LinkedIn, X, YouTube, Bluesky and newsletter subscription.

2.3.2.1 Website

According to D6.1 and D6.2, the EPICURE website is available, ensures wide awareness of the EPICURE project, and helps facilitate stakeholders' engagement within the project.

The EPICURE's website is the primary communication channel for reaching its target audiences. It must be tailored to meet the needs and expectations of all these groups to ensure effective engagement and a clear understanding of the project's value. The website is tailored for all the target audiences mentioned in the dedicated chapter for target audiences earlier in this document.

The website has been accessed until January 15, 2025, by 5 050 unique visits with total page views of 20 053, according to the figure below.

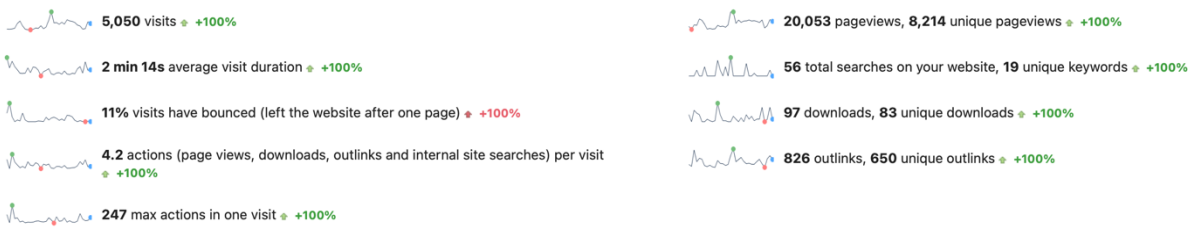


Figure 13 - Website's visits

Figure 14 shows the number of page views, unique pageviews, bounce rate, average time on page, exit rate and average generation time of the most 10 visited pages.

EPICURE – Unlocking European-level HPC Support	5,331	2,082	12%	00:00:30	63%	3.68s
EPICURE GPU Hackathon – EPICURE	1,694	758	4%	00:00:26	89%	2.3s
Events – EPICURE	1,972	548	0%	00:00:22	26%	0.98s
Support Services – EPICURE	1,164	511	29%	00:00:28	51%	4.05s
Media Corner – EPICURE	768	374	53%	00:00:51	57%	5.71s
Webinar: Scientific Visualisation at the Argonne Leadership Computing Facility – EPICURE	756	320	5%	00:00:41	82%	4.61s
Workshop and Live Demo: Introduction to FPGA computing for the HPC ecosystem on MeluXina – EPICURE	684	303	8%	00:00:31	85%	1.83s
Webinar: Streaming Optimised Scientific Software: an Introduction to EESSI – EPICURE	686	287	8%	00:00:44	69%	2.41s
News – EPICURE	744	281	8%	00:00:19	37%	2.01s
About Us – EPICURE	655	269	3%	00:00:33	39%	1.79s

Figure 14 – 10 pages with more views

The homepage is, naturally, the most visited page of the website, following the pages related to the specific events promoted by the project, such as also the events page, support services provided, news and about the project.

Concerning the accessibility of the website mentioned in the project review of M6, the website had some areas where accessibility could be improved for a range of disabilities. Based on the review's feedback and the report done by this platform, some points related to the linked images missing alternative text were fixed. Several errors were fixed also related to the links, which improved the accessibility of the EPICURE website, according to the two figures below.

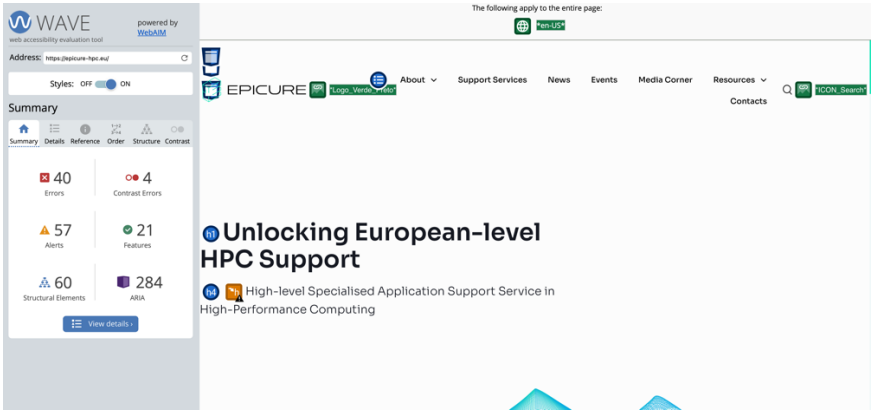


Figure 15 - Accessibility report by WAVE with 40 errors

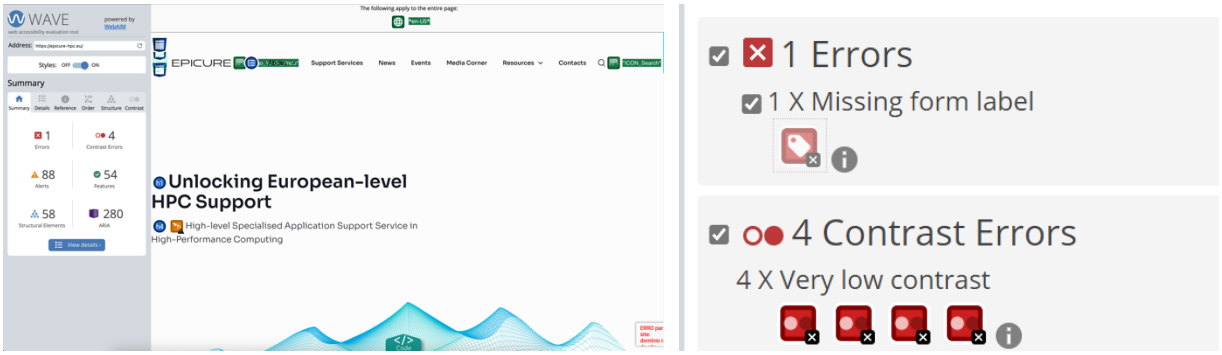


Figure 16 - Accessibility report by WAVE with 1 error

It is important to mention that the only error that is mentioned is related to a missing link, which we can't find. The 4 contrast errors are related to the design area, and we can't improve it since the website was developed in collaboration with design, UX/UI, and web developer teams.

Also, based on the review feedback, the EPICURE website and the European HPC Application Support portal have been divided into sections. The EPICURE website is well-designed and structured and primarily intended to disseminate information about the project. It should not be used as a repository for technical results (training, tech guides, etc.), which should be placed in the European HPC Application Support portal. The EPICURE website will be considered as the temporary repository of the materials related to the above until the portal is online, and the information can be transferred there.

The differences between the EPICURE website and the European HPC Application Support Portal will be aimed at the following:

- **EPICURE website**
  - EPICURE product, information about EPICURE itself for dissemination purposes
  - It will not be updated after the project ends.
- **European HPC Application Support portal**
  - EuroHPC JU product, long-term portal that should be maintained even after the project ends.
    - Sustainability plan discussions are expected with the JU for who continues hosting the portal after EPICURE ends.
  - The portal should include
    - Information about the EuroHPC JU services, access mechanisms, architectures, and support services are available.
    - Contact form for users to contact the supercomputer hosting entities (single point of contact).
    - EPICURE training materials and best practice guidelines and a GitHub repository of, e.g. codes supported to be stored there.
      - For the moment the training materials can be stored on the EPICURE website before the portal is up and running.
    - Information about the projects supported.
      - To ensure the biggest visibility for the success stories, the plan is to store the success stories in the portal online but also include their links and previews on the EPICURE website and other project channels, which will be the tool used for disseminating them.

2.3.2.2 Social Media Channels

As detailed in D6.2, EPICURE has a presence on X and LinkedIn since accounts were created on April 7, 2024, and actively updated from April 23, 2024.

To maximise our reach of the stakeholders through social media, in December 2024, an account on the Bluesky platform was created to connect with the global community and share insights from this European HPC project to foster collaboration and innovation in high-performance computing. Since this account was created on December 4, 2024, a detailed report about this social media channel will be done in the next reporting period.

