D6.1: Dissemination and communication strategy, plan, and material

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Executive Summary

This deliverable defines the initial dissemination and communication strategy, plan, and materials for the European Heterogeneous Cloud/Edge Infrastructures for Next Generation Hybrid Services (HIGHER) project running from 1 January 2025 to 31 December 2027.

The strategy aims to highlight the project's goal to jointly develop and validate open-source designs for high-density rack-scale systems capable of supporting cloud and edge services at scale in standards-based data centre environments, to highlight the project's contribution to European Digital Autonomy, and to disseminate the project's results so that they can be adopted and further developed by the most relevant stakeholders.

To meet these dissemination and communication goals, this document defines target audiences, establishes dissemination and communication channels and tools to be used throughout the project lifecycle and determines key project indicators (KPIs) to facilitate the monitoring of the strategy.

Section 2 of this document outlines the dissemination and communication goals of the project while Sections 3 and 4 present the corresponding strategy designed to enable the consortium to effectively achieve these goals. This provides a structured way of sharing information about the project and helps to ensure that all members of the consortium understand the purpose and needs of the project's communication and dissemination activities.

This dissemination and communication strategy will be re-evaluated at M18 through D6.2: Initial report on Dissemination and Communication actions, while a final report detailing the project's activities and progress will be submitted at M36 (D6.3: Final Dissemination and Communication actions).

Introduction

This deliverable presents the dissemination and communication strategies, along with the digital and physical materials created to support those activities. We cover the initial plan for the work being carried out within WP6, which will provide a guide for project partners to ensure we are able to deliver on the expected impacts outlined in the project's Description of Work. This deliverable builds upon D1.1: Quality Management Plan and Public Project Presentation, submitted in M3. It also references the Description of Action in the HIGHER project Grant Agreement (GA-101189612) and its annexes. Furthermore, this deliverable provides a foundation for D6.2: Initial report on Dissemination and Communication actions, which is due for submission in M18 and for its second iteration in M36 (D6.3: Final Dissemination and Communication actions).

2.1 Reference documents and methodology

This deliverable references the following documents:

- D1.1: Quality management plan and public project presentations (Submitted M3)
- HIGHER Grant Agreement (GA-101189612) and its annexes, and specifically the Description of Action.

2.2 Relation with other Work Packages and Tasks

This deliverable relates specifically to the work being done in Task 6.1: Dissemination and communication strategy, plan, and materials, as outlined in the Description of Action (DoA) of the Grant Agreement (GA). The task not only defines the Dissemination and Communication plan, but also provides the associated materials that will be used for the duration of the project, such as posters, flyers, project website, and social media accounts, This deliverable, informs Task 6.2 Dissemination and Communication actions, which is charged with coordinating all dissemination and communication activities through to the end of the project. As it is listed above, D1.1: Quality management plan and public projects presentations is referenced to ensure alignment with the expectations of the project.

Dissemination Strategy

A comprehensive dissemination strategy will be pursued to ensure that the HIGHER project effectively disseminates the project's scientific results and key outputs related to the designing of OCP server mechanisms in order to provide modular rack systems incorporating reusable standards-based infrastructure and its open-source hardware and software outcomes. This strategy aims to ensure that the project's findings reach the groups that could most likely benefit from them and to gather valuable feedback from both the research community and relevant market players.

The strategy outlines internal mechanisms for organising, monitoring, and reporting dissemination efforts, complementing the framework introduced in D1.1: Quality management plan and public project presentations, which was submitted at the end of M3 (March, 2025). Together, D1.1 and this deliverable form a coherent set of guidelines to steer dissemination efforts carried out by all project partners. The remainder of this section elaborates on the project's dissemination goals, intended audiences, planned activities, partner responsibilities, and the methods for tracking and evaluating impact.

3.1 Dissemination objectives

The primary aim of our dissemination efforts is aligned with Objective 4 outlined in the HIGHER project's Description of Work: Actively promote widespread adoption and exploitation of the results. Several interrelated actions will ensure we reach this objective:

- **Sharing Project Results –** Publicise the scientific and technical achievements of the project by disseminating knowledge to a broad audience that includes researchers, industry professionals, decision-makers, and other relevant groups.

- **Facilitating Knowledge Exchange –** Support knowledge flow and mutual learning among project participants and external stakeholders. This will be achieved through events such as workshops, conferences, and webinars that encourage dialogue and collaboration.

- **Engaging Stakeholders –** Establish and nurture relationships with key stakeholders across academia, industry, policymaking bodies, and end-user communities. These perspectives and feedback will help shape dissemination and exploitation strategies over time.

- **Ensuring pathways to Exploitation –** Support potential use and commercialisation of the project's results by engaging with relevant academic and commercial audiences to extend the project's reach and practical relevance and promote uptake of results in operational contexts.

- **Committing to Open Science –** Uphold open access principles by making key outputs—such as scientific papers, datasets, code, and tools—publicly available, thereby supporting transparency and reusability in research.

- **Promoting Policy Engagement and Broader Impact –** Collaborate with initiatives such as RISC-V International and other organisations to amplify our findings and provide insights to policymakers. This will help ensure that the project's contributions inform not just the HIGHER project but also related initiatives and future research agendas.

3.2 Target Audience (Dissemination)

The project's dissemination activities are directed at a set of key stakeholder groups, primarily spanning the academic research community, industry actors, and policymakers. These audiences are central to ensuring that project outcomes have both scientific value and real-world impact. While end-users are not the primary focus of dissemination, they are still considered relevant recipients, particularly in contexts where commercial applications may offer direct benefits.

We have identified the following core audience segments:

- **Researchers and Academics –** Engaged in scientific exploration within related disciplines and capable of building upon project outputs.
- **Industry R&D –** Both small and medium enterprises (SMEs) and larger technology firms that may leverage the results for innovation and product development.
- **Policymakers –** Involved in shaping research, innovation, and digital sovereignty agendas at national and European levels.
- **End-Users –** Beneficiaries of downstream solutions, particularly where innovations may lead to commercial products or services.

These HIGHER core audience segments are consistent with the dissemination target groups (TGs) identified in the original Description of Work and summarised in the table below.

Communities	Target Groups in the Community
Cloud/Edge Technology providers	TG1: Edge/Cloud equipment manufacturers and Original Equipment Manufacturers (OEM) TG2: Edge/Cloud infrastructure providers/operators
Application Developers	TG3: SMEs/Midcap companies in key cloud/edge application domains and in important societal application areas.
Open Source Code/ Open Data	TG4: Open-source cloud/edge ecosystems TG5: Open hardware specifications/interfaces ecosystems
Scientific/Research Communities	TG6: Academia/Researchers TG7: Standards Development Organizations (SDO)/Alliances/Initiatives TG8: Digital Innovation Hubs (DIH)
Vertical End-Users	TG9: Stakeholders/Policymakers, Public agencies, European Commission, regulatory bodies
Standards	TG10: Targeting open standard interfaces (such as Open Compute Project (OCP), Peripheral Component Interconnect Special Interest Group (PCI-SIG), Advanced Microcontroller Bus Architecture (AMBA), Compute Express Link (CXL), Non-Volatile Memory Express (NVMe) and cloud stacks
Wider Audience	TG11: Service providers for Sustainable Cities/ECO/Green Initiatives TG12: Citizens/Lifelong learners' community

TABLE 1: HIGHER TARGET GROUPS

3.3 Dissemination Plan

The dissemination approach encompasses a broad mix of channels and activities, including participation in academic and industry conferences, technical workshops, webinars, peer-reviewed publications, and contributions to open-source platforms. Building relationships with and contributing to open source communities is also key for ensuring the transfer of knowledge and results. In addition, training activities and active engagement with other Horizon Europe projects will also be pursued to promote knowledge transfer and alignment with wider EU dissemination efforts.

