



Dissemination and Communication - Plan and activities performed I

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List of Acronyms

Abbreviation / acronym	Description
D6.1	Deliverable number 1 belonging to WP 6
DoA	Description of Action
EU	European Union
KPIs	Key Performance Indicators
Mx	Month (where x defines a project month e.g. M10)
PC	Project Coordinator
PU	Public
T6.1	Task number 1 belonging to WP 6
WP	Work Package

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Executive Summary

This document presents the PLEDGER project communication and dissemination strategy and the implementation plan to be executed by the consortium in order to promote the project in the most effective way and engage the community stakeholders with the technology and business challenges of the project. The main guidelines and means of the strategy to be implemented are also defined and aim to increase the visibility of the project results and key findings as they will be generated during the project lifetime. This strategy provides the framework within the different awareness raising, promotion and engagement activities will be carried out.

The present deliverable also lists the PLEDGER communication and dissemination activities performed up until November 30, 2020 (M12). A detailed report is provided on the progress towards the implementation of the initial communication and dissemination strategy and plan of the project.

The major communication means, channels and procedures have been thoroughly defined and include both the “conventional” approaches, such as participation in events, organisation of events/workshops, synergies with other projects/initiatives, publications and distribution of promotional material, the publication of newsletter and press releases as well as digital related activities. The communication material has been produced in alignment with the project’s objectives and specific needs. PLEDGER’s extensive use of online communication channels (website, social media) as well as the data analytics gathered for the respective period are also summarized.

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1 Introduction

1.1 Purpose and scope

The present deliverable has been prepared in the context of Work Package 6 “Dissemination, Exploitation and Standardisation” and it is associated with the Task 6.1 “Dissemination and Communication activities”. T6.1 is a horizontal activity involving all partners who provide their contribution on an ongoing basis in order to spread, in the most effective way, the PLEDGER progress and results. The specific task aims at coordinating and supervising the integrity and consistency of all communication and dissemination efforts for promoting the project’s outcomes among the key stakeholders and the general public.

The purpose of this document is to develop an overall dissemination and communication plan considering the type of content and messages to be disseminated, the target audience, the key areas of action and their targeted impact. The expected outcomes, assessment metrics and tools are defined. This strategy provides the framework within which all promotional activities will be carried out in the course of the project.

The purpose of this deliverable is thus to define the following aspects:

- The communication and dissemination goals, the type of audience and other stakeholders
- The communication and dissemination strategy (communication phases, objectives, channels)
- The communication/dissemination plan of the specific promotional activities and material that will evolve in line with the development of the overall project work
- The selection of evaluation and monitoring tools to measure the effectiveness of the plan (keeping the KPIs defined in DoA as a basis)

This is a living document, able to accommodate any required customisation. The overall plan will be constantly evaluated and revised throughout the project.

The purpose of this manuscript is also to document the PLEDGER communication and dissemination activities from the beginning of the project up to M12 (November 30, 2020).

Indicative categories of such activities include:

- Communication and dissemination activities:
 - ✓ Digital activities (website-related and Social Media)
 - ✓ Events-based dissemination activities (participation to third party events and organization of training workshops)
 - ✓ Publications/Journals
 - ✓ Design and production of promotional material
 - ✓ Newsletters, Press Releases and articles/blog posts
 - ✓ Development of synergies with other projects & initiatives

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1.2 Document Structure

The Sections of the present deliverable are organised as follows:

- After the introductory Section 1, Section 2 follows with the Communication and Dissemination Strategy PLEDGER will adopt in order to achieve the desirable results. This section lists also the target audience and stakeholders that will be involved and summarises the targeted activities to be performed during the project.
- Section 3 provides project identity features.
- Section 4 includes all the details related to the communication activities planned and provides a report of the activities performed up to M12.
- Section 5 includes all the details related to the dissemination activities planned and provides a report of the activities performed up to M12.
- Plan, Monitoring and evaluation are vital aspects of the project's planning. Section 6 provides the communication/dissemination plan by the end of the project, the list of KPIs as well as the online documents to monitor the progress of the communication and dissemination activities.
- Section 7 provides a description of the main conclusions.

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2 Communication and Dissemination Strategy

2.1 Objectives and Goals

As presented in DoA, the promotion of PLEDGER and its results will be an ongoing process which will be carried out in three phases:

The main objectives are:

1. To create awareness around the PLEDGER project to engage the community stakeholders with technology and business challenges of the project.
2. To elaborate a targeted and effective communication and dissemination plan for the Pledger project and its results and perform communication and dissemination activities.
3. Leverage the exploitation of the PLEDGER outcomes

Table 1: Main objectives

- **Phase I** covers the first 12 months of the project duration. The main purpose of this phase is to create general awareness about the projects and its and expected outcomes. In this phase the focus was on the creation of the project identity (logo, motto), the design and production of promotional material (brochures, poster, roll-up), the development of the project's website, focused communication activities (newsletters, press releases, blog posts) and the extensive use of all communication means and channels selected to create awareness among the key industry and the general public.

- **Phase II** will be executed during the second year of the project (months 13-24). The dissemination activities during this phase will aim at attracting potential users & early adopters for the PLEDGER platform. The main output to be disseminated will consists of the project's results and achievements. The project results will be disseminated via more focused activities, including press-releases, social media postings, presentations, organization of workshops/webinars, video content, training activities and scientific publications.

- **Phase III** will run in the last year of the project (months 25-36) to leverage the exploitation of the PLEDGER outcomes and promote the advantages of the PLEDGER platform to the targeted stakeholders.

PHASE	YEAR	OBJECTIVES	ACTIVITIES & CHANNELS
I	1	Create awareness about the PLEDGER project	Digital-based communication (project website, press releases, newsletters, blog posts, social media platforms), liaisons with other projects and initiatives, participation in 3 rd party events, preparation of promotional material (brochures, poster, roll-up) to facilitate the needs of the target user groups.
II	2	Promote the PLEDGER results and achievements, engage target users and early adopters in the project activities	Promote PLEDGER's production/ innovation services; Use traditional and online communication tactics (press releases, newsletters, blog posts, social media postings, interviews, videos, workshops, presentations, scientific and non-scientific publications, training sessions, clustering activities)
III	3	Leverage the exploitation of the PLEDGER outcomes	Promote PLEDGER results and achievements;

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			Use traditional and online communication means (press releases, newsletters, blog posts, social media postings, interviews, videos, workshops, presentations, scientific and non-scientific publications, training sessions, clustering activities)
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Table 2: PLEDGER Communication/Dissemination Strategy

2.2 Target Audience and Stakeholders

Communication will be embedded into a wider project communication strategy that will adopt different interaction channels. The project needs to show convincingly how first users can benefit from the technology, as a basis for wider adoption. Therefore, the aim is to establish initially small, but potent target groups that can test the technology and platform.

Mitchell, Agle et al (Mitchell, Agle, & Wood, 1997, pp. 853-888), were among the first that attempted to formalize stakeholder analysis and provide the basis for stakeholder theory, which they describe as a “popular heuristic for describing the management environment”. They proposed a classification of stakeholders based on three characteristics, namely: (a) their power to influence, (b) the legitimacy of each stakeholder’s relationship with the organization, and (c) the urgency of the stakeholder’s claim on the organization. Other factors used to estimate salience include Power, Influence, Interest, Closeness, etc. Pledger bases its stakeholder engagement methodology on the abovementioned classification method, extending it to account for the specificities of for a multi-entity work, in two phases:

- **Iteration phase:** During this phase, target groups of early users/insiders (developers and SMEs) will test early platform iterations. The idea for this initially small group is to run experiments both with the platform as a new "market" as well as with usability in the backend.
- **Early adopter phase:** During this phase a growing number of single users (the Scientific & Research community, developers, SMEs, industry stakeholders) will be targeted to adopt the PLEDGER results.
- **General public:** Messages need to be strategically tailored to be appropriate for different target groups based on their characteristics, needs and interests.

