



## D6.2: Initial report on Dissemination and Communication actions

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		Hervé Ponce, SiPearl	
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## 1 Executive Summary

The RISER project aims to develop and validate open-source designs for standardised form-factor RISC-V system platforms suitable for supporting cloud services. With such an open strategy, it is vitally important to design and deploy an effective dissemination and communications plan to ensure that we remain relevant and meet the needs of our target audience. The main considerations will be to maximise the impact and increase the visibility of the project. We must also encourage collaboration and knowledge-sharing among researchers, stakeholders and potential users. Finally, we want to improve accountability and transparency by allowing stakeholders and the general public to see how public funds are spent and what the outcomes of the project are.

The Dissemination and Communication Strategy, Plan, and Material report outlines the key steps, methods, and materials that the RISER project will use to effectively communicate and disseminate its message to its target audience. We emphasise the importance of a well-planned and executed dissemination and communication strategy to ensure that the organization and applications message reaches its intended audience and achieves its desired impact.

The partners of the RISER project are the Foundation for Research and Technology – Hellas (FORTH), project coordinator, Barcelona Supercomputing Center, Cloud Sigma AG, SiPearl, Exapsys, Extoll and Semidynamics.



## 2 Introduction

The purpose of this deliverable is to present the dissemination strategy, communication strategy and the digital and physical materials created to support those activities.

This deliverable follows on from the initial plan described in document D6.1 and enables us to make an initial mid-term assessment of the achievements and actions taken and remaining.

We also refer to the RISER grant agreement (GA-101092993) and its appendices, and more specifically to the description of the action. This deliverable is an initial version in M18 on the activities of Dissemination and communication, which will be updated as a final version in M36.

### 2.1 Reference documents and methodology

- RISER Grant Agreement (GA-101092993) and its annexes, and specifically the Description of Action.
- D1.1: Quality Management Plan and Public Project Presentations (Submitted M3)
- D6.1: Dissemination and Communication Strategy Plan and Materials (Submitted M6)



### 3 Dissemination Actions

By following the strategy set out in the previous document D6.1 of the project, we will be able to report on the project's progress and the interactions we have had with other European projects.

The main objective was to promote the results of the project and gather feedback to help us meet the requirements of the market and the scientific community.

Between the work presented in D6.1 and this deliverable, we are providing the first elements of the response received and the various contributions made by all of the project partners.

In the remainder of this section, we will detail the dissemination objectives of the RISER project, such as the target audience, dissemination activities, roles and responsibilities.

#### 3.1 Dissemination objectives

The results of the Communication and Dissemination strategy, until M18, are in line with the main objectives related to Objective 4 in the Description of Work: To actively promote the widespread adoption and exploitation of the results and to raise awareness among target audiences of the hardware infrastructure deployed on the European Processor Initiative Project (EPI) hardware and of the entire software stack for services that will be brought to near-production level as part of the RISER project. This includes the unique selling points of the system design and deployment, the software stack, the project results, and lessons learned.

We also have open exchanges with other projects in the Cloud environment, such as OPENCUBE, VITAMIN-V and AERO projects.

All the exploitation, commercialization and standardization topics are reported in the deliverable D6.4.

The dissemination objectives can be summarized as follows:

- Communicating of key features, objectives, and results of the RISER project to a wide range of stakeholders.
- Liaise with the cloud industry, collaboration with EPI, standardization with MPI, RISC-V community, lobbying and special interest groups, and standardisation bodies.
- Promotion of European partnerships for open-source cloud service development, especially to establish good cooperation with OPENCUBE, VITAMIN-V, and AERO.

#### 3.2 Target Audience

The target audience includes academic researchers, industry R&D (SMEs and larger technology companies), Policy Makers and End-Users. The target groups were defined in the description of work and were updated in D6.1: Dissemination and Communication Strategy, Plan and Materials.

Communities	Target Groups (TG)
Cloud Technology providers	TG1: Cloud equipment manufacturers and OEMs TG2: Telecoms and Edge/Cloud providers/operators,
Application Developers	TG3: SMEs/ Midcaps in key Cloud/ Edge /IoT application areas and in important societal applications
Open-Source Code/ Open Data	TG4: Open-source cloud ecosystems TG5: Open hardware interfaces ecosystems
Scientific/Research	TG6: Academy/Researchers TG7: SDOs/Alliances/Initiatives, TG8: DIHs
Vertical End-Users	TG9: Stakeholders/Policy makers, Public agencies, European Commission, regulators
Standards	TG10: Targeting open standard interfaces (such as PCI-SIG, AMBA, CXL, NVMe) and cloud stacks
Wider Audience	TG11: Sustainable Cities/ECO/Green Initiatives TG12: Citizens/Lifelong learners' community

TABLE 1 - TARGET GROUPS

We also outlined the dissemination activities corresponding to each target group as displayed in the following table. We have been working with this plan since the beginning of the project and will continue to do so until project completion.

