

Communication Plan

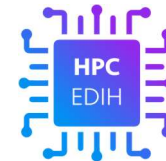
1. Situation analysis and strategic objectives

High-performance computing (HPC) makes it possible to observe and evaluate phenomena that were not possible with previous technology. After 20 years of providing supercomputer resources, Hungary established its national HPC Competence Centre in 2020 to complement the service with training and business development. In the past three years we have detected that most of the SMEs and public institutions do not have certain digital skills which are essential to the digitalization of their processes, to utilize their large amount of available data or to implement the innovation development projects. They also lack the skills and experience to use HPC effectively. KIFÜ wished to contribute even more to the improvement of the digital maturity of enterprises and thus the competitiveness of the European (Hungarian) digital economy, which is why a Digital Innovation Hub (called HPC EDIH) has been created promoting HPC in Hungary.

The aim for establishing the Digital Innovation Hub in Hungary is to focus its activities on the use of high-performance computing (HPC) for the benefit of SMEs, universities, public institutions and other bodies. It will act as a one-stop shop to support companies, universities and public institutions in responding to digital challenges. In order for companies, universities and public institutions to improve their activities, business, research, innovation and production processes, HPC EDIH provides them with access to technical expertise and testing opportunities, as well as "test before invest" services. It supports SMEs and other organizations to improve their processes, products or services using digital technologies supported by HPC. The package of services provided to companies will include innovation services such as financing advice and training - enabling companies to understand when it is beneficial to use HPC - as well as skills development for their digital transformation.

The members of the HPC EDIH consortium, the Governmental Agency for IT Development (KIFÜ), the Bay Zoltán Non-profit Ltd. (BZN) and KTI Hungarian Institute for Transport Sciences and Logistics Non-profit Ltd. (KTI) have significant expertise in the development of circular economy and environmentally friendly production, so they will also take these aspects into account and use their appropriate expertise.

This type of EDIH has not yet existed in Hungary, and the use of HPC in SME development projects is quite rare at the moment.



HPC EDIH draws attention to the advantages of high-performance computing, with the joint effort of KIFÜ, BZN and KTI, it can provide HPC-as-a-Service for SMEs and other organizations where the potential has already been recognized, but the digital maturity not yet realized or it is too costly and risky for them to access special equipment on a market basis. It provides training, mentoring and consulting to help SMEs and other organizations become self-reliant HPC users.

The HPC EDIH will operate on a national level (but also partly with an international focus), offering contact points and/or services in the main industrial regions.

The HPC EDIH will maintain relations and cooperation (e.g. in sharing and joint support of the involved partners, organizing joint communication campaigns and events) with the other EDIHs in Hungary (see the declaration of support signed with the other four consortia):

- Data EDIH
- Agricultural EDIH
- DigitalTech EDIH
- AI EDIH,

also plans to form value-creating and supportive partnerships with the following:

- other Hungarian and foreign EDIHs
- universities
- public institutions
- Chambers
- EEN networks
- relevant international (EU) organizations (EuroHPC, PRACE, Startup Europe)

2. Defining of communication goals

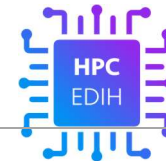
- The communication goals are aligned with the strategic goals to be achieved with the professional activity, and are meant to serve them. Accordingly, the essence of the communication actions is wider communication and dissemination of the EDIH project,
- creating content to support motivational/sales activities,
- keeping online presence up-to-date,
- informing the public about the ongoing work and ensuring the visibility of the activities
- organizing events to promote HPC EDIH services where we can establish contact with potential users



- Communication supports the realization of the EDIH's main goals, which are as follows: providing HPC services for SMEs and public sector organizations
- spreading the potential benefits and opportunities of the HPC application in the domestic SME and public sector
- providing training, mentoring and consulting to partners to promote HPC use.

