Highlander

High performance computing
to support smart land services

D2.1 Dissemination and Communication Plan

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1 Introduction

Dissemination plays an essential role in involving and informing the research and industrial communities, attracting and engaging SMEs.

According to the EC Research & Innovation Participant Portal Glossary/Reference Terms, **dissemination** can be referred to as "the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including scientific publications in any medium", with the objective of **transferring knowledge and results in order to enable others to use them** and to stimulate further research activities, thus maximizing the impact of EU-funded research.

Communication is aimed at **making a large audience understand both the added value of innovation and its impact on everyday life** and the importance of the EU support to research and innovation in facing societal challenges. Communication is **at the core of every project**. It crosses with all project activities along its entire lifetime. Communication exists before the project starts, while it is active and running, and after its ends. This is the reason why it is something everyone should take care of since the very beginning.

Communication and dissemination activities often overlaps, so that is not always easy to separate the two levels and trace a well-defined border between the two of them. They interact with each other, and the one feeds the other.

This Communication and Dissemination Plan is a 'living document', enriched and improved as the project unfolds and progresses. It is necessary to review the strategy periodically to see what has worked, and what did not and what is necessary to improve or change. The plan should provide an answer to the communication needs of all partners - and stakeholders - and facilitate the flow of information about the project among all actors involved.

This Plan will be yearly updated to ensure the alignment with the project timing and results.

Finally we want to highlight that to support the communication activity the project coordinator and the coordinator of activity 2 have decided to anticipate the development of the first video to month 6 of the project.

2 Objectives

This Plan is conceived to provide due relevance to single actions and create pathways towards different target groups all along the project life.

It uses many different tools that serve **the specific goals, key messages and target groups**.

The overall objective is therefore to provide Partners with a supportive document for concrete actions towards projects stakeholders and beneficiaries to successfully implement the Highlander communication and dissemination strategy.

Given its flexible and adaptable nature, the Plan is conceived as a living document, subject to revisions and adjustments during the development of the project.

The primary goal of the communication strategy is **to influence the knowledge, attitude and behaviour of defined target groups** toward Highlander project and its activities.

The Plan includes a list of actions and tools, toward all partners involved in the implementation of the activities, designed to:

- **raise awareness** about the project and its activities;
- **inform** the audience about the outcomes and results of the project;
- **engage** with partners and stakeholders to (continue to) collaborate with one another and to contribute to the project's goals and activities;
- **elaborate and produce** material for an effective communication strategy;
- **adopt** specific tools for a better communication interaction among partners.

The Plan also takes into account the importance to:

- ensure the achievement of a scientific excellence, contributing to competitiveness and solving societal challenges;
- make the outcomes relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;
- make better use of the results, by making sure they are effectively conveyed to all project stakeholders (Industry, Scientific Community, Policy Makers)

As a general rule, the **tone of voice** of all communication actions and materials will be **professional and educational**, **reliable and explicative**.

3 The Highlander project

Being aware of climate change emergency, **the first challenge of the Highlander Project is to consider it also as a new opportunity to be taken on**. Highlander project in fact strives for a smarter management of lands, studying new sectors enabled by emerging technologies interested in reducing risks on human health, agriculture and livestock production. Through the use of High Performance Computing, Highlander project aims at reducing risks associated with climate change by processing data and obtaining accurate climate forecasts, achieving the goal of having a more intelligent, sustainable management of natural resources and of the territory.

Thanks to data processing, Highlander will be fully exploiting new technologies to generate, manage, host and distribute organised sets of data, integrating with already existing geospatial and non-geospatial datasets by designing and implementing a continuously updated last generation multi-thematic framework of highly detailed and harmonised data, indicators and tools ranging from remote and in-site monitoring, analytical tools and numerical models to machine learning algorithms.

The data processing activity will ensure accessibility to new and already existing datasets to multiple users as well as HPC-based tools and services. The involvement of real users during the project will ensure long-term functionality of the created services. Facilitating the mainstream of information itself into decisions, strategies and plans on different interacting scales and sectors.

Highlander project will be able to develop **new cutting-edge applications and services for several land-nature management sectors**. The first results will be produced by partners in the form of ***Downstream Applications and pre-Operational Services (DApOS)***. Some of the following DApOS have already started their activities by means of previous work by the Highlander project partners, while others have been specifically designed for the Project. The first will be improved and fostered by the Project activity; the latter will start their deployment soon. In both cases, all the DApOS-related Communication and Dissemination activities will be supported by the Highlander project Communication and Dissemination plan (participation to conferences, dissemination of preliminary results to potentially interested users, exploitation of first results in different application fields). Contacts with partners responsible for the single DApOS are ongoing, and further details will be included in the

Dissemination and Communication plan as soon as a clear view over all the DApOS objectives and activities will be available.

