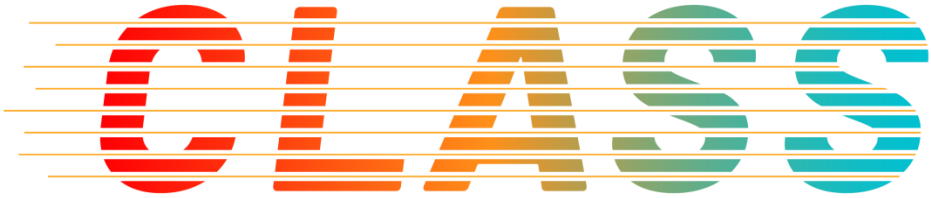

D6.1 Communication and Dissemination Plan

Version 2.0

Document Information

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Change Log

Version	Author	Description of Change
V0.1	Anna Molinet (BSC)	Initial Draft
V0.2	Ana Belén González Méndez (Atos)	Internal review
V0.3	Anna Molinet (BSC)	Implementation of changes
V0.4	Ana Belén González (Atos)	Validation of changes
V1.0	Anna Molinet (BSC)	Final changes (numeration, justification of text, etc)
V1.1	Nikoleta Kiapidou (BSC)	Updated version
V1.2	Renata Gimenez (BSC)	Comments
V1.3	Ana Belén González (Atos)	Comments
V1.4	Eduardo Quiñones (BSC)	Comments
V2.0	Nikoleta Kiapidou (BSC)	Final changes

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1. Executive Summary

This document outlines a well-defined and customised CLASS dissemination and communication plan, and sets out target audiences, dissemination tools and strategies and planned interaction with similar projects. It also includes the policy for result dissemination. It is a "live" document that should be revised periodically by the WP6 team over the course of the project.

In order to achieve this, the dissemination strategy aims to raise awareness and interest in the technologies and solutions developed during the project among general public, scientific community and end users, and focusing on industrial domains target such as automotive sector, smart cities and big data industry.

2. Introduction

The main purpose of the Dissemination and Exploitation work package (WP6) is to maximise the visibility of the project to multiple target audiences in order to foster possible uptake and support CLASS partners in the exploitation of the project results.

For that purpose, the general objectives of WP6 are to:

- Identify and perform communication and dissemination activities in order to maximise the impact of the project, in collaboration with other EU research activities, scientific audiences, and industry forums.
- Identify the exploitable results of the project and define the potential commercial products and commercial strategies for these results (target market, business model(s), distribution channels and promotional strategy) to reach the market.

The exploitation strategy including Intellectual Property Rights (IPR) will be described in a separate deliverable D6.3 Initial exploitation report, which will be updated in yearly reports D6.5 Intermediate exploitation report and D6.7 Final exploitation report.

3. Target audience

In order to achieve the dissemination objectives, an identification of target audience and potential stakeholders have been made:

1. Big data practitioners
2. Applications developers
3. Big data/embedded/HPC research community: related EU and international projects (GrowSmarter, ESPRESSO, HiPEAC, Captor, EIP-SCC, HERCULES, ELASTIC, LEGaTO, research organisations (PRACE RI, e-IRG, EUDAT, Géant) and other European initiatives (BDVA).
4. Industry stakeholders: automotive sector, smart cities, insurance and big data sector; IT Providers (Cloud providers, Edge providers, Big data vendors and practitioners)
5. Policy makers
6. General public

Below are the target audiences along with the key messages that the project aims to pass to them and the value that they add:

Target audience	Key messages	Value to target audience
Big data practitioners	(1) Provide the right level of abstraction to develop big-data systems based on well-known programming models.	(1) Increase programmability on big-data analytics; (2) Facilitate the communication with software developers to implement their needs.
Applications developers (including critical real-time system developers)	(1) Efficiently distribute data analytics processes along the compute continuum without in-depth knowledge of distributing computing; (2) provide real-time response time guarantees to data-in motion analytics.	(1) Increase programmability on distributed systems by using higher abstraction layers; (2) Increasing the overall performance of the data analytics while ensuring that real-time constraints are met; (3) Incorporate big-data analytics in critical real-time systems; (4) innovative programming methods and tools.
Big-data/embedded/HPC research community	(1) Innovative new research converging big-data, HPC and embedded computing; (2) open up big-data to non-specialists in distributed computing; (3) big-data meets time-criticality.	(1) New research on big-data analytics in context of critical real-time embedded systems with huge potential application; (2) leverage highly distributing computing for big-data; (3) novel programming methods and tools.
Industry stakeholders	(1) Maximise the performance of big data systems on highly distributing systems covering the complete computing spectrum; (2) predictable big-data analytics; (3) the missing link which opens up business opportunities in burgeoning markets.	(1) Performance tailored to big-data systems, including the response time constraints of critical systems; (2) greater efficiency (performance) and reliability (real-time) in a range of sectors; (3) new business opportunities for innovative, scalable technologies, from automotive to industrial in-field data analysis and machine learning.
Policy makers	(1) Building upon European expertise in HPC, big-data and embedded systems for advancing the Big Data economy in Europe; (2) multidisciplinary, cross-	(1) Opening up opportunities to enhance European competitiveness in burgeoning new markets; (2) pan-European research achieving more than could

	sector collaboration across national borders, uniting expertise fragmented across different countries; (3) ensuring transfer of technology to European industry.	be achieved in individual countries; (3) transfer of cutting-edge technology from EU-funded research to European businesses.
General public	(1) Cutting-edge technology systems ensuring more intelligent, autonomous and trustworthy technology systems for a range of sectors; (2) publicly funded research benefiting European businesses.	(1) Greater confidence in the reliability of connected systems and technology used in different sectors; (2) a research project with clear practical benefits for a range of sectors.

