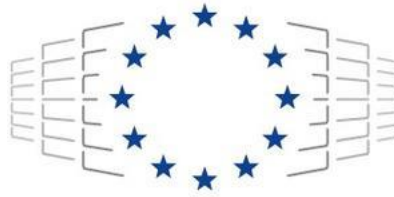**Coordination and Support for National Competence Centres on a European Level**

Project Number: 951740

D5.5

Final Report on Communication and Dissemination of and by CASTIEL

Deliverable D5.5 V1.0 is currently under review by the European funding agency and is therefore subject to change.

Work package:	5	Awareness Creation, the CASTIEL Gate and Outreach	
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Approved by	Competence Centre Management	16.12.2022	
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Reviewer 2	Martina Blazkova	BSC	
Dissemination Level	Public		

Date	Author	Comments	Version	Status
2022-11-09	Miriam Koch	Initial Draft	V0.1	Draft
2022-12-13	Miriam Koch	Consolidated Version	V0.2	Draft
2022-12-15	Miriam Koch	Version for PMT	V0.3	Draft
2022-12-16	Miriam Koch	Final Version for Submission	V1.0	Final

List of abbreviations

CSA	Coordination and Support Action
CoE	Centre of Excellence
EU	European Union
EuroHPC JU	EuroHPC Joint Undertaking
GA	Grant Agreement
HPC	High-Performance Computing
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
MS	Milestone
NCC	National Competence Centre
PMT	Project Management Team
WP	Work Package

Executive Summary

This deliverable updates the intermediary report 5.4 on the activities of work package (WP) 5 in CASTIEL. The tasks of this work package were to communicate information about the CASTIEL project and the National Competence Centres (NCCs) from EuroCC, to support the communication teams in the NCCs, to create and maintain the web-platform EuroCC ACCESS and to keep track of the Intellectual Property Rights (IPR) in CASTIEL.

The work on the project communication from year one was expanded and the Key Performance Indicators (KPIs) set in the Grant Agreement (GA) have all been met. One main focus of the second year was the in-person event participation, which was not possible in year one. Furthermore, more content was sourced from the NCCs in the form of success stories and the NCCs visibility was enhanced. The first in-person project conference was organised in Montenegro in September 2022.

The communication teams in the NCCs were continuously supported via a series of CASTIEL mechanisms: There is constant individual counselling via e-mail, three more workshops, focusing on the topics "Communication Strategy, "Digital Communication, and "Personal Communication" were organised in collaboration with external experts and a material pool with resources for social media and events, e.g. flyer templates and video content, has been provided. The database for the exchange of best practices has been maintained.

The EuroCC ACCESS portal was completely reworked according to the reviewers' feedback in the first project review. Further functionalities have been implemented and an extensive user review has been conducted to ensure optimal usability for all target groups. The IPR in CASTIEL are also being managed by this WP, this is reported in details in a separate deliverable (D5.7 Final report on Innovation Management and Exploitation).

Table of Contents

List of Figures

List of Tables

1 Introduction

The Coordination and Support Action (CSA) CASTIEL leads to cross-European networking activities between National Competence Centres in HPC-related topics addressed through the EuroCC project. CASTIEL focusses on training, industrial interaction and cooperation, business development, raising awareness of HPC-related technologies and expertise.

WP5 in CASTIEL – Awareness Creation, the CASTIEL Gate and Outreach – operated on two levels. Firstly, this WP communicated the EuroCC and CASTIEL projects' contents, aims, and results as well as the activities and success stories from the NCCs. Secondly, this WP developed a European EuroCC brand in close collaboration with the communication champions of the National Competence Centres for HPC and assisted the communication teams within the NCCs. Additional tasks were the implementation and maintenance of the projects' web portal EuroCC ACCESS (formerly known as CASTIEL Gate), as well as the strategy for the management of Intellectual Property Rights in the project.

These WP5 goals were initially set in D5.2: Initial Communication and Dissemination Strategy[1:]

> *1) Establish a European NCC brand (External Communication)*

> *2) Enable a continuous internal information flow (Internal Communication)*

> *3) Support the NCCs' communication efforts (General material)*

This report will give a comprehensive and extensive overview about the work done and results achieved in these tasks during the project. The only part excluded is the task regarding IPR, since there is a separate reporting system in place, see D5.7: Final report on Innovation Management and Exploitation[2].

