

Communication Plan

D6.1

ORCHIDE

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1 Introduction

1.1 Scope and purpose

The Communication Plan describes the communication activities in the ORCHIDE project. It outlines the actions the project will take to highlight the different achievements of the project as such:

- Define the goals of the communication strategy.
- Identify and target the groups to which the communication activities are addressed.
- Define future communication actions based on the activities and results of ORCHIDE.
- Define the communication channels for ORCHIDE.
- Provide KPIs to assess the performance, reach, progress of the communication action plan.

1.2 Applicable documents

The documents listed below are applicable to this document.

Internal code / DRL	Reference	Issue	Title	Location of record
AD01	HORIZON-CL4-2022-SPACE-01-11	01	ORCHIDE Proposal	

1.3 Reference documents

The reference documents are given below.

Internal code / DRL	Reference	Issue	Title	Location of record
RD1				

1.4 Definitions and Acronyms

Below, the acronyms used in this document:

Acronym	Definition
CI	Continuous Integration
CD	Continuous Distribution
HTML	HyperText Markup Language
KPI	Key Performance Indicator

1.5 Document outline

The document is split into the following sections:

- **Section 1:** The current section, defining the document purpose, related documents and acronyms.
- **Section 2:** Outlines the communication strategy for the ORCHIDE project, focusing on the management aspects such as what objectives will be achieved through communication, what should be communicated, on which platforms should the communication be done, who is the target audience for each platform.
- **Section 3:** Creates an action plan for creating effective communication to the target audience. The project visual identity is explained, made up of the logo, the project colours, usage of the logo in template documents and template presentations. A brief description of the project website is made, the online presence strategy is explained and a timeline for communication actions is created.
- **Section 4:** Based on the communication plan monitoring and evaluation criteria are used to determine the success of the communication plan.
- **Section 5:** Concludes the document by repeating the points made in it.

2 Communication strategy

The Communication plan discusses all the communication activities during the lifetime of the ORCHIDE project, outlining the guidelines, actions, and methodology to be followed by all the partners. The communication timeline and methodology must be followed to ensure clear communication and a strategy to reach our target audience and raise awareness of the project. The following timeline can be changed or appended as necessary to fit new goals and opportunities.

For internal communication we have created a Team in Microsoft Teams containing channels for appropriate WPs, deliverables and specific communications, and an email group located at DSP-EU-ORCHIDE-PROJECT@thalesaleniaspace.com.

The Communication plan outlines the following:

- **The communicators:** Who is responsible for the communication action.
- **The message communicated:** The key messages which will be transmitted through the communication actions.
- **The target audience:** To whom are the messages catered for.
- **The communication goals:** What is the objective of the message and how can it be achieved through the action.
- **The communication channels and methodology:** Where will the messages be posted and how will they be posted.
- **The timeline:** When will the message be posted.

2.1 Objectives

The goals of deliverable D6.1 Communication plan are:

- Describe the communication plan.
- Attribute responsibilities to the partners for communication tasks.
- Outline the key messages to be sent out to the target audience.
- Define a timeline for messages and methodology for creating clear and convincing messaging to the project audience.
- Define a visual identity for the project including logos, banners, a website design.
- Identify the social media platforms to be used for communication with potential users and interested parties.

- Establish metrics for evaluating the reach and impact of communication actions.

The communication objectives are:

- Increase the general awareness of the ORCHIDE project.
- Communicate iterative results and changes of the project.
- Receive feedback and interact with stakeholders.
- Increase the visibility of issues and solutions to problems in the space edge computing area.
- Validate the outputs with the community.
- Involve and engage with potential new business and academic partners.

2.2 Key Messages

Key messages are the ideas to be transmitted and highlighted in communication activities. They should be used to push forward the project goals.

The messages shall focus on the following aspects of the projects:

- The Open Source nature of the project, allowing other projects to pick up components and adopt them for their own use cases.
- The innovative nature of the solution solving the need in space edge computing for an orchestration solution which allows the development of new software in space edge environments.
- The fact that by using unikernels the project assuages performance and security concerns present in other pipeline orchestrating solutions.
- The publicly available development kit is available for users who want to develop unikernels for space edge environments.
- The project outputs will be tested and deployed on digital twins from partner institutions to guarantee the software functionality.

