



# GLACIATION

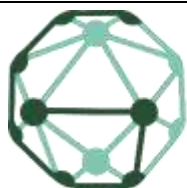
Green responsible privacy  
preserving data operations

## Deliverable 8.2 – Communication, Networking, Dissemination Plan and Activities - Intermediate

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

**Executive Summary:** This document presents an updated and enhanced version of Deliverable 8.1, the Communication, Networking, and Dissemination Plan and Activities – initial – for the Horizon Europe project, GLACIATION. This intermediate deliverable refines the strategies and approaches employed based on insights and progress made since the project's inception as well as the initial Communication, Networking, and Dissemination Plan and Activities. The goal remains to effectively communicate GLACIATION's objectives and achievements to our target audiences, leveraging a blend of traditional and digital media channels for optimal reach and impact.

**WP:** Work Package 8

**Author(s):** Francesco Mureddu, Alessandro Paciaroni, Gilles Guarino and Alex Borg

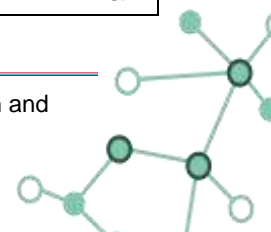
**Editor(s):** Pierangela Samarati, Stefano Paraboschi, Aidan O Mahony, and Alessio Chellini

**Leading Partner:** Lisbon Council

**Participating Partners:** MEF, DELL, UNIMI, UNiBG

**Version:** V1.0

**Status:** Final





<b>Deliverable Type:</b> Document, Report	<b>Dissemination Level:</b> Public
<b>Official Submission Date:</b> 29/02/2024	<b>Actual Submission Date:</b> 28/02/2024



## Disclaimer

This document contains material, which is the copyright of certain GLACIATION contractors, and may not be reproduced or copied without permission. All GLACIATION consortium partners have agreed to the full publication of this document if not declared “Confidential”. The commercial use of any information contained in this document may require a license from the proprietor of that information. The reproduction of this document or of parts of it requires an agreement with the proprietor of that information.

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
15	EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	ETH	CH





## Document Revision History

Version	Description	Contributions
0.1	Table of Contents	LC
0.2	First Drat	LC
0.3	Draft reviewed by Peer Reviewers	MEF, UNIMI, UNIBG, DELL
0.4	Feedback and Comments Integrated	LC
0.5	Last quality check and final submission	MEF

### Authors

Author	Partner
Francesco Mureddu	Lisbon Council
Alessandro Paciaroni	Lisbon Council
Gilles Guarino	Lisbon Council
Alex Borg	Lisbon Council

### Reviewers

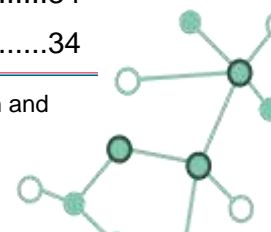
Name	Organisation
Alessio Chellini	MEF
Aidan O Mahony	DELL
Stefano Paraboschi	UNIMI
Pierangela Samarati	UNIBG





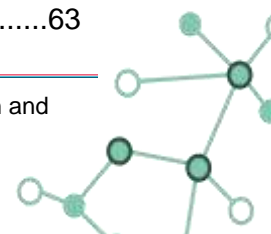
## Table of Contents

1	Introduction .....	12
1.1	Developing the GLACIATION Community.....	13
2	Objectives, Monitoring, and Key Performance Indicators.....	14
2.1	Communication and Dissemination Objectives .....	14
2.2	Monitoring and Key Performance Indicators.....	15
3	Communication Plan .....	18
3.1	Stakeholders.....	19
3.2	Personas.....	21
3.3	Overview of Communication Plan: Initiation Phase .....	24
3.3.1	2.1.1 Social Media Presence.....	24
3.3.2	Website Development and Optimisation.....	24
3.3.3	Project Blog.....	24
3.3.4	Development of Communication Material.....	24
3.3.5	Traditional Communication Channels.....	25
3.4	Overview of Communication Plan: Involvement Phase .....	25
3.4.1	Social Media Engagement .....	25
3.4.2	Project Website Updates.....	25
3.4.3	Project Blog for Discussions.....	25
3.4.4	Communication Material Reinforcement.....	25
3.4.5	Traditional Communication Strategies.....	26
4	Overview of Networking Plan.....	27
4.1	Execution of the Networking Plan .....	27
4.1.1	GLACIATION Project: Leveraging the CORDIS Cluster .....	28
4.1.2	Policy Engagement Plan .....	29
4.1.3	Market Watch: Innovation and Applicability Analysis .....	30
4.1.4	Standardisation .....	31
4.1.5	Commercialisation Strategy .....	32
5	Overview of the Dissemination Plan .....	33
5.1	Raising Awareness Phase .....	33
5.1.1	Tailored Approaches per Stakeholder .....	33
5.1.2	Industry 4.0 .....	33
5.1.3	Researchers, Research Associations, and Infrastructures .....	34
5.1.4	Industry .....	34
5.1.5	Policymakers, Funders & Standardisation Organisations .....	34





5.1.6	Public Administration and Civil Servants .....	34
5.1.7	Pertinent Projects and Initiatives .....	34
5.1.8	General Public .....	35
5.2	Involvement Phase Overview.....	35
5.2.1	Tailored Approaches per Stakeholders .....	35
5.2.2	Industry 4.0 .....	35
5.2.3	Researchers, Research Associations, and Infrastructures .....	35
5.2.4	Industry .....	35
5.2.5	Policymakers, Funders & Standardisation Organisations .....	36
5.2.6	Public Administration and Civil Servants .....	36
5.2.7	Pertinent Projects and Initiatives .....	36
5.2.8	General Public .....	36
5.3	Synergies: Communication, Networking, and Dissemination.....	36
6	Communication Activities M1-M17 .....	38
6.1	Communication and Dissemination Channels Assessment M1-M17.....	38
6.2	Narrative Streamlining Workshop.....	38
6.2.1	Narrative streamlining templates .....	39
6.2.2	Narrative Streamlining Workshop Sessions:.....	43
6.2.3	Narrative streamlining Workshop Outcome .....	43
6.3	Website.....	43
6.3.1	Website Updates.....	45
6.3.2	Webpage Key Performance Indicators and Current Performance .....	46
6.3.3	Social media .....	47
6.3.4	Analysis of Social Media KPIs and Current Performance .....	48
6.3.5	LinkedIn .....	49
6.3.6	YouTube .....	51
6.3.7	X, Formerly Known as Twitter .....	52
6.3.8	Mastodon .....	53
7	Dissemination Activities M1-M17.....	55
7.1	Videos:.....	55
7.2	Blog Articles.....	56
7.3	General Knowledge Awareness Raising Campaign .....	57
7.4	Scientific Publications .....	58
7.5	Events.....	63
7.5.1	Dataweek Luleå .....	63







7.5.2	EGI Conference .....	64
7.5.3	SEMIC Conference .....	65
7.5.4	European Big Data Value Forum (EBDVF) 2023.....	66
7.5.5	AI, Data and Robotics Forum (ARDF) 2023 .....	67
7.5.6	The Inaugural GLACIATION Dissemination Event: Harmonising Energy and Privacy in Big Data .....	67
8	Upcoming Activities .....	69
8.1	Third Party Events .....	69
8.2	Blog Articles.....	69
8.3	Newsletters .....	70
8.4	Harmonising Privacy and AI across the Cloud-Edge Continuum: Second GLACIATION dissemination event.....	71
8.5	EUSEW: GLACIATION Demo.....	73
8.6	Webinar: Data Privacy and Interoperability .....	73
8.6.1	Other webinars.....	74
8.7	Policy Brief.....	74
8.8	Indicative Table.....	75
9	Conclusion .....	77
	Annex A - Stakeholders.....	78
	Annex B .....	79





## List of Figures

---

Figure 1 - GLACIATION Logo and Visual Identity on Social Channels .....	38
Figure 2 - Narrative Streamlining Workshop Question Template pg. 1 .....	40
Figure 3 - Narrative Streamlining Workshop Question Template pg. 2 .....	41
Figure 4 - Narrative Streamlining Workshop Question Template pg. 3 .....	42
Figure 5 - Traffic Source on GLACIATION Website .....	44
Figure 6 - GLACIATION Website Visitor Analytics .....	44
Figure 7 - GLACIATION Website Visitor Location Analysis .....	45
Figure 8 - GLACIATION Website Blog Articles Tab Addition .....	45
Figure 9 - GLACIATION Website Communication and Dissemination Material Tab Addition .....	46
Figure 10 - GLACIATION Social Channel Breakdown .....	48
Figure 11 - GLACIATION LinkedIn Page .....	49
Figure 12 - GLACIATION LinkedIn Channel Follower Breakdown .....	50
Figure 13 - GLACIATION LinkedIn Channel Impressions .....	50
Figure 14 - GLACIATION LinkedIn Channel Reactions .....	51
Figure 15 - GLACIATION YouTube Page .....	52
Figure 16 - Example of GLACIATION X Post .....	53
Figure 17 - Mastodon GLACIATION Post Example .....	54
Figure 18 - Two Videos on GLACIATION YouTube Page .....	55
Figure 19 - DATAWEEK GLACIATION Workshop Banner Social Media Post .....	63
Figure 20 - DATAWEEK GLACIATION Panel Social Media Communication .....	64
Figure 21 - EGI Conference Keynote Address on Sustainable Computing .....	65
Figure 22 - Panel Discussion at SEMIC 2023 on Human Centricity and Digital Transformation .....	66
Figure 23 - EBDVF Valencia Lisbon Council Booth GLACIATION Video .....	66
Figure 24 - GLACIATION Poster at the ADRF 2023 .....	67
Figure 25 - Panel and Keynote addresses at Inaugural GLACIATION Event Klagenfurt .....	68
Figure 26 - GLACIATION Newsletter Template Cover .....	70
Figure 27 - GLACIATION Newsletter Template News Items .....	71
Figure 28 - Social Media Banner for Upcoming GLACIATION Event in Cork .....	72

## List of Tables

---

Table 1 - Comprehensive List of KPIs and Current Performance .....	15
Table 2 - GLACIATION Stakeholder Groups and Interests .....	19
Table 3 - GLACIATION Personas .....	22
Table 4 - GLACIATION Webpage KPIs and Current Status .....	46
Table 5 - Social Media KPIs and Current Performance .....	48
Table 6 - List of Potential Third Part Events for GLACIATION Dissemination .....	69
Table 7 - Indicative Timeline for Planned Communication, Networking, and Dissemination Activities for the Next 19 Months .....	75
Table 8 - GLACIATION Stakeholder Table .....	78
Table 9 - Key Publications and Conferences to Submit GLACIATION Papers .....	79





## List of Terms and Abbreviations

Abbreviation	Description
ADRF	AI, Data and Robotics Forum
CTA	Calls to Action
D	Deliverable
D8.1	The Initial Communication, Networking, and Dissemination Plan and Activities Deliverable
D8.2	Communication, Networking, and Dissemination Plan and Activities - Intermediate
DKG	Distributed Knowledge Graph
EBDVF	the European Big Data Value Forum
ICT	Information and Communications Technologies
IPR	Intellectual Property Right
KOL	Key Opinion Leaders
KPI	Key Performance Indicators
SEO	Search Engine Optimisation
TL	Task Leader
WP	Work Package





## Executive Summary

---

This document presents an updated and enhanced version of D8.1, the initial Communication, Networking, and Dissemination Plan and Activities for the Horizon Europe project, GLACIATION. This intermediate deliverable refines the strategies and approaches employed based on insights and progress made since the project's inception as well as the initial Communication, Networking, and Dissemination Plan and Activities. The goal remains to effectively communicate GLACIATION's objectives and achievements to target audiences, leveraging a blend of traditional and digital media channels for optimal reach and impact.

Key in this reassessment is the continued focus on building awareness about GLACIATION's role in driving a positive societal impact, particularly in areas of environmental sustainability and data governance within the European digital economy. The plan underscores the consortium's and the European Union's commitment to excellence and innovation, further strengthening core messaging.

Crucial adjustments and enhancements in the approach include refined strategies for identifying the roles of consortium members, deeper analysis of stakeholders' needs, and more dynamic ways to foster a community around GLACIATION. The Work Package Leader is also placing greater emphasis on maintaining effective communication and dissemination channels, and has incorporated a proactive analysis of the socio-technical landscape to aid in the development of a sustainable exploitation plan for the project.

With these updates and enhancements, this plan aims to ensure that the GLACIATION project's communication, networking, and dissemination activities remain effective and responsive to the evolving context of the project. It is designed to keep pace with GLACIATION's progress and changes in the external environment, thereby ensuring the continued relevance and effectiveness of these outreach efforts throughout the project's duration.





# 1 Introduction

---

This document provides an analytical overview of the communication, networking, and dissemination plan and activities pursued by the Work Package Leader during the first 17 months of the GLACIATION project. It assesses the team's progress against the objectives and indicators detailed in Deliverable 8.1 – Communication, Networking, and Dissemination Plan and Activities – Initial (D8.1). The development of the deliverable has been managed by the leader of Work Package 8 (WP8) and the Task Leader (TL) of Deliverable 8.2 – The Intermediate Communication, Networking, and Dissemination Plan and Activities (D8.2) – in partnership with consortium members.

The work package leader has in fact integrated feedback and recommendations from consortium partners, which have been instrumental in refining this deliverable. Such collaborative input has guided strategic updates to the Communication, Networking Plan, and Dissemination Strategy, thus strengthening the project's outreach and engagement efforts.

To enhance the narrative of GLACIATION, ensuring clearer communication of its potential socio-economic impacts and its relevance to industry and policymakers, a series of narrative streamlining workshops were conducted. These workshops aimed to ensure the narrative accentuates the socioeconomic benefits of optimising data movement and operations across the cloud-edge continuum. In the narrative, there has been a shift from “balancing” to “harmonisation” underlining how the GLACIATION project harmonises different computing imperatives as well as technologies. Furthermore, the term 'novel metadata fabric' is now employed to describe the project's distributed knowledge graph, making the concept more accessible to a wider audience. The shift in focus from technological components to technological capacity is another fundamental narrative enhancement emerging from these workshops.

It has been a considered decision by the Work Package 8 Leader to treat the Communication, Networking Plan, and Dissemination Strategy as living documents, allowing for adaptability to overcome challenges and maximise communication opportunities. This perspective recognises the capacity of the strategy to evolve, reflecting the Work Package leader's commitment to continual improvement.

The project's communication and networking efforts, managed by the Work Package Leader, cover a variety of platforms and formats, including events, publications, and promotional material. These efforts aim for consistent representation of the project's initiatives in both virtual and physical spaces, highlighting GLACIATION's innovative solutions in data privacy and environmental sustainability within big data analytics.

The deliverable is organised as follows:

1. **Introduction:** Sets the context and outlines the objectives and structure of the report.
2. **Performance Monitoring and Projections:** Summarises key performance indicators and provides an analysis of current performance.
3. **Communication Plan Analysis:** Reviews the implementation and progression of the Communication Plan during the period.





4. **Networking Strategy and Ensuring Legacy:** Provides a detailed overlook at the networking plan and activities as well as their synergies with the communication and dissemination.
5. **Dissemination Plan Analysis:** Reflects on the dissemination activities and provides the enhanced approach to be implemented henceforth.
6. **Communication Actions:** Documents and evaluates the communication activities conducted over initial 17 months of the project.
7. **Dissemination Activities:** Analyses the dissemination initiatives and their results over the initial 17 months of the project.
  - **Upcoming Activities and Indicative Plan:** Delineates specific communication, networking, and dissemination activities to be implemented as well as providing an indicative timeline.
  - **Conclusion:** Summarises the report and outlines the next steps for the project's outreach initiatives.

Serving not only as a record of past activities, this deliverable is also a preparatory guide for future endeavours. The evolving nature of the Communication, Networking Plan, and Dissemination Strategy ensures its relevance and allows for continuous refinement based on accumulated insights from all partners and stakeholders.

## 1.1 Developing the GLACIATION Community

---

The initial phase of the GLACIATION project has been dedicated to crafting a robust communication, networking, and dissemination plan with a strong focus on nurturing the emergent GLACIATION community. At this juncture, it is acknowledged that there is a need to redouble efforts to cultivate this community. Establishing a solid community is crucial to advancing the project and disseminating the unique potential of the solution, which seeks to reconcile objectives, traditionally seen as competing in data movement and operations: minimising environmental impact and upholding privacy assurance.

