



PIACERE

Deliverable D8.2

Communication, Networking Plan and Dissemination Strategy

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Abstract:	This deliverable has a threefold goal. Firstly, it will define the way in which the different communities (scientific, commercial, general public) will be targeted, as well as the social media will be used. Secondly, it will detail the specific plan for networking activities with external entities, including the specific working groups this project will participate. Finally, it will describe the project dissemination strategy to be adopted throughout the project lifetime. The release of the respective report is considered one of the key milestones of the project.
Keyword List:	Dissemination, Communication, Networking, KPI, Social, Leaflet, Website, Newsletter, Papers, Logo, Press release, Projects
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Table of contents

Terms and abbreviations.....	6
Executive Summary.....	7
1 Introduction	8
1.1 About this deliverable	8
1.2 Document structure.....	8
2 Dissemination strategy.....	9
2.1 Objectives.....	9
2.2 Target groups	9
2.2.1 Key messages per target group.....	9
2.2.2 Dissemination activities per target group.....	10
2.3 Involved areas of interest.....	11
2.4 Dissemination process	11
2.4.1 Dissemination Team.....	12
2.4.2 Dissemination Materials.....	12
2.5 Dissemination monitoring and assessment	20
2.5.1 Monthly dissemination sheet.....	20
2.5.2 Monitoring procedure.....	21
3 Communication plan	24
3.1 Objectives.....	25
3.2 Target groups	25
3.3 Communication process.....	25
3.3.1 Communication Team	26
3.3.2 Communication Materials.....	26
3.4 Communication monitoring and assessment	32
3.4.1 Communication monitoring description	33
4 Networking plan.....	35
4.1 Expected results	36
4.2 Target groups	36
4.3 Networking process.....	37
4.4 Networking assessment and evaluation	42
5 Conclusions	43
6 References.....	44
APPENDIX A: Dissemination monthly report	45
APPENDIX B: Twitter-Blog-Rotation_Schedule	53

List of tables

TABLE 1. CONTACT REFERENCES FOR DISSEMINATION TEAM	12
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TABLE 2. DISSEMINATION MATERIALS.....	13
TABLE 3. MAIN CHARACTERISTICS OF PIACERE BROCHURE.....	14
TABLE 4. PRESS WEBSITE.....	16
TABLE 5. NEWSLETTER.....	17
TABLE 6. SHOWCASES	18
TABLE 7. ITEMS IN THE DISSEMINATION MONTHLY REPORT	20
TABLE 8. KPIS FOR DISSEMINATION ACTIVITIES [2]	21
TABLE 9. CONTACT REFERENCES FOR THE COMMUNICATION TEAM	26
TABLE 10. COMMUNICATION MATERIALS	26
TABLE 11. PIACERE PRESS RELEASE	27
TABLE 12. COMMUNICATION KPIS [2].....	33
TABLE 13. NETWORKS.....	36
TABLE 14. KPIS FOR NETWORKING ACTIVITIES [2]	42

List of figures

FIGURE 1. PIACERE LEAFLET.....	14
FIGURE 2. PIACERE POWER POINT TEMPLATE	16
FIGURE 3. PIACERE DISSEMINATION MONTHLY REPORT IN THE DOCUMENT'S REPOSITORY.....	20
FIGURE 4 INBOUND MARKETING STRATEGY	28
FIGURE 5. INBOUND MARKETING STRATEGY WORKFLOW (SOURCE: GROWTH HACKERS).....	29
FIGURE 6 INFORMATION FLOW	30
FIGURE 7. PIACERE TWITTER BLOG ROTATION SCHEDULE.....	33
FIGURE 8. PIACERE NETWORKING PROCESS	37

Terms and abbreviations

CSP	Cloud Service Provider
DevOps	Development and Operation
DoA	Description of Action
EC	European Commission
GA	Grant Agreement to the project
IaC	Infrastructure as Code
IEP	IaC execution platform
IOP	IaC Optimization
KPI	Key Performance Indicator
KR	Key Results
SW	Software

DRAFT

Executive Summary

This deliverable aims at describing the initial Communication, Networking Plan and Dissemination Strategy of PIACERE project. The main objective of this strategy is to disseminate and outreach the project results.

In this deliverable we show how three different, but complementary activities will be implemented to increase the visibility and impact of the PIACERE results: Dissemination, Communication and Networking. The objectives, team and means to implement the communication, networking and dissemination strategy are presented, as well as some initial proposal for the KPIs against which measure and monitor the activities are presented.

This document D8.2 is the initial version of the plan to be reported and updated (if needed) in the months M18 and M36, in D8.3 and D8.4 respectively. Therefore, the action framed in this plan is a dynamic one, which requires a continuous supervision carried out by the Sustainability and awareness Work package leader.

DRAFT

1 Introduction

This deliverable D8.2 provides an analysis on the different key aspects for the development of the dissemination, communication and networking strategies and plans. For each of the phases it analyses the objectives to be achieved, the stakeholders to involve and the content in terms of used means, partners intentions and result.

1.1 About this deliverable

The Communication, Networking Plan and Dissemination Strategy establishes the basis for the successful implementation of these activities in the context of PIACERE project.

The strategy is based on a detailed description of the objectives that need to be achieved, with the main focus on the impact to be generated as well as the identification of the target audiences (in the case of dissemination and communication) or the relevant initiatives to be targeted for collaboration in the case of the Networking Plan. Also, the processes to be followed for the implementation of the activities are presented as well as the selected team (among the partners members) who will be in charge of the actual implementation of these strategies and plans. In the case of dissemination and communication channels, tools and material used for dissemination (such as a Factsheet, Brochure, Logo, Website, Press Release) are described in dedicated sections explaining the aim of each of the mains in the already defined phases of the PIACERE dissemination and communication strategy.

Finally, the document presents the ways in which the project will report, monitor and asses the dissemination, communication and networking activities, so as to ease the monitoring tasks later on.

1.2 Document structure

This document is structured as follows:

- Section 2 describes in detail the PIACERE Dissemination strategy: objectives, target audiences, process, materials, assessment, and evaluation.
- Section 3 details the Communication Plan. It defines the objectives to spread PIACERE's results, target groups, involved dialog topics, communication process, materials and the Digital Strategy. It finishes with a description of the communication monitoring procedure that the action will follow.
- Section 4 describes the PIACERE Networking plan in detail: objectives, target groups and network initiatives as well as the procedures to be put in place for the assessment and evaluation of such activities.

Finally, section 5 details the conclusions.

2 Dissemination strategy

The European Commission defines dissemination as follows:

“Dissemination is the public disclosure of the results of the project in any medium. Disclosure may sound passive, like a shop opening up, but it is an activity, like a shopkeeper attracting customers. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organizations, policymakers) in a targeted way, to enable them to use the results in their own work. This process must be planned and organized at the beginning of each project, usually in a dissemination plan.” [1]

2.1 Objectives

The main objectives of the dissemination strategy are the following [2]:

- Creating awareness among DevSecOps teams that have to manage IaC on heterogeneous environments about the benefits of adopting PIACERE’s outcomes.
- Communicating the results of the project among the technical and scientific community to improve the access to relevant research communities.
- Seeking cooperation with Software Development initiatives in order to create synergies and accelerate innovation, such as the Software Engineering and the inter-cloud clusters.

2.2 Target groups

The PIACERE consortium has identified four major stakeholder groups [2]:

- The **technical community** that is focusing on the development of IaC frameworks.
- **DevSecOps teams** that aim at exploiting IaC frameworks to implement the infrastructural code for the management of their applications
- **Researchers in the Software Engineering area** aiming at studying the DevOps processes and at developing new research methods to facilitate the activities related to the software lifecycle.
- **Experts of the application domains** relevant to the PIACERE case studies.

2.2.1 Key messages per target group

The key messages for the target groups are the following [2]:

- The **technical community that is focusing on the development of IaC frameworks**: the aim is on transferring the concepts, mechanisms, and on how they can be realized with an approach such as the one developed in PIACERE and providing them with means to exploit PIACERE’s approach from the technological perspective.
- **DevSecOps teams that aims at exploiting IaC frameworks**: to demonstrate the benefits of choosing the PIACERE approach, where the DevSecOps can reduce time and cost and/or difficulty to develop, deploy and maintain IaC.
- **Researchers in the Software Engineering area**: to show and discuss the PIACERE approach, to compare it with other processes and to obtain feedbacks.
- **Experts of the application domains relevant to the PIACERE case studies**: to show how the case studies benefit from the approach and the competitive advantages that they gain.

