



# GLACIATION

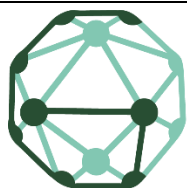
Green responsible privacy  
preserving data operations

## Deliverable 8.1 – Communication, Networking and Dissemination Plan and Activities

GRANT AGREEMENT NUMBER: 101070141



This project has received funding from the European Union's HE research and innovation programme under grant agreement No 101070141



# GLACIATION

**Project acronym:** GLACIATION

**Project full title:** Green responsible privACy preservIng dAta operations

**Call identifier:** HORIZON-CL4-2021-DATA-01-01

**Type of action:** RIA

**Start date:** 01/10/2022

**End date:** 30/09/2025

**Grant agreement no:** 101070141

## Deliverable 8.1 – Communication, Networking and Dissemination Plan and Activities

**Executive Summary:** This deliverable outlines a comprehensive Communication, Networking and Dissemination Plan and Activities for the Horizon Europe project GLACIATION, focused on delivering our key messages to our target audiences. The plan will employ a range of tools in both traditional and digital media channels to ensure the widest possible reach.

The goal of the plan is to build awareness on the project and drive a positive impact on society, while also highlighting the consortium and the European Union commitment to excellence and innovation. We will emphasise our core messages, which revolve around a positive impact on the environmental sustainability and data governance of the European digital economy.

Our plan includes a variety of measures and activities to identify the consortium members' roles, analyse stakeholders' needs, create a community around GLACIATION, and establish and maintain an effective communication and dissemination. Additionally, a proactive analysis of the socio-technical landscape





functional to developing a sustainable exploitation plan for GLACIATION is included.

We anticipate that our Communication, Networking and Dissemination Plan and Activities will ensure effective communication with relevant stakeholders. To ensure that it stays relevant over the project's duration, we foresee the update of this document.

**WP: 8**

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**Leading Partner: The Lisbon Council for Economic Competitiveness ASBL**

**Participating Partners: MEF, DELL, LUH**

**Version: 1**

**Status: Final**

**Deliverable Type: Report**

**Dissemination Level: PU - Public**

**Official Submission Date: 31/01/2023**

**Actual Submission Date: 31/01/2023**

**Date:**

**Date:**



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The GLACIATION consortium consists of the following partners:

No.	Partner Organisation Name	Partner Organisation Short Name	Country
1	MINISTERO DELL'ECONOMIA E DELLE FINANZE	MEF	IT
2	EMC INFORMATION SYSTEMS INTERNATIONAL UNLIMITED COMPANY	EISI	IE
3	HIRO MICRODATACENTERS B.V.	HIRO	NL
4	GOTTFRIED WILHELM LEIBNIZ UNIVERSITAET HANNOVER	LUH	DE
5	THE LISBON COUNCIL FOR ECONOMIC COMPETITIVENESS ASBL	LC	BE
6	UNIVERSITA DEGLI STUDI DI MILANO	UNIMI	IT
7	UNIVERSITA DEGLI STUDI DI BERGAMO	UNIBG	IT
8	GEIE ERCIM	ERCIM	FR
9	EURECOM	EURECOM	FR
10	SAP SE	SAP SE	DE
11	UNIVERSITY COLLEGE CORK - NATIONAL UNIVERSITY OF IRELAND, CORK	UCC	IE
12	SOGEI-SOCIETA GENERALE D'INFORMATICA SPA	SOGEI	IT
13	LAKESIDE LABS GMBH	LAKE	AT
14	ENGINEERING - INGEGNERIA INFORMATICA SPA	ENG	IT

## Document Revision History

Version	Description	Contributions
0.1	Table of Contents sharing	LC
0.2	1st version of the deliverable	LC
0.3	2nd version of the deliverable with peer reviewers' contribution	MEF, DELL, HIRO, LUH
0.4	First deliverable fine tuning	LC
0.5	Second deliverable fine tuning	MEF
0.6	Deliverable ready for submission	MEF

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## List of Terms and Abbreviations

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Abbreviation	Description
AI	Artificial Intelligence
CTA	Call To Action
DCP	Dissemination and Communication Plan
EC	European Commission
EdD	Doctor of Education
GA	Grant Agreement
KPI	Key Performance Indicators
MBA	Master of Business Administration
NGO	Non-governmental organization
PhD	Doctor of Philosophy
SDG	Sustainable Development Goals





## Executive Summary

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This deliverable outlines a comprehensive Communication, Networking and Dissemination Plan and Activities for the Horizon Europe project GLACIATION, focused on delivering our key messages to our target audiences. Our plan will employ a range of tools in both traditional and digital media channels to ensure the widest possible reach.

The goal of the plan is to build awareness on the project and drive a positive impact on society, while also highlighting the consortium and the European Union commitment to excellence and innovation. We will emphasise our core messages, which revolve around a positive impact on the environmental sustainability and data governance of the European digital economy.

Our plan includes a variety of measures and activities to identify the consortium members' roles, analyse stakeholders' needs, create a community around GLACIATION, and establish and maintain an effective communication and dissemination. Additionally, a proactive analysis of the socio-technical landscape functional to developing a sustainable exploitation plan for GLACIATION is included.

It is anticipated that GLACIATION's Communication, Networking and Dissemination Plan and Activities will ensure effective communication with relevant stakeholders. To ensure that it stays relevant over the project's duration, the update of this document is planned at M17 (February 2024) and a final version will be compiled for M36 (September 2025).





# 1 Introduction

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This document constitutes the Communication, Networking and Dissemination Plan and Activities -hereafter also: the Plan- outlined for the Horizon Europe project GLACIATION (Green responsibLe privACy preservIng dAta operations). This deliverable outlines the objectives, activities, and resources (i.e., communication tools and channels) needed to ensure that the project's development and results are effectively communicated to all relevant stakeholders. Additionally, the Plan is designed to ensure that the project's results are disseminated in a timely manner, in suitable forms and in the most adequate networks to reach identified main stakeholders, to maximise their impact and benefit for society. Furthermore, the objective of this document is to provide a comprehensive overview of the communication, networking and dissemination activities planned for GLACIATION. The Plan will be developed in alignment with the overall objectives of GLACIATION, specifically the Communication, Networking and Dissemination Plan and Activities draw its objectives from the project and translate them into concrete activities.

The Plan provides guidance on how best to use available resources for effective dissemination of results. This includes identifying appropriate communication channels for different target audiences; developing effective messages for each audience; designing appropriate materials (e.g., brochures or videos); organising and participating in events (e.g., workshops or conferences); engaging with media outlets; monitoring progress against targets; evaluating outcomes against objectives; and ensuring that all stakeholders are kept informed throughout the process.

In addition to providing an overview of planned activities for dissemination and communication purposes, this document will also outline how these activities can be monitored and evaluated over time. This includes setting up systems for tracking progress against targets (e.g., number of publications or media coverage), assessing outcomes against objectives (e.g., impact on policy or public opinion), measuring effectiveness (e.g., number of downloads or views).

This document is structured as follows: the next chapter provides a comprehensive overview of the Plan broken down into its objectives, monitoring mechanisms and indicators, the roles and responsibilities of GLACIATION consortium partners, the GLACIATION stakeholders, the activities planned for each target audience, and a glimpse of the forthcoming exploitation strategy. The third chapter offers an overview of the branding developed for GLACIATION. The fourth chapter presents the channels and tools for communication and dissemination. Subsequently, the fifth chapter transforms all the above into a (preliminary) roadmap within a one-year time perspective that includes the output of a risk analysis. Finally, the conclusions recapitulate the Plan.





## 2 Dissemination, Communication, Exploitation and Stakeholders Engagement Plan

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The Plan is the result of the work carried out by the Work Package leader and Task Leaders in collaboration with the rest of the partners in the first four months of the project timeline. The collaborative development of the Plan is made necessary by the nature of the activities object of the Plan.

The main goal of this plan is to ensure the effective communication and dissemination of the project's developments and results to both scientific communities and public audiences through various means. For this reason, the contribution of the GLACIATION consortium is essential to a comprehensive consideration and thorough analysis of the stakeholders as well as tools and channels of communication and dissemination. The Plan is designed to ensure that the project's results and development are communicated and disseminated in a way that is consistent with the project's objectives and goals.

The success of the Plan depends on its ability to reach target audiences effectively through multiple channels such as publications, exhibitions, conferences/workshops/seminars. Furthermore, the Plan should also consider web presence to maximise reachability of GLACIATION through and from different platforms (e.g., social media). The main specific activities will include the preparation of communication materials, such as a visual identity, comprising a logo and style in different formats to be applied to all communication materials (flyer, brochures, etc.). A project website will be developed and updated throughout the project. The Plan will emphasise the complementarity of the various actions to minimise overlaps and ensure that one action reinforces the other. The GLACIATION consortium members' online presence and networks are considered with regards to their complementarity to the project as for the efficiency of the use of resources and effectiveness of the communication and dissemination of GLACIATION's results.

Monitoring mechanisms and key performance indicators are carefully selected to track progress against meaningful targets. In parallel, it is important that all partners are aware of their responsibilities within this process so they can work together towards achieving common objectives. Hence, the Plan assigns sensible roles and responsibilities to the GLACIATION consortium partners.

In order to achieve goals, the Plan should consider all stakeholders' and target audiences' characteristics and roles within the GLACIATION field of action. Specific tools and channels will be selected according to them, to ensure efficient delivery of the project messages.

Finally, significant to the effective execution of a plan is the development of a timeline for action. The Plan jointly considers the action plan and the potential obstacles that might arise during implementation which could limit its effectiveness if not addressed properly from early stages onwards.





## 2.1 Objectives

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GLACIATION envisions to “improve the efficiency and the use of trustworthy digital technologies to address the requirements of citizens, companies and administrations/public organizations on privacy and commercial and administrative confidentiality as well as responsible, fair and environmentally friendly (e.g., in terms of energy/carbon/material footprint) data operations in data spaces, across the data life cycle.”<sup>1</sup> Significantly, GLACIATION aims to do so in a future-proof way. The Plan is designed to ensure that the project’s results and development are communicated and disseminated in an effective and efficient manner taking into consideration also the needed synergies between scientific audience, industry, and other identified stakeholders. In other words, the Communication, Networking and Dissemination Plan and Activities draw from the objectives and scope of GLACIATION to identify, analyse, and prioritise target audiences and stakeholders, and communicate and disseminate the project’s developments and results, following the careful elaboration of a vision that is consistent with both GLACIATION’s objectives and the stakeholders’ and target audiences’ interests and needs.

The main objective of the Communication, Networking and Dissemination Plan is to:

**raise awareness on GLACIATION by communicating the project developments and engaging its stakeholders to maximise the impact of the project by laying down the foundation for the effective dissemination of the project’s results and the use thereof for the benefit of the society.**

The main objective outlined here above is further specified in a process of definition of its key components: the communication, the dissemination, and the exploitation (i.e., the use of the projects results as a building block for further innovation and development). The main objective is thus concretised in line with the broader scope of Dissemination, Communication and Exploitation - (Work Package 8) as to set forth the strategy:

**to effectively communicate the project concept, developments and findings to identified stakeholders while integrating feedback from relevant communities;**

**to create and disseminate scientific contributions;**

**to collaborate with other European projects, to participate in similar events, to address future adoption and ensure the sustainability of the project results by developing close collaboration and alignments with standardisation bodies and policymakers.**

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<sup>1</sup> Grant Agreement Part B p. 4





The specific GLACIATION objectives<sup>2</sup> of dissemination and communication are:

ID	Objective
1	To ensure maximum visibility of the project among target audiences via appropriate key messages
2	To timely spread the research, scientific and technological knowledge generated throughout the project within and beyond the project's consortium
3	To establish connections with other projects and initiatives for knowledge and innovation transfer
4	To engage the targeted audiences to get feedback and validate the project's results
5	To attract potential users/clients and stimulate the appropriate market segments to support the project's exploitation strategy
6	To encourage the development of further outcomes in new initiatives linked to exploitation
7	To create awareness of the project among the full range of potential users (e.g. research community, general public, industry, etc).
8	To provide a clear view of the project's concept, goals, and results by formulating key messages and communication material
9	To foster the wide adoption of the project's results within industry, public organisations and society

**Table 1 - Objectives of dissemination, communication and networking as defined in the GA**

## 2.2 Monitoring and key performance indicators

To reach the above-mentioned objectives a continuous monitoring scheme is put in place. This includes a set of tools to collect data regarding dissemination and communication activities as well as key performance indicators and targets as a reference to measure said data. Table 2 presents the list of key performance indicators defined in the Grant Agreement together with the respective measure and target objective.

