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### **Project Meeting**

July 18, 2023





# WP5 Communication, Dissemination and Exploitation

Elsa Carvalho and Rui Oliveira, INESC TEC

### WP5 Goals



- Promote information about project activities to all targeted stakeholders
- Communicate news and facts about the initiatives, events and partners
- Create awareness of the HPC communities and academia groups in Europe and LATAM, among scientists and target-groups
- Promote the exchange of best practices in HPC research through events and training activities
- Communicate the successful stories' showcase in innovative uses of HPC
- Disseminate all the project achievements



### WP5 Tasks

**5.1** Dissemination, Communication and Exploitation Strategy



**5.2** Dissemination and Communication Activities

5.2.1 Website and social media

**5.2.2** Dissemination materials



### Timeline

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1 2 3 4 5 6 7 8 9 10	1 12 13 14 15 16 17	18 19 20 21 22	23 24 25 26 27 28 29 30		
Task 5.1					
Dissemination, Communication and Exploitation Strategy	<b>D5.1</b> Dissemination, Commu Exploitation Plan <mark>Submitted</mark>	nication and			
Task 5.2     Dissemination and Communication Activities			<b>D5.3</b> Final Dissemination, Communication and Exploitation Activities Report <b>M30 - Submitted</b>		
		nation, Communication and activities Report tted	D5.4 Training Materials M30 - Submitted D5.5 Collaboration Activities with LA initiatives M30 - Submitted		

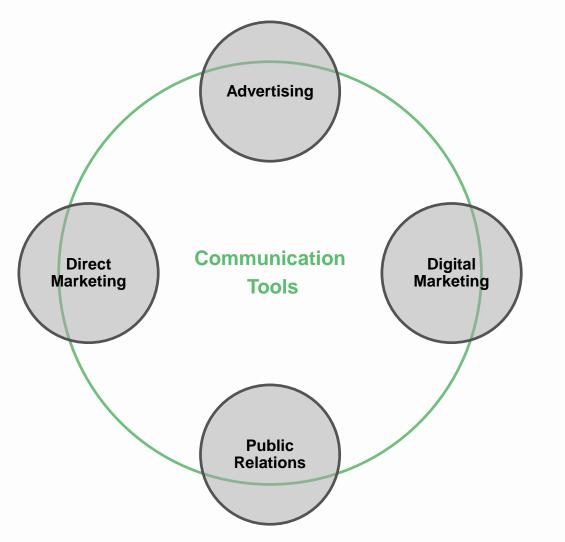


### **Target Groups**

- Public and private research actors
   Universities, research centres, research units in SME and big industrial players, EU platforms
- Public decision-makers
   Regional, national and local level
- Society and other stakeholders involved User associations, SMEs and micro-enterprises
- Media
- General public



## **Communication Tools**





# RISC2

# Advertising

### **Communication Materials**

- Logo and visual identity manual
- Document and presentation templates
- General presentation about the project





# **Advertising**

### **Communication Materials**

-11.

- Factsheet
- Poster
- Leaflet
- Flyer

•::.



Europe and Latin America. The project will also strengthen Latin American HPC, while promoting the interaction between researchers and policymakers, and improving their relationship, towards

RISC2



🔗 www.risc2-project.eu 🖂 risc2-project@bsc.es in /company/risc2-project/ gRISC2Project

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# Advertising

**Communication Materials** 

- Video
- Roll-up
- Flyer focused on results





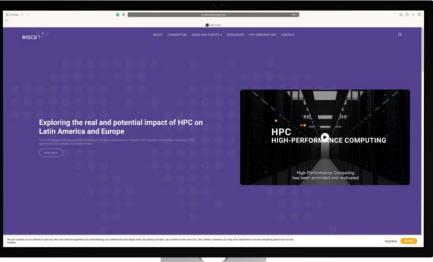








COUNTRY	USERS
United States	790
Portugal	310
Spain	307
Brazil	293
Germany	217
Colombia	200
Italy	186