Target Groups (TG)	Dissemination Activities
Cloud Technology Communities (TG1, TG2, TG3)	Achieve consensus on RISER requirements, features, functionalities, promote security/ ECO issues
Open-Source Code/ Data communities (TG4, TG5)	Create awareness of RISER roadmap, planed (non-)functional features Establish RISER as "default" solution for IoT-Edge-Cloud continuum.
Scientific Communities (TG6, TG7, TG8)	Increase awareness and get feedback on research gaps, emerging new technologies, human centric science.
Vertical End-Users Communities (TG9, TG10)	Accelerate the roll-out and adoption of RISER, targeting end-to-end verticals Establish as the European cloud solution.
Wider Audience (TG11)	Increase awareness on the performance vs RES/CO <sub>2</sub> reduction trade-offs.

TABLE 2 DISSEMINATION ACTIVITIES ACCORDING TO TARGET GROUPS

### 3.2.1 RISER open-source communities

To maximize the stakeholders' interest and uptake, RISER adopts best practices such as providing open access and support to the RISER platforms, ensure open collaborative development, code/review management from the project's start or adopt business friendly



open-source licenses that enable collaborative open source and business exploitation. We are also aligning with existing open source communities and initiatives, extending our list since submission of D2.1 by including additional organisations such as the Eclipse Foundation and CloudEdgeIoT, and continuing to coordinate additional collaboration activities with other EU funded project, like VITAMIN-V, AERO and OPENCUBE to establish connections and promote the RISER project broadly.

Organization	Target Open-Source Communities	Members
<b>RISC-V International</b>	RISC-V International is a non-profit organization supporting the free and open RISC-V instruction set architecture and extensions. FORTH, BSC and SMD are active members and they will promote the results of the project.	SMD, BSC CNS, FORTH
<b>The Linux Foundation</b>	RISER partners liaise with the Linux Foundation developer's community.	FORTH, BSC CNS
<b>GitHub</b>	GitHub is the world's largest internet repository for open-source code and version control.	All
<b>The Eclipse Foundation</b>	The Eclipse Foundation is an independent, Europe-based not-for-profit corporation that acts as steward of the Eclipse open-source software development community.	FORTH, All
<b>EUCloudEdgeIoT</b>	The EUCloudEdgeIoT initiative aims to realise a pathway for the understanding and development of the Cloud, Edge and IoT (CEI) Continuum by promoting cooperation between a wide range of research projects, developers and suppliers, business users and potential adopters of this new technological paradigm.	FORTH, All

TABLE 3 TARGET OPEN-SOURCE COMMUNITIES

### 3.3 Dissemination Activities (Phase 1)

Wide ranging dissemination activities include conferences, industry events, workshops, webinars, scientific publications, open-source repositories, training, as well as collaboration with other Horizon Europe projects and synchronisation with wider dissemination activities at European Commission level.

During this first phase we have developed the tools ecosystem for dissemination, like website creation (<https://www.riser-project.eu/>), establishing communication channels through social media, especially LinkedIn and Twitter, and more recently, the creation of a YouTube channel, communication activities towards innovation, IoT/Edge/Cloud ecosystems/communities (Long time-to-market).



### 3.3.1 Conferences, scientific journals and industry events

Below we provide a list of conferences, scientific journals and industry events attended by project partners since the beginning of the project. We also include here events that are planned and yet to take place such as the 2<sup>nd</sup> Cloud Workshop in October, 2024.

Event name	Description	Attendees	Date
<b>January - December 2023 (Year 1)</b>			
HIPEAC23 conference & workshops, Toulouse	Conference, workshops.	FORTH	16-18 Jan, 2023
ERCIM news magazine, issue 133, April 2023	RISER project presentation	FORTH	28 April, 2023
Concentration and consultation on computing continuum: From Cloud to Edge to IoT, Brussels	Event, conference, workshop. RISER project presentation.	FORTH	10-11 May, 2023
RISC-V Summit, 2023, Barcelona	Event, including workshop organized by the RISER project with invited talks	FORTH, BSC	5-9 June, 2023
RISC-V Summit China, 2023	RISC-V Summit, presenting the company's products and projects, including RISER.	SMD	23-25 Aug, 2023
RISER, AERO workshop	RISER, AERO Joint workshop (online)	FORTH	18 Oct, 2023
RISER/OpenCube workshop	RISER, OPENCUBE Joint workshop (online)	FORTH	20 Oct, 2023
SEDEX 2023	Semiconductor Exhibition in Korea	SMD	25-27 Oct, 2023
RISC-V Summit North America 2023	RISC-V Summit, presenting the company's products and projects, including RISER.	SMD	7-8 Nov, 2023
Cloud workshop	Cloud Workshop: Cloud Management, Security, and Confidential Computing.	SIGMA, FORTH, external speakers	08 Nov, 2023
<b>January – December 2024 (Year 2)</b>			
International CES, Las Vegas	Events, Conference	SIPEARL	9-12 Jan, 2024
HIPEAC'24, Munich	Event, conference. Cybersecurity, energy efficiency and machine learning.	FORTH	17-19 Jan, 2024
HIPEAC'24 (Workshop), Munich	Workshops. CompContinuum: Computing Continuum of Cloud, Edge and IoT Technologies	FORTH	19 Jan, 2024