Measure	KPI	Objective for project duration
Organisation of project events	No. Of events organised	2 workshops organised
Organisation of project events	No. Of events organised	4 demo events organised
Participation to conferences and workshops	No. Of external events attended	20 external events attended
Participation to conferences and workshops	No. Of external events where the project was presented	10 external events where the project was presented
Participation to conferences and workshops	No. Of external events attended	2 external events attended with a project demo booth
Scientific Publications	No. Of publications	10 conference papers produced
Publications	No. Of publications	4 journal papers produced

<sup>2</sup> Grant Agreement Part B p.27



Measure	KPI	Objective for project duration
Community building/ Stakeholder engagement	No. Of publications	4 articles in industry magazines produced
	No. Of contact points	50 industry contact points reached
	No. Of communities reached	5 industrial communities informed about project
	No. Of webinars organised	2 webinars organised
Collaborations and synergies with projects	No. Of projects to liaise with	5 projects
	No. Of activities organised with other projects	4 joint activities (e.g. organization of joint events, publication of policy briefs)
Internal dissemination in partners' network	No. Of internal events	10 internal partner events organised
	No. Of internal website outreach	30 external links to project website
Project's website	No. Of internal training sessions	4 training sessions organised
	No. Of visitors	5000 visitors
	Duration of visit	2 min. Average visit duration
	No. Of page views	10000 page views
Social Media Presence	No. Of followers	750 cumulative followers
	No. Of followers and engagement	1000 cumulative posts
Project's Blog	No. Of followers and engagement	250 interactions
	No. Of engagement	100 interactions
Traditional Media Communication Material	No. Of posts	50 posts
	No. Of press releases	3 press releases realised
	No. Of communication material published	9 eNewsletter sent
	No. Of communication material published	2 videos realised
	No. Of communication material published	5 blog posts in EC mechanisms (e.g. EC Success Stories)
	No. Of communication material published	5 project's factsheets/brochures and banners

**Table 2 - Key performance indicators identified in the GA**

## 2.3 Consortium roles

Table 3 provides an overview of the specific role of each consortium partner in terms of dissemination and communication activities, considering their expertise and field of activity.

Partner's acronym	Partner's role
LC	The Lisbon Council is a Brussels-based think tank specialised in European Union policy making. On this premises, its role in the dissemination, communication and exploitation of GLACIATION revolves around the public administration-related target audiences. The Lisbon Council will reach out to its established network through high-level panels, roundtables, and its newsletter. Additionally, it





Partner's acronym	Partner's role
MEF	<p>will strive to build on its network to create the GLACIATION community. Finally, The Lisbon Council is the dissemination manager of GLACIATION and will take on the responsibilities related to this role.</p> <p>MEF is the Italian Ministry of Economy and Finance. Its Directorate of Information Systems and Innovation (DSII) provides IT services and data management services to the entire Ministry, as well as HR shared services to over 80 Italian Public Bodies and about 2 million civil servants through the NoiPA digital platform. Updates on the project as well as main GLACIATION's outcomes will be disseminated through MEF communication channels to stakeholders linked to the MEF. Communication activities include publication of press releases, news and posts on MEF's social media and website, as well as presentations at national and international conferences/workshops, etc. Moreover, leveraging on its network established also in the context of other European funded research and innovation projects, MEF will be sharing information and experience about most relevant results achieved in GLACIATION to its network of national and European stakeholders.</p>
EISI	<p>Dell Technologies is a multinational technology company that provides a wide range of products and services such as personal computers, data storage, and networking solutions. The company also offers a variety of services such as IT consulting, cloud computing, and cybersecurity. As a leader in the technology industry, Dell Technologies plays a vital role in the GLACIATION project as the technical and scientific coordinator, work package leader, and task leader. In addition to coordinating the project's technical and scientific aspects, Dell is also responsible for leading specific work packages and tasks within the project. Furthermore, Dell is providing a manufacturing use case for the project, utilizing the outcomes of the project in appropriate products within Dell. Lastly, Dell will disseminate the project's findings internally to ensure that the company can fully benefit from the project's results.</p>
HIRO	<p>HIRO is part of the technical partners of GLACIATION. Specifically, the organisation brings to the consortium expertise on micro-data centers. With regards to the dissemination and communication of the project, HIRO will mainly engage in communication activities regarding the technical aspects of the project. This may be carried out with specific technical contributions to the development of articles of many kinds as well as with an overview of the technical aspects of communication material. As for what concerns dissemination, HIRO will focus on dissemination to the industry, targeting potential stakeholders who are interested in developing additional services or using GLACIATION.</p>
LUH	<p>LUH as an academic partner will focus on the scientific publication of methods and results in the form of peer-reviewed papers and participation to conferences. LUH will also take part trade shows, exhibitions, and other scientific and industrial events.</p>





<b>Partner's acronym</b>	<b>Partner's role</b>
UNIMI	UNIMI leads task T8.1 on Dissemination. UNIMI will disseminate the project results and findings in scientific conferences and journals, outreaching the research and development community. Also, members of the UNIMI team, who are often invited to deliver invited talks at international events (conferences, seminars, and summer schools), will devote particular attention to the dissemination of the project results outreaching the wide research community and the new generation of scholars. The members of the UNIMI team will have the possibility of presenting the topics investigated in the project to Computer Science and Computer Security students at different levels (i.e., MSc, BSc, and PhD). Also, the members of the UNIMI team are very active in the security and privacy community at international level, and are involved at various levels in the organization of several conference and workshop series. UNIMI will then be able to organise international events aimed at disseminating the results of the projects in the wider research community.
UNIBG	UNIBG will disseminate the results of GLACIATION with scientific publications in journals and conferences of interest to the research community in computer security. The results of the project will also be presented in academic courses offered within the BSc and MSc programs in computer science and engineering. Opportunities to present the work in GLACIATION may also occur in events attended by the academic and industrial community.
ERCIM	ERCIM will support the dissemination activities of the project in respect to input into W3C standardisation process, its widely followed social media, its online and print edition of ERCIM News (reaching out to about 10.000 readers) and through participation in relevant events.
EURECOM	EURECOM research center will mostly contribute to the scientific dissemination of GLACIATION's results through scientific publications and events.
SAP	SAP is part of the consortium through its department devoted to research and development in the field of business security. SAP will use its channels to raise awareness among private organisations and associations. Additionally, SAP will take on an important role in the following stages of the project as it will disseminate GLACIATION's results and successes among potential users in quality of demonstrators.
UCC	UCC is an important university in Ireland. As an academic partner its role will heavily lean towards research, hence scientific dissemination through publication of papers and participation in conferences.
SOGEI	Sogei is the Information Technology company fully owned by the Italian Ministry of Economy and Finance and operates on the basis of the in-house providing organisational model. Sogei is supporting MEF in the Dissemination planning and implementation. Sogei will link to other projects in which it is directly involved and that can have synergies with Glaciation. Sogei frequently takes part to public conferences and workshops, especially in the research





Partner's acronym	Partner's role
	<p>community, and has ongoing collaborations with major Italian universities and research institutes, so it will disseminate the project's results to those audiences. Sogei takes part in the Politecnico of Milan "Digital Innovation Observatories", a platform enabling professional updates on digital innovation, providing a wide variety of content and associating more than 50 Italian leading private and public companies. Sogei will be able to illustrate the Glaciation platform in events, conferences and webinars, in particular in the Artificial Intelligence and Startup Intelligence channels. Sogei, together with MEF, is also providing one of the use cases and will take part and/or organise specific events in order to illustrate to relevant stakeholders the results of the pilot, demonstrating the effectiveness of the platform and its applicability to other use cases.</p>
LAKE	<p>LAKESIDE is the leading expert in swarm intelligence in the consortium. As a research organisation, its contribution will be mostly centered around scientific dissemination, particularly with regards to a swarm intelligence expert audience through field specific journals and conferences.</p>
ENG	<p>Engineering Ingegneria Informatica S.p.A. (ENG) is the head company of Engineering Group. ENG approaches positions Engineering as a key player in the creation of digital ecosystems that bridge the gap between different markets, while developing composable solutions that ultimately foster a continuous Business transformation. Responsible of WP2 on Kernel Architecture and Development, ENG will give its contribution to dissemination activities within the GLACIATION project by making available its network, particularly inside Big Data Value Association (BDVA), of which Engineering Group is a board member. Events, workshops and potentially even publications will be organised inside the task forces, which objectives are significant for GLACIATION, in the working groups "Smart Manufacturing Industry" and "Smart Governance and Smart Cities". In addition to it, ENG proposes to develop clustering activities such as events with MobiSpaces, EU project financed under the same topic HORIZON-CL4-2021-DATA-01.</p>
UTH	<p>UTH brings to the consortium expertise in developing innovative solutions for high-performance interconnect architectures, in this sense its role in the communication and dissemination is predominantly technology-oriented, aimed at the ecosystem of developers of complementary services and solutions and/or investors and customers.</p>

**Table 3 - Roles assumed by GLACIATION consortium members**





## 2.4 Stakeholders

Target groups that will guide the identification of stakeholders.

ID	Members	Description	Interest
A	Industry 4.0, smart Healthcare, smart Cities; smart Agriculture, smart Government agencies	Individuals willing to use edge for the digital transformation of their organisations; companies participating to cascade funding	<ul style="list-style-type: none"> <li>• Use of project's results in everyday operations</li> <li>• Enhance assets' recognisability</li> <li>• Support activities via assets' contribution in the platform</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Use/Building of shared infrastructures and interoperability               <ul style="list-style-type: none"> <li>○ Getting financial support for innovation</li> </ul> </li> </ul>
B	Researchers, Research Associations and Infrastructures related to GLACIATION	Researchers, research performing organisations, research Infrastructures and e-Infrastructures related to GLACIATION	<ul style="list-style-type: none"> <li>• Use of project's results in everyday operations</li> <li>• Enhance assets' recognisability</li> <li>• Support activities via assets' contribution in the platform</li> <li>• Contribute with barriers/framework conditions</li> <li>• Monitor the project's code in Github</li> <li>• Participate in project events</li> <li>• Inspiration for new ideas, services, and applications</li> <li>• Develop new value adding services</li> </ul>
C	Industry (Enterprises/ Entrepreneurs/ Developers)	For-profit enterprises and entrepreneurs willing to exploit and/or build new services and apps over GLACIATION project	<ul style="list-style-type: none"> <li>• Contribute with barriers/framework conditions</li> <li>• Monitor the project's code in Github</li> <li>• Participate in project events</li> <li>• Inspiration for new ideas, services, and applications</li> </ul>



ID	Members	Description	Interest
D	Policymakers, Funders & Standardisation Organisations	Policymakers at any level like EC Directorates and Units, Ministries and Governments, Regulatory Agencies, Standardisation Organisations, European Digital Innovation Hubs	<ul style="list-style-type: none"> <li>• Develop new value adding services</li> <li>• Evaluation of the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects</li> <li>• Definition of future research and innovation directions based on project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> </ul>
E	Pertinent Projects and Initiatives	Participants, project partners and relevant stakeholders active in the Horizon Europe projects, pertinent projects and initiatives, GAIA-X Association	<ul style="list-style-type: none"> <li>• Identification of common topics</li> <li>• Synergies and collaborations for results promotion</li> <li>• Enhancing innovation through results' combination</li> <li>• Definition of future research and innovation directions based on project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> </ul>
F	General Public	Civil society representatives, youth, general public and anyone interested in the project	<ul style="list-style-type: none"> <li>• Utilise the project's results in their daily lives</li> <li>• Understand the benefits offered by GLACIATION project</li> <li>• Take part in the activities of the project</li> </ul>

**Table 4 - Target groups' description and interests**

## 2.5 Personas

Persona is a concept used in marketing and communication to represent a specific target audience for a product or service. It is an imaginary character created to represent the interests, needs, and behaviours of a particular group of people. Personas are used to help marketers better understand their target audience and create content that resonates with them. More recently, the concept sparked interest in the field of product development. In this field it is combined with agile work management and creative thinking to sustain quick iterations. The key advantage beard by personas throughout the different phases of a project or process is



the common reference they provide to all the team members. It is then upon the team members to properly link different elements of the product or communication strategy to different characteristics of the personas.

In the context of GLACIATION, personas can be used to identify key stakeholders who would be interested in learning more about the project and its goals. By creating personas for each stakeholder group, GLACIATION can tailor its messaging and outreach efforts accordingly. For example, if GLACIATION wants to reach out to scientists working on climate change research, they could create a persona that reflects this demographic’s interests and needs. This persona could then be used as the basis for crafting messages that will resonate with this audience.