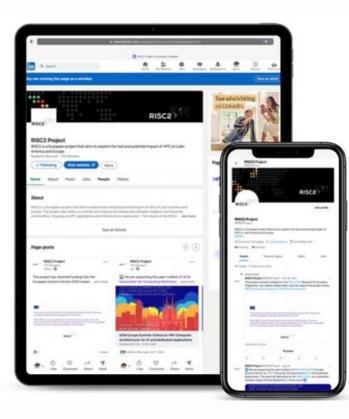
+ 3950 VISITORS





**Social Media** 







+ 340 POSTS

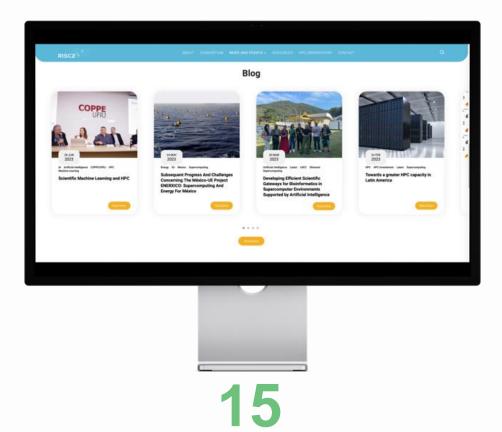




Blog The blog posts initiative started in July 2022

**Blog posts** written by different partners and students, from LATAM and Europe

All the entries are available on the website and on social media accounts



**BLOG POSTS** 



Youtube





# 11 VIDEOS





### **Webinar Series**



The RISC2 Webinar Series started in **August**, **2022** 

As part of the **first season** of this webinar series, four different webinars were promoted





João Barbosa

MACC &

INESC TEC

### Webinar Series



The RISC2 Webinar Series started in **August**, **2022** 

As part of the **second season** of this webinar series, four different webinars were promoted







### **Press Kit**

The press kit provides a fast and easy way for media organisations to access all the RISC2 project information The European Project RISC2 aims to create a network to support the coordination of High-Performance Computing (HPC) research between Europe and Latin America, by promoting the exchange of best practices.

The project is also focused on boosting Latin American HPC, promoting the interaction between researchers and policymakers in both regions, and strengthening their connection, towards the definition of a coordinated policy and concrete roadmap for the future.

#### Goals

This project's main goals are:

- Exploring the real and potential impact on HPC, namely in coping with growing environmental and scientific challenges and, therefore, in the economies of Latin America and Europe;
- Gathering key European HPC actors to encourage stronger cooperation between their research and industrial communities on HPC applications and infrastructure deployment;
- Establishing a solid bridge between European and Latin American HPC Communities.

#### HPC Observatory

The RISC2 project has also created an Observatory dedicated to the analysis of the social and research implications of HPC. Besides promoting science, technology, and innovation, one of the Observatory's main objectives is to serve as a relevant source of information that European and Latin American research organizations can address with HPC and/or Al issues.

#### Consortium

The RISC2 project, led by the <u>Barcelona Supercomputing Center</u>, includes 16 partners, from 12 different countries: <u>Centro de Investigaciones Energéticas</u>, Medioambientales y <u>Tecnológicas</u> (Spain), <u>Forschungzentrum Jülich GmbH</u> (Germany), Institut National de Recherche en Informatique et en Automatique and Bull Atos (France), National Laboratory for High Performance Computing (Chile), Universidad Industrial de Santander, High Performance and Scientific Computing



DISCO

### Press Release/Opinion Pieces

In February, a **PR was shared** among all the communication contacts of each partner, to reach local audiences

#### RISC2

#### European project promotes cooperation across continents to improve high-performance computing

Technology brings together the leading European and Latin American players

High-Performance Computing (HPC) is the foundation for scientific, industrial and social advances that improve the quality of life for people worldwide. The main objective of the RISC2 project - A network for supporting the coordination of Computing research between Europe and Latin America - is to promote and improve the relationship between the research and industrial communities of Europe and Latin America, focusing on HPC applications and infrastructures' implementation.