The reason for this creation is to migrate EPICURE's presence in X to the Bluesky platform since this new platform ensures greater transparency and control over content; it offers an excellent opportunity for HPC professionals to connect with peers, researchers, and enthusiasts who are genuinely interested in cutting-edge computing topics, and fostering higher-quality content, collaboration, and innovation in a secure and open environment. In this way, EPICURE will migrate its presence when we reach the number of followers in Bluesky that it has in X. It is important to mention that EPICURE has 54 followers on X since April 2024 and 45 followers on Bluesky since December 2024.

Since the beginning of the project and until January 15, 2025, 158 posts have been published on the project's social media channels.

As described in D6.1, the EPICURE project's social media channels are covering 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.

The distribution of the social media posts depends on each platform's goal and target audience, the type of message we want to convey to our audience with the organic dynamics of each social media network, as described in D6.1.

The following graphics present posts done on each social media channel, the number of followers and the interactions.

X

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

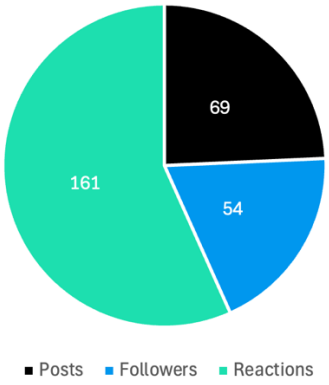


Figure 17 - X' statistics

LinkedIn

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.

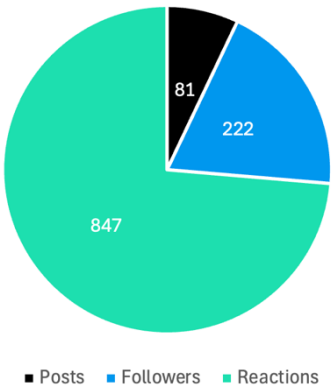


Figure 18 - LinkedIn' statistics

Bluesky

Similar with X presence, the audience that the EPICURE aims to reach with the X account includes HPC users, researchers, academia, media, and the general public. Since this account was created in December 2024, a detailed report will be issued in the next reporting period.

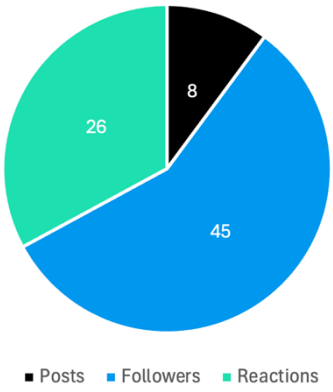


Figure 19 - Bluesky' statistics

YouTube

Regarding YouTube, this channel is prepared for all the target audiences mentioned above. EPICURE has all the videos produced during the project's lifetime on YouTube.

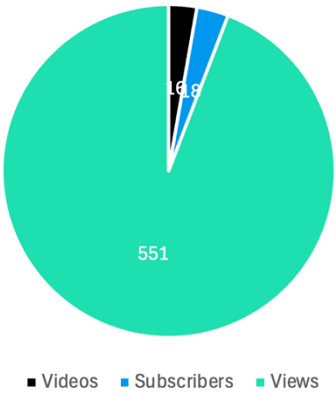


Figure 20 - YouTube' statistics

To increase the number of followers on social media channels, we will start mentioning more of the institutions that are working with EPICURE and share the posts with the communication contacts of each partner to ensure that it is possible to cross different online communities and reach new potential teams with interest in the event.

Most of the videos that present the partners and supercomputers have already been published and made available on YouTube. These videos aim to reach all the target audiences described in section

2.1 and humanize the project. The main goal is to present the teams and faces that are working on the project. The next interviews will be published as described in the table below.

ORGANISATION	RESEARCHER	TARGET AUDIENCES	DATE
UAntwerpen	Kurt Lust	All	January, 2025
CYFRONET	Mariusz Sterzel	All	February, 2025
DTU	Christian Schou Oxvig	All	March, 2025
GENCI	Corinne Béal	All	April, 2025

Table 2 - Next interviews

After the end of the series of videos presenting EPICURE partners, the WP6 will continue to publish more content in video format, namely some concepts and fun facts related to HPC defined in the table below.

QUESTION/FUN FACT	ORGANISATION	TARGET AUDIENCES	YEAR
Fun Fact about HPC	BSC CNS	5, 6, 7, 8	March, 2025
Definition of “Scalability Challenges”	IT4I@VSB	5, 6, 7, 8	May, 2025
Definition of “Data movement challenge”	IZUM	5, 6, 7, 8	June, 2025
Fun Fact about HPC	LUXPROVIDE	5, 6, 7, 8	July, 2025
Definition of “Digital Twins”	UAntwerpen	5, 6, 7, 8	August, 2025
“What are the advantages of using HPC?”	CYFRONET	5, 6, 7, 8	September, 2025
Examples of HPC applications in real-word scenarios	INESC TEC	5, 6, 7, 8	October, 2025
Definition of “Heterogeneous Computing”	DTU	5, 6, 7, 8	November, 2025
Definition of “Green Computing”	CSC	5, 6, 7, 8	December, 2025

Fun Fact about HPC	CINECA	5, 6, 7, 8	January, 2026

Table 3 - 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 supercomputer in question, as well as the positive impact it has had on leveraging technological and scientific progress in the respective country. The main goal of these videos is to inform about the supercomputers that are part of the project and target all the target audiences involved. These videos will be published on YouTube. They will also be disseminated on social media channels to cross online communities and improve the EPICURE presence on these online platforms.

SUPERCOMPUTER	ORGANISATION	TARGET AUDIENCES	DATE
LUMI	CSC	All	January, 2025
KAROLINA	IT4I@VSB	All	February, 2025
MELUXINA	LUXPROVIDE	All	March, 2025
MARE NOSTRUM	BSC CNS	All	April, 2025
VEJA	IZUM	All	May, 2025
LEONARDO	CINECA	All	June, 2025
DEUCALION	INESC TEC	All	August, 2025
DISCOVERER	SofiaTech	All	January, 2026

Table 4 - Next interviews about supercomputers

In addition to this type of content, it is already possible to foresee the project's participation and involvement in major events with defined dates. This is the case with EuroHPC Summit Week 2025, EuroHPC User Day 2025, ISC 2025, and Super Computing 2025, as well as the webinars and hackathons organised by the project consortium. For these 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.

2.3.2.3 Blog

The blog posts initiative was launched in November 2024. The blogs are available on the EPICURE website in the dedicated section for Blogs. The first blog was produced by the CSC team, the

coordinator of the EPICURE project, and it is available on the website. This blog post was shared on the project's social media accounts, and it was one of the highlights of the latest EPICURE newsletter.

TITLE	DATE	RESPONSABILITY	LINK	STATISTICS
Unlocking European-level HPC Support	November 21, 2024	CSC	https://epicure-hpc.eu/2024/11/21/unlocking-european-level-hpc-support/	Number of views: 49 unique readers
What EPICURE can do for you?	January 17, 2025	CSC	https://epicure-hpc.eu/2025/01/17/what-epicure-can-do-for-you/	The number of views will be detailed in D6.4

Table 5 - Blog

A plan is also aligned with all the partners, and the goal is to have a new blog post article every 2 months. A document for the blog posts is shared with the entire consortium to plan the blog post schedule to ensure that a new blog post is published every two months. According to that, the next blog post will be published in March about the “Training program”, to be written by INESC TEC.

2.3.2.4 Testimonials and Success Stories

As presented in D6.2, 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 and promote the best practices in the area. Under this goal, the first success story was published, focusing on “Making precise industrial tools with HPC EPICURE enables a Swedish manufacturer to digitally enhance its development process”, an experience with a Swedish manufacturer. Since this success story was published in January, the report of this new initiative will be done in the next deliverable. The information is collected by EPICURE project contacts from the supported projects by requesting publishable information. It is important to mention that all the proposals for the success stories and testimonials will be selected by the Application Support Teams, the teams from WP2, WP3 and WP4 that have direct contact with the projects supported and will be discussed in the PMB meetings. For that, the WP6 will pick up the information from the project reports to disseminate the success stories.

