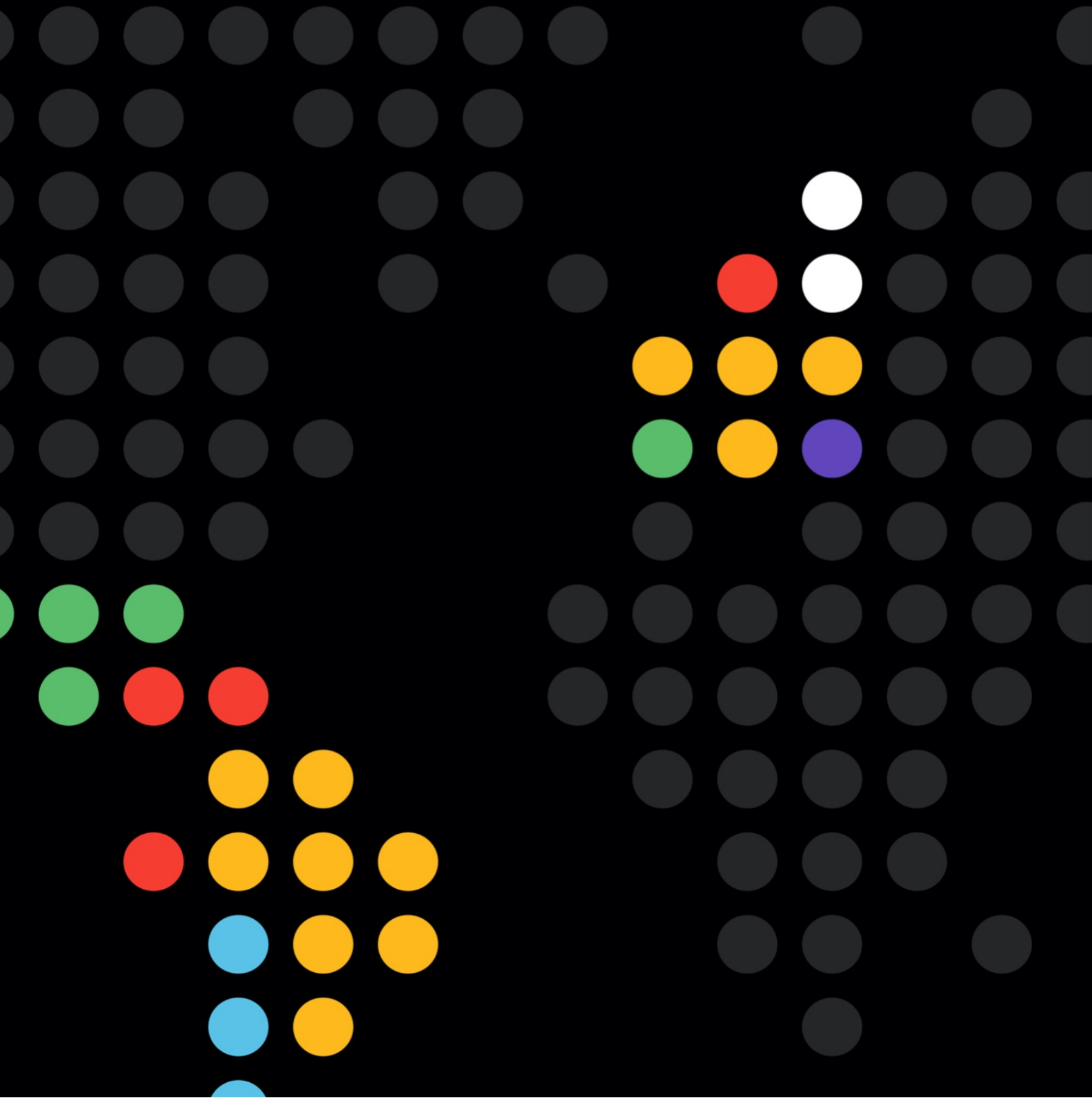


# RISC2



# Deliverable 5.1

Dissemination, Communication and Exploitation Plan



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## Change Log

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V0.1	First draft
V0.2	Draft submitted to the internal review
V0.3	Final draft sent to the internal review
V1.0	Final version of the document, ready for submission

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## Acronyms and Abbreviations

<b>CRM</b>	Customer Relationship Management
<b>EC</b>	European Commission
<b>EU</b>	Europe Union
<b>GDPR</b>	General Data Protection Regulation
<b>HPC</b>	High-Performance Computing
<b>IMC</b>	Integrated Marketing Communication
<b>KPI</b>	Key Performance Indicator
<b>SMEs</b>	Small and Medium-sized Enterprises
<b>LATAM</b>	Latin America
<b>WP</b>	Work Package



## Executive Summary

The first deliverable of Work Package 5, which goal is to disseminate and promote the knowledge and results achieved during the RISC2 project, is about dissemination planning while also including the website creation.

The WP objectives are the following:

- To continue to build awareness of the RISC2 project through the communication campaign;
- Dissemination and exploitation through the networks of the partners as well as establishing links with international organizations to provide wider dissemination and exploitation of the project results;
- To reach additional key stakeholders using appropriate communication channels, as well as to maintain contacts realized during the RISC project;
- Liaisons with related European projects through H2020 project clustering. Prepare links for future actions in Horizon Europe;
- Validation of the products of the project so that to obtain feedback by expert groups, innovation communities, industrialists, scientists and interested user communities;
- Multiplication: end-users adopting or applying HPC results.

This deliverable is divided into seven chapters: introduction, dissemination plan, integrated communication campaigns, Key Performance Indicators (KPIs), budget, exploitation, and conclusions.

The dissemination plan chapter is divided into three different subchapters, where the last one focus on the five structural communication tools that will be used to communicate the RISC2 project to our targeted audiences.

The communication tools that will be used and the communication actions related to these tools are:

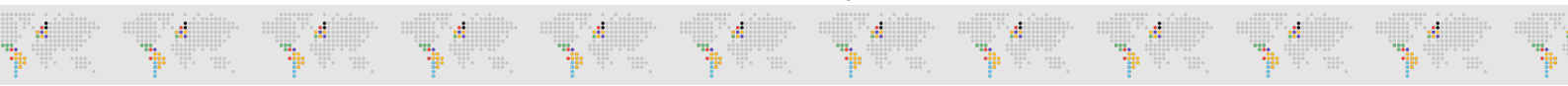
**Advertising** (communication actions: logo and visual identity manual, flyers, posters and leaflets, and video);

**Public Relations** (communication actions: press release, opinion articles on media, press kit and events);

**Digital Marketing** (communication actions: website, social media channels, blog and webinar);

**Direct Marketing** (communication actions: contacts database and newsletters).

The goal of the integrated communications campaigns' chapter is 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 three sub-chapters:

**1st communication campaign** in which the goal is to inform the project stakeholders about the existence of the project and to communicate news and facts about the initiatives, events, and partners of the project.

The main goal of the **2nd communication campaign** is to create awareness to the HPC communities, industry and academia groups in Europe and Latin America, to engage with the target groups and create a strong links between Europe and Latin America, and to promote exchange of the best practices in HPC research through events and training activities.

The **3rd communication campaign** will focus on the communication of the successful stories showcase in innovative uses of HPC and on the dissemination of all the project results.

There are KPIs that were defined to each of one the communication tools presented in this deliverable. Chapter 4 summarizes all the 10 KPIs considered for the dissemination and communication activities.

The chapter 5 presents the budget for the dissemination actions that can be considered as paid actions.

The chapter 6 describes the goals of the exploitation plan and the exploitable results of the RICS2 project.

