

CONVOLVE

Seamless design of smart edge processors

GRANT AGREEMENT NUMBER: 101070374

Deliverable D8.3

Interim Communication plan and reports



Disclaimer

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Executive Summary

This document describes the ongoing definition of the communication plan and reports on the communications activities carried out in the CONVOLVE project.

The deliverable, written and all communications activities it describes carried out by the project partner CAIRNE, presents the ongoing objectives and target audiences of the CONVOLVE communications plan, as well as the tools and materials used, and an overview of the current reach of the CONVOLVE project through the various activities implemented, described in the following KPI table, kept up to date by the constant interaction of the WP with the various project partners through the monitoring (Table 1).

TABLE 1. KEY PERFORMANCE INDICATORS FOR CONVOLVE COMMUNICATIONS ACTIVITIES (AS OF 21.11.2024).

Activity		Metric	Status
Website		Number of distinct pageviews	8,221
		Number of browsing sessions of a single user	4,395
Newsletter		Number of people signed up to receive newsletters	85
Media publications/articles		Number of mentions of CONVOLVE in external articles	3
Social media	Twitter / X	Number of posts	27
		Number of followers	57
		Number of monthly Impressions	528
	LinkedIn	Number of posts	26
		Number of followers	237
		Number of monthly Impressions	6462
Events	Project network meetings	Number of technical meetings, workshops, etc	4
	Public debates	Number of public events	[not started]

This deliverable is an update of the [D8.2 "Initial Communication Plan and Reports"](#). The main changes from the delivered D8.2 are:

- Inclusion of "general public" and "media" as target audiences belonging to the "Sphere of interest".
- Updates to the WP8 Playbook, previously named the Communications Playbook.
- Addition of project outputs, such as scientific papers, tools and the project brochure.
- Further development of marketing materials, in particular, the brochure, the flyer and the roll-up; the listing of the various internal and external events that have taken place.
- Events that feature project results to a technical audience have been moved to the Dissemination plan and will be reported in D8.6 "Final Dissemination plan and report".
- KPI for "Number of Total Users" of the website has been changed to "Number of distinct pageviews", due to changes beyond our control in the website tracking software used.

In summary, the CONVOLVE project's interim communication plan has established a solid foundation for promoting awareness and engagement of the project and its results to a wide range of audiences. Moving forward, by building on the communication channels, enhancing event participation, and updating key materials, the CONVOLVE project can continue to strengthen its impact and visibility.

1. Introduction

This document D8.3 “Interim 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 CAIRNE, which sets out the current communications plan for the project. The deliverable will receive a final update at the end of the project, as both the project and the communications plan develop, in 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 D8.3 “Interim Communication Plan and Reports” builds upon [D8.2 “Initial Communication Plan and Reports”](#) and together with [D8.1 “Project Identity Set and Website”](#) and [D8.5 “Initial Dissemination Plan and Reports”](#), form the overall Communications and Dissemination Plan for CONVOLVE.

The structure of the deliverable includes an overview of the defined target groups in Chapter 2, addressing what types of information are the most relevant and which channels are best for each; the new and existing communication tools and materials in Chapter 3, including the Internal WP8 Playbook, the project identity set and website, all marketing materials, such as the brochure, roll-up, flyer, videos or animations, as well as the newsletter and social media channels; while Chapter 4 covers the process of monitoring and reporting all project communications activities.