Key messages will be published during the duration of the project, on an established timeline based on dissemination tasks undertaken, milestones achieved. If there are newsworthy achievements, or the project partners have internal news related to outputs.

Messages should follow the following guidelines:

- Messages should be short, so as not to lose the audience’s attention.
- Messages should be well targeted to the audience and the medium they are published on.
- Messages should push the key ideas of the project.

2.3 Target Audience

Tailoring the messaging to the target audience is crucial in achieving effective communication. To this end, the communication plan proposes a list of target groups along with reasons to engage with them, and the communication activities targeted towards them.

Target group	Corporate customers
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Short definition	Manufacturers of space engineering hardware and software, cloud providers looking into the space edge computing environment and SMEs which develop software for space environments
Reasons to involve them in the project	Corporate customers will be able to test the solution, offer valuable feedback to the consortium. They are aware of their needs and they could pick up the outputs once finished to integrate them in their own solutions. We need to raise awareness for the project for it to be considered a viable solution for commercial customers.
Ways to interact with them	Mainstream media, Website, Newsletter, social media.

Target group	Academia
Short definition	Universities, research labs, research projects, recipients of EU research grants in space environment technologies
Reasons to involve them in the project	Academia is the area that is closest to the latest developments in space edge computing, while not necessarily integrating them in real-life works. They can offer invaluable feedback through the Advisory Board, or participation in workshops or events.
Ways to interact with them	Mainstream media, Website, Newsletter, social media, published works, articles and workshops.

Target group	Space stakeholders
Short definition	Governmental agencies and representatives
Reasons to involve them in the project	Same as commercial entities, governmental stakeholders have a history of implementing research projects into their systems to achieve greater success. Having the support of governmental agencies can increase the likelihood of the project gaining notoriety in the space environment and increase the adoption rate for the tools created.
Ways to interact with them	Mainstream media, Website, Newsletter, social media, published works, articles and workshops.

Target group	General public
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Short definition	EU citizens, potential users,
Reasons to involve them in the project	The general public is a communication target because there exists a need for educating people in the new age of computing, where frontiers are being pushed outside of regular environments, which can excite people into increased support for development of new space-oriented technologies.
Ways to interact with them	Mainstream media, Website, Newsletter, social media.

Table 1: ORCHIDE target audiences description

2.4 Communication mediums

Choosing appropriate communication mediums is an important part of an effective communication strategy. To address the target groups mentioned above, we need to choose mediums where the impact is greatest, and it is appropriate.

Traditional media has been chosen to communicate with groups because it is the widest spread and most accessible form of communication for readers. It is comprised of press, radio and TV.

Social media will be used to have a more personal communication medium with users. Thanks to social media, interested parties can have a direct line of communication and feedback to the project consortium. Because of the ease of use and ubiquity of social media, it can create personal investment in the project for the target audience which can be used to spread awareness of the project.

A **project website** is a central repository in which any person can find information about the project. Project websites usually contain information about the project and the implementing partners as well as articles or newsletters relating to the implementation phases and deliverables. They can be used as a general tool for communication with target audiences because of clear information structure and focused delivery, not competing for the reader's attention with other types of content.

A **newsletter** can be used to push updates to users in the form of progress update articles which try to keep the public engaged to the project outcomes. Newsletters especially target people more in tune with the field's status and want to keep connected to the project.

3 Communication Action plan

3.1 Visual Identity

For the project to differentiate itself from others, it must create a distinct visual identity which is simple to recognize. A cohesive image is key to keeping users engaged to make them come back to the communication pages the project uses.

3.1.1 Logo

This proposal represents a flower reminiscent of an orchid, which takes shape thanks to six distinct petals grouping and orchestrating around a single central point, illustrating ORCHIDE's nature as an orchestrator.

The image of the flower also underscores the ecological aspect and the environmental monitoring.



Figure 1: ORCHIDE logo on light and dark background

3.1.2 Project colors

The blue gradient used for the logo color symbolizes technology, innovation and modernity.

