Dear reader,
please note that this document represents the submitted deliverable to the European Commission (EC). The review process of the EC is ongoing and once the reviewed document is available, it will be uploaded here.
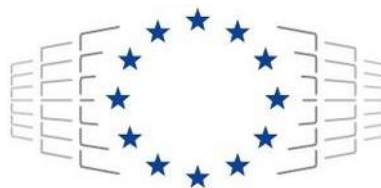
FORTISSIMO

PLUS

Project Number: 101163317

D5.1

Dissemination, Communication and Collaboration Plan

Work package:	WP5	Success Stories, Dissemination and Interaction with the HPC Ecosystem
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Dissemination Level	PU - Public	

Date	Author	Comments	Version	Status
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2024-06-21	Tina Črnigoj Marc	Reviewers feedback – improvements done, final version	V1.0	Final

List of abbreviations

#	number
AI	Artificial Intelligence
BDVA	Big Data Value Association
DIHs	Digital Innovation HUBs
DoA	Description of the Action
EC	European Commission
EEN	Enterprise Europe Network
EuroCC2	European project
HPC	High-Performance Computing
HPDA	High-Performance Data Analysis
ISV(s)	Independent Software Vendor(s)
KPIs	Key Performance Indicators
ML	Machine Learning
Mx	Project month
NCC	National Competence Centre
SMEs	Small and medium-sized enterprises
WP	Work Package

Executive Summary

Deliverable D5.1 Dissemination, Communication and Collaboration Plan, includes the initial plan for dissemination, communication, and collaboration activities that will be carried out during the FFplus project lifetime. The activities, deliverable plans, and Key Performance Indicators (KPIs) are aligned with those already presented in the project Grant Agreement (GA) No. 101163317. This deliverable will serve as the main strategic document within WP5 for planning and executing all communication, dissemination, and collaboration activities.

It is a dynamic document and will be updated based on the project's progress. After the D5.1 submission in June 2024, the first update will follow in December 2025, and the final update will be in December 2026. More detailed KPIs have been provided to measure the performance of specific activities over shorter time frames, ensuring the tracking of WP5 achievements.

In the following chapters, WP5 goals, target groups, and deliverables will be presented, followed by an introduction to activities, due dates, and KPIs.

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1 Introduction

FFplus is the successor to previous Fortissimo projects (Fortissimo 1 and 2, FF4EuroHPC) and fosters the adoption of High-Performance Computing (HPC) and Artificial Intelligence (AI) for Small and Medium-Sized Enterprises (SMEs) and startups across Europe, demonstrating the business benefits and impacts of incorporating HPC and AI into real business models. The overall objective of the FFplus project is to enhance European competitiveness by enabling SMEs to perform efficiently using HPC (e.g., simulations, computational modeling, and data-intensive analytics), AI, and Large Language Models (LLMs).

FFplus will achieve this objective by realising the goals of:

- Providing the participating SMEs with an opportunity to uptake HPC and AI for their business;
- Creating, publishing and promoting success stories that show the clear business benefits and full potential of HPC, AI and LLMs for SMEs throughout Europe;
- Promoting and scaling the business, social and environmental impact through the entire industrial ecosystem;
- Interacting with the wider European HPC ecosystem, including National Competence Centres, Digital Innovation Hubs, HPC-related entities and EU projects, to exchange knowledge, promote the HPC uptake in industry, boost European industrial strength and support the digital transformation of European industry.

WP5, will, in collaboration with other WPs, support the achievement of this objective by creating awareness of the business benefits of advanced HPC Services across the whole value chain encompassing end-users, service providers, ISVs, HPC/HPDA/AI experts and providers of HPC-Infrastructure.

WP5 consists of four tasks:

- Task 5.1 – Dissemination, Outreach and Communication Strategy, incl. Collaboration Plan (Led by Arctur)
- Task 5.2 – Interaction and Collaboration with the HPC Ecosystem (Led by HLRS)
- Task 5.3 – Open Call Promotion (Led by scapos)
- Task 5.4 – Success Stories (Led by Arctur)

Within WP5, nine deliverables will be submitted (please refer to Milestones and Deliverables for WP5 Table in Appendix). The first deliverable D5.1 refers to the current document and will be submitted in June 2024 (M2), followed by the second D5.2 First Dissemination, Communication and Collaboration Report in October 2025 (M18), D5.3 Second Dissemination, Communication and Collaboration Report in April 2027 (M36) and D5.4 Final Dissemination, Communication and Collaboration Report in April 2028 (M48).

Deliverables, which will present the content of the Success Stories, will be delivered:

- D5.5 Success Story Booklet 1st edition, Type 1 in July 2026 (M26)
- D5.6 Success Story Booklet 1st edition, Type 2 in February 2027 (M34)

- D5.7 Success Story Booklet 2nd edition, Type 2 in March 2028 (M47)
- D5.8 Success Story Booklet 2nd edition, Type 1 in April 2028 (M48)
- D5.9 Success Stories Videos in April 2028 (M48)

All Deliverables are public and will be published on the project website [1].

Tasks, activities and deliverables will be presented in detail in the following chapters together with the dissemination plan including milestones, performance indicators, and the due time frame.

During the project lifetime and if needed, the communication strategy will be adjusted, based on the evolving needs and preferences of the target audience.

2 Dissemination, Communication and Collaboration Activities Plan

The Fortissimo projects have a well-established and high reputation and are well-known within the European HPC ecosystem. The WP5 aims to benefit from the already established communication channels and collaborations (e.g., through FF4EuroHPC) utilise those as a baseline and build upon, and to build upon these with new communication and dissemination materials and mechanisms to achieve FFplus goals in terms of outreach.

