Innovative Algorithms for Applications on European Exascale Supercomputer

D4.1 – Initial Communication and Dissemination Strategy

WP4: Communication and Dissemination, Outreach Approach

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Executive Summary

This document describes the initial strategy for the dissemination, communication and outreach approach of the Inno4scale project. It is part of Work Package 4 – Communication, dissemination and outreach approach, which is concerned with identifying and attracting innovative ideas by ensuring the call for proposals is accompanied by suitable communication measures on the one hand. On the other hand, Work Package 4 supports the achievement of the described objective by communicating and disseminating the project and its results.

This document provides a strategy which will be constantly updated on the basis of the project progress. As the project just started, the progress on the activities of this Work Package, as well as any updates to the communication and dissemination strategy, will be described in deliverable D4.3 at the end of the project.

List of Abbreviations

BSC   Barcelona Supercomputing Center

HPC   High Performance Computers

IPR   Intellectual Property right

KPI   Key Performance Indicator

M   Project Month

MS   Milestone

USTUTT   University of Stuttgart

WP   Work Package

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1. Introduction

The Inno4scale project will enable the development of novel algorithms for future European Exascale supercomputers. The results of the *Innovation Studies,* which take place in the course of the project following an open call, constitute the *Proofs of Concept* that will either solve currently non-tractable challenges or substantially improve solutions for existing use cases. The *Innovation Studies* are aiming at solutions to computational problems in an Exascale context and will offer the potential to improve efficiency on European HPC systems and reduce time-to-solution for common use cases across different scientific domains. Not only science but also industry as well as the public sector will benefit from this improvement of European HPC systems.

The purpose of WP4 is to communicate and disseminate the project itself, establish it as a brand, and to disseminate its results (*Proofs of Concept*) on the one hand. On the other hand, Innovation Studies have to be carried out and accomplished by researchers who are to be attracted by the *Open Call.* Therefore, WP4 has to ensure suitable communication measures to find the best possible applicants for the Innovation Studies.

WP4 will support the achievement of the project's purpose by fulfilling the following tasks:

- Task 4.1: Communication and Dissemination

This task includes creating, implementing and optimizing the communication and dissemination strategy. The leader of this task is the University of Stuttgart (USTUTT). This task will run from M1 to M21.

- Task 4.2: Call Support

This task is dedicated to the communication campaign for the dissemination of the Open Call. The leader of the task is SCAPOS. This task will run from M1 to M2.

- Task 4.3: Assistance with IPR

This task will assist the Innovation Studies with taking appropriate measures in terms of IPR. The leader of the task is USTUTT. This task starts in M14 and lasts until the end of the project in M21.

The first section of this document addresses the goals that have to be accomplished through communication, dissemination and outreach within the project. It is concerned with the matter of the Open Call, target groups that are to be reached, the project's milestones, and KPIs. The second section encompasses the branding of the Inno4scale project. Thus, the corporate design, the templates, the website and the social media channels are touched upon. The last section deals with the activities to be done to achieve successful communication and outreach outside the project. It includes Promotion of the Open Call, social media, website, press releases, direct networking, IPR, the Proofs of Concept, the blog, the final event as well as publications.

2. Communication, Dissemination and Outreach

In order to achieve the maximum amount of awareness through communication, dissemination, and outreach, a strategy defined by WP4 has to be followed to achieve the following goals:

- communicating and disseminating the project and its results (Proofs of Concept)
- ensuring the call for proposals is accompanied by suitable communication measures to find the best possible applicants
- assisting the Innovation Studies with IPR

2.1. The Open Call

Innovation studies are to be seen as the core of the project, which lead to the accomplishment of the project goals to fully exploit and benefit from European Exascale resources. Therefore, the project will design and implement a *Call for Proposals*. The most promising ideas on novel algorithms for applications will be chosen through a competitive process managed by the project partner SCAPOS. In the course of this, proposals received will be evaluated by external experts based on their potential to make an impact on the *Innovation Studies*.

WP4 includes the implementation of suitable communication measures to reach the best possible applicants for taking part in the *Innovation Studies*.

2.2.   Target Groups

Clearly defined target groups are important for a successful communication, dissemination, and outreach strategy to develop suitable communication mechanisms. Task 4.1 defines the following stakeholders as the main target groups of the project:

- all stakeholders
- potential candidates
- innovation studies.

