



## D6.9 Dissemination and Communication - Plan and activities performed III

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## List of Acronyms

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Abbreviation / acronym	Description
#	Number
D6.1	Deliverable number 1 belongs to WP 6
DoA	Description of Action
EU	European Union
FB	Facebook
KPIs	Key Performance Indicators
Mx	Month
PU	Public
QoE	Quality of Experience
T6.1	Task number 1 belonging to WP 6
UC / UCs	Use Case / Use Cases

## Executive Summary

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This document presents the final version of the report on Pledger communication and dissemination activities of PLEDGER, and the final assessment of the project impact in terms of the communication of its main results to the public as well as the technical, commercial, scientific communities. The report discusses the visibility of the PLEDGER results and the key findings generated during the final year of the project. Activities focused on awareness raising, promotion and engagement activities that were carried out by the project.

The present deliverable also lists the PLEDGER communication and dissemination during the period of M25 to M36 (Dec 2021 to Nov 2022). A detailed report is provided on the progress towards the achievement of the main communication and dissemination goals originally presented in D6.1, as well as 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 herein summarized.

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# 1 Introduction

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## 1.1 Purpose and scope

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The present document 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 a comprehensive view of the type of content and messages that were disseminated, the target audience, the key areas of action and their targeted impact. The expected outcomes, assessment metrics and tools were previously defined in D6.1. The D6.1 strategy provides the framework within which all communication and dissemination activities will be carried out during the project.

The communication and dissemination plan was constantly evaluated and revised throughout the project, and the final evaluation of its impact based on selected KPIs was performed. This document details the PLEDGER communication and dissemination activities from the beginning of the project up to M36 (November 30, 2022). Indicative categories of such activities include:

- ▶ Communication and dissemination activities:
  - Digital activities (website-related and social media)
  - Event-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)

## 1.2 Document Structure

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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 performed as well as the impact for 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 M36.
- ▶ And finally, Section 6 provides a description of the main conclusions.
- ▶ The references of the document can be found in Section 7.
- ▶ Annexes refer to the activities performed by the consortium to engage external stakeholders

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## 2 Communication and Dissemination Strategy

### 2.1 Objectives and Goals

As presented both in the Description of the Action (DoA) and the deliverable D6.1 [1], the promotion of PLEDGER and its results will be an ongoing process throughout the project:

The main objectives are shown in the Table 1:

Table 1: Main communication/dissemination objectives

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.

**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** were executed during the second and third year of the project (months 13-36). The dissemination activities during this phase focused in attracting potential users & early adopters for the PLEDGER platform.

The main output disseminated consisted of the project's results and achievements. The project results were 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 dedicated effort to leverage the exploitation of the PLEDGER outcomes and promote the advantages of the PLEDGER platform to the targeted stakeholders.

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

PHASE	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).

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## 2.2 Target groups, Activities and Impact

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.

Table 3: Dissemination activities based on each target group.

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 findings 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) in the form of a marketplace

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 was 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 as well as the impact resulting from these activities are listed in the following table:

Table 4: Communication/dissemination activities, target groups and impact.

COMMUNICATION ACTIVITIES		
Activities and means	Target audience	Status of activities/impact
Project website	General Public	<p>The PLEDGER website is updated regularly by the dissemination leader in collaboration with all partners. Below some of the most important analytics:</p> <ul style="list-style-type: none"> <li>▶ Unique users: 4,378</li> <li>▶ Page views: 16,706</li> <li>▶ Sessions: 7,117</li> </ul> <p>Within 2022, <b>the traffic of the Pledger main website almost doubled</b>, compared to the previous measurements. This can be</p>

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COMMUNICATION ACTIVITIES		
Activities and means	Target audience	Status of activities/impact
		attributed to the new material (deliverables, blog posts, etc.) that was uploaded to the website, as the project finalized its activities and shared more information on its main innovations. (For more information see section 3.1.2)
Social media (FB, Twitter, LinkedIn)	General Public, Industry, Research community	<p><b>Facebook (FB):</b> PLEDGER page has gained 137 followers and 80 posts have been shared with a total reach (number of people who have seen the posts) &gt;3,300.</p> <p><b>TWITTER:</b> PLEDGER has shared a total number of 308 tweets. The PLEDGER account has 562 followers, (an increase from 491 followers on M24).</p> <ul style="list-style-type: none"> <li>▶ Many of the project’s tweets have been shared and reached by large audiences.</li> <li>▶ The total number of Twitter impressions (the number of times a tweet has appeared on a timeline) since the beginning of the project is 45,553 (+8,837 since M24).</li> <li>▶ The PLEDGER account has been mentioned 98 times by other users.</li> </ul> <p><b>LinkedIn:</b> PLEDGER has 347 (compared to 313 on M24) followers on LinkedIn and 128 posts have been shared with a total of &gt;20,000 views.</p>
Publication of press releases	General Public,	<ul style="list-style-type: none"> <li>▶ Press release #1: 730 views on social media</li> <li>▶ Press release #2: 818 views on social media</li> <li>▶ Press release #3: Prepared for end of November 2022</li> </ul> <p>Main types of audience: general, public, Software developers, Engineers, Project managers, Researchers</p>
Production of e-newsletters	General Public	<ul style="list-style-type: none"> <li>▶ 6 e-newsletters with more than 3K views on social media</li> </ul> <p>Main audience: general public, Software developers, Engineers, Project managers, Researchers</p>
Project (general technical) videos and	General Public	<ul style="list-style-type: none"> <li>▶ 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.</li> <li>▶ An additional video is being produced on M36 to wrap up the project activities.</li> <li>▶ In addition, 30 technical videos have been shared and can be found in the YouTube channel of the project.</li> </ul> <p>Total views on YouTube: More than 1,1K at the time of drafting this deliverable</p>
Non-scientific publications: blog posts, white papers etc.	General Public, Industry, Research community	<p>Each blog post has in average of 800-1000 views in social media and drives users to the project website increasing the traffic and thus website visibility.</p> <p>This activity was not planned in the DoA and our initial communication plans but it was agreed among the consortium</p>

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### COMMUNICATION ACTIVITIES

Activities and means	Target audience	Status of activities/impact
		<p>and has proved a very successful activity to share our progress in more detail, increase the views in social media and increase the traffic on the project website. Furthermore, blog posts enabled us to create more content on technical achievements and results.</p> <p>(for more information regarding blog posts and white papers please see the sections 3.2.2 and 4.2)</p>
Informative flyers, promotional material for events (brochures)	General Public	<ul style="list-style-type: none"> <li>▶ 2000 Standard brochures: Due to COVID-19 all physical meetings were cancelled during most of the project's lifetime, and we managed to distribute in total 700 brochures to public events such as conferences, exhibitions, summits, and other events through the consortium's networking activities.</li> <li>▶ One (1) digital flyer for the reference architecture of the project has been designed in addition to our initial plan included in DoA which gained over 1.100 views on social media.</li> </ul>

### DISSEMINATION ACTIVITIES

Activities and means	Target audience	Status of activities/impact
Third party events (conferences, exhibitions, workshops, webinars) that the consortium will attend in an active way (presentations, booths, networking activities)	General Public, Industry, Research community, Policy makers	<p>The consortium attended a total of 32 events which took place mainly virtually in the areas of Edge computing, Cloud computing, AI, open infrastructure and ICT Present objectives, as well as a few physical ones once travel resumed. PLEDGER has been engaged in a lot of networking activities and the consortium interacted with experts in the field and had the opportunity to present its results to potential future users and highlight the project benefits for industrial Use Cases (UCs). The consortium had also the chance to discuss different experiences of edge and cloud technologies with external stakeholders.</p> <p>During the last year of the project PLEDGER Was actively represented international conferences, EU conferences, panel discussions, Expos and community events (please see section 4.1.1), including a demo in IEEE International Conference on Communications (ICC) where attendees had the opportunity to discover PLEDGER's vision and architecture and learn about its three use cases.</p> <p>(For more information, please see section 4.1.1)</p>