Figure 2: ORCHIDE logo colors displays the colors together with their associated

CMYK	RGB	CMYK	RGB	CMYK	RGB	CMYK	RGB
C 61	R 105	C 100	R 0	C 95	R 27	C 100	R 18
M 22	G 163	M 0	G 150	M 90	G 42	M 96	G 21
Y 20	B 185	Y 15	B 193	Y 0	B 111	Y 44	B 59
K 3		K 6		K 30		K 54	
#69A3B9		#0096C1		#1B3A6F		#121037	
BLUE GREY		TURQUOISE		NAVY BLUE		DARK INDIGO	

Figure 2: ORCHIDE logo colors

3.1.3 Document template

All project-related word documents will be using the ORCHIDE document, a logo header together with the reference number, date and issue. The footer contains the sensitivity level and the funding statement.

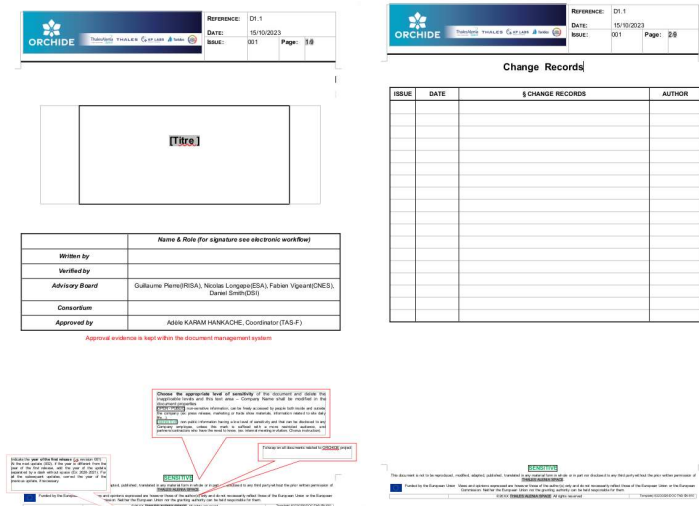


Figure 3: ORCHIDE deliverable document template

3.1.4 Presentation template

To have a cohesive style for presentations as part of the project, an ORCHIDE template presentation will be used. The template contains the project logo and uses the project colors together with the partner logos and the project funding statement.



Figure 4: ORCHIDE presentation template

3.2 Project website

A project website was developed to advertise the project goals, highlight new developments, publish event summaries and documentation for public access. The D6.2 Website and promotional tools deliverables goes into detail about the website structure, architecture, contributions management components and demonstrates the website using figures.

The ORCHIDE project website contains the following sections:

- Project description
- Partner description
- Project blog
- Project documentation

3.2.1 Technical specifications

The site has been built using the Docusaurus¹ documentation builder, which is a standard for project website creation. Docusaurus offers a low barrier to entry solution for writing documentation because it takes advantage of the Markdown file format to create rich text files that can be converted to HTML files.

The Git version management is used to manage the documentation. Each content addition is managed via Merge Requests. Merge requests are reviewed and pushed by documentation managers, decreasing the friction of managing multiple files or cloud storage solutions.

The Docusaurus output can be deployed on hosting platforms, because it is only made up of static content. The UNSTPB GitLab infrastructure has been used for hosting the code and the output HTML in the form of GitLab pages. Automatic content deployment is managed through CI/CD pipelines when Merge Requests are accepted by the documentation managers.

We have integrated a Google Analytics component to the website to help in monitoring the impact of the communication and dissemination actions. It is used to track the number of site visits and correlate it with different events. By using Analytics, decisions can be made to increase the performance of the communication actions by seeing what kinds of actions the audience engages with.

3.2.2 Content

A **project description** is posted on the website to introduce the users to the objectives and methods of the ORCHIDE project.

A **presentation page** for the consortium has been created to include a list of partners together with a short description and their logo. By connecting the project to the partners, a boost in engagement can be achieved through positive association.

The website hosts a **blog** section where articles will be posted when projects development happens. The blog will also post regular updates on the project status at the same cadence as the project reviews.

The **documentation** section of the project will be used to host publicly available deliverables which have an appropriate sensitivity level. Open documentation is critical for the project's development and adoption because it allows users to pick up the project and look up information seamlessly.

3.3 Online presence

The project online presence must be a multi-faceted approach, encompassing both traditional and social media.

The following section outlines the social media accounts, the type of communication they excel at, and the communication use cases for them. All platforms will be used for sending project notifications and announcements, but the post format will differ.

¹ Docusaurus - <https://docusaurus.io/>

The project partners will be asked for their institutions to follow and share the online communication actions taken by the consortium. Contact will be established with the public relations departments inside of the partners to receive feedback on the communication actions and to receive help in disseminating the information.