FIGURE 1 HIGHER DISSEMINATION AND COMMUNICATION STRATEGY

As outlined in the project's Description of Work and reflected in Figure 1, dissemination efforts are connected to the timing and maturity of the project outcomes. Activities are organised across three key phases:

- Phase I (Months 1-18): Selecting and establishing the dissemination channels, key messages, communication activities towards innovation, CloudEdge ecosystems/communities (Long time-to-market)
- Phase II (Months 19-30): Policy fostering business innovation (Midterm time-to-market)
- Phase III (Months 31-36): Matching market analysis and Exploitation (Short time-to-market).

This phased approach ensures that dissemination evolves alongside the project's technical progress and strategic goals.

3.3.1 Key Dissemination Channels: Conferences, Publications and Industry Events

Conferences, open-access publications, participation in relevant industry events, and trainings form the core of the project's dissemination strategy. These activities ensure that the research results reach a broad audience, spanning the academic, industrial, and policy-making communities.

Conferences and Industry Events

An initial list of high-impact conferences, workshops, and sector-specific trade events has been compiled to guide participation and knowledge sharing throughout the project. Since many of these events are held annually, there will be recurring opportunities to present the project's progress and engage with key stakeholders. Participating in these events is an effective means of involving academic and industry leaders in technological discussions early on. The consortium will seek to participate in at least 10 high-impact conferences over the project lifetime, some of which are listed below in Table 2.

Event	Description	Approximate Date
HiPEAC	Leading European event on computer architecture, programming models, and compilers for embedded and high-performance systems.	January
EuroHPC Summit	Annual flagship event of the EuroHPC Joint Undertaking bringing together experts, industry partners, and policy-makers to discuss advancements and future directions in HPC, quantum computing, and artificial intelligence (AI).	March
RISC-V Summit	An international event focused on the rapidly growing open standard RISC-V instruction set architecture.	May (Europe)
ISC	HPC-focused event featuring the latest developments in supercomputing, AI, quantum computing. and data analytics.	May/June
European Conference on Networks and Communications (EUCNC)	Event focused on all aspects of telecommunications ranging from 5G deployment and mobile IoT to 6G exploration and future communications systems and networks, including experimentation and testbeds, and applications and services. It brings together cutting-edge research and world-renown industries and businesses.	June
Vivatech	Europe's biggest start up and tech event showcasing innovation in AI, digital transformation and sustainability.	June
Teratec Forum	A key French event dedicated to high-performance simulation, HPC, big data and AI. Highlighting industrial applications, digital twins and European technology sovereignty.	May/June
Platform for Advanced Scientific Computing (PASC)	Major European conference that promotes interdisciplinary dialogue on the use of advanced computing in science.	June
OCP EMEA Summit	Organized by the Open Compute Project, it is a key gathering of global technical leaders focused on exploring hardware and software solutions for scalable computing infrastructures, focusing on sustainability, interoperability and innovation.	Oct/Nov
Enlit Europe (previously European Utility Week)	Comprehensive energy event covering a range of topics including renewable energy integration, smart grids, energy storage and digital technologies.	Nov
Supercomputing Conference (SC)	The premier global event for HPC, networking, storage and analysis. Features cutting-edge research, tutorials and a technology expo.	Nov

TABLE 2: POTENTIAL HIGHER CONFERENCE DISSEMINATION OPPORTUNITIES

The consortium will also aim to use these conference venues to further disseminate the developments and results of the project by participating in exhibition stands either alone, together with other projects (especially sibling projects of the same call and projects from EuroHPC JU), or taking advantage of the

participation of the consortium's partners in specific conferences. It is expected that projects results will be exhibited in at least three different stands. Initial potential venues include Enlit Europe (previously European Utility Week), the European Conference on Networks and Communications, and the Euro-HPC Summit.

Open Days

Two Open Days including workshops will be organized within the framework of the project. The Open Days are to showcase results, part of a broader Open Access Programme for the technology outputs. These events will feature guided presentations at trial sites. These open days will seek to help provide a more in-depth and local approach to the dissemination of project results.

Scientific Publications and white papers

To ensure the widest possible visibility and compliance with Horizon Europe regulations, the project will prioritise publishing its scientific contributions in open-access journals. A preliminary set of publication targets is outlined in the tables below and will be refined as the work evolves. The European Commission's Open Research Europe platform is being considered as a key outlet for HIGHER publications, offering an accessible and transparent venue for publishing under Creative Commons licensing. A series of publication have been prepared to ensure that the consortium is informed of Open Science requirements, particularly that all publications should be made immediate Open Access and deposited in a trusted repository, such as Zenodo and/or arXiv.

Selected Scientific (Open Access) Journals & Magazines
IEEE Transactions on Cloud Computing, Journal of Cloud Computing (Springer), Journal of Cloud Computing, IEEE Cloud Computing, IEEE Computing Edge, International Journal of Parallel Programming (IJPP), IEEE Transactions on Parallel and Distributed Systems (TPDS), ACM Transactions on Reconfigurable Technology Systems (TRETS), ELSEVIER Journal of Computer and System Sciences, ELSEVIER Pervasive and Mobile Computing (PMC),IEEE Transactions on Computer-Aided Design of Integrated Circuits and Systems (TCAD), IEEE Transactions on Computers (TC), IEEE Transactions on Cloud Computing (TCC), Future Generation Computer Systems (FGCS), and IEEE Network
KPI: Number of Publications > 5, Number of citations > 50 (by M36) > 200 (by +5 years)

TABLE 3: HIGHER TARGET OPEN-SOURCE COMMUNITIES

White papers

White papers will serve as a strategic dissemination tool to help translate the project's results into accessible, structured resources for stakeholders, including projects and associations related to the HIGHER project, researchers and industry. Three white papers are envisioned, including one targeted within the framework of the alliance with ETP4HPC, one together with EU Pilot and EPI projects and a final white paper looking forward toward the end of the project.

Training

To ensure HIGHER results are taken up and further developed, dedicated attention will be given to training to encourage the adoption of results. It is expected that 2 MSc and /or PhD theses on cloud/edge infrastructure concepts will be underway place during the project lifetime. Moreover, easily accessible training workshops are envisioned to be held both online (e.g. through HiPEAC webinars) and co-located within relevant events to ensure broad dissemination to the technical community. We expect to reach more than 100 attendees. These training workshops will explain the HIGHER use cases, approach, technical solutions and developments, as well as results.

3.3.2 HIGHER Engagement with Targeted Open-Source Communities and other Initiatives

Engagement with open-source communities is a key element of the HIGHER project's dissemination strategy. These communities not only serve as valuable partners for aligning with evolving technical standards but also represent potential adopters and contributors to the project's outputs. By maintaining active collaboration with relevant open-source ecosystems, the project can enhance visibility, foster innovation, and increase the longevity of its results.