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DISSEMINATION ACTIVITIES		
Activities and means	Target audience	Status of activities/impact
Events (workshops, webinars) organized by the consortium	Industry, Research community Policy makers	<ul style="list-style-type: none"> <li>▶ One (1) workshop focusing on the research challenges related to the quality of service for edge-to-Cloud continuum as part of the H-CLOUD summit. The workshop has been attended by 32 researchers.</li> <li>▶ The H-CLOUD EU project organized on 23 March 2021 a Technical Community Event for the European Cloud Scene. During the event, INTRA presented the PLEDGER approach for securing Cloud-Edge infrastructures and ENG presented the PLEDGER approach for optimizing the Quality of Experience (QoE) in Cloud-Edge infrastructures. The workshop has been attended by 40 people from the industry and research community.</li> <li>▶ PLEDGER, within the context of its liaison activities, co-organized a technical community event in collaboration with the EU funded RAINBOW project. The session has been attended by more than 35 participants from the industry and the research community.</li> <li>▶ 3 online webinars were organised targeting 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. The webinars have been attended by more than 70 experts from the industry and the audience were mainly: Engineering Leaders in the Manufacturing/Mechanical Engineering Industry, machine operators from the field of metal cutting technology, technologists, innovation departments, mobility service providers. During the discussion session, participants identified potential points of contact and agreed to stay in touch for future collaboration.</li> <li>▶ In the final year of the project, Pledger co-organised a panel discussion on next-generation cloud continuum, with projects RAINBOW and MORPHEMIC, taking place on November 23<sup>rd</sup>, 2022 during the Big Data Value Forum 2022.</li> </ul> <p>(For more information, please see section 4.1.2)</p>
Scientific publications in high ranked international journals and conferences	Research community	<p>The consortium has submitted 5 scientific papers all of which have been accepted, two additional ones are expected to be submitted on M36.</p> <p>(Please see section 4.2)</p>

DISSEMINATION ACTIVITIES		
Activities and means	Target audience	Status of activities/impact
Joint activities with other similar projects and initiatives	General public, Industry and Research community	<p>The collaboration involves cross dissemination activities, co-organisation of events, joint papers and cooperation in the actual field of work (exchange of knowledge).</p> <p>(For detailed information regarding the joint activities with other projects and initiatives, please see Section 4.3-Synergies and Section 4.2-White papers etc.)</p>
PLEDGER open code repository and documentation	Open-Source communities, Developers, Entrepreneurs	<p>The project has a public and a private source code repository. Private source code repository is used for internal software development and for components that are not ready to be published in the public source code repository. The public source code repository is available to all stakeholders and can be found at <a href="https://gitlab.com/pledger/public">https://gitlab.com/pledger/public</a>. The link can be also found in the project website <a href="http://www.pledger-project.eu/content/pledger-open-source-repository">http://www.pledger-project.eu/content/pledger-open-source-repository</a>.</p> <p>An additional page was created in the project website detailing the most important technical assets in a Catalogue/Marketplace concept. The page links directly to the project GitLab as well, to improve discoverability.</p>

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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 2<sup>nd</sup> 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].

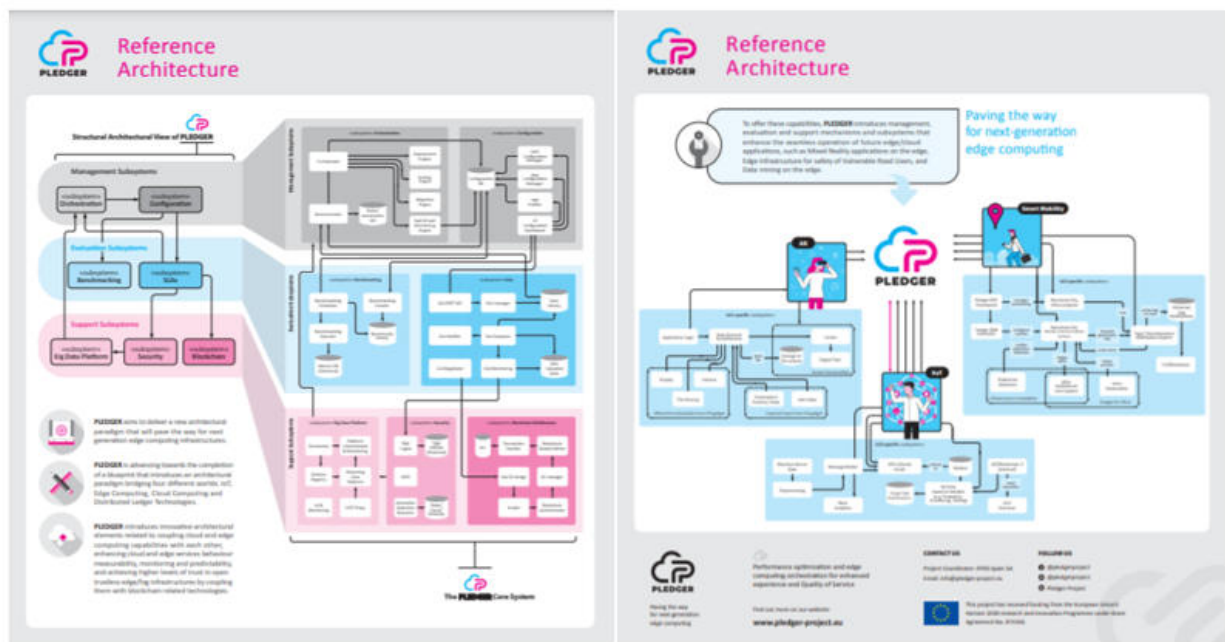


Figure 1: PLEDGER reference Architecture Flyer.

#### 3.1.2 Project Website updates

The website [3] 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.

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. Since M24, the website structure was not much changed, and the consortium focused on populating the website with updated material (such as deliverables, new blog posts, newsletters/press releases etc.). A page addition was performed, to include in the main landing page a catalogue, as a sort of “marketplace”. This page contained information of the main Pledger assets, including links to relevant deliverables, documentation, code etc.

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

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the project. The content of the website was 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 M36:

- ▶ Number of unique visitors (the number of distinct individuals visiting a page or multiple pages on a website): 4,378
- ▶ Number of sessions (the period of time that a user is actively engaged with the website): 7,117
- ▶ Page views (the total number of pages viewed) : 16,706
- ▶ Average session duration (how long users spend interacting with the website) : 00:01:59 min

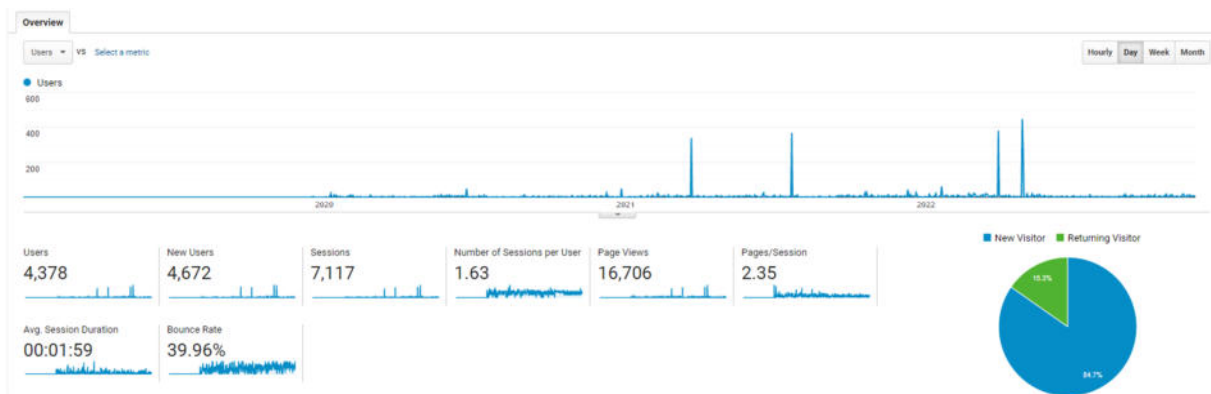


Figure 2: PLEDGER website analytics.