These target groups are subsets of each other starting from the Innovation Studies which result from potential candidates and eventually all stakeholders including all target groups related to the project.

Table 1: Target Groups

Target Group	Characteristics and Needs	Strategies and Activities
All stakeholders This target group represents the large group of individuals and entities that are related to the topic or the project in some way. This target group is to be considered as the broader public, public administration, science, and industry.	The outcomes of the project itself benefit the broader public, public administration, science, and industry by offering new possibilities concerning Exascale computers.	The outcomes of the research accomplished by the Innovation Studies (Proofs of Concept) are to be offered to the broader public by WP4 firstly via the website of the project and then through social media.
Potential candidates In terms of the Open Call reaching out to the widest possible number of target research groups it is important to advance the Innovation Studies. This target group comprises interested researchers who could benefit from the Inno4scale Open Call for innovation studies. Therefore, potential candidates are individuals well versed in applied mathematics,	On the one hand potential candidates are highly drawn to HPC and do have existing skills and knowledge on this topic. They are valuable not only for Inno4scale but also for further projects and therefore offer opportunities for the future. On the other hand research communities and individuals that normally would not participate in an initiative like Inno4scale are considered as a	To recruit the small research team for the Innovation Studies, an Open Call will be carried out by WP 2. The Open Call will be promoted by WP4 via the website of the project and the social media channels, as well as through the network of CASTIEL 2/EuroCC 2 and PRACE. There will be a dedicated communication campaign trying to reach as many high-level researchers with potential interest in participating in Inno4scale as possible.

theoretical physics and computer science.	part of the target group of potential candidates. Potential candidates for Innovation Studies have to be recruited by the communication strategy accomplished by WP4 and selected with the help of experts chosen by WP 2.	Stakeholder groups that represent applied mathematics, theoretical physics and computer science will be targeted with the communication strategy. This strategy benefits finding researchers qualified as potential candidates.
Researchers participating in the Innovation Studies This target group is formed by small teams of researchers developing computing algorithms. The research teams consist of applied mathematicians, theoretical physicists, and computational scientists.	The Innovation Studies are providing codes, first use cases and inspiration for further research. The knowledge of the researchers participating in the Innovation Studies will be the basis for the exploitation of the systems. During the proceeding of the Innovation Studies the information flow concerning the research progress has to be managed by WP4. The innovation studies will provide results targeting new algorithms and develop Proofs of Concept for these which will be promoted by WP4.	Task 4.1 will work together with the Innovation Studies' representatives. Internal communication is required to provide the contacts from the Innovation Studies with information necessary for completing successful research. On the other hand, results and important occasions related to the Innovation Studies (Proofs of Concept) have to be communicated and disseminated to the broader public by WP4. WP4 is also responsible for the IPR related to the Innovation Studies.

2.3. Milestones

Milestones have to be completed over the duration of the project for tracking its successful implementation of measures. Three of seven milestones in total affect WP4. These are listed in Table 2 below.

Table 2: Milestones

Milestone number	Milestone name	Due month	Means of verification
MS 1	Kick-Off meeting (KoM)	M1	Project start, project activities planning clearly defined
MS 6	Project Website	M4	Website online

MS 7	Proofs of Concept online	M16	Proofs of Concept on Website

MS1 is the kick-off meeting to start the project where all the WPs have to be involved and activities concerning the project are defined and planned. The kick-off meeting took place online on July 12th 2023. MS6 and MS7 both refer to the website, which will be further described later in this document (chapter 4.3). Also, the strategy of the publication of the Proofs of Concept will be part of the following chapter.

2.4. KPIs

The impact of the communication, dissemination, and outreach activities for the Inno4scale project will be measured by Key Performance Indicators (KPIs) and monitored by WP4. In this way, the progress of communication and dissemination activities can be tracked and evaluated. The following communication KPIs (see Table 3) have been defined for Inno4scale:

Table 3: KPIs

Activities	KPIs & Target Values
Proofs of Concept/ Success Stories	#stories: min 80% of #of Innovation Studies
Twitter Channel	Total #Followers: 300 #Tweets: weekly
LinkedIn Channel	Total #Followers: 200 #Posts: weekly
Communication Campaign for Calls (ads, sponsored posts etc.)	#campaigns: 1
Network Leverage	#of entities (e.g. university/institute) contacted: 100
Website	#visitors: 7.000 p.a.
Events	#participation in events: 1
Press	#Press releases: 2 #Press clippings: 6

Once the Innovation Studies have successfully been completed, „Success stories" will be provided as *Proofs of Concept* in the sense of the Inno4scale project and disseminated by WP4.