2.3 Strategy Key Factors

Pledger considers three key factors when devising a stakeholder outreach strategy and assessing its impact, namely amplification, salience and influence capacity. Specific actions will be prioritised based on their potential to maximise at minimum one of these three key factors:

- **Amplification effects** range from low to high, based on the number of persons reached. High amplification is expected through posts and publications in social media and the project website. Medium amplification is expected through publication of material from the study. Low amplification is expected in the targeted dissemination of material to specific stakeholders. However, amplification should be complemented by additional metrics to properly assess the success of the communication strategy, namely salience and influence capacity.
- **Salience** ranges from low to high, based on the potential of the stakeholder to influence the project. High salience activities such as a Survey/Questionnaire, Advisory Board meetings, Interviews etc. to targeted stakeholders external to the project are foreseen.

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- **Influence capacity** ranges from low to high based on the project’s capacity to influence the relevant stakeholders, such as workshop activities, exploitation activities and publication of important results.

The following subsection details some targeted activities for communication that will complement the stakeholder analysis towards the effective engagement of organisations and individuals, based on whether each stakeholder needs to be monitored, kept informed or involved actively.

2.4 Targeted Activities

The following table presents a preliminary stakeholder analysis for PLEDGER, which will be further elaborated during the course of the project in order to compile and maintain a stakeholder engagement plan. The preliminary analysis is meant to classify and define the different stakeholder groups so that synergies and efficiencies in the solutions being offered by the project can be matched to the most relevant persons. Monitoring the status of stakeholder representation is the basis for devising a communication strategy and choosing appropriate communication/dissemination channels and activities to maximize stakeholders’ participation.

Target Group	Communication/Dissemination Item
Scientific & Research community, early adopters	Scientific and technical results
Public audience, Policy makers, General public	Major findings and advancement of state of the art
Technical audience, Industrial stakeholders, Venture Capitalists, Policy makers	Overview of the technical attributes of the PLEDGER system
General public and Technical Audience	All publicly available information and documentation of the project (including deliverables of public dissemination level)
Technology adopters, Users	Technical results, Business related and exploitation results
Open Source communities, Developers, Entrepreneurs	PLEDGER code repository and appropriate documentation

Table 3: Dissemination activities based on each target group

The consortium partners will undertake a set of carefully designed activities to promote the project’s work. The communication of the concepts and the results of PLEDGER will take several forms and use a variety of activities and means to share the project’s outcomes and achievements.

The main aim is to maximise the visibility of the project to the identified stakeholders in order to provide their feedback and get engaged in an effective way into the PLEDGER activities.

The dissemination/ communication activities and means to be used by PLEDGER are listed in the following table:

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COMMUNICATION ACTIVITIES AND MEANS	Digital Channels	Project website
		Social media posting on FB, Twitter and LinkedIn
		Publication of press releases
		Newsletters
		Project video
	Non scientific publications : Articles/blog posts	
	Promotional Material	Brochures, Posters, Roll-up
DISSEMINATION ACTIVITIES AND MEANS	Third party events (conferences, exhibitions, workshops, webinars) that the consortium will attend in an active way (presentations, networking activities)	
	Events (workshops, webinars) to be organized by the consortium	
	Scientific publications in international journals and conferences	
	Liaisons with other similar projects and initiatives	

Table 4: Communication/dissemination activities and means

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3 Project Identity

The actions of the awareness phase started with the design of the PLEDGER logo and visual identity. A strong and memorable project identity has been created in order to achieve the highest possible impact on the perception of its target audience. The recognition and perception of a brand is highly influenced by the visual presentation and the consistency of their visual elements (fonts, colours, images and graphics).

The visual identity has been designed since the early stage of the project to secure a strong and unique brand and it will be incorporated in all the communication / dissemination material to be produced during the project. All promotional materials and other supporting documents (power point, deliverable, press release, newsletter templates) include the project name/logo, the website URL and the Horizon 2020 associated graphic elements in line with the European Commission’s guidelines.

3.1 Logo

The PLEDGER logo has been designed in the very early stages of the project (M1) aiming to present the Project’s objectives and philosophy to the external stakeholders. In order to ensure a clear, consistent and recognisable brand for all communication activities the opinions of the consortium and multiple stakeholders were collected. A sketch board with some of the diverse logo concepts presented during the design process is presented below.



Figure 1: PLEDGER logo proposals - initial sketch board

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The most important patterns and elements have been identified based on the characteristics of the target audience. After weighing up the pros and cons of the different proposals, the consortium decided on the final PLEDGER logo to be used in the project’s communication/dissemination material. It is a modern, minimalist smart logo which includes an easily recognisable project trademark to enhance the awareness of the project. The logo design will be used in different situations, so multiple logo file formats and colours (colour and one-ink versions) have been created and uploaded in the project’s repository.



Figure 2: Horizontal and vertical application of the PLEDGER logo

3.2 EU Emblem

Based on the EU guidelines, all European projects shall use the European emblem (flag), associated to a sentence that indicates the name of the programme our project has received funding from. The EU emblem along with the declaration that “*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 871536*” is prominently placed in all communication and dissemination material as well as in the project’s website.

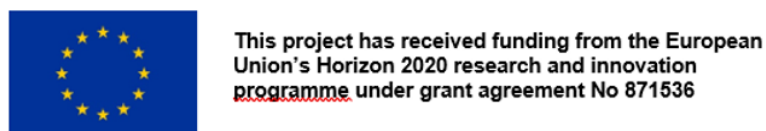


Figure 3: EU flag and message

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3.3 Images

Images make promotional material and websites look fun and appealing. Based on the content strategy, a number of images were selected to support the content of the website, social media posts and printed promotional material.



Figure 4: PLEDGER images for visual enrichment

3.4 Templates

Following the logo, a **set of templates** were developed in order to ensure common documentation regarding both the internal and external communication among the consortium and the different stakeholders. The project prepared templates are presented in a uniform and project-centric visual language.

- Power point template (presentations)
- Deliverable template
- Word template (press releases, internal communication)
- Agenda template
- Attendance form template

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- Minutes template
- Peer review evaluation template

Some examples are presented in Figures 5 and 6:

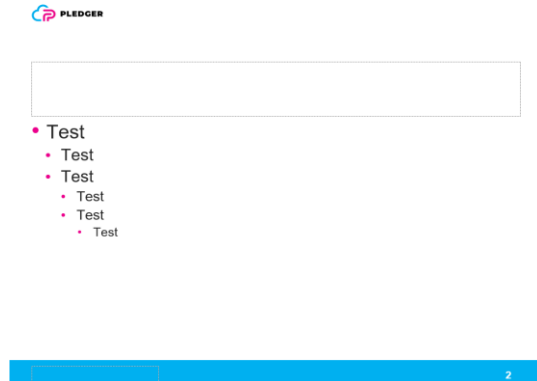
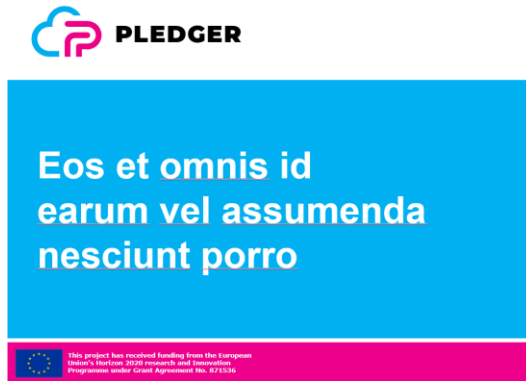


Figure 5: PLEDGER power point template

			
			
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Document Identification			
Status	Draft/Review/Final	Due Date	dd/mm/yyyy
Version	0.1	Submission Date	dd/mm/yyyy
Related WP	WPs	Document Reference	Dx.y
Related Deliverable(s)	Insert Related Deliverables	Dissemination Level (*)	PU/CO/CI/Int
Lead Participant	Insert Lead Participant (partner short name)	Lead Author	Insert Author (name,surname)
Contributors	Insert Contributors (partners short name)	Reviewers	Insert 1 st reviewer (name,surname,company) Insert 2 nd reviewer (name,surname,company)
Keywords:			
Keyword 1, keyword 2, ...			