Highlighting the testimonial and success story is important. The testimonials will be part of the follow-up of the projects supported by the project. With testimonials, the idea is to share the feedback regarding the experience with the project and team during the supported services provided under the project. The goal is to use the information presented in reports after the project ends for these testimonials. The success story needs to be more than that. The success story should describe an excellent experience or situation under the project, which usually involves different people and different entities and can highlight and demonstrate the importance and impact of the EPICURE project.

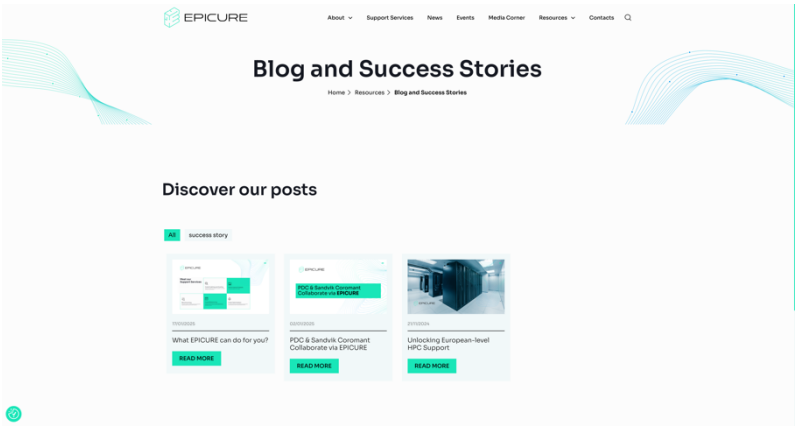


Figure 21 - Blog and success stories

2.3.3 Public Relations

These communication tools cover the following dissemination actions: press releases, news articles published on the media, news articles published on online platforms and events.

2.3.3.1 Press Kit

As presented in D6.2, a press kit was produced and made available on the EPICURE website – which may change as the content and results achieved over the four years are updated.



Figure 22 - Press kit

2.3.3.2 Media

Despite the recent changes in communication dynamics introduced by social networks, the media remain indispensable partners for affirming a project and consequently gaining recognition – among the scientific community and beyond. 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

TITLE	DATE	RESPONSABILITY
Hosting entities of the EuroHPC supercomputers join efforts in new project to support HPC users	June 6, 2024	INESC TEC

European supercomputer users can now get specialized “next level” support and training	July 29, 2024	INESC TEC

Table 6 - Press Releases

Two press releases have been submitted during the first 12 months of the project's lifetime. The following table presents the details of the press releases that have been disseminated regarding the EPICURE project. Regarding the editorial proposals and opinion articles, these actions will be the focus of the next project year. The first step is to develop an internal plan to implement this action, which will be detailed in the next deliverable and the first results.

Clipping

Regarding the press releases and news pieces published in the media, 7 were republished in different media platforms (HPCWire, Science Business, LivaRava Technology, Eurasia Review) since the beginning of the project, as listed in the table below. In what concerns the clipping, the major part of the news is on the European sides, but one of them is focused on the Eurasia and Afro-Eurasia news.

TITLE	DATE	SOURCE
Hosting Entities of the EuroHPC Supercomputers Join Efforts in EPICURE to Support HPC Users	March 4, 2024	HPCWire
CSC: Hosting entities of the EuroHPC supercomputers join efforts in new project to support HPC users	March 19, 2024	Science Business
Anders Jensen on Europe’s Plan for AI-optimized Supercomputers, Welcoming the UK, and More	July 8, 2024	HPCWire
INESC TEC is the first Portuguese entity to join international consortium to accelerate the use of generative AI in science and engineering	July 15, 2024	Science Business
Enhanced Training And Support Services For European Supercomputer Users	July 21, 2024	LivaRava Technology

European Supercomputer Users Can Now Get Specialized 'Next Level' Support And Training	July 22, 2024	Science Business
INESC: European supercomputer users can now get specialized "next level" support and training	August 5, 2024	Eurasia Review

Table 7 - Clipping

News articles published on the EPICURE website

The News section of the EPICURE website is the best place to discover all the project's updates. It collates the information provided by the partners, which is then processed and published as news. All the news is available in the table below. This page has 277 unique pageviews on the website by January 15, 2025.

TITLE	DATE	STATISTICS
EPICURE project has started	May 30, 2024	52 unique pageviews
EPICURE project poster featured at EuroHPC Summit	May 31, 2024	25 unique pageviews
EPICURE presented at ISC24	June 1, 2024	43 unique pageviews
Emmanuel Ory, EPICURE's coordinator, presented the project at the 4th Baltic HPC and Cloud Conference	June 2, 2024	41 unique pageviews
EPICURE Project featured at Austrian-Slovenian HPC Meeting 2024 (ASHPC24)	July 4, 2024	41 unique pageviews
EPICURE reaffirms its commitment to training professionals and students in CUDA and C/C++ programming course	October 14, 2024	27 unique pageviews

EPICURE connects with European HPC community at EuroHPC User Day in Amsterdam	November 20, 2024	23 unique pageviews
EPICURE´s First GPU Hackathon Empowers Researchers with Advanced Computing Skills	November 20, 2024	25 unique pageviews
EPICURE Showcases EuroHPC Application Support at SC24	January 15, 2025	9 unique pageviews

Table 8 - News

News articles published on online platforms

At least 7 news were published about the EPICURE project on different online platforms. All the results are detailed below.

TITLE	SOURCE
High-level Specialised Application Support Service in High-Performance Computing (HPC)	CSC's website
INESC TEC part of project to support users of European supercomputers, including the Portuguese Deucalion	BIP INESC TEC Magazine
INESC TEC part of project to support users of European supercomputers, including the Portuguese Deucalion	INESC TEC's website
Hosting entities of the EuroHPC supercomputers join efforts in new project to support HPC users	LUMI's website
New Project Aims to Enhance Danish Researchers' Access to European Supercomputers	DeiC's website
EuroHPC hosting entities join forces in new project to support HPC users	HiPEAC Info 72

European supercomputer users can now get specialized “next level” support and training	LUMI’s website

Table 9 - News pieces published on online platforms

2.3.3.3 Events

In WP6 task 6.3 is focused on the events. The main goal of this task is to support the communication and dissemination of different events promoted by the project partners and, especially, the WP5 Advanced Training.

Detailed information about the webinars is presented below, as well as the list of events organised by EPICURE and where EPICURE was present.

A plan for the events during 2025 is also presented below. It is important to note that this list is being updated.

Webinar Series

According to the plan of the webinar series described in D6.2, this action has been organised in close collaboration with the WP5 – Advanced Training.

In the first 12 months of the project, 5 different webinars were organised in collaboration with WP5, according to the details presented below. All these webinars contributed to showing the expertise of the EPICURE consortium in these fields and the project community's interest in different topics related to the HPC.

TITLE	DATE	TARGET AUDIENCES
Scientific Visualisation at the Argonne Leadership Computing Facility	July 10, 2024	1, 2, 3, 4
Heterogeneous computing with SYCL and oneAPI on CINECA’s Leonardo	October 10, 2024	1, 2, 3, 4
Streaming Optimised Scientific Software: an Introduction to EESSI	November 15, 2024	1, 2, 3, 4
Building Software With Ease: an Introduction to EasyBuild	December 13, 2024	1, 2, 3, 4
Computational Challenges in Advancing Earth Sciences	January 17, 2025	1, 2, 3, 4

Table 10 - Webinars organised in the 1st year

The next webinar will be held in February 2025 and will be focused on “Containerization in HPC Environments”. The speaker will be Teo Prica from IZUM.

Regarding the management model of this initiative, the INESC TEC team, which is in charge of the tasks related to the communication and dissemination activities, is also responsible for the transmission platform of the webinars, the production of the communication materials to be used for the dissemination of the webinars and the communication strategy to advertise the webinars. Conversely, the INESC TEC team leader of the WP5 is responsible for organising the webinars, preparing the presentation, inviting external parties (when applied) and moderating the discussion during the webinars.

