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Concerted action for the European HPC CoEs
Project Number: 823964

**D5.3 – Intermediate Strategy Revision for
Communication and Dissemination and Event
Management**

WP5 – Promoting EU HPC CoEs



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List of abbreviations

CSA	<i>Collaboration & Support Action</i>
EU.....	<i>European Union, European Union</i>
HPC.....	<i>High-Performance Computing</i>
HPC3	<i>HPC CoE Council</i>

Executive Summary

This deliverable contains an update on the status of the communication and dissemination measures and activities of FocusCoE. It describes the development of the main objectives and action points for the project that were defined in D5.1.

It presents the further development and implementation of the corporate design and the status of implementation regarding the different tools for internal (Slack) and external (website, social media, newsletter, print documents) communication.

Furthermore, it gives an overview of the activities of FocusCoE towards the promotion of the European CoE brand at events such as conferences and trade fairs.

Finally, the deliverable gives an update on the actions towards a joint online presentation of the European Centres of Excellence in high-performance computing and the newly established HPC CoE Council (HPC3).

Update November 2020: The original version of this deliverable was finalized in January 2020. As a number of major strategic adjustments were made by the work package after this date, an update section (4) has been added to the deliverable in November 2020 in order to report on these developments. This update section contains a revised communication strategy that clarifies the different roles of the two existing brands “FocusCoE” and “EU HPC CoE” in terms of how to approach the previously defined target groups. Furthermore, it updates some of the communication and dissemination measures described in the original version from January 2020, the major one being an updated online communications approach.

The necessity for and the scope of the updates are clearly highlighted at the start of a section or subsection, where appropriate, and a reference is given to the newly added information in section 4.

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1 Introduction

The European Union (EU) has selected FocusCoE as a Coordination and Support Action (CSA) in order to support the ten European Centres of Excellence (CoE) for high-performance computing in their mission to contribute to a globally competitive HPC ecosystem. The main objective of work package 5 of the FocusCoE project is to promote the EU HPC CoEs competences and services and to establish and promote the EU HPC CoE “brand”.

In section 2.1, this document reports on the further development and implementation of the corporate design, especially of the newly created brand for promoting the EU HPC CoEs, and the status of implementation regarding the different tools for internal (section 2.2) and external (section 2.3) communication.

In section 2.4, the deliverable reports on the activities of FocusCoE towards the promotion of the European CoE brand at events such as conferences and trade fairs.

In section 2.5, the document focusses on the actions towards a joint online representation of the European Centres of Excellence in high-performance computing and the newly established HPC CoE Council (HPC3). It will be provided via a website that contains, amongst other things, a web-based tool with a comprehensive overview on what kinds of services the CoEs offer.

Although this deliverable is an update of D5.1, it does not contain an update on the innovation in terms of Intellectual Property or software tools as outlined in D5.1. The reason for this is that there will be a separate deliverable dedicated to this topic (“D5.4 - Intermediate Innovation Management Report”).

Update November 2020: Work Package 5 introduced a number of strategic adjustments and updates after the first version of this deliverable was finalized in January 2020.

For reporting on these updates, we have chosen not to introduce new material within each corresponding section 1-3, but create a new section (4) containing all updates from November 2020. In addition, minor typographical corrections and linguistic improvements have been made to the original text.

Furthermore, the necessity for and the scope of the updates are clearly highlighted at the start of each relevant section and a reference is given to the newly added information in section 4.

2 Communication and Dissemination (as of January 2020)

2.1 Corporate Design Development

The FocusCoE corporate design has been established already at the very beginning of the project and has been described in deliverable 5.1 [8]. It has been the visual basis for creating the website and was included into online and print materials like e.g. the account of FocusCoE on the social network Twitter or the Focus CoE newsletter.

Following the feedback at the workshop on February 21st 2019 by the newly formed HPC CoE Council (HPC3), the CoEs aim for an HPC CoE branding which is independent from the project FocusCoE and can be used as a label for promoting the EU HPC CoE brand itself. The idea is to use this brand by FocusCoE and by the CoEs themselves for communication towards the general public and to potential clients, to allow for communication separated from the project websites. The design was created within work package (WP) 5 of FocusCoE:



Figure 1: Corporate Design of the EU HPC CoE.

The EU HPC CoE brand corporate design consists of a word mark (“CoE”), two figurative marks (a symbolic HPC rack left of the word mark and ten yellow stars arranged around the word mark) and a slogan (“European Excellence in HPC Applications”).

The graphic elements are used, for example, for the planned website / web-based tool as described in paragraph 2.5, presentation templates or print materials. The design has already been used to create roll-ups and poster templates (*Figure 6*) to promote the CoEs on industrial trade fairs (WP3). The scope will be widened in the upcoming months, so that each CoE can use the materials at events, conferences, etc.

2.2 Tools for internal communication

2.2.1 Slack

As described in deliverable 5.1, a workspace of the web-based instant messaging provider Slack has been set up to establish a direct link between all CoEs. Main use cases are e.g. the

easy exchange of messages, news and announcements, the agile assembling of group chats, and the exchange of files between the project partners.

The past months have shown that using Slack for cross-CoE communication offers a number of clear benefits in comparison to mailing lists, namely being more transparent and flexible. With regard to communication and dissemination, it has proven useful for CoE-wide announcements of events like webinars or other trainings. Nevertheless, it seems that not all the registered persons are regular users of the tool. WP5 will therefore put even more effort in actively sharing information and announcements via Slack in order to promote the channel as a valuable tool for cross-CoE communication.