The system-level software developed within the HIGHER project will be released under permissive open-source licenses, encouraging continued development by both project partners and external contributors. Additionally, external users and developers will be granted open access to the project's platforms, which will help drive broader engagement and encouraging external feedback. Maintaining and updating the software post-release will be vital for sustaining relevance and usability.

To ensure maximum uptake and meaningful participation, the project will implement the following best practices:

- **Enable Open Access –** Offer accessible entry points for external developers and users to experiment with and build upon the project platforms.
- **Promote Collaborative Development –** Facilitate transparent development workflows from the outset using established platforms such as GitLab (https://gitlab.higher.cloudsigma.com/), including code reviews and community contributions.
- **Prioritise Interoperability –** Design the software around open standards, extensible APIs, and hardware-agnostic drivers to ensure broad compatibility and flexibility.
- **Coordinate with Industry Roadmaps –** Align the project's technical development with the strategic needs of industrial partners and end-user applications to enhance relevance and adoption.
- **Use Business-Friendly Licensing –** Adopt permissive open-source licenses that support both collaborative development and commercial reuse.
- **Leverage Existing Initiatives –** Connect with established open-source and European initiatives such as the DAIRO (Date, AI and Robotics), ETP4HPC, AENEAS and GAIA-X to promote synergies and extend impact.
- **Encourage Project Collaboration –** Work closely with sister projects from the same funding call and Centres of Excellence to ensure cross-project alignment and knowledge sharing (European Open Compute Architecture for Powerful Edge (CAPE) and Open and Programmable Accelerators for Data-Intensive Applications in the Cloud (CHORYS).
- **Develop Contributor Resources –** Produce thorough documentation and onboarding guides to help new developers effectively participate in the project.

Target Open Source Communities		Members
OCP	The Open Compute Project (OCP) is a large and vastly expanding foundation focused on redesigning hardware systems to efficiently support the growing demands on compute infrastructure. 2CRSi is actively involved in OCP Rack & Power, Advanced Cooling, HPC, Server, and Storage project groups. RISE hosts the OCP Experience Center (Lulea, Sweden) for testing and development of all features in the technology stack. SIPEARL has a keen interest in developments related to OCP Server standards.	2CRSi, RISE, SIPEARL
RISC-V International	RISC-V International is a non-profit organization supporting the free and open RISC instruction set architecture and extensions. FORTH, BSC and SMD are active members, and they will promote project results. Of particular interest is liaising with the RISC-V Software Ecosystem project (https://riseproject.dev) which focuses on commercial software readiness.	SMD, BSC, FORTH
The Linux Foundation	HIGHER partners will liaise with the Linux Foundation developer community via three of the academic partners.	FORTH, BSC, RISE
GitHub	GitHub is the world's largest repository for open-source code.	All

TABLE 4: HIGHER TARGET OPEN-SOURCE COMMUNITIES

In addition to open-source community engagement, the HIGHER project will actively pursue collaboration and maintain strategic liaisons with key European initiatives, clusters, alliances, Standardisation Development Organisations (SDOs), and related R&I projects to enhance visibility, ensure alignment, and amplify its impact.

Engagement with European Clusters and Partnerships – The project's communication and dissemination efforts will collaborate with at least 5 cloud projects and initiatives of other relevant initiatives, particularly within the KDT/CHIPS and EuroHPC Joint Undertakings, as well as aligned efforts under the EPI and EuPilot programmes. Special attention will be places on establishing a relationship with cluster sibling projects under the same call, namely the European Open Compute Architecture for Powerful Edge (CAPE) project and the Open and Programmable Accelerators for Data-intensive Applications in the Cloud (CHORYS). To ensure mutual reinforcement, the project will also seek to engage the communities of the European RISC-V and OCP working groups where relevant. Proactive outreach will be made to organisations beyond the consortium, including established and emerging European innovation clusters such as those facilitated by the European Institute of Innovation & Technology (EIT) and its IoT Large-Scale Pilot (LSP) cluster, among others.

Collaboration with Alliances, Associations, and Standards Bodies – Consortium partners already participate in a wide range of associations, industrial alliances, and standardisation groups. Through these networks, they will identify opportunities to share project insights, align development with wider European objectives, and shape ongoing conversations around emerging technologies and policy. These engagements form an important avenue for extending the project's influence and ensuring that it remains interoperable, relevant, and impactful.

Target Alliances and Associations		Members
DAIRO (Data, AI and Robotics)	Cloud services is a central focus area for DAIRO, and the challenges of open-source hardware and software are starting to become primary concerns. HIGHER participants can engage with this community, presenting the HIGHER project as a concrete demonstration of how to address such challenges and by demonstrating the associated value potential. FORTH and BSC are members of DAIRO.	FORTH, BSC
ETP4HPC	FORTH, BSC, SIPEARL, EXA, SMD, KTH,2CRSi, EXTOLL are members of ET4HPC. Staff members from FORTH and BSC are contributing (in leading roles) to the 6th revision of the ETP4HPC Strategic Research Agenda (SRA6), which includes chapters of particular relevance to HIGHER: value and challenges of open-source (esp. software), convergence of HPC and Cloud infrastructures, system software support. HIGHER participants will disseminate project vision and upcoming results to this community (via talks/webinars and whitepapers, as the opportunity arises) , influencing the next iteration of the ETP4HPC SRA.	EXA, SIPEARL, FORTH, BSC, SMD, KTH, 2CRSi
Association for European NanoElectronics ActivitieS (AENEAS)	AENEAS is an industrial association aiming to promote research, development and innovation in order to strengthen the competitiveness of European industry across the electronics components and systems value chain. By demonstrating tangible benefits via its use cases, HIGHER has the potential to influence the association's Strategic Research and Innovation Agenda towards coverage of open-source challenges (esp. hardware). Moreover, interactions of HIGHER participants within AENEAS can serve as a starting point for follow-up interactions with KDT/CHIPS JU.	EXTOLL, SIPEARL, FORTH, BSC, KTH, RISE
GAIA-X	GAIA-X aims to implement a common set of rules that can be applied to existing cloud technologies to ensure European digital sovereignty, and interoperability across data infrastructure and service providers. As a leading public cloud provider, CloudSigma aims to conduct a thorough analysis of the architecture and specifications and assess the potential impact Gaia-X can have on the concept and design principles of the HIGHER architecture.	SIGMA

TABLE 5: HIGHER TARGET ALLIANCES AND ASSOCIATIONS

3.4 Roles and Responsibilities

All consortium members have a shared responsibility to ensure effective dissemination and to ultimately increase the visibility and impact of the project's results. As such, each partner is expected to contribute actively to the implementation of the dissemination strategy described in this document. This includes aligning with the project's outreach goals, priority audiences, communication channels, and planned activities to maximise awareness and uptake.

All partners are involved in producing research outputs—whether in the form of publications, technical deliverables, software, datasets, or demonstrators—that can be disseminated externally. To maintain

quality and coherence, these outputs will undergo internal review before public release. Beyond content generation, partners are also encouraged to participate in dissemination events such as scientific conferences, industry workshops, or online webinars. Their role in these forums includes sharing insights from the project, engaging in dialogue with external stakeholders, and helping to position the project within relevant scientific, industrial, and policy contexts. An editorial calendar will be maintained, for a project-wide view of upcoming events for planning partners' participation.

