CONVOLVE

Seamless design of smart edge processors

GRANT AGREEMENT NUMBER: 101070374

Deliverable D8.2

Initial Communication plan and reports

European Commission

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V0.1	19/09/2023	Table of contents and main document structure
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V0.2.5	26/10/2023	Peer-review by xx
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Deliverable Summary

This document describes the initial definition of the communication plan and reporting of the activities carried out. The deliverable presents the objectives and target audience of the CONVOLVE communications plan, as well as the tools and materials used, and an overview of status of the communications activities, described in the following KPI table (Table 1.).

TABLE 1. KEY PERFORMANCE INDICATORS FOR CONVOLVE COMMUNICATIONS ACTIVITIES (AS OF 31.10.2023).

Communications Activity		Metric	Status
Website		Number of total users (number of distinct visitors)	1,412
		Number of browsing sessions of a single user	3,794
Newsletter		Number of people signed up to receive newsletters	[starting in 2024]
Media publications/articles		Number of mentions of CONVOLVE in external articles	3
Social media			
	Twitter / X	Number of monthly Impressions	75
		Number of followers	42
	LinkedIn	Number of monthly Impressions	73
		Number of followers	63
	YouTube	Average number of views per video	[not started]
Events			
	Project network meetings	Number of technical meetings, workshops, and summer schools	4
	Exhibitions	Number of demos	[not started]
	Public debates	Number of public events	[not started]

1. Introduction

This document D8.2 "Initial Communication plan and reports" is a deliverable of Work Package No. 8 "Dissemination, Communication & Exploitation of results", task T8.1 "Communication activities (to a wide audience)" under the task lead of CLAIRE, which sets out the initial communications plan for the project. The deliverable will receive annual updates as the project and the communications plan develops, in D8.3 Interim Communication plan and reports and D8.4 Final Communication plan and reports.

To successfully implement the key strategies, the project puts in place regarding communication, engagement and awareness raising, the project must promote the entire action, both the project itself and its ongoing activities and results, to a wide range of audiences, including the general public, traditional and social media. The aim is not only to demonstrate how the EU funding is being used and contributes to societal challenges, but also to take the opportunity for potential engagement of the public and build on the feedback arising from an open dialogue with particular audiences.

While the dissemination activities specifically communicate the results of the project (see D8.5 Initial Dissemination plan and reports), the communication activities aim to amplify outreach and raise awareness, as well as engagement, by continually informing the goals, activities and results of the CONVOLVE project to a wide audience with the use of communications tools and materials, such as the website, videos, brochures, social media posts, newsletters, offline materials etc.

To ensure maximum potential reach of all relevant information, the established information flows and effective use of established channels will provide a foundation for an efficient and targeted communication strategy. Clearly defined paths and procedures will enable the communicated materials to reach designated audiences and will allow the maximum potential impact of the project.

This deliverable D8.2 "Initial Communication Plan and Reports", together with D8.1 "Project Identity Set and Website" and D8.5 "Initial Dissemination Plan and Reports", from the overall Communications and Dissemination Plan for CONVOLVE. The CONVOLVE C&D activities are managed and coordinated by CLAIRE for WP8.

2. Target Groups

It is necessary to address each defined target group with information tailored to its interests and through the channels suiting best the purpose of information delivery. The target audiences of the CONVOLVE project are characterised by complexity on many levels, which causes overlaps of the academic and industrial stakeholders.

The CONVOLVE project aims to communicate the project and its activities to multiple audiences across all identified stakeholder "spheres" (Figure 1).
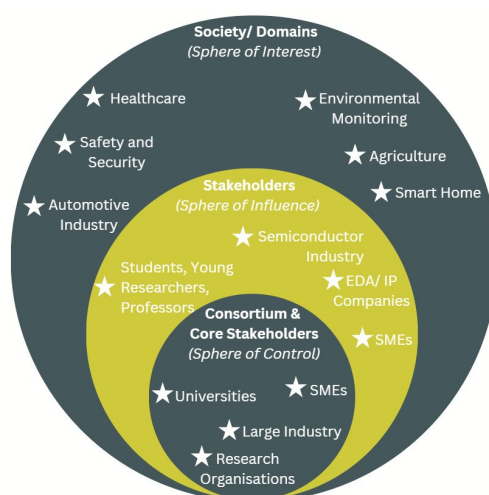

FIGURE 1. OVERVIEW OF THE CONVOLVE STAKEHOLDERS.

