



Cloud Orchestration at the Level of Application

Project Acronym: **COLA**

Project Number: **731574**

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Advanced Computing and Cloud Computing**

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Deliverable:

D2.1 Dissemination plan and project public website

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WPL: CloudSME UG

Dissemination Level: PU

Version: 1.0

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Status and Change History

Status:	Name:	Date:	Signature:
Draft:	CloudSME UG	09/03/2017	electronically
Reviewed:	ScaleTools AG	10/03/2017	electronically
Submitted:	Tamas Kiss	27/03/2017	electronically

Table 1: Status Change History

Version	Date	Pages	Author	Modification
0.1	01/01/2017	All	COLA	Initial draft
0.2-0.6	05/01/2017-09/03/2017	All	CloudSME	First drafts
0.7	10/03/2017	All	ScaleTools	Review Revision
0.8	17/03/2017	All	CloudSME	Pre-Final Revision
0.9	24/03/2017		WPL	Final Revision
1.0	27/03/2017	All	TK	Final Submission

Table 2: Deliverable Change History

Glossary

I4MS	ICT for Manufacturing SMEs project
KPI	Key-Performance Indicator(s)
SME	Small and medium-sized enterprise(s)

Table 3: Glossary

1 Overview

This deliverable reports on work done within the first three months of the COLA project. It includes dissemination planning for the upcoming months of the project as well as reporting about the dissemination activities already carried out by the project during the initial months. Our approach to dissemination includes the use of combined key-performance indicators (KPIs), which provide an executive overview to both the planned activities (see table 4) as well as the already achieved results (see table 7 in the annex). Internal communication tools such as mailing lists and a project repository have been selected and set up. The brand management has defined a logo and created the design for the project communication channels such as the project website. The project website has been set up and is available with general information about the [project](http://www.project-cola.eu) (<http://www.project-cola.eu>), press releases, news and events. In addition, the project is active in several social media channels including [Twitter](#), [Facebook](#) and [LinkedIn](#).

1.1 Objectives of the overall work package

The main objectives of the work package (WP2) including this deliverable are the following:

- To create a business-oriented image of the project and raise awareness of the project's achievements within business, industry and academia, especially within SMEs and public sector organisations.
- To disseminate and promote the project's achievements among SMEs and public sector organisations, and the general public.
- To organise training events for application developers to get them familiar with the MiCADO framework to develop cloud-aware applications.
- To collect community feedback from SMEs and public sector organisations about the quality and applicability of the MiCADO framework and the COLA project results.
- To contribute to the standardisation of cloud orchestration at application level.

Tasks related to this deliverable

Tasks T2.1 Brand management and dissemination plan (M01-M03) and Task T2.2 General dissemination activities (M01-M30) are directly related to this current deliverable.

1.2 Task Brand management and dissemination plan

Task Leader: CloudSME. Participants: All partners – Duration: M01-M03.

This task will implement objective 2.1. To shape the business-oriented image of the project, a brand identity has to be created. Therefore, a logo and a project website will be designed and set up, as well as document templates (letterhead, presentation, business cards) with the project's brand. This task will also set-up the most important communication channels such as social media profiles and an electronic newsletter. This task will also create the dissemination plan. It will outline a dissemination strategy for all major communication channels: web, the newsletter, internal communication tools, and social media.

1.3 Task General dissemination activities

Task Leader: CloudSME. Participants: All partners - Duration: M01-M30.

This task will implement objective 2.2. Press releases will be issued at the beginning and at the end of the project to inform the public about the start of the project and the results obtained at the end. Collaboration with magazines and multipliers will be pushed to achieve high-quality publications in print and online magazines. Moreover at least twice during the project, major dissemination events will take place to showcase the results of the project and demonstrate how SMEs and public sector organisations can significantly improve the efficiency of their cloud applications using the project's results.

2 Dissemination plan

2.1 Introduction

The aim of the dissemination activities within the COLA project is to address all potential stakeholders of the results of the project. These stakeholders can be either users of the MiCADO toolkit in the form of application developers, or users of the actual product developed in the use-cases by using MiCADO (e.g. evacuation planners, visitors of local authority gateways, digital agency customers). Other stakeholders include researchers of cloud technologies, potential investors interested in investing into a technology or solution developed by COLA, policy makers influencing the public sector, standardization bodies that are developing related standards in cloud computing, and citizens and the wider society. As a consequence, the dissemination plan should be adequately widespread in order to reach all these diverse communities.