EU Open-Source Policy Summit'24, Brussels	Open-source software policy event	FORTH	02 Feb, 2024
FOSDEM 2024, Brussels	Open-source software event	FORTH	3-4 Feb, 2024
EuroHPC Summit 2024, Antwerp	Event, conference	BSC	18-21 Mar, 2024
EuroHPC Summit 2024, Antwerp	15 min talk "European Chip Initiatives for HPC" including a part introducing RISER in "core European projects to ensure sovereignty"	SIPEARL	20 Mar, 2024
Journée des innovateurs (Marine Nationale) – Innovators Day (French Navy)	1-hour SiPearl's presentation including a part introducing RISER in "core European projects to ensure sovereignty"	SIPEARL	26 Mar, 2024
ISC'24/WOCC'24, Hamburg	Second Workshop on Converged Computing on Edge, Cloud, and HPC	FORTH	12-16 May, 2024
ISC 24	Event, conference	SIPEARL	13-15 May, 2024
EUCloudEdgeloT webinar	Presenting the Future of Open-Source for Cloud Services	FORTH	17 May, 2024
HaDEA visit to FORTH premises	RISER presentation as part of lab tour	FORTH	20 May, 2024
Vivatech	Event, conference	SIPEARL	22-25 May, 2024
Teratec, Paris	Event, conference	SIPEARL	29-30 May, 2024
PASC 24', Zurich	Mini-symposium (invited talk)	FORTH	3-5 June
RISC-V Summit EU, Munich	Event, conference	FORTH, SMD, BSC	24-28 June, 2024
RISC-V Summit EU, Munich	Joint workshop with VITAMIN-V project.	FORTH, SMD	28 June, 2024
2 <sup>nd</sup> Cloud workshop	Cloud workshop: topics TBD	SIGMA	TBD - October, 2024
SC'24, Atlanta	Event, conference	SIPEARL	17-22 Nov, 2024

TABLE 4 LIST OF CONFERENCES, SCIENTIFIC JOURNALS AND INDUSTRY EVENTS



### 3.3.2 Collaboration Activities

The members of the RISER consortium are active in various alliances, associations, other open-cloud projects (OPENCUBE, AERO). They continue to establish contacts with potential collaborators from within the scientific community. We also recognise the Cloud Workshop we organised in November, 2023 as a collaboration activity, since we invited external speakers from Intel, Telefonica and CanaryBit. Our next workshop will be held in October, 2024.

Name	Associated event	Description	Date	Access	Authors	Submitted by
RISER: Raising RISC-V to the cloud	HiPEAC	HiPEACInfo_nr68_page38_RISER.pdf	January 16, 2023	Open	Marazakis, M., & Louloudakis, S.	FORTH
RISER: The first All-European RISC-V Cloud Server Infrastructure	ERCIM	ERCIM_News_Nr133_RISER.pdf	April 28, 2023	Open	Marazakis, M., & Louloudakis, S.	FORTH
Short Reasons for Long Vectors in HPC CPUs: A Study based on RISC-V	SC-W 2023	long_vectors_arxiv2309.06865.pdf	November 13, 2023	Open	FORTH, BSC	FORTH, BSC

TABLE 5 LIST OF COLLABORATION ACTIVITIES

### 3.4 Roles and Responsibilities

As this deliverable is focused on the dissemination strategy, project partners must align with the goals, target audiences, dissemination channels, and activities to share project results effectively. Each partner contributes to the generation of research output, such as scientific papers, deliverable reports, datasets, software and prototypes. They also participate in knowledge-sharing activities, such as presenting project outputs at conferences, workshops and webinars.

### 3.5 Monitoring and evaluation

The monitoring and evaluation of dissemination activities essentially involves assessing the effectiveness, impact and reach of the project's outputs and engagement with target audiences. We are keeping a tracking sheet which is updated regularly. Some highlights up until month 18 with regard to the project dissemination and communication KPIs are listed in the tables below.

