A Software Architecture for Extreme-ScaLe
Big-Data AnalyticS in Fog CompuTIng Ecosystems

D6.2 Initial Communication and Dissemination Report

Version 1.0

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Change Log

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V0.2	Renata Giménez Binder (BSC)	Comments
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V0.6	María Cristina Zubia (IKL)	Internal review comments
V1.0	Nikoleta Kiapidou (BSC)	Final version

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1. Executive Summary

This report summarises the communication and dissemination activities carried out by the ELASTIC project from December 2018 (M1) to July 2019 (M8).

This report includes a complete list of tasks related to the corporate image of the project as well as to its communication channels (website and social media). This document reports also on the dissemination material and any press coverage, events, and publications of ELASTIC.

During the first 8 months of the project, the consortium participated in a total of 6 events disseminating the project. Seven press impacts were monitored and one open access scientific publication was produced. With the aim to build a community around the project, the communication and dissemination team posted regular updates on the project's dedicated LinkedIn and Twitter channels.

The communication and dissemination team has successfully carried out several tasks indicated in the D6.1 Communication and dissemination plan.

2. Introduction

The objective of this report is to present a detailed list of the communication and dissemination activities, which took place during the project's initial 8-month period, as planned in Deliverable D6.1. The activities were carried out in order to establish the ELASTIC brand and build a community around the project.

3. Communication and dissemination objectives and target audiences

The overall goal of ELASTIC WP6 is to maximise the impact of the project, increase awareness and engage key stakeholders. The specific dissemination and communication objectives for the ELASTIC project are the following:

1. Definition of the communication and dissemination strategies with the aim at disseminating the project's results via a public website, social media channels, videos, participation in conferences and presenting papers to scientific journals.
2. Building a dynamic community of researchers and applications designers who engage with the project via the public website and social media channels.
3. Communicate the potential benefits of the ELASTIC research to industry stakeholders and the wider public via targeted events and project dissemination materials.
4. Facilitate cross-fertilisation with other projects working on overlapping areas.

The present report is focused on the above objectives, as they are related to communication and dissemination. The exploitation tasks will be described in a separate deliverable D6.3 Initial exploitation report, even though both tasks are closely related.

In order to achieve the objectives above, a number of target audiences and stakeholders were identified in the D6.1 Dissemination and communication plan that are still in force:

1. Big data end users
2. Applications developers
3. Big data/embedded/HPC research community: related EU and international projects (CLASS, LEGaTO), research organizations (PRACE RI, e-IRG, EUDAT, Géant) and other European initiatives (BDVA).
4. Industry stakeholders: tram manufacturers, engineering companies, public transportation, operators, big data sector; IT Providers (Cloud providers, Edge providers, Big data vendors and practitioners)
5. Policy makers: European and national politicians, European Parliament and European Commission, national and local governments.
6. General public

4. Corporate image

In accordance with Deliverable D6.1, a common graphic identity was developed in order to create a recognisable brand associated to the project. This image has been consistently applied by all partners and in all communication and dissemination materials.

A brand guide was developed and serves as a manual to define the usage of the ELASTIC brand including the colours palette, different types of logos, font size, typography, etc. This brand guide is available to download on the intranet for all partners to apply correctly.

4.1 Logo

The logo of the project has been defined and can be applied in a more simplified way or in a more complete way to include the project's full name or URL (Figure 1). The short name of the project (ELASTIC) comes from letters taken from the full name, which is "A Software Architecture for **E**xtreme-Sca**L**e Big-Data **A**nalytic**S** in Fog Compu**TI**ng E**c**osystems". The logo's shape represents the concept of elasticity, as it is indicated by the name of the project and by one of the project's main features. Minimal purple colours were selected in order to provide a clear and distinct identity to the brand. All logos can be downloaded from the ELASTIC branding page.

Figure 1: ELASTIC logo

4.2 Templates

Templates were designed in order to be used in the main dissemination activities of the project (workshops, conferences, training courses, etc.). Presentation (see figure 2), poster and deliverable templates are available in the internal repository of the ELASTIC website (Intranet) and have been shared with all the partners.

Figure 2: ELASTIC PowerPoint presentation and poster templates

5. Dissemination and communication channels and tools

In order to efficiently reach the targets for promoting the results and maximising the visibility of the project, a broad spectrum of dissemination and communication channels and tools are used. The public website plays the central role in dissemination as it is the most important channel for communicating the project's information. Social media are also a very useful tool to reach out to society together with press releases, leaflet, presence in events, etc. The following sections describe in detail the selected channels and tools.