As a general representation, DApOS operational areas can be defined as follows:

- **a smarter management of agriculture** – irrigation schedules, fertiliser inputs, water cycle and sustainability of competing uses (hydropower, domestic, agricultural, ecological) – supporting planning and decision-making when considering territorial resources and systems owing to short-term forecasts and medium-term climate projections, including extreme events and related climate risks;
- **animal welfare, environmental management of nature parks and forest fire predictions and controls**, integrating climate data, satellite observations and Internet of Things data in order to support ecosystem assessment and management such as environmental management of natural parks;
- **smarter soil management** - monitoring of soil erosion, making use of all the open data available from the scientific background (Copernicus), to better plan the use of new areas, the safe use of currently used geographical areas, and the prevention of natural risks related to meteorological events related to high hydro-geological risk areas.

4 Target groups

To reach projects communication goals, **internal and external target groups** are identified and will be addressed in order to combine direct project communication and dissemination actions, channels and tools with single partners' assets, so as to multiply the final impact and also capitalize on single partners' local contact networks and ecosystems.

The mapping of all these groups will be continuously updated during the project, in order to realize how many and what type are the actors that can be actually reached through the project.

4.1 Internal target groups

4.1.1 Project partners

In order to attain projects aims, a smooth and effective **internal communication** should be encouraged for a quick and easy circulation of information.

Project partners are the first communication target: it is very important to **engage them since the very beginning around communication issues**, as communication runs in synergy with all project steps. It is important to spread the projects progress not only to the project staff, but also to the entire organization.

To facilitate the exchange of project related documents, a common platform based on the Atlassian Confluence[1] application has been made available by CINECA, the Lead partner of the project.

In the platform repository partners can find:

- proposal documents
- communication tools
- communication materials
- other relevant documents.

Internal communication should also consist of e-mails, phone calls, conference calls, regular Steering Group meetings.

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[1] https://www.atlassian.com/software/confluence

4.2   External target groups

4.2.1 Industrial partners, SMEs, micro and large Companies, Startups

Companies are one of the most important targets when talking about dissemination. This is because companies are among the first potential users and beneficiaries of the project final outcomes. Because of this, it is important that this plan includes situations in which entrepreneurs can be met in person: **technical workshops, conferences, brokerage events, open days and co-creation events** as well. This allows for a direct, more effective exchange with companies. Companies in the fields of Highlander project are often small or micro (i.e. farms or breeding farms); therefore, dedicated action will be included. Companies will be met and reached right where they are. Needless to say that social media are only in part an effective medium in this case.

Since an **integrated dissemination and communication approach** will be pursued, this plan will put in place various tools and actions (that will be extensively described in the next chapter) so as to reach and engage companies around project's themes:

- Articles on specialized and trade press
- Meetings with entrepreneurial associations
- Brokerage events
- Speeches, workshops and demonstrations during
- Open days
- Conferences
- Trade fairs and exhibitions

A plain, direct style and clear but authoritative language will be adopted.

4.2.2 Scientific community

Scientific community representatives are the actors able to uptake scientific results and to be inspired to start brand new research activities from existing ones. Peer-review journals, other scientific papers, scientific conferences and other events, co-creation initiatives and social networks are the places where scientists and researchers will be reached.

An authoritative, precise, technical language will be used.

4.2.3 Public bodies in the field of weather forecasts and resource management, entrepreneurial associations, experts and consultants

Institution/entities managing natural parks and protected areas are direct potential users of the services coming from the Project. They could also be involved in some DApOS experimental phase to better address their needs and better design services in a focused way. Big and well-known entities in the field of park management and in other relevant fields can also act as "influencers" in the involved sectors and can be seen as intermediates to spread the dissemination of services. They are often people and organizations that work in strict contact with small farms and other companies, and have their trust. Engage them as partners, starting **local cooperation agreements** would enable them to fully understand the project's aims and outcomes. It would enable them communicating their companies the advantages they could gain from exploiting project's outcomes, and this would be also a key for an effective dissemination and communication. This means that they could be profitably reached as vehicles for sharing knowledge and, in turn, reach companies.

Specialized magazines, social media, events such as brokerage events, but also public meetings and demonstrations sessions at companies or associations' premises are the tools identified to reach and engage them.

A professional but clear and plain language will be adopted.

4.2.4 Policy Makers

Raising awareness about the importance of Highlander's activities is one of the first objectives of this Plan.

Policies design new methodologies, new frameworks and opportunities.

In this historical moment, with climate change effects significantly affecting ecosystems, land and resource management all over the world needs to be reassessed; therefore, any advancement in the fields of the project that influence policies can actually make the difference.

Local, national and European level Policy makers will be addressed through this plan, so that future policies in the fields of land use and resources management in agriculture and breeding could take into account the project achievements.

Political and high level events, press releases, ad hoc meetings will be organized to reach and interact with this target.

An institutional and professional language will be adopted.

4.2.5 Wider innovation community

A wider innovation community will be addressed to inform and raise awareness of the project locally and at EU level. It will help create further opportunities for the benefit of local stakeholders. Direct, lean, useful and attractive information will be shared to the wider innovation community to raise awareness of the project and its contribution to the development of innovation environment in partner areas and EU.