Although all these communities will be targeted by the project, the major focus will be application developers of independent software vendors (ISVs), and end-users of the targeted use-cases. Wherever possible, the targeted communities will be reached via multiplier organizations in order to increase the efficiency of dissemination.

2.2 Dissemination Timeline

The general timeline for dissemination and communication is divided into 3 segments:

- M1-M3: Setup of branding, webpage, social channels and newsletter, creation of dissemination plan.
- M4-M15: Communication activities and PR work towards multipliers, target groups and magazines to raise first awareness.
- M15-M30: Communication activities and PR work towards multipliers, target groups and magazines with success stories and best practise examples.

The major tasks within dissemination include the following:

- creation of a dissemination plan,
- brand management (design of a corporate identity, logo and templates),
- general dissemination activities including the publishing of press material and the provision of information to the target groups through all available channels,
- organization of training and dissemination events,
- collection of community feedback, and
- contribution to standardization.

The detailed actions within the above listed activities will be fully aligned to the specific goals of the COLA project and its use cases.

2.3 Dissemination channels and media

To successfully address the dissemination goals and to reach all stakeholders, COLA is using the following dissemination channels and media:

- **Website.** The primary tool for presenting information about our project is the main website which will continuously be updated throughout the project life-span regarding project results, use-cases, and events: <http://www.project-cola.eu>
- **Social media.** Blogging and tweeting in social networks are important means for reaching the different audiences of the project and a sustainable way to stay in touch with people and projects interested in our work and results.
- **Internal communication channels.** COLA has set-up internal and external communication channels, including internal mailing lists and repositories.
- **Project Newsletter and contributions to multiplier channels.** COLA has set-up a newsletter and is also contributing to newsletters of umbrella organizations and business associations in order to inform its target groups about the progress of the project. As some project partners have their own newsletters, COLA will also utilize these for publishing project-related news.
- **Press releases.** Several press releases will be launched to disseminate the project results and find new collaborations with SMEs and other related projects
- **Journals and magazines.** Popular journals and magazines especially in the domain of the use-case demonstrators will be targeted.
- **Public dissemination material.** Brochures, leaflets, posters, white papers, etc.
- **Demos and visual media.** Live and/or pre-recorded demonstrations will be created to show the use and applicability of COLA outcomes, especially to showcase the COLA trials and demonstrators.
- **Conference presentations.** Presentations in specific conferences targeting end-users of the MiCADO toolkit and the use-case scenarios.
- **Scientific publications.** Scientific publications in high profile journals and conferences to disseminate the results of the project towards the scientific community, especially towards cloud researchers and developers.

2.4 Dissemination Events

Our dissemination event activities can be structured in the following categories:

- **Targeted dissemination events.** This will include the organisation of a COLA launch event, as well as the organisation of at least two major dissemination events at larger milestones of the project.
- **Training events.** Training events will be organized for targeting cloud application developers both inside the project and externally. One training event will take place at the beginning of the project (with internal focus), and the second training event will primarily target external companies who will be attracted by the dissemination activities of the use-cases.
- **Webinars.** Webinars will be organized targeting End-Users/Software Developers with an interest in the project's technologies and platforms.

- **Public Events.** The project is constantly monitoring events relevant to the project (see also event table in the annex and on the website) and has already attended half a dozen public events to publicize the project.

Besides these events directly related to the project, the dissemination activities will also include presence on several high profile events, such as RSA conferences, OASIS Workshops and Conferences, IEEE Cloud Computing conferences, and simulation workshops and conferences.

Another important dissemination channel is the collaboration with multiplier organisations that give us the opportunity to reach a great number of potential customers. In order to reach a large number of SMEs and public bodies all over Europe, the COLA project is using different multiplier structures. Using these channels provides a more efficient way of targeting SMEs and public sector organisations than traditional single channels. Targeted multipliers include regional, national and European innovation agencies (incl. e.g. I4MS), professional organisations (incl. e.g. EGI), regional and international innovation clusters and research organisations as well as related research projects (incl. e.g. DECIDE) as well open source communities, the national, European and regional chambers of commerce and industry, the national and regional economic development agencies, relevant industry chambers and societies in Europe, etc.

2.5 Dissemination KPIs

The project has carefully created the following key-performance indicators (KPIs) to plan, implement, monitor and validate its dissemination activities.

Communication activities are intensified during the progression of the project, with more and results becoming available gradually.