5.1 Website (https://elastic-project.eu/)

During the first 8 months of the project, the performance of the ELASTIC website has been satisfactory. The website was launched in late January 2019. It was built with Drupal 8 system and complies with the technical requirements of performance and security. Apart from the normal navigation menu and pages, it also hosts the Intranet (internal repository), which is embedded in the website and is used as a tool for storage and internal communication for all partners.

Sessions	Users	Page views	Avg. Session Duration
1,574	946	5,442	00:04:37

Table 1: Main indicators of the ELASTIC website, M1-M8

The main indicators of the ELASTIC website, as shown in Table 1 above, show that the page is achieving its targets. The total number of sessions during the period M1-M8 is 1,574, well above the defined Key Performance Indicator (KPI) of 1,000 sessions per year, as established in the D6.1 Communication and dissemination plan.

The total number of users during the same period is 946 and the total number of page views is 5,442. Users show engagement with the website, as it is indicated by the average session duration found at 4:37 minutes. These numbers are expected to grow as the website will be populated with more content, such as news, research results, publications, videos. More content on the project's technical subjects, software components and the Industrial Advisory Board (IAB), will be also created in the following months.

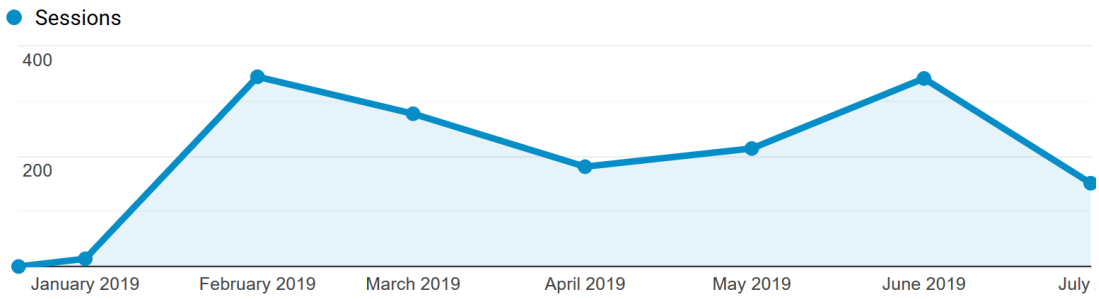

Figure 3: Sessions on the ELASTIC website, M1-M8

The flow of daily sessions during the 8-month period, as shown in Figure 3 above, helps understand better the performance of the page. Several peaks in the number

of sessions are consistent with dissemination activities, such as participations in conferences and events. As demonstrated in Figure 3, high number of sessions is observed during the BDVA Activity Group Meeting and ICLEI Board Meeting in February and March respectively, as well as the project's F2F Meeting in June.

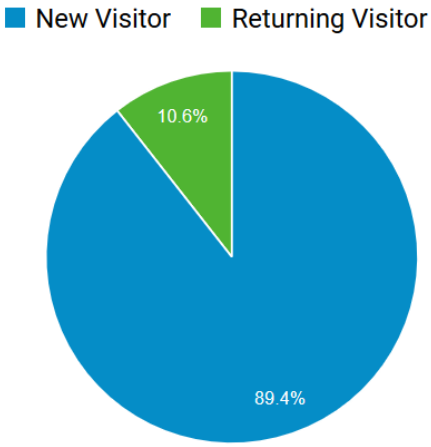

Figure 4: New visitors vs Returning visitors on the ELASTIC website, M1-M8

A very high number of new visitors is reported: almost 90% of the ELASTIC website visitors are new comers (Figure 4). This is also justified by the top source channel of visits, which is by directly typing the ELASTIC URL on the browser. As seen in Figure 5 below, 71.7% of users visit the website directly, while 14.7% come from organic search. The rest of users derive from referrals and social media channels in a balanced rate.