About 85% of the users are first time visitors while almost 15% of the users return to the website to look for additional information. This can be correlated to the number of new followers from social media, who took an interest in the technical material provided in our website. Concerning the geographical dispersion of visitors, Pledger’s reach has been global (Figure 3, Figure 4).

Country	Users	% Users
1.  Spain	510	11.52%
2.  United States	453	10.23%
3.  Greece	337	7.61%
4.  France	294	6.64%
5.  Austria	290	6.55%
6.  Italy	232	5.24%
7.  Germany	199	4.50%
8.  Netherlands	161	3.64%
9.  United Kingdom	157	3.55%
10.  Finland	156	3.52%

Figure 3 Top 10 countries by # of unique visitors.

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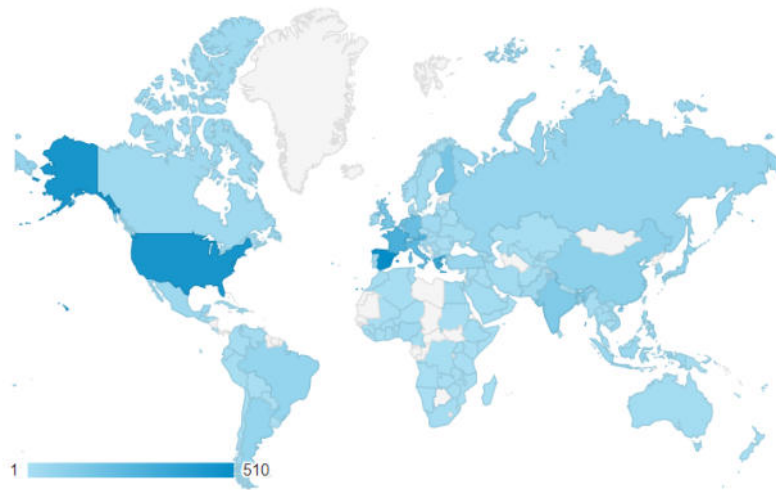


Figure 4 Geographical dispersal of unique website visitors (during website lifetime).

### 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.

In general, it was observed that social media posts on Twitter, YouTube, Facebook were more well-received when they were discussing technical innovation and demos, whereas business-related posts did better on LinkedIn. Overall, the use of Twitter, YouTube and regular updates to our website were the most effective means of communication, and the ones that generated the most interaction with our content.

A brief overview of the Social Media channels created for PLEDGER is presented in the following sections (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 [4] 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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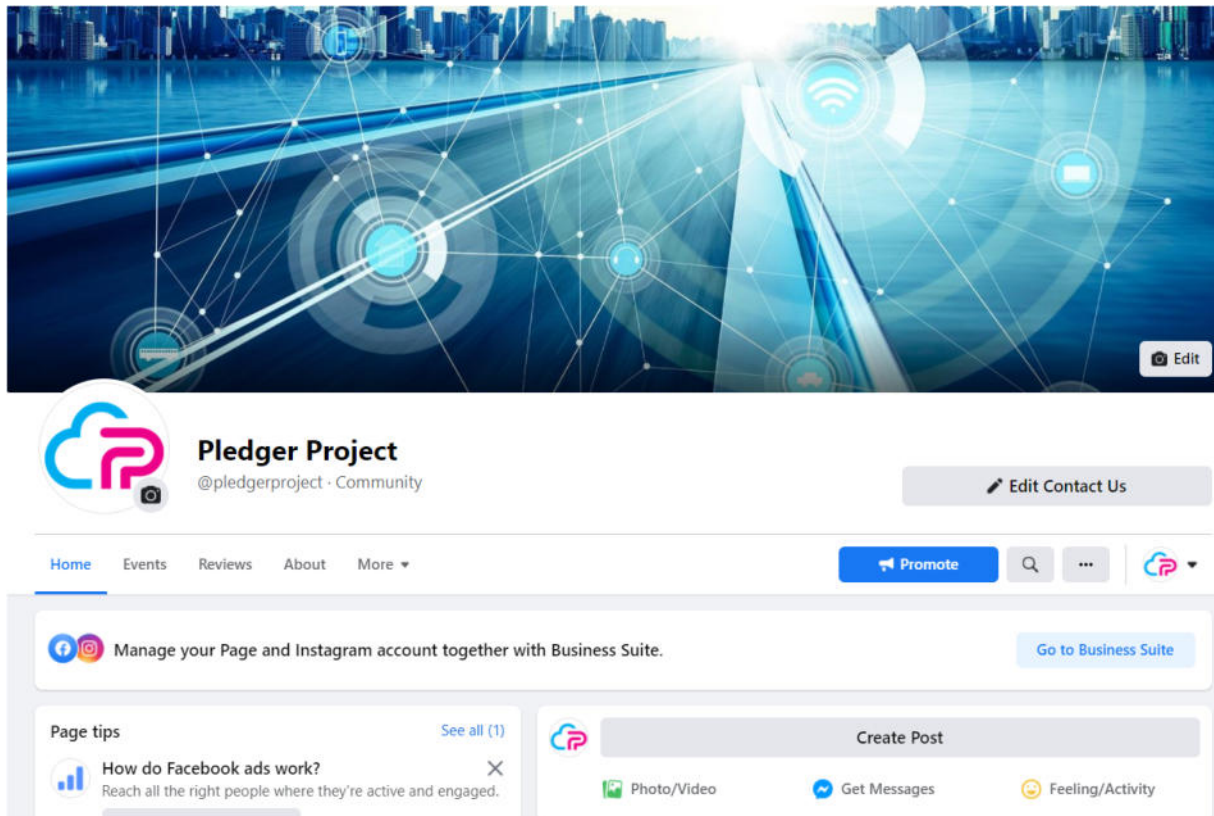


Figure 5: PLEDGER Facebook page

Up to now, the PLEDGER page has gained 137 followers and 80 posts have been shared with a total reach (number of people who have seen the posts) of 3,410 (310 during the last year).

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 the last one year are presented below:



Figure 6: Estimated number of people who saw the content of the Page (Jan 2022-Nov 2022).

### 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 [5] 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, including sister projects under Horizon 2020 and Horizon Europe. The main hashtags which are used

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are: #cloud, #edgecomputing #QualityofService, #blockchain, #cloudcomputing, #performance optimization, #manufacturing and #smartcities.



Figure 7: PLEDGER Twitter account.

Since the beginning of the project:

- ▶ PLEDGER has shared a total number of 351 tweets.
- ▶ The PLEDGER account has 562 followers, and it follows back 491 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 45,553 (+8,837 since M24).



Figure 8 Top mentions in M36.