Personas can also be useful when it comes time to disseminate information about GLACIATION’s progress or results from its research activities. By understanding which types of people are likely interested in hearing about these updates (e.g., policymakers or members of the media sector), GLACIATION can craft messages tailored specifically for those audiences using their respective personas as guides.

Significantly, compelling personas constitute an asset for the exploitation phases of a project. The exploitation phase of a project is when target audiences are sought to be transformed into leads, investors, and partners, thereby making the use of personas the closest to its original application. Most importantly, the communication and dissemination phases hold the potential to provide invaluable insights for the refinement of GLACIATION personas supporting the endeavours of the exploitation phase.

Overall, personas provide an effective way for projects like GLACIATION to better understand their target audiences so they can communicate more effectively with them throughout all stages of their work - from initial outreach efforts through final dissemination activities - and ensure that their message resonates with those who need it most.

## PERSONAS

**Persona 1: Dirk De Jong (A & C) – Business partners and customer**



Name	Kevin De Jong
Age	40 to 60 years old
Job title	Mid-senior level executive
Level of education	Master’s Degree / MBA
Social networks	LinkedIn and Twitter
Keywords	Cloud-to-edge infrastructure, network architecture, data operations, energy-optimisation, latency

**Persona 2: Laura Smith (F) – General public**



Name	Laura Smith
Age	22 to 28 years old
Job title	Student / Part-time job in a start-up or NGO
Level of education	Bachelor
Social networks	Twitter, LinkedIn, YouTube, Mastodon
Keywords	Cloud, edge computing, artificial intelligence applications, state-of-the-art [technology_name], data privacy, data sovereignty

**Persona 3: Beatrice Rossi (B & E) – Public or private researchers**

Name	Beatrice Rossi
Age	33 to 60 years old







**PERSONAS**



Job title	Researcher / Innovation manager
Level of education	Doctorate (e.g. PhD, EdD)
Social networks	LinkedIn, Twitter, GitHub
Keywords	Horizon Europe projects, green data operations, semantic interoperability, distributed knowledge graph

Persona 4: Jean-Paul Laurent (D) – Policymakers



Name	Jean-Paul Laurent
Age	40 to 54 years old
Job title	Policy maker at European or national level
Level of education	Doctorate (e.g. PhD, EdD)
Social networks	Twitter, LinkedIn
Keywords	Data sovereignty, Green New Deal, European data spaces, European Chips Act, European Interoperability Framework

**Table 5 - Personas**

## 2.6 Communication funnel

The communication funnel is a useful representation of the process that begins when a wide target audience receives a message and goes through its journey towards the retention of a customer or an advocate. It is often used in marketing and communication strategies, as it allows for a more targeted approach to reach specific audiences and helps visualising the different phases. The funnel begins with the broadest audience at the top and narrows down as it progresses through each stage of the funnel.

At the top of the funnel, we have awareness, which involves creating an understanding of what GLACIATION is and why people should care about it. This can be done through various channels such as social media, advertising campaigns, press releases, etc. Once awareness has been created, we move on to consideration where potential customers are identified and targeted with more detailed information about GLACIATION's features and benefits.

The next step in the communication funnel is conversion where customers are encouraged to act by signing up for a free trial or making a purchase. This stage requires more personalised messaging that speaks directly to customer needs and interests to motivate them into taking action.

Finally, at the bottom of the funnel there is advocacy which involves keeping existing customers engaged with GLACIATION and having them as advocates. This stems from providing them with ongoing support or additional services that will help them get even more value out of their experience with GLACIATION over time.

When combined with personas, the communication funnel can be used effectively for communicating about GLACIATION project's different channels such as email campaigns or social media posts tailored specifically towards each persona's interests and needs, so that they become aware of what GLACIATION has to offer them before being encouraged into taking action (conversion). By using personas along with this communication strategy, the







consortium can ensure that the message is well suited to its intended audience, and it reaches it in an effective way.

Each persona will have its own tag. To organise all the leads, a platform such as Mail Chimp is used. When a new stakeholder is identified for GLACIATION, the project team is able to tag the profile of the lead according to pre-defined characteristics, and the platform will organise contacts accordingly. The communication funnel will be revised constantly so improvements on the journey can be made. Organising leads internally according to their profile will make the communication of the project more efficient, as each time project coordinators need to get in touch with stakeholders, they can address them with tailored messages or according to the persona's preferences. More in-depth actions are explained in section 2.7 and 2.8, which are devoted to the dissemination and communication plan.

### 2.6.1 Briefing for communication and dissemination

GLACIATION focuses on data privacy, energy consumption, and performance of distributed analytics. The project aims to ensure the privacy needs of data subjects, reduce power consumption for large scale data analytics, and improve performance of distributed analytics.

The communication and dissemination of GLACIATION will be divided into four phases:

1. **Raise Awareness:** This phase includes the creation of awareness about the project by using various channels such as social media platforms, project website, brochure, flyer, banner, poster, etc.
2. **Inform and Interact:** This phase includes the provision of detailed information about the project to the identified stakeholders through webinars, workshops, or other interactive sessions such as roundtables and panels.
3. **Promote:** This phase includes the promotion of the GLACIATION benefits to potential users through targeted campaigns such as email campaigns or advertisements in relevant publications/websites/blogs etc., as well as engaging with stakeholders (e.g., through workshops, high-level roundtables, etc.) to spread awareness about the project's objectives and benefits.
4. **Post-Project Communication:** This phase includes communications and updates on the progress made during the project implementation and after such as evaluation reports or success stories related to GLACIATION's contribution towards ensuring privacy needs of data subjects, reducing power consumption for large scale data analytics, and improving performance of distributed analytics.

Communication activities include all actions that contribute to spread the project's results beyond the consortium and to direct stakeholders, maximising the project's contribution to innovation.

The dissemination activities will deal with the spreading of research, scientific and technological knowledge generated within the project, aiming to ensure both a mid- and long-term impact by informing the European target audience. In this direction, according to the GA<sup>3</sup> the project will:

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<sup>3</sup> Grant Agreement Part B pp.23-27





- Define concrete and measurable objectives for the communication activities and will link these objectives with the appropriate target groups.
- Implement a solid, new, and inclusive communication strategy, accompanied by a realistic plan to reach these objectives.
- Set up the different channels, tools and mechanisms that will be used to implement the communication plan and reach the targeted audiences.
- Define the guidelines for the implementation of communication and dissemination actions (e.g., project identity, messages to convey, internal reporting rules, etc.).
- Closely monitor the impact of the communication to be able to apply corrective actions whenever necessary and identify opportunities that can maximise visibility.
- Ensure maximum visibility of the project in the target audiences via appropriate key messages.
- Timely sharing of the the research, scientific and technological knowledge generated with the project within and beyond the project's consortium.
- Establish liaisons with other projects and initiatives for knowledge and innovation transfer.
- Engage the targeted audiences to get feedback and validate the project's results.
- Attract potential users/clients and stimulate the appropriate market segments to support the project's exploitation strategy.
- Strengthen the development of further outcomes in new initiatives.

### 2.6.2 External communication and dissemination

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The Grant Agreement provides a clear briefing on the communication and dissemination to be undertaken by GLACIATION “To ensure that the different communication objectives are addressed effectively, and the expectations of the target audience groups are met, specific attention will be paid to adapt the communication means, the measures, and the content both to the needs and knowledge levels of these groups as well as to the status/progress and needs of the project using Specific, Measurable, Attainable, Relevant, Time-based (S.M.A.R.T.) objectives. [...] For the communication strategy to achieve its listed objectives, all partners commit to undertake the activities that will be revised along the project as needed to maximise the expected impact. For this reason, well-defined procedures will be set up to ensure the quality of the communication in terms of forms and content. Another important aspect of the communication strategy is that to meet the different objectives and satisfy the expectations of the target audience groups, specific attention should be paid to adapt the measures and the content to the needs and knowledge levels of these groups.”<sup>4</sup> Dissemination activities are characterised by active, *a priori* awareness and validation by the targeted audiences and will be collectively performed by all partners, according to each partner's profile and expertise. The domain market partners will approach relevant sectors, as well as their distributors and client

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<sup>4</sup> Grant Agreement, Part B, p.28





networks, while the academic and research partners will focus on disseminating the project results towards research institutes and universities GLACIATION Europe, which constitute a key target audience. Additionally, public administration organisations in the consortium and organisations whose main customers are public bodies will engage with relevant organisations in their field. With regards to this stakeholder, it is important to note that it constitutes a potential user and a key stakeholder for the impact of GLACIATION on policy making as well.

## 2.7 Dissemination

Dissemination will play a central role in the project that aims to share scientific results, contribute to the advancement of the state-of-the-art knowledge and technology, and maximise the results’ impact on society. For this reason, a plan for dissemination is outlined and detailed guidelines on specific types of dissemination are proposed.

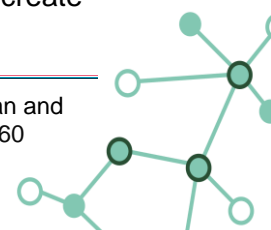
### 2.7.1 Plans for dissemination

Table 6 reports the activities foreseen per each persona in each phase of the project’s duration identified above. Differences emerge in the different use of social media, which is reported in the appropriate section.

Persona	1 – Raise awareness	2 – Inform and interact	3 - Promote
Dirk De Jong (Target audiences A & C)	LinkedIn posts, on-page SEO, blog posts, landing pages, events, newsletters	CTA on LinkedIn, website and landing pages	Tailored newsletter and marketing automation
Laura Smith (Target audiences F)	Social media posts, on-page SEO, blog posts, landing pages, workshops	CTA on the website, links on social media and landing pages	Tailored newsletter and marketing automation
Beatrice Rossi (Target audiences B & E)	Research articles, LinkedIn articles, LinkedIn posts, social media posts, events, newsletters	CTA on research articles and LinkedIn articles/posts	Tailored newsletter and marketing automation
Jean-Paul Laurent (Target audience D)	Social media posts, on-page SEO, press releases, blog posts, events	CTA links on social media and website	Tailored newsletter and marketing automation

**Table 6 - Dissemination plan overview**

The first phase is defined by raising awareness. This is an important step in getting the message out to the public. This phase involves creating and distributing content that informs people about the context of the project and the problem it aims to solve. The content created and distributed can be in the form of articles, videos, social media posts, and other forms of media. The key point is to create material that can spark interest and convey a message that resonates with each persona’s needs. By following this approach common ground between the GLACIATION consortium and its potential stakeholders will be built. The goal is to create





an understanding among people about the issue or cause so that they can make informed decisions about joining the GLACIATION community. This phase should also be used to measure success by tracking metrics such as website visits, social media engagement levels, or other indicators that can help gauge how well-received the promotion was. During the first phase it is also important to engage with stakeholders to understand their needs and iteratively tailor the communication accordingly. This phase will provide stakeholders with information that will help them better understand why this project is necessary and especially why it is so for the target audience. Additionally, this phase will focus on building relationships between stakeholders and creating a sense of trust so that they are more likely to support the project in later stages. By providing clear information about the project's purpose and engaging with stakeholders, this phase helps ensure that everyone involved understands what is being proposed before moving forward.

The second phase consists of informing and interacting. This phase is designed to ensure that all stakeholders are kept up to date on the progress of the project. This phase involves providing regular updates to stakeholders about the status of the project, as well as engaging them in meaningful dialogue about any issues or feedback they may have about GLACIATION's developments. Call To Action (CTA) will be used for this purpose. During this phase, it is important to keep stakeholders informed about any changes or developments that may affect their involvement in the project. Additionally, it is important to provide opportunities for stakeholders to give feedback and ask questions so that they can be involved in decision making processes related to the project. The goal is to keep an effective two-way-street communication channel with stakeholders in order to nurture a community around GLACIATION.

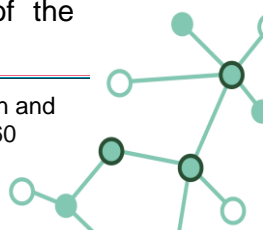
The third phase, the promoting phase, aims to increase the visibility and reach of a project's results with a glance at the outcomes and long-term impact. This phase typically involves activities such as publicising the project's achievements, creating promotional materials, and further engaging with stakeholders. The goal is to yield interest about the project's results and potential for exploitation. However, the main objective is to build on existing interest and collaborate with stakeholders to encourage further investment in its development. Promotional activities can also help to share successful experiences from the project that can be used as models for other projects or initiatives. This helps to ensure that best practices are shared widely so that others may benefit from them.

Ultimately, the promoting phase paves the way for exploitation by increasing visibility and reach while also providing evidence-based examples of success stories from within the project itself. By doing so, it helps to ensure that potential investors have all the information they need in order to make informed decisions about whether or not they should invest in exploiting a particular outcome or result within a given project.