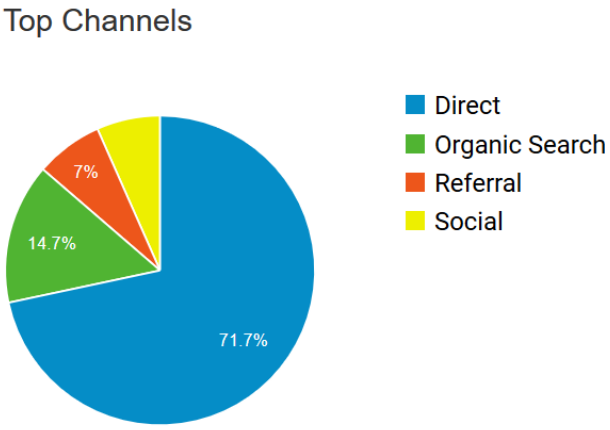

Figure 5: Traffic source channels for the ELASTIC website, M1-M8

The most visited pages of the ELASTIC website are shown in Figure 6 below. It is clear that most page views are noted on the homepage, while the Events, Objectives and News pages are also reasonably popular. These are followed by the ELASTIC press release and the Partners page.

	Page Title	Page Views	% Page Views
1.	Home | ELASTIC	1,855	34.09%
2.	Events | ELASTIC	362	6.65%
3.	Objectives | ELASTIC	351	6.45%
4.	News and press releases | ELASTIC	296	5.44%
5.	ELASTIC to develop a novel software architecture for extreme-scale a nalytics | ELASTIC	238	4.37%
6.	Partners | ELASTIC	223	4.10%

Figure 6: Most visited pages of the ELASTIC website, M1-M8

Furthermore, most of the sessions are naturally recorded from European countries. As shown in Figure 7, the majority of sessions are recorded from Spain, Italy, and Portugal, where most of the ELASTIC partners are located (Barcelona Supercomputing Center, Ikerlan, THALES, GEST, the Metropolitan City of Florence and the Instituto Superior De Engenharia Do Porto). Other countries, such as the USA, the UK, France, Germany, the Netherlands and Switzerland follow.

1.	Spain	844
2.	Italy	155
3.	Portugal	144
4.	United States	81
5.	United Kingdom	55
6.	France	43
7.	Germany	25
8.	Netherlands	24
9.	Switzerland	47

Figure 7: Sessions on the ELASTIC website by country (top 9 countries), M1-M8

5.2 Social media

5.2.1 Twitter

The ELASTIC Twitter account is used as a platform to share any dissemination activities of the project and create synergies with other stakeholders in the field both from the academia and industry (Figure 9).

Tweets and retweets are daily and concern not only events and news of the project, but also conferences and activities related to the general field of smart cities, smart mobility, urban mobility, as well as more particular fields of big data, cloud computing, and edge computing.

The most used hashtags on the ELASTIC Twitter and the ones followed mostly are #bigdata, #bigdataanalytics, #smartcity, #smartmobility, #urbanmobility, #cloudcomputing, and #edgetocloud. By default, all related tweets will also be

followed with a public list that will be done in order to monitor immediately the related content that can also be interesting for the ELASTIC followers.

Figure 8: ELASTIC Twitter account

The ELASTIC Twitter account has 56 followers mainly from the research community and related European projects; 16 new followers were recorded during the last 30 days only. The number of followers will increase as the project will develop more press releases, news, scientific results, and technical information in the near future. An editorial calendar will also be created in order to generate news pieces from all the partners. All this new content will create opportunities to populate the ELASTIC Twitter account and engage more followers.

The tweets with the most engagement are related to the ELASTIC news pieces and publications, as well as events that ELASTIC researchers participated in (see examples of popular tweets in Figure 10). Tweets about events relevant to the fields of smart cities and big data have also been popular.

