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Plan

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1 EXECUTIVE SUMMARY

1.1 Summary

The key objective of EURECA is to support energy efficient and environmentally sound procurement actions within the European Public Sector for data centre and ICT related products and services.

The aim of this deliverable is to provide dissemination and communication plan with activity guidelines for the project. It is produced as part of WP6 Dissemination and describes the dissemination and awareness plan for the outcomes of the EURECA project, presenting the overall approach used to disseminate and communicate the project's results. This is focused on engaging use, participation and involvement in using the EURECA tools and in its development.

Overall, the document provides a structure for providing the anticipated public results and sets up an approach to identify and engage various target groups, along with the specific dissemination channels and instruments. A branding strategy is used to create an identity and to increase the exposure of the project. Indicators are outlined as a means to assess the effectiveness of the dissemination actions.

2 Introduction

2.1 Purpose of this document

This document describes the EURECA dissemination and communication plan. The main target of dissemination is to engage relevant stakeholders in a dialog about the need for energy efficiency in data centres and to encourage participation, suggestions and validation of the project results.

Dissemination and communication activities will contribute to disseminate the outcomes towards interested stakeholders with the aim to generate awareness of EURECA and to increase the possibility of identifying energy and cost saving projects within Public Sector data centres, whilst highlighting the environmental benefits and opportunities for the Public Sector to demonstrate leadership in this area.

The plan identifies:

- The main public results to be disseminated throughout the project,
- The major stakeholders and targets groups to focus on,
- The available dissemination channels and instruments,
- The specific dissemination activities to be expected and employed by EURECA partners.

These inventories will be updated and refined during the course of the project, accordingly. Where it is difficult to assess quantitatively, the impact of the various dissemination actions will be measured through qualitative indicators.

The DoW (Description of Work, see the Definition of Terms in Section 3) specifies the following activities to be performed in the Dissemination work package:

- To ensure wide awareness of DC EURECA amongst both potential beneficiaries of the project's results including Public Sector bodies and procurement, and also the organisations that play roles in the data centre supply chain.
- To build robust connections with related standards committees and technical advisory bodies to ensure DC EURECA is embedded into innovation ecosystems and environmental policy
- To raise awareness of the project and the results
- Develop commercial readiness for DC EURECA results.

- Contribute, upon request by the EASME, to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.

Much needed trust can be gained by combining and merging commercial, non-commercial and academic routes for dissemination of information.

2.2 Objectives

The DoW (Description of Work, see the Definition of Terms in Section 3) specifies the following activities to be performed in the Dissemination work package:

- To ensure wide awareness of DC EURECA amongst both potential beneficiaries of the project's results including Public Sector bodies and procurement, and also the organisations that play roles in the data centre supply chain.
- To build robust connections with related standards committees and technical advisory bodies to ensure DC EURECA is embedded into innovation ecosystems and environmental policy
- To raise awareness of the project and the results
- Develop commercial readiness for DC EURECA results.
- Contribute, upon request by the EASME, to common information and dissemination activities to increase synergies between, and the visibility of H2020 supported actions.

This approach will ensure EURECA's overall objective of providing trusted signposting and roadmap by providing factual research outputs that independently inputted by recognised standards and best practices. The approach will focus on advising, assisting, clarifying, reassuring, and educating organisations, on how best to achieve their goals for data centre energy efficiency and in reducing the environmental impact.

2.3 Scope

Engaging relevant stakeholders during the dissemination and exploitation activities implies the consistent communication of EURECA's core message, and to clearly communicate the value proposition of the EURECA project.

Initially, the core message to be communicated by the EURECA consortium is: **Public sector leadership of environmentally sound procurement of data centers - The EURECA project is an EU commission funded project which is designed to support the public sector through tailored solutions, to identify energy and cost saving opportunities within data centres. The project will coordinate the uptake of energy efficiency and reduced environmental impact of data centres through improved procurement activities.**

Additionally, EURECA needs to clearly communicate several of the values held and proposed by the consortium, to maximise the impact of the results and to increase support for implementation, use of the EURECA tool and procurement actions. The messages to be communicated to this end are adjusted to the feedback received during engagement with relevant stakeholders.