Metrics			
Objective	Communication channels	Actions & Milestones	KPIs
Create a business-oriented image of the project and raise awareness of the benefits of the COLA project within the targeted communities and the general public.	Corporate Identity	Logo design with templates and usage instructions.	Logo, website and social media profiles created.
	Web page	Purchase of domains and web design.	
	Social media	LinkedIn and Twitter presence.	
	Public dissemination materials	To create: <ul style="list-style-type: none"> • brochures, • posters, • white papers, • footage /videos, etc., • scientific publications. 	At least <ul style="list-style-type: none"> • 2 Brochures. • 4 posters or roll-ups. • 1 white paper. • 2 project videos. • 11 scientific publications.
	Press material	Creation of first templates for press releases, writing press releases & articles.	Press releases: 10. Articles in magazines: up to 5.
	Events	Dissemination events: <ul style="list-style-type: none"> • Institutional (EU headquarters...). • Society in general (local political institutions, entrepreneurs...). • Technical (ICT). 	Self-organised: at least 2 large dissemination events, launch event.

			Attended: up to 12 relevant events (conferences / workshops).
To disseminate and promote the project's activities among SME's and the general public.	Online Marketing	Search engine optimization of the website, continuously displaying the success of the project and community building, use of web analytics.	Continuous work, at least 1 social media posts a week
	Newsletter(s)	Regular publishing of an own newsletter and contributions to external newsletters.	Newsletters: once a month
	Press campaigns	PR with media (print, radio, press, TV).	At least 10 press releases.
	Presentations	Specific conferences to be attended.	At least twice a year.
Train potential end-users.	Training events and training material	User guides and manuals.	To be published on the website, continuously updated.
		Demos / Tutorials: live and/or pre-recorded demonstrations.	Frequently: whenever possible / necessary to have them.
		Organisation of webinars to provide a flexible and quick information tool and increasing attention by having a freemium offer.	Up to 6 webinars.
		Measure the use of the platform with web analytics tools.	At least once a week.
Collecting user feedback for knowledge exploitation.	Use digital tools	Measure the reputation of the project using relevant tools, such as Klout.	At least once a quarter.
		Carrying out dedicated surveys with an online survey tool.	Run two surveys during the project.

Table 4: Dissemination KPIs

The above table combines objectives, channels, actions and KPIs to plan, monitor and validate our overall dissemination strategy over the whole project life-time (and even beyond). In the annex, you will find a results table presenting the KPIs already reached within the reporting period until M3.

3 Project branding, website and social media profiles

As part of the project's overall brand management and the dissemination strategy outlined before, COLA started its public appearance with a newly designed project logotype, the public launch of its project website as well as its social media channels.

3.1 Branding, logotypes and internal communication

The objective of creating awareness about the project starts with a business-oriented image of the project. A good logo and corporate image requires a professional design transmitting the concepts of the project.

3.1.1 Project logotype design



Figure 1: Initial Logotype(s)

3.1.2 Project logotype selection

A second design with variations of the text for the selected logotype was created for usage in different channels and media (including website, documents, posters etc.).



Figure 2: COLA selected logotype

3.1.3 Other logotypes: Usage of EU emblem

According to section 29.4 “Information on EU funding — Obligation and right to use the EU emblem” of the grant agreement:

Unless the Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) display the EU emblem and*
- (b) include the following text:*

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 731574”.



Figure 3: EU Emblem

The project uses the EU emblem and includes information regarding the project’s funding in its dissemination activities including the project’s website.

3.1.4 Project Design Templates

Based on the designed project logotypes, the project has adopted a corporate design throughout its communication channels including e.g. the project website, the internal communication tools and templates for deliverables and presentations.



Figure 4 COLA Presentation Template

3.2 Project Website

3.2.1 Website design

The design (graphics, layout and content structure) of the website was created by the dissemination partners, providing a strong marketing profile to the project. The layout of the webpage was thought to emphasize the industry role of the commercial partners: a slider section is the opening focus in the home page with images related to the use-cases and technology that the project will provide.

