



EuroHPC Joint Undertaking's communication policy 2023/2026

Version February 2023

The purpose of this paper is to set out the objectives, target audiences and activities that the EuroHPC JU communication team proposes to undertake to position EuroHPC JU with its key audiences. It will also describe a communication policy which will ensure coordination of activities with the members of the Governing Board, the Hosting entities and other key players in the European HPC and Quantum ecosystem.

1. COMMUNICATION POLICY OBJECTIVES

The general objective of the communication policy is to support the mission of the JU in leading the way in European supercomputing by:

- showcasing and promoting the EuroHPC world-leading supercomputing and quantum computing infrastructure;
- raising awareness on the calls of the EuroHPC JU, including funding opportunities and access time to the supercomputers;
- promoting calls to access to EuroHPC systems;
- engaging with the HPC and Quantum community, as well as with various stakeholders to widen the use of HPC and Quantum infrastructures while consulting and integrating the inputs of this community where relevant;
- disseminating the results of the R&I projects funded by the EuroHPC JU which are developing innovative and competitive supercomputing components, technologies, applications, and knowledge based on a supply chain that will reduce Europe's dependency on foreign computing technology.

While pursuing its main objective, the JU shall meet its information and transparency obligations.

The JU shall also coordinate its communication strategy with its Governing Board members, participating states and Hosting Entities, to leverage and broaden the impact of its communication activities.

2. TARGET AUDIENCES

The EuroHPC JU's communication policy shall address multiple target audiences. It shall define specific goals for each of them and require appropriate actions.

The target audiences are the following:

- European citizens and general public: As an EU-funded public body, one of the tasks of the JU is to communicate and disseminate its activities to citizens. Communication activities must be precise and clear to explain complex projects to a non-expert audience. These communication activities are all the more important given that one of the objectives of developing a world-class HPC ecosystem in Europe is to improve the quality of life of European citizens.

- Young talents: While the JU is aiming at building a full European supercomputing ecosystem, there is the need to address young talents and build, cultivate and maintain the know-how in Europe.
- Media & press: These stakeholders are of strategic importance to build the JU's public image and promote its achievements. They will offer different communication channels targeting general and non-expert public as well as a more expert and specialised public.
- EuroHPC JU stakeholders: HEs, R&I Projects' teams, experts: Increased synergies with these key stakeholders will support the JU in developing meaningful contents and expand its public presence.
- Academia: The aim is to develop synergies with the national research organisations to support the JU communication activities while ensuring direct interactions with the academic users.
- Industry: This audience will be useful for the promotion of concrete use cases which will serve the overall communication strategy of the JU. Interactions with this audience will also allow the development of direct contacts with the industrial users.
- Users: The aim is to guarantee regular exchanges between the JU and its users, while also reaching out for potential new users, who could be interested in using the EuroHPC systems.
- Members of the JU: GB, participating states, INFRAE, RIAG, private members, European Commission (EC): The objective of this internal communication is to guarantee a good level of collaboration and trust amongst the members of the JU, based on information sharing, strong synergies, and feedback.
- Other EU bodies: Council of the EU, European Parliament (EP), European Court of Auditors (ECA), Publications Office (OP), other EU Joint Undertakings and EU Agencies: These communication activities have different objectives as raising awareness about the JU but also satisfying the JU's legal obligations or making the most of the experience of the already well-established JUs and agencies and exchanging good practices.

3. PROPOSED ACTIONS

To reach the Communication Policy objectives set out above, the JU is proposing the following actions tailored to the different needs of its different audiences:

- European citizens and general public:
 - provide up-to-date information on the website <https://eurohpc-ju.europa.eu/>,
 - ensure regular daily presence of the JU on its social media channels: Twitter [@EuroHPC_JU](#), LinkedIn [EuroHPC Joint Undertaking](#), Youtube [EuroHPC JU](#),
 - establish a recurring (weekly or fortnightly) segment on SoMe to increase focus on the output of EuroHPC projects and activities and highlight the benefit of these for the public and the EU citizen, using accessible language and emphasizing everyday uses and applications of HPC,
 - produce and regularly update supporting materials such as informative brochures, flyers or factsheets to present the JU and its activities and make these materials available in different languages,
 - create a newsletter (subscription from the website)
 - participate in public events such as Europe Day to develop direct interactions between the citizens and the JU,
 - work with national hosting entities to including High Performance Computing in school open days to inspire young people,
 - involve EuroMaster4HPC students to promote JU activities and reach out to younger generations,
 - involve a more general audience in the annual EuroHPC Summits and build on this momentum to widen the public awareness of the JU.

