



GreenDIGIT

Greener Future Digital Research Infrastructures

Deliverable 10.1 Dissemination and Exploitation Plan

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Executive Summary

The objective of this document is to define the communication and exploitation plan of the GreenDIGIT project (grant agreement No. 101131207). It describes the activities to ensure broad visibility and promotion of the project and provides an overview of the dissemination strategy, including the relevant dissemination channels and tools, key audiences, and communication messages, as well as the participation to various events and workshops.

GreenDIGIT will define, plan, organize and exploit a rich set of local and international events and aims to capitalize on several relevant third-party events to maximize visibility and reach a wider range of stakeholders. This plan covers branding, event-based dissemination, digital dissemination, media coverage as well as the project's promotional materials such as brochures/posters.

The monitoring of the dissemination, outreach and community building outcomes is carried out through the alignment with the KPIs of the communication and dissemination plan and, in comparison, with the project's overall targets, leading up to the completion of the project.

Table of contents

1	Introduction	8
1.1	Intended Audience	8
1.2	Document Structure	8
2	GreenDIGIT and Dissemination Objectives	9
2.1	GreenDIGIT at Glance	9
2.2	Participating RIs	9
2.2.1	EGI	9
2.2.2	SLICES	10
2.2.3	SoBigData	10
2.2.4	EBRAINS	10
2.3	Dissemination and Exploitation Objectives	10
2.3.1	Target audiences	11
3	Initial Dissemination Plan	13
3.1	Key Performance Indicators (KPIs)	13
3.2	Project Branding	13
3.3	Website	14
3.3.1	Website (Front-end)	14
3.3.2	Website (Back-end)	19
3.4	Social Media	21
3.4.1	Professional network LinkedIn	21
3.4.2	Online News and Social Networking X	22
3.4.3	YouTube	25
3.5	Promotional Material	25
3.6	Additional Material	27
3.6.1	Dissemination to policymakers	27
3.6.2	Scientific and technical dissemination	28
3.6.3	Private sector dissemination	28
4	Initial Exploitation Plan	29
4.1	Exploitation Objectives	29
4.2	Exploitation Activities	29
4.3	Individual Exploitation Plans	30

4.3.1	University of Amsterdam (UvA)	30
4.3.2	Czech Education and Scientific NETWORK (CESNET)	31
4.3.3	Consiglio Nazionale delle Ricerche (CNR)	31
4.3.4	Centre national de la recherche scientifique (CNRS)	31
4.3.5	Consejo Superior de Investigaciones Científicas (CSIC)	32
4.3.6	EBRAINS.....	32
4.3.7	EGI	33
4.3.8	Sorbonne University (SU)	34
4.3.9	Institute for Computer Science and Control (SZTAKI).....	34
4.3.10	Technical University of Munich (TUM)	34
4.3.11	University of Thessaly (UTH)	35
4.3.12	Poznan Supercomputing and Networking Center (PSNC)	35
4.3.13	National Inter-University Consortium for Telecommunications (CNIT)	35
4.3.14	Greenspector (GSP).....	36
4.3.15	Mandat International (MI).....	36
5	Initial International Cooperation and Outreach Plan	37
5.1	Contributions on Third-party Events / International Activities.....	37
5.1.1	Synergies with other initiatives and projects.....	38
6	Conclusions	40
7	References.....	41

List of figures

Figure 1: GreenDIGIT logos	14
Figure 2: GreenDIGIT Home Page	15
Figure 3: GreenDIGIT Objectives Page (Our Mission)	16
Figure 4: GreenDIGIT Work Packages Page (Our Mission)	16
Figure 5: GreenDIGIT Events Page (News)	17
Figure 6: GreenDIGIT Latest News Page (News)	17
Figure 7: GreenDIGIT Our Infrastructures Page	18
Figure 8: GreenDIGIT Consortium Page	19
Figure 9: GreenDIGIT Contact Page	19
Figure 10: GreenDIGIT Website Google Analytics	20
Figure 11 LinkedIn Page / Analytics	22
Figure 12 GreenDIGIT X Page	25
Figure 13 GreenDIGIT Poster Templates.....	26
Figure 14 GreenDIGIT Flyers (brochures).....	27

List of tables

Table 1: Target audiences	11
Table 2: List of KPIs.....	13
Table 3: GreenDIGIT events (attended / presented)	37
Table 4: Other relevant initiatives	38

List of Abbreviations

Abbreviation	Description
AI	Artificial Intelligence
D	Deliverable
e-IRG	e-Infrastructure Reflection Group
EOSC	European Open Science Cloud
ESFRI	European Strategy Forum on Research Infrastructures
GHG	Greenhouse Gas
HTTPS	Hypertext Transfer Protocol Secure
IoT	Internet of Things
KPI	Key Performance Indicator
ML	Machine Learning
SEO	Search Engine Optimization
SME	Small and medium-sized enterprises
RI	Research Infrastructure
WP	Work Package
XML	Extensible Markup Language

1 Introduction

1.1 Intended Audience

This document is intended for all GreenDIGIT consortium members, or anyone interested in this project, with the aim to describe the practical and fundamental guidelines for the GreenDIGIT communication, dissemination, and exploitation strategy plan.

1.2 Document Structure

The current document is divided in several chapters, which aim to present an overview of the GreenDIGIT, as well the initial plans for dissemination and exploitation. Initially, the overview of the document's structure is given at the current chapter (Chapter 1). Chapter 2 contains a general short description for the GreenDIGIT and the RIs which participate in the program.

Chapter 3 describes the initial dissemination plan. This includes actions made to establish a clear brand identity for GreenDIGIT, such as the project's branding (logo), website, social media presence and promotional material created.

Chapter 4 contains the initial GreenDIGIT exploitation plan. This contains the first exploitation objectives and the exploitation activities that will be performed. In addition, an "individual exploitation plan" for each consortium member is presented.

Chapter 5 contains the international cooperation and outreach plan for GreenDIGIT. This includes the presence (contributions) already conducted for GreenDIGIT, in several third-party and international events. Furthermore, potential synergies with other initiatives are also described in Chapter 5.

Finally, Chapter 6 concludes the document by summarizing all the information mentioned above.

2 GreenDIGIT and Dissemination Objectives

This chapter summarizes the scope as well as the targets of GreenDIGIT and the objectives of the work package WP10 "*Initial Outreach and Community Engagement*".

2.1 GreenDIGIT at Glance

To keep Research Infrastructures at the highest level of excellence in science, new technologies and solutions must be developed, steering towards a reduced environmental footprint, as it is the case for all domains of our societies. Lowering the environmental impact of digital infrastructures should be a priority as they today contribute 3 to 4% of the total greenhouse gas (GHG) emission in the world and expected to triple from 2020 to 2050. GreenDIGIT brings together 4 major distributed Digital Infrastructures at different lifecycle stages, **EGI**¹, **SLICES**², **SoBigData**³, **EBRAINS**⁴, to tackle the challenge of environmental impact reduction with the ambition to provide solutions that are reusable across the whole spectrum of digital services on the ESFRI (ESFRI, n.d.) landscape and play a role model. GreenDIGIT will capture good practices and existing solutions and will develop new technologies and solutions for all aspects of the digital continuum: from service provisioning to monitoring, job scheduling, resources allocation, architecture, workload and Open Science practices, task execution, storage, and use of green energy. GreenDIGIT will deliver these solutions as building blocks, with a reference architecture and guidelines for RIs to lower their environmental footprint. It will include the extension of a workload manager, Virtual Machine Manager, AI/ML training framework, and IoT/5G/network management solutions from 4 participating RIs with new brokering logic to optimize task execution toward low-energy use. User-side tools and Virtual Research Environments will also be expanded with energy usage reporting and reproducibility capabilities to motivate users to apply low-energy practices. The new solutions will be validated through reference scientific use cases from diverse disciplines and promoted to providers and users through an active dissemination and training programme, to prepare the next generation of Digital RIs with a low environmental footprint.

2.2 Participating RIs

This sub-section contains a short description for every RI taking part in GreenDIGIT.

2.2.1 EGI

EGI is a federation of computing and storage resource providers united by a mission to support research and development. The federation is governed by its participants represented in the EGI Council and coordinated by the EGI Foundation. The federated e-infrastructure comprises national and intergovernmental computing and data centres from the EGI Federation. These federated centres make EGI one of the largest distributed computing infrastructures for research.

¹ EGI: <https://www.egi.eu/egi-foundation/>

² SLICES: <https://www.slices-ri.eu/>

³ SoBigData: <http://www.sobigdata.eu/>

⁴ EBRAINS: <https://www.ebrains.eu/>

2.2.2 SLICES

SLICES is a flexible platform designed to support large-scale, experimental research focused on networking protocols, radio technologies, services, data collection, parallel and distributed computing and in particular cloud and edge-based computing architectures and services. SLICES consortium gathers partners from 15 European countries, all of them committed to contribute resources and have received the endorsements of key stakeholders and the political support of 11 European Governments.

2.2.3 SoBigData

SoBigData aims to become the European open science research infrastructure for social mining according to EU values of fairness and privacy protection. SoBigData provides a broad set of services, data, methods, training materials and technologies for Data Science within operative guidelines including EU Ethical, Legal, Social, Economic, and Cultural (ELSEC) values.

2.2.4 EBRAINS

EBRAINS is an international non-profit association; its members are leading European universities and research institutions. The EBRAINS RI is an integrated, state-of-the-art set of services for brain research, including the provision of high-performance computing for brain research (FENIX and PRACE networks).

