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D3.1 COMMUNITY BUILDING AND COMMUNICATION STRATEGY AND PLAN

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Authors	Darren Perera (Martel)
Reviewers	Catarina Pereira (Martel), Rosaria Rossini and Philippe Krief (Eclipse), Paolo Azzoni (Inside)

Abstract	This document defines the community building and
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	communication strategy and describes the activities OpenContinuum pursues to guarantee broad visibility, promotion and up-take of the The European Cloud, Edge & IoT Continuum, but also of Cloud Computing projects and other relevant initiatives at European and international level.
Keywords	Community Building, Communication, Plan, Strategy

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

This deliverable describes OpenContinuum community building and communication strategy, and plan at the service of the whole European Cloud Computing (ECC) and Internet of Things (IoT) initiatives to complement and extend the activities run by The European Cloud, Edge & IoT Continuum, a joint initiative of OpenContinuum and Unlock CEI projects.

OpenContinuum addresses the coordination and support of the Cloud-Edge-IoT domain, with a specific thematic focus on the supply-side of the computing continuum landscape. It details the OpenContinuum outreach strategy and framework and outlines the envisaged dissemination and communication activities, as well as the impact measures.

This document is aimed to guide and align the projects' partners on main objectives and planned communication and dissemination activities. The core ambition of OpenContinuum is fostering European strategic autonomy and interoperability through an open ecosystem for the computing continuum. Such an ecosystem will contain the research and innovation projects in the Cloud-Edge-IoT portfolio to be coordinated, the diverse community evolved from the current Cloud and IoT ones, with the addition of further actors, initiatives, and alliances of significance.

In this respect, through the European Cloud, Edge & IoT Continuum together with Unlock CEI, the main objectives of the OpenContinuum Community Building and Communication Strategy are to:

- Create a vibrant framework embracing and engaging a large community of target groups and players in Europe and beyond.
- Run dissemination and communication to help amplify the project and community efforts through a rich set of tools and actions for awareness creation and engagement of top-notch players.
- Organise events to promote the Computing Continuum Community efforts overall and embrace related initiatives by coordinating and fostering know-how exchange and networking.
- Engage key experts in the area of computing continuum to provide advice to the project and contribute to events.
- Raise awareness and strengthen collaboration between research and industry on key topics for the cloud-to-edge-to-IoT.
- Raise sensitivity of the IoT community on topics such as: interoperability, trustworthiness, architectures for data spaces, and cognitive continuum computing.

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ABBREVIATIONS

ECC	European Cloud Computing
CC	Cloud Computing
MetaOS	Meta Operating System
EC	European Commission
CEI	Cloud, Edge, and IOT

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

The present deliverable is prepared in the context of Work Package 3 (WP3), “OpenContinuum MOBILIZE”, and aims to describe the actions for the development of an overall community through a structured communication strategy for The European Cloud, Edge & IoT Continuum initiative outreach and impact creation, considering the characteristics of the information that needs to be disseminated, the target audiences and groups and the objectives to achieve. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework for the different awareness-raising, promotional and community-building activities that will be carried out during the project.

In this context, WP3 focuses on identifying the relevant stakeholders that have to be contacted to reach the right supporters at the right time. It also involves preparing promotional materials and organising dissemination activities to create an open, secured, decentralised, user-oriented, and highly engaged OpenContinuum community.

The purpose of this deliverable is, therefore, to outline an inclusive communication and community-building plan for the realisation of the above-stated goals and, in particular, to:

- Identify target audiences, including a broad range of ECC and IoT community stakeholders.
- Present the strategy put in place for the dissemination and communication of knowledge and results.
- Depict the methods, tools and promotional materials that will be used in the project’s dissemination and communication
- Provide a complete overview of the planned activities, as well as list potential opportunities to be exploited in the project
- Define the rules and procedures that will be applied to implement, monitor, and evaluate all the communication and engagement activities.

This is a ‘living’ document, accommodating any required customisation. The dissemination planning will thus be constantly evaluated and revised during the project. Major updates will be included in the Periodic Reports. ~~text~~

1.2 STRUCTURE OF THE DOCUMENT

The sections of the deliverable at hand are organised in the following manner:

- Section 1: presents the ECC ecosystem and the initiatives that feed OpenContinuum with relevant CC and IoT activities in the ecosystem, mainly the joint initiative European Cloud Edget & IoT Continuum.
- Section 2: depicts the Community building and communication strategy of OpenContinuum, including the main objectives, the description of the target audiences and the strategic planning of the envisioned activities.

- Section 3: presents the various types of dissemination channels and activities that will be used in order to support the project's dissemination and communication activities. Section 4: depicts the impact assessment to evaluate the dissemination and communication activities.
- Section 5 concludes the document.

1.3 EUROPEAN CLOUD COMPUTING COMMUNITY

With an overarching aim of ensuring European digital sovereignty, four cardinal points were defined as Digital Skills: (1) Secure and (2) Sustainable Digital Infrastructures, (3) Business Digital Transformation, and (4) Digitalisation of Public Services. The Digital Compass emphasises clear and measurable targets for 2030 that are systemic and challenging (e.g., 75% of European enterprises have taken up cloud computing services, or 10,000 climate-neutral, highly secure edge nodes have been deployed in the EU). ⁽¹⁾

Several cloud computing initiatives are ongoing in Europe, all moving towards the same goal but via different paths and involving different verticals. Therefore, it is mandatory to have a hub of information. OpenContinuum is aiming towards filling this information gap in the cloud, edge, and IoT communities. OpenContinuum intends to guide computing continuum stakeholders towards defining and addressing the conceptual, technical, and community challenges raised by such targets.

1.4 EUROPEAN CLOUD AND IOT COMPUTING INITIATIVES

OpenContinuum project directly expresses the core ambition of fostering European strategic autonomy and interoperability through an open ecosystem for the computing continuum, using a blend of evolutionary and transformative measures with respect to past and current practices of coordination and support work.

The current Computing Continuum context is the joint evolution of the Cloud Computing, Edge Computing and Internet of Things domains. OpenContinuum is related to various ECC and IoT initiatives that are on-going. The most relevant ones are:

- MetaOS Projects
- H-CLOUD
- HUB4CLOUD
- SWForum
- OPEN DEI
- EU-IoT
- NGIOT
- 5G PPP
- GAIA-X
- TransContinuum
- IDSA
- 6G-IA
- AIOTI

- ECSEL, KDT and the future Chips JU
- Data Spaces Business Alliance
- European Alliance for Processors and Semiconductor Technologies
- TransContinuum Initiative

The OpenContinuum consortium is ideally positioned as its partners are directly involved in these projects and initiatives and will therefore guarantee to maximise the impact of the planned activities, while leveraging on recent achievements in close coordination with the IoT and Cloud EC Units at DG CONNECT. This will be pushed forward even more with the joint work with Unlock CEI through the European, Cloud, Edget @ IoT continuum joint initiative with Open continuum, which we describe next.