3.5 Monitoring and evaluation

Monitoring and evaluating dissemination efforts involves systematically reviewing how well the project's outputs are performing in terms of visibility, audience engagement, and overall influence. This includes examining whether key messages are reaching the intended audiences and whether the chosen channels are effective.

As described in the previous section, all dissemination materials produced by the project partners will be subject to internal quality checks to ensure they meet both the scientific standards and the goals defined for the project. This quality assurance step helps maintain coherence and ensures alignment with the project's broader impact strategy. Progress and outcomes of dissemination actions will be documented and assessed in Deliverables D6.2 and D6.3, which will provide a detailed record of outreach activities over the course of the project.

A spreadsheet located on the project's internal document repository is being used to plan and track dissemination activities.

HIGHER Dissemination Register- Horizon Europe Reporting					
Partner	**Activity name (and link)**	**Start date DD/MM/YY**	**Communication channel (choose this OR dissemination)**	**Type of dissemination activity OR fill out communication column**	**Target audience**
FORTH/BSC/SMD	HiPEAC'25- CompContinuum workshop: Co-organisation of half-day workshop with "Sister projects"	20/01/2025		Clustering activities	Research communities
FORTH/BSC/SMD	HiPEAC'25- CONCERTO workshop	20/01/2025		Education & Training even	Research communities
FORTH/BSC/SMD	HiPEAC'25- Poster session.	20/01/2025		Conferences	Research communities
SIGMA	Blog Post- HIGHER Project is proud to attend the HiPEAC'25 Conference	20/01/2025	Website		All
ALL	Press clipping HIPEAC info 74- "Higher: Towards All-European Processor and Management Modules for Cloud/Edge Infrastructures"	20/01/2025	Media article		Multiple audiences (exp

FIGURE 2 DISSEMINATION PLANNING AND TRACKING

The following KPIs have been defined to help monitor the success of the project's dissemination strategy. The KPIs will be monitored periodically, and the strategy will be adapted depending on whether they are being reached, if challenges or opportunities arise and will generally serve as a reference point through which to monitor the dissemination activities and their intended result.

Dissemination action	Target Audience	KPI
Participation in international conferences, workshops and industry events	TG 1-3 TG 6-8	Number of Conference Presentations > 10 Number of Citations > 50 Number of exhibition stands in events > 3
Open Days	TG9 TG11	Number of workshops in project lifetime =2

		Number of open days with guided presentations =2
Publication in open access journals and conferences	TG 1-3 TG 6-8	Number of Publications > 5 Number of Citations > 50 (by M36)
White paper	TG 6-10	Number of white papers = 3
Online & University Training	TG 6-8	Number of training sessions in relevant events and through webinars ≥ 4 with free access, number of attendees>100 Number of MSc and PhD Thesis on cloud/edge infrastructure/Concepts ≥2
Collaboration actions	TG 7-8 TG 10	Number of significant actions in liaison with other cloud projects & initiatives ≥5 Number of contributions to standards /SDOs ≥ 5

TABLE 6: HIGHER DISSEMINATION KEY PROJECT INDICATORS (KPIS)

3.6 Scientific Advisory Board (SAB)

At the time of submitting this deliverable, the HIGHER consortium is in process of forming a Scientific Advisory Board (SAB), intended to constitute an efficient and independent mechanism for obtaining real-world academic and industrial feedback on the project's technical directions and interim results. The HIGHER SAB will consist of three experts with knowledge and hands-on experience in the following domains: SoC and accelerator technologies, OCP integration technologies, and system-level security. Initial contacts have been made with three highly qualifies candidates, with the expectation that the SAB will be inaugurated by end of 2025. All advisors will be signing a non-disclosure agreement with the project coordinator (FORTH), as per the consortium agreement (which follows the DESCA template). Their contribution will be to provide feedback on design priorities, execution risk factors, as well as technical insights on topics within their domains of experience and expertise. Moreover, they will be providing feedback on the consortium's market assessment (at M18 and M36) and to partner-level and consortium-level exploitation plans.

Communication Strategy

A clear and well-structured communication strategy has been established to support both internal collaboration among project partners and external outreach to relevant audiences, ensuring the project achieves high visibility and long-term impact. Internal communication mechanisms were previously outlined in D1.1: Quality Management Plan and Public Project Presentations (submitted in March 2025), which defines standard practices for efficient interaction within the consortium. These include regular meetings, managed mailing lists, shared access to the ownCloud document platform, and use of collaborative development environments like GitLab.

This section therefore focuses primarily on the strategy for external communication. These activities are designed to operate in parallel with dissemination efforts, with the dual aim of promoting the project publicly and establishing links with key audiences who may evolve into stakeholders. The subsequent subsections detail the core communication channels and methods selected to maximise visibility, engage communities, and enhance the project's overall outreach and impact.

4.1 Communication Objectives

The external communication strategy is structured around a set of clear goals designed to enhance the project's reach and engagement with relevant communities. These objectives include:

- Identifying and connecting with the project's key external audiences.
- Building visibility and recognition of the HIGHER project among those audiences.
- Driving traffic to the project's official communication platforms and encouraging ongoing engagement.
- Publicising project-hosted events and highlighting participation in relevant external conferences and initiatives.
- Facilitating open, two-way interactions with stakeholders to share project updates, insights, and outcomes.
- Contributing actively to the wider dissemination strategy by complementing and reinforcing its goals.

4.2 Target Audience (Communication)

Initial identification of relevant audiences has been carried out as part of the work detailed in D2.1: Requirements and Use Cases Refinement, specifically in Section 3.4 on Stakeholder Definition, submitted at the end of April 2025 and listed in Table 7. The primary external audiences include members of the broader research and academic community, standardisation bodies—particularly RISC-V International—and industry players such as semiconductor manufacturers, cloud infrastructure providers, and technology companies developing software for servers, embedded platforms, and connected devices. Additional audiences include the media and the general public, who may not fall under the formal "stakeholder" designation but are nonetheless important for outreach.

Stakeholder type	Description	Examples
Core technical stakeholders	Stakeholders that are directly involved in the technical design, development and integration of the HIGHER platform. Their primary focus is ensuring compliance with OCP standards, while optimising performance, security and energy efficiency.	1) Hardware developers including companies and research teams designing the processor modules, accelerators and management modules based on RHEA2, EPAC 2.0 and EUPilot chips. 2) Software and firmware developers including engineers working on firmware, system software and management tools, ensuring compatibility with industry standards such as OpenBMC and RISC-V ecosystems. 3) System integrators including organisations responsible for assembling and deploying HIGHER-based solutions in cloud and HPC environments, ensuring seamless integration with existing infrastructure.
End users and market stakeholders	End-users are critical stakeholders whose business and technical needs influence the platform's requirements and adoptions.	Cloud Service Providers (CSPs) require high-performance scalable and energy-efficient computing solutions, while organisations looking to deploy cost-effective, open-standard computing infrastructure require enhanced security and flexibility. Other end-users include institutions focused on AI and high-performance computing applications that benefit from OCP-compliant accelerator solutions.
Policy and regulatory stakeholders	Regulatory bodies and policy makers play a crucial role in defining compliance requirements and influencing adoption through funding and standardisation efforts.	1) Entities supporting the European Processor Initiative (EPI), promoting sovereignty in computing through funding and policy initiatives. 2) The governing body responsible for maintaining OCP standards and ensuring the interoperability of HIGHER with a broader OCP ecosystem. 3) Organisations ensuring that the platform meets security and privacy standards, particularly in sensitive applications such as government and healthcare.
External stakeholders and ecosystem partners	Other stakeholders who go beyond direct developers and end-users	Semiconductor manufacturers, FPGA providers and cooling solutions vendors contribute essential hardware components. Universities and research labs conducting research on processor architectures, AI acceleration and open-source computing frameworks play a significant role, as do developers and contributors working on firmware, system software and security frameworks that enhance the capabilities of the HIGHER platforms.

