

Dissemination plan
D6.3

ORCHIDE

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Approval evidence is kept within the document management system

Change Records

ISSUE	DATE	§ CHANGE RECORDS	AUTHOR
1	24/05/2024	First issue	Sergiu Weisz
2	30/05/2024	Integrate feedback	Sergiu Weisz

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1 Introduction

1.1 Scope and purpose

The following document describes the dissemination strategy for the ORCHIDE project. It contains a set of goals, objectives, dissemination channels, dissemination expectations, ways of evaluating the dissemination.

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
INRIA	National Institute for Research in Digital Science and Technology
ESA	European Space Agency
CNES	National Centre for Space Studies, France
AB	Advisory Board
KPI	Key Performance Indicator

1.5 Document outline

The dissemination strategy document is split into five sections as such:

- **Section 1:** The current section, defining the document purpose, related documents and acronyms.
- **Section 2:** Establishes the dissemination strategy by outlining the dissemination goals and the target audience, concentrating on ways of reaching the target audience.
- **Section 3:** Concentrates on what actions will be done to spread the project outputs, gain users and receive feedback from the community. A timeline is provided to guide the dissemination actions.
- **Section 4:** KPIs are outlined for the dissemination project split by the type of dissemination and the venue for the dissemination action.
- **Section 5:** Conclusions are made for the dissemination strategy.

2 Dissemination Strategy

Dissemination is a tool used to spread knowledge about the project, share developments and receive feedback from the public while also gaining per recognition and attention. Dissemination can be also used to push the project outputs into the hands of possible users by giving them demos, holding workshops and participating in events to spread the project message.

2.1 Goals and Objectives

The goal of dissemination work is to share the knowledge, outputs and messages of the project. It can be used to increase awareness of the project and draw from a larger pool of people to offer feedback, spread news of the work and raise interest from potential consumers by spreading the project’s key messages and output results.

The dissemination strategy defines the following items:

- Actions that will be taken to disseminate the project outcomes
- A methodology for the dissemination actions
- Dissemination outcomes and results
- Timeline for dissemination activities

2.2 Target audience

Target group	Corporate customers
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 of the project for it to be considered a viable solution for commercial customers.

Ways to interact with them	Mainstream media, Website, Newsletter, social media.
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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.

3 Dissemination plans

3.1 Dissemination channels

Defining the appropriate dissemination channels is crucial for attaining the KPIs and sharing the key messages of the project. Each dissemination activity must use the proper dissemination channel, with outputs and documentation being shared on multiple channels to maximize awareness.

3.1.1 Website

The ORCHIDE website, hosted on the UNSTPB infrastructure can be accessed via the <https://orchide-project.eu> address. It has been described in the D6.2 and D6.3 deliverables in more technical and communication-related detail.

The website will host the project deliverables which do not contain sensitive information. In allowing the public to access these documents we provide a layer of transparency to the project, and we will be helping future projects in the same space with a template and example for creating deliverables.

Published articles will be made available through the site, allowing interested parties to go into detail in the work done as part of the project. Each article, along with its corresponding PDF document, will be published.

3.1.2 Proceedings and journals

ORCHIDE will take advantage of the scientific community to receive feedback and to publicize its accomplishments. To receive feedback, articles must be sent to publications which peer review the work and offer the feedback both for the project outputs and its direction moving forward. If articles are accepted at conferences, the project can benefit from another feedback pass from people participating at the event which can ask questions and interact with the presenter.

Participation at conferences will create links with other research projects which can materialize into collaborations, communication and knowledge-sharing activities between projects. This is an avenue to improve the project outputs. Conferences can be a good place to acquire new information about developments in the field of space edge computing which can be used in developing future features for the project.

Articles will be published or accepted for publication based on the following project milestones:

- A state of the art for space edge computing orchestration and unikernels containing benchmarks and a comparative analysis of the available solutions based on the requirements of the ORCHIDE project.
- An architecture description and analysis based on the proposed ORCHIDE solution for orchestrating unikernels.
- An analysis of the implemented solution highlighting the implementation issues and details. This paper will provide preliminary results for the implementation metrics.
- An Article on the SDK that can help to build executables able to be orchestrated with ORCHIDE and creating pipelines composed with several executables.

The articles will target IEEE publications or ISI/WOS indexed journals which will allow for greater reach in the scientific community.

Because of the delay which may occur between paper acceptance and publication, if a paper has been accepted by a conference, it will be uploaded to the ORCHIDE website.

3.1.3 Social media

Social media will be used to disseminate information about the project outputs. Twitter, LinkedIn, Facebook will be used for dissemination and communication actions. The role of each platform has been highlighted in the D6.1 deliverable regarding the target audiences and the post format.

Posts will be made on the social media platforms on the following occasions:

- An article has been published
- A blogpost has been posted on the website
- A talk has been held at an event

- Information regarding ORCHIDE events such as workshops being carried out
- Partners who have participated in an event from which there are items of interest for the community will write a summary

3.1.4 Workshops and events

Participation in workshops and events is critical to both keeping the project scope up to date and to keeping in touch with the current technological developments. By participating in events, the partners can raise awareness for the project and its key messages. Business-to-Business relationships will be created by participating in events catered to corporate and business use cases for the technology creating a community of potential users. Events have been identified where ORCHIDE partners will participate and disseminate the project to participants: IAC, SpaceTechExpo, ESA ISDs, Salon du Bourget, Journées de Palaiseau, TechDays, or similar.