1.5 THE EUROPEAN CLOUD, EDGE & IOT CONTINUUM JOINT INITIATIVE WITH UNLOCK CEI

The **European Cloud Edge & IoT Continuum** is an umbrella initiative that was brought to life by the **OpenContinuum** and the **UnlockCEI** projects to coordinate and support the European Cloud, Edge and IoT continuum. The **European Cloud & Edge IoT Continuum** goal is to unlock the potential of these transformative technologies by understanding the supply and demand value chains in Europe.

As anticipated, **OpenContinuum** aims to foster an open ecosystem for European strategic autonomy and interoperability across the computing continuum on the supply side. **UnlockCEI** aims to help accelerate the deployment of the Cloud-to-Edge-IoT (CEI) computing continuum on the demand side. *Together, the joint initiative is set to regain European competitiveness and create a seamless, secure, sovereign, and sustainable internet infrastructure.*

The European Cloud, Edge & IoT Continuum will bring an inclusive vision supporting actionable recommendations and solutions for the next generation of Cloud-Edge-IoT for researchers, industry, and policymakers. Through effective partnerships, the initiative intends to guide its stakeholders towards defining an integrated, open ecosystem built around open source, open standards, and the seamless and effective blending of cloud, IoT and edge.



FIGURE 1: OPEN CONTINUUM AND UNLOCK CEI JOINT INITIATIVE

2 COMMUNITY BUILDING AND COMMUNICATION STRATEGY

Efficient community building and communication actions during the OpenContinuum project ensure the project's short- and long-term success. Therefore, promotion, dissemination, stakeholder engagement and impact creation activities are central to the whole OpenContinuum effort and will be closely coordinated among the various WPs and joint efforts with UNLOCK CEI to create a cohesive plan of actions for the effective engagement of all target stakeholders in the cloud computing ecosystem.

2.1 OPENCONTINUUM DISSEMINATION & COMMUNICATION OBJECTIVES

The OpenContinuum dissemination and communication activities are overarching throughout the whole duration of the project. They aim to ensure the development of an open ecosystem for European strategic autonomy and interoperability across the Cloud, Edge, and IoT domains with a specific focus on the supply side of the computing continuum.



FIGURE 2: BENEFITS AND MAIN RESULTS FROM OPENCONTINUUM

Through the European Cloud Edge & IoT Continuum initiative, Open Continuum's main mission is to ensure the development of a vibrant and disruptive supply-side community as an open, inclusive, sustainable, and dynamic ecosystem that will lead to an increased and durable impact within Horizon Europe. Through targeted activities coordinated across all Work Packages and led by WP3, OpenContinuum will reach and engage different target groups, including industry, researchers (both corporate and academic), SMEs, innovators, and users' communities in Europe and possibly beyond.

This breaks down into the following objectives:

- Create a vibrant ~~and disruptive~~ framework engaging large target groups in Europe and beyond.
- Run ~~extensive~~ dissemination and communication to help amplify the project and community efforts through a rich set of tools and actions for awareness creation and engagement of top-notch players.
- Organise events to promote the computing continuum community efforts overall and embrace related initiatives by coordinating and fostering know-how exchange and networking.
- Engage key computing continuum experts to advise the project and contribute to events.
- Strengthen awareness and collaboration between research and industry on key Cloud-Edge-IoT community topics such as interoperability, trustworthiness, architectures for data spaces, and cognitive continuum computing.

2.2 STAKEHOLDERS

2.2.1 European Cloud, IoT and Edge stakeholders

OpenContinuum will reach out to the Cloud-IoT-Edge projects and organisations involved in EC-funded research and innovation actions, and to the outside world of research, industry, public authorities, policy makers and end users.

Target Audience	Sub-groups
Cloud-Edge-IoT research projects	Cloud-Edge-IoT funded projects: - HORIZON-CL4-2021-DATA-01-05 - HORIZON-CL4-2022-DATA-01-02 - HORIZON-CL4-2022-DATA-1-03 - Horizon 2020 projects (RIAs & CSAs)
Open-source projects and standards communities	Communities and bodies such as CNCF, Eclipse Cloud Development (ECD) Tools, Eclipse IoT and Edge-Native Working Groups, Open Stack, ETSI and other SDOs, relevant projects such as Stand.ICT. Projects such as AERO, OpenCUBE, RISER and Vitamin-V
Cloud-Edge-IoT providers	Developers in the Cloud-Edge-IoT landscape; technology providers (big, SMEs and start-ups, to consider all the characteristics, opportunities and barriers).
Researchers/Scientists from industry or academia	Researchers (academia and industry); PhD students; Postdoctoral students; Early

	career researchers; Research Leaders; Top academics.
Policy makers	Policy Makers, regulators, and legislators.

TABLE 1: OPENCONTINUUM TARGET STAKEHOLDERS

2.2.2 Stakeholder engagement plan

OpenContinuum leads a set of activities to ensure strong cohesion of the overall ECC and IoT ecosystem by engaging all relevant stakeholders and key players while contributing to establishing and maintaining liaisons with several relevant initiatives.

Together with UNLOCK CEI, OpenContinuum will create close synergies of the European Cloud, Edge, and IoT CSA by coordinating efforts across the various cloud and IoT RIAs and building upon common communication channels and services to achieve and promote scientific, regulatory, technological as well as policy-related activities.