The communication, dissemination and outreach activities presented and outlined in section 4 will lead to the achievement of the goals described in this section.

3. Branding

To create a supportive communication, dissemination, and outreach strategy for the project an appropriate branding strategy is important. It guarantees memorability as well as recognition value to all the stakeholders connected to the project but especially to the target groups.

3.1. Corporate Design

A uniform, strong corporate design is essential to establish a branding strategy and advance communication, dissemination, and outreach.[1] Creating a proper corporate design including key visuals is part of Task 4.1.

3.1.1. Color Scheme

Blue is considered to be the color that represents trust, wisdom, confidence, stability and intelligence.[2] All these attributes are desirable to be associated with Inno4scale. That is why blue has been chosen to be the main color of the project's color theme in terms of design.

Darker blue represents knowledge, power, integrity, and seriousness[3], which science and thus Inno4scale are all about, while lighter shades of blue create softness, tranquility and understanding, which can balance the effect of dark blue. Light blue and dark blue are therefore chosen to be the main colors of the corporate design for Inno4scale.

Hints of black will be part of the corporate design and will mainly be used for font. Black creates the impression of formality and authority[4] which underlines the projects respectability in the color theme as a whole.

For the key visuals, which will be touched upon in chapter 3.1.3, the main color chosen is white. In this matter, white shows the neatness of science especially in relation with the key elements shown in the key visual picture.
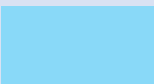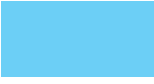
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[1] Weig, Isabell: Der Zusammenhang zwischen Corporate Design und Werbung. Frankfurt am Main: 2002.
[2] Supercolor: The Meaning of the Color Blue. Available by: https://www.supercolor.com/blog/the-meaning-of-the-color-blue/ (lastly accessed on the 26th of June 2023).
[3] Ibid.
[4] Color Meanings: Black Color Meaning: The Color Black Symbolizes Power and Sophistication. Available by: https://www.color-meanings.com/black-color-meaning-the-color-black/ (lastly accessed on the 26th of June 2023).

Table 4: Colors Corporate Design

Color Code			Manner of Use
rgb(22,76,76)	**#164c7e**		Heading background and footer on the website
rgb(0,32,96,255)	**#002060**		Darker text in the PPT template
rgb(137,217,217)	**#89d9f8**		Lighter text on the website
rgb(108,207,207)	**#6ccff6**		Link color on the website, footer text in the PPT template
rgb(0,0,0)	**#000000**		Main text color on the website and in the PPT template, icons on the website

3.1.2. Logo

The logo used for the project's corporate design is inspired by the structure of atoms which represents the depiction of science. All of the colors chosen for the corporate design are part of the logo's coloring. Blue is the dominant color, while black is mainly used for the font of the project's name. The logo unites the main components of the corporate design and therefore works well as a figurehead for the project.

Figure 1: Logo

The logo will be used in all communication material of the project, e.g.:

- the website
- social media
- all of the templates related to the project.

3.1.3. Key Visual

The key visual picture picks up the atoms as main components of the logo (chapter 3.1.2). The picture's clean design with mostly white coloring and light grey background gives the impression of professionality, positivity, trust, and openness. Conveying these impressions to the target group with the chosen picture is the goal of the key visual representing the project itself.

Figure 2: Key Visual Picture

The key visual picture is being used for the following functions:

- on the website as the header image on the landing page near the project description
- on Twitter as a banner while just a cutout of the picture is visible
- on LinkedIn as a banner where also just a cutout of the picture is visible

3.1.4. Fonts

Whenever writing texts for the project is required, *Overpass* is being used as the font. *Overpass* is an open source Google font.[5] Since this font does not include serifs or any other noticeably special features, it appears very clean and easy to read which does fit in the projects

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[5] Overpass - Google Fonts

corporate design as a whole. The only exception is the headings for the page titles on the website, where *Overpass Mono* is used. In comparison to normal *Overpass* font *Overpass Mono* includes serifs on some letters. Also, there is more space between the letters and the font seems wider in its overall appearance. Therefore, *Overpass Mono* looks more like a programming font in computer science. It was chosen to create an association with the projects subject area while being on the website. To highlight key terms in a written text *Overpass Italic* is being used.