Open Access Journals & Conferences			
Selected Scientific (Open Access) Journals & Magazines	# of Publications	> 4	2: HIPEAC23 conference & workshops, ERCIM news magazine, issue 133, April 2023
	# of Citations	> 40 (by M36) > 100 (by +5 years)	None as yet
Selected International peer-review Conferences, workshops and events	# of Conference Presentations	>10	1: Short Reasons for Long Vectors in HPC CPUs: A Study based on RISC-V
	# of Citations	> 50 (by M36) > 100 (by +5 years)	None as yet

TABLE 6 KPIs RELATING TO OPEN ACCESS JOURNALS AND CONFERENCES

Ensure direct engagement of major stakeholders & industrial community			
KPI subcategory	KPI title	Target value	Actual value
Branding and preparation of marketing collateral material	# of newsletters/blog posts	≥ 4 (1-2 per year) > 200 blogs	22 blog posts
	# of leaflets/flyers/brochures	≥ 2	1 flyer
	# of posters/Roll ups	≥ 6 (2 per year)	1 poster
	# of videos/podcasts	≥ 4	Not started
	# of whitepapers published	≥ 3 for the whole project duration	1: Short Reasons for Long Vectors in HPC CPUs: A Study based on RISC-V

TABLE 7 KPIs RELATING TO ENGAGEMENT WITH STAKEHOLDERS



Ensure outreach to non-specialised audiences			
KPI subcategory	KPI title	Target value	Actual value
Participation or organization of open days/ workshops	Exhibition stands in large events in Energy, Cloud etc.	≥ 3 (i.e. EuCNC, European Utility Week)	Poster session at Concentration and consultation on computing continuum: From Cloud to Edge to IoT
	Number of organized Open days	2 workshops in project lifetime	Cloud workshop
	Open Days at trial sites	2 days with guided presentations	Not started
Engagement of Local authorities & policy makers	Publicity via local media (e.g. newspapers, magazines, TV/Radio)	2 press releases in 3 EU languages, 3 appear. in newspapers, TV, radio	Not started
	Simplified content at web/media	> 500 posts, > 4000 reads	421 combined X/LinkedIn
	On-line training sessions, webinars	≥ 6 presentations, > 100 attendees	Not started (Planned for final year)

TABLE 8 KPIS RELATING TO OUTREACH TO NON-SPECIALISED AUDIENCES

Establish and grow RISER community and keep regular stakeholder engagement with news and insights			
KPI subcategory	KPI title	Target value	Actual value
Online & University Training	MSc and PhD Thesis	≥ 2 on cloud infrastructure concepts	Not started
	Training sessions in relevant events and webinars	> 4 with free access, >100 attendees	Not started
Collaboration actions	# of significant actions in liaison with other projects / initiatives	Establish a collaboration with at least 5 cloud projects & initiatives	Joint workshop with AERO, OPENCUBE, NebulOuS, VITAMIN-V, OpenCUBE, EXTRACT and SYCLOPS
Official project website	Visibility/popularity	< 5 results Google page (SERP)	3.4 average website pages per visit for the selected time period
	Number of visitors	>500 visits per year	814 new users for past year
	Landing pages	> 1 page per topic	10+ landing pages
Social media channels	Number of followers in Twitter/X	> 300 from outside the project	168 followers (56%)

	Number of tweets including campaigns & monitor outcomes	> 150 (re-)tweets in year 1 > 300 (re-)tweets in years 2 - 3	103 (re)tweets in year 1 163 (re)tweets in year 2 (so far)
	Number of LinkedIn members	> 200 followers	198 followers

**TABLE 9 KPIs RELATING TO THE ESTABLISHMENT AND GROWTH OF THE RISER COMMUNITY**

To summarise our performance towards establishing and growing the RISER community and keeping regular stakeholder engagement with news and insights, we are on track to meeting (if not surpassing) most of the KPIs we have set. We continue to collaborate with other EU funded projects, in particular by organising joint workshops with our sister projects AERO, OPENCUBE and VITAMIN-V. We continue to add content to the project website in the form of News/Blog style posts for announcing our participation in upcoming events and workshops. We are making use of social media to point followers to the website and we notice increased visitors when we do this. Our social media engagement started slow in year 1, but having assessed this we have greatly improved our overall presents in year 2, already almost doubling our Twitter/X and Linked posts.

### 3.6 Training material

The aim of the material training to the RISER project is a co-creation approach that should allow the progressive increase of the visibility of the project for the target groups and all the stakeholders that have been identified.

The aim of this approach will be to enable people to use the work of the RISER project through training, user guides and code sharing, so as to involve them in their own field of application

To achieve this goal, several phases will be necessary once the first prototypes are available.

The first phase will consist of educating and presenting the possibilities and uses of the RISER project, through training sessions, user guides and code sharing.

The second phase, once as many people as possible have been informed, will be to provide a more appropriate follow-up for stakeholders wishing to launch an experiment.

The aim is to share experiences and enable the emergence of new fields of application or possible new research directions.

At this stage of the RISER project, we have the following status: We are preparing for a wider training programme to commence during the final phase of the project once the technical datasets (code of the RISER platform and applications) are in place. The source code of each technical dataset is being maintained in the RISER Gitlab repository by the partners. They will be provided under open-source licenses and will be made available during the final phase of the project, as well as an additional period after completion of the project via the project website and Gitlab. These resources will be used for further dissemination and training actions. Training will be performed in multiple ways including live demo sessions and online workshops. Workshops will be recorded for further dissemination via the RISER YouTube channel.