The nascent GLACIATION community is critical for several reasons: it serves as a hub for stakeholders and prospective partners, a forum for feedback and insights, and a cornerstone for both grasping the wider implications of the project's results and bolstering the policy engagement strategy.

The project's commitment to expanding the GLACIATION community is key to ensuring the enduring influence of the project's innovative contributions. In this spirit of engagement and to foster a robust community, GLACIATION has initiated dialogues with fellow CORDIS projects, embarking on a strategic initiative to broaden the community's scope and impact. Collaborative events will be organised, aimed at showcasing the capabilities of emerging technologies in a cohesive manner. Through these concerted efforts, the ambition is to forge a strong presence that underscores the critical significance of the proposed solution and its potential transformative impact to reduce the environmental footprint of data movement and operations, whilst maintaining data privacy.





## 2 Objectives, Monitoring, and Key Performance Indicators

---

This chapter presents an overview of the GLACIATION project's objectives in communication, networking, and dissemination, outlining the methods for monitoring progress towards these goals. It includes a table of Key Performance Indicators (KPIs) and the project's current performance in meeting these benchmarks.

### 2.1 Communication and Dissemination Objectives

---

The GLACIATION project's communication, networking, and dissemination plan is a cornerstone for ensuring the intended socioeconomic impact of the project, as well as its success in terms of widespread adoption, contributions to standardisation processes as well as commercialisation of the solution. This strategic document serves as an enhancement of the roadmap to articulate the project's vision and achievements, ensuring visibility and impact. Ultimately 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.

For a more detailed look, please refer to D8.1, the initial Communication, Networking, and Dissemination Plan and Activities. Herein, we encapsulate the core objectives that will guide the consortium's communication, networking, and dissemination efforts:

- **Effective Dissemination:** Communicate developments and results to scientific and public spheres.
- **Consortium Collaboration:** Leverage the consortium's expertise for stakeholder and communication analysis.
- **Channel Optimisation:** Employ a variety of channels, including digital platforms and events, for broad reach.
- **Communication Materials:** Create unified branding materials for cohesive messaging.
- **Robust Online Presence:** Maintain an informative and engaging project website.
- **Coordinated and Complementary Actions:** Coordinate activities in a complementary way to enhance mutual reinforcement.
- **Community Engagement:** Utilise consortium networks for efficient outreach.
- **Performance Tracking:** Monitor progress with defined indicators and targets.
- **Responsibility Clarity:** Assign specific roles to consortium partners in terms of communication, networking, and dissemination.





- **Stakeholder Tailoring:** Align communication, networking, and dissemination with stakeholder profiles and preferences.
- **Proactive Planning:** Anticipate and mitigate potential barriers to dissemination.

These objectives are pivotal in steering the GLACIATION project towards its goal of fostering an informed and engaged community around its innovative contributions to environmental sustainability and privacy in data movement and operations.

## 2.2 Monitoring and key performance indicators

The effective monitoring of progress and impact within the GLACIATION project is pivotal to achieve the communication, networking, and dissemination objectives delineated above. In this regard, a comprehensive table listing the KPIs can be found below that have been carefully established in alignment with the objectives set out in D8.1 –Communication, Networking, and Dissemination Plan and Activities - Initial. This table not only delineates the KPIs but also provides an updated snapshot of the GLACIATION projects current standing (February 23<sup>rd</sup>), reflecting both our achievements and ongoing efforts in these critical areas.

**Table 1 - Comprehensive List of KPIs and Current Performance**

Measure	KPI	Objective	Current Status
Organisation of project events	No. Of events organised	2 workshops organised	2 Workshops at third party events
	No. Of events organised	4 demo events organised	First Demo planned for June EUSEW
Participation to conferences and workshops	No. Of external events attended	20 external events attended	5 external events attended
	No. Of external events where the project was presented	10 external events where the project was presented	4 events where the project was presented
	No. Of external events attended	2 external events attended with a project demo booth	2 External Events (EGI 23 Conference and EBDVF 23)
Scientific Publications	No. Of publications	10 conference papers produced	6 Conference Papers
	No. Of publications	4 journal papers produced	7 Articles in Journals
Community building/ Stakeholder engagement	No. Of publications	4 articles in industry magazines produced	Work to Commence after realise of D8.4 GLACIATION IPR Management, Business Models, and Business Plan - intermediate
	No. Of contact points	50 industry contact points reached	Work to Commence after realise of D8.4 GLACIATION IPR





			Management, Business Models, and Business Plan - intermediate
	No. Of communities reached	5 industrial communities informed about project	Work to Commence after realise of D8.4 GLACIATION IPR Management, Business Models, and Business Plan - intermediate
	No. Of webinars organised	2 webinars organised	First Concept Note Finalised
Collaborations and synergies with projects	No. Of projects to liaise with	5 projects	Work to Commence after realise of D8.4 GLACIATION IPR Management, Business Models, and Business Plan - intermediate
	No. Of activities organised with other projects	4 joint activities (e.g. organisation of joint events, publication of policy briefs)	Work to Commence after realise of D8.4 GLACIATION IPR Management, Business Models, and Business Plan - intermediate
	No. Of internal training sessions	4 training sessions organised	Work to Commence after realise of D8.4 GLACIATION IPR Management, Business Models, and Business Plan - intermediate
Project's website	No. Of visitors	5000 visitors	2197 visitors
	Duration of visit	2 min. Average visit duration	2 min
	No. Of page views	10000 page views	2854 visit
Social Media Presence	No. Of followers	750 cumulative followers	175 (575 missing)
	No. Of followers and engagement	1000 cumulative posts	200 (800 missing)
	No. Of followers and engagement	250 interactions	606 interactions
Project's Blog	No. Of engagement	100 interactions	120 interactions
	No. Of posts	50 posts	13 articles on Website Blog
Traditional Media Communication Material	No. Of press releases	3 press releases realised	Work to Commence after realise of D8.2 Communication, Networking, and Dissemination Plan and Activities - Intermediate
	No. Of communication	9 eNewsletter sent	Work to Commence after realise of D8.2 Communication,





	material published		Networking, and Dissemination Plan and Activities - Intermediate
	No. Of communication material published	2 videos released	2 Videos released
	No. Of communication material published	5 blog posts in EC mechanisms (e.g. EC Success Stories)	Work to Commence after realise of D8.2 Communication, Networking, and Dissemination Plan and Activities - Intermediate
	No. Of communication material published	5 project's factsheets/brochures and banners	1 Factsheet, 1 Brochure, and 1 Banner





### 3 Communication Plan

---

The GLACIATION project's communication plan, with a span of 36 months, strategically aims to foster awareness, drive engagement, and encourage collaboration among a diverse array of stakeholders. As the project progresses into its intermediate phase, it sets out to establish the GLACIATION solution as an industry standard for data movement and operations, specifically aiming to reduce the environmental impact of big data analytics while enhancing privacy. The communication strategy, as detailed in D8.1, is structured into three progressive stages: raising awareness (months 1 to 17), inform and interact (months 18 to 24), and promote (months 25 to 36). This is not to imply that communication and dissemination activities cease after the project concludes; rather, they take on a new dimension.

During the first phase, the foundation was laid with a focus on raising awareness through various channels and creating a strong social media presence. This was informed by the detailed personas and tailored according to the narrative workshops, ensuring content was relevant and engaging for each target group. The project website has been established as a central hub, serving not only to provide project details but also as a resource offering insights into regulatory landscapes and environmental conscious computing trends, particularly in cloud-edge computing, and to raise awareness about the importance of privacy in alignment with the communication objectives outlined in D8.1.

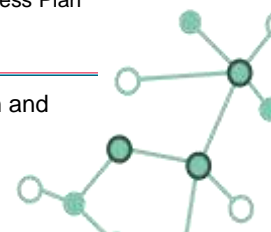
As the project moves into the inform and interact phase, the communication plan will focus on informing and interacting with stakeholders through detailed information dissemination via webinars and interactive sessions such as roundtables and panels, ensuring that the communication means are adapted to the needs and knowledge levels of different audience groups. Dissemination of GLACIATION's potential socioeconomic impact will be carried out through targeted campaigns and engagement with stakeholders to spread awareness about the project's objectives and benefits, as guided by the measurable objectives defined earlier in the project.

In the final promotion phase, the Work Package Leader will endeavour to secure the project's legacy by ensuring that the research and technology developed inform policy at both national and European levels, as well as standardisation processes. Efforts will also be made to support robust business modelling and commercialisation in line with the grant agreement proposals, namely tasks 8.3 "Market, Innovation and Applicability Analysis" and 8.4 "IPR Management, Exploitation Strategy and Sustainability"<sup>1</sup>. The work package leader will aim to establish and maintain widespread adoption of the open-source solution, in accordance with the grant agreement and the overarching ethos of Horizon Europe. Ultimately, the goal is to benefit European citizens by making data movement and operations greener and more privacy-preserving, with the promotion phase dedicated to consolidating and mainstreaming the solution.

Throughout all phases, communication, networking, and dissemination activities will contribute to spreading the project's results beyond the consortium and direct stakeholders, maximising

---

<sup>1</sup> Task 8.3: Task 8.3 focuses on a comprehensive market and applicability analysis, establishing a "market watch" to align the GLACIATION project with current market dynamics and applicable EU regulations; Task 8.4: Task 8.4 encompasses the development of an innovation schedule, IPR management, and crafting an exploitation strategy with a Quantified Business Plan to ensure the GLACIATION solution's sustainability post-project.





the project's contribution to innovation. All partners will approach relevant sectors, academic and research partners will focus on research institutes and universities, and public administration organisations will engage with relevant organisations in their field, as guided by the specific, measurable, attainable, relevant, time-based (S.M.A.R.T.) objectives set forth in in the grant agreement as well as D8.1.

By closely monitoring the impact of the communication and applying corrective actions when necessary, the communication strategy will remain dynamic and responsive to stakeholders' feedback, validating the project's results and engaging the target audiences. The ultimate goal is to attract potential users/clients and stimulate market segments to support the project's exploitation strategy along with mainstreaming of the solution to the benefit of all European citizens.

### 3.1 Stakeholders

Table 2 provides an outline of stakeholders identified and their interests concerning the project, with a more comprehensive version available in the initial plan D8.1. This includes target groups that informed stakeholder identification and the development of personas subsequently.

**Table 2 - GLACIATION Stakeholder Groups and Interests**

ID	Members	Description	Interest
<b>A</b>	Industry 4.0 sectors such as smart healthcare, smart cities, smart agriculture, and smart government agencies	Entities eager to employ edge computing for the digital transformation of their organisations; companies engaging in cascade funding opportunities	<ul style="list-style-type: none"> <li>• Application of project outcomes to enhance operational efficiency</li> <li>• Increased visibility and recognition of assets</li> <li>• Asset contribution and support on the platform</li> <li>• Generation of innovative ideas, services, and applications</li> <li>• Utilisation and development of shared infrastructures for improved interoperability</li> <li>• Accessing financial support for innovation</li> </ul>
<b>B</b>	Research community encompassing associations and infrastructures related to GLACIATION	Researchers and research organisations, as well as research and e-infrastructures engaged with GLACIATION	<ul style="list-style-type: none"> <li>• Integration of project results into research workflows</li> <li>• Promotion of asset visibility and recognition</li> <li>• Contribution to the platform with insights and feedback</li> </ul>





			<ul style="list-style-type: none"> <li>• Engaging with the community to identify challenges and framework conditions</li> <li>• Oversight of project development on GitHub</li> <li>• Active participation in project-related events</li> <li>• Incubation of novel ideas and services</li> </ul>
<b>C</b>	Industry professionals including enterprises, entrepreneurs, and developers	Profit-oriented entities and innovators keen to leverage or develop new services and applications using GLACIATION	<ul style="list-style-type: none"> <li>• Collaboration on overcoming industry barriers and shaping framework conditions</li> <li>• Monitoring and engagement with the project's codebase on GitHub</li> <li>• Involvement in project events for networking and knowledge exchange</li> <li>• Inspiration for and development of innovative services and applications that add value</li> </ul>
<b>D</b>	Policymakers, funding bodies, and standardization organisations	Policymakers at various levels, including EC directorates, ministries, governments, regulatory agencies, and standardisation bodies, as well as European Digital Innovation Hubs	<ul style="list-style-type: none"> <li>• Assessment of the project's societal, technological, economic, environmental, and political (STEEP) impact</li> <li>• Guiding future research and innovation based on project insights</li> <li>• Contributions towards standardisation processes and activities</li> </ul>
<b>E</b>	Relevant projects and initiatives	Participants, partners, and stakeholders from Horizon Europe projects, related initiatives, and the GAIA-X Association	<ul style="list-style-type: none"> <li>• Exploration of shared topics of interest</li> <li>• Pursuit of synergies and collaborative promotion of results</li> </ul>





			<ul style="list-style-type: none"> <li>• Enhancement of innovation through the amalgamation of project outcomes</li> <li>• Informing future research and innovation strategies with project intelligence</li> <li>• Standardisation contributions and insights</li> </ul>
<b>F</b>	General Public	Members of civil society, the youth, and the general public with an interest in the project	<ul style="list-style-type: none"> <li>• Application of project findings to daily life</li> <li>• Comprehension of the advantages offered by the GLACIATION project</li> <li>• Engagement in project activities and events</li> </ul>

### 3.2 Personas

Personas are employed within the GLACIATION project as a practical framework to guide the creation of content across communication, networking, and dissemination efforts. They represent typical members of the target audience, designed to focus the Work Package Leader's understanding of user needs and preferences.

However, the work package leader is cognisant of their limitations and is reflective on ensuring that content, while appealing and tailored, remains widely accessible. As a fundamentally research-oriented initiative with a technological output, it is crucial to balance the specificity of personas with the inclusivity of a broader audience.

In communication, personas serve as a guide to developing resonant messaging. They help to envisage the audience's perspective, but it is recognised that there is a risk of over-tailoring content to personas that may not fully encapsulate the diversity of the audience. The ongoing challenge is to create content that is both specific enough to engage individual personas and accessible enough to be clear and informative for all potential stakeholders.

To partly better address this, a new persona reflecting the significance of public administration and civil servants as a key interest group has been introduced. This persona underscores the importance of policy impact and the role of public servants in facilitating the translation of research outcomes into actionable public sector strategies.

For networking and exploitation, personas are valuable for strategizing engagements with industry players and researchers. They enable the Work Package Leader to propose interactions that are likely to be fruitful. Yet, there is an awareness that real-world interactions can deviate from persona-based predictions. As such, the team remains adaptable, ensuring that networking strategies are flexible enough to accommodate the complex realities of stakeholder dynamics.







When disseminating information, personas help to anticipate the preferences of different audience segments for certain types of content and dissemination channels. The work package leader uses this insight to craft targeted communications, while also maintaining a level of universality to accommodate the varying degrees of technical understanding within a diverse audience. This balanced approach is pivotal in disseminating research findings and technological developments effectively.

Thus, although personas are a beneficial tool for the GLACIATION project, encouraging in customised communication and engagement, the Work Package Leader is mindful to apply them with discretion. There is an acknowledgement concerning their limitations to avoid overly narrow targeting and to ensure broad accessibility of content in this research-driven technological endeavour.

Table 3 details all the personas created for the GLACIATION project's communication, networking, and dissemination plan, also detailed in D8.1.