Table 1: Key messages by target audience

4. Dissemination and exploitation team

Role	Partner	Responsible	PMs
1 WP Leader	BSC	Renata Giménez Nikoleta Kiapidou	14 PM
2 Participant	UNIMORE	Francesco Guaraldi	5 PM
3 Participant	IBM ISRAEL	Erez Hadad Sadek Jbara	2 PM
4 Participant	ATOS	Ana Belén González	8 PM
5 Participant	MODENA	Giuseppe Caruso	2 PM
6 Participant	MASERATI S.P.A.	Nunzia Fusco Danilo Amendola Mara Tonietti	2 PM

Table 2: CLASS' WP6 responsibles

5. Corporate image

A common graphic identity in all dissemination tasks allows better visibility and recognition. All dissemination materials are consistent with the brand guide developed (colours, typography, composition, logo) and include the name, website, logo, and disclaimer of the CLASS project. The WP leader will make sure that this brand is applied correctly.

5.1 Logo

The logo was inspired by the movement and the integrative nature of the project. On the one hand, the horizontal lines and the italic-style letters create a feeling of velocity. On the other hand, the wide colour spectrum, transitioning softly from one to another, expresses the objective of CLASS to bring together the whole computing spectrum, from edge to cloud. The logo design is available in different formats:

- **Logo with URL:** This logo will be used mostly during the initial months of the project, in order to promote the CLASS project and to direct people to the website.
- **Logo:** This logo can be used in the final months of the project, when the brand is better known. It can also be used for smaller-sized promotional material, where the URL would be too small to be legible.

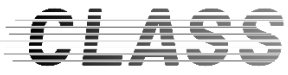
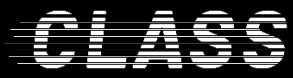
	Colour	Black and white	Negative version
Logo with URL	 www.class-project.eu	 www.class-project.eu	 www.class-project.eu
Logo			

Table 3: Variations of the CLASS logo

5.2 Font

The main project font defined is **Barlow**. It is an easy-to-read font and similar to the most commonly used fonts, such as Arial and Calibri. Thus, it is a font that feels natural but it has its own character and gives CLASS a brand. The brand font is used for the logo, the website and the titles of the presentation templates. However, to ensure better compatibility in the writing of deliverables and personalisation of the slides related to the project, Calibri is a secondary font that will be used for other project texts, such as presentations or deliverables.

5.3 Language

The official language of the CLASS project is **British English**. However, the dissemination material should be translated into the different partners' languages, where possible. Each partner should ensure that the material is adequately translated into the local languages, e.g., in the case of the press releases for the local media. Funding for this is not included in the dissemination budget.

5.4 Project templates

A set of designed templates are used in the project:

5.4.1 Presentation template

The presentation template is used in all presentations done by all partners and is included in the internal repository for all partners to use. This template provides design guidelines by defining common layouts, font sizes, etc. The presentation template is available in both **Microsoft PowerPoint** and **Open Office**, as well as in 16:9 and 4:3 formats for different projectors (see figure 1 below). The files are available in the project's intranet.

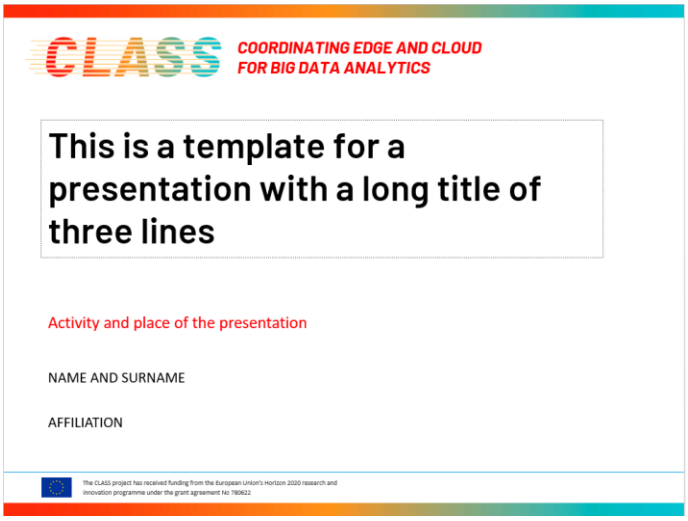


Figure 1: PowerPoint presentation template

5.4.2 Deliverable template

WP1 prepared a template for all deliverables with the logo and its structure. The font used is Calibri, as it is a font that all computers have and is similar to the CLASS brand font (Barlow). The template is uploaded both on the intranet and SVN platform for partners to use.