2.2.2 Dissemination activities per target group

The dissemination activities will be tailored to each specific target group as highlighted below. For each target group, the aim is defined, based on what is expressed in the DoA [2], extended with the means and measures:

- **Technical community:**
 - Show the value of the PIACERE approach for the lifecycle management of IaC [KR1 – KR13].
 - Demonstrate the benefits of abstract modelling the resources, networks, and so on [KR1], and the automatic code generation to existing common languages and protocols [KR4].
 - Argue the necessity of having tools to verify the quality [KR5] and trustworthiness [KR6] of the IaC created and of the components that it uses [KR7].
 - Demonstrate the advantages of simulating the behaviour [KR8] of the IaC before it is actually deployed to detect potential bottlenecks for misconfigurations.
 - Show the benefits of optimizing [KR9] the deployment for the runtime execution platform constraints [KR10] and of collecting metrics [KR11, KR12] that will allow to always self-heal and adapt to the optimized conditions and learn from the anomalies detected learning to prevent failures [KR11].
 - Demonstrate the ease of extending to other languages with the provision of extension mechanisms [KR3]. For this group the main means of dissemination will be blog posts and webinars, possibly workshops.

For this group the main means of dissemination will be the open source repository, demos, blog posts and webinars, possibly workshops.

- **DevSecOps teams:**
 - Demonstrate the convenience of using an IDE [KR2] / DevSecOps framework [KR13] for the management of the lifecycle of IaC. Also, show the benefit of not having to learn multiple languages, protocols, specificities of commonly used IaC tools through the abstractions [KR1] of resources, and so on.
 - Demonstrate that by using PIACERE, productivity, quality, effectiveness and efficiency of the IaC created by DevSecOps teams will increase [KR1 – KR11]. Also, errors will be found in an easier way thanks to the verification [KR5, KR6] and sandboxing [KR8] tools.
 - Show DevSecOps teams that the operation of IaC code is easier [KR12], the performance can be monitored and the code continuously improved [KR11].

For this group the main means of dissemination will be blog posts and webinars, possibly workshops.

- **Researchers in the Software Engineering area:**
 - Show the value of the PIACERE approach for the lifecycle management of IaC [KR1 – KR13]. In particular, show the characteristics and strength of the proposed abstractions [KR1] and the verification approach and techniques [KR5, KR6] and of the sandboxing tools [KR8].
 - Another point to be demonstrated is the monitoring approach and the improvement of the IaC code [KR11].

For this group the main means of dissemination will be workshop and conference papers, then journal papers. In the first phase of the project the main driver will be position papers, followed by submissions to more important and prestigious venues, when the PIACERE approach will be more detailed and its resulting tools implemented.

- **Experts of the application domains relevant to the PIACERE case studies:**
 - Show the benefits achieved by the case studies with the adoption of the PIACERE approach [KR14]. The benefits will be quantified with reference to the impact KPIs defined in the project (KPI E11.1-KPI E11.4, KPI E12.1-KPI E12.3, KPI E13.1, KPI E14.1-KPI E14.2).

For this group the main means of dissemination will be blog posts, webinars, participation to conferences and workshops relevant for the target application domains.

The dissemination Key Performance Indicators (KPIs) defined in the grant agreement will be used to monitor the progress in dissemination. We will cover all forms of dissemination with a special emphasis on the results obtained rather than the produced quantity.

2.3 Involved areas of interest

The main products of the dissemination process will be:

- Brochures
- Conference papers
- Journal papers
- Project posters
- Press releases
- Project showcases
- Project newsletters
- Attendance of events (e.g., conferences)
- Software and Service Publications.

2.4 Dissemination process

The dissemination activities will start in the first month of the project and they will be divided into three main periods: awareness creation, delivery and final [2].

Phase I (months 1-6) The first tranche of the dissemination activities will last the first six months of the project. The main goal in this period is twofold. On the one hand, to set up PIACERE's identity, creating the PIACERE brand (e.g., project presentation, website, templates, dissemination material and so on). On the other hand, to outline the dissemination strategy of PIACERE, which will be updated on a yearly basis. Attendances to several events to explain PIACERE's goal, vision and position can be expected at this stage are already occurring (see for instance the participation to the Gaia-X initiatives and to the first SwForum workshop). Position papers, blog posts and presentations will be prepared and will target especially the technical community to make them aware of the initial project development.

Phase II (months 6-30) The second period has as main goal the execution of scientific, technical and commercial dissemination toward all PIACERE target groups. In the case of scientific dissemination toward the software engineering research community, the message will revolve around the explanation of the novel PIACERE approach, its results and their innovation. Particular emphasis will be put in the validation of results and in highlighting the relationships between the PIACERE approach for what concerns each single key result and the related work. PIACERE partners will submit papers to conferences and journals in the areas relevant to each key result. This long phase will be structured in smaller incremental cycles, each based on one

specific KR of the project or a small subset of them, and divided in a first research part, followed by a dissemination part in which scientific papers will be developed and presented. The technical dissemination will target mostly the technical community focusing on the development of frameworks similar or complementary to the one of PIACERE as well as the experts of the application domains relevant to the PIACERE case studies. We will target the preparation of white papers, webinars and blog posts, and attend specialized conferences. Moreover, we will seek the collaboration with other projects, initiatives and the Software Engineering and inter-cloud clusters in order to find synergies and commonalities and organize discussion workshops and common dissemination events. The commercial dissemination toward the DevSecOps teams will be more oriented toward communication. In this case, the message will revolve around the value proposition of PIACERE and how to engage and involve users. The objective is to prepare for the market and to gather feedback on the solution developed. The activities for this kind of dissemination will include the participation in exhibits such as CloudExpo or ICT Event.

Phase III (months 31-after the project) The final dissemination activities will start six months before the end of the project even though they will span also after the project end. Partners will participate in events, conferences, cluster activities and informal meetings, where the results and achievements of PIACERE will be presented. In this phase, the scientific dissemination activities will privilege the writing of high-quality journal papers, while the technical and commercial dissemination will target larger and more competent groups.

Phase 0: Continuous monitoring and management of the dissemination activities shall be conducted in parallel to the three phases presented previously. This includes the follow up of the publications, events to be attended, blog posts to be published or actions to be carried out through the social networks (i.e. Tweets publications). The means used for this continuous monitoring and assessment are detailed in section 2.5 of this deliverable.

2.4.1 Dissemination Team

The planned dissemination team involved in the dissemination activities are detailed next.

Table 1. Contact references for Dissemination Team

Partner	Contact reference person for Dissemination
TECNALIA	Leire Orue-Echevarria, Maitena Ilardia
HPE	Lorenzo Blasi
Ericsson	Cosimo Zotti, Giuseppe Celozzi
POLIMI	Matteo Pradella
Prodevelop	Christophe Joubert
SIMPA	Stjepan Pervan
XLAB	Nejc Bat
7bulls	Katarzyna Materka, Józefina Krasnodębska

2.4.2 Dissemination Materials

This section describes the envisioned dissemination materials for PIACERE. The table below is structured as follows:

- Means: the media that will be used to raise awareness;
- Purpose: describes the ultimate purpose of such media, which can be for awareness, promotion, engagement or information, or a combination thereof;

- Rationale: the motivation behind using that means.

Table 2. Dissemination Materials

Means	Purpose	Rationale
Website	Awareness Information Engagement Promotion	<p>https://piacere-project.eu (piacere-project.eu)</p> <p>The website introduces all public material (deliverables, leaflet, news, publications) to all collaborators and objective public of PIACERE project.</p> <p>The website includes blog posts from all the partners including links to the different social networks of the project:</p> <p>http://piacere-project.eu</p>
Newsletter	Awareness Information Promotion	Newsletter add updates on the achievements and actions where the project works. The newsletter will be shared to all registered contacts being next GDPR conditions.
Journal Articles / Conference papers	Awareness Engagement Promotion	<p>The work prepared by the scientific and technical community of PIACERE project partners in terms of innovate results beyond the state of the art shall be described to be validated in conference papers and journal publications.</p> <p>PIACERE's ambition is to publish on known journals as part of the activities on developing knowledge.</p>
Conference presentations	Awareness Engagement Promotion	An important part to contribute and share project results with other relevant experts shall be through the different national and international conferences considering the different scientific areas of PIACERE's project.
Project showcases, Demonstrations	Awareness Information Engagement Promotion	<p>The target of these showcases, videos and demos is to present PIACERE development attainments to the partners and receive evaluations that will ensure a useful project's growth.</p> <p>PIACERE's showcases will be dispatched via a commercial video and demo videos of the developed tools.</p>
Workshops	Engagement Information	Different workshops (virtual and face-to-face) will be defended with key experts in the area, to demonstrate and discuss project-related topics to validate the approach and potential business models.
Liaison activities	Awareness Information	Regarding the liaison activities, PIACERE partners will coordinate and cooperate with other related European projects or other existing networks, including activities associated as part of the cluster activities.

2.4.2.1 Leaflet

The leaflet presents the content and key aspects of PIACERE. The analysis of the content of the leaflet can be found in D8.1.