Therefore, the main communication and dissemination activities will be carried out in the following areas:

- Open Calls promotion;
- Project outputs and results promotion;
- Success Stories Type 1 and Type 2 promotion;
- Raising the awareness on HPC / (generative) AI / ML / HPDA - relevant topics.

For that purpose, all available channels (i.e. FFplus website, LinkedIn [2], X [3] and YouTube [4]) and mechanisms of the beneficiaries, tailored for the respective target groups, will be utilised.

Communication activities and messages will be tailored and delivered to the target groups that were already defined in the previous Fortissimo projects.

Target audiences:

The main target groups, the project will focus on are:

- SMEs and Start-ups;
- Associations at European and national levels, e.g., SMEunited [5], European Digital SME Alliance [6], Big Data Value Association (BDVA) [7] (particularly regarding innovation studies), Enterprise Europe Network (EEN) [8];
- National Competence Centers (NCCs) [9], and Digital Innovation Hubs (DIHs) [10].

As the supportive target groups, we will also provide tailored materials and messages for:

- Already established Fortissimo communities;
- HPC and Technology providers;
- Researchers, Academics;
- EU Entities (e.g. EUROHPC JU [11], European Commission (EC) [12], ETP4HPC [13]);
- General public.

Where it creates additional value, sub-project partners (i.e., experiment partners), collaborators (i.e., NCCs, DIHs), and the funding agency (EUROHPC JU) will be integrated to achieve maximum impact.

FFplus' dissemination and communication strategy will be settled around topics addressed to business users, especially how can HPC, AI and generative AI support the innovation in business, as listed below:

- Highlighting the benefits of large-scale HPC, HPDA and (generative) AI adoption for industry, especially SMEs, including improved competitiveness, innovation, and sustainability.
- Raising awareness about the importance of HPC, HPDA and (generative) AI in fostering economic growth and creating job opportunities.
- Showcasing inspiring success stories focusing on the business benefits SMEs gained in their business and the extended product portfolios enabled by HPC use, with one of the focus on generative AI models.
- Emphasising the collaborative nature of the project with the wider European HPC ecosystem including the entire HPC/AI value chain and its impact on the European industry.

Communication and dissemination activities will start on Day 1 of the project, as key actions occur in the first months of the project period. These activities target updating the FFplus visual identity and establishing an appropriate web presence. The updated visual identity for FFplus was made available at the end of M1 and has been utilised in all project documents (both internal and external).

All WP5 KPIs will be tracked every month and collected in a document called "KPI Metrics," which will be available to all partners. This document will provide an overview of each dissemination activity, as presented in the GA - DoA and this deliverable.

2.1 Task 5.1 – Dissemination, Outreach and Communication Strategy, incl. Collaboration Plan

This task covers all activities related to communication (internal with project and experiment partners, and external to target groups), dissemination (about the project activities, open calls, and success stories), and collaboration (with specific entities defined in advance).

Communication and dissemination activities will be monitored (e.g., analytics from the project website, project social media, feedback from visitors at events, questionnaires sent to open call participants by partners) and performance will be assessed with the help of statistics and KPIs. This will help to continuously evaluate and improve these measures. Additionally, partners will collect clippings, i.e., links and articles where the FFplus project or success stories appear or are mentioned. This information will help us track the project's appearance and success stories in digital or printed media to align further communication or activities with our target groups. If needed, the communication strategy will be adjusted based on the evolving needs and preferences of the target audience.

The communication channels, KPIs, and due dates of each activity are presented below.

2.1.1 Visual Identity

To create a visually appealing identity for the project and clearly distinguish it from previous Fortissimo projects, a new visual identity was developed. It is based on the Fortissimo blue color scheme. The typography used in digital media (e.g., website) is "Ingra," while internal documents will use the "Calibri Light" font.

Additionally, a new logo was developed and provided in all applicable versions (colored, black, white, monochrome). This allows us to use the most suitable logo color for different backgrounds, ensuring visibility.

The leading image, now called "digital mountain," will be used in all project-related channels and materials where appropriate. Project templates (Word, Excel, PowerPoint, meeting minutes, attendance sheet, deliverable template) were designed in M1 and have already been delivered to partners.
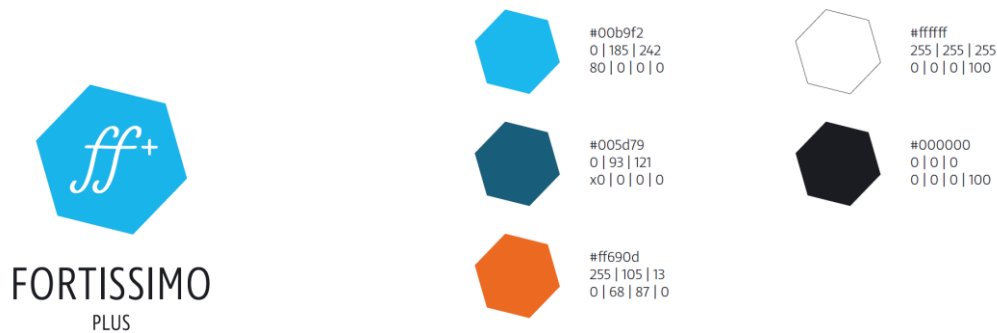

Figure 1: FFplus logo, Colour Scheme and Lead Image.

The initial Brandbook, including all designs and guidelines was designed, and will be further updated with other relevant materials, such as flyers, poster, roll up, gadgets etc.

To properly communicate the project funding, the Digital Europe Communication Guidelines [14] need to be respected.