**Table 3 - GLACIATION Personas**

Personas		
<b>Persona 1: Dirk De Jong (A &amp; C) – Business partners and customers</b>		
	<b>Name</b>	Kevin De Jong
	<b>Age</b>	40 to 60 years old
	<b>Job title</b>	Mid-senior level executive
	<b>Level of education</b>	Master's Degree / MBA
	<b>Social networks</b>	LinkedIn and Twitter
	<b>Keywords</b>	Cloud-to-edge infrastructure, network architecture, data operations, energy-optimisation, latency
<b>Persona 2: Laura Smith (F) – General public</b>		
	<b>Name</b>	Laura Smith
	<b>Age</b>	22 to 28 years old
	<b>Job title</b>	Student / Part-time job in a start-up or NGO
	<b>Level of education</b>	Bachelor
	<b>Social networks</b>	Twitter, LinkedIn, YouTube, Mastodon
	<b>Keywords</b>	Cloud, edge computing, artificial intelligence applications, state-of-the-art [technology_name], data privacy, data sovereignty







<b>Persona 3: Beatrice Rossi (B &amp; E) – Public or private researchers</b>		
	<b>Name</b>	Beatrice Rossi
	<b>Age</b>	33 to 60 years old
	<b>Job title</b>	Researcher / Innovation manager
	<b>Level of education</b>	Doctorate (e.g. PhD, EdD)
	<b>Social networks</b>	LinkedIn, Twitter, GitHub
	<b>Keywords</b>	Horizon Europe projects, green data operations, semantic interoperability, distributed knowledge graph
<b>Persona 4: Jean-Paul Laurent (D) – Policymakers</b>		
	<b>Name</b>	Jean-Paul Laurent
	<b>Age</b>	40 to 54 years old
	<b>Job title</b>	Policy maker at European or national level
	<b>Level of education</b>	Doctorate (e.g. PhD, EdD)
	<b>Social networks</b>	Twitter, LinkedIn
	<b>Keywords</b>	Data sovereignty, Green New Deal, European data spaces, European Chips Act,
<b>Persona 5: Dr. Aleksandr Ivanov – Senior Civil Servant at the National Level</b>		
	<b>Name</b>	Alexandr Ivanov
	<b>Age</b>	45 years old
	<b>Job title</b>	Innovation Manager, National Ministry of Digital Transformation
	<b>Level of education</b>	Doctorate in Economics and Public Policy
	<b>Social networks</b>	Twitter, LinkedIn
	<b>Keywords</b>	Data Privacy, Environmental Sustainability, Big Data Analytics, Cloud-Edge Computing, Digital Innovation







## 3.3 Overview of Communication Plan: Raising Awareness Phase

---

The raising awareness phase of the GLACIATION project, M1 to M17, laid the groundwork for a multi-faceted communication strategy, designed to engage a diverse array of stakeholders and establish a cohesive project identity across various platforms. The following section delves into each communication channel during the initiation phase, as detailed in D8.1.

### 3.3.1 2.1.1 Social Media Presence

GLACIATION's early efforts involved creating a robust social media presence. Platforms were actively managed to deliver content that resonated with various stakeholders, particularly targeting Industry 4.0 sectors, researchers, and policy makers, as delineated by personas. The content strategy was tailored to engage their interest, drawing on insights from narrative streamlining workshops, and covered topics from the potential application of project results to the prospective socioeconomic benefits that could be realised for European citizens.

### 3.3.2 Website Development and Optimisation

The project website, serving as a central information hub, has been optimised for visibility and ease of access. It stands as the primary source for stakeholders seeking insights into GLACIATION's progress and its impact on the regulatory and technological landscape. Following the narrative streamlining workshops aimed at broadening the project's appeal, the website's language will be updated to enhance accessibility, reachability, and visibility, with content specifically tailored to the identified personas' interests.

### 3.3.3 Project Blog

The blog, incorporated into the website, not only serves as a platform for continuous discourse but also enriches the site's utility as a knowledge hub. Authored by GLACIATION partners, the blog articles offer a unique perspective on their contributions and roles within the project, targeting a diverse range of stakeholders as delineated by the personas identified above and in D8.1. This strategic approach ensures that the content is not only informative but also tailored to engage the specific interests and needs of each persona, thereby reinforcing the website's role in fostering a broad and inclusive understanding of the project's technological advances, privacy considerations, and environmental benefits.

### 3.3.4 Development of Communication Material

A suite of communication materials was created to visualise the GLACIATION brand and ethos, ensuring that the project's visual identity was coherent and recognisable to stakeholders, from policymakers to the general public. The design and messaging of these materials were influenced by the composite understanding derived from persona-based insights.





### 3.3.5 Traditional Communication Channels

Press releases and presentations at key events, such as the EBDVF conference, were utilised to reach a broad audience, including policymakers and researchers, who could evaluate and support the project's direction and outcomes. The narrative crafted for these channels were honed through workshops and persona feedback, ensuring clarity and targeted appeal.

As the project transitions to the involvement phase, the communication strategy will adapt to engage stakeholders more deeply, seeking to solidify a network highly supportive of the GLACIATION solution thereby propelling the project's legacy.

## 3.4 Overview of Communication Plan: Involvement Phase

---

Entering the involvement phase, the strategy will intensify interactions with all stakeholders, with continued alignment to the personas developed.

### 3.4.1 Social Media Engagement

Social media will continue to be a primary channel, with content now focusing on the practical application of project outcomes. Efforts will be directed at engaging industry professionals in discussions around new service development and collaboration opportunities, reflecting the targeted approaches suggested by the personas.

### 3.4.2 Project Website Updates

The website will feature updates that highlight the project's advancements, with an emphasis on insights relevant to the stakeholders established in D8.1 and reiterated in Table 3 above, such as shared technological infrastructures and privacy-enhancing methodologies. Updates will be tailored to reflect the evolving needs and interests as indicated by persona engagement and feedback.

### 3.4.3 Project Blog for Discussions

The blog will serve as a nexus for dialogue, especially with researchers and developers, to discuss project developments and collaborate on new services, reflecting the project's open-source ethos and community-driven development. Content for the blog will continue to be curated with personas in mind, ensuring it addresses the specific interests and queries of the GLACIATION community. Additionally, all partners will continue their contributions to the project blog to ensure that the unique expertise and knowledge of each organisation are reflected therein.

### 3.4.4 Communication Material Reinforcement

Updated communication materials will be tailored to the evolving needs of stakeholders, particularly focusing on how the project's results can be leveraged for operational and strategic benefits in various sectors. The personas' insights will continue to guide the development of





these materials, ensuring they are crafted to meet the expectations of different audience segments effectively.

### 3.4.5 Traditional Communication Strategies

Targeted press releases and participation in events will continue, aiming to reach policymakers and standardisation organisations, to inform future research directions and standardisation efforts. The messaging will be refined based on the input from narrative streamlining workshops and will leverage the understanding gained from our persona-based research to ensure a nuanced and impactful dissemination of information.

Throughout the involvement phase, the communication plan will be dynamic, seeking to reinforce the connections with stakeholders identified in the initial communication plan, and evolving based on the feedback and participation of the GLACIATION community. Each action and material will be designed to address the specific interests of stakeholders, ensuring that all communications are relevant, engaging, and aligned with the project's goals and personas established in D8.1.





## 4 Overview of Networking Plan

---

The GLACIATION networking plan is not only about establishing connections and spreading awareness but also incorporates proactive strategies for the exploitation of project results. This holistic approach ensures that the networking activities are aligned with the exploitation objectives to facilitate market uptake and adoption of the innovative GLACIATION solution.

### 4.1 Execution of the Networking Plan

---

The networking activities over the initial year are designed to lay the foundation for both the immediate and future exploitation of the project's outputs. A summary of the integration of exploitation planning into networking activities is as follows:

- **Integration with Market Analysis:** A nuanced integration with market analysis is critical for both mainstreaming the GLACIATION solution and pinpointing the optimal commercialisation strategy. In-depth market insights will direct networking activities towards stakeholders pivotal for the adoption process. This analysis will also underpin a commercialisation approach that may likely adopt a freemium model, balancing wide accessibility with the potential for revenue generation.
- **Policy Engagement Plan Integration:** Central to the networking strategy is the integration of a policy engagement plan that presents convincing regulatory arguments for the adoption of the GLACIATION solution. This plan is crucial for garnering policymaker support and shaping regulatory frameworks, which will be key in the mainstreaming of environmental and privacy concerns associated with data movement and operations in the realm of big data analytics. It aims to position the GLACIATION project's outcomes as a solution to current challenges, thereby facilitating widespread adoption.
- **Alignment with Intellectual Property Right Management:** The project's networking and Intellectual Property Right (IPR) strategy are interlinked, ensuring that the innovative outputs of GLACIATION are adequately protected and strategically positioned for commercialisation. Effective IPR management is not just a legal formality; it's a determinant of commercial success, safeguarding the project's legacy and ensuring that the technology's benefits reach all European citizens.
- **Standardisation Influence:** Engaging with standardisation bodies is imperative for the mainstreaming of the GLACIATION solution. By contributing to industry standards, the project embeds its methods and innovations into the broader ecosystem, enhancing the solution's credibility and adoption rate. This alignment with standards not only validates the project's methodologies but also ensures long-term viability and integration into the market.

This proactive approach within the networking plan is aimed at not just disseminating the GLACIATION project's innovations but also ensuring these innovations are poised for successful exploitation in the market, contributing to the project's sustainability and long-term impact.





### 4.1.1 GLACIATION Project: Leveraging the CORDIS Cluster

As outlined in the networking chapter of D8.1, the Work Package Leader will pursue collaborations with initiatives within other CORDIS Horizon Europe projects. This includes establishing at least five project liaisons, as well as organising four joint events and four joint training sessions, which are designated as KPIs in D8.1 as well as Chapter 2 of this document.

- **NEPHELE:** A project aimed at enabling efficient, reliable, and secure orchestration of hyper-distributed applications across the Cloud-to-Edge-to-IoT continuum.
- **TRUSTEE:** Developing a trust and privacy-preserving computing platform for the cross-border federation of data.
- **TANGO:** Concentrates on increasing the energy efficiency of data centres through secure cross-sector data sharing.
- **HiPEAC:** Aims to reinforce the European computing ecosystem, supporting Europe's digital transformation.
- **ICOS:** Represents a new approach to computing that integrates cutting-edge computing and sensing device technologies.
- **MobiSpaces:** Focuses on the impact of mobility in urban and maritime domains, with an emphasis on trustworthy and privacy-preserving infrastructures.
- **Waterverse:** Aims to develop a Water Data Management Ecosystem for accessible, secure, and interoperable data management practices in the water sector.
- **NebulOus:** Contributes to cloud and fog computing brokerage, introducing methods for secure application provisioning and reconfiguration.
- **aerOS:** Aims to utilise resources transparently on the edge-to-cloud computing continuum for effective application deployment.
- **DataBri-X:** Supports the emergent European Data Economy by focusing on data spaces, platforms, and technologies for innovation.
- **MARSAL:** Designs a framework for the management and orchestration of network resources in 5G and beyond.
- **HOPE:** Develops tools for 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:** Offers a model-based Big Data analysis as a service, supporting substantial automation and commoditisation of Big Data analytics.
- **BD4NRG:** Delivers a reference architecture for Smart Energy, enabling B2B multi-party data exchange.

This extensive network will be leveraged and energised to form a cohesive alliance, tackling the complex challenges of environmental impact and privacy issues associated with data





movement and operations by collaborating on technological innovation. By leveraging these potential synergies, GLACIATION aims to enhance its networking footprint, fostering robust collaborations, and sharing best practices across various domains.

#### 4.1.2 Policy Engagement Plan

As a Horizon Europe project, GLACIATION inherently incorporates a significant policy dimension. Therefore, to secure the project's legacy and advance its objectives, it is essential to engage at the policy level. This engagement will champion the GLACIATION solution as key to harmonising environmental sustainability with privacy concerns in data movement and operations.

Furthermore, policy engagement is intertwined with the project's Market Watch, Innovation Log, and Applicability Analysis task. These elements ensure GLACIATION remains attuned to the global policy landscape, including adherence to emerging legislation such as the Digital Services Act and the Digital Markets Act. Compliance with such policies not only aligns with regulatory frameworks but also presents a compelling proposition for industry adoption of the GLACIATION solution.

The Policy Engagement Plan comprises the development of a comprehensive policy landscape document and a curated reading list. These resources are designed to navigate the complex terrain of green computing and data privacy-related legislation, providing a clear direction for industry compliance and illustrating the relevance of the GLACIATION solution within this framework.

A stakeholder map complements the policy documentation, detailing key organisational players in the policy sphere. This mapping eschews individual profiling in favour of an organisational approach, fostering an understanding of the collective entities that shape policy discourse.

Key components of the Policy Engagement Plan include:

- **Policy Landscape Document:** A detailed guide outlining current and emerging policies pertinent to the GLACIATION solution, focusing on environmental and privacy legislation.
- **Reading List:** A selection of essential texts for understanding the policy environment, enabling informed engagement and decision-making.
- **Stakeholder Mapping:** An organisational-level overview of the policy actors, identifying potential allies, influencers, and channels for policy dialogue.
- **Communication Strategy:** A targeted approach to position the impact of data movement and operations on the environment and the importance of privacy at the forefront of policy discussions.

The Work Package Leader's role is pivotal in elevating the discourse around environmental and privacy concerns in data operations to the policy agenda. By fostering a strong narrative and demonstrating the project's alignment with policy trends, GLACIATION will enhance its visibility and influence.







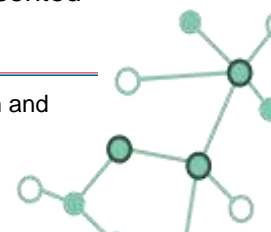
Through strategic engagement, GLACIATION aims to influence policy-making, driving the mainstreaming of its solution during the exploitation phase. This approach ensures that GLACIATION not only contributes to the technological landscape but also shapes the policy environment for the betterment of industry as well as European society on the whole.

### 4.1.3 Market Watch: Innovation and Applicability Analysis

As part of the strategic development within the GLACIATION project, a comprehensive Market, Innovation, and Applicability Analysis is underway, as per the description of Task 8.3 according to the GLACIATION grant agreement. Beyond being just a task, this analysis forms a critical part of the project's information foundation, guiding decision-making and strategic direction particularly regarding the exploitation of results. A detailed plan has been formulated to undertake this analysis, with initial exercises already set in motion.

The plan follows a systematic, iterative process:

- **Research and Data Extraction:** The foundation of the analysis begins with a clear definition of objectives, ensuring that the insights gathered are aligned with the overarching goals of the GLACIATION project. The Work Package Leader has initiated the co-creation process, incorporating the expertise of the Lisbon Council team and consortium partners, employing design thinking methodologies for a user-centric approach to data organisation.
- **Policy Landscape Document:** An integral component of the data extraction phase is the assembly of a policy landscape document. This document encapsulates the green and privacy-related legislation crucial for compliance providing industry applicability of the GLACIATION solution.
- **Reading and Source List:** Concurrently, the team has compiled a robust reading list that includes research papers, articles, and market reports, which will serve as a resource for understanding the current market and innovation environment.
- **Stakeholder Mapping:** A stakeholder map has been developed to identify key organisational actors within the policy and market spheres. This map will guide the GLACIATION project's engagement and inform the dissemination strategy.
- **Market Landscape Document:** This document provides an in-depth analysis of the existing market, identifying current trends, competitors, and potential opportunities for the positioning of the GLACIATION solution.
- **Innovation Management Log:** A log is maintained to record all innovative developments and findings throughout the project, ensuring systematic tracking and management of intellectual property.
- **Business Modelling Options:** A set of business modelling options has been drafted, detailing various scenarios and strategies to facilitate the commercial viability of the GLACIATION solution.
- **Data Visualisation and Analysis:** With the relevant data extracted and categorised, the team will move towards the visualisation phase, where the data will be presented in formats that enhance understanding and provide actionable insights.





- **Feedback and Iteration:** The initial visual representations will undergo rigorous feedback cycles, ensuring clarity and efficacy. The work package leader will refine this approach based on consortium input and stakeholder interactions.
- **Long-Term Strategy:** Recognising the dynamic nature of the market and policy landscapes, the analysis is designed to be flexible, with the capability to evolve as trends and regulations change.

This Market, Innovation, and Applicability Analysis is not only a reflection of the GLACIATION's projects commitment to staying ahead of the curve but also a testament to the proactive approach in embedding the GLACIATION solution within an ever-shifting market and policy context. The outcomes of this analysis will play a pivotal role in positioning the GLACIATION project for successful exploitation, imperative to ensure its legacy.

#### 4.1.4 Standardisation

Standards are fundamental to the technological ecosystem, providing a set of guidelines that ensure quality, consistency, compatibility, interoperability, and safety across industries. For computing, standardisation solidifies the bedrock upon which technologies can evolve and interact, allowing for widespread adoption and progress, essential for ensuring the greatest benefits of technological innovation.