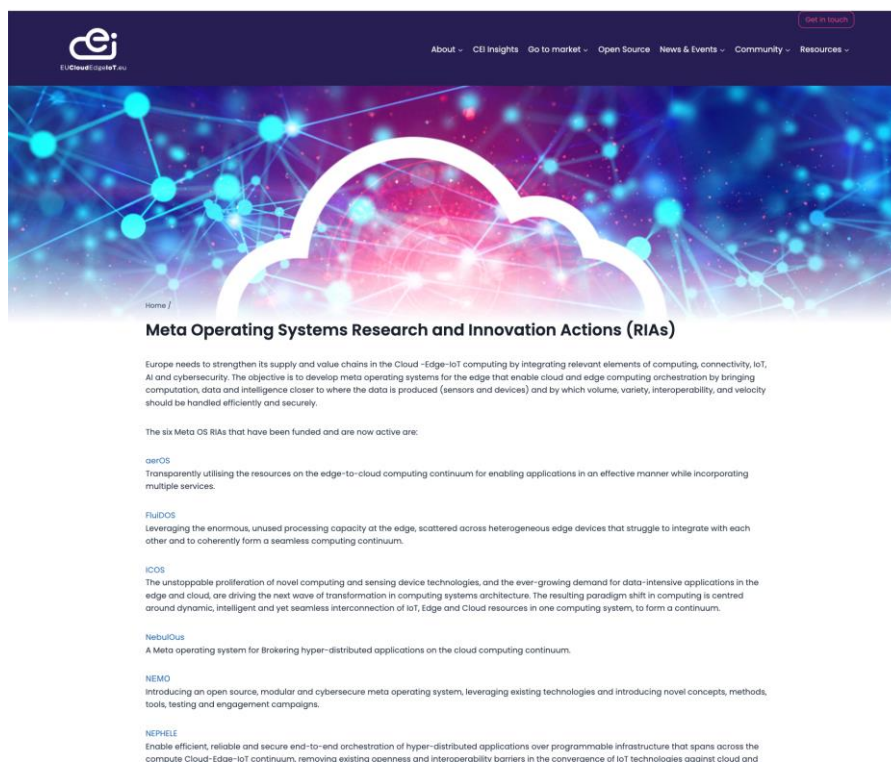
The engagement plan reaches out and engages a large community of cloud computing and IoT providers and users through dedicated online and offline communication channels, events, animation, and management of the European Cloud, Edge, and IoT CSA.

2.3 OPENCONTINUUM POSITIONING AND CONNECTIONS

The consortium partners have been and are still involved in several CSA projects from both the Cloud (H-CLOUD, HUB4CLOUD) and the IoT (NGIoT, EU-IoT) domain as well as experience in managing big project portfolios (+50 projects in the case of BDVe, the CSA supporting the implementation of the Big Data Value PPP). As such, they are already familiar and well-connected with all the current H2020 projects and major initiatives in the now-joined Cloud-Edge-IoT landscape. Moreover, thanks to their nature, experience and diversity, the OpenContinuum consortium members bring their own specific networks, as well as being central figures in a number of associations and initiatives such as AIOTI, DAIRIO/BDVA, GAIA-X, FIWARE, ECSO, INSIDE-IA (formerly Artemis-IA), ADRA (AI, Data and Robotics Partnership), Smart Networks and Services (SNS) Partnership or the recently created Data Spaces Business Alliance.

The European Cloud, Edge & IoT Continuum will liaise with and engage these initiatives, associations, and alliances in multiple ways concerning standardisation, Open Source, the evolving Cloud-Edge-IoT landscape and resulting strategic recommendations. Workshops and interviews will facilitate collaboration, providing common ground across multiple actors and alliances, and contribute to guidance and engagement.

One of the European Cloud, Edge & IoT Continuum's main goals is to create visibility for and connect all cloud, edge, meta OS and IoT stakeholders active in Europe. To this end, we have already reached out to all European-funded Cloud, Edge, Meta OS and IoT projects, informing them about the initiative's aims and objectives and inviting them to share information on their project with us. Using this information, we have curated on the website a dedicated page listing all European-funded cloud, edge, meta OS and IoT projects, see figure 3.



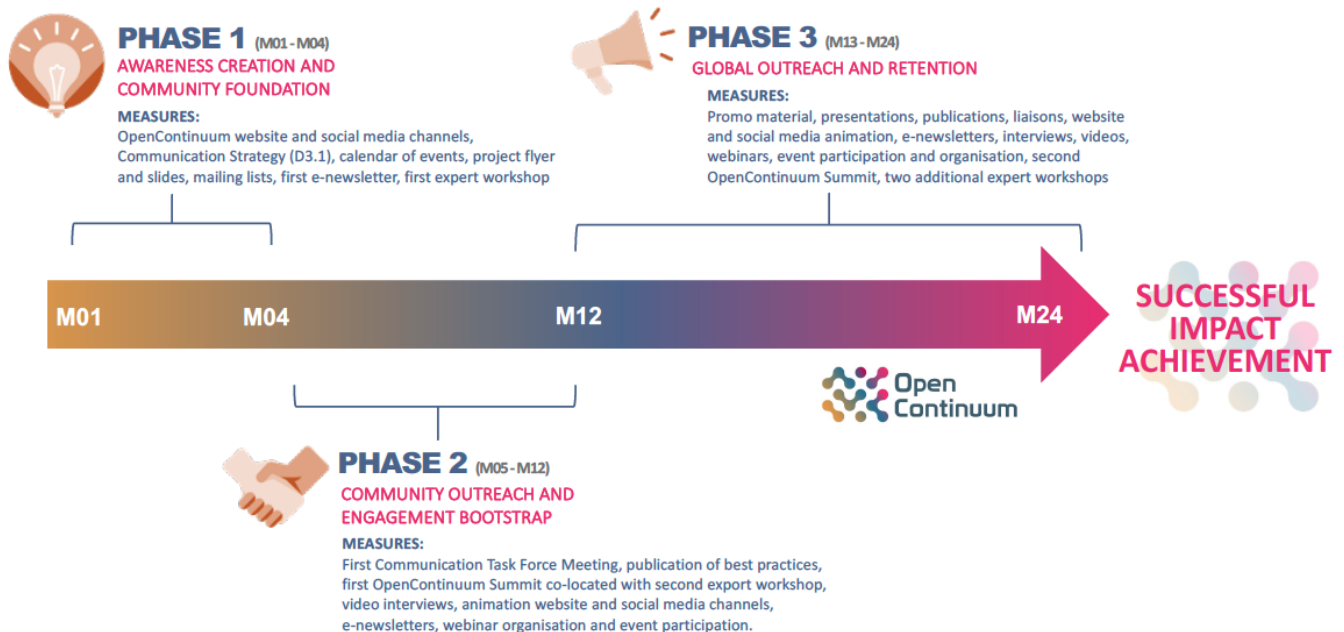
2.3.1 Communication Task Force

In addition, a EUCloudEdgeIoT Task Force was created to amplify and orchestrate the communication efforts of the European funded cloud, edge, meta OS and IoT community. All cloud, edge, meta OS, open-source and IoT project coordinators and their Communication and are invited to join to the monthly meetings.

During the monthly Communication Task Force meetings, every participant has the opportunity to share news, and events, and foster collaboration with projects. The community will be informed about relevant activities and news will be channelled through the EU Cloud, Edge, and IoT Continuum website.