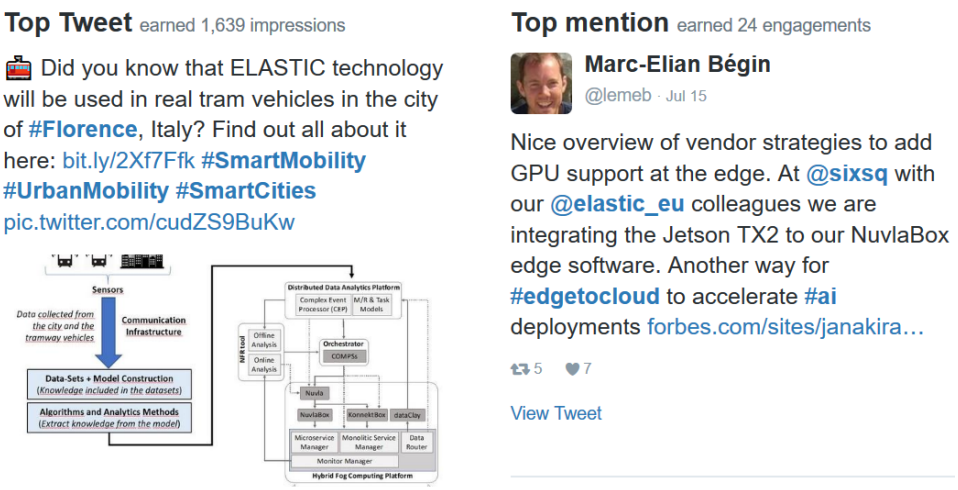

Figure 9: Examples of top tweets on the ELASTIC Twitter

5.2.2 LinkedIn

The ELASTIC LinkedIn page is used as a channel to communicate any dissemination actions of the ELASTIC researchers and partners to a professional and industrial network. The posts refer to the dissemination activities of ELASTIC as well as events of the relevant fields. Users have engaged primarily with posts about ELASTIC news pieces and about events in the field. The most engaging LinkedIn post up to date has been the news post about the ELASTIC use case, which had the highest number of clicks and likes.

The page consists of 24 followers currently. As seen in Figure 11 below, a high number of LinkedIn page views was monitored after the page was created, in February and March. A number of events in which ELASTIC partners participated during these two months also helped raise the number of page views. For example, the BDVA Activity Group Meeting (February), the ICLEI Board Meeting (March), and particularly the DATE 2019 conference (March) attracted a lot of interest.

While in April there was not much engagement because of the lack of events in which ELASTIC researchers participated, a steady increase in the LinkedIn page views was seen in the following months as the ELASTIC F2F meeting took place and the project's website was also populated with more events and news pieces. The 24th International Conference on Reliable Software Technologies and the BDV PPP Summit 2019 that ELASTIC researchers attended in June brought more page views to the LinkedIn page.

The number of page views shows a positive trend which indicates that followers will also increase as the project will produce results and publications and more technical content will be shared on the LinkedIn profile.

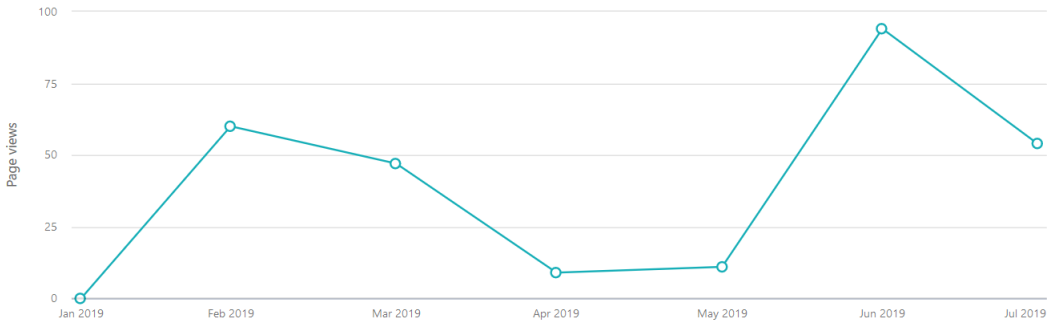

Figure 10: Page views of the ELASTIC LinkedIn page, M1-M8

As Figure 12 below shows, the top fields of the visitors of the ELASTIC LinkedIn page are research, information technology, computer software, and higher education. Although these backgrounds are naturally relevant to the project, higher numbers in industries – and not only research and academia – are desired, as stated also in the D6.1 Communication and dissemination plan.

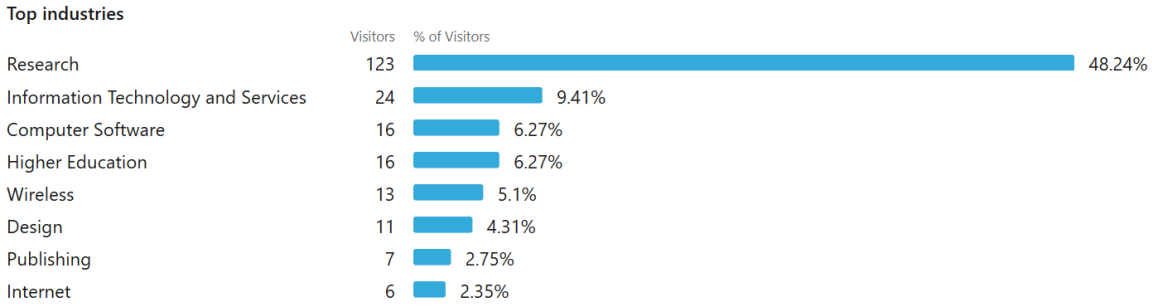

Figure 11: Top industries of the ELASTIC LinkedIn page visitors, M1-M8

5.2.3 Social media KPIs

The overall performance of the social media accounts of ELASTIC during the first 8 months of the project shows a slow but steady growth in the number of followers and engagement of the users (Table 2). More followers are needed for both channels, and particularly LinkedIn, which will be succeeded by further engagement of the users and more technical content and scientific results deriving from the project in its next stage. The IAB that has been established will also help towards further engagement of the social media channels, especially LinkedIn that is more relevant to users from industries.

