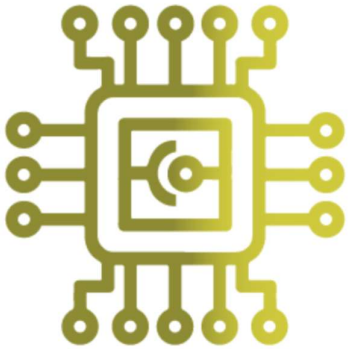
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CONVOLVE

Seamless design of smart edge processors

GRANT AGREEMENT NUMBER: 101070374

Deliverable D8.4

Final Communication plan and reports



Disclaimer

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Executive Summary

This deliverable D8.4 "Final Communication Plan and Reports" presents the communication activities implemented throughout the CONVOLVE project. It provides an overview of the communication channels, tools, and materials developed and used to support the visibility and accessibility of project objectives, activities, and results, as well as the monitoring and reporting of these activities through defined key performance indicators (KPIs).

The CONVOLVE project has established and maintained a structured communication approach, supported by a coherent set of channels, including the project website, social media platforms (LinkedIn and X), and a periodic newsletter. These channels are complemented by supporting materials such as the project identity set, brochure, roll-up, flyer, and the internal WP8 Playbook, ensuring consistent messaging and alignment across all partners.

The project website has served as the central access point for project information and outputs, including publications and tools, while social media has enabled regular communication and increased visibility among both specialised and broader audiences. The newsletter has supported direct engagement through recurring updates on project progress, results, and activities. In addition, external communication activities, including media contributions, expert interviews, podcast appearances, and public-facing events, have extended the reach of project topics beyond the project's own channels.

Communication activities have been systematically monitored through a centralised Communications Repository and supported by platform analytics and partner-reported data. At the final stage of the project, the communication KPIs indicate sustained activity and engagement across all channels. Key metrics include: 8,782 website sessions; 339 LinkedIn followers and 7,799 impressions (past year); 56 X followers and 1,933 impressions (past year); 91 newsletter subscribers across four editions; 11 media articles and interviews, alongside recurring podcast contributions; and three public-facing communication events.

Overall, the CONVOLVE project has successfully implemented its communication approach, ensuring continuous visibility, structured communication, and engagement with relevant target audiences. The established communication channels and materials will continue to be used beyond the formal project duration, supporting sustained access to and visibility of project outputs.

1. Introduction

This document D8.4 "Final 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. It presents the final communication activities carried out during the project, including the communication channels, tools, and materials developed and used throughout its duration.

To successfully implement the project's communication strategy, CONVOLVE has promoted the project, its activities, and its results to a wide range of audiences, including the general public, as well as traditional and social media. The aim has been to raise awareness, support engagement, and ensure visibility of the project and its outcomes.

While dissemination activities focus on communicating the project's results (see D8.6 "Final Dissemination Plan and Reports"), communication activities aim to support outreach and awareness by continuously informing relevant audiences about the goals, activities, and developments of the CONVOLVE project through established communication channels and materials, including the website, social media, newsletters, and supporting materials. Activities focused on the dissemination of technical results are reported separately in D8.6 "Final Dissemination Plan and Reports".

The communication approach builds on established information flows and the effective use of communication channels to ensure that relevant information reaches the appropriate audiences. This enables structured communication and supports the visibility and accessibility of project information and results.

This deliverable builds upon D8.2 "Initial Communication Plan and Reports" and D8.3 "Interim Communication Plan and Reports" and, together with D8.1 "Project Identity Set and Website" and D8.6 "Final Dissemination Plan and Reports", forms part of the overall Communication and Dissemination framework of the CONVOLVE project.

The structure of the deliverable includes an overview of the defined target groups in Chapter 2, communication tools and materials in Chapter 3, including the Internal WP8 Playbook, project identity set and website, marketing materials, newsletter, and social media channels, while Chapter 4 covers the monitoring and reporting of communication activities. Chapter 5 provides concluding remarks on the overall communication approach and its outcomes.