## 4 Communication Actions

The procedures have been described in “D1.1: Quality management plan and public project presentations” submitted in March 2023. The general procedures for optimal internal communication include meetings, email lists, the OwnCloud document server, Slack, as well as other collaborative tools such as the GitLab repository.

### 4.1 Communication Objectives

For deliverable D6.2, we get a status on each of the following topics:

- Identifying and engaging with target audiences defined in the D6.4 document.
- Raising awareness for the RISER project among these target audiences.
- Attracting interested visitors to the relevant RISER communication channels like Twitter/X and LinkedIn social media, and converting them into followers.
- Announcing and promoting RISER events, participation to conferences, workshops and webinars, scientific publication.
- Engaging with target audiences in a two-way communication about the activities, goals and results of the project.
- Supporting the dissemination objectives.

### 4.2 Communication Activities

- Developing an effective communication strategy and plan to define project messaging, target audiences, and communication channels
- Creating engaging content, such as press releases, articles, blog posts, social media posts, and videos, to communicate project objectives, achievements, and impacts.
- Participating in conferences and events to engage with the target groups.

#### 4.2.1 Scheduling social media posts

RISER uses the platform Buffer to schedule and publish content across the Twitter/X and LinkedIn social media platforms. We compose and schedule posts in advance using the centralised dashboard, and track analytics on post performance in order to optimise future posts.

### 4.3 Monitoring and Evaluation

Communication activities are being constantly monitored and regularly evaluated by CloudSigma and SiPearl. For the RISER website we are using Google Analytics and the tools provided by the WordPress service provider WPEngine.

The statistics on LinkedIn and Twitter are regularly consulted (number of likes, reposts, engagement rate and subscribers) to ensure that the KPIs are being met to best adapt the communication strategy to meet them.

We are tracking all dissemination and communication activities internally, using two spreadsheets available to all project partners via the OwnCloud document repository.





1. **Planned Dissemination Activities** – Project partners are reminded to provide details of any dissemination opportunities such as events, conferences ahead of time so we can promote well in advance.
2. **Social Media Planning and Tracking** – This is to help us plan and track scheduled posts on social media and track reposts.

#### 4.3.1 Project Website

We continue to maintain the project website at [www.riser-project.eu](http://www.riser-project.eu). The website was created using WordPress and has 7 sections:

- Home, which gives an overview on the RISER project.
- The RISER Project, which explains in more detail the interest of the project and why it is necessary in a context in which Europe has shortcomings, such as lack of European autonomy or the fact that there is still no European cloud computing to compete with the non-EU cloud giants. This website page also highlights the RISER architecture and presents a schematic for better understanding.
- Ambition, which give information about the benefits of the project, as well as it details the current state of the art on the topics and the main advances to be made.
- Partners, which reminds the list of the partners and where they are located on the European map: Extoll (Germany), SiPearl (France), CloudSigma (Switzerland), SemiDynamics and BSC (Spain), FORTH and Exapsys (Greece).
- News, which informs about the events where the RISER project partners are participating, such as conferences or webinars.
- Publications, where all the recent deliverables and publications are available can be downloaded.
- Project Contacts.

There have been some small ongoing improvements made to help with navigation and readability. The main additions to the project website since the last WP6 deliverable report D6.1 are the following:

- Addition of a publications page where we are listing our public deliverables and any other downloadable content, such as the RISER project roll-out banner.
- 20 new blog posts for the News page, advertising the various events, conferences and workshops we are attending and/or participating in.
- Slides from the Cloud Workshop we organised in November, 2023 that were made available for download.

#### 4.3.2 Social Media Accounts

Social media is a key instrument for attracting and engaging with interested parties, which also provides opportunities to connect with peers. A publication calendar has been set up by the partners who all use it regularly to ensure efficient organization. The calendar is available to all partners in the OwnCloud document repository as it provides a practical solution to enable partners to organize their social media strategy.



#### 4.3.2.1 Twitter/X

The Twitter/X account is [@RiserProject](#). At the time of writing the account has 194 followers and we are following 159 other accounts. We are on track to grow our followers to at least 300 by the end of the project in accordance with the KPI targets. We have seen a direct correlation between other outreach activities, such as our participation at events, workshops and webinars with this growth. We are tracking all social media activity (Twitter/X and LinkedIn) using a spreadsheet, recording every scheduled post and repost (See examples below). This also helps us to track the number of original posts (scheduled) and reposts, as well as the frequency of each.