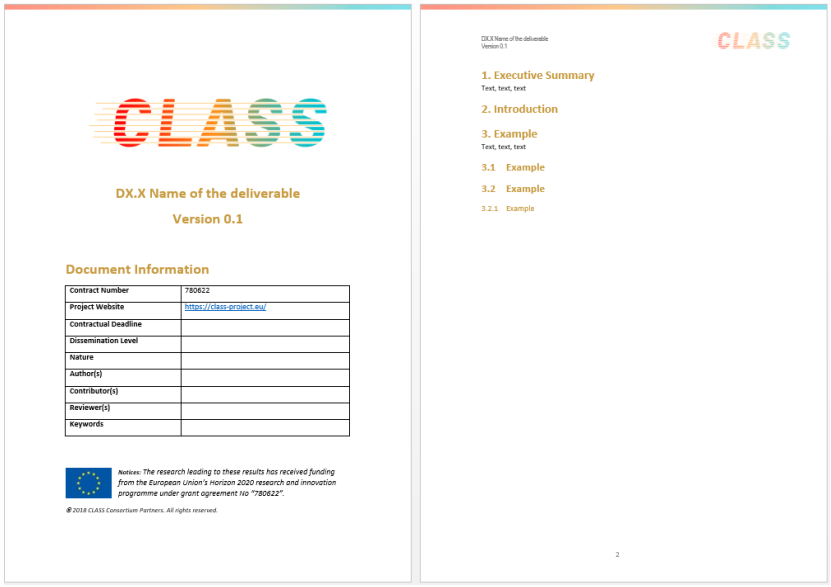


Figure 2: Deliverable template

5.4.3 Poster template

The poster template is in **PowerPoint format** and is used in all poster presentations in different events. It is a basic layout template which the partners fill in with different scientific and technical content depending on the presentation objective and audience. It is included in the internal repository and SVN platform for all partners to use.

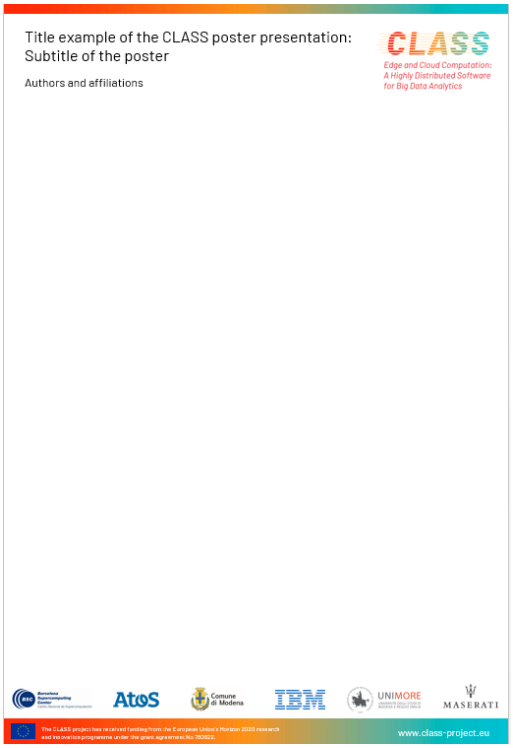


Figure 3: Poster template

5.4.4 Publications

The consortium is committed to providing at least **"green" open access** publications wherever feasible. The dissemination team has reviewed the provisions of "The Guidelines on Open Access to Scientific Publications and Research Data" in Horizon 2020 and defined a strategy for knowledge management and protection. The team has also prepared appropriate publications guidelines that explain the EC publication and Open Access requirements and shared these with all the partners. The guidelines were uploaded on the intranet.

Green open-access defines that the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access may be granted only after an embargo period has elapsed.

Green access allows beneficiaries to deposit the final peer-reviewed manuscript in a repository of their choice. They must ensure open access to the publication within six months at the most after publication to a third party publisher. To provide support concerning compliance with Horizon 2020 embargo periods, the Commission offers a model amendment to publishing agreements, which are often signed between authors and publishers. This model is not mandatory but reflects the obligations of the beneficiary under the H2020 grant agreements. It can be supplemented by further provisions agreed between the parties, provided they are compatible with the Grant Agreement. The Commission/Agency takes no responsibility for the use of this model.

All publications from the project (publications, white papers, technical reports, etc.), as well as dissemination materials, have to include the following sentence:

The research leading to these results has received funding from the European Union's Horizon 2020 Programme under the CLASS Project (www.class-project.eu), grant agreement n° 780622.

6. Dissemination tools

In order to efficiently reach the targets for dissemination and to maximise the visibility of the project, a broad spectrum of communication channels and dissemination tools are used. The role of the dissemination tools or activities should ensure that the different target audiences are aware of the CLASS project and the strategic relevance and impact of this project for Europe. This also includes intensive communication with researchers and industrial partners.

The public website and the social media channels (Twitter and LinkedIn) are the first points of contact and play a significant role in dissemination followed by a carefully chosen list of scientific conferences, as well as the rest of the external communication tools.

6.1 CLASS website

The public website (https://class-project.eu/) plays a central role as it is the most important medium for disseminating the project's results and activities and it provides general information about the project objectives, current activities, publications and achievements of the project. The website is designed to be responsive and can adapt to all commonly used devices: desktops, laptops, smartphones and tablets.

The WP6 leader, in collaboration with the dissemination team, is the primary person responsible for editing the website content, website deliverables, feedback and statistics.

The website is designed with a Content Management System called Drupal. This system is managed by a webmaster located in the Operations team at Barcelona Supercomputing Center (BSC) and the domain for the website has also been acquired by BSC.

The website will be regularly updated with information about the project's technology and use-case as well as the latest events in which CLASS researchers participate (Events page) as well as frequent news pieces with either technical information about the project or wrap ups of the events attended (News page).

A monitoring tool has been implemented (Google Analytics) in order to obtain relevant information about target audience behaviour and drive better decisions regarding its contents if necessary. This analytics tool helps the dissemination team to ensure dissemination effectiveness and results of monitoring will be included in the deliverables D6.2, D6.4, and D6.6 (initial, intermediate and final communication and dissemination reports, respectively).