Training	MSc and PhD students for online and university training. Training sessions in relevant events and webinars.	The online and university training will focus on the topic of cloud/edge infrastructure concepts
Collaboration actions	Sibling projects, EIT and LSP	HIGHER will define and implement a dissemination and communications strategy, which ensures that its activities are well orchestrated with relevant projects' activities and projects from KDT/CHIPS and the EuroHPC JUs, the EPI and EuPilot and the European RISC-V and OCP working group by involving their communities where applicable. HIGHER will actively search for collaboration with organizations from outside of the consortium by approaching existing and new clusters like the European Institute of Innovation & Technology (EIT) and its IoT Large Scale Pilot Programme (LSP) cluster, among others.

TABLE 7: HIGHER COMMUNICATION STAKEHOLDERS

It is worth noting that the communication strategy targets a broader and more general audience compared to the dissemination strategy. While dissemination focuses on sharing more technical and specialised outputs with a defined group of experts, communication aims to deliver higher-level, accessible information to a wider and more diverse public audience.

4.3 Communication Plan

In contrast to the dissemination efforts outlined in Section 3.3, which are more narrowly focused on the scientific and commercial dissemination of project outputs, communication activities are designed with a wider scope. These activities not only aim to engage technical stakeholders but also seek to raise awareness among policymakers, the general public, and potential end-users.

To achieve this broader engagement, the project's communication efforts include:

- Establishing a comprehensive communication plan that defines key messages, identifies relevant audience segments, and outlines the appropriate communication tools and channels;
- Producing a variety of content formats—such as media releases, editorial articles, blog entries, short videos, and posts for social media—that clearly convey the project's goals, progress, and expected outcomes;
- Participating in public conferences dedicated to outreach and sectoral events to raise visibility and promote dialogue with diverse audience groups.

4.3.1 Tools and channels

A series of communication tools and channels have been developed as part of the project's communication plan. Specifically, a project website, social media channels and several communication materials have been created to provide an accessible way for stakeholders to access information about the project. All project material will include the name of the project, the EU acknowledgements and the project logo.

Project website

The project website was developed ahead of the official kick-off meeting in January 2025 and is accessible at www.higher-project.eu. To host the site, we opted for the WPEngine WordPress hosting platform, which aligns with CloudSigma's existing infrastructure and leverages their internal team's familiarity with the system.

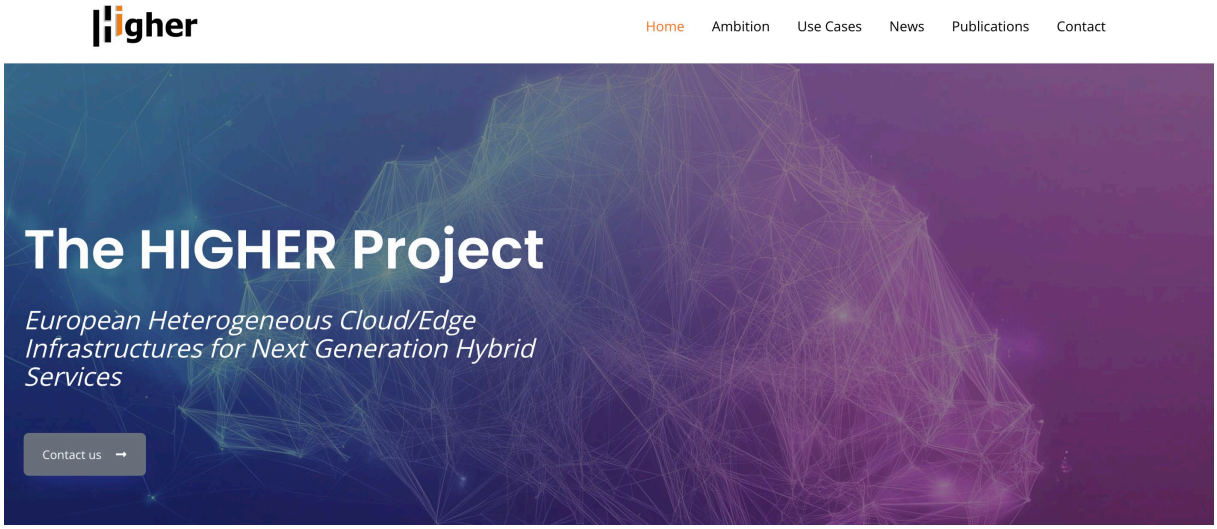

FIGURE 3 HOME PAGE OF THE PROJECT WEBSITE

The decision to use WPEngine was based on several key benefits:

- High-speed performance: The hosting environment is specifically optimised for WordPress sites, with integrated caching tools, global content delivery networks (CDNs), and server-level tuning to ensure fast loading speeds regardless of user location.
- Security management: Built-in protections include firewalls, routine malware scans, and automatic backups. SSL certificates are also integrated to guarantee secure browsing and data handling.
- Service reliability: The platform offers proactive site monitoring and disaster recovery capabilities, which help maintain continuous uptime and overall site availability.
- Automated maintenance: WordPress core updates and essential plugin updates are automatically handled by the hosting provider, ensuring that the site remains secure and up to date with minimal manual effort.
- Optimised WordPress environment: The platform offers tools and enhancements tailored for WordPress, such as pre-installed themes and plugins, resulting in a more stable, efficient, and user-friendly experience compared to generic hosting services.
- Scalability: The hosting plan can accommodate current traffic expectations and adapt to unanticipated surges, maintaining consistent performance even under heavier loads.
- Dedicated support: Access to expert technical assistance ensures prompt resolution of any issues, making it a dependable choice for ongoing management.

Website Structure

The main sections of the website are as follows:

- Home: A visually engaging landing page featuring the project acronym and full title set against a relevant thematic image in the project's colour palette.

- Ambition: This section presents the project's overarching vision, scope, and the innovative goals it seeks to achieve.
- Use Cases: A description of the primary application areas and real-world scenarios the project is targeting.
- News: Regular updates including announcements of events, participation in conferences, webinars, and other relevant developments. Posts are concise and aim to keep stakeholders informed of ongoing activities.
- Publications: This area will showcase scientific papers, white papers, and other official outputs generated over the course of the project.
- Contacts: Provides direct contact details for the project coordinator, FORTH.