2.3 Dissemination and Exploitation Objectives

The key goal of this deliverable is to describe the initial "**Dissemination and Exploitation Plan**" for GreenDIGIT. Initially, two WPs deal with the dissemination, WP10 "*Initial Outreach and Community Engagement*" and WP11 "*Maximising Impact and Dissemination*". Below, the main objectives of WP10 are summarized:

1. To define a clear and distinctive brand identity for GreenDIGIT.
2. To create broad visibility and raise awareness of GreenDIGIT and its results.
3. To effectively communicate GreenDIGIT to a broad audience, tailoring messages, and tools according to the specific stakeholders.
4. To establish liaisons with relevant ESFRIs activity groups, projects, developers, and policy makers to ensure wide participation to the deployment of GreenDIGIT results.
5. To ensure exploitation of GreenDIGIT innovation outcome during and after the project lifetime by undertaking continuous analysis of market trends/needs, in relation to a parallel analysis of the market fit of GreenDIGIT derivatives to facilitate innovation management.
6. To continuously monitor and periodically report on the holistic impact achieved by GreenDIGIT, using a multi-fold of tools and information sources, and maintaining a close focus on the expected impacts.

2.3.1 Target audiences

All partners are committed throughout the project to mobilise the appropriate stakeholders to multiply the effects of dissemination and exploitation activities. Considering the inter-relation between the diverse activities to maximise the project’s impact, it is important to identify the potential targeted audiences of GreenDIGIT along with their specific interest in the project early on. GreenDIGIT aims to reflect on a broad and inclusive range of stakeholders and aims to actively engage them in its activities. Consequently, GreenDIGIT’s communication activities need to find ways to address each of these stakeholders explicitly, based on their respective needs, characteristics, and possible motivation, to involve and engage them in GreenDIGIT. To maximise the probability of sustained engagement in GreenDIGIT activities, each of the stakeholder groups and actors requires:

- Personalised, multichannel communication
- Empowerment
- Development of a long-term relationship of trust

Therefore, the target audiences (Potential beneficiaries) with the expected benefits for each group are also defined and can be summarized as follows:

Table 1: Target audiences

ID	Potential beneficiaries	Expected benefits
1	Scientific community at Universities and research centres	GreenDIGIT results and technical solutions will be implemented in the research and experimental labs/facilities to continue research on energy efficient and sustainable digital infrastructure elements; they also be used to support education as the number of courses including sustainability aspects is growing
2	Researchers and SMEs working on products and services on mobile networks	GreenDIGIT will enable access to trials that are currently closed to specific stakeholders. By providing these realistic deployments, the researchers and industries must adapt to provide an implementation of their proposal; this prototype phase can accelerate the transfer of technology from Academia to the Industry.
3	National and EU regulators as Policy makers	Policy bodies will have detailed reports on the different regulations in Europe as well as details on how researchers could overcome the barriers imposed by these regulations. These reports could be used to raise awareness of regulation problems and/or even to produce new regulations.
4	Research departments from industry with activity in societal challenges	GreenDIGIT will provide facilities for large trials in the vertical sectors. The access to the facility will also contribute to their private deployments and will share with them the outcomes of the further deployment of the RIs.
5	Researchers and SMEs working on products and services on mobile networks	GreenDIGIT will enable access to trials that are currently closed to specific stakeholders. By providing these realistic deployments, the researchers and industries must adapt to

		provide an implementation of their proposal; this prototype phase can accelerate the transfer of technology from Academia to the Industry.
6	Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps	GreenDIGIT will provide them with this final result regarding access of the facility from different user communities but will also set up a continuous dialogue from the very beginning of GreenDIGIT to raise awareness, capture the requirements and constraints, and to update them regularly about the progress and first results.
7	European initiatives supporting research like the PPPs in big data, security, etc.	New solutions to enhance the catalogue of testbeds as well as interconnection features to be offered in further Horizon Europe projects.
8	Standardisation organisations at global level	Standardisation bodies will benefit from outcomes of the enabling technologies validation, by the identification of gaps in current technologies, or by innovative uses of the existing technologies. Target organisations and initiatives to contribute and collaborate include those that (1) already have running standardisation processes and widely accepted activities ISO/IEC, IEEE, UN, CEN, CENELEC, ETSI, Energy Star, the Global Reporting Initiative (GRI), EMAS, the Greenhouse Gas Protocol, and (2) have the potential of strong influence on digital and research infrastructure communities JRC, RDA (research), IDSA (industry).
9	Non-European agencies or institutions	International collaborations to find synergies with similar initiatives for global research networks, such as PAWR, FABRIC, BRIDGES, etc.
10	General Public	Decreased GHG emissions. Increased awareness on the techniques used at "Green" research experimentation.

3 Initial Dissemination Plan

3.1 Key Performance Indicators (KPIs)

The monitoring of the dissemination, outreach and community building's outcomes is carried out through the alignment with the KPIs (Table 2) defined in the communication and dissemination plan, and which can be compared with the project's overall targets.

Table 2: List of KPIs

Measures	Indicators	Target	Means of verification
GreenDIGIT brochure	No. of brochures distributed	At least 200 per year	Dissemination reporting activities
Posters	No. of posters produced	2 in total	Dissemination reporting activities
High-level materials for policy makers	No. of sets	At least 1 per year	Dissemination reporting activities
GreenDIGIT website	No. of unique visitors to website	> 1000 visitors/year	Google Analytics
Social networks	No. of followers: Twitter/LinkedIn/YouTube	> 500 /> 200/ > 100	Statistics of social media profiles
GreenDIGIT Workshops	No. of workshops and No. of participants	3 workshops (30 participants/event)	Attendance proofs
Videos	No. of videos published on GreenDIGIT YouTube channel/average number of views	2 videos and > 500 views per video	Videos published via GreenDIGIT YouTube channel
Scientific publications	No. of peer-reviewed papers/articles	5 in total	Papers/articles published
Presentations	No. of presentations made	At least 3 per year	Published presentations
External events	No. of events attended	6 external events	Attendance proof /photos/reports

Prior to any dissemination activity, regarding the scope, goals and outcomes of the GreenDIGIT, suitable communication material had to be created. This includes both graphical materials, as well as technical developments conducted, and which are described in the following sub-sections of this chapter.

3.2 Project Branding

Initially, the development of the GreenDIGIT logo was set as a primary objective, for establishing a unified and easily recognisable visual brand identity. A distinctive logo with minimal design finally prevailed to represent GreenDIGIT. Some variations of the logo are depicted in the image below:

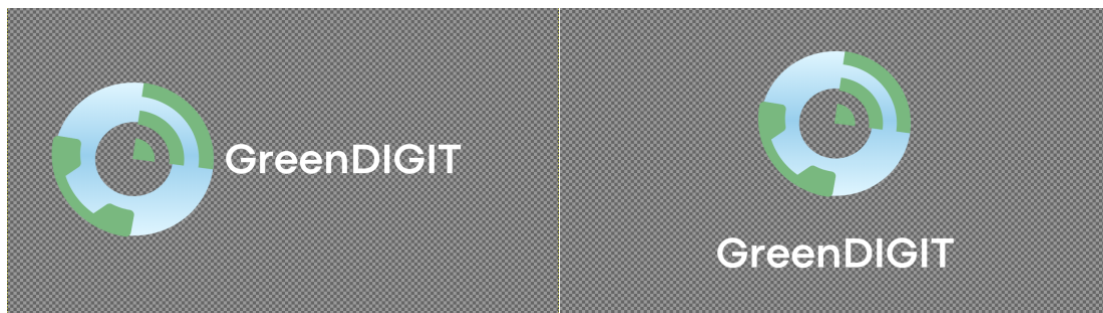


Figure 1: GreenDIGIT logos

The logo has been created in different orientations, as well as with different font colour options, to be easily applicable in any document (templates) and public releases.

3.3 Website

In the context of GreenDIGIT, a website has been also developed by giving emphasis to the ease of use and clarity of the projected information to the visitor. This website (<https://greendigit-project.eu/>) acts as a key communication channel for promoting and disseminating the objectives, activities and results of GreenDIGIT to a wide audience.

3.3.1 Website (Front-end)

The structure of the website was developed and can be summarized as follows:

- Home
- Our Mission
 - Objectives
 - Work Packages
- News
 - Events
 - Latest News
- Our Infrastructures
- Consortium

- Contact

3.3.1.1 Home

This page includes a short description for the scope and summarizes the goals of GreenDIGIT. Furthermore, a reference to the 4 digital research infrastructures which participate in the project can be found as well. This page acts as the entrance point to the website and provides the visitor with all the available links which contain further detailed information.

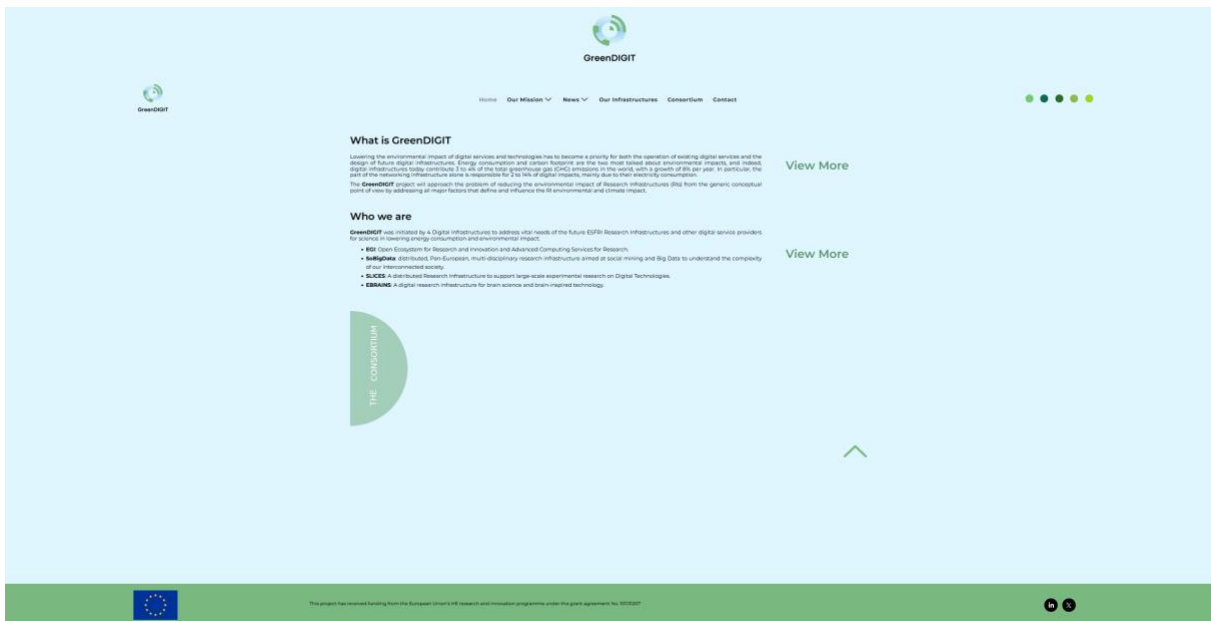


Figure 2: GreenDIGIT Home Page

3.3.1.2 Objectives (Our Mission)

In this menu item, the key goals of GreenDIGIT are stated analytically, including both the description of each defined objectives, as well as the challenges and the results which are expected.