Table 2: ORCHIDE social media accounts enumerates the social media pages which have been created for the ORCHIDE project.

Social media site	ORCHIDE account link
Twitter	https://twitter.com/orchide_project/
LinkedIn	https://www.linkedin.com/company/103224251/
Facebook	https://www.facebook.com/people/Orchide/61560206669605/
YouTube	https://www.youtube.com/channel/UCw7bj4MbeFKRzggq3MCJY4A

Table 2: ORCHIDE social media accounts

3.3.1 Twitter

Twitter, also named X, is a major communication platform used for direct and short messages between users. The target user base is users and developers in the technology field. By reaching out through twitter, we can capture the attention of potential users and enthusiasts. The communication strategy for Twitter is to create small posts which highlight new achievements and events which will link to the project website for interested users.

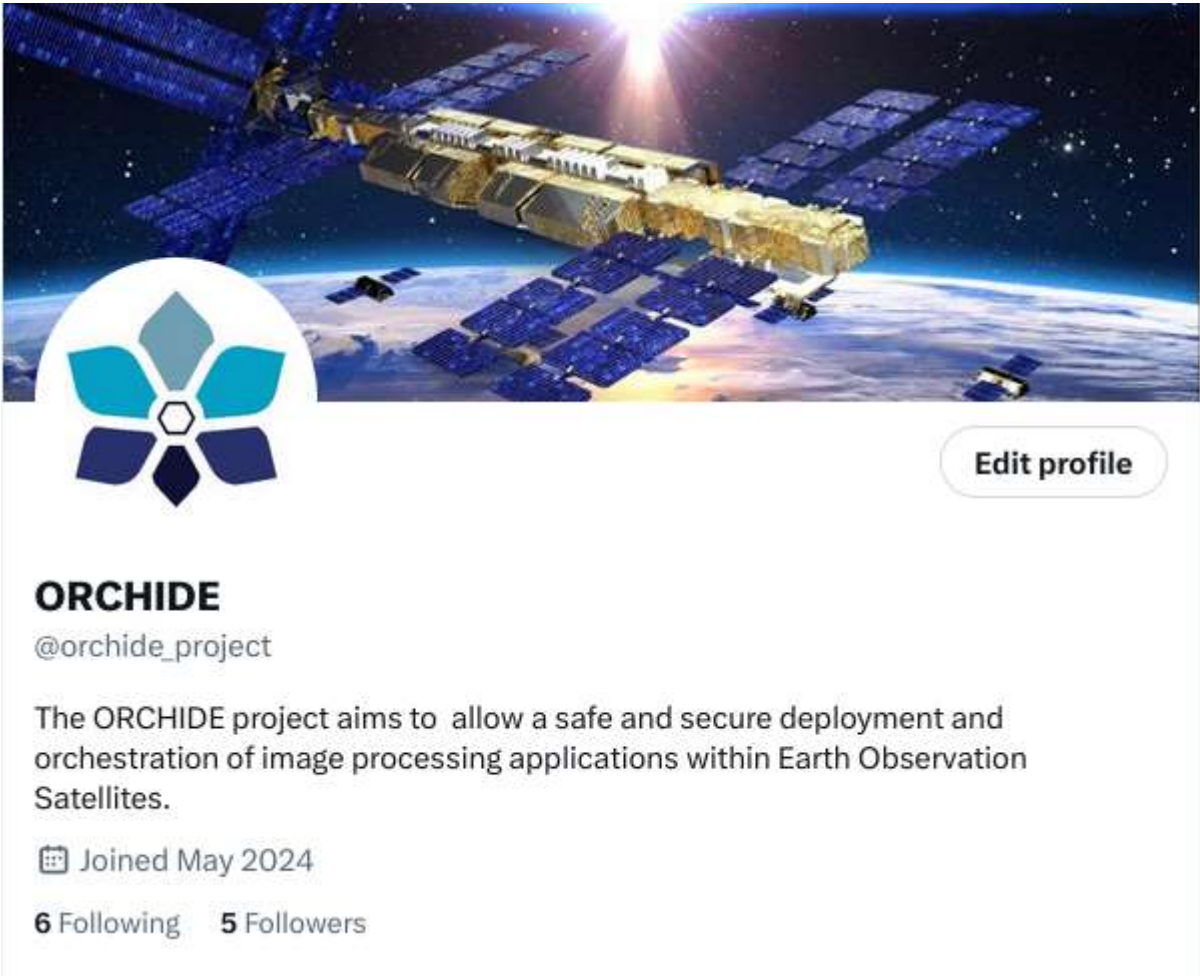


Figure 5: ORCHIDE Twitter account

3.3.2 LinkedIn

LinkedIn is a social media platform used for professionals sharing job experiences or looking for work opportunities. It has gained popularity through employer and project-related articles which highlight work experience and innovation. Communication on LinkedIn will be focused on articles. The articles will be posted in full, not forcing users to leave the LinkedIn website but direct readers to the project website for more information. Partners will follow the LinkedIn page and share the posts so they can gain a first readership.

