Project Title	Prototype of HPC/Data Infrastructure for On-demand Services
Project Acronym	PHIDIAS
Grant Agreement No.	INEA/CEF/ICT/A2018/1810854
Start Date of Project	01.09.2019
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Project Website	www.phidias-hpc.eu

D7.1 Communication, Stakeholder and Dissemination plan – second version

Work Package	**WP7 Dissemination, Impact and Sustainability Path**
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Dissemination Level

X	PU: Public
	PP: Restricted to other programme participants (including the Commission)
	RE: Restricted to a group specified by the consortium (including the Commission)
	CO: Confidential, only for members of the consortium (including the Commission)

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2.0	03.02.2020	Project Management Office (Corentin Lefevre, Florian Piffet, Neovia Innovation)	Final version

Deliverable Abstract

This document is the first iteration of the PHIDIAS Communication, Stakeholder and Dissemination Plan covering the period of M1-M18, which provides a guideline for internal communications between the PHIDIAS Management and Technical Boards entities and the project consortium and for external communications activities.

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TERMINOLOGY

Terminology/Acronym	Description
CEF	Connecting Europe Facility
CERFACS	Centre Européen de Recherche et de Formation Avancée en Calcul Scientifique
CINES	Centre Informatique National de l'Enseignement Supérieur / National Computer Ceter for Higher Education (France, Coordinator)/
CISO	Chief information security officers
CNRS	Centre National de la Recherche Scientifique
CSA	Coordination and Support Action
CSC	IT Centre for Science Ltd.
DoA	Description of Action
EOSC	European Open Science Cloud
EC	European Commission
EU	European Union
EUDAT	Research Data Services, Expertise and Technology
GA	Grant Agreement to the project
HPC	High-Performance Computing
Ifremer	Institut Français de Recherche pour l'exploitation de la Mer
INEA	Innovation and Networks Executive Agency
IRD	Institut Français de Recherche pour le Développement
KOM	Kick-Off Meeting
KPI	Key Performance Indicator
PC	Project Coordinator
PHIDIAS	Prototype of HPC/Data Infrastructure for On-demand Services
PMO	Project Management Office
PO	Project Officer
MARIS	Mariene Informatie Service MARIS BV
MB	Management Board
RoP	Rules of Participation
SC	Scientific Committee
TB	Technical Board
SMART	Specific, Measurable, Attainable, Relevant, Time-based
SYKE	Finnish Environment Institute
ULIEGE	Université de Liège
WP	Work Package
ZRR	Restricted access area

Executive Summary

This project aims at developing a consolidated and shared HPC and Data service by building on pre-existing and emerging infrastructure in order to create a federation of "user to infrastructure" services. Specifically, PHIDIAS Consortium will further develop and provide new services to better discover, manage and process spatial, marine and environmental data.

Nowadays, in the digital era, High-Performance Computing is the key-asset for major advances and a fundamental resource for the future of the European Union. The usage of so-called supercomputing is largely increasing as well as the number of data-intensive critical applications. This turning point is involving multiple Stakeholders and fragment of our society:

- Industry and Small-Medium Enterprises are counting on the power of supercomputers to develop innovative, faster and cost-effective solutions and diminish time to market for their products and services to the bare minimum.
- Modern Science requires the full capacity of high computing to successfully achieve significant discoveries and progress.

The transition from petascale to exascale is in full course and it represents a window of opportunity for Europe.

The European Commission will complement the European Data Infrastructure under the European Cloud initiative with a long-term and large-scale flagship initiative on quantum technologies. The objective is to release the complete potential of quantum which holds the promise to solve computational problems beyond current supercomputers.

In this framework, European Council adopted in September 2018 the regulation that established the European High-Performance Computing Joint Undertaking (EuroHPC Joint Undertaking) to gather European and other participating countries efforts and resources with a view to building in Europe a top-notch supercomputing and data infrastructure within a competitive innovation ecosystem in relevant technologies and applications.

PHIDIAS answers INEA CEF Public Open Data Call for proposals, mostly focusing on 3rd objective: "Creation of generic access services to increase the HPC and data capacities of the European Data Infrastructure".

Following the rationale behind the EuroHPC Joint Undertaking Initiative to underpin the ambition of making European exascale achievable in a short time whilst developing a pan-European HPC infrastructure and HPC-based services, PHIDIAS is going to propose generic workflow for massive scientific data by combining computing, dissemination and archiving resources in a single framework in order to make this process going forward.

This document includes the overarching Plan that defines actions related to the channels and formats PHIDIAS uses for its communication, Stakeholder engagement and dissemination campaigns, which are each described in detail.

1 Communication, Stakeholder and Dissemination Objectives

PHIDIAS aims at ensuring a streamlined and targeted communication throughout the 36 months duration of the initiative by providing appropriate coverage and visibility to different communities of Stakeholders, in order to make all of them aware of project's progress, outcomes and results.

PHIDIAS has initially identified three groups as primary Stakeholders:

1. Big Data and HPC communities
2. Scientific Communities (specifically within Earth Science, Atmosphere and Oceans domain)
3. General Public (better recognised as civil society, public and private sector)

Each of these sectors will be addressed with a wide range of outreach activities that include:

- Targeted Social Media campaigns to nurture a social media community around main project goals
- Webinar series
- Participation in sectorial and relevant events, to maximize the project network potential
- Branding and Visual identity to carry on a coordinated and harmonious project message

Furthermore, PHIDIAS will aim at a steady consolidation of the project network by paving the way for a thriving cross-pollination between HPC and Big Data communities, users coming from the scientific world and Private/Public sector. These synergy will have the most tangible evidence in the participation in the European Open Science Cloud (EOSC) marketplace and service catalogue by making its HPC and data resources available, with a view to enable PHIDIAS services uptake among a broad spectrum of scientific actors and players as well as play a critical role in delivering excellence in Science and Research.

It is worthy to mention how this document is also tightly linked to the work plan of other work packages (WPs), specifically WP4 (Use Case #1: *Intelligent screening of satellite data*), WP5 (Use Case #2: *Big data earth observations*) and WP6 (Use Case #3: *Ocean*): each of these WPs will also have to report on progress towards the plan, expected KPIs and metrics and provide updates to seamlessly align with WP7 Roadmap.

1.1 Purpose and scope

This first iteration of the PHIDIAS "Communication, Stakeholder and Dissemination Plan" will outline the promotional and outreach activities to be deployed during the first half of the project (M1-M18). The Plan is envisaged and coordinated under WP7 that deals with the Dissemination, Impact and Sustainability Path of the initiative.

The Plan outlines a series of joint actions in order to ensure effective overall visibility of the project across a multitude of Stakeholders by leveraging the collective networks of the project partners, by joining either targeted third-party events or with the organisation of tailored Workshops based on the 3 Use Cases of PHIDIAS.

WP7 encompasses four main tasks:

- Task 7.1: Communication and Outreach
- Task 7.2: Engagement with user and Stakeholder communities
- Task 7.3: EU-wide cross-dissemination & concertation
- Task 7.4: Sustainability Path & Funding models

The Plan will be entirely based on a SMART and Agile approach (action will be clearly specific, measurable, attainable, relevant and time-bound) with a view to adjusting each action to successfully address targeted Stakeholders and promptly adapt to changing needs that may emerge during the whole timeframe.

In full accordance, this must be considered as a live document to be periodically updated to reflect the above-mentioned circumstances and to pursue potential new synergies established with Scientific organisations, Research Institutions, Industries and SMEs or the European Commission.

2 Strategy

PHIDIAS aims at creating access services to increase the HPC and data capacities of the European Data Infrastructure in the context of the Connecting European Framework (CEF) on open data.