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Figure 6: Deliverable and word templates

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4 Communication Activities

4.1 Digital Communication

4.1.1 Project Website

The website¹ is the main communication tool for the project where all communication and dissemination messages/material will be published in a timely manner. All information related to the concept design and the features/function of development have been thoroughly described in D6.6-*PLEDGER project website and social media channels*. The PLEDGER website will also become the main gateway to access the results of the project.

INTRA as the Communication/Dissemination Manager of the project is responsible for uploading the content, mainly for the sake of consistency and editorial quality. All partners contribute in drafting content and evaluation prior to each publication, according to their background, experience and role in the project.

The website incorporates all the basic project information, news, press releases, newsletters, events, publications, blog posts, collaboration with similar projects and initiatives and the promotional material of the project. In addition, a feed flow has been included to invite users to slide and/or click on the topics of their interest posted on the project's twitter account.

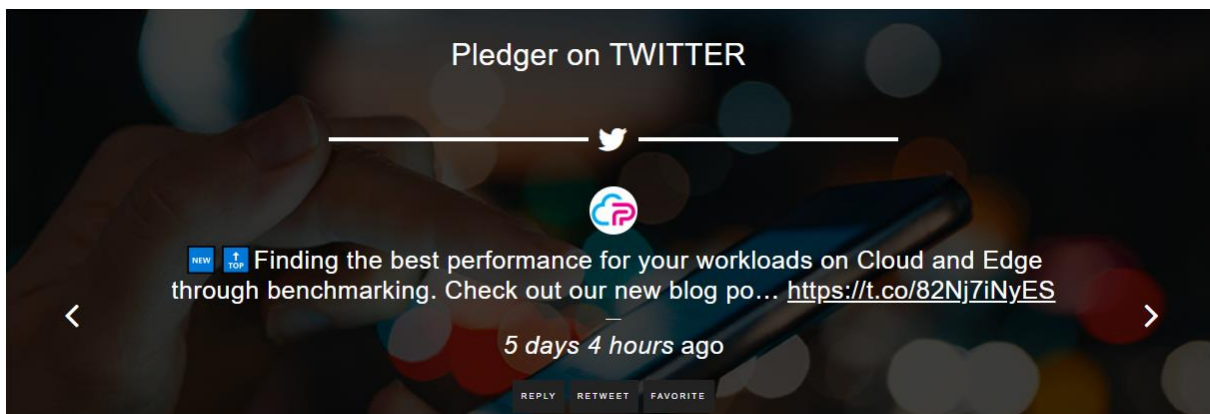


Figure 7: Twitter integration on PLEDGER's website

Since the submission of D6.6 in M2, the PLEDGER website has been updated and enriched with additional content mainly in the areas of : press releases, blog posts, newsletters, events, promotional material, clustering activities and downloads. 5 sub-sections have been added in the 'Knowledge area'- some screen shots are presented below.

¹ <http://www.pledger-project.eu/>

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Newsletters



Figure 8: PLEDGER website new sub-sections

The content of the website will be regularly updated by INTRA with the contribution of all partners in order to reflect its progress and present its results.

4.1.1.1 Reporting and Statistics

From the figures extracted from the Google Analytics Platform, the following data have been received covering the period from M1 up to M12:

Number of unique visitors (*the number of distinct individuals visiting a page or multiple pages on a website*): 598

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Number of sessions (*the period of time that a user is actively engaged with the website*): 1.112
 Page views (*the total number of pages viewed*) : 3.448
 Average session duration (*how long users spend interacting with the website*) : 00:03:26 min

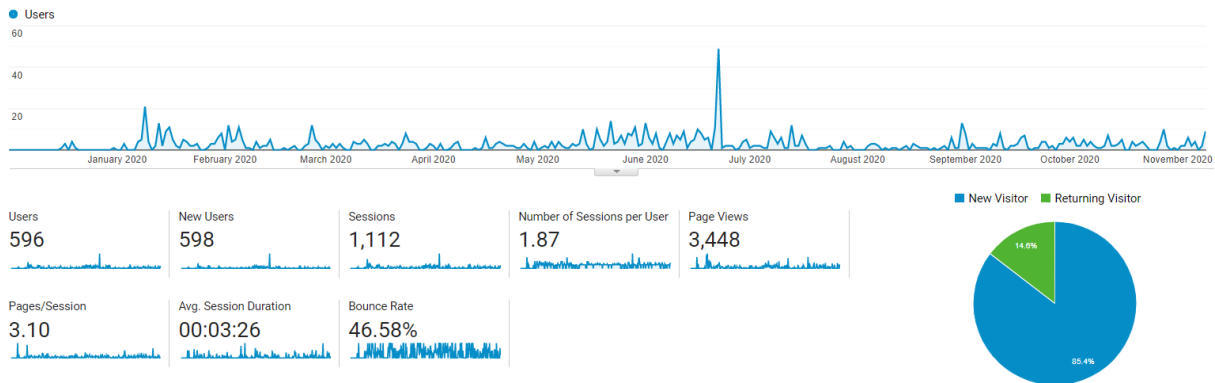


Figure 9: PLEDGER website analytics

About 85% of the users are first time visitors while 14,4% of the users return to the website to look for additional information.

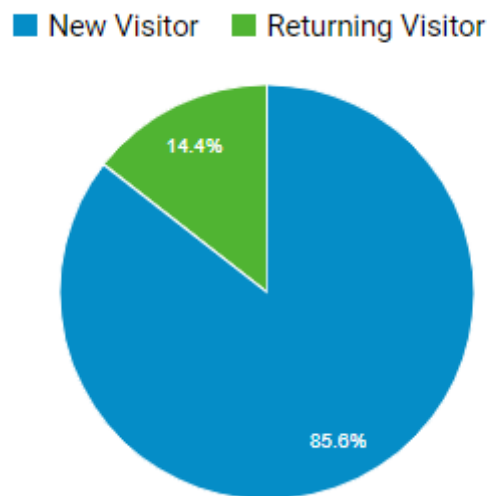


Figure 10: Website-percentage of returning visitors

4.1.2 Social Media

Social media serve as a valuable tool in our effort to engage the target audience and the general public due to their popularity, ease of access and quick information flow. Constant posts and updates of status on the project’s developments and achievements increase the engagement of the target audience and help the project to achieve a good interaction with the users.

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At this stage, 3 social networks have been selected; Facebook, Twitter and LinkedIn. The links to these accounts were integrated into the project website and included in all the types of communication material of the project.