282	RISER	Vitamin-V Project - Longing for the #RISCV Summit Europe to start? Check out the 1st Open Source RISC-V Software workshop (Friday 28th) and secure your spot!	Repost	N/A	15-05-2024
283	RISER	AERO project - It was great to participate in the webinar for "Presenting the future of #opensource for #cloud services" along with our sister projects @VitaminVProject @RiserProject @OpenCUBE_EU earlier today!	Repost	N/A	17-05-2024
284	SIGMA	The webinar "Presenting the future of #opensource for #cloud services" was a great success. Prof. Vassilis Papaefstathiou from FORTH presented on behalf of RISER. Big thank you to @EclipseFdn @AERO_Project_EU, @OpenCUBE_EU, @RiserProject, @VitaminVProject and everyone who attended.	Scheduled	Scheduled	20-05-2024
285	RISER	Tom's Hardware - RISC-V adoption predicted to get AI boost — forecast shows 50% growth every year until 2030 for the open-standard ISA	Repost	N/A	21-05-2024

FIGURE 1 SCREENSHOT SHOWING EXAMPLE OF THE TRACKING SHEET

At the time of writing we have produced 103 (re)tweets in year 1 and 176 (re)tweets in year 2 (so far). We try to keep re-tweets as relevant as possible to the project, with most of our re-tweets coming from RISC-V International and other prominent RISC-V organisations as well as to promote our collaborations with sister projects such as AERO, VITAMIN-V and OPENCUBE projects. The RISER social media accounts follow and repost regularly posts by a large number of associated organizations including HaDEA, HiPEAC, EUCloudEdgeIoT, The Eclipse Foundation and RISC-V International, just to name a few.

#### 4.3.3 LinkedIn

The project LinkedIn account is RISER Project and can be found on the following link: <https://www.linkedin.com/company/riser-project/>

At the time of writing, the account has 202 followers, which means that the desired number of subscribers has been reached as, the KPI target was to reach over 200 subscribers on LinkedIn. Between July 13, 2023 and July 11, 2024, the page gained a total number of 337 reactions, 14,957 impressions, 7,674 unique views, one comment, 551 clicks, 18 reposts and a click-through rate of 5,6%. Most publications are written to inform of RISER's presence at conferences and workshops, such as the CompContinuum workshop during HIPEAC 2024 or the PASC Conference.

The most attractive publication in a year was published on March 6 and was about the RISER project plenary session at Barcelona Supercomputing Centre. The post has totalled 1,411 impressions, 42 likes, 6 reposts, 234 clicks and a click-through rate of 16,4%.

Below in Figure 2 is a screenshot of the successful publication:



FIGURE 2 SCREENSHOT SHOWING AN EXAMPLE SOCIAL MEDIA POST

There have also been many reposts of publications related to RISC-V, such as those about the RISC-V Summit Europe 2024 coming at the end of June 2024. Reposts aims to give the RISER project visibility, when the publications are about the project's participation to webinars or conferences, but it also highlights other projects close to RISER, such as AERO, VITAMIN-V or OPENCUBE.

A contest was also organized by SiPearl to encourage employees to follow the LinkedIn RISER page. 10% of SiPearl's employees have subscribed and they represent 10% of RISER's subscribers.

#### 4.3.4 YouTube

A YouTube account has been set up and a RISER project channel has been created with the project colours and branding. A brand account has been used to make it possible for multiple members of the consortium to create and manage content. We are using the RISER branding as seen in the screenshot in Figure 3.

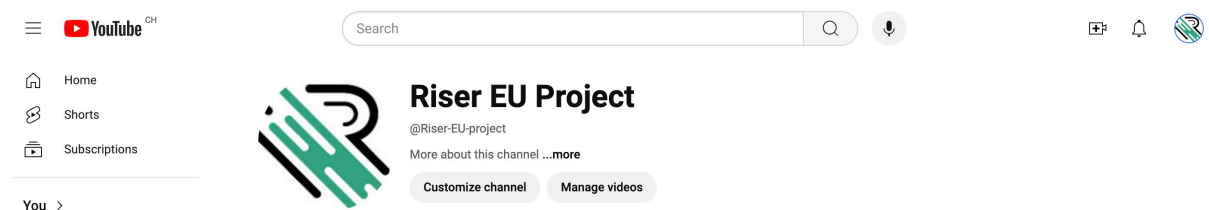


FIGURE 3 SCREENSHOT OF THE RISER YOUTUBE CHANNEL

At the time of writing we have not yet created any content. Content is planned for the second half of the project as we will have more relevant recorded media such as webinars, tutorials and partner interviews. The first video to be added will be a short channel trailer providing a summary of the project and the kinds of videos to expect from the channel.

#### 4.3.5 Printed Materials

A roll-up banner was created to support RISER participation at the “EC Concertation and Consultation on Computing Continuum: From cloud to Edge to IoT”, and is being adapted with some edits to be displayed during other events. An additional flyer has been adapted from the banner, it is currently in a digital format and it will be printed as needed for promoting the project in upcoming events, conferences and workshops.

We have also ordered other branded promotional materials such as a bamboo ball-point pen and wooden key chain.



FIGURE 4 RISER BRANDED PROMOTIONAL MATERIALS

These promotional materials will be handed out during the RISC-V Summit Europe in June where we will be participating in a joint workshop with the VITAMIN-V project.