In particular, in collaboration with all the consortium members, the project will pursue the following objectives:

- Build a prototype for earth's scientific data and high-performance computing services.
- Optimise and industrialise treatment workflows for extensive reusability.
- Ensure open access to standardised HPC services.
- Improve FAIRisation processes and open access.
- Develop new data-processing models coupled with HPC capabilities.
- Deploy data-processing methods as a service for scientific communities, public authorities, private entities and citizen scientists.

The aforementioned objectives will be achieved by putting in motion a strong and efficient Stakeholder engagement strategy. The PHIDIAS communication, Stakeholder and dissemination plan has three main pillars:

1. Awareness-raising about PHIDIAS as a universal brand for world-leading services and data sharing to advance scientific discoveries and address high-impact societal challenges in HPC.
2. To ensure PHDIAS Stakeholders to be continuously up to date with the latest project activities, results, assets and findings with unique selling points jointly agreed, understood and valued by all targeted Stakeholder groups.
3. To obtain a "Waterfall effect" of knowledge-widening capable to reach out to the general public, in order to successfully prove benefits and societal impact of PHIDIAS and acknowledge the need for timely and targeted investments in Horizon Europe and beyond, including younger generations.

2.1 Stakeholders Analysis

This section provides the mapping of the PHIDIAS Stakeholder landscape.

PHIDIAS identified two main Stakeholders categories that shall be addressed on the course of the project, which are the European HPC Communities and PHIDIAS' end-users.

- **European HPC communities** are those interested in the technologies developed within the course of PHIDIAS, that could be easily replicated by other computing and data centres.

- **PHIDIAS end-users** will be interested in the new opportunities they will benefit from PHIDIAS services.

With these three main audiences, the project also identified additional important Stakeholders that will value information about PHIDIAS outcomes and are important for the project's to attain its objectives. These Stakeholders are:

- **Facilitators** are close to PHIDIAS' services value chain and could have a role in facilitating their implementation and sustainability. This category is composed of policy-makers, high-level experts and committee members, decision-makers.

- **European related projects**. This type of Stakeholder is made of a wide spectrum of European projects whose teams and members can be interested in PHIDIAS's achievements but can also nurture the project's deployment. Cross-dissemination and high-level exchanges – mainly on the technical sides – will be sought with this category. Besides, more concrete and long-lasting cooperation could be established with a view to achieving reciprocal support in dissemination and outreach.

Finally, the project seeks to reach to a broader audience to spread general information on the most significant PHIDIAS' consortium achievements.

- **General Public**. People that are interested in HPC, AI services and science and engineering projects as well as IT Professionals as a whole (e.g other scientific communities than the ones addressed by PHIDIAS). Particularly, Phidias aimed to reach a gender-balanced audience.

2.2 Internal Communication tools

Flawless communication within Project partners is both a key-point and necessity to guarantee the regular Project workflow and to put in place the following best practices:

- Ensure that all the Partners have a holistic view of the project.
- Keep everyone fully aligned and involved in the project's development.
- Create a secure space for shared feedback and discussion.
- Guarantee complete transparency across the different WPs.
- Prevent beforehand potential obstacles.

PHIDIAS set-up several internal communication tools which are managed by PHIDIAS PMO in collaboration with WP1 (Management and Technical Coordination) to foster internal communication and sharing of ideas and inputs across the PHIDIAS consortium.

2.2.1 Mailing List

CINES created mailing lists for the PHIDIAS consortium. PHIDIAS mailing lists addressed the most important WP1's goal to configure an effective management framework with a view to provide the possibility to easily reach the respective WPs and committees and, consequently, to ensure the progress of the project towards its planned objectives in full compliance with contractual commitments.

PHIDIAS mailing lists are managed by the Project Management Office (PMO) led by WP1. There is one mailing list for all the WPs and committees involved in the project. They are available on the PHIDIAS confluence under PHIDIAS committee.

Mailing-Lists	
Project Management Office	phidias-pmo@listes.cines.fr
Management Board	phidias-gov@listes.cines.fr
Technical Board	phidias-tech@listes.cines.fr
Scientific and Users Committee	phidias-science@listes.cines.fr
Security Committee	phidias-secu@listes.cines.fr
WP1	phidias-wp1@listes.cines.fr
WP2	phidias-wp2@listes.cines.fr
WP3	phidias-wp3@listes.cines.fr
WP4	phidias-wp4@listes.cines.fr
WP5	phidias-wp5@listes.cines.fr
WP6	phidias-wp6@listes.cines.fr
WP7	phidias-wp7@listes.cines.fr

Mailing-lists are managed by PMO

For any change in PHIDIAS mailing-list, please contact
marion lepaytre
marion.lepaytre@cines.fr

Figure 1 – PHIDIAS Mailing list information

2.2.2 Confluence

Last October 2019, PHIDIAS PMO has defined, organized, set-up and successfully implemented an internal web collaboration platform using the Confluence solution under licenses supported by the CINES (as PHIDIAS' coordinator).

This web platform serves as the common official repository for all the PHIDIAS documents. This allows PHIDIAS' partners not only to exchange information in a single safe space, as well as, to directly collaborate and better organize the project's works among each partner.

At the time of writing, the confluence is now being utilised by all the partners. It is possible then to store and find available all the relevant updates of each WPs are available. (*See figure 2*).

A purpose-built internal Webinar has been organised on the 21st of November 2019, in order to provide a step-by-step tutorial guide to the PHIDIAS members to ensure seamless management by each part.

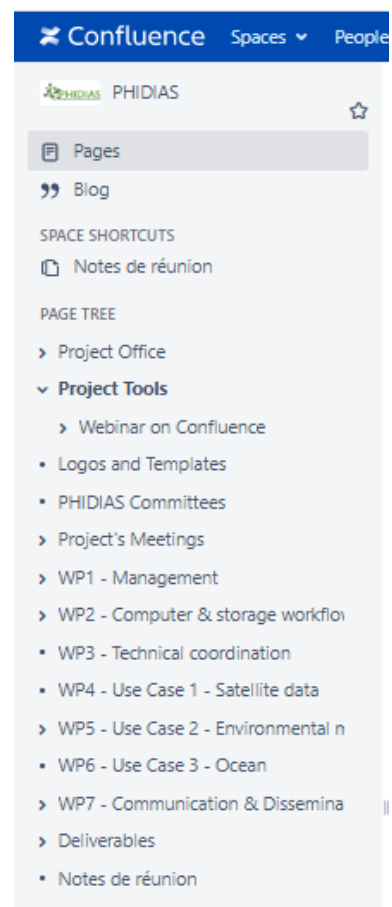The webinar has been uploaded on PHIDIAS' Youtube channel[1] to grant access to the training at any time.

Figure 2 – Confluence Page Tree

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[1] https://www.youtube.com/watch?v=WOYh1LwKE5M

2.3 Monitoring and KPIs

Above-mentioned Communication, Stakeholder and Dissemination objectives will be the cornerstone aspects to be monitored through the SMART strategy by measuring feedback meaningfully through Key Performance Indicators (KPIs) of the project and out campaigns that will ensure each planned action contribute to the achievement of the project's overall goals.

This approach is underpinned by a SMART-based 36-month Communication Strategy with measurable impacts described below.