This deliverable ends with chapter 7 (conclusions) that summarizes some of the key information regarding the dissemination and communication plan, mentioning also other deliverables that are part of WP5.

# 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, which “must be integrated to deliver a consistent message and achieve the strategic positioning” (Kotler & Keller, 2012).

According to the approach presented above, the marketing communications mix is divided in eight major modes of communication: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing and personal selling.

Five of the eight tools listed above will be part of RISC2 project dissemination strategy – advertising, public relations and publicity, direct marketing, interactive marketing, and word-of-mouth marketing. All these communication tools 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.

## 2. Dissemination Plan

Different target groups and dissemination channels will be used according to the different communication tools defined to disseminate the RISC2 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 last one focused on the advertising, public relations, digital marketing, and direct marketing - that correspond to the structural communication tools that will be used to communicate the RISC2 project to our target audiences.

### 2.1 Dissemination Objectives

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

- Promote information about project activities to all targeted stakeholders;
- Communicate news and facts about the initiatives, events and partners;
- Create awareness to the HPC communities and academia groups in Europe and LATAM between scientists and target groups;
- Promote exchange of best practices in HPC research through events and training activities;
- Communicate the successful stories showcase in innovative uses of HPC;
- Disseminate all the project achievements.

### 2.2 Target Stakeholders

Even though all the targeted stakeholders 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:

- **HPC Communities**
- **Public and private research actors**  
Universities, research centers, research units in SME and big industrial players, EU platforms dealing with the development and use of HPC, scientists, scientific bodies, industry, IT companies
- **Public decision-makers**  
At the regional, national, and local level, engaged in policy design, orientation, implementation, and evaluation in the field of HPC, industrial advisors



- **Society and other stakeholders involved**  
User associations, SMEs and micro-enterprises
- **Media**  
Online media and media specialized in HPC fields
- **General public**

To reach the target groups of the project and, therefore, achieve the dissemination goals, **different communication tools** will be implemented during the 30 months of the project.

## 2.3 Communication Tools

As mentioned in the beginning of this chapter, four main marketing communication tools will contribute to reach the project target audiences and achieve the project objectives. In an Integrated Marketing Communication (IMC) approach, these tools are known as the promotional mix and 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.

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.

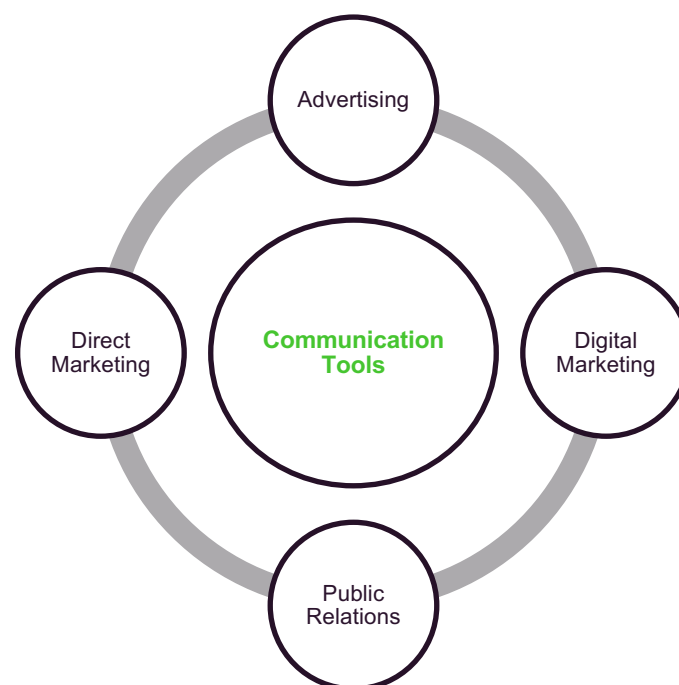


Figure 1: Communication Tools

### 2.3.1 Advertising

“Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea” (Belch & Belch, 2006).

Several communication materials are planned to be produced during the project’s timeline and to be possible to advertise the project in a more institutional way. These materials are listed and explained, in an individual way, in the following sub-chapters.

It is important to mention that all these materials will be available on the [internal shared folder](#), and some of them will be also available on the RISC2’s website.

The first material that needed to be defined before the launch of the other materials is the project logo.

#### 2.3.1.1 Logo

The final version of the logo was decided with the consortium in March, 2021. The feedback of the partners was good, and the final version was disseminated through all partners and is already available on the shared folder where all the RISC2 collaborators have access.

In what concerns the branding, the consortium has focused on the main characteristic of the RISC2 consortium, which is composed by different teams from Europe and Latin America. For that, we decided to use the world map on the logo and identified the different countries from these two regions in different colors. It is important to mention that these colors were selected according to the colors of the respective country’s flags.

Besides that, the consortium decided to use monochromic elements and simple, perceptible and readable font to identify the name of the project.

RISC2’s logo is presented in the figure below.



Figure 2: RISC2's Logo

Still regarding the logo, it’s important to mention that there are different versions of the logo, which can be used in different contexts. The figure below is an alternative black and white version of the main logo.



**RISC2**

# logo

MAIN VERSION

This is **RISC2** brand. It has been designed to be unique and to be used in all graphic material.

It is composed of two elements: the symbol and the logo. They should be used together in all communication material and, whenever possible, reproduced in its official colour.

BLACK AND WHITE VERSION

In black and white versions uses 10% black or white in the positive and negative versions, respectively.

## protection area

The goal of the protection area is to preserve the legitimacy and the visual integrity of the brand.

The image on the right illustrates the minimum protection area to be respected.

These margins apply to all versions of the logo and should be increased whenever possible.

## minimum size

The size of the brand should not be smaller than what is shown on the right because that is key to maintaining legibility. For lower quality printing (screen printing, and printing, etc.), it will be necessary to use larger sizes. This minimum size applies to all colour variations.

## incorrect applications

Below are some examples of incorrect applications of the logo:

Tilting or partially changing the colour of the elements.

Change the proportion of the elements.

Change the position of the elements.

Distort the proportion between width and height.

Distort the proportion between width and height.

## colour

Colour is key to identify the brand.

The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose (printing or digital).

PRINTED / PRINT	DIGITAL / DIGITAL	PRINTED / PRINT	DIGITAL / DIGITAL
PANTONE 685 C	CMYK 0 100 0	PANTONE 685 C	CMYK 0 100 0
PANTONE 685 R	CMYK 0 100 0	PANTONE 685 R	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
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PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
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PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
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PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0
PANTONE 685 B	CMYK 0 100 0	PANTONE 685 B	CMYK 0 100 0
PANTONE 685 G	CMYK 0 100 0	PANTONE 685 G	CMYK 0 100 0
PANTONE 685 M	CMYK 0 100 0	PANTONE 685 M	CMYK 0 100 0
PANTONE 685 Y	CMYK 0 100 0	PANTONE 685 Y	CMYK 0 100 0
PANTONE 685 K	CMYK 0 100 0	PANTONE 685 K	CMYK 0 100 0
PANTONE 685 W	CMYK 0 100 0	PANTONE 685 W	CMYK 0 100 0

15

### 2.3.1.2 Factsheet

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

### 2.3.1.3 Flyer

A project flyer will be also produced as a brief project presentation. The objective is that the partners can distribute them to stakeholders identified as strategic ones, such as HPC communities, public and private research actors, public decision-makers, society, and other stakeholders involved, media and general public, who are interested in the relationship between research and industrial communities, focusing on HPC field.

The flyer ought to include relevant information about the project – namely the description, main goals and outputs, partners, duration, funding, and contacts.