In particular, an editorial plan will be designed shortly in order for the partners to generate news pieces with technical information and project updates regularly. This new content along with more events that will be attended, publications that will be produced, and project videos that will be created, will attract more followers to the ELASTIC social media. The editorial plan and the first ELASTIC video are already being prepared. More events will be attended in the next months and more ELASTIC publications are planned to be produced by the end of the first year.

KPI	Total M1-M8	Total Target (M36)
Number of Twitter followers	56	250

KPI	Total M1-M8	Total Target (M36)
Number of LinkedIn followers	24	150

Table 2: ELASTIC KPIs for the social media channels

5.3 Dissemination and communication pack

5.3.1 Leaflet

The general ELASTIC leaflet provides an overview of ELASTIC: the project's objectives, main feature, partners, and media channels. The format of the leaflet is a double-sided A5 sheet. The design was approved by all partners. It has been printed to be distributed in events or local actions defined by each partner. It is also available to download on the ELASTIC branding page. The leaflet will be updated in the second year of the project in order to include technical content and informed details of how ELASTIC progresses.

Figure 12: ELASTIC leaflet

5.3.2 Video

The first project video has already been recorded during the first F2F meeting in Florence, Italy, and the final product will be ready soon after editing in order to be disseminated widely.

The video will start by featuring the project coordinator, Eduardo Quiñones providing an overview of ELASTIC. It will go on by demonstrating the project's objectives and goals and by explaining the smart city use case of real tram vehicles in the city of Florence. It will include scenes from Florence's traffic and passengers, its tram system, as well as scenes from inside the tram vehicles. It will include scenes from Florence's traffic and passengers, its tram system, as well as scenes from within the

tram vehicles. WP6 will work on communicating this project video as widely as possible by disseminating it to technical media and posting it on the ELASTIC website and the dedicated social media channels.

5.4 Press

In February 2019, the first ELASTIC press release was produced. It was titled "ELASTIC to develop a novel software architecture for extreme-scale analytics" and it was distributed to technical media to emphasize the need of HPC for smart cities and smart urban mobility. This press release was approved by all partners. The dissemination team encouraged all partners to share the article on their own media channels.

The Big Data Value Association (BDVA) included the press release in its newsletter for big data experts thanks to the ELASTIC-BDVA close collaboration. In total, 7 press clippings have been documented, as shown in the Table 3 below. These can also be found on the ELASTIC press clippings page.

A second press release is planned for the second year of ELASTIC. It will demonstrate the progress made as well as any key results derived from the project. This second press release will also be distributed to technical media channels. In addition, articles with technical press to help disseminating the project will also be delivered, for example, with Intelligent Transport and HiPEAC magazine, as well as individual interviews with the project coordinator in order to increase the press clippings.

Media	Link	Date
MET: News dalle Pubbliche Amministrazioni della Città Metropolitana di Firenze	Metrocittà Firenze, trasporti e mobilità migliori con 'Elastic'	27 Dec 2018
SixSq	ELASTIC - Developing Edge to Cloud Architecture for Advanced Mobility Systems	10 Feb 2019
MET: News dalle Pubbliche Amministrazioni della Città Metropolitana di Firenze	L'Europa "sale" in tramvia. Metrocittà Firenze è più 'Elastic'/VIDEO	20 Mar 2019
Big Data Value	ELASTIC to develop a novel software architecture for extreme-scale analytics	28 Mar 2019
SixSq	From Horse-Drawn Trams to Next Generation Mobility - in Florence with ELASTIC	18 Jun 2019
Florence TV - Città Metropolitana di Firenze	Con il progetto "Elastic" per la mobilità smart vi portiamo dentro la sede di GEST Tramvia	20 Jun 2019

Media	Link	Date
Big Data Value	ELASTIC: A Software Architecture for Extreme-scale Big-data Analytics in Fog Computing Ecosystems	01 Jul 2019

Table 3: ELASTIC press clippings

5.4.1 News pieces

WP6 team also writes news pieces about ELASTIC regarding the events that partners attended, and general news and updates about the project. The aim of these news is to keep the ELASTIC news page updated, drive traffic to the website and share content on the social media channels in order to increase the number of followers and, in fact, to increase its engagement.