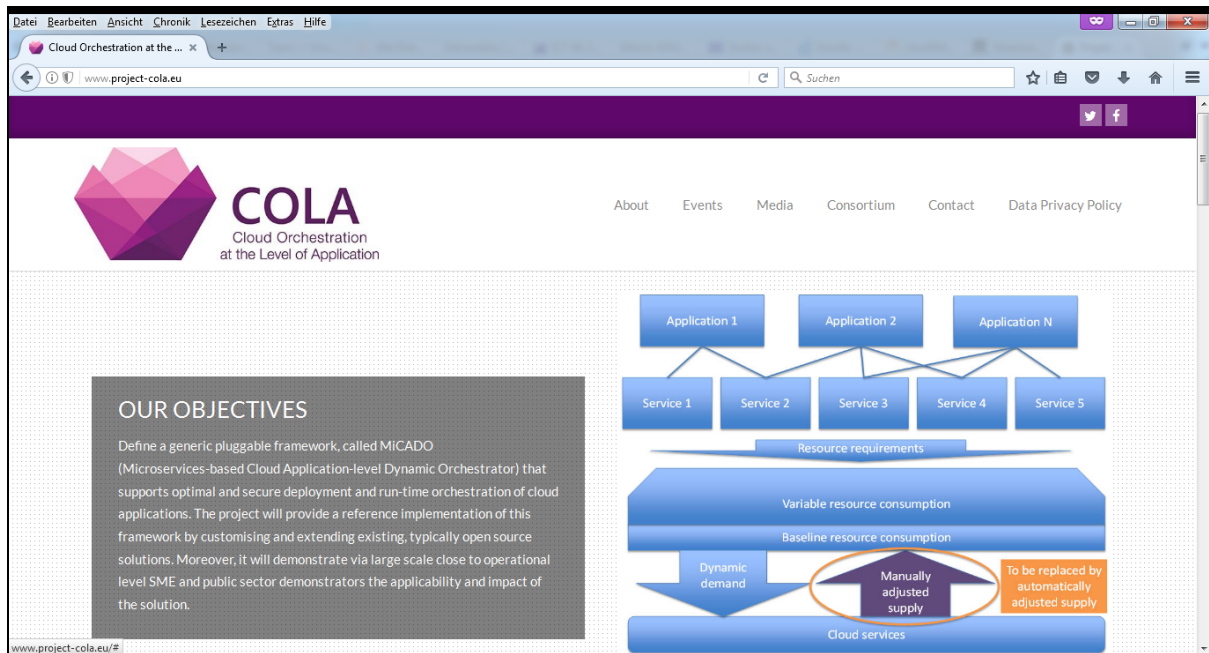


Figure 5 Project-COLA.eu Homepage

3.2.2 Website structure and content

The structure of the webpage was designed to offer all relevant information for the stakeholders interested in the projects activities. Although the content will be constantly updated and the structure will evolve, the following list shows the main pages of the website:

- Home page, including:
 - Social media links.
 - Project Overview & Objectives.
 - Project News.
 - Project Events.
 - Project Consortium.
 - Contact information.
 - Legal information.
- About:
 - Project Overview.
 - Press Releases.
 - Project Image Library.
- Events:
 - Upcoming Events.
 - Past events.

- Media:
 - Press Releases.
 - Project Image Library.
- Consortium:
 - Project Partners.
- Data Privacy Policy:
 - Legal.
- Contact:
 - Contacts and responsibilities.
 - Contact Form.

3.2.3 Monitoring Outreach

The WordPress Plug-In Jetpack as well as Google Analytics are used on the website and offers detailed statistics about the projects outreach and visitor sources.