Below is a list of key standard bodies involved in technology and, more specifically, data centres:

- **American National Standards Institute (ANSI):** Oversees U.S. standards for a variety of sectors, ensuring quality and consistency.
- **Institute of Electrical and Electronics Engineers (IEEE):** Establishes standards that often become national and international benchmarks in electro-technology.
- **International Telecommunication Union (ITU):** Sets standards for connecting networks and telecommunications globally.
- **Internet Engineering Task Force (IETF):** Defines internet operating protocols, crucial for online interoperability.
- **National Institute of Standards and Technology (NIST):** Aims to promote innovation in technology, enhancing security and precision in several scientific areas.
- **International Organisation for Standardisation (ISO):** Develops international standards for all aspects of technology and business.
- **European Telecommunications Standards Institute (ETSI):** Provides globally applicable standards for Information and Communications Technologies (ICT), including fixed, mobile, radio, broadcast, and internet technologies.
- **Open Compute Project (OCP):** Drives design and enables the delivery of the most efficient server, storage, and data centre hardware designs for scalable computing.
- **3rd Generation Partnership Project (3GPP):** Develops protocols for mobile telecommunications.







- **Open Networking Foundation (ONF):** Advocates for software-defined networking and standardising the interfaces of network devices.
- **Metro Ethernet Forum (MEF):** Defines standards to accelerate the adoption of Carrier Ethernet networks and services.
- **Open Radio Access Network (ORAN):** Works on creating standards for more intelligent, open, virtualised, and fully interoperable mobile networks.
- **World Wide Web Consortium (W3C):** Creates open Web standards to ensure the Web's accessibility, inclusivity, and interoperability

The GLACIATION project recognises the importance of contributing to the standardisation process as a means to benefit society and the research domain, as well as to support the commercialisation of its solution. By engaging with standardisation efforts, GLACIATION aims to embed its innovative approaches within the broader computing standards, thus facilitating widespread adoption and thereby ensuring the project's legacy.

#### 4.1.5 Commercialisation Strategy

The GLACIATION project's commercialisation strategy is currently considering a freemium service model in line with the open-source principles of the Horizon Europe programme, providing basic services at no cost while offering advanced features for a fee. This strategy, which is still open for discussion and finalisation within the consortium, aims to mainstream the solution in line with the Horizon Europe ethos and ensure sustainable revenue generation.

The commercialisation plan, including the freemium model, is not definitive but will evolve based on consortium deliberations, with inputs from standardisation contributions, market innovation analyses, and the policy engagement plan.

These components will not only inform the commercialisation approach but are also expected to be integrated into Deliverable 8.4, "GLACIATION IPR Management, Business Models, and Business Plan - Intermediate." This deliverable will detail the IPR strategy, business model options, and business plans, which will be revised at the project's end to encapsulate the final commercialisation pathway, ensuring the GLACIATION solution achieves widespread adoption and sustainable revenue streams.





## 5 Overview of the Dissemination Plan

---

The GLACIATION project employs a comprehensive dissemination plan, designed to share its breakthroughs, technological advancements, and the resulting socio-economic benefits for European citizens. This strategy not only aims at disseminating the innovative outcomes of the GLACIATION project but also at utilising these advancements for socio-economic impact and potential revenue generation with the creation of a GLACIATION product.

The plan is rooted in a commitment to advancing state-of-the-art knowledge and technology, with the aspiration of not only sharing results but also fostering progress in cloud-edge computing to maximise benefits for cleaner environment and greater privacy of data movement and operations. Fundamentally, the objective is to ensure that the project's impact is both immediate and sustainable over the long term.

The dissemination strategy is carefully tailored to meet the diverse needs of its wide-ranging audience, employing both interactive and non-interactive activities to engage stakeholders effectively. This phased approach is designed to evolve, enhancing engagement and understanding through the project's lifecycle. The subsequent sections detail the strategies, methodologies, and outcomes of these efforts, underpinning the commitment to making a meaningful impact through knowledge dissemination.

### 5.1 Raising Awareness Phase

---

The initial phase of dissemination, M1 to M17, was dedicated to raising awareness and building connections across a broad audience spectrum. This period focuses on articulating the core objectives and innovations of the GLACIATION project, aiming to foster a supportive community of interest to propel the project and its mission forward.

#### 5.1.1 Tailored Approaches per Stakeholder

Understanding the diversity of its audience, the project employs distinct strategies to engage various segments of stakeholders effectively. Below is an exploration of the dissemination approach undertaken during the first 17 months of the GLACIATION project, highlighting how the project has tailored distinct strategies to effectively engage its diverse audience segments.

#### 5.1.2 Industry 4.0

For sectors such as Industry 4.0, the dissemination plan leverages LinkedIn for direct engagement, supported by Search Engine Optimisation (SEO) and blog articles to drive website traffic. These activities aim to build a knowledge-sharing community, highlighting the project's relevance to industry-specific challenges and innovations. Physical events complemented these efforts, providing platforms for direct interaction, discussion, and community building.





### 5.1.3 Researchers, Research Associations, and Infrastructures

Engagement with the research community is strategic, focusing on sharing in-depth research articles and fostering intellectual dialogue through LinkedIn and other academic platforms. This approach aims to position the GLACIATION project as a key contributor to the research landscape, encouraging collaboration and intellectual exchange. By providing detailed insights into the project's methodologies, findings, and technologies developed the goal is to spark curiosity and establish a foundation for ongoing dialogue and collaboration.

### 5.1.4 Industry

For industry professionals, including enterprises, entrepreneurs, and developers, the dissemination strategy employs LinkedIn posts and SEO to provide quick insights into the project's relevance and potential applications. Events serve as crucial networking opportunities, facilitating connections that could lead to collaborative innovations or adoption of the project's outcomes.

### 5.1.5 Policymakers, Funders & Standardisation Organisations

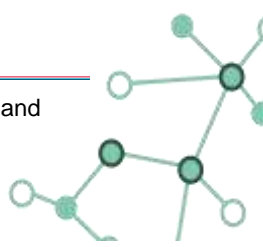
The approach towards policymakers, funders, and standardisation organisations combines precision and sophistication, utilising social media and search-optimised content to communicate the project's objectives and its potential policy implications. This strategy is designed to engage these stakeholders in meaningful dialogue, ensuring they are well-informed about the project's contributions to policy, regulation, and standardisation discussions.

### 5.1.6 Public Administration and Civil Servants

In the awareness-raising stage, the GLACIATION project targeted public administration and civil servants through social media campaigns, third party event participation, workshops, and dissemination events. The aim was to convey the project's relevance to public sector challenges, particularly in terms of improving operational efficiency. Through strategic dissemination of content via institutional website and platforms such as LinkedIn and Twitter, the project sought to highlight the benefits of its research to public sector processes and to encourage dialogue around the adoption of new technologies. Collaborative roundtable discussions were also initiated to directly involve this group in the conversation, ensuring that their unique insights and needs informed the ongoing development of the GLACIATION project.

### 5.1.7 Pertinent Projects and Initiatives

Collaboration with related projects and initiatives involves shared promotion and exploration of synergies, aiming to enhance innovation and impact. Engagement strategies include social media interactions, participation in third-party events, and joint workshops, fostering a collaborative environment for knowledge exchange and innovation.





### 5.1.8 General Public

Engaging the general public involved utilising social media, the project's website, and traditional media channels to foster an inclusive online space. The strategy focuses on making information accessible and engaging to a broad audience, encouraging public interest and understanding of the project's significance as well as the problem it seeks to address.

## 5.2 Involvement Phase Overview

---

During the Involvement Phase, from M17 to M30, the emphasis will be on enhancing stakeholder engagement, with a concerted effort to transform stakeholders into active contributors and advocates for the GLACIATION project's advancements. The strategy for this phase includes providing regular updates, deploying strategic CTAs, and hosting events designed to encourage active participation and dialogue, all aimed at nurturing a community deeply involved with the project's progress and success.

### 5.2.1 Tailored Approaches per Stakeholders

Communication has been and will continue to be customised for each stakeholder group, drawing on the personas defined in D8.1 and reiterated earlier in this document. Below is an overview of the dissemination approach and channels, specifically tailored to the needs and preferences of different stakeholders as defined in the personas for the involvement phase.

### 5.2.2 Industry 4.0

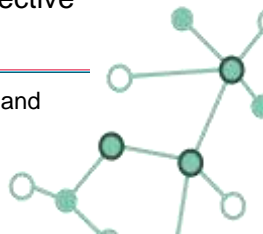
Engagement with these pivotal sectors is ongoing and is critical to keep stakeholders up-to-date, allowing them to actively contribute to the project. Tailored CTAs on LinkedIn and targeted articles on the website will foster a two-way dialogue, ensuring that the unique needs and insights of these industries are incorporated into the project's ongoing evolution. Concurrently, the project will assess the viability of marketing a premium GLACIATION solution to this segment, aiming to devise the most effective commercialisation strategy.

### 5.2.3 Researchers, Research Associations, and Infrastructures

For the research community, the dissemination plan actively includes CTAs within research articles and across social media channels. These CTAs will be specifically crafted to initiate and sustain a dialogue about the project's latest advancements and to solicit contributions to its technical base, fostering a collaborative and inclusive research environment.

### 5.2.4 Industry

Industry stakeholders are set to be actively engaged through CTAs on LinkedIn and through in-depth articles on the website. These engagements will be planned to promote active dialogue and to delve into the project's diverse applications and potential for collaboration. In parallel, the project will evaluate the potential of marketing the GLACIATION solution, a premium version, to this segment, aiming to determine and strategize the most effective commercialisation approach.





### 5.2.5 Policymakers, Funders & Standardisation Organisations

Policymakers, funders, and those involved in standardisation are the focus of bespoke CTAs and continuously updated content that encourages their active participation. The aim is to ensure that the project's outcomes are in sync with ongoing policy developments and standardisation efforts, thereby influencing and shaping these frameworks with the latest innovations from the GLACIATION project.

### 5.2.6 Public Administration and Civil Servants

The GLACIATION project recognises the crucial role of public administration and civil servants in implementing and regulating technological advancements. To this end, during the involvement phase, the project will engage with this sector through customised communication materials that translate complex technical concepts into actionable public sector strategies. Engagement will be facilitated through policy briefs, dedicated webinars, and targeted social media interactions on platforms like LinkedIn, which are frequented by these professionals. These efforts aim to foster a dialogue that underscores the project's relevance to public policy and administration, ensuring that the innovative outputs of GLACIATION are effectively integrated into public sector operations and contribute to informed policymaking.

### 5.2.7 Pertinent Projects and Initiatives

The project's collaboration with relevant projects and initiatives is set to intensify, with an array of joint events, webinars, and publications planned as delineated in chapter 4 of this document. These collaborative efforts are directed at synergising knowledge dissemination and creating a broader impact, with a particular focus on driving innovation and achieving a collective impact within the related sectors to the benefit of all European citizens.

### 5.2.8 General Public

The general public will be encouraged to participate more actively through CTAs embedded in articles and through social media campaigns. These initiatives are designed to deepen the public's understanding of the project's significance and to engage them in discussions that highlight the importance of the project's contributions to technology and society, particularly in the context of expanding big data analytics and what it means for the environment and data privacy.

## 5.3 Synergies: Communication, Networking, and Dissemination

---

The GLACIATION community is on a steady path towards consolidation and expansion, underpinned by a clear and strategic plan for communication, networking, and dissemination. These plans are crafted to work in synergy, ensuring that each facet bolsters the others to create a cohesive and galvanised effort. As the project transitions from the awareness-raising and initiation phases into the involvement stage, there is an anticipated intensification of activities designed to deepen stakeholder engagement.





This increase in activity will manifest in a variety of formats, including newsletters, events, webinars, and more, all detailed in the subsequent sections. These efforts are not merely to inform but to actively involve the stakeholders, moving beyond awareness to foster a community of active contributors and champions for the project.

The approach to stakeholder engagement has been detailed in D8.1 and above, reflecting the GLACIATION project's dedication to making a lasting impact with its innovative solution. Ultimately, the goal is to ensure that every stakeholder group is not just reached but effectively engaged, playing a pivotal role in the project's ongoing success and ultimate legacy.







## 6 Communication Activities M1-M17

This chapter offers an overview of the communication activities carried out through the selected communication tools and dissemination channels during the M1 to M17 period.

### 6.1 Communication and Dissemination Channels Assessment M1-M17

---

After an initial dissemination period focused on developing and positioning the project within digital channels, aimed at both a general and a more specialised target audience, the project now advances into its second year.

To prepare for this new phase of communication, it is crucial to have a clear understanding of the current landscape, both overall and within each specific channel. This entails analysing the insights from data over the past year to formulate strategic conclusions that will inform GLACIATION's future development.

Overall, through the establishment of a brand identity, reflected on the website, across various social networks, and within communication materials, GLACIATION has become more recognisable. This is attributed to the distinctiveness of the logo and a well-defined colour palette, in addition to maintaining active communication channels and establishing a follower base on each platform, as identified in the strategic phase.

This visual progression was further supported by a naming change, or more aptly, an adaptation that occurred in October 2023. This was marked by the social profile handles transitioning from GLACIATION PROJECT to GLACIATION EU, with "EU" immediately signalling the project's connection to Horizon Europe initiatives.

The renaming could not have taken place earlier, as the brand had not yet achieved the necessary level of recognition, and the project had not yet enjoyed such acknowledgment.

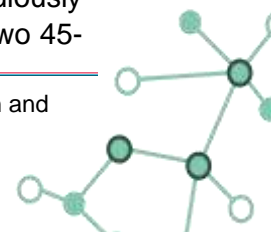


Figure 1 - GLACIATION Logo and Visual Identity on Social Channels

### 6.2 Narrative Streamlining Workshop

---

The Narrative Streamlining Workshop has been a pivotal in terms of enhancing the GLACIATION project communication, devoted to harmonising the project's complex facets into a narrative that is both engaging and intelligible. This workshop employed a meticulously structured questionnaire to gather detailed insights from all collaborators followed by two 45-







minute discussion sessions. The workshop's primary aim was to elucidate the technical underpinnings of the project, articulating the problems GLACIATION addresses, its goals, the expected technologies, and the project's innovative traits.

### 6.2.1 Narrative streamlining templates

Within this framework, narrative streamlining templates were designed as a key tool to facilitate a consistent collection of information. These templates provided a scaffold, prompting partners to distil their technical knowledge into narratives that would resonate with non-technical stakeholders, ensuring the project's ground-breaking efforts in data processing, green data movement, and privacy are clearly understood.



**GLACIATION Project**  
**Narrative Streamlining Mini-Workshops**  
**Question template**

We kindly request that all participants provide brief and concise answers to the questions in the template to ensure that a clear and simplified narrative can be created. Please note each question has a 150-word limit. Depending on the work package, some questions may be more challenging to answer than others, and we understand that not every participant will be able to answer all questions for each discussion. The objective is to gather your perspectives based on the specific technical elements of your respective work package responsibilities.

<b>Discussion One: Problem Definition and Solution</b>
Can you describe the problem that the GLACIATION project is addressing and why it is important?
How does the GLACIATION project aim to reduce energy consumption and carbon emissions in data processing while improving privacy and trust?
What are the current challenges and limitations of cloud computing, and why is there a growing need for edge computing?
<b>Discussion Two: Expected Technological Products</b>
What specific technologies and software tools are expected to be developed through the GLACIATION project, and how will they support large-scale data analytics and the efficient use of network and storage infrastructure from Edge to Cloud?



**Figure 2 - Narrative Streamlining Workshop Question Template pg. 1**

Can you explain the role of the Distributed Knowledge Graphs in the GLACIATION project and how it will contribute to reducing power consumption in data processing?

How can swarm technology be used to coordinate applications at the edge for optimal functioning of the GLACIATION platform?

**Discussion three: Expected Tangible Results of GLACIATION**

Considering the packet of technology products envisioned by GLACIATION, what are the expected tangible results of these products in terms of improving privacy and energy consumption in the three use cases?

Please provide examples of how these technologies could be applied to other real-world scenarios?

How do the project's Meta Data framework and privacy and trust aspects contribute to the efficient and privacy-aware management of data operations?



**Figure 3 - Narrative Streamlining Workshop Question Template pg. 2**



How will the GLACIATION project contribute to the evolution of IT capabilities for the realization of AI and ML tasks, adopting edge, core, and cloud computing?
<b>Discussion Four: Innovative Dimensions of GLACIATION</b>
In what ways will the technologies and software tools developed by GLACIATION be novel and innovative compared to existing solutions?
Can you provide some specific examples of how the technologies and software tools developed by GLACIATION will address the challenges of metadata management, energy consumption optimization, and privacy-aware data operations?
How does the research and development of edge computing in the GLACIATION project contribute to advancing technological innovation, and what are the benefits of keeping data local in this context?