During the reported period, there were three project-related news pieces written to appear on the ELASTIC news page. These pieces concern the ELASTIC presentation at the DATE 2019 conference, the mention of ELASTIC as a use-case at the EuroHPC Summit Week 2019, and an overview of the tram real smart-mobility use case.

An editorial plan will be created in the following months for all partners to contribute ELASTIC content regularly, technical content and scientific results. This will also help to attract more web visitors as well as more followers and engagement on the social media channels where these news pieces will be shared.

5.5 Events

During the first 8 months of the project, consortium partners attended several events in order to present ELASTIC, disseminate the project, and network with colleagues in the field. The consortium attended a total of 6 events; 3 conference presentations, 2 meeting presentations, and 1 conference booth respectively (Figure 14).

In particular, it is important to mention that ELASTIC shared a booth with the European project CLASS at the DATE 2019 conference that took place on 26-28 March 2019 in Florence, Italy. The booth was part of DATE's exhibition and attracted a very high number of visitors. As shown in Table 4 below, 400 attendees from different backgrounds (scientific community, industry, media, customers) visited the booth in order to learn about the project and share feedback. Flyers were handed out and a dedicated ELASTIC wall was designed for this occasion, as shown in the figure below:

Figure 13: ELASTIC booth at the DATE 2019 conference (25-29 March, Florence, Italy)

The full list of the specific events that ELASTIC partners attended can be found on the project's Events page. The main types of audience of these events were members of the scientific community, but also industry and civil society. Details on the events' audience type and size can be found in Table 4 below:

Event	Date	Audience type and size
BDVA Activity Group Meeting (meeting presentation)	27 Feb 2019	Scientific community: 30 Industry: 30
ICLEI Board Meeting (meeting presentation)	12 Mar 2019	Civil society: 25
DATE 2019 Conference (booth, shared with the CLASS project)	25-29 Mar 2019	Scientific community: 300 Industry: 70 Media: 2 Customers: 28
8th National Tram Systems Conference (conference presentation)	29-30 May 2019	Industry: 140 Civil society: 20 General public: 6 Media: 2 Customers: 50 Others: 2

Event	Date	Audience type and size
24th International Conference on Reliable Software Technologies (conference presentation)	14 Jun 2019	Scientific community: 20 Civil society: 20
BDV PPP Summit 2019 (conference presentation, along with CLASS project)	26-28 Jun 2019	Scientific community: 25 Industry: 15

Table 4: Events in which ELASTIC participated

5.6 Publications

There is one ELASTIC scientific publication so far. It is a journal article titled "On the Combination of Multi-Cloud and Network Coding for Cost-Efficient Storage in Industrial Applications", authored by Peralta, G., Garrido, P., Bilbao, J., Agüero, R., and Crespo, P.M., and published in the journal Sensors. The publication is Gold Open Access, published under the CC-BY license, and includes the EU acknowledgment and project number.

Full details on this publication as well as any future ones can be found on the ELASTIC publications page that will be regularly updated.

6. Related organisations and projects

6.1 BDVA

ELASTIC is a member of BDVA, and participates in the BDVA newsletter and in events and conferences organised by the Association (see Table 3 and Table 4 for detailed information). The team shares the project's news in order to be included in the BDVA's newsletter, interacts with BDVA's social media accounts, and attempts for ELASTIC partners to be involved in BDVA events.

6.2 CLASS

ELASTIC is collaborating with the EU-funded project CLASS, which develops a software for big data analytics in the edge and cloud computation to be tested in a real smart-city case in the City of Modena, Italy. ELASTIC builds on top of CLASS, as it addresses non-functional requirements not addressed in the CLASS project, such as energy-efficiency, security and communications. Furthermore, the use cases differ as ELASTIC is focused on applying its technology on tram vehicles in Florence, while CLASS is implementing its technology on connected cars in Modena.

The two projects share news and engage actively on their social media accounts. In addition, they shared a conference booth and were presented together at a meeting (see Table 4 for more details).