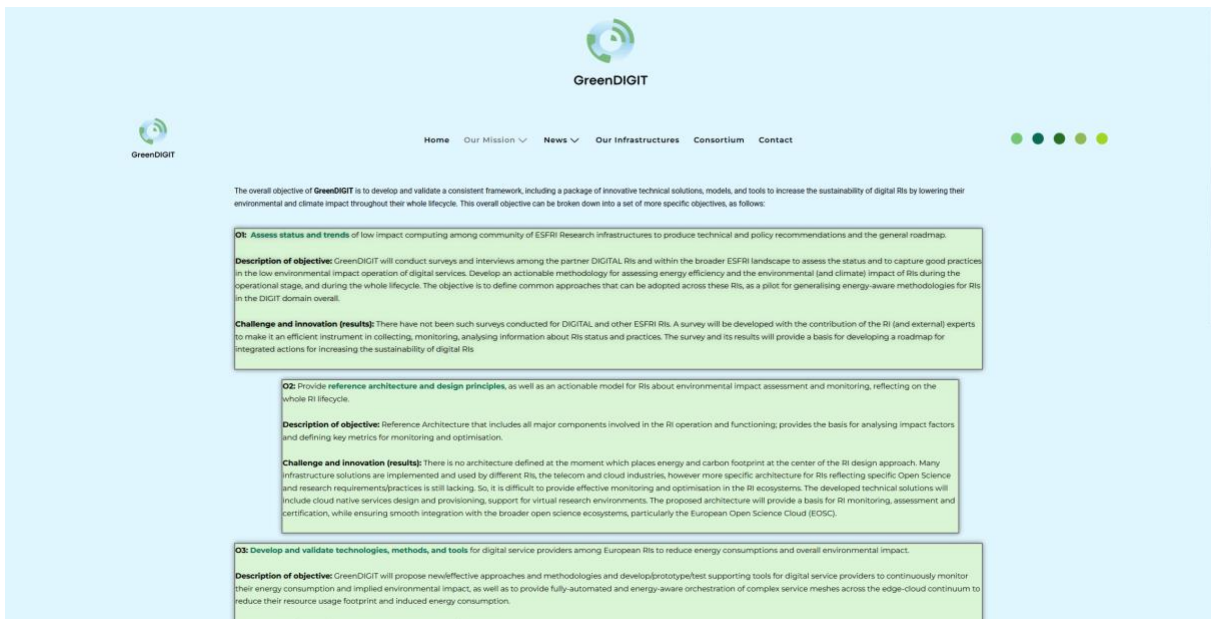


Figure 3: GreenDIGIT Objectives Page (Our Mission)

3.3.1.3 Work Packages (Our Mission)

Furthermore, on the Work Packages page, the visitor may view the target objectives and the lead beneficiary for each WP. This page complements the content of the "Objectives" page, by summarizing the scope and the targets of each WP separately.

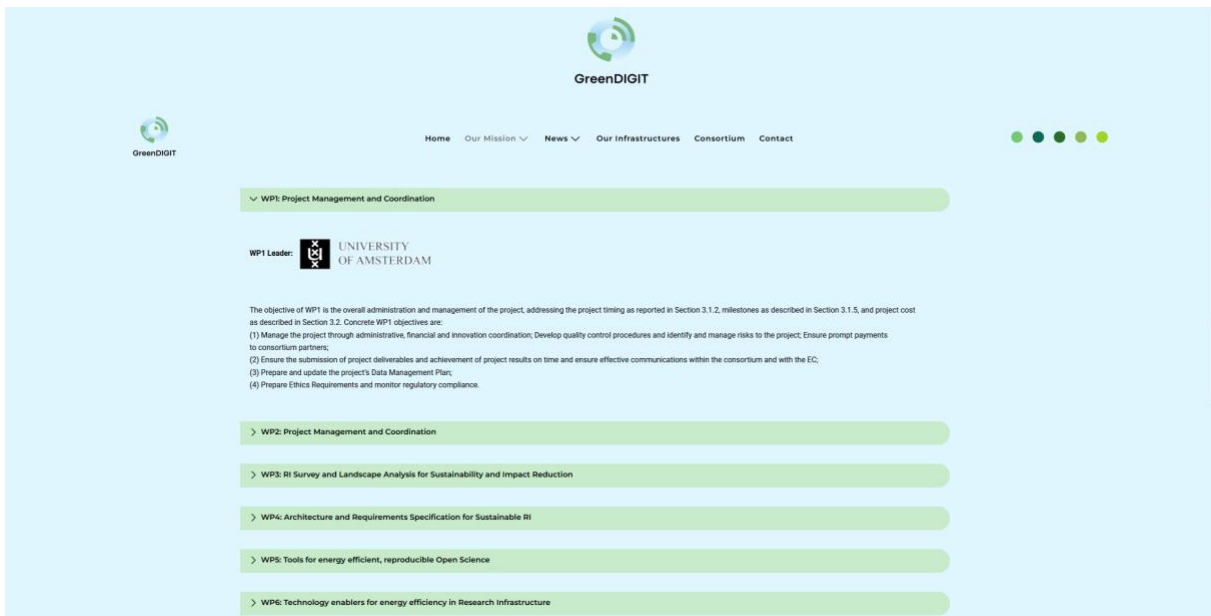


Figure 4: GreenDIGIT Work Packages Page (Our Mission)

3.3.1.4 Events / Latest News (News)

Following that, at the "News" menu item, the visitor may see the past, as well as the upcoming "Events" and "Latest News". There, the activity of GreenDIGIT shows up, alongside with the social media presence of the project (LinkedIn, X, YouTube), which is further described in the following sub-sections (Section 3.4). By utilizing these communication channels, effective communication with a broad audience is achieved for GreenDIGIT. The format of these pages and some content that has been already posted, are depicted in the following Figures.



Figure 5: GreenDIGIT Events Page (News)

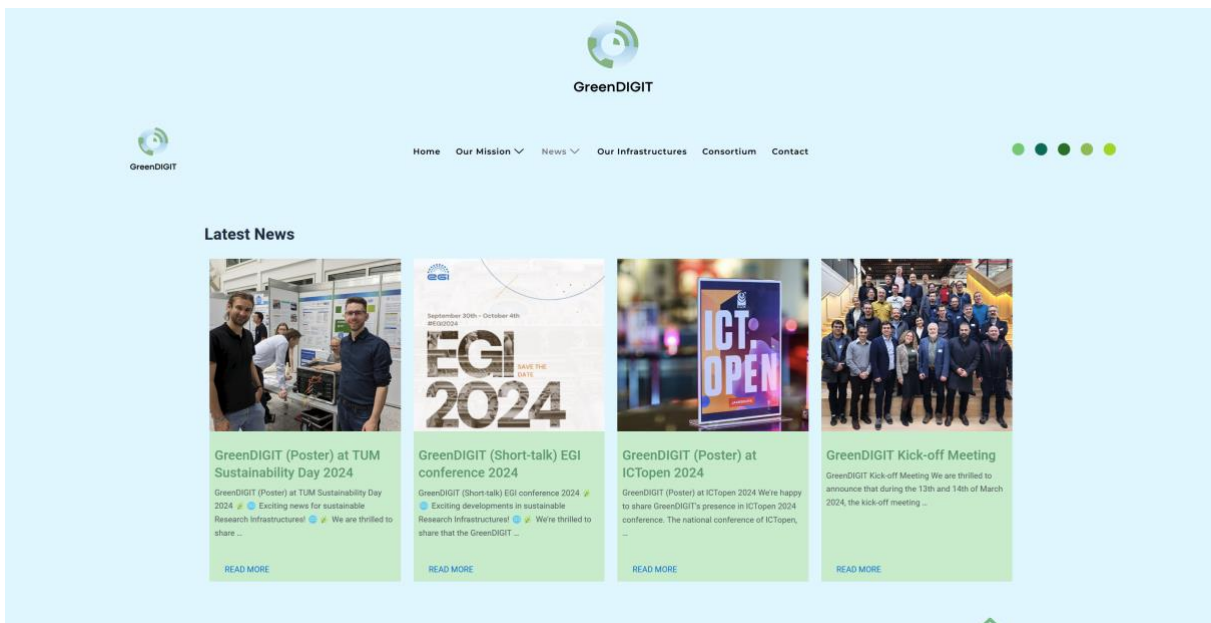


Figure 6: GreenDIGIT Latest News Page (News)

3.3.1.5 Our Infrastructures

Additionally, on the "Our Infrastructures" page, the visitor may find a short description for the RIs participating in GreenDIGIT, and a URL which links to the home page for each of them.

