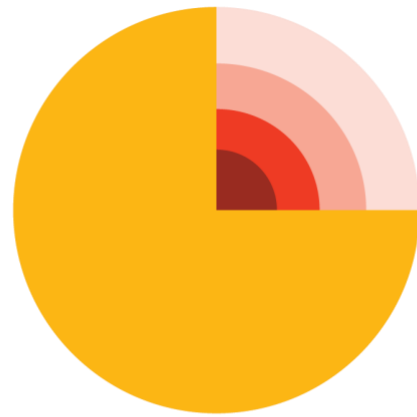




ChEESE

Deliverable D7.2 Communication and Dissemination Plan



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ChEESE-2P Deliverable

D7.2 Communication and Dissemination Plan

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Abstract

This Communication and Dissemination Plan (D7.2) outlines the strategy and implementation plan for ChEESE's communication and dissemination efforts. This document will serve as a framework for organising these activities and assessing their impact on the project.

I. Copyright

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II. Delivery Slip

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Version	Date	Description of change	Author/Partner
V1	10/03/2023	Initial draft	Varvara Vedia
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IV. List of Acronyms

Acronym	Description
GDPR	General Data Policy regulations
WP7	Work Package 7: Dissemination, Outreach, and Community Building
D7.1	Deliverable 7.1 Project Website
D7.2	Deliverable 7.2 Communication and Dissemination Plan
D7.8	Deliverable 7.8 Communication and Dissemination Report

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1. Executive summary

ChEESE, the European Centre of Excellence for Exascale in Solid Earth, is dedicated to tackling the complex issues presented by geohazards and improving prediction accuracy through the use of exascale computers. The project's primary audience includes European organisations responsible for operational monitoring networks, hardware developers, industrial partners, public institutions, and high-performance computing centres. This project builds upon a successful first phase, both in terms of scientific output and communication. Therefore, this document focuses on the second part of ChEESE, also known as ChEESE-2P.

To guarantee extensive exposure and promotion of the project and its outcomes, it is crucial to devise a communication strategy that effectively conveys its research and outreach outcomes to the general public.

This report, Deliverable D7.2 (Communication and Dissemination Plan), aims to provide guidances on the planned communication and dissemination activities and the tools and channels to be employed. The D7.2 summarises the strategy to raise awareness and maximise the project's impact, which includes:

- Proposing a communication and dissemination strategy;
- Presenting a timeline of the communication and dissemination actions;
- Identifying the target audiences for each purpose or main result;
- Defining the objectives of the activities and key messages;
- Listing the communication and dissemination channels to be used for project promotion;
- Defining and monitoring a series of Key Performance Indicators (KPIs) to assess the effectiveness and efficiency of the activities

conducted (i.e., number of publications, number of visits on the website, etc.)

The WP7 team will periodically update and adjust this document as the project progresses and will monitor the evolution of the project to update or restructure the plan if necessary.

1.2 Timeline and Dissemination Phases

The execution of the project communication and dissemination activities requires a schedule aligned with the project deliverables and milestones. Consequently, they will be mainly organised around three main phases:

- **Initial project awareness phase** (Year 1): WP7 will ensure that the project is known to relevant stakeholders and the public in general. In this stage, we will develop the project website and different communication and promotional materials, including the project branding (i.e. logo, templates for project documents and presentations, etc.) to present an overview of the project, its main objectives and workplan.
- **Targeted dissemination phase** (Years 2 & 3): ChEESE partners and collaborators will enrich the website with new content and introduce preliminary project results to the target audiences through scientific publications and participation in events, conferences, and workshops. Impact assessment is crucial at this stage to monitor and reorientate the strategy if necessary.
- **Presentation of project results** (Year 4): This phase covers the period before the end of ChEESE, in which the different Work Packages and partners will create content focused on project developments, clear communication about the results of the impacts on communities affected by extreme events, and the organisation and attendance at events to present the most significant outputs.

These actions will contribute to maximising the project's impact and legacy on a broad range of stakeholders.

2. Corporate Image

To establish a project branding with a corporate image before setting up strategies and maximising ChEESE's impact, the WP7 team has developed a graphic identity and brand guidelines. The guidelines serve as a manual to refer to a consensual image to disseminate the brand and include essential branding resources such as logo variants, colour palettes, and typefaces.

The internal wiki provides the brand guide to ensure coherence and consistency. The WP7 team will consistently apply these corporate guidelines in the communication strategy, and the partners will use them in the dissemination materials. The WP7 leader will ensure that all materials apply the correct branding.