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Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Pledger</b> @Pledgerproject · Oct 13 Skupper to enable Kubernetes multi-cluster orchestration <a href="#">skupper.io</a> - possible usage to support distributed microservices on multiple clusters. <a href="#">View Tweet activity</a>			73	5	6.8%
	<b>Pledger</b> @Pledgerproject · Sep 6 View our demo for the Energy Aware Enhanced Congestion Detection and Avoidance (EA ECODA) optimisation on YouTube! ECODA achieves a trade-off between performance and computational complexity, and therefore it can help achieve strict latency requirements. <a href="#">youtube.com/watch?v=VSCBOR...</a> <a href="#">View Tweet activity</a>			63	7	11.1%
	<b>Pledger</b> @Pledgerproject · Oct 13 Node feature auto-discovery to enable automatic configuration of Kubernetes nodes <a href="#">github.com/kubernetes-sig...</a> - already used by the Pledger DSS to extract relevant features from the Kubernetes nodes! <a href="#">View Tweet activity</a>			31	4	12.9%
	<b>Pledger</b> @Pledgerproject · Oct 13 Kepler to enable energy consumption monitoring on Kubernetes clusters <a href="#">github.com/sustainable-co...</a> - possible usage as additional metric to be used by the Pledger DSS. <a href="#">View Tweet activity</a>			29	3	10.3%
	<b>Pledger</b> @Pledgerproject · Oct 12 View our new demo on 5G slice deployment, available on YouTube! <a href="#">youtube.com/watch?v=b_wJR...</a> <a href="#">View Tweet activity</a>			16	2	12.5%

Figure 9 Top tweets (M33-M36).

Top tweets offering most engagement were technical tweets and demos (Figure 9).

The twitter audience responded more to social media content offering more insight into Pledger innovations and related technologies. Pledger considers that twitter was an effective gateway to draw more attention to our technical innovation, by linking to our blog posts, demo videos, related news and repositories. With respect to mentions, there have been more than 100 mentions of the project by our followers. Most mentions revolved around common project activities, workshop organisation etc. External collaborations with other projects increased our mentions.

### 3.1.3.3 LinkedIn

PLEDGER maintains a LinkedIn profile [6] to connect with professionals and the research community and diffuse to them the main news and developments of the project.

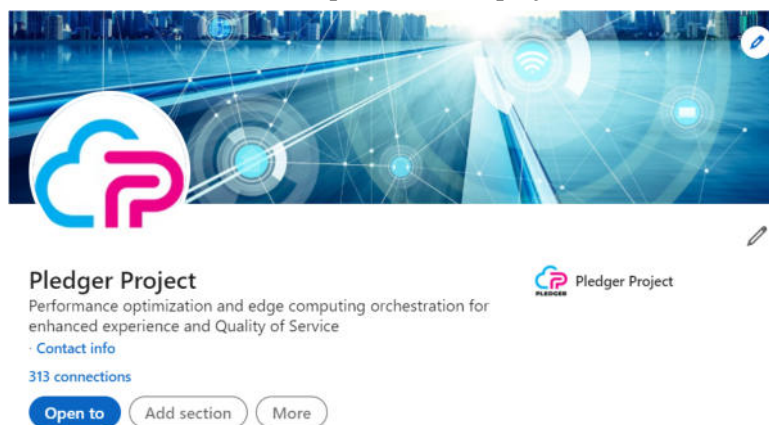


Figure 10: PLEDGER LinkedIn page.

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Since the account launch in December 2019, PLEDGER has:

- ▶ 347 followers and 337 connections, consisting of experts and various stakeholders in the area ,
- ▶ shared over 120 posts with interesting content around its work, the latest developments in the field and wider area of focus.
- ▶ Total impressions reached 23,046 (4,826 during the last year of the project). LinkedIn counts an impression every time a post is presented in someone's home feed.

Event participation and use case-related posts gathered the most attention, which can be attributed to the type of professional audience targeted within LinkedIn. Liaison activities with other projects were heavily promoted in LinkedIn as well.

### 3.1.4 e-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 36 months of the project, six (6) newsletters have been published in the project's website [7] 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 3<sup>rd</sup> 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.

Indicative topics of the blog posts included:

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

The 4<sup>th</sup> 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" [8] 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 fifth and sixth newsletter (Issue #5, April 2022 & Issue #6, November 2022, drafted during the time of editing this document) focused on the newest blog posts and demos from 2022 (see section 3.2.2 below), as well as the promotion of the project in important events. The newsletters have been shared via the social media accounts of the project and were distributed by the project partners to their contacts. All the Newsletter issues were be uploaded on the project's public website and shared via the social media channels of the project, gathering thousands of views. Main types of audience interacting with the newsletter were Software Developers, Engineers, Project Managers, Researchers.

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### 3.1.5 Videos & Demos

A number of Pledger videos were produced during the project lifetime, to enhance Pledger’s digital presence, both in social media and during events and conferences. Videos were all released publicly in the project’s YouTube channel [9] and garnered >1,100 views. The following videos were produced:

- ▶ Two (2) professional videos: The Pledger teaser (Y2) provided information on the project concept, objectives and expected outcomes and was visible on the website landing page. A final project video (Y3) has been also provided in order to show, in a comprehensive manner for non-technical audience, the major achievements of PLEDGER and how it can be used to automate application deployment and execution.
- ▶ Thirty (32) technical demo videos: These provide insight on the use of Pledger components, on the process of integration of different services, and are intended for technical/research audiences. The videos showcased not only Core components, but also important Use Cases. Technical demos were often accompanied by a blog post providing more information and were shared through the project’s social media.
- ▶ One (1) webinar: A live webinar on “Augmented Reality Engineering Powered by Edge Computing” was recorded and published to our main website.

#### Channel content



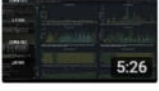
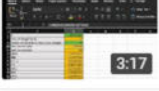


Videos		Live		
Filter				
<input type="checkbox"/> Video		Visibility	Restrictions	Date ↓
<input type="checkbox"/>	 <b>5g slice deployment</b> This brief video demo explains how 5G slices are deployed in Pledger.	Public	None	Sep 23, 2022 Published
<input type="checkbox"/>	 <b>Demo V2X Slicing</b> This video demo illustrates the use of Vehicle-to-Everything slices in Pledger	Public	None	Sep 23, 2022 Published
<input type="checkbox"/>	 <b>Pledger RAN Metrics and isolation</b> This demo video illustrates the collection of RAN metrics from the RAN Controller and isolation...	Public	None	Sep 23, 2022 Published
<input type="checkbox"/>	 <b>Pledger DSS #13 EA ECODA optimisation</b> Demo of the Pledger Energy Aware Enhanced Congestion Detection and Avoidance (EA ECODA...	Public	None	Sep 6, 2022 Published
<input type="checkbox"/>	 <b>Trust and Reputation Engine demo</b> Demonstration of the basic functionalities of the Trust and Reputation subsystem.	Public	None	Jul 22, 2022 Published
<input type="checkbox"/>	 <b>Pledger CVE/CIS data aggregator demo</b> This video illustrates the basic functionality of the	Public	None	Jun 27, 2022 Published

Figure 11: PLEDGER videos on YouTube. More than 30 videos were created for the project.