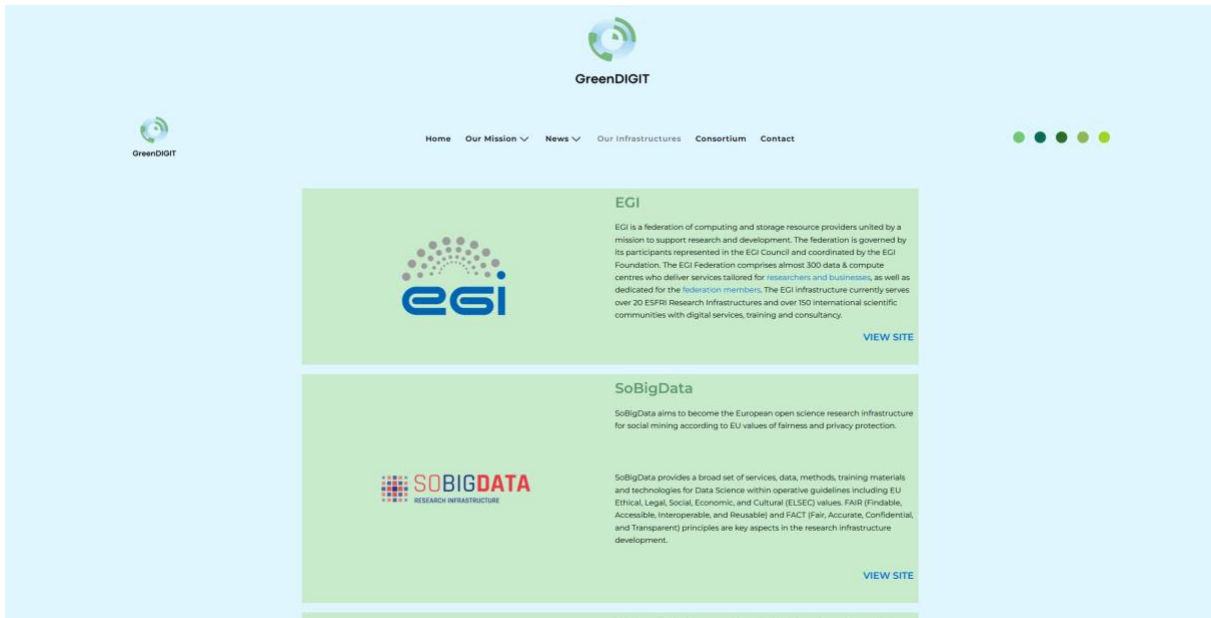


Figure 7: GreenDIGIT Our Infrastructures Page

3.3.1.6 Consortium

This page contains the description for each consortium member. This description mainly focuses on general information and research-oriented activities for each consortium partner. Similarly, with the "Our Infrastructures" page, a URL is also provided here and redirects the visitor to the home page of each partner.

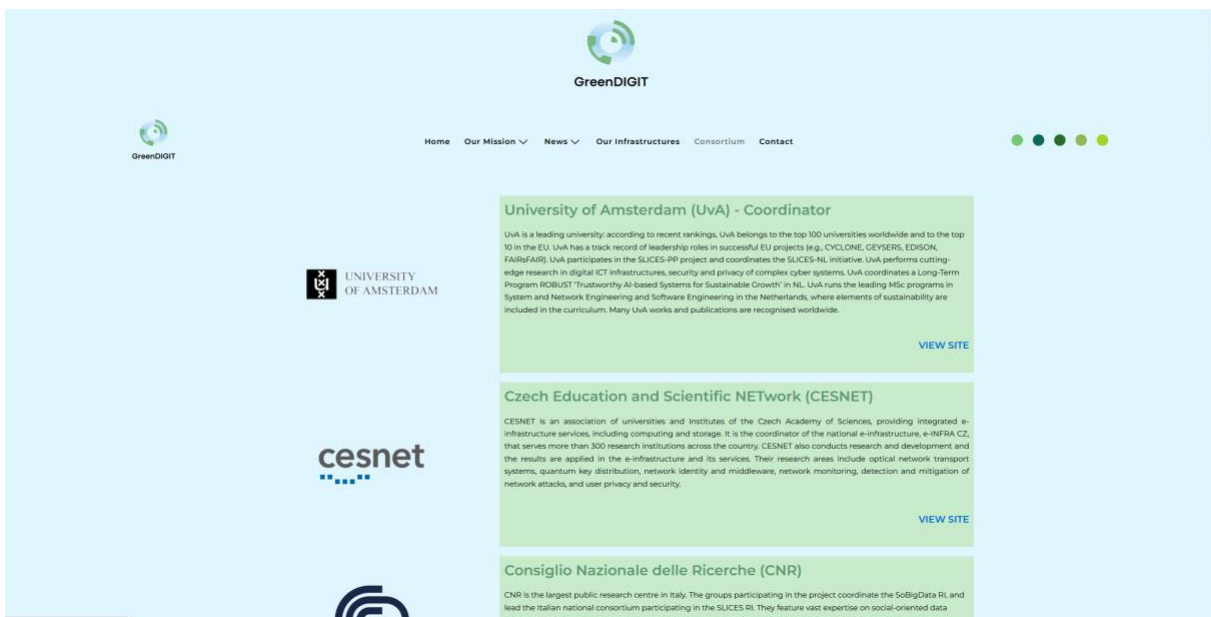
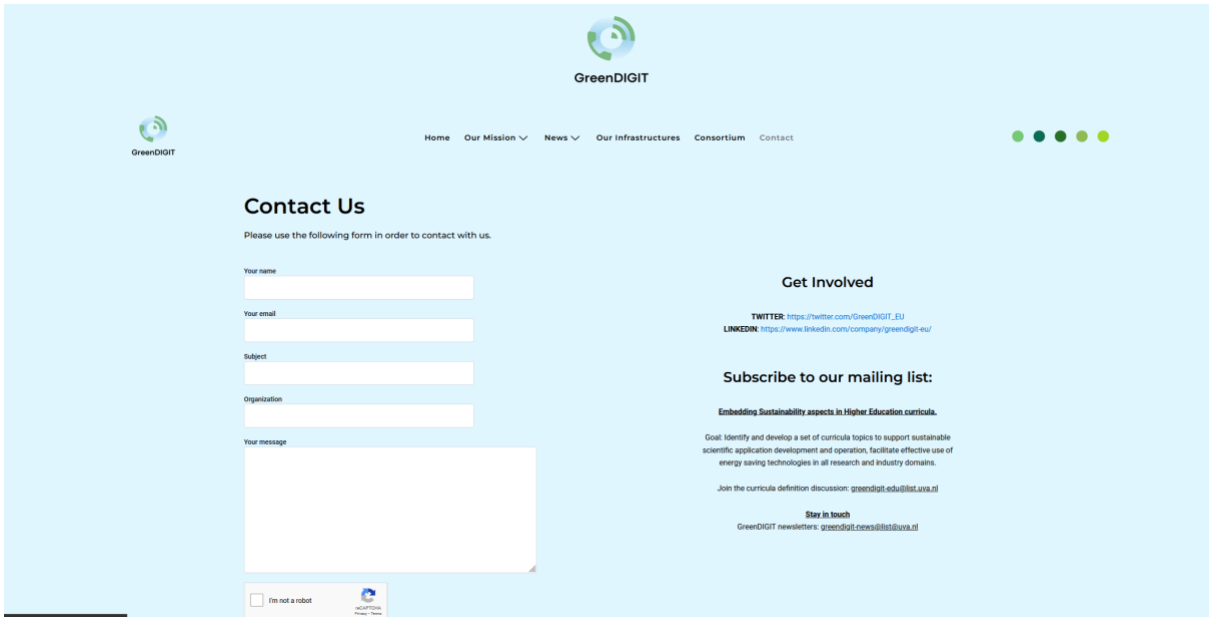


Figure 8: GreenDIGIT Consortium Page

3.3.1.7 Contact

Finally, the "Contact" page provides the ability for the visitor to directly contact and/or interact with the GreenDIGIT consortium members. More specifically, a contact form, the GreenDIGIT social media pages and multiple mailing-lists are offered as alternative ways of communication.



Contact Us

Please use the following form in order to contact with us.

Your name

Your email

Subject

Organization

Your message

I'm not a robot

Get Involved

TWITTER: https://twitter.com/GreenDIGIT_EU

LINKEDIN: <https://www.linkedin.com/company/greendigit-eu/>

Subscribe to our mailing list:

Embedding Sustainability aspects in Higher Education curricula.

Goal: Identify and develop a set of curricula topics to support sustainable scientific application development and operation, facilitate effective use of energy saving technologies in all research and industry domains.

Join the curricula definition discussion: greendigit.edu@list.uva.nl

Stay in touch

GreenDIGIT newsletters: greendigit.news@list.uva.nl

Figure 9: GreenDIGIT Contact Page

3.3.2 Website (Back-end)

Alongside the front-end, several additional tools were deployed to ensure the smooth functionality, data security and wide visibility of the website. Indicative examples for those tools, are given and briefly analysed in the following sub-sections.

3.3.2.1 Search Engine Optimization (SEO)

To boost the dissemination of GreenDIGIT progress and results, wide visibility for the project's website should be achieved. For this reason, appropriate SEO ((SEO), n.d.) techniques were applied upon the website's development. More specifically, several appropriate files such as "Sitemap XML" and "robots.txt" were developed and improved the search engine (Google, Yahoo, Bing) indexing. In such a way, the GreenDIGIT's website appears as a top search result in all major search engines.

3.3.2.2 Google Analytics

Furthermore, the integration of Google Analytics (Analytics, n.d.) was deemed necessary to enable the ability, to keep and analyse GreenDIGIT's website visitor statistics. Indicatively, through this web tool, valuable analytics such as a number of unique visitors, active visitors and the visitor's country of origin,

are stored and can be analysed. In such a way, the dissemination outputs that will be achieved through GreenDIGIT's website can be quantified.