From the WP6 side, the following tasks are done for each webinar:

3-4 weeks before the webinar:

- Create the survey for the registration;
- Create the image for the dissemination;
- Launch ‘Save the date’ for the next webinar.

2 weeks 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);
- Send 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.

For the organised webinars, several posts were already published on the social media channels and on the project website to engage with the participants, focused mainly on registration, the speakers

of the webinars, etc. These campaigns have aimed to increase the reach of target audiences and improve the number of registrations for the webinars. Table 1 presents all the actions carried out in these online campaigns to disseminate the webinars and promote registration.

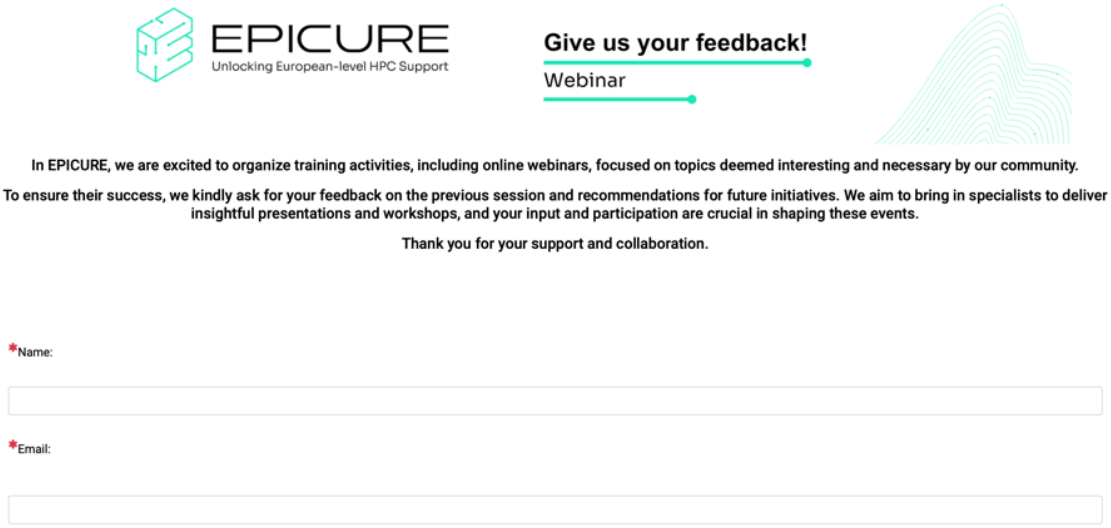
WEBINAR	WEBSITE	SOCIAL MEDIA	OTHER
Scientific Visualisation at the Argonne Leadership Computing Facility	Page	LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post with video X Post X Post X Post X Post	Video Newsletter Newsletter Internal Email
Heterogeneous computing with SYCL and oneAPI on CINECA's Leonardo	Page	LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post with video X Post X Post X Post X Post	Video
Streaming Optimised Scientific Software: an Introduction to EESSI	Page	LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post with video X Post X Post X Post	Video Newsletter Internal Email

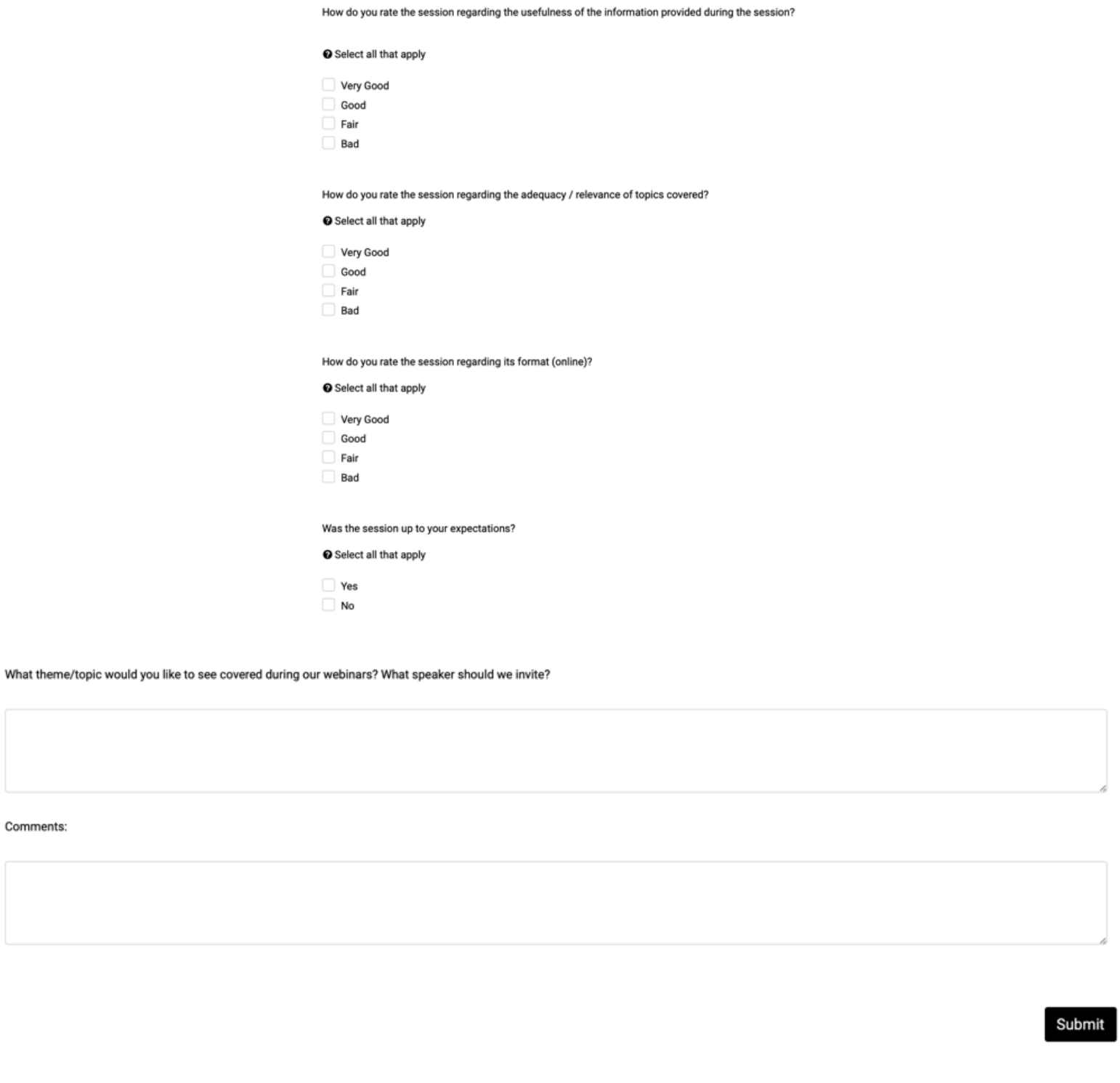
Building Software With Ease: an Introduction to EasyBuild	Page	LinkedIn Post LinkedIn Post LinkedIn Post LinkedIn Post Bluesky Post Bluesky Post X Post	Video Newsletter Newsletter
Computational Challenges in Advancing Earth Sciences	Page	LinkedIn Post LinkedIn Post LinkedIn Post Bluesky Post Bluesky Post X Post	Newsletter Chat

Table 11 – Webinars' actions

Regarding the methodology, a follow-up is done after each webinar by INESC TEC under WP6. All the participants have received an email with the link for the video session, which is available on the EPICURE website and EPICURE YouTube channel. In the same email, a form requesting user feedback is also sent to receive feedback regarding the initiative.

This feedback form includes the questions detailed in the figure below.




How do you rate the session regarding the usefulness of the information provided during the session?

Select all that apply

- Very Good
- Good
- Fair
- Bad

How do you rate the session regarding the adequacy / relevance of topics covered?

Select all that apply

- Very Good
- Good
- Fair
- Bad

How do you rate the session regarding its format (online)?