Overpass

Figure 3: Overpass Font

Overpass Mono

Figure 4: Overpass Mono Font

3.2. Templates

Templates are used for presenting information related to the project in line with its branding. In the course of the project, the following templates will be provided:

- Power Point template
- Word template
- Template for Deliverables
- Brochure template
- Poster template

The Power Point template (see Figure 5, Figure 6 and Figure 7), the Word template (see Figure 8) and the template for deliverables have already been created by WP4 and distributed to the project consortium. For the layout of these templates, the corporate design has been followed. Design elements from the logo are picked up for the background in the Power Point template. The brochure and poster templates will be provided until M6.
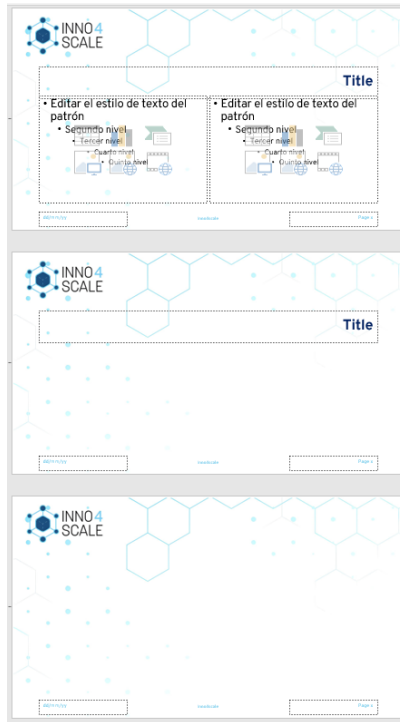
Figure 5: Power Point Template 1

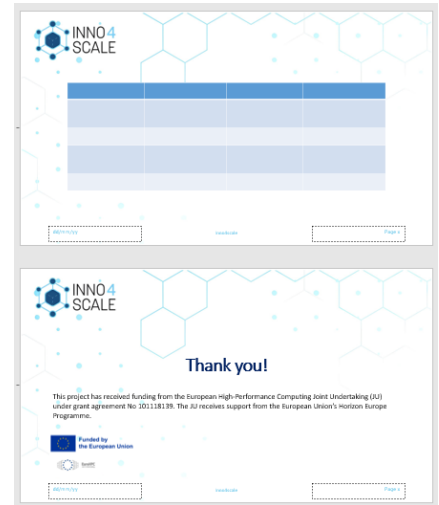*Figure 6: Power Point Template 2*
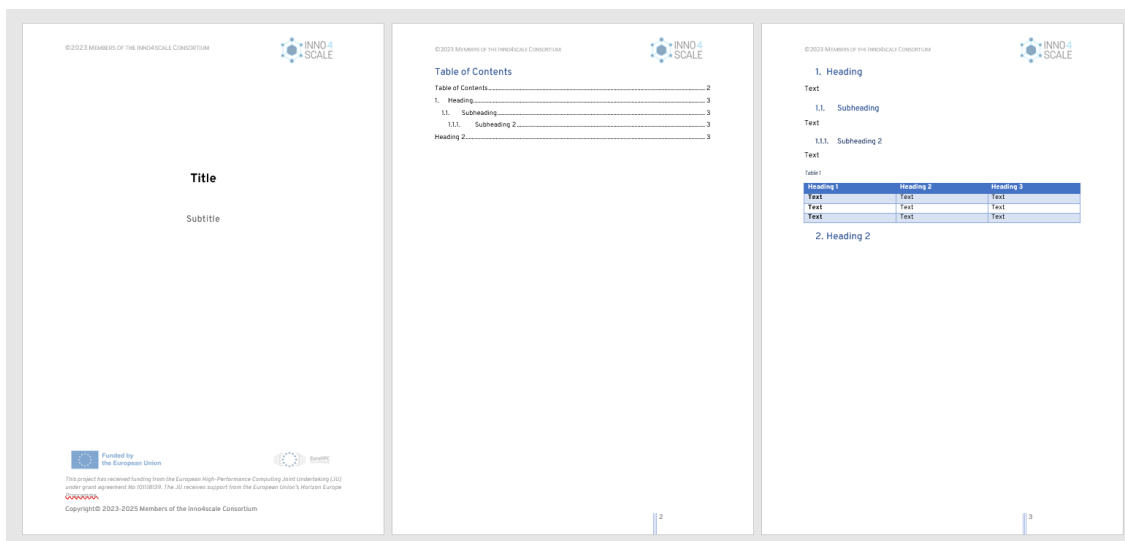