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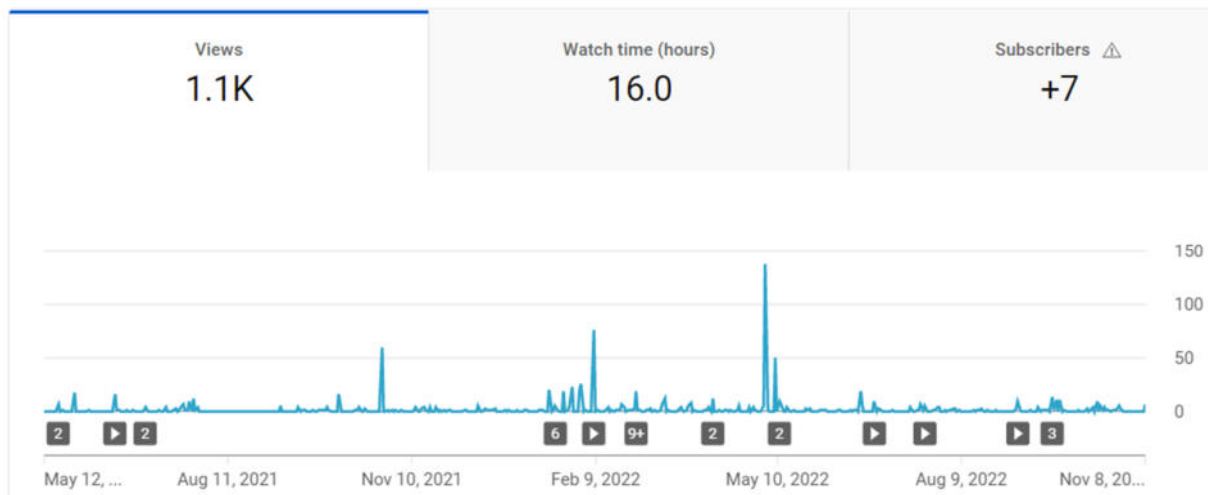


Figure 12: PLEDGER videos views on YouTube (>1,1K views, measured Nov 11<sup>th</sup>, 2022, M36).

### 3.1.6 EU Emblem

Based on the EU guidelines, all European projects 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.

## 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 [10]. A second press release has been shared during the second year of the project to present the PLEDGER reference Architecture [11] All press releases have been circulated by the partners to their business networks and shared via the social media channels of the project. A final press release was prepared in order to promote the final event of the project and the final results of the project.

The total number of views of our press releases far exceeded 1,500 views. The third press release is being drafted and will be circulated within November 2022, focusing on promoting the final event, and will be shared in different media to gather the attention of a variety of stakeholders.

**Main audience:** Software developers, Engineers, Project managers, Researchers, other EU research projects.

### 3.2.2 Blog posts

During the project lifetime, **28 blog posts** were made, 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

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on the website of the project<sup>1</sup> and disseminated through its social media accounts and the consortium channels. The content was technical, though simplified and explanatory.

It was observed that social media posts regarding our blog posts generated more interactions (likes, impressions etc.). It is considered that the blog posts were highly valued by our audience and succeeded in getting the message across on our innovations and technical achievements.

**Table 5: PLEDGER blog posts per year.**

PLEDGER blog posts			
No	Title	Partner	Year of publication
1	The growing edge computing open-source landscape	ATOS	2020
2	PLEDGER: Coupling blockchains with edge computing	ICCS/NTUA	
3	PLEDGER: Leveraging the European industry (digital) transformation	ATOS	
4	Enhancing citizen safety with edge computing in PLEDGER	i2CAT	
5	Finding the best performance for your workloads on clous and edge through benchmarking	ENG	
6	How Edge Computing can be used for industrial Mixed Reality applications	HOLO	
7	Generating safer places for vulnerable road users	IMI	
8	The value of Big data on the Edge	INTRA	
9	Manufacturing the Data Mining on Edge	FILL	
10	PLEDGER: Enabling secure distributed ledgers on the edge	FILL	
11	New operational models for the cloud native age	INNOV	2021
12	Kubernetes Security from cloud to edge	ATOS	
13	Smart Contracts for Service-Level Agreements in Edge-to-Cloud Computing	ENG	
14	Bringing cloud-native vehicular safety applications to the road	ICCS	
15	How efficient and stable edge computing enhances XR Streaming	i2CAT	
16	Edge infrastructure for smarter cities	HOLO	
17	Edge or Cloud? Coupling the benefits of both computing concepts for Data Science	FILL	
18	SLA Self-Assessment with Blockchain Technologies	INNOV	
19	Dynamic Migration of Microservices between Cloud and Edge	ATOS	2022
20	Smart Scheduling to optimise resources and latency on Far Edge, Edge and Cloud	ENG	
21	Using Pledger to enable safe micromobility scenarios for Smart Cities	I2CAT	
22	The Pledger Virtualised Security Services Architecture	INTRA	
23	Understanding Application Resources Requirements through Profiling	ICCS	

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

PLEDGER blog posts			
No	Title	Partner	Year of publication
24	Smart scheduling to optimise resources and latency on Cloud-Edge and Energy on Edge Nodes	ENG/I2CAT	
25	Enabling confidential data access for Trusted users in Permissioned Blockchain networks through Wallets	INNOV	
26	Network Slice Deployment and Configuration in Pledger	I2CAT	
27	Data Privacy in Mobility Edge Computing	IMI	
28	Machine Learning on Cyber Security Threats	INTRA	

An additional blog post, not initially contemplated, will be also published along November focusing on project major achievements.

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## 4 Dissemination Activities

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### 4.1 Events

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#### 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 thirty-two (32) events in total from the start of the project (14 during M25-M36), which took place mainly virtually in the areas of Edge computing, Cloud computing, AI, open infrastructure and ICT. (See related Annex A).

#### 4.1.2 Events organized by the consortium

##### 4.1.2.1 H-CLOUD Summit

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 [12] 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.

##### 4.1.2.2 H-CLOUD Technical Community Event

The H-CLOUD EU project [13] 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.

##### 4.1.2.3 RAINBOW-Pledger technical community event

PLEDGER, within the context of its liaison activities, co-organized a technical community event in collaboration with the EU funded RAINBOW project [8] 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 challenges in the field. The session has been attended by more than 35 participants from the industry and the research community.

##### 4.1.2.4 Online Webinars

In addition, the consortium organised three (3) online webinars 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 and identify potential clients for the project. The first webinar entitled "Use Case FILL: Augmented Reality Engineering Powered by Edge Computing" [15] took place on December 21st, 2021 and HOLO presented the PLEDGER Workspace based on Edge Computing as part of its use case with the machinery and plant engineering company FILL. The webinar

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has been attended by 17 participants (Engineering Leaders in the Manufacturing/Mechanical Engineering Industry).

The second workshop took place on March 17<sup>th</sup>, 2022 under the topic “CYBERNETICS ANALYZE - how edge computing improves your production system” [16] and the consortium partner Fill presented its digital solution to enhance the performance and efficiency of machines and how edge computing and PLEDGER improves the solution. The webinar has been attended by 24 machine operators from the field of metal cutting technology.

The 3<sup>rd</sup> workshop has been organized by IMI and i2CAT and took place on May 19<sup>th</sup>, 2022 under the topic “Technology innovation for a safer micro-mobility” [17]. In this workshop i2CAT and IMI presented the PLEDGER use case 2 which aims to enhance the safety of vulnerable road users (VRUs), by providing a timely detection of risky situations and warning the VRUs about said situations. The webinar included the presence of external experts that shared their experiences and discussed how they could benefit from PLEDGER’s platform. The webinar has been attended by 30 people from the technology sector, innovation departments and mobility service providers.