The project has brought together the leading European and Latin American stakeholders in HPC, by promoting the interaction between researchers and policy-makers from both regions. By strengthening this specific scientific cooperation towards innovation in Europe and Latin America, we will benefit from exchanging best practices in HPC.

THC is fundamental for every aspect of modern life from homeland security to competitive business, health care and climate change mitigation. There are excellent takents in Europe and in Latam in this field. We are convinced that by fostering a dialogue between these two regions we will develop a win-win situation where both partee will gain. RISC2 is a mean to an end in this process. J am thriled by the opportunity to contribute my experiment and enditionation to this endesvor", states Fabricio Gagliandi, the recently appointed general manager of RISC2 project.

RISC2 will establish an observatory on HPC and define a roadmap of the respective existing activities in Europe and Latin America. Besides promoting science, technology and innovation, the project will contribute to implementing he UN Sustainable Development Goals (SDGs) and address numerous social, industrial, and environmental issues, such as energy security, international cybernetics policies or climate change.

The project, led by the Centro Nacional de Supercomputación (BSC) in Spain, includes 16 partners from 12 countries: Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas (Spain); Forschungzentrum Jülich GmbH (Germany); institut National de Recherche en Informatique et en Automatique

#### Projeto europeu estimula cooperação entre continentes para melhorar o desempenho em computação de alta performance

Tecnologia reúne os principais intervenientes europeus e américo-latinos

A computação de alto desempenho (High Parformance Computing): HPC, em inglês) é a base para avanços científicos, industriais e sociais que melhoram a qualidade de visió da su pessoas em todo o mundo. O principal objetivo do projeto RISC2 - A network for supporting the coordination of Computing research between Europe and Latin America - passa por promove e melhorar a relação entre as comunidades de investigação e industriais da Europa e da América Latina, com foco nas palicações HPC e implementação de infraestruturas.

O projeto val reunir os principais intervenientes europeus e da América Latina em HPC, promovendo a interação entre investigadores e decisores políticos das duas regiões. Ao fortalecer esta cooperação científica específica para a inovação da Europa e da América Latina, obter-se-á um intercâmbio das méhores prácias em HPC.

\*A Computação de Aho Desempenho (High-Performance Computing - HPC) é concila para diverso saperota a via da util, desda a segurança interna, parsando pelos negóciose os cuidados de saúde, ou mesmo a miligação dos efeitos das alterações climitênes. Taton a Europa, como na América Latina, existem já vários talentos nesta área. Estamos convencióos de que, promovendo um diúlogo entre estará das regições, amérias as partes saírão beneficidada. O RISC2 visa, precisamente, estabelecer essa ponte. Estou bastante feitiz por ter a oportunidade de contribuir para esta iniciativa, com toda a miniha experiência ae todo o meu entusiasmo", afirma Fabrizio Gagliard, o reeém-nomeado diretor geral do projete RISC2.

No ámbito do RISC2 vai ser criado um obsenatório em HPC e um roteiro das respetivas atividades existentes na Europa e na América Latina. O projeto, além de promovera sichicia, tecnología e inovação, vai contribuir para a secução dos Objetivos de Desenvolvmento Sustentiável (ODS) das Nações Unidas e Idar com inúmeros outras questês osciolas, industriais e ambientais, como é o caso da segurança energética, política cibernética internacional ou mudanças climáticas:

RISC2

Un Provecto europeo que promueve la cooperación

intercontinental para impulsar la supercomputación

La tecnología reúne a los actores clave de Europa y Latinoamérica

La supercomputación (HPC por sus siglas en inglés) está en los cimientos de los avances científicos, industriales y sociales que mejoran la calidad de vida

de las personas en todo el mundo. El principal objetivo del proyecto RISC2 -

Una red para apoyar la coordinación europeo-latinoamericana en investigació sobre computación es promover y mejorar la relación entre las comunidade

científicas e industriales de Europa y América Latina, centrándose en aplicaciones e implementación de infraestructuras de HPC.