2. Target Groups

It is essential to address each defined target group with information tailored to its specific interests, level of technical expertise, and preferred communication channels. In the final phase of the CONVOLVE project, the approach to target groups has been refined to ensure more focused outreach, clearer messaging, and improved alignment between communication activities and their intended audiences.

The CONVOLVE project continues to communicate across three stakeholder "spheres", while strengthening the definition of audiences within each (Figure 1):

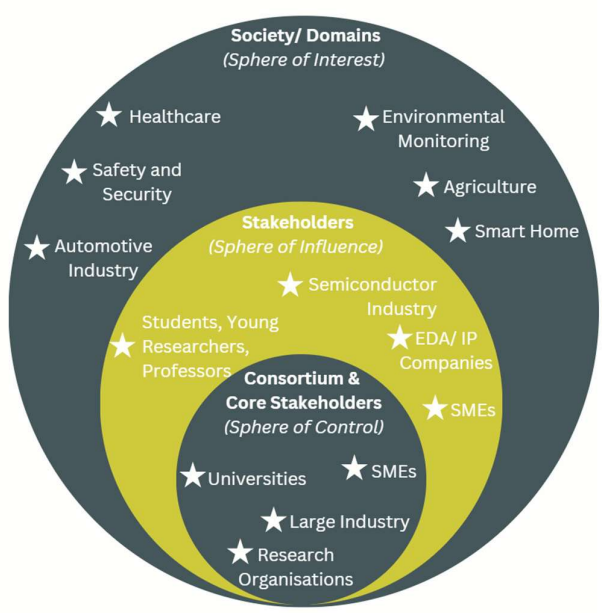


FIGURE 1. OVERVIEW OF THE CONVOLVE STAKEHOLDERS.

- Sphere of control

The sphere of control consists of the project community, including consortium partners and directly associated stakeholders. This group is characterised by a high level of technical knowledge, direct involvement in project activities and outputs, and a need for structured, detailed, and timely information. Communication efforts within this sphere focus on ensuring coordination and alignment across partners, maintaining internal visibility of project progress and results, and supporting consistent external communication. These objectives are addressed through internal coordination mechanisms and shared resources, including structured updates, collaborative platforms, and regular meetings.

- Sphere of influence

The sphere of influence includes stakeholders that are directly impacted by, or can adopt and further develop, the project results, including the semiconductor and hardware industry, EDA/IP companies, SMEs involved in edge AI technologies, and the academic and research community. These audiences are technically informed and represent potential users or contributors to the project's outputs. Communication efforts therefore focus on raising awareness of CONVOLVE technologies, promoting project outputs such as tools, publications, and methodologies, and encouraging collaboration and uptake. This is achieved through a combination of digital channels, supported by targeted content and participation in relevant external events.

- Sphere of interest

The sphere of interest represents a broader audience that is indirectly affected by the project, including the general public, media and science communicators, policymakers, and wider innovation communities. These audiences typically have a more limited technical background but are interested in the societal relevance and impact of the project, as well as its contribution to European technological leadership. Communication within this sphere focuses on raising awareness of the project in accessible terms, highlighting its broader impact, and ensuring transparency of EU-funded research. This is supported through publicly accessible channels and content formats designed for wider reach and engagement.

The communication approach emphasises a clear alignment between target audiences, communication channels, and measurable outcomes. Particular attention has been given to expanding outreach beyond the consortium, improving engagement through consistent use of digital channels, and ensuring that communication content is adapted to both expert and non-technical audiences.

Based on the mapping of the various stakeholders, we have defined key communication methods for each target group (Table 1):

TABLE 1. CONVOLVE COMMUNICATIONS TARGET GROUPS AND TOOLS AND MATERIALS.