4.2.6 Other projects partners and stakeholders under the CEF Programme

MISTRAL – Meteo Italian Supercomputing Portal and *PHIDIAS* - Prototype of HPC/Data Infrastructure for On-demand Services are other two projects co-financed by the CEF Programme. Their activities and purposes share several aspects with the project Highlander. Moreover, a set of common participating Partners can be easily identified.

The goal of the MISTRAL project is to facilitate and foster the re-use of the datasets by the weather community, as well as by its cross-area communities, to provide added value services through the use of HPC resources, turning it into the level of new business opportunities. Data will be available in terms of gridded fields, probabilistic products (as rainfall forecasts for flash flood prediction) or point time-series coming from the Italian operational forecast modeling chain and post-processing fields (as thunderstorm probability).

PHIDIAS is creating access services to increase the HPC and data capacities of the European Data Infrastructure in the context of the Connecting European Framework (CEF) on Open Data.

Starting a **constant and continuous collaboration** among these three projects – namely by organizing joint events, promoting each other's events and other initiatives, publishing articles, interacting on social networks - could amplify the impact of communication and dissemination actions towards local and national stakeholders, and would in turn increase the EU support related benefits.

4.2.7 Other relevant European initiatives

Being the project tied to very current topics, such as climate change effects and smart resources management, synergies with other European initiatives apart from CEF funded

projects can be found. The EIT Climate-KIC, the Agrifood European S3 Platform and the related Traceability and Big Data Thematic Platform are among these.

The organization of joint events or other kind of knowledge sharing or cooperation activities can be foreseen.
More relevant initiatives could be added to this group as the project develops.

The EIT Climate-KIC is the EU's main climate innovation initiative.

It is a European knowledge and innovation community working towards a prosperous, inclusive, climate-resilient society founded on a circular, zero-carbon economy. It is an EIT - European Institute of Innovation and Technology initiative.

Sustainable Land Use is one of the four main focus of Climate-KIC, and this is another aspect it has in common with Highlander. Climate-KIC encourages and supports new approaches that decarbonize agriculture, making it more efficient and productive, representing a knowledge and innovation hub for climate-smart agriculture, harnessing digital advances, promoting new techniques and business models while supporting the necessary finance networks and flows to make change possible.

This is the reason why some synergies with this KIC will be solicited.

The Agrifood European S3 Platform is another initiative deserving particular attention in this framework. It aims to accelerate the development of joint investment projects in the EU by encouraging and supporting interregional cooperation in thematic areas based on smart specialisation priorities. It includes 5 thematic partnerships, among which are Traceability&Big Data, High Tech Farming and Smart Sensors for Agrifood, that could be of great interest for Highlander activities.

5 Communication and dissemination channels and tools

5.1 Internal communication

5.1.1 A set of tools and a common platform

For mutual communication between partners, various communication channels will be used. The everyday communication will be carried out by using e-mails, phone calls and bilateral, multilateral conference calls, and a common platform for documents sharing, Confluence, has been made available to the Consortium, as described in the previous chapter.

A set of mailing lists was created, as follows:

Highlander-fires@list.cineca.it

Highlander-land@list.cineca.it

Highlander-water@list.cineca.it

Highlander-soil@list.cineca.it

Highlander-crop-water@list.cineca.it

Highlander-parks@list.cineca.it

Highlander-boars@list.cineca.it

Highlander-animal-well@list.cineca.it

For software developers the list is

Highlander-tecno@list.cineca.it

Finally, in order for all partners to stay updated on communication and dissemination activities, at the very beginning of the project, an **Outreach Team** has been created. Here following, a table containing all Team members' names, organizations and contact details.

Partner	Country	Region	Name	Surname	Email address	Telephone	Mobile
ARPAE	Italy	Emilia-Romagna	Giulia	Villani	gvillani@arpae.it		
ARPAP	Italy	Piemonte	Alessia	Zurlo	alessia.zurlo@arpa.piemonte.it		
CIA	Italy	Piemonte	Elena	Massarenti	e.massarenti@cia.it		
CINECA	Italy	Emilia-Romagna	Antonella	Guidazzoli	a.guidazzoli@cineca.it		
CINECA	Italy	Emilia-Romagna	Maria Chiara	Liguori	m.liguori@cineca.it		
CMCC	Italy	Emilia-Romagna	Monia	Santini	monia.santini@cmcc.it	+39 0761 309587	
DEDAGROUP	Italy	PAT	Giulia	Degli Esposti	giulia.degliesposti@dedagroup.it		
ECMWF	UK	-	Timothy	Hewson	Timothy.Hewson@ecmwf.int		
ECMWF	UK	-	Estibaliz	Gascon	Estibaliz.Gascon@ecmwf.int		
FMACH	Italy	PAT	Floriana	Marin	floriana.marin@fmach.it		
UNITUS	Italy	Lazio	Giovanni	Chillemi	gchillemi@unitus.it	+39-0761-357442	
ART-ER	Italy	Emilia-Romagna	Debora	Facchini	debora.facchini@art-er.it		
ART-ER	Italy	Emilia-Romagna	Luisa	Secci	luisa.secci@art-er.it		+393336277680
ART-ER	Italy	Emilia-Romagna	Domenico	Guida	domenico.guida@art-er.it		+393397295612
ART-ER	Italy	Emilia-Romagna	Lucia	Mazzoni	lucia.mazzoni@art-er.it		+393484771746
ART-ER	Italy	Emilia-Romagna	Sara	Picone	sara.picone@art-er.it		+39333 6279097

Table 1 Outreach Team members

In addition, a set of tools have been developed to help information circulate easily among partners.

