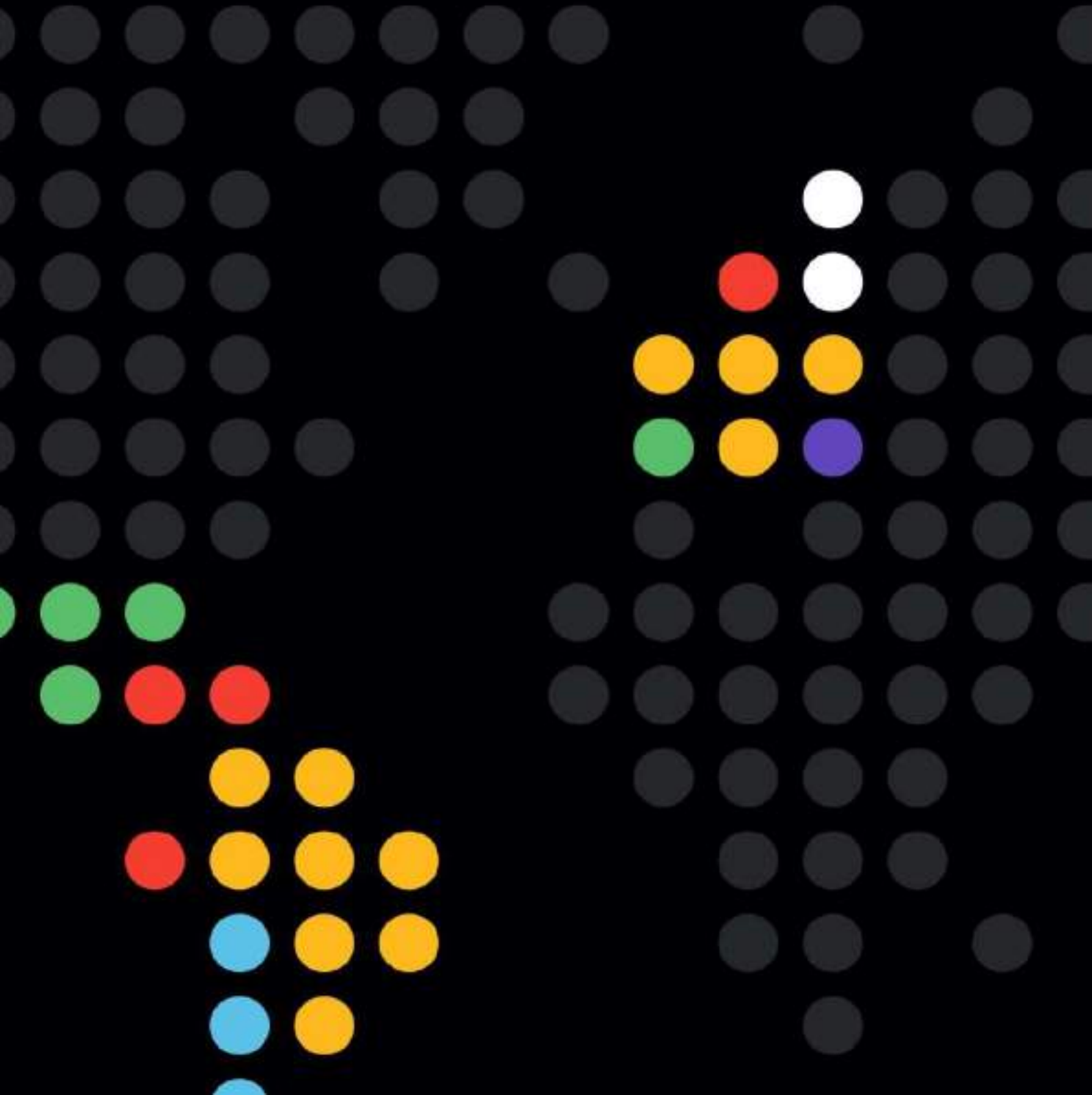


# RISC2



# Deliverable 5.3

## Final Dissemination, Communication and Exploitation Activities Report



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016478.

## Document Information

<b>Contract Number</b>	101016478
<b>Project Website</b>	<a href="https://www.risc2-project.eu">https://www.risc2-project.eu</a>
<b>Contractual Deadline</b>	30.06.2023
<b>Dissemination Level</b>	Public
<b>Nature</b>	Report
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<b>Reviewer</b>	Esteban Meneses, CeNAT
<b>Keywords</b>	Dissemination, Communication, Strategy, Target, Impact, Publics, Report

## Change Log

<b>Version</b>	<b>Description Change</b>
V0.1	First draft
V1.0	Final version
V1.1	Updated version

# Table of Contents

1. Introduction .....	12
2. Dissemination Impact Assessment (M1-M30) .....	13
2.1. Advertising.....	14
2.1.1. Logo and Visual Identity Manual .....	14
2.1.2. Communication Materials .....	16
2.1.3. Documents and Presentation Templates.....	19
2.1.4. Zoom Backgrounds .....	21
2.1.5. Institutional Video .....	22
2.2. Digital Marketing.....	22
2.2.1 Website.....	22
2.2.2 Blog .....	24
2.2.3 Social Media Channels .....	25
2.2.4 Youtube Channel .....	27
2.2.5 Webinar Series.....	28
2.3 Public Relations.....	55
2.3.1 Media .....	55
2.3.2 Press Kit .....	57
2.3.3 News Pieces .....	57
2.3.4 Events .....	58
2.3.5 Merchandising .....	60
2.4 Direct Marketing.....	61
2.4.1 CRM Strategy .....	61
2.4.2 Newsletters .....	62
3. Communication Impact Assessment (M1-M30).....	65
3.1 Internal Communication Strategy .....	65
3.2 Integrated Communication Campaigns .....	66
3.2.1 First Integrated Communication Campaign (M1-M12).....	66
3.2.2 Second Integrated Communication Campaign (M13-M24).....	67
3.2.3 Third Integrated Communication Campaign (M25-M30).....	68
4. Exploitation .....	69
5.1 Exploitable Results.....	69
5. Conclusions .....	70

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## List of Figures

Figure 1 - RISC2's Logo	15
Figure 2 - Black/White Positive Version	15
Figure 3 - Black/White Negative Version	15
Figure 4 - Visual Identity Manual	16
Figure 5 - Factsheet	16
Figure 6 - Flyer	17
Figure 7 - Poster	18
Figure 8 - Leaflet	18
Figure 9 – Roll Up	19
Figure 10 - General Presentation	20
Figure 11 - Deliverable Template	21
Figure 12 - Document Template	21
Figure 13 - Presentation Template	21
Figure 14 - Zoom Backgrounds	22
Figure 15 - Project Video	23
Figure 16 - Project Website	24
Figure 17 - Website Visitors	24
Figure 18 - Visitors per Country	25
Figure 19 - Blog Post	26
Figure 20 - Social Media Accounts	26
Figure 21 - Youtube Channel	29
Figure 22 - Visual identity used to promote the first series of webinar	29
Figure 23 - Promotion of this initiative on social media accounts	30
Figure 24 - Visual identity used to promote the second series of webinar	30
Figure 25 - Promotion and dissemination of the webinar series through newsletters	31
Figure 26 - 1st Webinar	32
Figure 27 - Banner of the 1st webinar	32
Figure 28 - Example of a Twitter post	33
Figure 29 - Example of a LinkedIn post	33
Figure 30 - Banner for newsletters	34
Figure 31 - Preview of the Youtube channel	34
Figure 32 - 2nd Webinar	35
Figure 33 - Banner for the 2nd webinar with details of speaker and moderator	35
Figure 34 - Example of a Twitter post	36
Figure 35 - Example of a LinkedIn post	36
Figure 36 - Banner for newsletter	37
Figure 37 - Preview of the Youtube channel	37
Figure 38 - 3rd webinar	38
Figure 39 - Banner for the 3rd webinar with details of speaker and moderator	38
Figure 40 - Example of a Twitter post	39
Figure 41 - Example of a LinkedIn post	39
Figure 42 - Banner for newsletter	40
Figure 43 - Preview of the Youtube channel	40
Figure 44 - 4th webinar	41
Figure 45 - Banner for the 4th webinar with details of speaker and moderator	41
Figure 46 - Example of a Twitter post	42

Figure 47 - Banner for newsletter	42
Figure 48 - Preview of the Youtube channel	43
Figure 49 - 5th webinar	43
Figure 50 - Banner for the 5th webinar with details of speaker and moderator	44
Figure 51 - Example of a Twitter post	44
Figure 52 - Example of a LinkedIn post	45
Figure 53 - Banner for newsletter	46
Figure 54 - Preview of the Youtube channel	46
Figure 55 - 6th webinar	47
Figure 56 - Banner for the 6th webinar with details of speaker and moderator	47
Figure 57 - Example of a Twitter post	48
Figure 58 - Example of a LinkedIn post	48
Figure 59 - Banner for newsletter	49
Figure 60 - Preview of the Youtube channel	49
Figure 61 - 7th webinar	50
Figure 62 - Banner for the 7th webinar with details of speaker and moderator	50
Figure 63 - Example of a Twitter post	51
Figure 64 - Example of a LinkedIn post	51
Figure 65 - Banner for newsletter	52
Figure 66 - Preview of the Youtube page	52
Figure 67 - 8th webinar	53
Figure 68 - Banner for the 8th webinar with details of speaker and moderator	53
Figure 69 - Example of a Twitter post	54
Figure 70 - Example of a LinkedIn post	54
Figure 71 - Banner for newsletter	55
Figure 72 - Preview of the Youtube channel	55
Figure 73 - PR Example	56
Figure 74 - HPCwire news	56
Figure 75 - Alpha Galileo's statistics	57
Figure 76 - News Pieces	57
Figure 77 - RISC2 materials in different events	59
Figure 78 - RISC2 merchandising kit	60
Figure 79 - RISC2 merchandising kit for the upcoming events	60
Figure 80: Newsletter Subscription Form	61
Figure 81 - Email Marketing Campaign   New Subscribers	62
Figure 82 – Special Newsletters	63
Figure 83 – Newsletters	64

