D5.1 Communication and Dissemination Plan and Report

Revision: v.1.0

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Authors	Taylor Bates (OpenNebula Systems), Danijel Pavlica (F6S), Amrita Prasad (Martel Innovate), Chiara Zincone (OpenNebula Systems).		
Reviewers	Michael Abdou (OpenNebula Systems), Eduardo Rivas (OpenNebula Systems).		

Abstract	This document defines the communication and dissemination strategy and describes the activities NexusForum.EU pursues to guarantee broad visibility, promotion and up-take of the European Cloud, Edge & IoT Continuum, but also of the research and innovation action projects, industrial alliances and other relevant initiatives at European and international level.
Keywords	Communication, dissemination plan, strategy, community building, social media, website

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Dissemination Level		
PU	*Public, fully open, e.g. web*	x
SEN	*Sensitive, limited under the conditions of the Grant Agreement*	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

Executive summary

The "Communication and Dissemination Plan" (Deliverable D5.1) outlines the strategy for the execution of communication and dissemination activities intended to maximise visibility, engage diverse stakeholders, and ensure the sustained impact of the project outcomes.

The plan is structured around several core components:

1. **Communication and dissemination strategy**: Articulates a multi-faceted approach involving content production, stakeholder engagement, and multi-channel dissemination to effectively communicate the project's vision and achievements. This strategy is pivotal in making complex technological concepts accessible and relatable to a broad audience, fostering a community of active contributors.

2. **Alignment with project objectives and work packages**: Ensures that all communication efforts are tightly aligned with the project's goals and the activities outlined in various work packages—from consolidating research and technology priorities (WP2) to reinforcing the alignment with digital sovereignty policy (WP3), and stakeholders' engagement and community building (WP4) to spearheading the project's impact creation (WP5).

3. **Target audiences**: Identifies and categorizes the primary, secondary, and tertiary audiences, ranging from policymakers and industry partners to the general public and media. This segmentation facilitates tailored communication strategies that cater to the specific needs and interests of each group, enhancing engagement and impact.

4. **Tools and channels**: Presents the array of tools and channels including a dynamic website, social media platforms, press releases, newsletters, and promotional materials. This diversified approach ensures comprehensive coverage and accessibility, reaching stakeholders across different platforms and geographies.

5. **Events and community engagement**: Details the organization and participation in key events such as the NexusForum Summit and various workshops, which serve as platforms for direct interaction with stakeholders, dissemination of project findings, and furthering collaborative initiatives.

6. **Monitoring and evaluation**: Implements a systematic approach to monitoring and evaluating the effectiveness of communication activities through Key Performance Indicators (KPIs).

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Abbreviations

WP	Work Package
EU	European Union
EuCEI	The European Cloud Edge IoT initiative
KPI	Key Performance Indicator
IoT	Internet of Things
RIA	Research and Innovation Action
ICT	Information and Communication Technology
H2020	Horizon 2020
HE	Horizon Europe
IPCEI	Important Project of Common European Interest
IPCEI-CIS	IPCEI Next Generation Cloud Infrastructure and Services
CSA	Coordination and Support Action
AIOTI	Alliance for IoT and Edge Computing Innovation
BDVA	Big Data Value Association
ADRA	AI, Data and Robotics Association
6G SNS	6G Smart Network and Services

1   Introduction

1.1   Content and rationale for the NexusForum.EU project

The NexusForum.EU project will boost the consolidation of the European Computing Continuum ecosystem building on the valuable activities and impact generated so far within the existing EUCloudEdgeIoT ecosystem, as well as will provide a forward-looking and bold vision in new areas and directions that have not been explored so far. The transition from H2020 to HE reflects an ongoing mega-trend in ICT: the convergence of Cloud, Edge, and IoT. This tendency has significant impact in Europe at scientific, technological, socio-economic, and geopolitical levels, as these traditionally separated fields are now converging into a much larger ecosystem now sharing a number of common challenges and key priorities.

NexusForum.EU, through its unique consortium, will be able to effectively undertake a number of crucial activities, such as producing annual research roadmaps and policy recommendations; fostering collaboration between industry and academia; creating solid links with the IPCEI-CIS and the *European Alliance for Industrial Data, Edge and Cloud*; collaborating with past and present RIAs in order to promote a diverse EU research and innovation community; identifying relevant issues such skills development gaps; analysing the relationship with crucial topics such as open source and open standards; and engaging with forward-looking research and innovation communities and strategic initiatives outside Europe (starting with Japan & South Korea).

1.2   Objectives of the Communication and Dissemination Plan

The Communication and Dissemination Strategy and Plan for NexusForum.EU is devised to serve as a foundational pillar in achieving the project's ambitious objectives. This plan outlines a comprehensive approach to engaging a broad spectrum of stakeholders — from policymakers, researchers, and industry leaders — ensuring they are informed, involved, and inspired by the project's developments and outcomes.

The primary objectives of this strategy are:

- Maximising visibility: Elevating the profile of NexusForum.EU across Europe and beyond, ensuring that its vision, progress, and successes are widely recognised and appreciated.

- Engaging stakeholders: Cultivating a vibrant community of stakeholders who are not only aware of NexusForum.EU but are actively contributing to its evolution and adoption in the realm of virtual worlds. This includes facilitating dialogue, collaboration, and knowledge exchange among diverse groups.

- Facilitating utilisation of outcomes: Ensuring that the insights, tools, standards, and innovations developed through NexusForum.EU are accessible, understood, and utilized by relevant sectors to drive the European digital agenda forward.

- Sustaining impact beyond project completion: Laying the groundwork for the ongoing impact of NexusForum.EU, by fostering a robust ecosystem that will continue to evolve and expand, driving the EU's leadership in the global digital landscape.

Through targeted, strategic communication and dissemination activities, this plan aims to not only broadcast the achievements of NexusForum.EU but also to galvanise action, foster collaboration among stakeholders, and drive forward the agenda for truly inclusive and innovative European cognitive computing continuum.

2   Engaging with relevant communities and initiatives

The European cognitive computing continuum community is a dynamic and collaborative network encompassing researchers, industry leaders, startups, and policymakers. This community is dedicated to advancing cognitive computing technologies across a spectrum, from basic data processing to advanced AI systems that simulate human thought processes. This community focuses on diverse applications, including healthcare, finance, manufacturing, and customer service, enhancing capabilities through predictive analytics, natural language processing, and autonomous systems. Through the Horizon Europe program and the European AI Alliance, the community fosters innovation, skill development, and cross-border collaborations, positioning Europe as a leader in the global cognitive computing landscape.

Several prominent associations and initiatives play crucial roles in the European cognitive computing continuum community, fostering collaboration, innovation, and ethical development of cognitive computing technologies. These organizations and programs bring together diverse stakeholders, including researchers, industry leaders, policymakers, and startups. Some prominent initiatives and associations with which NexusForum.EU will be engaging via several activities (across its work packages) are listed below (a comprehensive list is provided in D4.1 Engagement and Community Report):

Horizon Europe (via research and innovation projects fostering collaboration between industry and academia), European AI Alliance, BDVA, AIOTI, IPCEI CIS, ADRA, 6G SNS, Digital Innovation Hubs, *European Alliance for Industrial Data, Edge and Cloud*, etc.

2.1   The EuCloudEdgeIoT Initiative (EuCEI)

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.

NexusForum.EU joins the EuCloudEdgeIoT initiative as the follow up CSA, complementing and expanding the activities and support provided by the current CSAs OpenContinuum and UnlockCEI.

The ECloudEdgeIoT brings 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 guides 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.

The EuCEI initiative took over and expanded the support towards the initial cloud, IoT and software engineering initiatives that consolidated and supported the research and innovation actions within their communities thereby including in its umbrella of projects under the calls: cloud computing, swarm computing, MetaOS, Next Generation IoT, cognitive cloud, software technologies, open source for cloud services. Due to the massive footprint this initiative was creating, several other RIAs and initiatives have joined the task forces to be part of this vibrant and highly relevant community.

With the onset of NexusForum.EU joining the current CSAs, it added upon the projects answering to the call of cognitive computing continuum under its umbrella as well as consolidate the vision and objectives of the various prominent associations and initiatives in Europe.
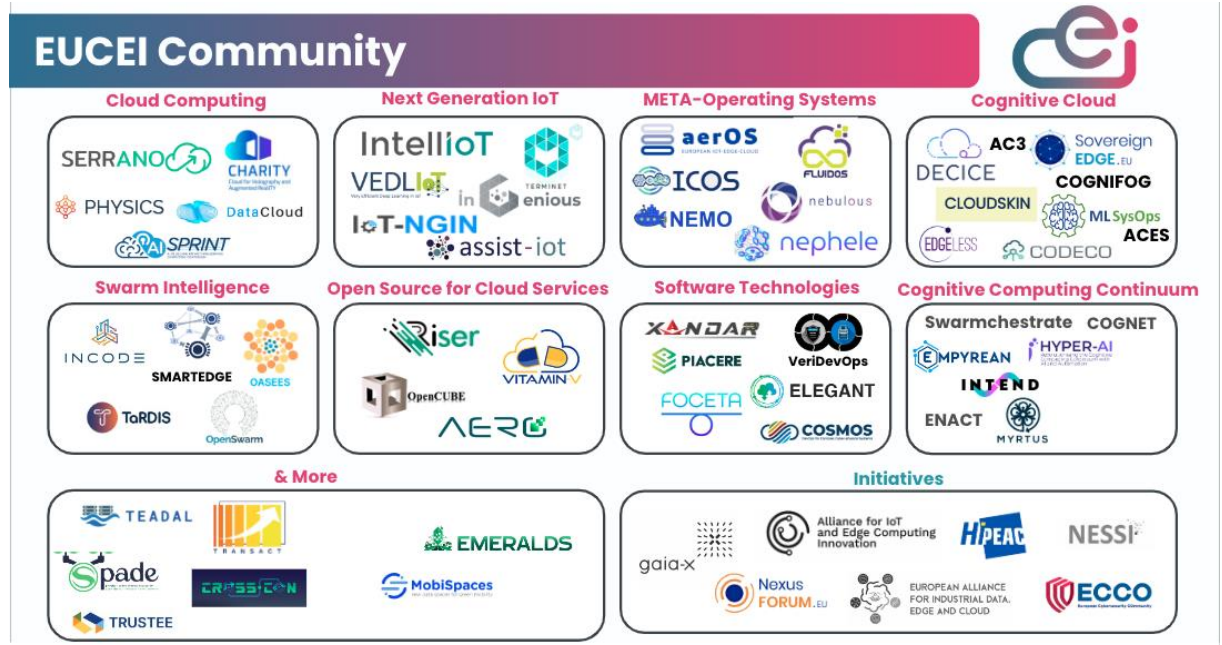
Figure 1: The EuCEI community

3 Communication and Dissemination Plan

3.1 Overview of the strategic approach to communication and dissemination

The strategic approach to communication and dissemination within the NexusForum.EU project is crafted to amplify its impact, drive engagement, and ensure the widespread utilisation of its outcomes. This approach is built on three fundamental pillars: storytelling, stakeholder engagement, and multi-channel dissemination. Each pillar plays a crucial role in creating a resonant narrative, fostering meaningful interactions, and ensuring that the project's innovations reach a diverse and broad audience.

