D8.1 DISSEMINATION, COMMUNICATION AND COMMUNITY BUILDING STRATEGY

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Abstract	This deliverable defines and describes the dissemination and communication strategy and set of activities that will be pursued by the FLUIDOS partners to guarantee broad and effective visibility, promotion and up-take of the project's work and outcomes.
Keywords	Dissemination, communication, events, impact creation.

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Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web	x
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
Classified C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
Classified S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

DATA: Data sets, microdata, etc

DMP: Data management plan

ETHICS: Deliverables related to ethics issues.

SECURITY: Deliverables related to security issues

OTHER: Software, technical diagram, algorithms, models, etc.

EXECUTIVE SUMMARY

The document at hand presents a comprehensive communication, dissemination, and community-building strategy that has been developed to maximise the impact of FLUIDOS and ensure that the following communication-related project objectives are met:

Establishing a distinctive and recognisable brand identity that will support promotional and marketing efforts.

Achieving broad visibility and raising awareness about FLUIDOS and its results.

Support other tasks and WPs in attracting new stakeholders to the FLUIDOS ecosystem.

Creating impactful communications.

Produce appealing promotional artefacts and provide support in event organisation.

Establishing liaisons with relevant initiatives.

In addition to setting the communication framework, the strategy provides clear directions for the consortium. It can be viewed as a guiding document for project partners, so that they can better align on the communication objectives and planned dissemination activities.

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ABBREVIATIONS

IP   Internet Protocol

TCP   Transmission Control Protocol

OCs   Open Calls

MetaOS   Meta Operating System

CTOs   Chief Technology Officers

1 INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This document, prepared in the context of WP8 (Community building and Open Calls), defines the communication, dissemination, and community building strategy and describes the activities that FLUIDOS is (or will be) pursuing to guarantee broad visibility, adequate promotion, and uptake of project results. The plan provides a framework for different outreach activities that will be carried out throughout the project by different project partners with the ambition of achieving the following objectives:

- Ensure visibility of the project and raise awareness towards its results;

- Reach, stimulate and engage stakeholders;

- Facilitate large scale adoption of developed concepts, technologies and tools;

- Foster impactful contribution to relevant scientific domains and standardisation bodies;

- Establish liaisons and ensure close collaboration with relevant initiatives;

- Organise and promote special training and demonstration events.

In the following sections, the plan of activities has been detailed to steer the project towards achieving its communication and dissemination objectives.

1.2 STRUCTURE OF THE DOCUMENT

The sections of this deliverable are organised in the following manner:

- **Section 1** introduces FLUIDOS, its vision and mission, and provides insights into the technological environment in which the project operates.

- **Section 2** presents project objectives and target stakeholders and outlines the partner's individual communication plans.

- **Section 3** presents the fundamental aspects of FLUIDOS communication, dissemination, and community-building strategy and describes the various dissemination tools and activities in more detail.

- **Section 4** is dedicated to liaisons and collaboration with relevant projects and initiatives.

- **Section 5** describes the indicators that will be used to assess the impact of project achievements.

- **Section 6** concludes the document.

1.3 BACKGROUND AND TECHNOLOGICAL CHALLENGES

Cloud computing revolutionised the previously dominant paradigm of having servers mostly dedicated to a single application, statically dimensioned to cope with its workload peaks. The focus shifted from single machines to data centres, abstracting and aggregating computational resources and consolidating hardware, resulting in unprecedented service agility and massive cost and energy savings. From the technological standpoint, cloud computing accelerated the evolution of already existing technologies, such as processor or memory virtualisation, but it was a ground-breaking advancement from the business perspective, establishing a new consumption and delivery model focused on automated and on-demand service and infrastructure management.

FLUIDOS leverages the enormous, unused processing capacity at the edge, scattered across heterogeneous edge devices that struggle to integrate with each other and coherently form a seamless computing continuum. Orchestration will leverage advanced AI Algorithms to optimise costs and energy usage in the continuum, promoting efficient usage of edge resources. A Zero-Trust paradigm will allow FLUIDOS to securely control and access geographically diverse resources, while Trusted Platform Modules will provide strong isolation and guarantee a safe deployment of applications and services.

FLUIDOS will pursue the above goals by creating an open, collaborative ecosystem focused on developing a multistakeholder market of edge services and applications, promoting European digital autonomy. The involvement of stakeholders is planned from the outset of the project through pilots and demonstrators in the fields of intelligent energy, agriculture, and logistics, which will challenge FLUIDOS capabilities to adapt to different environments and operating conditions while showcasing its groundbreaking innovation potential.

2 FLUIDOS DISSEMINATION & PROMOTION STRATEGY

2.1 COMMUNICATIONS OBJECTIVES

Dissemination, communication and exploitation activities are essential to ensure the success of FLUIDOS and are closely coordinated among the various work packages to ensure a cohesive plan of action that will create a large-scale impact in the European cloud and edge computing scene from a global perspective.

In order to widen the outreach of the project's efforts and maximise the impact FLUIDOS activities will have, the consortium pursues and ensures close coordination with the European Commission and other relevant initiatives closely linked domains such as the European Cloud, Edge, and IoT Continuum [(1)].

In this respect, FLUIDOS will gradually and systematically build up and mobilise a community with major players on the Future Internet scene, including innovators and key stakeholders, standards, open source projects and user community to provide input on the development of the FLUIDOS system; Disseminate, share, exchange and communicate to relevant communities how to use and understand the project results and associated knowledge; Design and implement two Open Call processes that engage key stakeholders to validate the solution design and function.

A set of dedicated outreach and communication activities will ensure that the below general project objectives are met, following the roadmap for the implementation of the strategy detailed in the following sections:

- Develop a unique and distinctly identifiable brand identity to bolster promotional and marketing initiatives;
- Raise awareness about FLUIDOS results and benefits and ensure the project's broad visibility and uptake among the European data communities;
- Reach, stimulate, and engage a critical mass of relevant stakeholders to ensure that the project results are effectively showcased, leading to validation, improvement, and possible further adoption of the developed technologies and concepts;
- Facilitate sustainability and exploitation of the project's outcomes and promote the development of innovative solutions based on the FLUIDOS technologies and concepts;
- Support the key players' engagement strategies and activities while providing visibility and echo to the data community within the European ecosystem and beyond;
- Foster impactful contributions to relevant scientific domains and standardisation bodies as appropriate;

- Develop and expand the project's community while fostering interactions with other EU-funded initiatives and initiatives addressing comparable subjects, which will facilitate dialogue and knowledge exchange;
- Design and implement a framework for the monitoring and assessment of the impact created by FLUIDOS.

In the implementation of the communication and dissemination activities we use a matrix (see Table 1 below) to define how the tools and channels will be used to communicate the project's outputs, identify the means to facilitate synergies and make best use project's outcomes. For example, the communication team sources information from publications and maximises visibility using social media. From the Work Packages activities and deliverables, the team can extract and push content on different platforms. In the same context, workshops are means to exchange knowledge, enhance visibility and further promote project progress and outcomes.

TABLE 1: MATRIX OF THE ACTIVE COMMUNICATION AND DISSEMINATION OF KEY CONTENT

ACTIVITY	PULL	INTERACTIVE	PUSH
Dissemination and communications tools: • Workshops • Events • Publications • Videos • Trainings • Open Calls	███	███	███
WPs	███		
Social media			███
EUCEI Communication Task Force	███	███	███

To bolster the clarity and specificity of FLUIDOS' communication and dissemination plan, there have been a set of KPIs integrated (see Table 6), to measure the impact and effectiveness of the outreach efforts. The communication matrix, as illustrated in Table 1, serves as a foundational framework for defining tangible actions. Specific activities are

aligned with KPIs to establish clear action plans. For instance, the frequency of newsletters sent every four months corresponds to our target of eight newsletters annually. Additionally, webinars and promotional videos for Open Call (OC) events are strategically linked to specific project goals and outputs, ensuring a focused approach that aligns with the overall project objectives. This approach not only enhances the granularity of our communication strategy but also facilitates the monitoring and assessment of our impact, as outlined in Table 6. These measures, encompassing website visits, social media engagement, press releases, publications, newsletters, videos, and events, collectively form a comprehensive framework for gauging the success of our communications endeavours.

2.2   TARGET AUDIENCES AND KEY MESSAGES

To successfully connect with the diverse target groups that FLUIDOS aims to involve—each having distinct levels of knowledge and expectations regarding data-centric research—it is crucial to create and implement tailored communication and dissemination mechanisms and tools throughout all stages of the project's rollout.