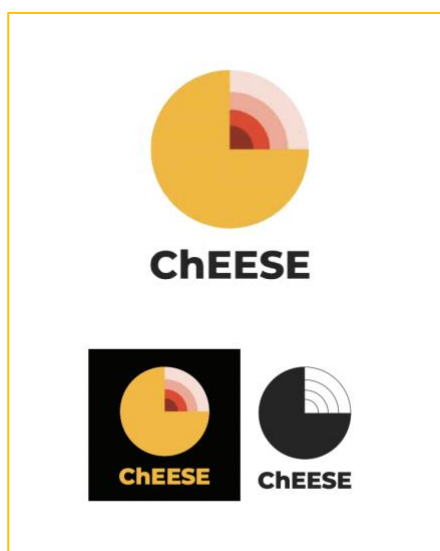


Figure 1. Logo of the project.

The logo is available in different formats, and all versions can be downloaded on the Branding section of the website and the internal wiki.



Figure 2. The logo of the first phase is at the left; the logo of the second -and new- phase is at the right.

The ChEESE logo is an updated version of the graphic design chosen and used in the project's first phase. The modifications were made to follow and maintain the visual line of the logo but also to contribute specific changes that would modernise and complete it. Thus, the colours and typography were slightly changed, and the circle was completed.

2.3 Typography

For this project, WP7 has selected the fonts Montserrat and Verdana. These fonts are easily accessible and downloadable, ensuring all partners have access to them.

Both fonts were selected based on their high-legibility range in both print and digital formats. Montserrat, a simple and geometric font, has been chosen as the primary accent font for headings. On the other hand, Verdana, a straightforward typeface, has been selected for extensive texts, allowing letters to occupy as much space as needed and creating a better reading experience.

2.4 Templates

WP7 has designed templates to help maintain a consistent project identity within the Consortium and promote recognition among external stakeholders.

All templates feature the project logo, EU flag, EuroHPC JU logo, graphics, and funding disclaimer with the Grant Agreement number. It is highly recommended that all project partners use these templates for all communications related to ChEESE.

The templates available when writing this document are for deliverables (docx and pages), presentations (pptx and keynote), and meeting minutes.

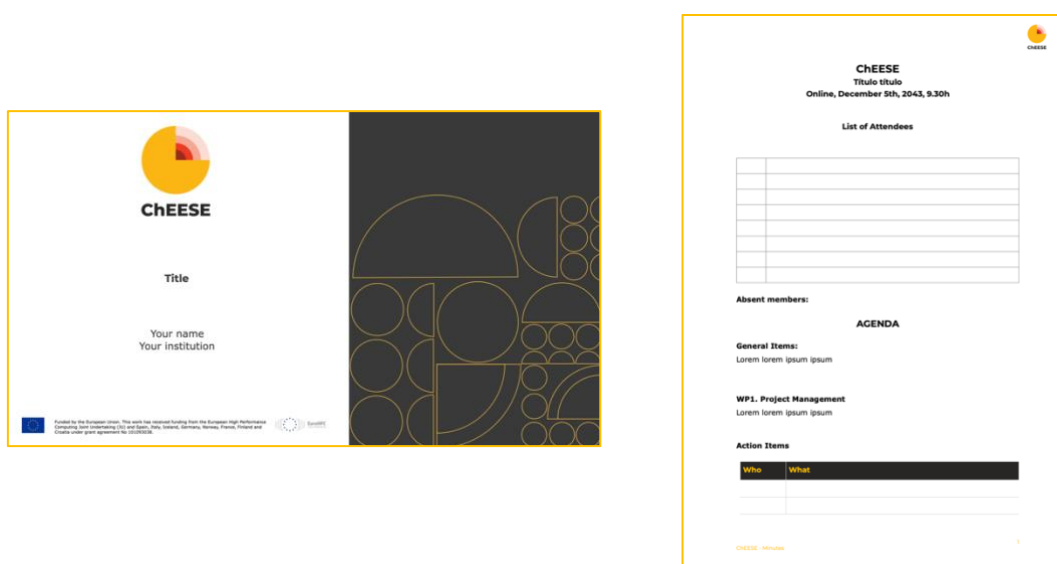


Figure 3. Example of the templates for the presentations and minutes.

3. Communication and dissemination strategy

Once the visual foundations of the project are established, the next step is to describe the strategy for disseminating and exploiting the project results.

3.1. Target audience

The strategy includes the description of the different target audiences of the project (see Table 1), as well as the key messages, dissemination channels and value of each audience defined.