The following values support EURECA's core message:

- **Amid growing concerns of increased energy consumption and the related environmental impact of IT and data centre facilities the Public Sector is moving to ever more digitisation and e-services to reduce costs under even tighter budgetary constraints.**
- **The goal of EURECA is to demonstrate the value of energy saving and environmental data centre best practices & policies, triggering related procurement actions**
- **EURECA will provide public Sector organisations with a tailored solution for 'green' data center procurement:**
 - **EURECA will help in identifying where money and energy can be saved**
 - **EURECA will assist with the deployment of self-improvement strategies**
 - **EURECA will assist with the navigation of new technology markets with benchmarking tools & resources**
 - **EURECA will facilitate awareness, learning and knowledge sharing activities**

3 DEFINITION OF TERMS

EURECA means the Datacenter EURECA Project.

Commission means the European Commission.

Dissemination level '**PU**' means Public.

DCA means the Data Centre Alliance.

Deliverable means a formal contract deliverable item under the EURECA project.

D6.1 means the Deliverable identified as number D6.1 within Work Package 6 of the EURECA project.

Work Package 6 of the EURECA project covers 'Dissemination'.

DoW means Description of Work. The EURECA project signed a project agreement identified as project number 649972 for a project under the call H2020-EE-2014-3-MarketUptake. This document contains a table with work plans, and it is this information to which this table refers.

An **endorsement** is feedback to confirm publicly that one agrees with the content of an item.

Validation means to provide feedback on an item, either positive or negative, that could lead to improving that item.

4 Dissemination Plan

4.1 General

The events and activities organized by EURECA always both give information to an audience and gather input from this audience. Together with the other dissemination instruments, they have as their objective to increase:

- 1) the **credibility** of DC EURECA project, and
- 2) the **quality** of the EURECA tool.

The first dissemination objective is achieved by demonstrating the effectiveness of involving the widest possible community. The dissemination plan describes how **audiences** and **channels** are chosen to increase the reach and effectiveness of dissemination activities.

The second dissemination objective is achieved by engaging and involving the relevant stakeholders, and ensuring that their input is being used to validate the EURECA results. The dissemination plan describes the process of **monitoring** feedback and **acting** upon feedback.

4.2 Stakeholder identification

Stakeholders are individuals or organisations that have interest, involvement or affected by the project results. Stakeholders can be classified as: supporters (positive interest in the project) or opponents (negative interest in the project); primary (key role in the success of the project) or secondary (intermediate role in the success of the project); internal (within the consortium) or external (outside the consortium); and direct (directly affected by the project's day to day activities) and indirect (will be ultimately affected by the project).

EURECA will focus on identifying external and primary stakeholders.

When approaching stakeholders for targeted dissemination activities (e.g. training workshops) with limited availability, we will use the following selection process:

- Organisation(s):

- Total Number of ICT Users – this will provide an indicator of the overall size of the data centre assets
- Number of data centre sites – this will indicate if progress has been made to consolidation

- Budget spent on data centre assets last year and over last 5 years - this will also indicate
- Awareness and/or recognition of ICT Energy Efficiency – identifying where on the organisation's agenda data centre energy efficiency resides
- The existence or results of any previous projects in this area - this will indicate the maturity of the data centre and ensuring we focus the projects resources where it is most needed
- Is there budget available, need for cost savings or any existing energy saving initiatives either in place or planned
- Control and constraints imposed by 3rd party contractors
- The willingness of 3rd party contractors to engage with the project

- Individual(s):

- Do we have the procurement officer, technical buyer, financial and executive/management contact details and their consent to participate
- Can we identify the correct authorities and decision making processes
- Willingness of the individual(s) improve energy efficiency of ICT/Data Centre – Do we have the political support for implementation of improvements
- Resource capacity of the individual(s) to participate within the timescales of the project – assessing the risk of other potential distractions

4.3 Dissemination instruments and mechanisms

The dissemination strategy consists of several dissemination mechanisms and instruments supporting them, intended for transferring the project's achievements, information and news. The main aim is to maximise the visibility of the project's results and to draw the attention of all identified stakeholders in order to closely follow the developments of EURECA and provide their feedback.