### 2.3.1.4 Poster

A project poster will be produced and distributed to all partners. During the project it is expected that the partners participate in events, such as fairs or public presentations, which goal is to promote the RISC2 project. The target groups are the same as the ones written above HPC communities, public and private research actors, public decision-makers, society, and other stakeholders involved, media and general public, who are interested in the relationship between research and industrial communities, focusing on HPC field.

For that reason, a poster will be created with information about the project's motivation, objectives, impact and outcomes, partners, duration, funding, and contacts.

### 2.3.1.5 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 the outcomes of the RISC2 project. Different leaflets can be prepared to present the HPC observatory, the HPC capacities in LATAM roadmap, and the HPC resources. These versions can be used for strategic events where these contributions can be important.

### 2.3.1.6 General Presentation

A general presentation of the RISC2 project will be also 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.

### 2.3.1.7 Documents and Presentation Templates

Some documents and presentation templates were already produced to be coherent between all communication materials since the start of the project. All these templates are available on the share folder of the RISC2 project. The presentation template and



the deliverables template are already available on the shared folder of the consortium of the RISC2 project.



Figure 6: Deliverable Template



Figure 7: Document Template



Figure 8: Presentation Template

### 2.3.1.8 Video

A project video will be produced on the beginning of the second year of the project, to be presented at different events and initiatives during the project execution.

The main goal of this video is to present the project and also give reputation, visibility and reliability to the RISC2 project.

The video will be targeted to all the audiences of the project. It will be disseminated in the project's social media platforms, website, meetings and other events.

### 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.

In recent years digital media platforms have revolutionized marketing, offering new ways to reach, inform, engage, sell to, learn about, and provide service to customers (Lamberton, 2016).

#### 2.3.2.1 Website

This subsection of the dissemination plan will focus on the website.

According to the proposal, the RISC2 project's website will be one of the main communication tools used in this project for reaching external targets and raising public awareness. Not only because we have defined unique strategies targeted to specific audiences to be disseminated throughout the website, but also because it will aggregate most of the other tools used to communicate with our target audience during the project, such as news feeds, press releases, scientific publications, newsletters, public deliverables, and educational and training materials.

The RISC2 website will share and spread news and content about HPC activities in the project and outside the project linked to the project activities.

The website is the main instrument for online communication between RISC2 and the academic and industrial communities and it will represent the meeting point for all the interested stakeholders and will be also a pivotal role in the overall dissemination strategy of RISC2 project.

The website is online and available at <https://www.risc2-project.eu> and it was launched in September 2021.

This communication channel is one of the main communication tools that are going to be used to communicate the project's progress and results to the relevant stakeholders and parties interested in the RISC2 project.

A website as a communication tool is only effective when all these notions and aspects are defined and well targeted. (Cornelissen, 2011) defined stakeholder as “any group or individual who can affect or is affected by the achievement of the organization's purpose and objectives”.

Taking into consideration that RISC2 is a scientific project, and not an organization, we will follow an integrated marketing communication strategy. In this sense the RISC2 project wants to promote ideas to different target groups, so this online presence is a crucial aspect.

The project website will assure wide awareness of the RISC2 project and help facilitate stakeholder engagement with the project.

This deliverable will present the strategy behind and the structure and the initial content of the project's website. The website content will be continuously updated as the project progresses. The website is not a static channel. In this sense, menus like scientific publications, observatory, blog posts and others will be available during the next months.

## Menus

At this moment, four main menus compose RISC2's website: about, consortium, news & events and contacts.

## Homepage

RISC2's homepage is designed according to the last trends in web design since the project is using a modern template. On the top of the homepage, on the left side, there is an image of the project logo. After that, we have the four menus listed.

As you can see in Figure 9, we've opted for the statement “Exploring the real and potential impact of HPC on Latin America and Europe”, which focuses on the main goal of the RISC2 project. Together with a background image featuring data centers and a map, part of the visual identity of the project, visitors will be able to understand the scope of the project.



Figure 9: RISC2 Website

## About

The first menu of the RISC2 website is the “About” so that the user can easily access the general explanation about the project.

On the menu About, which is divided in three different sections, the website gives information regarding the context with an overview of the general scope of the project, the main goals and the expected outcomes and impact of RISC2.

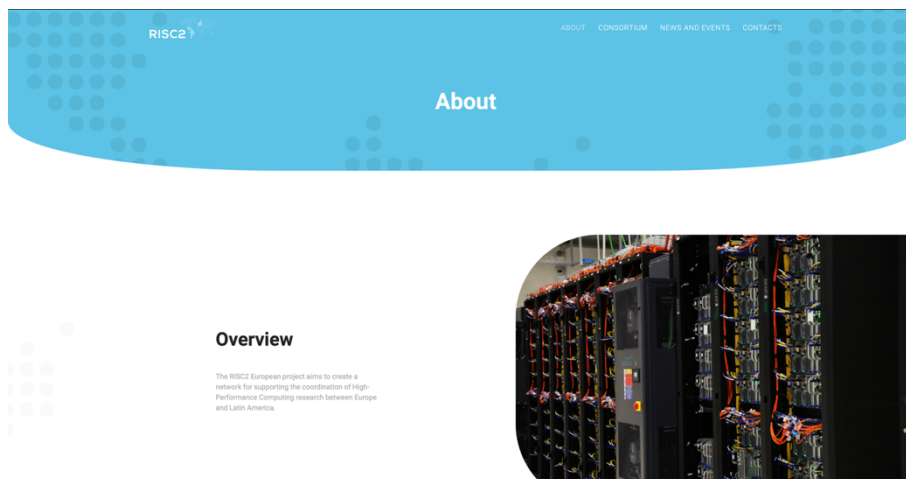


Figure 10: About Section

## Consortium

The Consortium menu presents a map of a graphical representation of the world, where it is possible to see the different countries and partners that are participating in the project. It is important to mention that this partner’s mention has the official URL link for the respective website.

This map is an interactive way to give to the visitor the most important information related to the partners involved in the project, which is the essence of the project, since the overall goal of the project is to build a strong bridge between European and Latin American HPC communities.

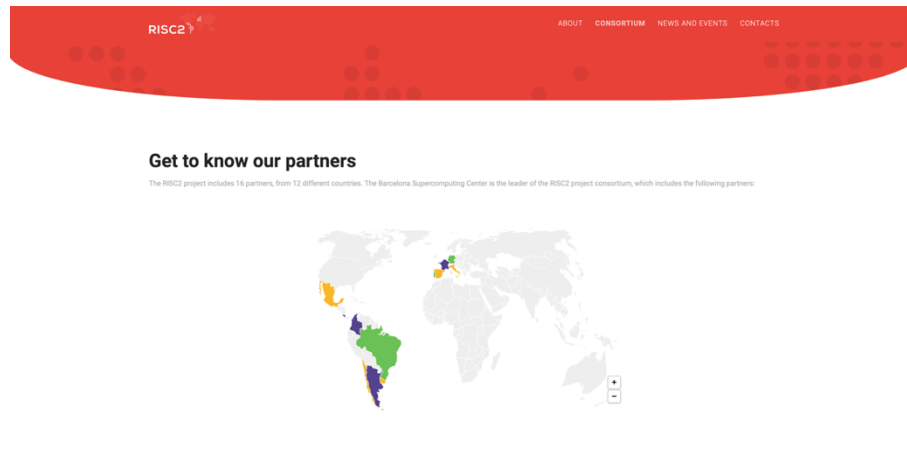


Figure 11: Consortium Section

## News & Events

This menu includes the news that will be produced during the course of the project as well as information about the events where the RISC2 project or its partners will participate or will organize.

This menu has three different sections - News, Upcoming Events and Past Events – so that the visitor can distinguish between the type of content that wants to read.