2 Dissemination and Communication

In this section, the communications about the NCCs and the EuroCC and CASTIEL projects in year two are presented and the overall progress is evaluated.

2.1 Goals and Channels

The main goal of this work package's outreach efforts was to establish the NCCs as the central points of contact towards the broad landscape of HPC (the stakeholders chosen in the initial strategy can be found in D5.2 Initial Dissemination Plan). The target groups should perceive the NCCs as competent and experienced contacts towards different HPC actors in their countries and Europe.

This goal is considered achieved within the EuroHPC ecosystem, based on requests from within the ecosystem as well as questions to booth visitors at events. For outside stakeholders (e.g. projects or industrial sectors) the work will be continued in phase 2 of the projects. To see the

evaluation of how channels contributed to the goals, see Table 1, the impact was estimated based on reactions (requests, new followers on social media, established relations with NCCs).

Channel	Impact in Target Group
EuroCC ACCESS[3]	Mid
Blog[4]	Mid
Newsletter (external)	Mid
Twitter CASTIEL[5]	Low
Twitter EuroCC[6]	Mid
LinkedIn CASTIEL[7]	Low
LinkedIn EuroCC[8]	High
Press Releases	Mid
Events	Very High

Table 1: Evaluation of Channels by CASTIEL

2.1.1 Update on Event Participation

In this table, you can find a summary of events participated, a description how the project was represented and a short evaluation about their effectiveness. Not included is the ICT 2021, which was planned but cancelled by the organiser:

Event	Date	Summary	Evaluation
Teratec Forum 2021	June 22-23-24, 2021	Represented through virtual booth	Correct Target Group, Online Format not very effective, little to no outcomes
ISC 2021	27 June - 1 July 2021	Represented through a talk by Bastian Koller about the project ambitions and structures	Correct Target Group, since it was the first event where EuroCC was presented, there were expectedly few outcomes, mainly in the form of collaborations and information requests
SC 2021	November 14-19 2021	Represented within virtual HLRS Booth and a presentation given by Bastian Koller in the HLRS SC21	Correct Target Group, to get established on an international level,

		programme about the project ambitions and structures	ongoing representation will be necessary.
EuroHPC Summit Week 2022	March 22-24 2022	Represented in conference programme through participation in panels and talks as well as a poster	Correct Target Group, very efficient in terms of networking in the ecosystem and connecting to different target groups.
ISC 2022	May 29 - June 02 2022	Participation at the EuroHPC JU Booth as well as Talks and Panel Participations in the conference programme.	Correct Target Group, some requests for collaboration, mainly from providers and other projects.
HiPEAC 2022	June 20-22 2022	Represented through a Booth	Wrong Target Group, will not be visited again, at least not in the next phase.
SC 2022	November 13-18 2022	Represented within HLRS Booth and participation in Bird-of-a-Feather session "European HPC Ecosystem Summit"	Correct Target Group, to get established on an international level, ongoing representation will be necessary.
EBDVF 2022	November 21-23 2022	Represented through a booth as well as panel participation	Correct Target Group, much awareness created, matched 5 potential industry customers with NCCs.

Table 2: Description and Evaluation of Events visited

In Summary, ISC, Summit Week and SC are ecosystem events that should be continuously visited. With EBDVF, a first industrial target group event was visited with great success. This will be re-visited, further representation in other sector specific events are planned.

2.1.1.1 EuroCC@Montenegro Conference

On 7-9 September 2022, the first on-site meeting, the EuroCC@Montenegro Conference, a joint EuroCC and CASTIEL conference, took place in Budva, Montenegro with 148 participants. This work package coordinated the conference, which included conceptualising, organising, executing and post-processing. The organisation and execution were done in tight collaboration with the NCC Montenegro team.

The conference consisted of two different parts: A project-internal one, exclusively for the project partners, and an external one that was open to visitors and also livestreamed via YouTube. See Figure 1 for details of the agenda.