To enhance our communication and dissemination strategy, specific activities for distinct groups will be executed. These tailored efforts aim to convey a precise message to each target audience, ensuring an accurate translation of the FLUIDOS value proposition. This approach is designed to enhance engagement with various stakeholders more effectively.

The following target groups were identified as relevant during the design and implementation phases of the project.

TABLE 2: FLUIDOS TARGET AUDIENCES

Target audience	Specific targets	Channels
Industry and innovators in the IoT, Cloud, Edge	- AI Focus Group (Digital SME Industry body) - AIOTI - OS developer community (through Eclipse Foundation) - R&D Labs - IoT innovators - SMEs and Start-ups (consumers of the FluiDOS services and outcomes, based on the exploitation strategy) - Infrastructure providers	- Participation and presentation in targeted events - Newsletter and project website - Social media - Open Calls webinars

Research institutes and individual researchers	• Academic and corporate researchers and scientists in the fields of IoT, Edge and Cloud computing, communication networks, AI, Big Data, Data Analytics, computer science, etc.	• Participation and presentation at scientific events • Publications in international conferences, book chapters and magazines • Webinars and workshops • Newsletter • Social media
Research initiatives	• European AI Alliance • H2020/HE RIAs and CSA: EU Cloud Edge IoT Initiative, OpenContinuum, NGI-IoT RIAs (ICT-56)	• Conferences/Events • Joint workshops • EUCEI Communication Task Force 6
Standardisationbodies, pre-standardisation and open-source initiatives	• ETSI, CEN-CENELEC, SBS (Small Business Standards), IEEE, FIWARE, Eclipse Foundation, Linux Foundation, STANDICT HSBooster, etc.	• Events • Participation in working groups
European and International Initiatives	• European AI Alliance, AIOTI, BDVA, SNS JU	• Participation in events organised by these associations (booths, workshops, panel discussions)
Policy makers	• European Commission • European Internet Forum • Public authorities	• White Papers • Policy briefs • Events
Civil society	• Public • NGOs • Media	• Website • Social media • Press releases • Newsletter • Publications • Deliverables

For each of these target groups, FLUIDOS has developed a series of preliminary key messages which will be used and enriched in the course of the project.

TABLE 3: TARGET AUDIENCES AND KEY MESSAGES

Target audience	Key messages
Industry and innovators in the IoT, Cloud, Edge	- Create a fluid, dynamic, scalable and trustable computing continuum. - With FLUIDOS leverage the enormous, unused processing capacity at the edge. - FLUIDOS offers cutting-edge solutions in IoT, Cloud, and Edge computing. - Discover the pathway to innovation and funding with the FLUIDOS Open Calls.
Research institutes and individual researchers	- FLUIDOS advances scientific research in IoT, Edge, and Cloud computing. - Engage with FLUIDOS in knowledge exchange and contribute to ground-breaking research. - Seize the opportunity to collaborate and share insights.
Research initiatives	- Collaborate with FLUIDOS for greater visibility and dissemination of research outcomes. - Join a network of leading research initiatives to shape future technologies.
Standardisation bodies, pre-standardisation and open-source initiatives	- FLUIDOS contributes to the development of interoperable and standardised solutions. - Engage with FLUIDOS to set the future standards in IoT and Cloud computing. - Collaborate on open-source initiatives to foster innovation and accessibility.
European and International Initiatives	FLUIDOS is at the forefront of addressing European and global technological challenges.
Policy makers	FLUIDOS aims to contribute to strategic decisions in technology and innovation policies.

	• Engage with FLUIDOS to understand its societal and economic impacts.
Civil society	• How FLUIDOS research and results can have a positive impact on society. • Stay informed about FLUIDOS's impact on technology and society.

2.3 PRIMARY DISSEMINATION AND PROMOTION CHANNELS

A broad array of dissemination channels is used to effectively reach the target groups and maximise awareness of the overall project's work and outcome. The synergy of FLUIDOS dissemination is generated through seamlessly connected online and offline communication activities. Both online (e.g. website and social media) and offline channels (e.g. events) will be used to disseminate FLUIDOS-related activities and project actions throughout Europe and beyond. In addition, all the networks and multipliers channels allow the partners of FLUIDOS to raise the visibility of the project's achievements and to reach a critical mass of stakeholders, developers, contributors, integrators, researchers and relevant key players for an efficient implementation of the project work plan.

2.4 COMMUNICATIONS AND DISSEMINATION PHASES

FLUIDOS impact creation strategy and plan include offline and online communication, digital presence, participation in and organisation of events, interaction with other research and innovation projects within the domain, as well as liaisons with relevant stakeholders and related EU research and innovation initiatives. The core structure of the envisaged plan has been broken down into three stages.
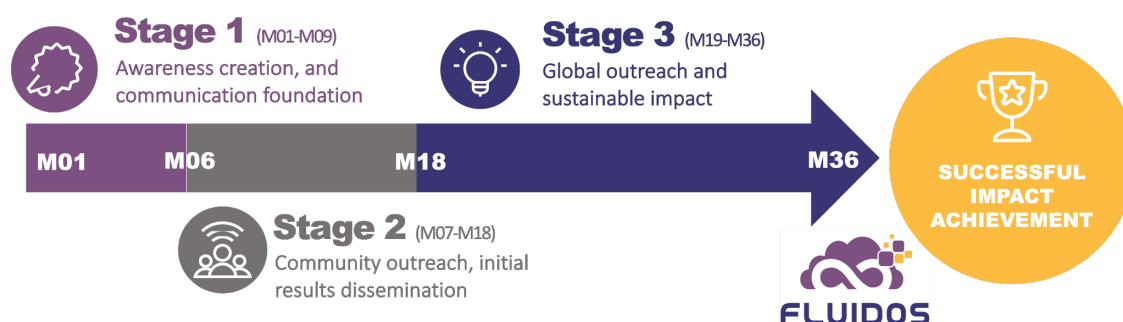
FIGURE 1: FLUIDOS COMMUNICATION AND DISSEMINATION STAGES

Stage 1 - Awareness creation and communication foundation (M01-M06):

To design the dissemination, exploitation and communication strategy and plan, including refinement of target groups and selection of dedicated tools and community-building activities, and inform all relevant stakeholders about the FLUIDOS scope and objectives. This phase will also define the liaisons and interaction mechanisms with the rest of the domain entities and players, including relevant research and innovation projects and especially the rest RIAs under the DATA-01-05 and the CSA under the DATA-01-07 to identify common practices, opportunities for collaboration and jointly organised activities. Planning for first events participation and organisation.

Measures: The FLUIDOS website, the communication, dissemination and exploitation strategy report, a dedicated calendar of events, a project introduction flyer, a project presentation (slides), dedicated social media channels established, participation in at least one conference/event presenting the FLUIDOS concept, the first edition of the e-newsletter circulated.

Stage 2 - Community outreach, initial results dissemination (M07-M18):

To actively reach out to the main target stakeholders and generate interest in FLUIDOS activities, Open Calls (OCs) and outputs, set a solid foundation for the planned dissemination, showcasing and policy making/intervention activities, organisation of first workshops, targeted promotion of the 1st and 2nd Open Calls.

Measures: Slide-based presentations of first project results, a first video to be used to raise awareness, animation of social media channels, a number of news items pushed out, newsletters, and participation in selected events, to promote the project Open Calls with dedicated promotional campaigns, promotion of project use cases, organisation of the OCs planned webinars, plan the business models workshop, plan the second requirements workshop, co-organise at least 3 events/sessions/webinars

with other H2020 or HE initiatives. Produce the first scientific publications and make the project's key results accessible.

Stage 3 - Global outreach and sustainable impact (M19-M36):

To actively engage and support the adoption and deployment of the concepts, technologies and tools offered by FLUIDOS through dedicated promotional activities, promotion of the selected 3rd party projects and their use cases and outputs for both the 1st and 2nd OC, publishing further scientific publications, development and distribution of promo materials, open access project results from the project website and open platforms, participation in selected events, organisation of planned workshops and exploitation activities, participation in exhibitions, organisation of a project final promotional event and extend liaisons with relevant initiatives, promotion of the key project results with special campaigns, the impact assessment activities (mainly surveys and workshops). Standardisation efforts are expected to intensify as the technologies are developed, and the trials will mature over the project's lifetime.