A brief overview of the Social Media channels created for PLEDGER is presented below (*more information related to the selected social media channels can be found in the D6.6-PLEDGER project website and social media channels*):

4.1.2.1 Facebook

The project’s Facebook page² includes news and information about the project, its development and activities performed targeted to a wider audience (general public). We also pursue to re-post interesting information from other resources in order to enrich the page content and attract more fans.

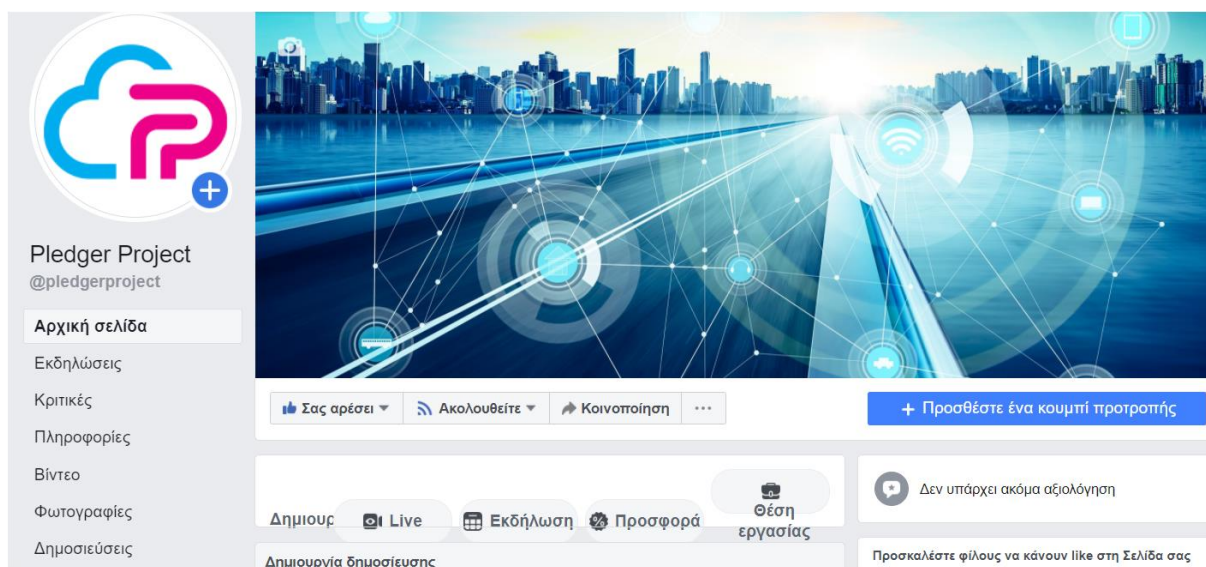


Figure 11: PLEDGER Facebook page

The PLEDGER page has 124 followers up to now and 24 posts/reposts have been shared.

The metrics related to the total reach and the interaction with the users for an indicative period of nine (9) months are presented below:

² <https://www.facebook.com/PLEDGERproject/>

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Total reach



Figure 12: Estimated number of people who saw the content of the Page

Likes, comments and shares

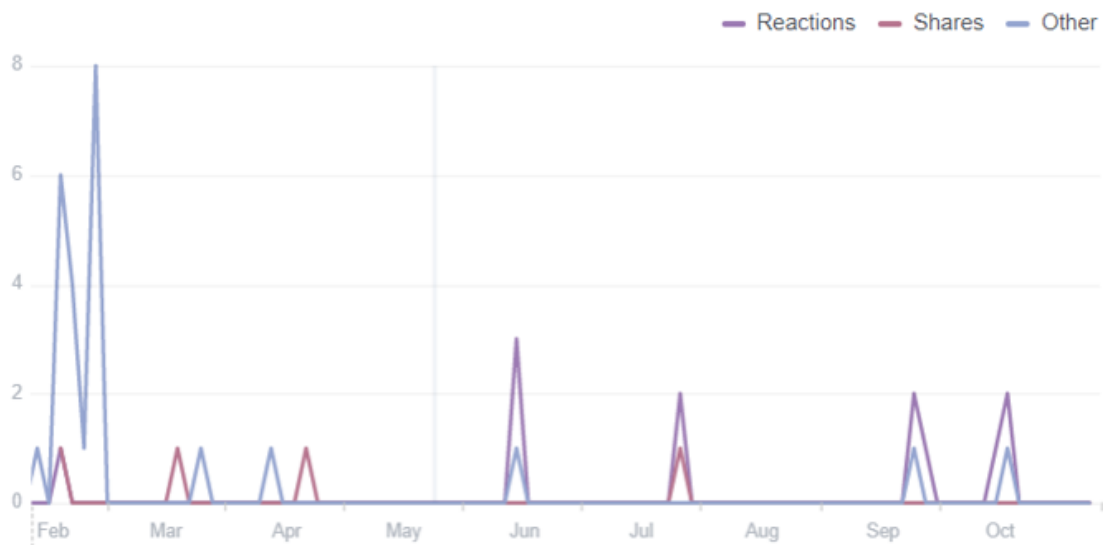


Figure 13: Facebook users in interaction with the PLEDGER page

4.1.2.2 Twitter

Twitter allows real-time interactions and a very high potential outreach towards PLEDGER's target audience (scientific community, industry, general public) while it enables sharing pieces of information which contribute to driving back the traffic towards the project's website. The twitter account³ is used for communicating the PLEDGER developments, news, events, articles and outcomes. Moreover, the

³ <https://twitter.com/PLEDGERproject>

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account re-tweets interesting content related to its focused area of work from disparate sources. Main hashtags which are used: #cloud, #edgecomputing #QualityofService, #blockchain, #cloudcomputing, #performance optimization, #manufacturing and #smartcities.



Figure 14: PLEDGER Twitter account

During the first year of the project, PLEDGER shared a total number of 87 tweets. The account has 176 followers and it follows back 277 accounts. Many of the project’s tweets have been shared and reached by large audiences. The number of Twitter impressions over the last 3months (maximum period allowed by Twitter to extract statistics) is 3.8K.

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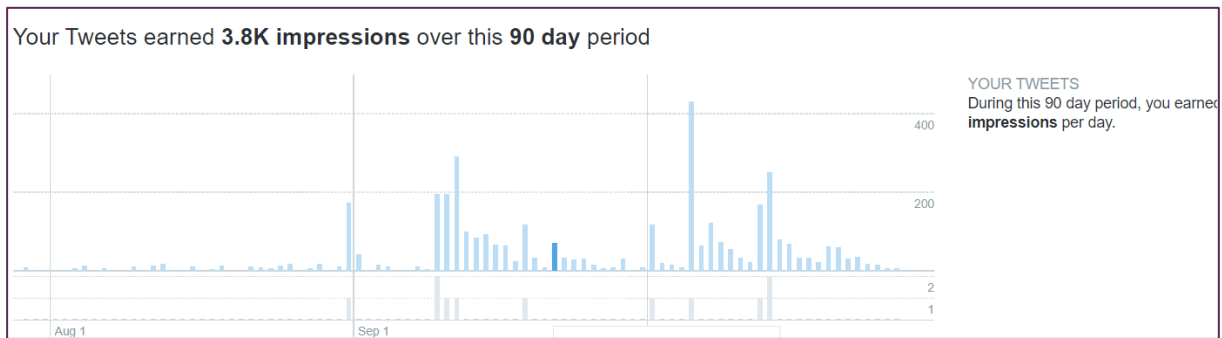


