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
Duration of Project	36 Months
Project Website	www.phidias-hpc.eu

D7.2 Communication, Stakeholder and Dissemination plan – second version

Work Package	**WP7 Dissemination, Impact and Sustainability Path**
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Due Date	**01.03.2021**
Date	**23.02.2021**
Version	**V1.0**

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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Versioning and contribution history

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0.4	05.02.2021	Valeria Andreolli (Trust-IT)	Contents for sections 3
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0.8	19.02.2021	Francesco Osimanti (Trust-IT), Julie Abergas-Arteza (Trust-IT)	Conclusion and additional information
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1.0	23.01.2021	Francesco Osimanti, Valeria Andreolli, Julie Abergas-Arteza (Trust-IT)	Final version

Deliverable Abstract

This document is the second 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 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

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Executive Summary

This document outlines the objectives and actions in the period up to February 2021 (M18). Its focus lies in optimising the communication, stakeholder and dissemination plan – second (2nd) versions in maximising social impact and for informing about the project itself and its funding from the European Union's Connecting Europe Facility under grant agreement number INEA/CEF/ICT/A2018/1810854.

D7.2 is part of an all-partner drive to maximise impacts and boost collaboration and uptake of HPC for earth science cases. Partner contributions include collaborative efforts with peer projects and the synergy, with which PHIDIAS has established a working relationship.

In the first year of the project, we have built and put the PHIDIAS communication machine in motion. Firstly, by putting in place a set of "internal communication" tools and resources for the effective communication and dissemination of the project.

Secondly, we have established a set of "external communication" channels and resources to ensure the communication of PHIDIAS goals and activities and the dissemination of results. PHIDIAS website is at the centre of all its activities, which is the heart of its communication strategy. Social media, events, webinars and branded materials provide further means of effective outreach and the growth of a stakeholder community, which gained 4415 website users and over 800 social media community connections.

With the foundations set, Y2 will see the publication of the use cases outputs and reports which will disseminate to the community through the channels mentioned above. The PHIDIAS consortium also further defining the use cases and project results, WP7 will also ensure appropriate messaging around PHIDIAS and its goal across the community.

Section 2 – An overall summary of the goals and strategy of the communication, stakeholder and dissemination plan in its 2nd iteration, providing the latest KPI updates and approach of the project in the COVID-19 situation.

Section 3 – Communication, stakeholder and dissemination plan, providing the latest update of the internal and external communications campaigns such as the stakeholder community, event, use cases result in dissemination, and synergy.

Section 4 – Communication tools and channels showcase the PHIDIAS multichannel and interactive approach in engaging its stakeholders through website, social media, events, videos, reader's digest, news and editorial plan.

Section 5 – Concludes this document and provides a high-level timeline of activities.

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2 Strategy

The overall goal of PHIDIAS Communication and Dissemination plan is to guarantee an effective and broad-reach strategy to successfully address all the targeted Stakeholders through the whole course of the project.
In the first 18 months of the initiative, despite the significant impact of the worldwide pandemic that also affected the project's effort at a certain extent, some foundational outcomes have been achieved:

- PHIDIAS managed to build a widely acknowledged personal brand and visual identity that made the project recognizable among the European HPC community of Scientists and Researchers.
- A seamless and broad community of Stakeholders (better detailed in Section 3) that encompasses influential scientific and research actors and organisations within the European context.
- A populated Social Media channels that plays a key-role as solid junction between the project and the overall community: a breeding ground to share most significant insights, newsworthy items and to promote HPC related events.
- The creation of a fully-fledged (and perpetually improved) website as main hub to showcase the main features of the project as well as act as safe repository of formal documents and deliverables.

The project is now moving to its second phase where the development and consequent exploitation, of more tangible results is expected. At the same time the project will work towards the ambitious goals of leveraging networking infrastructures to ensure end-to-end scientific workflow, to improve the FAIRisation of satellite and environmental datasets, to develop data post-processing methods coupled with HPC capabilities, which will be deployed as a service for several end-users (including scientific communities, Public authorities, private players, citizen scientists).

In the attempt to attain such objectives, PHIDIAS will also keep joining forces and establishing synergies with the relevant initiatives, EU funded projects and HPC-related organisations in order to make the project's outcomes as much available as possible and to reach out to the widest audience within the Research, Academia, Scientific and Policy arena.

The entire deliverable is to be considered as a living document that might slightly change in accordance to the advancements and needs of the other Work Packages, most of all the ones directly involved in the elaboration of the Use Cases (namely WP4, WP5 and WP6). Furthermore, the overall unfolding of the Covid-19 situation might steer the direction of the Communication in different directions, as better indicated in the conclusive part of the document (Section 5).

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2.1 Monitoring and KPIs

As mentioned in D7.1, the 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 and M18 status

Toolkit Element	Comms Tool	KPI Requirements	Quantitative Metrics (36 months)	M18
Communication Toolbox	Collateral comms materials: flyer, roll-up banner, brochures, press release	Min. 1 update ev. 6 months. Dedicated promotional pack for event.	3 PR and 6 GP articles	2 PR 23 articles published on the website
	Readers Digest	Min of 1 Readers Digests on results of PHIDIAS every 6 months	5 Readers Digests	1 Readers Digests
	Training presentations from the Summer Hackathon clustered by stakeholders and topics.	All presentations from technical and showcase events.	>3 summer Hackathon presentations	- Due to Covid-19 situation planning is planned for later part of 2021
Web Presence	News pieces	Min. 1 content piece per month	36 news pieces	14 news pieces
	Video	Min. 1 project video /year	3 videos	1 video
	Webinar	5 webinars with at least 30 participants for each webinar	5 webinars	3 webinars
	Slideshare (Dedicated dashboard	Min. 1 updated project slide deck/year	>3 Project slides	4 slideshares

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	connected to LinkedIn)			
	Website	Number of unique users to the database	250 (M6), 1000 (M24), 2000 (M36)	4415 users
PHIDIAS Community	Digital Community Interaction - Twitter	Increase female followers from 26% to 35%.	No. of Twitter followers, 3 tweets/week	310 tweets
	Digital Community Interaction - LinkedIn	Min. 1 post/per month with blogs on training and other workshops & the hackathon.	No. of LinkedIn followers, 1 post/month	130 posts (Feb 20 – Feb 21)
	Stakeholder Database	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	235 stakeholders' entries
Events and Campaign	Dissemination events	Number of organisations of dissemination events, among which a webinar, a summer school, and a dedicated workshop per use cases of the Action will be organise	2 majors dissemination events. Min 40 attendees	4 webinars 52 average participants and 68 average registered participants
	Trainings and workshops	Support to the organisation of the 3 workshops focused driven events	Min. 70 participants at each event	- Due to Covid-19 situation planning is planned for later part of 2021
	PHIDIAS Board Meeting	Min 1 per year	3 board meetings	3 Management Board Meeting held on 08.11.2019 29.05.2020 23.11.2020

In order to monitor the analytics related to the website, a dashboard has been created through Google Data Studio, which allows to easily convert raw data into metrics and

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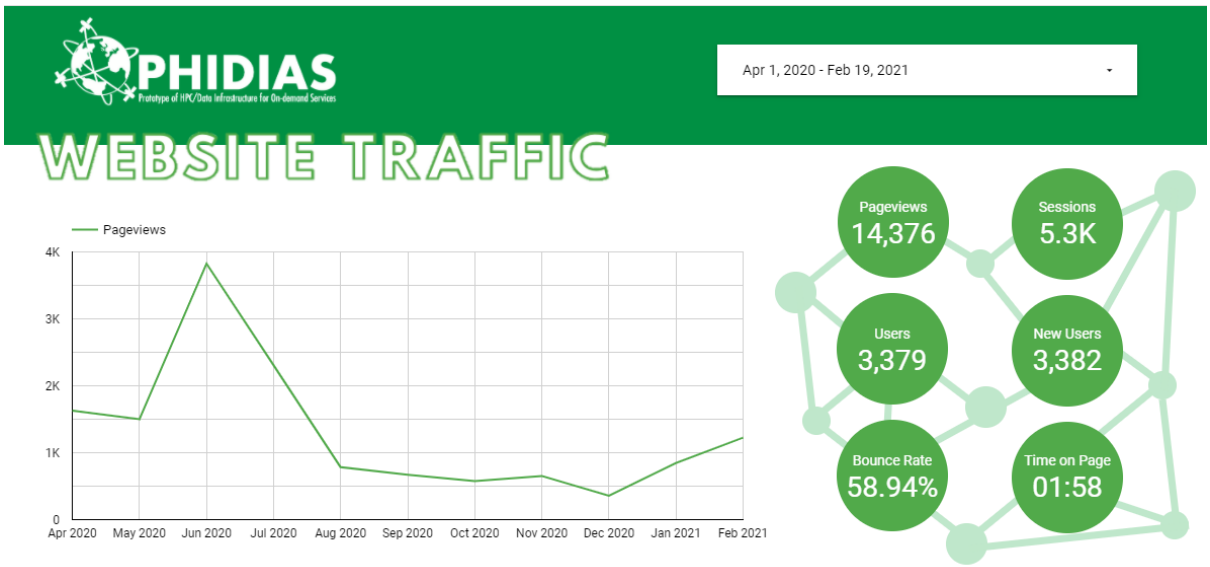
dimensions, generating engaging reports and data visualizations. The dimensions monitored in the dashboard are the following:

- the website traffic;
- the users;
- the bounce rate;
- the average time on a page;
- the users per country;
- the page views per page;
- the sources of traffic;
- the number of users in relation to our KPI;
- social media channels numbers and top contents.