### 2.7.2 Dissemination to policymakers

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GLACIATION disseminates its results to policymakers providing them with evidence-based information on which they can base their decisions. This information will include data on how successful the project was, what challenges were encountered, and what lessons were learned throughout its course. By having access to this data, policymakers are better equipped to make informed decisions about future projects or initiatives. Additionally, dissemination to policymakers allows the GLACIATION consortium to showcase the importance of the





GLACIATION solution for policy. As far as it concerns GLACIATION's objectives, this will contribute to the European policy by supporting the goals of ensuring data privacy, limiting power consumption, and improving the performance within and of a distributed architecture. In short, GLACIATION aims to advance the state-of-the-art of the digital infrastructure that underpins a “Europe fit for the digital age<sup>5</sup>”

Public officials will be targeted via the project dissemination channels (social media) and engaged through events (workshops, including demos of the solution). The activity of the WP leader (The Lisbon Council), together with the project's consortium will be crucial to identify and grasp relevant networks and events at European and national levels. European Union institutions will be targeted through policy briefs in cooperation with linked projects. Organising common events and using the respective communication tools such as newsletters to publish information on the project – will be used to widen (among other stakeholders) the audience of policy officers. Also, close communication and cooperation with the European Commission's project officers will be crucial to get into relevant networks and events. A list of events in which GLACIATION partners intend to participate for dissemination to stakeholders of the policymaking community, among others, is provided in Annex C.

### 2.7.3 Scientific and technical dissemination

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Scientific dissemination involves communicating the GLACIATION research results to other scientists, academics, and experts in the field. Technical dissemination involves communicating research results to a broader audience outside of academia, which is nonetheless knowledgeable on technical concepts. The primary goal is to maximise the impact of GLACIATION's research results. This can be achieved by publishing the findings in peer-reviewed journals, presenting them at conferences, and making them available online. Additionally, other researchers should be able to build upon GLACIATION's results and make further advances in their own research. Finally, disseminating GLACIATION's findings makes them a common good that everyone has access too regardless of their background or resources. It ought to be clarified that the latter aspect is tied to open publications. GLACIATION aims to advance the state-of-the-art and integrate, build, and share knowledge on:

- AI-based technologies for dynamic and predictive placement of data based on energy constraints
- Dynamic merging and movement of distributed knowledge graphs
- Novel data centric energy monitoring frameworks and associated metadata
- Edge-node-cloud based platform for versatile data movement

Therefore, GLACIATION bears the potential of solidifying applications of emerging technologies and drastically improving the functioning of critical digital infrastructures (namely, through advancements in interoperability).

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<sup>5</sup> European Commission, Joint Research Centre, Alberti, V., Caperna, G., Colagrossi, G., et al., A Europe fit for the digital age : tracking Europeans' interest in EC priorities using online search data, Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2760/478863>







Once GLACIATION's results become relevant for archival journals, the consortium will aim to publish high-level articles in some of the most relevant journals related to the project topics. These publications will inform about project objectives, including the main service system specifications and the results achieved in order to reach potential users outside the consortium. Academic and research partners will participate in external European and international scientific conferences and events to show the project developments and achievements. International academic networks will be used as an awareness and dissemination channel. A non-exhaustive selection of international journals that are best suited for publishing GLACIATION-funded scientific articles can be found in Annex B. In line with the project approach, the journals listed are multi-disciplinary and cover different scientific areas. Furthermore, a selection of forthcoming international conferences, covering different scientific areas, confirmed or under consideration by GLACIATION partners can be found in Annex C.

### 2.7.4 Private sector dissemination

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GLACIATION targets the private sector, more specifically the industry 4.0 and technology providers and developers, to raise interest in the technologies employed in the project, perform connections between the organisations developing these technologies and consortium members, and facilitate technology creation. This audience will be a critical part of the dissemination because of the importance of directly addressing SMEs, start-ups, and digital innovation hubs (both national and European) to ensure technical take up by competitive players. The participation in trade fairs and other dissemination channels (e.g., social media) will be the primary channels to reach them. In addition, to generate awareness within the business community, specific workshops and events will be organised to spread the innovative project results. Furthermore, a non-exhaustive list of events identified for dissemination to private sector stakeholders can be found in Annex C.

### 2.7.5 GLACIATION use cases results in dissemination campaign

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The dissemination of GLACIATION outputs will make the knowledge developed throughout the project available to wider audiences. To reach key stakeholders in the research community, industry, commercial actors, professional organisations, policymakers and citizens' organisations at the local level, GLACIATION will carry out demonstrations, training, workshops and social media campaigns in the Countries where the use cases will take place, namely: Germany, Ireland, and Italy.

### 2.7.6 Synergies with other initiatives and projects

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Table 7 represents a first list of initiatives of interest for GLACIATION. An extend list is available in Annex A.

Initiative's name	Description
ETAPAS	provides practical tools to Public Administration for the safe and ethical adoption of disruptive technologies.
MOSAICrOWN	develops a distributed privacy-preserving data market for an intelligent connected vehicle use case. GLACIATION will leverage the privacy preserving techniques.



Initiative's name	Description
TRUSTS	Trusted Secure Data Sharing Space develops a data sharing platform for secure, trustworthy, and GDPR compliant data exchanges including integration with future platforms in different jurisdictions
SERENA	development of an intelligent manufacturing system to optimise operations in a smart manufacturing environment incl. development of a plug-and-play hybrid cloud data storage and processing platform, with edge-to-cloud security and analytics capabilities.
BRAINE	development of an Edge platform, to support Big Data and AI in distributed, federated edge environments. Project includes, software stack development, hardware development, security, data privacy, GDPR, etc
DECIDO	demonstrates the impact of the adoption of cloud infrastructure to gain access to shared data in the field of Evidence Based Policy Making. LC personnel leads the conceptualization WP in DECIDO
ACROSS	framework aiming to substantially complement SDG and Your Europe portal by leveraging the advanced capabilities of Cloud, privacy-preserving, semantic interoperability, and mobile technologies, to build the next generation Public-Services ecosystem while maintaining the highest privacy level.
CPSwarm	develops new tools to support engineering of CPS swarms that solve real-world problems. Swarm coordination is relevant to GLACIATION's heterogeneous swarms of distributed knowledge graphs.
BugWright2	develops warm intelligence algorithms for autonomous behaviour heterogeneous swarms (drones, vacuum robots on the hull, underwater robots).
SWILT	agent-based swarm modelling used for industrial plant production scheduling, logistic efficiency. Nature inspired swarm rules and algorithms lead offer highly reactive algorithms that handle dynamic changes in their local vicinity.
MESON	modelling and Engineering of Self-Organizing Networks based on evolutionary methods, such as genetic algorithms with neural networks
C3ISP	develops collaborative cyber security management, techniques to share cyber threat information in a controlled, flexible, and protected manner. Includes techniques for anonymisation and cryptography in data sharing scenarios
InSecTT	integrates AI and security into the Internet of Things. Includes distributing intelligence, computation, and authority across the device-edge-cloud continuum, to balance competence and accuracy with latency, network congestion and energy use.
4DOmics	French national project that establishes a 10PB data cloud at EURECOM for storing research data from various biological teams in the entire PACA region of France.
OligoArchive	EU FET initiative with EURECOM as PI on using synthetic DNA as digital data storage medium.
BIGFOOT	project on designing, implementing, and evaluating a Platform-as-a-Service solution for processing and interacting with large volumes of data.





Initiative's name	Description
MARSAL	designs a framework for the management and orchestration of network resources in 5G and beyond. Includes privacy and security features for application workloads and data and allows applications and users to maintain control over their data when relying on the deployed shared infrastructures
HOPE	develops a methodology and associated tools for a new way of producing, publishing, maintaining, accessing, and exploiting privacy-preserving open data.
MUSKETEER	alleviates data sharing barriers by providing secure, scalable, and privacy-preserving analytics over decentralised datasets using machine learning.
TREADOR	A model-based BDA-as-a-service (MBDAaaS) approach, providing models of the entire Big Data analysis process and of its artefacts. TREADOR open, suitable-for-standardisation models support substantial automation and commoditization of Big Data analytics, while enabling it to be easily tailored to domain-specific customer requirements.
BD4NRG	Delivers a reference architecture for Smart Energy, enabling B2B multi-party data exchange, while providing full interoperability of leading-edge big data technologies with smart grid standards and operational frameworks

**Table 7 - List of similar initiatives (partial)**

## 2.8 Communication

Communication aims to raise awareness on the project, spark interest and attract potential users, investors, contributors, generate demand, engage with stakeholders and the general public and show the successes of GLACIATION and the European research and innovation at large. For this reason, a plan for communication is developed. It also includes a guidance on the creation of a community of interest, the development of a social media strategy, as well as specific information on specific tools to support the communication of the project.

### 2.8.1 Plans for communication

Table 8 presents an overview of the activities regarding each communication mechanism distributed over the different phases of the project's duration.

Communication Mechanism	1 – Raise awareness	2 – Inform and interact	3 - Promote
Project's website	Design and development of an intuitive and responsive project's website; search engine optimisation	Regular update of the website content; watch website's analytics to measure impact and provide content of interest	Regular update of the website content; clear visibility of results, demo/application material in an interactive way





<b>Communication Mechanism</b>	<b>1 – Raise awareness</b>	<b>2 – Inform and interact</b>	<b>3 - Promote</b>
Social Media presence	Establishment of presence in social media; Reproduce relevant content and monitor relevant hashtags; upload public material; follow influencers of the domain; engage to other projects and initiatives	Promote project's outcomes and events; interact with followers to get feedback; answer on comments and private messages on the various channels; upload public material; reproduce relevant content and monitor relevant hashtags	Promote project's outcomes and events; interact with followers to get feedback; answer on comments and private messages on the various channels; upload public material; reproduce relevant content (more sporadically)
Project's blog	Deploy project's blog; provide blog posts related to project's positioning & technologies	Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback	Publish frequent blog posts to demonstrate and promote project's results
Traditional media	Press release to announce the project's launch	Press releases to announce the significant events/results	Press releases to promote the business case of the project's results
Communication material	Design logo and project identity; prepare project factsheet, brochure, banner, e-Newsletter and promo video	Prepare revised brochure, banner and frequent releases of e-Newsletter; publish blogs/news in EU instruments (e.g. Cordis News, research EU magazines etc.)	Prepare final brochure, banners, frequent releases of e-Newsletters and video demonstrators; publish blogs/news in EU dissemination instruments

**Table 8 - Communication plan overview**





## 2.8.2 GLACIATION Community

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Building up the GLACIATION community is one of the main goals of the strategic communication plan. The community will definitively be able to benefit from an open-access content of all the material to be spread in the context of the project. The project content will be structured to reach all the relevant target groups.

Main tools to build and animate the community will be the GLACIATION website, GLACIATION social media profiles, press and media initiatives, leaflets and posters, newsletters, organisation and participation in conferences and other types of events. Also, the organization of community events based on workshops where participants will collaborate on applying specifying solutions to a targeted context will be useful to engage the community.

As concern the contents mainly directed to the community, special emphasis will be given to information about the results, activities planned and carried out so far, use case development and public deliverables. A specific focus will be also given to the general public to maximise awareness of the project findings and their impact.

## 2.8.3 GLACIATION social media strategy

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The massive dissemination of the GLACIATION project will also take place through programmed management of a social media editorial calendar. GLACIATION's social media channels are YouTube, LinkedIn, Twitter and Mastodon. Each of them was chosen to differentiate the message based on the persona identified above, in order to implement a targeted communication approach. All project partners who have social media accounts will follow each other profiles, reposting or retweeting coherent content, tagging and mentioning the GLACIATION profile. All the social media icons have been included in the footer of the <https://GLACIATION-project.eu/> website. The profile pictures contain the official logo. The covers have a clear reference to the homepage and branding of the <https://GLACIATION-project.eu/> website. All social profiles have been customised following the same consistency criterion to make themselves immediately recognisable.