The EURECA dissemination activities will be based on online and non-electronic dissemination channels and their corresponding dissemination policies and instruments for diffusing the project results.

Candidate activities that could be performed by the consortium are classified as follows:



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- Dissemination Events
- Publications and Dissemination Material
- Electronic and Web Dissemination Channels
- Liaison Activities

5 Dissemination Expected results

5.1 Dissemination topics

The key topics for dissemination within the project can be identified as:

- 1) Framework, EURECA tool and elements of Knowledge Sharing
- 2) Events:
 - a) Launch event
 - b) Visits to upcoming regions
 - c) Final event
- 3) Public deliverables (described in Section 5.1.1)
- 4) Milestones achieved (described in Section 5.1.2)
- 5) Achievements of EURECA users and participants
- 6) Information about data centre and ICT energy efficiency

In the remainder of this section, we summarize the public deliverables and the milestones.

5.1.1 EURECA Public deliverables

The key public deliverable outcomes of EURECA will be available as detailed in the project's Description of Work and listed in the table below.

Table 1: EURECA deliverables.

Deliverable nr.	Deliverable name	WP no.	Short name of lead participant	Type	Dissemination level	Delivery date

DEL 7.4	Online Collaboration Platform	WP 7	UEL	DEC	PU	1
DEL 6.1	Dissemination and Communication Plan	WP 6	DCA	R	PU	3
DEL 1.1	Report procurement practices and recommended evaluation benchmarks	WP 1	C3IT	R	PU	6
DEL 3.1	Directory of EU Public Sector Procurers	WP 3	GITA	DEC	PU	6
DEL 5.1	Report on the evaluation method for environmentally sound data centers and data center services for use in GPP	WP 5	MAKI	R	PU	8
DEL 1.2	Report on impact analysis of green data center procurement choices	WP 1	GITA	R	PU	9
DEL 2.1	DC EURECA framework and specification	WP 2	MAKI	R	PU	9
DEL 2.2	DC EURECA tool	WP 2	UEL	OTHER	PU	16
DEL 4.1	DC EURECA Training curriculum	WP 4	C3IT	DEC	PU	16
DEL 6.2	Exploitation Plan	WP 6	DCA	R	PU	16
DEL 7.1	Updated implementation plan	WP 7	UEL	R	PU	19
DEL 7.2	Intermediate Project Report	WP 7	UEL	R	PU	19
DEL 7.3	Periodic cost statement including project report	WP 7	UEL	R	PU	19
DEL 5.2	Report pilots / case studies	WP 5	CG	R	PU	26
DEL 5.3	Report quantitative economic & impact assessment as per call targets	WP 5	CBRE	R	PU	29
DEL 3.2	Green Procurement Best Practice Workshops Report & Online Platform	WP 3	DCA	R	PU	30
DEL 4.2	DC EURECA Sustainability Strategy	WP 4	CG	DEC	PU	30
DEL 5.4	Report policy recommendations for further steps and policy measures	WP 5	MAKI	R	PU	30
DEL 5.5	Report on ten published tenders	WP 5	DCA	R	PU	30
DEL 6.3	Dissemination, Communication and Exploitation Report	WP 6	TCIT	R	PU	30
DEL 6.4	Dissemination and Communication Events Report	WP 6	DCA	R	PU	30
DEL 6.5	Dissemination and Communication Publications Report	WP 6	TCIT	R	PU	30
DEL 7.5	Final Report	WP 7	UEL	R	PU	30

5.1.2 EURECA Milestones

There are 10 project milestones which indicate the completion of major events in the project. Five of them are considered as Key Milestones from the perspective of dissemination, and are marked bold in the table below.

Table 2: Key EURECA dissemination Milestones.