#### 4.1.2.5 European Big Data Value Forum 2022

Furthermore, an additional panel discussion was co-organised with projects RAINBOW and MORPHEMIC during the [European Big Data Value Forum 2022](#), which took place in November 21-23, 2022, in Prague, Czech Republic and sponsored by INTRA. The three projects joint forces and held a discussion on “Next-generation platforms for Europe’s Cloud Continuum” featuring the cloud continuum as a strategic enabler of digital capabilities in the post-pandemic era. The session discussed how the three projects propose to boost data-driven digital transformation in the EU and how to strengthen Europe’s competitiveness and sovereignty on Cloud Continuum platforms, based on the learnings from our platform deployments and our distinctive use cases.

#### 4.1.2.6 Project final event (online)

The project final event aims to showcase the project achievements and demos and is scheduled to take place on December 19<sup>th</sup> with the participation of the project partners. This activity was not initially contemplated neither in the DoA, nor in the project plan. However, the consortium considers it as a relevant initiative to attract external stakeholders showing them not only the final results or how to use it, but also the benefits that they can brought to their business as highlighted by the project use cases. Valuable input will be requested by the attendees, in order to assess the usefulness and innovation of Pledger solutions.

#### 4.1.3 Impact of COVID-19

Due to COVID-19, all large and small-scale physical events and meetings were postponed or cancelled during the first two years of the project lifecycle. 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 took place such as: organization of online workshops, extra blog posts, extensive use of social media and online platforms. In Y3, partners participated in physical events as well, as lockdowns were lifted in many countries and travel resumed.

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## 4.2 Scientific publications

Up to this point, the research partners of the project has published 5 scientific papers, 2 are planned to be submitted in M36, and multiple other white papers and book chapters were published 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.

Table 6: List of scientific publications.

No	Partner	Mean/Title of publication	Date/Status
1	ICCS/INNOV	Kapsoulis, N.; Psychas, A.; Litke, A.; Varvarigou, T. Reinforcing SLA Consensus on Blockchain. Computers 2021, 10, 159. <a href="https://doi.org/10.3390/computers10120159">https://doi.org/10.3390/computers10120159</a>	November 2021 Published
2	ICCS/INNOV	Psychas, A., Dadamis P., Kapsoulis, N., Litke, A., Varvarigou, T. Containerised application profiling and classification using benchmarks. Applied Sciences 2022.	November 2022 Accepted
4	i2CAT	E. Carmona Cejudo, M. S. Siddiqui, “An Optimization Framework for Edge-to-Cloud Offloading of Kubernetes Pods in V2X Scenarios” IEEE Global Communications Conference (Globecom) workshops	December 2021 Accepted
5	i2CAT + ENG	E. Carmona Cejudo, F. Iadanza, M. S. Siddiqui, Offloading of Kubernetes Pods in Three-Tier V2X Networks IEEE Wireless Communications and Networking Conference 2022	April 2022 Accepted
6	i2CAT + ENG	“Demo: A Decision Support System for Task Offloading Optimization in Cloud-to-Far-Edge Kubernetes Networks” IEEE International Conference on Communications (ICC) 2022	March 2022 Accepted
7	i2CAT + ENG	Energy-aware Offloading of Kubernetes Pods in V2X Networks IEEE Transactions on Vehicular Technology	To be submitted in November 2022
8	ATOS	Ana Juan Ferrer (Editor) White paper: Federated Cloud Reference Architecture Position Paper	Published on February 2021
9	i2CAT	<u>White paper</u> about Multi-Cloud Identity and Access management (Future Cloud Cluster)	This document was shared with the European Commission so it can be used as a reference for the Horizon Europe work programme
10	ATOS	Lara López (Author) A Manifesto for Future Generation Heterogeneous Computing: Research Directions (Journal paper), in collaboration with the Heterogeneity Alliance members	As the Heterogeneity Alliance temporarily

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No	Partner	Mean/Title of publication	Date/Status
11	ATOS	New book with the Heterogeneity Alliance about offloading over heterogeneous infrastructures. Topics and table of contents under discussion.	stopped activities due to an internal restructuring, the initial content will be further included in the book thought for 2023, where participants are invited to contribute.
12	ATOS	ICT-15/ICT-40 projects position paper organized by H-CLOUD	Published in November 2022
13	ATOS	Lara López (Main author) Unleashing the European potential across the Continuum (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 are invited to contribute to the chapters.	To be completed within 2023, acknowledging PLEDGER initial contributions
15	ATOS	PLEDGER White paper Non-technical introduction to PLEDGER, highlighting its main innovations and benefits.	To be published in 2022
15	INNOV/ICCS	Whitepaper about self-assessing SLAs (Hyperledger Foundation)	Completed, to be published within January 2023
16	All technical partners	PLEDGER Handbook. Simple and easy-to-use manual for adopting PLEDGER technologies.	To be published in 2022

By the time this document was delivered, some publications were still pending of publication/submission. Thus, this table will be further updated in the last Periodic Report.

### 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.

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Table 7: PLEDGER liaisons with similar H2020 projects/initiatives

Project	URL	Activities performed up to M36
	<a href="https://www.h-cloud.eu/">https://www.h-cloud.eu/</a>	<p>1) PLEDGER organised 1 workshop within the H-Cloud Summit (see Section 4.1.2)</p> <p>2) Participation in a technical community event – two (2) project presentations by the Consortium (see Section 4.1.2)</p> <p>3) Cross communication and dissemination activities (social media, representation in 3<sup>rd</sup> party events, co-organisation of events, exchange of knowledge)</p>
	<a href="https://rainbow-h2020.eu/">https://rainbow-h2020.eu/</a>	<p>1) PLEDGER and Rainbow co-organized a workshop to discuss the latest advancements in the European Cloud R&amp;I scene (see Section 4.1.2)</p> <p>2) Cross communication activities: Ongoing collaboration in social media targeting: to build a community of stakeholders and drive traffic to the project websites</p> <p>3) We co-organised and co-sponsored a panel discussion with RAINBOW and project MORPHEMIC during the Big Data Value Forum 2022, in Prague, the Czech Republic.</p> <p>4) Synergies in cross communication and dissemination activities (such as social media)</p>

Project	URL	Activities performed up to M36
	<a href="https://eucloudclusters.wordpress.com/future-cloud/">https://eucloudclusters.wordpress.com/future-cloud/</a>	<p>Collaboration with the Future Cloud Cluster*</p> <ol style="list-style-type: none"> <li>1) PLEDGER contributed to the Research Roadmap Update (to be used as a reference for the new Horizon Europe Programme)</li> <li>2) PLEDGER contributed to the design of a European federated cloud reference architecture, released as a position paper.</li> <li>3) PLEDGER contributes to an ongoing white paper about multi-cloud identity and access management.</li> </ol>
	<a href="http://heterogeneityalliance.eu/">http://heterogeneityalliance.eu/</a>	<ol style="list-style-type: none"> <li>1) Co-organize workshops</li> <li>2) Joint publications (ongoing journal paper and book writing – see List of Publications).</li> <li>3) Cross communication and dissemination activities (mainly publications, social media and co-organisation of events – like HiPEAC workshops with call for papers).</li> <li>4) Participation in WGs with edge related topics for updating the reference architecture for heterogeneous infrastructures.</li> </ol>
	<a href="https://www.martel-innovate.com/ec-projects/hub4cloud/">https://www.martel-innovate.com/ec-projects/hub4cloud/</a>	<ol style="list-style-type: none"> <li>1) Participation in workshops (including PLEDGER technical introduction and challenges identification)</li> <li>2) Participation in the proposed position paper (this activity has not started yet).</li> <li>3) Cross communication and dissemination activities (done through the H-CLOUD channels).</li> </ol>

Project	URL	Activities performed up to M36
	<a href="https://eosc-portal.eu/">https://eosc-portal.eu/</a>	<p>1) Signed MoU with EOSC DIH, with the main objective of establishing a partnership for disseminating PLEDGER results to industry representatives (mainly SMEs).</p> <p>2) Depending on the final TRL, possibility of establishing commercial agreements with the DIH members.</p> <p>3) Elaboration and distribution of one-pagers with most prominent results to be used by EOSC DIH as part of their portfolio offering.</p>
	<a href="https://planetic.es/">https://planetic.es/</a>	<p>1) Support on dissemination activities</p> <p>2) Results showcased to the most relevant ++-+Spanish ICT sector representatives (including large companies, SMEs, universities, research centres and public administrations).</p>

\*PLEDGER leads the Future Cloud Cluster [14] 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 continuously sought 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 performance and efficacy of the communication and dissemination activities, a set of key performance indicators has been defined. Target values were defined during the proposal preparation phase. The table below addresses the key performance indicators (communication and dissemination items), it provides the annual status as reported in three major milestone (M12, M24, M36) and contrasts them to the targeted values.