Table 1 – PHIDIAS Overall KPIs

Toolkit element	Communication Tool	KPIs	Quantitative metric
Comms Toolbox	Video	Min. 1 update ev. 6 months. Dedicated promotional pack for the event.	3 PR and 6 GP articles
	Webinar	Min of 1 Readers Digests on results of PHIDIAS every 6 months	5 Readers Digests
	Slideshare (dedicated dashboard connected to LinkedIn)	All presentations from technical and showcase events	3 summer Hackathon presentations
Web presence	Unique Users to the database	Min. 1 content piece per month	36 news pieces
	Digital Community Interaction - Twitter	Min. 1 project video /year; 5 webinars with at least 30 participants for each webinar	3 videos; 5 webinars
	Digital Community Interaction - LinkedIn	Min. 1 updated project slide deck/year	>3 Project slides;
		Number of unique users to the database	250 (M6), 1000 (M24), 2000 (M36)
PHIDIAS Community	Stakeholder Data	Increase female followers from 26% to 35%.	No. of Twitter followers
	RoP Survey- Disciplines infrastructure and services provider		3 tweets per week
	Use cases	Min. 1 post/per month with blogs on training and other workshops & the hackathon	No. of Twitter followers
	Hackathon		3 tweets per week
	Training and workshops	List of training, workshops, events, webinar participants and other relevant Stakeholder and user communities (existing and new) database from HPC and Big Data communities	No. of PHIDIAS community

Events and Campaign	Concertation Event	Number of disciplines infrastructures and service providers surveyed with regards to the Rules of Participation	6 Survey (2/yr)
	PHIDIAS Board Meeting	Outputs from the use cases	5 (M12), 10 (M24), >50 (M36)
	PHIDIAS Comms Meeting	Summer Hackathon	At least 100 to the event (attendees)
		Support to the organisation of the 3 workshops focused driven events	Minimum 70 participants at each event
		2 major project events	2 (M18 and M34)
		Min. 1 per year	3 board meeting
		Min. 1 bi-monthly	18 Comms meeting

.

3   Communication, Stakeholder and Dissemination plan

The PHIDIAS Communication, Stakeholder and Dissemination plan is part of the endeavours of WP7. Given the cross-cutting theme of the WP, the ideas and guidelines sketched out in this document affect the creation of all content within the project. Partners involved in the project will be expected to periodically contribute to communication, dissemination and impact as well as to abide by the communication guidelines, which will be provided in this document and through other means (templates, etc.).

This section of the document features a comprehensive overview of all the internal communication facilities developed for the usage and benefit of the Management and Technical Boards and the overall Consortium. A guide on Internal and External Communication can be provided, if needed, to support and facilitate the communication among partners and put forth synergy projects in the field of HPC and data community.

3.1   Internal Communication

This figure provides the organizational structure set-up for internal communication to ensure that the services created by the project are consistently implemented.

Representatives for internal communications groups are available in Confluence.
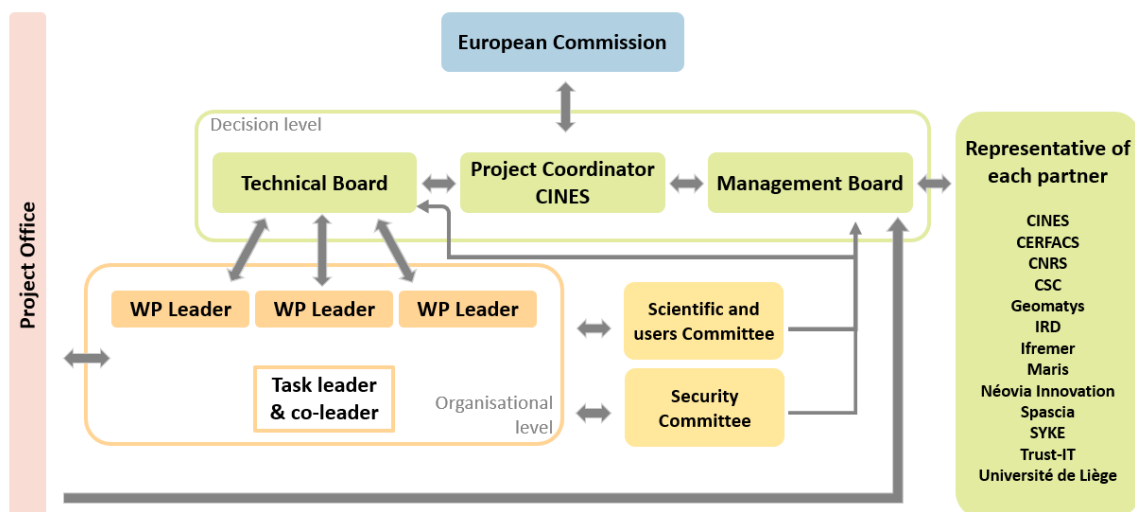

Figure 3 – PHIDIAS Management and Overall Coordination

3.1.1   Management Board

The Management Board (MB) is the decision-making body of the consortium. It is composed of representatives, one for each partner, the Project Coordinator (PC) being the CINES representative. The PC chairs the meetings. The MB meets every six months, typically soon

after the Technical Boards (TB) meetings to ensure a good flow of information. Additional meetings can be held at any time upon request of a member of the MB or the TB. Whenever possible, electronic means (teleconferencing, web conferencing, etc.) are used in place of physical meetings. Additional participants (e.g. tasks leaders, advisors) are invited to join the MB meetings as guests as required by the agenda.

The Project Office assists to the MB meetings in the role of the technical secretariat. Decisions are taken by consensus. When this is not achievable, decisions are taken by majority voting with a casting vote for the PC. Detailed operational procedures (representation, meeting preparation, organization, minutes, voting, and quorum and veto rules) are defined in the Consortium Agreement.

The MB examines at each meeting the project progress based on reports, deliverables, and presentations, to assess compliance with plans and, if necessary, propose modifications to the Consortium Plan. It provides the political and strategic steering and orientation of the project and decides any main issue.

The following decisions shall be taken by the Management Board:

- Content, finances and intellectual property rights.
- Proposals for changes to all Annexes of the Grant Agreement that require to be agreed by the Funding Authority.
- Changes to the Consortium Plan Modifications to Attachment 1: Background included.
- Additions to Attachment 3: List of Third Parties for simplified transfer according to Section 8.3.2. (List of Third Parties for simplified transfer according to 3.2).
- Additions to Attachment 4: Identified Affiliated Entities according to Section 9.5 (Identified Affiliated Entities).

3.1.2 Technical Board

The Technical Board is responsible for the overall technical coordination and reports directly to the Management Board. The TB executes the decisions of the MB and monitors the effective and efficient implementation of the project. Minutes of TB meetings, once accepted, are sent to the MB members for information.

The TB is composed of all WP leaders and the Project Coordinator (PC). The PC chairs the meetings. The TB meets at least quarterly and in addition upon written request of any member of the TB or MB. Whenever possible, electronic means (teleconferencing, web conferencing, etc.) are used instead of physical meetings. Additional participants (e.g. tasks leaders, advisors) are invited to join the TB meetings as guests as required by the agenda. The Project Office assists to the TB meetings in the role of the technical secretariat.

The Technical Board role includes:

- Monitoring progress results achieved, problems and propose - if and as needed – suitable changes to the project definition and work plan as a result of those findings, according to project milestones.

- ✦ Maintaining and following-up the work plan, progress monitoring, identifying and handling organizational problems.
- ✦ Preparing the required reports and (if and as required) proposals for changes in the project strategy for implementation for adoption by the MB.
- ✦ Evaluating the content of deliverables and publications produced by the project, including assessing the new work plan and deliverables.

3.1.3 Scientific and users Committee

A Scientific and Users Committee, which gather various Stakeholders of the HPC community as well as users and citizen communities, is established and act as an advisory entity for PHIDIAS.

3.1.4 Security Committee

This committee address transversal security issues and is composed by the Chief information security officers (CISO) of CINES, CSC, IFREMER and IRD. Its main role is to identify information and information technology (IT) risks in the workflows developed during the project. PHIDIAS is involved in huge transfers of data between organizations that have their own security architecture and precautions are taken to respect everyone's security prerogatives. In particular, this committee has to deal with security issues coming from the CINES own ZRR (restricted access area) and make recommendations to WP leaders and the management board.