Month	Topic	Co-development	Dissemination
M3	The challenge to be addressed by DC EURECA	Regionally diversified input	Widening the audience
M6	Establishment of the initial state-of-practice of green data center procurement	Input on needs	Announce training activities
M9	DC EURECA tool framework design and how using the resulting tool can make an impact	Validation of needs and framework	Demonstrate value
M12	Support under public bodies to adopt the framework and use the tool	Assessing support	Increasing support
M15	The DC EURECA tool and training curriculum	Validating with public bodies	Announcing
M18	Baseline measurements of the pilot studies	Discuss implications	Showcasing results
M21	Widen the group of public bodies to new regions or sections, capitalizing on intermediate results	Create ownership	Widening the audience
M24	Quantitative impact and policy considerations resulting from the piloting activities	Assessing expectations	Announce questions
M27	Presenting on the pilot results and effects, feeding into the plans of the newly engaged public bodies	Stimulate execution of tenders	Present pilot effects and results
M30	Final event, presenting the DC EURECA results and providing a perspective to future activities	Future actions	Showcase results

5.2 Dissemination Key Performance Indicators

In addition to the qualitative assessment of the activities, EURECA will manage the following dissemination quantitative indicators:

- Number of people and organizations involved (Section 6).
- Number of dissemination activities completed (Section 7).

- Reach, expressed as an estimate of the number of people who received information about EURECA. To be further refined by type of audience (e.g., experts in data centers, general audience, etc.), number of countries involved, size of audience per event, etc.
- Dissemination impact, expressed as the number of published materials in magazines, journals, blogging platforms, social networking platforms, etc.

5.3 Impact goals and feedback

The project involves regular workshops, events and activities methods to gather feedback are incorporated within the Communication Matrix which captures an inventory of stakeholders, media platforms and dissemination activities. The data is designed to allow frequent changes to monitor the process from initial engagement through to enabling the desired outcome. This is described in more detail in Section 9.

5.3.1 Contribution of dissemination plan on the overall expected impact

Through increasing awareness of innovative technologies and methodologies, and by improving knowledge of potential energy saving opportunities within Public Sector data centres, EURECA targets an uptake of these innovations through triggering tenders.

The dissemination work package will support this through highlighting the benefits of:

- 1) Impact on procurers: increased awareness on the priorities and best possible practices for procuring sustainable data centre services, in alignment with views from the industry itself. Enabling procurement departments to instigate energy efficiency projects and empowering them to identify the market innovations is the first step. On initial analysis, it seems likely that EURECA may positively PREVENT some tenders for data centre products that would not be needed once innovative energy efficiency practices are deployed. The EURECA tool could and should be used BEFORE traditional methods are undertaken, the procurement teams are essential in ensuring this is carried out. Moreover, if procurement officers are measured on identifying expenditure savings the EURECA tool must be seen as a key enabler in this regard.
- 2) Increased understanding within the industry of how exactly they can contribute to increasing sustainability of data centre through more close cooperation with the public sector. Developing case studies with successful demonstrative information will attract interest and increase take up of best practices and innovative ways to improve energy efficiency.
- 3) Knowledge transfer from front runners to laggards, raising the profile of the front runners and increasing the capacity of the laggards. Identifying “champions” within the Public Sector

itself would provide the best route to “sell” the benefits of EURECA, the objective to foster this through events and group workshops, and establishing a Special Interest Group (SIG) dedicated to the topic.

4) Establishing EURECA as the go-to tool for supporting sustainable public procurement of datacentre services. Creating a maturity model approach can also have an effect of adding motivation and incentive for improvement. Gaining recognition of the tools value and usefulness will be an essential element of the plan.

5.3.2 Feedback and impact of dissemination

In order to capture feedback and impact on the audience of dissemination activities the project activities need to be closely aligned to the dissemination and communication. This includes monitoring several factors:

1. Establishment of a Special Interest Group (SIG) within WP3 (T3.2). As an industry association, the DCA facilitates special interest groups on various topics related to data centre design, construction and operation. The objective of these groups is to identify the related needs of the topic, which include looking at these needs from perspective of:
 - o Skills & training
 - o Awareness
 - o R&D
 - o Standards and best practices

This group can be particularly useful in gaining a valuable steer on the EURECA tool usefulness and impact. The overall functionality of the SIG is covered in DEL 3.1.