The leaflet is available at: [Materials | Piacere \(piacere-project.eu\)](https://piacere-project.eu)

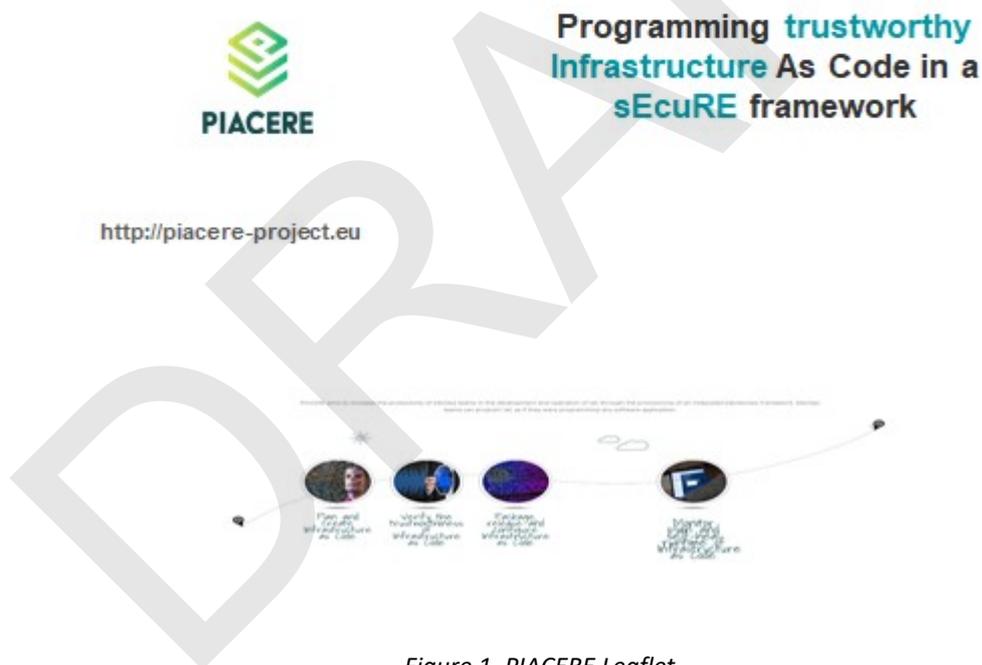
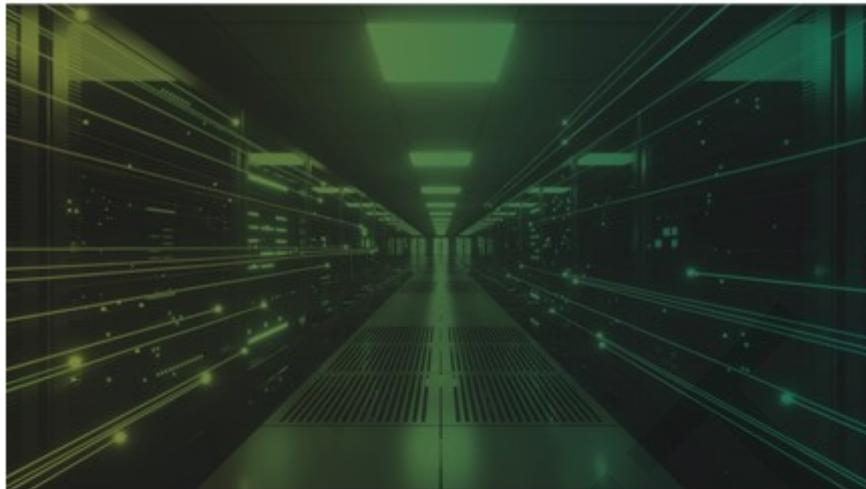


Figure 1. PIACERE Leaflet

The leaflet presents Key results, approach, Benefits, Use cases

The following table summarizes the main characteristics of the PIACERE Brochure.

Table 3. main characteristics of Piacere Brochure

Characteristics	Description
Objective	To be shared in forums, conferences and meeting events

Characteristics	Description
Key Message/Content	Introduce PIACERE, best practices, results, use cases
Target Stakeholder	Visitors to conferences, events and website (online)
Information Required & Level of Detail	4 pages. Clear to understand. Considering a wider community. When it is possible, graphical appearance and minimum volume of text.
Information Providers	WP leaders
Communication Methods	No limited configurations – Written in the English language (but sent to all partners as open file for each partner to carry out a version in their own languages for a local more diffused dissemination)
Activity Required for Production & Delivery	No specific configurations
Frequency & Timing	Not aligned with project’s milestones. Agreed upon as the project evolves and results are available.
Feedback and Follow Up Activity	Get public feedback and make changes appropriately.

2.4.2.2 PowerPoint Presentation / Template

A general PowerPoint presentation of PIACERE is also a detail of the awareness mechanisms created to support PIACERE’s dissemination efforts. This task encompasses the production/design of the project’s presentation template and a project general presentation, being one of the main aspects for the PIACERE brand. The template will be adopted in all sessions and meetings where PIACERE results, and activities are presented. The design has been considered to promote the awareness of PIACERE project.

At this point, it has been conceived a general presentation of the PIACERE project. This PIACERE project PowerPoint presentation contributes to a general project overview, practice information, objectives, motivation, partners and first results. This presentation will be frequently updated all along the development of the project.

To obtain that common image of all PIACERE representatives, below appears the PowerPoint template created for the project:



Figure 2. PIACERE Power point template

Moreover, as stated earlier, it has been created a general presentation to be used by partners in the different events as part of dissemination goals. The general presentation uploaded to SlideShare can be found at: <https://www.slideshare.net/PIACERECOMMUNITY>

2.4.2.3 Poster

The poster shall be used in all events and meetings where PIACERE results and activities are presented, PIACERE will publish a striking poster.

PIACERE’s poster will be conceived in the first year of the project and will address to analyse the objectives of the project, the approach, the expected results and benefits. The principal purpose of the poster is to catch the public’s attention. This poster will be regularly updated with project’s results available and mature.

2.4.2.4 Website

Thanks to the website, used to collect all the project information and handle it as a link to the different disseminations means. The PIACERE website (<http://piacere-project.eu>) plans to provide internet users with all the publicly accessible information on the projects actions and target reached.

The PIACERE website is developed as a single access point where all the latest information, results and achievements will be accessible in a structured aspect, hosting the PIACERE blog and social media accounts of the project included with all the latest information.

The website incorporates different sections to host the different classes of content that will be accessible during the project. The website news page will be updated frequently on the PIACERE blog to reflect the latest developments, upcoming events etc. The PIACERE Blog is part of the approach. It serves two purposes: to disseminate and to attract visitors to the web.

As established in Deliverable D8.1 the website is a robust communication and dissemination tool that will be regularly updated as the project derives, with publications, news and so on. All the details concerning the view and perception, structure and content of the website can be found on Deliverable D8.1

The following table summarizes the main characteristics of the PIACERE press website:

Table 4. Press website

Characteristics	Description
Objective	Provide details at a more detailed level of the project.

Characteristics	Description
Key Message/Content	What is the mission of PIACERE, the use cases, the results (software, deliverables, publications), and participation in events, news, etc. Links to social network profiles.
Target Groups	Scientific community, Technical community, Business Developers, Standardization bodies, OS Community and General public.
Information Providers	WP leaders
Language	English
Frequency & Timing	Renovated as results are available. News will be updated on a regular basis through PIACERE Blog. It is hosting on the website.
Feedback and Follow Up Activity	Feedback from visitors, KPIs coming from google analytics and social media analytics tools.

2.4.2.5 Newsletter

PIACERE project will generate 3 e-newsletters, where it will be characterized by the project's achievements and innovations, addressing at cultivating the highest possible penetration to both the market and scientific communities. For the distribution of the newsletter, it will be sent only to registered users.

The following table summarizes the main characteristics of the PIACERE Newsletter:

Table 5. Newsletter

Characteristics	Description
Objective	Add details of the project status to relevant stakeholders.
Key Message/Content	Features: objective, approach, major outcomes, links, contacts, dissemination activities, future work.
Target Groups	Essential stakeholders at international, EU, national and local levels, on a voluntary basis. Enrollment to the newsletter will be done through the PIACERE site and during the different workshops and events.
Information Providers	WP leaders
Language	English language
Activity Required for Production & Delivery	No specific configurations
Frequency & Timing	Will be issued: M10, M24 and M30
Feedback and Follow Up Activity	Evaluation from addresses will grant improving the newsletter

2.4.2.6 Showcases

At the time of the duration of PIACERE project, it will be created at least one commercial showcase. This showcase will describe in a short video, what the project seeks. Likewise, every time that a prototype is implemented as part of the PIACERE solution, it will be considered the opportunity of the creation of a video demonstrating the prototype.

The YouTube channel is available at the following link:

<https://www.youtube.com/channel/UCLzVC4ZR9DJ3BKeTMc4Mk9Q>

Table 6. Showcases

Characteristics	Description
Objective	Describe the approach behind the project and how it plans to solve the problem report. Further, show demos of the PIACERE tools, when applicable.
Key Message/Content	Features: large outcomes, main purpose of the project, the problem that solves and the benefits
Target Groups	Scientific community, Technical community (software providers, developers and operators), Business Developers, Standardisation bodies, OS Community and General public.
Information Required & Level of Detail	In the case of commercial showcase, it needs to be easy to understand. For the demo videos, use technical language when needed.
Information Providers	WP leaders
Language	English language
Frequency & Timing	Circulated when versions of the tool are feasible.
Feedback and Follow Up Activity	Views and opinions.