FORM FOR COLLECTING ALL PARTNERS' COMMUNICATION TOOLS (LINK)

Being partners themselves, along with the networks and initiatives in which they are involved in, the first project's communication channel, Highlander project will try to capitalize upon what is already available. This online form will help in mapping all available channels so as to realize what actually is the project communication potential.

NEWS AND EVENTS FORM (LINK)

It has been developed to give partners the possibility to ask the Communication Team for the publication of a news or event on the project website. Using this form is also a way for informing WP Leader about project activities progresses and to plan actions in a more effective way. Moreover, based on the inputs received via the form, a shared Highlander Events' calendar will be built and made available sharing a URL.

SHARED HIGHLANDER CALENDAR

With the calendar Partners can inform each other about upcoming events of interest: this will allow them to be constantly updated about the most important initiatives for dissemination purposes, and at the same time it represents a strategic planning tool. It will be implemented as the project goes on: partners will indicate an event as worth to be added to the Calendar when filling in the "News and events online form", presented before.

NEWS AND EVENTS GUIDELINES FOR HIGHLANDER PARTNERS

A piece of **news** is something that is worth to be told, something that will be of interest of Highlander audience. **News will be about** last project's activities, achievements and also about important novelties coming from outside the project but that affect project field of action, namely EC or other international institutions directives or major scientific discoveries.

Also, when relevant, this section will host news coming from Mistral – Meteo Italian Supercomputing Portal and Phidias – Prototype of HPC/Data Infrastructure for On-demand Services, two other project co-financed by the Connecting Europe Facility Programme that, as already said, have several aspects in common with Highlander.

The News section of the website is constantly updated, also thanks to a daily activity of research on the web for the most interesting contents tied to the project's topic. Contents are shared with and approved by the Lead partner, and then published.

- Highlander partners will follow some tips when preparing a piece of news:
- To be brief: time is precious, it's important to be able to capture the audience attention with a catchy title;
- To go straight to the point: summarizing in 2/3 bullet points the news;
- To avoid jargon and acronyms: in European projects often there is an abuse of acronyms, which are not suited for media;
- To customize the news: stressing the impact of the news, as people are interested in what is going to affect their life somehow.

Concerning **events**, all partners will follow events guidelines which are extensively described in section 5.2.7. Events.

Concerning pictures, all partners should ensure to comply with copyright rules and do not upload any image they don't have permission to use.

Here following a list of online free pictures providers:

www.pexels.com

http://www.pixabay.com/it/

5.2 External communication

5.2.1 Partners' channels and tools

A **smooth and effective communication among partners** should be encouraged for a quick and easy circulation of information. It is important to spread the projects progresses not only to the project staff, but to the whole organizations, also given the nature of the actors involved and their role in the fields in which the project wants to operate.

Partners' organization can thus act as first promoters and amplifiers of the project's messages and future achievements, since they work both with the local productive systems and policy makers on a daily basis.

As mentioned in the previous paragraph, **a mapping of all partners' communication channels and tools** will be elaborated. Here is the result of the activity:

Partner	Online meeting tools	Press office	Website	Trade press	E-newsletter	Nr. Of people who receives the newsletter	Other tools used to reach stakeholders	Social media accounts	Networks
CINECA	MS Teams	Yes	https://www.cineca.it					Twitter, Facebook, Instagram, Linkedin	
Arpa Piemonte	Zoom, MS Teams	Yes	https://www.arpa.piemonte.it	Arpa Piemonte Portal			Massmailing		
Fondazione Edmund Mach	Zoom, Google meet	Yes	http://www.fmach.it	Terra Trentina, Terra di Mach	CRI-FEM, weekly newsletter	280-300 people	TV program "A come Alpi" (https://www.radioetv.it/rttr/programmi/a-come-alpi/)	Twitter, Facebook, INstagram, LinkedIn	Infrastructural projects EU ICOS and ANAEE
CIA PIEMONTE	Google Meet	Yes	WWW.CIAPIEMONTE.IT	NUOVA AGRICOLTURA PIEMONTE			Websites and social media accounts of the Chamber of commerce system		SISTEMA CIA NAZIONALE - WWW.CIA.IT
ECMWF	MS Teams, Blue Jeans	Yes	www.ecmwf.int		A quarterly ECMWF newsletter, also with web version (https://www.ec				

			mwf.int/en/public ations/newsletter s)					
ART-ER	Zoom, Google Meet	Yes	www.art-er.it	-	-	-	Massmailing	Twitter, Facebook, INstagram, LinkedIn
UNITUS			http://www.unitus.i t/it/dipartimento/di baf/comunicazione- e- promozione/articolo /progetto- highlander					
ARPAE	Google Meet	Yes	www.arpae.it	Ecoscienza AMBIENTE INFORMA newsletter (newsletter of SNPA)				Twitter, YouTube, SNPA Linkedin

5.2.2 Brand and visual identity

Highlander project visual identity consists of a logo and a pay off; a set of fonts and colours; a set of communication materials, along with indications on the projects' tone of voice and examples of applications on materials.