Este proyecto reunirá a los principales interesados en la HPC, impulsando la interacción entre investigadores y responsables de políticas en ambas regiones.

Al fortalecer la cooperación científica para la innovación en Europa y América

"Actualmente, la supercomputación es fundamental en diversos aspectos como

la defensa, los negocios, la salud pública y la mitigación de los efectos del

cambio climático. Tanto en Europa como en Latinoamérica hay mucho talento

en la materia. Estamos convencidos de que, al impulsar el diálogo entre ambas

regiones, llegaremos a una situación beneficiosa para ambas partes. RISC2 es

un medio para alcanzar este fin. Me entusiasma poder contribuir con mi

experiencia a este desafío", indica Fabrizio Gagliardi, recientemente nombrado

El Provecto RISC2 incluye también la creación de un Observatorio de HPC y una

hoja de ruta para Europa y América Latina. Además de impulsar el desarrollo de

la ciencia, la tecnología y la innovación, este proyecto contribuirá a implementar los Objetivos de Desarrollo Sostenible de la ONU, y abordará diversas cuestiones

sociales, industriales y medioambientales, como la seguridad energética, las

Este provecto, coordinado por el Centro Nacional de Supercomputación (BSC) de

España, incluye a 16 socios de 12 países: el Centro de Investigaciones

Energéticas, Medioambientales y Tecnológicas (España); Forschungzentrum

Jülich GmbH (Alemania): Institut National de Recherche en Informatique et en

Automatique y Bull Atos (Francia); Consorzio Interuniversitario (Italia);

políticas internacionales en materia digital o el cambio climático.

manager general del proyecto RISC2.

Latina, nos beneficiaremos del intercambio de buenas prácticas en HPC



### Press Release / Opinion Articles

Different proposals were sent to the **HPCwire platform** 

An **international press release** was launched on August 2022 through the Alpha Galileo platform



22/08/2022 Accepted EU and Latin America push for ir News release 389 0 3251





### **News Pieces**

Several **news pieces have been produced** to showcase the project's execution and progress, and they're all available on the website



















# RISC2

# **Public Relations**

### Merchandising

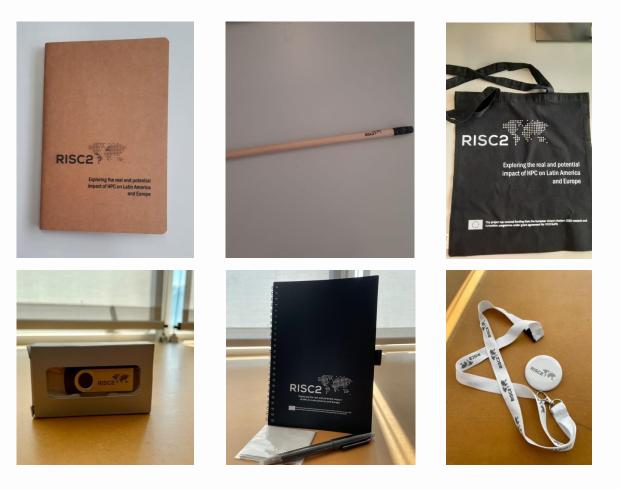
- Stickers
- Water Bottles
- Poster
- Leaflet
- Flyer





### Merchandising

- Notebooks
- Pencils
- Bags
- Pens
- Lanyard and Pin





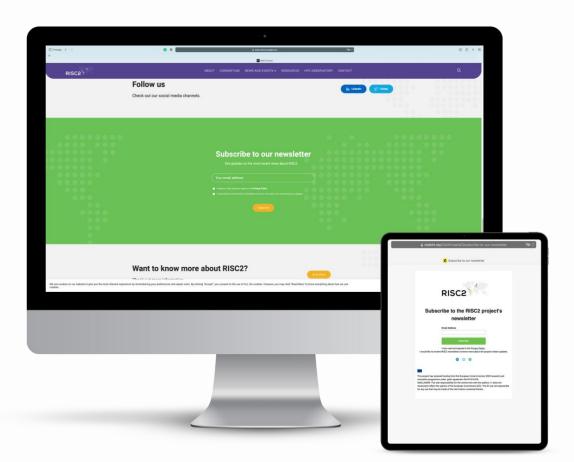


### **Direct Marketing**

### **Customer Relationship Marketing**

The website features **a quick subscription form** that is vital to create a contacts database