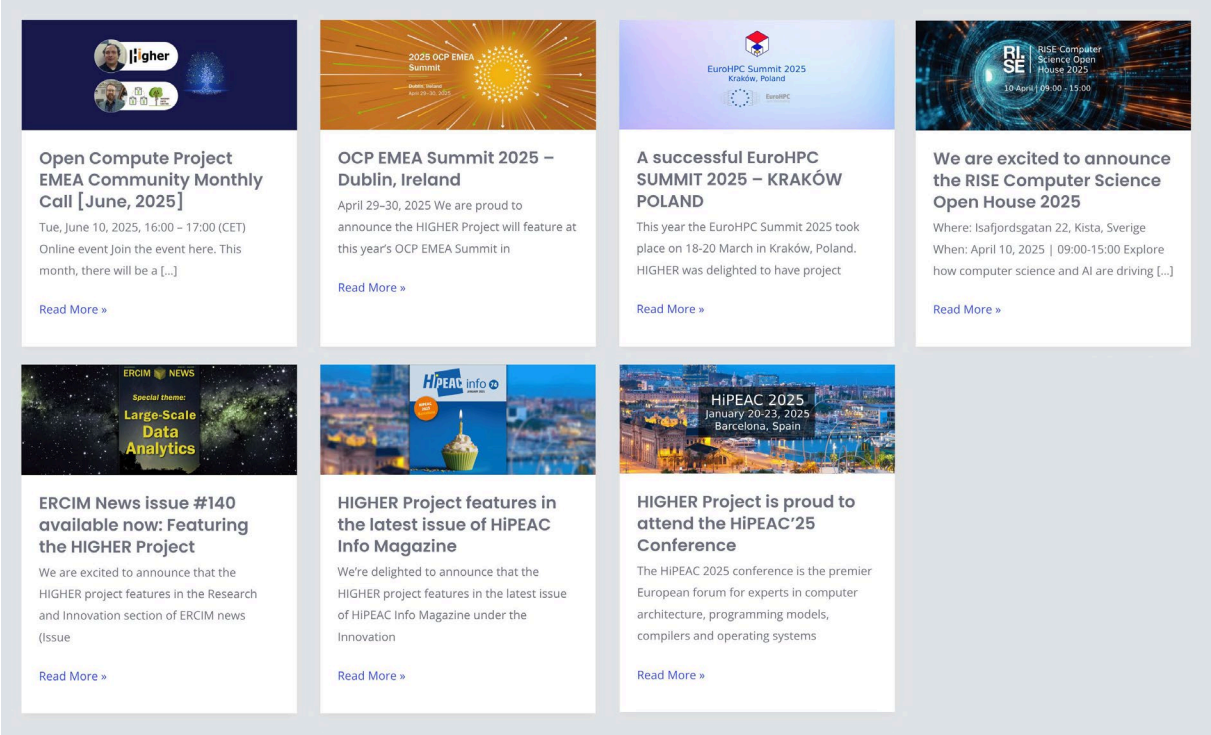

FIGURE 4 HIGHER PROJECT WEBSITE - NEWS SECTION

The project will also share its project newsletter (1 per year and 2 in the last year) and publish monthly blog posts highlighting consortium partner activities and event participation (2 posts per month). An editorial plan and calendar have been prepared to help ensure that all partners contribute information on their activities in a way that is accessible and allows for an updated and engaging website. In addition to providing a way of raising awareness about the work being done in the project, contributions from partners will help ensure that the website is updated and interesting for website visitors.

The website set up, content and role as a hub of project information are crucial aspects that can help us reach our target audiences effectively. To monitor the reach and effectiveness of the website, several measurements will be used, including, but not limited to, page views, unique visitors, and active users by country (see Section 4.5 Monitoring and Evaluation). Additionally, the ranking of the HIGHER website on a google search engine results page (SERP) will also be monitored. To ensure a high ranking, we have installed a plugin for managing search engine optimisation (SEO), helping us to enter appropriate titles and keywords.

To reinforce the connection between the project and the European Commission, the footer of every page includes acknowledgement that HIGHER is funded under the Horizon Europe programme under grant agreement no. 101189612.

FIGURE 5 ACKNOWLEDGEMENT OF FUNDING

Social Media Accounts

Social media plays an important role in enhancing the visibility and public engagement of the HIGHER project. These platforms serve as informal yet highly effective channels for reaching a broad and diverse audience, including stakeholders, the research community, and the general public. By sharing project updates, news, and links to key outputs, we can extend the project's outreach far beyond traditional dissemination avenues, facilitating faster and more effective engagement.

In addition to raising awareness, social media enables interaction and dialogue across disciplines. Through targeted posts, engaging with relevant organisations and individuals, and promoting events and results, we can foster stronger connections with peers and potential collaborators within and beyond the computer science domain.

To support these objectives, dedicated HIGHER project accounts have been created on BluSky, Twitter (X), and LinkedIn. A YouTube channel will also be established when video content becomes available, allowing us to share multimedia outputs such as recorded presentations, interviews, and explainer videos. The process for publishing project-related content on external platforms adheres to the internal communication and quality guidelines established in the HIGHER project's D1.1: Quality Management Plan and Public Project Presentations (submitted March 2025). As part of this framework, a publication calendar has been introduced and is maintained in the project's ownCloud document repository to coordinate communication activities across the consortium. It is expected that through the efforts of this publication calendar will help us reach more than 200 X (Twitter) followers and more than 300 LinkedIn members.

FIGURE 5 X (TWITTER) HOMEPAGE

FIGURE 6 BLUSKY HOMEPAGE

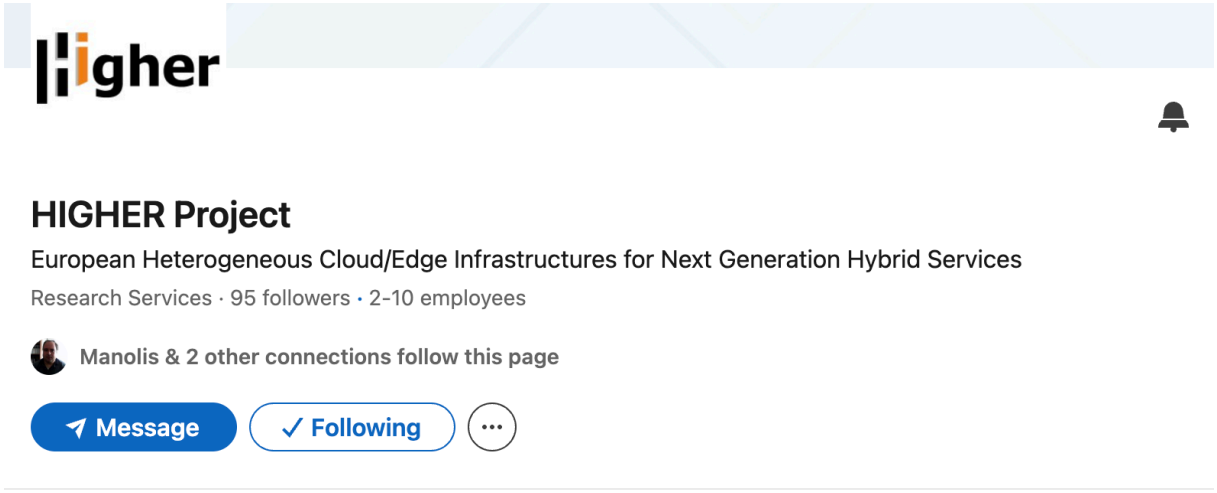

FIGURE 7 LINKEDIN HOMEPAGE

Scheduling social media posts

The project's social media accounts serve as our primary channels for engaging with both the professional community and the broader public. Scheduling is done manually, without the use of scheduling tools. However, we will assess this periodically, and may employ an online scheduling tool such as Buffer if deemed necessary.