Figure 15: Twitter impressions - 3months period








Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Pledger @Pledgerproject · Oct 13	Blockchain and Smart Contract for IoT researchgate.net/publication/34... #IoT #blockchain #ICIS		144	11	7.6%
	Pledger @Pledgerproject · Oct 13	5 themes that dominated tech and IoT conferences in Q2 2020 iot-analytics.com/5-themes-that-... #IoT #tech		183	7	3.8%
	Pledger @Pledgerproject · Oct 12	 'Generating safer places for vulnerable road users' - Check out our new blog post from our partners in the Institut Municipal d'Informàtica, Barcelona City Council pledger-project.eu/blog/generatin... pic.twitter.com/k1dTldXg9d		255	10	3.9%
	Pledger @Pledgerproject · Oct 5	 Read the latest blog post from our partners in @Holo_LightGmbH to find out why edge computing is so valuable for mixed reality applications.  pledger-project.eu/blog/why-edge-... #EdgeComputing #MixedReality pic.twitter.com/w72cLc2TWf		823	21	2.6%

Figure 16: Latest tweets and analytics

4.1.2.3 LinkedIn

PLEDGER maintains a LinkedIn profile⁴ to connect with professionals and the research community and diffuse to them the main news and developments of the project.

⁴ <https://www.linkedin.com/in/PLEDGER-project/>

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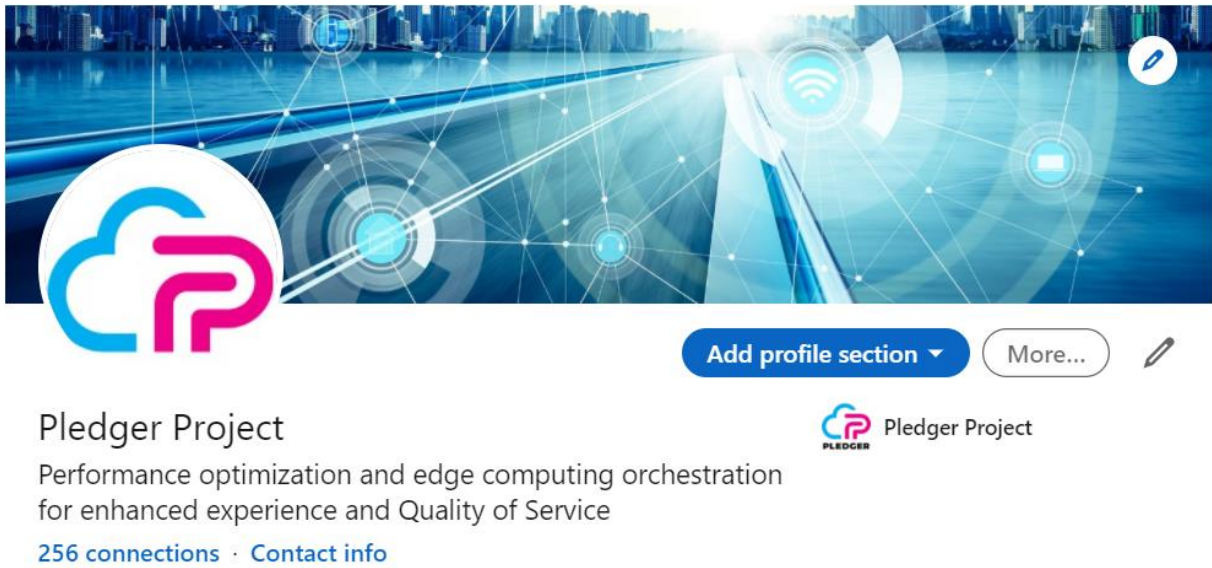


Figure 17: PLEDGER LinkedIn page

Since its account launch in December 2019 the account gained 256 connections consisted of experts and various stakeholders and has shared in total 25 posts/reposts with interesting content around its work and field of focus. Some indicative data are presented below:

Weekly search stats

42

number of times your profile appeared in search results between October 13 - October 20

What your searchers do

Corporate Board Member | 21%



Salesperson | 14%



Software Developer | 4%



Business Development Specialist | 4%



Finance Specialist | 4%

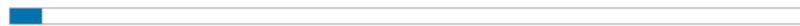


Figure 18: Weekly statistics (October 2020)

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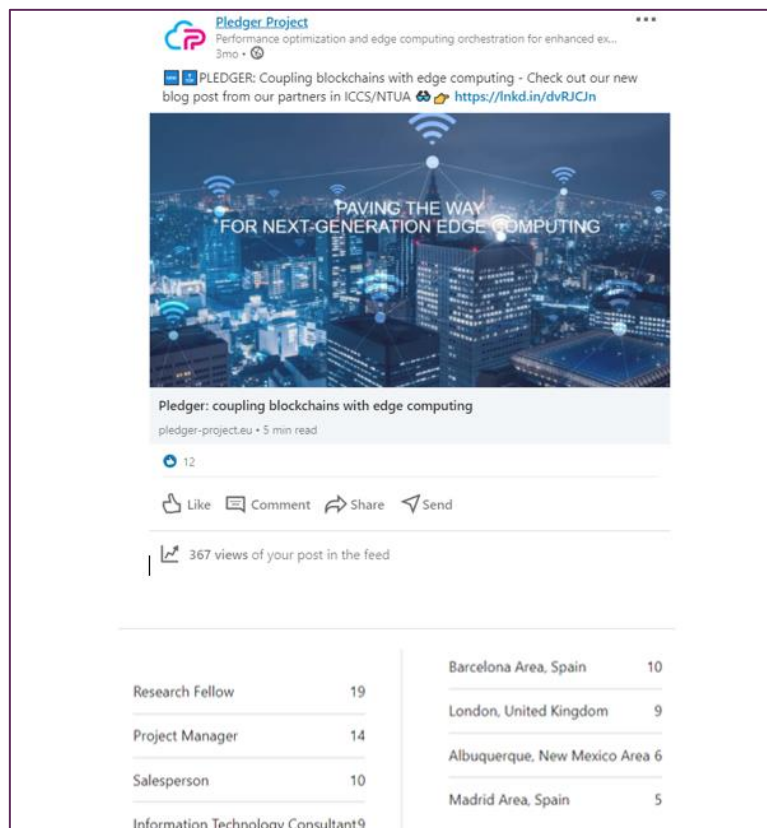


Figure 19: Example tweet and analytics (October 2020)

4.1.3 Newsletters

Newsletters will be distributed on a regular basis (every six months) to inform the stakeholders of the project about its progress and findings. During the first year of the project two newsletters have been published in the project’s website⁵ and shared via the social media accounts of the project and the consortium communication channels.

During the first year, the content has been mainly informative, and the target was to build awareness about the project, its objectives and expected outcomes. The first newsletter shared the project’s concept, objectives and expected outcomes. The second, was a blog newsletter with six articles written by the consortium about PLEDGER and the wider innovation area of its focus. Indicative topics included:

- *The generation of safe places for vulnerable road users*
- *Why edge computing is valuable for mixed reality applications*
- *Enhancing citizen safety with edge computing in PLEDGER*
- *Coupling blockchains with edge computing*

The first two newsletters were shared via the social media accounts of the project and were distributed by the project partners to their contacts. Four (4) additional issues are envisaged for the 2nd and 3rd year to present the overall architecture of the project, its outcomes and the highlights from the events that the consortium will participate and organise with experts of the industry and the research community.

⁵ <http://www.PLEDGER-project.eu/content/newsletter>

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Project partners will provide information (event highlights, news, outcomes, links, photos) and evaluate the content prior to publication. All the Newsletter issues will be uploaded on the project website.