All materials (where applicable) must include:
- Funding entity logo, i.e. EUROHPC JU
- EU emblem
- Funding statement: »This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 101163317.
- The JU receives support from the Digital Europe Programme.«
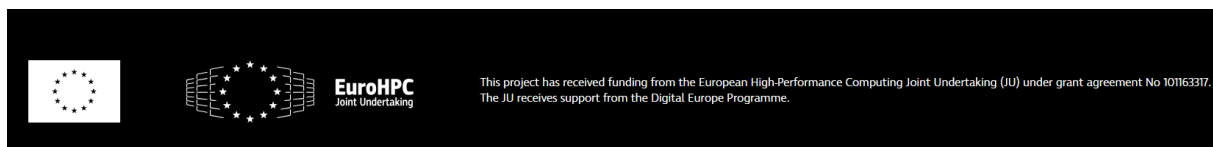
Figure 2: EU emblem, EUROHPC JU logo and funding statement included in the FFplus website and documents.

2.1.2 Website

The FF4EuroHPC website [15] was developed during the previous project phase and includes valuable success stories, information for SMEs on how to access HPC, how to get in touch with NCCs, and other relevant information about them, success story booklets, and links to sectorial magazines. As the *"specific cost eligibility conditions for the DIGITAL-EUROPE-JU-2023-SME-01"* call text was requested, specifying no additional cost for the project website is offered, partners decided the new FFplus project website will be developed and maintained by the partner ARCTUR at no cost to the project. With the new FFplus project visual identity defined, a new URL (www.ffplus-project.eu) was registered to distinguish the project from previous Fortissimo projects. Additionally, since new Open Calls will be provided to Type 2 - Innovation Studies, partners decided to develop a new website at no cost to the project. A new one-pager was published at the start of the project on May 1st and was replaced with the new official website on June 20th, 2024 (M2).

The project website remains the main entry point for industry, NCCs, DIHs, and other relevant stakeholders interested in Open Call information, success stories, or other HPC-related information. It will include the following menu:

- About the project
- Open Call
- Experiments
- Success Stories
- Partners
- News & Events
- Multimedia

- HPC 4 SME

Specific menu sections will be offered later, e.g. Experiments and Success Stories, as soon as the content is provided. Menu and Content about the Open Call will be modified accordingly to the Open Call requests.

The website will be maintained and hosted by Arctur and will remain available for an additional 5 years after the project's end.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Project Website	Visitors = 14,000 p.a. Page Views = 3,500 p.m.	M48	One pager released, official website in M2

Table 1: KPIs planned for the FFplus Website.
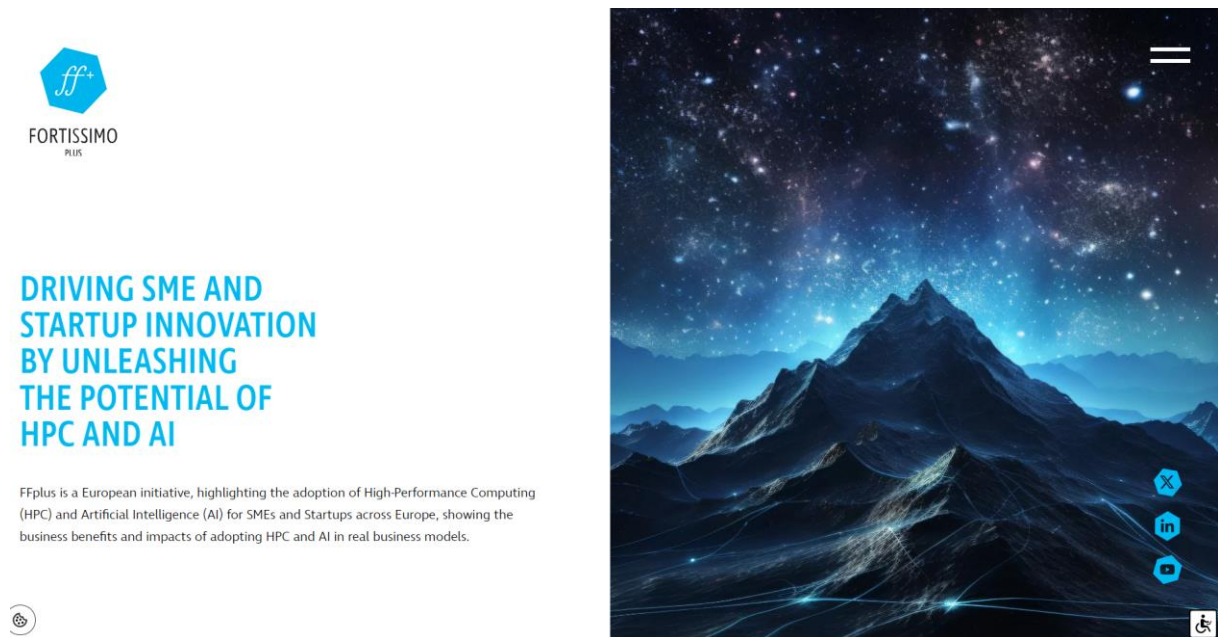
SUBMIT YOUR PROPOSAL TO AN OPEN CALL

During the project's lifetime, SMEs and Start-ups will be supported through six open calls to fund business experiments (Type 1) and innovation studies (Type 2).

Business experiments will address the uptake of HPC by SMEs in order to solve specific business challenges of SMEs that have had no prior use of, or experience with, HPC services.

Innovation studies, in contrast, will support European SMEs and Start-ups already active in the field of generative AI technology, which lack the necessary computational resources to scale up.

Successful applicants will receive funding and support from FFplus to conduct these sub-projects. Find more information below and apply to an open call.

ABOUT BUSINESS EXPERIMENT   **ABOUT INNOVATION STUDIES**
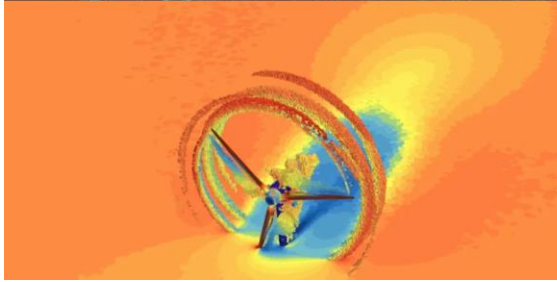
CREATING INSPIRING SUCCESS STORIES

The publication of success stories from the experiments, showing the benefits and impacts of adopting HPC in the SMEs business models, and from the innovation studies, showing the effect of adopting large-scale HPC resources for the development of generative AI, will take place during the project duration.