3. Communication target groups and messages

Characteristics of the target groups to be reached	Message of the communication	The goal to be achieved through the communication activities (expected reactions)
<p>1. Domestic SMEs - small and medium-sized enterprises (or startups) operating primarily in the field of product manufacturing and product development, using the latest technologies (5G, AI), which wish to test their ideas and development proposals, improve the quality of their existing products, thereby they wish to increase their competitiveness by using HPC. The goal is to increase the currently negligible industrial use and to involve SMEs, as they can benefit from HPC development.</p>	<p>The attention of partners must be drawn to the advantages of using HPC and the current opportunities the project offers. With the help of HPC, they can increase their efficiency and competitiveness.</p> <p>With the help of the HPC Competence Centre they can belong to a unique scientific and professional community and enjoy its benefits: they are able to expand their network of contacts even at an international level, participate in events and their education is guaranteed. They receive maximum professional support for their runs.</p>	<p>In order to make the most of the opportunities offered by the project, the target groups must be encouraged to use the existing HPC capacity (utilization increases). Thanks to the project, they will be able to carry out high-quality business activities that can be fit in the European field. As many people as possible should participate in the professional events organized by the project and utilize what was presented there.</p>
<p>2. Academic actors and other organizations belonging to the public sector (e.g. local governments) - lecturers of higher education institutions, current and potential HPC users, researchers of universities and research institutes (ELKH, DE, BME, ELTE, etc.).</p>	<p>With the development of the HPC and the establishment of the Competence Centre (HPC KK), KIFÜ has opened up new opportunities and perspectives for the entire Hungarian research and development and higher education. It gives them the opportunity to be connected to the forefront of international research and to become regional leaders in certain areas.</p> <p>The project creates a serious jumping-off point for Hungarian research, that is why scientific fields and applications that have not yet used these opportunities will be included in the project.</p> <p>In addition to all of this, the goal is for researchers/educators to publish the scientific results achieved with HPC as widely as possible, so that other stakeholders can become familiar with the best practices and the possibilities inherent in HPC.</p>	<p>Significantly increasing the level of knowledge of Hungarian public institutions about the advantages offered by HPC services. All this is in the fundamental interest of Hungary from the point of view of science policy and economic development. In order to make the most of the opportunities offered by the development, the target groups must be encouraged to use the new infrastructure. Thanks to the project, they can work on one of the fastest HPCs in the world.</p> <p>As many people as possible should participate in the professional events organized by the project and utilize what was presented there. Scientific breakthroughs can be achieved by using HPC.</p>

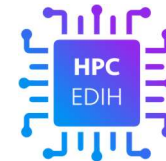


	<p>With the help of HPC KK they can belong to a unique scientific and professional community and enjoy its benefits (they can participate in trainings and conferences, expand their network of contacts, acquire partners for their implementation of their new project, receive professional support).</p> <p>Organizations belonging to the public sector and performing public tasks can increase the efficiency of their activities, and the quality of the performance of public tasks and the provision of public services with the cooperation of the Competence Centre and the use of HPC.</p>	
<p>3. Public</p>	<p>The main message of informing the general public: the positive impact of HPC increases the competitiveness of SMEs, which greatly contributes to the competitiveness of Hungary. On the other hand, informing the population and the general public guarantees the transparency of the use of resources and the appropriate communication of results.</p>	<p>On the one hand, active uses, success stories and good experiences perceive their benefits for the economy. On the other hand, informing the general public guarantees the transparency of the use of resources and appropriate communication of results.</p>

4. Communication and marketing tools

Due to the nature of the target groups, we use the following communication and marketing tools in order to achieve the communication goals of the project:

1. Creation of a website subpage about the EDIH project on the HPC KK website
2. PR tools – creating press releases, producing press news
3. Electronic newsletters
4. Creation of publications
5. Creation of opinion-forming and other video contents
6. Compilation and application of relevant photo documentation – image photos, event photos, device photos
7. Social media presence
8. Event organization – professional and results communication conference open to the press, educational event, workshop, press conference,
9. Creation and distribution of marketing communication tools and promotional giveaways



1. Website subpage

The website is a business card with which we introduce ourselves to the world. Nowadays, an existing website is essential for every institution/business. Interested parties look for all the information on the Internet, and if there isn't a well-functioning website with up-to-date information, a lot of interested parties can be lost. Due to the nature of the professional content, as the main tool, the leader of the consortium will create a subpage for the EDIH on the HPC website, where regularly publishes updated information about the EDIH, its services, upcoming events and trainings, and successes. The other two consortium members will include more of this information on their own website and the possibilities related to the HPC EDIH activity of the KTI lab will be presented on the subpage of the KTI website.

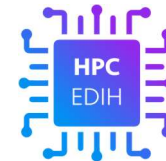
On the HPC website will be:

- Introduction of the EDIH
- Introduction of the members of the HPC EDIH consortium and the objectives of the project
- Description of the opportunities offered by HPC EDIH
- Calendar of events
- Downloadable online publications and brochures
- Communication of results, good examples of HPC usage
- Customer application interface (HPC portal)
- Customer service contact details
- Frequently asked Questions
- Newsletter subscription

Planned creation of the website subpage: 2023. Q2 – continuous updating until the end of the project.