Figure 7: Power Point Template 3

Figure 8: Word Template

3.3.   Website

The purpose of this website will be described in section 4.3.3 of this document. The website's design follows the corporate design.

Since the project just started, not all pages on the website are in use yet. The pages "About the project", "Contact us" and the imprint are available while the other pages are still in the process of being made. They will continuously be updated.

Figure 9 and Figure 10 show the design of the pages and the example of the landing page and the imprint subpage. The whole design is accessible by visiting the projects website itself[6].

Figure 9: Website Example Page 1

Figure 10: Website Example Page 2

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[6] inno4scale (lastly accessed on July 3, 2023)

3.4. Social Media

For the purposes described in chapter 4.2 of this document each of the social media channels will include:

- a description of the project including the description of the Open Call's purpose
- a call to action to provide the application for the Open Call
- a link to the project website

The design of the social media channels follows the corporate design.

The design and the structure of the LinkedIn page for Inno4scale are shown in Figure 11 and Figure 12. Figure 13 shows the same for Twitter and Figure 14 for YouTube. The structure as well as the design as a whole can be gathered by visiting the corresponding pages for LinkedIn[7], Twitter[8] and YouTube.
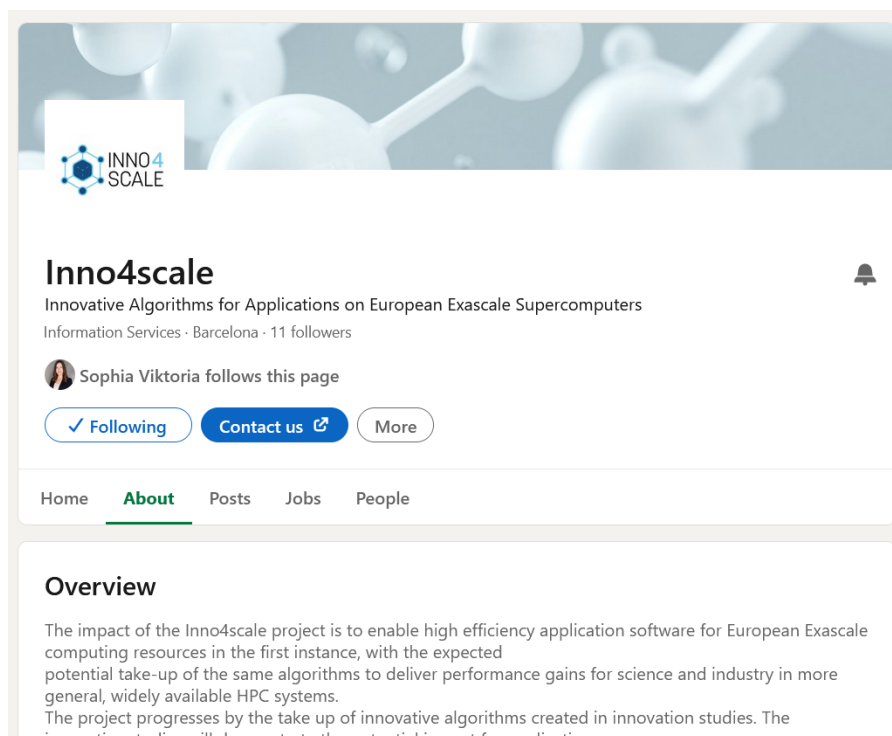

Figure 11: LinkedIn Page 1

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[7] https://www.linkedin.com/company/inno4scale/

[8] https://twitter.com/Inno4scale

Figure 12: LinkedIn Page 2

Figure 13: Twitter Page

Figure 14: YouTube Page

4. Communication, Dissemination and Outreach Activities

4.1. Promotion of the Open Call

USTUTT as leader of WP4 will take part in the dissemination and communication strategy of the Open Call by promoting the announcement on the project website, on social media, and via a press release.