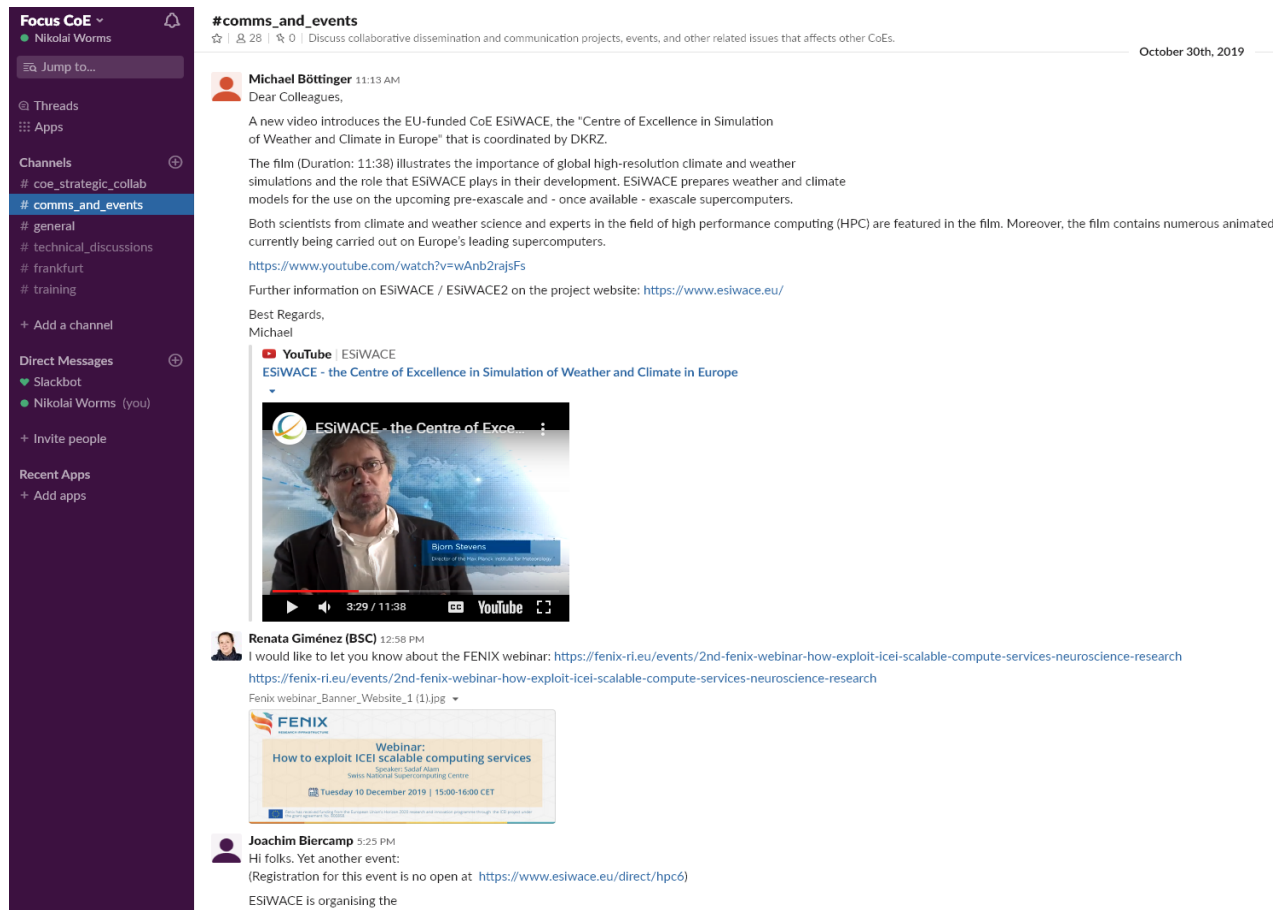


Figure 2: FocusCoE Slack Workspace

2.3 Tools for external communication

2.3.1 FocusCoE Website

November 2020 update: This section reports the development until January 2020. Due to major changes that were made after January 2020, an update to this section was added in chapter 4.2. Changes include the decision to merge the FocusCoE project website with the web-based tool from task 5.2 in order to create a new website, including a more appealing design and additional content.

The FocusCoE website has been extended with additional content. Several new menu and sub-menu entries were added to the navigation (*Figure 3*). Furthermore, the already existing content was updated and supplemented with support from the other work packages. The current navigation structure of the FocusCoE website:

- About FocusCoE
 - Introduction (*new*)
 - Services
 - FAQ (*new*)
- CoEs
 - Success Stories (*new*)
- Events
- News (*new*)
 - Newsletter (*new*)
- Contact

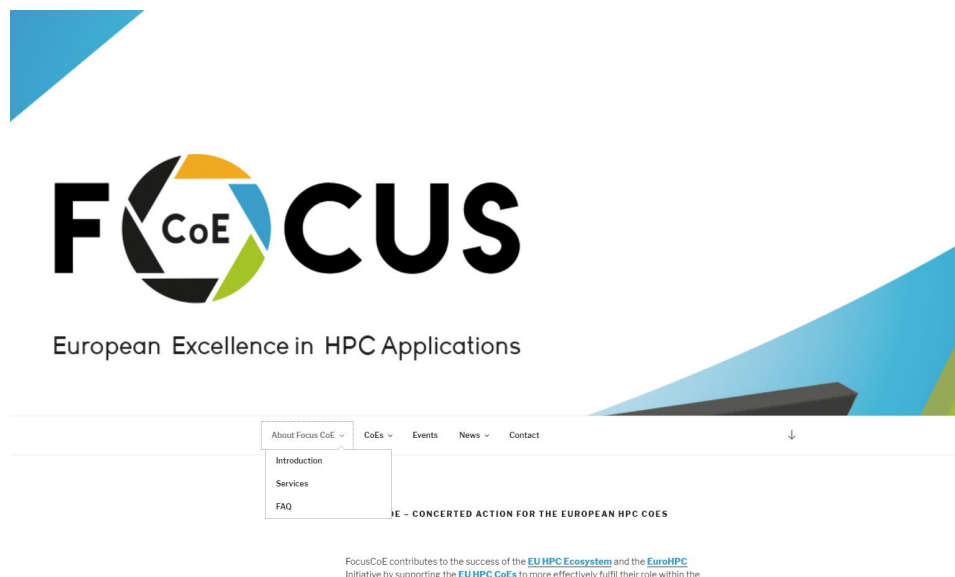


Figure 3: Screenshot of the FocusCoE website showing parts of the extended menu structure

The newly added pages contain the following information:

- **Introduction:** The text and the additional visual elements on this page give an overview over the EU CoE HPC ecosystem. The main objective of the introduction is to inform the general European public in what way the society benefits from the work conducted by the CoEs.
- **FAQ:** Answers the most common questions around HPC in general, the European HPC strategy and the work and objectives of the CoEs.
- **Success Stories:** Presents successful collaborations between CoEs and external partners
- **News:** The page shows news from the CoEs in a blog format.

- **Newsletter:** The newsletter system was implemented as described in D5.1. Website visitors can now register for the regular FocusCoE newsletter. Furthermore, all issues published so far are offered for download on this page.

Furthermore, there were the following updates made on existing pages:

- **CoEs:** Added links to social media channels of each CoE
- **Events:** Since the beginning of FocusCoE, a comprehensive event calendar was set up in a dedicated section on the project's website. A total of 90 events have been published on this events page so far. These include CoEs related events and trainings, as well as industrial events where FocusCoE offers the CoEs the possibility to participate on the exhibition floor. In addition, related HPC events such as ISC, SC, EuroHPC Summit Week and HiPEAC conference has been included in this list. These are the most popular events from the HPC ecosystem. The events and trainings have been manually included and taken from the respective CoEs' project websites.

Finally, there were some changes made on the technical side. The most important one is an improvement of the design for optimized display on mobile devices. Furthermore, a number of images were cropped and / or resized to also improve the view on desktop computers.

As described in D5.2 [9], FocusCoE will establish a separate website that focuses on introducing the CoEs and also information from the HPC3.

2.3.2 Press Release

On March 19th, 2019, a press release on the beginning of the project was issued to the media, distributed via the FocusCoE website [10] and shared on the Twitter channel.

The release titled "Meeting the challenges of tomorrow – at scale" outlines the goals and objectives of the project and features quotes from project coordinator Guy Lonsdale. The press release was echoed by the HPC-focused online journal *Primeur magazine* [11] and resulted in an interview with Guy Lonsdale about the project [12].

2.3.3 Social media

November 2020 update: This section reports the development until January 2020. Due to major changes that were made after January 2020, an update to this section was added in chapter 4.3. Changes include a more detailed strategy for LinkedIn.

Regarding the social media channels, WP5 has focused on developing the FocusCoE **Twitter** channel that was set up in February 2019 under the handle @FocusCoE [5]. Since then, Twitter has proven to be most vital for monitoring and picking up on the CoE's activities and on the European HPC ecosystem.

Each of the CoEs is regularly posting news, announcements and updates from their work on Twitter. Furthermore, there is a strong interaction on Twitter between the CoEs and other European HPC projects and initiatives.

The activities of FocusCoE on Twitter are divided into two main use cases:

- Promoting the CoE's work by interacting with their posts ('retweet', 'like', comment)
- Promoting own content, for example the FocusCoE event calendar or a new newsletter issue

Looking at the social network **YouTube**, it turns out that only some of the CoEs used it more or less frequently in the first months of the project. This was expected, as the creation of visual content for YouTube requires significantly more effort than e.g. the postings on Twitter. Nevertheless, it shows that more and more CoEs have created videos with different intentions:

- explain the purpose / focus of their research
- offer recorded webinars
- offer online tutorials

FocusCoE has created a YouTube channel [4] to collect especially the videos explaining the purpose / focus of the research in a dedicated playlist that will be extended as more and more CoEs produce similar visual content. Some examples of videos that have already been published and subsequently shared via social media show that there is a strong interest on the benefit of the CoE's work.



Figure 4: Example of a tweet promoting an explanatory video by ChEESE CoE.

Therefore, FocusCoE will continue to encourage CoEs to promote their work to the general public via videos on a lower scientific level. One measure to reach this goal is to share the already created Youtube-Playlist with the CoEs and thereby promote the already existing videos as best practice examples. Furthermore, WP5 will provide support with developing storyboard and a concept for attractive, engaging, and informative video clips.