2.4.2.7 Journal and scientific papers

The object of scientific papers it to show the general validity of the PIACERE approach. This will start with more general position papers, to capture the curiosity of the scientific community and to goad the community for feedbacks. This activity will be developed, throughout the project, towards more ambitious scientific venues, such as prestigious journals and conferences, to assess the PIACERE approach from a scientific point of view.

Here is a list of interesting venues that we have identified for the time being:

- *SEAMS - International Symposium on Software Engineering for Adaptive and Self-Managing Systems*: This symposium is now at its 16th edition and could be a good venue for the project results related to execution, optimization, monitoring and self-healing (KRs 9-12).

- *ACM Computing Surveys*: This journal is the top venue for state-of-the-art analyses paper and could be the target of an accurate scientific literature review developed to position all PIACERE KRs with respect to the related work.
- *Computer Science Review*: This journal is a high-quality venue for state-of-the-art analyses paper and could be the target of an accurate scientific literature review developed to position all PIACERE KRs with respect to the related work.
- *PeerJ Computer Science*: This journal accepts high quality scientific submissions in any area of computer science and could, therefore, be used to disseminate all technical key results of the project (KR1-KR13).
- *MODELS*: This is the top conference in the area of model-based software and system development. It can be a target for the modelling language (KR1), the generator (KR3), and the extensions (KR4).
- *Software and Systems Modelling*: This is a high-quality journal focusing on model-driven engineering. It can be a target for the modelling language (KR1), the generator (KR3), and the extensions (KR4).
- *ESOCC - European Conference On Service-Oriented And Cloud Computing*: This conference includes yearly a track seeking contributions by European research projects. It can be a good venue to disseminate preliminary results concerning all KRs, including the initial development of the case studies (KR14).
- *FM - Formal Methods*: is one of the most important conferences on Formal Methods in Computer Science, organised by Formal Methods Europe (FME), an independent association whose aim is to stimulate the use of, and research on, formal methods for software development. This is an important venue for the part of PIACERE on verification, in particular KR5.
- *SEFM - International Conference on Software Engineering and Formal Methods*: SEFM aims to bring together leading researchers and practitioners from academia, industry, and government, to advance the state of the art in formal methods, to facilitate their uptake in the software industry, and to encourage their integration within practical software engineering methods and tools. Such a venue could be interesting for all the project results on verification, i.e. KR5-7.
- *Formalise*, co-located with ICSE: the main objective of this conference is to foster the integration between the formal methods and the software engineering communities, to strengthen the links between them, and to stimulate researchers to share ideas, techniques, and results, with the ultimate goal to propose novel solutions to the fraught problem of improving the quality of software systems. This venue could be considered to disseminate all the project key results on verification, i.e. KR5-7.

Among more industrial-focused and practitioner-oriented venues that we envision for dissemination we mention:

- CloudFest <https://www.cloudfest.com>
- Machine Learning Week Europe <https://predictiveanalyticsworld.de>
- cdCon <https://events.linuxfoundation.org/cdcon/>
- Conf42: Cloud Native <https://www.papercall.io/conf42-cloud-native-2021>
- OW2'con <https://www.ow2con.org>
- DevOpsCon <https://devopscon.io/berlin/hybrid-hygiene-measures-ber/>
- CLOUD & DEVOPS WORLD | TECHCLR8 EUROPE <https://tmt.knect365.com/cloud-devops-world/>
- DevFest GDG <https://sessionize.com/devfest-live/>

2.5 Dissemination monitoring and assessment

As introduced in the dissemination process description all the dissemination activities will be continuously monitored and assessed to follow up the current and future dissemination activities and to ensure that we are achieving the stated KPIs. This continuous monitoring will also serve to react to potential deviations of the KPIs compliance allowing the dissemination team to promptly react to these situations and apply mitigation measures.

The monitoring and assessment phase will be based on the “*Monthly dissemination Sheet*”. This sheet will be maintained in the documents repository of the project and shall be updated by every partner monthly. Describing the contributions done by each partner. The following inputs will be thus requested: Scientific publications, General and business publications, Events, Blog posts, Collaboration & Cooperation with other projects, Press Releases, etc.

In the following section, the procedures to fill the monthly report so as to fulfil the defined Dissemination KPIs are described. The rationale behind this is to be able to organize and quantify the effective support of the different channels involved.

2.5.1 Monthly dissemination sheet

The work package 8 leader has created a dedicated folder in the projects Sharepoint where the dissemination report is stored. Every month all the partners need to update it with the new information about dissemination, communication, and networking activities. The updates on the dissemination monthly report are followed up as part of the WP8 meetings. At the end of each month a reminder is sent out by the WP leader to remind the partners that the sheet needs to be completed.

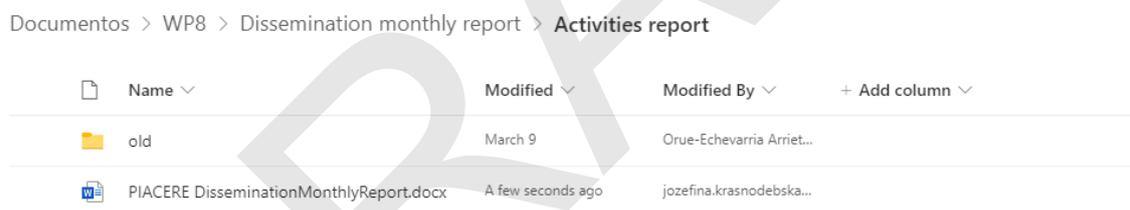


Figure 3. Piacere dissemination monthly report in the document's repository.

The dissemination monthly report collects the following items:

Table 7. Items in the Dissemination monthly report

Name	Description	Range
List of Scientific publications (announced)	List of publications planned and submitted but not yet accepted	Dissemination
Detailed information of Scientific Publications (reported once published)	Publications once they have been accepted	Dissemination
General and business publications (announced)	Everything that cannot be considered scientific. For instance, publication on the partners' websites, interviews on the media, featured articles on the media, and so on.	Communication

Name	Description	Range
Events: Conferences, seminars, workshops and webinars (announced)	List of events planned but not yet attended	Dissemination
Blog posts	List of posts to be published in the PIACERE web page or in other means.	Communication
Collaboration & Cooperation with other projects or programmes	Projects with which we are collaborating, under which areas and topics, and the status.	Networking
Report of the networking activities	Networking activities performed with existing network, initiatives, alliances, working groups, etc., date, main conclusions and action points.	Networking
Press Releases	List of press releases published by means of communication such as newspapers, conferences or specialized magazines	Communication
Other Activities	Keynotes, prizes, blog posts etc. planned but not yet done	All

The complete “Dissemination monthly report” template is included in the Appendix A.

2.5.2 Monitoring procedure

The monitoring of the correct development of the dissemination activities will be done through the Key Performance Indicators (KPIs) monitoring. These KPIs will be used to monitor the progress in dissemination, covering all forms of dissemination with a special emphasis on the results obtained rather than the produced quantity. Therefore, the KPIs will be used to track the progress of the dissemination activities focus on the impact created. Through this continuous monitoring process, the PIACERE dissemination team, coordinated mainly by the WP8 leader, the TEM (Technical and Exploitation Manager) and the project Coordinator will be able to detect potential problems in the dissemination strategy and to modify it to achieve the targeted KPIs. In PIACERE dissemination strategy is understood as one of the key pillars towards the commercialization and exploitation of results thus dissemination will be stimulated both at consortium level and partners. The following table describes the KPIs initially defined by the PIACERE consortium:

Table 8. KPIs for dissemination activities [2]

Dissemination tool	KPI	Objective	Contingency plan
Brochures	Number of leaflets	>3	- Specific dissemination and communication WP defined where the production and management of the dissemination material such as the brochures is considered. Planification of the brochures for critical stages in the project lifecycle: beginning of the project

Dissemination tool	KPI	Objective	Contingency plan
			to raise awareness, in an intermediate stage when the first version of stable results are published and towards the end of the project in order to show the benefits of using PIACERE vs. not using it.
Conference / Journal publications	Number of publications <ul style="list-style-type: none"> • Scientific journals • Scientific conferences 	2 15	Encourage partners to publish papers. Foster collaboration between partners from the WP8 to write cross-WPs /cross components papers. Promote project level collaborative papers at several stages of the project (initial position paper, intermediate solution proposal paper, final research paper including validation of the results). Find appropriate events and conferences. Contact publishers of peer-reviewed and indexed journals. Search for additional channels.
Project posters	Number of posters	At least 3	Encourage partners to create and publish posters. Find appropriate events such as NetFutures, or CloudExpo among others where posters can be presented.
Press releases	Number of specialized press releases	2 per country and language	The specific plan for communication will define the way in which the different communities (scientific, commercial, general public) will be targeted, as well as the social media will be used. Each press release type (scientific, commercial, general public) will be led by a partner specialized in those audience types (i.e. industrial partners will lead commercial press releases).
Project showcases	Number of different demonstration videos produced	10	Every time that a prototype is implemented as part of the PIACERE Solution, the possibility of creating a video showing will be considered. Also, a commercial video will be

Dissemination tool	KPI	Objective	Contingency plan
			released and videos for dummy users i.e. PIACERE for dummies will be considered.
Project newsletters	Number of newsletters	1 per year	See section 2.4.2.5
Attendance of events	Number of events attended	5 per year	The potential key events interesting for PIACERE will be monitored and reported in every dissemination report. Here events like NetFutures, joint meetings with the project clusters, or CloudExpo will be targeted.
Cloud Community, Software and Services Publications	Number of references in external magazines (Collaboration and Support Actions, EC)	+20	The scientific community, commercial stakeholders and the general public will be the target groups of the communication activities. The references to the PIACERE project will be monitored and checked every 6 months in order to fulfil the required KPIs.