Storytelling: crafting the narrative

At the heart of NexusForum.EU's communication strategy lies the approach to convey the project's ambitions and achievements in a way that is compelling and relatable. By framing our advancements within the narrative of pioneering a more open, inclusive, and innovative virtual world, we aim to:

- **Humanise technology**: Although NexusForum.EU does not develop technology, the project will present complex technologies and their implications through stories that highlight their impact on people's lives, communities, and industries.

- **Emphasise impact**: Focusing on the transformative potential of NexusForum.EU's outcomes, from fostering technological sovereignty to enhancing accessibility and interoperability across the European Union.

- **Create relatability**: Tailoring stories to resonate with different stakeholders, ensuring that each narrative speaks to their interests, challenges, and aspirations.

Stakeholder engagement: building the community

Stakeholder engagement is central to the NexusForum.EU project, ensuring that it is seen as a collaborative effort to shape the future of digital interaction in Europe. This pillar focuses on:

- **Identifying and mapping stakeholders**: From industry partners, policymakers, and academic institutions to end-users and the broader public, understanding the landscape of potential contributors and beneficiaries is crucial.

- **Tailored communication**: Developing and implementing communication strategies that address the specific needs, interests, and communication preferences of different stakeholder groups.

- **Active participation**: Encouraging and facilitating the active participation of stakeholders in dialogues, workshops, and co-creation activities, turning them from passive recipients into active contributors.

Multi-channel dissemination:

To maximise the reach and impact of its communication efforts, NexusForum.EU employs a multi-channel dissemination strategy. This approach leverages a diverse set of platforms and mediums to ensure that messages are not only widespread but also accessible to all stakeholders, regardless of their preferred source of information. Key components include:

- **Digital platforms**: Utilising the project's website as a central hub of information, supported by social media channels (Twitter, LinkedIn, and YouTube) to engage with different audiences in a dynamic and interactive manner.

- **Traditional media**: Engaging with traditional media outlets, including press releases and features in relevant industry, science, and mainstream publications, to ensure broader coverage and reach beyond the digital sphere.

- **Events and presentations**: Participating in and organising a range of events, from academic conferences and policy roundtables, provides opportunities for direct engagement and dissemination.

- **Visual and interactive content**: Developing a range of visual and interactive content, including infographics, videos, and webinars, to make complex information more accessible and engaging to a non-specialist audience.

Through these pillars, the NexusForum.EU project's strategic approach to communication and dissemination aims to not only inform but also inspire action and collaboration across Europe and beyond, driving forward the vision of an open, inclusive, and innovative ecosystem.

3.2 Alignment with NexusForum.EU Objectives and Work Packages

The communication and dissemination strategy of the NexusForum.EU project is intricately designed to align with and support the project's overarching objectives and work packages. This alignment ensures that communication activities not only effectively disseminate the project's results but also foster stakeholder engagement, promote utilisation of outputs, and support the achievement of strategic goals across all phases of the project.

- **WP1 – Project management:** Communication activities support project management by ensuring transparent and consistent information flow among consortium partners and stakeholders, facilitating efficient coordination and alignment with project objectives. **Communication activities:** Regular newsletters and intra-project call will facilitate the exchange of information and coordination updates among partners.

- **WP2 - Consolidating research and technology priorities:** Communication activities highlight co-creation efforts and achievements, showcasing collaborative innovation and the joint definition of research and technology priorities. This not only increases visibility but also invites broader participation and feedback from the community. **Communication activities:** These include promoting workshops that bring researchers and industry representatives together to co-create a consolidated roadmap. We will use blogs, social media, and webinars to showcase progress and case studies, inviting community feedback and participation.

- **WP3 – Reinforcing the alignment with digital sovereignty policy:** Findings and recommendations from this WP are disseminated through tailored communication efforts to inform and influence stakeholders, including policymakers and industry leaders, driving forward the strategic agenda for an open virtual world. **Communication activities:** This involves preparing whitepapers and policy briefs that are shared with policymakers and industry leaders through targeted newsletters and direct engagements.

- **WP4 – Stakeholder's engagement and community building:** Communication efforts facilitate the establishment of synergies with related initiatives and projects, expanding the project's network and fostering collaborative opportunities. **Communication activities:** Specific tasks include the creation of outreach materials for recruiting members to the EuCloudEdgeIoT Communication Task Force and representatives from the EU industry partners in relevant EU-sponsored initiatives.

- **WP5 – Impact creation:** This WP is at the heart of the strategy, orchestrating all communication activities. It ensures that the messages are aligned with the project's objectives and that the results from all WPs are effectively disseminated. The

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dissemination of project results and success stories through various communication channels supports the creation of lasting impact, encouraging the adoption and integration of NexusForum.EU outcomes in relevant sectors. **Communication activities:** Feature stories on successful use cases, testimonial videos and user experience stories will be shared across digital platforms to highlight the tangible impacts of the project.

By aligning communication activities with the objectives and work packages of NexusForum.EU, the strategy ensures that all efforts are synergetic, amplifying the project's impact and contributing to the realization of a truly open, inclusive, and innovative cognitive computing continuum target audiences in Europe and strategic countries (eg South Korea and Japan).

3.3 Identification of the target audiences

NexusForum.EU with its ambitious goal to consolidate an open, inclusive, and innovative cognitive computing continuum, identifying a diverse array of target audiences. These stakeholders play a pivotal role in the development, dissemination, adoption, and innovation of the cloud edge and IoT frameworks. By engaging these groups, NexusForum.EU aims to foster a collaborative ecosystem that supports European technological sovereignty and societal up-take. The identification of these audiences is crucial for tailoring communication strategies to meet their specific interests and needs.

1. **Primary Audiences**

   – **Policy-makers:** This group includes European Union officials, national government representatives, and regulatory bodies responsible for digital policy, privacy, cybersecurity, and technological innovation. Engaging with policymakers is crucial for NexusForum.EU to influence the regulatory landscape, ensuring it supports open innovation and the ethical development of cognitive computing frameworks.

   – **Industry partners and technology developers:** Comprising technology companies, startups, and SMEs that are active in the cloud, edge, IoT sectors. This audience is critical for the co-creation of open-source tools, adoption of project outputs, and driving forward the commercial and competitive edge of Europe in the global digital market.

   – **Research communities and academic institutions:** Researchers and academics from the field of digital technologies, cybersecurity, ethics, and related fields are key collaborators. Their involvement is essential for advancing the scientific foundation of NexusForum.EU, contributing to technological advancements, and ensuring the project is grounded in rigorous research and innovative practices.

2. **Secondary Audiences**

   – **Civil society organizations and NGOs:** Entities focused on digital rights, privacy, inclusivity, and societal impacts of technology. Their engagement is vital for addressing societal and ethical dimensions of virtual worlds, advocating for user rights, and ensuring the inclusivity and accessibility of NexusForum.EU initiatives.

   – **General public and end-users:** Including potential users of cloud edge IoT frameworks, such as consumers and professionals across various sectors. Engaging this broad audience is important for raising awareness, fostering societal acceptance, and encouraging active participation in the co-created computing continuum.

   – **European and international organisations/initiatives/project:** Collaborating with European and international initiatives and projects that share similar goals can enhance the global impact of NexusForum.EU.

3. **Tertiary Audiences**

– **Media and influencers:** Journalists, bloggers, and industry influencers play a key role in disseminating information about NexusForum.EU to a wider audience, increasing visibility, and driving public discourse around the project's aims and achievements.

By identifying and engaging with these varied target audiences, NexusForum.EU ensures a comprehensive approach to the development and dissemination of its technologies and research, fostering a collaborative, inclusive, and innovative digital ecosystem that aligns with European values and ambitions.

3.3.1 Key messages and value proposition

The NexusForum.EU project encapsulates a transformative vision for the future of digital interaction within a European framework, characterised by openness, inclusivity, and innovation. The key messages and value proposition of the project are designed to resonate with a broad spectrum of stakeholders, emphasizing the project's pivotal role in advancing technological sovereignty, fostering innovation, and delivering substantial societal benefits. These messages are tailored to address the specific interests and aspirations of different target groups, including policymakers, industry leaders, academic and research institutions, and the wider public.

For policymakers:

- **Enhancing technological sovereignty**: NexusForum.EU is a cornerstone in Europe's strategy to ensure technological sovereignty in the digital domain, establishing a framework that supports European values of transparency, inclusivity, and ethical responsibility.

- **Setting standards for cognitive computing continuum ecosystem**: Through the promotion of relevant open standards and governance models, NexusForum.EU is positioning Europe as a global leader in the ethical and responsible development of cognitive computing continuum.

- **Empowering regulatory frameworks:** Insights into the ethical, legal, and socio-economic dimensions of cognitive computing continuum provided by NexusForum.EU will inform and guide the creation of forward-thinking policies and regulations.