Figure 1 – Website dashboard



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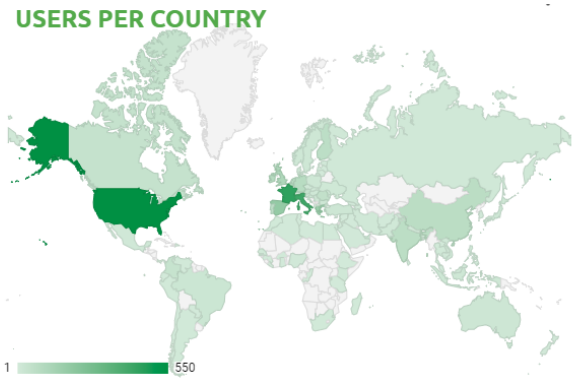

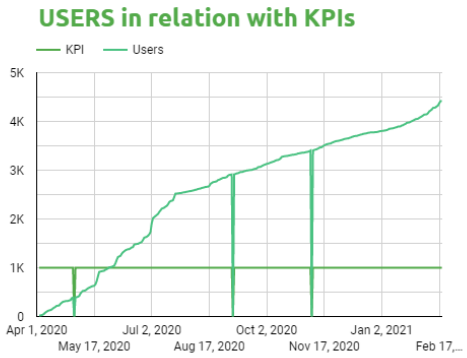

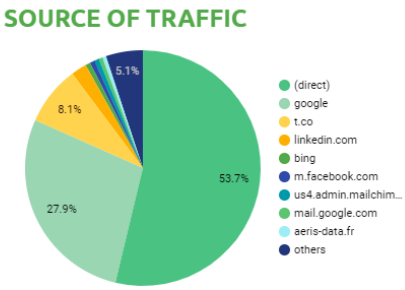

	Page	Pageviews ▾	Users	Avg. Time on P...
1.	/	4,006	1,758	00:01:47
2.	/events/webinars/phidias-boosting...	612	298	00:04:52
3.	/project	560	347	00:01:43
4.	/phidias-team	432	206	00:00:56
5.	/events/webinars	361	160	00:00:56
6.	/news/reinforce-citizens-survey-hel...	328	232	00:02:53
7.	/use-cases	325	171	00:01:53
8.	/news?field_type_news_target_id=All	293	64	00:00:58

1 - 100 / 545

2.2 COVID-19 response strategy

The current COVID-19 situation has disrupted the delivery of physical events and participation at events since M6 of the project. For this reason, partners have intensified online delivery of meetings and events to cover new tangible outputs emerging from the project.

In order to respond to this situation, a number of webinars have been organised, as it will be highlighted in section 4.3.1. The fact that the project had a smoothly operating and regular flow of webinars means that this activity will continue to replace physical event participation as long as the COVID crisis persists.

Effort and budget saved during the COVID-19 pandemic due to the cancellation of physical events may be reallocated, considering also the possibility to carry out collateral outreach activities such as tailored Online Advertising Campaign (PPC or LinkedIn sponsored) to more efficiently disseminate project's outputs, findings and items.

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3 Communication, Stakeholder and dissemination plan

3.1 Internal Communication

As mentioned in D7.1, flawless communication within project partners is both a key-point and necessity to guarantee the regular Project workflow and to ensure that all the partners have a holistic view of the project.

Each WP member is expected to contribute and collaborate across all the WPs and especially with WP7 having the leading role in showcasing all the activities and results achieved by each WP and, most importantly, by WP4, WP5 and WP6 leading the three use cases that will be developed within the project.

During M1-M18, the partners used the internal communication tools which had been set up by PHIDIAS PMO in collaboration with WP1 at the beginning of the project, exploiting advanced ICT means, like audio and video conferencing tools, instant messaging, electronic mail, e-mail lists and document repositories.

Regular communications among the WPs and partners are carried out mainly through:

- E-mails and a central mailing list including all project partners;
- Web-conferencing for monthly online meetings;
- Confluence, as the official online storage of documents (deliverables, contract, presentations, etc.).

Due to the COVID-19 pandemic, no physical meeting has been possible. During this timeframe, all the consortium and scientific committees' meetings took place via video conferencing. These meetings ensured the seamless internal communication among partners, allowing the WP leaders and experts to coordinate the various tasks, and report the progress of work to the team members.

3.2 External Communication

PHIDIAS communication strategy has the specific objective to disseminate the project's results, maximise its impact, and raise awareness for scientific communities, citizen and policymakers. Having an effective communication plan is key to paving the way to the dissemination and exploitation of results. In order to achieve this goal, it is essential to engage with existing and new user communities in the area of Big Data and HPC to foster the adoption of the project's developed services, solicit community feedback on the project activities, and promote the uptake of HPC and Big Data services among new user communities. These stakeholder groups are being targeted by a number of engagement activities and campaigns aimed to promote the successful evolution of the three use cases.

The communication strategy pays close attention to incorporate a policy perspective, highlighting how the three use cases fit in a broader EU legislative framework.

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3.2.1 Stakeholder Community Building campaign

During M1-M18, the Stakeholder Community Building campaign has been performed in the following two directions.

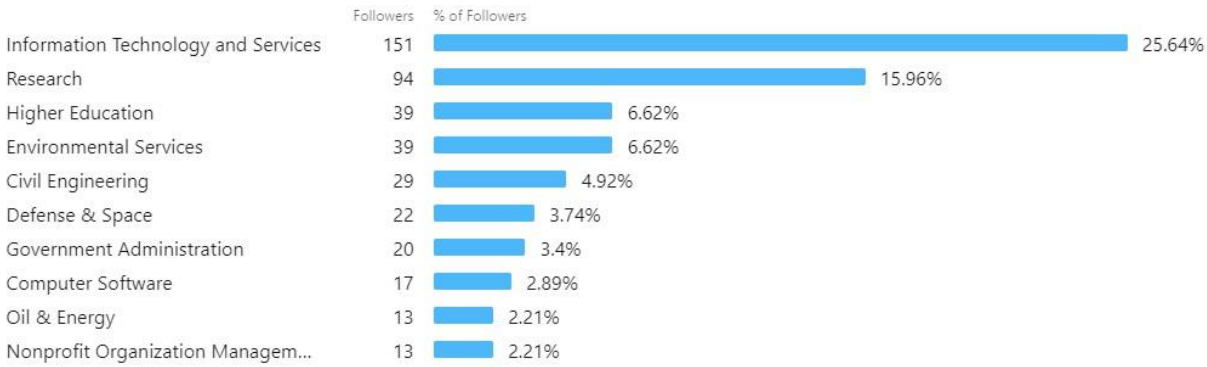
The first one is the creation of a tailored Stakeholders Database, where the following information is reported for each entry: Category (Research Institute, Academia, Company, Think-thank, National Institution, Consortium, Foundation, EU project), Name of the institution, Disciplinary area (HPC, Atmosphere, Oceans, Earth Observation), Name, Surname, Role and Email address of the main contact within the institution, Generic email address, Website URL, and Country. At the time of writing, the database accounts for 235 entries, most of them gathered through desktop research.

The database provides an efficient and tidy way to manage different stakeholders' groups based on the category or the disciplinary area they cover, in order to target them with specific e-mail campaigns, which are all tracked in a spreadsheet.

As part of the Stakeholder Community Building campaign, social media have also been an effective tool to promote the project and engage with new users. PHIDIAS has active accounts on Twitter and LinkedIn, with peculiar communities in each channel.

While on Twitter the majority of the followers are other institutional actors, such as EU project, research institutes, and consortia covering concurrent areas, on LinkedIn the PHIDIAS company page boasts a community of more than 600 followers being professionals and experts working in the fields covered by the project (supercomputing, GIS, oceanography, cloud data). As it can be seen in the diagram below, Information Technology and Services is the top industry where a quarter of the PHIDIAS LinkedIn followers are employed, followed by Research, Higher Education and Environmental Services.