A sign-up form has been embedded on the website of the project to gain subscribers.


Get the latest news on PLEDGER right to your inbox!

Newsletter Permission: The PLEDGER project will use the information you provide in this form to be in touch with you and to provide updates and news. Please let us know if you would like to hear from us:
 Pledger newsletter: You can change your mind at any time by contacting us at info@pledger-project.eu. We will not distribute your email address to any party at any time.

E-mail *

SUBSCRIBE

Get in touch with us



Your name *

Your e-mail address *

Subject *

Message *

SEND MESSAGE

Figure 20: Newsletter signup form

4.1.4 Audio & Video

Audio (i.e. interviews) and video content will be prepared during the second and third year of the project to enhance the presence of the consortium in conferences and other type of events and improve the visibility of the project in social media.

In this context, a project video will be produced during the 2nd quarter of 2021 describing the project concept, objectives and outcomes which will be uploaded in the website of the project and shared via its communication channels.

4.2 Press-based Communication

4.2.1 Press Releases

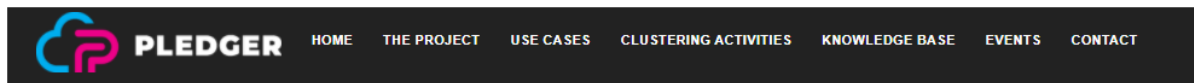
Press releases will help the consortium promote the project at national and pan-European level. Press releases will be produced following the key project milestones of the project to achieve media engagement in the dissemination of the project's objectives and results.

A generic press release was produced to share the project's concept and expected outcomes also published at CORDIS⁶. According to the initial plan we expect to have at least one press release per

⁶ <https://cordis.europa.eu/article/id/415802-performance-optimization-and-edge-computing-orchestration-for-enhanced-experience-and-quality>

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year. Press releases will be circulated by all partners to their business networks and media contacts through their databases.



PRESS RELEASES

11 March 2020

PRESS RELEASE: Performance optimization and edge computing orchestration for enhanced experience and Quality of Service PLEDGER will pave the way for Next Generation Edge Computing infrastructures

Figure 21: PLEDGER generic press release

4.2.2 Blog posts

Eight (8) blog posts targeting the end users and the general public with interesting content around the wider innovation area of the project's focus have been authored by the experts of our consortium. The blog posts have been published in the website of the project⁷ and disseminated through its social media accounts and the consortium channels.

PLEDGER blog posts		
Title	Partner	Date of publication
The value of Big data on the Edge	INTRA	November 9, 2020
Generating safer places for vulnerable road users	IMI	October 7, 2020
Why edge computing is so valuable for mixed reality applications	HOLO	October 2, 2020
Finding the best performance for your workloads on clouds and edge through benchmarking	ENG	September 18, 2020
Enhancing citizen safety with edge computing in PLEDGER	i2CAT	September 11, 2020
PLEDGER: Leveraging the European industry (digital) transformation	ATOS	August 31, 2020
PLEDGER: Coupling blockchains with edge computing	ICCS/NTUA	July 13, 2020
The growing edge computing open source landscape	ATOS	June 1, 2020

Table 5: PLEDGER blog posts

⁷ <http://www.PLEDGER-project.eu/blog>

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4.3 Promotional Material

4.3.1 Brochures

A general two-fold project brochure has been designed, printed and distributed to the consortium. The PLEDGER visual identity is maintained across all communication/dissemination material ensuring a strong project branding. The layout and content have been agreed among all partners. The brochure includes a brief description of the project and its expecting outcomes and will be distributed by the consortium for dissemination/communication and awareness raising purposes to target stakeholders, during scientific conferences, workshops, community events and other appropriate fora.

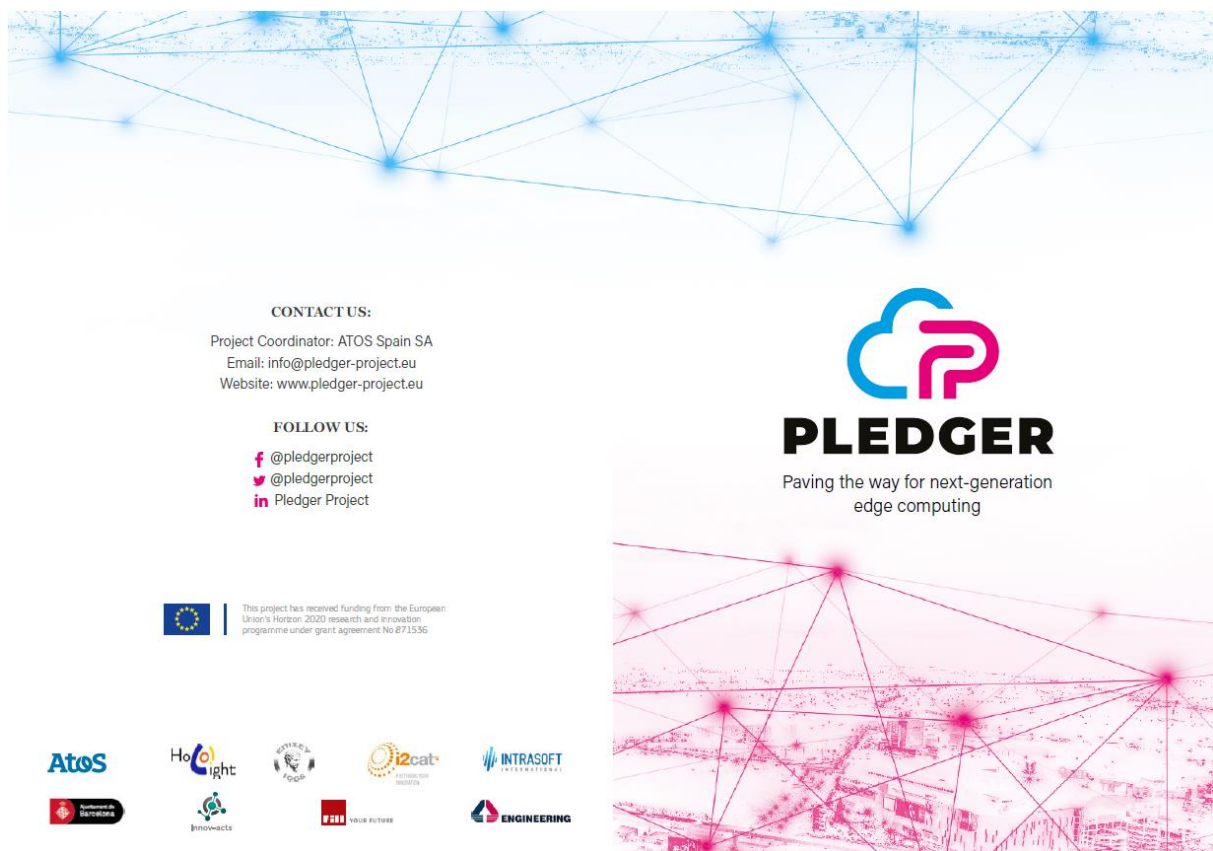


Figure 22: PLEDGER brochure – front and back covers

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Figure 23: PLEDGER brochure - inside pages

4.3.2 Posters/Roll-up

A poster and a roll up have been designed and printed including textual and graphical information to attract the target audience and other stakeholders during conferences, workshops and trade fairs/exhibitions.

The project logo, information about the project, the EU emblem with the declaration sentence about funding, the website URL, the social media links and the project partners are clearly displayed on both designs. The designs can be easily adjusted to the future requirements individual partners may have. Additional versions will be prepared based on the future needs.