Measures: Promotional material in various forms, publications, inputs to standardisation, established liaisons, several news items, technical reports, e-newsletter, interviews, video clips, participation in events, promotion through all communication tools, support to the project coordinated efforts in the organisation of the OCs webinars, exploitation / AB sessions, webinars/workshops Call: HORIZON-CL4-2021-DATA-01-05 – Future European platforms for the Edge: Meta Operating Systems Part B – Page 25 of 45 with other H2020 and HE funded projects, hackathon, organisation of 3 training workshops, organisation of the project final promotional event (WP8).

3 DISSEMINATION ACTIVITIES

3.1 ONLINE TOOLS AND CHANNELS

3.1.1 Brand identity

Brand identity consists of visible assets, such as logos, colour palettes, and typography, created to portray a certain image and distinguish the brand. It defines how those who come in contact with the brand perceive it and influences their opinion. A good brand identity provides unique and memorable assets and a unified and consistent 'look and feel' across all outlets (electronic and printed visual media).

The design of the FLUIDOS brand identity began during the proposal preparation. The following assets have been developed as part of the FLUIDOS brand:
- Colour palette;
- Logo and icon with different variations;
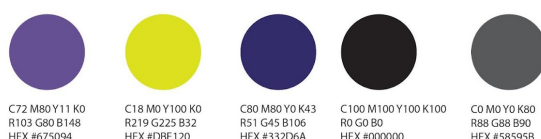- Typography;
- Templates for deliverables and presentations.

The main idea behind the logo (Figure 2) was to synthesise sign language communication through an ideogram that recalls the hand movement of sign spelling. A textual part with the project's name and the tagline has been added to support the ideogram.

FIGURE 2: FLUIDOS LOGO

The brand identity guidelines are composed of visual elements such as fonts, colour palettes and templates for documents and presentations. The palette of FLUIDOS corporate colours in Figure 3 is inspired by innovation, creativity and technology, and the complementary grey scale colours.

Corporate colour palette:

C72 M80 Y11 K0 R103 G80 B148 HEX #675094	C18 M0 Y100 K0 R219 G225 B32 HEX #DBE120	C80 M80 Y0 K43 R51 G45 B106 HEX #332D6A	C100 M100 Y100 K100 R0 G0 B0 HEX #000000	C0 M0 Y0 K80 R88 G88 B90 HEX #58595B

Headings

Montserrat black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body

Montserrat regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FIGURE 3: FLUIDOS COLOUR PALETTE AND CORPORATE FONT

A general "brand guidelines" document has been developed and distributed to the partners since the beginning of the project to ensure a consistent look and feel in all FLUIDOS's communication activities. This is the base of a solid identity and facilitates the recognition of FLUIDOS wherever is presented. All dissemination materials refer to the project name, website, and Horizon 2020 with associated graphic elements in line with the European Commission's guidelines. WP8 created a PowerPoint presentation template to create their presentations for all external and internal events, meetings, etc., based on a common look and feel.

3.1.2 FLUIDOS landing page and website

The FLUIDOS project landing page https://www.FLUIDOS.eu/ (See Figure 4), is a temporary functional website that contains comprehensive information on FLUIDOS aims and objectives with easy access and a friendly interface to retrieve information and any public material generated within the project.
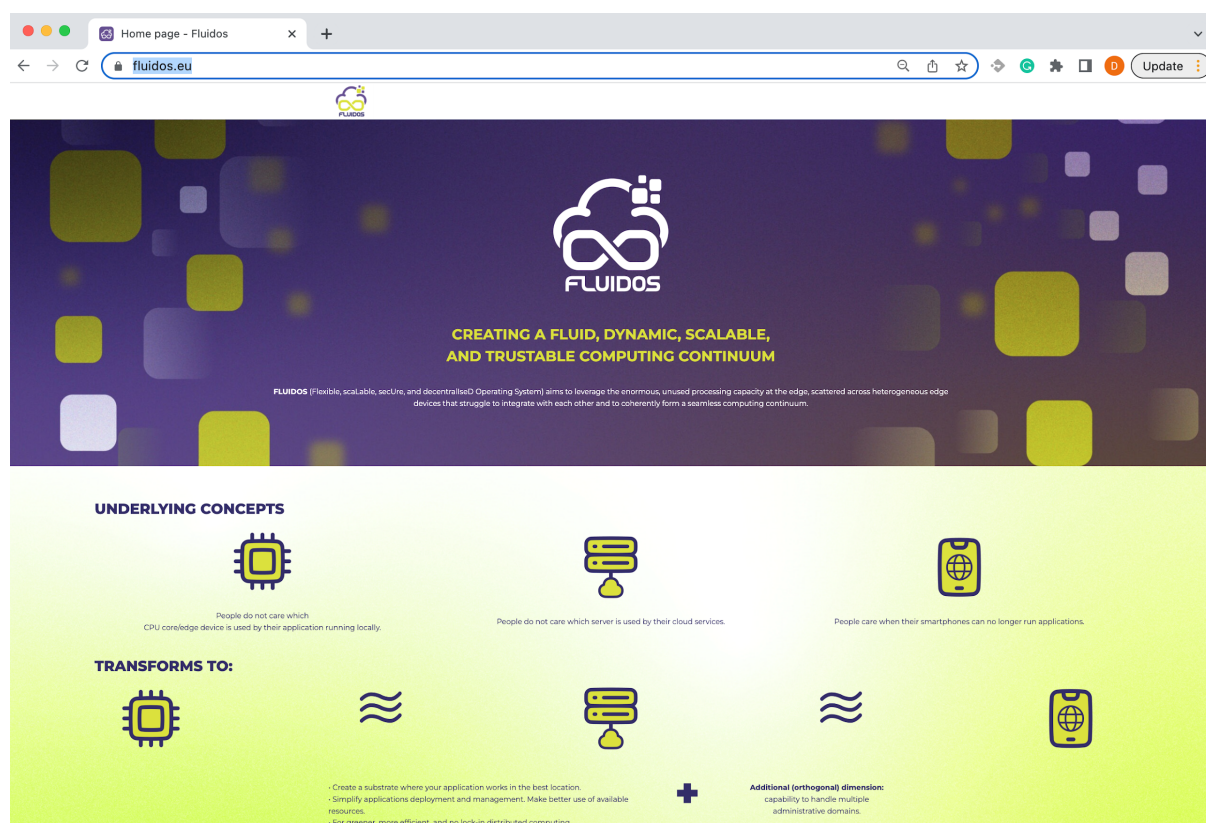
FIGURE 4: FLUIDOS LANDING PAGE

In the long term, a fully functional website will be developed. The website will contain comprehensive information on FLUIDOS aims and objectives with easy access and a very friendly interface to retrieve information and any public material
generated within the project activities and fully supported the Open Call's entire process.

Below in Figure 4 is a website wireframe proposed to the consortium partners during the kick-off meeting in September. The website will consists of the following menu items:

Home/About: The landing page is published and consists of components which also links to dedicated webpages in the website, eg. Toolbox, Pilots give a snapshot of

these features, and a button is added that directs the user to a more detailed description on a dedicated webpage.

The project results: This menu item has components that give information about the project, the consortium, the software the project will produce, and the pilots. It is also decided to create a page featuring FLUIDOS industrial and legal and ethical advisory board members as these experts' profiles, when added will bring good traffic to the website.

What's new: Under this menu item is information about the news from the project and the relevant and upcoming events for the project.

Resources: This menu item is not yet published as it will consist of the different outputs of the project, e.g. public deliverables, presentations, promo materials and the software.

