



Dissemination and Communication - Plan and activities performed II

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List of Acronyms

Abbreviation / acronym	Description
D6.1	Deliverable number 1 belongs to WP 6
DoA	Description of Action
EU	European Union
KPIs	Key Performance Indicators
Mx	Month
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 updated communication and dissemination activities of PLEDGER and the implementation plan to be executed by the consortium to engage the community stakeholders with the technology, business challenges and achievements of the project. The main guidelines and means of the updated strategy are also defined and aim to further increase the visibility of the PLEDGER results and key findings as they will be generated during the third year of the project. This strategy provides the framework within the different methods for awareness raising, promotion and engagement activities to be carried out.

The present deliverable also lists the PLEDGER communication and dissemination activities performed up until November 30th, 2021 (M24). A detailed report is provided on the progress towards the implementation of the communication and dissemination plan as presented in D6.1 and the adjustments that took place during the progress of the project to respond to the needs of each period.

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, joint activities with other projects/initiatives, scientific publications, promotional material, the publication of newsletters 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 but due to the COVID-19 pandemic has been used mainly digitally. PLEDGER’s extensive use of online communication channels (website, social media) as well as the data analytics collected for the respective period are also summarized.

Finally, taking into consideration the comments from the Review in M18 regarding T6.4 (Standardisation and contribution to Open-Source Community) and since the next deliverable on this Task is scheduled for M36, the present deliverable also provides a short update regarding the status of the standardisation activities of the project on M24.

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1 Introduction

1.1 Purpose of the document

The present deliverable has been prepared within 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 attract and engage stakeholders as well as foster the use of the PLEDGER developments 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 provide the updated strategy and 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 communication and dissemination activities will be carried out in the course of the project.

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

- ▶ The updated communication and dissemination strategy (communication phases, objectives, channels)
- ▶ The updated communication/dissemination plan of activities that will evolve in line with the development of the overall project work up to the end of the project period
- ▶ The evaluation and monitoring documents to evaluate, track and report the effectiveness of the plan (keeping the KPIs defined in DoA as a minimum basis)

This is a living document, able to accommodate any required customization. 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 M24 (November 30, 2021).

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 workshops)
 - Scientific publications/Journals
 - Design and production of promotional material
 - Newsletters, Press Releases, blog posts and other non-scientific publications
 - Joint activities with other similar projects & initiatives (collaboration via social media, co-organisation of events, exchange of knowledge)

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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 updated Communication and Dissemination Strategy PLEDGER will adopt to disseminate its outcomes in its main target groups and the general public. This section also lists the target audience and stakeholders that will be involved and summarises the updated list of targeted activities to be performed during the project.
- ▶ Section 3 presents in detail all the communication activities performed up to M24 as well as a plan for the third year of the project.
- ▶ Section 4 includes all the details related to the dissemination activities performed up to M24 and provides a plan for the third year of the project.
- ▶ Monitoring and evaluation are vital aspects of the project's planning. Section 5 provides the status of the communication/dissemination KPIs up to M24 as well as the online document to monitor the progress of the communication and dissemination activities.
- ▶ Section 6 provides a short update regarding the status of the Standardisation Activities of the project up to M24. A detailed report on the Standardisation Activities of the project will be provided in M36 (D6.11).
- ▶ And finally, Section 7 provides a description of the main conclusions.
- ▶ The references of the document can be found in Section 8.

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2 Communication and Dissemination Strategy

2.1 Objectives and Goals

As presented both in DoA and D6.1, the promotion of PLEDGER and its results will be an ongoing process throughout the project:

The main objectives are:

Objective	Status
1 To create awareness around the PLEDGER project to engage the community stakeholders with technology and business challenges of the project.	Continuous activity. 1 st phase completed at the end of year I
2 To elaborate a targeted and effective communication and dissemination plan for the Pledger project and its results and perform communication and dissemination activities.	Ongoing
2 Leverage the exploitation of the PLEDGER outcomes	Ongoing

Table 1: Main communication/dissemination objectives

- **Phase I** covered the first 12 months of the project duration. The main purpose of this phase was to create general awareness about the project and its expected outcomes. In this phase, the focus was on the creation of the project identity, 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 social media channels selected to create awareness among the key industry and the general public. Phase I has been successfully completed but all partners continue their efforts to increase the awareness around the project and its activities.
- **Phase II and Phase III** are executed during the second and third year of the project (months 13-36). The dissemination activities during this phase will continue to focus in attracting potential users & early adopters for the PLEDGER platform. The main output to be disseminated will consist 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, active participation in high-quality international and European events, video content, training activities and scientific publications. In the last year of the project (months 25-36) partners will put all their effort to leverage the exploitation of the PLEDGER outcomes and promote the advantages of the PLEDGER platform to the targeted stakeholders.

HASE	YEAR	OBJECTIVES	ACTIVITIES & CHANNELS
II & III	2 & 3	Promote the PLEDGER results and achievements, engage target users and early adopters in the project activities and leverage the exploitation of the PLEDGER outcomes.	Promote PLEDGER's production/ innovation services, results and achievements; Use traditional and online communication tactics (press releases, newsletters, blog posts, social media postings, interviews, videos, workshops, participation at public events, oral presentations, scientific and non-scientific publications, clustering activities).

Table 2: PLEDGER Communication/Dissemination Strategy [M13-M36]

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2.2 Updated list of Targeted Activities

The following table presents a stakeholder analysis for PLEDGER. The analysis classifies and lists 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 updating the communication strategy throughout the project and choosing the appropriate communication/dissemination channels and activities to maximize stakeholders' participation based on the needs of each period.

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 will be published on the PLEDGER website (During the first quarter of the third year of the project)

Table 3: Dissemination activities based on each target group

Since the beginning of the project, the consortium partners have undertaken a set of carefully designed activities to promote the project's work. The communication of the concepts and the results of PLEDGER take several forms and use a variety of activities and means to share the project's outcomes and achievements.