# List of Tables

Table 1 - Overview of results that have been obtained from month 1 until month 30..	14
Table 2 - Social Media Strategy.....	27
Table 3 - First Integrated Communication Campaign .....	66
Table 4 - Second Integrated Communication Campaign.....	67
Table 5 - Third Integrated Communication Campaign .....	68



# Acronyms and Abbreviations

<b>CRM</b>	Customer Relationship Management
<b>D</b>	Deliverable
<b>EU</b>	Europe Union
<b>GDPR</b>	General Data Protection Regulation
<b>H2020</b>	Horizon 2020
<b>HPC</b>	High-Performance Computing
<b>IMC</b>	Integrated Marketing Communication
<b>KPI</b>	Key Performance Indicator
<b>LATAM</b>	Latin America
<b>M</b>	Month
<b>WP</b>	Work Package

## Executive Summary

The Final Dissemination, Communication and Exploitation Activities Report is the third and final deliverable of Work Package 5, which aims to report all the activities that disseminated and promoted the knowledge and results achieved during the RISC2 project.

The WP objectives are the following:

- Continue to build awareness of the RISC2 project through the communication campaign;
- Disseminate and exploit through the networks of the partners as well as establishing links with international organizations to provide wider dissemination and exploitation of the project results;
- 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 to obtain feedback from expert groups, innovation communities, industrialists, scientists and interested user communities;
- Multiplication: end-users adopting or applying HPC results.

This deliverable is divided into five chapters: introduction, dissemination impact assessment, communication impact assessment, exploitation, and conclusions.

The dissemination impact assessment gives a general overview regarding the state of the KPIs that have been defined in the dissemination plan, submitted in month 12. This section also presents and reports the results obtained until the end of the project.

The communication tools that were 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 communication impact assessment aims to present the integrated communications campaigns, which aim 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:

The **1st communication campaign (M1-M12)** aimed to inform the project stakeholders about the project's existence and to communicate news and facts about the initiatives, events, and project partners.

The main goal of the **2nd communication campaign (M13-M24)** was to create awareness among the HPC communities, industry and academia groups in Europe and Latin America, to engage with the target groups and create strong links between Europe and Latin America, and to promote the exchange of the best practices in HPC research through events and training activities.

The **3rd communication campaign (M25-M30)** aimed to focus on communicating the successful stories showcased in innovative uses of HPC and on disseminating all the project results.

Chapter 5 presents the exploitable results of the RISC2 project.

This deliverable ends with chapter 7 (conclusions), which summarizes some of the key information regarding the dissemination and communication activities during the project execution.



# 1.Introduction

This deliverable, Final Dissemination, Communication and Exploitation Activities Report, has been a fundamental document to report of different activities, actions and initiatives, which aimed to execute and implement the strategy used in the RISC2 project to guarantee the best visibility and impact of the knowledge created within the scope of the project.

The dissemination campaign defined different Key Performance Indicators to measure the project's impact in terms of dissemination. The results of those KPIs will be presented in the second chapter of this deliverable. The evidence of the results from the beginning of the project is also available in this document.

The communication plan defined three integrated communication campaigns to be implemented during the project execution. Section 3 is divided into three subchapters: the first, second and third integrated communication campaigns. These subchapters present the results obtained until the end of the project.



## 2. Dissemination Impact Assessment (M1-M30)

In Deliverable 5.1, First Dissemination, Communication and Exploitation Activities Report, submitted in month 6 of the RISC2 project, a dissemination plan and a communication strategy has been defined.

These have the communication channels that should be used to promote the project in order to achieve the proposed goals and target audiences. Additionally, 10 Key Performance Indicators (KPIs) were defined to measure the impact of the project in terms of dissemination.

The KPIs results obtained from months 1 to 30 are presented in the sub-sections below, according to the respective communication tools.

The evidence of these results for each defined KPI is available below.

Tool	Action	KPIs Define	Results Achieved
<b>Advertising</b>	Communication Materials	<b>200</b> materials distributed/downloaded	<b>1000</b> materials distributed and <b>169</b> downloaded
	Video	<b>200</b> visualizations	<b>171</b> visualizations
<b>Digital Marketing</b>	Website	<b>2000</b> visitors	<b>5245</b> visitors
	Blog	<b>16</b> blog posts	<b>15</b> blog posts published
	Social Media Channels	<b>200</b> posts/tweets <b>400</b> followers	<b>402</b> posts <b>485</b> followers
	Webinar Series	<b>8</b> webinars	<b>8</b> webinars
<b>Public Relations</b>	Press Release/Opinion Articles	<b>1</b> press release <b>2</b> opinion articles	<b>5</b> press releases <b>1</b> opinion article

	News Pieces	<b>30</b> news pieces	<b>67</b> news pieces
<b>Direct Marketing</b>	Update of Contacts Database	<b>100</b> subscriptions	<b>186</b> subscriptions
	Newsletters	<b>8</b> newsletters	<b>9</b> newsletters + <b>11</b> email marketing campaigns

Table 1 - Overview of results that have been obtained from month 1 until month 34

## 2.1. Advertising

Several communication materials were used during the project timeline to advertise the project in a more institutional way. These materials are listed and explained, in an individual way, in the following section.

It is important to mention that all these materials are available in [the internal shared folder](#), and some are also available on the RISC2 website.

### 2.1.1. Logo and Visual Identity Manual

The final version of the logo was decided with the consortium in March 2021. The partners' feedback was positive and all the partners chose this version of the logo. The final version was shared with partners and is already available on the shared folder to which all the RISC2 collaborators have access.

Concerning branding, the consortium has focused on the main characteristic of the RISC2 consortium, which is composed of different teams from Europe and Latin America. For that, we decided to use the world map on the logo and identify the 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 1 - 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.



Figure 2 - Black/White Positive Version



Figure 3 - Black/White Negative Version

It is important to mention that a Visual Identity Manual was prepared, which aims to explain the basic principles for the proper usage of RISC2's visual identity. This document described the logo as well as the color and typography codes that should be used on all the materials related to the project.

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

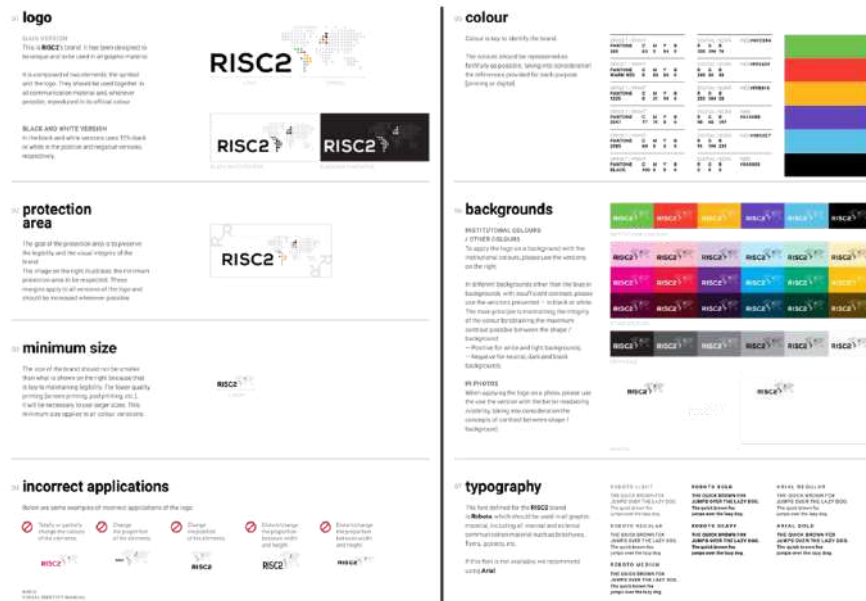


Figure 4 - Visual Identity Manual

## 2.1.2. Communication Materials

### Factsheet

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



Figure 5 - Factsheet



## Flyer

A project flyer aims to have a brief project presentation. This material was used by the partners and it was distributed through different stakeholders identified as strategic ones, such as HPC communities, public and private research actors, public decision-makers, society, and other stakeholders involved, media and the general public, who are interested in the relationship between research and industrial communities, focusing on the HPC field.

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

A second version of the flyer was produced for the Brussels event and CARLA 2023, focusing on the project's results and outcomes.



Figure 6 - Flyers

## Poster

A project poster was produced and were distributed to all partners. During the project the RISC2 partners participated 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 the general public, who are interested in the relationship between research and industrial communities, focusing on the HPC field.

For that reason, a poster was created with information about the project's motivation, objectives, impact and outcomes, partners, duration, funding, and contacts. It is important to mention that we have created two different versions.



Figure 7 - Poster

## Leaflet

The project leaflet has 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. This leaflet was used to present the HPC observatory, the HPC capacities in the LATAM roadmap, and the HPC resources.



Figure 8 - Leaflet

## Roll Up

Also regarding the Brussels Policy Event and CARLA 2023 a roll up was produced, highlighting the project's results and forwarding for RISC2 website through a QR code.