**Figure 4 - Narrative Streamlining Workshop Question Template pg. 3**





### 6.2.2 Narrative Streamlining Workshop Sessions:

Following the completion of narrative templates, the Work Package Leader initiated two planned 45-minute workshops, supplemented by a third to ensure comprehensive consolidation. These sessions were crucial in examining the technological components and capabilities while engaging the consortium to distil a refined narrative. Ultimately, the discussions were instrumental in shaping a clearer, more impactful story for dissemination.

The outcome of this exercise led to a polished narrative that characterises the GLACIATION solution as a table supported by four robust legs: Energy management techniques (energy aware data management), Protection techniques, a Novel Metadata Fabric (DKG), and AI-based optimal data movement. This analogy was presented in a third workshop, underlining the fundamental aspects of the solution and ensuring a unified understanding across the consortium about the solution and its technological capacities.

### 6.2.3 Narrative streamlining Workshop Outcome

The synthesis from the workshops was used to craft a narrative that captures the innovative spirit of the GLACIATION project: a visionary initiative that integrates AI, metadata management, and edge computing to chart a path toward a sustainable and privacy-aware big data analytics future. This narrative succinctly conveys the project's goals of significantly minimising environmental impact (carbon emissions) while bolstering data privacy. It sets the GLACIATION project apart as a vanguard in energy-efficient data management, establishing a clear, impactful benchmark for future communications and underscoring the transformative potential within the edge-core-cloud framework as well as computing more broadly.

An example phrasing of this overarching narrative that focus on the technological capacity along with the components can be found below:

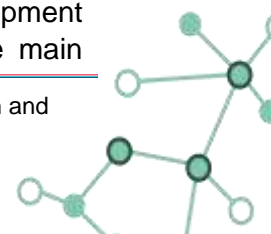
*The GLACIATION project is at the forefront of innovation, focusing on the development of a ground-breaking metadata fabric that spans the edge-core-cloud architecture. Leveraging AI-driven optimisation of data movement and operations, GLACIATION aims to minimise environmental impact while ensuring greater privacy awareness and compliance. By strategically optimising the location of analytics, the project will achieve significant reductions in carbon emissions associated with data movement and operations, all while enhancing data privacy.*

## 6.3 Website

---

The GLACIATION project website is designed to be the central repository of information, with a layout that includes a homepage presenting a succinct summary of the project, and a detailed section outlining the specific goals. Individual pages are dedicated to each of the project's initiatives and activities. A key feature of the site is the contact page, which features a direct communication channel to support networking efforts as well as allowing visitors to join the GLACIATION community by signing up to the newsletter.

The GLACIATION project website was established as the central repository for all project-related information and resources. In its first year, the site underwent meticulous development and was indexed on search engines, enhancing its visibility. It quickly became the main





channel for dissemination, frequently acting as the targeted landing page for content shared across social networks.

To aid the dissemination process, a page for downloadable materials was introduced, making the resources developed by the partners readily available. This ensures that all outputs, such as scientific articles periodically shared in various formats on social networks, are easily discoverable and accessible through the official platform.

The impact of the website was significant, with over 1858 unique visitors recorded in 2023, emphasising its pivotal role in the project's dissemination strategy and its effectiveness in being located and utilised by the target audience, with a predominant reach within Europe. This level of engagement signified the site's status as a trusted communication resource, corroborated by data on visit retention and brand recognition.

#### Channel Types

CHANNEL TYPE	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
Direct Entry	1,525	2,970	1.9	1 min 48s	69%
<input type="checkbox"/> Search Engines	487	1,244	2.6	2 min 1s	51%
<input type="checkbox"/> Websites	248	645	2.6	2 min 59s	54%
<input type="checkbox"/> Social Networks	164	341	2.1	2 min 10s	66%

**Figure 5 - Traffic Source on GLACIATION Website**

The integration of Matomo, an open-source analytics tool also employed by the EU Commission, enabled GDPR-compliant data analysis, providing a graphical overview of user interactions and facilitating systematic monitoring of communication efforts, capturing key performance indicators for the project.



**Figure 6 - GLACIATION Website Visitor Analytics**

Furthermore, the website's utility in brand consolidation was reflected in the search behaviour of users, with an increase in searches for the project's exact name, indicating a rise in brand awareness. Analysis of traffic sources revealed that specialised or partner websites were the second most significant source of visits, demonstrating the critical importance of collaboration. These visitors engaged more profoundly with the content, as evidenced by the longest average time spent on the site, indicating a highly specialised audience.







Continent	
CONTINENT	VISITS
Europe	2,002
North America	264
Asia	116
South America	30
Africa	11
Oceania	4
Central America	1

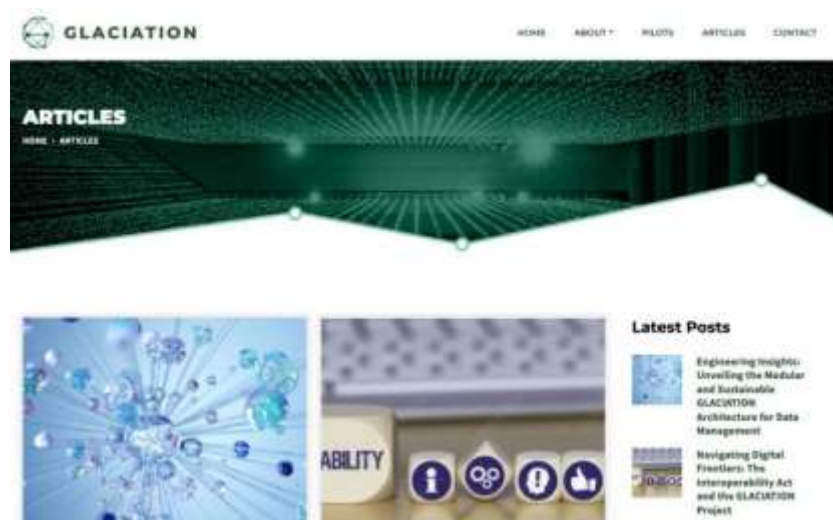
**Figure 7 - GLACIATION Website Visitor Location Analysis**

In summary, the GLACIATION project website not only met the requirements of the Grant Agreement but also served as a testament to the effective collaboration among partners and the success of the project's communication and dissemination strategies.

[A link to the GLACIATION project website.](#)

### 6.3.1 Website Updates

The GLACIATION website has been significantly improved to enhance user experience as well as communication and dissemination initiatives. A dedicated tab has been introduced on the website which features articles pertinent to the GLACIATION project and its broad objectives, ensuring that visitors can quickly access the most current and pertinent information.

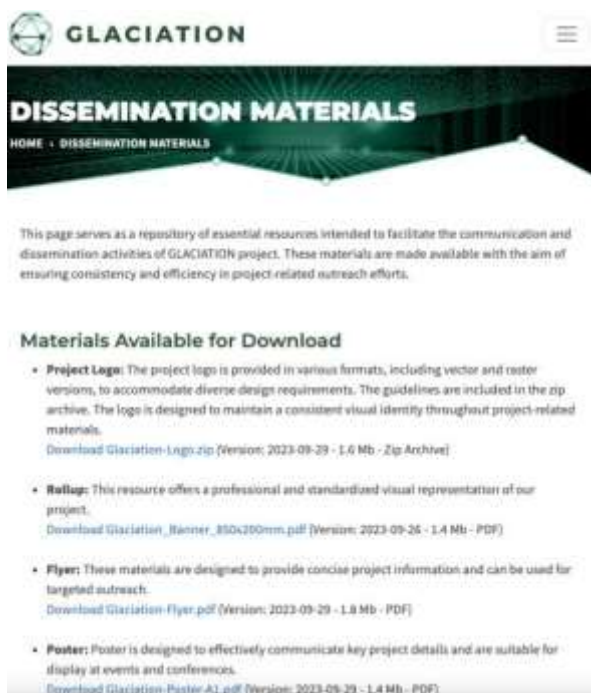


**Figure 8 - GLACIATION Website Blog Articles Tab Addition**

Furthermore, all communication and dissemination materials, as well as all public deliverables, are now conveniently located under a specific tab on the website. This section is designed to be easily accessible to all partners and interested stakeholders.







**Figure 9 - GLACIATION Website Communication and Dissemination Material Tab Addition**

Continual refinements are being made to the website, particularly in polishing the language following narrative streamlining workshops. The content is also being updated to mirror the outcomes of these sessions, thereby presenting a distilled and refined narrative that is more accessible to a wider audience.

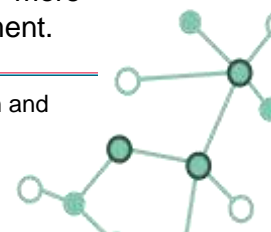
### 6.3.2 Webpage Key Performance Indicators and Current Performance

The GLACIATION website has marked a significant milestone in the current reporting period, with a total of 2,634 visits and 2,036 unique visits as of December 10, 2023. This achievement is commendable, as the unique visits constitute nearly half of the KPI target, and the page views surpass a quarter, indicating a potential exponential rise in traffic as the project evolves.

**Table 4 - GLACIATION Webpage KPIs and Current Status**

Measure	KPI	Objective	Current Status
Project's website	No. Of visitors	5000 visitors	2197 visitors
	Duration of visit	2 min. Average visit duration	2 min
	No. Of page views	10000 page views	2854 visit

With 2,854 visitors, the progress is substantial, contributing significantly to the three-year goal of 10,000 page views. The trend shows a growing interest in GLACIATION, suggesting an effective communication strategy thus far. However, to amplify this momentum, a more aggressive social media campaign is recommended to maintain and increase engagement.





Moreover, the count of 2,197 unique visitors, which represents about 80% of the total visits, demonstrates the website's wide-reaching appeal. This nearly halfway meets the KPI of 5,000 unique visitors close to midpoint of the project timeline.

To further drive these KPIs, a concerted effort to create and disseminate relevant content through the website and social media is crucial. Regular updates, engaging blog posts, and strong social media connections will help attract more visitors and enhance these already promising figures.

This upward trend in website engagement is a testament to the successful communication efforts of the GLACIATION project and lays a solid foundation for surpassing the KPIs delineated in D8.1 in the forthcoming phases. A dedicated approach to content provision and online presence expansion is expected to significantly influence the success of GLACIATION's Communication, Networking, and Dissemination strategies.

### 6.3.3 Social media

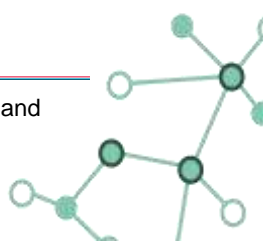
The GLACIATION project's social media strategy, as outlined in D8.1 The Initial Communication, Networking, and Dissemination Plan and Activities, encompasses a comprehensive approach towards disseminating, informing, and engaging audiences across various platforms including YouTube, LinkedIn, Twitter, and Mastodon. This strategy is pivotal in driving traffic to the project's website for in-depth content exploration, leveraging the unique characteristics of each platform to reach a diverse audience.

By integrating social media icons and branding elements consistently across all channels, the project ensures immediate recognisability and coherence in its online presence. The engagement of project partners in mutual support through follows, reposts, and mentions, alongside the use of specific hashtags and thematic areas, forms the core of this social media plan, as highlighted. This strategy is critical in fulfilling the objectives set forth in D8.1, aiming to enhance the project's visibility, engage with relevant stakeholders, and foster a supportive community through targeted communication and networking efforts.

The overarching objectives of the social media plan are to:

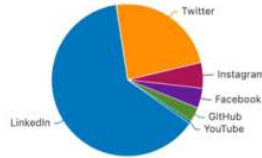
- Disseminate key project insights and innovations.
- Inform and engage relevant sectors and the general public.
- Drive website traffic for detailed project content.
- Foster a community of promoters and advocates for the project.
- Enhance the project's online visibility and search engine ranking.

As illustrated in figure 10, not all channels contribute equally. Data from every social network will now be analysed in the following sections.



### Social Networks

📊 - Visits



**Figure 10 - GLACIATION Social Channel Breakdown**

### 6.3.4 Analysis of Social Media KPIs and Current Performance

In terms of social media KPIs, the project maintained an average publication frequency of 11 posts per month across various channels. However, this frequency varied in some months. While consistent communication on social media remained a priority, the Work Package Leader remains diligent in seizing communication opportunities, such as the release of articles or events that partners attend or hosted. The choice of platform for posting was influenced by the nature of the content and its performance based on the defined personas and approach per social channel.

**Table 5 - Social Media KPIs and Current Performance**

Measure	KPI	Objective	Current Status
Social Media Presence	No. Of followers	750 cumulative followers	175 (575 missing) SOLUTION=> Increase the awareness of the project with targeted ADS on LinkedIn/X Advertising.
	No. Of followers and engagement	1000 cumulative posts	200 (800 missing) SOLUTION=> Posting more & Repeat post like articles in different format.
	No. Of followers and engagement	250 interactions	606 interactions ==> Goal already achieved. A clear sign that people are interacting with the proposed content.

Crucially, adjustments were made as needed, guided by insights and lessons learned. Upon analysing social media engagement with the GLACIATION project, areas have been identified for improvement. Overall, there is a need for a redoubling of efforts to reach the social media KPIs.

Consequently, the work package leader has fine-tuned the tailored communication for target groups, selected individual channels more deliberately, adjusted the tone of voice, and diversified the types and categories of content used.



Upon analysing these KPIs, it is evident that GLACIATION's performance on LinkedIn is strong, nearing 15% of our followers' KPI within the initial 12 months of a 36-month project and closely approaching the target for reactions per post. However, this success stands in contrast to performance on X, YouTube, and Mastodon.

Shifting trends on social media may require a reassessment of the specific approach. Recent negative media coverage surrounding X (formerly Twitter) may be influencing lower follower numbers on the platform, necessitating a potential readjustment of the social media approach.

Over the next 12 months, the strategy involves redoubling efforts on X. The Work Package Leader plans to employ surveys, videos, and infographics to enhance engagement and broaden the GLACIATION community, especially among key stakeholders groups. Additionally, the GLACIATION project will leverage the expansive networks of consortium partners, strategically spread across Europe and operating in diverse sectors. This approach can ensure the creation of a dynamic and widespread network, which will be critical as the GLACIATION project begins to engage in more networking activities.

### 6.3.5 LinkedIn

The LinkedIn strategy for the GLACIATION project is precisely engineered for professional outreach, focusing on concise and comprehensive content that engages the platform's business and academic-oriented audience. This strategic approach is underscored by the inclusion of specific hashtags such as those related to digital public services and data sovereignty, which are tailored to pique the interest of professionals in these sectors. The reciprocal following and content sharing among project partners bolster the project's professional standing and exposure, while strategic @mentions and engagement with institutional pages cultivate a network of support and acknowledgment.