The main aim is to maximize 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 which have been used by PLEDGER and will be followed and updated (if needed) by the end of the project are listed in the following table:

COMMUNICATION ACTIVITIES AND MEANS	Digital Channels	Project website
		Social media posting on FB, Twitter and LinkedIn
		Publication of press releases
		Production of newsletters
		Project videos (general and technical)
		Non-scientific publications: blog posts, white papers etc.
	Promotional Material	Informative flyers, promotional material for events (brochures)

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DISSEMINATION ACTIVITIES AND MEANS	Third party events (conferences, exhibitions, workshops, webinars) that the consortium will attend in an active way (presentations, booths, networking activities)
	Events (workshops, webinars) to be organized by the consortium
	Scientific publications in high ranked international journals and conferences
	Joint activities with other similar projects and initiatives (please see Section 4.3)

Table 4: Communication/dissemination activities and means

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3 Communication Activities

3.1 Digital Communication

3.1.1 Promotional material

The standard promotional material (brochures, poster) which had been produced early in the project, has been extensively used in digital ways as it couldn't not be distributed in physical events due to the COVID-19 pandemic which led to the cancellation of all physical meetings/events. During the 2nd year of the project a digital flyer has been produced to present the overall architecture of the PLEDGER project. The flyer has been uploaded on the project website and shared via its social media accounts [1].

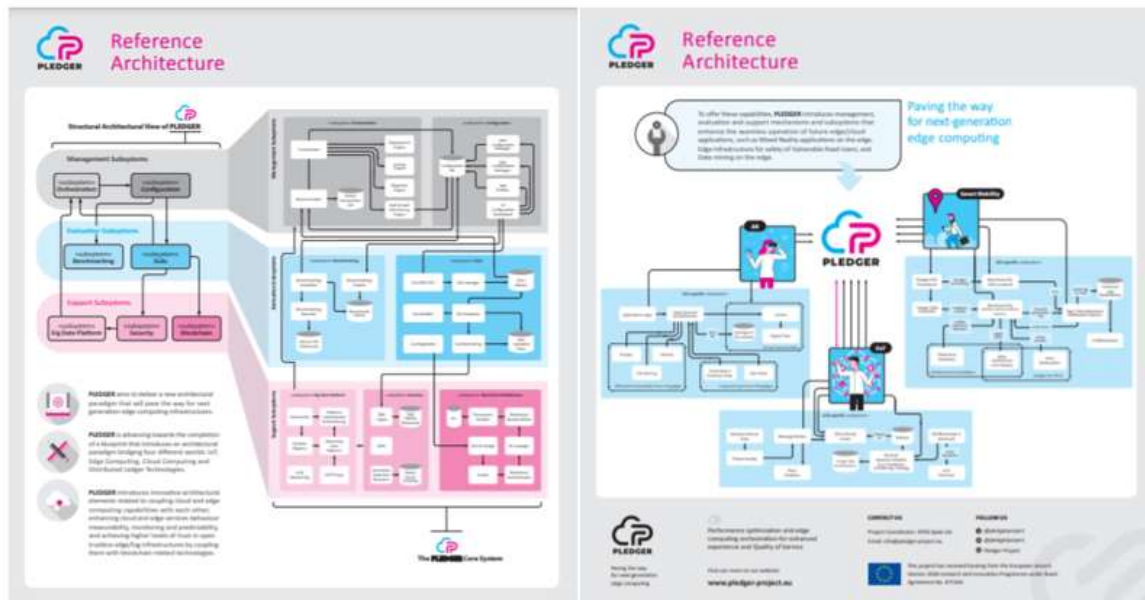


Figure 1: PLEDGER reference Architecture Flyer

3.1.2 Project Website updates

The website [2] 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 is the main gateway to access project results.

Since the submission of D6.6, INTRA in collaboration with the consortium has been regularly updating the content of the website and a few sections/tabs have been added to correspond to the needs of each period. The PLEDGER website sections have been updated and enriched with additional content mainly in the areas of: landing page (project video and interactive presentation of the project's reference architecture), Knowledge base, downloads-public deliverables, scientific publications, blog posts, newsletters, events and informative material. More specifically, the following updates have been implemented:

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Information Architecture/Sitemap:

- ▶ Landing page
 - PLEDGER Video (**new addition**)
 - PLEDGER architecture interactive section (**new addition**)

Tabs & Sections:

- ▶ Home
- ▶ The project
 - The Challenge
 - The Solution
 - The Impact
 - The Consortium
- ▶ Use Cases
 - Use Case 1 - replaced by Mixed Reality Applications
 - Use Case 2 - replaced by Vulnerable Road User Protection
 - Use Case 3 - replaced by Data mining on the Edge for Manufacturing
- ▶ Clustering
- ▶ Knowledge - changed to Knowledge base
 - Deliverables
 - Publications
 - Blog (**new tab**)
 - Press Releases (**new tab**)
 - Newsletters (**new tab**)
 - Brochures (**new tab**)
 - Posters (**new tab**)
 - Code Repository (**hidden tab for the moment**- to be updated with the links to open source data and documents provided by the consortium)
- ▶ Events
- ▶ Library (this section has been removed as all content has been uploaded to the Knowledge base section)
- ▶ Contact



Figure 2: Website- updated Menu and tabs

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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 to drafting and evaluating the content prior to each publication, according to their background, experience and role in the project.

The content of the website is regularly updated by INTRA with the contribution of all partners to reflect the project’s progress in each period and present its key results.

3.1.2.1 PLEDGER website - 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 M24:

Number of unique visitors (*the number of distinct individuals visiting a page or multiple pages on a website*): 2,184

Number of sessions (*the period of time that a user is actively engaged with the website*): 3,481

Page views (*the total number of pages viewed*) : 9,379

Average session duration (*how long users spend interacting with the website*) : 00:02:30 min