The main objective of GLACIATION PROJECT's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the blog pages. The idea is that social channels will help pushing people who are not familiar with the project, but work in the relevant sector, to become promoters of the initiative. A method has been designed for the internal planning of social media development over three years of the GLACIATION project. Four social channels have been opened, all (extremely) varied by audience target: Twitter, LinkedIn, YouTube, and Mastodon. Twitter and Mastodon follow the same logic, but a trend of migration may be gauged from the former to the latter. This appears to be due to Mastodon open-source nature. Besides this, each social network has a different target, so contents will be different in terms of tone and message. Each official GLACIATION social channel will be followed up by all the project partners, and each post will be reposted using mentions and hashtags coherent with project aims. For each content, one persona will be taken into consideration. The idea is that the social channels will help pushing people that do not know the project to become future promoters. Key information on the management of social media are reported below:





- In-depth dissemination articles on project keywords, Communication results/deliverables (self-referential about the project),
- Official Hashtag: #glaciationprojecteu #horizoneu
- Thematic areas hashtags: #datamanagement #energyefficiency #dataoperations #publicadministration
- For mention:
  - Twitter: @glaciation\_proj
  - LinkedIn: @GLACIATION\_PROJECT
  - Mastodon: @glaciation\_project
  - Youtube: @glaciation-project
- Each post written by the GLACIATION profile will contain thematic hashtags as well as links to the website. This will help social-media users to discover the website-by improving its ranking in search engines.
- Repost: each GLACIATION project partner will be able to repost the contents published on official social networks, mentioning and using the official hashtag. This inner work method will generate views and allow social profiles to increase well targeted followers.

A focus on the different social media is provided below.

## **TWITTER**

GLACIATION project Twitter account was implemented according to the following criteria:

- Profile image with the official icon logo and cover with image referring to the main graphic design of the project which recalls the globe-shaped network
- Brief description of the project and insertion of #glaciationprojectEU and #Horizon\_EU hashtags
- Official # of the page: #glaciationprojectEU
- Link to the official <https://glaciation-project.eu/> website





**Figure 1 - Twitter account**

Here below the communication strategy applied to the Twitter social channel at a glance:

- Twitter posts require very concise textual content (280 characters). For this reason, short messages will be drawn up containing essential information: official and thematic hashtags within the text itself, @mentions and links to the project website <https://glaciation-project.eu/>
- Each project partner follows the GLACIATION account and vice versa. By tagging and retweeting each other, it will be possible to improve the project's presence on Twitter and support the dissemination of contents
- Tweets will include relevant accounts and tags accordingly

## YOUTUBE

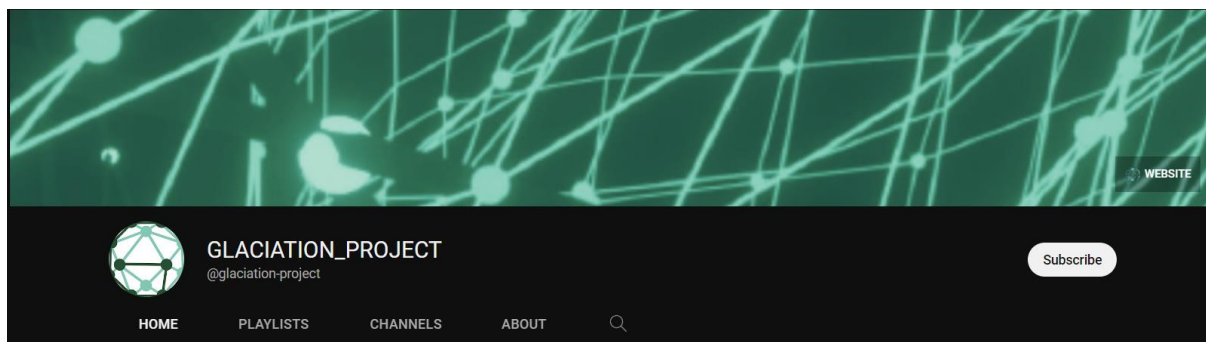
GLACIATION project YouTube account was implemented according to the following criteria:

- Profile image with the official icon logo and cover with image referring to the main graphic design of the project which recalls the globe-shaped network





- Link to the official <https://glaciation-project.eu/> website



**Figure 2 - YouTube account**

Here below a glimpse at the communication strategy applied to the YouTube social channel:

- Recordings of conferences and any other relevant event are published in a timely manner, the description includes appropriate tags and links to relevant material and always to the project website <https://glaciation-project.eu/>
- YouTube is used to publish videos that explain certain aspects of the project, however given the “trending” logic behind videos and accounts visibility on YouTube it is reasonable to envisage the use of this platform as a repository.

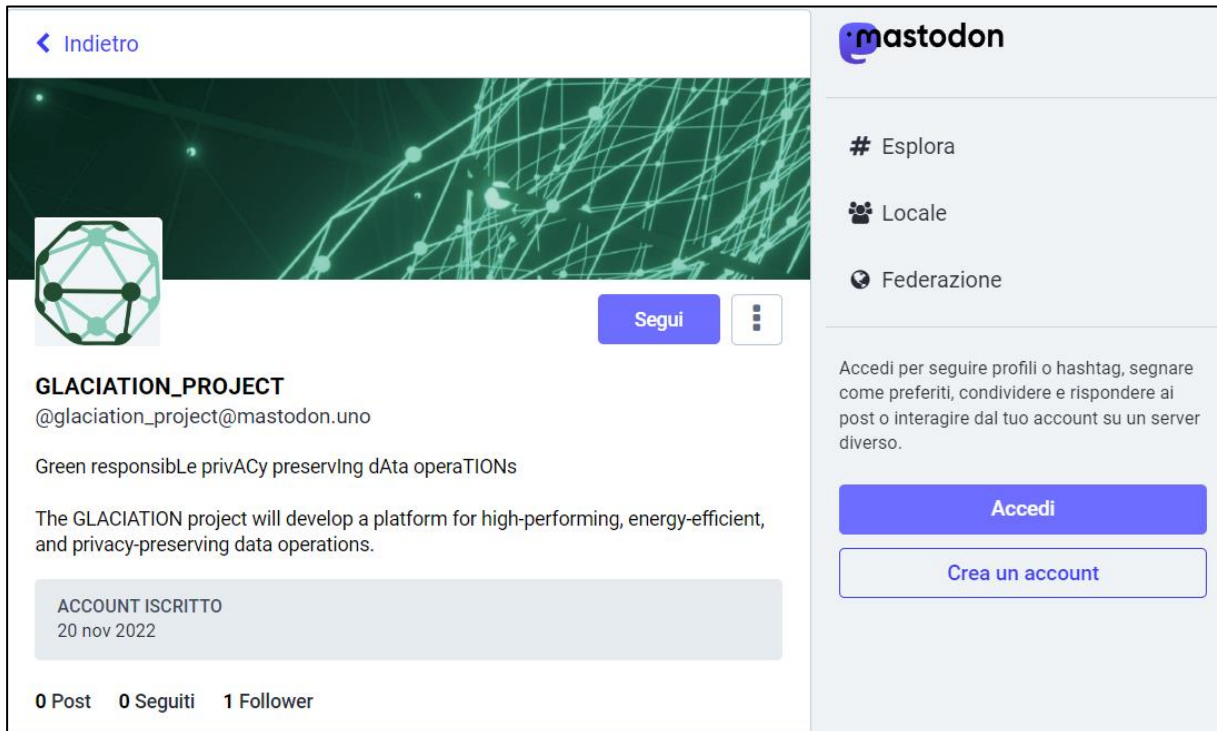
## **MASTODON**

By its nature, it is populated by a well-defined target group. In fact, Mastodon is mainly used by insiders and early adopters.

This is precisely the category of media consumers that we want to reach through the content strategy. Their contribution is crucial in the diffusion process of innovations: as they are among the first adopters of products and services that have just been launched on the market, they create the necessary conditions for the majority of consumers (early and late adopters) who will arrive later, to feel safe in consuming the novelty.







**Figure 3 - Mastodon account**

For the aforementioned reasons, the dissemination of content on this channel could foster public debate on the topics of this project.

Again, the official logo, graphics in line with the brand identity, and references to the website were inserted immediately after creation to create recognisability of the project on the different platforms.

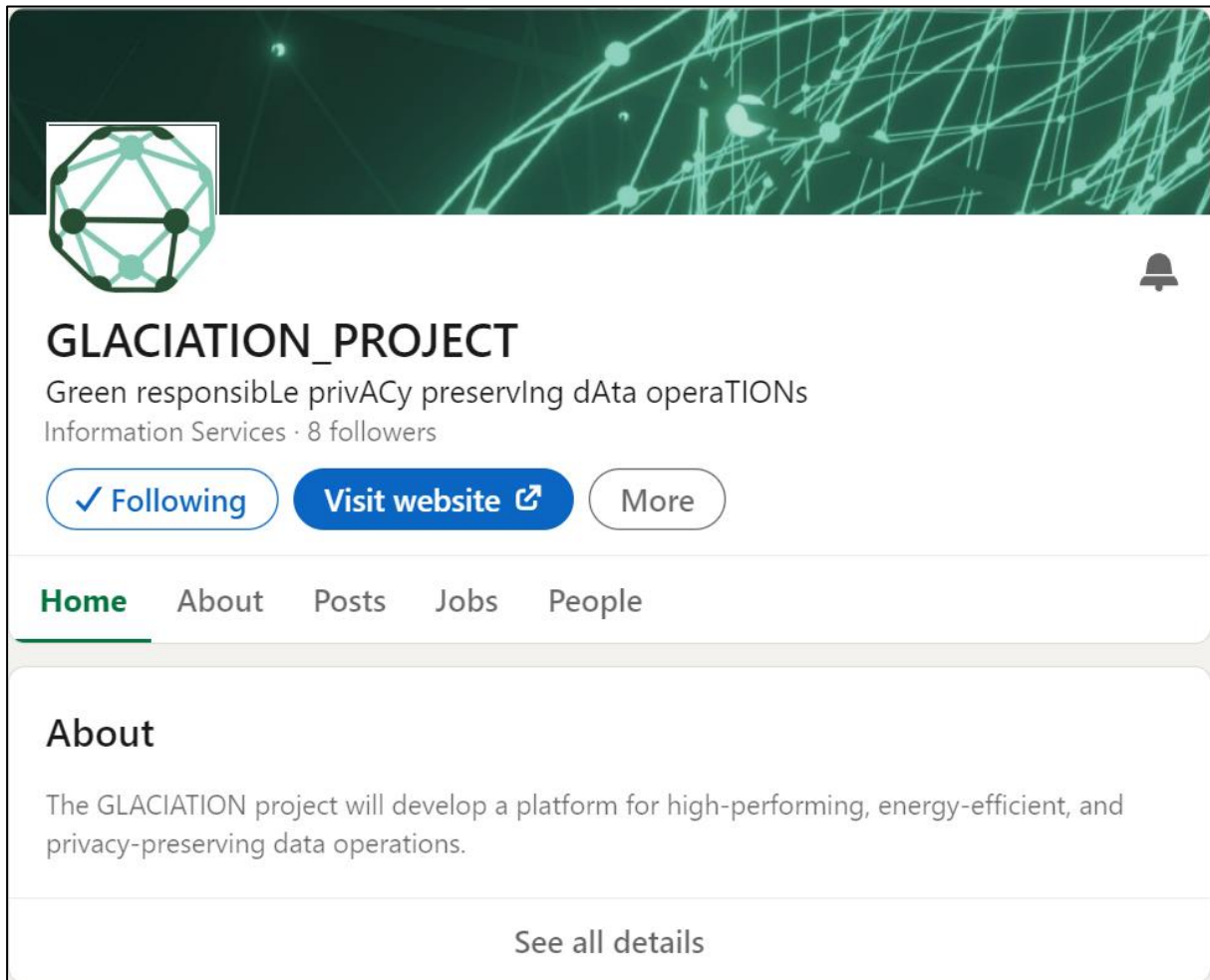
The posts will contain the project and context hashtags, links to the website and where possible @mentions to partners on the platform.

## LINKEDIN

This social media is one of the most powerful tools in terms of disseminating professional information. GLACIATION page has been implemented according to the following criteria:

- Profile image with the official icon logo and cover with image referring to the main graphic design of the project which recalls the globe-shaped network
- Description of the project
- CTA button has been added and invites users to visit the official website <https://glaciation-project.eu/>
- The official hashtag of the page is #glaciationprojectEU





**Figure 4 - LinkedIn account**

A glimpse at the communication strategy that has been devised to be applied to the editorial calendar is provided below:

- Target: for each social channel, different content will be produced based on the target audience. LinkedIn is a social media based on the dissemination of highly professional content, and, for this reason, the content written will be in line with the social tone. Concise, professional and detailed style.
- Each post will include specific hashtags relating to issues such as digital public services, user-centred design, and data sovereignty in the European Union. This will allow the audience to receive targeted updates on specific areas of interest.
- Each project partner follows the GLACIATION LinkedIn page and vice versa. These inner connections allow it to create targeted dissemination, conferring authority and recognition to the project.
- Each project partner will be able to repost the contents of the LinkedIn GLACIATION page, mentioning the page, inserting the official hashtag #glaciationprojectEU and indicating the official website <https://glaciation-project.eu/>
- LinkedIn GLACIATION profile will mention other institutional pages of the partners involved in the project.