Figure 9 – Roll Up

## General Presentation

A general presentation of the RISC2 project was produced, allowing project presentations at different institutional and industrial events. The idea of this presentation is to have a slide deck about the project, which can be edited, according to different targets.



Figure 10 - General Presentation

### 2.1.3. Documents and Presentation Templates

Some documents and presentation templates were produced to be coherent between all communication materials since the start of the project. All these templates are available in the shared folder of the RISC2 project and were distributed through the project partners.



Figure 11: Deliverable Template



Figure 12: Document Template



Figure 13: Presentation Template

It is important to mention that part of the communication materials is available on the website in Portuguese, English and Spanish, adequately adapted to different languages and communities related to the project.

The communication materials were printed, shipped and distributed through each European partner so that they could use them in specific events attended by RISC2 partners and stakeholders. Regarding the Latin America partners, a fully box was also shipped to the CARLA Conference 2022, where all the partners of RISC2 attended at the end of September.

It is important to highlight that 1000 materials were distributed and 84 were directly downloaded from the website.

#### 2.1.4. Zoom Backgrounds

Some Zoom backgrounds were produced to be used in the internal and external Zoom meetings of the consortium members. All these files were shared with the consortium and are also available in the shared folder.

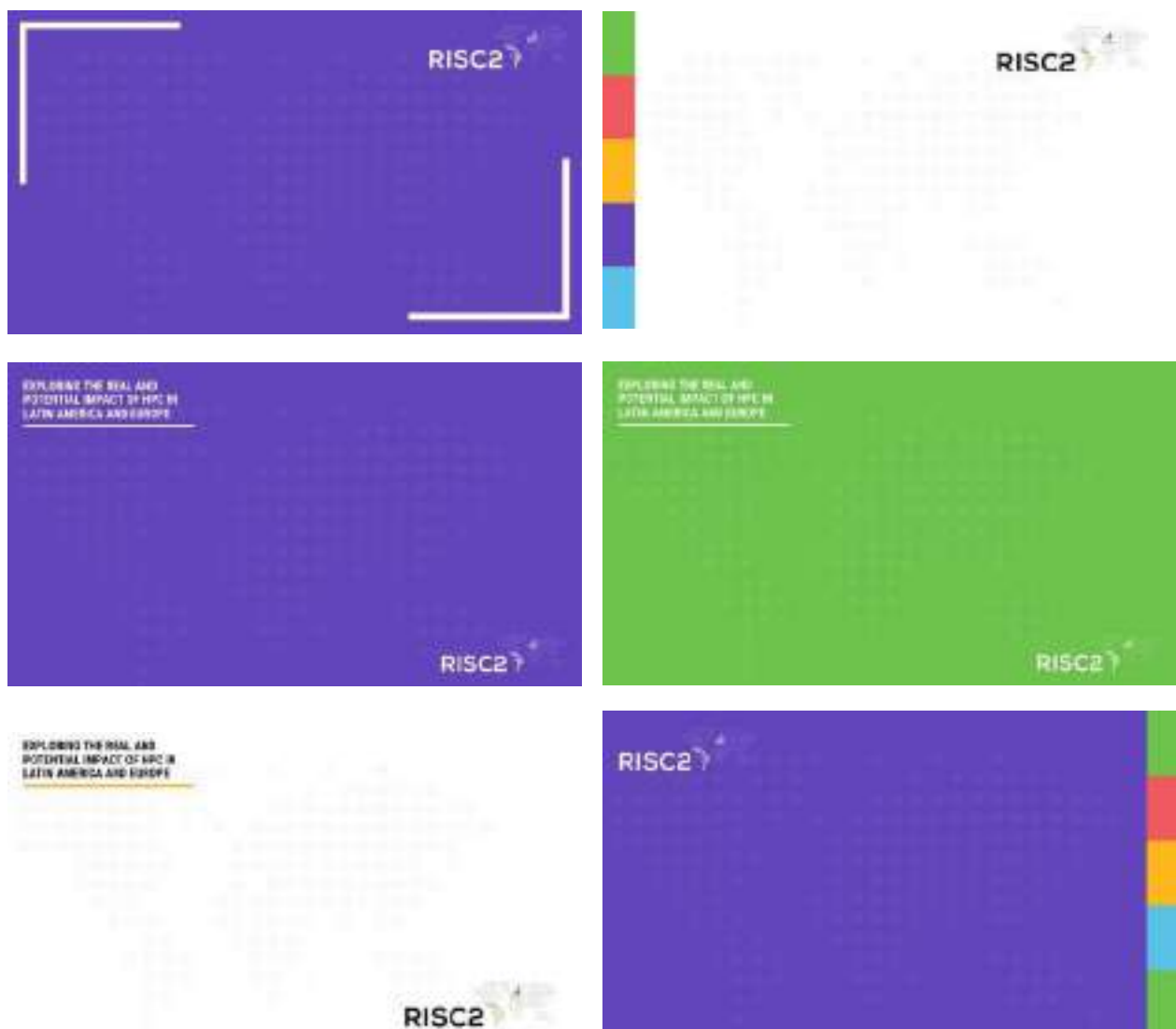


Figure 14 - Zoom Backgrounds





### 2.1.5. Institutional Video

The RISC2 institutional video was produced and it's available on the project website. This video has three different versions, with different subtitles in Portuguese, English and Spanish.

This video was disseminated by the project partners, in order to reach more and different audiences.

Since we didn't accomplished the KPI defined for the number of visualizations of this video, after this submission the consortium will share this material through different audiences, in order to improve the awareness about the project and partners.



Figure 15 – Project Video

## 2.2. Digital Marketing

### 2.2.1 Website

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

The RISC2 project's website is 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 aggregates 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.



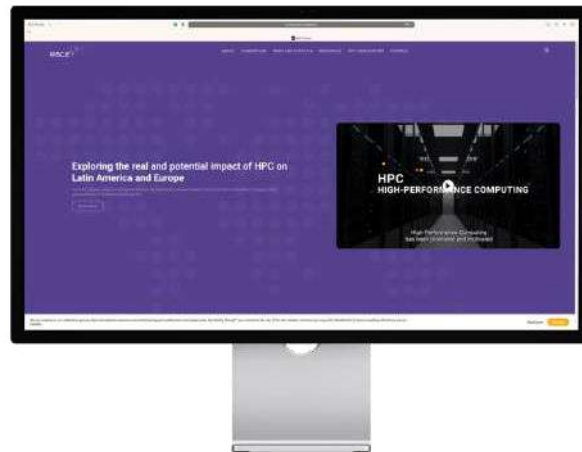


Figure 16 – Project Website

According to Google Analytics, the website had 3998 visitors – since the Google Analytics feature was activated in October 2021.

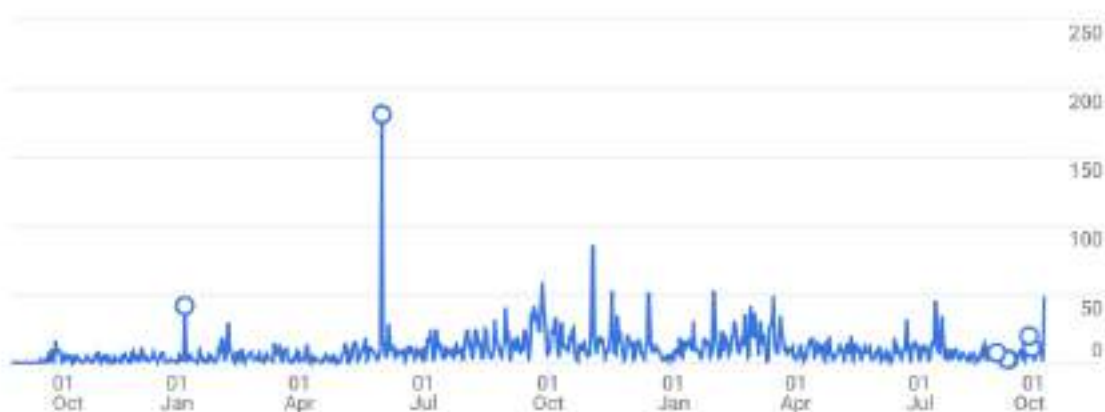


Figure 17 - Website Visitors

Regarding the demographic details of visitors, it is important to highlight the following 10 countries:





Figure 18 - Visitors per Country

During the upcoming months, since the project will have new activity and initiatives, new content will be produced for its communication channels, such as news, events, etc.

### 2.2.2 Blog

The blog section covered several themes related to the project topics and included some direct participation of the students which participated in different initiatives promoted by the project consortium.

Several blog posts are available on the website of the project. These entries can be found [here](#). It is important to mention that some of these blog posts were written by different students, from LATAM and Europe. These specific blog posts are listed below:

- [Developing Efficient Scientific Gateways for Bioinformatics in Supercomputer Environments Supported by Artificial Intelligence](#)
- [First School of HPC Administrators in Latin America and the Caribbean: A space for the formation of computational thinking](#)
- [ACM Summer School as a meeting point for Latin American young researchers](#)

Since the beginning of the project, the RISC2 consortium believes that the blog posts can be a great tool to exchange the best practices in the HPC area and a great tool to establish strong relations between all the partners and stakeholders related to the RISC2 project.

Blog posts are an important source for attracting website traffic and retaining users. The 15 blog posts were shared on social media channels.

