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, INFRAG, 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/](https://eurohpc-ju.europa.eu/),  
  - ensure regular daily presence of the JU on its social media channels: Twitter [@EuroHPC_JU](https://twitter.com/EuroHPC_JU), Linkedin [EuroHPC Joint Undertaking](https://www.linkedin.com/company/eurohpc-joint-undertaking), Youtube [EuroHPC JU](https://www.youtube.com/channel/UCf3kO0jk9_69y_zsB6PZ_3g),  
  - 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:
  o 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)
  o develop a network of “EuroHPC journalists” that would be able to support the JU communication actions when needed,
  o connect to networks of scientific bloggers with support from DG CNECT.

• EuroHPC stakeholders: Hosting Entities (HE), R&I Projects’ teams, experts, national funding authorities:
  o establish a regular discussion forum with all the HEs to maintain a high level of cooperation even if there are no specific upcoming events,
  o 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,
  o 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.
  o organise the annual EuroHPC Summit (the former PRACE EHPCSW) to boost the synergies with the JU stakeholders and the dissemination of the projects.
  o Academia:
    o ensure regular monthly exchanges with the main national research organisations and develop synergies with them,
    o make sure that they are part of the User Forum to get their feedback where relevant.
  o Industry:
    o ensure regular exchanges with the main national research organisations and develop synergies with them,
    o 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),
    o make sure that they are part of the User Forum to get their feedbacks where relevant.

• Users:
  o ensure regular exchanges between the JU and its users,
  o develop outreach activities such as workshops to attract new users to access EuroHPC supercomputers
  o 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:
  o involve GB members in different communication activities – participation in workshops, seminars, inaugurations, conferences organised at EU level (including EU Presidency activities),
  o ensure the involvement of the EuroHPC JU team in national HPC activities with HPC stakeholders and where relevant Hosting Entities,
  o build a coordinated media & press strategy with the participating states to better stress the European value at national level,
  o set up a regular discussion and information sharing with the national funding authorities,
  o implement yearly Key Performance Indicators measuring progress of the defined actions.

• European Commission:
  o 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:
  o build synergies with the JUs’ network and the OP,
  o develop continuous exchanges with leading Members of the European Parliament (MEPs),
  o 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:

  o The JU Communication team, guided by the Executive Director and the Governing Board, who lead the strategy and implements the different Communication activities.
  o 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.
  o Participating States who also support the dissemination of the EuroHPC JU activities and where appropriate, reinforce the communication activities of EuroHPC JU and coordinate specific country related announcements.
  o 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:

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td>22-24 March</td>
<td>Paris, France</td>
<td>EuroHPC Summit 2022</td>
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<tr>
<td>May 2022</td>
<td>9 May 2022</td>
<td>Esch</td>
<td>Stand at the Open day to celebrate Europe Day</td>
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<tr>
<td>May 2022</td>
<td>29 May-2 June</td>
<td>Hamburg, Germany</td>
<td>ISC22</td>
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<td>June 2022</td>
<td>13 June</td>
<td>Kajaani, Finland</td>
<td>LUMI Inauguration</td>
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<tr>
<td>June 2022</td>
<td>14 June</td>
<td>Kajaani, Finland</td>
<td>Announcement of GB decision on Hosting Entities for the new mid-range and exascale systems</td>
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<tr>
<td>June 2022</td>
<td>14 June</td>
<td>Bissen, Luxembourg</td>
<td>1st anniversary of Meluxina</td>
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<tr>
<td>June 2022</td>
<td>14-15 June</td>
<td>Palaiseau, France</td>
<td>TERATEC Forum</td>
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<td>Date</td>
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<tr>
<td><strong>June 2022</strong></td>
<td><strong>19-24 June</strong> Athens, Greece</td>
<td>International HPC Summer School 2022</td>
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<td>2022</td>
<td><strong>20 September</strong> Luxembourg</td>
<td>Visit of Commissioner Nicolas Smit to Supercomputer Meluxina at the Bissen Data Centre</td>
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<td>October 2022</td>
<td><strong>19 October</strong> Brno, Czech Republic</td>
<td>ICRI 2022 Side event presenting the EuroHPC JU</td>
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<tr>
<td>November 2022</td>
<td><strong>13-18 November</strong> Dallas, USA</td>
<td>SC22- SuperComputing 2022</td>
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<tr>
<td>November 2022</td>
<td><strong>21-23 November</strong> Prague, Czech Republic</td>
<td>European Big Data Value Forum</td>
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<tr>
<td>2022</td>
<td><strong>24 November</strong> Bologna, Italy</td>
<td>LEONARDO Inauguration</td>
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<tr>
<td>2022</td>
<td>November Luxembourg</td>
<td>Social Media activities to attract staff to work for EuroHPC JU</td>
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<tr>
<td>2022</td>
<td><strong>December</strong> Luxembourg</td>
<td>Publication of 2022 EuroHPC JU Calls and Expression of Interest for a 2nd Exascale and mid-range supercomputers</td>
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2. **Milestones and communication opportunities in 2023**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>2023</td>
<td><strong>January</strong> Luxembourg</td>
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<td>2022</td>
<td><strong>January</strong> Luxembourg</td>
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<td>2023</td>
<td><strong>20 January</strong> Luxembourg</td>
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<tr>
<td>2023</td>
<td><strong>January-February</strong> Luxembourg</td>
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<td>2023</td>
<td><strong>March</strong> Luxembourg</td>
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<td>2023</td>
<td><strong>8 March</strong> Amsterdam</td>
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<td>2023</td>
<td><strong>21-23 March</strong> Sweden</td>
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<td>2023</td>
<td><strong>April</strong> Online</td>
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<td>2023</td>
<td><strong>May</strong> Hamburg, Germany</td>
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<td>2023</td>
<td><strong>tbc</strong> Barcelona, Spain</td>
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<tr>
<td>2023</td>
<td><strong>tbc</strong> Luxembourg</td>
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<tr>
<td>2023</td>
<td><strong>12-17 November</strong> Denver, USA</td>
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<td>2024</td>
<td><strong>Spring</strong> Belgium</td>
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<tr>
<td>2024</td>
<td><strong>Spring</strong> Germany</td>
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<tr>
<td>2024</td>
<td><strong>Autumn</strong> USA</td>
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### 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

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](https://cordis.europa.eu)

### 5. ANNEXES
ANNEX 1: Examples of communication activities