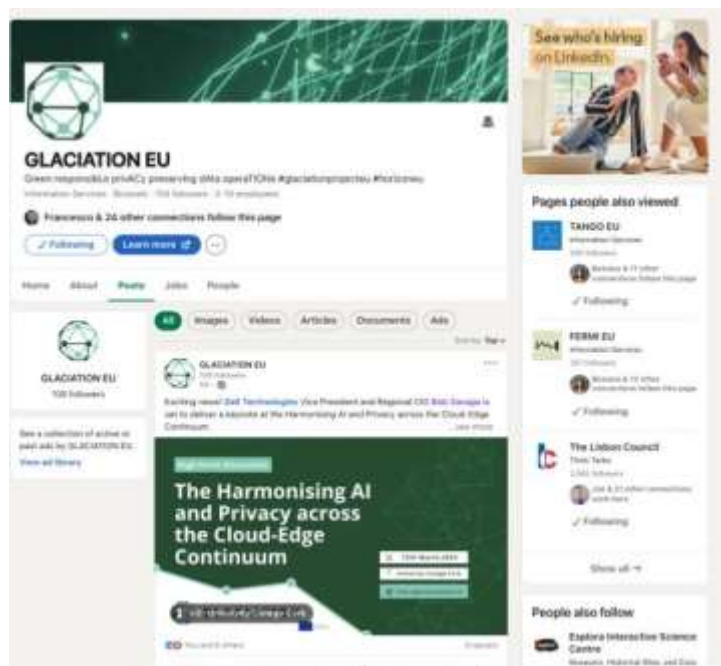


Figure 11 - GLACIATION LinkedIn Page





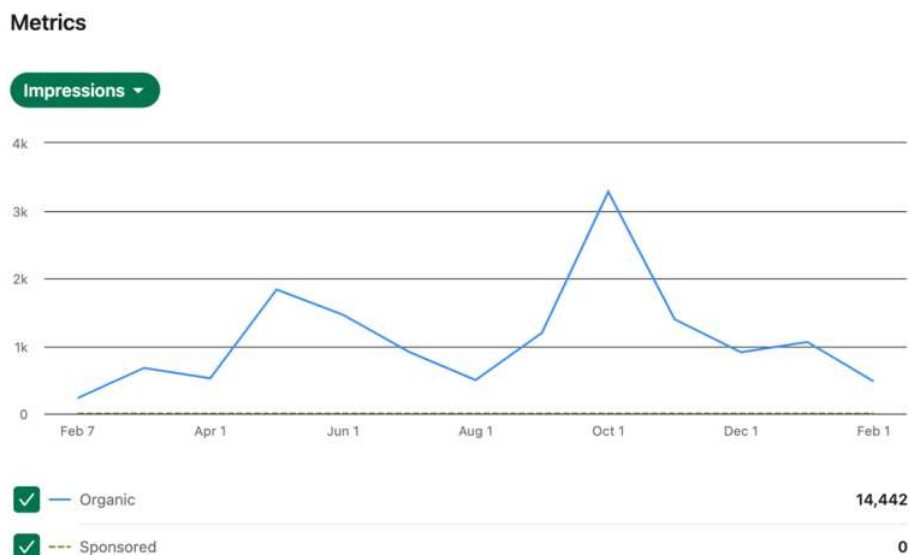
In line with the objectives set out in D8.1, LinkedIn has proven to be the most effective social channel for engaging the diverse target audiences identified in the plan. Its professional backdrop is conducive to eliciting comprehensive feedback and fostering the GLACIATION community, which is integral during both the rising awareness phase as well as the involvement phase of communication and dissemination. LinkedIn's capacity to reach specific job niches and professions, connect with Key Opinion Leaders (KOLs), and engage stakeholders has been and will remain particularly advantageous.

The platform's role in disseminating in-depth content through articles and nurturing relationships via strategic @mentions has been paramount in establishing meaningful connections during the initial 17 months, although efforts here must be redoubled. Due to its demonstrated success in engaging the defined personas and contributing to the project's momentum, GLACIATION is committed to continuing its use of LinkedIn as the cornerstone of its social media strategy.



**Figure 12 - GLACIATION LinkedIn Channel Follower Breakdown**

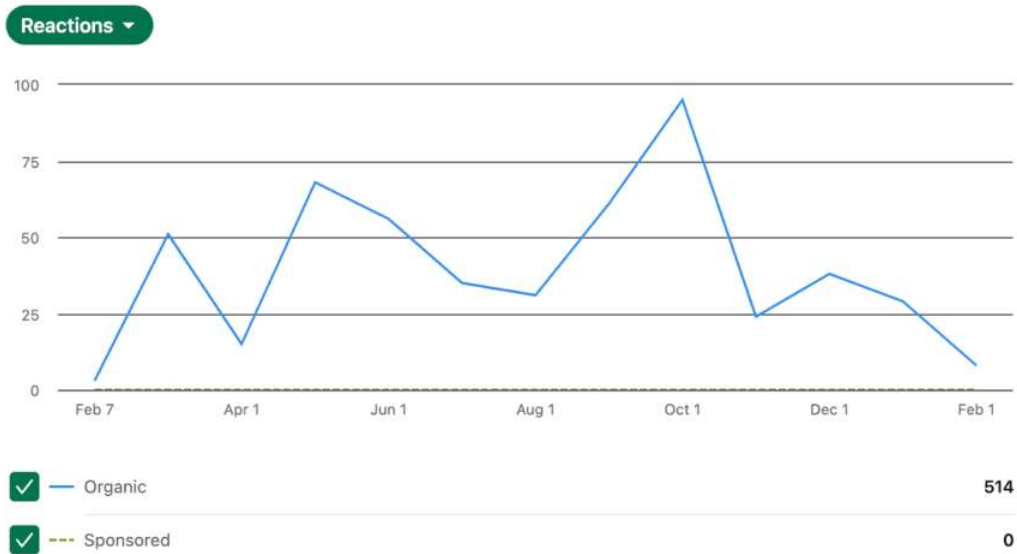
The GLACIATION LinkedIn community now stands at 113 individuals, of which 89 joined in the last year. These members have regularly engaged with the page and its content, resulting in noticeable visitation peaks at particular times of the year.



**Figure 13 - GLACIATION LinkedIn Channel Impressions**

Traffic on this social network has grown organically, without resorting to advertising, as depicted in the graph above.





**Figure 14 - GLACIATION LinkedIn Channel Reactions**

Considering the results achieved, the specificity of target audiences, and the broad reach of this communication channel, it might be beneficial to consider promoting select content to their defined targets (which include Business Intelligence Analysts, Data Journalists, Data Analysts, Data Scientists, Operations Managers, Cloud Computing Experts, Data Architects, Data Engineers, Data Scientists, Database Managers, and Security Engineers) through targeted advertising with a dedicated budget.

Such a strategy could expedite growth of the GLACIATION LinkedIn community, with targeted personas contributing to the dissemination of impactful content. These focused and precise marketing efforts could help in realising one established KPI: attaining 750 followers.

Please find the link to the GLACIATION Project on LinkedIn below:

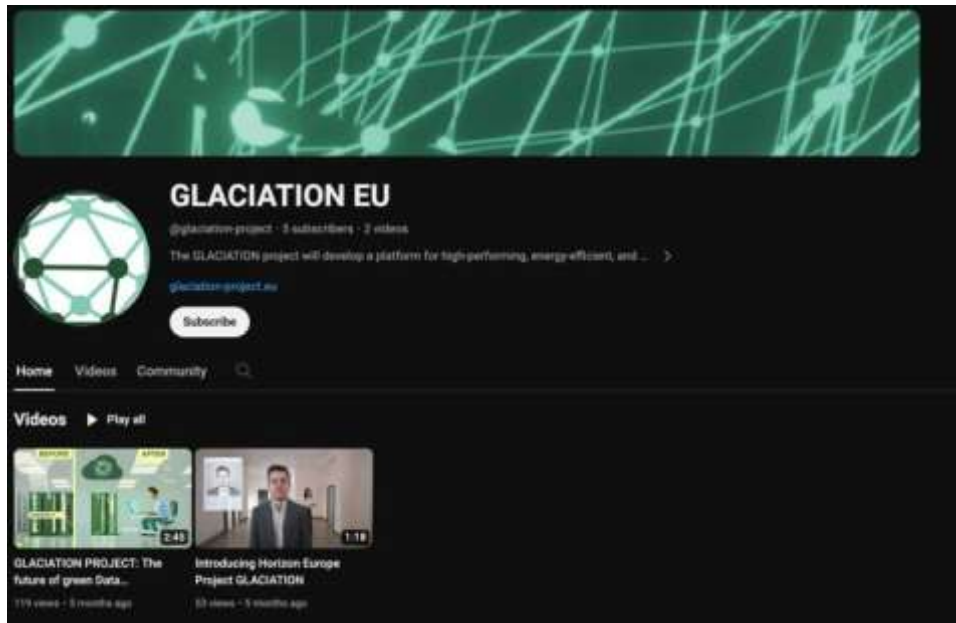
[GLACIATION LinkedIn page link.](#)

### 6.3.6 YouTube

YouTube has established itself as a vital channel for the dissemination of the GLACIATION project, serving as a dynamic conduit for the distribution of videos that highlight the technological sophistication and frontier nature of the GLACIATION solutions. The channel is thoughtfully populated with tailored video content, replete with captions, references, and links that are carefully crafted to shed light on the project's achievements and offerings.







**Figure 15 - GLACIATION YouTube Page**

The strategy within the initial 17 months was to leverage YouTube in forging a network that aligns with the project's objectives. It became a critical platform for circulating pilot project visuals, promotional campaign footage, and online educational materials, extending the project's reach and enhancing its impact.

The YouTube channel contains two videos made to story tell the project to new targets.

- [Video 1⇒ Introducing Horizon Europe Project GLACIATION. It is for a more generalist target audience.](#)
- [Video 2⇒: The future of green Data Management. Designed for a more specialised target audience.](#)

The videos are excellent scientific dissemination tools, due to their communicative language and are cyclically re-shared on social networks or during in-person events to present the project.

As the project's digital presence evolves, YouTube will continue play an important role in its communication and dissemination plan, acting as a reservoir for informative content and a gateway for wider audience engagement.

Please find the GLACIATION Project YouTube channel link below:

[GLACIATION Project YouTube link.](#)

### 6.3.7 X, Formerly Known as Twitter

X, previously known as Twitter, was considered a critical platform for the GLACIATION project, facilitating connections with insiders and decision-makers through succinct messaging and timely updates during the first year. As the platform transitioned into X, it strategically retained its core functionality while redefining its identity, moving away from its origins as Twitter. During







this period, X encountered challenges and faced a wave of negative attention in the wake of Elon Musk's acquisition, which may have likely affected user engagement levels jeopardising this important role envisaged by the GLACIATION project. Currently there are only 58 followers on the platform, standing in contrast to LinkedIn.



**Figure 16 - Example of GLACIATION X Post**

Despite these challenges, the platform's focus on concise content was beneficial for the GLACIATION project. Utilising official and thematic hashtags, @mentions, and direct links to the project's website, X became a tool for disseminating short, impactful messages that engaged the audience and expanded the project's visibility. The collaborative strategy of encouraging partners to interact with one another via follows, tags, and shares has been a cornerstone of the project's approach to enhance its presence on X, demonstrating adaptability and commitment to effective communication in the evolving social media landscape.

The Work Package Leader will intensify engagement on the current platform and may pivot to LinkedIn if results do not improve. Due to the social network's underperformance against expectations, there will be an increase in post frequency and targeted content advertising campaigns will be considered.

[X GLACIATION page link.](#)

### 6.3.8 Mastodon

Mastodon is an Italian microblogging platform consisting of several servers managed by private users, groups and organisations, where there are no algorithms or advertisements.

The software is open source and is based on the logic of 'rooms' known as instances, where each has its own moderation rules. There has been a move from the initial mastodon.uno instance to Mastodon.social, which is more suitable for scientific research contents. This generated a change in the url of the mastodon profile, from [https://mastodon.uno/@glaciation\\_project](https://mastodon.uno/@glaciation_project) to [https://mastodon.social/@glaciation\\_project](https://mastodon.social/@glaciation_project)

Mastodon has been strategically utilised by the GLACIATION project to establish connections with insiders and early adopters in a decentralised space, leveraging its open-source structure to fuel public discourse on the environmental impact of big data as well as emerging privacy concerns related to personal and particularly sensitive data. Additionally, Mastodon served as a platform to display the potential positive socioeconomic impacts of the GLACIATION





solutions. Despite concerted efforts to enhance engagement, the level of interaction on Mastodon has remained limited.



**Figure 17 - Mastodon GLACIATION Post Example**

Even if the numbers concerning the follower base are still preliminary, for the reasons mentioned above, that the dissemination of content on this channel could foster public debate on the topics of this project.

Crucial to the development of this platform is the recent possibility of integration with Threads by Meta.

For more information and to engage with the ongoing conversations, please follow the GLACIATION Project on Mastodon through the link provided below:

[GLACIATION Mastodon page link.](#)





## 7 Dissemination Activities M1-M17

---

In this section, we explore the specific dissemination activities carried out between M1 and M17 months of the project and examine how they align with the Communication, Networking, and Dissemination Plan and activities as outlined in D8.1.

### 7.1 Videos:

---

In alignment with the strategic objectives set out in D8.1, the GLACIATION project produced two distinctive videos aimed at disseminating information across various online platforms, including social media and the project's official website. These videos were also instrumental in conveying the essence of the GLACIATION project at multiple events, offering a concise and comprehensible overview of the project's work to a broad audience.

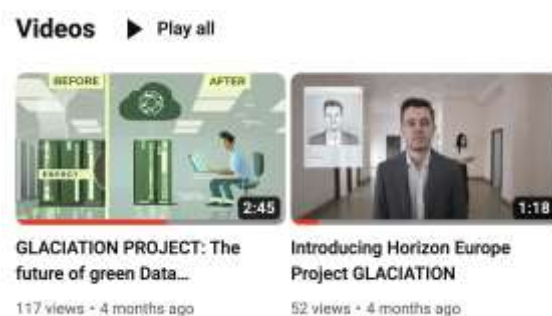


Figure 18 - Two Videos on GLACIATION YouTube Page

The first video, an animation, intricately details the technological aspects of the GLACIATION solution, focusing on both its components and capabilities. Designed to clarify the project's complex technology, this animated format was chosen for its ability to simplify and visually engage viewers, making the technological package more accessible.

[Link to the first GLACIATION video.](#)

The second video, a live-action piece, delves into the expansive technological capacity of the project, targeting a wider audience that includes policymakers, researchers, and the general public. Its content is crafted to be accessible, providing insight into the GLACIATION project's cutting-edge nature and its substantial socioeconomic potential.

[Link to the second GLACIATION video.](#)

Both videos were developed from a concept note that provided a compelling narrative, holistically and accessibly outlining what the GLACIATION solution entails and the challenges it aims to address. The choice to use video as a medium was driven by its efficacy in illustrating complex ideas to audiences that may not possess expert knowledge in the field. Through visual demonstrations such as animations and diagrams, the videos distil complex subjects into digestible segments, fostering an engaging and easy-to-understand exposition of the project's concepts, features, and benefits.





These videos are a powerful way of breaking down the barriers of technical jargon and bringing to light the complexity of the GLACIATION project package of technologies. Through these visual narratives, stakeholders are guided through the various user journeys of the pilot cases, showcasing the multifaceted nature of the GLACIATION solution and its role in addressing current technological and socioeconomic challenges.

## 7.2 Blog Articles

---

The GLACIATION project utilises online blog posts as a strategic tool to deliver valuable content to the public and enhance the project's visibility. The blog has become a key element in bolstering GLACIATION's online presence and serves various roles within the project's communication strategy. Initially planning to post articles exclusively on LinkedIn, the strategy was revised; articles are now directly uploaded to the project's website, which features a dedicated section for blog articles.

The blog has been a platform for sharing significant developments and celebrating milestones, thus keeping the growing GLACIATION community informed of the project's progress. It has been instrumental in engaging key stakeholders. The GLACIATION project blog deploys six types of articles:

- updates on project progress,
- key policy developments,
- recent technological advancements both internally and externally,
- publications of scientific articles,
- promotions of events and other project activities,
- and initiatives aimed at raising awareness about the crucial importance of data privacy and the sustainability of data movement and operations.

This strategic use of blog articles not only provides an informative channel but also plays an active role in cultivating a well-informed and engaged community around the GLACIATION project.

Below is the comprehensive list of blog articles:

- [The Earth Data Revolution: Harnessing Data for Climate Insights and the GLACIATION Project](#)
- [Setting the Stage for GLACIATION's Success](#)
- [Navigating the Terrain of Data Sovereignty: A Comprehensive Analysis of Existing Policy Frameworks](#)
- [Expanding the Horizon: The Diia App Unveils the Great Potential of GLACIATION](#)
- [The Uphill Battle: Challenges SMSs Encounter in Safeguarding User Data Privacy](#)
- [Addressing Policy Challenges in AI and Data Governance with the GLACIATION Project](#)





- [Preparation & Progress: GLACIATION General Assembly and Harmonising Privacy and Energy in Big Data conference](#)
- [Insights from the GLACIATION Consortium's Recent General Assembly in Picturesque Klagenfurt](#)
- [Navigating Digital Frontiers: The Interoperability Act and the GLACIATION Project](#)
- [Engineering Insights: Unveiling the Modular and Sustainable GLACIATION Architecture for Data Management](#)
- [Pioneering Sustainable Data Solutions: GLACIATION and CORDIS Horizon Europe Projects](#)
- [Bridging AI Innovation and Ethical Governance: the UNESCO AI Ethics Forum](#)
- [Save Your Spot: Harmonising Privacy and AI across the Cloud-Edge Continuum Conference](#)

### 7.3 General Knowledge Awareness Raising Campaign

---

The GLACIATION project launched an awareness raising social media campaign, centred around general knowledge multiple-choice questions, to engage the public and enhance awareness about the project's focus on reducing the environmental impact of data movement. Reflecting the technical depth of the project, the campaign was designed to distil complex issues into accessible content that would resonate with a broader audience.