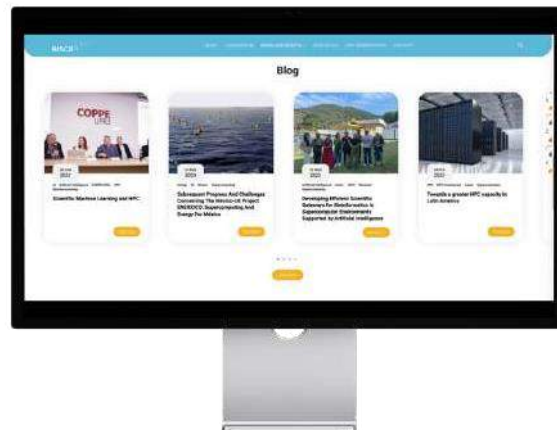


Figure 19 - Blog Post

### 2.2.3 Social Media Channels

As agreed by all partners, the RISC2 project is present on [Twitter](#) and [LinkedIn](#), each one with different purpose and different targets. Considering the wide potential of online tools, we aimed to reach different kinds of users – individuals, companies and HPC-specific institutions – informing and engaging them around RISC2 and its values.



Figure 20 - Social Media Accounts

The social media channels created for the project covered 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 was 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 the 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 building 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; Establish RISC2 as the reference in HPC area	Influence to attract industry, new collaborations and partnerships, and potential investments  Influence the market and attract decision-makers; Reach out to industry sector as well as academic target

Table 2 - Social Media Strategy

During the project progress, the RISC2 project had 402 posts published and 485 followers. It is important to mention that during the project execution, the RISC2's

publications reached more than 90 000 impressions, which on Twitter is a totality of times the Tweet has been seen and on LinkedIn is the total number of times which at least 50% of the update was visible for more than 300 milliseconds.

During the upcoming months, since the project will have new activity and initiatives, new content will be produced for its social media channels. Photos of these upcoming events will be published on the social media accounts and published on the project website.

### **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.

From M13 to M18 of the project, the consortium implemented two paid campaigns with the goal improving the number of subscribers on the project newsletter and also the registrations for the first webinar of the HPC System & and Tools webinar series. Both paid campaigns were implemented on Twitter and LinkedIn and looking at the results, we can highlight that both publications have more than 275 thousand impressions.

From M18 to M30, since we already had a great community with interest in the project initiative, the team decided to publish just organic content, which didn't result on paid campaigns.

Finally, INESC TEC, as the WP5 leader, produced a quarterly report to all partners, informing them about the insights observed in each social network - Twitter and LinkedIn. This report was updated in the shared folder of the RISC2 project ([here](#)).

### **2.2.4 YouTube Channel**

The RISC2 team created an YouTube channel, as part of the beginning of the RISC2 Webinar Series. This channel includes all the videos related to the project initiatives, including the webinar series, talks and others.

Actually, the YouTube channels has 20 subscribers and 22 videos published.

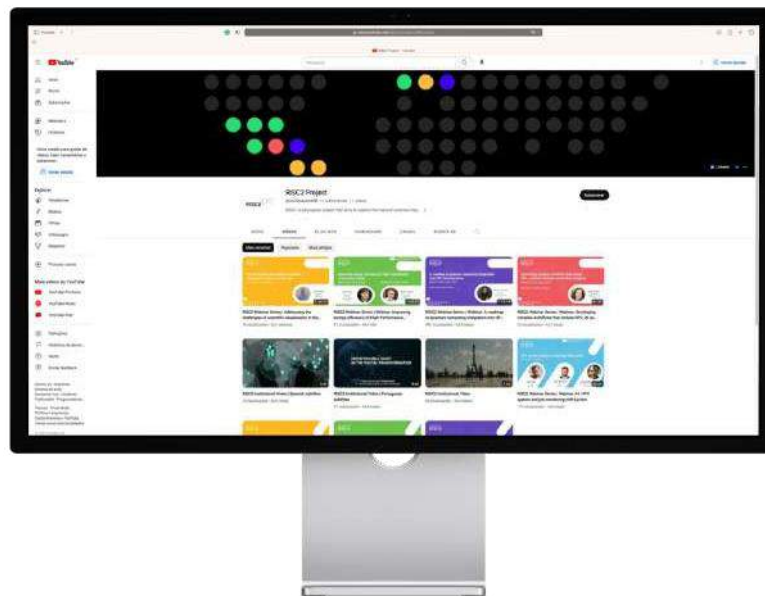


Figure 21 - Youtube Channel

### 2.2.5 Webinar Series

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

RISC2 organized two different rounds of the webinar series, each one with a 30-40 minutes presentation, followed by a moderated discussion with the audience (10-15 minutes). The goal was to present state-of-the-art methods and tools for installing and maintaining HPC hardware and software. The first series started on August 2022 and had four episodes, the same number of the second one, which started in February 2023 and had also four episodes.



Figure 22 - Visual identity used to promote the first series of webinar

The sessions were announced and promoted on social media, like Twitter. The image above shows an example of a tweet regarding the first four sessions.

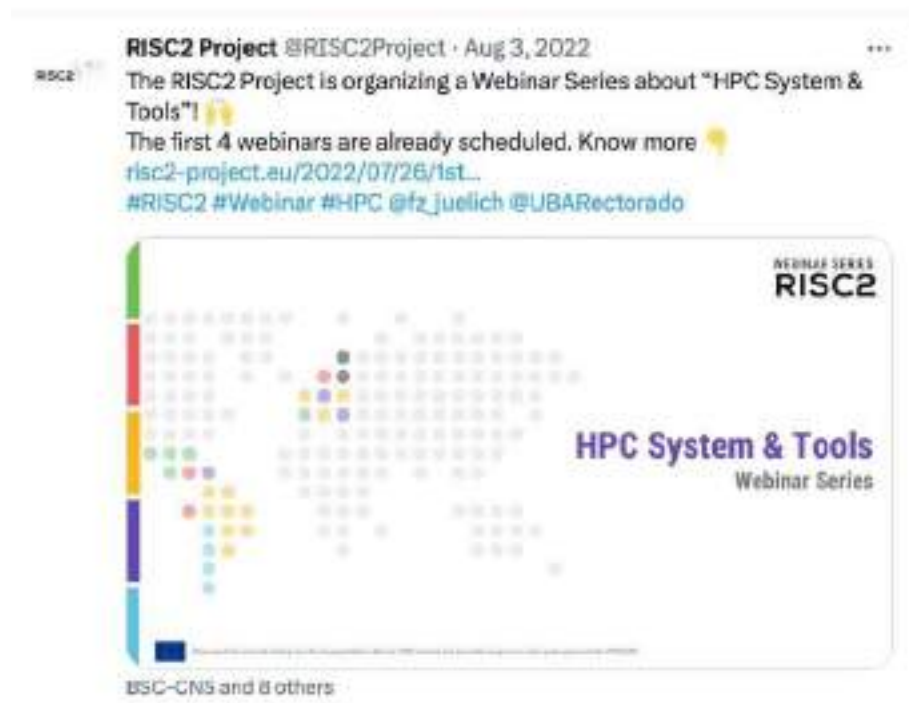


Figure 23 - Promotion of this initiative on social media accounts

The same logic was followed for the second round of webinars, with the visual identity being almost identical to the previous.



Figure 24 - Visual identity used to promote the second series of webinar

These communications materials were used to promote the webinar series on social media channels, like Twitter and LinkedIn, but also in newsletters produced and disseminated during the project progress.







Figure 25 - Promotion and dissemination of the webinar series through newsletters

According to Fabrizio Gagliardi, RISC2 coordinator and senior strategy advisor at the Barcelona Supercomputing Center, “the webinars are a way to disseminate our collective knowledge and skills on both sides of the Atlantic.” The sessions of the webinar series were free of charge, but the registration was mandatory for each session. The webinars were recorded and the final materials are available on the RISC2 [webpage](#) and on the RISC2 [YouTube channel](#).

As part of the **first round of this webinar series**, four different webinars were promoted and can be found [here](#), the idea was to present the state-of-the-art in methods and tools for setting-up and maintaining HPC hardware and software infrastructures.

The **first webinar** took place on August 24, 2022 and was focused on Getting Scientific Software Installed: From EasyBuild to EESSI and had Kenneth Hoste, from Ghent University, as the speaker and Bernd Mohr, from Jülich SupercomputerCentre, as the moderator of the session.

This first webinar had 47 registrations and it was attended by 20 participants.



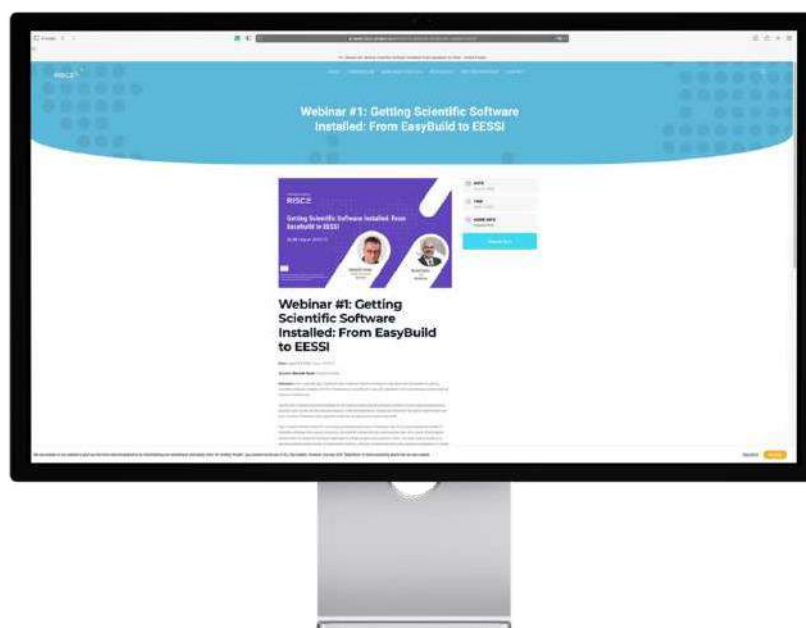


Figure 26 - 1st Webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 27 - Banner of the 1st webinar

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.