Select all that apply

- Very Good
- Good
- Fair
- Bad

Was the session up to your expectations?

Select all that apply

- Yes
- No

What theme/topic would you like to see covered during our webinars? What speaker should we invite?

Comments:

Submit

Figure 23 - Feedback form

In four different webinars, nine participants submitted their feedback regarding this initiative. For example, when we asked for the rate of the session regarding the usefulness of the information provided during the session, all these participants said that it was very good. Also related to the question about the adequacy/relevance of topics covered, eight participants said that it was also

very good. Finally, when we asked about the expectations of the session, all the participants said that the sessions were up to their expectations.

Events organised by EPICURE

The table below presents the main events organised by the project consortium. In these events, the EPICURE project was briefly presented, and then a presentation about a specific HPC topic was done.

EVENT NAME	DATE & PLACE	STATISTICS
Scientific Visualisation at the Argonne Leadership Computing Facility	July 10, 2024 Online	61 registrations and 49 participants
Programming GPUs with CUDA and C/C++ Course	October 9-10, 2024 Online	23 participants
Heterogeneous computing with SYCL and oneAPI on CINECA's Leonardo	October 10, 2024 Online	35 registrations and 25 participants
EPICURE GPU Hackathon	October 31, 2024 Bologna, Italy	25 registrations and 23 participants
Streaming Optimised Scientific Software: an Introduction to EESSI	November 15, 2024 Online	56 registrations and 28 participants
Workshop and Live Demo: Introduction to FPGA computing for the HPC ecosystem on MeluXina	November 28, 2024 Online	66 registrations and 34 participants
Building Software With Ease: an Introduction to EasyBuild	December 13, 2024 Online	64 registrations and 43 participants

Table 12 - Events organised by EPICURE

In what concerns the webinar participation, and looking at the number of registrations and the number of participants of each webinar, a big effort should be made during the next year of the project to make the difference between these two values lower. For that, the WP6 will send a reminder when people make the registration, 1 week before the event, 1 day before the event, and 1 hour before the event. A follow-up to the event will also be sent after the event, and, in case we don't have feedback, a reminder will also be sent.

Events organised by other entities

During the project's first year, EPICURE was presented at different events. In these participations, the EPICURE was briefly presented or had a specific presentation about the project, where it was possible to enter the EPICURE services.

EVENT NAME	DATE & PLACE	ACTIVITY
LUMI Day Poland	February 28, 2024 Online	Presentation of EPICURE Participants: 20
EuroHPC Summit Week 2024	March 18-21, 2024 Antwerp, Belgium	Present EPICURE at poster session Participants: about 700
4th Baltic HPC and Cloud Conference	May 12-16, 2024 Riga, Latvia	General presentation about EPICURE and its support services Participants during the presentation: over 40
ISC High Performance 2024	May 12-16, 2024 Hamburg, Germany	Presentation of EPICURE and project video shown at EuroHPC JU stand and IT4I stand – focused on the project goals Participants: 3416
Workshop on HPC at KTH	May 25, 2024 Stockholm, Sweden	Presentation at workshop on HPC at KTH Participants: 50
Austrian Slovenian HPC Meeting 2024 - ASHPC24	June 10-13, 2024 Grundlsee, Austria	Presentation of EPICURE Participants: 120
45th VI-HPS Tuning Workshop	June 10-13, 2024 Garching Germany	Presentation about EPICURE as part of the workshop organised by VI-HPS and LRZ (Munich) gaving an overview of the VI-HPS programming tools suite, explaining the functionality of individual tools Participants: 15 where most of them were either application developers or HPC support staff
14th International HPC Summer School	July 7-12, 2024 Kobe, Japan	The concept of the EPICURE project was introduced and how to apply for the services was described

		Participants: About 80 (mostly from EU/USA/Japan, a few from Australia and South Africa). Most of them were PhD or master students
1st Smashing Workshop	October 7-11, 2024 Vipava, Slovenia	Dissemination of EPICURE with promotional material Participants: 62 from multi-disciplinary project SMASH, postdoctoral program with the focus on ML
Open Day of the Slovenian Supercomputing Centers	October 16 – 18, 2024 Maribor, Slovenia	EPICURE was mentioned on 1 - 2 slides per presentation Presentations several times to the general public including primary schools, high schools students and other public institutions In total there have been each day 3 presentations scheduled in total 9 presentations, with a total of 169 participants
EuroHPC User Day 2024	October 22-23, 2024 Amsterdam, The Netherlands	Project video and presentation focused on the support services Merchandising products Participants: over 200
South East European Innovators Challenge 2024	October 28, 2024 Sofia, Bulgaria	Presentation of EPICURE via website, presentation (focused on supported services) and video promotion
Advanced LUMI Training	October 28-31, 2024 Amsterdam, The Netherlands	LUMI User Support presentation on 31 October 2024 mentioned EPICURE at the end Participants on that day: 10 on-site, 26 online
DeiC Conference	October 29-30, 2024 Comwell Kolding, Denmark	Dissemination of EPICURE with banner/ roll-up Participants: 250
Dnevi SLING Slovenian Supercomputing Network Day (International)	December 3- 5, 2024 Slovenia	Keynote presentation by Žiga Zebec about EPICURE, which was

		mentioned on 20 slides, to participants from the Slovenian scientific community Participants: 300 Video
EU-Latin America and Caribbean Digital Alliance	November 5 –6, 2024 Santiago de Chile, Chile	Key-note presentation by Žiga Zebec about HPC Vega: powering scientific discovery, where EPICURE was mentioned on 1 - 2 slides. Current state of the art in the HPC computing has been discussed by technical experts and policy makers Around 200 participants from the EU and Latin America and Caribbean were present at the meeting
LUMI-BE User Day	November 7, 2024 Charleroi, Belgium	EPICURE presentation via website and presentation Participants: 43
United Nations Climate Change Conference	November 14-17, 2024 Baku, Azerbaijan	Presentation of EPICURE via website, presentation and video promotion Participants: 40 000
SC24	November 17–22, 2024 Atlanta, GA	Presentation on EPICURE and project video shown at EuroHPC JU and the IT4I stands. Dissemination of EPICURE with promotional material in IT4I and LUMI stands Participants: 18 000

Table 13 - Events organised by other entities

Events planned for 2025

Below, the table provides an overview of potential upcoming events planned for EPICURE to be visible in 2025. The list is considered live and will be constantly updated throughout the year. It is important to note that WP6 will support disseminating the events promoted and organized by WP5 in D5.1. It is important to mention that part of these events aims to make EPICURE visible and promote the project to the HPC top audiences worldwide and contribute to the HPC community

worldwide. Exposure to Cutting-Edge HPC services and technologies, promoting knowledge exchange and feedback, and creating networking and collaboration opportunities are also the goals of this potential participation.

EVENT NAME	DATE & PLACE	PARTNER	TARGET AUDIENCES
EPICURE HPC in ARM Architecture Hackathon	February 4-7, 2025 Braga, Portugal	INESC TEC	1, 2, 3, 4
EuroHPC Summit Week 2025	March 18-20, 2025 Kraków, Poland	To be confirmed	1, 2, 3, 4, 5, 6 ,7
ISC High Performance 2025	June 10-13, 2025 Hamburg, Germany	To be confirmed	1, 2, 3, 4, 5, 6 ,7
EuroHPC User Days 2025	September 30-October 1, 2025 Denmark	To be confirmed	1, 2, 3, 4, 5, 6 ,7
SC25	November 16-21, 2025 St. Louis, Missouri	To be confirmed	1, 2, 3, 4, 5, 6 ,7

Table 14 - Events planned for 2025

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

The contact database for the EPICURE project is already available on the 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. The privacy policy is available on the website's footer and linked on this banner.