Figure 2 – PHIDIAS LinkedIn community: Top industries



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3.2.2 Event campaign

As mentioned above, the COVID-19 pandemic prevented PHIDIAS partners to attend any physical events that happened during the first 18 months of the project. Nonetheless, the project has been presented during two virtual events, being:

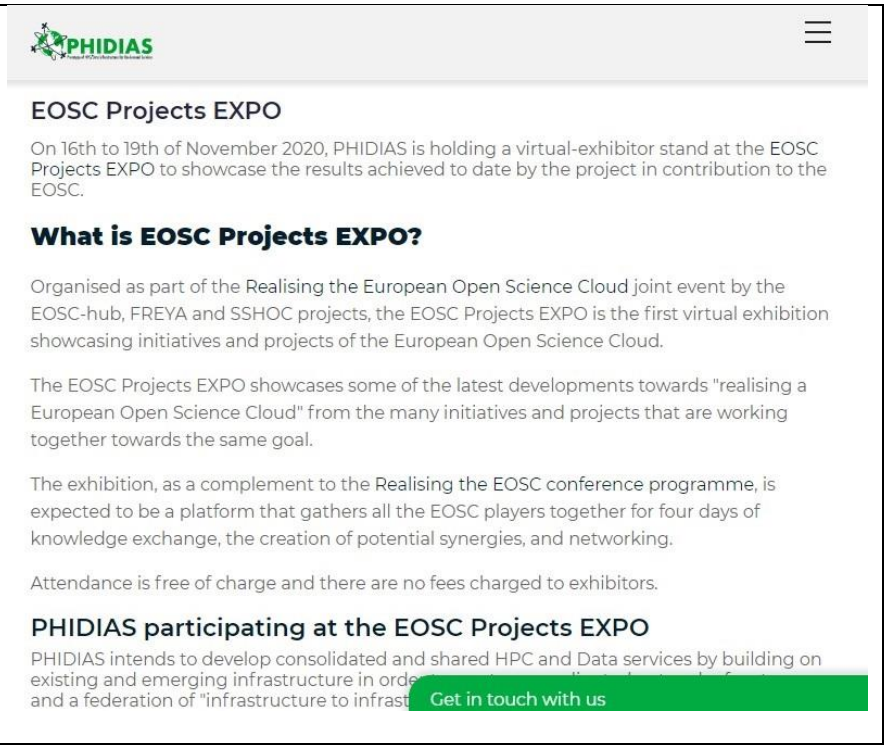
- EOSC-hub week, 18th to 20th of May 2020, with a poster session presentation;
- EOSC Projects EXPO, 16th to 19th of November 2020, with a virtual booth.

One of the main benefits of these virtual events is the free accessibility, facilitating attendees from around the world where distance might inhibit participation, or from early-career professionals who might not normally be able to afford travel and registration fees.

In this framework, social media are a powerful tool to keep the community updated and engaged, creating interaction using the tools users are already used to. PHIDIAS reaped the benefit of the exploitation and visibility opportunities offered by these channels during virtual events, for example leveraging events hashtags and posting in real-time during the events.

A relevant example is the EOSC Projects EXPO, a virtual-exhibition that took place from 16th to 19th of November 2020 to showcase the results achieved to date by the project in contribution to the EOSC. The social media coverage can be found below.

Table 2 – Example of the event campaign

Event news on PHIDIAS website	

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Social media promotion pre-event	
Live Coverage – Day 1	

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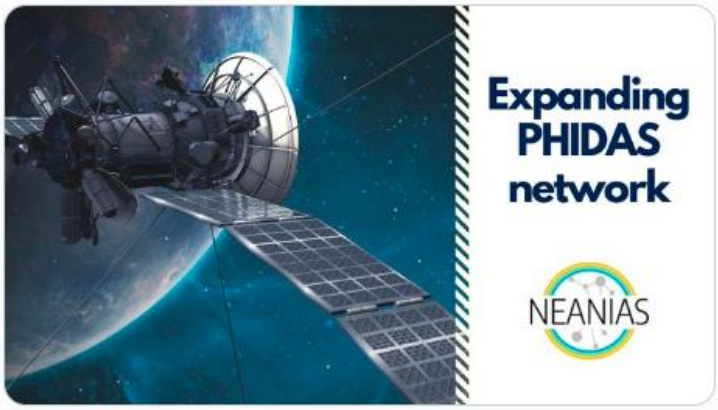
Promotion of networking opportunities	**PHIDIAS-HPC** @PhidiasHpc · Nov 16, 2020 Nice synergy established with @Neanias_eu at the #EOSC Projects EXPO 🙌 The project will deliver cutting-edge technology in the fields of #Underwater, Space and #Atmosphere. Looking forward to future opportunities to cooperate!  EOSC-hub and 8 others
Live Coverage – Day 2	**PHIDIAS-HPC** @PhidiasHpc · Nov 17, 2020 The theme of the 2nd day of the Realising #EOSC event is "#Technology and Infrastructure! Visit our booth where we will answer your questions! The event is free and open to all realising-eosc.eosc-hub.eu  EOSC-hub and 6 others

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Live Coverage – Day 3	
Promotion post-event	

3.2.3 Use Case Result Dissemination Campaign

PHIDIAS will develop and provide new services to discover, manage and process spatial and environmental data, through three use cases focusing on the earth surface, atmosphere and oceans. Being the development of the use cases still at its early stages, during M1-M18 the promotion campaign focused on the characteristics distinguishing each of them.

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A specific section for the Use Cases was created on the website, highlighting each of them with their titles, a brief description and a related image.

Figure 3 – Use Cases section on PHIDIAS website

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Thanks to the contributions of various members of WP4, WP5 and WP6, insight news for each use case has been published in the news section of the website, as it is shown in the table below.

Table 3 – Insight news

Title	Use Case	Date
Continuing to boost cloud services for marine data management, services and processing	3	14 April 2020
Improving efficiency and genericity of the intelligent screening of environmental satellite data	1	21 April 2020
On-demand high-resolution image processing for land surface monitoring	2	15 June 2020

The Use Cases have been regularly promoted on social media through video animations, banner images and written text. Equal visibility has been given to each of them.

Some examples are reported below.

Table 4 – Example of social media posts for the Use Case promotion campaign

Promotional video - Use Case 1	

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Promotional video - Use Case 2	
Promotional video - Use Case 3	

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Promotional video - Use Case 1	
Promotional video - Use Case 2	

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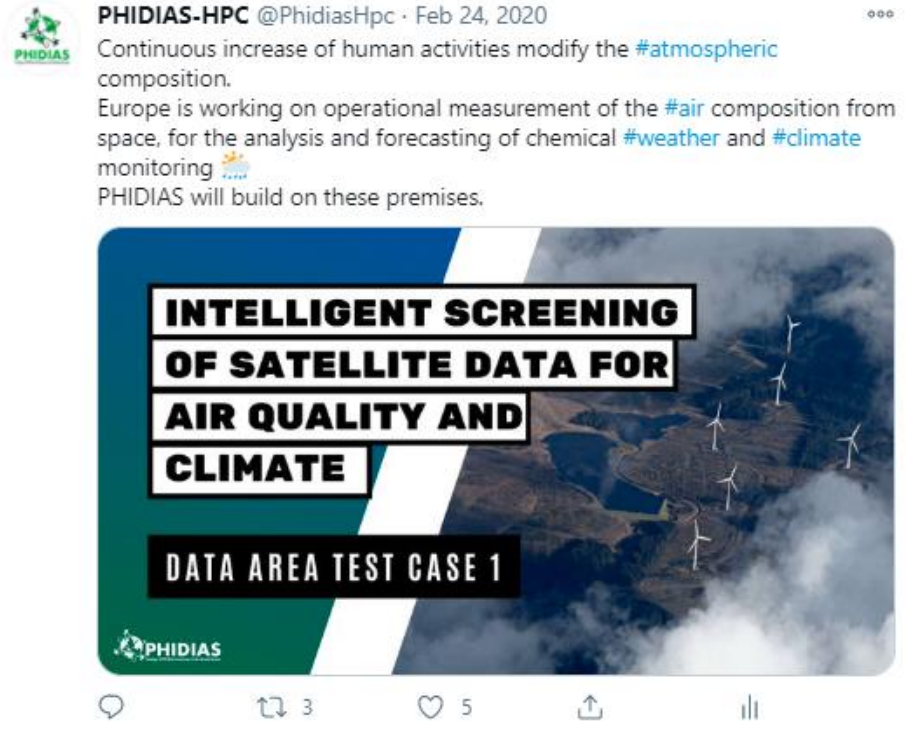
Promotional video - Use Case 3	
Promotional banner - Use Case 1	