Within the Fortissimo projects, 121 success stories were produced in collaboration with 310 partners from European countries.

Get inspired by Fortissimo success stories here!

COLLABORATION WITH NATIONAL COMPETENCE CENTRES AND DIGITAL INNOVATION HUBS

FFplus represents a key tool for the National Competence Centres (NCCs) and Digital Innovation Hubs (DIHs) to foster their work with SMEs and to facilitate the widening of industrial HPC user communities and service providers in Europe.

The National Competence Centres (NCCs) are the central points of contact for HPC and related technologies in respective European countries.

Find the list of all NCCs here.

NEWS

13 June 2024   20 May 2024   16 May 2024
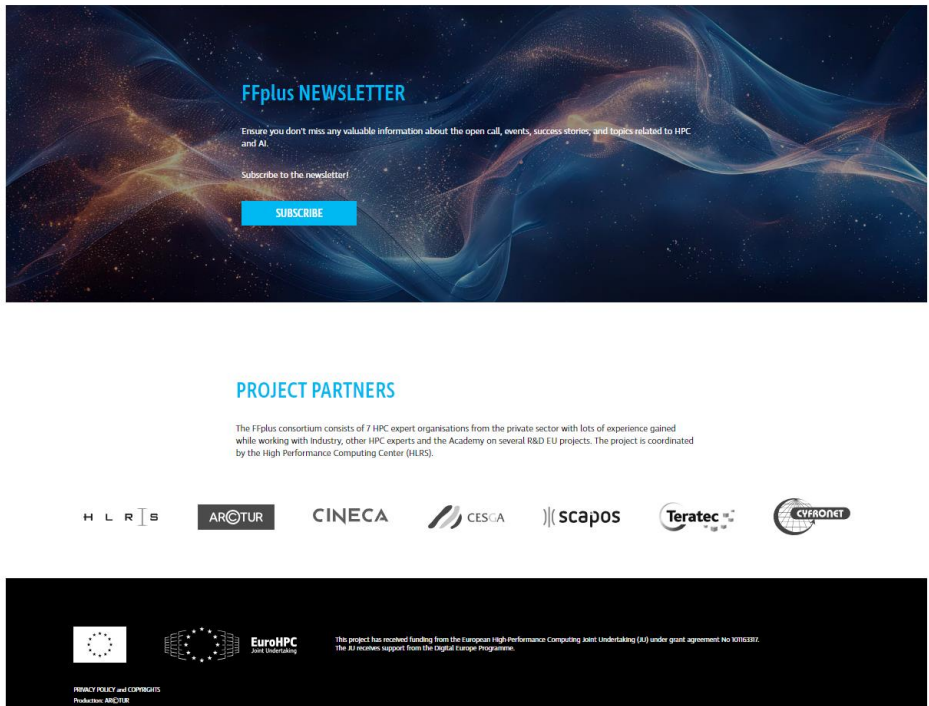
Figure 3: FFplus website is published on the domain www.ffplus-project.eu.

2.1.3 Social Media

The social media channels X, LinkedIn, and YouTube are already established and have recorded exceptionally high engagement during the FF4EuroHPC project. These channels have remained updated even after the FF4EuroHPC project's lifetime by partner Arctur on a voluntary basis to ensure continued high engagement. All social media channels have been updated with the new visual identity. LinkedIn and X profiles are regularly updated with 2-3 posts per week. As the future existence and public use of X is not clear at the moment, some other social media channels such as Bluesky/Mastodon/Threads could be used later to properly substitute X and sustain engagement with our target groups.

To properly deliver social media content, a social media content calendar was established, where partners can contribute content. It provides an overview of the activity and content status.

The status of the Followers per social media profile as per M1 – May 1st, 2024:

X: 626 followers

LinkedIn: 1,193 followers

YouTube: 119 subscribers, 32 videos

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Social Media	X (Followers = 900, posts = 700) LinkedIn (Followers = 2,000, posts = 600) YouTube (Video Views = 7,000, videos = 15)	M48 (5 videos by M38)	LinkedIn, X Updated weekly