2.4 COMMUNITY BUILDING AND COMMUNICATION PHASES

OpenContinuum will handle the following phased approach in its communication and dissemination activities:



2.4.1 Phase 1 awareness creation and community building (M01 – M04)¹

To design the Community Building and Communication Strategy and Plan, the European Cloud, Edge and IoT brand, the refinement of target groups and selection of dedicated communication tools and community building activities, and to inform relevant stakeholders on European Cloud, Edge and IoT scope and objectives. This phase defines liaisons and interactions with other domain entities and players, e.g., relevant research and innovation projects.

Measures: European Cloud, Edge, and IoT Continuum website and social media channels, Communication Strategy (D3.1), calendar of events, project flyer and slides, mailing lists, first e-newsletter, first expert workshop.

2.4.2 Phase 2 community outreach and engagement bootstrap (M05 – M14)

To actively reach out to the main target stakeholders to generate interest in the European Cloud, Edge and IoT Continuum, setting a solid foundation for dissemination, community building, and consultation activities. Stakeholders are involved in the mapping activities, knowledge sharing, best-practices documentation, consultations, and landscaping by WP1. Events participation and organisation of the first edition of the EUCloudEdgeIoT Summit.

¹ In fact, phase 1 started earlier in August 2022, in order to set up the branding of the joint initiative with Unlock CEI

Measures: First Communication Task Force Meeting, publication of best practices, first EU Cloud Edge & IoT Summit co-located with second expert workshop, video interviews, animation website and social media channels, e-newsletters, webinar organisation and event participation.

2.4.3 Phase 3 global outreach and retention (M13 – M24)

To actively engage target stakeholders on a broad scale in Europe and beyond embracing other H2020 and HE initiatives for the creation of a “community of communities and players” as a solid basis to ensure a self-sustainable living Forum to continue in Horizon Europe. The main idea is to ensure effective community building and management mechanisms to be strengthened by increased participation of active Cloud-Edge-IoT projects and actors, while extending outreach of the European Cloud, Edge and IoT Continuum efforts to connect with media, specialised press (i.e., Techcrunch, Wired, IECC, ACM, etc.) and overall society.

Measures: Promo material, presentations, publications, liaisons, website and social media animation, e-newsletters, interviews, videos, webinars, event participation and organisation, second EUCloudEdgeIoT Summit, two additional expert workshops.

3 CHANNELS AND ACTIVITIES

OpenContinuum's communication and dissemination channels will be closely coordinated with UNLOCKCEI to foster synergies and ensure effective coverage of the European Cloud, Edge, and IoT Continuum.

3.1.1 EUCloudEdgeIoT brand identity

As an EC co-funded Coordination and Support Action project, a clear project brand identity needs to be implemented in order to have an impact on the dissemination of respective work and achievements.

Brand identity consists of visible assets, such as logo, colour palette, and typography, created to portray a certain image and distinguish the brand. It defines how those who come in contact with the brand perceive it and influences their opinion. A good brand identity provides unique and memorable assets and a unified and consistent 'look and feel' across all outlets (electronic and printed visual media).

The visual identity and sets of guidelines have been finalised since the early stage of the project in order to secure a strong and unique brand. It will be incorporated in all promotional and dissemination materials produced during the project and used by all project partners in their communication activities.

The European Cloud, Edge, and IoT Continuum logo (see figure 4) built with a graphic element on top and the name at the bottom. The illustration is an abstraction of Cloud, Edge, and IoT (CEI) in a Cloud shape. Thanks to the colouring and the shape, it creates a feeling of continuous movement, evolution, circularity, embracing and gathering. The font is modern, very stable, and well-readable (even on small sizes). The rounded aspect makes it moderate and non-aggressive, which are important aspects of a coordination action.

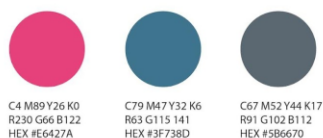


FIGURE 1: EUCLOUDEDGEIOT.EU LOGO

The brand identity guidelines are composed of visual elements such as fonts, colour palettes and templates for documents and presentations. The palette of European Cloud, Edge, and IoT Continuum corporate colours presented in figure 5, is inspired by innovation, creativity and technology together with the complementary grey scale colours. This palette will help to create

a solid identity for the project, using both the “warm” and the “cold” colours of the shading for different purposes, elements and/or messages.

Corporate colour palette:



Headings

Poppins bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body

Poppins regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Poppins medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

FIGURE 6: COLOUR PALETTE AND CORPORATE FONT

3.2 BRAND USAGE GUIDELINES

A general “brand guidelines” document has been developed and distributed to the partners of both projects (OpenContinuum and Unlock CEI) to ensure a consistent look and feel in all of European Cloud, Edge, and IoT Continuum communication activities. This is the base of a solid identity and facilitates the recognition of European Cloud, Edge, and IoT Continuum wherever it is presented. All dissemination materials refer to the project name, the project's website and Horizon Europe with associated graphic elements in line with the European Commission’s guidelines.

A PowerPoint presentation template was created to be used by the partners to create their presentations for all external and internal events, meetings, etc., based on a common look and feel.

3.3 ONLINE TOOLS AND CHANNELS

3.3.1 Website

The European Cloud, Edge, and IoT Continuum [website](#) (see figure 6) is a fully functional website that contains comprehensive information on the European Cloud, Edge, and IoT project aims and objectives with easy access and a friendly interface to retrieve information and any public material generated within the projects, as well as materials gathered via the various work packages activities about ongoing projects and relevant initiatives. The website is the entrance point for all the cloud, IoT and Meta OS community players/stakeholders (existing and newcomers) to the activities, services, material and information that the European Cloud, Edge, and IoT Continuum is planning to create, collect and share.

The website's design (a collaboration between Unlock CEI and OpenContinuum) is strongly brand oriented to consolidate the image of the cloud, edge, and IoT identity. The dissemination material produced within the initiative and for the interaction with social networks will use the website as a reference in order to have consistent communication and an easy-to-recognise image/brand.