3 Communication plan

The European Commission describes communication as:

“Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.” [1]

Following this statement, PIACERE understands communication activities as those in which the project's expected added value is presented and demonstrated to non-specialized audiences. The main focus of the communication activities will be to create awareness along the general public of the PIACERE solution and the problems it can solve. Therefore, the target will be to create and send key communication messages that are easy to understand, relevant and appropriate to the audience. The main objective of these messages will be to raise awareness and stimulate people to gather more information of the project and its results. Communication is also oriented to the commercial side in order to provide with a first overview to the PIACERE approach and framework and arouse curiosity in new scientific or industrial partners.

The emphasis of these communication activities will be placed to create a PIACERE community of people interested in the PIACERE solution, where they may participate and co-create additional services to those already planned in the project. The communication strategy will be built up upon four main pillars: 1) Knowledge and understanding of the project and its key results 2) Knowledge and understanding of the Key Stakeholders 3) Knowledge and understanding of appropriate/types of communication methods 4) Agreement to proceed with the development of the Communication Strategy from the project coordinator and WP8 leader.

One of the main aims will be to create the communication plan including the following elements:

- Target Audiences
- Key Messages
- Communication Mechanisms/Tools
- Implementation Details - Who, When
- Who will be responsible for implementing each action
- When the action must be implemented

To achieve that, exploiting the power of social networks will be leveraged. These will be used as direct communication channels with potential users and adopters of PIACERE. Regularly updates on events, news items or state of the project will be published in the networks increasing the impact of PIACERE. A prolonged and interactive communication campaign is necessary, and technical staff from the project will be recruited to actively engage with the identified community according to dissemination and exploitation objectives. From the plethora of existing social networks, PIACERE will focus on Twitter (@PIACEREproject), where events, milestones and achievements will be broadcasted. Short news, updates or complementary links associated to the project will also be published. A strategic list of relevant hashtags and possible followers will assist project team in gaining new and sharing existing knowledge; LinkedIn, where the project's results will be made available; Slideshare where the general project presentation as well as other main achievements will be uploaded, and finally, YouTube, where the main features of the different PIACERE tools will be presented at different levels (technical/generic/commercial). The commercial PIACERE video will also be available through this YouTube channel

3.1 Objectives

The objectives of communication in PIACERE are the following [2]:

- Ensure proper communication and dissemination of the project results throughout the different target audiences.
- Provide the PIACERE project coordinator and WP8 with a documented framework detailing which communication mechanisms/means would be most appropriate for the identified stakeholders and target audiences
- Increase project awareness, both for general knowledge communities as well as in more focused PIACERE communities, such as DevOps communities;
- Distribute promotional materials in less specialized events focused on the general public;
- Involve media, if possible, mass media, to release press releases;
- Pave the way for a successful commercial exploitation of the project outcomes.

3.2 Target groups

This section provides information about the identified stakeholders for communication focusing on scientific-technical communities, commercial stakeholders and general public.

PIACERE has identified as initial stakeholders to communicate the results of the project the following ones:

- IaC developers
- Software developers
- DevOps teams
- Infrastructure managers
- Scientific-technical community
- General Public (non-specialized audiences)

3.3 Communication process

As introduced in the previous section the main aim of the communication strategy is to raise awareness about the PIACERE project and the PIACERE results, with the intention of building an community interested on it. At project level communication requires a clearer conceptualization. Therefore, the PIACERE consortium has deemed necessary to define a process that partners can follow for their communications actions:

- Identify a person or a group of persons to deliver the message. This includes the creation of a team of people that will be representative of their organisation and will be responsible for its dissemination and communication activities (such as monthly reports, communication actions, etc...),
- To establish the key audiences and related messages,
- To describe and follow up the list of expected actions that partners aim to realize in project lifetime, including the frequency and timing of those activities
- To create the communication materials,
- To define the digital PIACERE digital strategy,
- To evaluate and monitor the process,
- To improve the process when necessary

3.3.1 Communication Team

The planned communication team involved in the communication activities is detailed next. At least one representative per partner is included in this communication team.

Table 9. Contact references for the Communication Team

Partner	Contact reference person for communication
Tecnalia	Leire Orue-Echevarria, Maitena Ilardia
HPE	Annelisa Motta
Polimi	Galia Nedeltcheva
Ericsson	Cosimo Zotti, Giuseppe Celozzi
SIMPA	Stjepan Pervan
Prodevelop	Christophe Joubert
XLAB	Nejc Bat
7bulls	Katarzyna Materka, Józefina Krasnodębska

3.3.2 Communication Materials

Following the same approach as in dissemination, next the purpose of the communication materials is described.

Table 10. Communication materials

Means	Purpose	Rationale
Logo	Promotion	PIACERE logo is the image of the project that accentuate the concept of the logo. Represents the character of PIACERE, besides the vision and concept of the project.
Social Media	Awareness Information Engagement Promotion	Social networks grant to distribute appropriate and significant content for different target groups. Social channels are used as interactive tools for asking questions and give feedback to representatives.
Promotional material	Promotion	The promotional material used in PIACERE are leaflets, flyers, brochures, posters, used in meetings, forums, symposiums. This promotional material can be found on the communication section in the webpage: https://www.piacere-project.eu/materials
Press release(s)	Awareness Information Promotion	Press release support the analysis of the project objectives and situation.
Blog	Awareness Information Engagement	Blog allows publishing contents of the different works carried out in the project by the different partners. The content of the blog is updated regularly.

3.3.2.1 Logo

In this section it will be described the meaning of the logo related to the project purposes and the image of the logo will also be reported.

The PIACERE logo is presented next in the format:



Figure 3. PIACERE Logo

The description used to emphasize the idea of the logo and improve the better understanding of PIACERE project. The declaration is: ‘Programming trustworthy Infrastructure as Code in a secure framework. The idea communicates the significance of the PIACERE brand.

3.3.2.2 Press Release

The press release of PIACERE will incorporate description of the project goals, key results, approach, benefits and use cases. The information regarding the press release will be sent to addressed members. The objective is to attract interest from a journalist, editor and so on. The press release incorporates all the main information of the project for the journalist to simply produce his own story.

Press release’s information will be dispatched in English language but also translated in all the languages of the partners participating in the project to do the dissemination activities in their countries.

The following table summarizes the main characteristics of PIACERE press release:

Table 11. PIACERE press release

Characteristics	Description
Objective	Provide details of the project goals and status
Key Message/Content	Objective of PIACERE, Problem statement, who will benefit and what it will /has deliver(ed)
Target Stakeholder	Trustworthy infrastructure application developers and operators, secure application providers and General Public
Information Required & Level of Detail	Approach and results. Press releases will be written using a vocabulary clear to comprehend.
Information Providers	WP leaders
Communication Methods	Written in German, English, Spanish, Slovensky and Italian
Activity Required for Production & Delivery	No specific configurations. Using the partners’ networks appropriately for a larger direct outreach
Frequency & Timing	Will be issued in M12, and M33

Characteristics	Description
Feedback and Follow Up Activity	Feedback from readers

3.3.2.3 Digital Strategy

A Digital strategy is the application of technology and digital media to create value identifying, articulating and executing ‘something’ on digital media with the aim of growing an organisation’s ambitious benefit. Because the project alignments are more oriented towards B2B, the project approach will choose for Inbound Marketing strategy. This strategy has been adapted based on past and on-going experiences in other research projects.

Inbound marketing is a strategy based on three fundamental parts:

- **SEO (Search Engine Optimisation):** search engine positioning optimisation is the process of improving the visibility of the website.
- **Content Marketing:** based on the web, blogs, videos, webinars, infographics, documentation from the project actions, etc.
- **Social Media marketing:** networking.

This Inbound strategy will work as being part of a general design connected to:

- Increase the impact and services provided by PIACERE.
- Acquire the best online visibility.

The inbound marketing techniques are also completed by methods of experience lead models. The contacts created as leads will be classified according to network concerns.