- Media & press:
 - initiate more regular interactions with the press (press releases sent to a mailing list of journalists, inclusion of some key journalists in the sending of the monthly EuroHPC Digest)
 - develop a network of “EuroHPC journalists” that would be able to support the JU communication actions when needed,
 - connect to networks of scientific bloggers with support from DG CNECT.

- EuroHPC stakeholders: Hosting Entities (HE), R&I Projects’ teams, experts, national funding authorities:
 - establish a regular discussion forum with all the HEs to maintain a high level of cooperation even if there are no specific upcoming events,
 - develop synergies with all the projects during their whole life cycle to promote their achievements, exploit their results and underline new concrete HPC uses cases,
 - ensure a corporate and unified representation of the EuroHPC initiative at big public events such as [ISC- High Performance](#) in Europe and SC-Supercomputing, in the US.
 - organise the annual EuroHPC Summit (the former PRACE EHPCSW) to boost the synergies with the JU stakeholders and the dissemination of the projects.
 - Academia:
 - ensure regular monthly exchanges with the main national research organisations and develop synergies with them,
 - make sure that they are part of the User Forum to get their feedback where relevant.
 - Industry:
 - ensure regular exchanges with the main national research organisations and develop synergies with them,
 - ensure regular exchanges with our industrial users and build concrete uses cases presenting tangible applications of HPC and Quantum technologies (in coordination with FF4EuroHPC, DIARO and QUIC),
 - make sure that they are part of the User Forum to get their feedbacks where relevant.

- Users:
 - ensure regular exchanges between the JU and its users,
 - develop outreach activities such as workshops to attract new users to access EuroHPC supercomputers
 - set up a users’ forum to establish a permanent dialogue between the JU and its users.

- Members of the JU: Governing Board, participating states, INFRAG, RIAG, private members:
 - involve GB members in different communication activities – participation in workshops, seminars, inaugurations, conferences organised at EU level (including EU Presidency activities),
 - ensure the involvement of the EuroHPC JU team in national HPC activities with HPC stakeholders and where relevant Hosting Entities,
 - build a coordinated media & press strategy with the participating states to better stress the European value at national level,
 - set up a regular discussion and information sharing with the national funding authorities,
 - implement yearly Key Performance Indicators measuring progress of the defined actions.

- European Commission:
 - ensure cooperation and coordination with the EC.

- work with CNECT C2 to ensure High level Commission representation in public activities (eg: Commissioners and Director-Generals) organised by EuroHPC JU or its Hosting Entities.
 - liaise with CNECT, RTD and other relevant DGs of the European Commission on different external outreach activities linked to the promotion of EuroHPC JU and its work programme.
- Other EU bodies: Council of the EU, European Parliament (EP), European Court of Auditors (ECA), Publications Office (OP), other EU Joint Undertakings and EU Agencies:
 - build synergies with the JUs’ network and the OP,
 - develop continuous exchanges with leading Members of the European Parliament (MEPs),
 - continue to satisfy the obligations of the JU, especially the Annual Activity Report, the financing reporting and information required by ECA.

4. Implementation:

There are different actors who help support EuroHPC JU Communication activities. They are:

- The JU Communication team , guided by the Executive Director and the Governing Board, who lead the strategy and implements the different Communication activities.
- DG CNECT, who support and coordinate on a weekly basis with the JU Communication team and ensure that the Commission reinforces the communication activities of EuroHPC JU by coordinating specific EU related announcements.
- Participating States who also support the dissemination of the EuroHPC JU activities and where appropriate, reinforces the communication activities of EuroHPC JU and coordinate specific country related announcements.
- The EuroHPC JU projects and Hosting Entities who provide the JU support on content to communicate and disseminate, communication materials and for the Hosting Entities, the opportunity to organise educational visits to see the EuroHPC JU supercomputers.