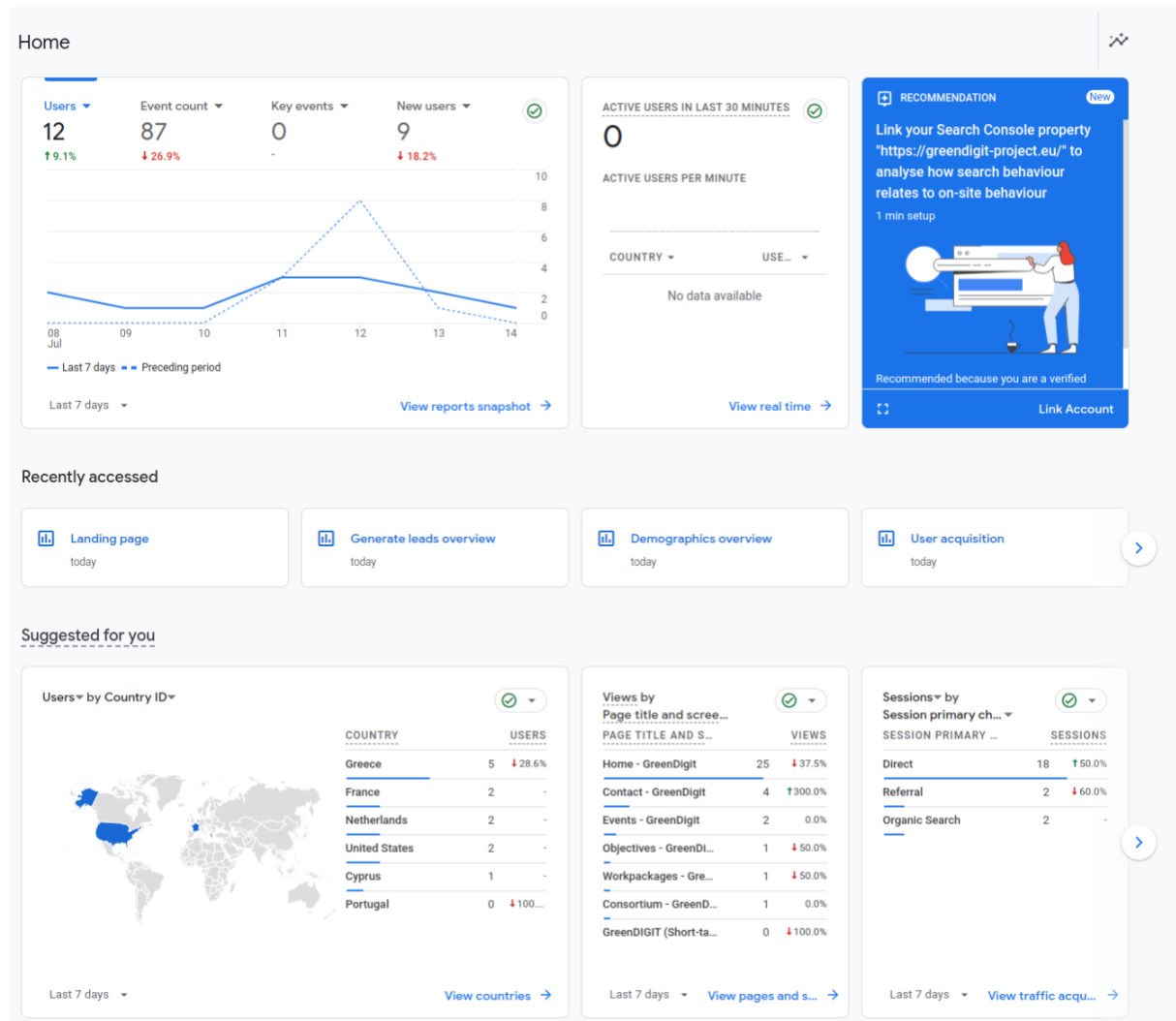


Figure 10: GreenDIGIT Website Google Analytics

3.3.2.3 Transport Layer Security (TLS)

Furthermore, to achieve enhanced data security on the website, a TLS (Security, n.d.) certificate was also deployed. In such way, the website's identity is automatically authenticated, and an encrypted secure connection is created from the web server which hosts the GreenDIGIT site to the browser of each visitor. Specifically, the latest version of TLS 1.3 is being used at GreenDIGIT's website, which offers state of the art cryptographic mechanisms and secures HTTPS (Secure, n.d.) visitors' connections.

3.4 Social Media

A multi-channel strategy allows to reach different target clusters on different platforms. Social media is chosen for its strategic function, specific functionality and target audience. The choice of these channels relates to their nature as tools for public debate. The use of specific hashtags will support the dissemination of information towards influential people in the sector. The following channels will be used: LinkedIn, X and YouTube platforms.

Therefore, it is crucial to activate synergies between social media accounts of all GreenDIGIT partners and the project channels. Each official social channel of GreenDIGIT will be followed by all consortium partners, posts may contain specific mentions/hashtags/reposts consistent with the GreenDIGIT's objectives.

To create continuity and recognisability on the different dissemination platforms, the aesthetic identity of the social channels had to be in continuity with the brand identity of the website. All channels contain the official logo and make a clear reference to the home page of GreenDIGIT.

The main objective of GreenDIGIT's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided.

3.4.1 Professional network LinkedIn

Initially, the LinkedIn page for GreenDIGIT has been created. The specific social media platform is characterized by a purely professional nature, thus making it easy to reach and to be reached from specific job niches and professions. Opposed to other social media platforms like "X", LinkedIn gives the ability in the user to post long textual articles / news.

Furthermore, LinkedIn has integrated tools to gather analytical statistics regarding the followers, impressions, unique clicks, views, reactions, comments, reposts and engagement rate, for the posted content / LinkedIn page. These statistics may be utilized, for verifying if the dissemination objectives have been achieved successfully during the project's lifetime.

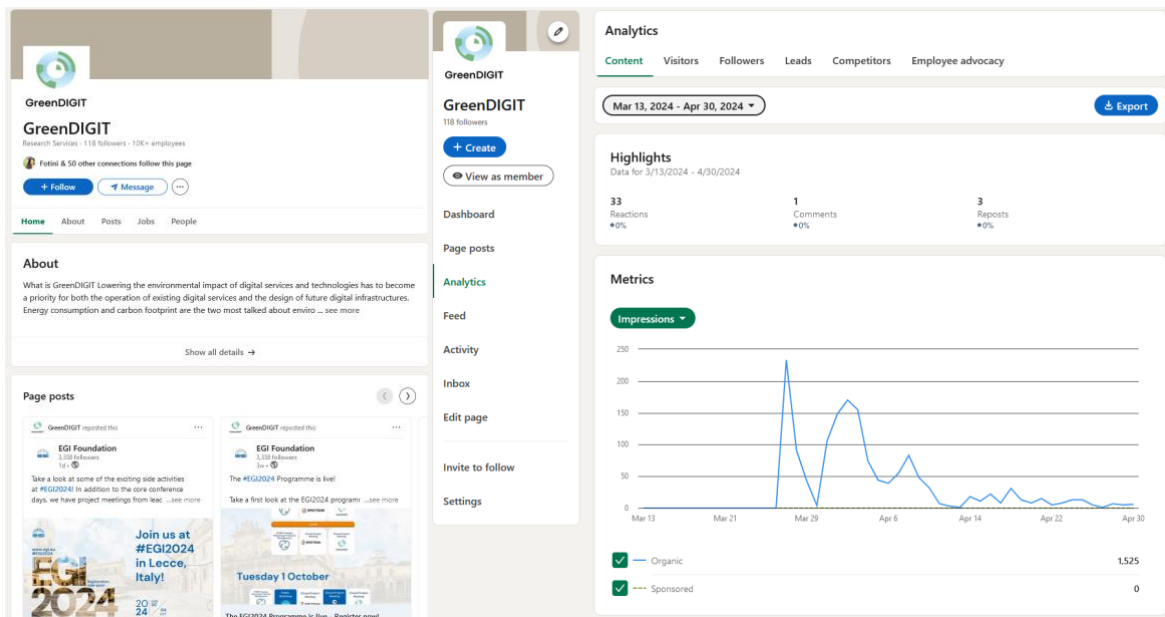


Figure 11 LinkedIn Page / Analytics

Each partner will follow the LinkedIn page of GreenDIGIT, thus widening the circles for dissemination. These internal connections via @mention allow for targeted sectoral dissemination, giving authority and recognition to those who encounter the project page for the first time.

Instead, by using the hashtag #HorizonEU and #ESFRI the published content will flow into the stream of posts related to the Horizon Europe programme and ESFRI and will be suggested to interested users.

Each consortium member will be able to republish the contents of the LinkedIn page, mentioning the page, inserting the official hashtag #GreenDIGIT and pointing at the possibility of further investigation on the project's website.


3.4.2 Online News and Social Networking X












In addition, an X account was also developed for GreenDIGIT. This social media platform mainly focuses on uploading short news (regarding the text length), instead of the more detailed updates that can be posted on the LinkedIn page. More specifically, X gives prevalence to the written and concise word in a few characters, allowing potential direct interaction with profiles, and through mentions (@GreenDIGIT_EU). Information flows are then better organised, thanks to the generalised use of hashtags, which allow the potential interception of new audiences. Through concise and timely updates, GreenDIGIT can swiftly share important announcements and achieved milestones, thus ensuring stakeholders are continuously informed.

X is characterised as one of the social networks adopted by 'insiders' and opinion leaders in various sectors. This seems to respond very well to the needs of GreenDIGIT, which at a strategic level aims at engaging precisely that type of audience that works with information, knowledge and news.




Finally, it is worth noting that each consortium member will send at least one “news” item per month (X and LinkedIn). By following this exploitation strategy, the GreenDIGIT’s outcomes will be widespread efficiently.



-  Home
-  Explore
-  Notifications
-  Messages
-  Lists
-  Bookmarks
-  Communities
-  Premium
-  Verified Orgs
-  **Profile**
-  More

Post



GreenDIGIT


@GreenDIGIT_EU

...

←

GreenDIGIT

2 posts



GreenDIGIT

@GreenDIGIT_EU


The GreenDIGIT project will approach the problem of reducing the environmental impact of Research Infrastructures (RIs).

greendigit-project.eu 📅 Joined May 2024

6 Following 3 Followers

Edit profile

Posts
Replies
Highlights
Articles
Media
Likes



GreenDIGIT


@GreenDIGIT_EU · Jun 25

🌱🌍 Exciting developments in sustainable Research Infrastructures! 🌍🌱

We're thrilled to share that the GreenDIGIT project will participate (short-talk) in the EGI 2024 conference.

Abstract of the Talk: greendigit-project.eu/greendigit-sho...