2. Target Groups

It is necessary to address each defined target group with information tailored to its interests and through the channels best suited for each. The target audiences of the CONVOLVE project are characterised by complexity on many levels, which causes overlaps between 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):

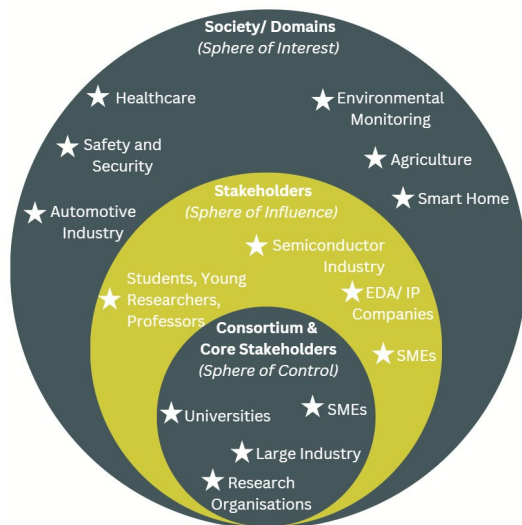


FIGURE 1. OVERVIEW OF THE CONVOLVE STAKEHOLDERS.

- **“Sphere of control”** - the project 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”** - the large number of domains that can be enabled by edge applications such as environmental monitoring, healthcare, the safety of security, the 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 communication methods for each target group (Table 2):

TABLE 2. CONVOLVE COMMUNICATIONS TARGET GROUPS AND TOOLS AND MATERIALS.

Communications Target Group	Tools And Materials
Sphere of control	<ul style="list-style-type: none"> ● Project website ● Workshops and meetings ● Newsletter
Sphere of influence	<ul style="list-style-type: none"> ● Project website ● Social Media ● Marketing materials ● Newsletter ● External events ● Video/Animation
Sphere of interest	<ul style="list-style-type: none"> ● Project website ● Social Media ● Newsletter ● Video/Animation ● Public debates ● Various European Commission Tools

3. Communication tools and materials

3.1. Internal WP8 Playbook

The CONVOLVE WP8 Playbook, previously named The CONVOLVE Communications Playbook, has been renamed to reflect the inclusion of dissemination and exploitation materials and tools.

The CONVOLVE WP8 Playbook collects and presents all the prepared project communication and dissemination materials and guidelines, as well as pointing to various repositories intended for internal use to collect relevant information from the project partners, specifically the Dissemination Repository; the Publications Repository; the Communications Repository; and the IPR Repository.

This works like a normal website with a collection of links and subpages covering Branding; Templates; a Speakers Guide; Publication Guidelines; Dissemination; Reporting; and Website and Social Media (Figure 2).

The CONVOLVE WP8 Playbook is hosted via [Notion](#) and is accessible irrespective of whether you have a Notion account.



CONVOLVE WP8 Playbook

Welcome to the CONVOLVE WP8 Playbook! In this space, you will see everything related to CONVOLVE Communications and Dissemination, IP and Knowledge Management, and Innovation and Exploitation, from communication assets, CONVOLVE templates, repositories and guidelines.

How to use the CONVOLVE WP8 Playbook

This playbook is your one-stop shop for all your CONVOLVE WP8 needs! It is created for the project partners and other internal groups who may need guidance for their CONVOLVE-related communication activities.

This works like a normal website with a collection of links and subpages, and is composed of these four main sections:

- Branding
- Templates
- Speakers Guide
- Publication Guidelines
- Reporting
- Website and Social Media

This is hosted via Notion and is accessible whether or not you have a Notion account.

Branding

- Style Guide
- Logos
- House Style
- Blurb
- Rollup Banner
- Brochure

Templates for Presentations and Deliverables

FIGURE 2. CONVOLVE WP8 PLAYBOOK.

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 project visual elements, such as colours, logos, typography, and iconography; and documents and presentation templates to ensure consistent visuals in all project reporting and communications and dissemination materials.



FIGURE 3. OVERVIEW OF THE 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 a social media feed on the front page, an events webpage and the addition of an outputs page containing all of the scientific papers and tools developed within the project, as well as the project brochure (Figure 4).