1. Achievements in 2022:

2022 was the first full year of the JU activities that took place both physically and virtually. The JU was active in communicating on the following events:

March 2022	22-24 March	Paris, France	EuroHPC Summit 2022
May 2022	9 May 2022	Esch	Stand at the Open day to celebrate Europe Day
May 2022	29 May-2 June	Hamburg, Germany	ISC22
June 2022	13 June	Kajaani, Finland	LUMI Inauguration
June 2022	14 June	Kajaani, Finland	Announcement of GB decision on Hosting Entities for the new mid-range and exascale systems
June 2022	14 June	Bissen, Luxembourg	1st anniversary of Meluxina
June 2022	14-15 June	Palaiseau, France	TERATEC Forum

June 2022	19-24 June	Athens, Greece	International HPC Summer School 2022
2022	20 September	Luxembourg	Visit of Commissioner Nicolas Smit to Supercomputer Meluxina at the Bissen Data Centre
October 2022	19 October	Brno, Czech Republic	ICRI 2022 Side event presenting the EuroHPC JU
November 2022	13-18 November	Dallas, USA	SC22- SuperComputing 2022
November 2022	21-23 November	Prague, Czech Republic	European Big Data Value Forum
2022	24 November	Bologna, Italy	LEONARDO Inauguration
2022	November	Luxembourg	Social Media activities to attract staff to work for EuroHPC JU
2022	December	Luxembourg	Publication of 2022 EuroHPC JU Calls and Expression of Interest for a 2 nd Exascale and mid-range supercomputers

2. Milestones and communication opportunities in 2023

2023	January	Luxembourg	Announcement of GB decision on Competence Centres Call and the Centres of Excellence Call
2022	January	Luxembourg	Social Media activities to attract staff to work for EuroHPC JU
2023	20 January	Luxembourg	Visit of the European Court of Auditors to Meluxina Supercomputer at the Bissen Data Centre
2023	January-February	Luxembourg	Announcement of opening of applications portal for 2022 R&I calls
2023	March	Luxembourg	Publication of 2 nd EuroHPC Centres of Excellence Call
2023	8 March	Amsterdam	ETP4HPC Conference 2023
2023	21-23 March	Sweden	EuroHPC Summit 2023: <i>European Supercomputing Excellence in the Exascale Era</i>
2023	April	Online	SME User workshop
2023	May	Hamburg, Germany	ISC 2023: <i>EuroHPC Stand and EuroHPC Workshop</i>
2023	tbc	Barcelona, Spain	MN5 Inauguration
2023	tbc	Luxembourg	Signing ceremony with the Hosting Entities for the new mid-range and exascale systems and Quantum Computers
2023	12-17 November	Denver, USA	SC- Super Computing 2023: <i>EuroHPC Stand</i>
2024	Spring	Belgium	EuroHPC Summit 2024
2024	Spring	Germany	ISC 2024
2024	Autumn	USA	SC- Super Computing 2024

2025	Spring	Poland	EuroHPC Summit 2025
2025	Spring	Germany	ISC 2025
2025	Autumn	USA	SC- Super Computing 2025
2026	Spring	Cyprus	EuroHPC Summit 2026
2026	Spring	Germany	ISC 2026
2026	Autumn	USA	SC- Super Computing 2026

3. Resources

In 2022, the Communication team was made up of one Contract Agent (FGIV) and one interim. In 2023, the JU will complete recruitment for five FTEs who will work on communication (both internal and external), press, audio-visual, social media and website, event organisation and dissemination of R&I projects.

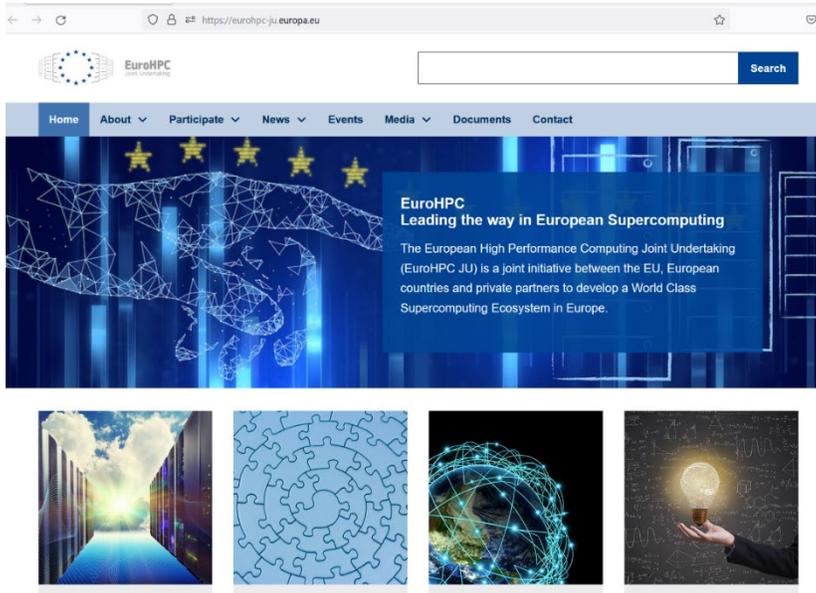
In 2023, EuroHPC JU Work Programme and budget has allocated resources for the work of the Communication activities which cover the organisation of events both physical and online such as the EuroHPC Summit in March 2023, the stand and workshop at ISC23 conference in May 2023, the stand at SC23 conference in November 2023, media monitoring, brochures, films and other communication activities.