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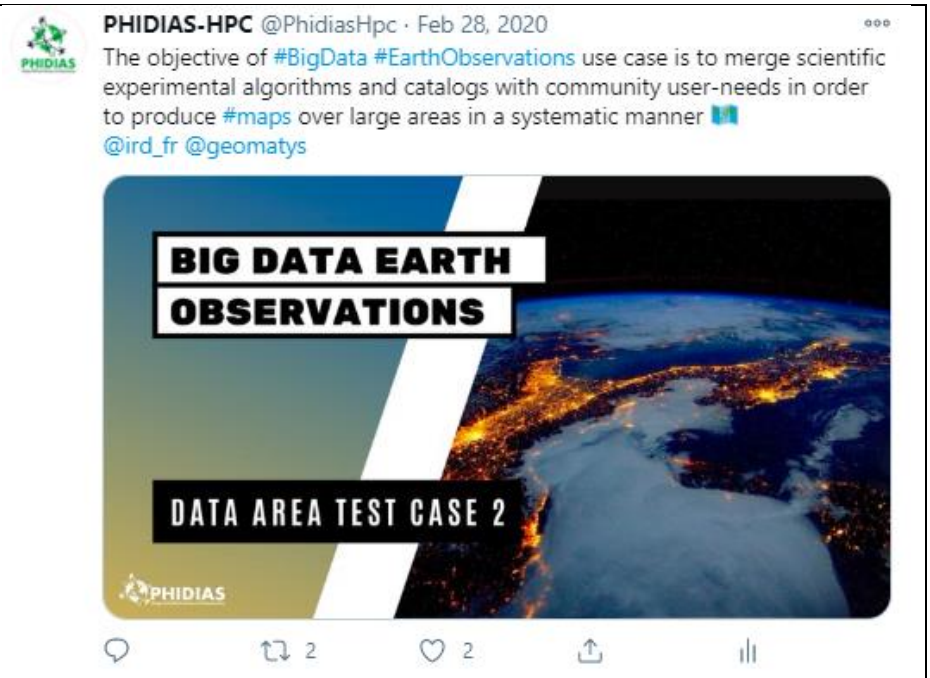
Promotional banner - Use Case 2	
Promotional banner - Use Case 3	

3.2.4 Synergies

In order to answer the project's need to establish and maintain high-level contacts reaching the target audience, during M1-M18 some collaborations have been carried out in different forms.

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Two European projects have been involved in two PHIDIAS webinars. The one entitled "Boosting the use of cloud services for marine management, services and processing" was realised in collaboration with *Blue-Cloud*[1], a European H2020 project with the aim of federating and piloting innovative services for marine research and the blue economy, which joined with one speaker.

The webinar "Steps forward in detection and identification of anomalous atmospheric events" was co-hosted by *ESCAPE*[2], the European Science Cluster of Astronomy & Particle physics ESFRI research infrastructures, which was present with one speaker.

Another collaboration that has been established is the one with EMODnet, the European Marine Observation and Data Network, which supported the promotion and dissemination of the webinars publishing them on its website and promoting them through social media.

In addition, PHIDIAS has been featured in the 2020 edition of the *ETP4HPC Handbook of European HPC projects*[3], which is prepared with the support of EXDCI, and aims to showcase the vitality of the European HPC landscape, including the projects financed by HPC calls, together with other projects closely related to HPC, such as HPC and Big Data testbeds, international cooperation, as well as support actions.

A specific section about synergies has been added to the website in order to show the growing network with which the project is interacting and provide additional visibility to the initiatives enlisted.

[1] https://www.blue-cloud.org/
[2] https://projectescape.eu/
[3] https://www.etp4hpc.eu/european-hpc-handbook.html

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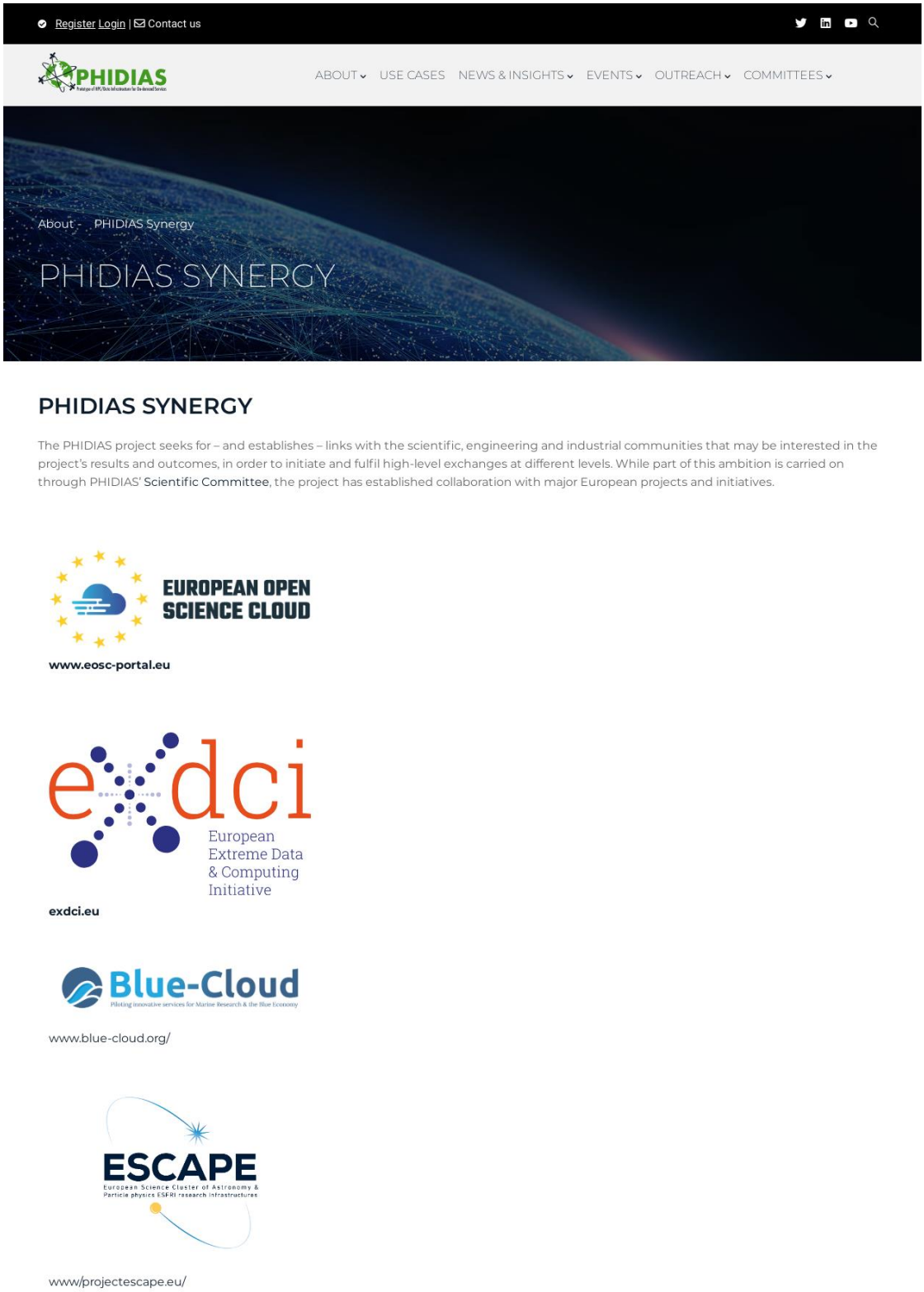
Figure 4 – Synergies section on PHIDIAS website



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4 Communication Tools and Channels

4.1 Website

The project website (https://www.phidias-hpc.eu/) is the heart of the communication, dissemination and engagement tools and channels of PHIDIAS, providing a unique entry point for the use cases updates, webinars and services for the future of HPC and big data findings on earth observation, intelligent screening of satellite data and marine data management.

An initial PHIDIAS landing page was created on M1 of the project, while the full development of the website was completed at the beginning of April 2020, M8.

Created with the user experience in mind, the site includes many features to help users quickly and easily navigate the site and find HPC and use case-related information, articles, blogs, events and training activities. This also allows users to discover and access data, but also relevant open-source software, public application programming interfaces (APIs) and interactive processing services.

The website not only has an intuitive design and modern architecture, but it also allows users to get in touch with the PHIDIAS consortium and to consult PHIDIAS public deliverables and scientific insights.

Users can find useful information about the project on the homepage and in the "About" section. The use cases are highlighted both in the homepage and in a specific section. The website will also showcase the project's objectives and the partners involved in it. Contents are regularly updated with helpful information, articles, blogs, and HPC and use-case-related events in the "News" section. Webinars and training activities are promoted in a specific section as well. Integrated social media buttons for Twitter, LinkedIn and YouTube are included in order to foster improved communication with the community.

The website launch has been framed into a specific campaign, including social media posts, e-mail marketing and news pieces publication on a number of channels (CORDIS[4], insideHPC[5]). A press release was written and disseminated within PHIDIAS network.

As mentioned in section 2.1, the website is monitored through Google Analytics and the data are displayed in Google Data Studio.