The Brand and visual identity were conceived to fully comply with EU support acknowledgement rules: useful indications on how to combine the EU logo with the Highlander one are provided.

A **digital brandbook** has been realized and will be shared with the partners' as a communication guideline, it is downloadable from **this link** and it is hereby included as **Annex 2**. As per fonts and colors to be used in all project related documents, partner should refer to the pages 13 and 14 of the above mentioned document.

5.2.3 Digital Tools

Highlander digital strategy will be implemented during the project lifetime, using different tools.

PROJECT WEBSITE

A project website has been created at the following URL: www.highlanderproject.eu

It is built with the aim of informing Highlander target groups on the project's activities and its topics, having in mind potential end users of the services that will be developed at the end of the project.

It has been framed to provide as visibility as possible project benefits and results and includes the following sections:

- **Homepage**, with an immediate overview of the main website contents
- **The project**, a page dedicated to describe the project and its main goals and the Use cases, plus a link to MISTRAL' and PHIDIAS' projects websites. This section has also been enriched with a Deliverables dedicated paragraph, where all public deliverables will be uploaded when ready.
- **Partners**, with a brief description of all partners and their contacts
- **News and Events**, hosting any relevant piece of news related to Highlander partnership, activities, results of the project of public interest. It is

constantly updated, also thanks to a daily activity of research on the web for the most interesting contents tied to the project's topic

- **Media**, a section organized into 4 parts: Photos, Videos, Publications, Project communication kit.
- Contacts

In compliance with the rules for EU fund beneficiaries, the website footer includes, on the left, the EU emblem along with the acknowledgement *Co-financed by the Connecting European Facility Programme of the European Union Grant agreement n° INEA/CEF/ICT/A2018/181546*, and the project ID card on the right, including the following information:

Coordinator: CINECA

Topic: Public Open Data – Type of Action: CEF-IA

Duration: 36 Months – Starting Date: Oct 2019

Total Budget: 5,430,427 – Total EC Contribution: 4,072,820

The website is regularly updated, also with direct contributions by the partners. Partners will have the possibility to contribute to the News and Events section of the web site by using the online dedicated form.

A proactive and collaborative tone of the information published is expected.

ART-ER, as partner in charge of the activities related to Communication and Dissemination, takes care of the publication of news and events on the website.

SOCIAL MEDIA

Social media should be used to inform, involve and engage, to raise awareness and communicate about project's activities locally and at EU level.

Highlander project has a hashtag, #highlanderproject that should be used to:

- give evidence of new contents that are published on the website: news about achievements, publications, promotion of events
- tell in real time about important events (live tweeting).

Creating a hashtag instead of a feed account will allow all partners to use it autonomously posting on their institutional or personal feeds. Moreover, activities on social networks can be based on a social media management plan whenever needed, namely if several topics should arise simultaneously, and this call for a more accurate planning. The plan can be shared in the framework of the Outreach team. Easily understandable language with visuals to inform stakeholders and general public about project activities and results should be adopted.

As a general rule, **social networks should be used to drive traffic to the project website**, to help building a strong brand and create and engage a community of followers.

Information in social network will only be in **English**. Partners can publish posts by adding a comment in their own language, according to the kind of audience they want to reach.

As mentioned above, all partners have been invited to inform ART-ER about the existence of their organization social network accounts so that there can be interaction with reference to the project topics.

This mapping has been done through the online form described in the section 4. 1 Internal communication channels and tools.

Relevant hashtags will be used, or created, in combination with the project one, according to specific needs.

Synergies with **MISTRAL** and **PHIDIAS** projects social media accounts will be pursued, when possible, so as to maximize communication efforts and impact of these 3 EU supported actions.

All partners are responsible for promoting the project hashtag and sharing its contents with relevant stakeholders in their territory.

Advertising campaigns will also be activated whenever is deemed necessary. To promote important initiatives organized in the framework of the Highlander projects, such as upcoming events or achievements.

GUIDELINES FOR USING TWITTER DURING EVENTS AND CONFERENCES

- Follow the conference hashtag to see what people are talking about and to join the conversation. Partners can also use it to find out about sessions, social events, and anything else they may have missed.
- Inform people that project partners are attending by using the conference hashtag. This will give the opportunity to connect with people prior to the conference.
- Share photos, videos, and quotes from the conference. According to Twitters Media Blog, posts with photos get a 35% boost in retweets, videos get a 28% boost, and quotes get a 19% boost compared to regular tweets.
- Twitter is a very good channel for sharing experiences from the conference, but before posting anything, be clear on the policy of sharing information. Some speakers don't want their unpublished work to be tweeted or shared.
- Partners should use LinkedIn as well. After meeting new people at the conference, adding them on LinkedIn is a great way to connect and stay in

touch. The Find nearby function is an easy way to connect with people at conferences.