It is important to mention that on the homepage of the RISC2's website, the visitor can see the most recent news and the upcoming events.

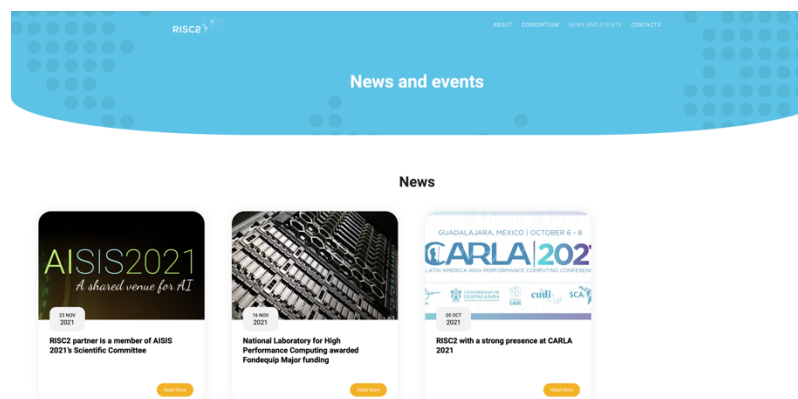


Figure 12: News and Events Section

## Resources

This menu is divided in two different sections: public deliverables and dissemination material. The public deliverables are available in the project and since the website is one of the main communication tools of RISC2 it will be possible for the visitor to download public deliverables in the “Public Deliverables” section.

The communication material is also available in this section. All the information regarding the logo, visual identity manual and the communication materials available at this moment are available on this section.

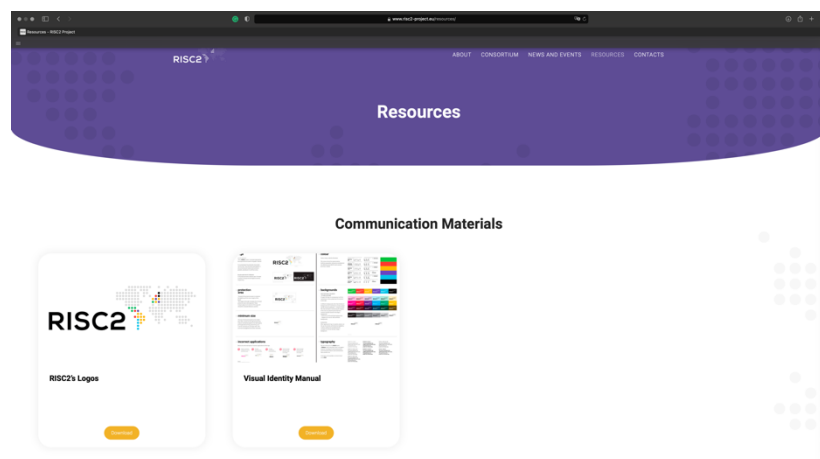


Figure 13: Resources Section

Regarding the press kit, newsletter, and scientific outputs will be accessible also in this section.

## Footer

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

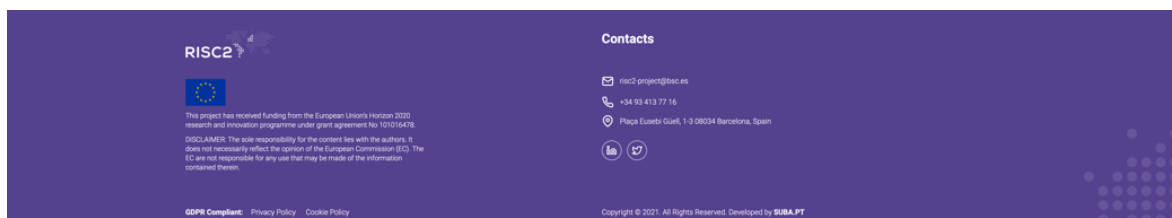


Figure 14: Footer Section

## Contacts

The general email [risc2-project@bsc.es](mailto:risc2-project@bsc.es) was created and is available on the website's footer and on the contacts' section. In addition, it is possible for visitors to submit a message directly from the website on the Contacts section.

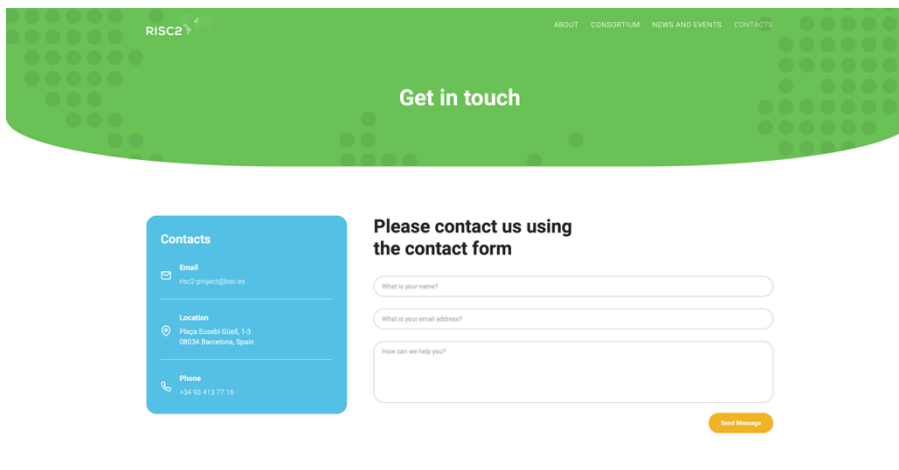


Figure 15: Contacts Section

## Ethics and Funding

An ethics menu has been included, which 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 footer of the website, where all the information related to the data is available. It is important to mention that the Privacy Policy and the Cookie Policy were validated by the Data Protection Officer (DPO) of INESC TEC, according to the channels and tools that are being used for the WP5 activity.

It is important to mention that more information regarding the data management is available on the Data Management Plan (D1.2).

Also in the footer, there is the information regarding the funding, which shows the logos of the entities that are funding the project and the textual acknowledgements.

## HPC Observatory

Since the task 2.2 is established as part of WP1, WP2 and WP5, it is important to mention that the consortium is already working on this page and content. The page is being developed by the agency that was contracted for help the consortium on the development on the website.

The HPC Observatory will be a unique central information source for the EU and LATAM on HPC. This page will monitor and summarize what goes on in member states in industry, government and academia and make the outcome accessible not only to HPC practitioners or industrialists but also the public at large.



The HPC Observatory will focus on elaborating an overall list of relevant HPC research and industrial organizations for LATAM, including a description of the organization and contact information. Moreover, through the HPC Observatory, the Consortium will share relevant news for the EU-Latin-American cooperation in HPC research. This information will be collected from publicly available websites and newsletters. Details on the HPC Observatory content, format and methodology will be included in D2.2.

### **Target Stakeholders**

A website must have its target audiences well defined to be effective as a communication tool. However, the RISC2 project website is not like most of the other projects' websites that often target one type of audience; rather the RISC2 project has identified different specific target groups for the website who have very different needs, and communication goals for each target group therefore differ. The different target groups will be explained in detail below.

### **HPC Communities**

The first target group defined is the specific communities on HPC topics. The main objective here is to inform this target group about the main goals and vision of the project, as well as the latest updates, for example the latest news pieces or events in which the partners are participating and the available dissemination material, such as public deliverables. Some of this information is not on the website yet, since there are documents that will be uploaded over time, according to the project's progress.

### **Public and Private Research Actors**

To capture the academic institutions' interest in the project, the website must have all the information regarding the project, such as the mission, the main goals and also the scientific outputs (publications, presentations, technical public deliverables, blog posts, webinars, etc).