A workshop will be organized to teach users how to use the ORCHIDE solution through tutorials organized by the partners. This event is expected to raise interest in the final ORCHIDE solution and give potential users a gateway to start using the solution for their own applications.

Advisory board meetings will be held to help steer the project. The Advisory Board members are stakeholders for the project with industry and research experience who can ensure the business-relevance of the project's result. The Advisory Board is made up of the following people:

- Guillaume Pierre (INRIA)
- Nicola Longepe (ESA)
- Fabien Vigeant (CNES)
- Daniel Smith (DSI)

The ORCHIDE consortium will communicate with other projects such as Earth Explorer CAIRT¹, AEOLUS², SUPERDEEP, DeepSent³, Φ -SAT-2⁴ and ENABLE-S3⁵ to create a collaboration network to spread awareness the outputs and to share insights. The consortium will also participate in EC initiatives, such as HumanEAI to further disseminate its results as part of a group and maximize its visibility and scientific partnerships' opportunities.

A final event will be organized to disseminate the results of the project, gathering a large audience of people from business and academia who can offer feedback and a jumping off point for the future of the project. As the project targets long-term goals, this event will be used to receive feedback from invitees and chart a course for the project.

3.2 Promotional Materials

Promotional materials will be used for dissemination to spread information about the project and signal the presence of the project as events by using the ORCHIDE visual identity created in the D6.1 deliverable. A rollup design has been created which will be printed and used for dissemination events where it will appear in photographs taken at the event and posted online.

¹ Earth Explorer CAIRT - <https://www.cairt.eu/>

² AEOLUS - <https://aeolusproject.eu/>

³ DeepSent - <https://kplabs.space/deepsent/>

⁴ Φ -sat-2 - <https://kplabs.space/phi-sat-2/>

⁵ ENABLE-S3 - <https://www.ttech.com/innovation/research-projects/ecsel-artemis/enable-s3>

3.3 Dissemination timeline

The following table describes the dissemination actions which will be taken during each work package, outlining the goals and expected timeframes. The description has been split per-year because it highlights the correlation between the implementation and time spent during a work package.

Year	Objective	Method
Year 1 Project Kickoff and Design		<ul style="list-style-type: none"> Define the Advisory Board which will offer feedback to the project made up of stake holders from research and industry. Create social media presence to advertise the project objectives and key messages. Participate in conferences or events to establish connections with solution providers and projects which might be used in the development of the ORCHIDE project. Identify conferences where the target audience will be interested in learning about or using the ORCHIDE solution. Have a paper accepted to a conference or a journal comparing existing orchestration solutions and their use cases in space edge computing. Publish a blog post regarding the beginning of for on the design of the orchestration solution and share it on the social media platforms. Create the publicity materials required for dissemination. Create the project website containing the project description, partner description and a ready-to-use blogpost. Establish communication with other European projects for knowledge sharing. Organize a preliminary Advisory Board meeting reviewing the project scope and requirement. Publish a blogpost after the MS1 milestone in M7. Publish a blogpost after the MS2 architecture definition review in M9.
Year 2 Solution implementation and integration		<ul style="list-style-type: none"> Publish a scientific article describing the architecture of the solution, focusing on the unique selling points Participate in scientific conferences in the field of distributed and edge computing. Publish a blogpost after MS2 in M16 about the detailed review of the project design.

		<ul style="list-style-type: none"> Participate in B2B events, industrial or showcase events to disseminate the project ideas and build relationships with businesses which can adopt the solution for their own business case. <p>Updates will also be published on the website and shared on social media about the project progress when innovative or interesting design choices have been made.</p>
Year 3	Solution integration, validation and demonstration	<ul style="list-style-type: none"> Publish a scientific paper which analyses the final solution architecture and the results from deploying it on the digital twin Publish a scientific paper which describes the Software Development Kit and evaluating it compared to other develop Organize a workshop

4 Monitoring and Evaluation

KPIs have been identified to evaluate the impact of the dissemination actions mentioned above. The KPIs will be evaluated every 6 months throughout the project implementation and the dissemination strategy re-evaluated to maximize dissemination performance. The metrics will also be summarized at the end of the project to evaluate the dissemination results in the final report.

The table below displays the KPIs which will be used to evaluate the communication performance per dissemination channel for the whole project duration.

Targeted dissemination channels	KPI
Participation to events (conferences/workshops/exhibitions)	2 scientific bridges created (people met) 20 exploitation leads created (people met) 8 participations to conferences 1 participation to a dedicated dissemination forum 1 participation to Thales TechDays
ORCHIDE Events	2-3 workshops/meetings/AB meetings
Scientific journals or other technical publications	4 publications accepted
Communication with other projects	Communication established with 2 other EC projects

5 Conclusion

The dissemination plan outlines the major actions which will be taken to reach an audience for the ORCHIDE project. The project will use dissemination to engage with potential business users, future partners or researchers to better the outputs and spread the key messages of increased innovation through flexibly deployed software in space edge computing.

The focus for dissemination actions is on publishing information about the project in order to attract potential users, business partners or feedback from the scientific community. To achieve this, news about the project will be published on social media, articles will be published in proceedings and events will be organized to generate interest in the community for the project outputs.

END OF DOCUMENT