Figure 1: Agenda of the EuroCC@Montenegro Conference

The project internal part gave opportunities for the champion working groups (competence mapping, training, industry relations, and communications) to discuss current and future topics. Overarching, topical sessions (e.g. legal topics, commercial access to open systems) started working groups that will continue throughout the project. Furthermore, a session on the possible phase 2 was held by Dr. Bastian Koller (USTUTT, HLRS) and Open Meet & Greets offers provided the opportunity to the NCCs to network personally for the first time.

The public part consisted of Highlight presentations from the NCCs and panel discussions about the importance of national competences and HPC + uptakes in different target groups. Speakers were selected from the project and the Joint Undertaking. The official conference opening and closing were supported by the rector of the local university as well as a local politician. All conference outcomes will be available in the form of conference proceedings (whitepapers, articles etc.).

For the communication of the conference, a visual identity has been created for the dissemination of the event (see Figure 2):

Figure 2: Visual Identity of EuroCC@Montenegro

Initially, the conference was announced via the EuroCC general channels and NCC Montenegro channels[9]. There was a subpage on the NCC Montenegro website[10], which was linked to EuroCC ACCESS, where the agenda, livestreams and more could be found. While the EuroCC channels promoted the conference on a European level, the Montenegro channels targeted the stakeholders in their country. The event hashtag #EuroCCME22 was created to enable event specific reporting and structure the communications on social media. During the event, pre-planned social media posts were accompanied by image and video material as well as published on the project channels (both EuroCC and CASTIEL channels). The event venue was branded according to the design (see Figure 3 for more details). A photo- and videographer accompanied the event and recap videos were produced afterwards. A press information was published with image material, to further disseminate the event.
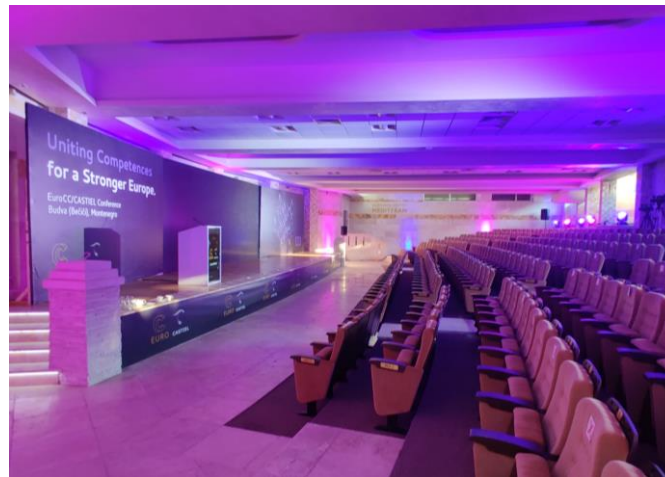

Figure 3: Branded Event Venue

After the conference, a survey was sent to the participants to evaluate the effect on inter-NCC collaboration. 93 participants replied. The main results were:

- 78% of participants decided to start new collaborations at the conference

  o 140 collaborations (either name of desired collaboration partner or collaboration topic given)

- 66% started planning new twinning, mentoring, or workshops

- 92% found the conference extremely or very helpful (on a scale from not helpful at all to very helpful), 8% said just helpful, and no one found it less than helpful

- 65% met 6-10 new NCCs, 28% met 11 or more, only 7% met 5 or fewer.

While it is to be monitored if collaborations will actually emerge from this experience, which will also be reported to the Project Management Team (PMT), this is definitively a very positive effect of the conference that overshadowed all previous collaboration opportunities.

For the dissemination effect of the conference, social media channels have been monitored and the following numbers have been evaluated:

- More than 120 views via YouTube
- More than 1500 views via the NCC Montenegro website
- 106 Tweets by conference participants (with event hashtag EuroCCME22), 108 Retweets of content via the EuroCC project channel
- 51 Posts on LinkedIn by conference participants (with event hashtag), 51 Shares of content via the EuroCC project channel

2.2   Content Generation from the NCCs and Reach Multiplication

To see the content generation mechanisms within the project, please refer to section 2.2 in D5.4: Report on Communication and Dissemination.