PROJECT VIDEOS

A series of videos will be produced during the project. The first was foreseen by Month 18, anyway the Consortium decided it was important to have a video teaser before then, so it was prepared by Month 6. In fact, a video teaser, namely a very short video introducing the challenges the project wants to tackle and its objectives, would be an effective and easy way to catch people attention around the project. It was produced both in English and in Italian. A short documentary was also produced in the occasion of R2B | Research to Business ON Air.

A YouTube channel has been created: demonstration is crucial in this project, and videos are a very effective way to communicate. It will host project videos and the videos that partners will made available, useful to tell about the technologies on which Highlander activities ground on and about the DApOS, Downstream Applications and pre-Operational Services.

As agreed with the project leader, a project documentary will be released by the end of 2021.

Concerning all other videos produced by partners, a set of guidelines were produced.

PROJECT LEAFLET

A project leaflet has been produced with contributions from all partners. It includes all Use Cases developed in the framework of the project. It is available on the project website, both as single sheets and as a whole document.

NEWSLETTER

Born as an internal communication tool with the aim of keeping partners up with project promotion activities and other initiatives, the newsletter has then been shifted to the external audience. It comes as a .html file that partners can embed to their own mass mailing tool or even their email box and share with their mailing lists.

It is composed by 3 sections:

- Highlights, including news on upcoming events or relevant topics
- Media, with the latest videos from the Highlander Youtube channel
- Publications, with the latest Highlander project related scientific articles

It's been delivered since September 2021.
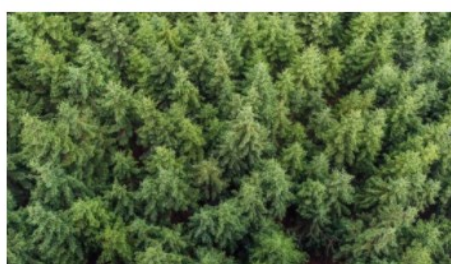
Figure 1 A screenshot of the first release of the Newsletter

5.2.4 Press office and Media relations

The mass media is one of the main communication channels to reach the general public on local and national level. Communication materials, mainly press releases, should be sent not only to common media, but also to specialized business, innovation and research themes magazines. European channels are also available for this kind of activity, namely Horizon, the Research and Innovation Magazine, just to mention one.

It is important to inform media about the newsworthy events and results. Special attention should be directed towards raising media awareness of the project activities and results, engaging their interest in the subject. Press releases will also be published on the project website and promoted through project social media accounts. Press releases should always include a link to the project website.

During the project, all partners' press offices will be involved in this activity, in order to assure a good coverage at local, national and European level.

5.2.5 Scientific publications

Highlander results will be widely disseminated by the research partners through **peer-reviewed journals and other scientific publications**. The addressed journals will cover all the relevant project's topics: Satellite data analysis and remote sensing, Simulation and Data Management, Precision Agriculture, Weather forecast, Climate change, Artificial Intelligence, IoT, Big Data, HPC, HPDA and others will be identified along the project.

WP Leader will be in charge of the dissemination of such knowledge to mainstream channels, which will also be subject to a reformulation of the main concepts into a widely understandable and suitable language.

All papers published by partners in the framework of Highlander project will include the following sentence:

AKNOWLEDGEMENT

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The last plan update will include the list of papers submitted and accepted for publication.

Moreover, any dissemination of results must indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

All scientific publications produced in the frame of the project will be uploaded **on the project website.**

5.2.6 Events

To reach Highlander communication objectives, special events will be organized throughout the project. For improvement of internal communication, a project kick-off meeting, technical meetings and steering group meetings will be organized.

The term **event** refers to **online** or **in presence** events, **private or public** ones, **scientific conferences** and **congresses**, **meetings**, **technical workshops**, **open days**, **political level events**, **events organized by the European Commission or its Directorates**, **trade fairs and exhibitions**.

Due to Covid-19 pandemic, all necessary means are put in place by ART-ER, in order to implement the activities according to a proactive approach, through the use of digital tools. Since 2020, all necessary preparations to switch from in-presence to online seminars/events/fairs B2B (using Microsoft Teams, Zoom, Google Meet, Lifesize..) have been put in place. Although online seminars do not allow the same kind of benefits (i.e. team-building, social networking, live experiences, etc.) to partners and stakeholders as in-presence meetings do, on the other hand they make it possible to enlarge the number of participants from all over the world and to make them available online even when the event is closed.

Thus, in 2021 a webinar focused on DAPOS have been organized, and others will be scheduled in 2022. Whenever possible, the project webinars will be recorded and posted on the project YouTube channel.