For industry:

- **Driving innovation and competitiveness:** NexusForum.EU fosters the co-creation of European open source tools and technologies for cloud & edge, reducing entry barriers to the market and fostering a competitive and more diverse European tech innovation landscape.

- **Opening market opportunities:** By championing interoperability and the opensource paradigm, NexusForum.EU enables new market opportunities, collaborative business models, and a more equitable digital economy.

- **Building a collaborative ecosystem:** Engagement in NexusForum.EU offers industry stakeholders a platform for collaboration with peers, researchers, and policymakers, amplifying their influence on the future direction of the cognitive computing continuum.

For academic and research institutions:

- **Advancing research and development:** NexusForum.EU offers access to a collaborative platform and the latest research and policies related to cloud, edge, IoT research and development.

- **Contributing to societal well-being:** NexusForum.EU contributes to understanding and addressing societal challenges through cloud, edge and IoT frameworks.

For the wider public:

- **Empowering participation in the digital future:** NexusForum.EU is committed to support the creation of an inclusive digital space where everyone has the opportunity to participate, learn, and benefit from the advancements in the cognitive computing continuum ecosystem.

- **Safeguarding privacy and data ownership:** The project prioritises the privacy and security of individuals, advocating for models that ensure users retain control over their data and digital identities.

Value Proposition: NexusForum.EU embodies an approach to the consolidation of the cognitive computing continuum, with a strong emphasis on openness, inclusivity, and innovation. Its value lies in bridging technological advancements with societal needs, creating a digital ecosystem that is equitable, sustainable, and reflective of European values. Through collaboration across sectors, NexusForum.EU is shaping a future where digital interaction is not only technologically advanced but also socially responsible and widely accessible, ensuring that Europe remains at the forefront of the digital age.

4 Communication and dissemination channels and tools

Before delving deeper into the communication and dissemination channels, it is important to understand the distinct entities that are in picture. As mentioned above in section 2.1, the European Cloud Edge IoT (EuCEI) backed by the European Commission which aims to consolidate the European cloud, edge and IoT research and industries both from demand as well as the supply side. And in order to consolidate these actions, provide the EC with the necessary mandates and roadmaps, trends, these 3 Coordination and Support Actions: UnlockCEI, OpenContinuum and NexusForum.EU, work collaboratively at the back end. Therefore, the face of the European cloud, edge, IoT continuum is the EuCEI initiative, supported by these 3 CSAs. For communication and dissemination activities, it was imperative, since the EuCEI initiative was established, that a uniform image, vision and mission is portrayed. All 3 entities, UnlockCEI, OpenContinuum and NexusForum.EU have their individual identities (logo, fonts, templates etc) but for external communication a uniform identity was created which is of the EuCEI. And to facilitate external communication, the communication and dissemination leading partner of each of the 3 CSAs collaborate (equally) to manage all tools and channels.

There is a uniform strategy behind using these channels and tools, all external communication is done using the EuCEI branding (logo, colour scheme, font), EuCEI portal/website, EuCEI social media channels and EuCEI newsletter.

For internal communication, i.e. between the consortia, each of these CSAs use their own logo, templates, document repositories and internal communication tools and channels (eg for general assemblies and/or chats).

4.1 NexusForum.EU Visual identity

NexusForum.EU contributes in expanding and strengthening the EuCEI visual identity. As being one of the 3 supporting CSAs that manage the EuCEI initiative, NexusForum.EU supports and projects the EuCEI brand to the outside world.

At the time of the writing of the proposal, a NexusForum.EU logo was created, which upon starting of the project was adapted to the colour scheme of the EuCEI initiative.

For internal purposes, presentations made at consortium meetings, general assemblies, or specifically for some events, the NexusForum.EU identity, logo, templates will be used.

Any dissemination material that will be published on the website, the EuCEI portal will be used with EuCEI branding on the dissemination material. This prevents confusion in the community and maintains a uniform image of the initiative. The general idea in the community is clear and understood that there are multiple entities that support the EuCEI initiative (them being UnlockCEI, OpenContinuum and NexusForum.EU) but the overall vision and message of the initiative remains congruent and coherent.

The EuCEI brand identity is explained in detail in OpenContinuum Community Building and Communication Strategy and Plan document (D3.1).

For NexusForum.EU there is also a visual identity that is created which is in accordance with the EuCEI theme.

- **Logo Design:** The NexusForum.EU logo is central to its visual identity, embodying the project's vision and values. The logo's minimum size (35 mm in width) ensures visibility and recognition across various mediums.

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Main version

Clear zone

Icon version (for social media outlets)

Minimum size

10 mm

Figure 2: NexusForum.EU Logo

- **Logo Variation:** To accommodate different backgrounds and print requirements, the logo is provided in negative and black & white versions. These variations ensure readability and visual integrity in diverse applications.

Horizontal version

Grey shades versions

Negative version

Figure 3: NexusForum.EU logo variations

- **Usage guidelines:** The Brand Guidelines provide clear dos and don'ts for logo application, emphasizing the importance of contrast for readability and impact. The logo should always be placed on backgrounds that ensure high contrast and visibility, avoiding environments where contrast is compromised.

- **Corporate colours:** A palette of four primary colours, derived from the logo's colour scheme, forms the foundation of NexusForum.EU's visual identity. This palette is complemented by two grayscale colours, allowing for versatility in design while maintaining brand coherence. These colours are predefined in templates for slide presentations and deliverables, ensuring consistency in all project communications.

Figure 4: NexusForum.EU colour palatte

- **Typography:** NexusForum.EU uses the open source fonts "Poly rounded" for headings and "Montserrat" for the body copy. This applies to any web application as well as all promotional material.

- **Funding acknowledgements:** To comply with funding requirements, NexusForum.EU materials must include acknowledgments to the European Union and the Swiss State Secretariat for Education Research and Innovation (SERI). The guidelines detail the presentation and arrangement of these acknowledgments across different materials, ensuring recognition of support while maintaining visual consistency.

- **Access to assets:** All graphic assets, including logos, color palettes, fonts, and templates, are available in the NexusForum.EU's project repository. This centralized access ensures that project partners and stakeholders can easily adhere to brand guidelines, promoting a unified and professional appearance in all communications.

4.2 Social media strategy

NexusForum.EU contributes and collaborates with OpenContinuum and UnlockCEI to maintain the main social media channels of the EuCEI initiative, on LinkedIn, YouTube and X (former Twitter). Currently there is an editorial plan comprising of the 3 CSAs (OpenContinuum, UnlockCEI and NexusForum.EU) and a weekly plan of social media posts are discussed. This editorial team makes sure that each news and activity gets ample visibility and reaction time.

However, NexusForum.EU also created its own social media handles on X (former Twitter) and LinkedIn at the time of organising in October 2023 the first, pre-CSA edition of the NexusForum Summit. These channels were used specifically for the promotion of the event. When the project officially kicked off in January 2024, there were some posts made on these channels about the kickoff of the project, the partners, etc. However during the kickoff it was communicated that the main channels for promoting the activities of the initiative to remain that of EuCEI, meanwhile, until some decision is taken by the European Commission. Therefore the dedicated channels of NexusForum.EU has been used primarily as mirror account, further echoing the activities and news from the EuCEI initiative.

Now, at the time of writing this document, the NexusForum2024 Summit "Save the date" announcement has been released, the communication for this event is primarily taking place first from the NexusForum.EU social media channels and is echoed by the EuCEI channels. The idea being that the NexusForum.EU social media channels remain and be continually used for the project's flagship event series which in the future is expected to evolve into an independent event after the CSA has concluded.

Below we present a brief overview of the social media channels in operation for the EuCEI initiative, and of the NexusForum.EU.

X (former Twitter)

X is a very dynamic social network that covers the news in real time at a global level. NexusForum.EU posts jointly with OpenContinuum and Unlock CEI on the X account (@EU_CloudEdgeIoT) for which the hashtag #EUCloudEdgeIoT is chosen for its posts. The X 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-postings are made of relevant and interesting content from disparate sources.

Currently the EuCEI X account has 620 followers.

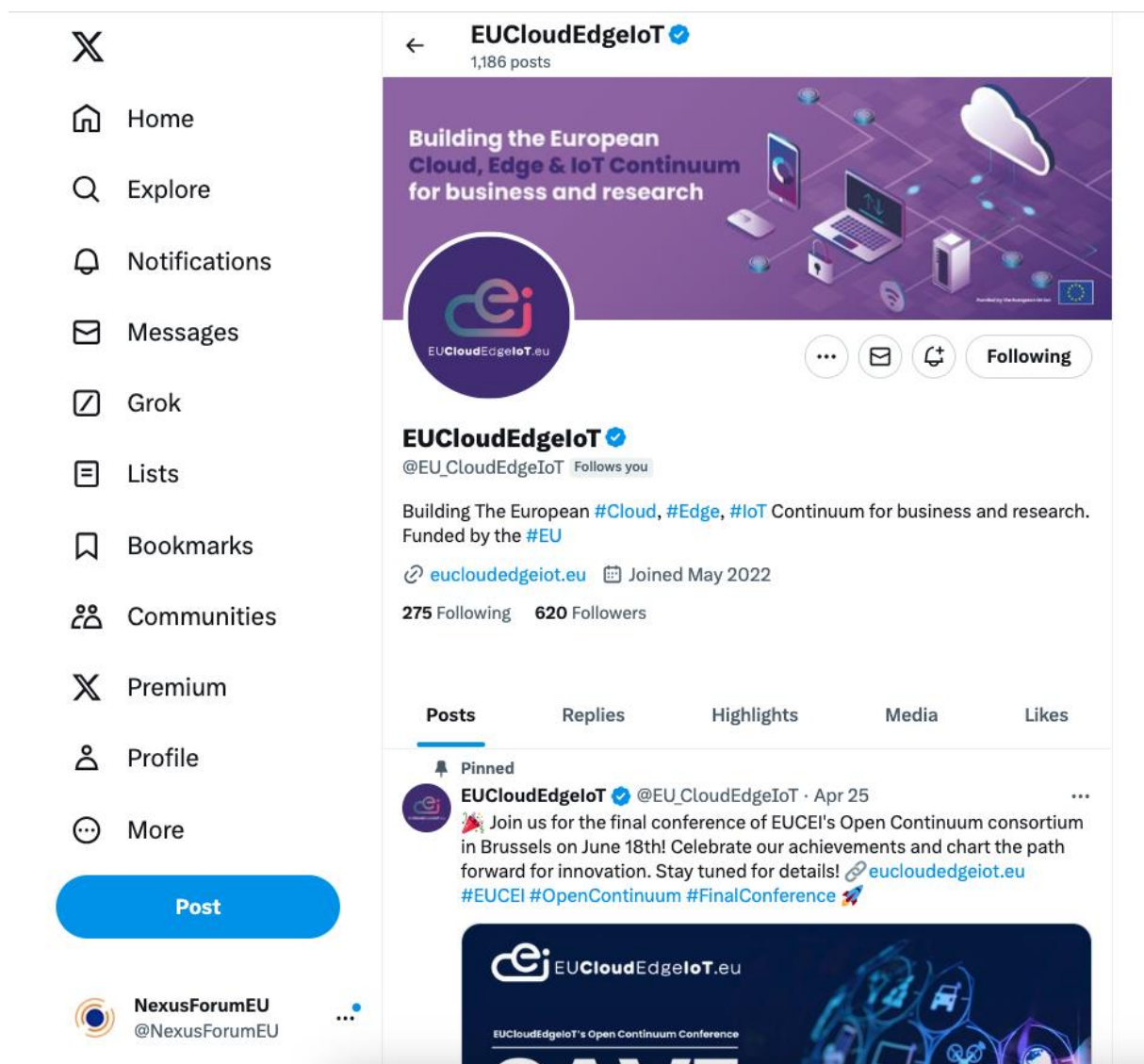NexusForum.EU's channel on X (@NexusForumEU) has 31 followers.