At the time of writing, the website registers a number of 3,379 users, 5.3K sessions and 14,376 pageviews. The average time spent on a page is 01:58 and the webpages which had more

[4] https://cordis.europa.eu/article/id/415850-phidias-launch-user-friendly-browsing-experience-with-hpc-service-access-portal

[5] https://insidehpc.com/2020/04/video-phidias-project-creates-hpc-data-powered-services-for-the-earth-science-data/

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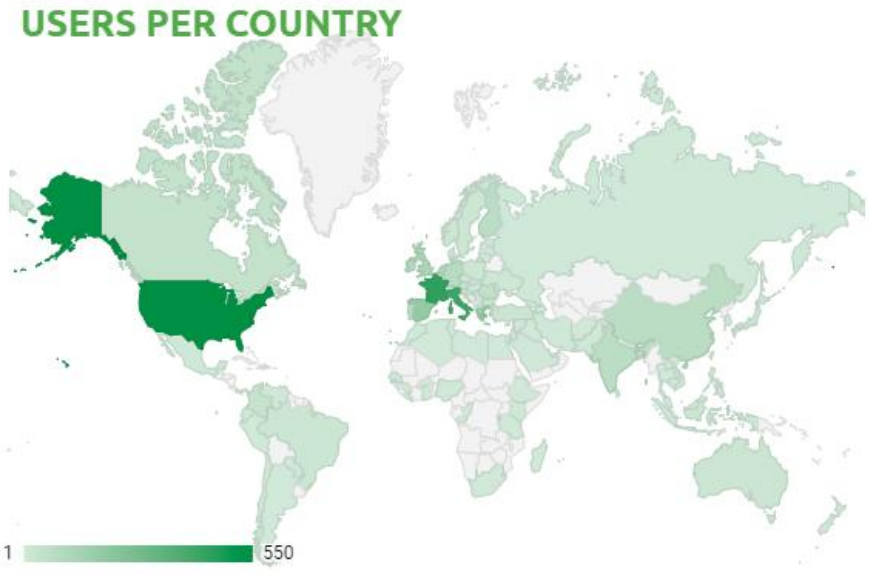
views are the homepage, the webpage about the webinar focusing on the Ocean use case and the project one, as it is reported in the table below.

Table 5 – Most visited webpages

Page	Pageviews	Users	Avg. Time on the page
Homepage	4,006	1,758	00:01:47
/events/webinars/phidias-boosting-use-cloud-services-marine-data-management-services-and-processing	612	298	00:04:52
/project	560	347	00:01:43
/phidias-team	432	206	00:00:56
/events/webinars	361	160	00:00:56
/use-cases	325	171	00:01:53

In the map below the geographical breakdown of the users visiting the PHIDIAS website is showcased. US, France and Italy are the countries where most of the PHIDIAS users are based.

Figure 5 – Users per country



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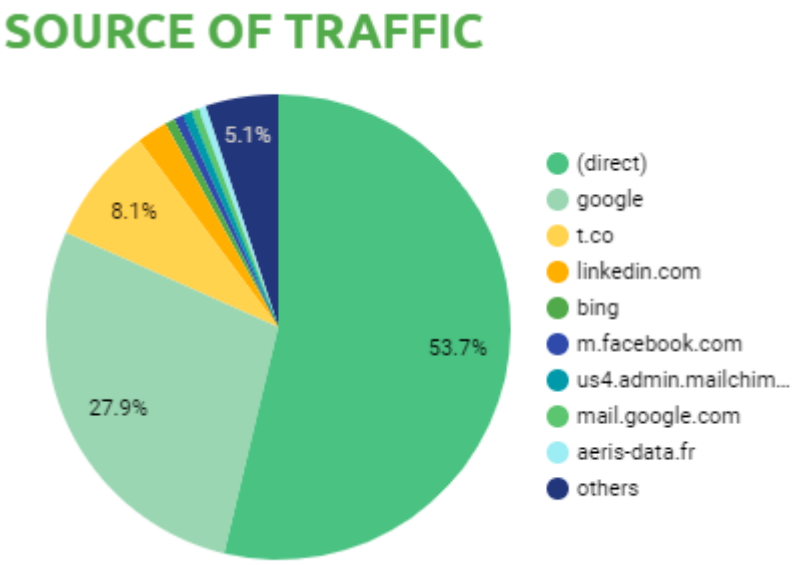
The source of traffic is showcased in the pie chart below, where we can see that Google and Twitter are the principal sources that can be identified.

Figure 6 – Source of traffic



Regarding the KPIs related to the website, the KPI of 250 users between M1 and M6 has been successfully achieved, as well as the one of 1000 users due in M24.

4.1.1 News

The publication of regular news pieces on the website aims to ensure regular interactions with the PHIDIAS community, allowing stakeholders to be continuously up to date with the project progress and developments.

At the moment of writing, PHIDIAS has published a total of 21 articles. Five of them are related to the interviews with the partners recorded during the kick-off meeting. They have been initially published on the CINES website (https://www.cines.fr/en/europe/phidias/) and then transferred to the PHIDIAS website once it has been fully developed.

Articles reporting highlights and main takeaways have been published following each of the PHIDIAS webinars.

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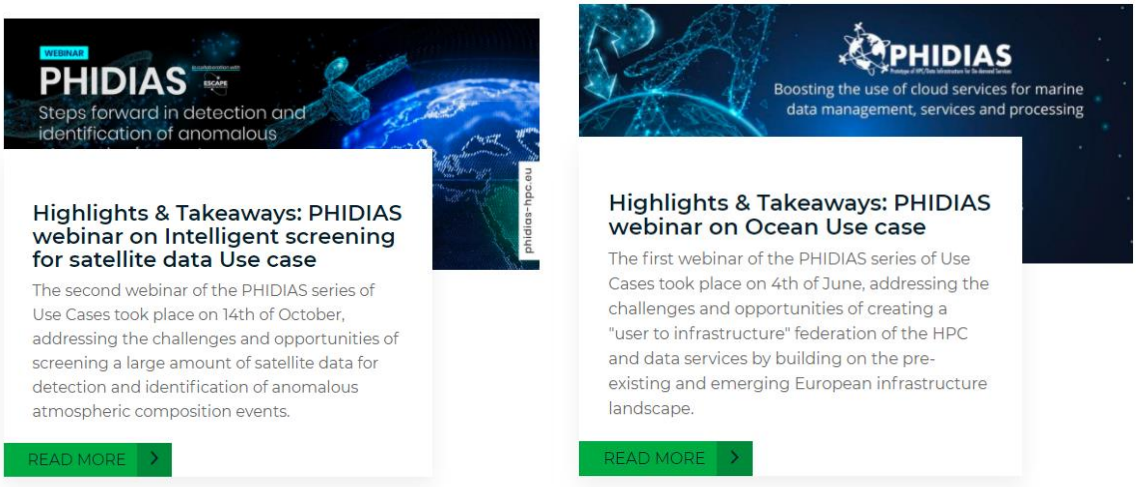
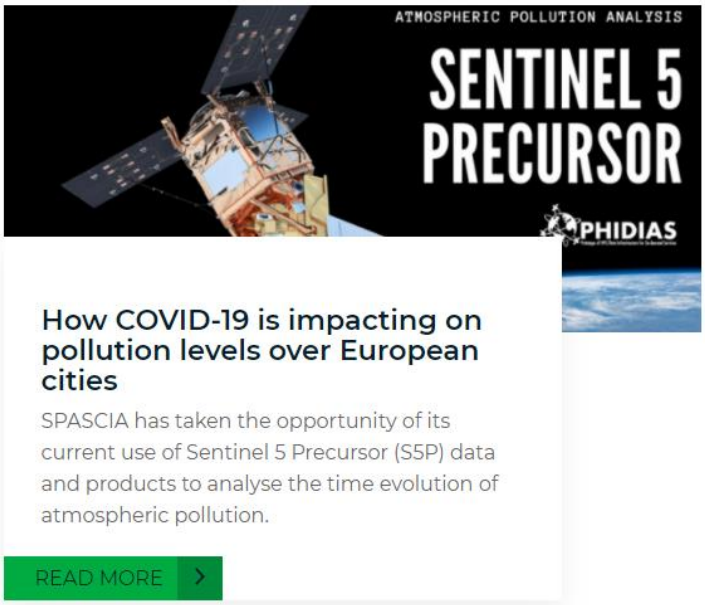
Figure 7 – Examples of webinars articles



Two articles have been published with the contribution of SPASCIA, which took the opportunity of its current use of Sentinel 5 Precursor (S5P) data and products within the PHIDIAS project to analyse the time evolution of atmospheric pollution during the first COVID-19 lockdown, with the aim to tentatively assess the impact of the exceptional human activity reduction due to the COVID-19 crisis on atmospheric pollution levels over some major cities in Europe.