Table 2: KPIs planned for the Social Media Profiles.
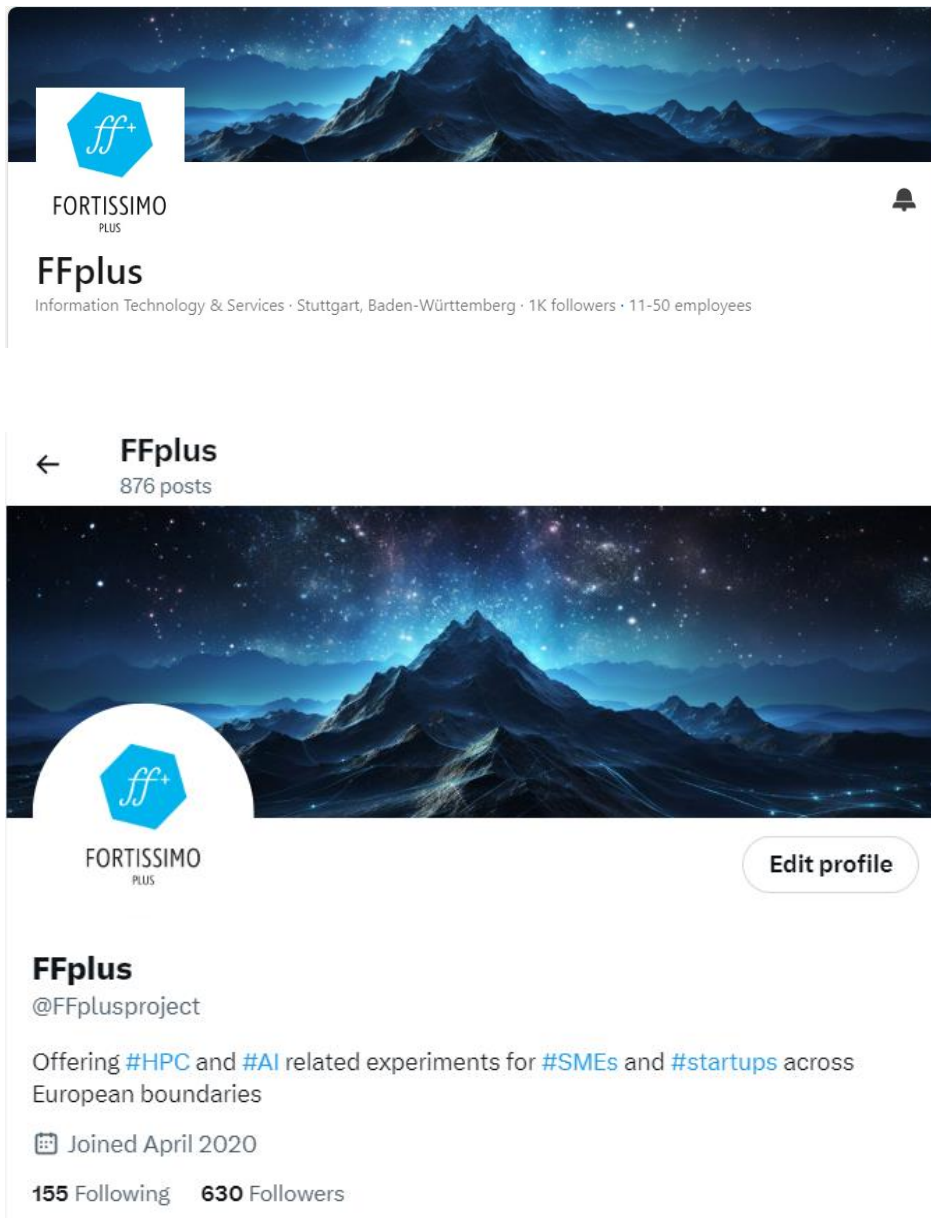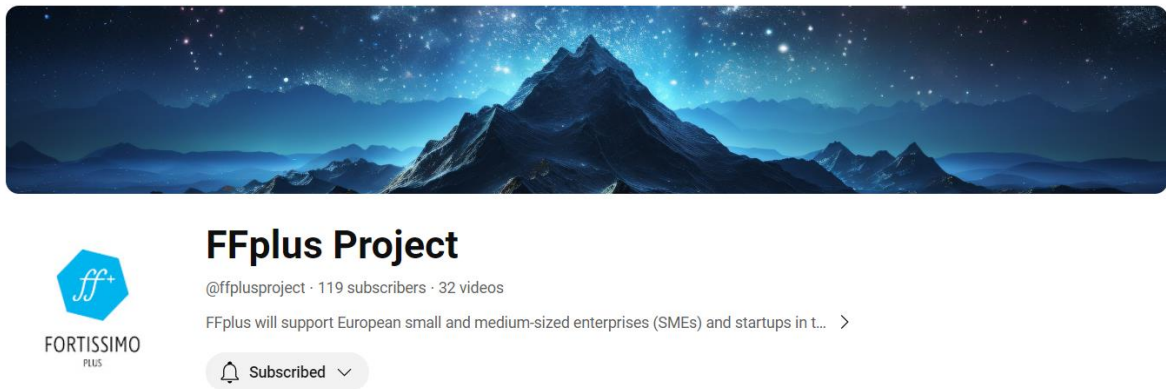
Figure 4: FFplus profiles on LinedIn, X and YouTube.

2.1.4 Newsletter

During the project lifetime, 12 newsletter issues will be released, with the first issue being published by the end of June (M2). The newsletter is a helpful tool for spreading information and will be a valuable channel to support Open Calls and Success Stories promotion. The new layout was designed using the MailChimp tool [16], as it offers the embedding of the subscription form and provides full analytics. The newsletter will consist of at least three sections (e.g., project activities to date, future events, open call info, Success Story promotion). The layout of the newsletter will be developed according to the new Visual Identity.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Newsletter	Issues = 12, Subscribers = 400	M48	MailChimp, template done

Table 3: KPIs planned for the Newsletter.

2.1.5 Promo Materials

To promote the project, Open Calls, and Success Stories, highly appealing and engaging materials with tailored communication messages will be developed. Promotional materials could include flyers (in digital and print formats), promo cards, and brochures that will be distributed directly to target groups via FFplus project communication channels (website, emails, newsletter, social media) and at events. Furthermore, gadgets with valuable messages and presentations of Success Stories will be designed and used to promote the project at events (booths).

Promotional materials such as (e)flyers, roll-ups, brochures, cards, posters, banners, and gadgets will be tailored and designed upon request. They could be updated throughout the project's lifetime to align with project activities.

2.1.6 Informative and Educational Materials: Blog Posts, Press Releases, News Items

To raise awareness of HPC and AI-related topics among all target groups, considering varying levels of knowledge from beginners to experts, different content will be created and offered to the public, such as blog posts and articles. Materials will be developed in collaboration with experiment and innovation study partners or other collaborators and promoted through social media and newsletters. Additionally, short informative or educational videos and animations will be produced and shared through various digital channels, as videos have proven to be the most consumable and engaging type of content for users.