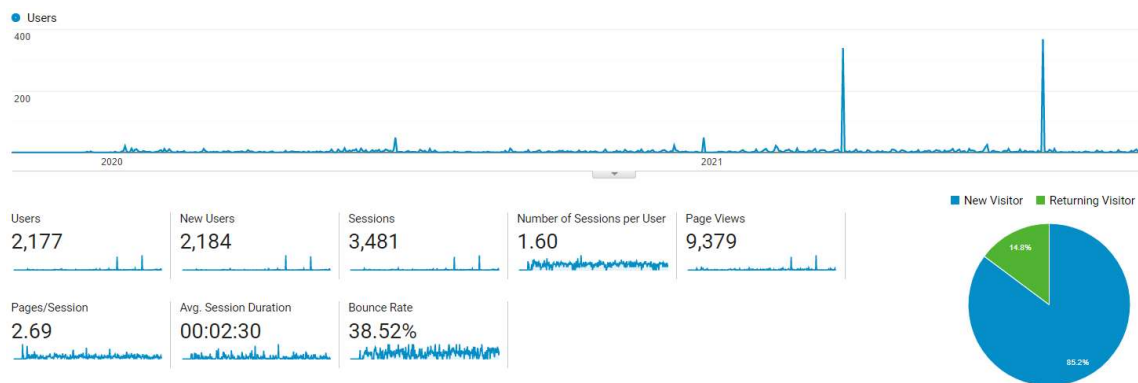


Figure 3: PLEDGER website analytics

About 85% of the users are first time visitors while almost 15% of the users return to the website to look for additional information.

3.1.3 Social Media

Social media serves as a valuable tool 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.

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*) as well as the analytics extracted related to the impact of the PLEDGER channels to its audiences:

3.1.3.1 Facebook

The project’s Facebook page [3] includes news and information about the project as well as its developments and activities performed to engage a wider audience, less specialized audience (general public). We also pursue to re-post interesting articles from other resources to enrich the page content and attract more followers.

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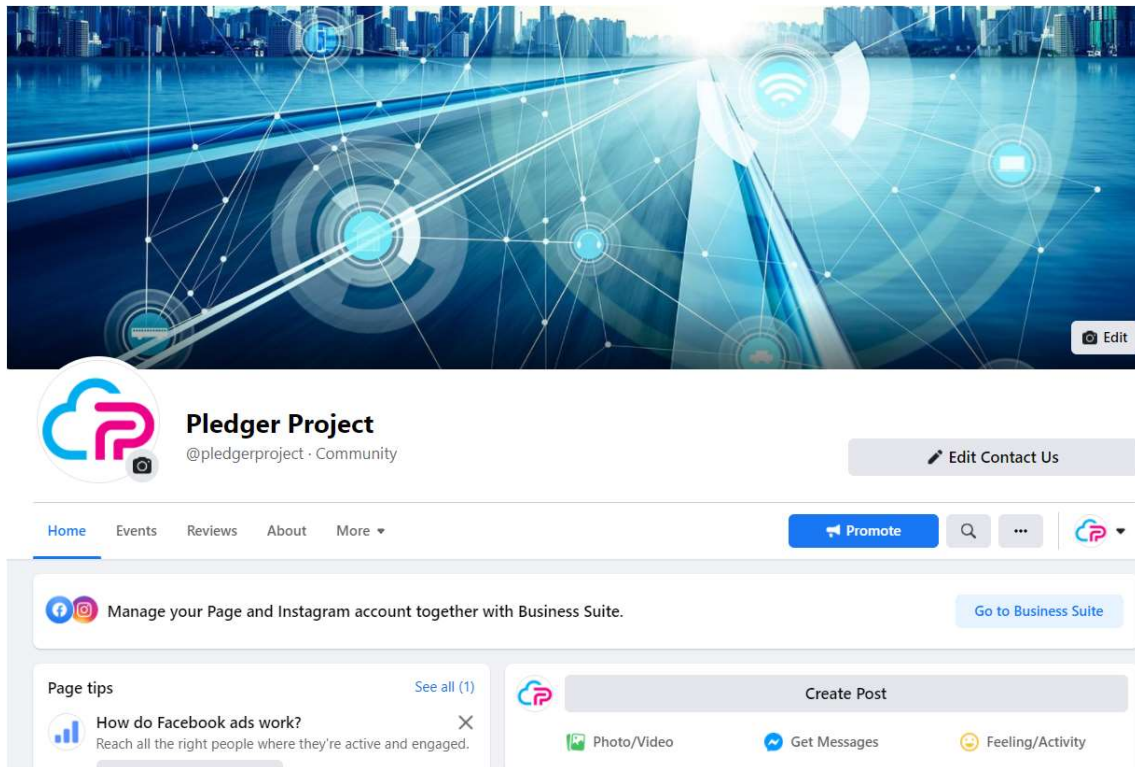


Figure 4: PLEDGER Facebook page

Up to now, the PLEDGER page has gained 131 followers and 71 posts have been shared with a total reach (number of people who have seen the posts) of 3,100.

The peaks of users' activity coincide with the achievements of the project and the publication of interesting posts (e.g., participation/organisation of events, publication of blog posts, newsletters, project material etc.). The metrics related to the total reach and the interaction with the users for an indicative period of nine (9) months are presented below:



Figure 5: Estimated number of people who saw the content of the Page

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Likes, comments and shares

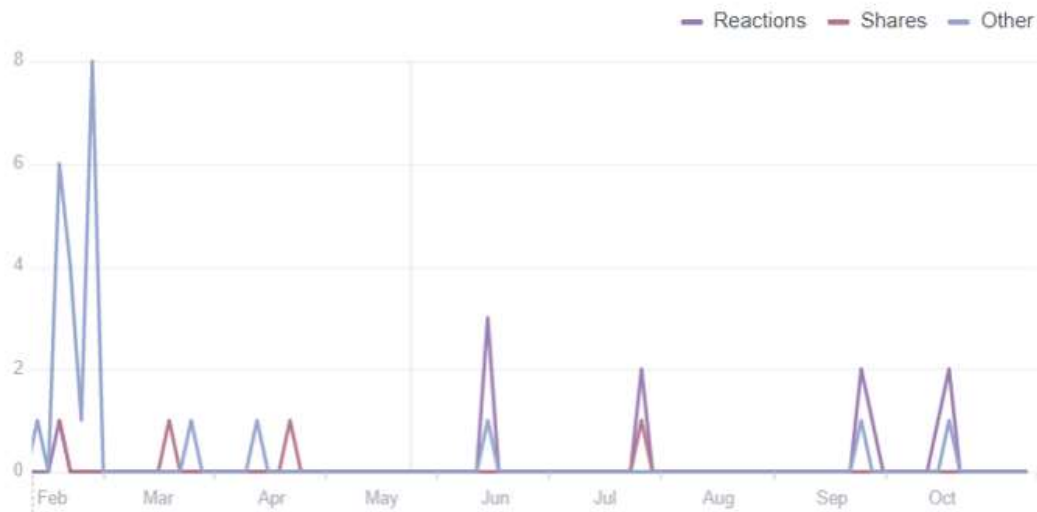


Figure 6: Facebook users in interaction with the PLEDGER page

3.1.3.2 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 account [4] is used for communicating the PLEDGER developments, news, events, articles and outcomes. Moreover, the account re-tweets interesting content related to its focused area of work from disparate sources. The main hashtags which are used are: #cloud, #edgecomputing #QualityofService, #blockchain, #cloudcomputing, #performance optimization, #manufacturing and #smartcities.