### 2.8.4 GitHub and the Open-Source approach

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GLACIATION consortium aims to provide benefit to the European society. To contribute to that goal, partners are encouraged to use Open-source Software (OSS) in their deliverables, and to contribute with their deliverables to the Open-source communities.<sup>6</sup>

The strategy adopted by the GLACIATION consortium is further defined in the Consortium Agreement. However, relevant to this deliverable and to the dissemination of GLACIATION's results is the fact that GLACIATION aims to contribute to the Open-source community. For this reason, in addition to internal use of a tool for versioning control, a GitHub account is created.

It is reasonable to foresee further elaborations regarding this element in future updates of the communication and dissemination strategy.

### 2.8.5 Videos to communicate certain sophisticated components of GLACIATION

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Videos are an incredibly powerful tool for communicating complex ideas to relatively non expert audiences. They are a great tool to do so because they can provide visual demonstrations of the concept, which can be easier to understand than text or audio alone. Videos also allow for more creative ways of presenting information, such as animations, diagrams, and other visuals that help break down complex topics into more manageable segments. Videos can be used to quickly and effectively explain the concept, features, and benefits of the new technology in an engaging way that is easy to understand.

GLACIATION is deeply technical in its nature; this constitutes a valid reason to opt for the production of videos to be used as a communication tool. For GLACIATION, videos hold the potential to guide stakeholders throughout the varied user journeys developed for the pilot cases and to break down the complexity of a distributed architecture with appealing animations and graphics.

## 2.9 Proactive exploitation planning

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This section aims to outline preliminary considerations, actions, and activities that fall under the scope of the exploitation of results of GLACIATION. The complexity of the technological and policy landscape surrounding GLACIATION demands for proactive actions with regard to the exploitation strategy. Aiming to assure market uptake and adoption of green responsible data operations that preserve privacy, several exploitation activities and measures will be undertaken during and after the project's execution period. These activities will be detailed further as the project produces its intermediate outputs in the following versions of this deliverable.

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<sup>6</sup> Grant Agreement of GLACIATION





### 2.9.1 Exploitation planning actions for the first year

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The preliminary plan is envisioned with the following timeline.

Task	Activity	Timeline
Market, Innovation and Applicability Analysis IPR Management, Exploitation Strategy and Sustainability	Market research by M12	By M12 to fit D8.2
	Definition of KERs by M12	By M12 to fit D8.2
	First IPR definition by M12	
	First exploitation plan at individual level by M12	
Templates to gather exploitable results by M3		
Standardisation	Definition of the relevant/used standards by M12	By M12 to fit D8.2
	List of relevant standardization bodies by M12	





### 3 GLACIATION branding

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Branding is essential in the communication of a project because it helps creating a unified and consistent message and identity that can be easily recognised by stakeholders. Together with the project's visual identity it provides an easy way for people to identify the project, as well as its values and goals. Branding also helps to differentiate the project from its competitors, while visual identity helps to convey key messages about the project in an attractive and memorable way. Branding also helps to build trust with stakeholders, as they will recognise the brand and associate it with quality work.

#### 3.1 GLACIATION logo design

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The logo representing the project is the result of a collaborative decision-making process that gave the consortium partners the opportunity to shortlist some logos among several options proposed by the WP8 Leader (The Lisbon Council). Afterwards, partners expressed their opinion to refine the design also during the WP8 meetings. This double iteration led to the current version of the logo (Figure 5). The icon represents a network with nodes (dots) and connections (lines), resembling a web or database architecture. Specifically in the context of GLACIATION this network resembles the edge-to-cloud architecture that can be found in an organisation network or GLACIATION Europe data spaces. The shape of the network reminds of a globe, recalling the broader impact of GLACIATION (and technology) on the planet. Combined with the colour green (in different shades) the logo highlights the importance of the environmental sustainability in GLACIATION.



**Figure 5 – Logo**

The logo is available both in its positive and negative version, as well as with the icon positioned next to the project's name.





## 3.2 GLACIATION website

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The website is the first step in establishing GLACIATION's online presence. The website serves as the primary source of information about the project. The website includes a home page as well as a more detailed page that provides an overview of the project and its goals. It also includes pages for each of the project's components or phases, as well as a page for any related resources or documents. Finally, it includes a page with any relevant contact information.



Figure 6 - Webpage

As per the Grant Agreement, communication and dissemination activities are monitored throughout several key performance indicators. The website constitutes a tool to collect a good portion of them since it gives access to downloadable material (to be tracked) and it is a source of information in itself (to be tracked through the numbers of visitors, etc.). Matomo is an open-source web analytics platform. First and foremost, among its strengths, Matomo is GDPR compliant and provides data security measures such as data anonymization and user opt-out options. Additionally, Matomo can be customised according to the website owner needs and it provides detailed reports that are easy to understand and interpret. The privacy policy in the webpage provides details on the matter of data collection which is used to ensure the functioning of the website and report on the KPIs.





### 3.2.1 GLACIATION website structure

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The first version of the website structure includes:

- Home page
- About
  - Description of the project
  - Partners
  - Governance
- Pilots
- Contact

Whereas the Home page provides an overview of the project and, naturally, functions as a link to the other sections of the website, the other sections dive deeper into the project.

The About section includes a page that describes the project's context, the issue addressed, the solution advanced and more specific objectives of GLACIATION. Additionally, it includes a page about the consortium partners that are presented and briefly described. Finally, it includes a page on the governance of the project, hence a description of the work packages and the leadership team (i.e., project's coordinator, dissemination manager, quality manager, etc.).

The section about the Pilots gives access to information about the three pilot cases of GLACIATION. Considering that the pilots' development will last for the entire duration of the project, the section of the website will be constantly updated.

Finally, the Contact page. This page evidently includes the contact information of key roles within GLACIATION such as the project coordinator, the dissemination manager, the Scientific and Technical coordinator.







## 4 Communication and dissemination tools and channels

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This chapter provides an overview of the communication tools and channels selected for GLACIATION. Overall tools and channels encompass both traditional and newer forms of communication. These are chosen to cover the objectives identified in the Grant Agreement first and then for the communication and dissemination of the project.

### 4.1 Templates

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The use of templates is necessary to standardise certain communication material so as to ensure a consistent outlook and, ultimately, the visual identity of the project. Due to this reason, both physical and digital documents templates are made available to the GLACIATION consortium. The physical template is available, but all the consortium is strongly encouraged not to print letters but rather use digital forms of communication.

#### 4.1.1 GLACIATION physical documents templates

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A4 printed page whose function could be an official communication that requires a hard copy is in Figure 7.





**Figure 7 - A4 printed**

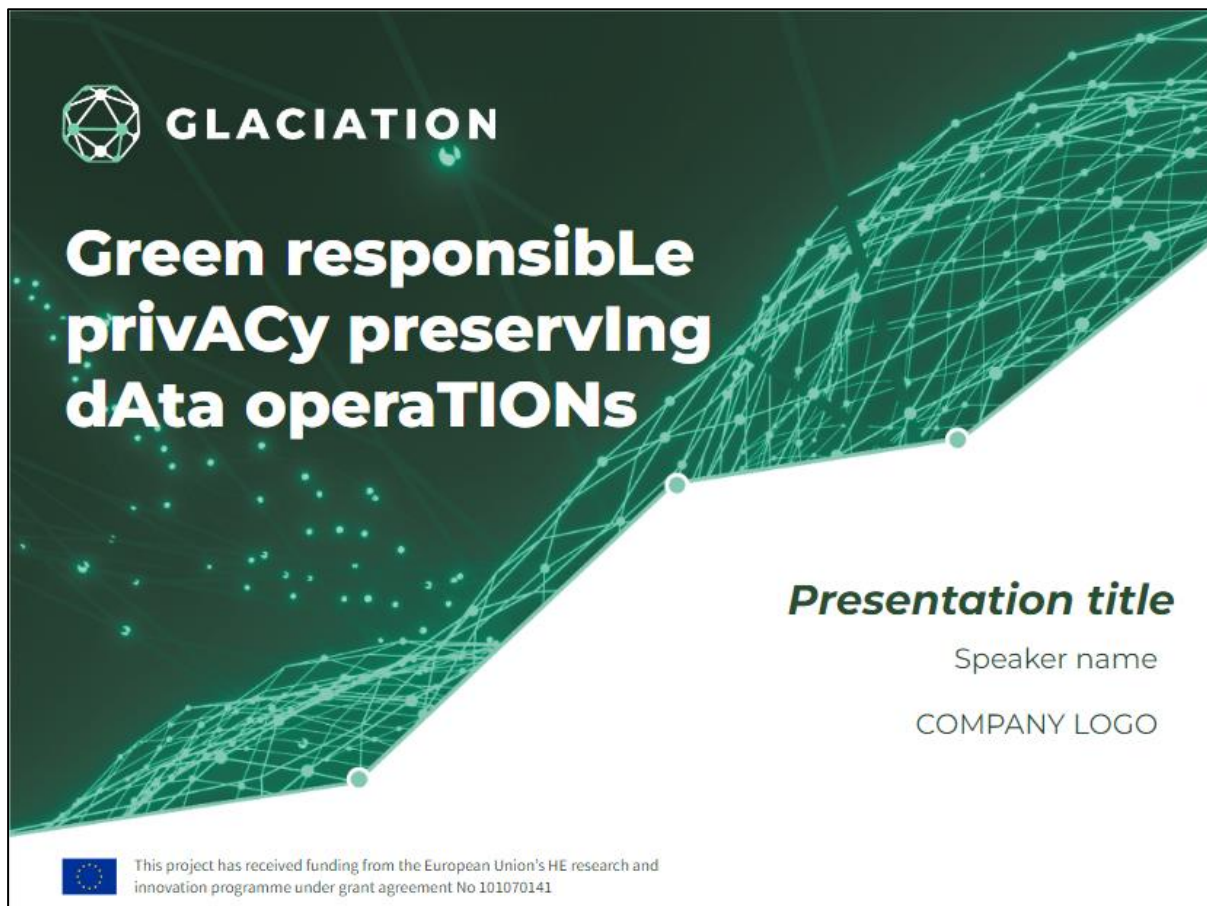




#### 4.1.2 GLACIATION digital documents templates

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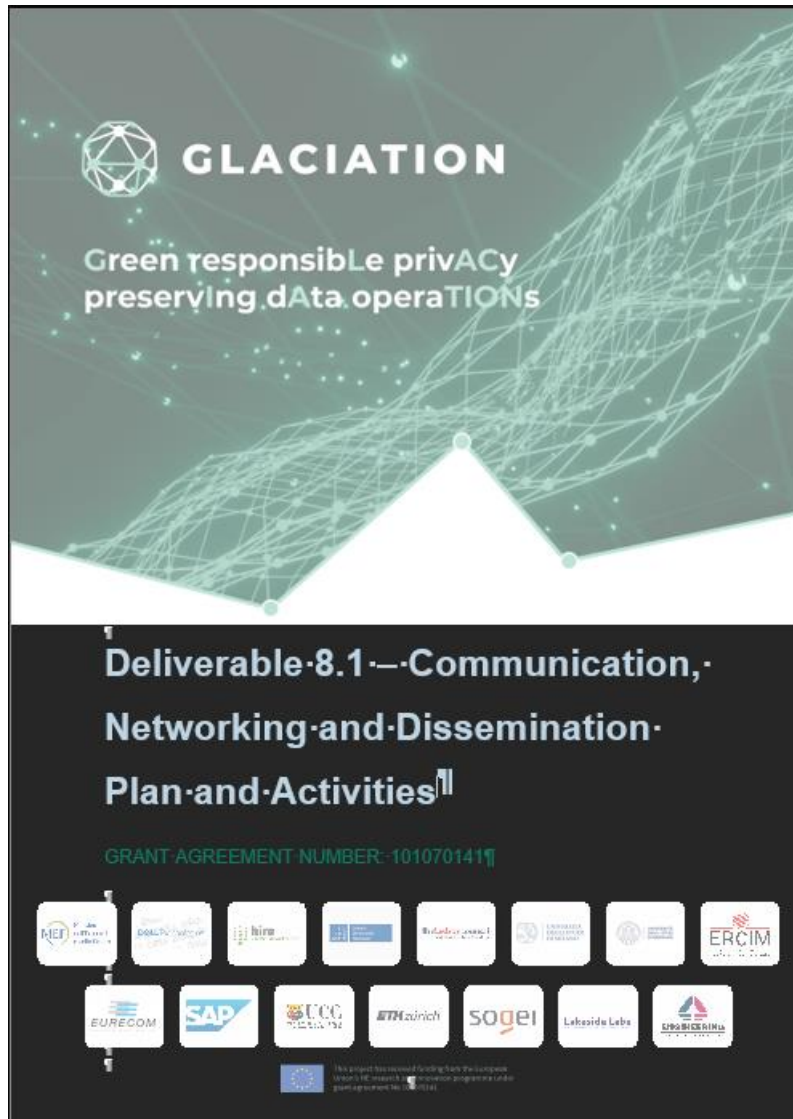
The first slide of the PowerPoint presentation template is in Figure 8.