Some partners like SiPearl had also displayed posters showcasing the RISER Project during HPC global events like SuperComputing 23 in Denver or ISC 24 in Hamburg. The posters have attracted the attention of numerous high -profile participants, like supercomputing centre managers, academics, researchers, EU representatives, journalists, industry analysts, etc.

#### 4.3.6 Supporting Graphics

The logo (Figure 5) was created following the design principles of simplicity, memorability and versatility. It is being used for all project related mediums such as the official project website, social media accounts, as well as any printed and online communication materials. We have also created a roll-up poster (Figure 7) and an A5 two-sided flyer (Figure 6) which are being printed and used as needed.



FIGURE 5 RISER LOGO

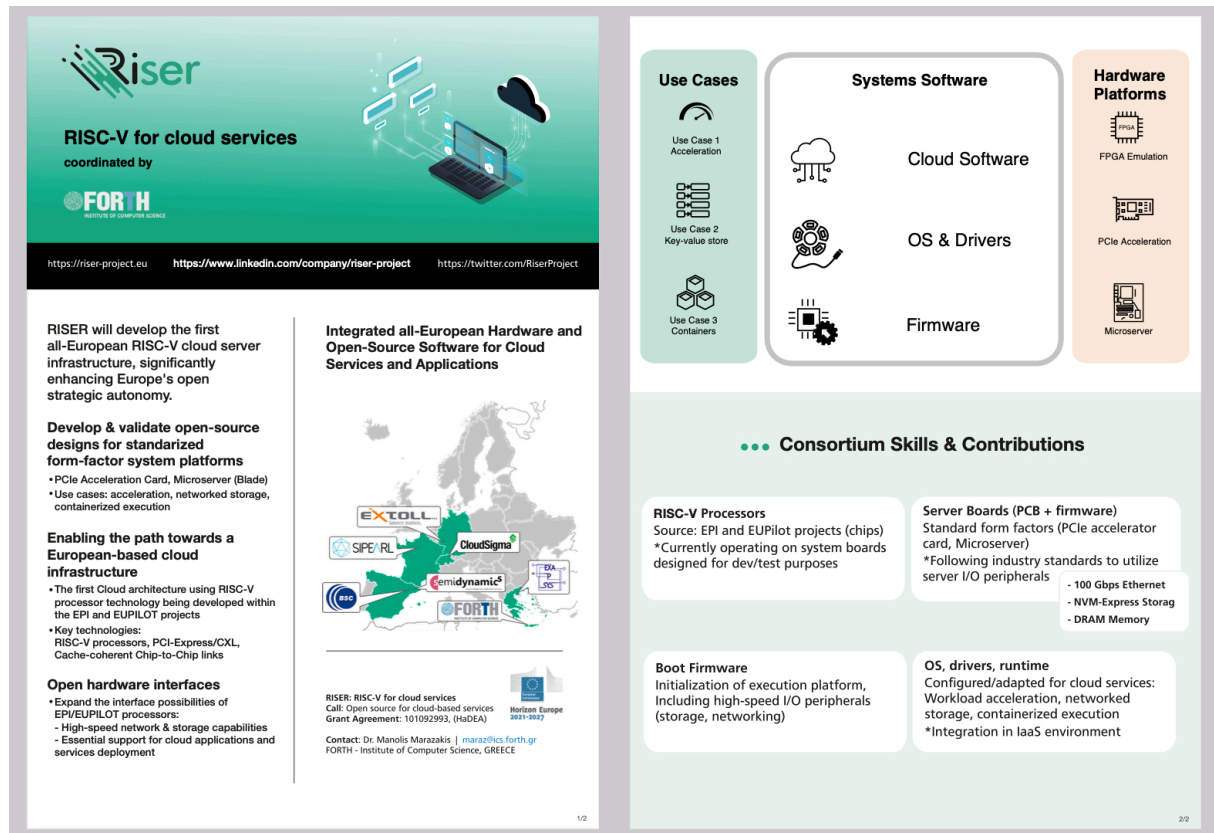


FIGURE 6 RISER A5 DOUBLE-SIDED FLYER

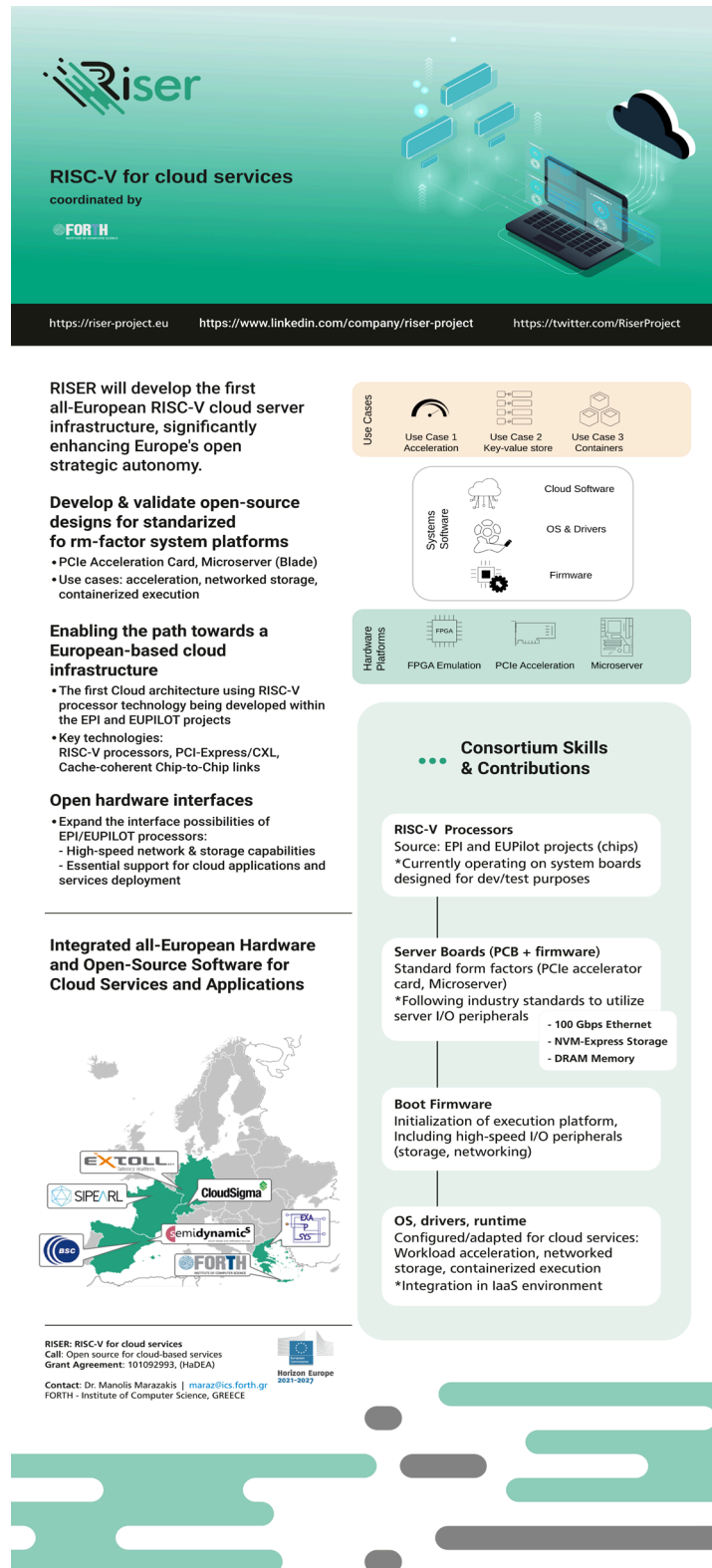


FIGURE 7 RISER ROLL-UP POSTER





## 5 Conclusion

The document covers the first reporting period of the project, where we have started to implement the dissemination tools and activities that will help to advance the communication in the second part of the project. More dissemination and communication elements will be included in the second part of the project, which will be reported in the deliverable 6.3.