● "sphere of control" – the project's own community, consisting of the consortium partners and directly associated / core stakeholders;
● "sphere of influence" – the stakeholders on which the consortium has influence, such as the semiconductor industry; EDA/IP companies; SMEs involved in computing engines for edge applications; and scientific and academic communities involved in any aspect of secure and low power computing engines;
● "sphere of interest" – a large number of domains that can be enabled by edge applications such as environmental monitoring, healthcare, the safety of security, automotive industry, smart agriculture, and smart home, which directly impact European society, as well as the general public and the media.

Based on the mapping of the various stakeholders, we have defined key communications methods for each target group (Table 2):

TABLE 2. CONVOLVE COMMUNICATIONS TARGET GROUPS AND METHODS

Communications Target Group	Methods
Sphere of control	• Project website • Workshops and meetings • Newsletter
Sphere of influence	• Project website • Social Media • Marketing materials • Newsletter • External events
Sphere of interest	• Project website • Social Media • Newsletter • Public debates • Various European Commission Tools

3. Communications tools and materials

3.1. Internal Communications Playbook

The CONVOLVE Communications Playbook collects and presents all the prepared project communication materials and guidelines and is accessible to all project partners and other internal groups who may need guidance for CONVOLVE-related communication activities.

This works like a normal website with a collection of links and subpages, and is composed of these five main sections (Figure 2):

● Branding (including a style guide that sets out the Project Identity set (see D8.1 "Project Identity set and Website") and how it should be used in all communication channels, both internal and external ones; instructions on word and time and date formats; and a short and a long blurb for the project);

● Templates (templates for presentations and deliverables for both Windows and Mac);

● Speakers Guide (broad talking point relating to key facts, the goals and objectives of the project);

● Dissemination (including instructions on reporting dissemination activities and how to correctly acknowledge that their action has received EU funding);

● Website and Social Media (relevant links and information on how to contribute to both the project website and its social media channels).
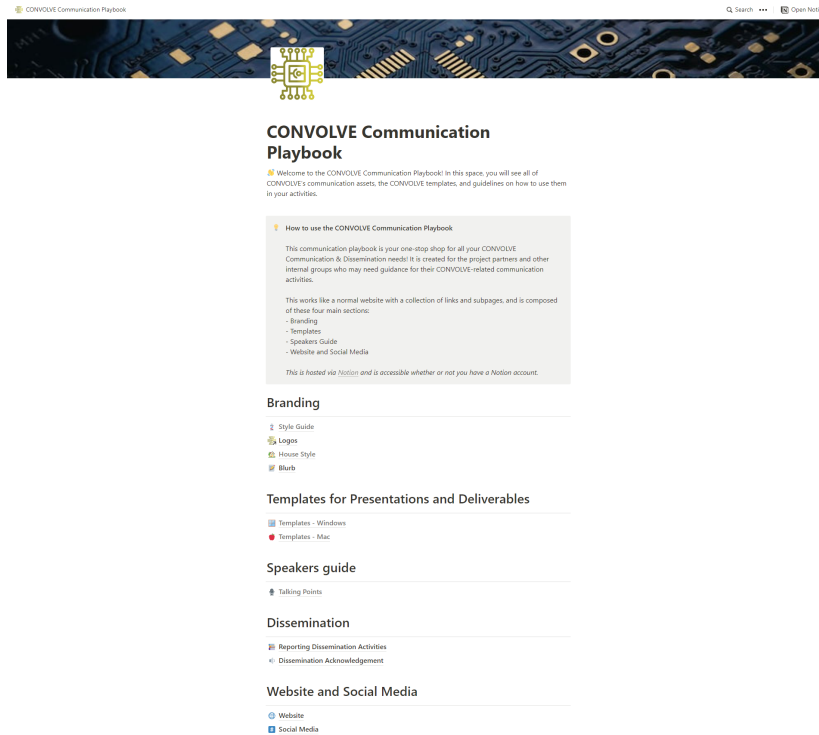
FIGURE 2. CONVOLVE COMMUNICATIONS PLAYBOOK.