Figure 28 - Example of a Twitter post



Figure 29 - Example of a LinkedIn post

Before each webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.





Figure 30 - Banner for newsletters

After the webinar, the session was published on the project's YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 31 - Preview of the Youtube channel

During the dissemination and promotion of the webinars, many and diverse materials were used — mainly on social media. The Figures 6 was used on e-mails messages, and the Figures 7 and 8 on Twitter and LinkedIn posts, but also on the project website. There was also a newsletter (Figure 9) dedicated to RISC2 Webinar Series, with information about the talk, a register button and a save the date for the next talk. After the session, the video was published online, on the project's YouTube channel (Figure 10).

The **second webinar** took place on September 22, 2022 and was focused on Interactive High-Performance Computing with JupyterLab and had Jens Henrik Göbbert, from Jülich Supercomputer Centre, as the speaker and Esteban Mocskos, Universidad de Buenos Aires, as the moderator of the session.

The second webinar had 59 registrations and was attended by 27 participants.

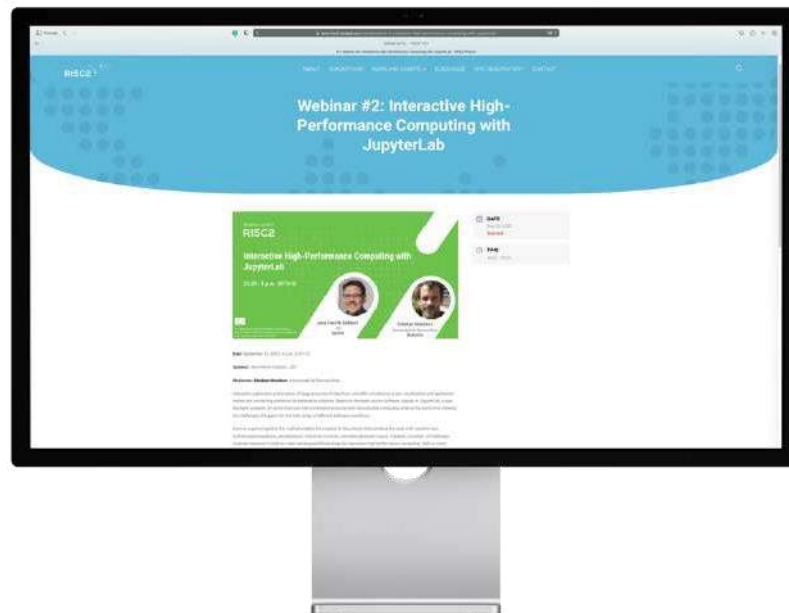


Figure 32 - 2nd Webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 33 - Banner for the 2nd webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 34 - Example of a Twitter post

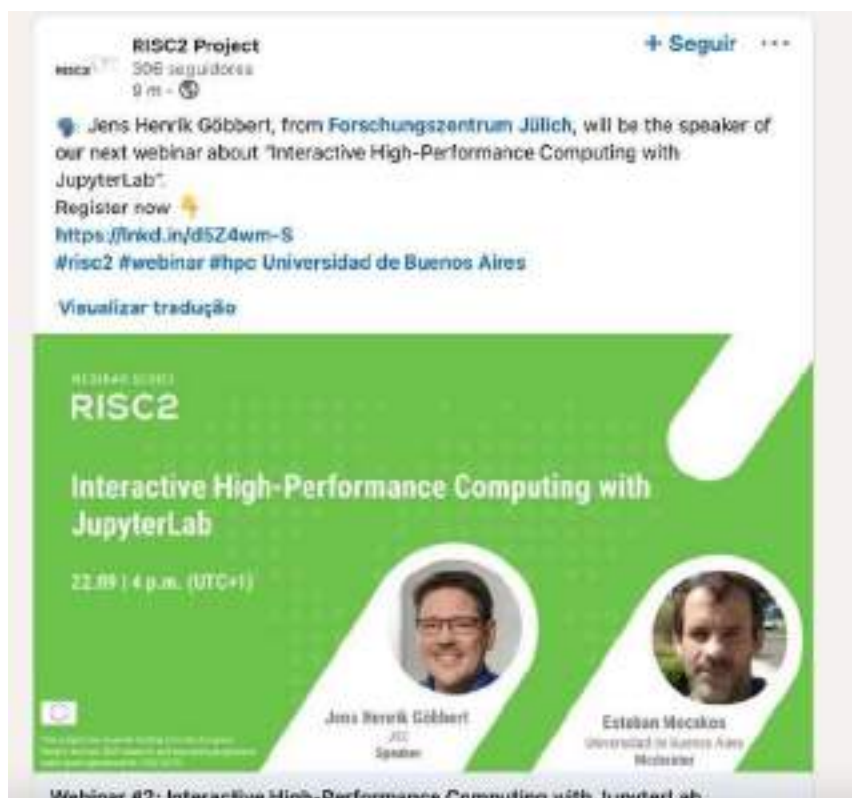


Figure 35 - Example of a LinkedIn post



Before each webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 36 - Banner for newsletter

After the webinar, the session was published on the project’s YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 37 - Preview of the Youtube channel

The **third webinar** took place on October 19, 2022 and was focused on Application Benchmarking with JUBE: Lessons Learned and had Marc-André Hermanns, from RWTH Aachen, as the speaker and Bernd Mohr, from Jülich Supercomputer Centre, as the moderator of the session.

The third webinar had 49 registrations and was attended by 29 participants.

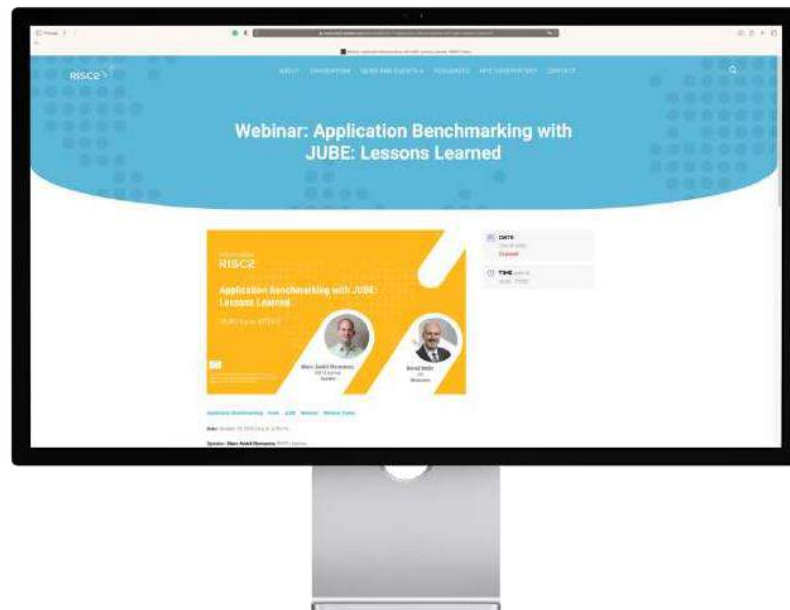


Figure 38 - 3rd webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 39 - Banner for the 3rd webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 40 - Example of a Twitter post



Figure 41 - Example of a LinkedIn post

Before each webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 42 - Banner for newsletter

After the webinar, the session was published on the project's YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 43 - Preview of the Youtube channel

The **fourth webinar** took place on December 7, 2022 and was focused on HPC system and job monitoring with LLview and had Vitor Silva and Filipe Guimarães, from Jülich Supercomputer Centre, as speakers, and Esteban Mocskos, Universidad de Buenos Aires, as the moderator of the session.



The fourth webinar had 36 registrations and was attended by 16 participants.

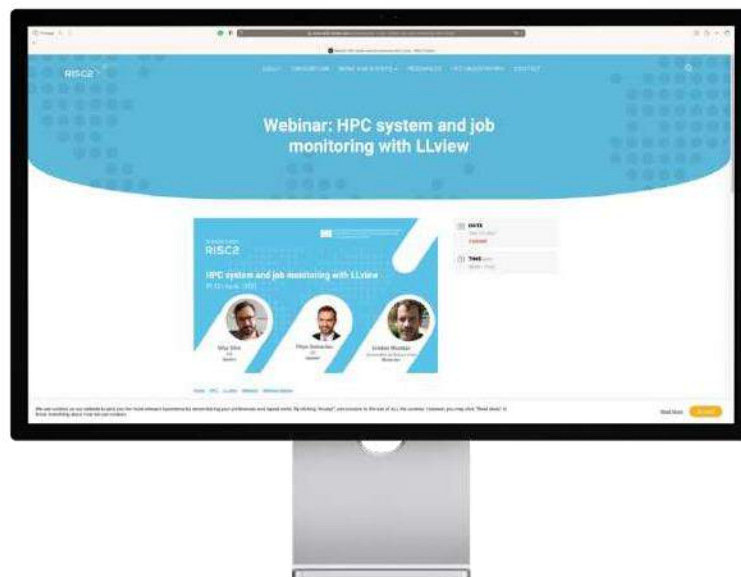


Figure 44 - 4th webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 45 - Banner for the 4th webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 46 - Example of a Twitter post



Figure 47 - Example of a LinkedIn post

Before the webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 48 - Banner for newsletter

After the webinar, the session was published on the project’s YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 49 - Preview of the Youtube channel

As part of the **second round of this webinar series**, four different webinars were promoted and can be found [here](#), the idea was to present the state-of-the-art in methods and tools for setting-up and maintaining HPC hardware and software infrastructures.