2. Gaining feedback from, and following up with participants of EURECA training and knowledge sharing events.
3. Monitoring take up and participation of the EU Code of Conduct Scheme
4. Gaining a catalogue of use and case studies
5. Monitoring the areas of interest of the group members to both help steer the content area of EURECA Knowledge sharing activities and also to match these interests to others with the required experience and expertise.
6. Monitoring the areas of interests to trigger procurement actions and tenders

6 Audiences

The main objectives of the EURECA project will be supported by the dissemination, communication and awareness program which targets relevant groups across the domains of Public Sector procurement, policy for data centers, Standards groups and industry suppliers. The actions will address different target groups across Europe, both at the global level and regionally (e.g, at the level of cities). The starting point for achieving these objectives is the identification of target groups for the EURECA project.

6.1 Stakeholder groups

EURECA addresses the following sectors:

- 1) (External) The **Public Sector managers and decision makers**
The Public Sector in the regions of UK, Germany and The Netherlands form the initial starting point of the project. In cooperation with WP3, the groups from these regions is contacted and expanded, and the regions from which EURECA participates is engaged.
- 2) (External) **Public procurement organisations and groups** In addition to the individuals that represent Public Sector organisations, EURECA will disseminate information to the wider buying consortiums or groups that influence or operate services on behalf of groups of Public Sector organisations.
- 3) (External) The **Policy Makers** Government organisations that represent and influence procurement of Data centres and has a large overlap in general. During the EURECA project we will seek discussion on how EURECA can support procurement policies or assist in identifying and removing any bottlenecks. By highlighting the benefits of EURECA we can gain the influence needed to bring about greater take up of energy efficiency and environmental policies.
- 4) (External) **Public Sector IT Managers** The data centre plays a strategic role in the delivery of digital services and ICT. While data centres may employ a relatively small number of people who can influence efficiency measures of the facility itself, the services that operate within them are vital to energy efficiency and environmentally sound practices. Therefore, stakeholders who influence the services that data centres support are taken into account as a separate target group for dissemination activities. This not designed to reinforce existing silos, moreover to recognise their existence, and to promote greater cross collaboration in the approach to data centre energy efficiency.
- 5) (External) **ICT Suppliers and Service Providers** The EURECA tool depends on support from suppliers and service providers, which are needed to both demonstrate and to

respond to procurement procedures for high energy efficient performance products and services.

- 6) (External) **Environmental organisations, NGO's and other public interest groups** These groups will improve opportunities for EURECA to promote adoption, and also help with improving policy and the guidelines EURECA offers.
- 7) (External) **Standards Committees and Best Practice Communities** The ultimate aim of DC EURECA is to develop the EURECA tool to support the uptake of energy efficient and environmentally aware methodologies. Therefore it is essential to ensure relevant input and liaisons are in place to support the EURECA tool development and its future relevance.
- 8) (External) **Research and Training Organisations** DC EURECA will define a training curriculum to support take up. In order to exploit this and to ensure scalability of EURECA a collaborative approach is needed with training organisations with the aim of adding EURECA to training frameworks.

The target groups, in both established and upcoming regions, will be approached in the most suitable way, which means that thought is given to which channels to use to approach them, and which EURECA messages to communicate to them.

The network of the EURECA consortium is used to bootstrap creating the EURECA community. Specific and concrete motivations and priorities will be specified to make participation in the EURECA activities more attractive to these stakeholders.

In addition, attention is given to approaching stakeholders through **developing the EURECA Advisory Board** to further improve the credibility and reach of EURECA. Approaching strategic Advisory Board members has as advantage that such alliances are willing and capable to invest time in developing and pursuing long-term, cross sector plans that transcend short-term, individualistic goals.