Target Group	Target Audiences	Communication Focus	Tools And Materials
Sphere of control	• Consortium partners • Advisory board • Core stakeholders	• Coordination, alignment • internal visibility of progress and results • consistency of messaging	• Project website (internal/shared resources) • WP8 Playbook and repositories • Workshops and meetings • Internal updates • Newsletter
Sphere of influence	• Semiconductor industry • EDA/IP companies • SMEs • academic and research community	• Awareness and understanding of project technologies • promotion of outputs (tools, publications) • support uptake and collaboration	• Project website (outputs, publications) • Social media (LinkedIn, X) • Marketing materials (brochure, flyer, roll-up) • Newsletter • External events • Videos/visual content
Sphere of interest	• General public • Media • Policymakers • Wider innovation community	• Awareness raising • communication of societal impact • transparency of EU-funded research	• Project website • Social media • Newsletter • Video/visual content • Public events and debates • European Commission platforms and tools

3. Final communication tools and materials

The CONVOLVE project employs a range of communication channels, tools, and materials to ensure effective communication of project objectives, activities, and results to relevant target audiences. These channels support both internal coordination and external outreach, enabling structured communication across different stakeholder groups.

3.1. Internal WP8 Playbook

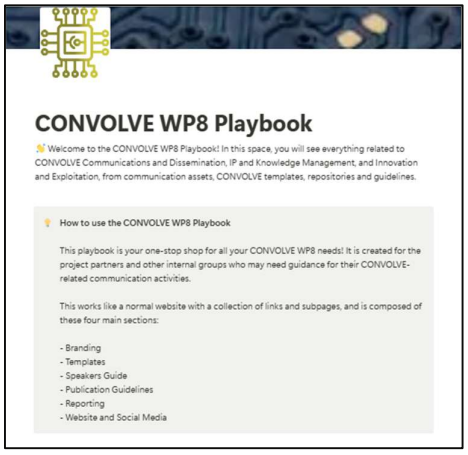


FIGURE 2. CONVOLVE WP8 PLAYBOOK.

The CONVOLVE WP8 Playbook (Figure 2) serves as the central internal coordination tool for communication activities. It consolidates all relevant materials, guidelines, and repositories, providing partners with a structured framework to support consistent and effective communication.

The Playbook includes branding guidelines, templates, publication guidance, and reporting procedures, as well as links to repositories for communication, dissemination, and publications. It supports efficient coordination across partners and ensures that communication outputs follow a coherent structure and visual identity.

The CONVOLVE WP8 Playbook is hosted via Notion and is accessible without requiring an account.

3.2. Project Identity Set

The CONVOLVE Project Identity (Figure 3) set was set out in D8.1 "Project Identity set and Website" establishing the visual framework for all communication materials, including logos, colour schemes, typography, iconography, and templates.

Throughout the project, this identity has been consistently applied across all channels, including the website, presentations, marketing materials, and social media, ensuring a coherent and recognisable visual identity.

The continued use of the identity set has enabled consistent communication across all partners, contributing to clarity, recognisability, and alignment in the dissemination of project information and results.



FIGURE 3. OVERVIEW OF THE PROJECT IDENTITY SET.

3.3. Website

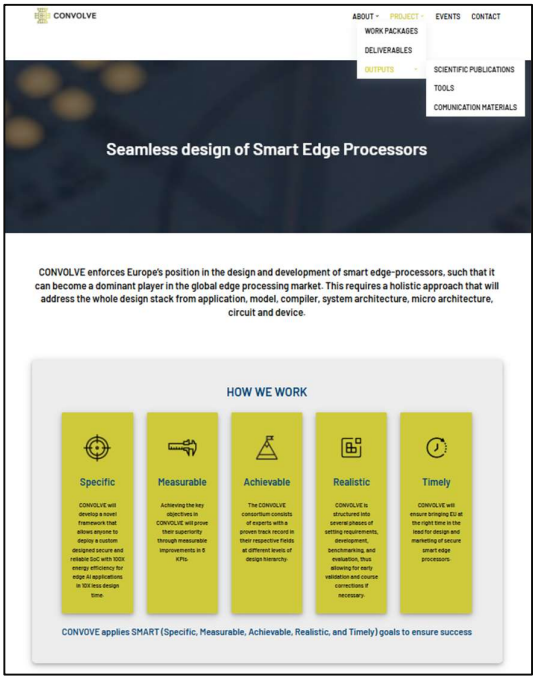


FIGURE 4. WEBSITE HOMEPAGE AND NAVIGATION, SHOWING ACCESS TO OUTPUTS.

The CONVOLVE website serves as the central public communication platform, providing access to key information, including objectives, activities, events, publications, and developed tools.