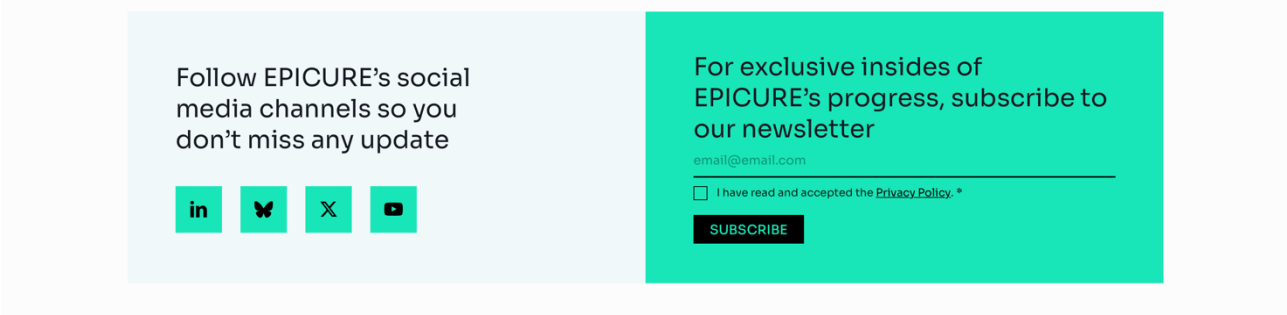


Figure 24 - Banner for newsletter subscription

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 25 - Signup form for newsletter

On January 15, 2025, EPICURE has 61 subscribers.

2.3.4.2 Newsletters

Based on the contacts database on EPICURE's website, 10 newsletters were sent during the project's first year.

The newsletters are divided into two different types: some of these newsletters are focused on the events organized or promoted by EPICURE, and others are focused on the main highlights and achievements obtained by the project.

NEWSLETTER	DATE	TARGET AUDIENCES	STATISTICS
Welcome to the EPICURE project!	July 3, 2024	1, 2, 3, 4, 5, 6	Open Rate: 68,8%
Newsletter #2	August 23, 2024	1, 2, 3, 4, 5, 6	Open Rate: 58%
EPICURE: Join the NVIDIA GPU Hackathon!	September 23, 2024	1, 2, 3, 4	Open Rate: 49%
Streaming Optimised Scientific Software: an Introduction to EESSI	November 11, 2024	1, 2, 3, 4	Open Rate: 44,6%
Workshop and Live Demo: Introduction to FPGA computing for the HPC ecosystem on MeluXina	November 25, 2024	1, 2, 3, 4	Open Rate: 52,6%
Webinar: Building Software With Ease: an Introduction to EasyBuild	December 9, 2024	1, 2, 3, 4	Open Rate: 51,7%
Newsletter #3	December 12, 2024	1, 2, 3, 4, 5, 6	Open Rate: 53,4%
2024 wrapped	December 27, 2024	1, 2, 3, 4, 5, 6	Open Rate: 42,1%
HPC in ARM Architecture Hackathon	January 9, 2025	1, 2, 3, 4	Open Rate: 47,5%
Webinar: Computational Challenges in Advancing Earth Sciences	January 14, 2024	1, 2, 3, 4	Open Rate: 37,7%

Table 15 – Newsletters that have been sent out

To increase the open rate of the next newsletters, direct dissemination will be done after the respective launch. A message or email will be sent to the partners saying that we have a new newsletter available. Some social media publications will also be done.

In collaboration with the EPICURE partners, the project was also disseminated in other newsletters, such as:

NEWSLETTER	DATE	PARTNER
Newsletter 2/2024	February, 2024	IT4I
Newsletter 6/2024	June, 2024	IT4I
Newsletter 7/2024	July, 2024	IT4I

2.3.5 Next Steps

During 2025, in addition to the actions that have already been implemented, we will focus on the following tasks. More details about the actions that will happen per month are presented in Annexe 1.

ACTION	DESCRIPTION	TIMELINE
Paid campaigns on social media platforms	Paid campaigns will be done in social media about the testimonials and success stories, and different events promoted by the project	February 2025 – January 2026
Success stories and testimonials	Based on the AST teams, different invitations will be sent to this action	February 2025 – January 2026
Boosting communication about the publications that are done in EPICURE	In collaboration with WP2,3, and 4, the WP& intends to promote the publications of projects supported by EPICURE to reflect the work of the experts though	February 2025 – January 2026

Success stories brochure	Success stories brochure for EPICURE to be shared with the governing board and politicians	February 2025 – January 2026
General presentation	A new version will detail the support services, some statistics and information about the supported projects (areas, quantity, testimonials, etc)	February 2025 – April 2025
Blog posts	A reminder about the blog posts will be done to ensure the participation of all the partners	March 2025 – January 2026
Project video	A project focused on the value proposition of EPICURE services will be produced	May 2025 - October 2025

Table 16 - Next steps

2.3.6 KPI Summary

According to the proposal, 16 KPIs were defined for the EPICURE project lifetime. In the table below, an update is done regarding the first 12 months of the project. It is important to highlight that most of the following KPIs are related to the project lifetime (M1-M48).

ACTION	KPI PROPOSED	KPI ACHIEVED (M1-M12)
Communication Materials	3 communication materials	6 communication materials
	400 recipients/downloads	218 recipients/downloads
	400 total views of the project video	**next step**
Merchandising	3 different merchandising products	6 merchandising products
Website	2000 unique visits per year	5050 unique visitors

Social Media	400 followers	321 followers
	250 reactions	1034 reactions
	10 paid campaigns	next step
Blog Posts	15 blog posts	2 blog posts
Success Stories and Testimonials	9 pieces	1 success story
Media	2 press releases	2 press releases
	4 editorial proposals/opinion articles	**next step**
News	20 news on the media	7 news on the media
	40 news on online platforms	16 news on online platforms
Newsletters	200 contacts	61 subscribers
	4 newsletters/year with an average opening rate of 50%	10 newsletters with an average opening rate of 53%

Based on KPIs, some of the KPIs proposed were already achieved during the first 12 months of the project, such as the communication materials, the merchandising products, the reactions on social media channels, the press releases, etc. However, in the case of actions that we still have to work to achieve the respective KPI, they will be the focus of the next years of the project.

3. Project Communication

The project's communication strategy has been developed in D6.2 and is based on five main communication campaigns. So far, two different communication campaigns have started, and a new one will start this month. This chapter presents the results of the first communication campaigns and the next step for the third campaign, which will start in January 2025.

3.1 First Communication Campaign Results

A summary of the first communication campaign is presented below.

Goal: inform the project stakeholders about the project's existence and communicate news and facts about the initiatives, events, and partners of the project.

Timeline: February 2024 to December 2024 (M1-M11)

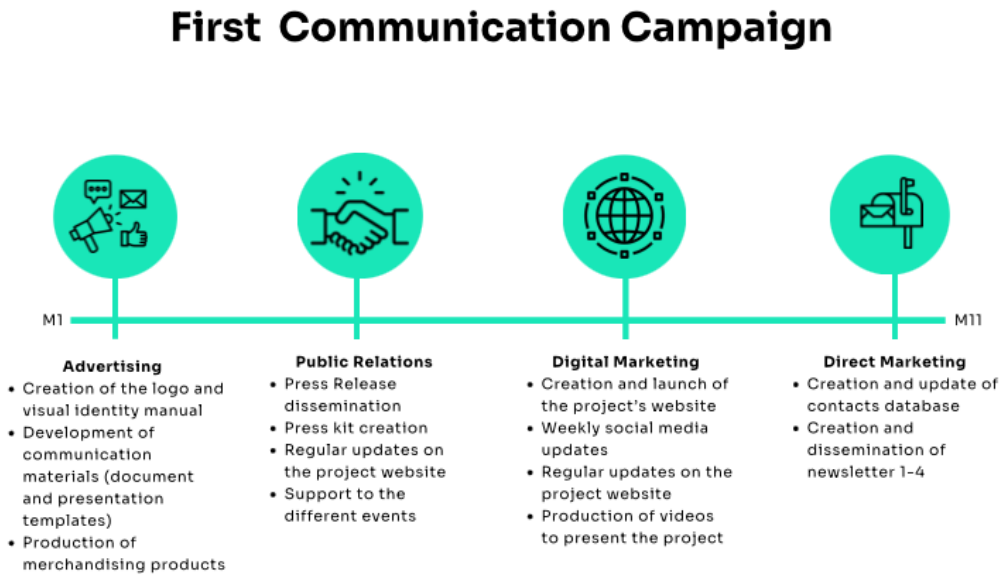


Figure 26 - Summary of the 1st communication campaign

Target Audiences: HPC users and scientific application developers; Academia, R&I, industry, and SMEs with activity in HPC; Sysadmins, Centres of Excellence in HPC; Other HPC communities and equivalent groups; International networks focused on HPC; Policy makers and influencers; and General public.