2. PR tools – creating press releases, producing press news

The most important goal of the project related PR activity is for the SMEs and the public sector to regularly use HPC and enjoy its benefits, and for the public to understand the importance of HPC and its potential. Target groups can be reached effectively and authentically through the press.



This is how we want to spread the basic information. In order to do so, we publish press releases, by this we intend to generate as many press appearances as possible.

Among the PR tools, we intend to use press releases the most, as they prevent misinformation resulting from journalists' incomplete information, and at the same time, we arouse the public's need to search for additional information and lay the foundation for the media's attention to subsequent communication activities.

The number of planned announcements will be adjusted to the project's expectations, keeping in mind the newsworthy information related to HPC and EDIH.

3. Sending electronic newsletters

We actively use a newsletter with targeted content filled with topics directly related to the project about services, upcoming events, and success stories. The form of the newsletter is an e-mail sent directly to a mailbox. We plan to send the newsletters to partners and clients applying for the project in semi-annual periods, but this may be overridden by professional results.

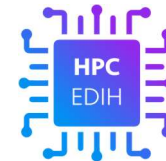
The mailing list of the newsletter is compiled by Bay Zoltán Non-profit Ltd. (BZN) and KTI Hungarian Institute for Transport Sciences and Logistics Non-profit Ltd (KTI), but it is sent to e-mail addresses by the Governmental Agency for IT Development (KIFÜ).

4. Creation of publications

The publication, although it seems outdated to many in today's online world, is still one of the most concentrated and comprehensive communication tools for transmitting information. The publication is suitable for block and controlled message transmission, and the reach is higher than the number of copies, so we can multiply its effect. The information will also be available online on the HPC EDIH subpage.

- Information brochure on HPC EDIH: Planned 2024 Q4
A/5-size, maximum 8-page stapled publication on the goals of the HPC EDIH, the opportunities provided by the project for domestic SMEs, academic stakeholders and other public sector organisations, and how to apply.

Publication on result communication: Planned: 2025. Q4A/4-sized, maximum 24-page stapled publication, which introduces readers to the most outstanding research projects of the HPC EDIH, and also provides interesting data on HPC usage.



5. Creation of opinion-forming and other video contents

With the help of the audio-visual experience, we can convey content effectively. It is a general fact that most people would rather watch moving pictures than read a long dissertation. We compile the video content that is being prepared to shape attitudes in such a way that it covers all target groups. Among the video materials, there will be those that are specifically intended to serve to expand the dissemination of knowledge. In several cases, we target SMEs with the contents of the video materials. The prepared videos can be used flexibly on social media channels and on the HPC website and in the videotorium of KIFÜ.

- The planned schedule for the production of video content:
Depending on the professional result, 2 per year

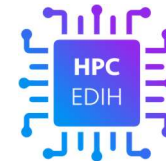
6. Compilation and application of relevant photo documentation – image photos, event photos, device photos (KIFÜ)

In order for the publications, the website, and the planned media appearances - including social media - to achieve the desired effect, it is not enough to simply summarize and publish professionally impeccable knowledge. They must be made colourful and visually "catching". In accordance with this expectation, we compile photo documentation that reflects the operation and importance of HPC. The images cover many topics, including event photos, stock photos and self-made image photos. The photos are legitimate and can be used without restrictions. The photographic activity accompanies the professional work along the way.

7. Social media presence

Social media is an essential communication channel and tool, through which we can deliver our messages effectively and in a targeted manner on a particularly wide scale (both general and target group-specific messages). Social media is based on volunteering and quick availability. During the implementation of the project the following social media platforms will be used:

- Facebook: EDIH will use the HPC_hu Facebook page for social communication, where the goal is to publish the products created during the project. It is suitable to support all activities that are carried out within the framework of the project from a communication point of view. Facebook is a two-way communication channel, it creates an opportunity for interaction between the content producer and the consumer. Facebook's consumer composition ranges widely, virtually all age groups are represented, so we can reach important target groups from the point of view of communication (SMEs, MSc. and PhD students). Facebook is suitable for event promotion, sharing professional content, posting project-related information, and channelling content produced by research networks and universities. The posts (at least



1 every two weeks) will be about events affecting SMEs, relevant EU and national news, other organizations (initiatives, programs, funding opportunities, policy content), as well as information about our services. The consortium members take over and share the contents of the HPC_hu Facebook page on their own interface, thereby increasing the reach.