3.1.5 Work Packages

PHIDIAS, funded by the European Union's Connecting Europe Facility (CEF) under the [CEF-TC-2018-5: Public Open Data Programme](), is carried out by a committed, competent and complementary Consortium of 13 partners from 5 European Countries, led by CINES (France).

Figure 4 –PHIDIAS Consortium

Each WP member is expected to contribute and collaborate across all the WPs especially with WP7 having the leading role in showcasing all the tangible updates, activities, results and findings that each WP achieved. Most importantly, the WP4, WP5 and WP6 that are leading the main outputs of PHIDIAS, the use cases for 3 primary groups.

Table 2 – PHIDIAS Consortium

N°	WP Title	WP Leader	Member
1	Management & Technical Coordination	CINES	Neovia Innovation, IRD
2	Compute and storage workflow management	CINES	CNRS, CSC
3	Development of the Common System	CNRS	MARIS, Ifremer, Geomayts, Neovia Innovation, CNRS, CERFACS
4	Use Case 1 – Intelligence screening of a large amount of satellite data for detection and identification of anomalous atmospheric composition events	SPASCIA	CNRS
5	Use Case 2 – Big data earth observations: processing on-demand services for environmental monitoring	IRD	Geomatys
6	Use Case 3 – Ocean	Ifremer	Université de Liège, Maris, CNRS, CSC, Finnish Environment Institute
7	Dissemination, Impact and Sustainability	Trust-IT Services	Neovia Innovation, CINES , MARIS, Ifremer, Geomatys, Spascia, Université de Liège, CNRS, CERFACS, IRD, Finnish Environment Institute, CSC

3.2 External Communication

To support its goals and generate impact, PHIDIAS implements a 36-month external communication strategy aimed at supporting the dissemination and Stakeholder engagement goals and targets of the project, coordinated under WP7 – Communication, Stakeholder and Dissemination Plan, drawing on the extensive know-how, experience, and network within and of the PHIDIAS consortium. Section 5 of this document presents a detailed breakdown of the dissemination items and actions that will bolster the strategy in its entire lifecycle.

3.2.1 PHIDIAS Promotion campaign

PHIDIAS promotion campaign will focus on attaining the following expected impacts:

- **Turning PHIDIAS into a universally recognised brand** for world-leading services and data sharing to advance scientific discoveries and address high-impact societal challenges in HPC.

❖ **Making PHIDIAS unique selling points understood and valued** by all targeted Stakeholder groups.

❖ **Reaching the General Public's attention** and making easily understandable project's byproducts and positive societal impact.

3.2.2 PHIDIAS Stakeholder Community Building campaign

Specific work is conducted by the PHIDIAS Communication team:

❖ to organise and deliver engagement activities targeting existing and new user communities in the area of Big Data and HPC.

❖ to foster adoption of the actions' developed services, solicit community feedback on action activities.

❖ promoting the uptake of HPC and Big Data services among new user communities.

This is done through two main tools:

❖ A **community Stakeholder database** that has been drafted with the existing consortium network and will be extended to PHIDIAS dissemination activities (webinars, workshops, hackathons), as well as, PHIDIAS' newsletter subscription available on the project's website. The list of prospective Stakeholders will be used to forge lasting and mutual collaboration.

❖ The constitution of two communities through two **social networks** (LinkedIn and Twitter). These media will help spread the words of PHIDIAS and engage with new users and abroad public.

3.2.3 PHIDIAS Event campaign

This section aims to put the reader in the shoes of the PHIDIAS Stakeholders as they interact with our communication and dissemination campaigns and in particular, how the latter lead towards actionable information for the Stakeholders. Each documented piece of content or material will be marked by special formatting such as a Twitter post, roll-up banner, web page, event or booklet, among others (as necessary).

Event promotion, coverage and event takeaways are central for MaX outreach. A perfect example of the promotion of a PHIDIAS event could be the PHIDIAS Kick-Off meeting (25th-26th September 2019 in Montpellier, France) as shown in figure 5 below.

During the two-day conference event, a live-tweet coverage has been conducted, registering a total of 7K plus impressions.

Table 3 – PHIDIAS Example of PHIDIAS vent Campaign

Pre-event Promotion	Event News
	Kick-off meeting PHIDIAS The PHIDIAS kick-off meeting took place at the CINES premises in Montpellier (France) on 24th and 25th September 2019. This meeting had several goals, among them: sharing and setting-up the management structure and procedure … Read more
Press Release: PHIDIAS Website https://www.phidias-hpc.eu/news/phidiaspress-release 	**Partner dissemination** https://www.cines.fr/en/kick-off-meeting-phidias/

Third-Party dissemination sources

- Cordis Europa: https://cordis.europa.eu/article/id/407013-press-release-phidias-prototype-of-hpc-data-infrastructure-for-on-demand-services
- HEPinfo.net: http://202.38.128.216/hepinfo.net/node/740724
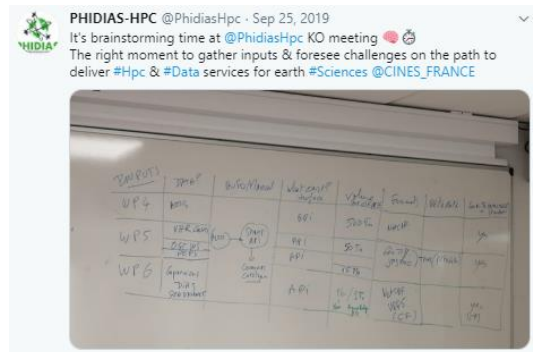- Science Conference Org: https://phidias-kickoff.sciencesconf.org/

Opening	Live Coverage
Tweet by PHIDIAS Partners	Conclusion

3.2.4 PHIDIAS Use Case Result Dissemination Campaign

This section aims at disseminating and sharing the use cases results. The project will develop **data post-processing methods coupled with HPC capabilities**, which will be deployed as a service for **several end-users** (scientific communities/public authorities/private players/citizen scientists).

It will **explore a distributed model** for data transfer and resource allocation between two European computing centres (CINES in France and CSC in Finland).

The data generated and services created will be available on the relevant EU portals (EU Open Data Portal/EUDAT/EOSC) and will be preserved using the long-term preservation services of the EOSC. This PHIDIAS project will then propose a generic workflow for massive scientific data by combining computing, dissemination and archiving resources in a single framework.

Table 4 – PHIDIAS Generic workflow: synthetic view and components

Components	Description	Implementation
Data acquisition	From instrument signal to numeric representation	Already existing and/or possibly added value from PHIDIAS for special needs and enhancements
Smart processing / Data preparation for efficient processing	Filtering and on-the-fly processing of data, to reduce large volumes of input data for further exploitation.	WP2.3 Task related : - CINES - CSC SPASCIA
Metadata and quality	Added value for each use case	CINES interface on collected and accessed data
HPC processing	On-demand HPC processing use case driven	WP2.1 Task-related CINES
FAIR Data portal	Provide acces to use case community in FAIR mode	Portal implementation by : - CINES CSC
Long term data conservation	On-demand Dat archiving	Service provided by CINES