Figure 4 Inbound marketing strategy

PIACERE Marketing strategy will be managed requesting a workflow which describes the connections with users along the different stages of capability (Visitor, Lead, User and Promoter). The workflow will be detached into portions and parameterised in results. It is necessary to have a specific measuring of what will be presented at every workflow stage. Inbound marketing will pursue the following methodology:



Figure 5. Inbound marketing strategy workflow (source: growth hackers¹)

1. **Attraction of visits:** the aim will be to engage adequate traffic according to group targets through:
 - *Social Networks:* by giving beneficial and appropriate content for the different target groups.
 - *Blogging.*
2. **Conversion:** when the quality traffic has been produced, next challenge resides in transforming those visitors to leads (potential users of network actions) between the analysis and the parameterisation of what happens on the microsite and the blog.
3. **Close:** following the attracted qualified visitors and turn them into potential clients (leads), the next step is to convert them in leads. The marketing tools available on-line for this task are:
 - E-mail marketing adapted to the requirements and to the lifecycle level of each contact.
 - Addressed recruitment of participants for PIACERE actions.
 - Presence in the PIACERE digital community through social networks and other methods like surveys, etc.
4. **Delay:** finally, to guarantee the users continue to be users and at the same time converting them into promoters, add-value contents will be provided. As a result of this, PIACERE's connection will be more robust, and a commitment will be conceived translating all that into a positive dissemination.

3.3.2.3.1 Objectives of the Digital Strategy

The objectives of the Digital Strategy contribute to the project and the objectives shown in the *Dissemination, Communication and Networking Sections*.

The objectives of the Digital Strategy to increase the capabilities are:

- **Branding:** Diffusion of information about PIACERE, an EU funded project, and its results. Branding pursuits to produce risk and knowledge of the PIACERE brand among users and stakeholders. This method, it is possible to create a specific brand image and, as continuation, to carry out a good positioning.
- **Engage:** To employ the stakeholders in PIACERE activities.
- **Coordinate:** To relate with other programmes, networks and initiative to expand the impact of PIACERE.

¹ <https://www.growth-hackers.net/inbound-marketing-definition/>

3.3.2.3.2 Channels or communication vehicles

The Main channels or communication vehicles picked to the digital strategy will be:

- **The Website:** built on Drupal, a real configurable content management system (CMS) with modular contents. This method allows the creation of dynamic web pages.
- **Blog:** is part of the web, it has a double function: on one side, it supplies the labours of dissemination and engagement of visitors to the web. The work will be centred in the creation of contents to produce leads. The goal is to trace stakeholder's interest and when the attention is obtained, take it to the next level. In this level is important to considerate the trust and credibility. The blogs facilitate to put out content quickly than comparing with website.

The Information Flow for PIACERE online communication is presented next. This is based on past experiences successfully carried out in similar projects, past and on-going, such as DECIDE, URBANITE, and more:

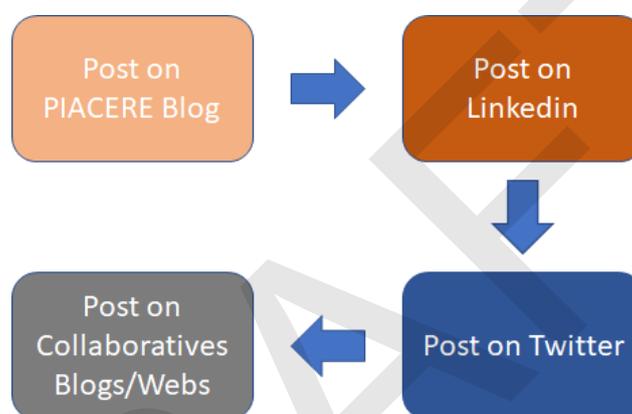


Figure 6 Information Flow

Social channels are used in PIACERE as interactive tools, in which it can be found points for asking questions, sharing thoughts, and answering to other project members. The PIACERE Consortium can make the most of these tools by including all potential stakeholders employing these laws:

- o *Be relevant:* PIACERE will include a real voice that is conversational, aware and authentic. The main idea is to create a space to interact with interested people on a common level by posting content related to PIACERE's aim.
- o *Ask questions:* The initiative will continually suggest fans to join the discussion by asking questions. This will be a valuable method to get feedback and create improvements too.
- o *Highlight our partners:* Tagging and labeling PIACERE's partners in event pictures will show the participation in the acknowledge of the cause demonstrating publicly appreciation for the work. Tagging and labelling people and organizations will build a network among implicated parties – establishing attention within their own networks as well.
- o *Share regularly:* Social channels will be used to share the latest news of PIACERE project. Publishing regularly updates makes followers a reason to keep coming back to the page.
- o *Be visual:* The inclusion of pictures or other visual media with most of the posts will be a goal for the success of the project. This will catch people's eyes, create interest, and describe the project as dynamic.
- o *Expand PIACERE's content.*

To acquire an excellent level of diffusion on social networks, the frequency of message publication will be at least four messages per month. To involve a great number of partners, the visibility messages must be distinguishable to the large range of partners.

The last three fields are not mandatory but recommended.

In the following subsections, it will present an overview about all the selected social networks involved in PIACERE communication activities but there could be also the opportunity to open new profiles as a development of the digital strategy.

- **Twitter:** The conversation and the multimedia contents produced in the project will be supported to make the tweets more attractive. This task will help to obtain our main objectives of branding and loyalty. It is important to promote work hardy during the events, meetings to push for more interactivity and followers. This tool also provokes traffic to the web, probably to pages with call-to operation elements to produce leads. PIACERE will look out for large Twitter accounts in our territory and start following them (privacy news profiles, ICT companies, and journalists who regularly write about topics of interest). Then, look completely into the follower lists of those profiles, as these are the people who are interested in learning more about the topics of the project, and they will probably be interested in following PIACERE, too. Related to dissemination actions, commitment and simply following people is not enough; also need to communicate with them. We will add the followed people to a list: Trustworthy infrastructure, Secure, H2020, and when the lists grow, it will be more people to talk with and we will have created wider partner groups to support the work done in PIACERE.

The detailed set of measures for this Twitter is:

- o Number of Twitter feeds
- o Number of following profiles
- o Number of followers
- o Number of likes

PIACERE Twitter name is: @PIACEREproject

- **LinkedIn:** This social network has a professional character, messages will be sent to a specific audience to collect different experiences, results observations or evidence in events. Messages in LinkedIn must be comprehensive, providing, if possible, technical details. The messages should be made accessible for reading also to an audience that does not have a LinkedIn account. So, it will be possible to get in touch with other business, social or research communities and share achievements, open questions or future initiatives in other contexts. PIACERE has created a group in LinkedIn. The action is to collect a deep group of specialists and professionals, which can provide with their expertise in the project.

LinkedIn following parameters will be controlled:

- o Number of connections
- o Number of profile visits
- o Number of group members

The LinkedIn group is: www.linkedin.com/in/piacere-community-326809209/

- **Slideshare:** The SlideShare account has been characterized to include an appropriate presentation of PIACERE, presenting the project results and achievements. SlideShare is

used to spread the project success to all target groups. Using SlideShare there is no limits in number of pages or characters.

For Slide Share, the following parameters will be measured:

- o Number of presentations
- o Number of followers
- o Number of clipboards

PIACERE SlideShare profile is available at www.slideshare.net/PIACERECOMMUNITY

- **YouTube** accounts. The aim is to place all the graphical material (photos, videos, showcases, etc.) produced during the project, making its access and dissemination uncomplicated.

Other social channels:

- **Email marketing:** Is clear to customize and organized into communication campaigns, the email is one of the most effective ways to keep partners informed and to convert them in users of PIACERE actions.
- **Newsletter:** a basis of the newsletter is to keep PIACERE brand in the minds of partners with some repetitiveness and inform them precisely and personally of the different network activities.

3.4 Communication monitoring and assessment

As in dissemination, there is the need to monitor the effects of all the communication activities defined in PIACERE. The monitoring of the communication activities in PIACERE will be done through the regular assessment of the KPIs defined with respect to the quantification of the communication outreach of the different channels involved. The measures with respect to these KPIs will be regularly followed up from the Work package leader and Project coordinator and will be fine-tuned if they do not cover all possible aspects of Communication. The initial list of these KPIs is reported in the next section 3.4.1.

As part of the tracking, planning and scheduling of the communication activities 2 supporting elements have been developed:

1. The “Dissemination Monthly report” which includes also the reporting of the communication activities and has been described in section 2.5.1.
2. The “Twitter-Blog-Rotation_Schedule” which includes a calendar where the twitter posts and the blog posts are scheduled. This allows the communication team to ensure a minimum of actions to keep the attention of the audience through the social networks. The current instance of this planning is included in Appendix B.

Documentos > WP8

Name	Modified	Modified By	+ Add column
Blog posts	May 11	Nejc Bat	
Conference papers	January 28	Orue-Echevarria Arriet...	
Deliverables	January 29	Daniel Vladušić	
Dissemination monthly report	January 29	Daniel Vladušić	
Journal papers	February 9	Alonso Ibarra, Juncal	
Telcos	January 29	Daniel Vladušić	
Dissemination ideas.xlsx	March 29	Matteo Pradella	
Events list.xlsx	April 18	Matteo Pradella	
PIACERE BMC SWOT.docx	4 hours ago	Ismael Torres Boigues	
PIACERE_Exploitation.xlsx	Monday at 4:24 PM	Nejc Bat	
Twitter-Blog-Rotation_Schedule.xlsx	May 12	Nejc Bat	

Figure 7. PIACERE Twitter Blog Rotation Schedule.