The CONVOLVE Communications Playbook is hosted via Notion and is accessible irrespective of whether you have a Notion account.

3.2. Project Identity set

The CONVOLVE Project Identity (Figure 3) set was set out in D8.1 "Project Identity set and Website" and consists of all of the project visual elements, such as colours, logos, typography, and iconography, and documents and presentations templates to ensure consistent visuals in all project reporting and communications and dissemination materials.
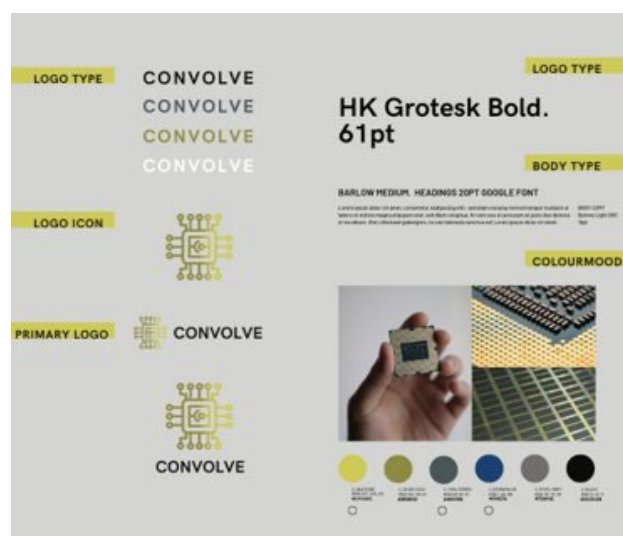

FIGURE 3. OVERVIEW OF PROJECT IDENTITY SET.

3.3. Website

The layout of the CONVOLVE website was set out in D8.1 "Project Identity set and Website", and includes an events webpage and a social media feed on the front page (Figure 4).