Contact form: This page allows the user to get in touch with the project representatives.
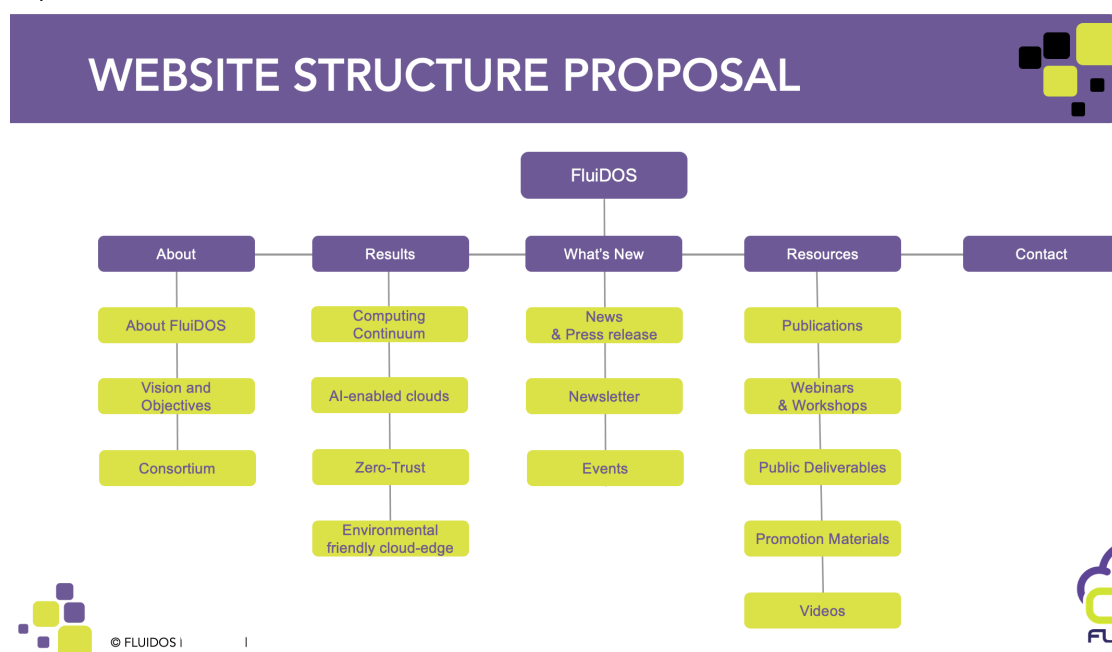
FIGURE 5: FLUIDOS WEBSITE WIREFRAME

Web design experts within the project consortium conceived its design and structure to promote the outcomes to the relevant target groups. The website's design is strongly brand oriented to consolidate the image of the FLUIDOS identity. The dissemination material produced within the project and for the interaction with social

networks will use the website as a reference, in order to have a consistent communication and an easy-to-recognise image/brand.

To support multimodal access, the FLUIDOS landing page adopts responsive design principles to provide an optimal viewing experience: the interface adapts the layout to the viewing environment using fluid, proportion-based grids (See Figure 5). Further updates in line with the website branding will be promptly applied as necessary at the beginning of 2023.
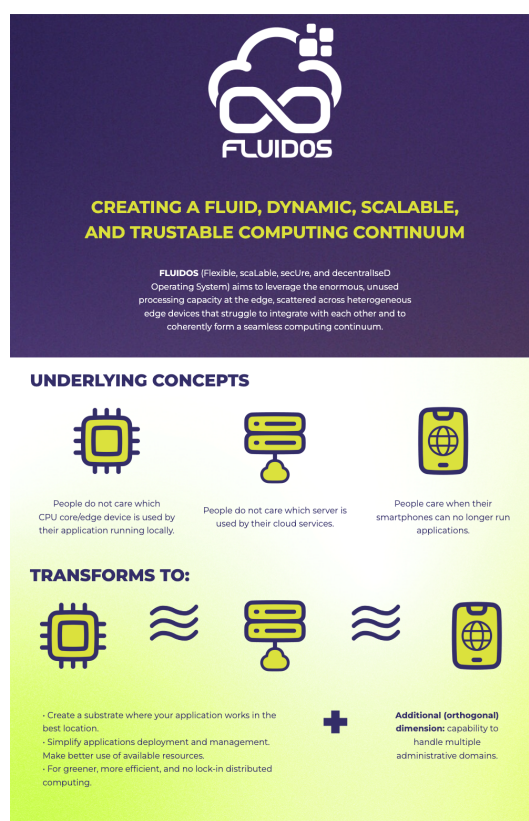
FIGURE 6: FLUIDOS LANDING PAGE RESPONSIVE DESIGN

3.1.3 Social media

Various social networks are made available by FLUIDOS as marketing tools to promote project activities and outputs while encouraging a wider discussion on the topics related to cloud and edge computing activities. Thus, FLUIDOS will share an active presence on Twitter and LinkedIn.

Below we present a brief overview of the social media channels shared by FLUIDOS.

Twitter

Twitter is a very dynamic social network that covers the news in real time at a global level. FLUIDOS will share the Twitter account with the cloud and edge computing community, with their already existing and active Twitter account (@FLUIDOSproject) and FLUIDOS has chosen the hashtag #FLUIDOS for its tweets. The Twitter account will be used for promoting and disseminating the development of FLUIDOS, including news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources.

FIGURE 7: TWITTER WALL

LinkedIn

The FLUIDOS LinkedIn page (https://www.linkedin.com/company/FLUIDOS) allows reaching a professional audience with more elaborated news and/or specific events highlights. Page members share the news directly to their project's/ company/organisation's LinkedIn pages or group, which aims to attract cloud and edge computing professionals and industry players. It is also a push-pull medium, as LinkedIn automatically delivers the group's news to the member's email accounts upon posting.

After four months, the FLUIDOS LinkedIn group counted 52 members already. We intend to engage all the European Cloud, Edge and IoT projects in the dialogue on this platform while promoting the FLUIDOS initiatives across relevant LinkedIn groups and pages. To further increase this social media audience and diversify the page's user base, FLUIDOS will engage more vertical representatives/managers.
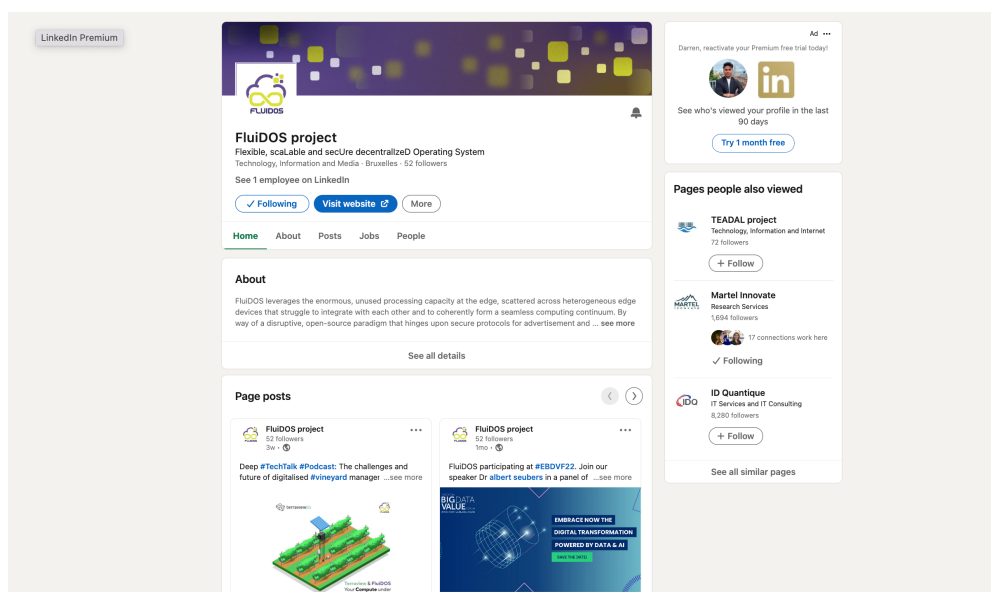
FIGURE 8: LINKEDIN PAGE

Online cross-collaboration with FLUIDOS consortium partners

In early 2023, a communication strategy will be developed to build on the list of all FLUIDOS partner's online platforms to have an overview of all the channels that partners use to communicate on the FLUIDOS project.

3.1.4 Newsletter/newsflash

Newsletter/newsflashes will be produced on regular updates about the project's activities and work will be pushed out via a dedicated news channel hosted on the FLUIDOS website. A dedicated newsletter will be issued every four months and shorter newsflashes every month to promote highlights and push out announcements of interest in an ecosystem-wide perspective.

The newsletters will also contain information regarding upcoming events. As such, a typical e-newsletter of the project will contain highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Project partners will provide information for the e-Newsletter and ensure that the content is accurate.