3.4.1 Communication monitoring description

Following the same approach as for the dissemination, PIACERE has defined a set of Key Performance Indicators (KPIs) to assess the results obtained from the different communication activities. Several metrics with respect to dissemination and communication activities will be measured (i.e. Yearly number of website visits). Communication KPIs include among others Google Analytics metrics for the PIACERE website on top of the metrics provided by social networks. M18 and M36 reporting will include the KPIs showed in the following table as a subset of all the measurable parameters

Table 12. Communication KPIs [2]

Channel involved	KPI name	Objective 2021	Contingency plans
Website	Yearly website visits	600	Promoting the website through other channels, especially in social networks, internal and external to the project
	Duration of visits	More than 2 min. for 40% of users	Re-organize the website to make it easier to find relevant items. Upload more attractive content. Monitor the activity of visitors through the different sections of the web page.
Website	Monthly downloads: Posters, flyers	35	Promoting the website and the downloadable material through other channels (especially in social networks and events).
	Public reports	50	
Twitter	Regular tweets or	>100 followers	Control and encourage the publication of tweets, depending on the phase of

Channel involved	KPI name	Objective 2021	Contingency plans
Feed	when a relevant milestone is taking place (e.g. event, releases, etc.)		development and implementation these bi-weekly or even daily at peak milestones.
Blog	Posts	15	The blog posts discuss the different technologies, solutions, problems faced or any other relevant novelty that has occurred in the project. This will be used as part of the inbound marketing strategy and will allow the social networks to bring more traffic to the project.
Social Networks	Number of group members in LinkedIn	50	Promote the LinkedIn group in the events, or presentations of the project.
Social Networks	Number of presentations in Slideshare	4	Create presentations for each of the relevant milestone in the project.
Press release	Number of press releases	1	Create at least 2 press releases in M12 and M33

4 Networking plan

Networking activities will cover the liaison and co-operation activities with other projects under the same or similar objectives. The cooperation aims at exploiting synergies between the EU projects organizations and networks and increasing the impact of PIACERE. However, when feasible, collaboration with projects from other Units or National strategies will be promoted so that other views and needs can also be incorporated to PIACERE and enrich the approach.

Networking activities are intended to encourage and facilitate cooperation between projects or initiatives with similar targets to the one proposed by PIACERE. Networking activities must directly involve members from more than one of the initiatives. Here, an initial overview of the networking plan is described.

PIACERE will participate in networking activities mainly related to the its KRs and will engage with communities within the DevSecOps and IaC domains.

Typical examples of planned networking activities include working group meetings, seminars, workshops, symposia, conferences with:

- Existing or completed National, Pan-European and International Projects relating to the digital infrastructures, IaC and DevSecOps paradigm
- IaC managers, infrastructure managers.
- International Scientific Conferences
- Relevant Collaboration and Support actions from the EC

Networking activities will be led by the different partners in PIACERE considering their nature and their current networks covering different target audiences and initiatives (scientific, commercial, industrial).

One of the main relevant activities of the networking activities is the proper identification of the audience and the specific objective of attending the event. The attendance to an event shall be justified and followed up once the event has finished to track the impact created. The purpose of networking will also change as the project and key results are more mature.

The networking plan will follow the same approach as the Dissemination Plan and evolving in the already defined three (+1) separate phases which are listed below.

Phase I (M1-M6)

- Identify Projects and initiatives for collaboration during PIACERE
- Identify target audiences
- Identify project representatives from the communication Team to lead each collaboration activity

Phase II (M7-M30)

- Facilitate networking activities with projects identified in phase I
- Facilitate engagements with specific organisations, groups and/or audiences identified during phase I

Phase III (M31-M36)

- Network in accordance to demonstrating the key results that are emerging out of PIACERE
- Wrap up collaborations with projects and define activities beyond the project.

Phase 0 (M1-M36)

- Continuously monitor and assess networking activities.

4.1 Expected results

We expect that all members of the consortium contribute to networking activities where applicable. Within PIACERE, we have clear strengths and markets of which we operate, and the KR owners have a responsibility to network with their peers in order to benefit from the exposure with third parties.

The main expected results from the networking activities include:

- Gather feedback and knowledge from experts on specific topics related to the PIACERE KRs
- Gain awareness of the PIACERE approach and solution in relevant knowledge areas and contribute/enrich other approaches from other initiatives
- Position PIACERE project within relevant initiatives

4.2 Target groups

This section analyses the opportunities derived from networking actions and other online and physical presences (collaboration, cooperation, working groups, etc.) that cannot be classified in the dissemination or communication sphere.

The following table identifies the networks, which we expect the consortium members to engage with throughout the lifetime of the project.

Table 13. Networks

Partner	Networking/Target Groups	Stakeholders
TECNALIA	DevSecOps communities, Data Centre Operators, EU Projects, SMEs. Academic Researchers. Enterprise Business	ALL
ERICSSON	IoT providers, Telecommunications vendors, Enterprise Business, SMEs	CEO, Directors, IoT providers, Telecommunications vendors
HPE	Infrastructure Consumers, Enterprise Businesses, Vendors, SMEs, DevSecOpscommunities	Application developers and operators, System managers, Data Centers managers, CEO, Directors.
POLIMI	Academic Researchers	Researchers, DevSecOps practitioners
PRODEVELOP	IoT providers, DevSecOps communities, Critical infrastructures users, SMEs	Application developers and operators, System managers.
SI-MPA	System managers, Infrastructure consumers, DevSecOps communities	Application developers and operators, System managers, Data Centers managers

Partner	Networking/Target Groups	Stakeholders
XLAB	DevSecOps communities, Academic Researchers, Software practitioners	Researchers, DevSecOps practitioners.
7Bulls	Infrastructure Consumers, Enterprise Businesses, Vendors,	Application developers and operators, System managers, Data Centers managers, CEO, Directors

4.3 Networking process

The networking team which consists of a representative member from each of the respective organisations needs to know the networking process to carry out. The proposed networking process to be followed is defined in figure 8:

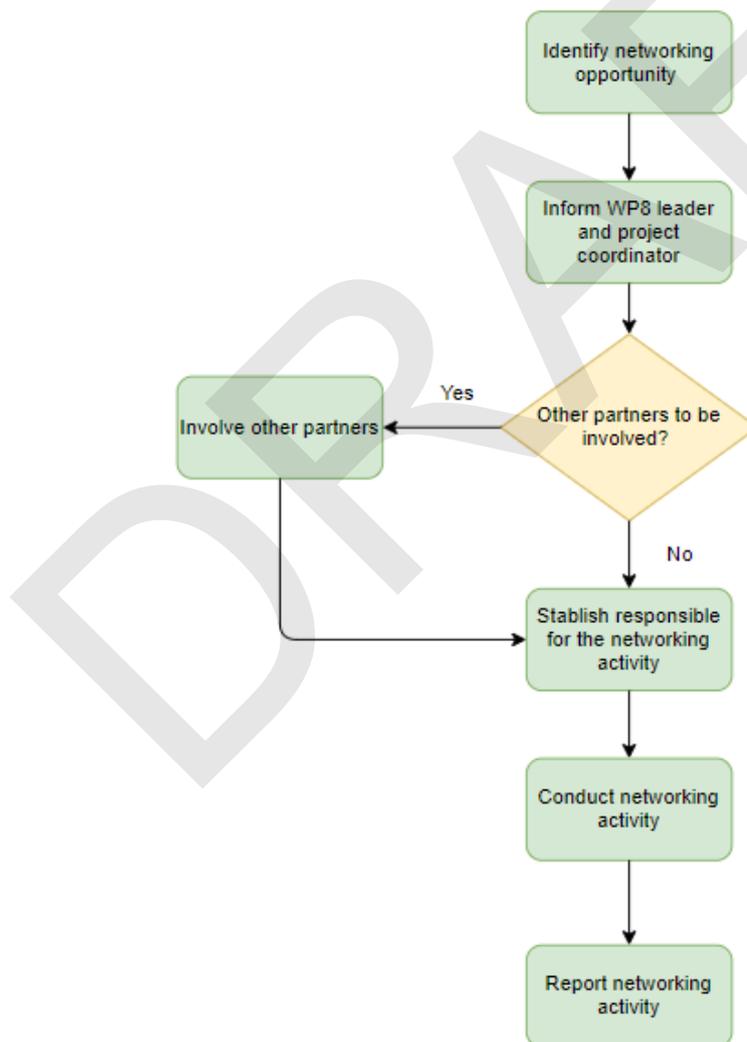


Figure 8. PIACERE networking process

4.3.1.1 Networking Initiatives

This section describes the PIACERE Networking initiatives in detail.

4.3.1.2 Projects

The following table presents those European projects related to PIACERE and potential candidates to network its research and results.