A **landing page** for this subscription was created and shared among the partners' contacts



# **Direct Marketing**



### **Newsletters**

A Customer Relationship Marketing (CRM) platform named **Mailchimp is being used to disseminate the RISC2 newsletters**, which are connected to the database

This platform allows users to monitor the indicators of each newsletter released



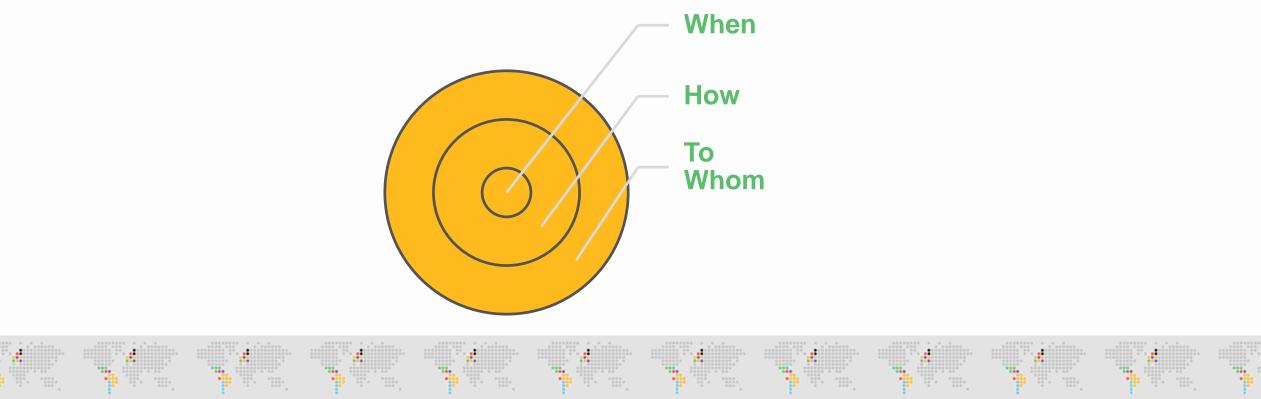
+180 SUBSCRIBERS



### **Communication Plan**



A communication plan that follows an integrated marketing approach based on several communication campaigns. Each communication campaign has a specific goal and, therefore, aims at targeting specific project stakeholders





# **First Communication Campaign**

_	Action	Timing
Advertising	Logo and visual identity manual	M1-M4
	Documents and presentation templates	M4-M8
	Digital images (zoom backgrounds)	M10-M12
Digital Marketing	Website creation	M3-M8
	Social media channels creation	M4-M10
	Start the activity presence on social media channels	M10-M12
	News pieces, dissemination material and events and regular updates on the project website	M10-M12
Direct Marketing	Update of contacts database	M8-M12



# **Second Communication Campaign**

	Action	Timing	
Advertising	Communication materials: poster, video, leaflet, and flyer	M13-M24	
Digital Marketing	Creation of different content and weekly updates on the project's social media channels, to engage with the audiences	M13-M24	
	News pieces, dissemination material and events and regular updates on the project website	M13-M24	
Public Relations	Media dissemination through press releases and opinion articles	M13-M24	
Direct Marketing	Update of contacts database	M13-M24	
	Dissemination of newsletters	M14, M16, M18, M20, M22, M24	