During the second project year, a total of 55 blog articles was published on behalf of the NCCs. Success story templates for three different areas (collaboration with industry, collaboration with academia or public sector, collaboration with other NCCs or projects) have been developed and distributed among the NCCs. These success stories are collected on BSCW and have been published on EuroCC ACCESS as well as shared on social media. By the time of this report, over 65 success stories have been collected. These Materials can be found in the NCC Exchange on BSCW[11] (Reviewer Account has access). The Newsletter has been continued.

2.3   Update on EuroCC Brand

To see about how the brand of EuroCC was conceptualised, please see section 2.2 in D5.4: Report on Communication and Dissemination. This work package conducted another round of checks of NCC channels and has found the developed brand guidelines to be implemented by the NCCs, hence a common brand identity has been established.

2.4   Update on KPIs

For the KPIs set in the GA, the final status is given here in form of a table (see Table 3) including comments, if necessary. All KPIs have been reached, most of them have been exceeded.

Channels	KPI	Target	Status	Comment
Publications	Scientific Papers	1	1	
	Whitepapers	4	4	
	Press Releases	2	2	Topics: Collaboration with AMD, Conference Montenegro
Events	CASTIEL/Network of NCCs presentations at conferences/events	15	16	Further Details in Periodic Reporting (Funding and Tenders Portal)
	Significant presence at events (e.g. booths)	3	8	Listed in 2.1.1
	Number of global workshops (NCC specific)	3	39	All workshops organised by all WPs in CASTIEL and EuroCC
	Number of other workshops (not NCC specific)	2	14	Workshops organised by all WPs in CASTIEL with other actors (e.g. hardware providers, other projects…)
Social Media	Number of Twitter postings, Followers,	Daily postings a week, 250 Followers per year	Daily postings, Followers: 1,025	Followers: CASTIEL account 359, EuroCC account 666 Further Details in Periodic Reporting (Funding and Tenders Portal)
	Number of LinkedIn Postings, Followers,	Weekly Postings, 100 Followers per year	Weekly Postings, Followers: 925	Followers: CASTIEL account 229, EuroCC account 696

				Further Details in Periodic Reporting (Funding and Tenders Portal)
Reference in external media channels (Online & Offline)	Press Clippings	20	21	Further Details in Periodic Reporting (Funding and Tenders Portal)
EuroCC ACCESS	Number of visits	3000 unique p.a.	12,500	Further Details in Periodic Reporting (Funding and Tenders Portal)

Table 3: KPIs and Update

3 Support of NCCs

Another core task of this work package 5 is to support the communication teams in the NCCs through a series of mechanisms. These mechanisms are described in the following section. Additionally, an update on the NCCs' communication efforts is given to create a comprehensive picture.

3.1 Summary of NCCs' Efforts

The status in month 27 (M27) is that all NCCs have established their channels and produced content to support their goals. This work package collected communication reporting files regularly, including all relevant KPIs. In detail, these are reported in the Funding and Tenders portal for the EuroCC project. A summary can be found in Table 4:

KPI	# achieved by NCCs in total
Publications	44
Events organised	336
Events attended	436
Press Clippings	366
Press Releases	130
Twitter Followers	4008

LinkedIn Followers	4510
Unique Visitors on Webpages	869668

Table 4: KPIs of NCCs - Summarised

3.2 General Support and Catch-up Sessions

As the first round of catch-up sessions (short meetings in small groups of communication champions) was considered very beneficial from members of both projects, a second round was conducted in November 2021. In September 2022, the EuroCC@Montenegro conference took place, where another meeting of the working group was held. This was mainly about the strategy for CASTIEL 2 and EuroCC 2. A summary of this can be found in chapter 5: Strategy CASTIEL 2.

In addition to the project-specific events organised, there were questions or inquiries by representatives of the NCCs via e-mail or Slack, regarding project-organisational or communication-specific topics, which were addressed individually by CASTIEL WP5.

3.3 Distributed Materials

The material produced by WP5 addressed organisational topics and requests that were collected in the first round of catch-up sessions. Most NCCs put their communication strategies' focus on social media and events. These areas were supported with tailored material (resources for social media, print material for events etc.). In the second catch-up sessions (after the first review by the EuroHPC Joint Undertaking), the need for further materials was evaluated and addressed. All these materials can be found in the NCC Exchange[12] on BSCW (Reviewer Account has access).