Figure 5: X account of EuCEI initiative

Figure 6: NexusForum.EU X account

LinkedIn

As agreed, similar to X, NexusForum.EU collaborates and contributes to the EuCEI LinkedIn page. The EuCEI LinkedIn page can be reached at 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 OpenContinuum and Unlock CEI, the initiative updates and opens 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.

Currently, the EuCEI LinkedIn page counts to **919 followers**. 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.
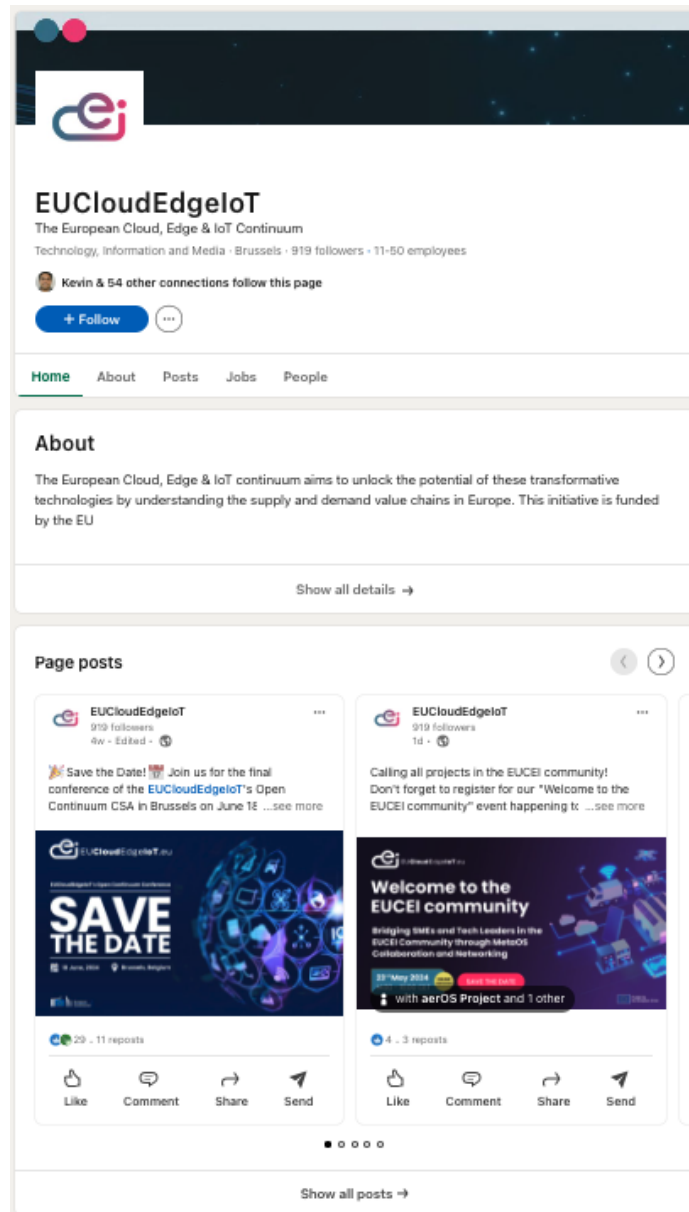
Figure 7: EuCEI LinkedIn page

The same as X, NexusForum.EU has a LinkedIn account as well. Which for the moment is being used (momentarily) for the promotion of the NexusForum Summit and to echo the news from the EuCEI channels. Below Figure 8 shows the **NexusForum.EU LinkedIn page** which has **188 followers**.
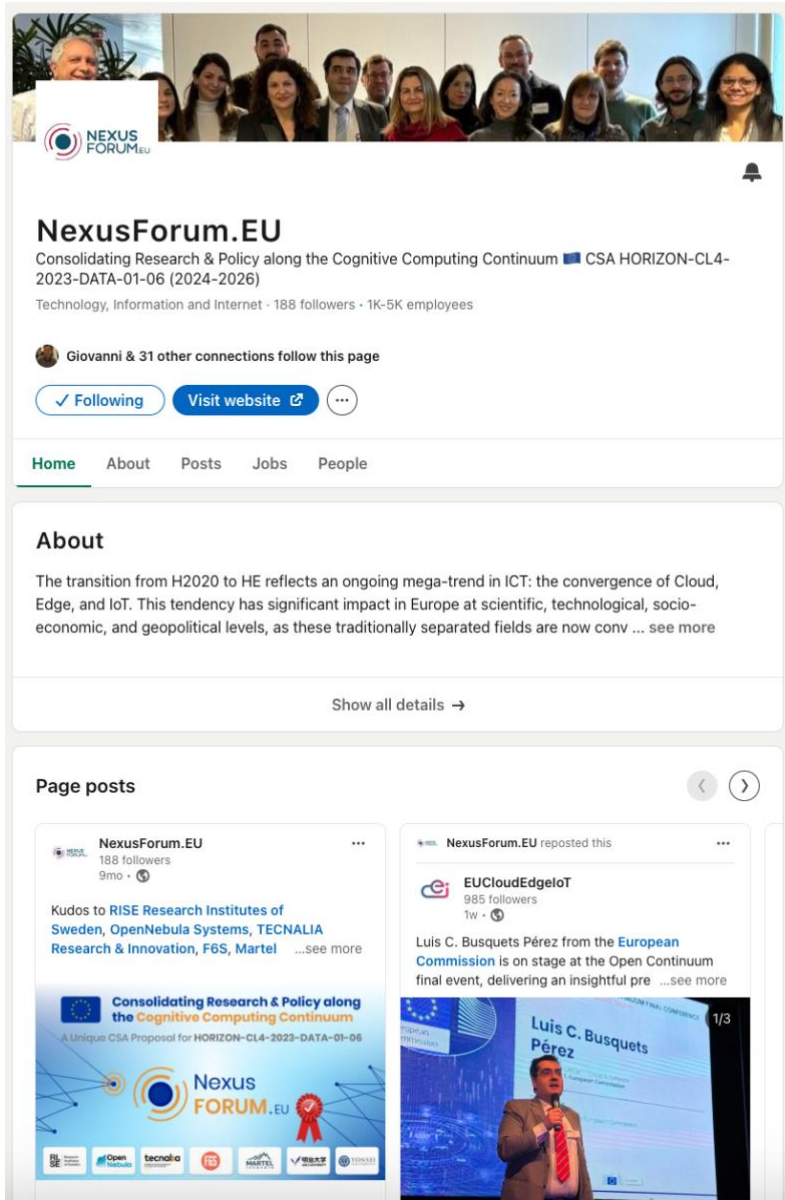
Figure 8: NexusForum.EU LinkedIn page

4.3   Website

The EuCEI website is a fully functional platform providing comprehensive information on the European cloud-edge-iot ecosystems. It features an easy-to-navigate interface for accessing information and public materials generated by the projects, as well as content collected through various work package activities about ongoing projects and relevant initiatives. This website serves as the main access point for all stakeholders in the cloud, IoT, and Meta OS communities, both existing and new, offering activities, services, materials, and information that the European Cloud, Edge, and IoT Continuum aims to create, collect, and share.

The design of the website, a collaborative effort between the 2 founding CSAs, Unlock CEI and OpenContinuum, is strongly brand-oriented to solidify the cloud, edge, and IoT identity. Dissemination materials produced within the initiative and for social media interaction will reference the website to ensure consistent communication and a recognizable brand image.

NexusForum.EU contributes in the maintaining and enhancing the website by adding activities, outputs, and resources that this project brings to the initiative. During the time of writing of this

deliverable, OpenContinuum is consolidating its activities and phasing towards project conclusion. There has been smooth transitioning of tasks and responsibilities about maintaining the portal as well as a handover of the tasks that NexusForum.EU will be continuing or adding.

For the general information of the public, information on NexusForum.EU has been added to the "About" page along with the information on OpenContinuum and UnlockCEI. The home page shows all partners of the 3 consortia.