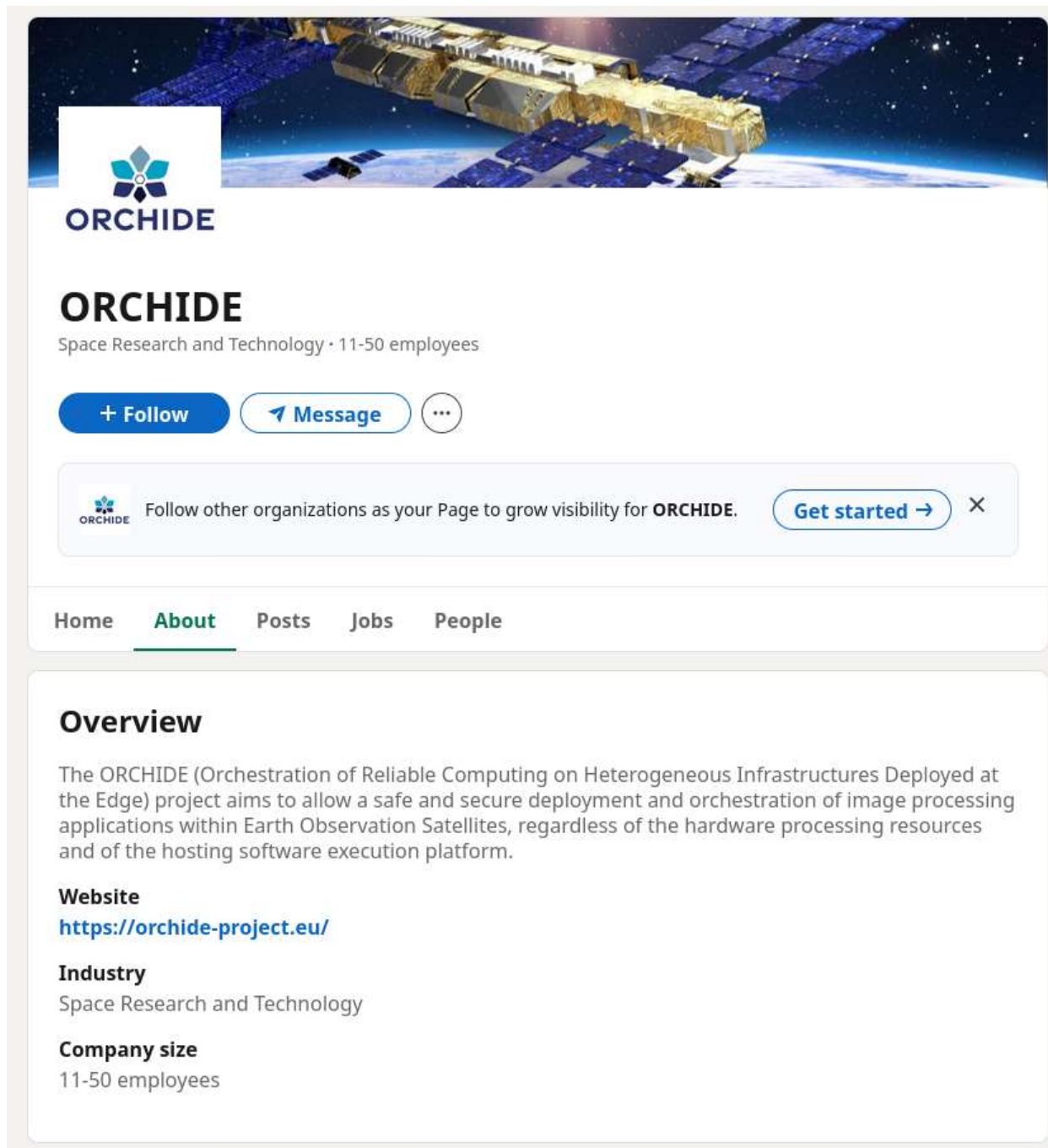


Figure 6: ORCHIDE LinkedIn page

3.3.3 Facebook

Facebook as a social media platform is used more by the general public than specialists in the field. Communication on Facebook will be managed the same way as Twitter, directing readers towards the website, without posting long messages. Facebook