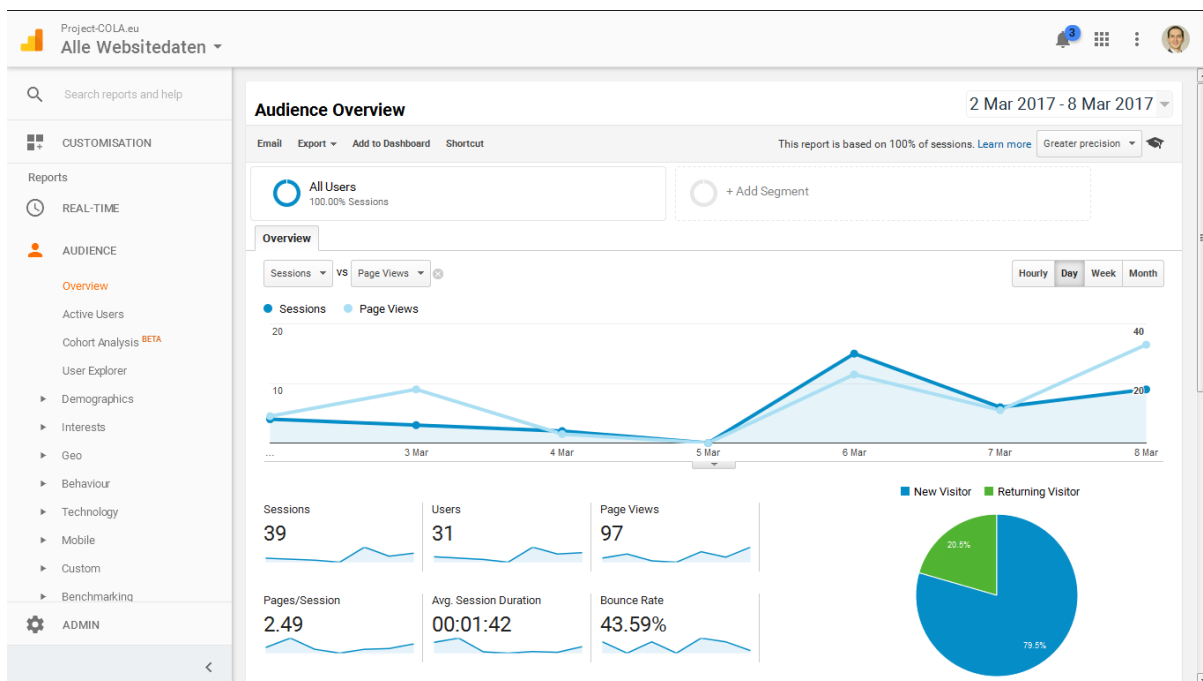


Figure 6 Monitoring Outreach with Google Analytics (anonymized)

3.3 Social media profiles

Social media platforms are modern tools that bring audiences closer to products, companies or services. There are many social networks that can be used for this purpose, and COLA has focused on Twitter, Facebook, and LinkedIn because of impact and international profile.

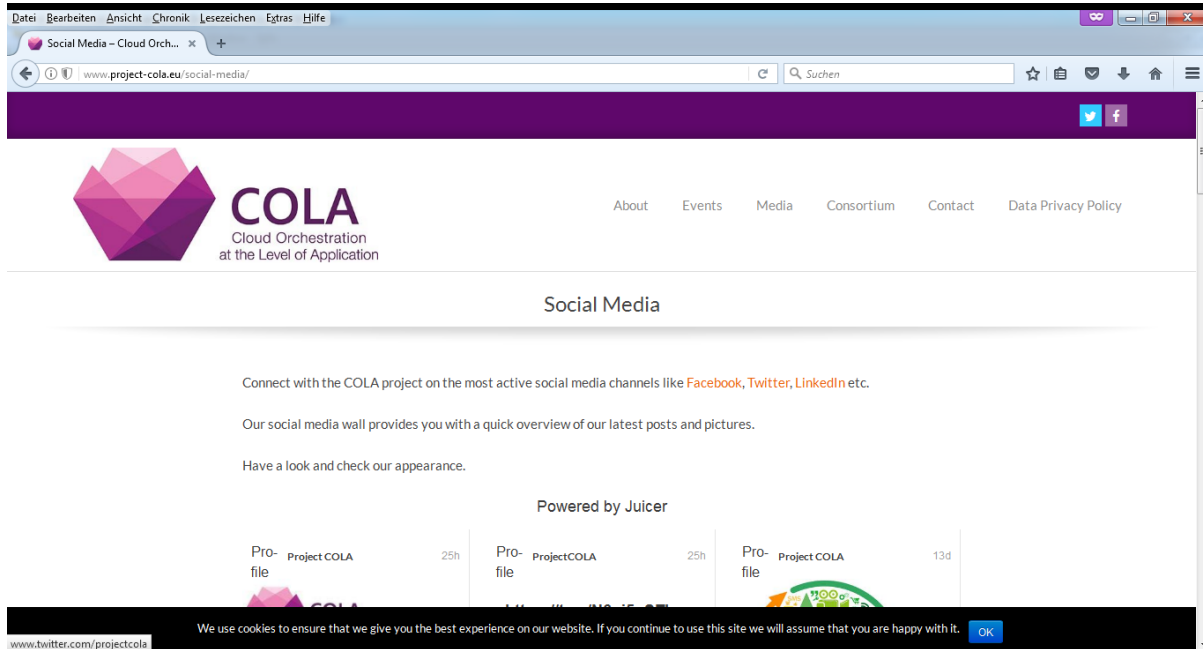


Figure 7: Social media links in the header of the home page.