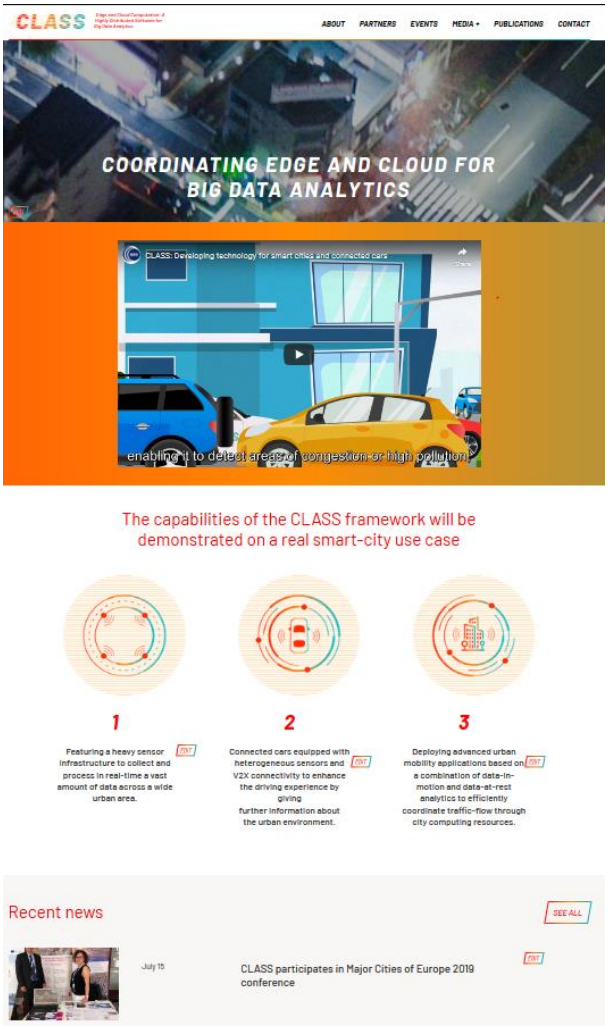


Figure 4: CLASS website homepage

6.2 Social media

Social media is important to boost dissemination activities as well as engage the target audience with the project. The dissemination team has selected two main social media channels: Twitter and LinkedIn, since they are the most frequently used by the targeted audience. Both channels will be used, not only to disseminate key messages and project information, but also to know about the latest updates of technologies related to the project such as big data, edge/cloud computing, IoT, and trends in identifies relevant sectors.

CLASS experts contribute in the social media strategy by creating content and posting information to influence the scientific community. The relevant technical and project news that are posted on the CLASS website are also shared and disseminated on the CLASS social media in order to engage a wider audience. The CLASS experts will contribute by influencing in the above mentioned sectors.

Dissemination deliverables (D6.2, D6.4 and D6.6) will include a detailed Social media performance and analysis.

Furthermore, Youtube will be used to share the three videos developed during the project. Youtube is currently the most used platform to share and disseminate videos of any kind. BSC Youtube channel was the selected channel as BSC is the coordinator and the account has a total of 800 subscribers.

6.2.1 Twitter

https://twitter.com/EU_CLASS

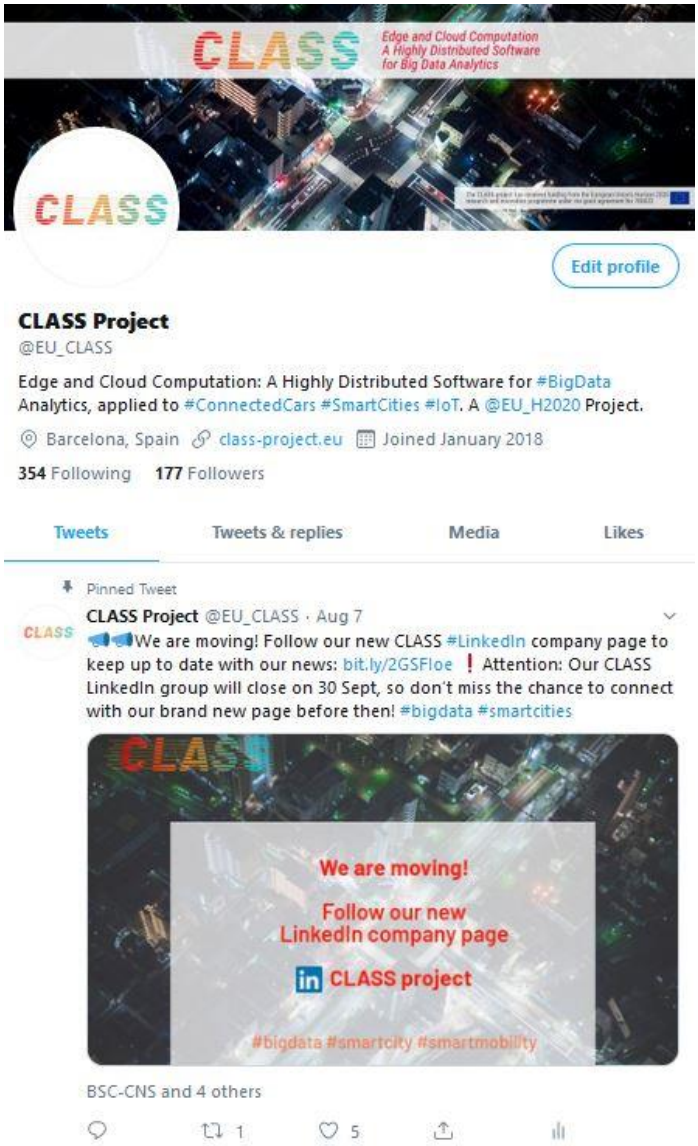


Figure 5: CLASS Twitter account

Twitter will be used as a platform to create synergies with other similar stakeholders and influencers in order to boost the impact of the project's dissemination activities. Through this channel the objective is to reach academia and, if possible, industry.