4. List of available communication tools

1. Website <https://eurohpc-ju.europa.eu/>
2. Twitter account [@EuroHPC_JU](#)
3. LinkedIn [EuroHPC Joint Undertaking](#)
4. YouTube Channel [EuroHPC JU](#)
5. [EuroHPC JU Digest](#)
6. [Annual Activity Reports](#)
7. Brochure: [Leading the way in European Supercomputing- A projects info pack by CORDIS](#)

5. ANNEXES

ANNEX 1: Examples of communication activities



Welcome to February's edition of the EuroHPC JU Digest, where we review European HPC, projects, and supercomputer news from the past month.

This month, we announced the kick-off of three new R&I projects focused on supporting an autonomous European HPC supply chain: Phase 2 of the European Processor Initiative (EPI 2), the European PILOT and the European Pilot for Exascale (EUPLEX). Last week, we were also delighted to announce that applications are now open for EUMaster4HPC, the new pan-European Masters programme in HPC which will offer students an innovative curriculum and some outstanding career prospects in the rapidly expanding field of HPC.

We are now full steam ahead with preparations for EuroHPC Summit Week 2022, taking place next month in Paris, and we hope to see many of you there.

I hope you enjoy this month's roundup of EuroHPC and supercomputer news.

Kind regards,
Anders Dam-JENSEN
 Executive Director, EuroHPC-JU

EuroHPC
 EUMaster4HPC: Applications are now open | European High Performance Computer Joint Undertaking
 eurohpc-ju.europa.eu - February 15, 2022

As of today, students can apply to EUMaster4HPC, the first pan-European Master of Science (MSc) programme in High Performance Computing (HPC). Funded by the EuroHPC Joint Undertaking, the MSc programme will link academic excellence to the current and future challenges of European businesses, industry and the public sector in the multidisciplinary field of HPC. The modular curriculum and partnership with the European HPC industry will provide students with distinct qualifications and outstanding career prospects in the rapidly expanding field of HPC.

Translate

3 new R&I projects to boost the digital sovereignty of Europe | European High Performance Computer Joint Undertaking
 eurohpc-ju.europa.eu - February 3, 2022

The European High Performance Computing Joint Undertaking (EuroHPC JU) has launched 3 new research and innovation projects. The projects aim to bring the EU and its partners in the EuroHPC JU closer to developing independent microprocessor and HPC technology and advance a sovereign European HPC ecosystem. The European Processor Initiative (EPI SGA2), the European PILOT and the European Pilot for Exascale (EUPLEX) are interlinked projects and an important milestone towards a more autonomous European supply chain for digital technologies and specifically HPC.

Translate

Europe holds its own in supercomputer race as China squeezes out US
 Science Business - January 27, 2022

Since the 2000s, the EU has been pooling resources to procure bigger machines. With two top 10 computers set to start operations this year.

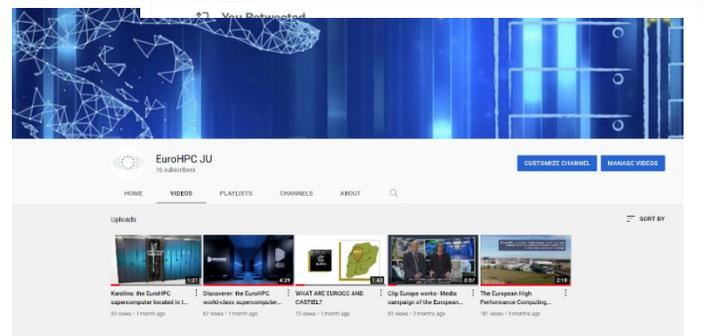
Translate

Supercomputers

RSS-Hydro: Active participants in the digital revolution of the space sector
 Innovation News Network - February 21, 2022

RSS-Hydro is joining a collaborative effort to participate in the digital revolution of the space sector in Luxembourg in Luxembourg named **MeluXina**, and managed by Luxinnovation, the University of Luxembourg, and LuxProvide. **MeluXina** with a **Translate**

Nasce la città del supercalcolo
 ItaliaOggi - February 19, 2022



EuroHPC Joint Undertaking
 Leading the way in European Supercomputing
 Government Administration · Luxembourg · 2,267 followers