Target audience	Objective	Key messages	Channel/Activity
Scientific community in geoscience and HPC	• Understand ChEESE's approach and its benefits • Acknowledge ChEESE as a fruitful research area with impact on civil society	• Project overview (description, main objectives and workplan); • Scientific results; • Technology advances.	• Public deliverables; • Scientific publications • Events such as conferences, workshops, etc., like EGU and AGU conferences • Social Media content • Website content • Promotional material with the project branding
Industrial stakeholders and policy makers	• Understand the potential benefits of ChEESE for various industrial sectors • Promote scientific careers • Raise awareness on the importance of the scientific research for analyse and forecast geophysical extremes	• Project overview (description, main objectives and workplan); • ChEESE results applicable to companies and policymakers.	• Scientific publications • Events (such as conferences, workshops, etc.); • Promotional material (such as videos and marketing material like leaflets, flyers, etc.); • Social Media content; • Website content; • Impact on media (with press releases, news, etc.).

Young researchers	• Understand CHEESE approach and its benefits; • Acknowledge CHEESE as a fruitful research area with a significant impact on civil society; • Promote scientific careers and scientific culture.	• Project overview (description, main objectives and workplan); • Scientific results; • Technology advances; • Promotion of scientific careers in CHEESE fields of science.	• Scientific publications; • Events (such as conferences, workshops, etc.); • Promotional material (such as videos and marketing material like leaflets, flyers, etc.); • Social Media content; • Website content. • Promotional material (such as videos and marketing material like leaflets, flyers, etc.);
General public	• Understand CHEESE approach and its benefits; • Acknowledge CHEESE as a fruitful research area with a significant impact on civil society; • Promote scientific careers • Raise awareness on the importance of scientific research for analysing and forecasting geophysical extremes.	• Project overview (description, main objectives and workplan); • Technology advances • CHEESE impact for society	• Promotional material (such as videos and marketing material like leaflets, flyers, etc.); • Social Media content; • Website content; • Impact on media (with press releases, news, etc.). • Public engagement events such as Fiesta de la Ciencia, Fête de la science, Palais de la découverte or Nit de la Recerca.

3.2. Channels

ChEESE aims to reach its target audience effectively and maximise the visibility of the project by utilising a wide range of channels and activities.

3.2.1. Press

One of the most effective ways to communicate specific statements about the project to the general public is through press releases. The press offices of ChEESE partners will jointly issue these releases, which will be validated by the coordinators, Management Team (WP1), and WP7. A launch date will also be specified together.

WP7 will encourage all partners to include ChEESE press releases on their partner websites to increase referrals and click rates. WP7 will draft press releases whenever a noteworthy achievement needs to be announced.

All communication and dissemination material will be in English, the project's official spoken language. However, the Communications teams designed for each ChEESE partner will be encouraged to translate the material into the partners' languages. Each partner should ensure that the materials are satisfactorily translated into the local languages, especially in the case of press releases for the local media.

3.2.2 Project Website and Google Analytics

The ChEESE project website (<https://cheese2.eu>) is critical for disseminating all project results and activities to the public. It is the primary channel used with the project's social media channels. The structure and organisation of the website are detailed in D7.1 Project Website.

To ensure that the website is effectively promoting and disseminating research, the WP7 team will utilise Search Engine Optimisation (SEO) to attract qualified traffic to the site. The team will regularly update the site's

content using keywords related to the geosciences sector and digital twins to improve the site's authority and relevance. These keywords will be optimised to attract searchers and engines. The WP7 team will monitor the site's statistics every six months using Google Analytics and take the necessary steps to increase the website's visibility and engagement. The results will be reported in the final Dissemination Report.

3.2.3 Social Media

Social media plays a crucial role in boosting dissemination activities and engaging with the project's target audience. To achieve this, ChEESE has selected three leading social media channels, Twitter, Mastodon and LinkedIn, since the defined target audience frequently uses them.

The WP7 team will use Twitter and Mastodon to disseminate key messages and project information and to keep users updated on the latest news related to the project, such as HPC, geosciences, geophysics, extreme geophysical events, and trends in identified relevant sectors. ChEESE partners will contribute to the social media strategy by creating content and posting information to inspire the scientific community and become a reference in this scientific field.

In order to reach as many people as possible and maintain an engaged audience, we have decided to reactivate our social media accounts on Twitter and LinkedIn for the second phase of our project. During the project's first phase, these accounts had previously garnered significant followers (1000 on Twitter and 500 on LinkedIn). ChEESE's second phase WP7 team believes that utilising these platforms will enable us to disseminate our message and engage with our target audience effectively.

3.2.3.1 Twitter

The project will utilise Twitter to enhance collaboration with similar stakeholders and share interesting updates related to the HPC and

geosciences sector. The primary objective is to amplify the impact of the project's communication and dissemination activities, and the WP7 team intends to post content once a day, as appropriate. Potential tweet content includes ChEESE news, partner quotations, events, and publications. Additionally, the account will retweet relevant content from the HPC and geosciences sectors.

The project's Twitter handle is @cheese_coe

3.2.3.2 Mastodon

Furthermore, in response to recent developments on Twitter, the ChEESE team has decided to create an account on a Mastodon server. The project aims to have a comprehensive and hybrid communication approach on both social channels: Twitter and Mastodon.