So far, the deliverable has managed to meet most of the KPIs and in some cases surpass them, and will continue this trend to ensure even greater visibility, through social media with even more subscribers and more content. The YouTube account has only recently been created and videos will be added within the coming weeks.

We started to collaborate with some other projects. AERO, OPENCUBE and VITAMIN-V. Many face-to-face meetings have been organized, and many more will follow, as well as our participation and organization of events, such as the 2<sup>nd</sup> Cloud Workshop in October, 2024, in which some partners will participate with the RISER project.



## 6 Acronyms and Abbreviations

Term	Definition
<b>BSC-CNS</b>	Barcelona Supercomputing Center Centro Nacional de Supercomputacion
<b>EPI</b>	European Processor Initiative
<b>ERCIM</b>	European Research Consortium for Informatics and Mathematics
<b>EXA</b>	Exapsys - Exascale Performance Systems
<b>FORTH</b>	Foundation for Research and Technology - HELLAS
<b>HiPEAC</b>	High Performance, Edge And Cloud computing
<b>HPC</b>	High Performance Computing
<b>IoT</b>	Internet of Things
<b>KPI</b>	Key performance indicator
<b>MPI</b>	Message Passing Interface
<b>R&amp;D</b>	Research and Development
<b>RISC-V</b>	Reduced Instruction Set Computer, fifth iteration
<b>SEDEX</b>	Semiconductor Exhibition
<b>SIGMA</b>	CloudSigma
<b>SMD</b>	Semidynamics Technology Services SL
<b>OEM</b>	Original Equipment Manufacturer
<b>TG</b>	Target Group

TABLE 10 - ACRONYMS AND ABBREVIATIONS