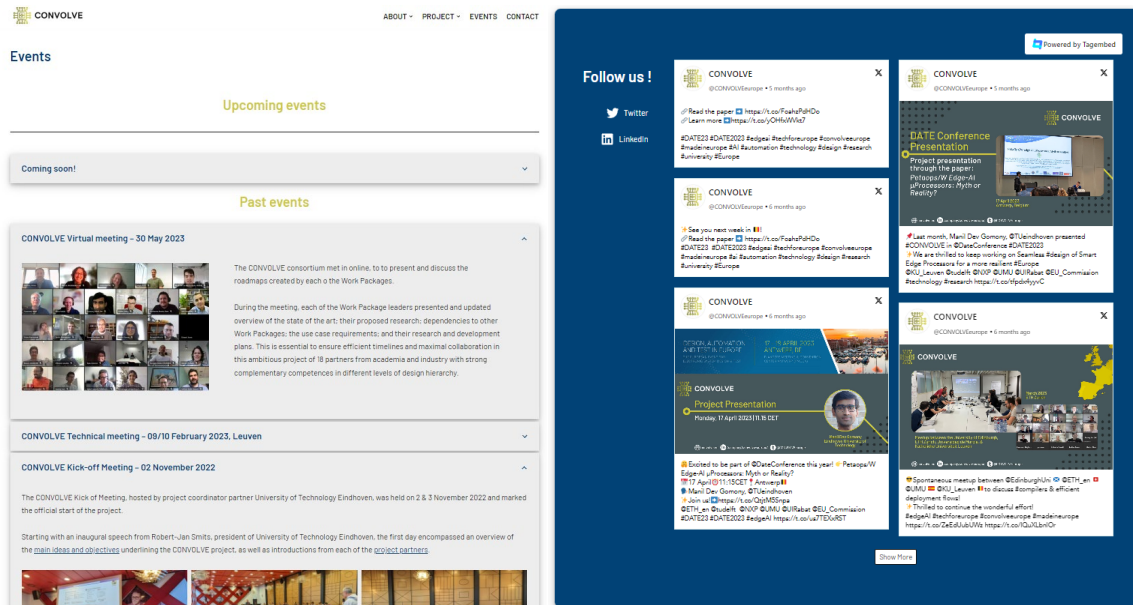*FIGURE 4. CONVOLVE EVENTS WEBPAGE (LEFT) AND A SOCIAL MEDIA FEED (RIGHT).*

3.4. Marketing materials

Various forms of marketing materials, both print and digital are planned to showcase the CONVOLVE project goals and activities to a wide audience. All marketing materials will make use of the project identity set, defined in D8.1 "Project Identity set and Website" to maintain visual consistency and increase the recognisability of the project.

3.4.1. Brochure (print and digital)

The CONVOLVE brochure will be a versatile and indispensable tool within the communication strategy, catering to both traditional print and modern digital platforms, conveying essential messages and fostering engagement with the intended audience.

In its physical form, the brochure becomes a tangible asset that can be distributed at events, trade shows, or through conventional mailings. This format will allow CONVOLVE to communicate comprehensive information succinctly about the project. In the digital landscape, the brochure seamlessly transitions into accessible PDFs or web-based formats, facilitating sharing across websites, email, and social media. This adaptability not only broadens the project's reach but also allows for swift updates and fosters interactivity through embedded links and multimedia components.

3.4.2. Roll-up (print)

A CONVOLVE roll-up banner will be a powerful asset, designed to capture attention and convey vital information in a visually striking and portable manner, that can be distributed at events, meetings, trade shows, presentations, and other public gatherings.

Their large, colourful graphics and concise messaging make them a great medium for promoting CONVOLVE, showcasing key messages and communicating the core objectives of the project, and serving as eye-catching focal points that draw the audience's interest. Roll-up banners are easy to set up and transport, and are durable and reusable, making them a cost-effective tool for multiple communication efforts.

3.4.3. Flyer (print and digital)

Flyers, available in both digital and print formats, play an important role for CONVOLVE as compact and effective means of sharing important information about the project, leaving a lasting impression on the audience.

In their traditional printed form, flyers can be distributed at events, in local communities, or via direct mailings. In the digital landscape, flyers take on the form of easily shareable PDFs or web-based images, making them accessible through email, websites, and social media platforms. This adaptability ensures a broader reach and facilitates rapid updates, including the inclusion of links to relevant resources and multimedia content.

Whether in print or digital format, flyers are a critical component of the communications plan, effectively presenting information, fostering engagement, and raising awareness of the CONVOLVE project.

3.4.4. Video / Animation

Incorporating video and/or animation into the CONVOLVE marketing materials is a strategic way to engage and inform target audiences.

Video content offers an immersive and visually engaging format for message delivery, allowing the project to showcase progress and products, and research results effectively. Animation, on the other hand, serves as a versatile tool for simplifying complex concepts or processes through visual narratives.

Both video and animation can be easily shared on digital platforms, ensuring accessibility to a wide audience and smooth integration into websites, social media, and presentations. Integrating the use of video and animation in the communication plan enhances the potential for content to be widely shared, creating a more profound and memorable impact on the audience while effectively conveying information in an engaging manner.

3.5. Events

CONVOLVE will continuously communicate the goals and objectives of the project, as well as relevant milestones and achievements, to a wide audience at events, by participating in presentations, workshops, and technical meetings at internal events (Figure 5), and at booths and public debates at external events.

Figure 5. Convolve Technical Meeting, 09 and 10 February 2023, Leuven.

Materials to be used for the communication of the CONVOLVE project are described in 3.4 "Marketing materials," and the slide templates and general talking points are included in D8.1 "Project identity set and Website". Demos and exhibitions are more technical and are covered in D8.5 "Initial Dissemination plan and reports" because these specifically present project results.

3.6. Newsletter

The newsletter will be used to communicate the status of the project, major project milestones and achievements, key breakthroughs, external events in which CONVOLVE participated, and dissemination activities such as journal papers, conference posters, and demos (Figure 6).

FIGURE 6. MOCK-UP OF FUTURE CONVOLVE NEWSLETTER.