@EGI_eInfra, @SlicesRi, @SoBigData, @EBRAINS_eu



GreenDIGIT (Short-talk) EGI conference 2024 - GreenDigit

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GreenDIGIT

@GreenDIGIT_EU · May 8

GreenDIGIT Kick-off Meeting

We are thrilled to announce that during the 13th and 14th of March 2024, the kick-off meeting for the EU Horizon's GreenDIGIT project took place and hosted by the University of Amsterdam.

Check more: greendigit-project.eu/greendigit-kic...



Figure 12 GreenDIGIT X Page

3.4.3 YouTube

Finally, a YouTube channel (https://www.youtube.com/channel/UC58BvDZzEPKSWSHXP8_j_ZQ) was also created in the context of GreenDIGIT. By leveraging the platform's extensive user base and multimedia capabilities, the reach and impact of GreenDIGIT can be significantly enhanced. Through engaging video content, the project can effectively disseminate information, and provide educational materials to a broad audience, including stakeholders, partners, and the general public. It is proved that the visual and interactive approach facilitates better understanding and retention of complex topics, encourages community interaction through comments and shares, and allows real-time feedback. Additionally, YouTube's analytics tools enable the program to track engagement metrics, refine its content strategy, and ensure messages are resonating with the target audience. Overall, a YouTube channel can amplify GreenDIGIT's visibility, accessibility, and effectiveness, alongside other social media platforms.

3.5 Promotional Material

Except from the online presence (website, social media profiles) which was established for GreenDIGIT, additional communication tools were also developed. These tools include the creation of posters and flyers (brochures).



Figure 13 GreenDIGIT Poster Templates



Figure 14 GreenDIGIT Flyers (brochures)

The roll-up / posters will be printed and exposed in suitable events (meetings, conferences etc). The roll-up provides a brief overview of GreenDIGIT. The content given in the example posters of Figure 13 is indicatively and can be modified accordingly each event's scope and needs. Additionally, the flyers will be small booklets that will be made in line with GreenDIGIT's visual identity. They will provide general information about GreenDIGIT, including issues, the objectives and solutions it offers. Both the roll-up posters and the flyers are also available in digital format and will be distributed in such way as well.

3.6 Additional Material

Finally, additional supportive material was also generated to cover the GreenDIGIT's needs. This material includes, presentation, A4, milestone and deliverable templates. The specific files follow accordingly the colour scheme given at the brand identity of GreenDIGIT (logo, website, posters etc).

3.6.1 Dissemination to policymakers

To reach policymakers, GreenDIGIT leverages high-level roundtables and meetings to create mutual understanding and gather consensus among stakeholders. These events serve as a platform for stakeholders to discuss challenges and opportunities related to Research infrastructures and to explore how GreenDIGIT can help address these challenges. In addition, the GreenDIGIT consortium

produces policy briefs, white papers, and memorandums of understanding. These documents provide a clear and concise summary of GreenDIGIT's key findings and recommendations, and they serve as a reference for policymakers. Additionally, they further canalise the consensus generated at these roundtables into shared commitments across levels of government. By utilising these dissemination activities, GreenDIGIT aims to increase the impact and relevance of its work to the Research Infrastructures community in Europe. Finally, policymakers are reserved great attention to GreenDIGIT because of their role as potential users of the decision-support functionalities developed by GreenDIGIT. Due to their relevance for the final acceptance of the solution by its intended users, they will be engaged in more practical activities such as workshops aimed at eliciting users' requirements and user testing.

3.6.2 Scientific and technical dissemination

To ensure effective scientific and technical dissemination to the scientific community, GreenDIGIT will utilise different strategies. One key approach will be the publication of a special issue in relevant scientific journals, showcasing the results and innovations of GreenDIGIT. Additionally, the project team will organise workshops and presentations on the GreenDIGIT results, providing opportunities for deeper engagement and collaboration with the community. GreenDIGIT will also result in scientific papers and conference proceedings, further disseminating the findings and advancements of the project. Finally, GreenDIGIT will participate in standardisation activities, helping to ensure that the results are widely adopted and used in the academic community and beyond. By taking these steps, GreenDIGIT will ensure that the scientific community is well-informed about the project and its results and tools.

3.6.3 Private sector dissemination

GreenDIGIT will target dissemination to the private sector through a variety of channels and activities. GreenDIGIT will launch e-marketing campaigns, participate in newsgroups, and utilise mailing lists and electronic magazines to reach this target audience. Online press and on-site promotions, as well as exhibitions and participation in specialised events and forums, will also play a role in the dissemination efforts. The consortium partners will also use their established networks and public relations to spread the word about the project and its results.

4 Initial Exploitation Plan

GreenDIGIT is an RIA, but with high potential for exploitation of its results. There are envisaged outcomes that may be exploited jointly or separately by the partners, but also by other players in the Research Infrastructures ecosystem. As a result, GreenDIGIT dissemination strategy and activities, will follow an effective, solid and dynamic continuation and exploitation strategy that will be regularly reviewed and expanded as the project proceeds and new opportunities or obstacles arise. To this end, a GreenDIGIT exploitation team will be formed to deal with succession and long-term exploitation, with a view to securing the sustainability of the project's service and dissemination scheme. All partners will nominate qualified persons as exploitation managers to coordinate the relative activities and scheme. The exploitation team will continuously try to use the stakeholders' community, and all foreseen events and engagement activities to promote the project within an active network aiming at establishing strong working relationships with key people and organisations involved in or having an interest in GreenDIGIT domain of relevance. The exploitation activities will be thoroughly planned as the project unfolds and reveals its value and will continue throughout the entire lifecycle of GreenDIGIT. Within a specific activity in the exploitation task, each partner will also develop its individual exploitation plan (Section 4.3), documenting how it will contribute to the sustainability of GreenDIGIT services or how it may exploit them directly in local, regional or international level, taking into account the IPR strategy of the consortium. In particular, the four RIs will directly benefit from the lower environmental impact and energy consumption. In addition, the project will engage with other relevant RIs to assist them in using the GreenDIGIT solutions. Finally, the training and education outcomes will be onboarded by the universities involved and exploited to address relevant target groups. A fundamental principle is that the GreenDIGIT core contributions will be released as open source, using the channels of partners towards achieving a maximal open-source community reach.

4.1 Exploitation Objectives

Short-term objectives: within the timeframe of GreenDIGIT aiming to set up the framework for long-term sustainability via demonstration of the GreenDIGIT value via engagement with diverse communities and via industrial and real-life demonstrators in its pilots, community building via engagement, plus determine exploitation plans, partnerships and business plans to take the project's results forward.

Long-term objectives: GreenDIGIT end +5 years, establishing partnerships and business plans, release of open-source code and maintenance of the community built within GreenDIGIT, including the potential commercialization of results and developments of semi commercial products and services where appropriate.

4.2 Exploitation Activities

GreenDIGIT exploitation strategy will comprise of a bouquet of exploitation activities which include: the identification of the innovative exploitable assets, which GreenDIGIT will deliver through its results to its target users; the conduction of a thorough market analysis, which will aim at the identification of the (huge) market towards which GreenDIGIT is targeted, its segmentation, the positioning of current competitors and all corresponding emerging trends; the documentation of an analytical IPR

management strategy based on the principles outlined in the project CA which will guide the joint and individual exploitation capabilities of the project partners; the analytical definition of a risk management strategy, aiming not only at managing research, technical, financial, management, exploitation and other related risks as they appear, but mainly at proactively acting so as to avoid the appearance of these risks; the analytical definition of all possible commercial and non-commercial exploitation models; the analytical definition and evaluation of the sustainability and viability of possible business models and alternative solutions that may be followed for the provision of the project solution and services to the identified stakeholders, including licensing schemes, pricing, etc., and the corresponding tactical revisions as deemed necessary throughout GreenDIGIT lifecycle; the establishment of tactical alliances with industrial or research organisations that hold the potential of promoting the results; the identification of financial support from diversified funds that can support direct and/or indirect commercial transformation, ranging from additional research activities to bug fixing and to technology integration in existing or future solutions.

4.3 Individual Exploitation Plans

All GreenDIGIT partners will participate in common dissemination and communication events / activities, as well as in the exploitation and business sustainability tasks. Below, a short exploitation plan is stated for each consortium member.

4.3.1 University of Amsterdam (UvA)

Target beneficiaries: Wide spectrum of beneficiaries (covering all beneficiaries in Table 1), European, national and international with the goal to transfer the project results to technical, research and education community, and policy decision makers: this includes universities, professional training organisations, industry research institutions (national and European), national and EU regulators as policy makers, including ESFRI and EOSC, standardisation bodies.

Plan description: UvA will use its own network of professional national, European and international contacts to distribute the project results, verify the proposed technical, regulation and policy solutions. Active participation in the European related research community meetings such as EGI Conference, EOSC Symposium, RDA plenary meetings as well as scientific conferences. Establishing cooperation and coordination with ESFRI is considered as an important activity and goal for the initial stage of the project.

The exploitation will also include publishing news items on the department website and promoting the project's content on social media platforms such as Facebook, LinkedIn. X. UvA will assure link between the GreenDIGIT project and SLICES related projects to transfer knowledge exchange, improve exploitation and improve cooperation. UvA will use and leverage ongoing activity at UvA on introducing green and environmental aspects in bachelor and master curricular, introduce project related research topics in the course and graduation projects. Using national Netherlands events will help dissemination, exploitation, and external contribution.

4.3.2 Czech Education and Scientific NETWORK (CESNET)

Target beneficiaries: Scientific community at Universities and research centres, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, General public.

Plan description: We plan to build on CESNET's position as a provider of services and know-how to all Czech universities and the Czech academy of sciences. We plan to communicate the green aspect of service operation as a key topic that CESNET is validating for adoption by individual institutions. This covers a wide range of services, from networking and collaboration tools to computing and storage infrastructure. The topic is appropriately linked to other CESNET activities, namely open science and integration of the computing capacities of individual universities into a common infrastructure. CESNET organizes appropriate events and cooperates closely with other RIs in the Czech Republic. We have both events aimed to researchers and the research communities and to ICT departments of individual institutions. In addition to the universities and Academy of sciences R&D and education community, the target group is also the OSS community. Wider national and international cooperation provides e-infrastructure E-INFRA.CZ and open science project EOSC.CZ (so in addition to EGI, CESNET have connections to EuroHPC and EOSC initiative).