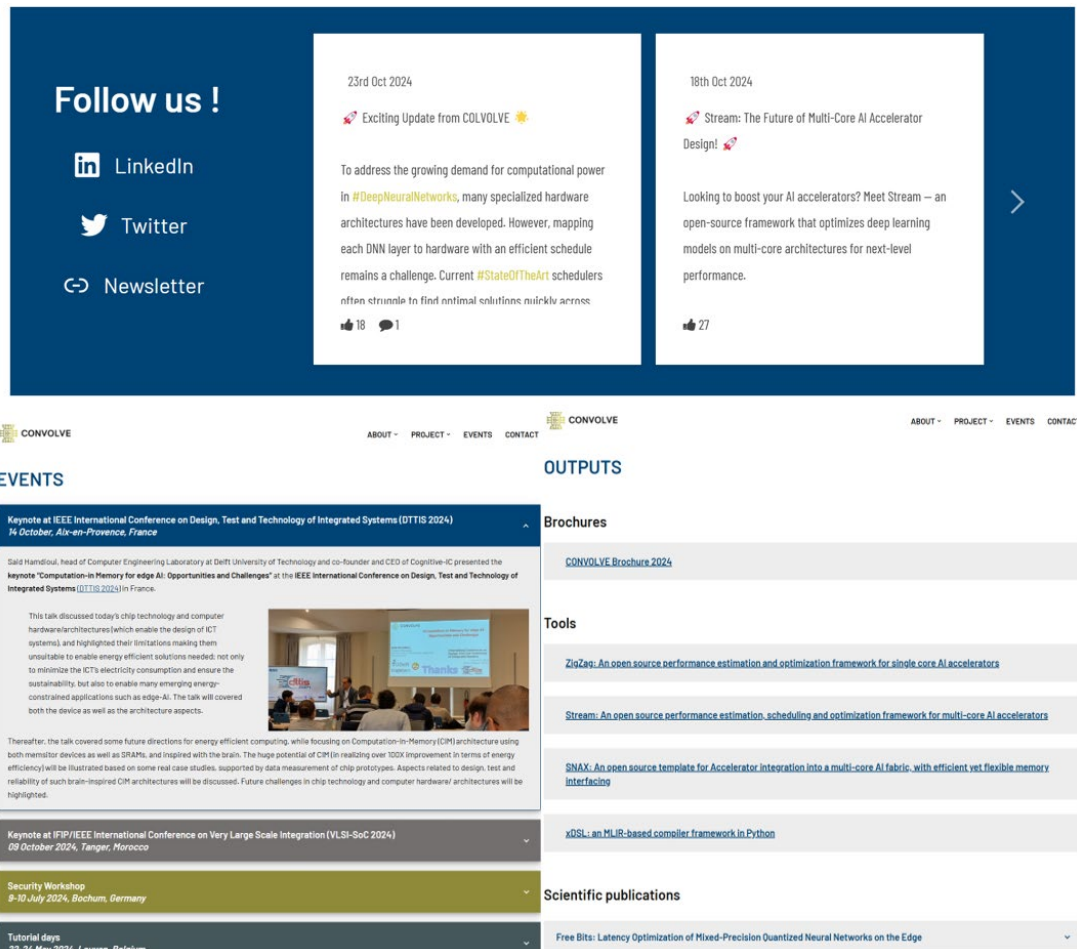


FIGURE 4. CONVOLVE SOCIAL MEDIA FEED (TOP) AND EVENTS AND OUTPUTS WEBPAGE (BOTTOM RIGHT AND LEFT RESPECTIVELY).

The website is regularly updated with all known and reported project activities, including events and outputs, such as papers and tools developed by the project. The website uses several plugins such as “MonsterInsights”, for website data tracking and monitoring that allows us to better understand how the user is interacting with the website; “CookieYes”, to ensure compliance with EU GDPR cookie consent legislation; and “AIOSEO”, providing search engine optimisation (SEO) analysis and optimisation, thereby improving discoverability.

3.4. Marketing Materials

Various types of marketing materials, across print and digital formats, have been developed to showcase the CONVOLVE project goals and activities to a wide audience, ensuring project visibility and accountability, fostering collaboration, and supporting long-term sustainability. Specifically, the marketing materials currently include a brochure, the roll-up banner and the flyer, and there are plans to produce short animations to be shared via social media and videos of CONVOLVE debates and roundtables.