To spread awareness of HPC use for business, open calls, and success stories, other creative activities could be utilised to interact with target groups. For example, developing a Quiz or photo competition, incorporating gamification elements, conducting short interviews with industrial influencers and other key figures from the business and HPC world who can share firsthand experiences and benefits gained in their businesses, developing HPC, VR/XR experiences, creating appealing giveaways for event visitors, live streaming events, and offering access to high-quality speakers and content to all interested visitors who may not be able to attend events in person.

To effectively communicate project activities and outputs, news items will be written and published on the FFplus website. Throughout the project's lifetime, six press releases (PR) will be written, published, and distributed to international media outlets. To monitor project mentions in digital or printed media (including digital portals/websites, TV, radio, newspapers, and magazines), clippings will be collected.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Blog posts	Issues = 20	M48	From M6
Press releases	Nr of releases = 6	M48	First PR released
News Items	Nr of releases = 80	M48	First News Items written
Clippings	Nr of clippings = 120	M48	Will be collected from M2

Table 4: KPIs planned for blog posts, PR, news items and clippings.

2.1.7 Articles in Sector Magazines

Our experiences from the past Fortissimo projects show that Success stories are extremely well-consumed materials, bringing valuable information not only to SMEs and Start-ups, but also to the whole HPC Value Chain. Project activities and Success stories will be presented as articles, published in specific sectorial or technical magazines as this format is in the interest of readers from industry – from top management, engineers and developers to personnel with technical backgrounds (e.g. Futurities Magazine [17], Elektrotehniška revija [18], NAFEMS Benchmark Magazine [19]). The content will be adjusted to a more technical or scientific language as needed to effectively communicate the message to experts and technicians. Conversely, if the stories are intended for a more general audience or industry members with limited or no background in HPC, the content will be simplified and crafted in a more promotional, business-oriented manner, encouraging industries to embrace HPC. All articles will be developed in collaboration with innovation study partners and made accessible on the project website. If possible, consortium partners will also seek opportunities to publish articles or interviews in other magazines or open repositories.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Articles in magazines	Success stories articles = 15 Published project articles = 10	M48	Starts from M10

Table 5: KPIs planned for the Articles.

2.1.8 Events

Events provide an opportunity for visitors to actively engage with content, speakers, and potentially network, whether in-person or through digital meeting rooms offered by online meeting tools. Additionally, attending events facilitates connections with representatives from our target groups. The event plan will be prepared annually and continuously updated to ensure relevance and effectiveness.

Besides promoting the project and Success Stories at on-site events, core partners will organise webinars to promote Open Calls and present Success Stories and will (co)-organise other relevant events for raising awareness on the use of HPC and (generative) AI technologies for the target audience together with collaborators or experiment partners. Partners will actively contribute to other events (webinars, conferences, workshops, panels, webinars) to promote the project, Open Calls and Success Stories to all target groups such as EuroHPC Summit [20] and ISC High Performance [21]. To further engage with Industry, partners will promote the project, Open Calls and Success Stories at major trade fairs; e.g. Hannover Messe [22], Teratec

Forum [23], Warsaw Industry Week [24]. NCCs and some Centres of Excellence (CoEs) have already produced success stories and use cases, which could be presented through co-organised events, sharing valuable experiences and results with the industry.

Participation at events will be carefully deliberated in advance and coordinated with the project communication budget. This budget is earmarked for organising events, securing booth rentals, procuring conference equipment, and acquiring promotional materials or gadgets to be distributed at events.

Within the frame of FF4EuroHPC a two-day event, the HPC Industry Summit on 18-19 October 2023 [25], [26], was organised, involving all stakeholders from the HPC value chain (academia, NCCs, SMEs, politics) and, as the feedback was very positive and the fact that this kind of meeting was a welcomed missing activity, it is planned that this type of event will be continued within FFplus. As the FFplus consortium involves highly-engaged and experienced partners who have significant knowledge and connections to different stakeholders, co-organised events will bring added value to all participants, from industry over academia to decision makers.

Thus, all partners will collaborate in this effort, especially in the promotion of the Open Calls and dissemination of their results, publishing this information on their organisation websites.

Experiment partners will be invited to contribute as speakers to events organized by the FFplus Consortium or any relevant collaborative entities (e.g., NCCs, DIHs, EUROHPC JU).

The aim of promoting the FFplus project at events is to increase its visibility (and promote the Fortissimo mission), disseminate information about the benefits of using HPC and AI in business, and highlight the role of the EUROHPC JU in the European HPC Ecosystem as a project funder and co-funder of state-of-the-art supercomputers. These resources may be utilised by experiment partners during business experiments and innovation studies.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Events	Nr of bigger events/trade fairs - active participation = 6 / 12 Nr of organised events for industry, NCCs and other collaborators (e.g. the HPC Industry Summit) = 3 Nr of other events (webinars, workshops, local/regional events, panels …) = 50	By M48	Starting from M2

Table 6: KPIs planned for the events.

2.2 Task 5.2 – Interaction and Collaboration with the HPC Ecosystem

This task encompasses all activities aimed at fostering successful collaborations with various entities within the European HPC Ecosystem. The collaboration entities identified during the FF4EuroHPC project phase will be reassessed for the FFplus project. Once the evaluation is complete, plans for further collaboration will be formulated. The outcome of this process will be a list of suitable collaboration partners and a clear delineation of the activities each partner will contribute to.

Potential collaboration activities may include promoting the project's Open Calls and Success Stories, co-organizing events involving FFplus core or experiment partners, and delivering materials. Collaborative efforts could also entail co-writing and publishing articles, blogs, and papers in magazines, digital media, or on collaborator websites, as well as exchanging information through collaborator newsletters, websites, and social media platforms.