The following images show the profiles created for COLA within the social media channels.

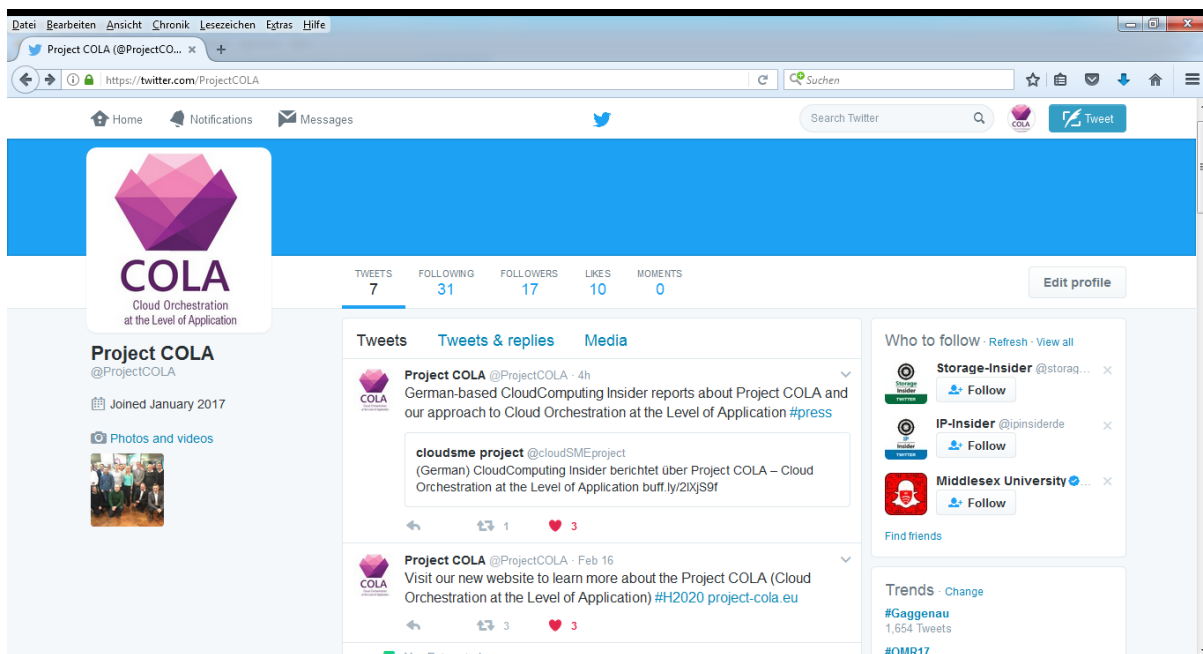


Figure 8: Twitter Profile



Project COLA
@projectcola

Home
Posts
Photos
Shop
Videos
Events
About
Likes

Promote

Project COLA
Cloud Orchestration at the Level of Application

Westminster-led research project awarded major European grant to boost European enterprises' competitiveness globally
WESTMINSTER.AC.UK

9 people reached **Boost Post**

Like Comment Share

CloudSME and Jose Luis Revuelta Rodriguez

Write a comment...
Press Enter to post.

Project COLA
Published by Liza Ocklenburg [?] · February 17 at 11:12am · 🌐

The project is running and our homepage www.project-cola.eu is online!
Have a look and learn more about COLA!
#H2020 #createfuture #cloudcomputing #getintouchwiththefuture

Project COLA – Homepage | Cloud Orchestration at the Level of Application
Define a generic pluggable framework, called MiCADO (Microservices-based Cloud Application-level Dynamic Orchestrator) that supports optimal and secure deployment and run-time orchestration of cloud applications. The project will provide a reference implementation of this framework by customising an...
PROJECT-COLA.EU