All marketing materials 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 (digital)

The [CONVOLVE brochure](#) (Figure 5), available on the project website, is a versatile and indispensable tool within the communication strategy, conveying essential messages and fostering engagement with the intended audience.

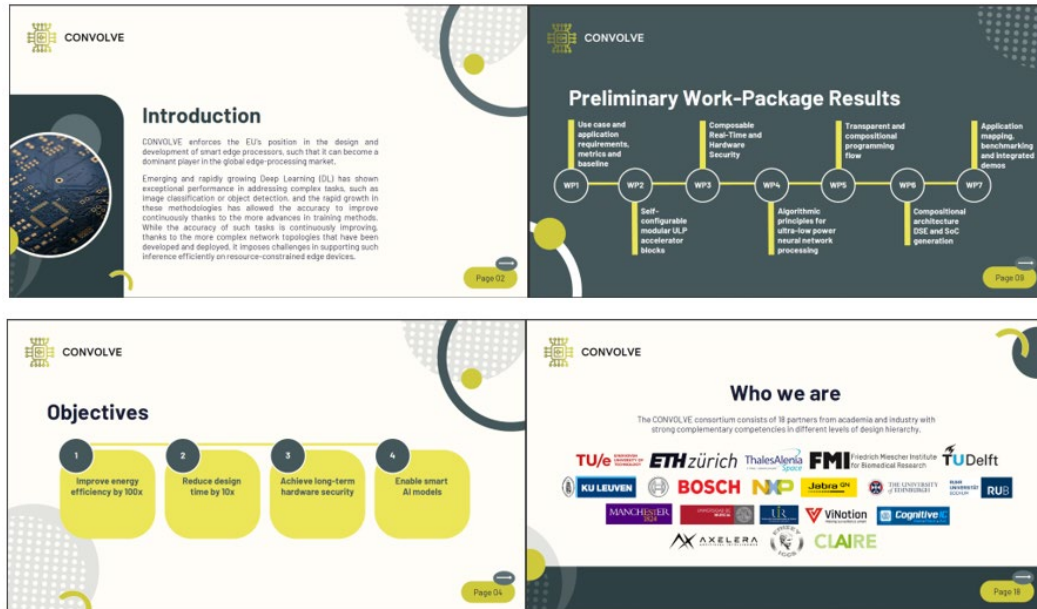


FIGURE 5. MULTIPLE PAGES FROM THE CONVOLVE BROCHURE.

The decision to make the brochure digital, specifically created for modern digital platforms, allows for swift updates and facilitates sharing across websites, email, and social media. The brochure will be updated at the end of the project to include the full project results.

3.4.2. Roll-up (print)

A CONVOLVE roll-up banner (Figure 6) is a large (over 2 meters tall) powerful asset, designed to capture attention and convey vital information in a visually striking and portable manner, that can be shown at events, meetings, trade shows, presentations, and other public gatherings.

The large fonts, colourful graphics, and concise messaging make the roll-up a great medium for promoting CONVOLVE and serve as an eye-catching focal point that draws the audience's interest.

3.4.3. Events

Whilst the events that focus on promoting and raising awareness of the project, such as public debates and presentations at external events, are planned for 2025, other events that are more focused on project results are included in the Dissemination plan and will be included in D8.6 "Final Dissemination plan and report".



FIGURE 6. CONVOLVE ROLL-UP BANNER.

3.4.4. Flyer (print and digital)

The CONVOLVE flyer (Figure 7), available in both digital and print formats, plays an important role in CONVOLVE communications as a compact and effective means of sharing important information about the project, pointing where to get more information and leaving a lasting impression on the audience.