Tweetdeck is used to follow relevant hashtags, such as #BigData #SmartCities and #ConnectedCars #Smartmobility #IoT #CloudtoEdge, as well as to keep track of the influencers and project related accounts, through the creation of Twitter lists.

Twitter Analytics will provide information about the account's performance and analyse the effect of and reaction to different communication activities, which will help improve our future actions.

6.2.2 LinkedIn

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

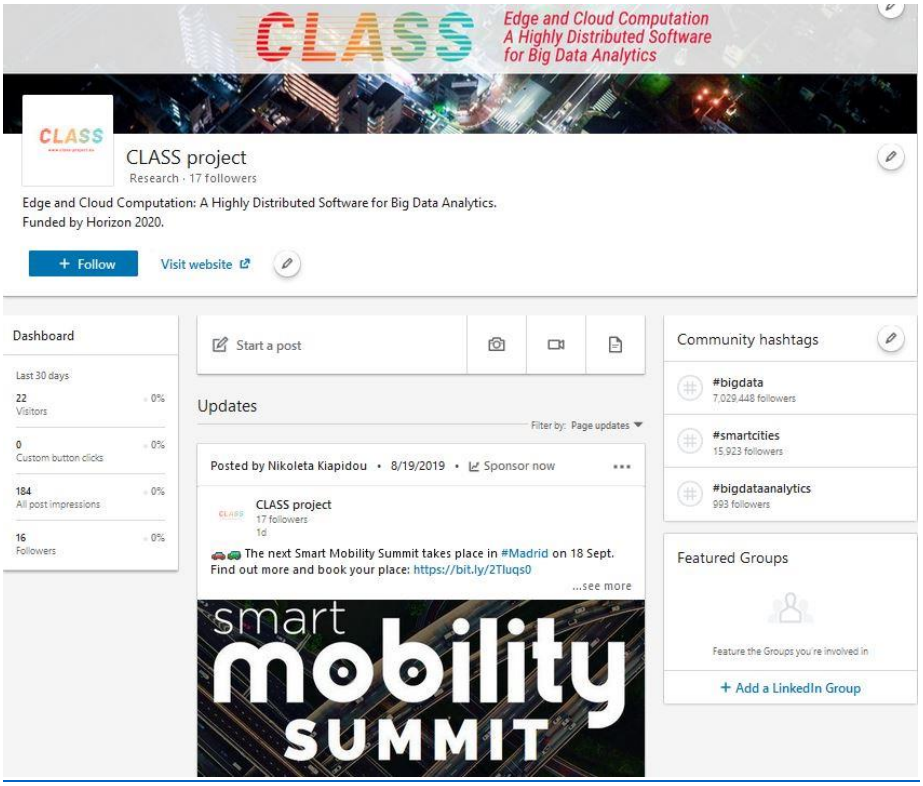


Figure 6: CLASS LinkedIn page

Initially, a CLASS LinkedIn group page was created for the project. Although the group offered a forum for discussion among the group members, it was eventually proved to be quite narrow. Therefore, the team decided to switch to a LinkedIn company page instead, as the page offers many more opportunities for dissemination. Unlike the group, on a LinkedIn company page anyone can see the posts, share, like, comment, etc., while the team is able to tag anyone in the posts, even if they are not following the page. Therefore, the page is more open and accessible and helps the project to reach its maximum potential in terms of audience, especially from the industrial sectors.

The LinkedIn company page is used to post project news and events, but also content related to big data analytics, smart cities, connected cars and the automotive sector such as conferences, events, calls, news and other information that may be of interest to the page audience. The goal is to share technical discussions with industry-related stakeholders in order to engage with the project. The LinkedIn activity is monitored via LinkedIn Analytics, which show general information on followers, visitors, and visitor demographics, such as their sector background.

6.3 Events

Another important dissemination activity is attendance and presentations at high-level peer-reviewed conferences in the field of Big Data Analytics, Smart cities, Smart Automation and Internet of Things. Presenting the latest updates of the project at such events, meetings or workshops is an effective means of involving industry leaders in standards discussions early on.

The CLASS will focus on two main conferences and exhibitions:

- **Smart City Expo World Congress 2018:** This is one of the biggest events on smart cities and a key place to disseminate the first CLASS results, which will be ready by the time the event takes place (M11).
- **Mobile World Congress 2020:** It is considered the most important event on emerging end-user technologies, and CLASS plans to be present with a scientific talk and at the exhibition floor with a demo of the smart city use-case of Modena city. This will be organised in edition 2020 towards the end of the project.

The indicative list (Table 4) of targeted academic/industrial events below includes conferences and networks of excellence.