Posts are drafted and reviewed in advance to maintain a steady publishing rhythm, with attention given to the timing of each post to help maximise visibility and reach. While the process does not rely on automation, care is taken to ensure that posts are well-timed and relevant to ongoing project activities, key milestones, or external events of interest.

Performance metrics such as likes, shares, comments, and follower growth are monitored directly through the native analytics features available on each platform. This manual tracking enables us to gauge the impact of our communications and adapt our content strategy based on what resonates most with our audience.

Communication materials

A variety of communication materials will be developed to facilitate the consortium's ability to quickly and uniformly use materials for their dissemination activities. A flyer and a poster have already been created for use in upcoming dissemination events, as described below.

Flyers

A general flyer provides an overview of the HIGHER project, information about the consortium and the technology developed and contact details for further information. The flyer is available digitally and in print quality formats in the project repository, allowing partners to share it easily. Physical flyers can be displayed at conference booths, or distributed during workshops. An updated version of the flyer will be prepared towards the end of the project with information about project key results.

FIGURE 8 HIGHER FLYER

Poster and roll ups

A general overview poster has been developed for use by all partners (Figure 3). The poster includes a general description of the project, its goals, its use cases and contact details. The poster is available digitally on the project website. The poster has already been presented by FORTH at several events, including the HiPEAC25 conference in Barcelona held between 20-22 of January, 2025, the RISC-V Summit Europe, hosted in Paris between 12-15 of May, 2025. An additional poster has been created for the "RISC-V in SPACE" workshop, which was held on 2-3 of April 2025 in Gothenburg, Sweden, highlighting certain aspects of the project (Figure 4). Project partners are encouraged to use the poster in their dissemination activities. We intend to periodically update the project poster to reflect the current status and progress of the project.

FIGURE 3 HIGHER PROJECT POSTER

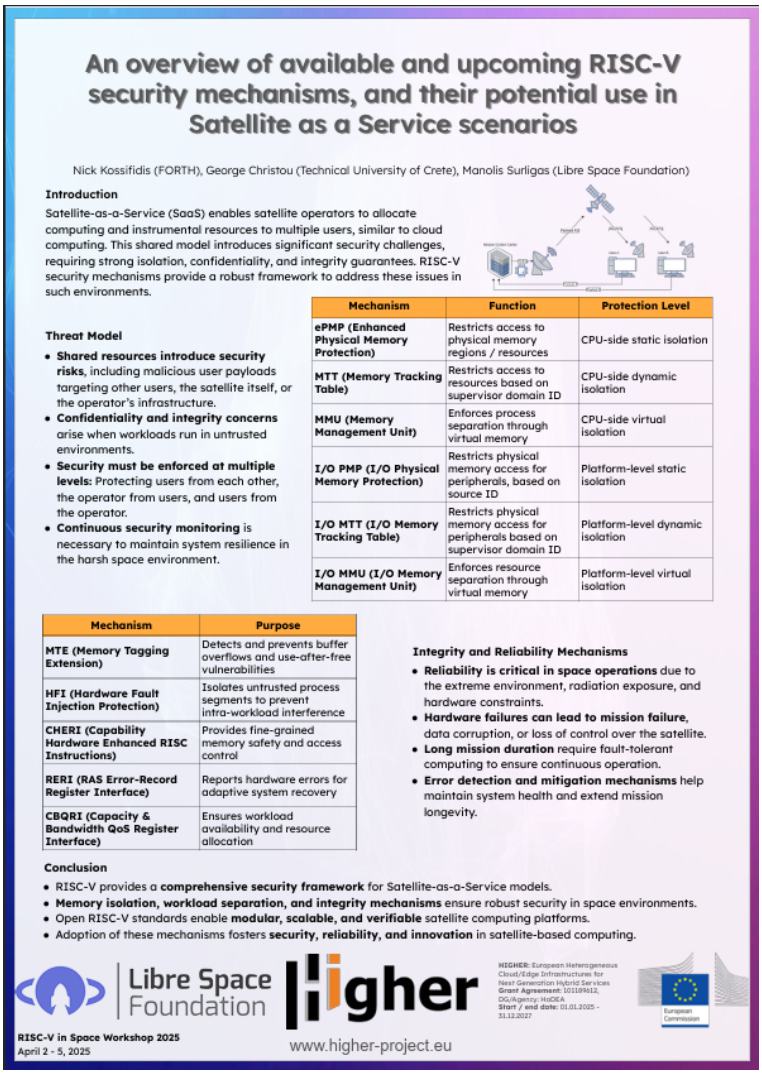

FIGURE 4: HIGHER SAAS POSTER

Promotional giveaways

A batch of 500 eco-friendly bamboo pens featuring the HIGHER project logo has been order and delivered. These promotional items are intended for distribution at events and conferences to enhance project visibility and engagement.

FIGURE 5 GIVEAWAY BAMBOO PEN WITH HIGHER PROJECT LOGO

Videos

Videos are an engaging and informative means of reaching a much wider audience. A YouTube channel will be created to upload project videos, and they will be promoted through the project website, social media, and can be included on screens used in exhibition stands at events and conferences. We intend to record a series of webinars later in the project and upload the separate presentations to the HIGHER

YouTube channel. Additional video content, such as recordings of partners' talks and animated explainers, will also be considered.

Press strategy

Communicating with non-technical audiences via the press, will be an important way to communicate the project's goal, vision and future impact. Press releases will be launched throughout the life of the project to help attract attention to the project's progress and its achievements. At least two press releases will be launched in at least 3 European languages. It is expected that there will be at least 3 news clippings in newspapers, on TV or on the radio.

4.4 Roles and Responsibilities

As with dissemination activities, all project partners share responsibility for supporting communication efforts. This includes contributing content for the project's official social media accounts and actively promoting the project through their own organisational channels. Each partner is encouraged to engage with their specific communities, networks, and stakeholder groups to expand the project's visibility and amplify key messages.

For example, one partner has already taken initiative by publishing an introductory article about the project on their company blog, helping to raise awareness among their clients and followers. This kind of proactive communication by individual partners is strongly encouraged throughout the project to broaden outreach and maximise impact.

All project partners play an active role in supporting the project's communication efforts. This includes contributing content for use on the project's official social media accounts, as well as promoting relevant updates through their own organisational channels. By leveraging their individual networks and areas of influence, partners can significantly expand the project's reach and increase awareness among key stakeholder groups.

One example of this is a post by SiPEARL, which introduces the project to their user base. The piece was also promoted through the company's social media platforms to broaden visibility. The article is hosted on the SiPEARL website (https://sipearl.com/joint-projects-european-processor-initiative), alongside content on other EU-funded initiatives.

All partners are encouraged to take similar actions by publishing tailored content through their own websites, blogs, newsletters, or social media channels, helping to sustain interest in the project and reinforce its alignment with broader European innovation efforts.