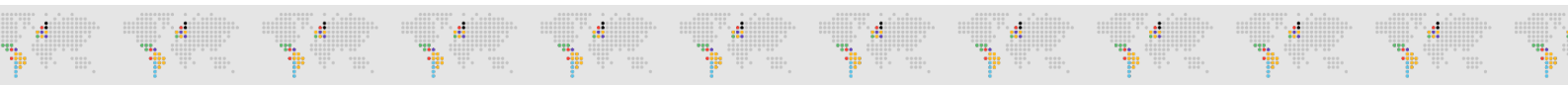
Different kinds of information are available on the website, to create more interest in possible partnerships and also in training activities related to the project's topics.

### **Industry**

For the industry, including ICT and IT companies, a specific information regarding the exploitation results can also be important. The products resulting from RISC2 will be disseminated through the website. One example product is the page under construction for the HPC Observatory.

### **General Public**

By general public we mean every individual who has interest in HPC in general, and in topics related to HPC in particular. To capture the general public's interest in the project, we want to create a blog page on the website with the following goals:





- To create and raise consumer awareness about the topics related to the RISC2;
- To increase the levels of engagement with the general public;
- To facilitate people to change their perceptions on these topics.

To accomplish the above goals, different types of information in different phases of the project will be published on the dedicated page. The main objective of this page is to have information about the topics related to the project in a simple way, capable to clarify the general public about complex ideas regarding the topics related to the project. The idea is to have a few blog posts written by the consortium's partners, specifically to people who have no knowledge about the area and the experience.

It is important to mention that the News and Events and the Dissemination Material menus can also inform this target group about the main outputs of the project.

### How to Measure the Results

By the end of each year of the project execution, we will evaluate the impact that the project's website is having on the different target groups. The main objective of this evaluation is to know if the strategies defined on the start of the project are being effective for the project's awareness or if we need to adapt some of them.

For that, a KPI is defined to analyze the impact of the website as an effective communication tool. According to the proposal, the consortium has established 2000 visitors on the project's website during the project timeframe. This metric can give us some feedback regarding the website traffic.

Once the website is already connected to the Google Analytics platform, this data will be extracted from this platform and presented in deliverables D5.2 and 5.3. With the Google Analytics it will be possible to have different indicators, such as new visitors, visitors by country, sessions, page views, time of visits, etc.

### Technical Details of the Website

The website of the RISC2 project was created by SUBA, a Portuguese creative agency. The website has been managed by the person who is responsible for the communication and dissemination of the project from INESC TEC. The technology used to create the website is the [Wordpress](#) platform.

The website runs and is designed in a responsive way, to optimize it to different devices, whether they are desktop or mobile.

The language used on the website is English since it is an international consortium.

### 2.3.2.2 Social Media Channels

As established between all partners, the RISC2 project is present on [Twitter](#) and [LinkedIn](#), each one with a different purpose and different targets. Considering the wide

potential of online tools, we aim at reaching different kind of users – individuals, companies and HPC specific institutions – informing and engaging them around RISC2 and its values.

Regarding LinkedIn, group discussions will be also analyzed through the project execution.

The social media channels created for the project will cover the general goals of:

- 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 social and industrial benefits of HPC;
- Build relationships with partners.

As shown below, there's a strategy behind each social network, depending on the target and the communication purpose:

	Twitter	LinkedIn
Target	Public and private research, public decision makers, society and other stakeholders involved, media, and general public	IT companies, public and private research actors, society, and other stakeholders involved, and media
Purpose	Advocacy and influence	Influence
Strategy	Premium access to build advocacy with the audience; Direct engagement with influencers; Short sentences, able to attract attention; Simple and very attractive language	Leverage skills and expertise data for influence and involve professionals. Longer and more descriptive phrases
Goal	Build HPC community around the project; Create awareness; Increase online visibility; Influence and future partnerships;	Influence to attract industry, new collaborations and partnerships, and potential investments



Establish RISC2 as the reference in HPC area

Influence the market and attract decision-makers;  
Reach out industry sector as well as academic target

Table 1: Social Media Strategy

## Visual Identity

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

Some common elements were defined to the posts (visual elements, fonts, dimension, mask, frame, etc), also using the logos's variations.

Another point related to the visual identity it is the templates for the social media accounts. Since people are not yet familiar with the project's logo, it is important to reinforce the visual identity by communicating it in a single way. Therefore, once we were using the color scheme of the second image for the website, it is important to keep it during the first step of all online communication tools. However, it may change in the future.

To complement that, some templates were created to reinforce the visual identity in the posts as can be seen in the table below. As shown below, there's a strategy for the content to use on the social media channels.

	Template
Mask + Text	
	



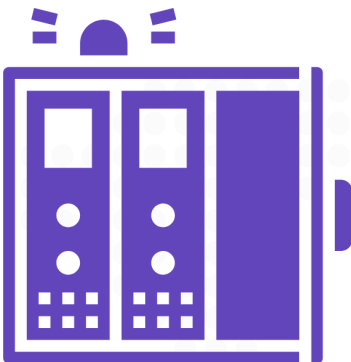

Image + Text	 <p><b>INSERT TITLE</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent accumsan augue sit amet purus faucibus, vitae venenatis felis porta. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent accumsan augue sit amet purus faucibus, vitae venenatis felis porta.</p> <p>RISC2 </p>
Symbol/Icon + Text	 <p><b>DATE</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>RISC2 </p>

Table 2: Social Media Templates

There are some common elements between the above images:

- The logo is used in all the examples;
- The RISC2 colors were the chosen color to communicate the project. In this sense, it cannot be forgotten during the visual communication.

It is important to mention that the RISC2's colors are the following:

## 05 colour

Colour is key to identify the brand.

The colours should be represented as faithfully as possible, taking into consideration the references provided for each purpose [printing or digital].

OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
360	63	0	84	0		108	194	74				#6CC24A
OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
WARM RED	0	83	80	0		249	60	49				#F05A5F
OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
1235	0	31	98	0		255	184	28				#FFB61C
OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
2097	77	74	0	0		98	68	197				#6244BB
OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
2985	66	0	3	0		91	194	231				#5BC2E7
OFFSET / PRINT						DIGITAL / ECRÁ						
PANTONE	C	M	Y	B		R	G	B				WEB
BLACK	100	0	0	0		0	0	0				#000000