# **Third Communication Campaign**

	Action	Timing		
Advertising	Development of communication materials, with focus on the project results	M25-M30		
Digital Marketing	Creation of different content and weekly updates on the project's social media channels, to be possible to disseminate the project results	M25-M30		
	News pieces, dissemination material, events and regular updates on the project's website	M25-M30		
Public Relations	Press release dissemination	M25-M30		
Direct Marketing	Update of contacts database	M25-M30		
	Dissemination of newsletters	M26, M28, M30		



### **KPIs Defined**

Action	KPIs Define	Results Achieved				
Communication Materials	<b>200</b> materials distributed/downloaded	<b>1000</b> materials distributed and <b>169</b> downloaded				
Video	200 visualizations	161 visualizations				
Website	2000 visitors	3998 visitors		News Pieces	30 news pieces	67 news pieces
Blog	16 blog posts	15 blog posts	Direct	Update of Contacts Database	100 subscriptions	186 subscriptions
Social Media	Social Media 200 posts/tweets 347 posts	Marketing	Newsletters	8 newsletters	8 newsletters + 10 email marketing campaigns	
Press Release/Opinion	1 press release	4 press releases				
	Communication Materials Video Website Blog Social Media Channels Webinar Series Press	Communication Materials200 materials distributed/downloadedVideo200 visualizationsWebsite2000 visitorsBlog16 blog postsSocial Media Channels200 posts/tweets 400 followersWebinar Series8 webinarsPress Release/Opinion1 press release 2 opinion articles	Communication Materials200 materials distributed/downloaded1000 materials distributed and 169 downloadedVideo200 visualizations161 visualizationsWebsite2000 visitors3998 visitorsBlog16 blog posts15 blog posts publishedSocial Media Channels200 posts/tweets 400 followers347 posts 444 followersWebinar Series8 webinars8 webinarsPress Release/Opinion1 press release 2 opinion articles4 press releases 1 opinion articles	Communication Materials distributed/downloaded1000 materials distributed and 169 downloadedVideo200 visualizations161 visualizationsWebsite2000 visitors3998 visitorsBlog16 blog posts15 blog posts publishedDirect MarketingSocial Media Channels200 posts/tweets347 posts 444 followersWebinar Series8 webinars8 webinarsPress Release/Opinion1 press release 2 opinion articles4 press releases 1 opinion articles	Communication Materials200 materials distributed/downloaded1000 materials distributed and 169 downloadedVideo200 visualizations161 visualizationsWebsite2000 visitors3998 visitorsBlog16 blog posts15 blog posts publishedDirect MarketingSocial Media Channels200 posts/tweets 400 followers347 posts 444 followersWebinar Series8 webinars8 webinarsPress Release/Opinion1 press releases 2 opinion articles4 press releases 1 opinion articles	Communication Materials distributed/downloaded1000 materials distributed and 169 downloadedVideo200 visualizations161 visualizationsWebsite2000 visitors3998 visitorsBlog16 blog posts15 blog posts publishedUpdate of Contacts Database100 subscriptionsSocial Media Channels200 posts/tweets347 posts 444 followersNewsletters8 newslettersWebinar Series8 webinars8 webinars4 press releases 1 opinion articles4 press releases 1 opinion articles4 press releases 1 opinion articles

### **Exploitation**



### **Exploitable Results**

HPC capacities in Latin America road map This result was transferred to the EC and the RISC2 consortium.

### HPC observatory

As mentioned in D2.2 and D2.4, the Observatory included relevant information to map Latin American research and industrial ICT actors, to identify their specific research capabilities, collaboration support needs, and provide information to them on collaboration opportunities with their EU counterparts in the HPC area.

### HPC resources

Partners can exploit the HPC resources managed by the RISC2 consortium. The IPR and costs for an HPC resource are defined transparently, so the usage of the HPC resource allows clear opportunities.

### RISC2 training

The RISC2 training events, on the post-COVID19 situation, were offered and organized in several ways, including in-presence and online meetings and webinars. The research partners offered their knowledge and training courses established conferences in LATAM and Europe.



# Thank you!

https://www.risc2-project.eu/ risc2-project@bsc.es

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