The first issue of the newsletter was published in October 2022. All the e-Newsletter issues will be uploaded on the project website as soon as the full functional website is completed in January. See Figure 9 is the first newsletter sent out in October, FLUIDOS, Creating a Fluid, Dynamic, Scalable and Trustable Computing Continuum.
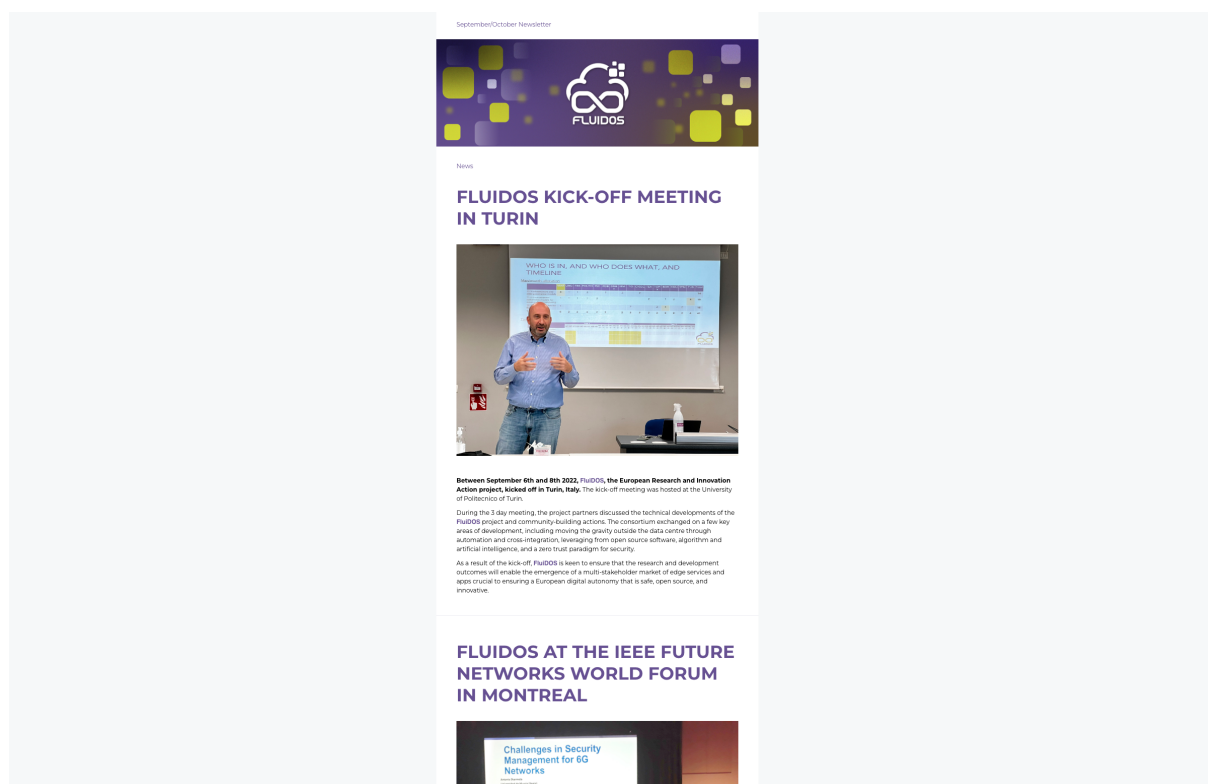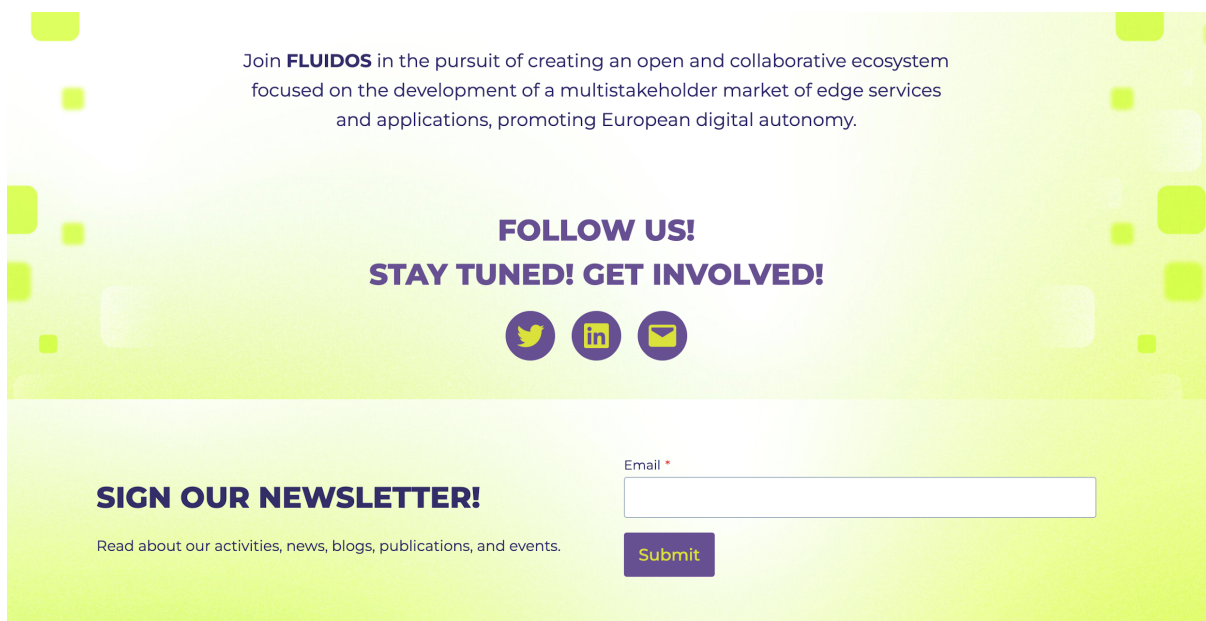
FIGURE 9: FLUIDOS FIRST NEWSLETTER

A mailing list has been created at the moment, based on subscription, allowing sharing the e-newsletter via mass mailing and informing interested users about project news, achievements and events planning. A registration functionality allowing interested visitors to subscribe to the newsletter is already available on the FLUIDOS landing page (See Figure 10).

FIGURE 10: NEWSLETTER MAILING LIST SUBSCRIPTION ON FLUIDOS LANDING PAGE

3.1.5 Press releases

Press releases will be developed on a regular basis (approximately every six months) and coincide with key project achievements (e.g. organisation of a large event, implementation of key activities within the project, etc.).

Press releases will be published in national and European media, thus contributing to the wider dissemination of the project. All partners will be responsible for engaging with their local media outlets to ensure a wider reach of the press release.

All press releases will be published on the project's website.

3.1.6 Publications/e-publications

Horizon Europe work programme. In line with these guidelines, all the scientific publications supported by the project will be available as Open Access through an OpenAire-compliant repository, such as Zenodo and the Open Research Europe publishing platform, to select open access repository and deposit publications for its research results storage, also allowing for easy linking with the EU-funded project.

This will increase the accessibility to the obtained results by a wider community, which can be further enhanced by including the repository in registries of scientific repositories such as DataCite and Databib. Depending upon the publication venue, the publications will become available through the "gold" or "green" model. For the gold model, publication costs will be covered in the 'other costs' section of the budget.

The partners will be advised to prioritise index journals, conferences, workshops, etc., ensuring recognised scientific impact. Partners will be required to perform a plagiarism check before any submission and verify the paper's findings. If results are in any way inaccurate, the research paper in question will not be submitted or will be withdrawn. All consortium members will consider the Consortium Agreement stipulations before submitting a scientific article for publication.

3.1.7 Videos

FLUIDOS will produce videos to engage the general public and build awareness about FLUIDOS activities. Exposure among a wide audience will establish strong connections with local press, online blogs and social press to improve the media interest and coverage. Beyond the project channels, FLUIDOS will also use the ones made available by the current and future running CSAs in the IoT, Cloud and Edge domains, especially to promote the planned Open Calls.