The figure below illustrates the expected overall workflow by the end of the project.
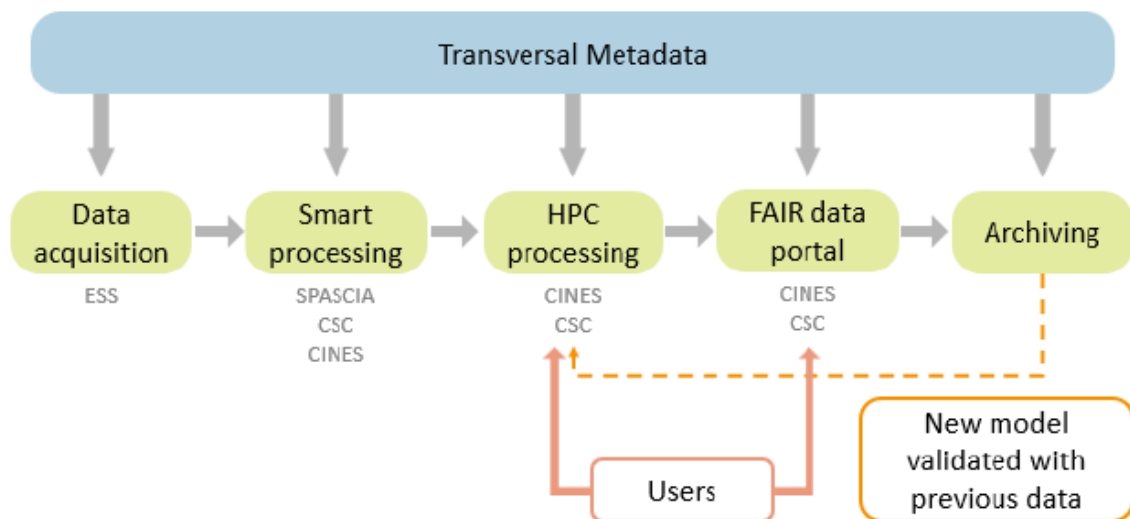

Figure 5 – Synthetic view and components of the (expected) main workflow

3.2.5 PHIDIAS Synergy

PHIDIAS Synergy answers to the project's need to reach its European related projects' target audience.
The goal is to establish and maintain high-level contacts, mainly covering technical exchanges, to ensure that PHIDIAS' outcomes benefit to close European projects, as well as for PHIDIAS to benefit from other project's outcomes.

The first established channel is the creation of the project's Scientific Committee that has been defined as the best channel to establish mutual technical exchanges with other projects. Webinars and workshops, as well as participation to conferences, will constitute other favourite moments of the PHIDIAS' consortium to present their works, results and discuss them with their peers.

PHIDIAS Communication Team will also seek complementarities with other projects on dissemination activities in order to reinforce its channel through mutually benefitting cooperation. Such synergies will be sought directly through contact and informal cooperation engagement with the other projects' communication officers.

Categories of projects targeted are larger than the one we pursue technical exchanges as it involves projects which could fit with every PHIDIAS' target audiences.

4   PHIDIAS Branding

A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents will be also provided.

As a result of this homogeneous and solid Branding strategy, the project aims at achieving the following outcomes:

- More effective memorisation and visual identification
- Improved recognition and acknowledgement across a broad range of recipients
- Strengthened loyalty and trust from the audience
- Sustain the overall message that PHIDIAS wants to convey

Information of EU funding will always be present by a prominently displayed EU emblem and the text suggested in the Grant Agreement: "*The PHIDIAS project has received funding from the European Union's Connecting Europe Facility under grant agreement n° INEA/CEF/ICT/A2018/1810854.*". Further, it will be disclaimed, that the content does not represent the opinion of the European Commission and the European Commission is not responsible for any use that might be made of such content.

The use of the logo with **any color other than the PHIDIAS corporate green, satellite color blue is not permitted**. Please see the following images for examples of proper color usage.

Figure 6 – PHIDIAS logo

Figure 7 – PHIDIAS squared logo

The specifications for PHIDIAS's corporate green are:

- CMYK: 66,0,69,33
- HSL: 117.4, 52.5%, 43.7%
- RGB: 58,170,53
- HEX: #3aaa35

Below are the specifications fo the satellite and text color:

- CMYK: 72,36,0,82
- HSV: 210, 56.7%, 11.8%
- RGB: 13,30,47
- Web: #0d1e2f

5 Communication Tools and Channels

PHIDIAS set-up different communication tools and channels to reach Stakeholders leveraging consolidated networks and new engagement mechanisms.

PHIDIAS's communication and dissemination strategy has been taken from the description of the strategy delivered by Trust-IT on the pilot project issued by the EC in 2017 – entitled the Common Dissemination Booster, supporting European Commission projects cluster together to disseminate more effectively, describes the communication channels and the other elements at the basis of an effective communication strategy shown in figure 8.
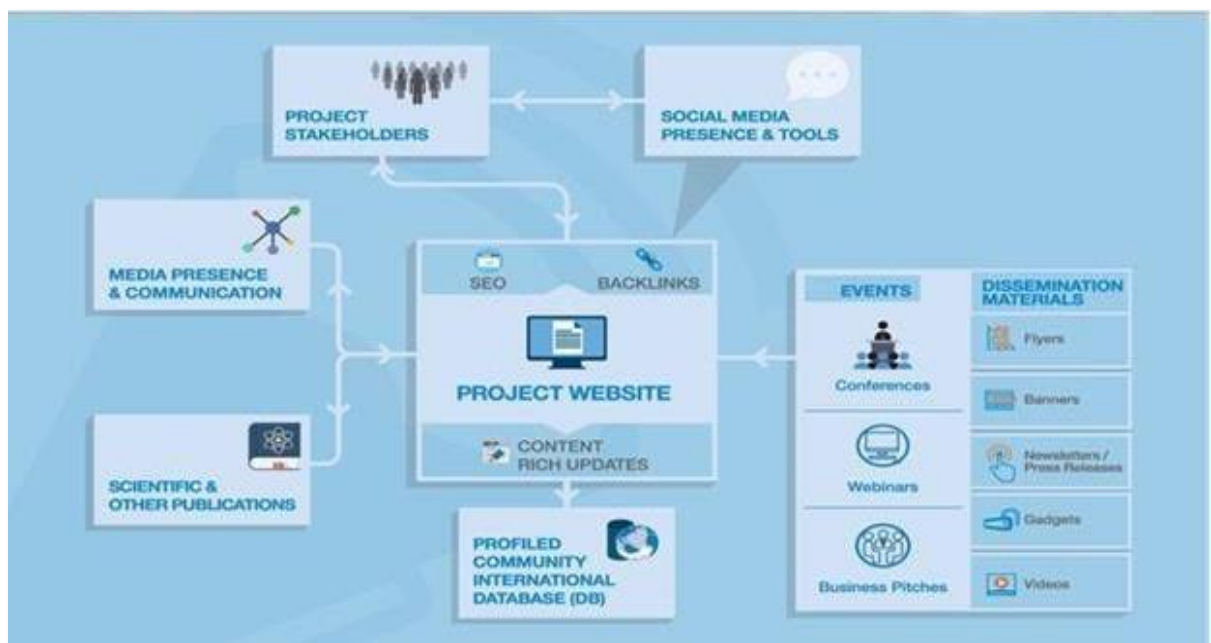
Figure 8 – Elements determining an effective communication strategy

5.1 Templates

Templates for external communication and documents were set-up. Presentations templates are already available including on the last page a call to join the PHIDIAS community and to connect with our main channels. The rationale behind this strategy is to guarantee a univocal communication style and provide the entire PHIDIAS team with a shared toolkit of Communication items to be deployed in recurring events.

Figure 9 – PHIDIAS template takeaway

5.1.1 Deliverables

PHIDIAS WP7 aims to deliver a tangible report that will showcase the project plans and results of each of the WPs' efforts. The main deliverable editors are required to utilise the created deliverable template considering the set format indicated on the template.

The main deliverable editors are expected to create a short, concise and concrete details for the deliverable abstract. This content will provide an overview of the report which will be used for the reporting insight to be published as a news content on the website, to guarantee a more agile way to the general public to retrieve helpful information on the project.