For the planned introduction of a FocusCoE channel in the social network **LinkedIn**, WP5 is closely aligning with WP3. As LinkedIn is strongly focused on economy-related content, the objective of a FocusCoE LinkedIn channel is to establish contact to (potential) industry partners. It seems reasonable to wait with the creation of the LinkedIn channel until there is a comprehensive overview over the CoEs' services that can then be promoted via LinkedIn. The Service Booklet (*section 2.3.6*) and the Web Information Area (*section 2.5*) will provide this information.

2.3.4 Newsletters

November 2020 update: This section reports the development until January 2020. Due to major changes that were made after January 2020, an update to this section was added in chapter 4.4. Changes include the switch from a PDF version to an HTML-based newsletter and a more frequent publication.

The objective of the newsletter is to condense all relevant information that happened around the CoEs in a time frame of a few months and put it in an easily to follow and attractively designed format.

The newsletter is shared via the following distribution channels:

- newsletter subscribers (subscription possible via website)
- newsletter documents shared on website in PDF format
- shared via Twitter

The first FocusCoE newsletter was published in April 2019 [2], the second in September 2019 [3], the third issue is scheduled for February 2020. All of them were shared via the distribution channels mentioned above.

Each issue of the newsletter covers predefined categories:

- Greeting: Switching partners from the broader European HPC ecosystem provide the greetings.
- Upcoming events: This comprises trainings, conferences, workshops...
- Call for: Papers, Workshop submissions, BoFs, etc. (everything that supports the dissemination activities of each CoE)
- Publications: scientific publications will be linked to the respective CoE via Logo-implementation.
- Short News: CoEs are encouraged to provide short news for each edition.
- Software releases: The chance for regular updates with ten covered CoEs is quite high. However, this has shown to not be relevant for each edition.
- Bigger Pieces: user stories, industry uptake, scientific breakthrough, or a major software release will be covered in larger texts.

There is a deviation from D5.1 regarding the creation of four newsletters per year (two in the first year). This can be explained by the objective of the newsletter to communicate on HPC technologies, products and services that the CoEs invent or provide. In the first year of the CoE's runtime, many of these results are still being developed, therefore the time between the newsletter editions was extended in the first year. With more results being developed, the newsletter can be issued more often. Nevertheless, due to the deviation in the first year, the KPI regarding the number of newsletter issues has to be monitored and possibly discussed.

2.3.5 Success Stories

November 2020 update: This section reports the development until January 2020. Due to changes that were made after January 2020, an update to this section was added in chapter 4.5. Main update is that the success stories have been moved to a new location and appear in a new layout.

Together with WP3, WP5 prepared a first set of success stories. The three reports highlight successful collaborations between project partners and industry partners.

The success stories were already published on the FocusCoE website (*Figure 5*). Furthermore, they will be included in the next newsletter issue. Further success stories can be added in the runtime of the project.



Figure 5: Screenshot from the section "Success Stories" on the FocusCoE website.

2.3.6 Printed Documents

November 2020 update: This section reports the development until January 2020. Due to changes that were made after January 2020, an update to this section was added in chapter 4.6. Changes include the publication of the 1st booklet.

WP 5 is supporting and strengthening the European HPC CoE brand by developing print materials such as posters and flyers that can be distributed at conferences, workshops, and other events. Furthermore, many of these documents are provided for download in PDF-format via the digital communication channels mentioned above.

Following this objective, FocusCoE already developed a poster template (*Figure 6*) and a roll-up template that the CoEs can use for presentations at events and conferences they attend.

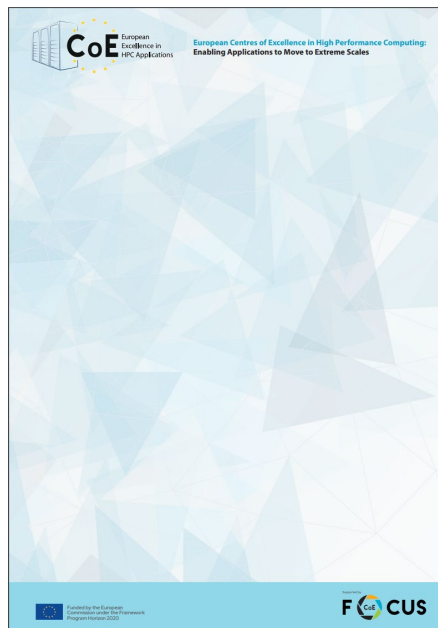


Figure 6: Poster template for the European HPC CoE brand.

The centrepiece of FocusCoE's printed documents is a yearly booklet. Three editions of the booklet will be released, with the aim to pick up different themes that are based on the CoE's lifecycle:

- Year 1: Services
- Year 2: Use cases / applications
- Year 3: Success Stories & Sustainability

The first edition gathers all services that the CoEs offer. It is based on the taxonomy developed in D5.2 that defined seven service categories (*Figure 7*). Each CoE will be presented according to their respective offers in those categories.

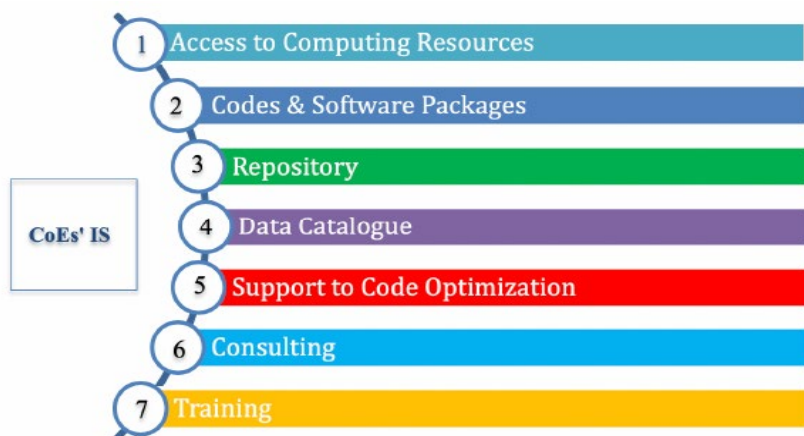


Figure 7: CoEs' Services Categories

The first edition of the booklet will be published by end of January 2020.

2.4 Events

November 2020 update: This section reports the development until January 2020. Due to major changes that were made after January 2020, an update to this section was added in chapter 4.8. Changes include an updated strategy of the event management in task 5.2 due to the pandemic, and an updated events table.

One of the goals of Task 5.2 is to identify and elaborate a list of potential events interesting for CoEs. These events are constantly collected via the CoEs' websites, by monitoring the social media channels and newsletters of the European HPC ecosystem, and various other sources. The events are subsequently into the event calendar on the FocusCoE website as well as the regular newsletter.

Furthermore, WP5 provides support to what are termed 'sectorial events' within WP3, such as BioFit, Hannover Messe, Expoquima, SIMAI. Selection and coordination of these events is done by WP3 (in consultation with the CoEs, while support in terms of providing templates for posters and other communication material is within the remit of WP5.

The following table shows a list of past and future events which had or will have a FocusCoE representation. The list is continually expanded:

Event	Intention	When	Where	Status
HPC CoE Workshop	Internal Workshop	February 2019	Frankfurt, DE	Successfully organized
EOSC-hub week	Presentation	April 2019	Prague, CZ	Successfully held
EuroHPC Summit Week 2019	Workshop	May 2019	Poznan, PL	Successfully organized
Teratec Forum	Industry Outreach	June 2019	Palaiseau, FR	Attended

HPC Training Stakeholder Workshop 1	Workshop	October 2019	Brussels, BE	Attended
BioFit	Industry Outreach	December 2019	Marseille, FR	Attended
European HPC Training Stakeholder Workshop 2	Workshop	March 2020	Porto, PT	Targeted
Hannover Messe	Industry Outreach	April 2020	Hannover, DE	Targeted
Expoquimia	Industry Outreach	June 2020	Barcelona, ES	Targeted
SIMAI	Industry Outreach	June 2020	Parma, IT	Targeted
European Sustainable Energy Week	Industry Outreach	June 2020	Brussels, BE	Targeted

Table 1: Past and future events with engagement from FocusCoE.