7 Dissemination instruments

EURECA uses the tools and strategies described in this section to target its audiences and to engage them to cooperate on the EURECA objectives. The strategy to enliven the engagement and to assess its effectiveness is described in Section 5. Detailing the activities in this chapter will result in **a living document that directly provides input to D6.2, D6.3 and D6.4.**

7.1 Branding strategy

A brand with a distinctive **logo** and tagline is important to reinforce and strengthen impact. A number of iterations will be made available, including PNG and JPEG formats in RGB and B/W (used for web and print). A version for social media version will also be produced using a square icon. The EURECA logo will be used in all the communication material generated by the project. Logos of the European Union and of the H2020 programme will also be made available.

Templates for presentations and written documents (other than those requiring the use of specific formatting, such as often is the case with scientific papers and journals) are available on the EURECA collaboration site. This ensures uniform appearance. The presentation template contains a copyright notice that encourages reuse of any EURECA slides provided the proper requirements are followed.

A project **website** is created at www.eureca-project.eu where the wider audiences can view the proceedings of the EURECA project and join the EURECA community through a registration procedure. All beneficiaries own websites are referring to this project website to increase attention and traffic.

A **fact sheet/brochure** for the project will be created. The fact sheet will describe key characteristics of EURECA, including the project objectives and goals.

The participants of the EURECA project will actively promote a EURECA 'pitch' and use this frequently in interacting with professional networks like LinkedIn, XING, Facebook and Twitter.

7.2 User-related strategy

EURECA employs the following strategy to improve user involvement:

- User acquisition tactics (news, podcast, registration page on the web site)
- User engagement tactics (periodic updates, continuous news, updated web site)

- Involving users in the design of the dissemination plan via workshops
- Analytics to validate KPIs and better manage the dissemination process. Separate processes for web site analytics and social media analytics. (see also Section 0).

7.3 Channels

7.3.1 Dissemination platforms

EURECA uses various platforms to build its community. In addition, it will use the websites of EURECA partners for disseminating news and results. Table 3 lists the current dissemination platforms. EURECA partners will be asked periodically about other opportunities to include new platforms.

Table 3: Dissemination platforms for EURECA.

Platform	Owner	Description
Project website www.EURECA-PROJECT.eu	EURECA	www.EURECA-PROJECT.eu
Linkedin ICT/Data Centre	Various	There are over 50 Linkedin Groups related to EURECA target audiences
Linkedin Public Sector Procurement	Various	There are 63 Public Sector Linkedin procurement groups related to EURECA target audiences
Twitter https://twitter.com/EURECAproject	EURECA	Twitter account will be managed to increase audience.
Publication network/media list	EURECA	Articles case studies and news

Face to face activities/events	EURECA	Widening network through presentations, meetings, discussions and activities
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7.3.2 EURECA Events

EURECA will organize the dual purpose events listed and specified in DOW. WP6 will identify and seize opportunities for organizing other relevant events alongside these where beneficial exposure is agreed amongst the project consortium. For example events such as Data Centre World 2015 in March 2015 and the EURECA Launch at the Public Sector Show due on 23rd June 2015 have been organised alongside workshop activities.

7.3.3 Social Networking platforms

EURECA will leverage the dissemination potential of social networking. The guiding principle here is that **the widest possible community should be reached with as little effort as possible**. The following platforms offer the opportunity to spread existing information to our target audiences:

- LinkedIn: sharing news and funnelling professionals to the EURECA website;
- Twitter: sharing news with a generic community.

7.3.4 Publication channels

EURECA will publish through various dissemination channels, including but not limited to Data Centre Solutions which is provided by the DCA 10 times a year and reaches 42,000 ICT professionals. The form of these publications include:

- Case and use Studies
- White papers and reports
- Articles, published to magazines, websites etc.
- General and business publications

Publications to access the target groups of EURECA will be approached and offered regular and/or exclusive editorial and reciprocal promotion via the EURECA website and consortium partner websites where appropriate. An initial amount of desk research has been carried out, which will be developed, monitored and repeated as EURECA engages in regional activities. Examples are provided below.