6.3.1 Conferences, exhibitions and workshops

Event	Date and Location
MOVECIT Meeting	Modena (Italy), 12-13 February 2018
Design Automation and Test in Europe (DATE 2018)	Dresden (Germany), 18-23 March 2018
SYSTOR 2018	Haifa (Israel), 4-6 June 2018
Smart Agrifood	Malaga (Spain), 20-22 June 2018
MASA: Smart Roads - The Digital Revolution	Modena (Italy), 27 September 2018
Smart City Expo Congress	Barcelona (Spain), 13-15 November 2018
ICT 2018: Imagine Digital - Connect Europe	Vienna (Austria), 4-6 December 2018
Design Automation and Test in Europe (DATE 2019)	Florence (Italy), 25-19 March 2019
Connected and Automated Driving Conference (EUCAD 2019)	Brussels (Belgium), 2-3 April 2019
Motor Valley Festival 2019	Modena (Italy), 17 May 2019
28th IEEE International Conference on Enabling Technologies: Infrastructure for Collaborative Enterprises (WETICE-2019)	Capri (Italy), 12-14 June 2019
Major Cities of Europe 2019: Channeling Change	Venice (Italy), 13-14 June 2019
BDV PPP Summit 2019	Riga (Latvia), 26-28 June 2019

31st Conference on Real-Time Systems (ECRTS'19)	Stuttgart (Germany), 9-12 July 2019
ACACES 2019 Summer School	Fiuggi (Italy), 14-19 July 2019
China-Italy Big Data (Automotive) and Smart Mobility Forum	Chongqing (China), 26-28 August 2019
Summer School on Applied Harmonic Analysis and Machine Learning	Genoa (Italy), 9-13 September 2019
Smart City Expo World Congress	Barcelona (Spain), 18-21 November 2019
Principles and Practice of Parallel Programming (PPoPP)	California (USA), 22-26 February 2020
Mobile World Congress (MWC)	Barcelona (Spain), 24-27 February 2020
Design Automation and Test in Europe (DATE 2020)	Grenoble (France), 9-13 March 2020
GPU Technology Conference (GTC)	San Jose (USA), 22-26 March 2020
Service-Oriented Computing & Applications conference (SOCA)	Information not yet available

Table 4: List of relevant events

This is an indicative list of events where different activities can happen such as a poster presentation, conference proceedings, shared booth, etc. The exhaustive reporting list of all dissemination activities will be included in D6.2, D6.4 and D6.6 that will be at the end uploaded on the Participant Portal at the end of the project. This list will include the type of dissemination and communication activities and type of audience reached by activity (scientific community, industry, civil society, general public, policy makers, media, investors, customers, and others) following the classification required by the EC.

6.4 Dissemination pack

6.4.1 Whitepaper and factsheet

A factsheet will be produced with information about the CLASS project, its objectives and future achievements and its impact or benefit to society. The format of the factsheet will be a one-sided A4 sheet and it will be used to summarize the results of the project.

A whitepaper also provides information about the project, but it is more comprehensive and therefore it is aimed at a more technical and scientific audience.

The objective is to develop one factsheet/whitepaper for business and one for the scientific community. The choice of factsheet or whitepaper will be made depending on the type of material and the target audience.

6.4.2 Brochure

The general brochure provides information about the CLASS project, its objectives and future achievements and its impact or benefit to society. The format of the brochure is a three-fold flyer so that interested project partners can easily download and print for their own

dissemination purposes. It is distributed in all events or local actions to scientific and industrial contacts defined by each partner. It has also been uploaded on the CLASS branding page.

Figure 7: CLASS brochure

6.4.3 General Overview Poster and Roll-up

A general overview poster has been developed to be used by all partners. The first versions of the poster include a general description of the project and its aims, as well as the use cases and a brief description of the architecture. The poster will be periodically updated as the first results are published and will be used in all events where CLASS needs to be promoted. It has been uploaded on the project's internal repository.

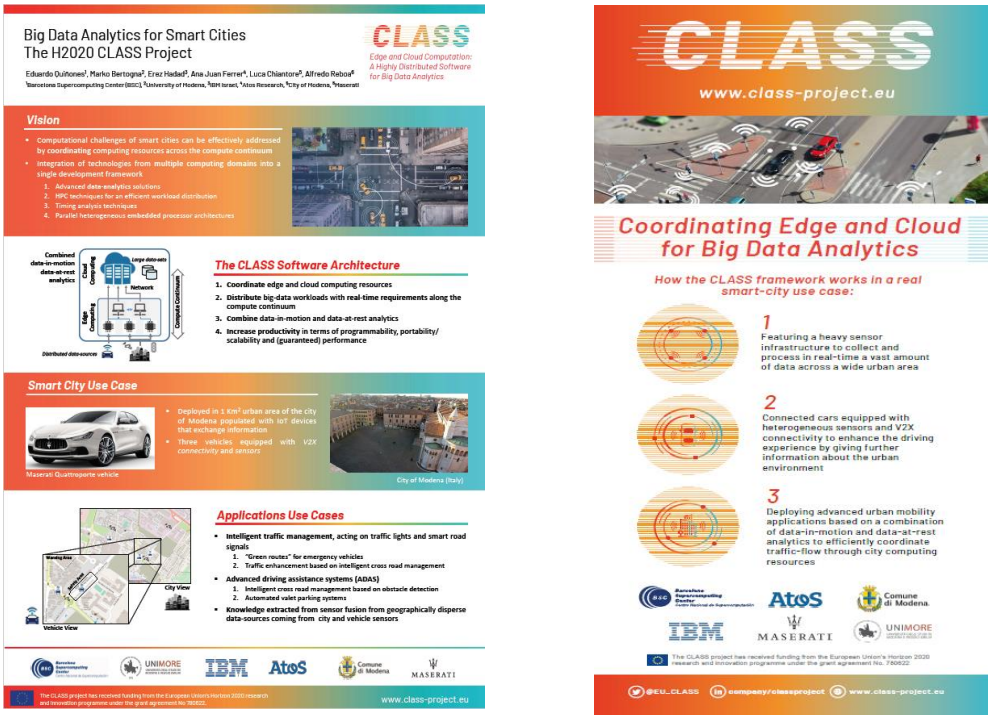


Figure 8: CLASS general overview poster and roll-up

6.4.4 General Overview presentation

A presentation with a general overview of the project has been designed. It is used by all partners in dissemination activities in which the project needs to be presented for the first time to an audience. This presentation is useful in order to transmit the project's objectives, key messages and KPIs in an aligned fashion, regardless the presenter. The presentation will be periodically updated if needed. Along with the rest of the dissemination material, the presentation has been uploaded on the CLASS intranet.