109 people reached **Boost Post**

Like Comment Share

Figure 9: Facebook Profile

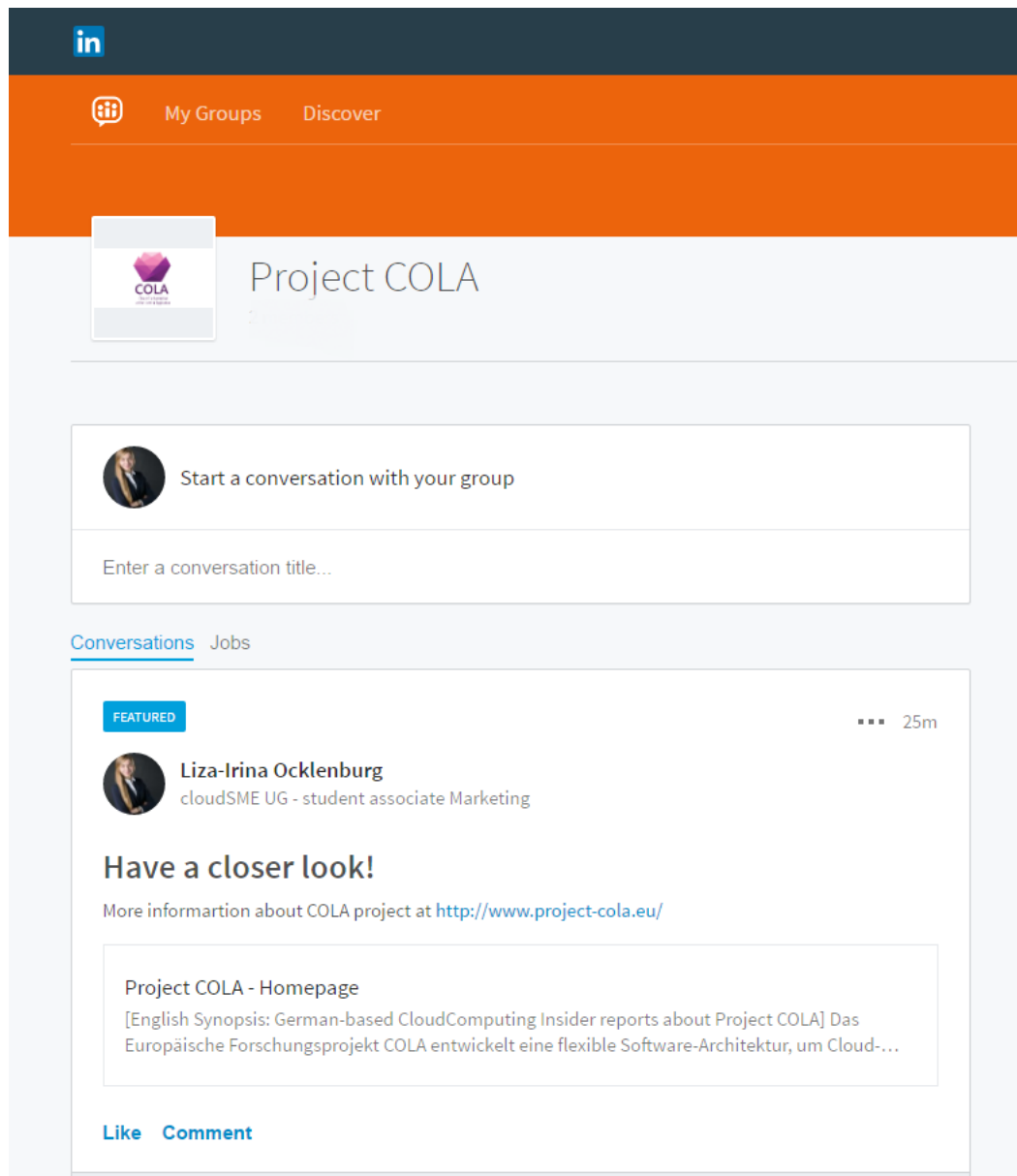


Figure 10: LinkedIn group profile

4 Conclusions and Outlook

The first 3 months of the COLA project have been a productive time in regards to the project's dissemination activities and outcomes. The project has held its kick-off event (see below), designed a project logo, adopted internal communication tools and templates and already attended a number of events to publicize the project.

Among the first events was of course the kick-off meeting of the project, which brought together all project partners in London from 25th -27th January 2017 by invitation of the project coordinator, Dr. Tamas Kiss from the University of Westminster, London, UK.



Figure 11: Project partners in the Kick-off meeting

The project's public website (<http://www.project-cola.eu>) has been published and announced through the project's presence in different social media channels including [Twitter](#), [Facebook](#) and [LinkedIn](#).

In addition, the project released multiple press releases (focusing on the European level as well as UK, Spain and Germany) which have already resulted in media coverage such as from the [CloudComputing Insider](#).

As outlined, the project has already delivered on a number of promised results and KPIs (see also the dissemination results overview) and is well-prepared for the upcoming dissemination activities (see also overview in the annex).