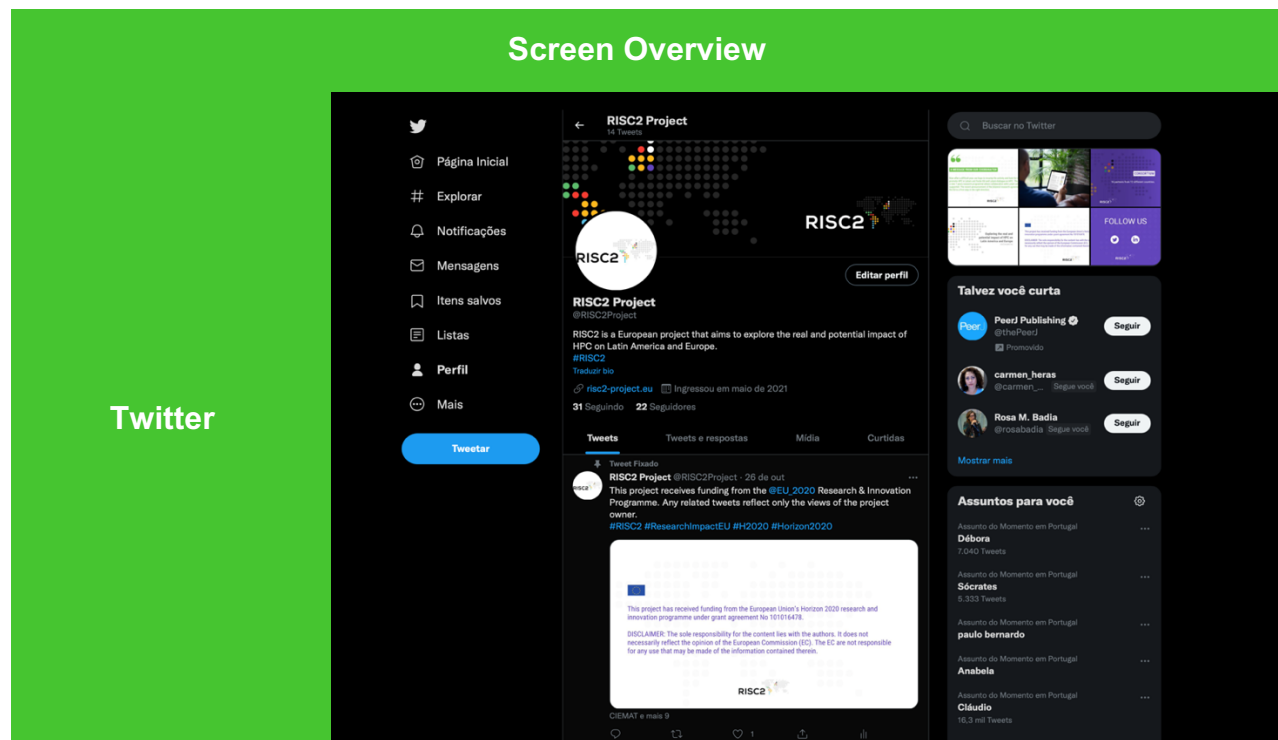


Figure 16: RISC's Colors

Whenever possible, the images assume the best ratio for the Twitter and LinkedIn. The 1600px x 900px dimension works for Twitter and LinkedIn publications. Regarding the fonts used, we use the Arial and Roboto fonts.

## “About” Information

After defining the visual identity that guides the social networks' management, it was important to fill in some mandatory fields in all social networks.



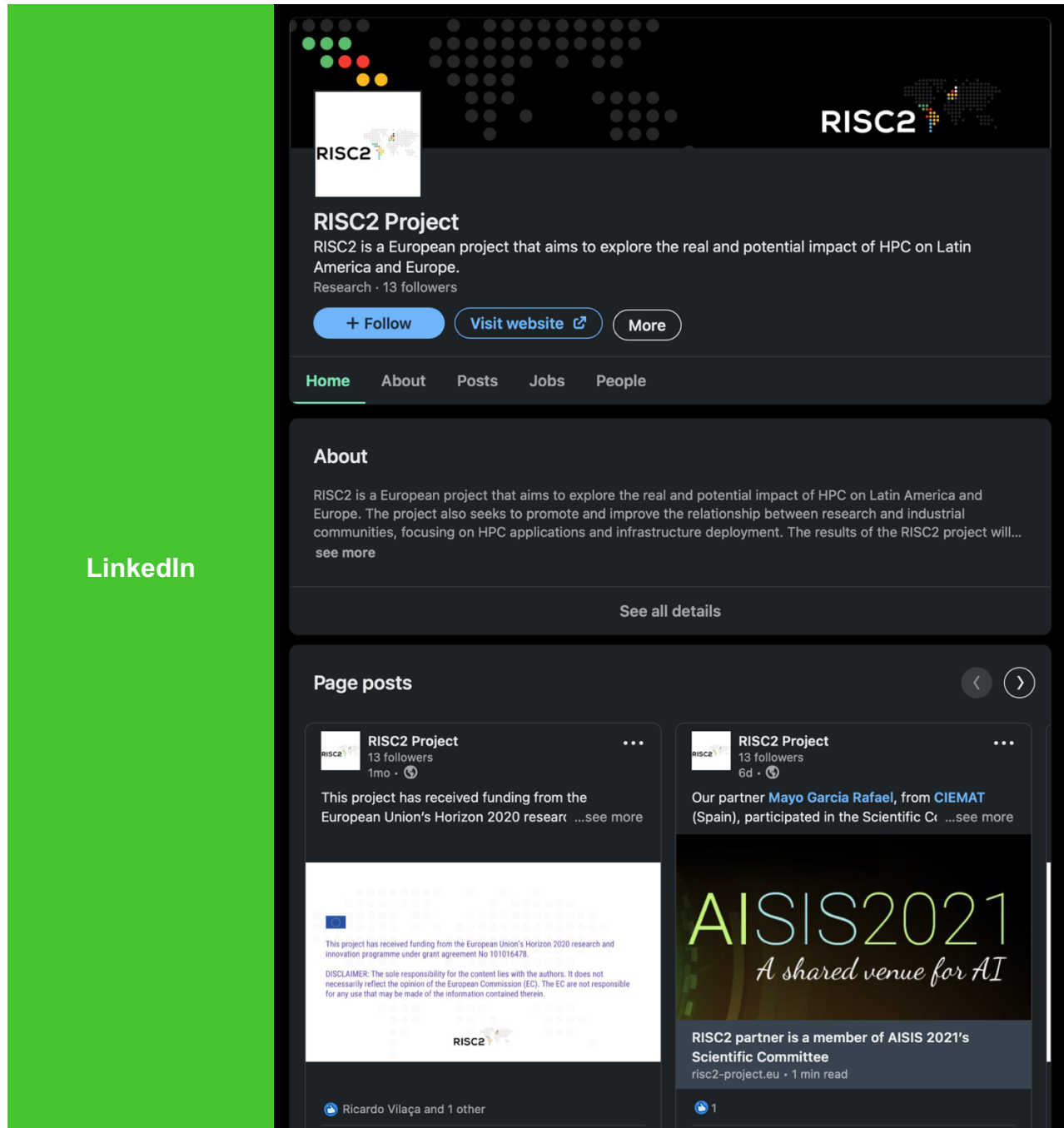


Table 3: Social Media “About” Data

## Headings

To make social networks more dynamic, organized and with relevant content we are starting to create some regular headings: Know us, Curiosity, Quote, etc. It's important to also have some visual content about the partners and about the RISC2 results (photos, infographics, etc).

According to the project's progress, we will create other headings, focusing on the results, as well as events, publications, newsletters, communication materials, etc.



As shown below, there's different content that will be considered and prepared for the social media accounts:

#### Know us

Goal: to inform and involve different partner.

#### Curiosity

Goal: to increase the attractiveness of posts through scientific content related to the potential RISC2 impact.

#### Quote

Goal: to increase the credibility and the attractiveness of the achievements and also the partners.

#### Photos

Goal: to increase the attractiveness of posts.

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

#### Paid Campaigns

The paid campaigns aim at increasing the reach of publications/tweets in order to communicate the project's values to a wider community.

#### Twitter

Twitter Ads objective-based campaigns are designed to help people achieve results that drive action and add value to the project. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness.

#### LinkedIn

LinkedIn will be the social network used to reach the professionals in these areas.

Regarding the campaign costs, we will control these setting budgets (the maximum total amount we want to spend per day).

Before starting the paid campaigns on the social media accounts, it is necessary to define the strategy to implement this action. Also, whenever a publication is sponsored, INESC TEC will send its report to partners, until the day after the end of the promotion of the post.

The variability of the values will be justified by the different communication needs that the project may have.

The impact analysis of the RISC2 project on social media will be based on some quantitative and qualitative indicators, which must be reachable and realistic. To obtain



that, the KPIs defined for the social media accounts were to achieve 400 followers during the entire project and 200 posts/updates.