The first communication campaign was successful, as the results presented in Table 15 show. For example, the KPI established until the end of the project for the press releases was 2 to be launched until M48, and in the first 12 months, both were launched and resulted in 7 news on media. Another example is the number of visits to the website. The number of visits during the first 11 months reached the KPI defined for this metric per year.

COMMUNICATION ACTIVITIES	RESULTS ACHIEVED (M1-M11)
Website	Website available
Blog	1 blog post published
Success Stories	1 success story published
Social Media	145 posts
YouTube	16 videos produced
Communication materials	6 communication materials
Merchandising	6 products
Newsletters	9 newsletters sent
Press releases	2 press releases launched
Events organised by EPICURE	6 events organised
News articles	9 news articles published on website

Table 17 - Communication results of the 1st communication campaign

3.2 Second Communication Campaign

A summary of the second communication campaign is presented below.

Goal: to create awareness among the HPC users and to communicate all the support services the project will provide during the project duration, as well as create engagement with these audiences.

Timeline: September 2024 to January 2026 (M8-M24)

Target Audiences: HPC users and scientific application developers; Academia, R&I, industry, and SMEs with activity in HPC; Sysadmins.

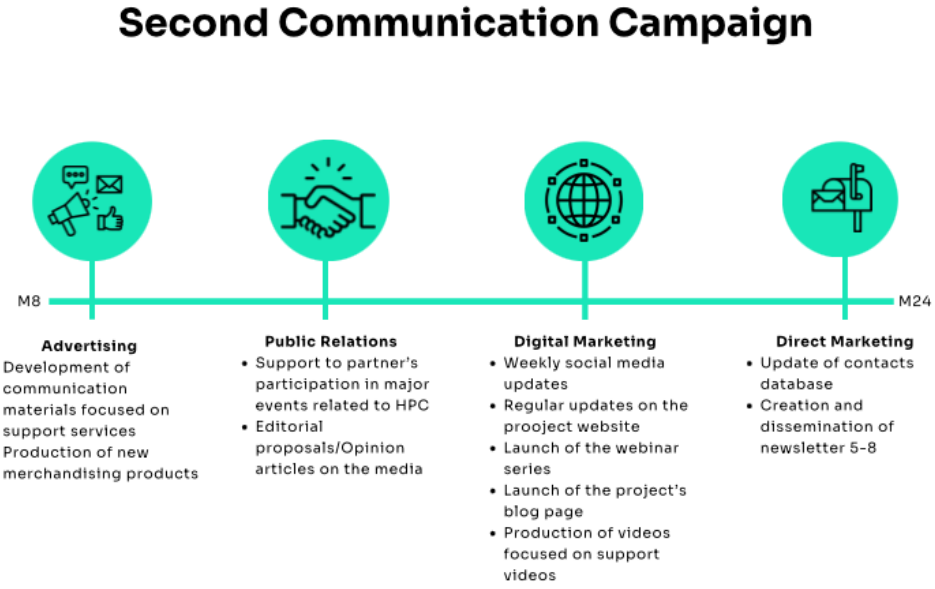


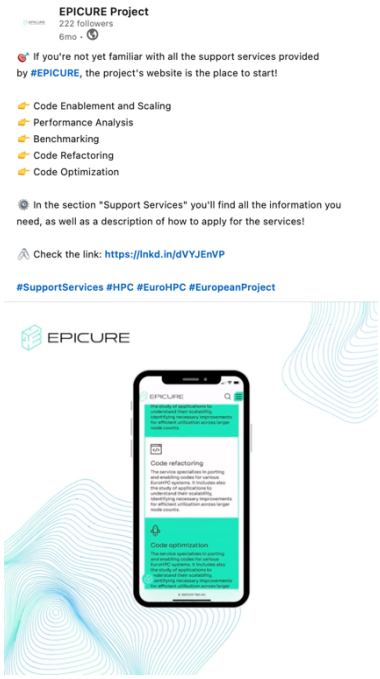
Figure 27 - Plan of 2nd ICC

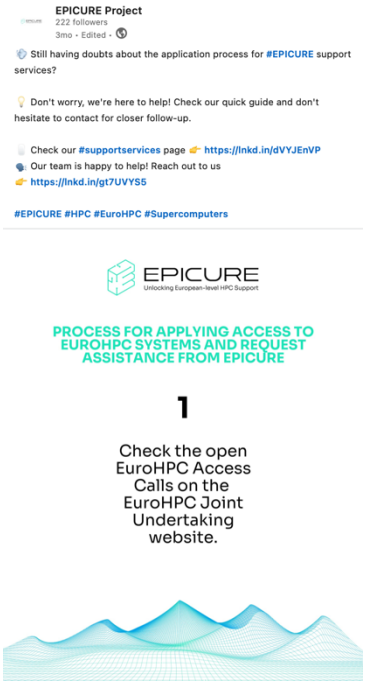
The support services are being the main focus of this campaign. During it, at least one new communication material will be produced with a special focus on support services. Specific videos will also be produced and focused on the support services. Editorial Proposals/Opinion Articles will also be published in the media. Regarding the content, some content about the project achievements and services was provided and disseminated through communication channels to reach the US and Japan. For example, in the upcoming months, a new article will be sent to HPCWire and HPCWire Japan in order to launch the EPICURE project in these regions.

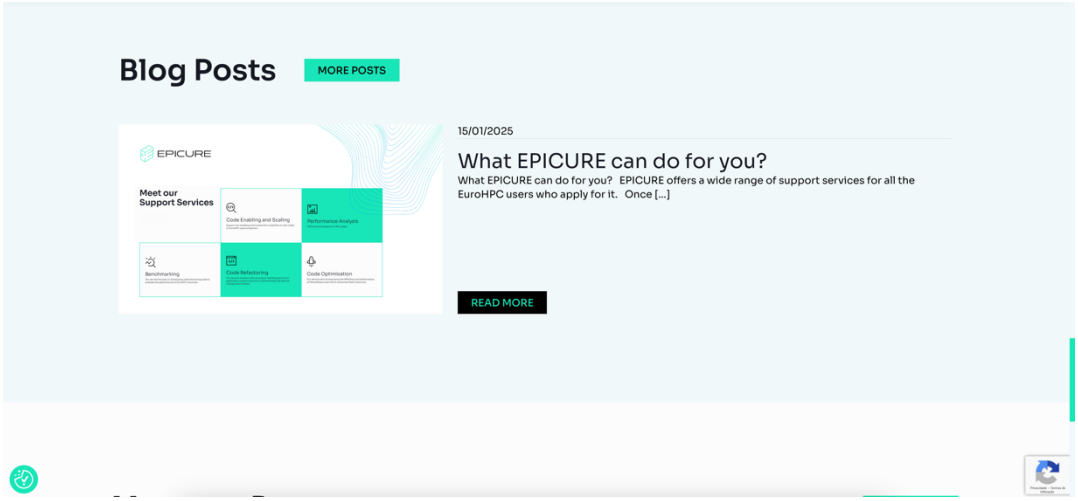
The following results were achieved during this campaign based on disseminating the support services.

COMMUNICATION ACTIVITIES	RESULTS ACHIEVED (M8-M12)
Blog	2 blog posts published
Success Stories	1 success story published
Social Media	158 posts
YouTube	16 videos produced
Communication materials	6 communication materials
Merchandising	6 products
Newsletters	10 newsletters sent
Press releases	2 press releases launched
Events organised by EPICURE	7 events organised
News articles	9 news articles published on website

Also focused on this campaign, several actions disseminated the support services provided by the EPICURE project. Some examples are presented below.