Initially developed as part of D8.1 "Project Identity set and Website", which defined its structure and design, the website has since been further developed and actively maintained to reflect ongoing activities, outputs, and results, ensuring it remains up to date and relevant for stakeholders.

The homepage provides a clear entry point, presenting the project's identity and core objectives, while the navigation structure, including direct access to Outputs, ensures that results are clearly structured and easily accessible (Figure 4).

Building on its initial structure, the website now includes expanded content and dedicated Outputs sections covering scientific publications, tools, repositories, and communication materials, ensuring results are well organised and accessible to different audiences. The Outputs section provides direct access to project results. In particular, the Tools and Scientific Publications pages present developed tools and peer-reviewed outputs in a structured and accessible format, supporting both transparency and potential uptake by relevant stakeholders (Figure 5).

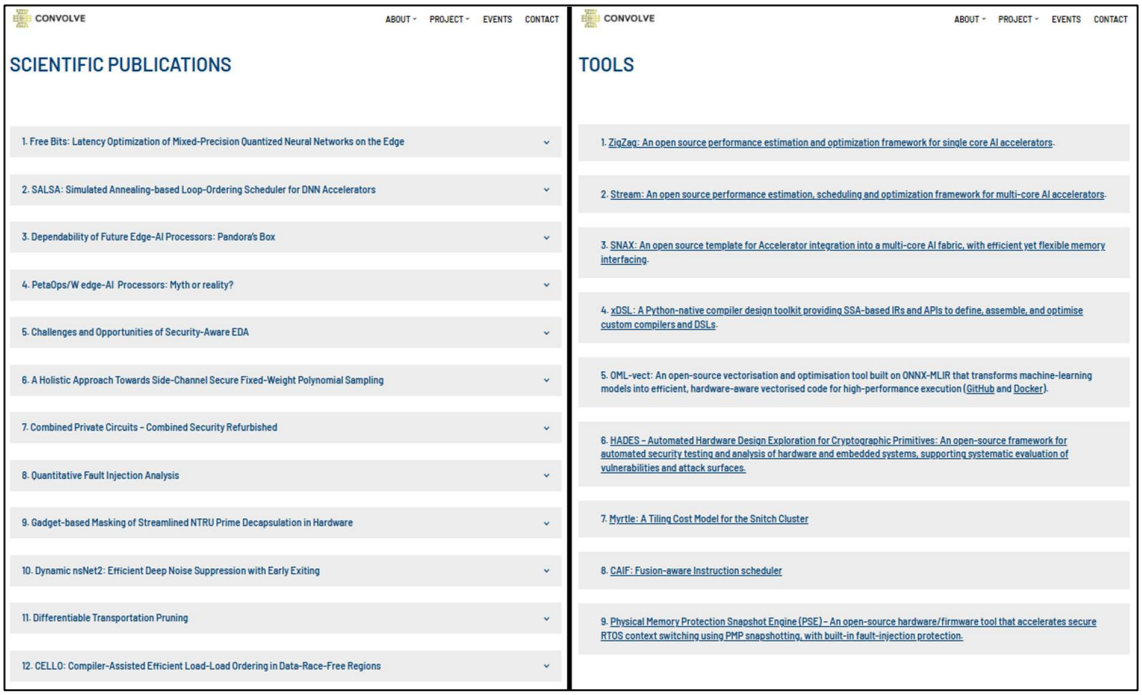


FIGURE 5. OUTPUTS SECTION, SHOWING ACCESS TO DEVELOPED TOOLS AND SCIENTIFIC PUBLICATIONS.

The website is regularly updated to reflect project developments, including the publication of results, communication materials, and event-related content. The Events section provides an overview of project-related activities, further supporting engagement and outreach (Figure 6).

The evolution of the website from its initial structure to a fully populated platform with dedicated outputs, tools, and communication content reflects its role as a central and continuously maintained resource for project communication and accessibility, supporting clear and structured access to project results.

In addition, the website is designed to function as a long-term reference point for project outputs, continuing to provide access to publicly available results and materials beyond the formal project duration, and supporting sustained visibility and impact.