The promotion of the Open Call will be supported by the CASTIEL 2/EuroCC 2 and PRACE networks. They undertake their own specific dissemination and communication measures and thereby ensure a wider reach of these results. It is part of Task 4.2, but will also be supported by Task 4.1., as it will be a major part of the overall communication and dissemination strategy. More detailed information on the Open Call and its promotion will follow in deliverable D4.2.

4.2. Social Media

Establishing information channels to share needed information and to support other tasks is a part of Task 4.1. This includes social media channels as well as a project website that will be touched upon in the following chapter.

In terms of communication, dissemination, and outreach for reaching the target group as widely as possible, social media channels will be established. Target group specific social media channels help to optimally reach target groups in their familiar space. However, the social media channels chosen have to be the right environment for the project to create a

professional and advantageous impression on the audience. This is necessary to make sure the communication and dissemination goals can be achieved in an efficient way. With this in mind, the social media channels chosen are:

- *LinkedIn*, which provides a professional surrounding for specific target groups[9] and
- *Twitter/short news medium*, which helps reach a wide audience for specific subjects[10]
- *YouTube*, for the purpose of the Open Calls promotion.

Social media channels will be used to present the project's own content but also paid content[11] for the purpose of promoting the Open Call. Especially for the promotion of the Open Call social media is an invaluable tool to reach out to the right target groups. In the last few years social media has had a big impact on dissemination and communication. Target groups can be reached efficiently with relevant content. Thus, a brand can be built successfully.[12] For this purpose the listed social media channels LinkedIn and Twitter will be used mainly to gain earned and shared engagement[13] as well as reach on social media.

4.2.1. LinkedIn

People looking for employment or open to work are likely to use LinkedIn which makes it a suitable platform to address researchers seeking a project and funding.[14]

LinkedIn provides an opportunity to integrate a call to action button on the company page. For the project's benefit it will be used to lead to the "Application for Innovation Studies" page on the website. In this manner the Open Call will be promoted. From the given options "Contact us" was chosen as the inscription on the call to action button on LinkedIn.

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[9] Urmi, A.: LinkedIn as a Professional Platform. Available by: https://www.linkedin.com/pulse/linkedin-professional-platform-urmi-akter (lastly accessed on the 23th of June 2023).

[10] Queiroz, Hilda: Using Twitter to Reach Specific Target Audiences. Available by: https://kleberandassociates.com/using-twitter-to-reach-specific-target-audiences/ (lastly accessed on the 23th of June 2023).

[11] Penttinen, Valeria & Ciuchita, Robert: The Opportunities and Challenges of Paid, Owned and Earned Media. In: Hanlon, Annmarie & Tuten, Tracy L. (Ed.). The SAGE Handbook of Social Media Marketing. California: 2022, p.247-262.

[12] Erdogmus, Irem Eren & Cicek, Mesut: The impact of Social Media Marketing on Brand Loyalty. Volume 58 (2012), p. 1353- 1360.

[13] Ibid.

[14] Urmi, A.: LinkedIn as a Professional Platform. Available by: https://www.linkedin.com/pulse/linkedin-professional-platform-urmi-akter (lastly accessed on the 23th of June 2023).

LinkedIn also allows companies to write an overview about the project which is quite long compared to Twitter. Therefore, the projects purpose along with the Open Call is explained properly, so that good insight into the project is given to the audience in order to attract the desired target group.

4.2.2. Twitter

As Twitter reaches a wide audience for specific subjects,[15] the widest group of people who are interested in computer science, algorithms, and European projects will be reached on Twitter. Especially by using important hashtags, the target group can find the project profile more easily while searching.[16] For the Inno4scale project these are #supercomputing #hpc #algorithm #exascale.

On Twitter the profile description may not be longer than two lines, so the project's purpose is short but inviting to the audience. This profile description functions as a call to action to apply for the Innovation Studies. The website is linked below the caption, so the target group is asked to visit it.