6.3 LEGaTO

ELASTIC is also collaborating with the EU-funded project LEGaTO. LEGaTO addresses the challenge of lacking software-stack support for power- and energy-efficient computing by starting with a Made-in-Europe mature software stack, and optimizing this stack to support energy-efficient computing on a commercial cutting-edge European-developed CPU-GPU-FPGA heterogeneous hardware substrate and FPGA-based Dataflow Engines (DFE).

LEGaTO's use case of edge computing is useful for exchanging knowledge with ELASTIC regarding the project's own smart city use case. A meeting between the two projects was organised to discuss industrial contacts as well as potential synergies related to the technology of the use cases. A second meeting will be arranged to follow up on this collaboration.

7. Key Performance Indicators

All dissemination activities and tasks are carefully monitored through the metrics defined in D6.1 Communication and dissemination plan. The WP6 KPIs' monitoring details (M1-M8) can be seen in Table 5 below:

KPI	Explanation	Total M1-M8	Total Target (M36)
Website sessions	Number of sessions registered by Google Analytics	1,574	1,000 sessions/year
Press releases	Number of press releases	1	1 each year
Press impacts	Articles appearing in the press about ELASTIC	7	25
Whitepaper and factsheets	Number of business and scientific whitepapers or factsheets published	0	1 business and 1 scientific whitepaper/factsheet
Project videos	Number of project videos	1 in progress	3

KPI	Explanation	Total M1-M8	Total Target (M36)
Events and conferences attended	Keynotes and events organized, including conferences booths, tutorials and workshops (with significant attendance, i.e. above 30 people)	0 keynotes 0 event organised 1 booth in conference 3 conference presentations 2 meeting presentations Total: 6 events attended	2 keynotes 1 event organised/year 2 booths in conferences
Scientific publications	Peer-reviewed journals, conference proceedings, etc. – in green open access. At least 4 per year.	1	12
Twitter	Number of followers	56	250
LinkedIn	Number of followers	24	150
Project posters	Number of posters	1	2

Table 5: ELASTIC communication and dissemination KPIs

The monitoring of the ELASTIC dissemination activities as reflected by the corresponding KPIs as well as the future actions that will be taken for each KPI are listed below:

- **Website sessions**
  The number of website sessions has surpassed the number defined in the KPI. The KPI is 1,000 sessions per year, while the ELASTIC website has recorded 1,574 sessions already in the first 8 months of the project. The increasing trend is expected to continue as the project progresses, more content, news, and publications are generated on the website.
- **Press releases**
  A second press release is planned at the middle stage of the project describing its progress and a final one will be produced at the end of the project demonstrating the project's achievements and complete picture. The results will also be helped together with the factsheet that pretends to present the scientific results in a single page with an infographic design.
- **Press impacts**
  In the following months, ELASTIC will try to increase the press impacts by establishing contacts with technical press such as, for example, self-standing articles published on Intelligent Transport, which is an established media that publishes news and business information for the world's transport industry. More news articles will be generated to be shared with similar press contacts.
- **Whitepaper and factsheets**

As the project is at an early stage and there are no scientific results published yet, no whitepaper or factsheet has been created up to this point. As indicated by the KPI, 1 business and 1 scientific whitepaper/factsheet will be created summarising the scientific results towards the end of the project.

- **Project videos**
  The first project video has already been recorded during the first F2F meeting in Florence, Italy, and the final product will be ready soon after editing in order to be disseminated widely by the WP6 team to technical media and the ELASTIC media channels. The video will feature the project coordinator and will explain the project's objectives and smart city use case of real tram vehicles in Florence. Two more videos will be produced at the second and final stage of the project.
- **Events and conferences attended**
  ELASTIC researchers will continue attending events, as this drives additional traffic to the website, as well as helps to disseminate the project among the scientific and industrial target audience. In November 2019, the ELASTIC coordinator will attend with a CLASS booth the Smart City Expo, which will be held in Barcelona, Spain.
- **Scientific publications**
  One scientific publication has been reported so far. The number of publications will rise as soon as the project produces scientific results. WP6 has prepared a publication policy to inform ELASTIC partners to make sure that the partners follow the H2020 rules.
- **Twitter**
  In the following months an effort will be made to increase the ELASTIC Twitter followers by engaging more with the content. The editorial plan and the videos that will be created will help generate more content that will be shared on the Twitter account for further user engagement.
- **LinkedIn**
  In the following months an attempt will be made to increase the ELASTIC LinkedIn followers by producing more technical news, information on the project's IAB, details on the software components, and videos in the following months, all of which should be of interest to LinkedIn's professional and industry network. This will be done in collaboration with the exploitation task leader of Thales.
- **Project posters**
  A generic poster with the overview of the project has been created. A second, updated poster will be created at a later stage once the project progresses with more scientific results and technical content.