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Figure 7: PLEDGER Twitter account

Since the beginning of the project:

- ▶ PLEDGER has shared a total number of 216 tweets.
- ▶ The PLEDGER account has 356 followers, and it follows back 342 accounts.
- ▶ Many of the project's tweets have been shared and reached by large audiences.
- ▶ The total number of Twitter impressions (*the number of times a tweet has appeared on a timeline*) since the beginning of the project is 32,716.
- ▶ The PLEDGER account has been mentioned 91 times by other users.

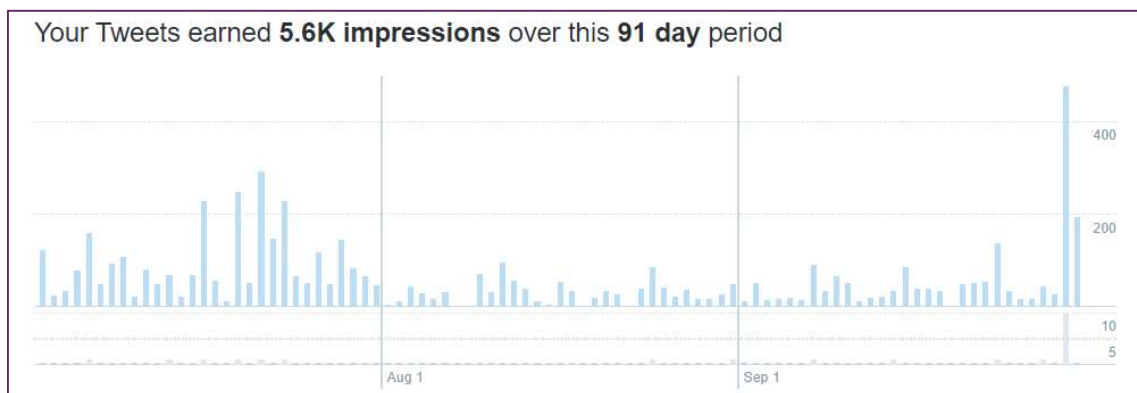


Figure 8: Twitter impressions - 3months period (maximum time allowed by Twitter to extract data)

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3.1.3.3 LinkedIn

PLEDGER maintains a LinkedIn profile [5] to connect with professionals and the research community and diffuse to them the main news and developments of the project.

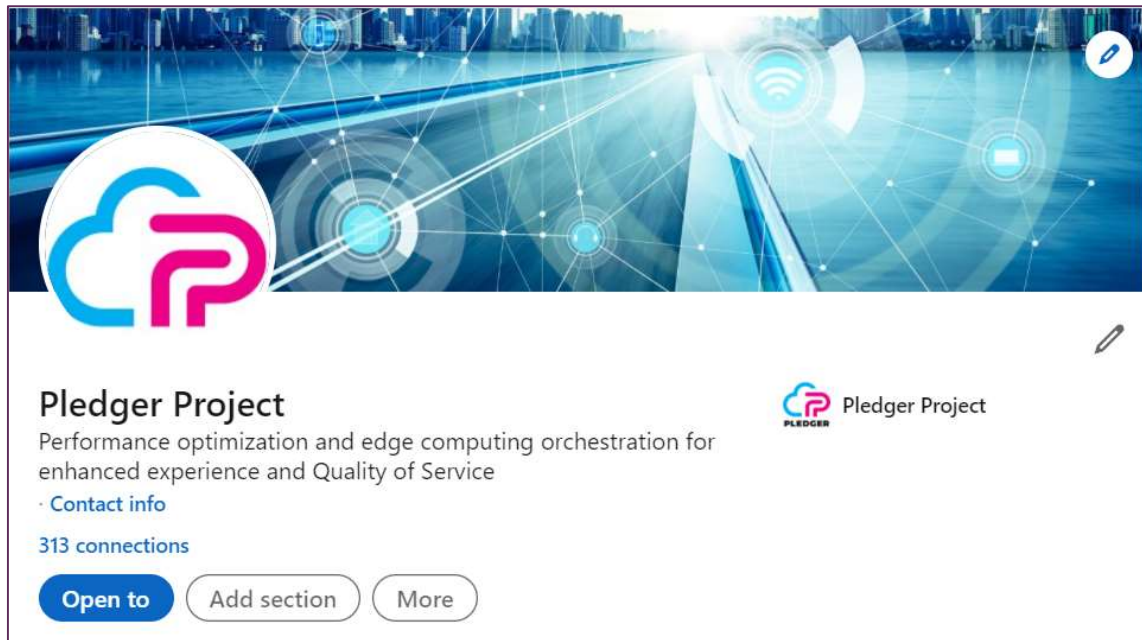


Figure 9: PLEDGER LinkedIn page

Since the account launch in December 2019, PLEDGER has:

- ▶ gained 313 followers consisting of experts and various stakeholders in the area (176 followers during the first year of the project)
- ▶ shared over 90 posts with interesting content around its work, the latest developments in the field and wider area of focus (25 posts during the first year of the project).
- ▶ Total post views reached 18,220 (5.653 during the first year of the project). LinkedIn counts a post view every time a post is presented in someone's home feed.

3.1.4 Newsletters

Newsletters are distributed on a regular basis (every six months) to inform the stakeholders of the project about its progress and findings. During the first 24 months of the project four (4) newsletters have been published in the project's website [6] and shared via the social media accounts of the project and the consortium's communication channels.