4.2.3. YouTube

A channel on YouTube will be set up to promote the Open Call. From M2 webinars held to inform and attract the target group of potential candidates for Innovation Studies will be uploaded to this channel. More information on the webinars and the structure of the project's YouTube channel will follow in deliverable 4.2.

4.3. Website

The project website aims to provide the target groups with comprehensive information about the project, its latest news, updates about important announcements, as well as upcoming events and information about the ongoing Innovation Studies in the later months of the project. Important announcements include the promotion of the Open Call and a possibility to apply for the Innovation Studies through the Open Call. Thus, the website will be used as a

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[15] Queiroz, Hilda: Using Twitter to Reach Specific Target Audiences. Available by: https://kleberandassociates.com/using-twitter-to-reach-specific-target-audiences/ (lastly accessed on the 23th of June 2023).
[16] Das, Rushali: 12 Ways to Use Twitter Hashtags for Amazing Growht in 2023. Available by: https://statusbrew.com/insights/twitter-hashtags/ (lastly accessed on the 3rd of July 2023).

hub for own content[17] made available to the public. Links to the website will be provided on the social media channels to attract the target group to visit the website and in terms of the Open Call to apply for Innovation studies.

There are 7 categories on the website's menu:

Table 5: Content Website

Name of the menu category	Function of the menu category
About the project	Introducing information about the project and its purpose, landing page
Partners	Presenting and describing the project partners for more information and transparency
Apply for Innovation Studies	Application for the Innovation Studies in the course of the Open Call, providing necessary information concerning the application as well as the Open Call, FAQ and a check-list for proposal's evaluators
Events	Information about the Final Event, the running Open Call and Innovation Studies when taking place
Blog	Providing updates about the latest news and important announcements, stories, communicating information resulting from the Innovation Studies in a more casual way
Contact us	Contact form for interested people to contact the person responsible for the website.

Legally required information is provided by the imprint located in the footer of the website.

The social media icons are included in the header. This should encourage website visitors to visit and follow the Inno4scale social media accounts.

The establishment of the project website is being held as MS 6 and is to be finished by M4. For the purpose of properly carrying out the project's communication, dissemination and outreach strategy by the beginning of the project in M1 an initial version of the project website is already online.

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[17] Ibid.

4.4.   Press Releases

A total of three press releases during the course of the project is defined as a KPI. One press release was already sent to representatives of European HPC/IT/Technology-focused press on early in July 2023. There is another press release planned to announce and promote the Open Call. at least six press clippings are required in total.

Table 6: Press Releases

	Content presented in the press release	Project month
Press release 1	Announcing the project start, telling about the project's purpose and goals	M1
Press release 2	Announcing the Open Call for proposals, bringing up and explaining the Innovation Studies and their purpose in the whole project as well as the functioning of the Open Call	M2
Press release 3	Announcing the end of the project, stating the results of the Innovation Studies, previewing further steps after the project	M21

The press releases are a tool of providing transparency about the project to the public, which is an essential part of science communication. They also create awareness about the project and can thus be seen as an opportunity for promotion of the project itself but also the Open Call to reach a wider part of the target group.

4.5.   Direct Networking

Direct networking will be used in terms of communication, dissemination and outreach to enhance the network leverage. Therefore, already existing contacts to entities, universities or institutes that were made through past projects will be used to reconnect for this project and build a larger network. These contacts will be contacted in the following ways[18]:

- through mail containing personalized and targeted content

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[18] Die Herausforderungen des Direktmarketings. Methoden und Beispiele. Available by: https://blog.waalaxy.com/de/direktmarketingdirektmarketing-beispielebe/ (lastly accessed on the 4th of July 2023)

- through the social media channels of the project by following and writing direct messages if necessary
- by calling available phone numbers

With the help of direct networking the target groups can be reached directly and a personal relation to the target group can be build and maintained prospectively.[19]

Regarding the Open Call the CASTIEL 2/EuroCC 2 and PRACE networks will exploit its broad network of HPC-interested organizations for the purpose of dissemination. They will reach out to the well-established research communities and a wide variety of national research groups that normally would not participate in development activities like the Inno4scale project. More detailed information on the communication, dissemination and outreach strategy in regard to the Open Call will follow in deliverable 4.2.

4.6. IPR

Task 4.3. supports the IPR management of the Innovation Studies. In this project IPR is relevant for the produced results of the Innovation Studies (Proofs of Concept). WP4 will assist the Innovation Studies with taking the appropriate measures in terms of IPR.