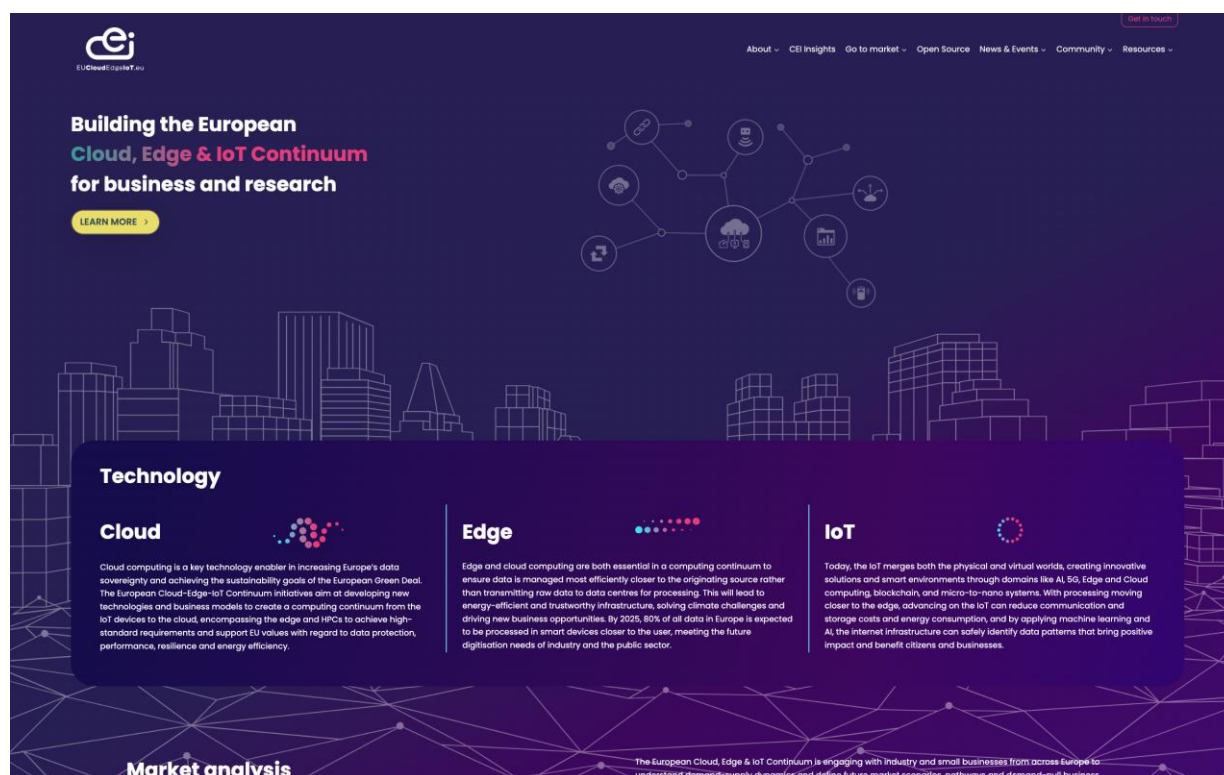


FIGURE 7: PROJECT'S WEBSITE

It adopts responsive design principles to support multimodal access to provide an optimal viewing experience: the interface adapts the layout to the viewing environment by using fluid, proportion-based grids.

The website now prominently promotes the initiative's main outcomes (CEI Insights, Benefits of CEI, Standardisation, Open Source, Communities, and etc...) and clearly communicates the

benefits provided by the EUCloudEdgeIoT. Moreover, it gives an immediate overview of the initiative's priority areas, actors of the European Cloud Computing Community, relevant policy frameworks, as well as relevant news, events, and funding opportunities. The pillar page design of the website (i.e., long format landing page) allows for better Search Engine Optimisation (SEO) so that search engines better identify the portal as one of the main websites on cloud, edge and IoT in Europe.

The population of the platform and its monitoring will be a joint work of OpenContinuum and Unlock CEI consortiums.

3.3.2 Social media channels

Various social networks were established as marketing tools in order to promote activities and outputs of the initiative on a regular basis, while also encouraging a wider discussion on the topics related to the cloud, edge, and IoT activities. Thus, the European Cloud, Edge, And IoT Continuum created an active presence on the most popular social media channels, such as Twitter and YouTube, which are linked to the project's website.

Below we present a brief overview of the social media channels created for the European Cloud, Edge, And IoT Continuum.

Twitter

Twitter is a very dynamic social network that covers the news in real time at a global level. The European Cloud, Edge, And IoT Continuum will post jointly with Unlock CEI on the twitter account (@EU_CloudEdgeIoT) and has chosen the hashtag #EUCloudEdgeIoT for its tweets. The Twitter account will be used for promoting and disseminating the development of the European Cloud, Edge, And IoT Continuum, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources.

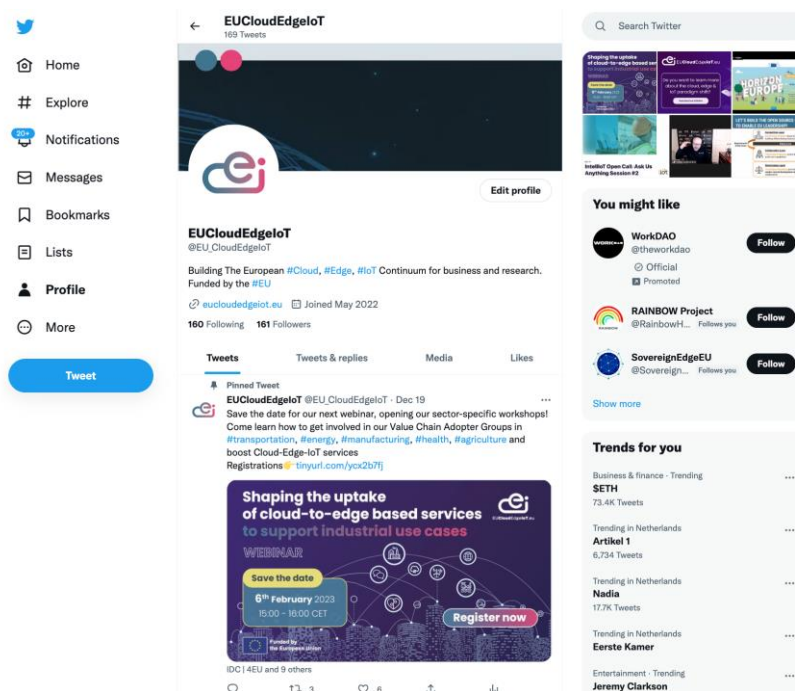


FIGURE 9: TWITTER WALL

LinkedIn

The European Cloud, Edge, and IoT Continuum LinkedIn page is managed by OpenContinuum and Unlock CEI (<https://www.linkedin.com/company/eucloudedgeiot>). It allows reaching a professional audience with more elaborated news and/or specific events highlights. The page aims to attract cloud, edge, and IoT professionals and industry players.