The first newsletter shared the project's concept, objectives and expected outcomes. The second, was a blog newsletter with six (6) 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 3rd newsletter included several blog posts written by the consortium and related to the work they perform for the project as well as a brief presentation of PLEDGER's reference architecture describing the three levels /groups of subsystems.

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Indicative topics of the blog posts included:

- ▶ Enabling secure distributed ledgers on the edge
- ▶ Manufacturing the data mining on the edge

The 4th newsletter shared five (5) new blog posts written by the consortium related to the progress of the project as well as the highlights of the technical workshop that PLEDGER co-organised with the H2020 EU funded project “Rainbow” [7] within the context of the project’s liaison activities and the consortium’s active participation to third party events.

Indicative topics of the blog posts included:

- ▶ Using Smart Contracts for SLAs in Edge and Cloud computing
- ▶ Bringing cloud-native vehicular safety applications to the road
- ▶ How efficient and stable edge computing enhances XR Streaming
- ▶ Kubernetes security from cloud to edge

The newsletters have been shared via the social media accounts of the project and were distributed by the project partners to their contacts. Two (2) additional issues are envisaged for the third year of the project (April and October 2022) which will focus on the results of the project and present the highlights from the events that the consortium will participate and/or co-organise in collaboration with experts from the industry and the research community. Project partners will provide information and evaluate the content prior to publication. All the Newsletter issues will be uploaded on the project’s public website and shared via the social media channels of the project.

3.1.5 Videos

A professional video has been produced during the second year of the to enhance the presence of the consortium in conferences and other type of events and improve the visibility of the project in social media. The video describes the project concept, objectives and expected outcomes and has been uploaded both in the YouTube channel [8] and the public website of the project (visible on the landing page) and shared via its communication channels. In addition, seventeen (17) technical videos have been shared and can be found in the YouTube channel of the project. Total number of views up to M24: 222

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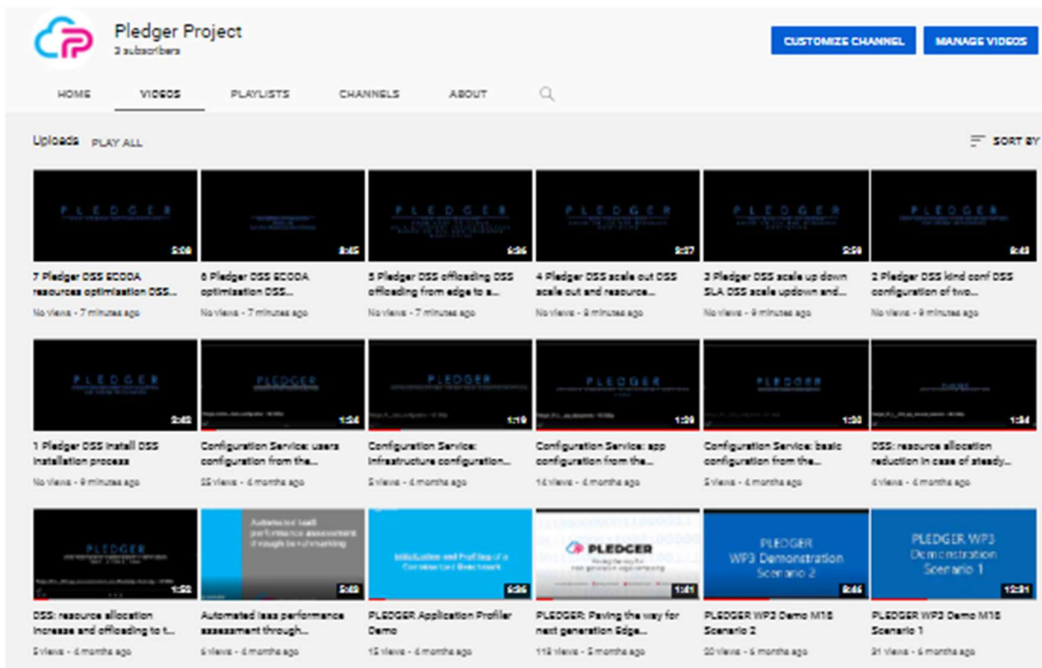


Figure 10: PLEDGER videos on YouTube

3.1.6 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.

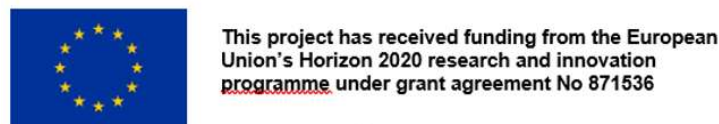


Figure 11: EU flag and message

3.2 Press-based Communication

3.2.1 Press Releases

Press releases help the consortium promote the project at national and pan-European level. Press releases are 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 CORDIS [9]. A second press release has been shared during the second year of the project to present the PLEDGER reference Architecture [10] According to the initial plan we expect to have one (1) additional press release focusing on the results of the project. Both press releases have been circulated by the partners to their business networks and shared via the social media channels of the project.

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3.2.2 Blog posts

During the second year of the project, 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 and the achievements of PLEDGER have been authored by the experts of our consortium. The blog posts have been published on the website of the project¹ and disseminated through its social media accounts and the consortium channels. The total number of blog posts up to M24 authored by the consortium is sixteen (16).