An overview of the materials that CASTIEL provided can be found in Table 5.

Title	Produced in Month	Comment
Internal Communications Guidelines	2	Produced in cooperation with PMT after a request from the NCCs
Slides Projects	2	PowerPoint Template
Media Kit	5	Short information about projects with image material, links and press contacts
Template Reporting	3	Template with reporting KPIs as a base for the EU portal
Template Content Planning	3	Template that can be used for social media content planning

Template Document	3	Template for any kind of word document
Template Press Release	4	
Poster Template empty	5	Template for posters, with space for own content
Generic EuroCC Poster	5	Ready-made poster, printed 2 times
Flyer Template empty	5	Template for flyers, with space for own content
Generic EuroCC Flyer	5	Ready-made flyer, printed 1500 times
Image video 1	12	Available on EuroCC ACCESS
General Slides about EuroCC/CASTIEL/EuroHPC JU	12	
Template Roll-Up	14	Template for roll-ups, with space for own content
Roll-Up Project	14	Ready-made roll-up, printed 2 times
Templates Success Story Database	16	
Best Practice Guides	20	
Imagevideo 2	22	Available on EuroCC ACCESS
Imagevideo 3	22	Available on EuroCC ACCESS
Imagevideo 4	22	Available on EuroCC ACCESS
Imagevideo 5	22	Available on EuroCC ACCESS

Table 5: Materials produced by CASTIEL WP5 in M1-M28

3.4 Seminars

You can see an overview about all seminars in Table 6 (seminars with * were held by the agency in the second year of the project). All seminars were between two and four hours.

Topic	Participants
WordPress and Elementor	35
Slack	30
Free tools for image editing and layout creation	22
Communication Strategy*	42
Digital Communication*	38
Personal Communication*	24

Table 6: Seminars via CASTIEL WP5 in M1-M28

3.5 Best Practice Database

The best practice database has 15 best practices online, 10 of which were uploaded in year 2. Furthermore, this work package has produced best practice guides which summarise existing success stories, not only from communication best practices, but also from other areas within the project.

4 EuroCC ACCESS

In this section, a brief overview about the web-platform EuroCC ACCESS will be given. This platform includes a public as well as a private login section and combines various functionalities.

4.1 Overview

The initial version was reworked after the first project review in accordance with the reviewers' feedback. The updated version (in the following referred to as version 2.0) is described in detail in D5.3: The CASTIEL Gate[13]. In order to avoid redundancy, only the changes following this version are listed here. For the sake of completeness, the summary of this deliverable is included below (Remark: D5.4 has not yet been approved by the EU).

"This version 2.0 of the deliverable gives an overview of the status of the EuroCC ACCESS after the project review following the recommendations provided during the review. It describes the implementation of the suggested improvements and provides an overview of the current shape of the website.

The concept of the EuroCC ACCESS was developed from the initial information defined in the Grant Agreement and a survey among the competence centres. It is

technically implemented using the WordPress content management system (CMS) and designed according to corporate design guidelines of the projects.

Public Area: The platform features a public area, which contains information about the platform, the NCCs and HPC itself, as well as an interactive map of competences and services, a table of training opportunities offered by the NCCs as well as content and outcomes from within the EuroCC project and the respective NCCs.

NCC Area: This Area is password protected with content reserved exclusively for the NCCs. It contains an overview page with further information offerings, a forum to navigate through the HPC-landscape and initiate cooperation and matrixes for collecting and structuring knowledge from NCCs. Additionally, the NCC Exchange, a repository for sharing materials such as codes or training materials, is available to the competence centres.
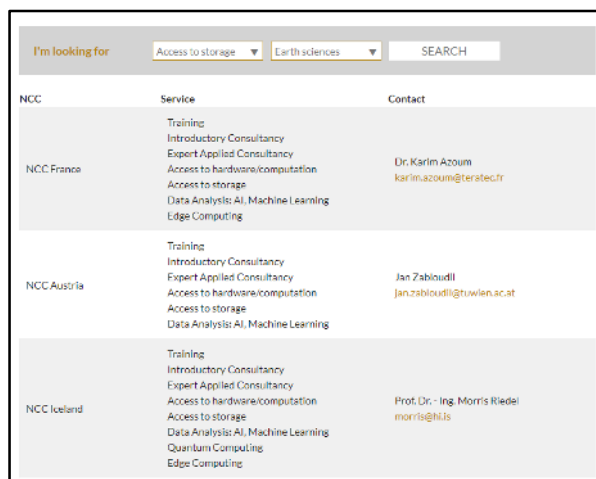
It is important to note that the EuroCC ACCESS is subject to constant active development and future changes, as it needs to be tailored to the competence centres' needs, thus content will be continuously updated. Subsequent changes will be reported in D5.5 and 5.6." – Excerpt from D5.3: The CASTIEL Gate