Report Teratec Forum (June 2019)

Under the HPC CoE identity, FocusCoE was present at Forum Teratec in June 2019. Forum Teratec is an annual event held at École Polytechnique (south of Paris), bringing together technology providers, industrial users and academics for a two-day conference on HPC, Big Data and AI. With this conference comes along an exhibition area with around 60 exhibitors showcasing their products and solutions.

FocusCoE organised a presence at this event, thus allowing the CoEs EXCELLERAT, POP and HIDALGO to be present on the forum under the umbrella of “HPC CoE”. Jointly with WP3, WP5 designed and prepared some first communication material (such as role-ups). WP3 also supported the CoEs in engaging with visitors, such as l’Oreal, Dassault Aviation, EDF and others visitors of Forum Teratec, by preparing meetings in advance.



Figure 8: HPC CoE booth at the Teratec Forum 2019

The experience of Forum Teratec has influenced the sectorial events of WP3 on communication issues, such as questions on corporate booth and poster design, and on generic HPC CoE communication material that is needed.

Report about HPC Training Stakeholder Workshop (October 2019)

On 8th of October 2019, WP4 of the Horizon 2020 project Focus CoE, in collaboration with the European Commission, organized a European HPC Training Stakeholder Workshop in Brussels. The goal was to gather experts and stakeholders both to define the training requirements from different domains/target audiences across academia and industry, and to examine how these requirements may be met by existing or new European and national programmes on HPC education and training.

The workshop attracted 32 participants from institutions across 14 European countries, who represented the interests of different stakeholders including HPC users, developers and education/training providers across both academia and industry. Over three thematic sessions focused on the different communities and careers progression, the participants and panellists discussed various training methodologies (e.g. face-to-face and online learning), initiatives (e.g. mobility, certification programmes) and best practices (e.g. engagement with SMEs, integration into university programmes) to enhance awareness and productive adoption of HPC technologies in the advent of European exascale capability via the EuroHPC Joint Undertaking. The next edition of the workshop will take place during the EuroHPC Summit Week 2020 in Porto. Deliverable 4.3 gives a full report on the workshop.

Report about BioFit (December 2019)

Also under the HPC CoE identity, FocusCoE was present with a booth at BioFIT 2019 in Marseille. BioFIT describes itself as a platform for academia-industry collaborations in the field of Life Sciences. FocusCoE prepared and provided material for the event, such as a roll-up and a poster template. The latter one was used by the CoEs POP and CompBioMed to present their content at the booth (Figure 9).



Figure 9: Screenshot of a Tweet showing the booth at the BioFIT event (Marseille, December 2019)

2.5 EU HPC CoE Council (HPC3) Website & Web Information Area

November 2020 update: This section reports the development until January 2020. Due to major changes that were made after January 2020, an update to this section was added in

chapter 4.9. Changes include the introduction of the new online strategy with the merging of the FocusCoE website, the HPC3 website and the web-based tool, a description of the content and the design of this new website, and first usage statistics.

As one of the results of the first EU HPC CoE Workshop on February 21, 2019 the CoEs expressed their need for an additional website that is, from its outer appearance, entirely unrelated to the FocusCoE project and that addresses potential users of their services and the general public. The website will be branded according to the EU HPC CoE brand (*Figure 1*). Nevertheless, FocusCoE as the responsible Coordination and Support Action is in the lead to create, manage and maintain this website.

The foreseen Web Information Area is somewhat different from the one originally described in the DoA. It was initially thought that a tool based on a CRM-type solution would be the most effective in order to collect and present the technological and scientific offerings to the stakeholders. After a closer analysis, we have opted to set up a dedicated area on a website in which the technological and scientific offerings are categorized and made accessible through appropriate links to services, contact points, and other tools made available by the CoEs. A more detailed description of the reasons that led to this deviation from the DoA is found in D5.2 [9].

The website, which is currently being developed (*Figure 10*), will consist of two main parts:

- **Web Information Area:** an information service where all stakeholders can see what the CoEs are working on, which services are offered and under what terms they can be accessed, and which codes, data, facilities and know-how are made available in the framework of the various projects.
- **EU CoE Council (HPC3) website:** Highlights the work of the CoEs. The concrete appearance and content of this part of the website will be further discussed with representatives of all CoEs.

In order to guarantee full compatibility among the different web tools developed in FocusCoE, the website will be developed with WordPress CMS, a technology already selected for the other products.

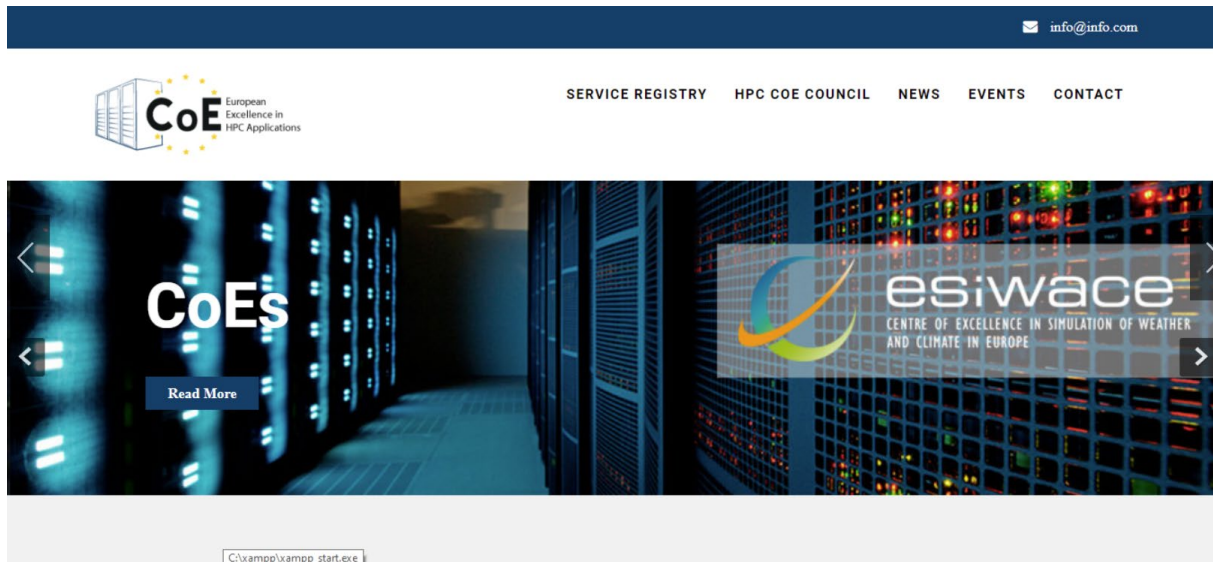


Figure 10: Design draft for the EU CoE HPC & Web Information Area Website.

As already described in D5.2, the structure of the Web Information Area is shown in Figure 11. It is organized in a number of categories (currently 7), corresponding to the types of technological and scientific offerings:

- Support to code optimization
- Codes and software packages
- Data catalogues
- Access to computing resources
- Repository
- Consulting
- Training

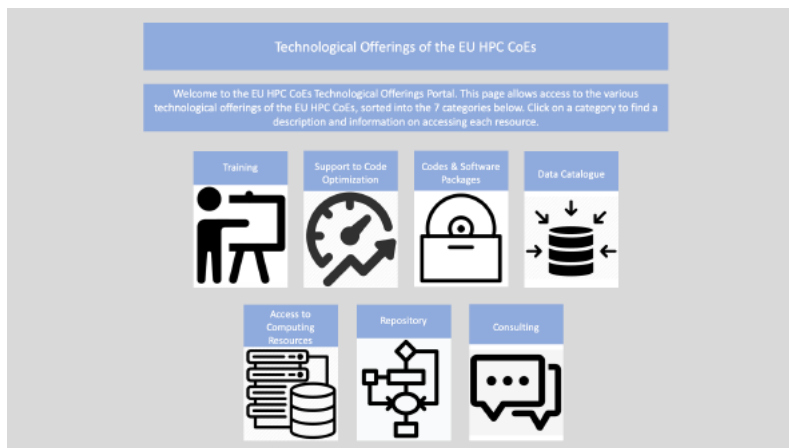


Figure 11: Mock-up of the front page of the service offerings of the EU HPC CoEs Portal.