4.3.3 Consiglio Nazionale delle Ricerche (CNR)

Target beneficiaries: Scientific community at Universities and research centre, Researchers and SMEs working on products and services on mobile networks, European initiatives supporting research like the PPPs in big data, security, etc.

Plan description: With respect to the scientific communities, CNR will include the specific activities of GreenDIGIT in the more general strategy for exploiting SLICES and SoBigData as research instruments around Future Internet and BigData Analytics. The emphasis on green aspect will be fundamental in this respect, as it will allow CNR to explain the sustainability aspect of SLICES and SoBigData on the one hand, and to support energy-efficiency related experiments on the other. With respect to industries and SMEs, CNR will exploit its presence in several Competence Centres from the regional to the national to the European level (including EDIHs) to liaise particularly with SMEs interested in bringing novel solutions related to energy efficiency of future Internet, AI and Big Data solutions into the market. It will also exploit large national projects funded under the EU recovery plan to present SLICES and SoBigData as energy-efficient infrastructures also to big national industries in this sector. Finally, with respect to EU initiatives, CNR will exploit its presence in the SNS JU to synergise with key project funding in this area (first and foremost, SUNRISE-6G of which CNR is partner) to support energy-oriented experimentations in the post-5G area.

4.3.4 Centre national de la recherche scientifique (CNRS)

Target beneficiaries: Scientific community at Universities and research centres, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, General public.

Plan description: The CNRS is the largest academic research organisation in France and is represented by two laboratories in this project. These laboratories, as participants in several national and international research infrastructures, have been communicating for several years on the efforts made in terms of managing the environmental impact of their activities. Thanks to the visibility that the GreenDIGIT project brings to these efforts, as well as the new avenues for improvement that will be explored as part of this project, the two laboratories will be able to disseminate the results of these activities more widely to regional and national partners, as well as to the general public as part of the CNRS's low-carbon plan. The results and recommendations will be presented to users and administrators of French computing and data infrastructures. We will also be highlighting the positive results of the project to our supervisory bodies (CNRS, Universities, French Ministry of Higher Education and Research, and other French public research institutions). Finally, the impact of the project will also be presented on media aimed at the general public, so that they understand the actions undertaken by the CNRS and Europe Commission to improve environmental impact, and to disseminate good practice more generally in civil society.

4.3.5 Consejo Superior de Investigaciones Científicas (CSIC)

Target beneficiaries: Scientific community at Universities and research centres, National and EU regulators as Policy makers, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, General Public

Plan description: CSIC dissemination activities will aim the broad scientific and researcher base of the institution to raise awareness of the green computing aspects both from an operational point of view and from a final user standpoint. In this context, we will engage with the Digital Science Thematic network (that gathers more than 100 researchers in 51 institutes working on digital science and data lifecycle management to elaborate dissemination and training materials and to communicate the activities to the relevant audience. Moreover, CSIC will engage with the internal EOSC Community (CSIC is an EOSC-A mandated member) so that these activities can also be highlighted at a national level. Besides, CSIC initial exploitation plan relies on the direct exploitation of the technologies developed within GreenDIGIT in the CSIC Scientific Cloud and the services and platforms that CSIC is operating at the EOSC level (AI4EOSC) and within the EGI.eu e-Infrastructure (iMagine). The CSIC participation in GreenDIGIT is implemented by IFCA, a joint centre of CSIC and the University of Cantabria, that is also a member of the Spanish Supercomputing Network (with the Altamira supercomputing node), and we plan to profit from this link to increase the exploitation of GreenDIGIT results.

4.3.6 EBRAINS

Target beneficiaries: Scientific communities at universities and research centres, national and EU regulators as policymakers, research departments from industry with activity in societal challenges, funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, European initiatives supporting research like the PPPs in big data, security, etc., general public.

Plan description: To maximise outreach and engagement with the target audiences mentioned above, we will de-plot the following dissemination, communication and exploitation tactics and channels:

- Promoting the GreenDIGIT project via flyers/video loops and interaction with the visitors at major scientific events (e.g. FENS Forum) and industry-oriented events (e.g. EAN Congress, Brain Innovation Days) where EBRAINS is participating with a booth.
- Participating in third-party policy and other key stakeholders' engagement events and networking.
- Organising regular training/workshops on the sustainability of Research Infrastructures for users, developers, and managers.
- Leveraging EBRAINS Community Space and Facility Hubs for bringing up issues relevant to GreenDIGIT.
- Publishing the project's results in scientific journals and clinical magazines.
- Promoting the developments of the GreenDIGIT project through EBRAINS social media channels (X, LinkedIn, Mastodon, BlueSky), website, internal and external newsletters.

4.3.7 EGI

Target beneficiaries: Data/compute centre operators, Scientific community at Universities and research centres, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC), European initiatives supporting research, and SMEs.

Plan description: EGI will contribute significantly to GreenDIGIT communication, dissemination, and exploitation efforts by leveraging its established network and expertise of national e-infrastructure. EGI will utilize its existing communication channels (e.g. website, social media, newsletters, webinar program) and networks to disseminate GreenDIGIT project results to a broad audience, including data center operators, researchers, policymakers, relevant international initiatives and industry. EGI aims to position itself as a key player in the green computing movement by showcasing its contributions to GreenDIGIT. This includes highlighting the role of EGI's member institutions in providing the necessary infrastructure for project validation. EGI will also contribute to knowledge sharing and transfer within the GreenDIGIT consortium and beyond, leveraging its experience to enable the optimal exploitation of project outputs and manage large-scale distributed computing infrastructure. Finally, EGI will utilize its strong connections with key players in the e-infrastructure and digital infrastructure landscape to build a robust community for GreenDIGIT. The first step for this was the establishment of the "EGI Green Computing Task Force"⁵ that gathers data centres from the EGI network who are interested in validating and exploiting the GreenDIGIT outputs. Moreover, the broader EGI network includes organisations like GAIA-X Association, EOSC Association, PRACE, ELIXIR-RI, GEANT Association, and ESFRI. This involvement will ensure critical review, input, and consistent solution development for a wider impact. By capitalizing on its established position in the research community and its extensive

⁵EGI Green Computing Task Force: <https://confluence.egi.eu/display/EGIBG/Green+Computing+Task+Force>

network, EGI will play a pivotal role in ensuring the successful communication and exploitation of GreenDIGIT's achievements.

4.3.8 Sorbonne University (SU)

Target beneficiaries: Scientific community, universities and research centres as well as relevant industry and fora related to advanced digital infrastructures, and particularly 6G.

Plan description: Our main objective is to support and contribute to the study of energy consumption and carbon footprint impact of digital infrastructures and in particular large-scale scientific instruments. SLICES will be used as the practical target to be studied and a catalyst for joint activities on this topic with all partners. In addition, dissemination aims to go beyond SLICES and towards the EU SNS JU (6G IA) community. Another key dimension is the ability to support research addressing energy consumption as an optimization parameter. For that purpose, SLICES will be instrumented to support such experiments. We will disseminate this new service and our findings to the community at large. Finally, some results will be valuable to support education and raising awareness of future citizens. Some material might be included in some ICT curricula.

4.3.9 Institute for Computer Science and Control (SZTAKI)

Target beneficiaries: Scientific community at Universities and research centres, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, Research departments from industry with activity in societal challenges, National and EU regulators as Policy makers

Plan description: SZTAKI will leverage its already existing platforms and outlets to promote GreenDIGIT and share information about the latest updates of the project. This includes publishing news items on SZTAKI's website and promoting the project's content on our already established social media platforms, namely Facebook and LinkedIn. Furthermore, we will find national events where we can advertise the project via giving presentations or preparing posters.

4.3.10 Technical University of Munich (TUM)

Target beneficiaries: Scientific community at Universities and research centres, Researchers and SMEs working on products and services on mobile networks, General public

Plan description: The Chair of Network Architectures and Services at TUM will disseminate the project and its results in various forms: TUM has announced the "TUM Sustainable Futures Strategy 2030". In this context various events for different target audiences are planned. An example event is the TUM sustainability day which is targeted to students and researchers to achieve visibility of various sustainable projects. We presented GreenDIGIT at a booth with a poster and a small testbed as a demonstrator and want to use this initiative to position the project within the student- and scientific community. Another target audience can be reached with our teaching activities. In the context of bachelor's and master's theses, interdisciplinary projects, seminar papers, and lab courses, methodologies of the GreenDIGIT will be taught and applied. In other projects, we collaborate with industry partners and various German universities and research facilities. As such, we plan to present

the project and according to best practices at suitable events such as the yearly 6G Platform in Berlin. Based on recent experience, the topic of green RIs is relevant to many partners. Research on sustainable, reproducible experiment platforms will be published at relevant conferences and our website which also has information on this project.

4.3.11 University of Thessaly (UTH)

Target beneficiaries: Scientific community at Universities and research centres, Funding and selection agencies managing research infrastructures (ESFRI, e-IRG, EOSC) and national governments and bodies deciding upon the RI roadmaps, General Public

Plan description: UTH plans to leverage its extensive academic and professional network to disseminate GreenDIGIT's outcomes in multiple ways. First, both the scientific community and the public will be kept informed about the current status, events, and results of GreenDIGIT via the institution's social media channels and website. Furthermore, as the WP10/11 lead beneficiary, UTH will take over to publish all the dissemination activity from the consortium, at GreenDIGIT's website and social media channels. This activity will be summarized biannually through a "Newsletter" published on GreenDIGIT's website. Finally, theses assignment (Bachelor / Master) and publications (Conferences / Journals,) may be another potential exploitation way which can be leveraged by UTH.

4.3.12 Poznan Supercomputing and Networking Center (PSNC)

Target beneficiaries: Scientific community at Universities and Research centres, Researchers and SMEs working on products and services on mobile networks, General public.