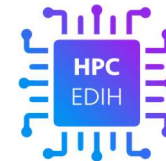
- LinkedIn: LinkedIn is the world's largest professional business social platform. It has great influence in the field of industries, already has approximately 700.000 active Hungarian users, the vast majority of whom are professionals in higher positions or company managers. During the project, we plan to share HPC EDIH content on HPC's LinkedIn page, and the consortium partners will also transfer the content displayed on LinkedIn to their own platforms in order to increase the reach.

8. Event organization – professional and results communication conference open to the press, educational event, workshop, forum, training

The great advantage of events is that they are an excellent opportunity for personal meetings, exchange of ideas and building of relationship capital, winning over new clients. They are not only suitable for communicating results and publishing good practices, but they also provide an opportunity for immediate reaction. Also, it is important in the aspect of knowledge sharing and experience exchange. Organizing events is one of the most controlled means of transferring information, since the range of invitees to HPC-related events is determined by the organizer, and thus can be easily filtered. By organizing thematic conferences, awareness-raising events, informative workshops and trainings, meetings (which will partly take place online, with virtual meetings and webinars), it is possible for HPC users not to be simple users in an IT system, but also to become active members of the domestic HPC scientific community. In order to do this, it is necessary to constantly make the representatives of the scientific field aware of the existence, mission and goal system of this community, as well as the activities and services of the HPC EDIH itself. At the relevant conferences and higher education open days, the active role of HPC EDIH staff will be of particular importance, where they can present not only research results, but also the EDIH's services.

Planned schedule of events:

- HPC EDIH - Thematic conference: Planned: Q1 2024 and Q1 2025 (organized by KIFÜ)
Location: Budapest
Maximum number of participants: 50 people
The conference provides a professional platform for future and current HPC users to learn about advanced digital solutions such as HPC services and HPC-based solutions that increase their efficiency and competitiveness. On how they can benefit from the use of HPC technology in their processes, research or innovation activities. About its latest achievements, and it can also provide a professional platform to present the results of various HPC projects.



- Workshop/forum/workshop meeting/training: 4-6 times a year (min. 1 per quarter) Planned: 2023. Q4, 2024. Q1, Q2, Q3, Q4, 2025. Q1, Q2, Q3, Q4, 2026. Q1 (organized by KIFÜ, KTI)
Location: Budapest or online
Maximum number of participants: 50 per event
- Organization of workshops/trainings for the clients of the project organized and conducted by BZN: depending on the clients and the problems to be solved, it is expected to be at least 8-10 times. Planned: 2024 Q1, Q2, Q3, Q4, 2025 Q1, Q2, Q3, Q4 and 2026 Q1
Location: Miskolc or online
Participants: depending on the client, 3-10 per event

In order to use the HPC infrastructure as efficiently and effectively as possible, the priority task of the HPC EDIH is to provide high-level training opportunities and professional and practical assistance to the public sector and SMEs: we want to help future supercomputer users by organizing high-quality lectures, training materials and workshops. In terms of teaching methods, we also plan to implement E-learning, face-to-face, and online workshops/forums/workshop meetings/training. In addition to the transfer of knowledge and advice, the events also create an opportunity to discuss emerging difficulties and problems.

- HPC EDIH - Final Conference: Planned: Q4 2025 (KIFÜ)
Location: Budapest
Maximum number of participants: 50 people

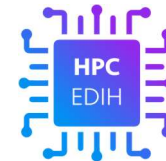
The central topic of the Closing Conference is the 3-year work of the HPC EDIH, the presentation and evaluation of the results achieved within the project, the sharing of user experiences (within a round table discussion), and the formulation of future plans and tasks.

Participation in events not organized by the project:

Certain sectoral and other events are excellent for presenting professional work and achieved results, increasing awareness and recognition, and building relationships. Participation in these events, whether as an exhibitor (rented booth), presenter or moderator, is all suitable for conveying a message, so the HPC EDIH also plans to participate in these types of events.

HPC EDIH wishes to appear at the following professional events:

Annual EDIH Meetings



9. Creation and distribution of marketing communication tools and giveaways

Promotional gifts are basically for brand building. We wish to support the professional work of HPC indirectly (the company does not produce it, but uses the tools as an advertising medium) by purchasing and distributing giveaways. To ensure a consistent visual element for the events, marketing tools (roll-ups, stops, etc.), which use the project's visual elements, will be purchased by the BZN. KTI is planning to purchase two roll-ups.

- Planned schedule for the purchase of promotion materials and marketing communication tools: 2024. Q4