Some of the category ‘buttons’ may link to web services developed in other tasks of FocusCoE. This applies in particular to the ‘Training’ category, as in this case a specific

portal will be created within WP4, also in conjunction with a larger team of European projects.

The category button will lead to a sub-area, in which the visitor can gather information on resources being offered and, if relevant, contact details of the various CoEs. Figure 12 shows an example of the structure of one of the category sub-pages.

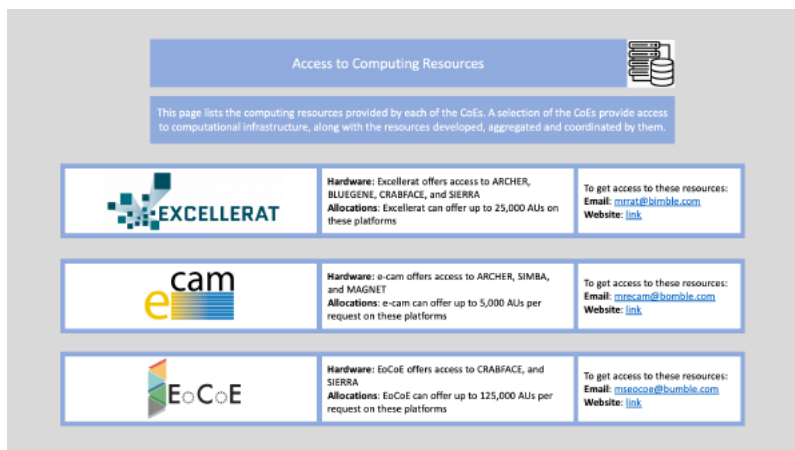


Figure 12: Mock-up of one of the sub-pages of the Technological and Scientific Offerings of the EU HPC.

The activity currently under way is mainly devoted to the collection of a significant set of data to be displayed in the web area. Materials that are being considered and used include:

- Synthetic descriptions of CoEs already prepared during activities in WP3;
- Information collected for the preparation of the booklet;
- Information available on CoEs' websites and deliverables;
- Material collected in interactions and interviews with CoE representatives.

In order to avoid errors and guarantee that contents are up to date and complete, representatives of the CoEs will validate all information selected for publication. Also, the setup of both parts of the website will be further discussed with the CoEs.

2.6 Communication Performance Evaluation via KPIs

November 2020 update: This section reports the development until January 2020. The figures from November 2020 can be found in chapter 4.10.

In order to measure and evaluate the communication and dissemination actions, D5.1 predefined a set of KPIs. The measurable goals set by FocusCoE, as well as the status in M14, are displayed in table 2:

Tool	Communication activities	KPI	Status M14
Publication	Newsletter issues	12	2
	Newsletter subscribers	100	21

	Success Story / Booklet editions	3	0
Events	Presence at sectorial industrial events (organised by WP3 with WP5 support)	8-10	1
	Number of training events for CoEs organised by WP4	3-4	1
	No. of participants to training events	25	32
Social Media	Number of followers on Twitter	750	180
	Average engagement rate	1%	1%
Website	Number of visits / year	10,000	3,890
Media Relations	Press Clippings	20	2

Table 2: FocusCoE communication KPIs.

Publications

As described in section 2.3.4, the deviation in the KPIs regarding the newsletter can be explained by the objective of the newsletter itself, nevertheless it needs to be monitored in the runtime of the project. The publication of the first booklet edition is planned for February 2020.

Events

As displayed in Table 1, there are a number of events in both categories (industrial outreach & training) already planned, more will be organized in the runtime of the project. Looking into the future at this point, the project is on a good way to most probably meet the KPIs regarding the events.

Social Media

There is a steady growth rate in terms of followers on Twitter. Although the number of followers is smaller than expected at this point, we are optimistic to reach the KPI regarding Twitter followers. It is clear that more engagement on Twitter leads to more followers, so we will intensify the efforts on Twitter with more owned content on the one hand and, on the other hand, intensify the cooperation in terms of communication with the CoEs and the EU HPC ecosystem.

Website

As described in section 2.3.1, the website has been extended and enriched with different types of content. We will continue to update and expand the content on the website, on the one hand, and intensify the engagement on social media on the other hand, both to attract more visitors to the website. Possible new content that can be promoted via Twitter are, for example, reports from the events that FocusCoE attends or new publications such as the Service Booklet or the newsletter. It seems reasonable that, with ongoing content to be put in the website, the KPI can be reached for the second year. Nevertheless, it seems that the expectations for the first year were set too high.

Media relations

A first press release has been distributed at the beginning of the project, which generated two press clippings. With the decision from the CoEs to build a dedicated HPC CoE brand (see section 2.1), the project FocusCoE itself will focus more on its purpose as a Coordination and Support Action, for example by providing the possibility to exhibit at events or by creating the Web Information Area (2.5). With this future role in mind, it has to be discussed if the

“brand” FocusCoE itself should continue to reach this KPI, or in the first place rather support the CoEs with dedicated communication and dissemination measures to create visibility for them in the media.

3 Next Steps (as of January 2020)

The first year of the project was dedicated to the definition of the strategy and to set-up, establish and extend the internal and external communication tools. The feedback of the participants of EU HPC CoE workshop organized by FocusCoE to strengthen the promotion of the CoEs was implemented in the last months.

In the upcoming months, WP5 will continue to establish and promote the EU CoE HPC brand with the measures outlined in this document. Furthermore, the online and offline activities such as the extension of the website, the production of printed materials as well as the social media activities of FocusCoE will be intensified - as also outlined in this document - to reach a larger audience group.

The first milestone for WP5 to be reached was the establishment of the EU HPC CoE brand in month 6 (*Table 3*). The milestone was achieved in time. Concerning the second milestone – the establishment of dissemination tools – part of that milestone has been reached with the set-up of a functional website, social media channels, the newsletter tool and the Slack workspace. The set-up of the EU HPC CoE Council and the Web Information Area website are on track and are scheduled to be available before month 18.

Number	Title	Due	Status
M1	General Assembly (GA) procedures defined and EU HPC CoE brand established	PM 6	Done
M2	GA operational, industrial outreach actions, training and dissemination tools established	PM 18	Partially done
M4	GA sustainability proposal available, industrial success stories available, training actions completed	PM 36	To be done

Table 3: Overview of milestones to reach in WP 5.

This deliverable 5.3 will be reviewed in D5.6 “Final Report on Communication, Dissemination and Innovation and Event Management” in project month 36.

Number	Title	Due	Status
D5.1	Initial Strategy for Communication, Dissemination and Innovation and Event Management	PM 3	Submitted
D5.2	Report on the proposed information system to support dissemination and outreach	PM 9	Submitted
D5.3	Intermediate Strategy Revision for Communication and Dissemination and Event Management	PM 14	To be submitted
D5.4	Intermediate Innovation Management Report	PM 18	To be submitted
D5.5	Final Innovation Management Report	PM 36	To be submitted
D5.6	Final Report on Communication, Dissemination and Innovation and Event Management	PM 36	To be submitted

Table 4: Overview of deliverables in WP 5.

4 November 2020 Update

This section was added in November 2020 and updates some of the sections from the original version of deliverable 5.3 from January 2020. Secondly, an update on the communication strategy (section 4.1) and a new section on media relations (4.7) were added in this section.

4.1 Strategic Communication Update

The initial communication strategy defined in D5.1 included a comprehensive overview over communication goals and target groups that remain valid at large. Nevertheless, the strategy requires some update due to a) learnings that have been made since D5.1 was submitted and b) accommodating certain communication activities due to the COVID-19 pandemic.