4.5 Monitoring and Evaluation

Communication activities are being continuously observed and routinely assessed to ensure they remain effective and aligned with project goals. CloudSigma, as the lead partner for WP6, oversees the overall communication monitoring, while BSC takes the lead on Task 6.2, which focuses on the implementation and tracking of dissemination and communication actions.

For the project website, we utilise both Google Analytics and Word Press plugin Site Kit to collect and analyse visitor behaviour. Metrics such as total page views, user sessions, bounce rates, session length, and goal conversions provide a detailed picture of how audiences interact with the site. This data allows us to identify trends and adapt our strategy accordingly to maximise outreach and engagement.

The peaks seen below in Figure 5 corresponds with the blog post announcing participation in the Open Compute Project EMEA Community Monthly webinar.

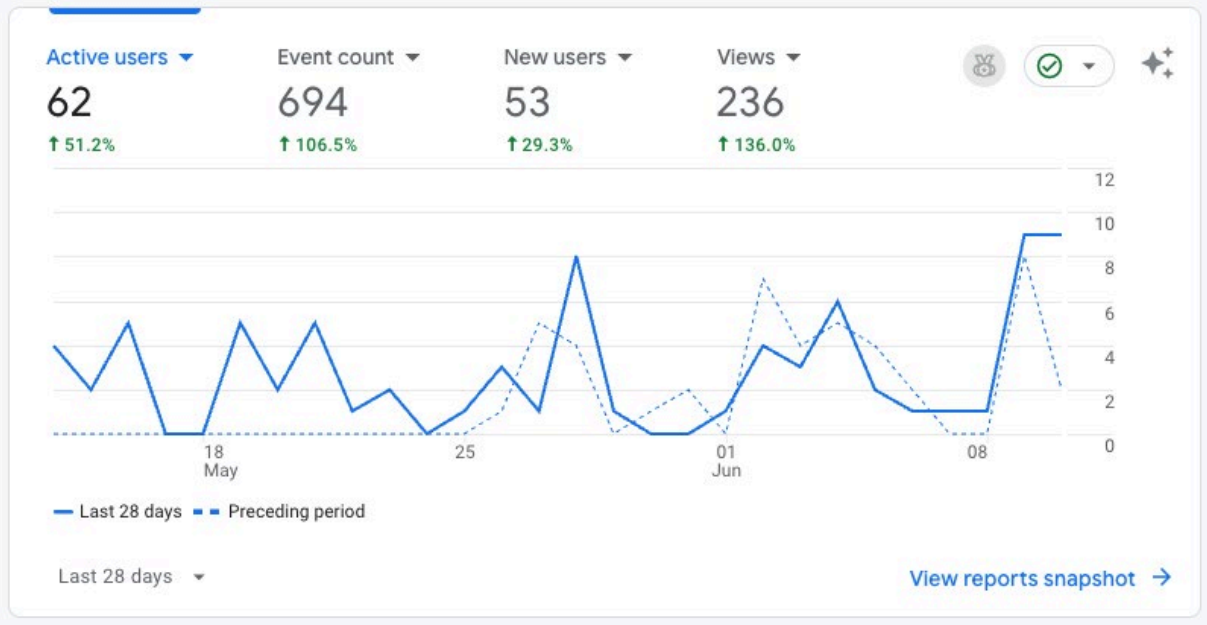

FIGURE 6 GOOGLE ANALYTICS

To monitor our social media impact, we are tracking audience growth and user engagement on the three platforms we are using, LinkedIn, BluSky and Twitter (X). This includes monitoring changes in follower count, and analysing interactions such as shares, replies, mentions, and likes. These engagement indicators help us evaluate how well our content is performing and whether it is effectively reaching and resonating with our intended audiences.

Insights gained through these analytics will inform ongoing adjustments to our communication strategy, ensuring that messaging remains impactful and continues to support the broader objectives of the project.

The following KPIs have been established to measure the effectiveness of the project's communication strategy. The KPIs will be continuously tracked, guiding strategy adjustments based on performance, emerging challenges, or opportunities. They serve as a benchmark to assess the effectiveness of communication activities and their outcomes.

Communication channel	Target Group	KPI
Num of newsletters/ blog posts	TG1-3, TG6-8	≥ 4 newsletters 80 blog posts
Num of leaflets/fillers/ brochures	TG1-3, TG6-8	≥ 2 flyers
Number of roll ups	TG1-3, TG6-8	≥ 6 (2 per year)
Num of videos/podcasts	TG1-3, TG6-8	≥ 4
Press strategy	TG9, 10	2 press releases at 3 EU languages 3 appear. in newspapers, TV, radio
Visibility/popularity	TG1-10	< 5 results Google page (SERP)
Number of visitors	TG1-10	>500 visits per year
Landing pages	TG1-10	> 1 page per topic
Number of followers on Twitter	TG1-10	> 200 from outside the project
Number of tweets including campaign	TG1-10	> 150 (re-)tweets in year 1
Number of LinkedIn members	TG1-10	> 300 members

TABLE 2 COMMUNICATION KPIS

Conclusion and next steps

This deliverables lays the groundwork for a comprehensive and effective dissemination and communication strategy for the HIGHER project. By identifying target audiences, selecting appropriate channels and tools, and defining measurable indicators, the consortium is equipped with a structured plan to raise awareness, share knowledge, and promote the adoption of the project results. This deliverable serves as a foundation reference that will evolve throughout the project to ensure HIGHER achieves maximum visibility, stakeholder engagement, and long-term impact.

Moving forward, the following next steps will guide the implementation and refinement of this strategy.

- Ongoing implementation of the plan – Project partners will continue to execute the communication and dissemination activities outlined in this deliverable. This includes using the defined materials and tools, engaging with key stakeholders, and sharing project updates across selected platforms.
- Monitoring and performance evaluations – Progress will be continuously tracked against the defined indicators to ensure that dissemination and communication efforts remain effective and aligned with the technical progress of the project.
- Work towards future deliverables - A mid-term review will be conducted and documented in D6.2 Initial Report on Dissemination and Communication Actions. This will allow for adjustments based on the lessons learned, stakeholder feedback, and project developments. This will continue on to the end of the project and be reported in the final iteration of the deliverable, D6.3.

Appendix 1: Acronyms and Abbreviations

Term	Definition
AENEAS	Association for European NanoElectronics ActivitieS
AI	Artificial Intelligence
AMBA	Advanced Microcontroller Bus Architecture
CAPE	[Open] Compute Architecture for Powerful Edge (cluster sibling project under the same call)
CDS	Content Delivery Network
CXL	Compute Express Link
DIH	Digital Innovation Hub
EPI	European Processor Hub
HiPEAC	High Performance, Edge and Embedded Architecture and Compilation
HPC	High Performance Computing
IEEE	Institute of Electrical and Electronics Engineers
ISC	International Supercomputing Conference
IJPP	Journal of Parallel Programming
LSP	Large-scale Pilot
OCP	Open Compute Project
OEM	Original Equipment Manufacturer
PCI-SIG	Peripheral Component Interconnect - Special Interest Group
PMC	Pervasive and Mobile Computing
SAB	Scientific Advisory Board
SDO	Standards Development Organisation
SSL	Secure Sockets Layer
TCAD	Computer-Aided Design and Integrated Circuits and Systems
TPDS	Transactions on Parallel and Distributed Systems

TABLE 3 - ACRONYMS AND ABBREVIATIONS