The events, outputs and news items from the NexusForum.EU project is added on the respective webpages, as the other 2 CSAs.
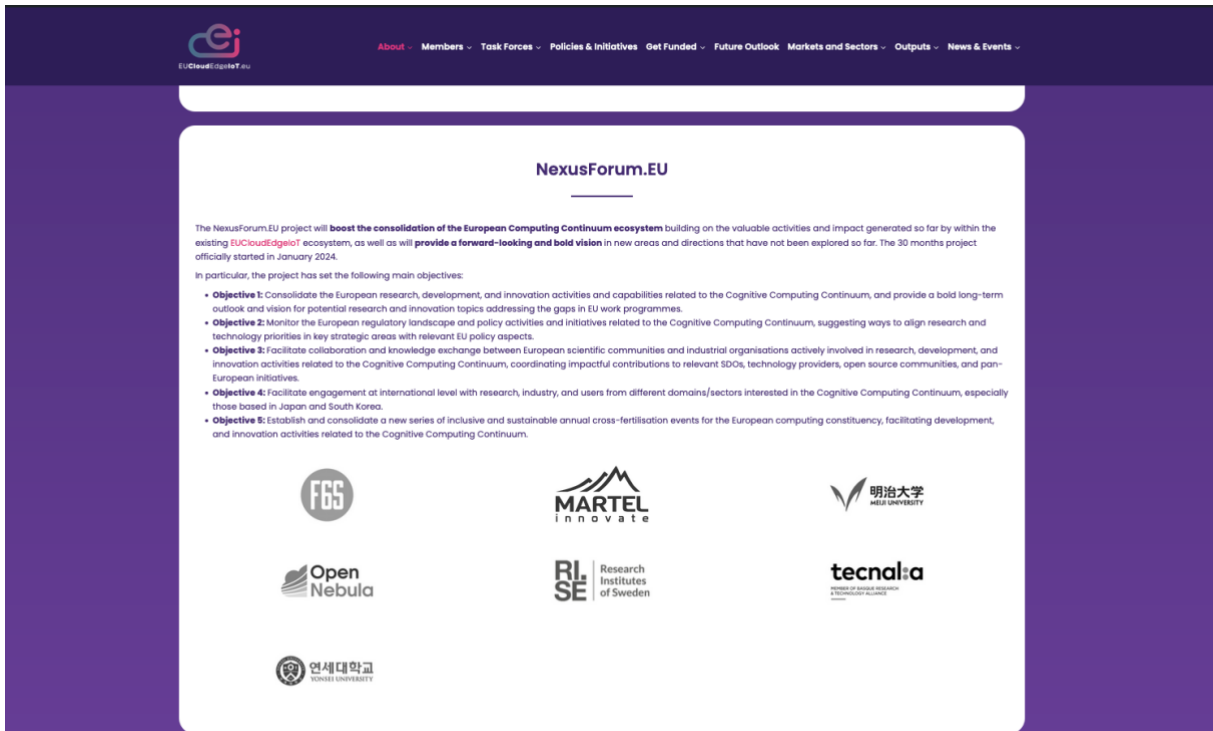

Figure 9: The EuCEI website. Webpage showing the description on NexusForum.EU

Below are some website analytics that explains the outreach and efforts of the EuCEI initiative. All these data are gathered in June 2024 and shows the trends and numbers during 1 calendar year (June 2023-June 2024).

Below in Figure 10, we see **2400 number of website visitors** during the last 1 year who spent on an average **3 mins and 38 seconds** on the website.
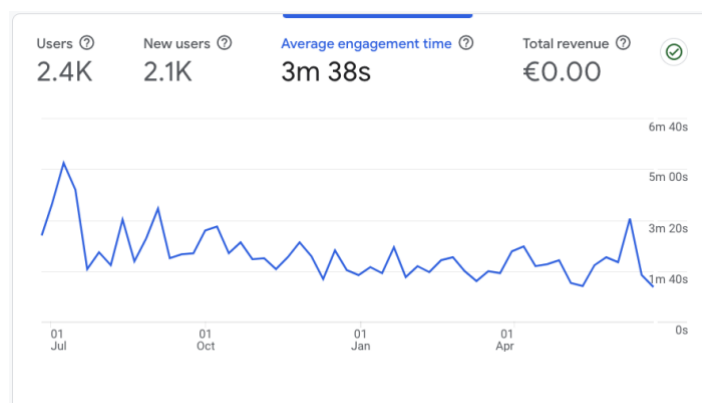

Figure 10: EuCEI Website visitors, June 2023 – June 2024

The Figure 11 below, shows the webpages with most number of visits. It is apparent that the pages that give information about the funding opportunities, upcoming calls, open calls are most visited which enforces the collaborative vision of the initiative, that all actors of the ecosystem are open and willing to forming new collaborations, consortia and projects.

	Page title and screen class ▼	+	↓ Views	Users
			21,869 100% of total	2,354 100% of total
1	Home - EUCloudEdgeIOT		3,700	778
2	Horizon Europe Calls 2024 Information & Brokerage Session: Digital Platforms for the Cloud-Edge-IoT, Innovation through Open Source and Software - EUCloudEdgeIOT		1,354	469
3	Research and Innovation Projects - EUCloudEdgeIOT		926	327
4	Projects Open Calls - EUCloudEdgeIOT		672	246
5	News - EUCloudEdgeIOT		660	121
6	About EUCloudEdgeIoT.eu - EUCloudEdgeIOT		563	297
7	Horizon Europe Open Calls - EUCloudEdgeIOT		433	220
8	Reports - EUCloudEdgeIOT		378	125
9	Architecture - TF3 - EUCloudEdgeIOT		357	153
10	Giving Energy an Edge: Showcasing the Edge to Cloud Continuum in Energy - EUCloudEdgeIOT		347	125

Figure 11: EuCEI Website page views, June 2023 – June 2024

In the Figure 12 below, we see the geographic distribution of the website visitors during the last 1 year, June 2023 – June 2024. Definitely there is large number of visits within the Europe, but the visitors are not just from Europe, there are visitors from all continents, based out in North and South America, the Aisa and Pacific countries as well as some countries in African continent.
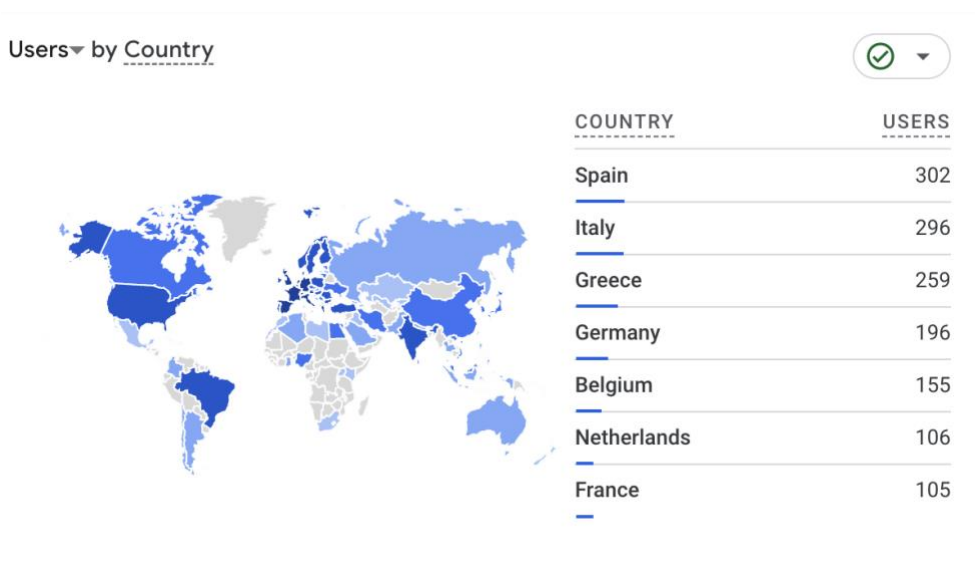

COUNTRY	USERS
Spain	302
Italy	296
Greece	259
Germany	196
Belgium	155
Netherlands	106
France	105

Figure 12: Geographic distribution of EuCEI website visitors

Slowly with more and more outputs that will be generated from NexusForum.EU, also with respect to our collaboration and activities carried out with the Japanese and South Korean partners, there is expected an increase in the international visitors. The NexusForum.EU project partners are discussing how best to visualise the website layout so that it caters not only to the European stakeholders but is also valuable to international stakeholders. There will also be plans of incorporating a communication platform which will be mostly used for the NexusForum working groups. The detail on this community platform is included in NexusForum.EU's D4.1 Engagement and Community Report.

4.4 Press Releases

The strategic dissemination of press releases is a crucial element of the NexusForum.EU project's communication plan. This approach aims to highlight significant milestones, achievements, and results, ensuring timely and widespread distribution of information to a broad audience, including media outlets, industry stakeholders, academic communities, and the general public. The plan for issuing press releases is designed to maximize impact, engage stakeholders, and enhance the project's visibility and influence.

Press releases will be issued to mark key project milestones, such as the kickoff, event organization, and workshops, showcasing the tangible outcomes of the EuCEI initiative. Prior to major industry events, conferences, or workshops where NexusForum.EU has a significant presence, press releases will be distributed to generate interest, invite participation, and preview the project's contributions and activities. Additionally, announcements of major collaborations, partnerships, or endorsements from key stakeholders or industry leaders will be communicated through press releases to emphasize the project's growing influence and the collaborative efforts driving its success.

Each press release will be crafted to ensure clarity and accessibility, making complex information understandable to a broad audience, including those unfamiliar with the technical aspects of virtual worlds. In line with the overall communication strategy, press releases will emphasize the project's contributions to technological sovereignty, innovation, and societal benefits, reinforcing the value proposition of NexusForum.EU. Where appropriate, press releases will include a call to action, encouraging the audience to engage further with the project—whether by visiting the website, attending an event, or participating in a public consultation.

By leveraging the professional networks of consortium members, press releases will be disseminated through organizational channels and industry associations to reach a broader and more diverse audience.

Each press release will also be promoted across the project's social media platforms to enhance visibility and encourage sharing within professional and personal networks.