Together with Unlock CEI, the initiative will update and open interesting subjects relevant to the whole community. It is also a push-pull medium, as LinkedIn automatically delivers the page news to the member's email accounts upon posting.

After four months, the European Cloud, Edge, and IoT Continuum LinkedIn group counted 226 members already. We intend to engage all the cloud, edge, meta OS and IoT projects in the dialogue on this platform while promoting the project initiatives across relevant LinkedIn groups, with a direct link to the initiative's page, to increase this social media audience further and diversify the page's user base, engaging more vertical representatives/managers.

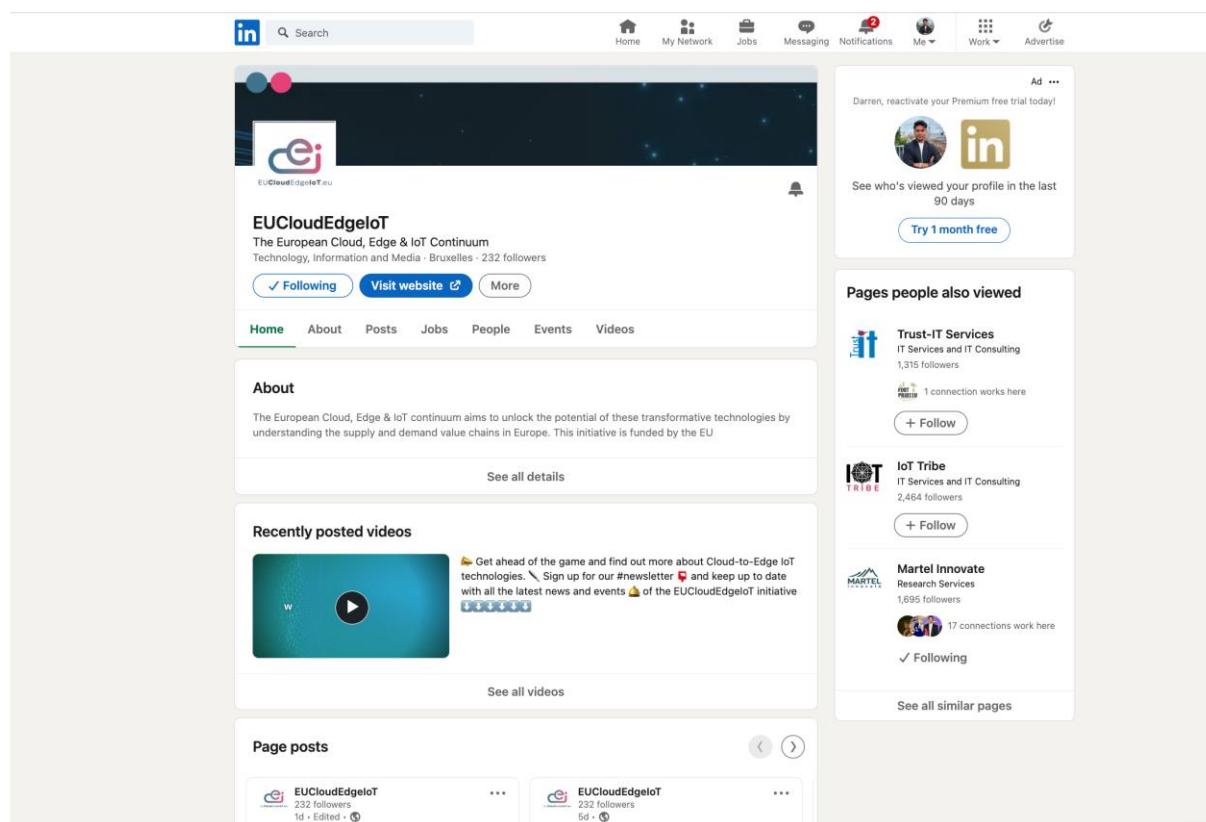
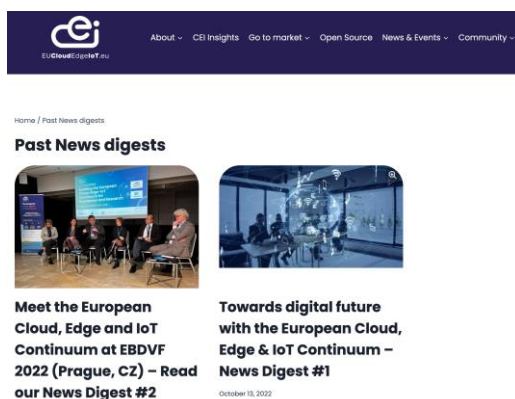


FIGURE 10: LINKEDIN PAGE

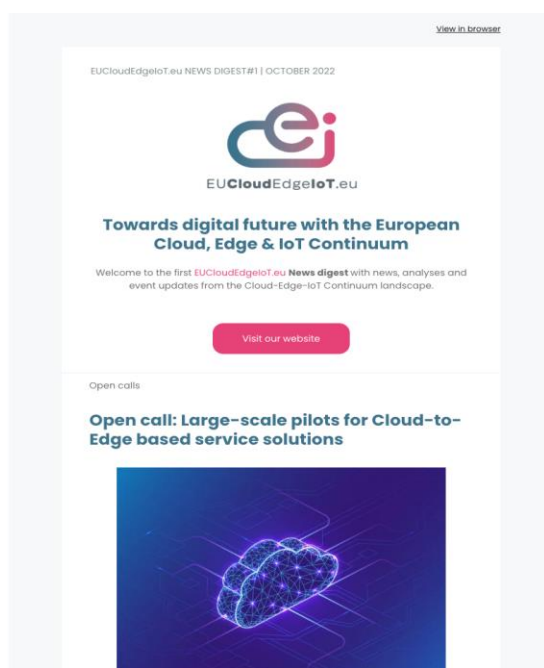
3.3.3 The European Cloud, Edge & IoT Continuum news digest

The European Cloud, Edge, and IoT Continuum produces a monthly news digest, which provides regular updates on trends of cloud, edge, meta OS and IoT research and innovation practices, project findings and results, and news from industrial partners, among others. The newsletters also contain information regarding upcoming tasks and events to inform the audience how they can get in touch with - The European Cloud, Edge, and IoT Continuum and the connected initiatives. As such, a news digest contains highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Project partners will provide information for the e-newsletter and ensure that the content is accurate.

All the news digests issued will be uploaded on the initiative's website. A mailing list is being created at the moment, based on subscription, giving the possibility to share the e-newsletter via mass mailing as well to inform interested users about EUCloudEdgeIoT news, achievements and planning of events. A registration functionality allowing the interested visitors to subscribe to the newsletter is already available on the initiative's website.