The **fifth webinar** took place on February 22, 2023 and was focused on Developing complex workflows that include HPC, Artificial Intelligence and Data Analytics and



had Rosa M. Badia, from Barcelona Supercomputing Center, as the speaker and Esteban Mocskos, Universidad de Buenos Aires, as the moderator of the session.

The fifth webinar had 58 registrations and was attended by 26 participants.

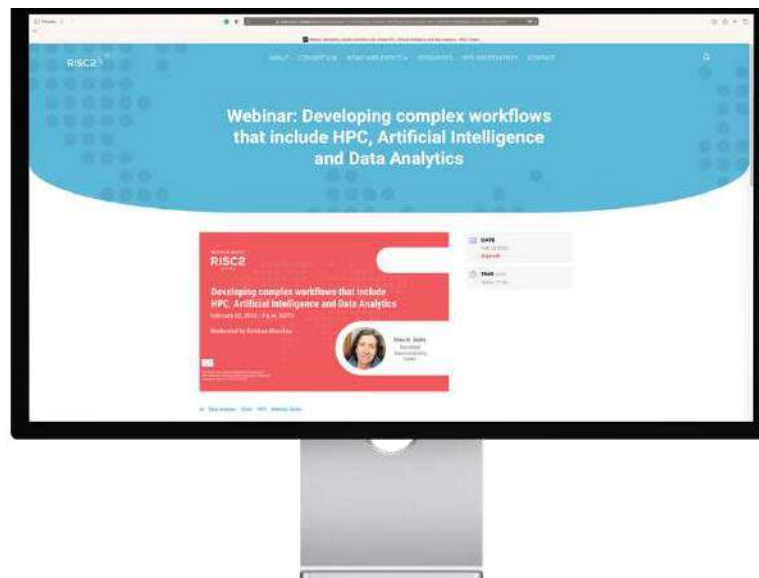


Figure 50 - 5th webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 51 - Banner for the 5th webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 52 - Example of a Twitter post





Figure 53 - Example of a LinkedIn post

Before the webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 54 - Banner for newsletter

After the webinar, the session was published on the project's YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 55 - Preview of the Youtube channel

The **sixth webinar** took place on March 15, 2023 and was focused on Quantum Computing integration into HPC infrastructures and had Alba Cervera Lierta, from Barcelona Supercomputing Center, as speaker and Bernd Mohr, from Jülich Supercomputer Centre, as the moderator of the session.

The sixth webinar had 67 registrations and was attended by 34 participants.

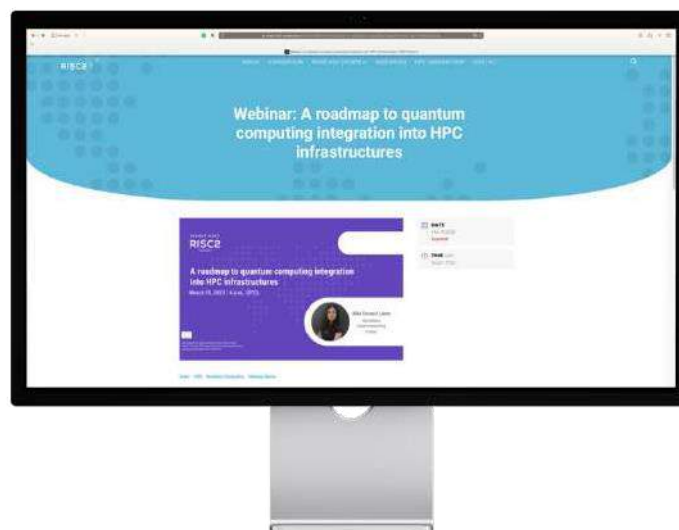


Figure 56 - 6th webinar

This banner, per example, was used on the emails that were sent following the registrations.





Figure 57 - Banner for the 6th webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 58 - Example of a Twitter post

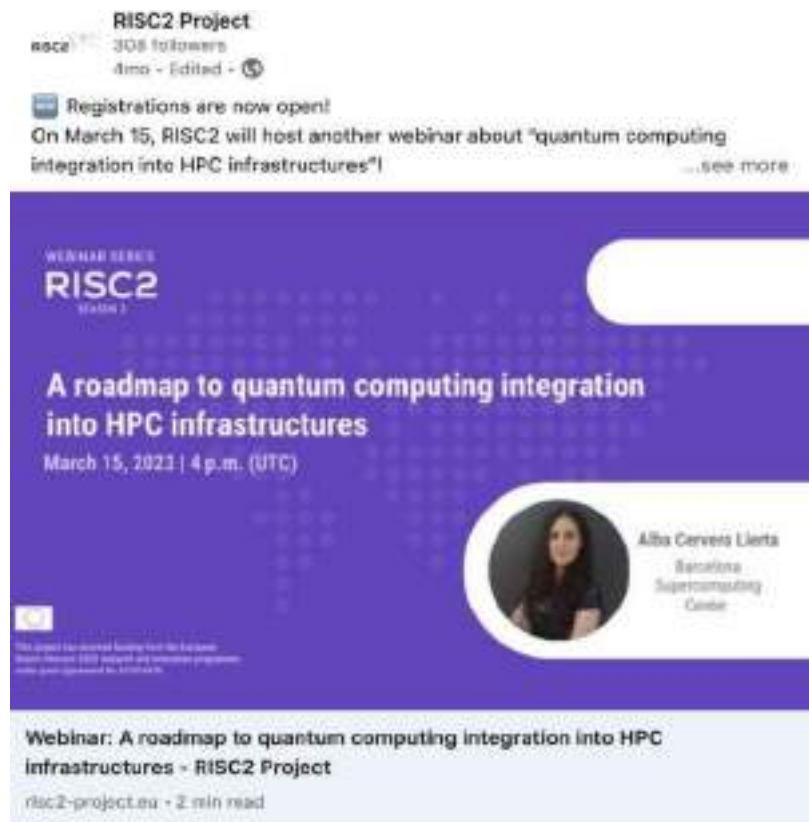


Figure 59 - Example of a LinkedIn post

Before the webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 60 - Banner for newsletter

After the webinar, the session was published on the project's YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 61 - Preview of the Youtube channel

The **seventh webinar** took place on April 26, 2023 and was focused on Improving energy-efficiency of High-Performance Computing clusters and had Lubomir Riha and Ondřej Vysocký, from IT4Innovations, as speakers and Esteban Mocskos, from Universidad de Buenos Aires, as the moderator of the session.

The seventh webinar had 31 registrations and was attended by 18 participants.

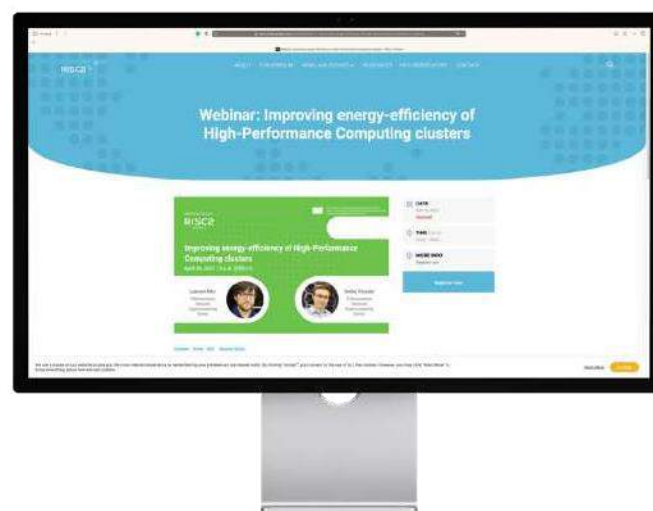


Figure 62 - 7th webinar

This banner, per example, was used on the emails that were sent following the registrations.



Figure 63 - Banner for the 7th webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 64 - Example of a Twitter post





Figure 65 - Example of a LinkedIn post

Before the webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 66 - Banner for newsletter

After the webinar, the session was published on the project's YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.



Figure 67 - Preview of the Youtube page

The **eight webinar** took place on May 21, 2023 and was focused on Addressing the challenges of scientific visualization in the exascale age and had João Barbosa, from MACC and INESC TEC, as speaker and Bernd Mohr, from Jülich Supercomputer Centre, as the moderator of the session.

The eighth webinar had 45 registrations and was attended by 11 participants.

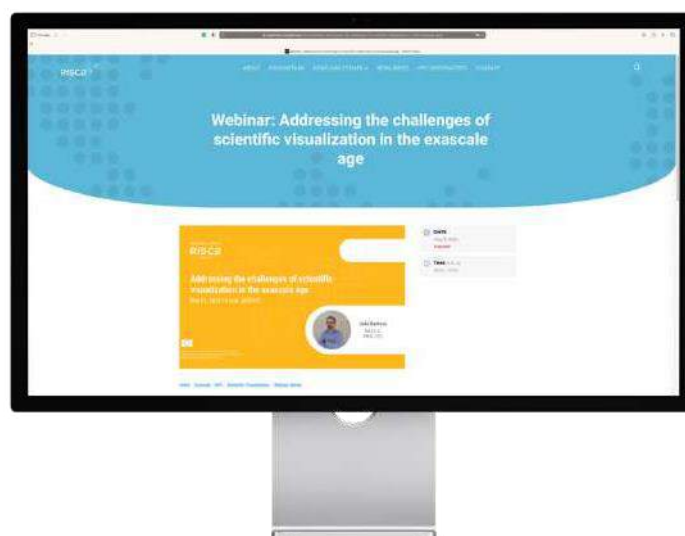


Figure 68 - 8th webinar

This banner, per example, was used on the emails that were sent following the registrations.