8. Conclusions and next actions

ELASTIC communication and dissemination activities demonstrate an ongoing progress during the period December 2018 (M1) – July 2019 (M8). The main goal was to establish the brand, launch the project, and gradually build a community around it.

It is important to mention that dissemination activities are closely connected with exploitations tasks in this common WP. The team has been in close collaboration with the Exploitation task leader from the consortium partner THALES. The exploitation tasks are focused on the identification and utilisation of exploitable

results, an analysis of the market environment, as well as Intellectual Property Rights (IPR) management activities.

Furthermore, an IAB composed of key industrial people in the EU has been established. Their contribution is to provide a strong industrial focus as project advisors, aiming to assist in result dissemination and exploitation. Details on the IAB as well as the ELASTIC technology and software components are also planned to be posted on the project's website and to be updated accordingly.

The full exploitation activities will be demonstrated in detail in the Deliverable D6.3 Initial exploitation report. Dissemination and exploitation leaders will continue to work closely to maximise the opportunities to communicate the project and utilise its outcomes in the research and industry.

The principal communication and dissemination tasks during the reported period were to define the brand, create the project website and social media channels, launch the first press release, present ELASTIC in key scientific events, and collaborate with BDVA and the European project CLASS. In addition, the first scientific publication was produced, project news pieces were posted on the website, and several press clippings were reported during this time.

In the following months, ELASTIC researchers plan to participate in major events in the field of big data, smart city, and smart mobility, such as the Smart City Expo World Congress taking place on 19-21 November 2019 in Barcelona, Spain. A submission to the EUCAD 2020 Connected and Automated Driving conference is also planned. In addition, ELASTIC will continue its collaboration with BDVA, CLASS, and LEGaTO, and will aim for new collaborations with research organisations, such as PRACE and HiPEAC.

When scientific results are produced, the efforts will be emphasized on disseminating and exploiting these results, increasing the visibility and relevance of the project, and establishing ELASTIC as one of the innovative projects in the field.

9. Annex

The ELASTIC dissemination register where all dissemination activities during the period M1-M8 are reported, can be found below:

Partner	Type of Activity	Details	Starting Date	Total Size Audience	Size of audience by type							
					Scientific Community (higher education/ research)	Industry	Civil Society	General Public	Media	Investors	Customers	Others
BSC	Website	Website users	20-01-19	946	606	200	100	15	5		15	5
BSC	Social Media	Twitter followers	01-02-19	56	37	16	3					
BSC	Social Media	LinkedIn followers	20-01-19	24	13	9			2			
BSC	Press Release	Press release	06-02-19	84	50	21	8		5			
BSC	Participation to an event other than conference / workshop	BDVA Activity group meeting, ELASTIC presentation	27-02-19	60	30	30						
Firenze	Participation to an event other than conference / workshop	ICLEI board meeting, ELASTIC presentation	12-03-19	25			25					
BSC	Exhibition	DATE 2019 - Shared booth with CLASS	25-03-19	400	300	70			2		28	
BSC	Other	Flyer	03-04-19	150	100	50						
BSC	Non-Scientific and non-peer reviewed publication	News about DATE 2019	10-04-19	6	4	2						

Partner	Type of Activity	Details	Starting Date	Total Size Audience	Size of audience by type							
					Scientific Community (higher education/ research)	Industry	Civil Society	General Public	Media	Investors	Customers	Others
THALES	Participation to a conference	8th National Tram Systems Conference, ELASTIC presentation	29-05-19	220		140	20	6	2		50	2
BSC	Non-Scientific and non-peer reviewed publication	News piece about Rosa Badia's presentation at EHPCSW 2019	11-06-19	12	8	2	2					
ISEP	Participation to a conference	24th International Conference on Reliable Software Technologies, ELASTIC presentation	14-06-19	40	20		20					
BSC	Participation to a conference	BDV PPP Summit 2019, ELASTIC presentation	26-06-19	40	25	15						
BSC	Non-Scientific and non-peer reviewed publication	News piece about tram use case	01-07-19	24	14	8	2					
BSC	Other	Brand guide	19-07-19	30	20	10						