3.3 Third Communication Campaign

A summary of the third communication campaign is presented below.

Goal: promote the project initiatives related to the training activities and disseminate the portal.

Timeline: January 2025 and January 2027 (M12-M36)

Target Audiences: HPC users and scientific application developers; Academia, R&I, industry, and SMEs with activity in HPC; Sysadmins; Centres of Excellence in HPC; Other HPC communities and equivalent groups; International networks focused on HPC.

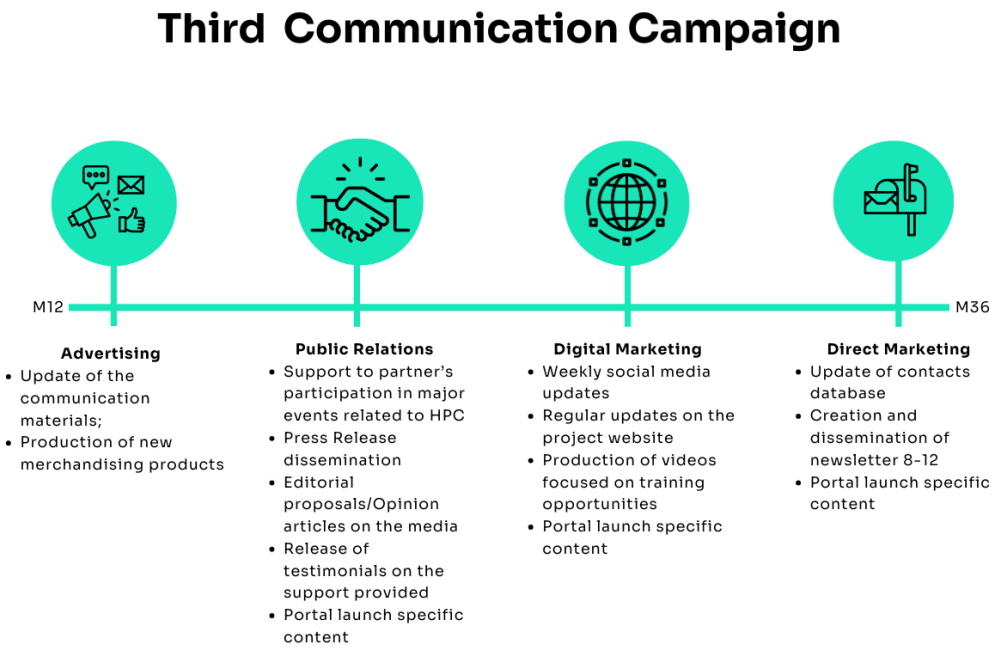


Figure 28 - Plan of 3rd ICC

Under the training events promoted by WP5, the training materials will be part of this campaign. Different videos and newsletters will be produced to disseminate these results. Testimonials and success stories will also be considered in this communication campaign.

One more campaign is expected until the end of the project. By the time of the submission of the next report, the results achieved in the second campaign and most of those achieved in the execution of the third campaign will also be presented.

The fourth communication campaign will be focused on the project results. The EPICURE project's success 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 and the final press release will be launched. The newsletters and the support to partner's participation in major events related to HPC will also be part of this campaign.

4. Conclusion

This deliverable aimed at reporting the main outcomes achieved in terms of dissemination and communication in the first 12 months of the project.

The following results were achieved until January 15, 2025:

- Communication Materials: 6 communication materials with 265 downloads from the website and 250 recipients
- Merchandising: 6 products
- Website: 5050 unique visitors
- Social media: 136 posts, 290 followers, 1078 reactions
    - LinkedIn: 81 posts, 222 followers, 847 reactions
    - X: 69 posts, 54 followers, 161 reactions
    - Bluesky: 8 posts, 45 followers, 26 reactions
- Videos: 16 videos, 18 subscribers, 551 views
- Blog: 2 blog articles
- Newsletters: 61 subscribers; 10 newsletters launched with an opening rate of 45% (at least)
- Success Story: 1 success story
- Media: 2 press releases
- 7 news on media
- 16 news on online platforms
- Events: 7 were organised by the project consortium, and 19 events where EPICURE was presented with presentations and promotional material.

The first communication campaign, implemented between February 2024 to December 2024, aimed to inform the project stakeholders about the project's existence and communicate news and facts about the project's initiatives, events, and partners. This campaign was implemented with successful results, proven by the reach achieved on social media channels of the project – 1078 interactions through 136 publications on X, LinkedIn, BlueSky and YouTube – or by the number of press releases launched – 2 press releases - or the videos produced – 17 videos already available on the YouTube channel and shared on the social media channels of the project.

In what concerns the next steps, the focus will be in the following actions: editorial proposals and opinion articles, share achievements in the USA and Japan stakeholders, project video focused on the support services, paid campaigns on social media, blog posts and success stories and testimonials.

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 specific needs.

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

- **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).

Annexe

Annexe 1

This annexe details the actions that will happen per month based on what it is possible to plan at this stage. Please note that this plan can have adjustments during the upcoming months.

- **January 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. LUMI supercomputer video and UAntwerpen video)
	Website update
Advertising	Booklet
Public Relations	Event's dissemination (EPICURE HPC in ARM Architecture Hackathon)
	News articles

- **February 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g., KAROLINA supercomputer video, Question/Fun fact video with BSC), and CYFRONET video)
	Website update
Advertising	New version of general presentation
	Merchandising products distribution
	New poster focused on support services
Public Relations	Event's dissemination
	News articles
Direct Marketing	Newsletter

- **March 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts with paid campaign (e.g. MELUXINA supercomputer video, Question/Fun fact video with CINECA, and DTU video)
	Website update
Advertising	Project video storytelling
Public Relations	Blog post
	News articles
	Event's dissemination (EuroHPC Summit Week)

- **April 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. MARE NOSTRUM supercomputer video and GENCI video)
	Website update
Advertising	Project video storytelling
	New version of general presentation
	Success stories brochure
Public Relations	News articles
	Event's dissemination
Direct Marketing	Newsletter

- **May 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. VEJA supercomputer video, Question/Fun fact video with IT4I@VSB)
	Website update
Advertising	Project video
	Blog post
Public Relations	Editorial proposal/opinion article
	News articles
	Event's dissemination

- **June 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts with paid campaign (e.g. LEONARDO supercomputer video and Question/Fun fact video with IZUM)
	Website update
Advertising	Project video
Public Relations	News articles
	Testimonial
	Event's dissemination (ISC 2025)
Direct Marketing	Newsletter

- **July 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. Question/Fun fact video with LUXPROVIDE)
	Website update
Advertising	New merchandising products
Public Relations	Success story
	News articles
	Blog post
	Event's dissemination

- **August 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. DEUCALION supercomputer video and Question/Fun fact video with UAntwerpen)
	Website update
Public Relations	News articles
	Event's dissemination
Direct Marketing	Newsletter

- **September 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts with paid campaign (e.g. Question/fun fact video with CYFRONET)
	Website update
Advertising	Project video
Public Relations	Testimonial
	News articles
	Blog post
	Event's dissemination (EuroHPC User Days 2025)

- **October 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. Question/fun fact video with INESC TEC)
	Website update
Advertising	Project video
Public Relations	Editorial proposal/opinion article
	Success story
	News articles
	Event's dissemination
Direct Marketing	Newsletter

- **November 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. Question/fun fact video with DTU)
	Website update
Advertising	Project video
Public Relations	Event's dissemination (SC 2025)
	News articles
	Blog post
	Event's dissemination

- **December 2025**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts with paid campaign (e.g. Question/Fun fact video with CSC)
	Website update
Advertising	Project video
Public Relations	Testimonial
	News articles
	Event's dissemination
Direct Marketing	Newsletter

- **January 2026**

COMMUNICATION TOOL	COMMUNICATION ACTION
Digital Marketing	Weekly social media posts (e.g. DISCOVERER supercomputer video and Question/Fun fact video with CINECA)
	Website update
Advertising	New communication material focused
Public Relations	Success story
	News articles
	Blog post
	Event's dissemination