Figure 8 – Example of PHIDIAS articles



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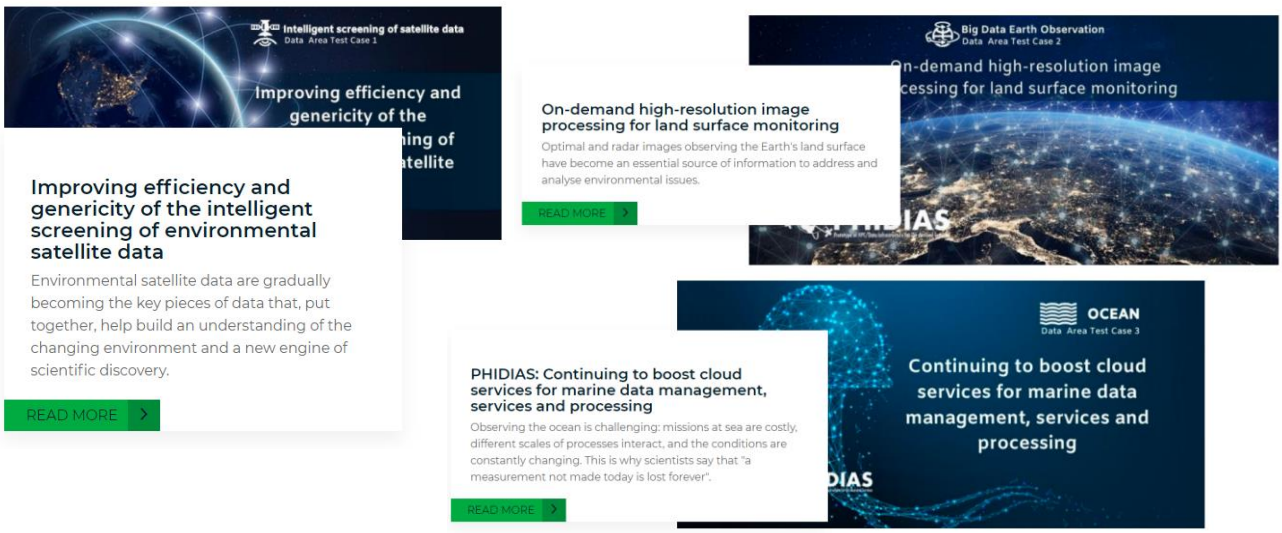
In addition, three insight news has been published with the contribution of the WP members involved in the development of the three use cases, highlighting their added value within PHIDIAS, the current state-of-the-art, their next steps and their policy and research framework.

Figure 9 – PHIDIAS insight news



At the time of writing two press releases have been published on the website and disseminated within the PHIDIAS network, including CORDIS, Data terra, Primeur weekly, HPC wire, insideHPC and AERIS data.

4.2 Social Media

Being social media a core element of PHIDIAS communication, especially to showcase ongoing developments, the project uses regularly its Twitter and LinkedIn accounts to engage with its stakeholders. An average of three posts per week is published on both channels.

During its first eighteen months, a total number of 310 posts have been published on Twitter. During the last three months (November 2020, December 2020, February 2021), the impressions have been 30.7K, with an average of 337 impressions per day.

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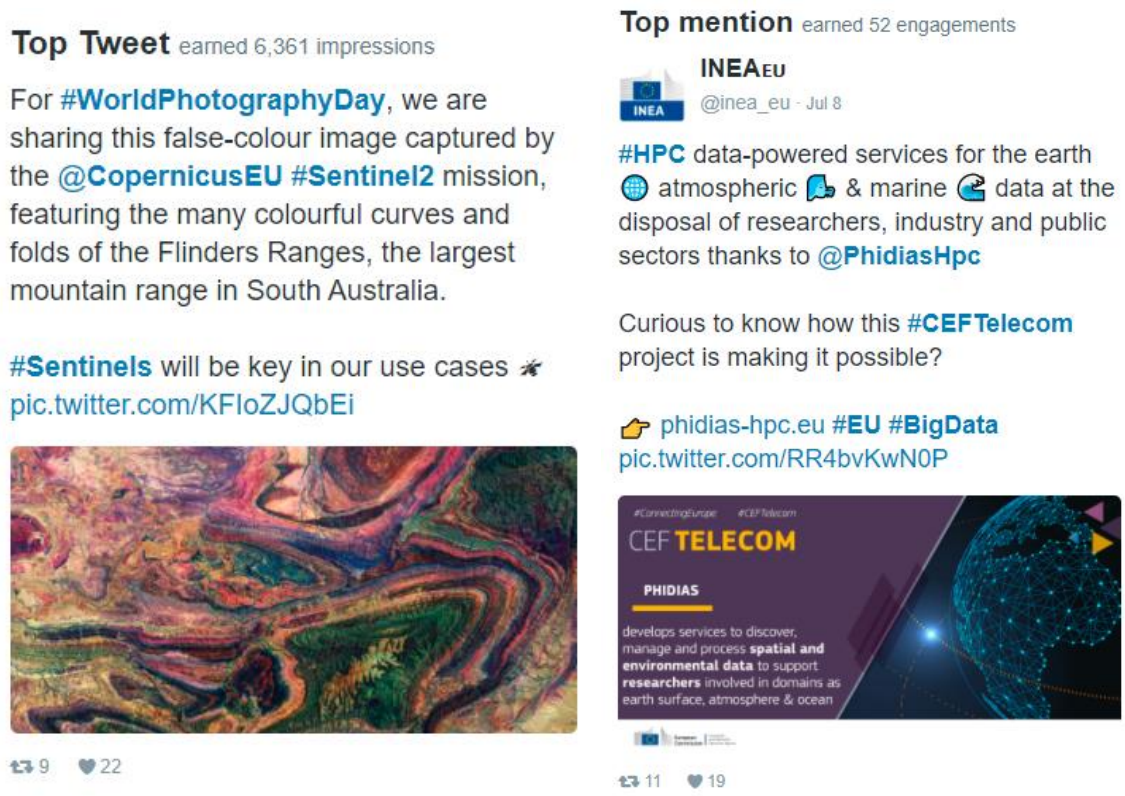
Figure 10 – Examples of PHIDIAS tweets and mentions



At the time of writing, the number of followers on Twitter is 212. PHIDIAS community in this social media includes other relevant European funded projects, institutions and research organisations in the areas of HPC, marine science, Earth Observation and Big Data. The five most influential PHIDIAS followers are showcased in the table below.

Table 6 – Top 5 most influential PHIDIAS followers

Account	Bio	Website	Tweets	Following	Followers
@EU_opendata EU	The official account of the EU Open Data Portal and of #EUOpenData policy. Stop here too for #EUdatathon and #EUDataViz.	https://data.europa.eu/euodp	13,900	6,659	26,564
@inea_eu	Innovation & Networks Executive Agency #CEFTransport #CEFEnergy #CEFTelecom #H2020Transport #H2020Energy #WiFi4EU #InnovationFund project & financial management	http://ec.europa.eu/inea	16,592	2,275	19,065

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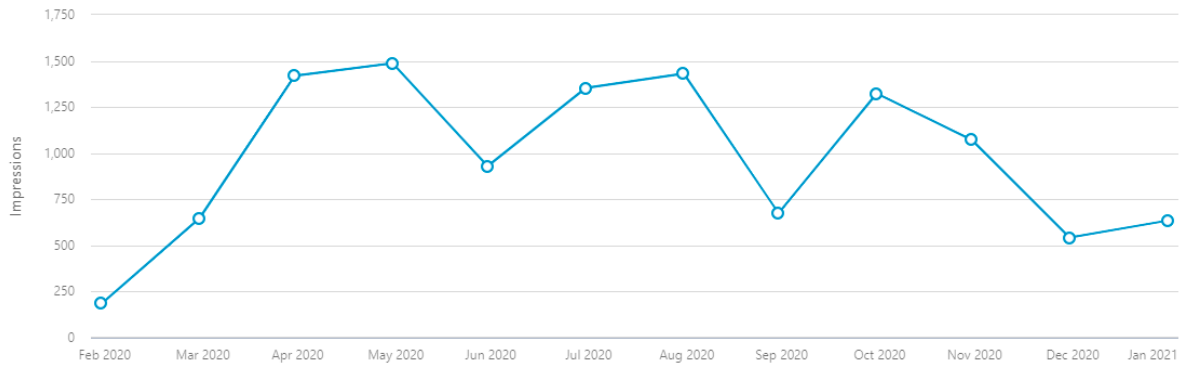
@EITCI	European Information Technologies Certification Institute - Disseminating and Attesting Digital Skills - Supporting Development of Information Technologies	http://www.eitci.org	206	10,692	13,804
@GEOSEC2025	Intergovernmental partnership delivering open Earth observations for #Agriculture #Biodiversity #Climate #Disasters #Forests #Oceans #SDGs #Urban #Water	http://www.earthobservations.org	3,383	4,451	12,489
@FutureTechEU	We are @FutureTechEU.Updates on #EOSC #OpenScience #eInfrastructures #Exascale #HPC #Quantum #FET_EU #EICPathfinder #FlagshipsEU Part of @DSMeu - @EU_Commission	https://ec.europa.eu/digital-single-market	12,171	2,137	8,085

LinkedIn is the second social media channel used by the project. Being a platform aiming to provide professional networking opportunities, the PHIDIAS LinkedIn community gathers a number of 621 professionals. The breakdown of the industries where they are involved has been shown in Figure 2 in paragraph 3.2.1. Some peculiar LinkedIn functionalities, mainly "LinkedIn Events" or the possibility to send personal private messages, proved to be a valid tool to maximise exposure and publicity of important events to recruit the broadest number of attendees.

Impressions and engagement rates are displayed in the graph below.