**Figure 8 - PowerPoint presentation template (first slide)**

The word document template for deliverables is in Figure 9

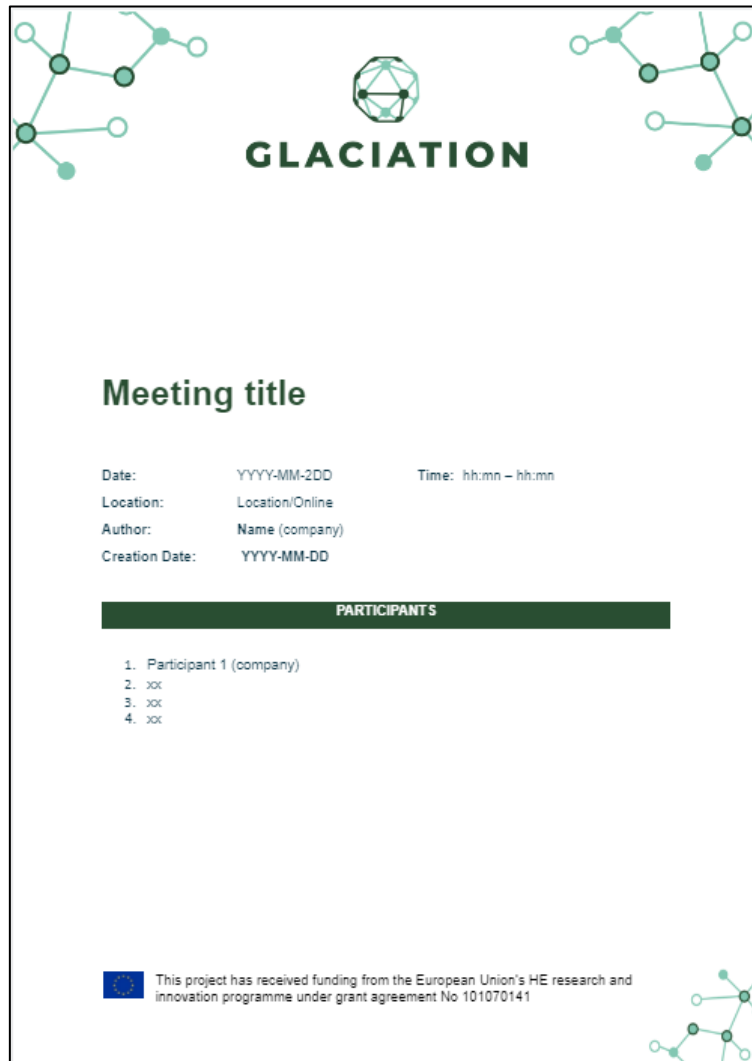




**Figure 9 - Cover page of Word document template**

Meeting minutes template (concerning internal communication) is in Figure 10.






**GLACIATION**

### Meeting title

Date: YYYY-MM-DD      Time: hh:mn – hh:mn  
Location: Location/Online  
Author: Name (company)  
Creation Date: YYYY-MM-DD

**PARTICIPANTS**

- Participant 1 (company)
- xxx
- xxx
- xxx

 This project has received funding from the European Union's HE research and innovation programme under grant agreement No 101070141

**Figure 10 - Template for meeting minutes**





## 4.2 Newsletters

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The template for the newsletter outlook is visible in Figure 11 and 12.

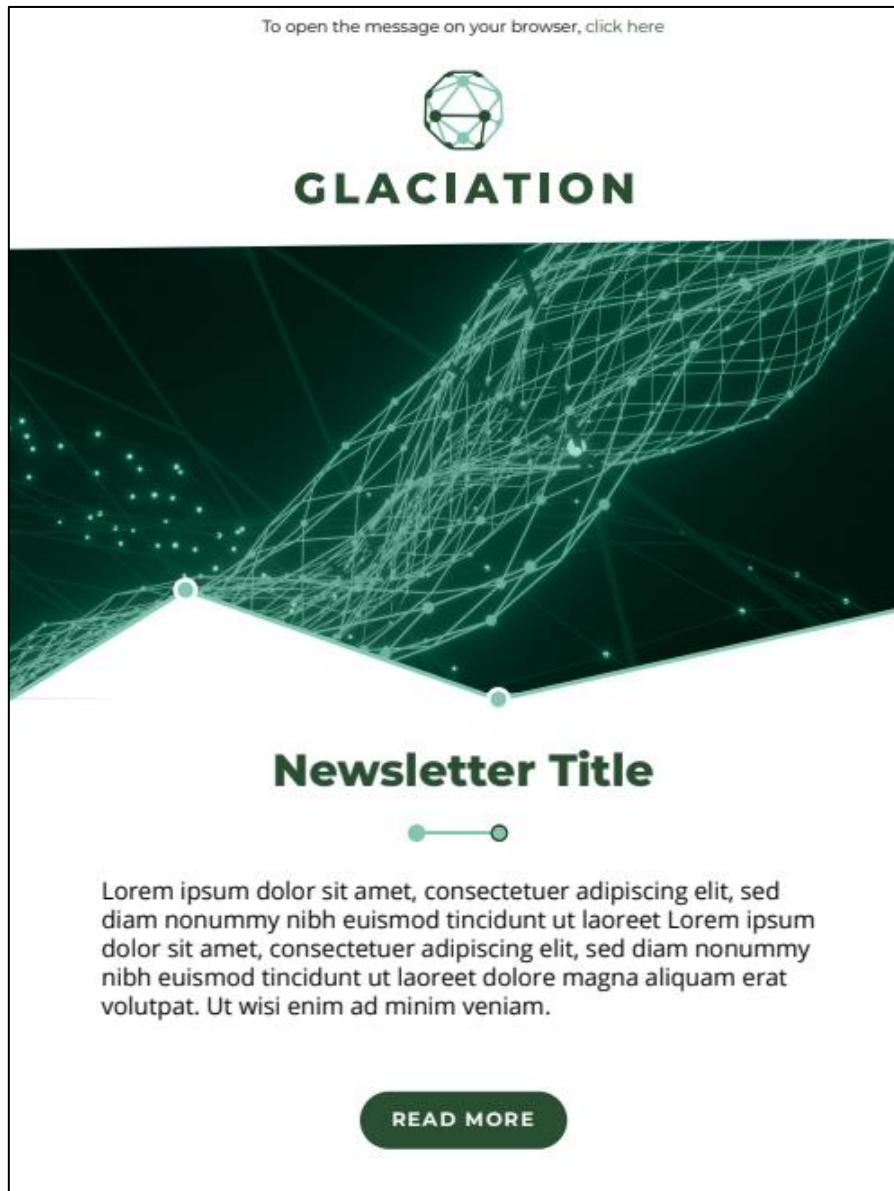


Figure 11 - Newsletter (web)









registering. The content is divided as follows: publication and articles, summits and events, materials and videos, or no preferences. The content is adapted to each persona so that they receive information that resonates with their experience and field of interest, and in an easily digestible language and format.

### **4.3 GLACIATION blog in the project's website**

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GLACIATION makes use of online blog posts to provide valuable content to the public and increase the visibility of the project. The blog is an important way to increase the online visibility of GLACIATION. More specifically the blog is used to share information such as relevant happenings and successes. It is also used to engage with potential customers and partners by providing them with valuable content related to the project deliverables and milestones. Additionally, it helps building credibility for GLACIATION by showcasing its accomplishments and highlighting its strengths. Finally, it helps attracting new visitors and followers who may be interested in learning more about the project or getting involved in some way.

### **4.4 Articles, scientific publications and policy briefs**

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In GLACIATION, results are disseminated through scientific publications in peer-reviewed journals and conference proceedings. This will ensure that the findings are presented in a rigorous and reliable manner, allowing for further scrutiny by experts in the field. This appears to be necessary given the strong orientation of GLACIATION towards innovation in critical infrastructures.

In addition to scientific publications, lessons learned from this project will be shared with policymakers through policy briefs. These documents provide concise summaries of key findings which can then be used to inform decision making at all levels of government. Policy briefs also provide an opportunity to discuss potential implications for public policy and suggest areas for further research or action. Whereas GLACIATION innovation objectives lean more towards functionalities and operations within critical infrastructures, the implications for digital policy in Europe ought to be acknowledged and valued. In particular the challenges regarding data sovereignty certainly constitute an important aspect of the project.

By disseminating results through both scientific publications and policy briefs, this project will ensure that its findings reach a wide range of audiences who can use them to inform their work in different ways.

A list of suitable avenues for the publication of (scientific) articles was compiled with the contribution of the GLACIATION consortium and it is made available in the Annexes.





## 4.5 Press releases

Press releases are useful to share milestones or other important developments in the project that can be viewed as checkpoints in the path to success. Additionally, they are essential when there is an happening that has direct public relevance. Figure 13 shows an example.

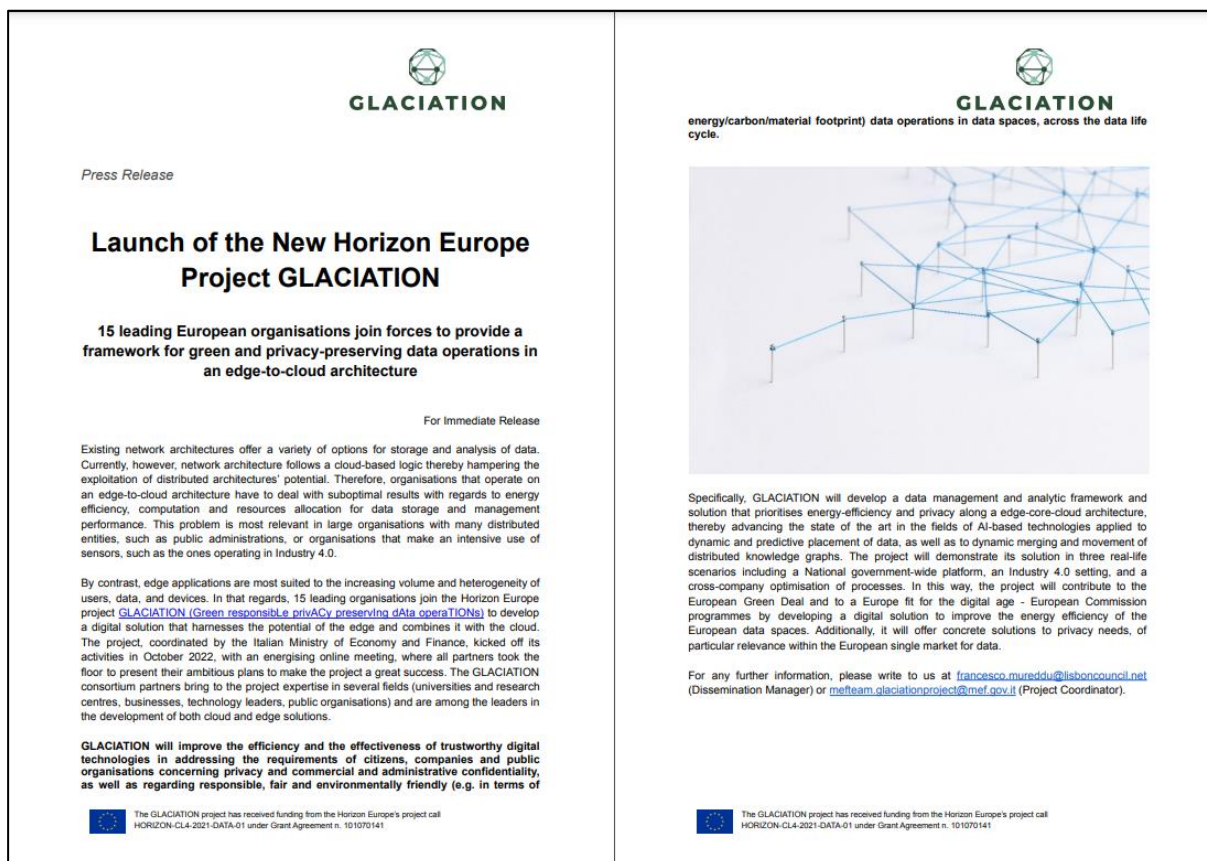


Figure 13 – An example of a press release

The social media channels of the GLACIATION project will not share this type of content to avoid auto referencing. However, the GLACIATION social media channels will share press releases published by media outlets or GLACIATION consortium partners.