Since version 2.0 of D5.3, the following functionalities have been added (see Table 7 for more details):

Name	Status	Description
Industrial Services	Online	Public Section: Overview about different sectors in which the NCCs offer industrial services, connected via a contact form.
Success Stories	Online	Public Section: Success Stories of NCCs are published, sortable by different filters.
Cluster Tool	Online, Updated	NCC Area: The Cluster Tool was finalised in collaboration with WP4. NCCs can look for specific services in different sectors, which other NCCs fulfil.
Competence Map	Online, Updated	Public Section: The new competence structure was implemented and the data was filled in.

Table 7: New functionalities added or updated on EuroCC ACCESS in the second year

The following Figure 4 and Figure 5 show an impression of the cluster tool and the industrial services page:

Figure 4: Example of usage of Cluster Tool with excerpt of results
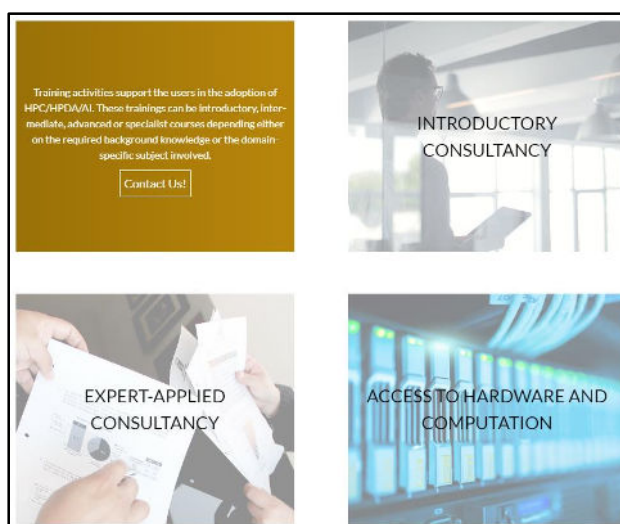
Figure 5: Flip boxes on "Services for Industry" Page

Furthermore, maintenance has continued to be conducted in the second year, this includes content and technical updates, traffic monitoring, spam protection and other security precautions, as well as removal of bugs.

4.2   User Review of the Functionalities

As requested by the project reviewers, a user review of the web portal was conducted. It took place online (via WebEx calls) by 10 users in three parts. Five users were recruited from the NCCs, five from the general public and HPC user group.

The review was divided into three parts:

1. The first part was the task part: Every participant received 5 tasks to navigate the page and / or find content on the website. The time was taken and the user was asked to

recount their thoughts. This way, barriers and drivers in navigating the page could be identified. See section 4.2.1 for more details.
2. The second part was an open question about the menu structure, where the users should take some minutes to observe the menu and the webpage and give intuitive feedback. See section 4.2.2 for more details.
3. The third part was an anonymised questionnaire that the users answered after the call. See section 4.2.4 for more details.

4.2.1 Review Tasks

The tasks were divided into different types (from menu navigation to content search) and covered the most important parts of the website (competence map, NCC information, resources, NCC area). A goal time was set about how long the users should take to complete the test - either in one or two minutes. If the user needed over two minutes, the task counted as failed. The values were based on a study[14], which says that the average time spent on a page is one minute, so all main elements must be found in that time frame. For specific content search, the time frame was more relaxed, but should not exceed two minutes. Table 8 shows the average time and the number of fails, with barriers in the notes and actions taken to resolve the issue.:

Task Type	Target Group	Task	Goal Time	Avg. Time	Fails (>2min)	Notes	Action taken
Menu Item	HPC User, General Public, NCCs	Find the project news	1	0:18	0	Not clear, that News is a clickable item	Change colour on hover
First Level Sub-menu Item	HPC User, General Public	Find training offers	1	0:08	0	-	
First Level Sub-menu Item	HPC User, General Public, NCCs	Find Events	1	0:16	0	All testers checked at News first	Move Events under News
Second Level Sub-menu Item	NCCs	Find Training Matrix	1	0:19	0	Naming not clear	Naming changed
Second Level Sub-	NCCs	Find the page with the application	1	0:14	0	Naming not clear	Naming changed

menu Item		forms for Budget for Workshop and Mentoring and Twinning					
Content Search	HPC User, General Public	Find out if Norway participates in the project	2	0:19	0	Submenu is not fully visible on big displays	Added indicator to Submenu
Content Search	HPC User	Find out who offers Awareness Creation for HPC Champions	2	0:44	1	Either didn't see map on home page or got stuck and redirected via the explanatory texts	Map over explanatory texts
Content Search	HPC User, General Public	Find the social media channels from NCC Spain	2	0:34	0	NCC Boxes on Map sometimes do not have the same channels linked as the subpages	Asked NCCs to build redundancy
Content Search	HPC User, General Public	Find Information about NCC Estonia	2	0:17	0	Alphabetical sorting in alternating columns was confusing the users	Sorting per column implemented
Content Search	HPC User, General Public, NCCs	Find the Recording for the Workshop Edge computing in EuroCC	2	0:56	1	This use case had 2 solutions, only 1 was used	Make Directory Recording more known among NCCs.

Table 8: Results of the user review and actions taken

As a conclusion, there were only two failed tasks, which is acceptable. The barriers in navigation have been identified and mitigating actions have been identified.

4.2.2 Menu Structure

When asked about the structure of the page,

- regarding the menu structure,
    - 2 people said the structure should be the other way around (news first).
    - 1 person said Login Button should be in a Topbar (section above the header of the website)
    - 1 person said Reporting is not really news, maybe about us?
    - 2 people missed a search bar.
- regarding the elements,
    - 1 person missed either a sticky header or a scroll up button
    - 3 people said a "user guide" for people from Industry or Academia would be helpful.
- regarding the naming,
    - 4 people said the naming of the menu items is non-descriptive

These points will be addressed by restructuring and renaming the menu and adding elements to the page, since they also correlate with the barriers in the task tests. There were also different statements about prioritising different menu items, but these statements were contradictive and will not be followed.

4.2.3 General Observations

General observations of the user test conductors were:

- Submenu is not stable enough
- Users use the tools they know. When they found an information via the competence map, they looked there again at first. If they found an information at the NCC pages, then they looked there at first. In itself, this is neither positive nor negative, but since the map is the more central element on the page, we should make the competence map the one they find first.

This will be addressed by adding a delay for the submenu and restructuring the first page, so the map as the key element is more prominent.

4.2.4 User Questionnaire

The user questionnaire consisted of three questions:

1. "What was your overall impression of EuroCC ACCESS?",
2. "If you would have to find out something about EuroCC, do you think you'd find it on this page?" and
3. "Do you have any comments or feedback for us?".