The campaign unfolded as follows:

- Over a span of eight weeks, one multiple-choice question was posted each week on the project's social media platforms.
- Users were encouraged to participate by answering the question, fostering interaction and contemplation of the topics presented.
- Rather than providing immediate feedback, the correct answer and a detailed explanation were shared as a follow-up comment one week later. This approach kept the audience engaged and looking forward to the revelation of the answer.
- Accompanying the answer was an invitation for readers to delve deeper into the GLACIATION project's initiatives, particularly its commitment to environmentally responsible and privacy-conscious data handling.
- The posts consistently encouraged followers to stay informed about the project's progress by following the social media accounts and subscribing to the newsletter.

The choice to utilise multiple-choice questions is strategic, considering the highly technical nature of the GLACIATION project. It simplifies complex topics, making them accessible to a broader audience. Such questions have proven to be a useful tool for eliciting greater engagement, as they invite the audience to interact, reflect, and participate actively. This method is fundamental to fostering a robust community around the project, which is essential for its success and longevity.





## 7.4 Scientific Publications

---

The GLACIATION project's approach to Communication, Networking, and Dissemination capitalises on the consortium's collective expertise to produce influential scientific publications and policy briefs as delineated in the GLACIATION grant agreement as well as D8.1.

Harnessing the knowledge of highly skilled participants, the project upholds the high standard of its contributions and thoughtfully selects dissemination avenues. This intentional strategy is in line with GLACIATION's aim to foster increased awareness of significant breakthroughs in the areas of energy-efficient big data analytics, innovative data processing solutions, and their applications across various industry sectors. For an exhaustive inventory of publications and abstracts produced by the GLACIATION consortium partners within the project's domain, please refer to the detailed list that follows:

- **Cage4Deno: A Fine-Grained Sandbox for Deno Subprocesses**
  - **Type:** Conference Paper
  - **Authors:** M. Abbadini, D. Facchinetti, G. Oldani, M. Rossi, S. Paraboschi
  - **Journal:** AsiaCCS 2023
  - **Repository Link:** <https://dl.acm.org/doi/10.1145/3579856.3595799>
  - **Publisher:** ACM
  - **Location:** Melbourne, Australia
  - **Status:** Published in 2023
  - **Open-Access:** Gold
- **Poster: Leveraging eBPF to enhance sandboxing of WebAssembly runtimes**
  - **Type:** Conference poster, with paper
  - **Authors:** M. Abbadini, M. Beretta, D. Facchinetti, G. Oldani, M. Rossi, S. Paraboschi
  - **Journal:** AsiaCCS 2023
  - **Repository Link:** <https://dl.acm.org/doi/10.1145/3579856.3592831>
  - **Publisher:** ACM
  - **Location:** Melbourne, Australia
  - **Status:** Published in 2023
  - **Open-Access:** Gold
- **NatiSand: Native Code Sandboxing for JavaScript Runtimes**
  - **Type:** Conference paper
  - **Authors:** M. Abbadini, D. Facchinetti, G. Oldani, M. Rossi, S. Paraboschi







- **Journal:** RAID 2023
- **Repository Link:** <https://dl.acm.org/doi/10.1145/3607199.3607233>
- **Publisher:** ACM
- **Location:** Hong Kong
- **Status:** Published in 2023
- **Open-Access:** Gold
- **Distributed query execution under access restrictions**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Sara Foresti; Sushil Jajodia; Giovanni Livraga; Stefano Paraboschi; Pierangela Samarati
  - **Journal:** Computers & Security - vol. 127
  - **Repository Link:** <https://www.sciencedirect.com/science/article/pii/S0167404822004485/pdf?md5=87bbb554bf56f0dbf07cd0e9bb96fee1&pid=1-s2.0-S0167404822004485-main.pdf>
  - **Publisher:** ScienceDirect
  - **Location:** Hong Kong
  - **Status:** Published in 2023
  - **Open-Access:** Gold
  - **Peer-reviewed:** Yes
  - **ISSN:** 1674048
- **Distributed query execution under access restrictions**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Sara Foresti; Sushil Jajodia; Giovanni Livraga; Stefano Paraboschi; Pierangela Samarati
  - **Journal:** Computers & Security - vol. 127
  - **Repository Link:** <https://www.sciencedirect.com/science/article/pii/S0167404822004485/pdf?md5=87bbb554bf56f0dbf07cd0e9bb96fee1&pid=1-s2.0-S0167404822004485-main.pdf>
  - **Publisher:** ScienceDirect
  - **Status:** Published in 2023
  - **Open-Access:** Gold
  - **Peer-reviewed:** Yes
  - **ISSN:** 1674048







- **Scalable Distributed Data Anonymization for Large Datasets**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Dario Facchinetti; Sara Foresti; Giovanni Livraga; Gianluca Oldani; Stefano Paraboschi; Matthiew Rossi; Pierangela Samarati
  - **Journal:** IEEE Transactions on Big Data vol. 9, n. 3
  - **Repository Link:** <https://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=9894678>
  - **Publisher:** IEEE
  - **Status:** Published in 2023
  - **Open-Access:** Gold
  - **Peer-reviewed:** Yes
  - **ISSN:** 2332-7790
  
- **Sentinels and Twins: Effective Integrity Assessment for Distributed Computation**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Sara Foresti; Sushil Jajodia; Stefano Paraboschi; Pierangela Samarati; Roberto Sassi
  - **Journal:** IEEE Transactions on Parallel and Distributed Systems (TPDS)vol. 34, no. 1
  - **Repository Link:** <https://www.computer.org/csdl/api/v1/periodical/trans/td/2023/01/09925639/1HCR6US33b2/download-article/pdf>
  - **Publisher:** IEEE
  - **Status:** Published in 2023
  - **Open-Access:** Gold
  - **Peer-reviewed:** Yes
  - **ISSN:** 10459219
  
- **Supporting User Protection Requirements in Cloud - Based Data Outsourcing**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Sara Foresti; Pierangela Samarati
  - **Journal:** SN Computer Science vol. 4, n. 5
  - **Repository Link:** <https://link.springer.com/content/pdf/10.1007/s42979-023-01707-2.pdf>





- **Publisher:** Springer Verlag
- **Status:** Published in 2023
- **Open-Access:** Green
- **Peer-reviewed:** Yes
- **ISSN:** 3029743
- **Protecting Data and Queries in Cloud - Based Scenarios**
  - **Type:** Article in Journal
  - **Authors:** Sabrina De Capitani di Vimercati; Sara Foresti; Pierangela Samarati
  - **Journal:** SN Computer Science vol. 4, n. 5
  - **Repository Link:** <https://link.springer.com/content/pdf/10.1007/s42979-023-01862-6.pdf>
  - **Publisher:** Springer Verlag
  - **Status:** Published in 2023
  - **Open-Access:** Green
  - **Peer-reviewed:** Yes
  - **ISSN:** 3029743
- **DL4ALL: Multi-Task Cross-Dataset Transfer Learning for Acute Lymphoblastic Leukemia Detection**
  - **Type:** Article in Journal
  - **Authors:** Angelo Genovese; Vincenzo Piuri; Konstantinos N. Plataniotis; Fabio Scotti
  - **Journal:** IEEE Access vol. 11
  - **Repository Link:** <https://link.springer.com/content/pdf/10.1007/s42979-023-01862-6.pdf>
  - **Publisher:** IEEE
  - **Status:** Published in 2023
  - **Open-Access:** Gold
  - **Peer-reviewed:** Yes
  - **ISSN:** 2169-3536
- **Anomaly-Based Intrusion Detection System for DDoS with Deep Learning Techniques**
  - **Type:** Publication in conference proceeding/workshop





- **Authors:** Davide Agostinello; Angelo Genovese; Vincenzo Piuri
- **Journal:** International Conference on Security and Cryptography (SECRYPT 2023)
- **Repository Link:** <https://air.unimi.it/retrieve/47a8c370-f33d-45f6-917c-709579939361/secrypt23.pdf>
- **Publisher:** SCITEPRESS
- **Location:** Rome, Italy
- **Status:** Published in 2023
- **Open-Access:** Green
- **Peer-reviewed:** Yes
- **ISSN:** 978-989-758-666-8
- **Explainability of the Effects of Non-perturbative Data Protection in Supervised Classification**
  - **Type:** Publication in conference proceeding/workshop
  - **Authors:** Stefano Locci; Luigi Di Caro; Giovanni Livraga; Marco Viviani
  - **Journal:** 22nd IEEE/WIC International Conference on Web Intelligence and Intelligent Agent Technology (WI-IAT 2023)
  - **Repository Link:** <https://air.unimi.it/retrieve/47a8c370-f33d-45f6-917c-709579939361/secrypt23.pdf>
  - **Publisher:** IEEE
  - **Location:** Venice, Italy
  - **Status:** Published in 2023
  - **Open-Access:** Green
  - **Peer-reviewed:** Yes
  - **ISSN:** 979-8-3503-0918-8
- **Unveiling the Privacy Risk: A Trade-off between User Behavior and Information Propagation in Social Media**
  - **Type:** Publication in conference proceeding/workshop
  - **Authors:** Giovanni Livraga; Artjoms Olzojevs; Marco Viviani
  - **Journal:** 12th International Conference on Complex Networks and their Applications
  - **Repository Link:** <https://spdp.di.unimi.it/papers/lov-cn2023.pdf>
  - **Publisher:** Springer-Verlag





- **Location:** Menton Riviera, France
- **Status:** Published in 2023
- **Open-Access:** Green
- **Peer-reviewed:** Yes

## 7.5 Events

The GLACIATION consortium remains steadfast in its commitment to sustained engagement through events. Below is a comprehensive list of events attended, participated in, and organised by the consortium, showcasing the proactive approach taken to foster collaboration, disseminate knowledge, and propel the project forward.

### 7.5.1 Dataweek Luleå

GLACIATION took part in Dataweek in Luleå, Sweden, on the 15th of June 2023, focusing on the challenges and technological advancements in AI. This event was an important platform for discussing policy challenges, standards, and regulatory compliance related to AI development. With partners DELL, MEF and Lisbon Council participating, GLACIATION used this opportunity to foster discussions on data exchange technologies and collaboration within the industry. The consortium also organised two workshops at the event, “Digital technologies and processes for sustainable and secure data management, use and re-use of data” and Policy Challenges in Artificial Intelligence and Data Governance”.



Figure 19 - DATAWEEK GLACIATION Workshop Banner Social Media Post





**Figure 20 - DATAWEEK GLACIATION Panel Social Media Communication**

### 7.5.2 EGI Conference

The EGI Conference, held from the 19th to the 20th of June 2023, was a pivotal event for the GLACIATION project, highlighting its dedication to research and innovation in data-intensive processing and analytics. The Lisbon Council set up a booth, complete with GLACIATION banners and promotional videos, to showcase the project. This conference represented a strategic opportunity for networking and demonstrating GLACIATION's influence on the future of computing and data analytics. Moreover, a one-minute pitch session allowed the team to succinctly showcase the project's potential, further amplifying its impact among attendees.



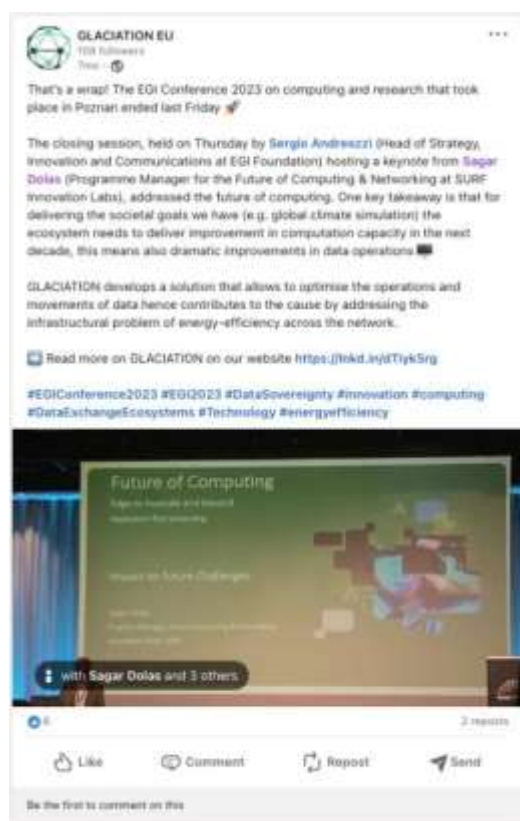


Figure 21 - EGI Conference Keynote Address on Sustainable Computing

### 7.5.3 SEMIC Conference

The GLACIATION consortium participated in the SEMIC conference on the 18<sup>th</sup> of October 2023 in Madrid, attending panel discussions and networking with fellow projects to anchor GLACIATION in the big data conversation and foster potential collaborations. Engaging with topics such as AI ethics and digital governance, the consortium highlighted GLACIATION's role and explored synergies, particularly regarding the Interoperable Europe Act proposal. This engagement is crucial for positioning GLACIATION at the forefront of public sector interoperability and for initiating joint activities that amplify the project's reach and impact.







Figure 22 - Panel Discussion at SEMIC 2023 on Human Centricity and Digital Transformation

### 7.5.4 European Big Data Value Forum (EBDVF) 2023

The GLACIATION project was prominently featured at the European Big Data Value Forum (EBDVF) 2023 in Valencia, which commenced on October 25th. This flagship event for Data and AI research and innovation presented an opportunity for GLACIATION to showcase its initiatives with a dedicated stand, promotional videos, and the project logo. The Lisbon Council explored potential communication and dissemination partnerships for the GLACIATION project as well as eliciting social media engagement.



Figure 23 - EBDVF Valencia Lisbon Council Booth GLACIATION Video

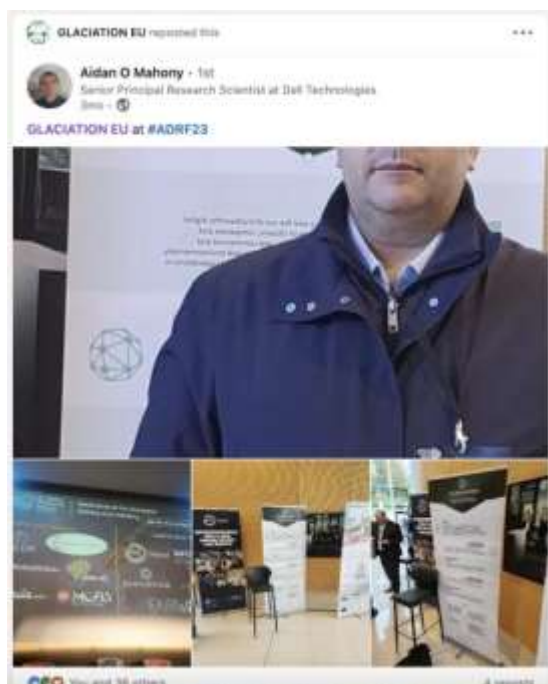






### 7.5.5 AI, Data and Robotics Forum (ARDF) 2023

GLACIATION took part in the AI, Data and Robotics Forum (ARDF) 2023 in Versailles, France, on November 8th and 9th. The forum's mission to shape the future of AI, Data, and Robotics aligned with GLACIATION's vision. At the event, GLACIATION's advancements were showcased through posters, promotional videos, and interaction with the audience, with DELL representing the project. GLACIATION also was a silver level sponsor of this important gathering of experts in the field of AI, data, and robotics.