In addition, INESC TEC, as the WP5 leader, commits to prepare a quarterly report to all partners, informing them about the insights observed in each social network - Twitter and LinkedIn. This report will be available on the shared folder of the RISC2 project.

### 2.3.2.3 Blog

The blog posts, which will be available on the website, will have news entries from all project partners and will cover several themes related to the project topics.

Here have some examples of the subjects for the blog posts:

- HPC meets AI and Big Data
- HPC for harnessing green energies
- HPC for mitigating climate change consequences
- HPC for helping curing diseases

The blog posts can be also a great tool to exchange the best practices in HPC area and a great tool to establish strong relations between all the partners and stakeholders related to the RISC2 project.

The blog posts will be an important source in attracting traffic to the website and retaining users. All the blog posts will be available on the website and also on the social media channels.

It's expected to have at least one blog post per partner.

### 2.3.2.4 Webinar

The webinars will go beyond the essence of the project and can be a great tool to share the best practice of HPC as well as the relevance of encouraging female participation in science. The webinars can be also great tool to exchange experiences and knowledge between all the partners of RISC2 project. This initiative can be focused on topics related to the HPC area, but also can be training sessions, aligned with WP3 activities.

The project webinar will be an important source in attracting traffic to the website and retaining visitors. It will also contribute to the reliability and reputation of the project, by establishing its authors as experts in the area, influencing the decision makers.

Webinars are expected to be organized every 2 months.



### 2.3.3 Public Relations

“(…) a variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and the media to promote a company’s image or its individual product communications” (Kotler & Keller, 2012).

The press releases and the press kit are some of the communication instruments used in this chapter. Some events and merchandising materials that can be produced during the project execution will be also mentioned in this chapter.

#### 2.3.3.1 Media

One of the target stakeholders to reach within the RISC2 project is the media. The importance of good media coverage is to gain credibility, acceptance, and knowledge about the project. Through the media, we can spread our results to other stakeholders.

RISC2 consortium will build the stories about RISC2 researchers and their impact projects. All this strategy will be done through press release dissemination and some editorial proposals to different media with some opinion articles written by the RISC2 members about the facts, experiences and other interesting and actual topics related to the HPC field.

Regarding this communication tool, the consortium decided to release at least one press release at the end of the project and obtain different news pieces regarding the project achievements and results. The consortium will try to release some editorial proposals to different media focusing just on goals and vision.

The consortium will also propose different opinion articles on general media and specialized media regarding the RISC2’s impact. The idea is to prepare some opinion articles written by the RISC2 members about the facts, experiences and other interesting and actual topics related to the HPC field.

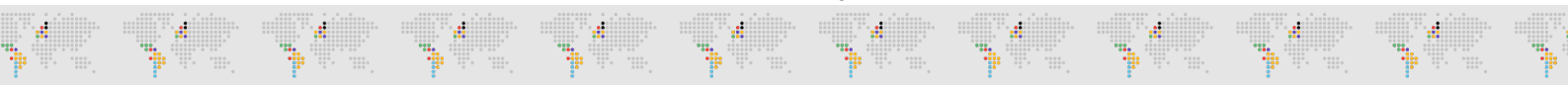
Since the RISC2 project has different countries involved, all the partners will be invited to prepare an opinion article, to disseminate it through the communication services of each partner for the local media.

Regarding the press release, we will try to launch it through LUSA – Portugal Agency News on the end of the project. After that, the main goal is to segment the best national/regional/local media to spread the message better. Regarding the international media, we will send a translation of the press release for the other partners to spread the project’s impact through their media channels.

It is important to mention that all the results will be available on the website of the project.

#### 2.3.3.2 Press Kit

Apart from the press release, a press kit will be produced and uploaded on the project’s website during the first year of the project.



The press kit will include information about:

- The project coordinator and his contact details;
- The project graphic identities, such as the RISC2 project logo;
- The project summary and objectives;
- The participants' profiles;
- Relevant information about the project activity.

The press kit will provide a rapid way for media organizations to access all the RISC2 project information.

This kit will be used by to journalists, whenever they ask for further information about the project.

The press kit will be available on English, Spanish and Portuguese versions and will be also shared with the consortium. Since every partner is responsible for sending information to their national media there may be a need of translating the press kit to their native languages.

A press kit will be also uploaded on the project's website.

### 2.3.3.3 News Pieces

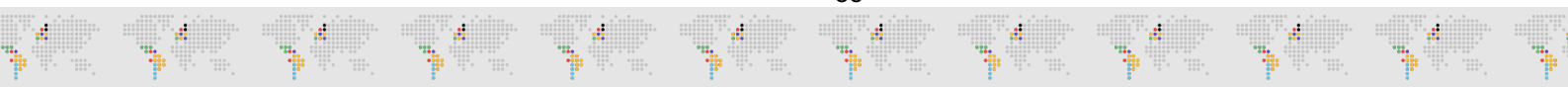
According to the project progress different news pieces will be produced during the project execution and all of these new pieces will be available on the website and will be shared on the social media accounts.

### 2.3.3.4 Events

"Many firms are creating their own events and experiences to create consumer and media interest and involvement" (Kotler & Keller, 2012).

The WP3 will deal with dissemination and networking on-site. Although, the strategy for communicate and potentiate the participation on these events to different publics and using different communication channels of the project will be done by the WP5 activity. It is important to mention that all the events organized by the RISC2 consortium and all the events where the project can participate will be available on the website of the project. The different communication materials that will be produced during the project execution will be used by the RISC2 members in these different events.

According to the WP3 plan, the RISC2 project will organize several awareness and networking events, aiming to create concrete collaboration cases between EU and LATAM organizations and increase their participation in EU HPC research proposals. The consortium also plans two academic winter/summer schools, which will be co-organized with two large Latin America HPC conference with the aim to funnel EU HPC



expertise to improve LA HPC curricula, disseminate RDI best practices, foster networking activities and initiate research collaborations. The organization of some advanced workshops is also planned.

It is important to mention that the deliverables of the WP3 will describes the events where RISC2 will be the organizer and the events where RISC2 will participate. Although, the training material that will be prepared and used on these events will also be available on the RISC2 website.

### Events Calendar

The events calendar is a section of the homepage of the RISC2, where are available all the events related to the project. The main purpose is to consolidate, organize by date and advertise the most important international events in the fields of HPC and innovation, including the RISC2.

### Merchandising

Different merchandising material will be produced and distributed by all the partners for use them in specific events with RISC2 stakeholders.

## 2.3.4 Direct Marketing

“Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various broadcast and print media” (Belch & Belch, 2006).

Two related actions will be considered in this sub-chapter: customer relationship management (CRM) strategy and newsletters.

### 2.3.4.1 CRM Strategy

A communication strategy is more effective when an identified list of contacts with all target stakeholders exists. This contacts database assumes the contributions of all the partners in identifying the target stakeholders and other projects.

The implementation of this mailing list will accomplish the legal obligations related to the GDPR.

It's important to say that the newsletter's subscription is already available on the website of the RISC2 project.

### 2.3.4.2 Newsletters

Based on the contacts database which will be available on the RISC2's website it is expected to send regularly to the strategic stakeholders' information on the project's developments in a newsletter format.

It is important to mention that the subscription form is already available on the website, although the project is still creating this contacts database. Each visitor can choose if want to be part of this community, to receive the project's updates. On this form, we ask to visitor to consent (with a check box) to our Privacy Policy.