Figure 11 – LinkedIn Impressions and engagement rates metrics (Jan 31, 2020 – Jan 30, 2021)



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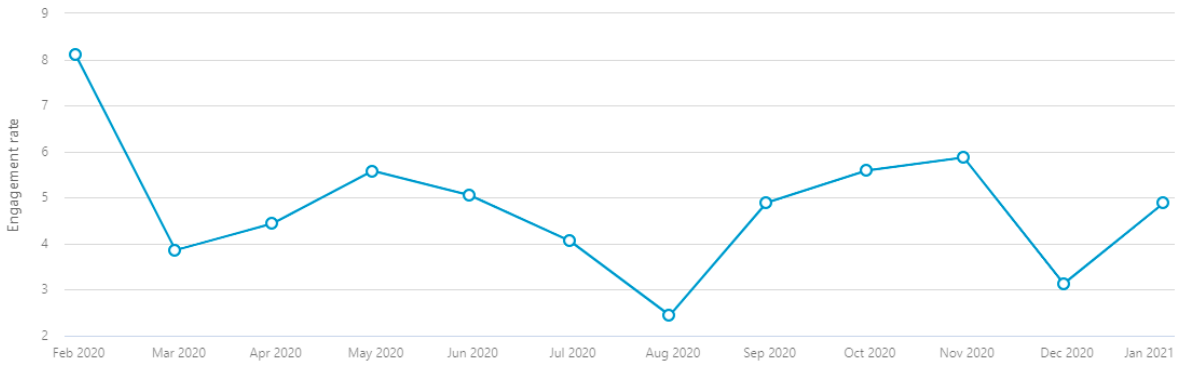

4.3 Events

Events are a chance to maximise the impact on the stakeholders. WP7 promotes and supports the organization and the dissemination of every coordination meetings, webinar, workshop, and conference that PHIDIAS is attending. As mentioned in section 2.2, this area has been greatly affected by the COVID-19 pandemic which spread during the majority of the project lifespan covered by this deliverable.

An "Event Tracker" has been set up in Confluence 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 events.

4.3.1 Webinars

A webinar series is one of the tailored disseminations and outreach activities to sensitize and reach out to specific communities. A set of four webinars was organised and broadcasted showcasing the latest use cases results and impact which is expected.

Webinars are a real asset when it comes to extending the reach across a wider pool of stakeholders, more than just a necessary resource to tap into in order to mitigate COVID-19's fallouts at the most. During the first eighteen months of the project, they have been chosen as one of the main tools to promote its developments and expected results and to foster interaction and collaboration with other projects.

A total of four webinars have been organised so far and they proved to be very successful in terms of attendance and participation. In particular, they have helped boost interaction and collaboration between stakeholders and projects. They are all available on a dedicated page on the website and the YouTube channel[6].

The webinar organisation has contributed to strengthening the collaboration between PHIDIAS and related projects, such as Blue-Cloud and ESCAPE.

[6] https://www.youtube.com/channel/UC8rKfnURUua008pM8n_M50A

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The organisation of each webinar has been accompanied by a dedicated promotional campaign involving webpage creation, publication in third party dissemination sources (such as CORDIS), email campaign to stakeholders, as well as regular social media promotion.

The first webinar aimed to give a broad overview of the project. It was held on the 13th of February 2020 and had 38 participants out of 39 registrants. A total of 10 questions have been received and the interest rate has been 66%.

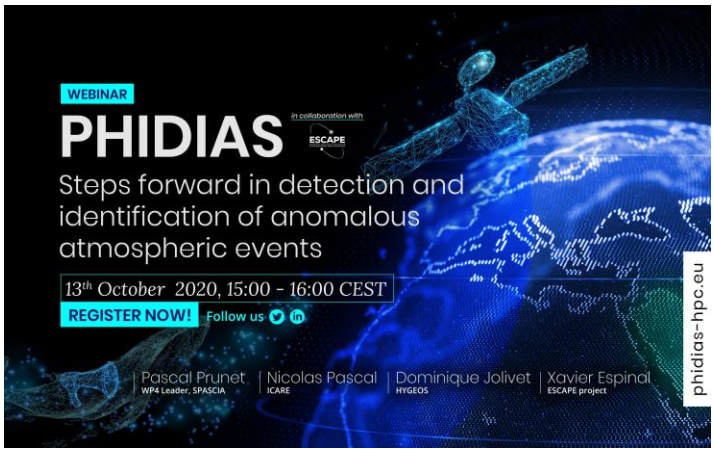
The following webinars have been part of a series focusing on the three use cases.

The webinar "*Boosting the use of cloud services for marine data management, services and processing*" featured speakers from the Ocean use case and boasted the collaboration of the Blue-Cloud project. It took place on the 4th of June 2020 and had 93 registrants with 74 of them actively participating, coming from 18 different countries.

Figure 12 – "Boosting the use of cloud services for marine data management, services and processing" banner image

The third webinar took place on the 14th of October 2020 and it focused on the PHIDIAS use case called Intelligent screening of a large amount of satellite data for detection and identification of anomalous atmospheric composition events. It was titled "*Steps forward in detection and identification of anomalous atmospheric events*" and had 50 active participants, located in 16 different countries, out of 65 registrants.

Figure 13 – "Steps forward in detection and identification of anomalous atmospheric events" banner image



The webinar "*Bridging the gap to facilitate selection and image analysis activities for land surface monitoring*" took place on the 18th of February 2021 and highlighted the different aspects of the Big data earth observations use case. The webinar had 45 participants out of 57 registrants coming from 14 countries.

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Figure 14 – "Bridging the gap to facilitate selection and image analysis activities for land surface monitoring" banner image

A key feature of the webinar campaigns is the generation of follow-up reports providing the main take-away messages and addressing the corresponding societal challenges and recommendations coming from the speakers, it has been highlighted in section 4.1.1.

4.3.2 External events

As mentioned in section 2.2, due to the COVID-19 pandemic, no physical events have taken place since M6 and this causes an intensified attendance of online events.

On the 18th to 20th of May 2020, PHIDIAS joined the EOSC-hub Week 2020, bringing together key players in the development of the European Open Science Cloud (EOSC) and being an important and timely platform to align efforts towards a functional federated science cloud. During the event, a number of posters have been showcased, voted through an online voting system involving the whole community, and finally judged by a jury of experts. PHIDIAS submitted a poster titled "PHIDIAS BOOSTING THE USE OF CLOUD SERVICES - To benefit marine data management, services and processing", focusing on the Ocean use case.

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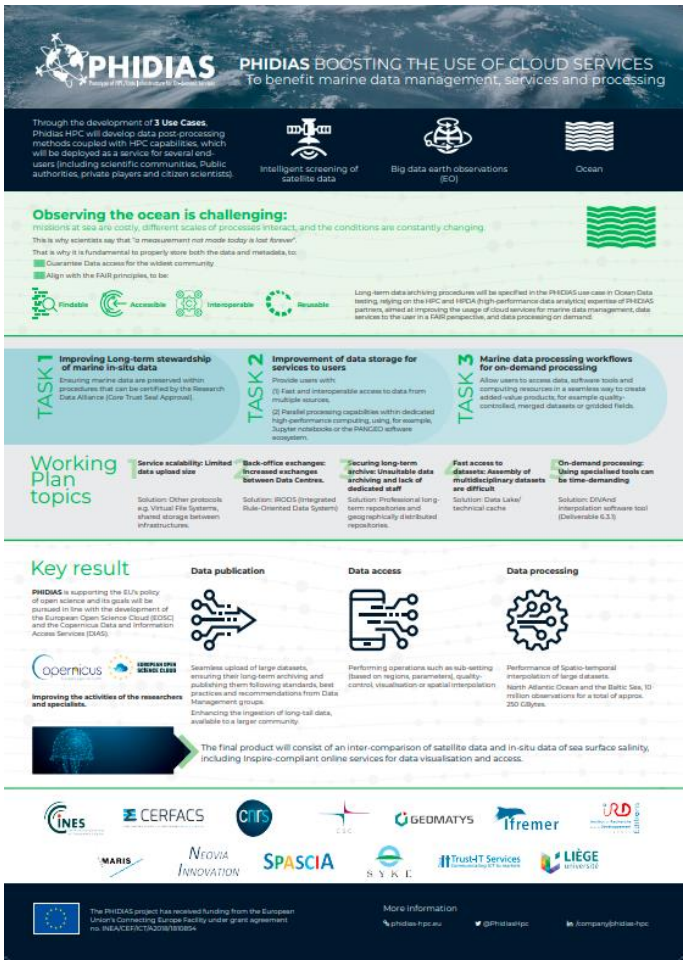
Figure 15 – Poster submitted to the EOSC-hub Week 2020



PHIDIAS joined also the EOSC Projects EXPO which took place from the 16th to the 19th of November 2020 and it was the first virtual exhibition showcasing initiatives and projects of the European Open Science Cloud, organised as part of the Realising the European Open Science Cloud joint event by the EOSC-hub, FREYA and SSHOC projects. PHIDIAS was present with a virtual booth featuring posters and banner images presenting the project's main goals and channels.