The first issue of the news digest was published on 13 October 2022 (see figure 11). The newsletter covered recent project activities, from the kick-off meeting to the recent events organised in November and December.



3.3.4 e-publications

Significant project developments, news and announcements, white papers, and articles introducing The European Cloud, Edge and IoT Continuum will be published on third-party portals, including professional and specialised platforms, Cordis, Zenodo, OpenAire relevant thematic blogs and collaboration platforms, partners' web portals, as well as through several freely accessible tools.

3.3.5 Press releases

Press releases will be developed on a regular basis (approximately every six months) and coincide with key project achievements (e.g., organisation of a large event, implementation of key activities within the project, etc.).

Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release. All press releases will be published on the project's website.

3.4 OFFLINE TOOLS

All promotional materials will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the initiative with succinct textual and graphical information. Printable versions of the designs will also be created and provided to partners to be printed and used at the events they participate in.

The design will be easily adjustable to individual partners' requirements in case an additional or more specific version is required. The initiative logo, the EU flag & acknowledgement, along with the project's website and social media links, will be displayed on all promotional materials.

1. Bookmarks

The first version of the European Cloud, Edge, and IoT Continuum bookmark has been created (see Figure 13) to inform interested people about the project's objectives and activities. The bookmark was used in several events, including the Eclipse Conference 2022, the EBDVF 2022, and EFEC 2022, and will be shared as a printed version during other relevant events.

2. Roll-ups

Roll-ups have been created (see Figure 14), matching the look and feel of the website and the overall initiative design concept to meet the project's needs. The roll-up has already been used at the Eclipse Conference 2022 and the EBDVF 2022.



3. Brochures, flyers, posters

A first draft of the European Cloud, Edge and IoT Continuum brochure has been created. It will be used to inform interested people about the initiative's objectives, activities, and use cases.

Upon completion, the brochure will be uploaded to the initiative's website and shared as printed versions during relevant events. Figure 15 shows the first draft of the flyer.



FLUIDOS

www.fluidosproject.eu

Project Coordinator
Albert Seubers

Partners

1. Martel Innovate B.V.
2. UNIVERSIDAD DE MURCIA
3. FONDAZIONE BRUNO KESSLER
4. POLITECNICO DI TORINO
5. RICERCA SUL SISTEMA ENERGETICO - RSE SPA
6. ROBOTNIK AUTOMATION SLL
7. EUROPEAN DIGITAL SME ALLIANCE
8. IBM IRLAND LIMITED
9. TELEFONICA INVESTIGACION Y DESARROLLO SA

Contact
albert.seubers@martel-innovate.com

10. CYSEC SA
11. TerraView GmbH
12. CONSORZIO TOP-IX - TORINO E PEMONTE EXCHANGE POINT
13. BORDERSTEP INSTITUT FÜR INNOVATION UND NACHHALTIGKEIT
14. GEMERNUNTSCHAF GMBH
15. ELINKO MESOGEEKO PANERISTIMIO
16. STMICROELECTRONICS GRENoble 2 SAS
17. TECHNISCHE UNIVERSITÄT BERLIN

Robotic logistics

Mobile robotics is increasingly used in the manufacturing and logistics domain and their battery life determines effective use and productivity. As these robotics are increasingly working in the domain with humans, the need for more data processing is increasing, leading to lower productivity and, therefore, to an increased number of effective robots.

Expected outcomes:
Reduce the number of necessary robots, reduce energy use per robot, improve commercial add value services for smart logistics, and reduce time and cost for deployment. Increase compute capacity per robot sharing CPU capacity in the IoT-edge-cloud domain.

Position in the value chain or ecosystem:
Service and solution provider

Domain: Logistics **Partners:** Robotnik

Intelligent Power Grid

The objective is to extend current cloud-based intelligence with edge-based capabilities to reduce latency in the control loop, enable local processing and scale to support thousands of low-cost phasor measurement units for the distribution grid.

Expected outcomes:
Reduce hardware, reduce risk of downtime in power distribution, support real-time large-scale PMU data processing and simplify maintenance operations.

Position in the value chain or ecosystem:
Leading research

Domain: Energy and other utilities **Partners:** RSE - Ricerca sul sistema energetico

Smart Viticulture

Interaction between on-field devices in the presence of poor network connectivity and other technologies to capture data, such as drones, satellites etc. The aim is to create an IoT-edge-cloud device tailored to distributed OS to support different setups.

Expected outcomes:
Reduced data transfer in IoT-edge-cloud (reduced cpu, reduced power) and increased resilience in data processing.

Position in the value chain or ecosystem:
Service provider

Domain: Agriculture **Partners:** TerraView

USE CASE OBJECTIVES

Each of the use cases will show increased agility, reduced cost and energy in the selected domain. The important aspect is the creation of new business pathways to support collaboration across partners in the Cloud-Edge-IoT services domain.

MetaOS projects in EUCloudEdgeIoT Continuum

3.5 EVENTS

The European Cloud, Edge and IoT Continuum will try to be presented at a number of events aiming to promote and communicate, by all relevant means and tools, all relevant information that will increase the initiative's visibility in the area of cloud, edge, and IoT aspects. Participation in events is also an opportunity to increase and strengthen the network of relevant parties interested in becoming part of the project's audience.

The initiative will organise common actions with the alliances mentioned in 1.4 above, and others, under the guiding inspiration of its strategic vision, through concrete engagement actions, events, and information exchange facilitation activities, in particular; it will foster the transfer of research building blocks promoted by alliances.

The European Cloud, Edge and IoT Continuum representation at the events can take place in different ways, including paper or project presentations, poster presentations, simple participation for liaising or networking purposes, workshop organisation or general support. Promotional materials such as brochures, a poster or a roll-up (where relevant) will be also used for dissemination purposes.