Within the next months, COLA members will be attending events, conferences, symposiums and meetings with the objective to further propel the dissemination of the project.

5 Annex

5.1 COLA related dissemination events

This follow table displays information on selected events in the next six months and relevant to the scope of COLA where project members were or will be present.

Date	Venue (city, country)	Name of the event (+ several words description)	Disseminat ion Level	Web site (source of additional info)	Partner(s) activity
31.01.- 01.02. 2017	Essen, DE	EC Stakeholder Forum on Digitising Europe	Europe	https://ec.europa.eu/futurium/en/content/save-date-first-digitising-european-industry-stakeholder-forum	CloudSME attended
31.01. 2017	Aachen, DE	IraSME Partnering Event	Germany	http://www.ira-sme.net/events/partnering-event-aachen-2017/	CloudSME presented
16.- 17.02. 2017	London	Open:Coop 2017	Regional	https://2017.open.coop	Outlandish
21.- 22.02. 2017	Berlin	DECIDE Project Meeting	Europe	Discussion of opportunities for synergies between the two projects	CloudBroker / CloudSME attended
02- 03.03. 2017	Düsseldorf	Succesful R&I in Europe 2017	Europe	http://www.horizon2020.zenit.de/networking2017/successful-ri-in-europe-2017/programme/	CloudSME presented
16.- 17.03. 2017	Berlin	Digitising Manufacturin g in the G20	Germany	http://www.bmwi.de/Redaktion/DE/Veranstaltungen/2017/20170316-digitising-manufacturing-in-the-g20.html	CloudSME attended
20.- 24.03. 2017	Hannover	CeBIT Trade Fair	International	https://www.cebit.de	CloudSME will attend
24.- 28.4.1 7	Hannover, DE	Hannover Trade Fair	International	http://www.hannovermesse.de	CloudSME will attend
11.- 14.06. 2017	Stockholm, SE	NAFEMS World Congress	International	https://www.nafems.org/congress	CloudSME will present

Table 5: Dissemination events

5.2 COLA related academic publication activities

Information on journals/press opportunities relevant to the scope of COLA where the project could be published (academic journals and conferences) is presented below.

Title	Issued monthly / weekly / daily etc.	Reach (local / regional / national)	Short description	Audiences	Partners involved
Springer Journal of Grid Computing	Quarterly / Special Issues	International	Special Issue on Cloud Orchestration in 2017	Academic	SZTAKI
IEEE CloudComm	Annual	International	Security architecture for cloud orchestration	Academic	SICS
Closer	Annual	International	Security architecture for cloud orchestration	Academic	SICS
ISCC	Annual	International	Security & Privacy in Cloud Orchestrations	Academic	UoW (CSec)
IWSG	Annual	International	Paper & Presentation	Academic	UoW

Table 6: Academic publication activities

5.3 Dissemination results overview

Communication Channel / Media	Actions & Milestones	KPI over 30months Project Lifetime	Status (M3)
Corporate Identity	Logo design with templates and usage instructions.	Logo,	DONE
Web page	Purchase of domains and web design.	Website and	DONE
Social media	LinkedIn and Twitter presence.	Social media profiles created.	DONE
Press material	Creation of first templates for press releases, writing press releases & articles.	Press releases: 10. Press Articles: up to 5.	1x Global PR. 1x UK PR. 1x Germany PR. 1x Spain PR. 1x Magazine.
Press campaigns	PR with media (print, radio, press, TV)		
Events	Dissemination events: <ul style="list-style-type: none"> Institutional (EU headquarters...). Society in general (local political institutions, entrepreneurs...). Technical (ICT). 	Self-organised: <ul style="list-style-type: none"> at least 2 large dissemination events, launch event. Attended: <ul style="list-style-type: none"> up to 12 relevant events (conferences / workshops) 	1x Organised Launch Event. 6x Attended (see annex).
Online Marketing	Search engine optimization of the website, continuously displaying the success of the project and community building, use of web analytics.	Continuous work, at least 1 social media post a week.	DONE. DONE. In Progress.
Newsletter(s)	Regular publishing of an own newsletter and contributions to external newsletters.	Newsletters: once a month.	In Progress.
Presentations	Specific conferences to be attended.	At least twice a year.	In Progress, see annex.
Scientific Publications	Journal and conference papers.	10 Scientific publications.	In Progress, see annex.

Table 7: Project COLA Dissemination results overview