PLEDGER blog posts			
No	Title	Partner	Date of publication
1	The growing edge computing open-source landscape	ATOS	June 1 st , 2020
2	PLEDGER: Coupling blockchains with edge computing	ICCS/NTUA	July 13 th , 2020
3	PLEDGER: Leveraging the European industry (digital) transformation	ATOS	August 31 st , 2020
4	Enhancing citizen safety with edge computing in PLEDGER	i2CAT	September 11 th , 2020
5	Finding the best performance for your workloads on cloud and edge through benchmarking	ENG	September 18 th , 2020
6	How Edge Computing can be used for industrial Mixed Reality applications	HOLO	October 2 nd , 2020
7	Generating safer places for vulnerable road users	IMI	October 7 th , 2020
8	The value of Big data on the Edge	INTRA	November 9 th , 2020
9	Manufacturing the Data Mining on Edge	FILL	November 30 th , 2020
10	PLEDGER: Enabling secure distributed ledgers on the edge	FILL	December 15 th , 2020
11	New operational models for the cloud native age	INNOV	February 18 th 2021
12	Kubernetes Security from cloud to edge	ATOS	March 20 th , 2021
13	Smart Contracts for Service-Level Agreements in Edge-to-Cloud Computing	ENG	April 22 nd , 2021
14	Bringing cloud-native vehicular safety applications to the road	ICCS	May 14 th , 2021
15	How efficient and stable edge computing enhances XR Streaming	i2CAT	June 27 th , 2021
16	Edge infrastructure for smarter cities	HOLO	July 26 th , 2021

Table 5: PLEDGER blog posts [M1 – M24]

¹ <http://www.PLEDGER-project.eu/blog>

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4 Dissemination Activities

4.1 Events

4.1.1 Participation to public events

The expected impact from the participation of the consortium in these events will be to enhance the awareness of the project and present its results, to create synergies with other similar projects and initiatives and to strengthen links with its stakeholders. During the first two years of the project, since all physical events have been cancelled due to the COVID-19 pandemic (please see Section 4.1.3 related to COVID-19), the consortium attended sixteen (17) events (8 events during the second year of the project) which took place mainly 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
H-Cloud Summit 2020	25-26.11.2020	Online	Organisation of a workshop/Project presentation
H-Cloud tech community event	23.3.2021	Online	Project presentations
DevOps conference	23-24.3.2021	Online	Attendance/networking

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EVENT	DATE	LOCATION	ACTIVITIES
5G Virtual Expo	30.3.2021	Online	Attendance/Oral presentation
Industrial Data Science Meet-Up	21.10.2021	Linz, Austria	Project presentation
AWE USA 2021	9-11.11.2021	California, USA	Booth
Smart City expo World Congress	16-18.11.2021	Barcelona, Spain	Booth
International Conference on Industry 4.0 and Smart Manufacturing	17-19.11.2021	Paris, France	Project presentation
EBDVF 2021	29/11-03-12.2021	Ljubljana, Slovenia + Online	Booth and Project presentation In plan
ICICT 2022	21-24.2.2022	UK, London	In plan
JEC World Paris	8-10.3.2022	Paris, France	In plan
Computing Conference	14-15.7.2022	London, UK	In plan
International Conference on Advances in Information, Communication and Computing Technologies	11/2022	Paris, France	In plan

Table 6: List of events attended by the consortium

4.1.2 Events 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 summit [11] 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 H-CLOUD EU project [12] organized on 23 March 2021 a Technical Community Event for the European Cloud Scene. Participants included Cloud Computing projects funded under the European Union's Horizon 2020 Research and Innovation Programme as well as other stakeholders from the Cloud ecosystem. The event was joined by Cloud Computing practitioners, describing related results from EU-funded research and was attended by more than 40 participants. During the event, INTRA presented the PLEDGER approach for securing Cloud-Edge infrastructures and ENG presented the PLEDGER approach for optimizing QoE in Cloud-Edge infrastructures.

PLEDGER, within the context of its liaison activities, co-organized a technical community event in collaboration with the EU funded RAINBOW project [7] on September 29, 2021. The event was hosted and supported by the H-CLOUD project Representatives of both projects presented their work and technical outcomes and answered to all the attendees' questions. Topics discussed during the community event ranged from Cloud modelling and optimisation to edge computing, unikernels, DevOps practices, and green Cloud. During the workshop, PLEDGER presented its approach for solving current and future

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challenges in the field. The session has been attended by more than 35 participants from the industry and the research community.

In addition, 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) to raise awareness for the project, receive productive feedback during training activities and identify potential clients for the project. The first workshop entitled “Use Case FILL: Augmented Reality Engineering Powered by Edge Computing“ is scheduled for December 20th, 2021 and HOLO will present its AR Engineering Space based on Edge Computing as part of its use case with the machinery and plant engineering company FILL and the other two workshops are planned for the first quarter of 2022 and will be organized by i2CAT and FILL.

PLEDGER will organize a special session in ICICT 2022 entitled “Unleashing the potential of edge computing in Europe”. The workshop aims to bring together multidisciplinary researchers dealing with current challenges such as network connectivity or intelligent resource management among others to present how they are dealing with them. The targeted audience includes representatives from other EU research projects and any other researchers interested in related research challenges.

Furthermore, one (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 second quarter of 2022.

4.1.3 Impact of COVID-19

Due to COVID-19, all large and small-scale physical events and meetings have been postponed or cancelled. 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 4.1.1, 4.1.2 and 5.1) in order to communicate/disseminate the project effectively to the different stakeholders. 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.

4.2 Scientific publications

Up to this point, the research partners of the project have published one scientific paper and 2 additional papers have been submitted and accepted as per the list below. All partners will actively pursue opportunities to publish the PLEDGER results in high-quality international journals and conferences to achieve high visibility and raise attention around its respective outcomes. The Open Access approach will be followed.

Partners plan to submit 10 (ten) additional scientific papers and 3 (three) white papers during the 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 as presented in the list below.

Table 7: List of scientific publications

No	Partner	Mean/Title of publication	Date/Status
1	ICCS/INNOV	N. Kapsoulis, A. Psychas, A. Litke, T. Varvarigou. “Reinforcing SLA consensus through blockchain”. MDPI Journal: Computers Special Issue: Edge and Cloud Computing in IoT	September 2021 Accepted
2	ICCS	<i>Generic application profiling in containerized application (Journal paper)</i>	To be submitted within 2021
3	INNOV	Submission in the Computing Conference	To be submitted in July 2022
4	i2CAT	E. Carmona Cejudo, M. S. Siddiqui, “An Optimization Framework for Edge-to-Cloud Offloading of Kubernetes	December 2021 Accepted