Events offer the possibility to meet in person with the audience: this allows for a more proper presentation and explanation of project results, and to go more in-depth on details. They represent a great networking opportunity.

Concerning events, it should always be considered that their lifetime also include an amount of time before and one after.

Before an event, whether a technical workshop or a scientific conference, a promotion activity should be started: partners should work on selecting the proper audience, the message to be conveyed, the timing for sending invitations, and all other activities needed for the specific case, according with WP coordinator and Outreach team.

After the event, some follow-up actions should be undertaken, so as to keep the audience attention alive and to schedule any further contacts or meeting with people who showed interest in the project's activities.

The events that will be organized in the framework of the project will be duly promoted towards the larger public, in order to reach the goals described in the Objectives section of this document.

Integrated communication actions will be put in place: events will be extensively promoted via the website, social network pages and via mass mailing actions, where available. Press release will be prepared depending on the importance and the impact of the initiatives.

EVENTS GUIDELINES

Events can be both online and in presence, public and private, and can be organized by:

- Highlander Consortium
- Single Highlander partners
- Third parties

There can be different levels of participation:

- as a speaker:
- in the event agenda, the person participating should indicate *Name and Surname, Highlander project partner*
- a standard presentation of Highlander project is foreseen, using the official project template
- if possible, ask event organizers to add project logo on event's related promotional materials, including website
- if possible, bring a project rollup or a poster
- bring some copies of the project's leaflet or a USB key that contains the leaflet in digital format plus other informative documents
- take some pictures or brief videos during the presentation, where the project logo is visible
- publish some posts on social media, always mentioning #highlanderproject and tagging project partners or relevant actors
- write a news right during and/or after the event and use the online form to share it with project partners.
- as an **auditor**:
- Partners attending the event should take some pictures and publish some posts on social media, always mentioning #highlanderproject and tagging project partners or relevant actors

Partners could also decide not to take part to an event themselves, and opt for a light promotion activity of it, by publishing **a news on the website** and spreading it through **social media by using the ad hoc online form**. Also, partners could decide to add a particular event to the **project events calendar**. In any case, partners should always make sure that the right visibility is given to the project and to the EU support. This is the reason why all communication materials have been conceived to clearly convey the project values and the related EU contribution, and partners are invited to always use them when communicating about the project.

There can be different levels of participation. In case of Scientific Conferences or other types of events, partners will evaluate on a case-by-case basis the actions to be put in place to participate; it can be a speech during a panel session, a poster: these depends on the goals to attain.

DISSEMINATION AND COMMUNICATION EVENTS KIT

TOOL	TO BE USED DURING
Project logo + EU flag	Fairs/exhibition catalogues Website pages and other events' promotion materials
Project presentation official template	Speeches Meetings
Project rollup	Workshops and other events Video-interviews
Project leaflet	Workshops and other events
Project poster	Workshops and other events Video-interviews
Project videos	Workshops and other events
Project hashtag	Events

All communication materials will be available for Highlander partners in a Confluence folder.

CO-CREATION INITIATIVES AND HACKATHONS

Given the nature of project activities, and the fact that among the outcomes of the project a series of services are foreseen, events could also consist in initiatives such as **co-creation workshops** involving potential services end-users and other actors along the concerned value chains, towards the definition of proper business models for their delivery.

Moreover, **hackathons** could also be organized so as to collect new ideas to be implemented along with project outcomes.

An integrated communication approach around these kinds of events would have multiple effects:

- Engage stakeholders around project topics
- Collect useful hints and ideas to serve to project's aims

- Reach a wider audience with non-conventional actions, thus more noticeable.

CONFERENCES AND WORKSHOPS

Participation to relevant conferences will be proposed by partners.

A first list of events has been included here as Annex 1, and will be updated as the project activities unfold. The list does not considers possible changes and dates shifts due to the current International Covid-19 outbreak.

Changes and potential delays in the Highlander roadmap have been analyzed and a Contingency plan has been prepared.

Whenever is possible, project activities will be organized according to what is permitted given the situation.

TRADE FAIRS AND OTHER EXHIBITIONS

Project achievements, included final results, will be showcased during a selected International Exhibitions at the end of the project. The focus will be on the *DApOS, Downstream Applications and pre-Operational Services*. Potentially addressed exhibitions are:

FAIR	PLACE AND DATE	DESCRIPTION	WEBSITE
**R2B	Research to Business**	Bologna, June 2022	15th edition of the annual International Exhibition on Industrial Research and Skills for Innovation, organized by Emilia-Romagna Region in collaboration with ART-ER.	www.rdueb.it
Ecomondo 2022	Oct-Nov 2022	The benchmark event in Europe for technological and industrial innovation for circular economy	https://en.ecomondo.com/

Actual addressed exhibitions will be selected also taking into account the timing of project activities.

Participation to these events will be also **promoted via social media and the website**.

Also, participation to this kind of events can include hiring a booth or not, as an example project partners can be hosted within other organizations' or projects' booths, or even hiring a booth as organization and take that as an opportunity to disseminate project's results.