The deliverable template is available in the PHIDIAS Confluence.
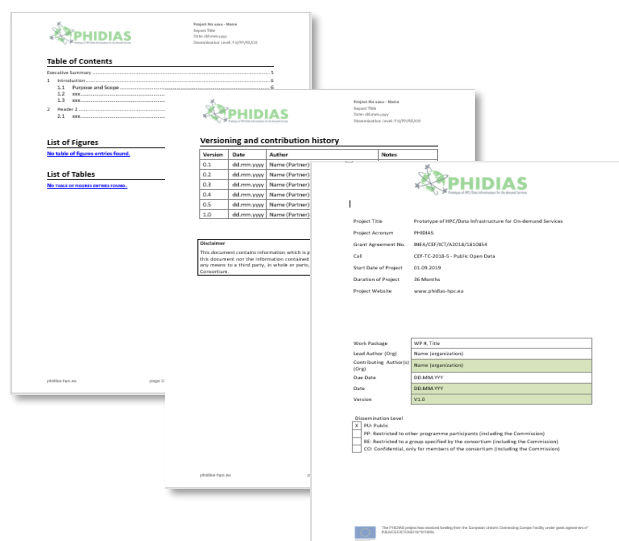
Figure 10 – PHIDIAS deliverable template

5.1.2 Presentation

To ensure that PHIDIAS branding is kept uniform and showcased in every PHIDIAS and third party event, a presentation template has been created to be utilised in by every PHIDIAS representative for their PowerPoint presentation.

The presentation template is accessible to all the members in the PHIDIAS Confluence under "*Logo and template*", see figure 11.

Figure 11 – PHIDIAS PowerPoint template

5.2 Website

The project website (https://www.phidias-hpc.eu/) will be the heart of the communication, dissemination and engagement tools and channels of PHIDIAS.

This serves as the unique access point for the PHIDIAS use cases updates, training and services for the future of HPC and big data findings on earth observation, intelligent screening of satellite data and ocean/marine data management and it will showcase the project's objectives and partners, news, and events. The Website will also be a catch-all platform to store the most critical outputs and deliverables achieved by the project throughout its lifespan.

The PHIDIAS website is supposed also to serve the purpose of becoming a reference point for a large part of the HPC community by providing the possibility to stay abreast with the most important HPC-related European events as well as to keep track with the overall technological advancements of the project (primarily by joining a targeted Newsletter). The Platform
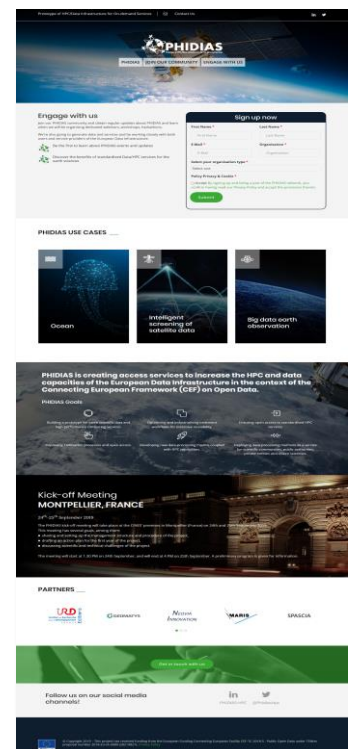

Figure 12 – PHIDIAS landing page

will conveniently respond to the latest IT criteria in order to grant an adequate degree of responsiveness, UX design, loading speed, smooth usability, appealing graphic and essential factors to facilitate a successful SEO ranking.

The initial PHIDIAS landing page was created on M1, September 2019, of the project. The iteration and full development of the official website is expected to be completed by the end of February 2020 and the following iteration will be done accordingly to the identified timeline as shown in section 4.6.

5.2.1 Blog/News

This action will be directly aimed at raising awareness of PHIDIAS (with a targeted value proposition for Stakeholder groups), ensuring that PHIDIAS Stakeholders are continuously up to date with the Project progress and developments and know what's in for them as well as promoting the PHIDIAS use cases and latest results.

At the moment of writing, PHIDIAS has written 5 news articles from the kick-off interviews of PHIDIAS partners and 1 press release which was published in the CINES website (https://www.cines.fr/en/europe/phidias/) as the official PHIDIAS website is still in the process of development, see Annex 1 to see the development plan for the website completion.

Figure 13 – Examples of Phidias articles

5.2.2 Newsletter

By selecting the right content, PHIDIAS will be publishing a regular newsletter (email) to keep the Stakeholders informed on topics such as new products, use cases results and PHIDIAS company's participation in exhibitions and conferences.

While newsletters are useful in getting attention from prospects, their primary importance is in maintaining ongoing connections with contacts and existing customers. Companies send newsletters weekly, monthly or quarterly, depending on their goals and business activities.

5.2.3 Readers' Digest

To raise awareness about PHIDIAS and to ensure that tailored message and updates promoting the PHIDIAS use cases and the latest results are communicated specifically for the scientific community and academic end-users.

5.3 Social Media

Social media is a core element of PHIDIAS communication, especially to follow ongoing developments and to connect to different Stakeholders. PHIDIAS makes use of Social Media channels and professional networks such as Twitter, LinkedIn, YouTube in order to build a stronger and highly engaged PHIDIAS community. Additionally, the PHIDIAS use cases will encompass community interaction through professional networks (e.g. big data and HPC community, scientific end-users and the general) with the goal to enable contributions and successful uptake of any developments.

The official PHIDIAS social media handles are:

@PhidiasHpc

Company/phidias-hpc

YouTube/PHIDIAS HPC

Figure 14 – PHIDIAS Social Media channels

The project is currently developing its community and initially been promoting information about PHIDIAS through twitter and LinkedIn. Here are some of the top tweets and post that we have for the first four (4) months of the project, recorded the top tweet having 2,358 impressions for month three (M3) and several top followers and influencer such as @EMarineBoard (5,878 followers), @EoscPortal (1,382 followers) and @cpweather (802 followers).
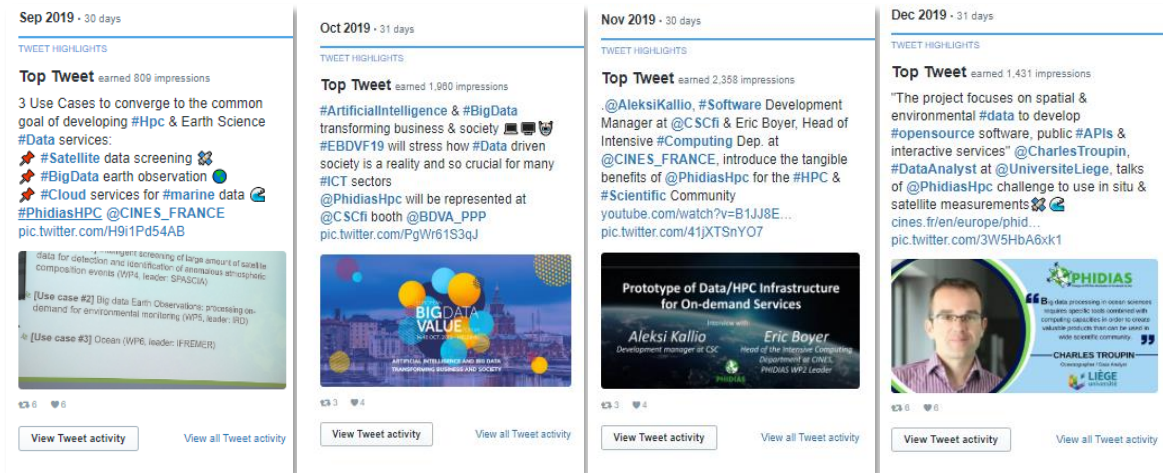

Figure 15 – PHIDIAS top tweets

Figure 16 – PHIDIAS top followers

5.4 Events

To maximise impact towards PHIDIAS Stakeholders in collaboration with all the WPs, WP7 is promoting and supporting the organisation of EU-wide cross-dissemination & concertation, coordination meetings, webinars, workshops, training events. As a best practice, a shared and weekly updated "*Event Tracking*" file has been implemented in order to keep tidily track of the most HPC-related happenings in Europe as well as to gather meaningful takeaways from PHIDIAS members that joined any event.