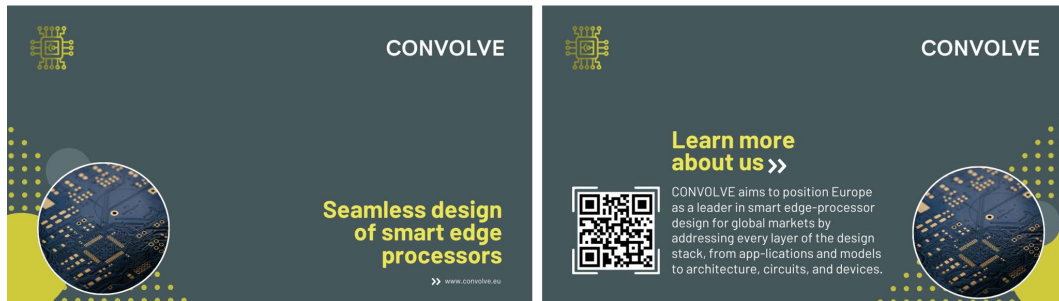


FIGURE 7. CONVOLVE FLYER (FRONT AND BACK).

In their traditional printed form, flyers can be distributed at events, in local communities, or via direct mailings. In the digital landscape, flyers are 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.

3.4.5. Video / Animation

Incorporating video and/or animation into the CONVOLVE marketing materials is a strategic way to engage and inform target audiences, offering an immersive and visually engaging format for message delivery, and allowing the project to showcase progress and research results effectively. Animation, on the other hand, serves as a versatile tool for simplifying complex concepts or processes through visual narratives.

Yet to be developed, short animations will be shared via social media, longer videos regarding project activities and results and recorded or live-streamed events will be shared on the [CAIRNE YouTube channel](#).

3.5. Newsletter

The newsletter communicates the status of the project, major project milestones and achievements, key breakthroughs, events, and dissemination activities such as journal papers, conference posters, demos, etc. (Figure 8).

The newsletter is 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 is 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.



FIGURE 8. FIRST EDITION OF THE CONVOLVE NEWSLETTER.

3.6. Social Media

CONVOLVE has social media accounts on [Twitter](#) and [LinkedIn](#), with the possibility of posting videos to the [CAIRNE YouTube channel](#). Posts published through the accounts feature general project news and updates; circulation of marketing materials such as the brochure; invitations to sign up for the newsletter, sharing internal and external events in which CONVOLVE partners have participated (Figure 9); and showcasing outputs such as scientific papers and tools developed within the project (Figure 10).



FIGURE 9. POST ON CONVOLVE PARTICIPATION IN EXTERNAL EVENT VIA LINKEDIN (LEFT) AND X (RIGHT).