Furthermore, collaboration with the EUROHPC JU and governing boards (e.g., the European Commission) will continue like previous projects. This includes sharing information through social media, newsletters, and websites, as well as participating in co-organized events and producing interviews, blogs, or other relevant materials.

Emphasis will be placed on collaborating with all National Competence Centers (NCCs), as they serve as the primary contact point for national users, including industry representatives. NCCs can significantly contribute to the promotion of Open Calls by assisting with business experiments and innovation studies, supporting SMEs and startups with idea and proposal writing, and providing additional training or relevant services (such as access to HPC infrastructure) to facilitate business experiments and innovation studies. NCCs are valuable entities comprised of expert partners dedicated to HPC and AI-related topics, making them well-suited to contribute to the development of promotional materials (e.g., blog papers and articles) or support FFplus Consortium in co-organising events (e.g., Open Calls webinars).

The DIHs and CoEs, along with other European initiatives such as ETP4HPC, BDVA, EEN, technology parks, startup accelerators, chambers of commerce, and other identified entities, could similarly support activities in this task as described above.

The list of collaborators will be regularly updated throughout the project's lifetime to align with the needs of project activities, collaborators' engagement, and the wider EU HPC Ecosystem's requirements.

As partners in WP3 (Experiment Oversight) and WP4 (Monitoring and supporting the HPC/HPDA/AI uptake) will collaborate with the same collaborators listed in WP5, and some activities may overlap, this task will complement the activities in WP3 and WP4.

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Collaborators	Nr of close collaborations = 8 Nr of collaborations with NCCs = 26	By M48	Started in M1

Table 7: KPIs planned for the collaborations.

2.3 Task 5.3 – Open Call Promotion

To effectively promote the Open Calls to increase visibility to potential applicants, various activities will be undertaken by core partners with the support of collaborators to reach relevant applicants.

The Calls promotion will focus on the following activities:

- Development of promotional materials such as (e)flyers, graphics, animations, and videos in collaboration with WP2 (Open Call Management), which develops the Open Call guidelines.
- Publication of Open Call information on the FFplus website.
- Delivery of Call promotions to target collaboration communities, such as NCCs, DIHs, EEN, etc., through sharing promotional materials, providing information at events, via emails, or other means.
- Organisation of webinars, on-site events, and workshops for NCCs, other collaborators, SMEs, and startups to explain the scope and objectives, evaluation criteria, and priorities of the open calls.
- Development and distribution of press releases to contributors, media, and through the core partners' websites.
- Communication of Open Call information via the FFplus project and core partners' social media and newsletters, as well as through the social media and newsletters of collaborators, will be employed to maximize the efficiency of reaching potential applicants. The main characteristics of potential applicants, such as company size, industrial sector, job functions, and EU countries, will be well-defined and used to create paid promotions on the FFplus LinkedIn profile.
- Core project partners possess strong connections to various industrial users (companies) and other entities (research institutions, domain experts, HPC and technology providers, ISVs, academics, and EU project consortia) and will share information on the Open Calls with them, requesting broader dissemination to their network of collaboration partners.

All materials and communication will be developed by the Open Call guidelines and aligned with the Open Call schedule. As Open Calls will be published for a limited period, the website section "Open Calls" and subsites "Business Experiments" and "Innovative Studies" will be adapted according to the Call requirements.

In total, the execution of three tranches of Type 1 "Business Experiments" and Type 2 "Innovation Studies" will be conducted, with each type running concurrently and resulting in six Open Calls in total. Materials for the First Open Call are currently in production, with an estimated publication date from M3 (July 2024). Following the evaluation process, data and information on the proposals (submitted and funded) will be collected, analysed, and disseminated to the public via press releases and news items.

Estimated Open Call promotion timelines:

Open Call 1: M3-M4 (July and August 2024)

Open Call 2: M15-M16 (July and August 2025)

Open Call 3: M26-M27 (June and July 2026)

2.4 Task 5.4 – Success Stories

Once "Business Experiments" and "Innovation Studies" are confirmed as eligible for funding, experiment partners will need to provide the initial experiment presentation aligned with the designated experiment templates. These experiments will be published on the FFplus website and communicated through project social media, events, and newsletters.

Success stories are the primary outputs of the FFplus project and are expected to be delivered following the successful execution of each experiment. A Success Story presents the clear business benefits achieved by the experiment partners in "Business Experiments" and the competitive advantages attained through the execution of "Innovation Studies". These stories highlight the potential benefits for businesses across various industrial sectors by utilising advanced HPC, HPDA, and (generative) AI services. They aim to raise awareness among industry and research-oriented communities, encouraging them to adopt modelling, simulation, HPDA, analytics, or LLMs development in organisations or areas where they have not been utilised before.

For organisations in related industrial sectors, Success Stories provides summarised information about the business challenge and its solution, along with some technical explanations. This assists them in understanding the presented case and benefits them by exploring similar approaches.

Due to the differing nature of the two types ("business impact of HPC uptake" compared with "Model/platform development enabled by large-scale HPC use"), publications and communications will be grouped into Type 1 and Type 2.

Success Stories Type 1 will highlight the challenges experiment partners addressed, provide information on how they implemented HPC, AI, ML, or other state-of-the-art technologies in

their business, and detail the business benefits, as well as the economic, social, and environmental impacts they achieved during the experiment phase.

Success Stories Type 2 will be structured differently and presented or gathered separately. While the focus remains on HPC's impact on business, the technical development of generative AI (such as Large Language Models and foundation platforms) will take precedence. The potential deployment and use for general or targeted application domains, and the corresponding impact on European industrial, commercial, governmental, and societal systems (as well as future applications not yet foreseen), will be explained.

Each success story will be written following predefined templates and scenarios prepared by WP5 and will support WP3 by providing information and collecting materials from and to experiment partners.