Beginning in December 2023/January 2024, the newsletter will be issued twice annually to summarise the previous 6 months' achievements. Special editions may then be created as necessary for special/major milestones and deliverables.

The newsletter will be distributed via MailChimp to an email list that is publicly available to be subscribed to, for the partners and any interested party to stay updated on the work of the project at large.

3.7. Social Media

CONVOLVE has social media accounts on Twitter and LinkedIn, with the possibility of creating a YouTube account when the project produces videos regarding project activities and results and recorded or live-streamed events.

FIGURE 7. A POST ON AN EXTERNAL EVENT VIA LINKEDIN (LEFT) AND AFTER AN INTERNAL EVENT VIA TWITTER (RIGHT).

Posts published through the accounts feature internal and external events where CONVOLVE partners have participated (Figure 7), as well as targeted campaigns, such as project partner highlights (Figure 8).
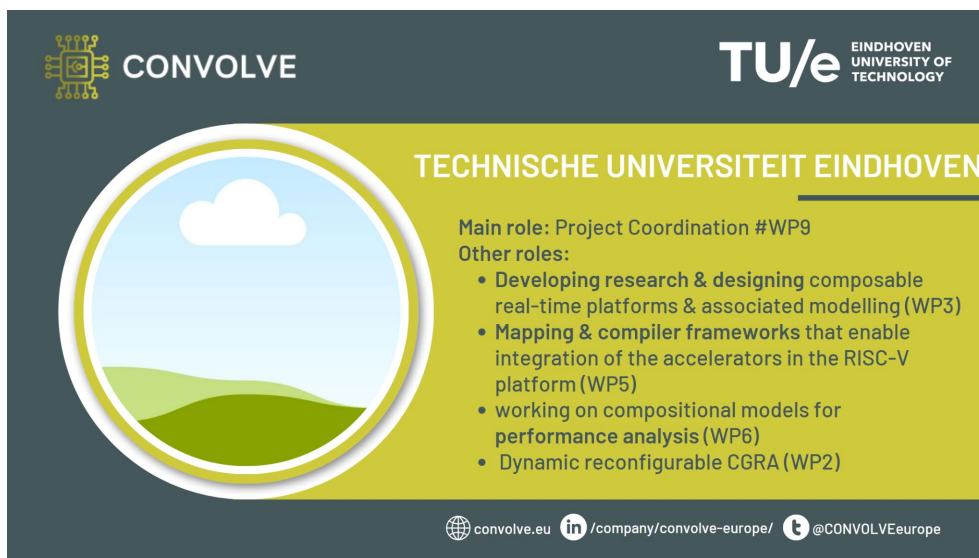

FIGURE 8. FUTURE CAMPAIGNS INTRODUCING THE DIFFERENT CONVOLVE PARTNERS.

The visual elements used in social media activity have been defined by the project identity set, as described in D8.1 "Project Identity Set and Website".

4. Communications Monitoring and Reporting

To ascertain the effectiveness of the project's communications plan, it is essential to manage a detailed repository of all planned, ongoing, and finalised communications activities, as well as maintain an overview of the status of the intended activities through key performance indicators.

4.1. Reporting

The Communications and Dissemination team keeps a record of all communications activities (Table 3), specifically events and social media posts, including communications produced by the project partners in the CONVOLVE Communications Repository, which is structured as follows:

TABLE 3. CONVOLVE COMMUNICATIONS REPOSITORY STRUCTURE.

Communication Activity Name	Description	Date	Who? Target audience	How? Communication channel	Outcome (KPI)	Status

Further information is collected for internal purposes, such as who is the main organiser; the date of the activity; relevant links; which work package and partner is responsible; who the main contact for the activity is; and whether the activity has been uploaded to EU Portal for ongoing reporting.

4.2. Monitoring

The communication activities key performance indicators (Table 4) are verified using website analytics and social media metrics/ reach, event attendance lists, meeting minutes, photos, reports, and links.

TABLE 4. KEY PERFORMANCE INDICATORS FOR CONVOLVE COMMUNICATIONS ACTIVITIES (AS OF 31.10.2023).

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