There has been 1 press release made on behalf of the NexusForum.EU project, after the project was officially kicked off in January 2024. The news item was prepared by Martel Innovate (the dissemination partner) and with contribution and approval from the partners it was released via Martel's press portal.

During the next weeks, there will be another press release when the Nexus Forum Summit 2024 agenda will be announced. As and when important milestones are reached, press releases will be made from the project and partners.

Figure 13: NexusForum.EU First press release – project kick off

4.5   The EuCEI News Digest

The EuCEI initiative produces a monthly news digest that offers regular updates on trends in cloud, edge, meta OS, and IoT research and innovation, project findings and results, and news from industrial partners. These newsletters also provide information on upcoming tasks and events, helping the audience connect with the EuCEI and related initiatives. Each digest includes highlights (major outcomes, links, contacts, and dissemination activities), important news, announcements, and a schedule of major upcoming events. Project partners contribute to the e-newsletter, ensuring the content is accurate.

All news digests are uploaded to the initiative's website. Visitors can subscribe to the newsletter through the registration feature available on the initiative's website. At the time of writing this document, there are **764 subscribers**.

Figure 14: EuCEI published News Digests
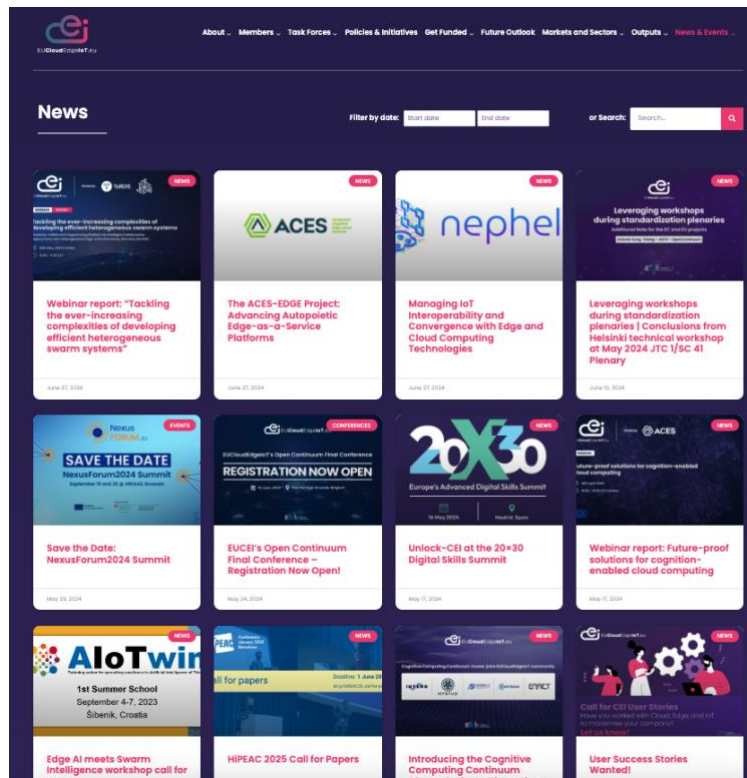
Figure 15: EuCEI News page on the website

4.6   E-Publications

Key project developments, news, announcements, white papers, and articles are published on third-party platforms. These include professional and specialized sites, Cordis, Zenodo, OpenAire, relevant thematic blogs, collaboration platforms, and partners' web portals, as well as various freely accessible tools.
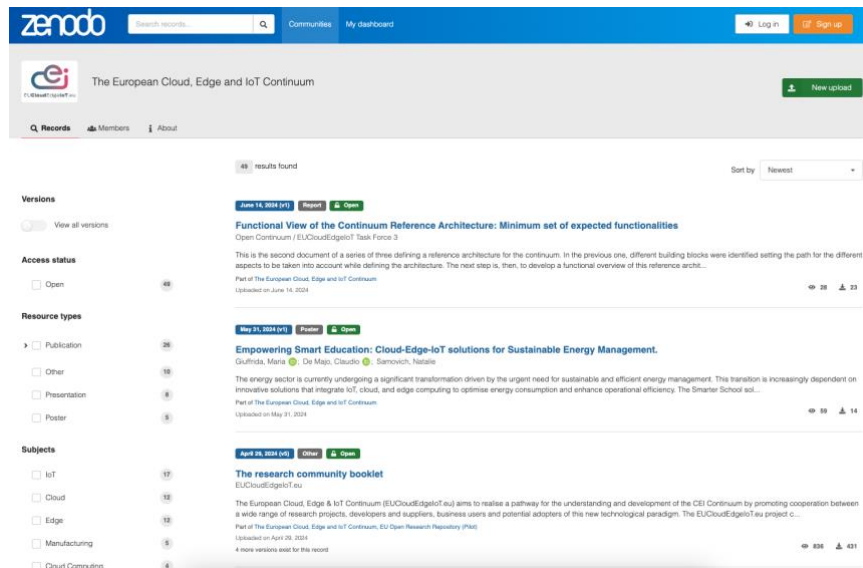
Figure 16: EuCEI Open Access repository on Zenodo

4.7   Promo materials

NexusForum.EU will produce a variety of dedicated promotional materials presenting the initiative and its achievements, e.g., slide-based presentations, multimedia content, videos, flyers/brochures, posters, roll-ups, and giveaways. All materials will be developed in alignment with the planning for presentations and events and adapted in relation to specific target groups and types of events. All promotional materials will follow the visual identity of the initiative so that the message is congruent.

Currently NexusForum.EU is designing several promotional materials to be used at the NexusForum Summit 2024, on 19-20 September in Brussels. These will be flyers, brochures with new activities and scope of the project, new support activities for the community etc.

4.8   Other tools

To support the achievement of NexusForum.EU's impact creation goals, in order to foster the consolidation of the EuCEI initiative, the consortium put in place several tools including **Prowly** (media database), **Meltwater** (for media monitoring), **Hootsuite** (for social media management), **Tito** (GDPR compliant, EU-based event management platform), and **MailerLite** (GDPR compliant, EU-based newsletter tool), and a premium quality hosting infrastructure for the project website.

5   EuCEI Communication Task Force

One of the most important activities of the EuCEI initiative are the task forces. There are in total of 6 task forces, which are: Strategic Liaisons, Open Source Engagement, Architecture, Ecosystem Engagement, Market and Sector and Communication.

Each of these task forces are managed and run by the consortium partners, either of UnlockCEI or of OpenContinuum. The Task Force 6, on Communication is the only task force that works collaboratively between UnlockCEI and OpenContinuum. And this is the only task force that unites the entire EuCEI ecosystem.

The task force 6 was launched in **February 2023**, during the launch webinar 86 participants joined coming from the MetaOS, swarm, cognitive cloud, OpenSource, cloud, IoT and Edge computing projects.

The below Figure 17 shows the entire EuCEI community, including the newly funded cognitive computing continuum projects, e.g, CoGNETs, Swarmchestrate, Enact etc.

There are also projects that have joined the EuCEI community which are not directly supported by the EuCEI initiative, eg, TEADAL, TRUSTEE, EMERALDS, MobiSpaces etc. This interest of projects to join the community despite not answering to the same call of the CSA clearly means the importance of this community and the fora of activities and events being offered in the community.

The communication task force meets monthly where communication and dissemination leads of the projects are joining to learn what is happening in the community, what events are coming up, as well as to promote their own events and outputs. The hosts of this task force are each coming from UnlockCEI, OpenContinuum and NexusForum.EU. There is an opportunity to each project to contribute to the EuCEI news digest, add events to the EuCEI website, news items from the community, technical outputs, white papers etc, are welcomed.

In order to facilitate the communication activities, there are 2 mailing lists that are formed:

- Taskforce6@eucloudedgeiot.eu – this mailing list has currently **137 subscribers** and it comprises of communication and dissemination managers of the projects that are participating in the community.

- Community-projects@eucloudedgeiot.eu – this mailing list has currently **257 subscribers** and it comprises of communication and dissemination managers of the projects as well as technical representatives of the projects who are at times participating in other task forces as well.

The communication task force not only gives the projects (of the community) a platform to share their activities, events and results, but also vice versa, ie, the EuCEI initiative getting the direction of European cloud, edge, iot research and innovation.

The NexusForum.EU project is fully integrated and onboarded on to the activities and management of the communication task force and the activities of this task force will continue even after the conclusion of the 2 founding CSAs, UnlockCEI and OpenContinuum.
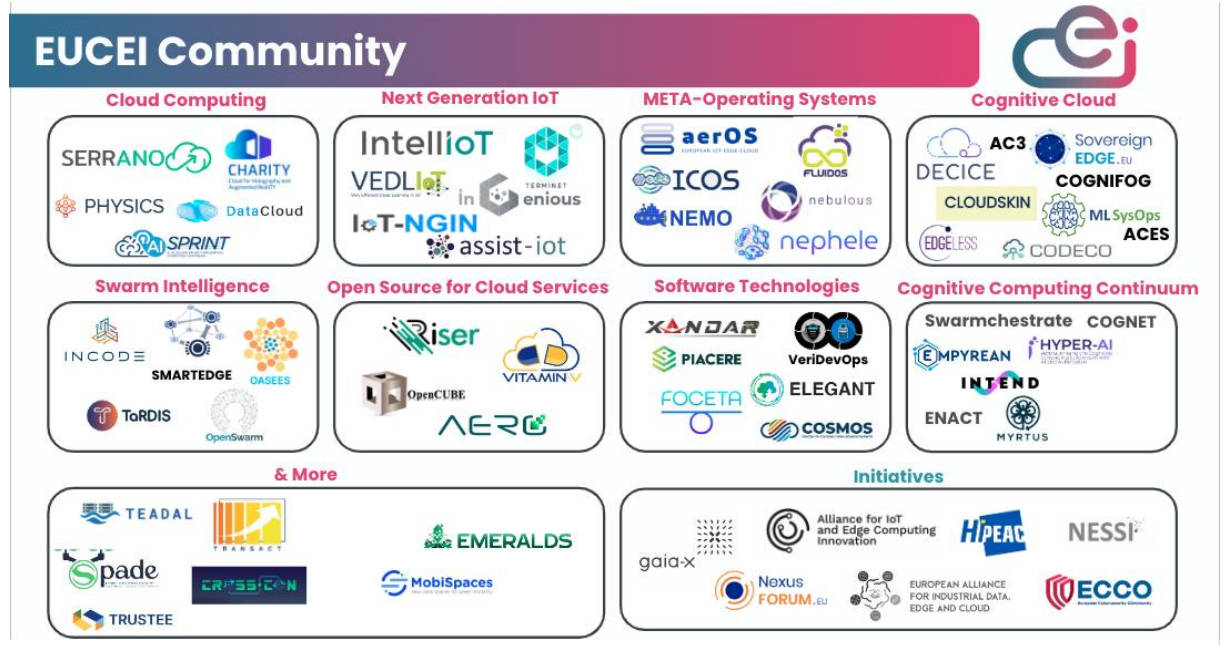
Figure 17: EuCEI Task Force 6 community