Plan description: As a network centre, PSNC has experience in developing networks, network equipment and services. PCSS's operational plan for the GreenDIGIT project focuses on integrating sustainable practices into its operations, promoting project solutions, developing new services, influencing policy and building capacity. By strategically leveraging the innovations developed through GreenDIGIT, PSNC will increase its operational efficiency and expand its service offerings to actively promote the solutions developed through the project.

PSNC will use social media platforms to increase the visibility of the GreenDIGIT project and reach a wider audience, including researchers, industry professionals, policy makers and the general public.

4.3.13 National Inter-University Consortium for Telecommunications (CNIT)

Target beneficiaries: Scientific community at Universities and Research centres and SMEs working on products and services on mobile networks, cloud-edge technologies and infrastructures.

Plan description: CNIT will contribute to some of GreenDIGIT's activities by developing tools, such as test facilities and prototyping resources, for partners to experiment with. These efforts will support energy efficiency and carbon emission reductions. Additionally, CNIT will incorporate the outcomes of GreenDIGIT into courses, curricula and publications which will be shared also with industrial partners, including SMEs, to strengthen industry collaboration. The emphasis on the green aspect will be

fundamental, as it will enable CNIT to highlight the sustainability components of SLICES and SoBigData, while also facilitating energy-efficiency-related experiments.

4.3.14 Greenspector (GSP)

Target beneficiaries: Scientific community at Universities and research centres, Researchers and industrial partners working on products and services on IoT infrastructures or relying on research infrastructures, General public

Plan description: GSP will disseminate results in various forms. Research on sustainable experiment platforms will be disseminated to the scientific community through relevant conferences or journals, and our website and social medias to reach the public. In addition, GSP will disseminate results to the student community through events such as summer or winter school. Finally, GSP will integrate results from GreenDIGIT into its commercial solutions to disseminate results toward industrial partners working on the energy efficiency of their research infrastructures or IoT infrastructures.

4.3.15 Mandat International (MI)

Target beneficiaries: Standardisation organisations at global level, National and EU regulators as Policy makers, European initiatives supporting research like the PPPs in big data, security, etc., General public.

Plan description: As a Member of the International Telecommunication Union (ITU-T) and serving as a Rapporteur on emerging technologies for the Internet of Things and Smart Cities (SG20), MI will lead standardization efforts and synergies with international organisations. Relevant organisations and initiatives for contact and possible collaboration include ISO/IEC, IEEE, UN, CEN, CENELEC, ETSI, JRC, Energy Star, the Global Reporting Initiative (GRI), EMAS, and the Greenhouse Gas Protocol. MI will incorporate activities from GreenDIGIT in broader exploitation strategies of SLICES, specifically in exploiting SLICES'SDG impact assessment outcomes. MI will leverage its presence at international conferences and events, such as the annual Privacy Symposium with a session on RI best practices, to connect with stakeholders and demonstrate research findings related to SLICES and RI impact assessments.

5 Initial International Cooperation and Outreach Plan

5.1 Contributions on Third-party Events / International Activities

International events are key to raise awareness and engage the research community. Below, there is a list of relevant events in which GreenDIGIT consortium member(s) participated and/or attended until M6. Furthermore⁶, future events in which participation / attendance is foreseen, are also included in Table 3.

Table 3: GreenDIGIT events (attended / presented)

Event's Name	Link	Thematic Focus / Title of Publication	Date	Partners Involved
ICT.OPEN 2024	https://www.ictopen.nl/	Poster "GreenDIGIT: Project and Initiative to Lower Environmental Impact of Digital Infrastructures"	10-11 April 2024	EGI
56.EurOpen.CZ conference	https://56.europen.cz/	Czech local conference connected with USENIX, open systems, administration, programming, security.	20 May 2024	CESNET
Czech annual EUNIS conference	https://www.eunis.cz/	EUNIS-CZ is an independent interest-based association, membership includes all public universities and companies active in the implementation, development, management or use of information systems.	27-29 May 2024	CESNET
IFIP Networking 2024	https://networking.ifip.org/2024/index.php/workshops/slides	RO-Crate for Testbeds: Automated Packaging of Experimental Results	03-06 Jun 2024	TUM, SLICES
Conference Research Infrastructures	https://www.belspo.be/belspo/EUBelgium24/2024060405_ResearchInfrastructures_en.stm	Attendance	04-05 June 2024	SU, EGI
TUM Sustainability Day	https://www.tum.de/en/about-tum/goals-and-values/sustainability/sustainability-day-2024	Experience the diversity and potential of all sustainability topics and activities at our university on TUM Sustainability Day.	12 Jun 2024	TUM
Privacy Symposium	https://privacysymposium.org/	Session on research infrastructures for data security and privacy	10-14 Jun 2024	MI
TUM Sustainability Day	https://www.tum.de/en/about-tum/goals-and-values/sustainability/sustainability-day-2024	Poster: „Sustainable Digital Research Infrastructures “	13 Jun 2024	TUM, SLICES
CoC Industry Day 2024	https://collab.dvb.bayern/display/TUMtueiseevents/CoC+Industry+Day+2024	Poster: „SLICES-DE: A Digital Research Infrastructure for Germany and Europe “	21 Jun 2024	TUM, SLICES
CoC Industry Day 2024	https://collab.dvb.bayern/display/TUMtueiseevents/CoC+Industry+Day+2024	Exchange with industrial partners on 6G, quantum computing, AI and sustainability	21 Jun 202	TUM
EDULEARN2024 Conf	https://iated.org/edulearn/	Presentation and Abstracts "Defining Artificial Intelligence Competences and Knowledge Based on the Job Market Analysis"	1-3 Jul 2024	UvA

⁶ This plan / list will be updated every year by talking into consideration the GreenDIGIT's current progress and needs.

Berlin 6G Conference 2024	https://www.6g-platform.com/berlin-6g-conference/	German 6g projects and their results, EU 6G programs, regulatory questions such as sustainability, networking	2-4 Jul 2024	TUM, SU, SLICES
IEEE GreenCom-2024 Conf on Green Computing and Communication	https://ieeecybermatics.org/2024/greecom/	UvA research on green computing	19-22 Aug 2024	UvA
EGI Conference 2024	https://www.egi.eu/event/egi2024/	Short talk on the GreenDIGIT update and objectives to invite contribution and cooperation	30 Sep – 04 Oct 2024	UvA, SU, UTH, EGI
Netherlands National Conference	https://coalitieduurzamedigitalisering.nl/events/nationale-conferentie-duurzamedigitalisering-2024/	Special Session on RIs energy efficiency and reduced environmental impact ICRI2024 Conference	30 Sep 2024	UvA
EGI Conference	https://www.egi.eu/event/egi2024/	GreenDIGIT: Project and Initiative to Lower Environmental Impact of Future Digital Research Infrastructures (Under review)	30 September – 04 October 2024	UvA, SU, UTH, EGI
Annual EOSC Conference	https://eosc.eu/symposium2024/	Possible contribution will be investigated. Project purpose to spread GreenDIGIT goals and activities, obtain feedback and invite contribution.	21-24 Oct 2024	UvA
ICRI2024 Conference	https://icri2024.au/	Special Session on RIs energy efficiency and reduced environmental impact ICRI2024 Conference	3-5 Dec 2024	UvA, EGI

5.1.1 Synergies with other initiatives and projects

GreenDIGIT aims to establish synergies with other similar initiatives. To find and nurture these collaborations, the consortium will actively seek out and engage with other projects and campaigns that share a similar goal or complement GreenDIGIT 's efforts. Utilising a variety of communication channels, including online forums, social media platforms, project collaboration networks, and industry events, the team will actively reach out to potential partners to explore opportunities for collaboration and exchange. These opportunities could include joint knowledge exchange, joint data exchange, lessons learned from each other, and the production of policy briefs or other common activities. By fostering these relationships, GreenDIGIT will gain wider exposure and increase its impact, while also supporting the broader goal of advancing the RIs in Europe. Furthermore, this collaboration will also enhance the quality and efficiency of the project's outcomes and increase its potential for success. Ultimately, this dissemination effort will position GreenDIGIT as a key player in the European RI sector, contributing to its growth and sustainability.

Below there is a table, which includes potential initiatives for establishing synergies.

Table 4: Other relevant initiatives

Initiative	Description	Programme
Reducing SLICES-RI environmental impact	This will joint facilitate greening related initiative in the SLICES community with the GreenDIGIT developments	HORIZON-INFRA-2021-DEV-02-01 (CSA)
EGI Green Computing Task Force	EGI federation established task force fostering sustainability related communication and coordinating green computing activities	EGI Federation

CERIT-SC green computing in academic datacentre project	One year project of CERIT-SC funded by CESNET development fund	CERIT scientific cloud, Masaryk University, Czech Republic
IT4I energy saving	Czech supercomputing centre IT4innovations implements energy saving measures	E-INFRA.CZ, EuroHPC
SNS JU – 6G IA	It is the “voice” of European Industry and Research for Next Generation Networks and Services	Projects such as 6G-SUNRISE
ISAS, FlexRICAN, RF2.0	Projects funded in the same EC call as GreenDIGIT. The projects complement each other’s workplan.	Joint events (1st: Side event at ICRI’24)
ETP4HPC (European Technology Platform for High Performance Computing)	Industry-led think-tank guiding the development of the European advanced computing ecosystem	Energy Efficiency Working Group
SustAIIn.brussels	Single point of contact for companies that want to grow their digital and sustainable ambitions.	Matchmaking
EIT - European Institute of Innovation and Technology	Unique EU initiative, the only one to fully integrate business, education and research.	EIT Digital network, education

6 Conclusions

Deliverable 10.1 provides a comprehensive overview of the GreenDIGIT Communication, Dissemination, Outreach, and Exploitation Plan, detailing target groups, dissemination channels and tools, key communication messages, and events.

This document serves as the reference for all WP10 activities, supporting the promotion of GreenDIGIT's initiatives, accomplishments, and advantages. It will also guide Consortium members in their communication efforts, outlining the strategy's rationale and specifying the actions, tools, and roles essential for effectively conveying the project to relevant parties and stakeholders. The activities pursued by GreenDIGIT partners will ensure wide visibility, promotion, and uptake of the project.

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