can be used to reach a wider audience and raise awareness of the project.

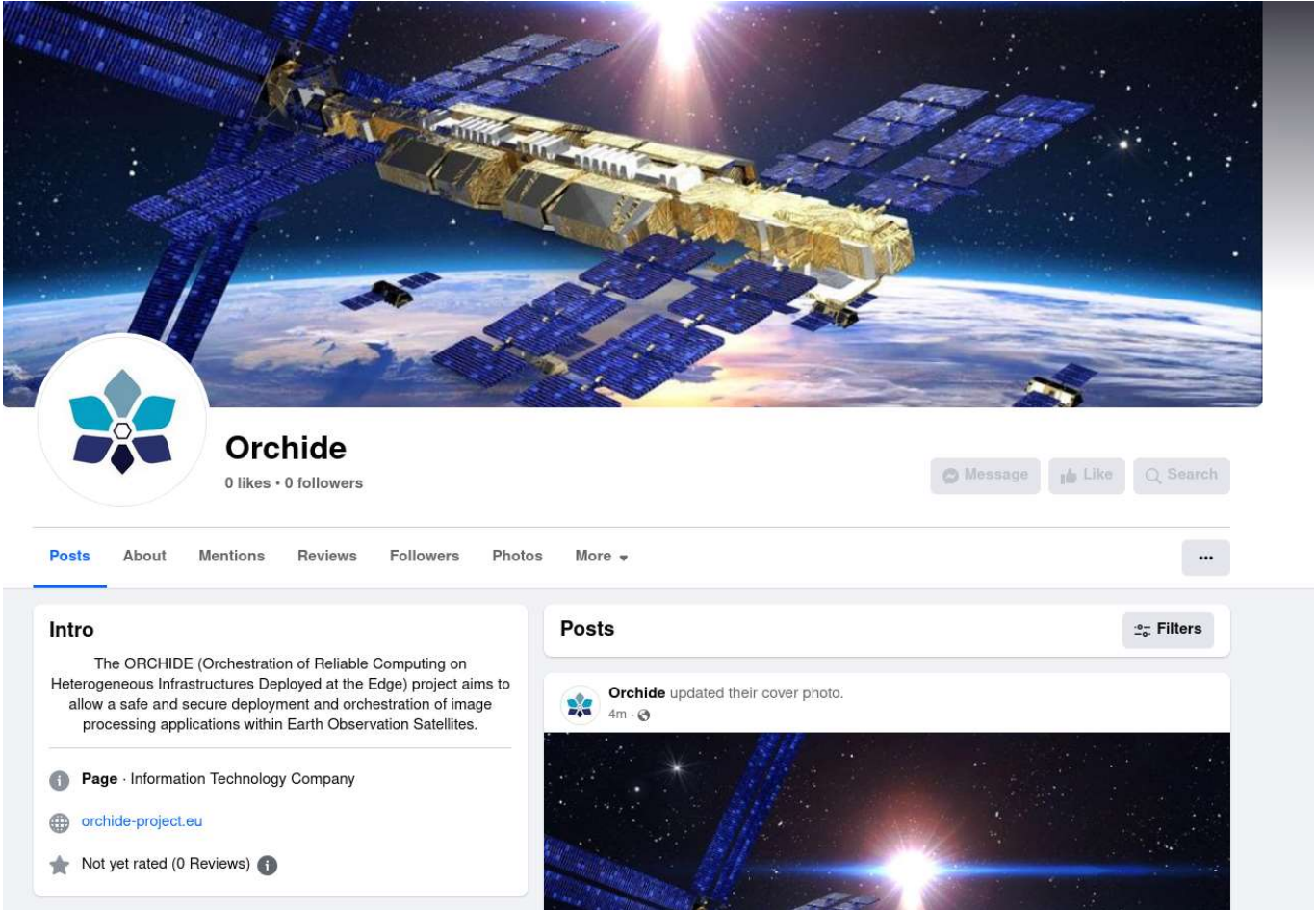


Figure 7: ORCHIDE Facebook page

3.3.4 YouTube

YouTube is a social media platform oriented towards video content. Relevant video content, such as media outputs, demonstrations and tutorials will be hosted on YouTube.