6 Events Organisation and Participation

Under Task 5.3, led by F6S with contributions from all partners, the project has actively engaged in organising and participating in a variety of events aimed at fostering collaboration, knowledge exchange, communication and dissemination of project outcomes and activities. Besides organising its own major annual event (i.e. the NexusForum Summit) the project will be seeking synergies with external events, international initiatives, and other EU-funded projects, particularly within the EUCloudEdgeIoT domain, the IPCEI-CIS and the *European Alliance for Industrial Data, Edge and Cloud*, in order to maximise its outreach and impact. Participation in conferences, industry fairs, exhibitions, and major EU events by partners has been encouraged to bolster engagement among projects and partners. Additionally, scientific and policy events in Japan and South Korea will be coordinated to expand the project's international reach.

6.1 NexusForum Summit

The NexusForum Summit series is a cornerstone event for the project, designed to bring together experts, policymakers, industry leaders, and stakeholders to address challenges and opportunities related to the Cognitive Computing Continuum. These annual summits provide a platform for high-level dialogue, knowledge sharing, and the development of strategic partnerships. The standard location for the NexusForum Summit will be Brussels.

6.1.1 NexusForum2023 Summit

The **NexusForum2023**[1] (Figure 18) was held on October 5-6, 2023, in Brussels, and although the event took place before the project's official start, it was a crucial step for advancing the NexusForum project's objectives. Organised and fully financed by OpenNebula Systems, this first pre-CSA event coincided with the Spanish Presidency of the Council of the EU and featured several high-ranking representatives from the Spanish Government as Keynote Speakers. It served as a precursor to the subsequent EU-funded annual NexusForum Summits planned for 2024 and 2025.

Figure 18: Glimpse of the NexusForum2023 Summit

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[1] https://opennebula.io/innovation/nexusforum2023/

Project funded by

Co-funded by
the European Union

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI

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The event brought together a diverse array of around 100 participants, including industry leaders, policymakers, researchers, public officials, and members of the IPCEI-CIS and the *European Alliance for Industrial Data, Edge, and Cloud*.

The event's agenda was robust, featuring a series of expert-led workshops, keynote presentations, and panel discussions. These sessions provided deep dives into the integration of high-performance computing (HPC), cloud, and IoT technologies. They addressed both the opportunities and the challenges inherent in these rapidly evolving fields. By highlighting technological synergies and strategic priorities, the forum emphasized the importance of collaborative efforts in achieving the project's goals.

Keynote presentations at the NexusForum2023 Summit covered a wide range of topics relevant to the future of cognitive computing. Panel discussions facilitated lively debates and the exchange of innovative ideas, fostering a spirit of collaboration among attendees. Workshops provided hands-on opportunities for participants to engage with new technologies and methodologies, enhancing their understanding and skills. It also hosted a parallel private session for IPCEI-CIS Direct Participants, their first F2F meeting since the IPCEI-CIS match-making event in Ljubljana (Slovenia) in early October 2021.

Additionally, the forum served as a platform for strategic discussions about Europe's digital sovereignty and the need for coordinated efforts across different sectors. The interactions and partnerships formed during this event are expected to have a lasting impact on the European computing ecosystem, driving forward both research and industrial applications.

The NexusForum2023 Summit played an important role in strengthening the network of stakeholders within the Cognitive Computing Continuum, in spreading the word about the upcoming CSA, and in setting the stage for future editions of the event.

6.1.2 NexusForum2024 Summit

The NexusForum.EU project will organise two annual summits in 2024 and 2025, designed to foster collaboration, knowledge exchange, and engagement within the European computing community. The **NexusForum2024 Summit** will be held in Brussels, Belgium, on **September 19 and 20**, at AREA42. These summits will be conducted in a hybrid format (we are in discussion with the venue if this can be provided in a feasible cost), combining in-person and virtual participation to maximise accessibility and reach. A key feature of these events will be a dedicated track focused on diversity, equity, and inclusivity, ensuring broad participation and representation from various sectors and communities, emphasizing the importance of inclusive practices in advancing technological innovation.

To promote inclusivity and equal opportunities, the NexusForum project will offer a number of diversity and student scholarships. These scholarships will support individuals from underrepresented communities by covering their travel expenses to attend the annual summits. The consortium is discussing how to make this offer available for the upcoming NexusForum2024 Summit . This initiative is crucial for ensuring that diverse voices and perspectives are included in discussions and decision-making processes within the Cognitive Computing Continuum. The project aims to lower financial barriers, in order to foster a more inclusive environment where all participants can contribute to and benefit from the advancements in this field.

The sustainability of the NexusForum.EU project's events will be supported by a well-defined corporate sponsorship programme. This programme will align with the IPCEI-CIS Communication and Dissemination Plan, ensuring strategic coherence and long-term viability. The sponsorship programme will seek partnerships with industry leaders and organisations that share the project's vision of advancing the European cloud-edge-IoT ecosystem. These

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sponsors are expected to provide essential financial backing and resources, enabling the project to maintain high-quality events and activities.

Furthermore, each annual NexusForum Summit should be supported by at least one EU private sponsor, providing crucial financial support to ensure the continuity and success of these events. Private sponsors will play a vital role in underpinning the logistical and operational aspects of the summits, from venue arrangements to technological infrastructure. It is envisaged for their involvement not only to provide financial stability but also reinforce the project's credibility and reach within the industry.

6.2   Events in Japan and South Korea

As part of the NexusForum.EU project's international outreach, significant efforts will be made to engage with stakeholders in Japan and South Korea. To achieve the KPIs related to international engagement, the NexusForum project will organise at least one scientific and policy event in Japan. Additionally, an Executive Summary of each roadmap version will be published in Japanese to enhance accessibility and engagement with local stakeholders. Similarly, in South Korea, the project will host at least one scientific and policy event, accompanied by an Executive Summary published in Korean. These initiatives aim to establish strategic partnerships and align with local initiatives, expanding the project's impact and fostering international collaboration.

In Japan, a scientific and policy event is planned to connect with local research and technology organisations. This event will most likely be co-located with the Japan IT Week, facilitating discussions on technological advancements and policy frameworks. Key participants will include representatives from the Japanese government/academia, research institutions, and industry leaders. The event will provide a platform for sharing the project's roadmap and soliciting feedback from Japanese experts, ensuring that the initiatives align with local priorities and technological trends.

Similarly, in South Korea, a scientific and policy event is scheduled to engage with Korean research and technology organisations. This event will focus on identifying opportunities for strategic alignment with South Korea's initiatives in cloud computing and IoT. The discussions will cover a range of topics, including technological synergies, policy recommendations, and potential areas for collaboration. The event is expected to be attended by key stakeholders from South Korean academia, industry, and government, fostering a collaborative environment for exploring joint research and innovation opportunities.

These events in Japan and South Korea are crucial for expanding the project's impact beyond Europe, ensuring that the NexusForum.EU project benefits from international perspectives and expertise. They also aim to build a global network of stakeholders committed to advancing the Cognitive Computing Continuum. Through these engagements, the project seeks to maximise its impact, gather valuable insights, and establish long-lasting international partnerships.

6.3   External Events Participation

It is envisaged for the project to have a presence in at least 15 external conferences and 5 exhibition booths in relevant open-source or industry/tech events.

Already before the official start of the project in January 2024, this new CSA was presented by OpenNebula Systems on December 14, 2023, at the 3rd General Assembly of the *European Alliance for Industrial Data, Edge and Cloud*. Also, the **OpenNebulaCon2024** (25-27 June) also hosted a specific session devoted to presenting the NexusForum.EU to the open source and innovation ecosystem around OpenNebula.

Figure 19: Presenting the NexusForum.EU project to the EU Cloud Alliance in Brussels [L] and to the OpenNebula Community at the OpenNebulaCon2024 [R].

Another significant event attended by NexusForum partners was the **EUCloudEdgeIoT Conference**, which focused on exploring synergies and collaborative opportunities within the EUCloudEdgeIoT initiative. Researchers, industry experts, and EU project partners participated in this conference, engaging in keynote speeches, panel discussions, and networking sessions aimed at fostering project and partner engagement.

The **EUCEI's Open Continuum Final Conference**[2], scheduled for June 18, 2024, in Brussels, was a relevant event for NexusForum. It served as a showcase for the achievements of the EUCloudEdgeIoT community, presenting the latest advancements and outcomes of the Open Continuum CSA. The conference featured insightful panel discussions, presentations, an exhibition, and an awards ceremony, highlighting innovative contributions to the field. Crucially, this event included the formal handover to NexusForum, ensuring a seamless transition and continued momentum for future developments in the cloud-edge-IoT ecosystem. This handover was essential for the NexusForum project as it positioned the project to build on the established foundation, fostering ongoing innovation and collaboration within the Cognitive Computing Continuum. The event highlighted the importance of maintaining a vibrant, collaborative network to drive forward the project's goals and enhance its impact on the European cognitive computing ecosystem.