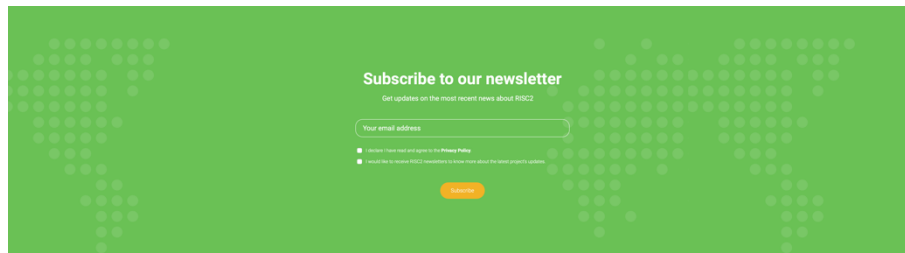


Figure 17: Newsletter Subscription Form

The newsletters will be produced every two months and will start in the beginning of the second year of the project. The idea is to contain articles and papers from the RISC2 community, presentations of projects, clusters, and programs relevant to the specific themes addressed by the action as well as highlights on the current debates in the EU and LATAM.

A CRM platform named MailChimp is being used to send the newsletters. This platform allows to insert a segmented list of contacts and monitor the results of the deliveries. The data management information of this marketing tool is available on the Privacy Policy, which is already available on the footer of the website.

To have a great number of subscribers of the RISC2 updates, it will be important to have the help of each RISC2 partner, to disseminate this initiative, where each subscriber consent that want to receive our updates, among different communication channels.

### 3. Integrated Communication Campaigns

The purpose of the integrated communications campaigns is to establish communication campaigns with an integrated marketing approach based on the different dissemination tools already described.

A communication plan that follows an integrated marketing approach based on several communication campaigns. Each communication campaign has a specific goal and, therefore, aims at targeting specific project stakeholders.

### 3.1 First Integrated Communication Campaign

The goals of the first communication campaign are to inform the project stakeholders about the existence of the project and to communicate news and facts about the initiatives, events, and partners of the project. The implementation time of this campaign will occur from January 2021 until December 2021 (M1-M12).

	Action	Timing
Advertising	Logo and visual identity manual	M1-M4
	Documents and presentation templates	M4-M8
	Digital images (zoom backgrounds)	M10-M12
Digital Marketing	Website creation	M3-M8
	Social media channels creation	M4-M10
	Start the activity presence on social media channels	M10-M12
	News pieces, dissemination material and events and regular updates on the project website	M10-M12
Direct Marketing	Update of contacts database	M8-M12

Table 4: First Integrated Communication Campaign

## 3.2 Second Integrated Communication Campaign

Regarding the second integrated communication campaign, the goals are to create awareness to the HPC communities and academia groups in Europe and Latin America, to engage with the target groups and create a strong links between Europe and Latin America, and to promote exchange of the best practices in HPC research through events and training activities. We have here the planned actions and the timing for the second year of the project (M13-M24).

	Action	Timing
Advertising	Communication materials: poster, video, leaflet, and flyer	M13-M24
	Creation of different content and weekly updates on the project's social media channels, to engage with the audiences	M13-M24
Digital Marketing	News pieces, dissemination material and events and regular updates on the project website	M13-M24
Public Relations	Media dissemination through opinion articles	M13-M24
	Update of contacts database	M13-M24
Direct Marketing	Dissemination of newsletters	M14, M16, M18, M20, M22, M24

Table 5: Second Integrated Communication Campaign

## 3.3 Third Integrated Communication Campaign

The last communication campaign will focus on the communication of the successful stories showcase in innovative uses of HPC and on the dissemination of all the project results. This campaign will occur between M25-M30.

	Action	Timing
Advertising	Development of communication materials, to focus the project results	M25-M30
Digital Marketing	Creation of different content and weekly updates on the project's social media channels, to be possible to disseminate the project results	M25-M30
	News pieces, dissemination material and events and regular updates on the project website	M25-M30
Public Relations	Press release dissemination	M28-M30
	Update of contacts database	M25-M30
Direct Marketing	Dissemination of newsletters	M26, M28, M30

Table 6: Third Integrated Communication Campaign



## 4. KPIs Defined

A list of all the KPIs defined along the document is presented in order to summarize it. This KPIs are to be measured on the final of the project. The KPIs defined regarding dissemination and communication activity are 10:

	Action	KPI
Advertising	Communication materials	200 materials distributed/downloaded
	Video	200 visualizations
	Website	2000 visitors
Digital Marketing	Blog	16 blog posts
	Social media channels	200 posts/tweets 400 followers
	Webinar	8 webinars
Public Relations	Press release/opinion articles	1 press release 2 opinion articles
	News pieces	30 news pieces
Direct Marketing	Update of contacts database	100 subscriptions
	Newsletters	8 newsletters

Table 7: KPIs Defined

## 5. Budget

Some of the communication actions described below need available budget for its implementation.

As shown below, the following dissemination actions can be considered as paid actions.

It is important to mention that the table below is just a plan for the upcoming years, so it is an adaptable plan.

	Action	Estimated Price	Status
Advertising	Communication materials printing	1500€	Planned
	Project video	1500€	Planned
	Website creation	1650€	Done
Digital Marketing	Website maintenance	1500€	Planned
	Paid campaigns on social media accounts	500€	Planned
	Merchandising products	2500€	Planned
Public Relations	License for Zoom Webinar or GotoMeeting	850€	Planned

Table 8: Budget

## 6. Exploitation

In the scope of the RISC2 project it is expected that the exploitation strategy work as a facilitator to the individual or joint exploitation of some of the outcomes of the project.

The main objectives of the exploitation plan are the following:

- Identify and describe the exploitable assets to be used for alignment with internal strategies and plans;
- Assess the individual exploitation potential of the RISC2 results.

### Exploitable Results

Exploitable Result	
HPC Capacities in Latin America Road Map	This result will be transferred to the EC and the RISC2 consortium
HPC Observatory	This resource will be a unique central information source for the EU and LATAM on HPC. It will monitor and summarize what goes on in member states in industry, government and academia and make the outcome accessible not only to HPC practitioners and industrialists but also the public at large
HPC Resources	Users and developers can exploit the HPC resources managed by the RISC2 consortium. The IPR and costs for an HPC resource are defined transparently, so the usage of the HPC resource allows clear opportunities.
RISC2 Training	The RISC2 training events, depending on the post-COVID19, will be offered, and organized in several ways, including physical and online meetings and webinars. The research partners will offer their knowledge and training courses using established conferences in LATAM.

Table 9: Exploitable Results

## 7. Conclusions

This deliverable aimed at defining a dissemination strategy for the RISC2 project. Nevertheless, goals, strategies, target stakeholders and KPIs have been defined in way taking into consideration the overall objectives and potential of the project.

Regarding the dissemination plan, the results achieved so far are very positive:

### Advertising

The logo and the visual identity manual were already created. All the communication materials will be the same visual identity, to communicate the project in a more coherent way.

### Digital Marketing

The website is already available, and the project is already on the social media channels. The website is connected to Google Analytics since September and the social media accounts were created in May 2021, but the active presence started also on October 1 2021.

### Public Relations

We already have a final version of the general news about the project, which is prepared to be shared with all the partners. We are also starting to contact the partners, to start the production of some opinion articles to propose to the media.

### Direct Marketing

Since the website is available, we are already collecting contacts for our contacts database, which will receive the first newsletter during the month 14;

Finally, more deliverables related to the dissemination and communication activities are expected to be submitted:

- First dissemination, communication and exploitation activities report in month 21 with INESC TEC as lead beneficiary;
- Final dissemination, communication and exploitation activities report in month 30 with INESC TEC as lead beneficiary;
- Training materials in month 30 with INESC TEC as lead beneficiary;
- Collaboration activities with LA initiatives in month 30 with CENAT as lead beneficiary.

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