## 4.6 Third-party events

GLACIATION consortium members have extensive knowledge of scientific, industry and policy events at European and national levels covering topics such as digital policy, computer science, architecture engineering, interoperability, technology law, industry 4.0. The consortium will participate in these external events, including conferences, digital exhibitions, trade fairs, international forums, and meetups, to showcase the project results and distribute dissemination material. Association with linked projects and lever on the partners' existing networks will be foreseen to identify and reach these events.





All partners are encouraged to share with the WP8 Leader any interesting events at national and European level, to attend for communication/dissemination purposes.

## 4.7 Project presentation

The communication and dissemination plan presented in chapter 2 outlines the main rationale of first phase as to raise awareness on GLACIATION to spark interest and elicit interactions with the target audiences. Raising awareness on the project by developing a fairly comprehensive and generic overview is the logic underlying the introductory presentation of GLACIATION.

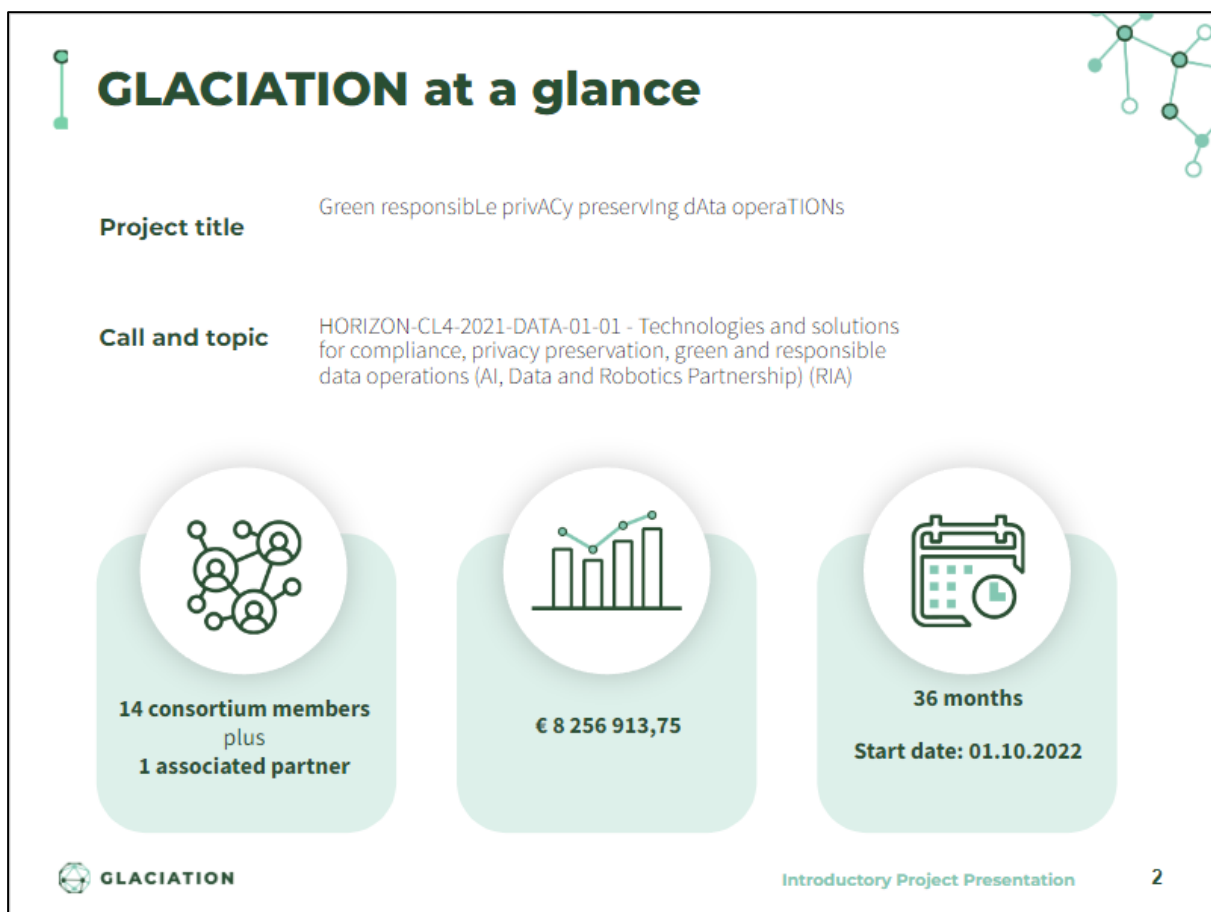


Figure 14 - PowerPoint introductory presentation







**Figure 15 - PowerPoint introductory presentation 2**

The presentation consists of a thorough overview of the context where GLACIATION was born, the main reasons that led to its proposal, the vision that underpins its goals, its objectives and the approach envisioned to achieve them, and the expected outcomes and impact. Naturally, it also acknowledges the GLACIATION consortium members albeit it does not offer a detailed description of them.





## 5 Dissemination and communication monitoring

This chapter deals with activities timing, management and monitoring. More specifically, activities timing is planned by displaying a dissemination and communication timeline referring to each year of the project. Since the update of the Plan is scheduled for every 12 months, the timeline reported in the next section refers to the first year of the project. As far as the monitoring of dissemination and communication activities is concerned, this chapter deepens monitoring procedures and points out related KPIs of this communication strategy. A closely related activity to monitoring, covered by this chapter, is the identification of risks and the foresight of related mitigation actions, which is provided for in section 5.2.

### 5.1 Dissemination and communication timeline for the first year

The purpose of creating the timeline of activities as outlined in the table below (M1-M12) is to map the results and match the outreach activities as indicated within the timeline itself. The timeline will be added on the project repository so everyone inside the consortium is updated regularly about deadlines and deliverables that are necessary for this DCP.

Main activities	Sub-activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
GLACIATION KoM	Publication of first press release		■										
	Publication through partner's channels		■										
WP8 KoM	Organisation	■											
	Follow up		■										
DPC plan drafting	Partners' input				■								
	Drafting				■								
	Feedback collection and finalisation				■								
Definition of visual identity	First elaboration	■	■	■									
	Finalization				■								
Website set-up	Mock-up definition	■	■	■									
	Finalization			■									
Social media account set up			■										
Shared dissemination log			■										
Mapping of stakeholders	Partners' input				■	■	■	■	■	■	■	■	■
	Mapping and engaging				■	■	■	■	■	■	■	■	■
Mapping of events	Partners' input		■	■									
	Mapping			■	■	■	■	■	■	■	■	■	■
	Partners' input		■										









sufficient to create an impact. The project will not achieve the planned impact and subsequent exploitation

Community not interested in being engaged in the community of practice

Communication mix not able to reach the intended audience

KPIs not reached

		dissemination of the results, emphasising the planned impact.
	Medium	The technological solution developed by GLACIATION bares potential to bring great benefits for managing data operations. It is care of the project’s consortium to cooperate and develop compelling and up-to-date content for communication and dissemination material and events and adopt a strategic approach as to the outreach opportunities to engage with to spark interest.
	Medium	For this risk target audiences’ description have been compiled with potential interests in the project and personas have been adopted to further describe these profiles. This will be the bases for tailored messages.
	Medium	The DCP is used to set out a strategy for dissemination and communication, and more detailed plans for the execution of, e.g., social media communication support the execution on an operational level.

**Table 10 - Risks and mitigating actions**

### 5.3 Immediate next steps

A list of immediate next steps for the communication and dissemination of GLACIATION is provided in the table here below (Table 11).

What	Responsible Partner	Planning
Construction of the website	The Lisbon Council	M4
News on banner exposition at Data for Policy to be posted on the website and social media	The Lisbon Council	M4
Application to the first conference (probably Egov-CEDEM-ePart)	Coordinator, the Lisbon Council	M4
Planning, draft and publication of the first scientific paper	All partners	M12

**Table 11 - Immediate next steps**





## 6 Conclusion

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This document constitutes the Communication, Networking and Dissemination Plan and Activities and outlines the objectives, activities, and resources needed to ensure that the project's development and results are effectively communicated to all relevant stakeholders.

The Plan is developed in alignment with the overall objectives of GLACIATION, specifically drawing its objectives from the project and translate them into concrete activities. Additionally, the Plan is designed to ensure that the project's results are disseminated in a timely manner, in suitable forms and in the most adequate networks, in order to maximise their impact and benefit for society. To this regard, all consortium partners are and will be equipped to promote the project across their communication channels, and mainly through their website and social media account, as well as through the participation of events already in their agenda. The role of the Consortium will be also significant to get the most from their established networks in the fields of interest of the GLACIATION project.

Special emphasis is given to the identification of target groups, as a key steps to identify the appropriate tools and channels to reach them. The success of communication and dissemination activities will be duly monitored throughout the project, in a view to assess the level of penetration of the audience and the overall efficiency of the actions carried out. The monitoring system will also allow to identify lessons learnt and put in place corrective actions.

As for what concerns the activities already in course of action and that also constitute the next steps, wide communication across social networks is the preponderant activity in this phase of the project. Additional steps are being taken to secure GLACIATION's outreach to scientific audiences. Furthermore, this effort is extended to better define and concretise other opportunities for communication and dissemination. Finally, the consortium will begin exploratory activities as for synergies with relevant projects.





## Annex A - Stakeholders

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This Annex is a stakeholders list. It includes the name of the stakeholders (first column) and the type, according to the target groups (second column).

Stakeholder	Type
CLEVER	E - Initiatives
MobiSpaces	A – Industry
Smart Manufacturing Industry	A - Industry
Smart Governance and Smart Cities	A - Industry
Gaia-X	E - Initiatives
Digital Europe	A - Industry
EHTEL	C - Industry
MarineTraffic	C - Industry
NTT Data	C - Industry
Ericsson	C - Industry
Epsilon Italia	C - Industry
APCO Worldwide	C - Industry
Open Geospatial Consortium	C - Industry
ETAPAS	E - Initiatives
MOSAICrOWN	E - Initiatives
TRUSTS	E - Initiatives
SERENA	E - Initiatives
BRAINE	E - Initiatives
DECIDO	E - Initiatives
ACROSS	E - Initiatives
CPSwarm	E - Initiatives
BugWright2	E - Initiatives
SWILT	E - Initiatives
MESON	E - Initiatives
C3ISP	E - Initiatives
InSecTT	E - Initiatives
4DOmics	E - Initiatives
OligoArchive	E - Initiatives
BIGFOOT	E - Initiatives
MARSAL	E - Initiatives
HOPE	E - Initiatives
MUSKETEER	E - Initiatives
TOREADOR	E - Initiatives
BD4NRG	E - Initiatives





## Annex B – Avenues for publication

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Name	Type	Audience
IEEE Access	Academic Journal	Scientific community
IEEE Explore	Academic Journal	Scientific community
Swarm Intelligence	Academic Journal	Scientific community
IEEE International Conference on Autonomic Computing and Self-Organizing Systems ACSOS	Conference Proceedings	Scientific community
International Conference on Swarm Intelligence ANTS	Conference Proceedings	Scientific community
BDVA	Industry publication	Industry
ERCIM	Online and offline magazine	Industry
EGOV-CeDEM-ePart	Conference Proceedings	Scientific community
IEEE Euro S&P	Conference Proceedings	Scientific community
ESORCIS	Conference Proceedings	Scientific community
ICIS	Conference Proceedings	Scientific community
NATURE	Academic Journal	Scientific community
IEEE Transactions on Cloud and Computing	Academic Journal	Scientific community
ACM	Academic Journal	Scientific community
Springer	Academic Journal	Scientific community
Elsevier	Academic Journal	Scientific community
arXiv	Academic Journal	Scientific community
MIS Quarterly	Academic Journal	Scientific community





## Annex C - Events

Event name	Event type	Dates
IEEE International Conference on Autonomic Computing and Self-Organizing Systems ACSOS	Scientific Conference	2023
International Conference on Swarm Intelligence ANTS	Scientific Conference	2023
Data 4 Policy	Summit	2022
Cloud computing and Digital Single Market Roundtable	Roundtable	2023
Forum PA	Conference	2023
Data Week 2023	Workshop	2023
European Big Data Value Forum	Conference	2023
AIWEEK	Conference	2023
DTX	Conference	2023
PoliMi Annual Digital Innovation Report	Conference	2023
Long Night of Research (AUT)	Public event	2024
Research Days (AUT)	Workshop	2024
EGOV-CeDEM-ePart	Scientific Conference	2023
IEEE Euro S&P	Scientific Conference	2023
ESORCIS	Scientific Conference	2023
ICIS	Scientific Conference	2023
SEMIC	Conference	2023