3.2   OFFLINE TOOLS AND CHANNELS

3.2.1 Promotional materials

The first version of a FLUIDOS flyer has been created (See Figure 11) to inform interested people about the project's objectives and activities. The flyer will be uploaded to the FLUIDOS website when the fully functional website is made ready in January and will be shared as a printed version during relevant events.
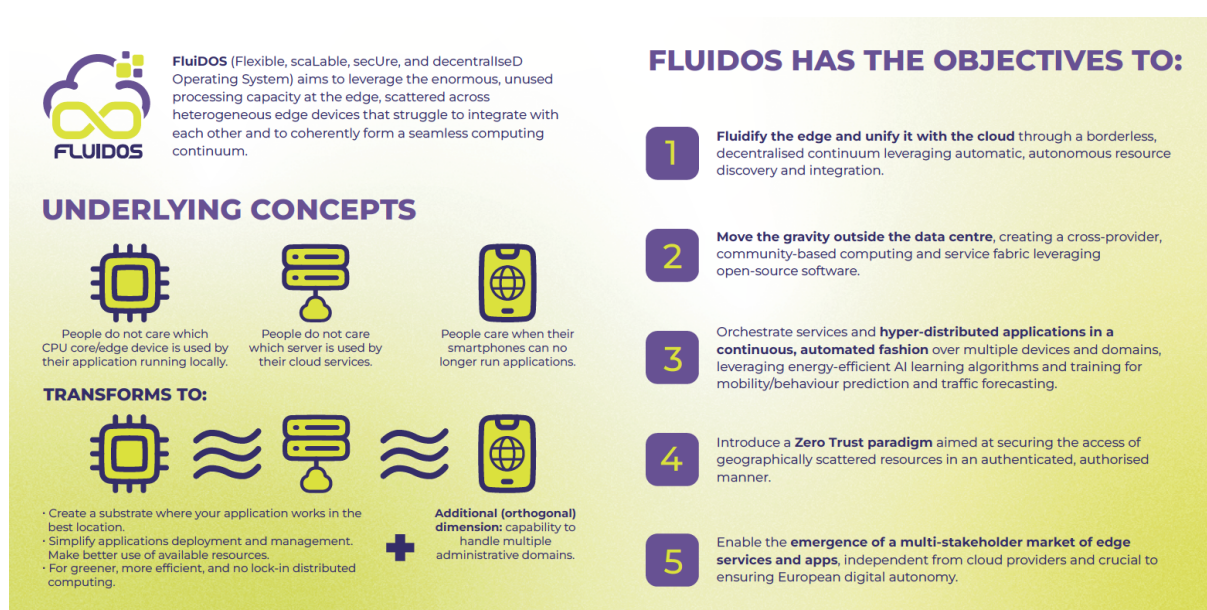
FIGURE 11: FLUIDOS A5 FLYER FRONT AND BACK PAGE

Moreover, roll-ups will be created, matching the look and feel of the website and the overall project design concept to meet the project's needs.

Posters of a smaller size (A0) will be produced. FLUIDOS will also consider producing event-focused posters of smaller sizes if necessary, where the poster's content will be replaced to fit the needs (theme) of the event. Both the roll-up and the posters will be prepared in English (local languages to be considered if appropriate or necessary) to raise awareness of the stakeholders and a variety of relevant audiences about the project with succinct textual and graphical information.

Printable versions of the posters will also be created and provided to partners to be printed and used at the events they participate in. The design will be easily adjustable to individual partners' requirements in case an additional or more specific version is required.

The project logo, the EU flag & acknowledgement, the FLUIDOS website, and the social media links will be displayed on all promotional materials.

EUCEI brochure

This brochure offers a brief overview of the first open call requirements of the 6 MetaOS projects aerOS, Fluidos, ICOS, NebulOuS, NEMO, and Nephele. It provides essential information about the open call process, requirements, and a brief summary of each project's architecture and key use cases. Available on Zenodo: https://zenodo.org/records/8405319

Open December 2023

Value 75.000€

Close February 2024

Duration 8 Months

Number of Grants 10

Funded actions

Technology Extension Grant (TEG) and Use Case Grant (UCG)

Eligible Organisations

» TEG for individual entities (e.g. researchers, SMEs, start-ups)

» UCG both individual entities or small consortia of 2-3 entities

Open Calls Coordinator Contact

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Link to Open Calls Page

https://www.fluidos.eu/fluidos-open-call/

EU CEI OPEN CALLS BROCHURE | MetaOS Cluster 1st Round 2023-2024   4

Evaluation Process

» Proposal evaluation process: ~ 1 month

» External and project-based technical partner evaluations

  » Open call for evaluators and selection

» Blind review in three working days

» Consensus meeting within three weeks of call closure

Key Use Cases

» Intelligent power grid and real-time data processing
» Smart viticulture for digitalization of vineyards
» Robotic Logistics in Industry 4.0

More info: https://www.fluidos.eu/

Components & Architecture

FLUIDOS software implements the full Meta Operating System capabilities. Built on top of Kubernetes, FLUIDOS extends it with new control logic responsible for handling the different node to node interactions and advanced policies and intents.

2 main components: **Node Orchestrator** and **Available Resources database.**

The former orchestrates service requests, either on the local node or on remote nodes of the same fluid domain. The latter keeps up-to-date information about resources and services available either locally or acquired from remote nodes.

EU CEI OPEN CALLS BROCHURE | MetaOS Cluster 1st Round 2023-2024   5

FIGURE 12: SNAPSHOT OF THE EUCEI BROCHURE

3.3 EVENTS

Events-based dissemination is a critical part of the FLUIDOS strategy and activities. It targets liaison with cloud and edge computing, and IoT stakeholders via organisation of dedicated events, as well as coordinating participation in major EC/Non-EC conferences and events.

Throughout the project's duration, participation and organisation of events in the form of webinars, workshops, demos, trials, exhibitions, expert panels' discussions, training, etc., will play a crucial role. The consortium envisages organising at least 21 workshops/sessions/webinars pursuing co-location with flagship domain-related events or events that are planned from the liaised CSAs and projects, coordinating on this with related national and international initiatives when possible, including:

- >4 OCs webinars (T8.3, M18, M22, M26, M30),
- 1 business models workshop (T1.3, M12-M21),
- requirements workshops (T2.1, 1 in M01-M06 and 2 in M13-M21),
- 3 exploitation / AB sessions (2 with the participation of the AB members and 1 dedicated to the pilot's target groups) (T7.5, M18-M36),
- co-organised webinars/workshops with other H2020 and/or HE-funded projects (M01-M36),
- The organisation of one final event for the presentation of the project results in collaboration with the rest DATA-01-05 RIAs and the HORIZON-CL4-2021-DATA-01-07 CSA (M30-M36),
- 3 training workshops (T8.1, M24-M36).

3.3.1 Events Participation

The consortium has identified a number of events highly relevant to FLUIDOS that will be the target for organising workshop sessions, presenting in, or participating in (See table 4). Currently, the list includes the events organised within the project's first year. Project partners will be regularly expanding this list to include conferences beyond 2023.

TABLE 4: RELEVANT EVENTS FOR FLUIDOS

No	Event	Date	Place
1	IEEE 8th World Forum on Internet of Things	26 October - 11 November 2022	Yokohama, Japan
2	Workshop on Deep Learning for IoT at HiPEAC	16 – 18 January 2023	Toulouse
3	EU Open Source Policy Summit 2023	3 February 2023	Brussels
4	FOSDEM'23	4 February 2023	Belgium
5	JFokus 2023	6 – 8 February 2023	Stockholm, Sweden
6	Masters of Digital 2023	8 – 9 March 2023	Brussels
7	CloudFest 2023	21 – 23 March 2023	Europa-Park, Germany
8	KubeCon & CloudNativeCon EU 2023	17 – 21 April 2023	Amsterdam, Netherlands
9	European Identity and Cloud Conference 2023	9 – 12 May 2023	Berlin, Germany
10	CLOUD EXPO EUROPE 2023	10 – 11 May 2023	Frankfurt, Germany
11	Concertation and Consultation Meeting on Computing Continuum: Uniting the European ICT	10-11 May 2023	Brussels, Belgium

	community for a digital future		
12	AIOTI Webinar – Open Calls Opportunities	7 June 2023	online
13	Data Week	12 - 15 June 2023	Ulea, Sweden
14	IoT Week 2023	19 - 22 June 2023	Berlin, Germany
15	Cloud-Edge-IoT Innovations in Manufacturing: Unveiling Market Insights and Use Cases	1 August 2023	online
16	Capitalising on Cloud-Edge-IoT: Building your next product, finding your next market opportunity	20 September	online
17	AIOTI Signature Event 2023	4 October 2023	Brussels
18	IoT Forum São Paulo	25-27 October 2023	Brazil
19	IEEE International Conference on Cloud Networking	1-3 November 2023	New York
20	IEEE Future Networks World Forum	13-15 November 2023	Baltimore, USA
21	Giving Energy an Edge: Showcasing the Edge to Cloud Continuum in Energy	29 November 2023	online
22	EU Open Source Policy Summit 2024	2 February 2024	Brussels
23	1st International Workshop on MetaOS for the Cloud-Edge-IoT Continuum	22 April	Athens
24	EBDVF 2024	TBC	Budapest

4 PLAN OF ACTIVITIES M5 – M36

4.1 WORKSHOPS & CONFERENCES

Organising events in the form of webinars, sessions, workshops, and demos will play a crucial role throughout the project's duration. The consortium plans to organise 21 workshops/webinars/sessions pursuing co-location with flagship domain-related events or events planned by the liaised CSAs and projects, coordinating this with related national and international initiatives.