The last question produced no relevant answers, but the first two gave a good tendency about the appeal and efficiency of the website, as can be seen in Figure 6.
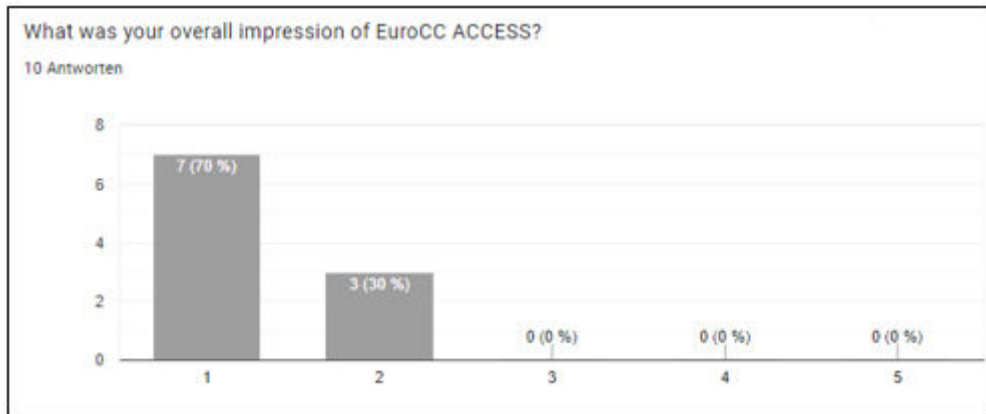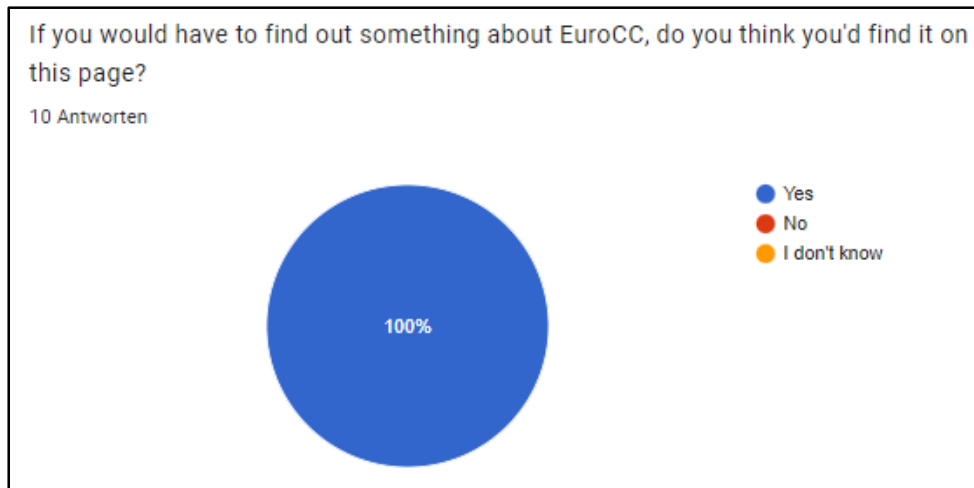
Figure 6: Impression of EuroCC ACCESS[1]

Figure 7: Efficiency of EuroCC

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[1] x-Axis = Scale from 1: Very Good to 5: Very Bad

5 Conclusion and Outlook on CASTIEL 2

The work done by work package 5 was based on the initial strategy for communication and dissemination presented in D5.2. This strategy has been adapted in some minor aspects (e.g. choice of events), but mainly followed through. The strong numbers from the NCCs show a broad reach of the EuroCC brand. The brand itself is well accepted by the NCCs and will be further developed. The NCCs have done great work in communicating the project in their countries. The EuroCC ACCESS has been expanded, reviewed and optimised.

For CASTIEL 2, the structure of the work package will completely change. The new CSA will promote both the Centres of Excellence's (CoE) and the NCCs' capabilities and services, project results and successes. Also, both CoEs and NCCs will be provided with added value and specific services in terms of outreach, communication, and dissemination. Furthermore, the portal landscape will be harmonised and an IPR strategy will be put in place. The focus with regard to target groups will be expanded with specific industry sectors.

The additional support and integration of CoEs will change the dynamic of the Working Group (until now consisting of this work package and the communication champions of EuroCC). Both NCCs and CoEs will be represented in social media, websites, events and via media coverage. The existing social media channels and websites and the respective content contribution systems will be kept and optimised, since they are well established in the target groups. To represent both ecosystems in events and media relations, rotating participating systems will be established.

A topic to be decided are the existing social media accounts of CASTIEL. These are not performing as well as their specific counterparts from EuroCC, so discontinuation could be considered.

This strategy has already been discussed with the NCC working group. As soon as the CoEs join the CSA, it will be discussed with them as well, ensuring equal consideration and thus optimal acceptance in both groups.

6 References

1 https://www.eurocc-access.eu/publications/f

2 D5.6: Report on Innovation Management and Exploitation

3 https://www.eurocc-access.eu/

4 https://www.eurocc-access.eu/blog/

5 https://twitter.com/CASTIEL_project

6 https://twitter.com/EuroCC_project

7 https://www.linkedin.com/company/49083231

8 https://www.linkedin.com/company/43366031

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