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No	Partner	Mean/Title of publication	Date/Status
		<i>Pods in V2X Scenarios</i> IEEE Global Communications Conference (Globecom) workshops	
5	i2CAT + ENG	E. Carmona Cejudo, F. Iadanza, M. S. Siddiqui, <i>Offloading of Kubernetes Pods in Three-Tier V2X Networks</i> IEEE Wireless Communications and Networking Conference 2022	April 2022 Submitted
6	i2CAT + ENG	Tentative topic: <i>Offloading of Kubernetes pods under an energy consumption perspective</i> (Journal paper)	To be submitted in February 2022
7	ICCS	<i>Trust and Reputation models for IaaS assessment, based on SLA adherence in fog environments</i> International Conference on Multi-Access Edge Computing Technologies and Applications ICMAECTA	To be submitted in June 24-25, 2022
8	ATOS	Ana Juan Ferrer (Editor) White paper: <i>Federated Cloud Reference Architecture Position Paper</i>	Published on February 2021
9	INNOV/ATOS	Tentative topic: <i>Results about blockchain</i> (workshop, call for papers)	To be submitted within 2021-22
10	i2CAT	<u>White paper</u> about Multi-Cloud Identity and Access management (Future Cloud Cluster)	To be completed within 2021
11	ATOS	Lara López (Author) A Manifesto for Future Generation Heterogeneous Computing: Research Directions (Journal paper), in collaboration with the Heterogeneity Alliance members	To be submitted within 2021
12	ATOS	New book with the Heterogeneity Alliance about offloading over heterogeneous infrastructures. Topics and table of contents under discussion.	To be submitted within 2021-22
13	ATOS	ICT-15/ICT-40 projects position paper organized by H-CLOUD	To be completed within 2021-22
14	ATOS	Lara López (Main author) <i>Unleashing the European potential across the Continuum</i> (Ed. Springer – Cloud Computing Series) Peer-reviewed book. Idea presented and accepted. Ongoing contacts with the topic main editor. Each chapter will represent a continuum challenge and how it is/will be addressed. Other projects will be invited to contribute to the chapters.	To be completed within 2022
15	INNOV	<i>Decentralized monitoring on DLTs</i> International Conference on Advances in Information, Communication and Computing Technologies	To be submitted in November 2022

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4.3 Collaboration with other projects and initiatives

PLEDGER collaborates with several European projects and initiatives under the Cloud Computing topic. In this context, up to now, PLEDGER has developed clustering activities with six (6) H2020-funded projects, networks and initiatives. The collaboration involves cross dissemination activities, co-organisation of events, joint papers and cooperation in the actual field of work (exchange of knowledge). The next stage could examine common exploitation of results.

Table 8: PLEDGER liaisons with similar H2020 projects/initiatives

SYNERGIES WITH PROJECTS AND OTHER NETWORKS			
Project	URL	ACTIVITIES PERFORMED UP TO M24	PLAN FOR M25 – M36
	https://www.h-cloud.eu/	1) PLEDGER organised 1 workshop within the H-Cloud Summit (see Section 4.1.2) 2) Participation in a technical community event – two (2) project presentations by the Consortium (see Section 4.1.2)	Cross communication and dissemination activities (social media, representation in 3 rd party events, co-organisation of events, exchange of knowledge)
	https://rainbow-h2020.eu/	1) PLEDGER and Rainbow co-organized a workshop to discuss the latest advancements in the European Cloud R&I scene (see Section 4.1.2) 2) Cross communication activities: Ongoing collaboration 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, exchange of knowledge)
	https://euclusters.wordpress.com/future-cloud/	Collaboration with the Future Cloud Cluster* 1) PLEDGER contributed to the Research Roadmap Update (to be used as a reference for the new Horizon Europe Programme). 2) PLEDGER contributed to the design of a European federated cloud reference architecture, released as a position paper. 3) PLEDGER contributes to an ongoing white paper about multi-cloud identity and access management.	Participation in any other initiative for positioning the European research scientific arena in related topics (cloud, edge, continuum).

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SYNERGIES WITH PROJECTS AND OTHER NETWORKS			
Project	URL	ACTIVITIES PERFORMED UP TO M24	PLAN FOR M25 – M36
	http://heterogeneityalliance.eu/	1) Co-organize workshops 2) Joint publications (ongoing journal paper and book writing – see List of Publications).	Cross communication and dissemination activities (mainly publications, social media and co-organisation of events – like HiPEAC workshops with call for papers). Participation in WGs with edge related topics for updating the reference architecture for heterogeneous infrastructures.
	https://www.martel-innovate.com/ec-projects/hub4cloud/	1) Participation in workshops (including PLEDGER technical introduction and challenges identification) Cross dissemination activities 2) Participation in the proposed position paper (this activity has not started yet).	Cross communication and dissemination activities (done through the H-CLOUD channels).
	https://eosc-portal.eu/	1) Ongoing signature of a MoU with EOSC DIH, with the main objective of establishing a partnership for disseminating PLEDGER results to industry representatives (mainly SMEs).	Participation in the EOSC Marketplace with most prominent open-source results making them accessible to the European scientific ecosystem. Depending on the final TRL, possibility of establishing commercial agreements with the DIH members. Elaboration and distribution of one-pagers with most prominent results to be used by EOSC DIH as part of their portfolio offering.

*PLEDGER leads the Future Cloud Cluster [13] 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).

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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5 Monitoring and Evaluation

5.1 Key Performance Indicators (KPIs)

In order to measure the impact of the communication and dissemination activities, a set of key performance indicators has been defined. The table below addresses the key performance indicators (communication and dissemination items), it provides the status up to M24 based on the initial targets and the estimated target values by the end of the project.