Figure 69 - Banner for the 8th webinar with details of speaker and moderator

This image, with the title of the session, date, schedule and name of the speaker/moderator, was used on posts for social media, like Twitter and LinkedIn.



Figure 70 - Example of a Twitter post







Figure 71 - Example of a LinkedIn post

Before the webinar, a newsletter was sent to the RISC2 data base subscribers, with all the information about the event, but also a “Register here” button.



Figure 72 - Banner for newsletter

After the webinar, the session was published on the project’s YouTube page, so all the information was available anytime for anyone who wished to hear and analyze it.





Figure 73 - Preview of the Youtube channel

More details about this initiative (description of the sessions, bios of the speakers and data about the registrations) are available on Deliverable 5.4, which is focused on the training materials produced through the project execution.

## 2.3 Public Relations

### 2.3.1 Media

RISC2 consortium is building stories about RISC2 researchers and their impact projects.

In February 2022, a general news about RISC2 was shared among all the communication contacts of each partner to reach local audiences.



Figure 74 - PR Example

An article about the RISC2 project was also published, in collaboration with BSC, leader of the project, by the HPCwire, which is available [here](#). All the results are available [here](#).

With the start of the two rounds of the webinar series, two international press releases were launched directly in collaboration with the HPCwire, which results are available below:

- [RISC2 Project Hosts HPC Webinars for Europe and Latin America](#)
- [RISC2 Webinar Series Aims to Benefit HPC Research and Industry in Europe and Latin America](#)



Figure 75 - HPCwire news

Still in collaboration with HPCwire, and also through the BSC efforts, as leader of the project, the RISC2 was mentioned in different news on this international portal:

- [HPCwire Reveals Winners of the 2022 Readers' and Editors' Choice Awards During SC22](#)
- [2022 Readers' & Editors' Choice Awards – Best HPC Collaboration](#)
- [BSC Receives Double Honors in 2022 HPCwire Readers' and Editors' Choice Awards](#)
- [RISC2 Project Reveals Achievements in EU-LATAM HPC Collaboration at Brussels Meet](#)

An international press release was launched on August 2022 through the [Alpha Galileo](#) platform, which aims to deliver breaking research news from the source to industry journalists around the world. This news was accepted by Alpha Galileo and had 289 hits and 3251 alerts counts.

22/08/2022	Accepted	EU and Latin America push for ir News release	389	0	3251
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Figure 76 - Alpha Galileo's statistics



The consortium proposed some opinion articles on general media and specialized media regarding RISC2's impact. As result of this action, in Portugal, it was recorded an interview with the RISC2 project partners, for the [90 Segundos de Ciência](#) radio show. An articles about the RISC2 project was also written by EURAXESS network and was published on the [EU website](#).

At the end of the project, and before the CARLA conference, the consortium also prepared an editorial proposal and opinion article for HPCwire related to the Brussels event and project results.

It is important to mention that all the results are available on the project website.

### 2.3.2 Press Kit

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

The press kit includes 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.

Available on the [website](#), the press kit provides a rapid way for media organizations to access all the RISC2 project information and is available in English, Spanish and Portuguese.

### 2.3.3 News Pieces

According to the project's progress, news pieces were produced during the project execution. The news pieces published on the media are also available on the website and social media accounts.





Figure 77 - News Pieces

All the results are available [here](#).

### 2.3.4 Events

WP3 deals with dissemination and networking on-site. Although, the strategy for communicating and encouraging participation in these events to different publics and using different communication channels of the project is being 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 are also available on the project website.

According to the WP3 plan, the RISC2 project is organizing 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 was also involved in several academic winter/summer schools, which were co-organized with two large Latin America HPC conferences with the aim to funnel EU HPC expertise to improve LATAM HPC curricula, disseminate RDI best practices, foster networking activities and initiate research collaborations. Some advanced workshops were also organized.

It is important to mention that the deliverables of the WP3 describe the events where RISC2 was the organizer/co-organizer and the events where RISC2 participated. The training material prepared and used at these events is also available on the RISC2 website and part of this material is also on the YouTube channel.







Figure 78 - RISC2 materials in different event



## Events Calendar

The events calendar is a section of the homepage of the RISC2, where all the events related to the project are available. 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.

## 2.3.5 Merchandising

Different merchandising materials were produced and distributed to all the partners for specific events with RISC2 stakeholders.

The RISC2 merchandising materials include:

**Notebook**



**Pencil**



**Bottle**



**Sticker**



**Bag**



**Flyer**



**Poster**



**Leaflet**





Figure 79 - RISC2 merchandising kit

During August 2022, these materials were shipped to European partners. Regarding the Latin American partners, a box was sent to the CARLA 2022 and SC 2022 conferences, where part of the RISC2 partners in Latin America attended.

For the upcoming events, including the Brussels event and the CARLA 2023, more elements of merchandising were produced, which are a pen drive, which kept the White Paper and the Roadmap of the project, an infinite book, a lanyard, and a badge.

### Pen Drive



**Infinite book**



**Lanyard and pin**



Figure 80 - RISC2 merchandising kit for the upcoming events

## 2.4 Direct Marketing

### 2.4.1 CRM Strategy

The RISC2 is creating a contacts database based on 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 subscription is available on the website of the RISC2 project.



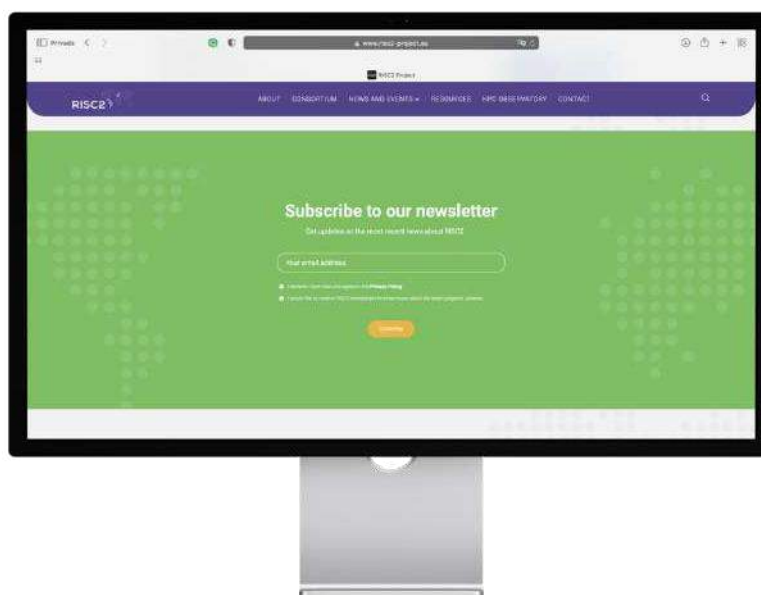


Figure 81: Newsletter Subscription Form

## 2.4.2 Newsletters

Based on the contact database available on the RISC2's website, it were sent regularly, to the strategic stakeholders with information on the project's developments, in a newsletter format.

Each visitor can choose if they want to be part of this community, to receive the project's updates. On this form, the visitor is asked to consent (with a check box) to the Privacy Policy.

The newsletters were launched every two months and 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 and highlights on the current debates in the EU and LATAM.

A CRM platform named MailChimp is being used to send 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.

Contributions of RISC2 partners were essential to achieving a significant number of subscribers to the RISC2 updates.

An email marketing campaign was created to facilitate the newsletter's subscription. It was shared with all partners to ask for their help in the dissemination of the newsletter among their contacts.

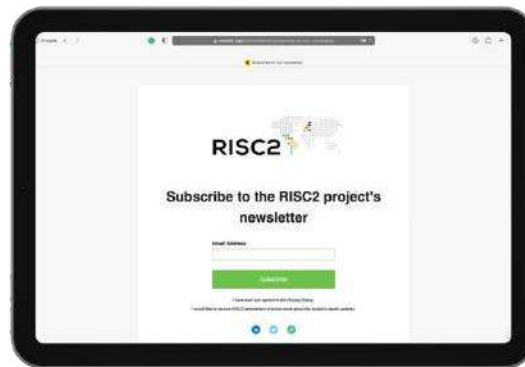


Figure 82 - Email Marketing Campaign | New Subscribers

11 different special campaigns were also launched to disseminate the webinars that RISC2 organized during the last months, and also in scope of CARLA 2022 event and in occasion of HPCwire Readers' and Editors' Choice Awards.

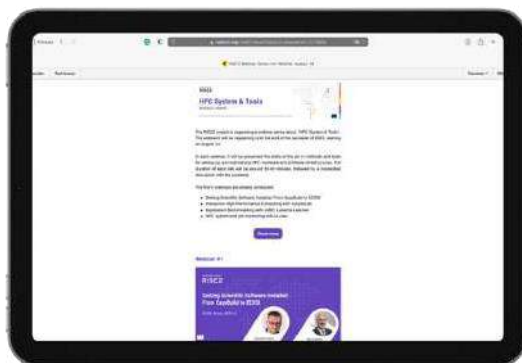
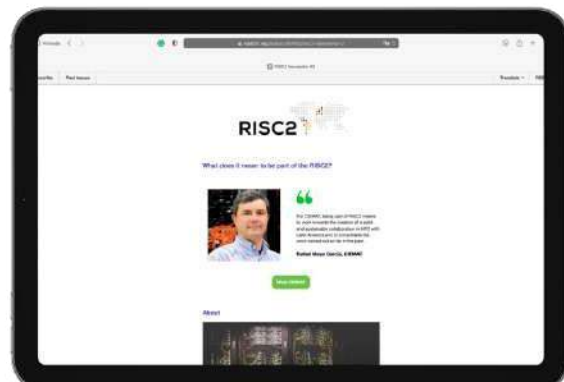


Figure 83 – Special Newsletters

During the last three years, 9 general newsletters were sent to the contacts database, which has 186 subscribers.