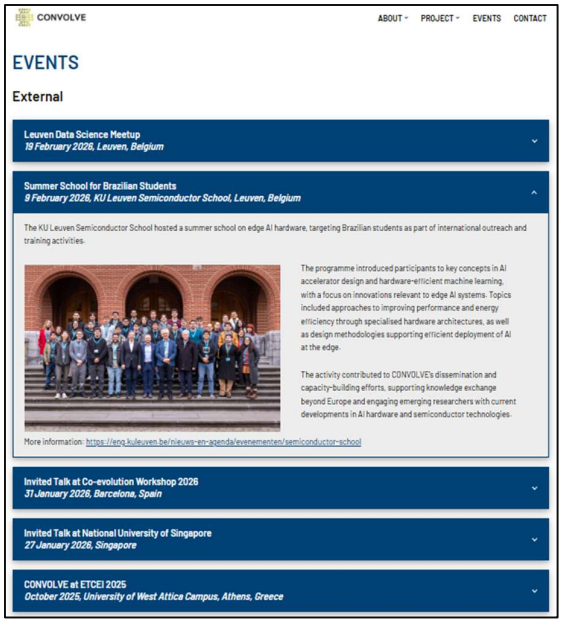


FIGURE 6. EVENTS SECTION, PRESENTING PAST PROJECT ACTIVITIES AND OUTREACH.

The website uses several plugins such as "MonsterInsights", for website data tracking and monitoring, which allows us to understand how users are 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

A range of marketing materials has been developed to support communication activities across both digital and physical channels, enabling clear and consistent presentation of the project to different target audiences. 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 7), provides a structured overview of the project, including its objectives, approach, and impact. Designed for digital distribution, it supports sharing via the website, email, and social media, and has been updated to reflect project progress and results.



FIGURE 7. MULTIPLE PAGES FROM THE CONVOLVE BROCHURE.

3.4.2. Roll-up & Flyer (Print and Digital)

The CONVOLVE roll-up banner and flyer (Figure 8) provide concise and visually engaging representations of the project. The roll-up is used at events and meetings to ensure strong visual visibility in physical settings, while the flyer offers a compact overview of the project and directs audiences to further information via

the website. Both formats support consistent messaging across physical and digital communication channels.



FIGURE 8. ROLL-UP BANNER AND FLYER USED TO PRESENT THE PROJECT IN PHYSICAL AND DIGITAL COMMUNICATION ACTIVITIES.

3.4.3. Videos

Video content is being prepared to present project results in an accessible format and will be distributed via the website, social media, and newsletters, supporting continued visibility beyond the project timeline.

3.5. Newsletter

CONVOLVE newsletter serves as a key communication channel for providing periodic updates on project progress, major achievements, events, and outputs. It supports direct engagement with stakeholders and interested audiences through a subscription-based distribution list.

At the time of this deliverable, four newsletter editions have been distributed, with additional editions planned before the end of the project. Each edition provides a structured overview of recent activities, including highlights of project results, publications, and events. The newsletter complements other communication channels by offering a consolidated and curated overview of project developments and will continue to be used to communicate results and updates beyond the formal project duration.

The newsletter is distributed via MailChimp to a publicly accessible subscription list for partners and interested stakeholders to stay updated on the work of the project at large.

3.6. Social Media

Social media channels, including LinkedIn and X, are used to communicate project updates, promote outputs, and increase visibility among a broad audience.

Activity on social media has increased over the course of the project, contributing to improved visibility and engagement. The CONVOLVE LinkedIn page has reached over 300 followers, while the X account shows continued interaction through impressions, engagements, and content sharing.

Posts published through the accounts (Figure 9) feature general project news and updates, circulation of marketing materials such as the brochure, invitations to subscribe to the newsletter, sharing of internal and external events in which CONVOLVE partners have participated and showcasing outputs such as scientific papers and tools developed within the project.