TARGET GROUP	INDICATORS (activities)	M24	MIN TARGET (Project end)
General public (including industry and SMEs)	Project website	Completed	1
	Promotional material (brochures, poster, roll-up)	1 for each type of material + 1 digital flyer Completed	2
	Press Releases	2	3
	Articles/blog posts	16	20
	Newsletters	4	6 (2 per year)
	Videos	1 project video + 17 technical videos	2
	Video views	222	3,000
	Followers/connections in social networks	Twitter: 313 LinkedIn: 356 Facebook: 131	Twitter >500 LinkedIn >200 Facebook >130
	Number of deliverables' downloads	22	200
	Booth in exhibition	3	4
Research Community	Publications in international conferences	2 (1 accepted + 1 submitted)	8 (4 joint)
	Publications in international journals	1 accepted	>4 (following the project's outcomes)
	Co-organised international workshops	3	2
Standards and regulation bodies	Standardisation groups the project interacts with	2	>3
	Participation in EU commission's consultation and other worldwide regulatory in the field of interest	2	>3

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TARGET GROUP	INDICATORS (activities)	M24	MIN TARGET (Project end)
Industry & research community	Liaisons with other projects and initiatives	(6 : 5 collaborations with EU projects and leader of 1 cluster consisting of 35 EU cloud and edge projects)	6 collaborations - 13 joint activities
Use case stakeholders / community (including startups)	Number of training and community events coorganised (webinars, online workshops, etc.)	-	3, with 20-50 Participants (1 planned for December 2021 and 2 in the first 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	1 (November 2021)	>4

Table 9: Key Performance Indicators

5.2 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 since the beginning of the project and all partners report their activities and update their individual plans on a regular basis:

- ▶ Publications: This sheet collects the papers submitted by the partners to conferences and scientific journals.
- ▶ Events: A sheet collecting the public events that the partners 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 information related to the synergies of the project
- ▶ Social media rotation plan: A social media plan template has been created where all partners provide content based on their role on a rotating bases to share via the project's social media accounts.
- ▶ 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.

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6 Standardisation Activities (update)

The consortium partners have already undertaken activities towards standardization and updated their plans for further engagement during the next months. The following table gives an overview of the standardization related activities. The consortium has established a tracking and reporting mechanism for sharing and reporting the specific activities. Based on the initial established plans the consortium will undertake future activities in the targeted bodies and will provide an updated plan as part of the M26 project reporting.

No	Partner involved (and name of person)	Standardization body	Description of involvement / contribution	Type	Date
1	ICCS (Antonis Litke)	Alliance for Internet of Things Innovation (AIOTI)	Participation in regular meeting of the Working Group of the Distributed Ledger Technologies (WG DLT)	Meetings-telcos	November 2020
2	ICCS (Antonis Litke)	Alliance for Internet of Things Innovation (AIOTI)	Contribution to AIOTI WG DLT on the Open Energy Marketplaces evolution white paper, describing the Pledger project use cases.	Contribution to documents	February 2021
3	ICCS (Antonis Litke)	Alliance for Internet of Things Innovation (AIOTI)	Participation in two regular telcos of the WG Standardization on IoT Landscape maintenance.	Meetings-telcos	March 2021
4	IMI (Mariano Lamarca)	Spanish Association for Standardization (UNE)	Meeting with the Technical Committee on Smart Cities (CTN-178) in the Spanish Standardization body responsible for the publication of the National Standards (UNE). The goal was to present the project and to schedule regular meeting to keep updated about the project progress.	Meetings-telcos	May 2021
5	INTRA (Olga Segou)	BDVA	Participation in regular meetings/workshops to prepare feedback to the AI regulation	Participation to round of inputs to the AI regulation	May-July 2021
6	INNOV (Nikos Kapsoulis)	Hyperledger - The Linux Foundation	Participation in regular meeting of the Hyperledger Telecom Special Interest Group IOT Subgroup	Meetings-telcos	Jan 2020

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No	Partner involved (and name of person)	Standardization body	Description of involvement / contribution	Type	Date
7	INNOV (Nikos Kapsoulis)	Hyperledger - The Linux Foundation	Participation in regular meeting of the Hyperledger Telecom Special Interest Group	Meetings-telcos	May 2021
8	ICCS (Antonios Litke, Alexandros Psychas)	Alliance for Internet of Things Innovation (AIOTI)	Contribution to WG DLT "Edge Computing Standard Framework Concepts" report	Contribution to documents	May 2021
9	I2CAT (Estela Carmona)	ETSI OSM	Contributions to Open Source community (towards the end of the project)	Contribution to open source	October 2022
10	ENG (Francesco Iadanza)	Fiware foundation	Contributions to Open Source community (towards the end of the project)	Contribution to open source	October 2022

Table 10: Standardisation Activities

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7 Conclusions

The present deliverable is the second dissemination report, which presents the updated strategy and activities of the PLEDGER project to reach and engage its main dissemination target groups and the general public. During the second year of the project, the focus of the communication and dissemination strategy has been to 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 management, networking activities and targeted activities in collaboration with other similar EU funded projects and initiatives.

The present deliverable lists all the PLEDGER communication and dissemination activities performed up until November 30, 2021 (M24) via a detailed report on the progress towards the implementation of the project's initial communication and dissemination strategy and plan. The document has also provided the targeted activities to be performed during the third year of the project. Most of the communication and dissemination measurable targets have been achieved to a great extent, while for some other metrics such as the submission of scientific papers, the consortium will put extra effort until the end of the project to achieve its targets. Based on this report, it can be concluded that the strategy followed, and the set of activities performed during the respective period has been in line with the initial strategy set and planning.

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8 References

- [1] PLEDGER Architecture Flyer http://www.pledger-project.eu/PLEDGER%20flyer_final.pdf
- [2] PLEDGER Website <http://www.pledger-project.eu/>
- [3] PLEDGER Facebook page <https://www.facebook.com/pledgerproject>
- [4] PLEDGER Twitter account <https://twitter.com/PLEDGERproject>
- [5] PLEDGER LinkedIn account <https://www.linkedin.com/in/pledger-project/>
- [6] Newsletters <http://www.PLEDGER-project.eu/content/newsletter>
- [7] Website of the EU funded project “Rainbow” <https://rainbow-h2020.eu/>
- [8] PLEDGER YouTube channel https://www.youtube.com/watch?v=DfH5qHuA_ig&t=33s
- [9] PLEDGER 1st Press Release at CORDIS <https://cordis.europa.eu/article/id/415802-performance-optimization-and-edge-computing-orchestration-for-enhanced-experience-and-quality>
- [10] PLEDGER 2nd Press Release http://pledger-project.eu/Press%20Release_Pledger%20architecture.pdf
- [11] PLEDGER workshop as part of the H-CLOUD summit <https://www.h-cloud.eu/event/1st-horizon-cloud-summit-2020/>
- [12] H-Cloud EU funded project website <https://www.h-cloud.eu/projects/>
- [13] Future Cloud Cluster website <https://eucloudclusters.wordpress.com/future-cloud/>

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