- 4 OCs webinars (T8.3, M18, M22, M26, M30),
- 1 business models workshop (T1.3, M12-M21),
- 3 requirements workshops (T2.1, 1 in M01-M06 and 2 in M13-M21),
- 3 exploitation / AB sessions (2 with the participation of the AB members and 1 dedicated to the pilots target groups) (T7.5, M18-M36),
- co-organised webinars/workshops with other H2020 and/or HE funded projects (M01-M36),
- The organisation of one final event for the presentation of the project results in collaboration with the rest DATA-01-05 RIAs and the HORIZON-CL4-2021-DATA-01-07 CSA (M30-M36), 3 training workshops (T8.1, M24-M36).

There will be an emphasis on organising face-to-face events but also, depending on the feasibility of the conditions, it will be decided whether to organise a remote or a physical one.

Dedicated and active participation in conferences and workshops co-located with major events to engage with relevant data-centric, cloud and edge computing, IoT initiatives and other EC funded projects will be an emphasis. The precise timing of these events will be decided during the course of the project, but sufficiently in advance to allow in-depth preparation and will include events such as EBDVF 2023, EU Open Source Policy Summit 2023, KubeCon etc.

4.2 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

To widen the outreach of the FLUIDOS and maximise its impact the Consortium will pursue and ensure close coordination with the EC, the various ongoing relevant

H2020 and HE projects/initiatives, as well as any other relevant national and international ones and it will build liaisons and synergies with the EU and National Initiatives and will take advantage from the already extended network of the partners participating actively.

Some of the main national and international research and innovation activities that will provide instances for collaboration are:

- **H2020 CyberSec4Europe:** This project was one of the four pilots for the cybersecurity excellence centre. The project concluded in June 2023, but up until then the collaboration focused on the on-checking enablers already defined in the context GitHub - cs4ewp3/wp3 related to DLT solutions for services and components identification and discovery
- **H2020 Eratosthenes:** The collaboration is focused on the exploration of reusing solution for IoT secure bootstrapping and provision of credentials for the generation of identities that could be linked afterwards for access control mechanism that are related to the FLUIDOS security components.

Other projects and initiatives that offer opportunities for collaboration:

- **H2020 AI-SPRINT:** FLUIDOS will establish close links with this project, leveraging its results to design the main features of the OS that target AI-based applications, possibly including some of the above features as core modules directly in FLUIDOS itself.
- **H2020 SERRANO:** FLUIDOS will establish close links to contribute and inherit the definition of new standards for the abstraction layers introduced on heterogeneous devices or clusters to design a global decentralised orchestrator for the deployed applications.
- **Eurostats CLOCC:** This project, led by CYSEC, investigates the area of Confidential Computing Cloud security with the help of an HDS-compliant provider (i.e., it is allowed to host health sensitive data). The results of this project can be leveraged in FLUIDOS with respect to WP8.
- **GAIA-X:** There is a strong connection between the founding principles of Gaia-X and those defined in FLUIDOS: the decentralised approach, the federation of services and the composition of catalogues, attention to data sovereignty, openness and trust. We can therefore imagine, on different scales, that the two projects have points of contact or exploit code and best practices in a cross-cutting way.
- **CNCF / LF-EDGE:** The Cloud Native Computing Foundation (and the companion Linux Foundation Edge, which takes care of everything not running

in the cloud) represent two industry-driven consortia with important relationships with FLUIDOS in terms of tools and short-term vision.

4.3 LIAISONS WITH THE EUROPEAN CLOUD, EDGE AND IOT CONTINUUM

The European Cloud, Edge & IoT Continuum is engaging with industry and small businesses from across Europe to understand demand-supply dynamics and define future market scenarios, pathways and demand-pull business opportunities in various industrial sectors.

FLUIDOS, together with 5 other Meta Operating System partners (AerOS, NebulOuS, NEMO, NEPHELE, and ICOS) (2) will help Europe to strengthen its supply and value chains in the Cloud -Edge-IoT computing by integrating relevant computing, connectivity, IoT, AI and cybersecurity elements. The objective is to develop meta-operating systems for the edge that enable cloud and edge computing orchestration by bringing computation, data and intelligence closer to where the data is produced (sensors and devices) and by which volume, variety, interoperability, and velocity should be handled efficiently and securely.
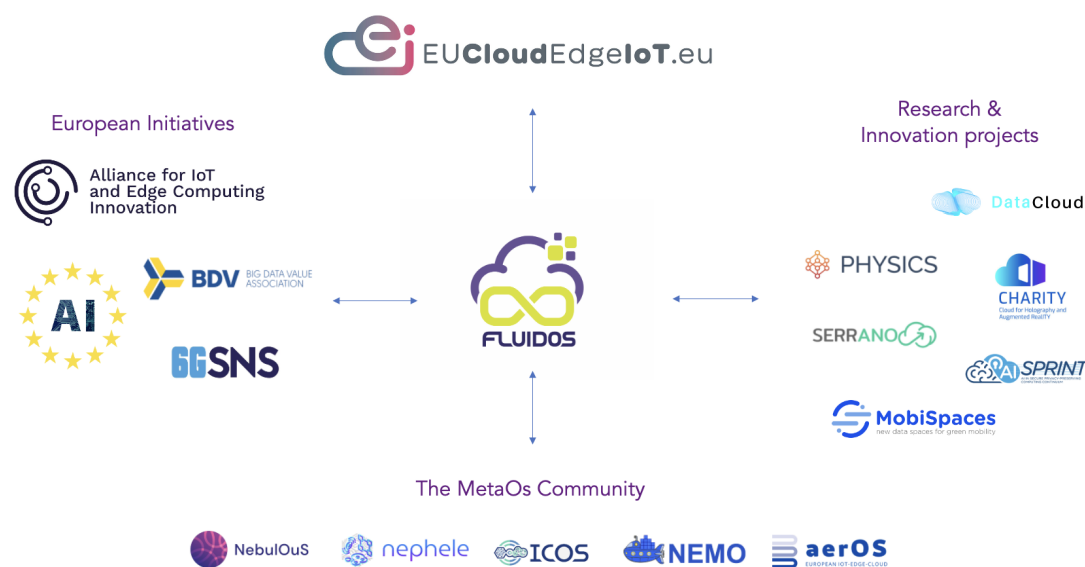

FIGURE 13: THE FLUIDOS COLLABORATION ECOSYSTEM

4.4 COMMUNITY BUILDING ACTIVITIES

In order to cultivate a vibrant FLUIDOS ecosystem and foster meaningful partnerships and networks, the project will undertake strategic initiatives aimed at engaging relevant stakeholders directly, broadening the existing community and connecting with other research and innovation communities. The goal is to, firstly, promote the FLUIDOS user-centric, intelligent system by developing and adopting innovative solutions, fostering effective technology transfer and facilitating know-how exchange. Secondly, the aim is to establish liaisons and partnerships within the Open Continuum landscape, consolidating the FLUIDOS community through the organisation and participation in industry-driven events, contribution to open-source communities, and the establishment of a community of early adopters. The project will engage with key stakeholders (SMEs, large companies/industry, researchers, policymakers, standardisation bodies and open source communities) to gather knowledge related to development and deployment of edge-related platforms and services. This includes delivering workshops and sessions at external events and launching Open Calls to engage and interact with relevant stakeholders. In this way the FLUIDOS ecosystem will be able to further the project's mission.

The FLUIDOS ecosystem will actively engage with mentioned target stakeholders, through the following key activities:

- **Participation in flagship and Industry-Driven Events**: Actively promote and participate in industry-driven events such as EBDVF, SecSoft, DSME Summit, AIOTI, to share outcomes achieved within FLUIDOS and engage with target audiences.
- **Demonstrators**: Utilisation of demonstrators to reach a broader audience, attract early users and validate the FLUIDOS architecture and software.
- **Open Calls**: Leverage FLUIDOS Open Calls as a strategic tool to connect and create synergies with industry and other target stakeholders.
- **Collaborative Workshops/Webinars**: Hosting joint workshops and webinars with related projects and initiatives to foster collaborative learning. For example, the 1st International Workshop on MetaOS for the Cloud-Edge-IoT Continuum, will be co-hosted by FLUIDOS, aerOS, ICOS, NebulOuS, NEMO, and NEPHELE projects and will address critical issues such as interoperability, standardisation, and contribution to relevant open-source projects.
- Hosting interactive virtual Q&A sessions to present FLUIDOS project, clarify questions from target stakeholders, and promote FLUIDOS unique value proposition.