Table 3: EURECA target publication channels

Target group	Example Publications	Countries	Website
Public sector managers and decision makers	Public Sector Executive	UK	http://www.publicsectorexecutive.com/Public-Procurement
Public procurement organizations and groups	The Public Sector Show	UK	http://www.publicsectorshow.co.uk/2015/02/pre-show-interview-simon-campbell-whyte/
Policy makers	FenceWorks	Netherlands	http://www.datacentreworks.nl
Managers at public IT departments	Public Technology	UK	https://www.publictechnology.net/
ICT providers	Data Centre Solutions	Europe	http://dcseurope.info/magazine.php
Environmental organizations, NGO's, public interest groups	The Carbon Trust	Worldwide	http://www.carbontrust.com/home
Innovation and standard related communities and groups	CEN/CENELEC/ETSI ISO/IEC	Europe/International	N/A
Research and training organizations			

Table 8 lists several EURECA publications. This list will be periodically updated to include the latest contributions of EURECA members.

Table 4: EURECA publications.

Main partner	Authors	Title	Added value to EURECA	Target journal	Date
DCA	Simon Campbell-Whyte	Pre-Show Interview	Awareness	Public Sector Show 2015	March 2015
DCA	Simon Campbell-Whyte	Can the Public Sector Lead the Way on Data Centre Energy Efficiency	Awareness	DCS Magazine	March 2015

7.3.5 Conferences, seminars, workshops, and other meetings or events

EURECA will attend, contribute to and organize conferences, seminars, workshops and other meetings or events. Participation will result in visitation reports, to be periodically centralized into a list such as the list depicted in Table 9. This will maximize the reach of the EURECA consortium with minimal cost.

Table 5: Event contributions.

Main partner	Authors	Title	Contribution	Target event	Date
DCA	Simon Campbell-Whyte	A EURECA Moment for Data Centres?	Presentation and stand presence	Data Centre and ICT professionals	11 th March 2015

UEL	Rabih Bashroush	A EURECA Moment for Data Centres?	Presentation	Data Centre and ICT professionals	11 th March 2015
MAKI	Marc-Andree Wolf	A EURECA ICT-GPP	Presentation (TBC)	Green Public Procurers	28th-29th September
CG	Frank Verhagen	Success stories datacenter tenders	Presentation	Green Public Procurers	28th-29th September

7.3.6 Cooperation with strategic alliances

Strategic alliances are for example other (EC) projects, programmes, working groups, or initiatives.

Table 6: Strategic alliances

Title	Country	Contact	Website
ISO/IEC JTC1 SC39	International	Jay Taylor, Henry Wong	http://www.iso.org
The Green Grid	USA	Jay Taylor	http://www.thegreengrid.org/
EU Code of Conduct for data centres	Europe	Paolo Bertoldi	http://iet.jrc.ec.europa.eu/energyefficiency/ict-codes-conduct/data-centres-energy-efficiency
BREEAM	Europe		http://www.breeam.org/
British Computer Society	UK	James Allen	http://dcsg.bcs.org/
Bitkom	DE	Dr. Bernhard Rohleder	http://www.bitkom.org/
CESIT	FR	M. Lionel Diez	http://www.cesit.fr/
CEN/CENELEC/ETSI Coordination Group for Green Data Centres	Pan Europe	Andre Rouyer	http://www.cencenelec.eu/standards/Sectors/ICT/Pages/GreenDataCentres.aspx
NEN	NL	Ton van Bergeijk	https://www.nen.nl/
FP7 Smartcities Cluster	EU		

7.3.7 Other dissemination instruments

Other dissemination instruments will include:

EURECA Project Document

Use or disclosure is subject to the restrictions on the first page.



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- Mentions in general ICT industry news
- Mentions in journals, press, and mass-media
- EURECA press releases, including newsletters
- EURECA blog posts
- EURECA podcasts

8 Dissemination Triggers

During execution of the project, the dissemination actions need to be triggered.