5.4.1 *Webinar*

A webinar series is one of the tailored dissemination and outreach activities to sensitize specific communities. A set of five (5) specific webinars will be organised and broadcasted (and eventually published for playback) to support the training elements in the other WPs showcasing the latest use cases results and impact which is expected to be delivered every 6 months.

As of the moment of writing, PHIDIAS has organised its first webinar entitled "PHIDIAS HPC - Building a prototype for Earth Science Data and HPC Services" to be held on 13th of February at 10 AM CEST.

Here are some of the promotional strategy done by the team:

🌐 Creation of the webinar page: https://www.cines.fr/en/europe/phidias/webinar-phidias-hpc-building-a-prototype-for-earth-science-data-and-hpc-services/

As of the moment, the PHIDIAS official website is still in the iteration stage and expected to go live by the end of February 2020. The webinar page was published in the CINES website.
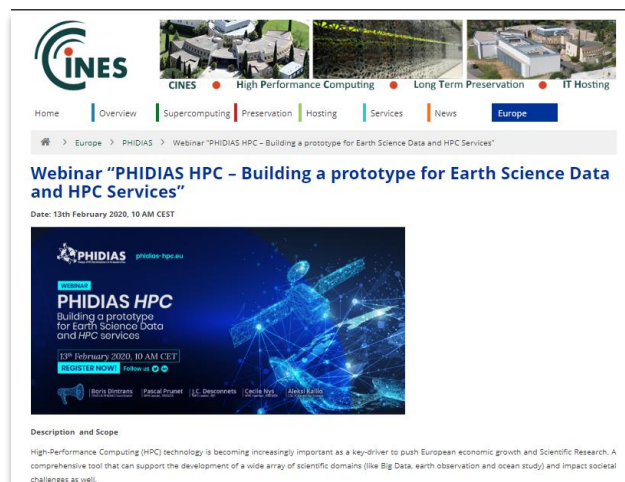
Figure 17 – PHIDIAS Webinar page

🌐 Social media promotions, ensure that partners are tag on the post

Figure 18 – PHIDIAS Webinar promotion

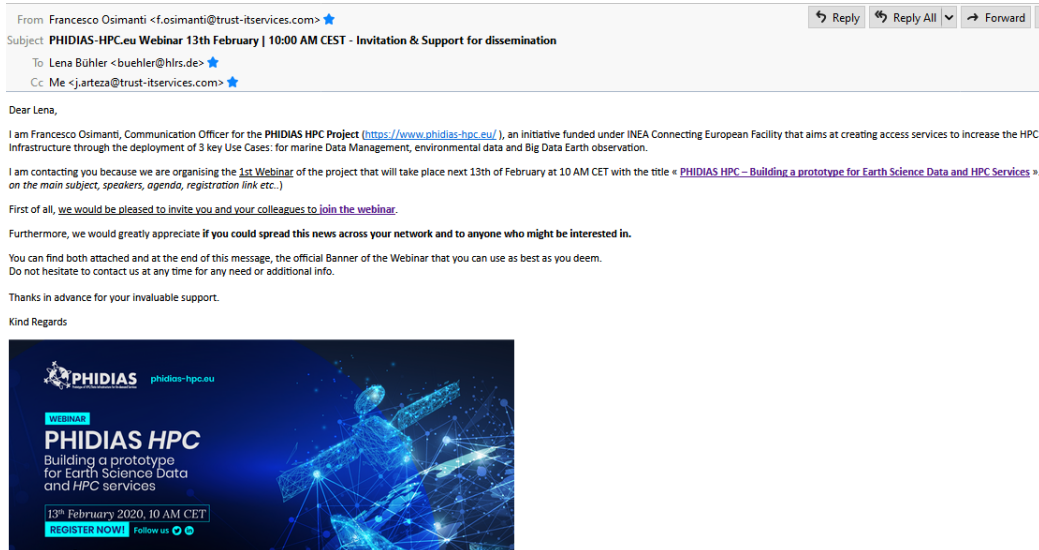Send out personal webinar invitation to our Stakeholder list

Figure 19 – PHIDIAS Webinar – Email marketing campaign

Publish this event in third party dissemination sources, below are some of the examples:

Cordis.europa.eu: https://cordis.europa.eu/event/id/147662-webinar-phidias-hpc-building-a-prototype-for-earth-science-data-and-hpc-services/en

FOCUS CoE.eu event news: https://www.focus-coe.eu/index.php/event/webinar-phidias-hpc-building-a-prototype-for-earth-science-data-and-hpc-services/
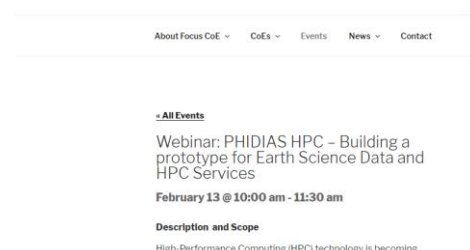

Figure 20 – PHIDIAS Third Party Webinar promotion

5.4.2 PHIDIAS Physical events

WP7 will deliver two major action events, one mid-term community event, and one final community event intended to widely disseminate and promote the action results. These events also aim to consolidate the project network and facilitate cross-pollination between representatives from the HPC and Big Data communities, users within the scientific communities, and public and private sector Stakeholders.

Every PHIDIAS related event, workshop, or webinar will be communicated and posted on the dedicated section of PHIDIAS's website and social media channels, covering pre-, during-, and post-event activities.

WP7 created a PHIDIAS Event tracker taking into consideration the related events, in HPC, big data communities, atmosphere, earth observation and ocean, which will be available in PHIDIAS Confluence's event tracker.

Table 5 – PHIDIAS Event Tracker

N°	Event Name	Typology	Date	Where
1	PHIDIAS Kick-Off Meeting	PHIDIAS Event	24-25 Sep 2019	Montpellier, France
2	IR Data Terra - Architecture Meeting	Workshop	26 Sep 2019	Paris, France
3	HPC, Cloud, Data and Machine Learning for the EU Earth System modelling workshop	Workshop	27 Nov 2019	Brussels, Belgium
4	Future regional data centres	Workshop	10 Dec 2019	Toulouse, France
5	EuroHPC Summit Week 2020	Conference	23-27 Mar 2020	Porto, Portugal
6	ESOF 2020	Conference	5-9 Jul 2020	Trieste, Italy

5.4.3 PHIDIAS Event materials

Collaterals will help in building the PHIDIAS identity and implementing the dissemination and Stakeholder engagement strategy. Several materials were created such as branded PHIDIAS notebooks, pens, an official banner and flyer are already available and will be brought and utilise at PHIDIAS related events, see the figures below.

Figure 21 – PHIDIAS branded notebooks and pens
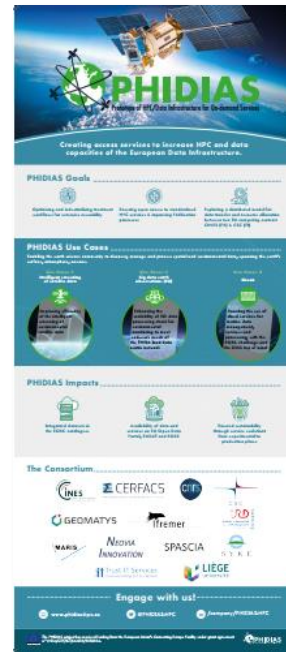
Figure 22 – PHIDIAS flyer

Figure 23 – PHIDIAS roll-up banner

5.5 Video

Videos are part of the continuous communication of project activities through online content.

Several videos were created from the PHIDIAS KOM event highlighting the relevant WPs members from the PHIDIAS consortium by answering the KOM questions and promoted though PHIDIAS social media channels.