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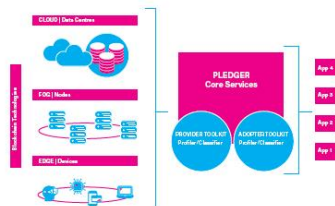


Pledger allows:

Edge Computing Providers to enhance the stability and performance effectiveness of their edge infrastructures, through modelling the overheads and optimal groupings of concurrently running services, runtime analysis and adaptation, thus gaining a competitive advantage;

Edge Computing Adopters to understand the computational nature of their applications, investigate abstracted and understandable QoS metrics, facilitate trust and smart contracting over their infrastructures and identify how they can balance their cost and performance to optimise their competitiveness and monitor their SLAs;

Third parties to act as independent validators of QoS features in IoT applications, enabling new decentralised applications and business models, thus filling a large gap in the emerging Edge/IoT computing market landscape.



[f @pledgerproject](#)
[@pledgerproject](#)
[in Pledger Project](#)



PLEDGER
Paving the way for next-generation edge computing

Pledger allows:

Edge Computing Providers to enhance the stability and performance effectiveness of their edge infrastructures, through modelling the overheads and optimal groupings of concurrently running services, runtime analysis and adaptation, thus gaining a competitive advantage;

Edge Computing Adopters to understand the computational nature of their applications, investigate abstracted and understandable QoS metrics, facilitate trust and smart contracting over their infrastructures and identify how they can balance their cost and performance to optimise their competitiveness and monitor their SLAs;

Third parties to act as independent validators of QoS features in IoT applications, enabling new decentralised applications and business models, thus filling a large gap in the emerging Edge/IoT computing market landscape.

USE CASES

Mixed Reality applications on the edge

Computation capacity for achieving high resolution graphics at the edge is imposing new requirements for performance, scalability and QoS. Industrial players are increasingly demanding applications of greater complexity which require a higher level of performance. Pledger will explore the possibilities of utilising edge computing, making the usage of remote rendering possible by outsourcing the demanding processes like calculations, application logic or content rendering to other fog nodes or the cloud.

Edge Infrastructure for enhancing the safety of Vulnerable Road Users (VRUs)

Ensuring the road safety for vulnerable road users (VRUs) in metropolitan areas is required in order to reduce the number of accidents and serious injuries or even fatalities. Pledger will evaluate how different types of sensors and radio technologies supported by the city infrastructure can be used to enable edge computing-assisted risk detection and mitigation for VRUs in an everyday scenario in the city of Barcelona.

Manufacturing the data mining on edge

Data recording in combination with self-learning algorithms allow modern production systems to precisely determine the condition of a machine, predict any pending maintenance and ensure complete component traceability. However - edge devices available today often cannot provide the desired performance for these computing operations. Pledger will explore, implement and test possible data and computation transfers to the cloud.

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Figure 24: PLEDGER poster – 2 versions



Figure 25: PLEDGER roll-up

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5 Dissemination Activities

5.1 Events

5.1.1 Events participation

During the 1st year of the project (awareness phase), since all physical events have been cancelled (please see Section 5.1.3 related to COVID-19), the consortium attended seven (7) events which took place virtually in the areas of Edge computing, Cloud computing, AI, open infrastructure and ICT.

EVENT	DATE	LOCATION	ACTIVITIES
SMI2G 2020	29-30.1.2020	Brussels, Belgium	Participation at the SMI2G networking conference. Discussions and exchange of ideas and best practices on cybersecurity and infrastructure security with European security experts, identification of open challenges for further research.
IPv6 Best Practices, Benefits Transition Challenges and the Way Forward	14.9.2020	Online	attendance/networking
Education about ICT Standardization	24.9.2020	Online	attendance/networking
Weathering the Storm: Cyber AI for Cloud and SaaS	24.9.2020	Online	attendance/networking
AI, Vulnerability Scanning & Implementing your Cloud Security Strategy	24.9.2020	Online	attendance/networking
Open Infrastructure Summit	19-23.10.2020	Online	attendance/networking
Edge Computing World 2020	12-15.10.2020	Online	attendance/networking
SPS Smart Production Solutions	24-26.11.2020	Online	attendance/networking

Table 6: List of events attended by the consortium

A common way to achieve an effective dissemination during the second phase (year 2), is the participation of the consortium in targeted European and international events where PLEDGER will be

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presented, and networking opportunities will be pursued. The expected impact from the participation of the consortium in these events will be to enhance the awareness of the project and its results, to create synergies with other similar projects and initiatives and to strengthen links with its stakeholders. Within this context, an indicative list of mainly on-line events (please see Section 5.1.3 related to COVID-19) has been created with the contribution of all partners, for future participation:

EVENTS	DATE	TARGETED ACTIVITY	LOCATION
H-CLOUD Summit	25.11.2020	Organisation of a workshop	Online
AIOPS 2020	14.12.2020	Attendance/networking	Online
ICSOC 2020	14-17.12.2020	Attendance/networking	Online
Edge Computing Expo	9-10/2/2021	Attendance/networking	Online
ICBIOT 2021: International Conference on Blockchain in Internet of Things	8-9.4.2021	Research paper	Athens, Greece
Hannover Messe	12-16.4.2021	Stand and speaking slot (analog-virtual presence)	Hannover, Germany
International Conference on Economics and Business Innovation ICEBI	22-23/4/2021	Research paper	New York, United States
5th International Conference on E-Commerce, E-Business and E-Government	28-30/4/2021	Research paper	Rome, Italy
ICSCBC 2021: International Conference on Smart Contracts, Blockchain and Cryptocurrencies	17-18/5/2021	Research paper	Sydney, Australia
JEC World Paris	1-3/6/2021	Project presentation	Paris, France
AWE USA	2-4.6.2021	Stand and Speaking slot (only if it is analog-virtual presence)	USA
MWC Barcelona	28.6-1.7.2021	Stand	Barcelona, Spain
IFIP Conference on e-Business, e-Services and e-Society	1-3/9/2021	Research paper	Galway, Ireland
AWE Europe 2021	2021	Attendance/networking	Munich, Germany

Table 7: Indicative list of events for future participation

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The above list will be constantly updated based on the communication/dissemination targets/needs of the project in each respective period.

5.1.2 Events to be organized by the consortium

PLEDGER organized a workshop focusing on the research challenges related to the quality of service for edge-to-Cloud continuum as part of the H-CLOUD summit⁸ which took place virtually on the 25th and 26th of November 2020. ICCS, the Scientific Coordinator of the Project, presented the goals and objectives of PLEDGER. The architecture and QoS challenges of the project as well as its main expected outcomes has been also summarised. The session was moderated by ATOS, the coordinator of PLEDGER and was attended by 32 participants from the industry and the research community.

The consortium plans to organize three (3) online or physical training workshops and community events targeted to potential end-users (1 for each use case) and other stakeholders (organizations, citizens, private/public players) in order to raise awareness for the project, receive productive feedback during training activities and identify potential clients for the project. The workshops are planned for the 3rd and 4th quarters of 2021 and second quarter of 2022.

Furthermore, 1 additional co-organized workshop is foreseen targeting the research community in cloud, blockchains, IoT, and big data to promote the results of the project and explore collaborative opportunities. The workshop is planned for the first quarter of 2022.