Project	Objective and scope	Potential areas of collaboration	Status
AIDOaRt (ECSEL-RIA) 	AI-augmented automation for efficient DevOps, a model-based framework for continuous development At RunTime in cyber-physical systems	Problem modelling	Just Started (1 st April)
FENTEC – Functional encryption technology 	Objective is to develop new Functional Encryption (FE) as an efficient alternative to the all-or-nothing approach of traditional encryption.	Implementation of cryptographic technologies.	Ended
FORTIKA – Cyber Security Accelerator for trusted SMEs IT Ecosystems 	To minimise the exposure of small and medium sized businesses to cyber security risks and threats, and help them successfully respond to cyber security incidents	integrate technological advancements related to light-weight service orchestration	Ended
CYBERWISER.EU – Civil Cyber Range Platform for a novel approach to cybersecurity threats simulation and professional training 	Environment dedicated to training professionals in the field of cybersecurity	integrate technological advancements related to real-time monitoring and mitigation of cyber risk for IT platforms	Ongoing
SODALITE - 	SODALITE aims to provide an optimised, highly resilient heterogeneous execution environment enabling operational transparency between Cloud and HPC infrastructures.	Infrastructure as a Code integration	Ongoing
RADON	Development of serverless FaaS technology	FaaS and IaC	Ending in 2021

Project	Objective and scope	Potential areas of collaboration	Status
			
<p>MORPHEMIC</p> <p>[Modelling and Orchestrating heterogeneous Resources and Polymorphic applications for Holistic Execution and adaptation of Models In the Cloud]</p> 	<p>MORPHEMIC is a unique way of adapting and optimizing Cloud computing applications. The project is an extension of MELODIC which is a multi-cloud platform developed in the H2020 project. MELODIC is the simplest and easiest way to use Cross-Cloud. Now this open source platform is extended to MORPHEMIC with 2 main innovative pillars: (1) Polymorphing architecture; (2) Proactive adaptation</p>	<p>Development of modelling and optimization of cloud resources.</p>	<p>On-going 01.01.2020 31.12.2022</p>
<p>BIECO</p> <p>[Building Trust in Ecosystems and Ecosystem Components]</p> 	<p>BIECO will offer a holistic approach for building and validating several technologies and methodologies that are specifically oriented to foster security and trust within ICT ecosystems.</p>	<p>Development of security tools.</p>	<p>On-going 01.09.2021 31.08.2023</p>
<p>AI-SPRINT</p> <p>[Artificial Intelligence in Secure Privacy-preserving computing continuum]</p> 	<p>AI-SPRINT defines a novel framework for the design and operation of AI applications in computing continua.</p> <p>Project goes beyond supporting AI applications development by enabling the seamless design and</p>	<p>Development of edge and deployment capabilities.</p>	<p>On-going 01.01.2021 31.12.2023</p>

Project	Objective and scope	Potential areas of collaboration	Status
	<p>partition of AI applications among the plethora of cloud-based solutions and AI-based sensor devices, providing security and privacy guarantees.</p>		
<p>Hub4Cloud</p> 	<p>HUB4CLOUD is a H2020 Coordination and Support Action that helps growing the impact and relevance of Cloud Computing research, innovation, and policy-driven efforts, while accelerating its adoption and deployments in Europe.</p>	<p>Cloud and Edge infrastructures.</p>	<p>On-going</p>
<p>SwForum.eu</p> 	<p>SWForum.eu aims to create a self-sustainable online forum that facilitates and encourages both researchers and practitioners as well as projects in software, digital infrastructure and cybersecurity to create intersections of expertise and a multidisciplinary approach to research and innovation. This forum seeks to set in place the European research roadmap and offer cross-fertilisation of competencies to all other research and innovation areas.</p>	<p>Software Engineering techniques for IaC, SecDevOps methodology.</p>	<p>On-going</p>
<p>H-Cloud</p>	<p>It is a European Commission initiative that aims to consolidate and grow the Cloud Computing research and innovation community in Europe. It associates</p>	<p>Cloud Continuum research challenges.</p>	<p>On going</p>

Project	Objective and scope	Potential areas of collaboration	Status
	<p>projects under Coordination & Support and Research & Innovation Actions, bringing together innovators, policy makers, cloud computing research, industry and users into an open, participatory and sustainable forum.</p>		

4.3.1.3 Networks and associations

Another way for these networking activities is to investigate which existing networks are relevant for the project. At this stage, PIACERE consortium members have identified the following ones:

- **GAIA-X** <https://www.data-infrastructure.eu/GAIA/Navigation/EN/Home/home.html>: the network and project launched by the EC aiming to develop common requirements for a European data infrastructure.
- **Digital Innovation Hub Slovenia (DIH Slovenia)** <https://dih Slovenia.si/en> : the national network initiative aiming to connect the digitalisations experts with the industrial users in need of raising their level of digitalisation.
- **ECSO** <https://ecs-org.eu/>: The main goal of ECSO (European Cybersecurity Organisation) is to coordinate the development of the European Cybersecurity Ecosystem support the protection of European Digital Single Market, ultimately to contribute to the advancement of European digital sovereignty and strategic autonomy

4.3.1.4 Other initiatives and projects

Other initiatives to consider carrying out networking activities are:

- **The Cluster on Software Engineering** <https://eucloudclusters.wordpress.com/> the mission of software engineering is to offer the right tools and methods to guide users in all activities connected to the lifecycle of applications and services, through the usage of technologies and new paradigms, still ensuring productivity of processes and quality of software (performance, availability, ‘evolvability’, reliability, ...).
- **Future Cloud Cluster** <https://eucloudclusters.wordpress.com/future-cloud/> The goal of the Clusters of European Projects on Cloud is to create an environment where projects funded by the European Community (in particular, the recipients of ICT7 and H2020 grants) can interact and find synergies among them.
- **DSM Cloud Stakeholder groups:** Digital Single Market cloud stakeholder working groups conducts self-regulatory work in the areas of cloud security and porting data/switching cloud service providers.

4.4 Networking assessment and evaluation

Following the already reported approach for dissemination and collaboration PIACERE will assess and follow up the achievement of the networking objectives through the continuous monitoring of the established KPIs.

The next table presents an initial list of PIACERE success indicators regarding its collaboration activities throughout projects lifecycle. This list will be updated during the lifecycle of the project:

Table 14. KPIs for networking activities [2]

KPI name	Description	Objective
Technological collaboration	Join forces in enhancing and developing specific assets	At least one technological asset
Events co-organized	Workshops/ebinars and/or satellite events and/or joint sessions	At least 2
Joint dissemination and training	Joint papers and/or articles Creation of dissemination material	At least 2
WG	Working Groups	More than 3

5 Conclusions

The main focus of this deliverable is to present the dissemination, communication and networking strategies with the main objective of maximizing the impact of the project. The objectives of these plans are to ensure proper communication and dissemination means for the project results and subsequently to raise awareness to the scientific, industrial, and general public communities.

This deliverable details the way (process, team, and tools and means) in which the different communities are targeted and specifies the networking activities with external entities, projects or initiatives, including the specific working groups in which this project aims to participate. It also highlights the monitoring and assessment procedures to be followed in order to assess the achievement of the KPIs identifies for these activities.

This dissemination, communication and networking plan will be updated and improved in subsequent deliverables, where performed activities will also be reported.

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6 References

- [1] European Commission; "What is the difference between dissemination, exploitation and communication?," [Online]. Available: ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html.
- [2] PIACERE Consortium, "Description of Action - Annex 1 - GA 101000162," 2020.

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APPENDIX A: Dissemination monthly report

List of Scientific publications

List of publications: planned and submitted but not yet accepted

List of Scientific Publications

Title of the article	Event and publication (name, date, other info)	Name of author and Organisations

Detailed information of Scientific Publications (once published)

Title	Authors	Title of the periodical or the series	Number, date frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers (if available)	Is/Will open access be provided to this publication?

DRAFT

General and business publications

Everything that cannot be considered scientific. For instance, publication on the partners' websites, interviews on the media, featured articles on the media.

List of General & Business Publications

Title	Link or reference	Date	Partner/Authors (organisations)

DRAFT

Events: Conferences, seminars, workshops and webinars

List of events

Event	Date	Name and type of audience	Countries addressed	Size of audience	People attending

DRAFT

Blog posts

Blog posts		
Title of blog entry	Main author	Release Date

DRAFT

Collaboration & Cooperation with other projects, programmes, working groups, initiatives, etc.

We will describe here the projects with which we are collaborating, under which areas and topics, and the status.

Explanation symbols

	Collaboration has already started – concrete collaboration activities are reported
	Collaboration is envisioned but have not started yet
	Collaboration is not feasible Collaboration have started but could not be continued – concrete collaboration activities are not reported

Collaboration with other projects

Project	Areas for collaboration	Remark	Status

Press Releases

Other dissemination Activities

Type	Published in	Partner/Authors

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Other Dissemination Activities

Keynotes, workshops, prizes.

Other dissemination Activities

Type	Name & Comment	Partner/Authors	Link if appropriate

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