Specific actions are herein evaluated based on their potential to affect at minimum one of three key factors. **Amplification effects** range from low to high, based on the number of persons reached. High amplification is expected through social and mass media. Medium amplification is expected through publication of research papers, technical reports and code. Low amplification is expected in the dissemination of material to commercial stakeholders, standardisation organisations, and open source communities (due to the targeted nature of these dissemination activities). However, amplification should be complemented by additional metrics to properly assess the success of the strategy, namely salience and impact. **Salience** ranges from low to high, based on the potential of the stakeholder to influence the project. Communications e.g. with EC and standardisation organisations, have low amplification but high salience (e.g. potential impact on the project). For example, Questionnaires, Advisory board meetings etc. are also high salience activities. **Influence capacity** ranges from low to high based on the project's capacity to influence the relevant stakeholders. The influence capacity of the project is considered high in the case of EC, Commercial stakeholders and standardisation organisations, since there is potential to improve on standards and policies due to project results (although policies are not directly formed by the consortium).

Table 8: Key Performance Indicators

TARGET GROUP	INDICATORS (activities)	M12	M24	M36	Target Value	Effect
General public (including industry and SMEs)	Project website	1 Completed	1 Completed	1	1	High amplification
	Promotional material (brochures, poster, roll-up)	Completed	1 for each type of material + 1 digital flyer Completed	-	1	High amplification
	Press Releases	1	2	3	3	High amplification
	Articles/blog posts	7	16	28	20	High amplification Medium Influence
	Newsletters	2	4	6	6	High amplification

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TARGET GROUP	INDICATORS (activities)	M12	M24	M36	Target Value	Effect
	Videos	-	1 project video + 25 technical videos	2 project videos + 30 technical videos	2	High amplification Medium Influence
	Video views	-	831 on YouTube	>1,1K	3,000	
	Followers/connections in social networks	Twitter: 162 LinkedIn: 249 Facebook: 124	Twitter: 491 LinkedIn: 313 Facebook: 131	Twitter: 562 LinkedIn: 347 Facebook: 137	Twitter >500 LinkedIn >200 Facebook >130	High amplification
	Number of deliverables' downloads	-	92	>100 (does not include deliverables published on M36)	200	High amplification Medium Influence
	Booth in exhibition	-	3	4	4	Medium amplification Medium Influence
Research Community	Publications in international conferences	-	4 accepted	4 accepted	8 (4 joint)	Medium amplification Medium Influence
	Publications in international journals	-	1 accepted	1 accepted (2 more planned to be submitted for M36)	>4 (following the project's outcomes)	Medium amplification Medium Influence
	Co-organised international workshops	-	3	4	2	Medium amplification Medium Influence
Standards and regulation bodies	Standardisation groups the project interacts with	-	7	7	>3	Medium amplification Medium Influence

TARGET GROUP	INDICATORS (activities)	M12	M24	M36	Target Value	Effect
	Participation in EU commission's consultation and other worldwide regulatory in the field of interest	-	2	3 (ETSI IoT Conference in 2022)	>3	Medium amplification on Medium to High Influence
Industry & research community	Liaisons with other projects and initiatives	2 (leader of 1 cluster consisting of 35 EU cloud and edge projects)	6 (5 collaborations with EU projects and leader of 1 cluster consisting of 35 EU cloud and edge projects)	6	6 collaborations - 13 joint activities	Medium amplification on Medium Influence, Medium Salience
Use case stakeholders / community (including startups)	Number of training and community events co-organised (webinars, online workshops, etc.)	-	3 (Completed -71 participants in total)	5 (3 webinars and 2 presentations in Community of Practice training events with >100 participants)	3, with 20-50 participants	Medium amplification on High Influence, Medium Salience
	Number of stakeholders participants for consultation	-	>100	>100 (pending revision based on final event)	100	Medium amplification on High Salience
	Use case replication within the lifecycle of the project	-	-	2 (Pledger core replication within INTRA and UC2 replication)	2	Medium amplification on Medium Influence

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TARGET GROUP	INDICATORS (activities)	M12	M24	M36	Target Value	Effect
EU initiatives and policy makers	Participation to EU's concertation activities	-	1 (November 2021)	3, Participation to BDVA activities (ATOS, INTRA)	>4	Medium amplification on Medium Influence

## 5.2 Key Communication and Dissemination messages

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The focus of the Communication and Dissemination strategy was to provide visibility to all project results, across the Core and Use Case components. Especially during the last year of the project, the consortium focused on the technical and business layer innovations, as well as the benefits created by Pledger with respect to the use cases. WP5 delivers more information on these benefits.

## 5.3 Monitoring online documents

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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 Conclusions

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The present deliverable is the final dissemination report, which presents the total activities of the PLEDGER project to reach and engage its main dissemination target groups and the general public. During the last 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.

It was observed that technical information contained in blog posts and YouTube videos, caused increased interaction with our social media and website. The presentation of so many snippets of technical information helped Pledger get more information on its innovations across. In terms of LinkedIn, most interactions were observed with business-related material concerning the use of the Pledger core in the project's use cases, as well as posts on events and liaisons with other consortia.

In terms of achieving our KPIs, most were successfully achieved and a lot of them were surpassed to a great extent. Additional work can be performed after the official conclusion of the project to ensure that pending publications are also disseminated, as their status of acceptance is yet to be seen (Nov 2022). Pledger is also finalising its last round of dissemination material (Newsletter #6 and Press Release #6) by end of November 2022, and organising its final event (online) as well as a round of stakeholder input to be obtained during the final event.