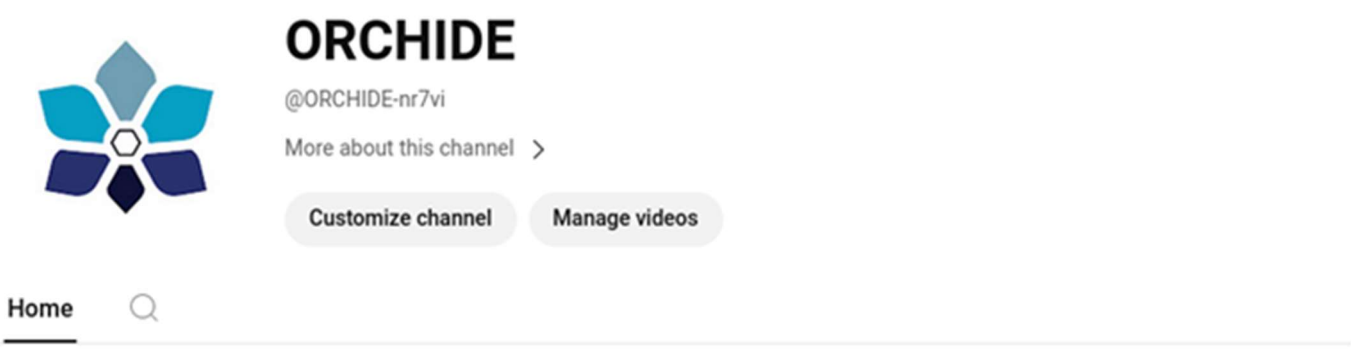


Figure 8: ORCHIDE YouTube channel

3.4 Content posting schedule

The following actions will be communicated through announcements:

- Each public project deliverable will be accompanied by an online post announcing its publication.
- The project has achieved a milestone as scheduled in the Grant Agreement Gantt chart.
- An internal development that is deemed interesting by the implementing team will be followed up by an announcement on the communication platform.
- When a demonstrative video or a conference video has been created, they will be published on YouTube, and shared on other social media platforms.
- Before an event/workshop/project meeting.
- After an event/workshop project meeting concluding them.

4 Monitoring and Evaluation

To gauge the impact of communication actions, KPIs will be monitored. The KPIs differ by medium, where for some the impact can be evaluated just through visits or reactions. For other platforms the number of subscribers or followers may prove a better metrics, because engagement cannot be easily measured per-post or it is not as relevant.

The following table displays communication KPIs displayed depending on the medium:

Targeted communication channels	KPI
Mainstream media	<p>≥ 15 communications</p> <p>Webinars with > 3 satellite operator companies attending.</p> <p>Direct distribution of marketing material to ≥ 500 interested persons from the space community.</p>

Social media	<p>≥ 10 posts per social media</p> <p>Number of subscribers:</p> <ul style="list-style-type: none"> - LinkedIn: 100-500 - Twitters: 100-1000 - Facebook: 100-500 <p>Number of viewers of the videos on the YouTube channel: 500-1000</p>
Websites	>1500 views/year
Newsletters	1 newsletter per trimester (4 per year, 10 during the whole duration of the project)

Table 3: ORCHIDE communication KPIs

5 Conclusion

The ORCHIDE Communication plan discusses the communication methodology used in the project for an effective relationship with the public, possible consumers, and organizations willing to contribute to the project.

Target audiences have been discussed to highlight the groups whose attention the consortium wishes to attract. Communication platforms were selected to target the groups with key messages pushing forward the project's goals.

A visual identity has been established for the project. A set of templates and images have been generated to distinguish the project and give it a personalized eye-catching look.

Objectives and KPIs have been set to monitor and measure the communication progress. Adjustments can be made along the way to the plan as new communication opportunities arise or strategies might change.

END OF DOCUMENT