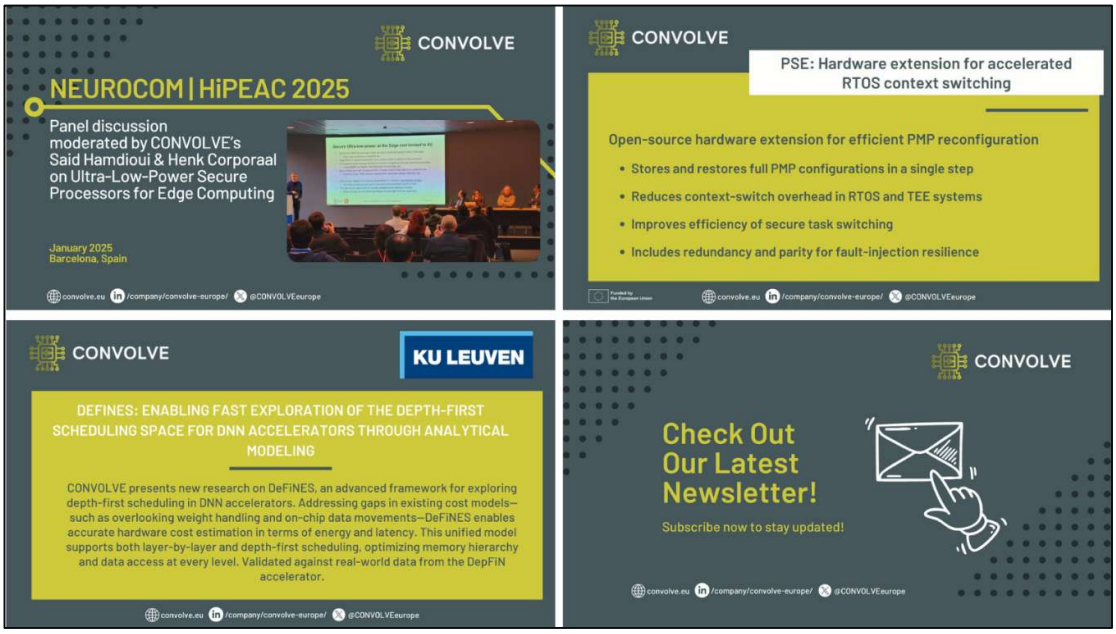


FIGURE 9. EXAMPLES OF CONVOLVE SOCIAL MEDIA POSTS FEATURING AN EXTERNAL EVENT, A PUBLISHED PAPER, A PROJECT TOOL, AND A NEWSLETTER SUBSCRIPTION CALL TO ACTION.

The metrics used to track social media performance include the number of posts and followers, as well as impressions, referring to how often content is displayed on users' screens within a given period. It should be noted that platform analytics are limited to a rolling time window (typically up to one year), and therefore the available metrics reflect recent activity rather than the full project duration. Nevertheless, these data provide a representative indication of engagement trends and communication effectiveness in the later stages of the project.

The visual elements used in social media activity follow the project identity set defined in D8.1 "Project Identity Set and Website", ensuring a consistent and recognisable presentation across all content.

Social media complements other communication channels by enabling timely dissemination and broader outreach. These channels will continue to be used to communicate project results and updates beyond the project timeline, ensuring sustained visibility of outcomes.

3.7. External Communication Activities

Communication activities also include contributions to external media and public-facing platforms, extending the reach of project information and results beyond the project's own channels. These activities support broader awareness of project topics and complement the project's core communication channels.

Examples include expert interviews and contributions in national newspapers and business media, articles in technology and innovation news outlets, and participation in widely accessible science podcasts and public-facing discussions. In addition, partners have provided expert commentary on topics such as AI chips, neuromorphic computing, and emerging processor technologies, linking project-relevant themes to broader public and industry discourse.

Public-facing events have complemented these activities by supporting direct engagement with broader audiences. These include participation in outreach initiatives such as EU Researchers' Night, educational workshops for high school students, and presentations to mixed research and practitioner audiences (e.g. data science meetups), contributing to awareness of project topics beyond the core research community.

These activities focused on topics including AI hardware, semiconductor innovation, and energy-efficient computing, contributing to increased visibility of CONVOLVE-related research in broader public and media contexts.