- **Leveraging partnerships**: Utilise the FLUIDOS partner Eclipse as a gateway to the OS developer community through webinars and potential joint activities.
- Involvement in the EUCEI Initiative: Actively participate in the EUCEI Initiative events, ensuring continuous interaction with the community through meetings, events, webinars and workshops.
- **EUCEI Task Force participation**: Joining the EUCEI Task Forces, particularly the Ecosystem Engagement (Task Force 4), for collaborative efforts.
- **Regular com**munication through news flashes, newsletters and social media updates to keep members continuously informed and engaged and promote FLUIDOS' community growth.
- Strategic use of social media to amplify reach, foster real-time and collaborative dialogue with the FLUIDOS community, and promote active engagement in the FLUIDOS ecosystem.

The various activities planned will be leveraged as feedback mechanisms to gather insights and suggestions from target stakeholders to continuously enhance the FLUIDOS ecosystem and expand its community.

This strategic roadmap aims not only to attract and engage target stakeholders, but also to build and sustain a thriving and sustainable FLUIDOS community even beyond the duration of the project.

The following table is a predictive list of events, where the FLUIDOS partners are expected to attend to strengthen the community building efforts.

TABLE 5: REVELANT EVENTS FOR COMMUNITY BUILDING

Event	Description of engagement	Audience
IoT Forum 2023	The session highlights the challenges related to the demands of new services and network infrastructures, and how EU projects like FLUIDOS can contribute to finding new solutions.	Partners, Industry, Researchers
AIOTI webinar on IoT Open Call Projects.	The webinar sheds light on the six Meta OS projects, including FLUIDOS, which are focused on building	Partners, EUCEI community, Researchers

	cutting-edge net operating systems.	
IEEE International Conference on Cloud Networking	FLUIDOS to present a keynote on 'Secure and distributed computing in the Continuum'	Industry, Researchers
IEEE Future Networks World Forum	FLUIDOS to support this workshop, aimed at discussing the emerging 5G enablers towards rethinking of 6G in a holistic manner to understand the Challenges, Opportunities & Standardization Imperatives and define the way forward and immediate next steps to ensure ubiquitous adoption of 6G globally	MetaOS projects, Researchers, SDOs, Industry
Concertation and Consultation Meeting on Computing Continuum: Uniting the European ICT community for a digital future	FLUIDOS to showcase value in seamless computing continuum	Partners, Policy makers, Researchers
<u>Vertical and Topical Tracks - IEEE 8th World Forum on Internet of Things</u>	FLUIDOS to provide practical insights, real-life applications, and lessons learned to expedite the adoption of IoT solutions and deliver societal value.	Industry, Researchers, Public sector, IoT end-users
5th International Workshop on Cyber-Security in Software-defined and Virtualized	FLUIDOS to collaboratively organise a workshop. The specific focus will be on secure and trustworthy digital services.	EU Cyber-Security projects

Infrastructures (SecSoft)		
Cloud-Edge-IoT Innovations in Manufacturing: Unveiling Market Insights and Use Cases	FLUIDOS to provide insights for the manufacturing sector, with a specific focus on cloud-edge-IoT use cases	MetaOS projects, Industry, Researchers
Capitalising on Cloud-Edge-IoT: Building your next product, finding your next market opportunity	FLUIDOS to network and identify potential partners for collaboration	Researchers, Industry, start-ups
EU Open Source Policy Summit 2024	FLUIDOS to explore possibilities for strategic applications and advancement to its open source technology	MetaOS projects, Industry, Policy makers
1st International Workshop on MetaOS for the Cloud-Edge-IoT Continuum	The workshop will address critical issues such as interoperability, standardization and contribution to relevant open-source projects. FLUIDOS to share research findings through paper submission	Industry, Researchers
EBDVF 2024	Strategic networking, knowledge-exchange, collaboration and pathway to exploitation/exploration	Policy makers, Researchers, Industry

5 IMPACT ASSESSMENTS

To assess the impact of FLUIDOS achievements, a number of indicators will be measured and evaluated in different phases of project implementation with the following objectives:

Evaluating the degree of end users' satisfaction with the FLUIDOS solution and components;

Updating and assessing the detailed indicators with qualitative and quantitative measures;

Assessing the impact of the final outcomes of the project.

5.1 QUANTITATIVE INDICATORS

FLUIDOS Communication and Dissemination Plan will be closely monitored throughout the duration of the project. The evaluation will be carried out on a regular basis to ensure the success of the project. A set of KPIs has been defined to measure the impact and conduct the most accurate assessment of the communication and dissemination activities.

Table 6 presents the KPIs, their relevance to the tools/channels used, and the estimated target value.

TABLE 6: FLUIDOS COMMUNICATION AND DISSEMINATION KPIS

Measures	Indicators	Target	Source and methodology
Project Website	N. of unique visitors to the website (average per year)	> 5000	News, Publications, Videos, Newsletters, Deliverables, Investment, barriers and risks, opportunities and growth strategy.
Social Networks	N. of followers Twitter, LinkedIn	> 500 > 150	Keeping profiles on such networks active via regular posting and monitoring.

Press Releases / publication in press	N. of press releases issued to specialized and general media channels at key project milestones	> 10	A press/media kit will be developed containing detailed press releases, videos, publishable images, flyers.
Publications	N. of peer-reviewed publications in journals, conferences and workshops	>10	Articles and papers presented and published in high-quality venues.
e-Newsletter	N. of newsletters (published every 4 months)	8	Recording of subscribers to the electronic newsletter
Videos	N. of videos published on the YouTube channel and average number of views	>10 (80)	Introduction, informative and educational videos to support awareness creation and stakeholders' engagement
Workshops, events, webinars	Number	21	Attendance proof, presented material, photos, animation of social media channels, events' reports depending on scope and co-location.
	Average number of participants per workshop	20 to 40	
Participation to events and presentations	Number of external events partners attended to promote the project, including scientific conferences, and	>8	Attendance proof, presented material, photos, animation of social media channels, events' reports

	number of demos and or presentations		

5.2   QUALITATIVE INDICATORS

Additionally, there are other positive results that cannot be easily measured since they cannot be quantified. Thus, in order to better measure the overall impact of the dissemination plan we will use the following qualitative indicators:

Proactive online community: Social network dissemination efforts will ensure an interesting outcome in terms of discussion, feedback and content sharing and engagement.

Press/media coverage: Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project.

5.3   PLANNED DELIVERABLES

Table 7 below lists the planned deliverables for the communication and dissemination work package of FLUIDOS.

TABLE 7: THE COMMUNICATION AND DISSEMINATION DELIVERABLES

No	Name	Lead partner	Dissemination level	Due date
D8.1	Dissemination, Communication and Community Building Strategy	Martel	PU	M04
D8.2	Community Building and Dissemination Report v1	Martel	PU	M18

D8.3	Community Building and Dissemination Report v2	Martel	PU	M36
D8.4	Innovation Contest Report (DSME, M36, R, SEN).	DSME	SEN	M36

6 CONCLUSIONS

This document presents the FLUIDOS dissemination and promotion plan in WP8. It describes a number of key activities that the project's partners are focusing on and will be following up on in the coming months for the project's duration to guarantee broad visibility of the project's work and results in the cloud, edge and IoT domains and beyond. FLUIDOS will ensure the successful engagement of stakeholders and produce a relevant and durable impact.

From the very beginning of the project, FLUIDOS partners have already been active in several ways and pursued various promotional activities, including:

- Development of the FLUIDOS brand identity.
- Development of the new FLUIDOS project landing page, including as internal communication and information exchange platform.
- Creation and design of FLUIDOS first flyer.
- Creation of the FLUIDOS Twitter account and LinkedIn page.
- Liaisons with the European Cloud, Edge and IoT Continuum as past of the 6 Meta OS projects.
- Planned participation of FLUIDOS in relevant events in Europe and globally, such as at the EBDVF 2022 in Prague, EFECS 2022 in Amsterdam, and others.

The work of WP8 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various FLUIDOS driven activities.

7 REFERENCES

(1) European Cloud, Edge, and IoT Continuum https://eucloudedgeiot.eu/

(2) 6 Meta Operating System projects https://eucloudedgeiot.eu/meta-os-projects/

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