To produce Success Stories for dissemination purposes the following material will be collected:
- Content/text of Success Stories written in tailored/dedicated template.
- At least four images of the experiment in high resolution – min 1200x800 px, .jpg or .png format, landscape position (team image, team at work, simulation/LLM model wireframe or screen, final product/service).
- At least 2 short videos/animations produced during the execution of the Business Experiment or Innovation Study in full-HD, min 1920x1080 px, .mp4 format, 30-60 fps, landscape position, introducing simulation/product development, LLMs visualisation/graphic/model)
- Organisation information: Partner description, logo.

All collected materials will be utilised for promotional purposes and should not contain any sensitive or proprietary business information. Partners will be notified in advance about the collection of materials and will be required to contribute materials for Success Story development and subsequent promotion.

All success stories will be disseminated through the following communication channels or media:
Project website, e-Flyers, Booklets, Newsletters, Social Media (X, LinkedIn, YouTube), and videos. Success stories will also be presented as articles published in specific sectorial or technical magazines, as this format is of interest to readers from the industry, ranging from top management and engineers to personnel with technical backgrounds (e.g., Futurities Magazine, In-Motion, Elektrotehniška revija, NAFEMS Benchmark Magazine). The content will be adjusted to a more technical or scientific language if necessary to effectively communicate the message to experts and technicians. Conversely, if the stories are aimed at a more general audience or industry with little to no HPC background, the content will be simplified and created in a more promotional, business-oriented manner, encouraging the industry to embrace HPC. All articles will be developed in collaboration with the experiment partners and will be made available on the project website.

Four printed hard copies (booklets) of the Success Stories will be generated. Booklets have proven to be an effective means of dissemination for events like events, and fairs, involving face-to-face contact.

The estimated time frame for generation and production of the Success Stories is:
- **Open Call 1**
  Type 1: M21-M24 (January – April 2026)
  Type 2: M16-M18 (August – October 2025)
- **Open Call 2**
  Type 1: M33-M36 (January – April 2027)
  Type 2: M29-M31 (September – November 2026)
- **Open Call 3**
  Type 1: M45-M47 (January – March 2028)
  Type 2: M41-M43 (September – November 2027)

As soon as the Success Stories are produced, they will be published on the FFplus website.

Furthermore, Success Stories will be published in the booklets, in hard-copy and digital format:
- Innovation Study booklet #1: M34 (February 2027)
- Experiment booklet #1: M26 (June 2026)
- Innovation Study booklet #2: M47 (March 2028)
- Experiment booklet #2: M48 (April 2028)

KPIs

Comm. Channel / Material	KPI	Due Date	STATUS
Success stories Materials	According to the successful conclusion, each experiment will be presented as a success story: - 1 Website article - 1 (e)flyer - 1 booklet article - 1 success story card	Website, flyer M20-M48 Innovation Study booklet #1 = M34 Experiment booklet #1 = M26 Innovation Study booklet #2 = M47 Experiment booklet #2 = M48 Booklet hardcopies =1,000	From M16
Success stories videos	Nr of videos	12	From M24

Table 8: KPIs planned for the Success Stories production.

3 Conclusion

The dissemination, communication, and collaboration activities support one of the general objectives of FFplus, which is to facilitate the widening of industrial HPC and (generative) AI user communities and service providers in Europe by delivering compelling Success Stories and ensuring maximum awareness through collaboration with relevant external collaborators, such as NCCs, DIHs, and industry associations.

This Deliverable D5.1 serves as the main guiding document for the project consortium, which will be utilised to achieve the communication and dissemination goals through the execution of planned activities, supported by all core partners. As a living document, it will be updated according to the needs to ensure maximum impact and engagement with target users.

Key Performance Indicators (KPIs) are associated with the major activities, and progress will be monitored on a monthly basis to potentially update the strategy for success. All activities carried out, as well as those planned for the upcoming months within WP5, will be communicated with partners at monthly WP5 meetings.

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5 Appendix

Milestones and Deliverables for WP5

Milestone No (continuous numbering not linked to WP)	Milestone Name	Description		Due Date (month number)
MS21	Success stories HPC Uptake for SME Business Benefits - Tranche 1 published	The open call 1 Type 1 experiments have successfully finished. Success stories have been produced and published.		M26
MS22	Success stories HPC use for generative AI platforms from EU SMEs - Tranche 1 and 2 published	The open call 1 and 2 Type 2 experiments/innovation studies have successfully finished. Success stories have been produced and published.		M34
MS23	Success stories HPC use for generative AI platforms from EU SMEs - Tranche 3 published	The open call 3 Type 2 innovation studies have successfully finished. Success stories have been produced and published.		M47
MS24	Success Stories HPC Uptake for SME Business Benefits - Tranche 2 and 3 published	The open call 2 and 3 Type 1 experiments have successfully finished. Success stories have been produced and published.		M48
Deliverable No (continuous numbering linked to WP)	Deliverable Name	Type	Dissemination Level	Due Date (month number)
D5.1	Dissemination, Communication and Collaboration Plan	R — Document, report	PU — Public	2

D5.2	First Dissemination, Communication and Collaboration Report	R — Document, report	PU — Public	18
D5.3	Second Dissemination, Communication and Collaboration Report	R — Document, report	PU — Public	36
D5.4	Final Dissemination, Communication and Collaboration Report	R — Document, report	PU — Public	48
D5.5	Success Story Booklet 1st edition, Type 1	R — Document, report	PU — Public	26
D5.6	Success Story Booklet 1st edition, Type 2	R — Document, report	PU — Public	34
D5.7	Success Story Booklet 2nd edition, Type 2	R — Document, report	PU — Public	47
D5.8	Success Story Booklet 2nd edition, Type 1	R — Document, report	PU — Public	48
D5.9	Success Stories Videos	DEC — Websites, patent filings, videos, etc	PU — Public	48

Project Templates: PPT, Word and XLS