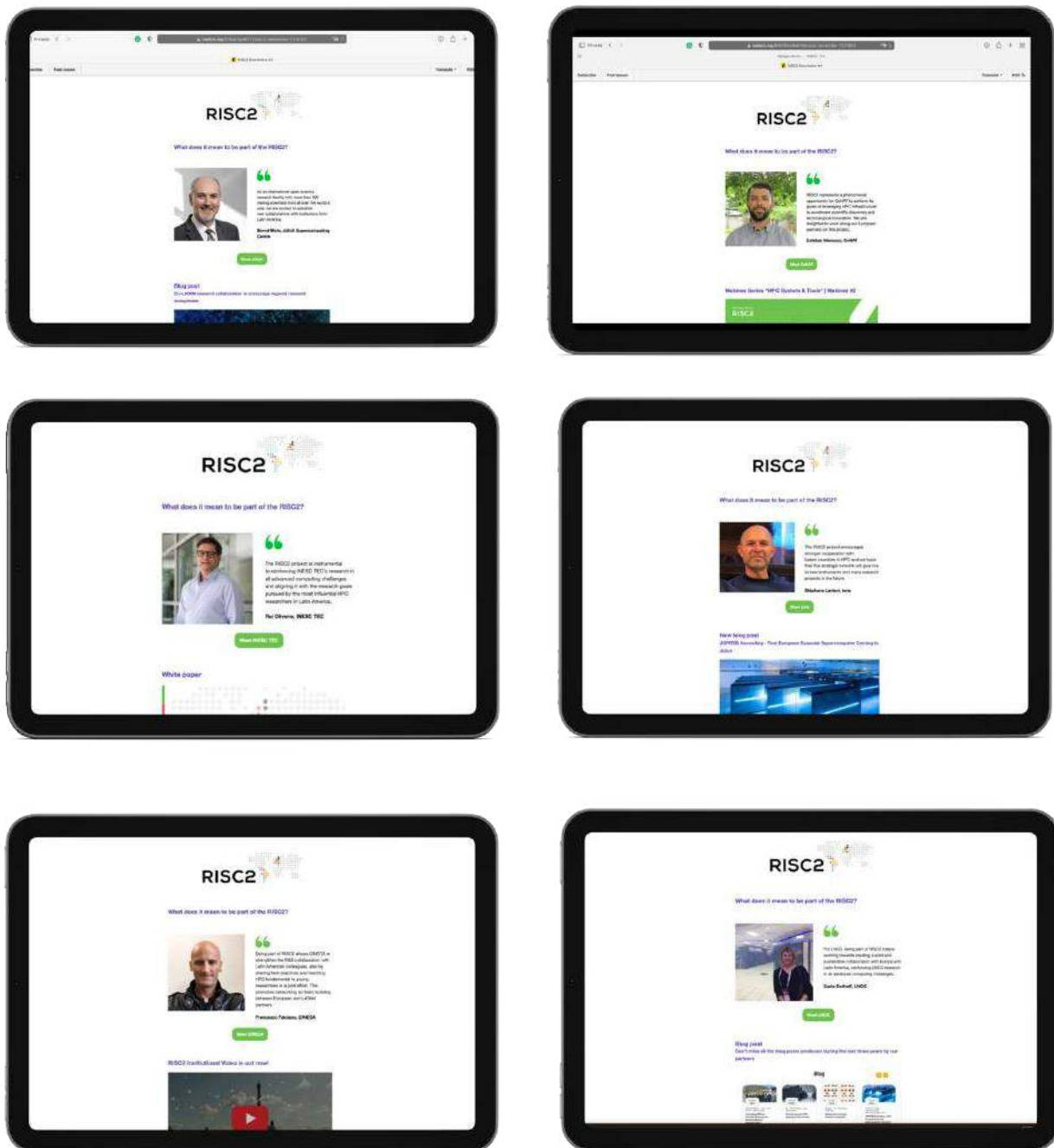


Figure 84 - Newsletters

Since the project is still running until September 2023, a final newsletter will be sent after this deliverable submission. The results will be updated on the website and social media accounts.

### 3. Communication Impact Assessment (M1-M30)

In Deliverable 5.1, Dissemination, Communication and Exploitation Plan, three communication campaigns have been defined. The three campaigns have been designed and implemented according to the project duration.

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

In this section, an evaluation of the communication campaigns during M1 and M30 is made.

#### 3.1 Internal Communication Strategy

In order to disseminate all the results and outcomes of the project in a consistent and effective way, the consortium has implemented an internal communication strategy, since the beginning of the project, which was to ask all partners for updates regarding the project progress - on a monthly basis and via email. It is important to mention that the updates regarding the project's progress could be:

- Activities to increase bilateral collaboration substantially (Latin American participation in EU Work Programmes, advanced services aimed at creating long-term cooperation between key Latin American and EU research and industrial actors);
- Research and industrial activities;
- Activities to promote cooperation between research and industrial communities;
- Awareness-raising and training events;
- Advanced consultancy and advisory services;
- Policy-related activities;
- Activities towards the collaboration with related EU projects, actions and platforms;
- Transfer of successful stories in innovative uses of HPC for boosting societal and industrial development, in the spirit of knowledge sharing between the two communities;
- Publications on cooperation actions related to the RISC2;
- Project presentations of RISC2;
- Talks by members of the project's consortium related to RISC2;
- Institutional news, newsletters or even press releases published on your websites and social media;
- Other relevant topics related to the RISC2 project activities.

During the project execution, more than 25 emails were sent to all partners entitled Call for Info. It is also important to mention the regular meetings that the consortium has promoted, on a monthly basis, to discuss and to update the topics regarding the management and dissemination activities.

## 3.2 Integrated Communication Campaigns

### 3.2.1 First Integrated Communication Campaign (M1-M12)

The goal of the first communication campaign was to inform all stakeholders about the existence of the RISC2 project and its implementation, which occurred from January 2021 to December 2021 (M1-M12). 8 communication actions have been designed to apply to the first communication campaign. All of them have been implemented.

The actions of the first campaign are summarized in the calendar below (Table 4). The numbers have been attributed to each action according to their implementation time. An explanation about each action is provided after the calendar table. In the annex section we detail the results and evidence of each action.

	Action	Timing
<b>Advertising</b>	Logo and visual identity manual	M1-M4
	Documents and presentation templates	M4-M8
	Digital images (zoom backgrounds)	M10-M12
<b>Digital Marketing</b>	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
<b>Direct Marketing</b>	Update of contacts database	M8-M12

Table 3 - First Integrated Communication Campaign

### 3.2.2 Second Integrated Communication Campaign (M13-M24)

Regarding the second integrated communication campaign, the goals were to create awareness to the HPC communities and academia groups in Europe and Latin America, to engage with the target groups and create 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 below the actions implemented and the timing for this period of the project (M13-M24).

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

Table 4 - Second Integrated Communication Campaign

### 3.2.3 Third Integrated Communication Campaign (M25-M30)

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

	Action	Timing
<b>Advertising</b>	Development of communication materials, with focus on the project results	M25-M30
<b>Digital Marketing</b>	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, events and regular updates on the project's website	M25-M30
<b>Public Relations</b>	Press release dissemination	M25-M30
<b>Direct Marketing</b>	Update of contacts database	M25-M30
	Dissemination of newsletters	M26, M28, M30

Table 5 - Third Integrated Communication Campaign

## 4. Exploitation

In the scope of the RISC2 project, the exploitation strategy works as a facilitator for the individual or joint exploitation of some of the project's outcomes.

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.

### 5.1 Exploitable Results

#### HPC Capacities in Latin America Road Map

This result was transferred to the EC and the RISC2 consortium.

#### HPC Observatory

HPC Observatory aims to identify common challenges, ideas for cooperation and critical issues. As mentioned in D2.2 and D2.4, the Observatory included relevant information to map Latin American research and industrial ICT actors, to identify their specific research capabilities, collaboration support needs, and provide information to them on collaboration opportunities with their EU counterparts in the HPC area.

#### HPC Resources

Partners 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, on the post-COVID19 situation, were offered and organized in several ways, including in-presence and online meetings and webinars. The research partners offered their knowledge and training courses established conferences in LATAM and Europe.

It is important to mention that all the exploitable results of the RISC2 project were disseminated through the project channels and promoted in the community created during the last years.





## 5. Conclusions

This deliverable aims to report the the dissemination and communication of results from the beginning of the RISC2 project.

Regarding the first report and comparing it with the D5.2, the results achieved so far are very positive:

### Advertising

The logo and the visual identity manual were created, distributed through the project partners, and promoted in different project activities. All the communication materials and templates used the same visual identity, to communicate the project in a more coherent way. A project institutional video was created and disseminated to the target audiences.

### Digital Marketing

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

### Public Relations

Different media proposals were sent and all the results on the project website. The consortium was also working on different contacts with the media to disseminate the project through the specialized media.

### Direct Marketing

The RISC2 community collected the contacts for our contacts database. During the last three years, the RISC2 project have sent eight different newsletters and created ten different email marketing campaigns, which were focused on the webinars and other project specific initiatives.