The consortium has identified a number of events highly relevant to the European Cloud, Edge and IoT Continuum that will be the target for organising workshop sessions, presenting in, or participating in (see Table 1):

No	Event	Date	Place
1	Workshop on Deep Learning for IoT at HiPEAC	16 – 18 January 2023	Toulouse
2	EU Open Source Policy Summit 2023	3 February 2023	Brussels
3	FOSDEM'23	4 February 2023	Belgium
4	JFokus 2023	6 – 8 February 2023	Stockholm Sweden
5	Masters of Digital 2023	8 – 9 March 2023	Brussels
6	CloudFest 2023	21 – 23 March 2023	Europa-Park, Germany
7	KubeCon & CloudNativeCon EU 2023	17 – 21 April 2023	Amsterdam, Netherlands
8	European Identity and Cloud Conference 2023	9 – 12 May 2023	Berlin, Germany
9	CLOUD EXPO EUROPE 2023	10 – 11 May 2023	Frankfurt, Germany
10	Data Week	12 - 15 June 2023	Ulea, Sweden
11	IoT Week 2023	19 - 22 June 2023	Berlin, Germany
12	AIOTI Signature Event 2023	4 October 2023	Brussels
13	EclipseCon2023	TBD	TBD
14	Eclipse SAAM Edge and Cloud Continuum	TBD	TBD

TABLE 2: LIST OF EVENTS

4 IMPACT ASSESSMENT

By implementing the European Cloud, Edge and IoT Community Building and Communication Strategy, we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the initiative. The complete set of communication and dissemination activities will be closely monitored and evaluated by the WP5 lead in order to keep track of all ongoing activities. The deliverable “Community building and communication strategy and plan” will document all the related conducted activities in two versions: D3.2 (M12) and D3.3 (M24).

The evaluation of the Communication Strategy concerns both qualitative and quantitative indicators. Once measurable objectives are defined, we will then evaluate to what degree the project has achieved the objectives set. Process evaluation will involve examining the progress of the strategy’s implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, the quantity of material distributed, the number of events participated in, the development and dissemination of messages and materials, media presence and traffic created in social media.

There are various key issues associated with measuring and controlling the outreach and impact creation strategy and plan. Achievement is often more difficult to measure and compare and thus needs to be carefully quantified and measured according to the specific type of action involved. The objectives chosen must be realistic, clearly defined, relevant, and coherent; the means of measurement must be objective, clearly defined and quantified, and the measurement process must not involve significant levels of cost relative to the objectives themselves. The evaluation needs to be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally, measuring different actions must allow some degree of comparison with other actions and/or alternatives.

The proposed analysis framework will aim to measure various quantitative figures, as well as the impact of promotional efforts on the attitude of the receivers of the communications messages. This will be feasible through the combination of a set of measurement procedures, which will provide a clear view of the promotional activity outcomes in terms of behavioural trends.

In full accordance with the European Cloud, Edge and IoT Continuum needs, we take on a five-step measurement cycle model, spanning from objective identification to data-driven optimisation:

- We identify our core objectives (e.g. raise awareness, increase engagement – i.e. acquire more contacts, acquire more participants to our events).
- We set goals for our promotional tactics. We concentrate on how to accomplish our objectives (e.g. inform visitors through the content of our website, intensify events promotion, etc.).

- We identify our Key Performance Indicators (KPIs). These metrics play a crucial role in the success of the aforementioned utilised tactics and set the expected achievable qualitative and quantitative targets.
- We measure the progress and impact of the conducted activities based on these metrics on a regular basis. Such metrics will give us a constant view of the amount and effectiveness of the dissemination activities conducted.
- We adjust and optimise the communication strategy towards achieving the expected outcomes and maximising visibility.

The tools, products and activities outlined in this strategy will be monitored, measured, evaluated and realigned on an ongoing basis.

4.1 SPECIFICALLY TARGETED INDICATORS DURING PROJECT LIFETIME

Measure	Indicators	Target	Source and methodology
Flyers/Posters/roll-ups	N. of flyers N. of posters/roll-ups (by project end)	> 4 > 4	Distribution via participation to and organisation of dedicated events. Electronic distribution via website
OpenContinuum Portal	Unique visitors to the website (yearly avg)	> 2500	Newsletters, Deliverables, webinars, News, Publications, Videos, etc.
Social Networks	Twitter followers LinkedIn followers (new followers/year)	> 500 > 100	Keeping OpenContinuum profiles on such networks active via regular posting and monitoring
e-Newsletter (published quarterly)	N. of subscribers (by end of the project)	> 500	Recording of subscribers to the electronic newsletter
Videos	Videos published on the YouTube channel and number of views	4 videos per year 80 views per video	Introduction, informative and educational videos to support awareness creation and stakeholders' engagement
EUCloudEdgeloT Summit (one major event per year)	Average number of participants per edition	> 200	Attendance proof, presented material, photos, animation of social media channels, event's reports
Participation in events and presentations	External events attended to present the project, support the community and increase outreach	> 15 events by the end of the project	Attendance proof, presented material, photos, animation of social media channels, events' reports
Webinars (at least 6 by the end of the project)	Average number of participants	~ 25-30 attendees	Attendance proof, video-streaming, presented material, animation of social media channels
Expert consultation workshops	Number of workshops engaging experts in WP1 activities	4 with > 30 attendees	Presentations, informative and promotional material, reports

Training events with computing continuum experts on open-source standardisation	Number of trainings	4 trainings > 25 attendees	Attendance proof, video-streaming, presented material, animation of social media channels
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TABLE 3: COMMUNICATION AND DISSEMINATION KPI

5 CONCLUSIONS

This deliverable presents OpenContinuum's community building and communication strategy within the European Cloud, Edge and IoT Continuum community, providing guidelines and a consistent framework for all planned activities to disseminate and sustain the concepts, achievements, as well as knowledge results developed within the initiative.

Dissemination, communication, and engagement activities are essential to the achievement of the European Cloud, Edge and IoT Continuum mission and objectives, having possibly an impact on cloud, edge, meta OS and IoT policy making as well as planned research and innovations priorities and investments. It will be a coordinated and cooperative effort throughout the initiative's lifetime and integrated within all its work packages. The present plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools necessary to communicate the core messages of the initiative in a very effective and comprehensive way.

Various activities will be carried on throughout the initiative's lifetime in order to help the project achieve its purpose. Promotion of the initiative online and via participation in events (possibly online), organisation of webinars, writing of news, producing high-quality promotional material as well as collaboration with other projects and relevant initiatives are essential planned activities.

The current report will act as a handbook for every partner in order to perform their dissemination activities, as it lists all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses the European Commission that will be an essential partner in the realisation of this plan.

In order to measure the achieved progress and impacts of the proposed strategy and plan, a monitoring and evaluation framework has been defined and a number of indicators have been recognised and reported.

6 REFERENCES

- [1] The Digital Compass emphasises clear and measurable targets for 2030 that are systemic and challenging (e.g., 75% of European enterprises have taken up cloud computing services, or 10,000 climate-neutral, highly secure edge nodes have been deployed in the EU):

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/europes-digital-decade-digital-targets-2030_en