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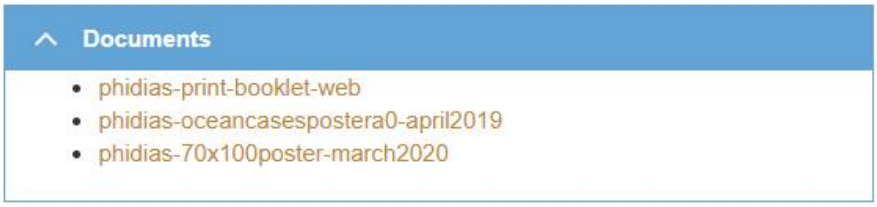
Figure 16 – Realising the European Open Science Cloud event virtual entrance

Figure 17 – PHIDAS virtual booth at the EOSC Projects EXPO



4.4 Videos

Short promotional videos are regularly published on PHIDIAS social media channels.

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An official PHIDIAS video[7] had been published on the 19th of January, mirroring the main vision and most important aspects of the project, highlighting the three use cases that are being developed and conveying the message with an attractive and modern visual.

The video has been promoted on social media channels and the website, scoring, at the time of writing a total of 563 views. A Pay-Per-Click (PPC) campaign is on-going in order to reach a broader audience.

Figure 18 – A frame of the official PHIDIAS video

4.5 Readers' Digest

In M11 (August 2019) the first Reader's Digest has been published in the form of a digital booklet, outlining the key activities and latest developments of the PHIDIAS Use Cases in the initial phase of implementation.

The document provides key information about the three Use Cases, latest developments and plan in the coming months, demonstrating how PHIDIAS enables cross-disciplinary research. Additionally, the full alignment of its goals with the current EU policies is specifically highlighted with a view to effectively address societal impacts in terms of overall environmental monitoring capabilities enabled by the polling of different stakeholders.

The booklet has been promoted on the PHIDIAS website and social media channels. A few printed copies have been sent to the CINES premises.

[7] https://www.youtube.com/watch?v=Ua1h1XGfrUs

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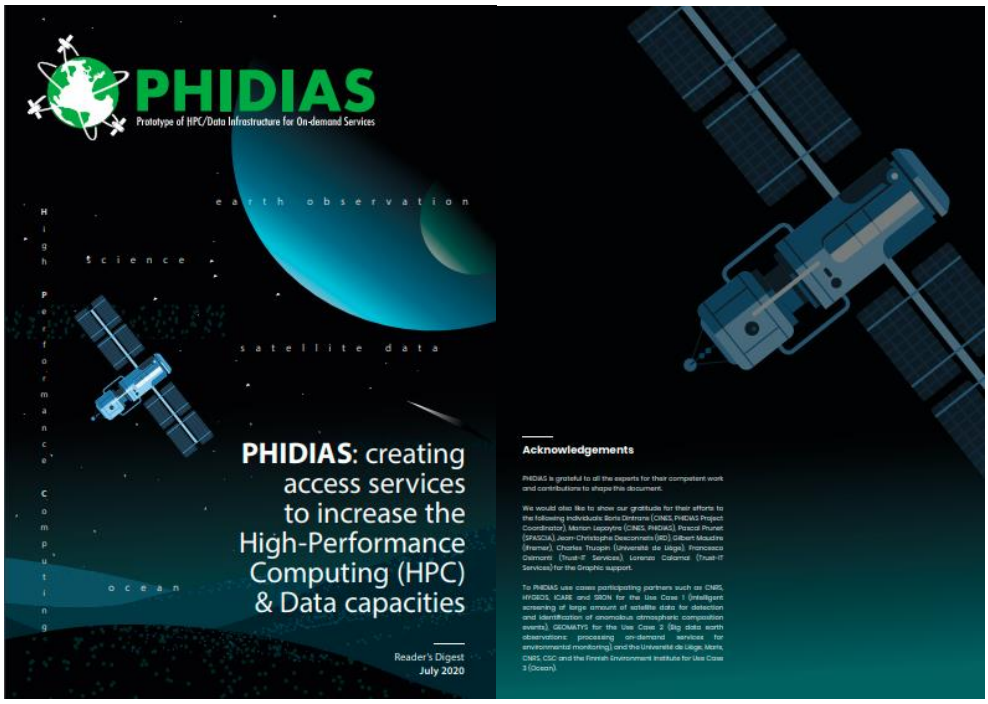
Figure 19 – PHIDIAS first Readers' Digest



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4.6 Newsletter

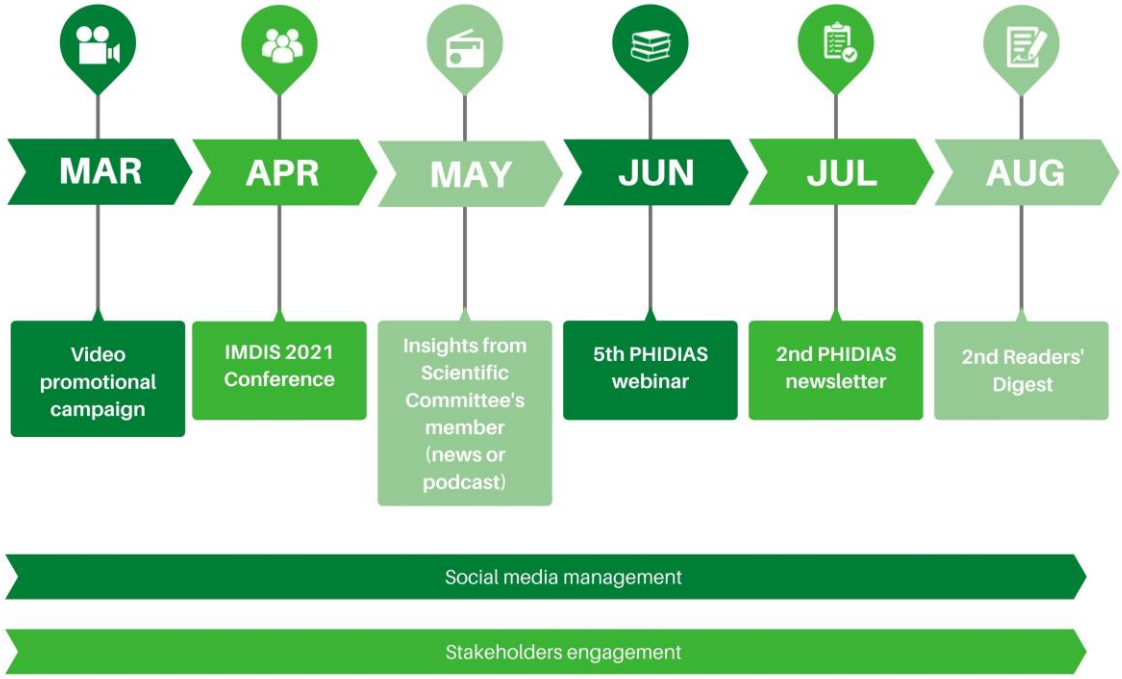
In February 2021, the first newsletter has been released featuring the third webinar of the series dedicated to the use cases, the official promotional video, the readers' digest and the future plans.

The newsletter will be published and sent on a regular basis every six months in order to keep the stakeholders informed on recent updates related to the project and on participation in external events.

4.7 Editorial Plan

The timeline below outlines the editorial plan at the time of writing this report. The Plan plots a core set of activities taking place in the following six months. Given the on-going COVID-19 pandemic, the plan is considered a living document that will be regularly updated in concert with the PHIDIAS Consortium over the following months, detailing specific roles and responsibilities and according to specific needs that might arise once the regular physical events will be resumed.

Figure 20 – Timeline of activities



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5 Conclusion

This document describes the list of activities carried out within the Communication, Stakeholder and Dissemination Plan of the PHIDIAS project, highlighting its goals and specific actions implemented. This document constitutes an update of the D7.1 and, as such, it is the reference plan to which all partners – with the different level of effort foreseen by the PHIDIAS work plan – commit to contributing.

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

- The Communication Plan provided in this document represents the second version of the D7.1, reflecting changes and updates performed over the course of the first year and a half of the project.

- The impacts of PHIDIAS communication activities on its different channels (website, social media, events) are being regularly monitored, in order to achieve the set of measurable KPIs listed in the D7.1.

- A solid stakeholder's network, including members of Research organisations and institutions, scientists under the domains of Earth, marine science and atmosphere, Large Industry representatives and broad society, is existing and collaborations with other projects and initiatives have demonstrated to bring to excellent results in terms of visibility.

- The attendance and organisation of events in the time span covered by this document have been heavily affected by the COVID-19 crisis, which caused the cancellation of all physical events. PHIDIAS Consortium response has increased in online events and, in this framework, a series of successful webinars have been organised. Nonetheless, physical events attendance under different forms (workshops, fairs or 3rd party happenings) is expected to be taken into consideration during the second half of the project as long as the overall pandemic situation is going to appease.

- The active contribution and participation of each member of the Consortium has been and will continue to be fundamental in order to accomplish the Communication, Stakeholder and Dissemination objectives described in this document.

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