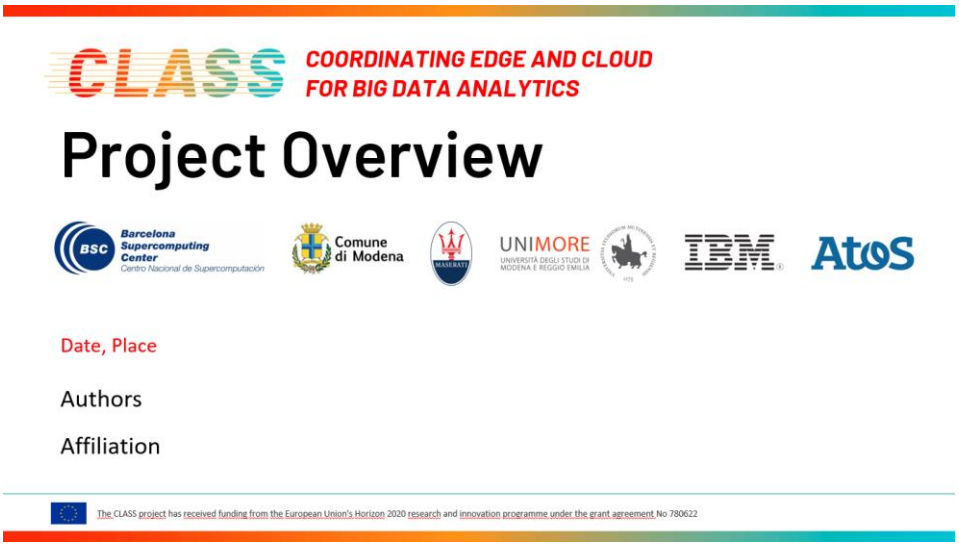


Figure 9: CLASS general overview presentation

6.4.5 YouTube videos

Understanding that our society is increasingly consuming information by visual means, the dissemination team will produce three videos during the project, in English with subtitles in local languages. Developing of these three videos is an engaging and informative means of communicating the project's results. All partners will contribute to disseminate the videos.

Two CLASS videos have been developed so far. The first video introduces CLASS and is mainly addressed to scientific audiences as well as industrial stakeholders in order to raise the awareness of the CLASS project. The second video is disseminating the key messages of CLASS to better explain the outcome of the technology. Both videos have been widely shared with the partners, technical media, and other online channels.

Figure 10: CLASS first two videos

7. Press strategy

The press strategy will be consistent with the dissemination strategy and its objectives. As one of the most relevant dissemination activities, the press strategy will last for the complete duration of the CLASS project.

Press releases are one of the most effective ways of communicating the existence of the CLASS project to a specific target audience (see target audience). Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched. The initial press release is the most important one because it defines the CLASS project objectives as well as its working plan. Ideally, in the middle of the project, there should be another press release in order to explain its progress and at the end of the project, a press release which will include the scientific results.

The first press release has been published and shared with various technical media, while all press releases will be included in the CLASS media corner of the CLASS News page. All partners have the opportunity to include them on their institutional websites (example: BSC on its project website) in order to increase the click rates and referrals. In addition, all partners have been encouraged to write a press article about CLASS to be shared with local media channels.

The press releases will be shared with key technical media in the field in order to make the project visible to the appropriate audiences. Such media outlets are, for instance, Primeur magazine, Scientific Computing World, HPC Wire, Intelligent Transport, etc.

All press impacts are recorded on the CLASS Press Clippings page.

8. News

News pieces about technical news of the project or events and dissemination activities that the partners have participated in are published on the CLASS news page on a regular basis. Editorial guidelines on how to write technical news for the CLASS website as well as social media guidelines for relevant posts were created and shared with all partners. An editorial calendar was also produced and shared with the consortium to encourage the partners to write and publish technical news in a regular manner. These pieces are shared on the website and social media channels in order to raise awareness about the project and grow the CLASS community.

9. Related projects

There are several projects which are also working on big data, autonomous cars and smart cities. Some of them are projects that other partners participated in or are already known by some of the partners and other projects were detected and contacted in order to create synergies. The main projects are: GrowSmarter, ESPRESSO, HiPEAC, Captor, EIP-SCC, HERCULES, Automat, ELASTIC, DataBench, Trafair, LEGaTO and 5G Media.

There is also a close liaison with the European initiative BDVA, which helps us to boost our press releases and project related news in their network, newsletters, website, and events to reach a bigger audience.