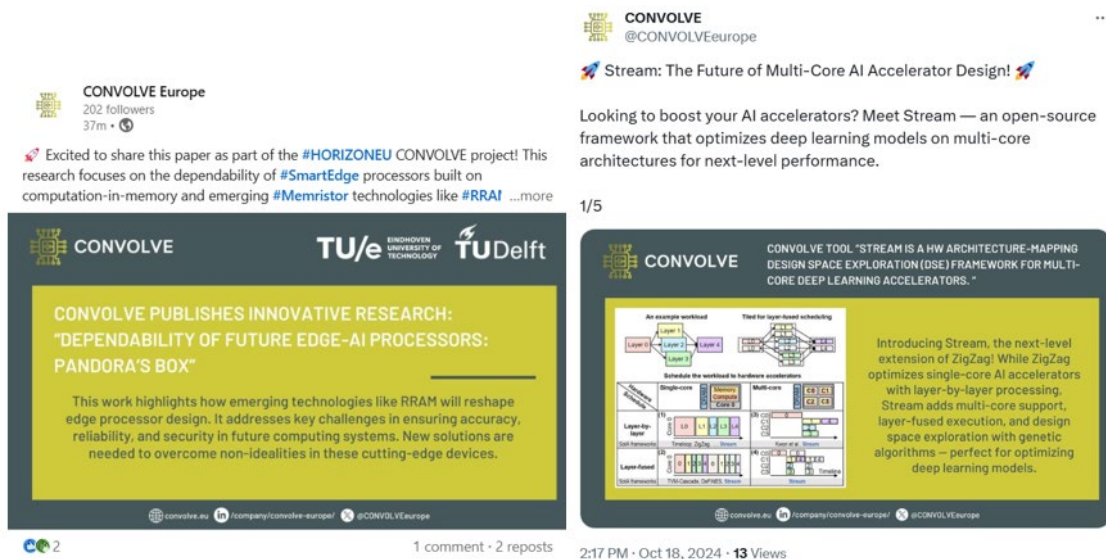


FIGURE 10. A POST ON A CONVOLVE PUBLICATION VIA LINKEDIN (LEFT) AND A TOOL DEVELOPED BY CONVOLVE X (RIGHT).

The metrics used to track social media performance include the number of posts and followers, as well as the monthly impressions, referring to how often your content (tweets/posts) is displayed on users' screens within a month.

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

WP8 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 the partners are asked to submit relevant information about the activity and is structured as follows:

TABLE 3. THE CONVOLVE COMMUNICATIONS REPOSITORY STRUCTURE WITH EXAMPLE ENTRY.

Activity	Description	Target audience	Communication channel	Outcome (KPI)	Status
Project website	External website containing news, scientific papers, and events	Citizens	Website	8,221 page views	Ongoing

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 are verified through website analytics and social media metrics, event attendance lists, meeting minutes, photos, reports, and links (Table 4).

TABLE 4. KEY PERFORMANCE INDICATORS FOR CONVOLVE COMMUNICATIONS ACTIVITIES (AS OF 21.11.2024).

Activity	Metric	Status	
Website	Number of distinct pageviews	8,221	
	Number of browsing sessions of a single user	4,395	
Newsletter	Number of people signed up to receive newsletters	85	
Media publications/articles	Number of mentions of CONVOLVE in external articles	3	
Social media	Twitter / X	Number of posts	27
		Number of followers	57
		Number of monthly Impressions	528
	LinkedIn	Number of posts	26
		Number of followers	237
		Number of monthly Impressions	6462
Events	Project network meetings	Number of technical meetings, workshops, etc	4
	Public debates	Number of public events	[not started]

5. Conclusions

This interim report highlights the significant efforts and achievements in the ongoing communication activities of the CONVOLVE project, leveraging a comprehensive set of tools to meet diverse engagement needs and ensure a high level of visibility for the project's activities and outcomes.

In particular, the project's communication plan has successfully engaged diverse audiences through tools such as the project website, newsletter, and social media channels. Notably, the project website has garnered over 7,900 distinct page views, and the LinkedIn account has established a substantial follower base, supporting broader visibility. Furthermore, the inclusion of the general public and media as specific target groups within the "Sphere of interest" expands the project's outreach potential, underscoring the project's alignment with societal challenges and public engagement goals. Lastly, the development and usage of various new marketing tools, including a digital brochure, flyers, and a roll-up banner, reinforce the CONVOLVE project identity and facilitate consistent messaging across different formats and platforms.

Building on the current communication successes, several areas for future improvement have been identified, such as ongoing updates to materials videos, public debates and social media. The addition of videos and animations, while simplifying complex technical concepts, will increase the reach to a wider audience and updating marketing materials and tools like the brochure and website content with new results and insights will keep audiences informed and engaged. The inclusion of public debates will enhance direct interactions with stakeholders and broaden the project's impact within academic, industrial, and public spheres, while the development of more targeted social media campaigns and increasing the regularity of posts will foster higher engagement, attract more followers, and ultimately enhance the effectiveness of the project's communications.

In summary, the CONVOLVE project's interim communication plan has established a solid foundation for promoting awareness and engagement of the project and its results to a wide range of audiences. Moving forward, by building on the communication channels, enhancing event participation, and updating key materials, the CONVOLVE project can continue to strengthen its impact and visibility.