5.1.3 Impact of COVID-19

Due to COVID-19, all large and small-scale physical events and meetings have been postponed or cancelled. This outbreak led the PLEDGER consortium to cancel already scheduled events for the first 6 months of 2020. The communication/dissemination plan has been updated to respond to the situation with the extensive use of online means/channels and our active participation in online events (see sections 5.1.1, 5.1.2 and 6.1) in order to communicate/disseminate the project effectively to the different stakeholders. Due to this situation the partners have not identified any physical events that will take place in the next 6 months period, but the plan is to participate in their respective virtual editions. Additional remote communication and dissemination activities will take place such as: organization of online workshops, extra blog posts, extensive use of social media and online platforms.

5.2 Scientific publications

All partners will actively pursue opportunities to publish the PLEDGER results in high-quality international journals and conferences in order to achieve high visibility and raise attention around its respective outcomes. The Open Access approach will be followed.

Partners plan to submit 12 publications during the 2nd and 3rd year of the project in conferences and journals, establishing presence and communicating the innovative outcomes of the project to the scientific research community and industry players.

⁸ <https://www.h-cloud.eu/event/1st-horizon-cloud-summit-2020/>

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5.3 Collaboration with other projects and initiatives

PLEDGER plans to liaise and collaborate with several European projects and initiatives under the Cloud Computing topic. In this context, up to now, PLEDGER has developed clustering activities with two (2) H2020-funded projects. The collaboration will involve cross dissemination activities and cooperation in the actual field of work (exchange of knowledge). The second stage may include research synergies and discussion on best practices in the cloud computing field. The final stage could examine common exploitation of results.



Project	URL	GA number	Type of activities performed up to M12	Phases II and III
	https://www.h-cloud.eu/	GA: 871920	Cross communication activities: Workshop coorganised as part of the H-Cloud Summit. Synergy in social media targeting: to build a community of stakeholders and drive traffic to the project websites	Cross communication and dissemination activities (social media, representation in 3 rd party events, co-organisation of events, liaison with the media, exchange of knowledge)
	https://rainbow-h2020.eu/	GA: 871403	Cross communication activities: Synergy in social media targeting: to build a community of stakeholders and drive traffic to the project websites	Synergies in cross communication and dissemination activities (social media, representation in 3 rd party events, co-organisation of events, liaison with the media, exchange of knowledge)

Table 8: PLEDGER liaisons with similar H2020 projects/initiatives

Within this context, PLEDGER leads and actively participates in the Future Cloud Cluster⁹ consisting today of 35 on-going and past cloud and edge research projects. The aim of Future Cloud Cluster is to provide a forum for discussion and collaboration for research and innovation initiatives that address next generation Cloud Computing challenges and issues, including diverse forms of distributed computing (Cloud, Multi-Cloud, Edge, Fog, Ad-hoc and Mobile computing).

Collaboration among the projects includes the following activities:

- Technical collaboration between projects

⁹ <https://eucloudclusters.wordpress.com/future-cloud/>

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- Collaboration on scientific papers
- Sharing/development of best practices
- Co-organisation of project innovation events
- Co-organisation of workshops/webinars
- Whitepapers on specific topics

More information on this collaboration can be found in the relevant section of the PLEDGER website:
<http://www.pledger-project.eu/content/clustering>

The consortium will continuously seek to establish new synergies with other European projects and initiatives under the same topics of interest.

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6 Plan, Monitoring and Evaluation

6.1 Key Performance Indicators (KPIs)

In order to measure the impact of the communication and dissemination activities, a set of initial key performance indicators has been defined. The table below addresses the key performance indicators (communication and dissemination items), it provides the status as of M12 and the estimated target values by the end of the project.

TARGET GROUP	INDICATORS (activities)	M12	MIN TARGET (Project end)
General public (including industry and SMEs)	Project website	Completed	1
	Promotional material (brochures, poster, roll-up)	Completed	1 for each type of material +1 updated for each type (if needed)
	Press Releases	1	3
	Articles/blog posts	7	15
	Newsletters	2	6 (2 per year)
	Videos	-	2
	Video views	n/a	3,000
	Followers/connections in social networks	LinkedIn: 249 Twitter: 162 Facebook: 124	Twitter >500 LinkedIn >200 Facebook >130
	Number of deliverables' downloads	n/a	200
Research Community	Booth in exhibition	-	2
	Publications in international conferences	-	8 (4 joint)
	Publications in international journals	-	>4 (following the project's outcomes)
Standards and regulation bodies	Co-organised international workshops	-	1 (planned for the first quarter of 2022)
	Standardisation groups the project interacts with	-	>3
	Participation in EU commission's consultation	-	>3

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	and other worldwide regulatory in the field of interest		
Industry & research community	Liaisons with other projects and initiatives	(2 collaborations with EU projects and active participation in 1 cluster consisting of 35 EU cloud and edge projects)	6
Use case stakeholders / community (including startups)	Number of training and community events coorganised (webinars, online workshops, etc.)	-	3, with 20-50 Participants (planned for the 3 rd and 4 th quarters of 2021 and second quarter of 2022)
	Number of stakeholders participants for econsultation	-	100
	Use case replication within the lifecycle of the project	-	2
EU initiatives and policy makers	Participation to EU's concertation activities	-	>4

Table 9: Key Performance Indicators

6.2 Monitoring online documents

For the online and direct collection of information related to the communication and dissemination activities implemented by the partners, a common online plan and reporting document consisting of seven (7) sheets has been created and has been made available to all partners:

- Publications: This sheet collects the papers submitted by the partners to conferences and scientific journals.
- Events: A sheet collecting the 3rd party events that the partners will participate throughout the project
- Blog posts/Articles: This sheet plans and collects the blog posts and articles written by the consortium
- Liaisons: This sheet collects the synergies of the project
- Social media rotation plan: A social media plan template has been created where each partner provides interesting content from reliable sources on a rotating bases to share via the project's accounts.

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- **Other Dissemination Activities:** This sheet collects information on the complementary individual activities of the partners within the scope and framework of the communication/dissemination plan of the project.

All partners recognise that dissemination and communication activities are an essential and pervasive activity throughout the project's life and integrate within all its work packages.

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7 Conclusions

In Year 1 (awareness phase), the focus of Work Package 6 was to formulate the communication and dissemination strategy, design and develop the project website, create the promotional material and establish the main dissemination channels to create awareness for the project and present its progress. Both online and offline dissemination activities distributed information about the project, its approach, methodology, and targeted outcomes to the various stakeholders. Communication and dissemination are recognised by the consortium as an essential and pervasive horizontal activity involving all work packages throughout the project's life. The presented Plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools necessary to communicate the core messages and results of the project in the most effective and comprehensive way to its target audiences. In order to measure the achieved progress and impact of the project's strategy and plan, a monitoring and evaluation framework has been defined and a set of indicators has been commonly agreed by all partners and reported. During years 2 and 3, the PLEDGER consortium will reach out to the end users, the scientific community and the general public in order to further increase their interest in the project and promote its results and achievements through presentations at international events and workshops, press releases/newsletters, scientific papers, blog posts/articles, social media, networking activities and targeted activities in collaboration with other similar projects and initiatives. The present Communication and Dissemination plan will act as a handbook for all project partners as it lists all types of stakeholders, the communication channels, the tailored selected activities and the corresponding key performance indicators. This is a living document to accommodate any customisation required. The plan will be constantly evaluated and revised if needed during the lifetime of the project.

In addition, the present deliverable lists all the PLEDGER communication and dissemination activities performed up until November 30, 2020 (M12) via a detailed report on the progress towards the implementation of the project's initial communication and dissemination strategy and plan.

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8 Bibliography

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