Project	Description	Link with CLASS	Actions
GrowSmarter	Transforming cities for a smart, sustainable Europe	Smart city sector. BSC is one of the partners	Interaction on social media. Internal meetings to share knowledge and discuss potential collaborations
ESPRESSO	Systemic standardization approach to empower smart cities and communities	Smart city sector. Atos is one of the partners	Interaction on social media. Internal meetings to share knowledge and discuss potential collaborations
HiPEAC	European Network on High Performance and Embedded Architecture and Compilation	Networking and dissemination activities within the embedded systems sector	Interaction on social media. News/interview in the HiPEAC magazine. Participation in HiPEAC events and trainings
Captor	Collective awareness platform for tropospheric ozone pollution	Smart city sector. It can be related with the objective of reduction in pollution	Interaction on social media. Potential discussions on the CLASS use-case application of air pollution simulation
EIP-SCC	The Marketplace of the European Innovation Partnership on Smart Cities and Communities	Can be used as a platform to network and disseminate results	Interaction on social media. Potential discussions on the smart city use case and applications

HERCULES	Sustainable Futures for Europe's Heritage in Cultural Landscapes	Energy-efficient, ecology. It can be related with the objective of reduction in pollution	Interaction on social media. Potential discussions on autonomous driving and machine learning features
Automat	Automotive Big Data Marketplace for Innovative Cross-sectorial Vehicle Data Services	Autonomous and connected cars sector. Atos is one of the partners	Interaction on social media. Potential discussions on automotive big data features
ELASTIC	A Software Architecture for Extreme-ScaLe Big-Data AnalyticS in Fog CompuTing ECosystems	Smart city and smart mobility sectors. Close collaboration in terms of dissemination (shared booths, engagement in social media, etc.)	Interaction on social media. Co-participation in events. Discussion about the importance and impact of non-functional requirement on fog computing
DataBench	Research & Innovation action providing evidence-based big data benchmarks to improve business Performance and KPI assessment	Big data technologies sector. Atos is one of the partners	Interaction on social media. Potential synergies on big data analytics features. Participation in BDVA
Trafair	Understanding traffic flows to improve air quality	Air quality and traffic flows monitoring to improve urban life conditions. UNIMORE and Comune di Modena are partners	Interaction on social media. Potential synergy regarding the traffic and air pollution features of the CLASS use case
LEGaTO	Low Energy Toolset for Heterogeneous Computing	Edge computing technical synergies. Exchange of potential industrial contacts for the Industrial and End-User advisory boards	Interaction on social media. Internal meetings to explore synergies. Discuss on key industrial advisory people in the field and new IAB members
BDVA	Big Data Value Association	Big data sector. Active industry-driven network of research and industry members	Interaction on social media. Project information/news on the BDVA website and newsletter. Participation in BDVA events
5G Media	5G Network capabilities to boost the Media industry	Network functions and applications to be demonstrated in large-scale deployments. IBM is one of the partners	Integration of CLASS software components into this EU project

Table 5: Related projects

10. Exploitation

The dissemination team works closely with the exploitation team, creating synergies and helping to disseminate exploitation results. Work with the exploitation team will enhance the possibility of successfully reaching the market and potential clients.

Within Task 6.2 Exploitation activities, three deliverables will be launched through the project lifetime: D6.3 Initial communication report, D6.5 Intermediate exploitation report and D6.7 Final exploitation report. In those deliverables, a detailed Exploitation Plan for project results will be developed, and the Dissemination Plan will be the base to accomplish successfully with exploitation objectives.

Exploitation opportunities and business impact are achieved through an effective dissemination plan, and that is why dissemination activities are closely related with exploitation strategy. The dissemination plan described in this report is focused on reaching potential stakeholders with key messages about project results but it also helps to exploitation tasks to obtain relevant information about the market, context, trends, etc.

The immediate exploitation activities that will need support of the dissemination activities are the following:

- **Verification of preliminary Business Model Canvas:** A BM Canvas was proposed in the proposal, but is necessary to verify the elements within by a constant monitoring of the market surrounding the project. This action will be supported by dissemination activities.
- **Stakeholder survey:** To carry out a market and business opportunity study, the exploitation team will conduct a survey aimed at identified stakeholders. They will be previously selected and contacted through social media channels or events foreseen in the dissemination plan.
- **Identification of new sectors of application of project results:** Attending industrial events and meeting industrial stakeholders to know other sectors' needs.
- **Create a community of early adopters and end users of project results:** For that purpose, social media and events will be very helpful.

11. Key performance indicators

All dissemination activities and tasks are carefully monitored. Quality metrics will be monitored, and some quantitative indicators include the following:

- Number of press releases
- Number of press clippings in national and international media
- Number of dissemination materials produced during the project, such as whitepapers and factsheets, project presentation, poster, and videos.
- Number of website sessions captured by Google Analytics
- Number of project-related presentations at events, i.e. at scientific conferences, workshops, etc.
- Number of scientific publications
- Number of followers on the project's social media channels

KPI	Explanation	Total Target (M36)
Press releases	At least 1 in a year	3
Media clippings	Articles appearing in the press about CLASS	50
Whitepaper and factsheets	Number of business and scientific whitepapers or factsheets published	1 business and 1 scientific whitepaper/factsheet
Project presentation	General overview presentation regularly updated	1
Project posters	Number of posters	2
Project videos	Number of project videos	3
Website sessions	Number of sessions registered by Google Analytics	1,000 sessions/year
Events and conferences attended	Events where CLASS researchers participate, including conferences booths, workshops, tutorials etc. (with significant attendance, i.e. above 30 people)	Participation in 30 events
Scientific publications	Peer-reviewed journals, conference proceedings, etc. – in green open access. At least 4 per year.	12
Twitter	Number of followers	250
LinkedIn page	Number of followers	150

Table 6: List of KPIs

The above mentioned **Key Performance Indicators (KPIs)** will be monitored frequently and revised yearly, as they might change or evolve based on the project progress.

12. Acronyms and Abbreviations

- CLASS - Edge and **CL**oud Computation: **A** Highly Distributed **S**oftware for Big Data Analytic**S**
- D – deliverable
- EC – European Commission
- EU – European Union
- HPC – High Performance Computing
- KPI – Key Performance Indicator
- M – Month
- PM – Person month
- PU - Public

- R – Report
- V - version
- WP – Work Package