4. Communications Monitoring and Reporting

The monitoring of communication activities in the CONVOLVE project is based on a set of Key Performance Indicators (KPIs) designed to track visibility, outreach, and engagement across the project's communication channels. These KPIs support the systematic assessment of communication activities and enable continuous alignment with the project's communication objectives. The indicators cover website performance, social media activity, newsletter distribution, and external communication activities, including media coverage.

4.1. Monitoring and Reporting Process

Communication activities were collected and monitored through a centralised Communications Repository, ensuring traceability and consistency of reported activities across partners. Partners are regularly requested to submit information on communication activities they are involved in, including social media posts, media contributions, and outreach activities. This information is consolidated and maintained by WP8 to ensure a comprehensive overview of communication efforts across the project.

The CONVOLVE Communications Repository serves as the central record of communication activities. It captures key information for each activity, including a description, target audience, communication channel, outcome (KPI), status, and relevant links. Additional information, such as responsible partners, dates, and associated work packages, is also collected to support internal tracking and reporting. This structured approach ensures consistency in reporting, facilitates coordination across partners, and enables efficient preparation of deliverables and updates to the European Commission portal. KPIs are assessed against the targets defined in the Description of Action (DoA).

4.2. KPI Assessment

The performance of communication activities is monitored through quantitative and qualitative KPIs, supported by analytics tools, platform statistics, and partner-reported data. The KPIs cover the main communication channels established within the project, including the website, social media, newsletter, and external communication activities. Table 2 provides an overview of the KPI values at the final stage of the project. Unless otherwise stated, reported KPIs represent cumulative values over the project duration.

TABLE 2. KEY PERFORMANCE INDICATORS FOR CONVOLVE COMMUNICATIONS ACTIVITIES (AS OF 24.04.2026).

Activity		Metric	Status
Website		Total number of website sessions (visits)	8,782
Newsletter		Number of newsletter subscribers	91
		Editions distributed	4
Social media	X (formerly Twitter)	Number of posts	111
		Number of followers	56
		Number of post impressions (past year)	1933
	LinkedIn	Number of posts	111
		Number of followers	340
		Number of post impressions (past year)	8,082
Communication events		Number of public-facing communication events	3
External communication		Number of media articles and interviews	11
		Number of podcast appearances	10+

The metrics presented above demonstrate that the project has successfully established and actively used all core communication channels. The website has served as a central access point for project information and outputs, with sustained traffic over time. Social media channels have supported regular communication and visibility of project-related content; however, these metrics are based on platform analytics with a limited reporting window (typically up to one year) and therefore reflect recent activity rather than the full project duration. The newsletter has enabled direct and structured engagement with interested stakeholders through recurring updates.

External communication activities, including media contributions and public-facing events, have further extended the reach of project topics beyond the project's own channels. Additional communication formats, such as video content presenting project demonstrations, are being prepared and will further support accessibility and outreach.

5. Conclusions

The CONVOLVE project has successfully established and maintained a coherent set of communication channels, tools, and materials supporting the visibility and accessibility of project information, activities, and results. The website, social media channels, newsletter, and supporting materials have been used consistently throughout the project, enabling structured communication across different target audiences.

Communication activities have ensured continuous visibility of the project, supported engagement with both specialised and broader audiences, and complemented dissemination efforts through external media contributions and public-facing events. The use of a centralised Communications Repository and coordinated partner input has enabled consistent reporting and effective management of communication activities.

The project has met its communication objectives by implementing all planned channels and maintaining regular activity across them. The combination of centralised information access (website), amplification (social media), and direct engagement (newsletter) has provided a balanced and effective communication approach.

The implementation of communication activities highlighted several practical insights. The use of structured communication channels, particularly the website and LinkedIn, proved effective in maintaining consistent visibility and engagement. At the same time, reliance on partner-reported inputs introduced variability in data collection, and certain activities may not be fully reflected in the reported figures. These observations highlight the importance of clear reporting processes and consistent partner engagement in future projects.

The established communication channels will continue to be used beyond the formal project duration, ensuring sustained visibility and accessibility of project outputs. The website will remain a central reference point for publications, tools, and materials, while social media and the newsletter will support continued communication of relevant updates and results.

Communication activities contribute to the visibility of project results and support their potential uptake by relevant stakeholders.