A major learning since the first submission of D5.1 is that FocusCoE, in its role as a Coordination and Support Action, should have put a stronger focus from the beginning on measures for the promotion of the CoEs, instead of first developing the FocusCoE brand and the promotion materials accompanying it. Establishing a new brand requires a lot of marketing and explanation, especially when communicating with stakeholders outside of the EU HPC “ecosystem” that have never heard of neither FocusCoE nor the HPC Centres of Excellence. These activities therefore did require too much effort in the early stage of the project. Furthermore, there was another new brand that had to be established, the common EU HPC CoE brand (cf. section 2.1).

With the progress of the project, it became clear from a strategic point of view that the well-defined target groups in D5.1 could not all be approached under the FocusCoE label, but should rather be split into two major groups:

- 1) one “narrower” target group inside the European HPC ecosystem (CoEs, EU HPC Strategy partners, H2020 Programme Partners, Euro HPC JU), where communication and dissemination activities under the FocusCoE brand are rather easy to implement, because these partners have an understanding of the European HPC strategy and the role of FocusCoE. Also for the internal communication with the CoEs, it is important to maintain an identity and a clear role for FocusCoE.
- 2) one “broader” target group from outside the ecosystem, such as scientific and industrial user groups, public administrations, industry, press, or the general public. These groups clearly have to be approached under the EU HPC CoE brand, with FocusCoE staying in the background.

The major consequence of this strategic learning, together with the heavy shift from personal/face-to-face interactions to online activities due to the COVID-19 pandemic, is that the initial FocusCoE website was shut down in October 2020 and the content was moved to the newly developed central website, HPCCoE.eu [13]. The website is a dedicated HPC CoE portal that highlights and supports the work and services of the CoEs (cf. section 4.9) in a single place and by this strongly adds to the work packages primary goal to promote the European HPC CoEs. The website appears under the EU HPC CoE brand, whereas the FocusCoE brand is still present, but with less presence.

The benefit of this action for the CoEs is that for the first time a single point of access to the CoEs' work for many different target groups has been established. This serves a) as a news hub and provides tailored information to all of the defined target groups, which adds to the overall CoE brand, and b) directs the visitors to the CoEs own websites by strong linking, which results in more traffic.

4.2 FocusCoE Website (Update of 2.3.1)

This section was added in November 2020. It is an update of chapter 2.3.1 that summarized the status in January 2020.

The initial FocusCoE website was shut down in October 2020 and now redirects to a dedicated FocusCoE sub-page on the new website at hpccoe.eu [14]. Most of the content such as the Success Stories, the FAQ, the newsletter archive and subscription module, the events calendar and the training registry was transferred from the FocusCoE website to the new website where they now appear under the EU HPC CoE brand instead of the FocusCoE brand. More information on the new website can be found in section 4.9.

4.3 Social Media (Update of 2.3.3)

This section was added in November 2020. It is an update of chapter 2.3.3 that summarized the status in January 2020.

Via both dedicated social media accounts on the social networks Twitter and LinkedIn, FocusCoE will continue to support the CoEs' social media communications by liking, sharing and retweeting their content, as well as posting additional content about the CoEs produced by FocusCoE. For example, potential new content can be infographics about the CoEs, articles on common activities, news about sectorial events and joint activities of the CoEs such as the HiPEAC conference or the joint CoEs workshop in January 2021 or the CAE Exhibition 2020. To get an overview over the planned activities, Annex 1 of this deliverable shows a weekly action plan of the planned activities in the next project months. Nevertheless, FocusCoE's communication activities will always partially depend on what the CoEs are planning and publishing, so not everything can be scheduled in detail.

The Social Media measures aim at showing the connection and the joint goals of the HPC CoEs and to position the CoEs' activities in line with the European HPC strategy. In addition, FocusCoE will work on creating more "own" content with added value for the CoEs for both Twitter and LinkedIn.

Especially for LinkedIn, a more precise strategy will be pursued: initially, WP5 has set up a LinkedIn profile for FocusCoE and generally shares relevant information of and about the CoEs, mostly the ones that are on LinkedIn, with a growing community. This will be kept active and the team will look for additional ways to support the CoEs' communications via LinkedIn. For example:

- In collaboration with the CoE's dissemination officers, FocusCoE offers to support the CoEs in identifying so-called "brand ambassadors" for specific key topics of each CoE. Brand ambassadors are persons that are experts on this specific topic and in the best case already have a large followership on LinkedIn. By publishing articles on LinkedIn, CoEs can leverage this expertise and position themselves as thought leaders. FocusCoE's role is to make the CoEs aware of this possibility, to help identify thought leaders, and to support the publication and further dissemination on LinkedIn.
- Members of the FocusCoE consortium will ask for membership at relevant LinkedIn groups for each CoE and share the CoEs' news in these groups to reach a particular target audience and further increase the CoEs' reach. Only personal accounts can become group members and this will take much effort off the CoEs' dissemination work packages.
- Optionally, as webinars are becoming increasingly relevant, FocusCoE can use SlideShare for LinkedIn and upload the CoEs' presentations slides from conferences, trainings, and webinars, if the copyright allows them to be made publicly available. This will help to further support the industrial sectorial outreach activities and training work package.

The added value of this measure is to support the CoEs with strengthening their position on Social Media and leverage the outreach potential on these platforms.

4.4 Newsletters (Update of 2.3.4)

This section was added in November 2020. It is an update of chapter 2.3.4 that summarized the status in January 2020.

Since March 2020, the newsletter is published with a higher frequency, with a new issue every two month. The predefined target KPI of 12 newsletters will therefore most likely be achieved, with the 7th issue being planned for end of November 2020. The format was switched from PDF to an HTML-based newsletter that allows easier maintenance via mailing templates, as well as better visibility in search engines.

Due to the strategic decision to shut down the initial FocusCoE website, the newsletter archive as well as the subscription module were transferred to the new website in October 2020 [16].

4.5 Success Stories (Update of 2.3.5)

This section was added in November 2020. It is an update of chapter 2.3.5 that summarized the status in January 2020.

The success stories have been moved to a new location [15] on the new hpccoe.eu website as part of the measures described in sections 4.1 and 4.9.

4.6 Printed documents (Update of 2.3.6)

This section was added in November 2020. It is an update of chapter 2.3.6 that summarized the status in January 2020.

The first booklet on the CoE's services has been created in a PDF format and was published on the new website [17]. The collection of input for the booklet also built the basis for the creation of the web-based tool (cf. section 4.9).

4.7 Media Relations

As a new offer to the CoEs, FocusCoE will support the CoE dissemination officers in identifying current topics, research results, and potential interview partners for their research domains and offer to help pitching these to relevant media with dedicated communication measures. In that way, FocusCoE will support the establishment of strong mutually beneficial relationships between the CoEs and selected media and thus increase their overall visibility and the journalists' (and through those, other target audiences') awareness for the CoEs.

The added value of this measure is to support the CoEs in pitching their existing news topics to the media and facilitate the access to experts from the scientific domains of the CoEs for interviews. It complements the thought leadership initiative for LinkedIn (cf. 4.3).

4.8 Events (Update of 2.4)

This section was added in November 2020. It is an update of chapter 2.4 that summarized the status in January 2020.

Due to the updated online communication strategy (cf. section 4.1), this task has transferred all events to the events calendar on the new website hpccoe.eu, and will keep it updated in collaboration with WP3 that will provide the industrial events related to the HPC ecosystem. The training calendar, created by WP4, has been added separately. A long-term goal is to integrate trainings and events into one single calendar. This solution will enable the visitors to find all events and trainings from the CoEs and any potential HPC related conferences or workshops, as well as events/trainings organized by the CoEs, in one single place. Furthermore, this calendar will also be coordinated with the "HPC in Europe" portal, an initiative that gathers all HPC related activities in Europe.