Planning when and what to disseminate is important to ensure maintaining interest and a steady building of the project's network. This is also important for exploiting the results of the project.

The main triggers are as follows:

- Project results, deliverables and achievements
- Project Milestones
- Project events and workshops

Dissemination will also be triggered via regular monthly reviews to maintain interest in any extended time period where the above triggers do not occur.

8.1 Coherent structure for events

The format for the events is based on standardized principles. This allows the feedback to be incorporated with assessment of the effectiveness of the feedback in improving projects results. It also helps to determine gaps needing to be addressed in subsequent events.

All events are prepared by providing the EURECA participants a document describing:

- The objectives of the event
- The audience
- What is requested from the audience
- How the audience will receive feedback and results from the event

9 Dissemination matrix – gathering, monitoring and exploiting the results

WP6 will develop a matrix for all partners to record activity and results. The Matrix document will serve as a record of activities including a list of contacts and stakeholders who have registered which will feed into the further deliverables of this work package and the others. The dissemination matrix will also serve as a data base tool to develop the dissemination activities of EURECA and will be maintained throughout the project.

The matrix contains three main areas for recording the following:

- Stakeholder inventory – listing of all individuals, groups and organisations by category and preferences. This includes ensuring requests for involvement e.g. SIG membership are recorded.
- Dissemination Activities – listing of EURECA initialised outbound communications by category.
- Media Inventory – listing of all media channels and platforms approved for use by EURECA categorised by type.

9.1 Stakeholder inventory

The stakeholder inventory captures “living” information about individuals and organisation’s interaction with EURECA. This is in order to manage and monitor progress steps, information will be updated on a regular basis and includes:

- Country and geographical information
- Stakeholder group i.e the type of audience
- Engagement status
- Whether they are or request to be members of the Special Interest Group (SIG)
- Whether interested in the project’s advisory board
- Whether they are currently engaged or will be engaged in a procurement tender
- Their privacy policy preferences and areas of interest

9.2 Dissemination Activities

The matrix also lists all dissemination activities undertaken throughout the project. This includes capturing data to help inform effectiveness, which includes:

- Medium used – e.g press release, article, blog, linkedin/twitter, website, workshop, event, paper, survey/poll or visit

- Subject/trigger
- Goal/objective
- Status – e.g. identification, in progress, in review, ready, published, paused/cancelled
- Location/geographical
- Author
- Date of publication
- Reach – e.g. views, attendees

9.3 Media Inventory

The media inventory catalogues all possible channels for dissemination gathered during the project. This essentially builds a “media list” to send information for potential sharing. This includes capturing data including:

- Medium type – e.g. event or conference organiser, online or printed media, groups and associations
- Geographical information
- Themes and topics of interest
- Audience type and size
- Reference information
- Primary contact information e.g. editor or journalist

ANNEX A: list of Areas of fields for Interest/Experience Areas

Please refer to DEL 3.1: Fields are multi- select and are searchable.

- Retrofitting of data centre
- Increasing capacity
- Outsourcing
- Colocation
- Energy Efficiency
- Efficient Cooling
- Renewable Energy
- Combined Heat and Power
- Waste Heat Reuse
- Structured Cabling
- EU Code of Conduct/best practice
- Access Control and Security
- Anti-contamination of data centres
- Monitoring and DCIM
- Training and skills
- Liquid Cooling
- Power Distribution Systems
- Uninterruptable Power
- Fibre and connectivity
- High Performance Computing
- Airflow Management
- Racks and containment systems
- Buildings and estates
- Standards and Certifications
- Cloud computing and virtualisation
- Facilities Management
- Procurement
- New Datacentre Build
- Maintenance and operations
- Design and commissioning
- Load testing
- Fire detection and suppression
- e-Waste
- Life-cycle analysis / TCO



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- Environmental assessments
- Thermal / noise insulation
- Service level management (agreements, KPI's, mgt process)
- Reporting & carbon accounting
- Consolidation and cost reduction across data centre estate