- *What role or impact does your organisation bring to the project?*
- *Which specific assets/services do you want to showcase resulting in PHIDIAS to support EU Research activity?*
- *If you are a Use Case, which challenges are Phidias trying to overcome?*
- *Fast forward to M36. What will the scientific communities be able to do with the new services?*
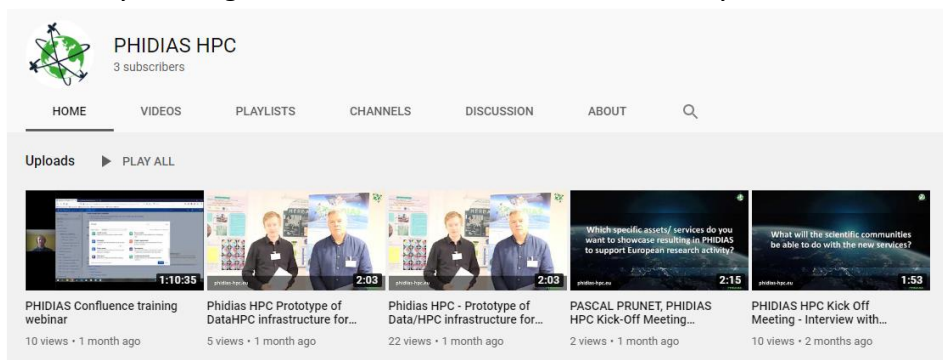- *A take-away message to the consortium & HPC community?*

Figure 24 – PHIDIAS videos

5.6   Timeline of activities

The purpose of creating the timeline of activities as outlined in Annex 1 Timeline, from M1 to M12, is to map the results, as well as to match the outreach activities as indicated in the Timeline itself. As already highlighted, the main results deriving as a result of such activities will be pulled out and registered in the monthly "Flash Report".

5.7   Publication acknowledgement

The PHIDIAS team will ensure proper acknowledgement of the EU funding received for the project, by closely following the guidelines provided by INEA[2] and as mentioned in Article II.7 of the CEF Grant Agreement[3].

Therefore, all PHIDIAS communication material (technical reports, presentations, posters, white papers, website…) will either include the EU CEF logo, the acknowledgement sentence, or both. All resulting publications shall display the following sentence:

> *"The PHIDIAS project has received funding from the European Union's Connecting Europe Facility under grant agreement n° INEA/CEF/ICT/A2018/1810854"*

The team will also establish the link with INEA, throughout its various social channels (Twitter, LinkedIn), by mentioning the agency's accounts whenever deemed relevant to promote and raise awareness around PHIDIAS actions.

The communications team and partners received the communication guidelines provided by INEA for the management of CEF-funded projects.

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6   Conclusions

This document sets the beginning of the Communication, Stakeholder and Dissemination Plan of the PHIDIAS HPC Project, with its goals and specific actions to be carried out. As such, this document constitutes the reference plan to which all partners – with the different level of effort foreseen by the PHIDIAS HPC work plan – commit to contribute.

Some of the pivotal elements pointed out by the present document are the following:

- PHIDIAS HPC shall build on a highly committed Big Data and HPC community that should encompass members of Research organisations and institutions, Scientists under the domains of Earth, Marine science and atmosphere, Large Industry representatives and broad society.

- The active contribution and participation of each member of the Consortium will be fundamental to accomplish the list of objectives described in this plan. The personal network of affiliates, partners and contacts of every member will be exstensively used and will play a substantial role to ensure a proper promotion and dissemination strategy for the project, along its whole lifetime.

- The Communication Plan, as devised in this document, represents the first half of a Roadmap of actions that will lead to the conclusion of the Project. A revised version will be rolled out at M18, to better reflect any changing need that might arise over the course of the Project.

- The impacts of PHIDIAS HPC communication activities will be monitored continuously, by means of a set of measurable KPIs, which have been indicated in the present document.

- Website release. A new functional website will constitute the official platform to more effectively reach out the desired Stakeholders and better promote the cutting-edge results of the Project.

- The organisation of a mid-term event (by M18) will be the chance to consolidate the project network, attract new Stakeholders and spark inter-collaboration between representatives from HPC and Big Data communities, Public and Private sector and Scientific arena.

PHIDIAS
Prototype of HPC/Data Infrastructure for On-demand Services

ANNEX 1: Timeline Communication and Dissemination Strategy (Sep 2019 – Feb 2020)
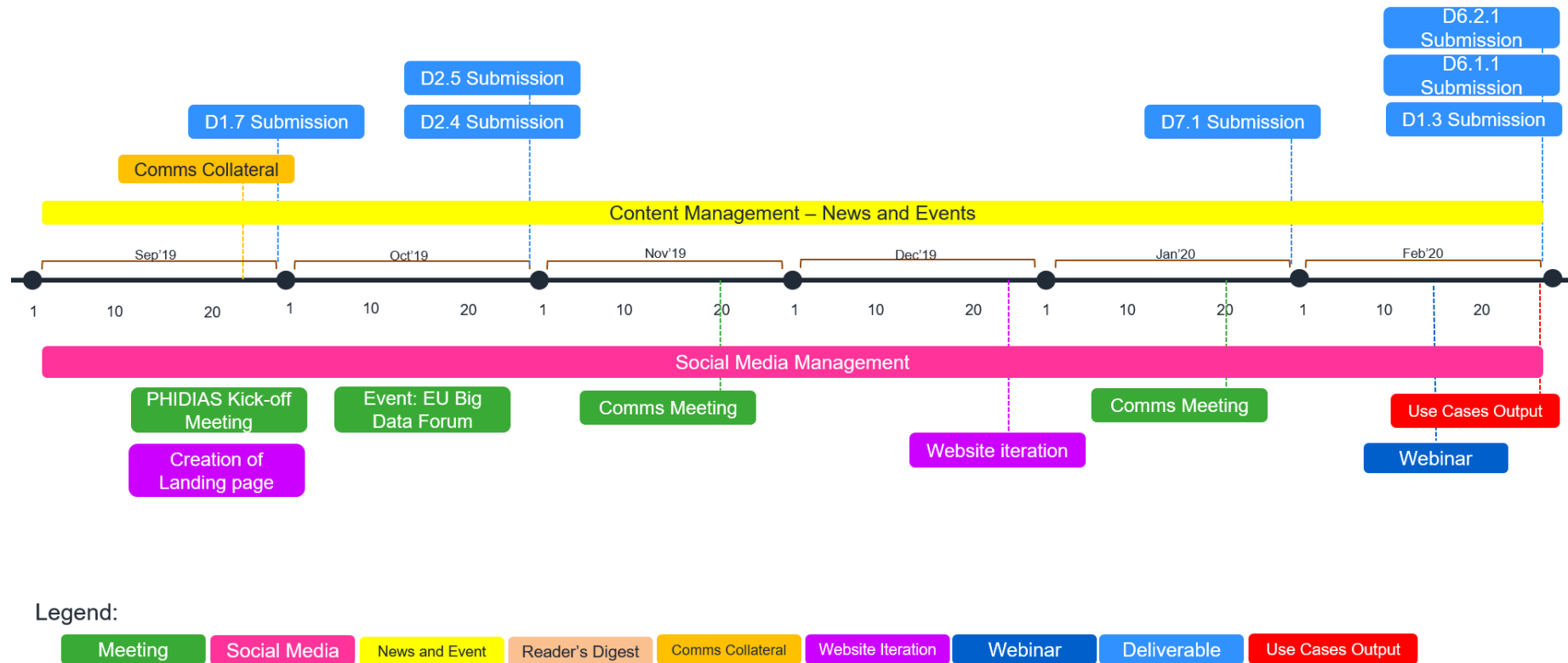
Figure 25 – PHIDIAS videos