In addition and due to the worldwide Covid-19 pandemic, the strategy for events will be to attend as many online events as possible. The task will organize joint workshops in existing conferences such as the HiPEAC conference 2021 or the EuroHPC Summit Week 2021 in order to find synergies among the existing CoEs. The plan is to organize one virtual workshop with some CoEs during the HiPEAC conference 2021, another workshop during the EuroHPC Summit Week 2021 and a final one in collaboration with CASTIEL and the HPC national competence centers (NCC). The idea behind this action is to create synergies among the CoEs as well as raise certain topics (as, for example, co-design) that are commonly tackled in the majority of the CoEs.



HiPEAC conference 2021 workshop: The HPC CoE services and applications
20. January 2021 @ 10:00 - 13:00

The goal of this workshop is to present the latest updates of services provided by several HPC CoEs including EXCELLERAT, EoCoE, ChEESE, HIDALGO, BioExcel and CompBioMed. Organized and supported by FocusCoE, this session will present to the HiPEAC community the latest updates of these HPC CoEs.

Agenda

10:00-10:10 Welcome and FocusCoE introduction, Guy Lonsdale, Scapos
10:10 - 10:25 FPGAs and scientific computing: A match made in heaven?, Nick Brown (EPCC) EXCELLERAT
10:25 - 10:40 Renewable energy in the exascale era, Edouard Audit (CEA), EoCoE project
10:40 - 10:55 The HPC synergy for Solid Earth Science, Arnaud Folch (BSC) ChEESE
11:00 - 11:15 HPC and Big Data Technologies for Global Systems, Javi Nieto (ATOS) HIDALGO
11:15 - 11:45 Coffee break (30min)
11:45 - 12:00 Meeting User Needs in HPC: Why, What and How in the Life Sciences, Rossen Apostolov, BioExcel
12:00 - 12:15 Developing HPC services for the biomedical community, Marco Verdicchio, SURFsara - CompBioMed
12:30 - 12:50 Joint Co-Design panel
Chaired by: Guy Lonsdale, Scapos

Figure 13: Screenshot from hpccoe.eu: event page with the agenda of the joint workshop at the HiPEAC conference 2021, organized by FocusCoE

With regards to ISC and SC conferences, the exhibitions are now also being held online. In collaboration with EXDCI, the CoEs will be offered to participate in those exhibitions to present their results. The events related to industry outreach have been organised by WP3, with support for communication material from WP5.

Event	Type / Objective	Time	Location	Status
HPC CoE Workshop	Internal Workshop	February 2019	Frankfurt, DE	Successful
EOSC-hub week	Presentation	April 2019	Prague, CZ	Successful
EuroHPC Summit Week 2019	Organization of Workshop	May 2019	Poznan, PL	Successful
CoE booth at Teratec Forum	Industry Outreach	June 2019	Palaiseau, FR	Successful
HPC Training Stakeholder Workshop 1	Organization of internal Workshop	October 2019	Brussels, BE	Successful
CoE booth at BioFit 2019	Industry Outreach	December 2019	Marseille, FR	Successful
CoE Pedagogy Workshop	Organization of internal Workshop	October 2020	3-days online Workshop	Successful
CoE sustainability & business model workshop	Organization of internal Workshop	November 2020	2-days online Workshop	Successful
CoE virtual booth at CAE 2020	Industry Outreach	November 2020	Online Event	Targeted
SMEs outreach workshop	Organization of internal Workshop (WP3)	December 2020	Online Event	Targeted
Workshop at HiPEAC conference 2021	Organizaiton of Workshop	January 2021	Online event	Targeted
EuroHPC Summit Week	Organization of Workshop	March 2021	Online Event	Targeted
ISC 2021	tba	June / July 2021	Online Event	Targeted

SC 2021	tba	Autumn 2021	Online Event	Targeted
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Table 5: Past and future events with engagement from / organized by FocusCoE – November 2020

4.9 EU HPC CoE Council Website & Web Information Area (Update of 2.5)

This section was added in November 2020. It is an update of chapter 2.5 that summarized the status in January 2020.

As outlined in section 4.1, the online strategy of WP5 was changed towards a single website / information platform under the already developed EU HPC CoE brand. Therefore, all information from the initial FocusCoE project website was transferred to the new hpccoe.eu website.

The WP has successfully started in October 2020 to develop www.hpccoe.eu into the central hub for news and information around all of the EU HPC CoEs activities, research and results. Besides the web-based tool that was developed in task 5.3 (*Figure 14*), it contains content such as

- General information on the CoEs & FocusCoE
- a magazine-style front page with regularly updated news from the CoEs
- the work of the HPC CoE Council (HPC3)
- the newsletter subscription module and archive
- the event / training calendars
- Success Stories from the CoEs

and will be further expanded towards the final target structure (*Figure 15*). The website will be maintained by Task 5.1, 5.2 and 5.3, with responsibilities for different parts of the website. The website will make it possible for FocusCoE to communicate developments from the CoEs on a daily basis and react much faster to updates from the CoEs work. It serves as a central point of information for all of the target groups defined in the initial communication strategy.



Figure 14: Screenshot of a sub-page from the web-based tool

Information from the website will additionally be shared on Social Media on the regular newsletter as it has already been done before. All information was re-organised in a single, more appealing and interactive design (Figure 16).