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- [5] PLEDGER Twitter account <https://twitter.com/PLEDGERproject>.
- [6] PLEDGER LinkedIn account <https://www.linkedin.com/in/pledger-project/>
- [7] Newsletters <http://www.PLEDGER-project.eu/content/newsletter>.
- [8] H-Cloud EU project technical community event <http://www.pledger-project.eu/content/horizon-cloud-technical-community-event-%E2%80%9Cunleashing-potential-cloud-fog-and-edge-computing>
- [9] PLEDGER YouTube channel [https://www.youtube.com/watch?v=DfH5qHuA\\_ig&t=33s](https://www.youtube.com/watch?v=DfH5qHuA_ig&t=33s)
- [10] PLEDGER 1st Press Release at CORDIS <https://cordis.europa.eu/article/id/415802-performance-optimization-and-edge-computing-orchestration-for-enhanced-experience-and-quality>
- [11] PLEDGER 2nd Press Release [http://pledger-project.eu/Press%20Release\\_Pledger%20architecture.pdf](http://pledger-project.eu/Press%20Release_Pledger%20architecture.pdf)
- [12] PLEDGER workshop as part of the H-CLOUD summit <https://www.h-cloud.eu/event/1st-horizon-cloud-summit-2020/>
- [13] H-Cloud EU project Technical Community Event <https://www.h-cloud.eu/event/h-cloud-technical-community-event/>
- [14] Future Cloud Cluster website <https://eucloudclusters.wordpress.com/future-cloud/>
- [15] Live Webinar: “Use Case FILL: Augmented Reality Engineering Powered by Edge Computing” <http://www.pledger-project.eu/content/live-webinar-%E2%80%9Caugmented-reality-engineering-powered-edge-computing%E2%80%9D>
- [16] Live Webinar: “CYBERNETICS ANALYZE – How edge computing improves your production system” <http://www.pledger-project.eu/content/live-webinar-%E2%80%9Ccybernetics-analyze-how-edge-computing-improves-your-production-system%E2%80%9D>
- [17] Live Webinar: Technology innovation for a safer micromobility <http://www.pledger-project.eu/content/technology-innovation-safer-micromobility>

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## 8 Annex A: Event participation and organisation

no.	Partner	Type of activities	Description of contribution	Title of event	Date	Type of audience	Size of audience	Scope
1	INTRA	Participation to a Conference	B2B liaisons/Networking	SMI2G 2020	29-30.1.2020	Industry	>100	European
2	ATOS	Participation to an Event other than a Conference or a Workshop	Communication	Edge Computing World 2020	October 2020	Industry	>100	International
3	ATOS	Participation to a Workshop	Communication	AIOPS 2020	December 2020	Scientific Community / Research Community	90-100	International
4	INTRA	Webinar	Networking	Education about ICT Standardization	24.9.2020	Industry	80-90	International
5	INTRA	Participation to a Conference	Communication	Open Infrastructure Summit	19-23.10.2020	Industry	90-100	International
6	INTRA	Participation to a Workshop	Networking	IPv6 Best Practices, Benefits Transition Challenges and the Way Forward	14.9.2020	Industry	50-60	European

no.	Partner	Type of activities	Description of contribution	Title of event	Date	Type of audience	Size of audience	Scope
7	INTRA	Participation to a Workshop	Networking	Weathering the Storm: Cyber AI for Cloud and SaaS	24.9.2020	Industry	50-60	International
8	INTRA	Participation to a Workshop	Networking	AI, Vulnerability Scanning & Implementing your Cloud Security Strategy	24.9.2020	Industry	50-60	International
9	ENG	Trade Fair	Oral	Fiware session "Creating-advanced-dashboards-using-wirecloud"	November 25, 2020	Industry	>100	European
10	ATOS/INTRA	Organisation of a Workshop	Organize a workshop	H-Cloud Summit 2020	25-26/11/2020	Scientific, Industry	30-40	European
11	INTRA/ENG	Participation to a Workshop	Project presentation	H-Cloud tech community event	23.3.2021	Industry	30-40	European
12	ICCS	Participation to a Conference/Event	Paper	International Conference on Multi-Access Edge Computing Technologies and Applications ICMAECTA on June 24-25, 2022 in Oslo, Norway	June 24-25, 2022	Scientific Community / Research Community	>100	International

no.	Partner	Type of activities	Description of contribution	Title of event	Date	Type of audience	Size of audience	Scope
13	Holo-Light	Participation to a Conference/Event	Stand and Speaking Slot	AWE USA	9-11.11.2021	Industry	>100	International
14	FILL	Participation to a Conference/Event	Stand	JEC World Paris	8-10/3/2022	Trade fair	>100	International
15	IMI/I2CAT/ATOS	Participation in a Conference/Event	Stand and Speaking Slot	SMART CITY EXPO Barcelona 2021	16-18.11.2021	Trade fair	>100	International
16	ENG	Participation in a Conference/Event	Networking	DevOps conference	23-24/03/2021	Industry	>100	International
17	i2CAT	Presentation of accepted conference paper	Presentation of paper	IEEE Globecom 2021	7-11 December 2021	Research and industry	>100	International
18	i2CAT	Submitted research paper	Presentation of paper	IEEE Wireless Communications and Networking Conference (WCNC) Workshops, 2022	10-13 April 2022	Research and industry	>100	International
19	ENG	Participation in a Conference/Event	networking	5G Virtual Expo	March 30th 2021	Research and industry	>100	International
20	FILL	Participation to an Event other than a Conference or a Workshop	Project presentation	Industrial Data Science Meet-Up	October 21st, 2021	Industry	20-30	National

no.	Partner	Type of activities	Description of contribution	Title of event	Date	Type of audience	Size of audience	Scope
21	FILL	Participation to a Conference	Project presentation	International Conference on Industry 4.0 and Smart Manufacturing	17-19/11/2021	Scientific Community / Research Community	>100	International
22	ATOS	Workshop organised by PLEDGER	Project presentation	ICICT 2022	February 21-24, 2022	Research Conference	<100	International
23	ATOS, ENG, INTRA, i2CAT	Workshop organised by PLEDGER	Project presentation	H-Cloud Technical Community Event	September 29, 2021	Industry + Research communities	>40	European
24	ATOS	Forum	Project presentation	EBDVF 2021	29.11-3.12.2021	Industry + Research communities	>100	
25	FILL	Organisation of a Webinar	Project presentation, UC presentation	Online	17 March 2022	Industry + Research	>50	International
26	i2CAT+ ENG	Conference	Paper presentation, Demonstration of offloading through the DSS system	IEEE International Conference on Communications (ICC)	16-20 May 2022	Industry + Research	>100	International
27	i2CAT	Conference	Networking	Mobile World Congress 2022	28 Feb-3 Mar 2022	Industry	>100	

no.	Partner	Type of activities	Description of contribution	Title of event	Date	Type of audience	Size of audience	Scope
28	INTRA	Workshop	Project presentation	1st Open Annual Workshop on Future ICT	25 May 2022	Industry, Academia, Research	>100	European
29	INNOV	Conference	Networking	Hyperledger Global Forum 2022	12-14 Sept 2022	Industry, Academia, Communities	700+	International
30	FILL	Conference/Workshop	Participation in a panel discussion, networking	Expedition KI	4 Oct 2022	Industry Research +	300	European
31	INTRA	Conference	Panel discussion	BDVF 2022	21-23 Nov 2022	Industry Research +	300+	European
32	ICCS	Conference	Standardisation work presentation (in the context of Pledger)/ Panel discussion	ETSI IoT Conference 2022	11-14 October 2022	Standards Developing Organizations (SDOs) = Mixed (industry, academia, legislative)	> 100	International
33	IMI, I2CAT	Trade Fair	Stand and Speaking slot	Smart City Expo Barcelona 2022	15-17/11/2022	Industry Research +	>100	International
34	All	Final Event	Organised by the project, online	Pledger Final Event	19/12/2022	All related stakeholders	TBD	International

## 9 Annex B: History of changes since D6.7

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Change	Chapter/Section	Comment
Updated	Executive Summary	Updated to reflect M36
Updated	Introduction	Updated to reflect M36
Removed	D6.6 chapter on standardisation	Removed since the task has a dedicated deliverable in M36, so updates within D6.9 were not required.
Updated	Updated KPIs on Ch.3, Ch.4, added material on the type of content that was most interacted with	Updated to reflect M36
Updated	Updated KPIs on Ch.5	Updated to reflect M36
Updated	Updated conclusions (Ch 6)	Updated to reflect M36
Added	Annexes	Added and updated annexes
Added	History of Changes	-