6.4   Workshops and webinars to engage stakeholders

To further engage stakeholders and disseminate project findings, the project will organise a series of **workshops and webinars.** These events are designed to provide in-depth knowledge, facilitate discussions, and gather feedback from a diverse group of participants. Three scientific workshops will be organised to facilitate knowledge exchange and collaboration among researchers and industry experts

One of the key workshops to organise will be with the topic on "Cognitive Computing Innovation", which will focus on new developments and applications in the field of Cognitive Computing. It is aimed for this workshop to bring together researchers and industry experts to discuss innovative approaches and collaborative projects. Another significant workshop to be organised is the "Cloud-Edge-IoT Integration" workshop, which will aim to explore the integration challenges and solutions within the cloud-edge-IoT ecosystem, and it is envisaged to feature technical sessions, case studies, and interactive discussions with industry stakeholders, researchers, and other EU project partners.

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[2] https://eucloudedgeiot.eu/event/euceis-open-continuum-final-conference-registration-now-open/

Three technical workshops will be organised in industry events to provide in-depth knowledge and facilitate discussions on the project's technological advancements and applications.

In addition to workshops, the project will organise several webinars to engage a broader audience. The "Advances in Cognitive Computing" webinar will provide insights into the latest advancements in Cognitive Computing. Expert speakers are to deliver in-depth presentations, followed by interactive Q&A sessions. Another notable webinar that is being planned is related to "EUCloudEdgeIoT Collaboration Opportunities," which will highlight potential synergies and partnerships within the EUCloudEdgeIoT initiative, featuring panel discussions, case studies, and networking opportunities. Each of the project's research–industry Working Groups will organise one annual, public webinar. These webinars will serve as platforms for sharing progress, insights, and fostering engagement with a broader audience.

7   Community Forum Platform

In order to build the community with the various stakeholders taking part in the NexusForum Working Groups described in D4.1, the project will set up a Community Forum platform. This collaborative platform will be based on **Whaller**[3], which will help ensure smooth cooperation, communication and facilitation of stakeholder engagement with the CSA.

Figure 20: Whaller logo

Whaller is a fully European platform, meeting all the requirements to make the building of such a community in line with the project's overall objective to promote European digital sovereignty. Whaller is indeed a French platform offering secure and collaborative communication services, allowing the NexusForum Community Forum to be neat and clear, while ensuring cooperative interaction between all members, or else, between all the users who are part of the collaborative tool. Whaller

The election of Whaller also facilitates the smooth transition between Workspaces and Spheres of those members of the IPCEI-CIS and the *European Alliance for Industrial Data, Edge and Cloud* that join the NexusForum WGs, given that all three key EU initiatives share the same technological SaaS platform for their internal collaborative infrastructure.

In practical terms, the consortium and the Working Group's members will have a digital presence on the NexusForum.EU Community Forum, and also by default on the global sphere related to the next annual summit, called NexusForum2024, allowing them to interact, share relevant updates, and coordinate meeting before, during, and after the event.
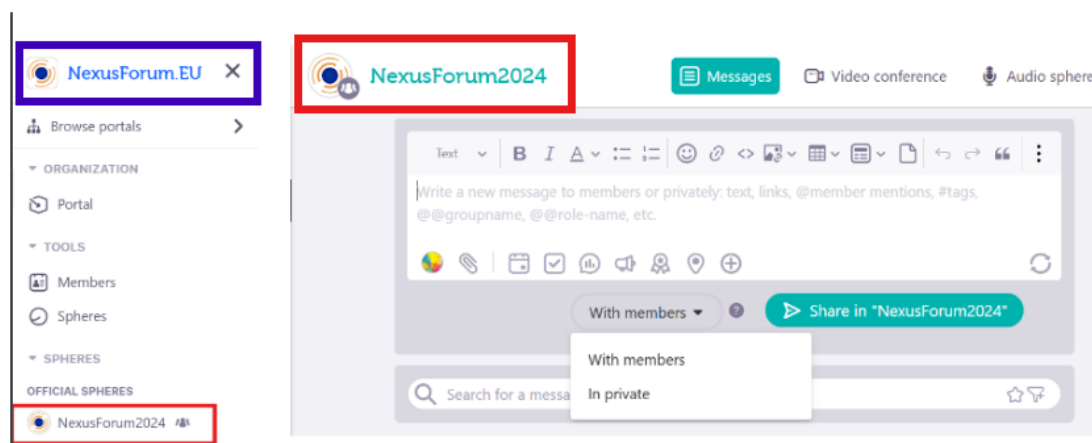
Figure 21: NexusForum.EU Community Platform

Once invited to join the project's Community Forum, members will have the option to regulate their profile within the portal and sphere, according to their preferred set up, deciding, for example, whether to showcase their personal email address or hide it. This tool includes useful communication and coordination options such as showcasing events in a calendar, creating and managing surveys, launching live webinars and videoconferences, sharing articles with relevant keywords, assigning tasks, as well as sending private messages to one specific Sphere member and public messages to the public interface of the portal. Moreover, users can assume roles within the portal, meaning the structure of the Working Groups and the role of its members within them will be made visible and clear. Users will be able to search for other users within the NexusForum Community Forum and the specific NexusForum2024 Sphere, to communicate with them and engage in discussions, and when organising a webinar or video

conference with external participants, visitors are allowed to momentarily join in, without having access to all the content of the portal, nor the information about who the members of the Sphere are.

It is through the application of such methodology, that the members of the NexusForum WGs will virtually engage in coordination activities, allowing them to interact with a variety of scopes such as creating a common pool of information and knowledge sharing in the area of data, edge and cloud, as well as being updated on the latest news, and EU regulation in the same field and being aware about the NexusForum2024 summit as well as a multitude of policy and research related events in Europe, Japan and South Korea.

8   Monitoring and Evaluation

The project has defined a comprehensive set of communication and dissemination KPIs (see Table 1) and milestones (see Table 2) to monitor the progress achieved across online and offline outreach and impact creation channels.

8.1   KPIs for Communication and Dissemination Activities

Table 1: NexusForum.EU communication and dissemination KPIs

Measures	Indicators	Target
Flyers Posters/Rollups	No. of Flyers No. of Posters/Rollups	>4 >4
Website	Unique visitors	>2500/year
Social Media	Twitter new followers LinkedIn new followers	>500/year >200/year
Monthly Newsletter	No. of subscribers	>800
Videos	Videos published on the YouTube channel and number of views	20 videos, 200 views /video
Community Forum	Average number of participants	> 500
Participation in events & presentations	Participation in external events to present the project.	> 15 events
Webinars (at least 1 per WG/yr)	Average number of participants	> 30 attendees
Publications	Research papers (OA) Special Issue (OA) Executive summaries (in Japanese or Korean)	At least 3 At least 1 At least 6

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8.2   Milestones and Deliverables

Table 2: Communication and dissemination related milestones

Name	Leader	Due
D5.1 Communication & Dissemination Plan & Report - a	Martel	M6, current document
D5.2 Exploitation & Sustainability Plan - a	Martel (agreed to be transferred to OpenNebula)	M18 (draft in M6)
D5.3 Communication & Dissemination Plan & Report - b	Martel	M18
D5.4 Exploitation & Sustainability Plan - b	Martel (agreed to be transferred to OpenNebula)	M30
D5.5 Communication & Dissemination Plan & Report - c	Martel	M30

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9   Conclusions

The "Communication and Dissemination Plan and Report" for the NexusForum.EU project lays a robust foundation for effectively sharing the advancements and insights generated throughout the course of the project. As the NexusForum.EU project moves forward, it will continue to build on the established communication foundations with an emphasis on sustainability and long-term impact.

The next steps are to turn the described plan into tangible activities by guaranteeing that all required tools, routes of communication, and engagement initiatives are appropriately arranged. The implementation strategy will prioritise reaching significant milestones and tracking advancement to ensure that our efforts are producing the intended outcomes.

In conclusion, our engagement strategy aims to establish a strong foundation for incorporating stakeholders at all stages. By means of tailored exchanges, focused communication, and ongoing update and refinement, the goal is to establish solid connections that will bolster the project's accomplishments and guarantee the best possible distribution of its results.

Appendix A

BRAND GUIDELINES

Version 1.0 | March 2024

LOGO

Main version of the NexusForum.EU logo with some basic recommendations.

Main version

Clear zone

Icon version (for social media outlets)

Minimum size

10 mm

2

LOGO VARIATIONS

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

Horizontal version

Grey shades versions

Negative version

CORPORATE COLOURS

A main palette of three colours based on the logo colour scheme plus two complementary grey ones, complete the full NexusForum.EU colour palette.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments. To change colours (icons or additional text), editors will find the corporate color palette in the templates.
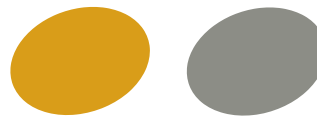
Palette of corporate colors

C98 M58 Y38 K26
R20 G798 B106
HEX #2e8aa5

C24 M94 Y42 K18
R169 G39 B83
HEX #a92753

Palette of decondary colors

C14 M40 Y96 K3
R218 G157 B25
HEX #da9d19

C28 M20 Y28 K38
R140 G141 B134
HEX #8c8d86

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FONT TYPES

NexusForum.EU's brand uses the open source fonts "Polly Rounded" for headings and "Montserrat" for the body copy.

This applies to any web application as well as all promotional material.

For presentations and deliverables, the system font "Calibri" (only Regular and Bold versions) should be used instead to avoid missing font issues, as those documents are likely to be mainly edited outside design departments.

Headings (to be used on the website and all promotional material)

Polly Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnop–qrstuvwxyz 1234567890

Body copy (to be used on the website and all promotional material)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Alternative Body copy and headings (to be used for presentations and deliverables)

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

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EC ACKNOWLEDGEMENT

All the EC/SERI funded projects should clearly show the acknowledgement to the EC and SERI funding, side by side, in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show - and their required arrangment - in different contexts.

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CONTACTS

For any questions regarding the NexusForum.EU graphic assets and the uses you would like to make of them, do not hesitate to contact Miguel Alarcón at Martel Innovate: miguel.alarcon@martel-innovate.com

All NexusForum.EU graphic assets, including this brand guidelines and the fonts, can be downloaded on the repository of the project.

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