PROJECT BOOTH GUIDELINES

Having a project booth implies:

- Having a proper graphical layout of the stand with:
- project logo clearly visible
- HIGHLANDER PROJECT as front head
- Including a brief project description in the official event catalogue or the online platform together with project logo and EU funds contribution acknowledgement
- Show and/or share project leaflet and any other relevant informative materials
- Project rollup or project presentation in case of a virtual booth
- The project video.

OTHER ORGANIZATIONS' OR INITIATIVES' SPACES INSIDE EXHIBITIONS OR TRADE FAIR

In such situations, partners should take care of exposing the project rollup or poster, that depends on what is allowed. Project leaflet should also be available, as well as a project description on the initiative catalogue. A short standard presentation of the project is also something to have.

WORKSHOPS OR SPEECHES DURING A WORKSHOP INSIDE A TRADE FAIR OR EXHIBITION

Partners can also decide or be invited to organize a workshop during the exhibition, or to give a speech during initiatives organized by third parties. Partners should make sure the right visibility is given to the project, as described in the general rules.

HIGHLANDER PATRONAGE REQUESTS

Highlander partners can be asked by third parties to grant free of charge patronage to an event or initiative. In such cases, the Lead partner has to be informed and takes decision on it. Partners can use an ad hoc online form to ask for permission.

Once a decision is taken, the concerned partner will share the Highlander logo with the event organizers.

This will be added to all communication and promotional materials with the label "**Promoted by**" or "**In collaboration with**".

ANNEX 1 - List of conferences

CONFERENCE	2020 Edition	2020 Updates	2021 Edition	2022 edition
Global Symposium on Soil Biodiversity (GSOBI20)	10 – 12 March 2020 Roma (Italy)	Postponed – 1-6 June	19 – 22 April – Live + Online	No announcement
7th Plenary Meeting of the European Soil Partnership	26 Mar - 27 Mar Roma (Italy)	10 September 2020	No Announcement	No announcement
EGU2020	3-8 May Vienna (Austria)	3-8 May - ONLINE ONLY	19-30 April - Online	**3–8 April 2022**
EOSC -hub week 2020 - Services for the European Open Science Cloud	18-20 May	Moves Online in Video Conference Format	TBD - Online	No announcement
Convegno AIAM 2020	Tbd - June, Cagliari (Italy)	Canceled	30 June – 2 July - Online	No announcement
Supercomputing conference	21-25 June, Frankfurt	Leaner version of the conference in digital form from June 22 to 24	24 June – 2 July Online	May 29 – June 2, 2022, Hamburg Germany)

CONFERENCE	2020 Edition	2020 Updates	2021 Edition	2022 edition
4th International conference of young scientists SOIL IN THE ENVIRONMENT	28 June -1 July Toruń (Poland)	Postponed to 2021	27 -30 June Toruń (Poland)	29 May- 01 June 2022, Torùn (Poland)
Eurosoil 2020	24-28 August, Geneva (Switzerland)	Virtual congress	23-27 August - Online	No announcement
III International Triple Helix Summit	24-26 November, Bologna (Italy)	Moved Online	No announcement yet	27 -29 June, Florence (Italy)
High energy physics community conferences, e.g. CHEP HEPIX conference series	Strasbourg, 12-16 October	Moved Online	15-19 March Online	Spring 2022 (TBD)
Ecomondo	October 2021	Phygital	Rimini, 26-29 October 2021	8-11 November, 2022, Rimini (Italy)
Big data value association forum, 2	3-5 November	Moved Online	29 Nov – 3 Dec 2021	No announcement
ECMWF Workshop on high performance computing in meteorology	Bologna, 14-18 September	Postponed to 2021	20-24 Sep 2021 Mixed: live + online	No announcement yet
ICT 2020	Cologne, 1-3 December	Canceled	1-3 Jun 2021, Online	No announcement

CONFERENCE	2020 Edition	2020 Updates	2021 Edition	2022 edition
EMS2021	3 - 10 September 2021		online ECMWF convener of session OSA1.5 on "Challenges in Weather and Climate Modelling: from model development via verification to operational perspectives"	5-9 September 2022 at the University of Bonn, Germany
2° YOUNG DIGITAL ENTREPRENEURSHIP WINTER CAMP "BIG DATA & CLIMATE CHANGE FOR EDUCATION"				15 Feb – 27 May 2022
7th Metereology festival			18- 20 Nov 2021, Rovereto (Italy)	No announcement
Agririsk Festival 2022			18-19 June 2021, Riva del Garda (Italy)	No announcement
FOSS4G 2022 - Firenze				August 22-28, 2022 Firenze - Italy
International Food Journalism Festival				24-25-26 Feb 2022, hybrid event
Green social festival 2021			24 May 2021	
EARTH TECHNOLOGY EXPO			14 October 2021, Florence (Italy)	5-8 October 2022, Florence (Italy)

Highlander
High performance computing
to support smart land services

ANNEX 2 - Brandbook