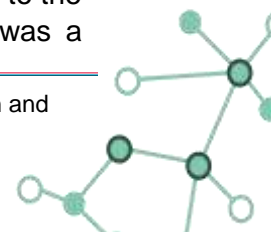
**Figure 24 - GLACIATION Poster at the ADRF 2023**

### 7.5.6 The Inaugural GLACIATION Dissemination Event: Harmonising Energy and Privacy in Big Data

The GLACIATION project's inaugural dissemination event, titled "Harmonising Energy and Privacy in Big Data," marked a significant milestone in the project's journey. Held on the 22nd of September 2023 in Klagenfurt, Austria, and hosted by LAKE, the event brought into focus the significance of the GLACIATION solution. Ultimately, the theme resonates with the core objectives of GLACIATION, which challenge the notion that energy conservation – or reducing environmental impact – and privacy protection are mutually exclusive.

The event featured an informative presentation on the project's progress and goals, as well as interactive workshops designed to provide a deeper understanding of the societal and global impact of big data. It facilitated a comprehensive analysis of the challenges associated with energy and privacy in big data analytics, offering a platform for GLACIATION consortium partners to engage with industry experts and technology leaders.

The gathering was an opportunity for stakeholders to assess the current landscape, exchange ideas, and explore innovative solutions that projects like GLACIATION could contribute to the industry. The conference, attended by 40 participants both online and in person, was a





testament to the growing community of interest and the collaborative efforts to advance the field of big data analytics with a focus on sustainability and privacy.



**Figure 25 - Panel and Keynote addresses at Inaugural GLACIATION Event Klagenfurt**

The theme of harmonising, which was central to the GLACIATION project's conference in Klagenfurt, is set to be a guiding principle for the project's future dissemination events. The concept of harmonisation encompasses more than just balancing energy efficiency with privacy; it represents the GLACIATION project's overarching aim to align various technologies and imperatives within the computing landscape. This endeavour to synchronise different aspects — from the technical architecture to the environmental impact and ethical considerations — reflects a comprehensive approach to innovation in big data analytics.

Going forward, the principle of harmonisation will steer the project's efforts, ensuring that each technological advancement aligns with the broader objectives of efficiency, privacy, and sustainability. It is this commitment to harmonising the multifaceted demands of modern computing that truly encapsulates the spirit of the GLACIATION project.





## 8 Upcoming Activities

The subsequent section of this report provides an overview of the GLACIATION project’s forthcoming activities designed to enhance engagement and expand community outreach. This includes a high-level physical event in March, a strategically scheduled webinar for the end of April, and an indicative table outlining a series of communication, dissemination, and exploitation activities. Each event is carefully curated to build upon the previous, ensuring a coherent narrative that not only promotes the project but also consolidates its position in the discourse of big data analytics, privacy, and sustainability.

### 8.1 Third Party Events

Table 6 provides a curated list of events targeted for potential third-party attendance by the GLACIATION consortium in 2024, spanning diverse fields from digital policy to Industry 4.0.

**Table 6 - List of Potential Third Part Events for GLACIATION Dissemination**

Event name	Event type	Dates
SEMANTiCs 2024	Conference	Abstracts March 2024
Enlit Europe	Conference	24-25 October 2024
DG Society	Conference	11 -24 June 2024
International Data Spaces Symposium	Scientific Conference	12-14 March 2024
Horizont NRW	Scientific Conference	15-16 February 2024
Long Night of Research (AUT)	Scientific Conference	2024
Research Days	Public event	2024
European Big Data Value Forum	Conference	2-4 October 2024
EGI2024	Conference	20-24 September
DATAWEEK Leipzig	Scientific Conference	15-19 April 2024
the European Sustainable Energy Week (EUSEW)	Conference	11-14 June 2024
European Research Days	Workshop	21 March 2024
International Conference on Machine Learning	Scientific Conference	21 to 27 July 2024
AI and Big Data EXPO	Scientific Conference	1-2 October 2024
Smart City EXPO World Congress	Scientific Conference	5-7 November 2024

### 8.2 Blog Articles

Moving forward, the consortium plans to pay renewed attention to the blog section, viewing it as an essential vehicle for mainstreaming the GLACIATION solution and approach. Recognising the blog's critical role in situating the project within the wider policy discourse, the consortium is dedicated to enhancing its engagement with stakeholders and potential market sectors. This effort is not only about maintaining a stream of content but also about enriching





the quality and relevance of the discussions to foster a conducive environment for the commercialisation of the GLACIATION solution.

## 8.3 Newsletters

---

The Work Package Leader has devised a newsletter as an integral tool for engaging with external stakeholders, providing them with timely updates on the GLACIATION project's progress. The intent is to communicate not just successes and milestones but also the challenges encountered throughout the project's lifespan. The newsletter is also envisioned as a platform to promote upcoming events and share success stories, fostering a sense of community and strengthening relationships with stakeholders.



**Figure 26 - GLACIATION Newsletter Template Cover**

However, the dispatch of newsletters has been postponed, as the work package leader believes it is essential to acquire a minimum of 40 subscribers to ensure meaningful engagement right from the first issue. Although it was anticipated that this subscriber base would be established promptly, the team recognises the need to redouble efforts in this area.





**Figure 27 - GLACIATION Newsletter Template News Items**

The newsletter content is customised for each stakeholder persona, ensuring that recipients receive information that is pertinent and accessible. The structure of the newsletter is designed to be clear and concise, enabling readers to quickly grasp the content. Stakeholders are tagged according to their persona, which determines the tailored content they receive. They also have the option to specify the type of content they wish to subscribe to during registration, such as publications and articles, summits and events, materials and videos, or they can opt for no preference. This customisation ensures that each persona engages with content that aligns with their specific interests and expertise, presented in a language and format that is easy to digest.

## **8.4 Harmonising Privacy and AI across the Cloud-Edge Continuum: Second GLACIATION dissemination event**

In the spirit of fostering greater social media engagement and newsletter subscriptions, the GLACIATION project is poised to host "Harmonising Privacy and AI across the Cloud-Edge Continuum: A journey through the GLACIATION lens" on March 12th. This event is not only a dissemination milestone but also a springboard designed to boost GLACIATION's digital footprint. With an emphasis on attracting students and researchers, renowned for their adeptness and enthusiasm for social media, the event will integrate large QR codes to simplify social media follows and newsletter sign-ups. This event, which is also directed at students and academia as well as industry professionals and civil servants, will complement the market watch task and support the business modelling for the GLACIATION solution, as learning from industry and the public sector is critical to commercialising the GLACIATION solution effectively.







**Figure 28 - Social Media Banner for Upcoming GLACIATION Event in Cork**

The chosen title for our GLACIATION event, "Harmonising Privacy and AI across the Cloud-Edge Continuum," encapsulates the project's vision of integrating a suite of technologies and computing paradigms that are often seen as disparate. This event will shine a spotlight on GLACIATION's role in pioneering the interoperable nature of privacy and AI solutions, promoting the seamless integration of various technologies within an innovative metadata fabric.

The agenda of the event will commence with a poster session, complemented by a networking devised environment, showcasing ground-breaking research from both the GLACIATION consortium, the broader academic community as well as industry and public administration.

The event will progress with keynote addresses from esteemed figures in industry and governance, such as Dell VP Bob Savage, illuminating the untapped potential of AI while underscoring its synergy with privacy considerations. GLACIATION consortium members will then present GLACIATION'S approach to privacy and the use of AI technologies, fortifying the privacy framework of the GLACIATION solution.

An expert panel discussion will dissect the socio-economic ramifications of AI, the intricacies of privacy risks, and the legislative landscape. The event will wrap up with a networking session, offering refreshments to foster informal conversations.

At the University of Cork, this event will not only demystify the interplay between AI and privacy but will also showcase how the GLACIATION project is instrumental in aligning AI capabilities with privacy imperatives along the cloud-edge continuum. Participants will be introduced to GLACIATION's approach to AI, which is carefully designed to ensure transparency and maintain a human-centric focus in decision-making. The panel discussion will explore GLACIATION's secure data management framework, which manages the data lifecycle at the 'edge' of computing networks, and will discuss the project's role in guiding the discourse on responsible technology implementation within the strict parameters of global data protection regulations such as GDPR.







## 8.5 EUSEW: GLACIATION Demo

---

GLACIATION is poised to make a significant contribution to the European Sustainable Energy Week (EUSEW) 2024, taking place from June 11th to 14<sup>th</sup> 2024, by presenting a demo at one of the event's workshops. This event will mark a pivotal moment for GLACIATION as it will showcase the first official demo. The presentation will demonstrate the capabilities of GLACIATION's solution to reduce carbon emissions while ensuring greater privacy, by fully leveraging the cloud-edge continuum through a novel data fabric and an AI-powered data movement and operations optimiser.

The workshop, titled "*Unlocking Sustainable Energy Futures: The Role of a Distributed (Energy) Data Infrastructure*," will explore the essential role of distributed data infrastructures in optimising renewable energy usage, fostering innovation, and enabling a smoother transition towards sustainable energy systems. GLACIATION's contribution is designed to be highly interactive, offering not just a demo but also dedicating a significant portion of time to Q&A session.

GLACIATION's involvement in EUSEW 2024 underscores the project's commitment to ensuring that its solution is widely adopted for the benefit of European citizens. By presenting a live demo, GLACIATION intends to demonstrate practical solutions for overcoming data-related challenges, showcasing how their innovative approach should be part of a holistic strategy to reach the 2050 zero emission objectives. This presentation not only reaffirms GLACIATION's role as a key player in reducing the environmental impact of data movement and operations amidst the challenges of increasing big data analytics but also highlights its dedication to the broader goals of sustainability and environmental stewardship.

## 8.6 Webinar: Data Privacy and Interoperability

---

Following the anticipated momentum from the "Harmonising Privacy and AI across the Cloud-Edge Continuum" conference in Cork on the 12th of March as well as the demo at the EUSEW, the GLACIATION project is gearing up for an expert-level webinar to further engage and expand its community. Scheduled for the end of June 2024, the webinar titled "Data Privacy and Interoperability: on the edge of infrastructural changes" will serve as a continuum to the discussions initiated in Cork and at the EUSEW, with the aim of sustaining the engagement and interest around the GLACIATION community.

The webinar will delve into the intricacies of a data-centred infrastructure and its significant contributions to ensuring privacy and environmental sustainability in data operations. As we pivot towards a more interconnected digital era, the importance of collaborative data exchange and big data analytics in catalysing the green transition becomes ever more apparent. These technologies hold the promise of streamlining processes such as traffic flow, industrial production, and energy-efficient data operations, all while maintaining a keen eye on reducing carbon emissions.

Yet, alongside these socio-economic benefits lie the inherent privacy concerns and the daunting task of achieving interoperability across intricate network infrastructures. The webinar will explore how the GLACIATION project addresses these dual aspects, balancing the socio-





economic advantages of data sharing with the need to fortify privacy measures and achieve interoperability.

The event will feature discussions on how GLACIATION's approach to interoperability and privacy serves as a model for a data-centric infrastructure. By bringing together a blend of experts and stakeholders, the webinar aims to continue the conversation on how to navigate the complexities of data sharing in a manner that respects privacy and promotes the smooth exchange of information across the digital landscape of Europe.

This webinar is not only an opportunity to present GLACIATION to a broader audience but also a strategic "meet-up" for potential stakeholders to join the growing community. It is another chance to showcase GLACIATION's innovative approach to data management challenges and its foresight in crafting solutions that align with Europe's digital innovation and policy frameworks.

### 8.6.1 Other webinars

In addition to the upcoming webinar in June 2024, the GLACIATION project has planned a subsequent webinar between months 30 to 32, with the aim of mainstreaming the GLACIATION solution within the realms of big data analytics, data movement, and operations. The core objective is to cement the GLACIATION community, drawing industry and academic stakeholders deeper into the ecosystem and fostering widespread adoption of the GLACIATION model.

This event will be a key step in firmly establishing GLACIATION's innovative solutions as a standard within the industry, ensuring its integration into the broader fabric of big data operations and demonstrating its holistic benefits to data privacy, efficiency, and sustainability.

## 8.7 Policy Brief

---

Recognising the paramount importance for the project's legacy, the Work Package Leader has prioritised the creation of a policy brief. This brief is also deemed crucial for the Market, Innovation, and Applicability analysis, supporting the commercialisation of the GLACIATION solution. It is designed to furnish policymakers with comprehensive, evidence-based information on the project's outcomes, encountered challenges, and the valuable lessons learned, which are integral to making informed decisions for future initiatives.

The groundwork for this policy brief has been laid through extensive research tailored to the project's objectives. A policy landscape document has been compiled, giving all partners insight into the legislative framework surrounding the GLACIATION solution. This document will be updated regularly with new findings from ongoing research.

A reading list has been assembled, featuring essential research papers, articles, and market reports to ensure a well-rounded understanding of the current situation, and it will be refreshed continually for relevance and precision. Furthermore, a stakeholder map at the organisational level has been drafted to pinpoint key players in policy and market sectors, which will be refined to enhance engagement and strategic communication.





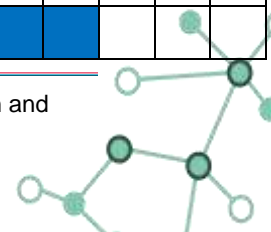
This policy brief is slated for development in the project's concluding phases, specifically between months 30 to 33, and is strategically aligned with a corresponding webinar. This event will aim to succinctly convey the project's insights and offer pragmatic guidance to policymakers. These efforts underscore the GLACIATION project's commitment to leaving a lasting imprint on policy and aiding the commercial trajectory of its innovative solutions.

## 8.8 Indicative Table

Table 7 serves as an indicative table delineating the timeline for planned communication, networking, and dissemination activities for the next 19 months of the three-year life cycle of the GLACIATION project:

**Table 7 - Indicative Timeline for Planned Communication, Networking, and Dissemination Activities for the Next 19 Months**

Main Activity	Sub-activity	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Blog Article	Partner																			
	Work package leader																			
Collaboration with other projects	Liaisons with other Projects																			
	Joint Training Sessions																			
Community Building	Industry Magazine Articles																			
	Industry Contact Points																			
Events	Joint Events																			
	Dissemination Event																			
	Third Party Events																			
	Demos																			
Market Watch	Research																			
	Analysis																			
	Visualisation																			
	Enhancement																			





Newsletter	Publication																		
Policy Brief	Research																		
	Analysis																		
	Final Draft																		
Press release	Publication																		
Social Media	Post																		
Stakeholder Mapping	Industry																		
	Policy																		
Standardisation contribution	Research																		
	Written Contribution																		
Videos	Release																		
Webinars	Organisation																		
	Execution																		
Website	Optimisation																		





## 9 Conclusion

---

This document, serving as the intermediate Communication, Networking and Dissemination Plan for the GLACIATION project, delineates the objectives, activities, and necessary resources to effectively communicate the project's progress and outcomes to all pertinent stakeholders. It remains a live document, reflective of the dynamic nature of the project, and is continuously updated to align with GLACIATION's evolving objectives, translating them into actionable and impactful activities.

The plan is strategically crafted to ensure that project results are disseminated promptly, in suitable formats, and through optimal networks to maximise societal impact and benefits. Consortium partners are actively engaged in promoting the project through their communication channels, including websites, social media, and event participation, leveraging their established networks within the project's fields of interest.

The proactive exploitation and networking plan, alongside the communication and dissemination strategies articulated within this document, also lay the groundwork for the upcoming deliverable, "GLACIATION IPR Management, Business Models, and Business Plan - Intermediate." Scheduled for the end of March '24, this deliverable will benefit from the foundation set by the current activities, ensuring a cohesive approach to the project's intellectual property strategy, business modelling, and planning for intermediate commercialisation efforts. This preparatory work is critical for establishing a seamless transition into the detailed articulation of the GLACIATION project's future pathways.

As the project progresses towards its conclusion in September 2025, a final report on Communication, Networking, and Dissemination will be produced at Month 36. This will encapsulate the entirety of the project's outreach efforts, documenting the strategies employed, the outcomes achieved, and the knowledge gained. Until then, the consortium will continue to expand its communication reach, refine its dissemination tactics, and explore new synergies with related initiatives, ensuring that the GLACIATION project remains at the cutting edge of dialogue within its community.





## Annex A - Stakeholders

---

Table 8 provides a stakeholders list. It includes the name of the stakeholders (first column) and the type, according to the target groups (second column).

**Table 8 - GLACIATION Stakeholder Table**

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

---

Table 9 provides a list of key publications and conferences where GLACIATION may engage with the scientific and industry communities to share its research and insights.

**Table 9 - Key Publications and Conferences to Submit GLACIATION Papers**

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