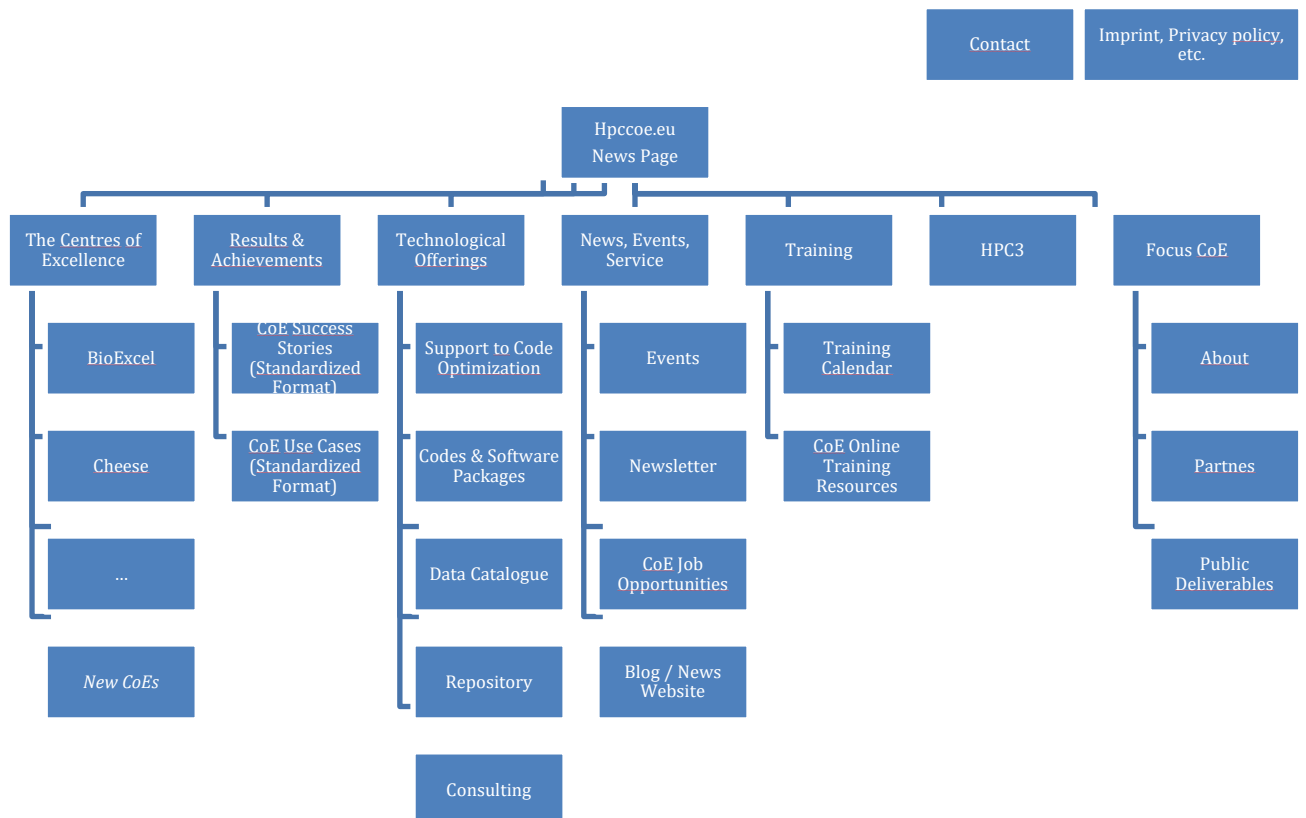


Figure 15: Target structure for hpccoe.eu

Figure 15 shows the targeted final structure of the website. In November 2020, most of the pages from the target structure were already in place. The information on FocusCoE from the old website is reorganized in one of the top-level menus of the new website. Also the material and information of the Technological Offerings (i.e. Service Registry) is collected in a separate top-level area of the website. The URL www.hpccoe.eu leads to the front page, which was redesigned in a news-rich, magazine layout. The URL www.focus-coe.eu leads to the sub-page dedicated to the FocusCoE project. The original FocusCoe website was switched off in October 2020.

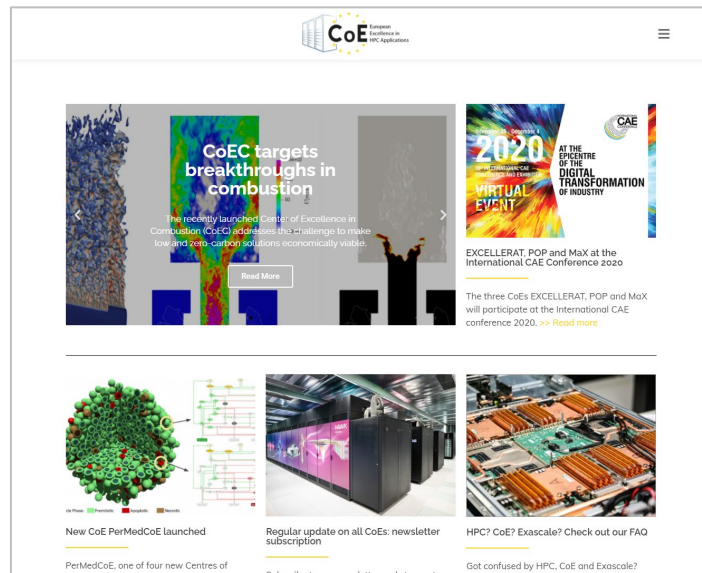


Figure 16: Screenshot of the front page of the new hpccoe.eu website

Finally, establishing the website without the FocusCoE brand in the foreground also has the advantage that it is a step towards sustainability of the website when the FocusCoE project ends. The respective parts of the website about FocusCoE can simply be removed or moved somewhere else, and the website can still continue to exist under the EU HPC CoE brand.

The first figures from the build-in analytics tool as shown in Figure 17 indicate that the new website is attracting more unique visitors than the initial FocusCoE website. It was initiated in June 2020, but usage figures remained low until October 2020 when the initial FocusCoE project website was switched off and WP5 began to actively promote the content on the new website.

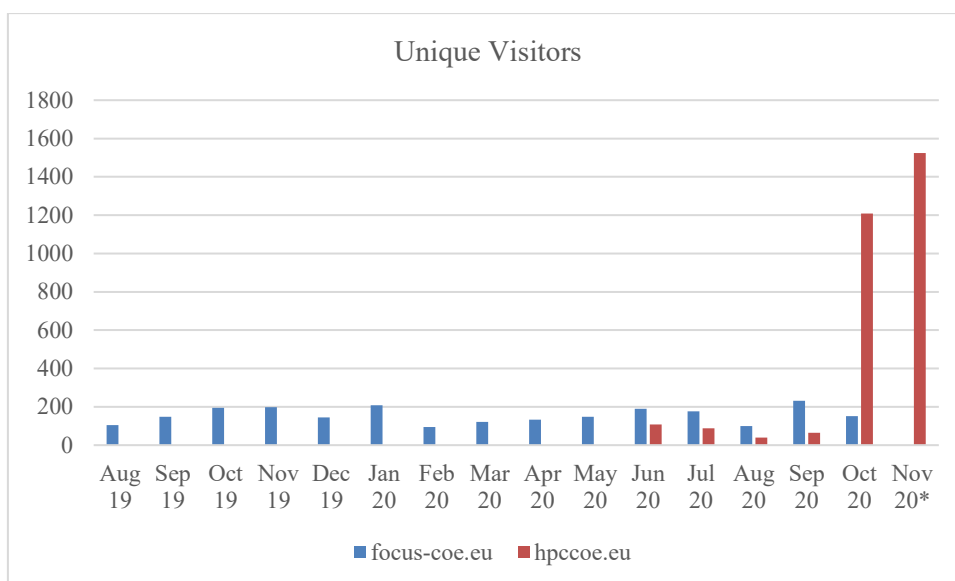


Figure 17: Unique visitors www.focus-coe.eu and www.hpccoe.eu, as of *November 26th, 2020

4.10 Communication Performance Evaluation via KPIs (Update of 2.6)

This section was added in November 2020. It is an update to chapter 2.6 that summarized the status in January 2020.

The measurable goals set by FocusCoE, and the status in M24:

Tool	Communication activities	KPI	Status M24
Publication	Newsletter issues	12	6
	Newsletter subscribers	100	87
	Success Story / Booklet editions	3	1
Events	Presence at sectorial industrial events (organised by WP3 with WP5 support)	8-10	3
	Number of training events for CoEs organised by WP4	3-4	3
	No. of participants to training events	25	77
Social Media	Number of followers on Twitter	750	338
	Average engagement rate	1%	1%
Website	Number of visits / year	10,000	5,377
Media Relations	Press Clippings	20	13

Table 6: FocusCoE communication KPIs – November 2020

Publication

The number of newsletter issues will most likely be achieved, as well as the number of subscribers. The plan for the next FocusCoE newsletter issues:

Issue no.	Distribution date
#7	Nov 2020
#8	Jan 2021
#9	Mar 2021
#10	May 2021
#11	July 2021
#12	Sep 2021

Table 7: Distribution plan FocusCoE newsletter

The next edition of the booklet on the Use Cases is currently in production. As there are no physical events at the moment where the printed booklet could be distributed, the focus will be on first publishing the CoE use cases on the website in an appealing format. The third booklet on industrial Success Stories will also focus on online publication. First Success Stories have already been published on the website [15].

Events

Looking at Table 5, there are a number of events that were already successfully organized, and others are already being planned. Looking at the KPIs, the number of training events and the number of participants to these events has already reached the predefined KPI. Regarding the events for industrial outreach, this has, since March 2020, been heavily affected by the uncertainties due to the COVID-19 pandemic. Nevertheless, we are aware that this concentrates many of the planned activities in the last year of the project, and that it might be difficult for the CoEs to follow-up. We therefore cannot guarantee that the KPI on sectorial events will be met. WP3 addresses this issue by coordinating the participation of CoEs in online events, such as the CAE Conference 2020. Moreover, webinars are organised to bring together the CoEs with potential industrial clients.

Social Media

There is a steady growth of followers on Twitter. Although the number of followers is smaller than expected at this point, we are optimistic to reach the KPI regarding Twitter followers. It is clear that more engagement on Twitter leads to more followers, so we will intensify the efforts on Twitter with more owned content.

Website

With the launch of the new hpccoe.eu website, usage statistics show a strong increase in the usage statistics (Figure 17). We are therefore confident to reach the KPI regarding the website visitors.

Media relations

A first press release has been distributed at the beginning of the project, which generated 13 press clippings. A second release is planned for the end of the project. We are confident to reach the KPI of 20 clippings with this second release.

5 References

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