The project's Mastodon handle is https://techhub.social/@cheese2_coe

3.2.3.3 LinkedIn

To promote CHEESE, WP7 has created a company page on LinkedIn open to everyone. The LinkedIn page aims to position CHEESE as an informative and compelling project that will interest the target audience. The page will share project news and any content related to the HPC sector, including conferences, seminars, and other relevant information.

The page's performance will be monitored based on the number of members and post-interaction.

The links to the page are:

https://www.linkedin.com/company/ChEESE_CoE/

3.2.1 Promotional Material

CHEESE will use its visual identity to create printed promotional material to reach audiences at conferences or events. The material will include a

project bookmark with information about contacting the team behind ChEESE; educational posters focused on the project's scientific aspects and news, and a roll-up detailing the partners collaborating in CHEESE. These materials will be available for download on the website, and some can also be used online as content for social media and presentations, as well as printed.

3.2.2 Quarterly Newsletter

CHEESE will release a digital quarterly newsletter that will report on project news and the latest updates, such as progress on CHEESE's milestones, collaborations with cluster projects, and relevant European events for the sector. The newsletter will also feature short interviews with the researchers, showcasing the scientific community working to make CHEESE a reality.

The newsletter is distributed to relevant contacts collected in accordance with GDPR regulations using MailChimp as the platform for distribution.

3.2.3 Publications

CHEESE plans to publish with a green open access policy. Access and links to CHEESE scientific publications will be posted on the website.

All publications (publications, white papers, technical reports, etc.) will include the following acknowledgement sentence:

The research leading to these results has received funding from the European High-Performance Computing Joint Undertaking (JU) and Spain, Italy, Iceland, Germany, Norway, France, Finland and Croatia under grant agreement No 101093038.

3.2.4 Conferences and other events

A powerful and crucial activity for disseminating the project will be the attendance and presentations at high-level peer-reviewed conferences in the field of HPC or geosciences. All events with CHEESE's participation will

be previously displayed in the “Events” section of the Website and announced through CHEESE's social media accounts.

ChEESE is also set to host and organise the 11th EGU Galileo Conference titled "The Solid Earth and Geohazards in the Exascale Era". This conference is an essential gathering of experts and researchers from all around the world, aimed at discussing the latest advancements and innovations in the field of Solid Earth and Geohazards, with a particular focus on how they can be leveraged using exascale computing. The conference aims to provide a platform for participants to share their experiences, knowledge and expertise and to foster collaborations that will drive further research and development in this critical field. The conference also supports the inclusion of early-career scientists in academic careers by offering financial assistance, as well as exciting master classes on various branches of computational geosciences and Exascale computing.

By supporting and endorsing this event, ChEESE reaches various sectors of its target audience, including established scientists and younger researchers.

4. Key Performance Indicators

The following table outlines the Key Performance Indicators (KPIs):

Target audience	Key messages	Dissemination channel and activities	Value to target audience
Press	Press releases	Official statements	Minimum 2
Press	Impact on Media	Presence of ChEESE in mainly scientific media and, if possible, in popular media	30 appearances

Website	Website sessions	Number of times a user has visited the website (sessions measured on Google Analytics)	1000 sessions/year
Social Media	Twitter	Engagement and organic traffic performance will be measured with Twitter Analytics and Metricool.	- Engagement: 1500 followers; - Post Reach Percentage: 3%; - Average Performance Rate: 2%.
Social Media	Mastodon	Engagement and organic traffic performance will be measured with Metricool.	- Post Reach Percentage: 3%; - Average Performance Rate: 2%.
Social Media	LinkedIn	Effectiveness of the brand on the social network, which will be measured with LinkedIn Tools.	- Engagement: 600 subscribers; - Post Reach Percentage: 2%; - CTR: 2%.
Promotion Material	Project Flyer	Leaflet with general information of the project.	Minimum 1
Promotion Material	Roll Up	Printed banner of the project.	1

Promotion Material	Poster	Informational and educative material about CHEESE.	1
Promotion Material	Project Videos	A teaser to explain the project and its objectives and another video to explain the results.	2
Publications	Journal Articles	ChEESE publications.	30 articles in Q1 or Q2 publications
Events	Participation at events	Presentation of ChEESE results and research at conferences.	60
Events	Events organization	Hosting and organising the 11th EGU Galileo Conference	1

Communication measures and KPIs are tracked internally in WP7. Thus, CHEESE partners must communicate any dissemination action performed to the team.

WP7 will periodically contact the partners to get information about their activities related to CHEESE and to measure the KPIs correctly. The results will be included in the Dissemination Report (D7.8). The data will be studied annually to develop new strategies to increase the impact.