Intellectual property rights are especially important in science and have to be followed implicitly. They protect the ideas of research. Thus, IPRs stimulate the development and distribution of new concepts.[20]

IPR will be observed and monitored prospectively using spreadsheets as a tool for documenting processes. Elements that are relevant will be defined and the correct measures to meet the requirements of IPRs will be found. Since IPR comes on with regard to Innovation Studies at a later point of the project prospectively at M8, more detailed information on the strategy will follow in deliverable D4.3.

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[19] Direktmarketing – Alles Wissenswerte zur individualisierten Ansprache Ihrer (potenziellen) Kunden. Available by: https://www.marketinginstitut.biz/blog/direktmarketing/ (lastly accessed on the 4th of July 2023).
[20] Benefits of intellectual property rights. Discover the positive aspects of intellectual property rights. Available by: https://policy.trade.ec.europa.eu/enforcement-and-protection/protecting-eu-creations-inventions-and-designs/benefits-ipr_en (lastly accessed on the 4th of July 2023).

4.7.   Proofs of Concept

Proofs of Concept for Inno4scale will be sort of "Success Stories", as commonly known from similar projects[21], although they do not address small or medium sized enterprises but science in the first place.

According to MS7 the Proofs of Concept have to be published though the project website starting at M16. The Proofs of Concept will consist of project results on novel algorithms discovered through the Innovation Studies. Results will be:

- posted as news and announcements on the project website

- disseminated through social media as news and announcements

- a part of press release 3

- presented at the final dissemination event

4.8.   Blog

A blog will be part of the project website. It will disseminate important news from the Innovation Studies, once they start at a later point of the project. It is planned that articles about current events in the research concerning the project will be posted in the blog on the website. These include:

- the start of the Innovation Studies

- the work strategy of the research team

- new findings during the research process

- findings in science related to the research topic of Inno4scale

- research results of the Innovation Studies (Proofs of Concept)

The blog is meant to accompany the Innovation Studies. Thus, it will be active from the month they start onwards, when the Innovation Studies are planned to begin. Thus, more detailed information about the blog will follow in deliverable D4.3.

4.9.   Final Event

To finish the project, there will be a final dissemination event with the purpose of presenting the results of the Innovation studies and therefore presenting the success of the project itself

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[21] Golob, Martina: D5.1 Dissemination, Communication and Collaboration Plan. Project 951745. Slovenia: 2020.

to the target group of all stakeholders. Thus, transparency of the research undertaken in this project to the public will be assured.

The final event is planned to take place in M21, therefore more detailed information on the concrete implementation of this event will follow in deliverable D4.3.

4.10. Publications

Connected to the project's Innovation Studies there will be publications on novel algorithms for exascale computers. Since the project just started and no research results are available yet, there is no access to information about these publications so far. Thus, more detailed information on these publications will be reported in deliverable D4.3.

5. Conclusion

The communication, dissemination and outreach activities are supporting the general objective of the Inno4scale project, which is to develop novel algorithms for future European Exascale supercomputers and providing Proofs of Concept through research carried out in Innovation Studies. For science, public administration and industry a maximum of awareness of these new developments in computer science is created through the strategies and activities described in this document. The activities planned to fulfill this purpose of communication, dissemination and outreach are:

- a branding strategy including a corporate design, which is being followed on the social media channels, the website and the templates being provided to the project's purposes
- the promotion of the Open Call, which will be carried out by WP4 but supported by the CASTIEL 2/EuroCC 2 networks
- the establishment of the social media channels LinkedIn and Twitter, which will be used for the promotion of the Open Call and the project communication
- the establishment of a project website used for the same purpose as the social media channels and furthermore to provide an opportunity for the application for the Open Call proposals
- three press releases

- a direct networking strategy to enhance the network leverage

- assistance in IPR

- the dissemination of the project's results (Proofs of Concept) through the possibilities given by the website (blog, news) and social media channels (posts)

- publications at the end of the project about the research undertaken in the Innovation Studies and the respective results

- a final dissemination event at the end of the project

WP4 will coordinate the communication, dissemination and outreach activities addressing the target groups of the project in a broad geographical scope in Europe.

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