



Interim Communication and Dissemination Report

The HPC EDIH aims to establish and operate a digital innovation centre in Hungary to encourage the use of high-performance computing (HPC) by SMEs, universities, public institutions and other organisations.

The HPC EDIH is acting as a one-stop-shop to support companies, universities and public institutions in meeting digital challenges, in order to improve their operations, business, research, innovation and production processes. The HPC EDIH provides them with access to technical expertise and testing facilities, as well as "test before invest" services.

In addition to technical expertise and testing facilities, HPC EDIH supports SMEs and other organisations in improving their processes, products or services by using HPC-enabled digital technologies, and in performing computationally demanding tasks.

This document is written in order to introduce the communication efforts that have been made, which is used to lead the SMEs and PSOs along the way towards the use of the High Performance Computer (HPC) also to give a description of the mentoring and training offered within the project.

The aim of HPC EDIH's communication is to promote the above objectives by all possible means of communication. The definition of the communication objectives, the target groups, the messages to be communicated and the means of communication to be used are set out in the project's Communication Plan. You can read more about it on the project's dedicated section of KIFÜ's NCC their website, where you can find the submitted and public deliverables and milestones of HPC EDIH HU so far:

[International relations | Hpc.kifu.hu](https://www.kifu.hu)

After the project was launched in April 2023, the project communication plan was prepared, on the basis of which the project communication activities are still being carried out.

The Communication Plan includes the following communication and marketing tools to ensure the successful implementation of the project:

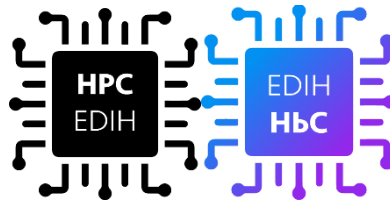
1. Create a sub-page on the EDIH project on the HPC KK website
2. PR tools – press releases, press news generation
3. Electronic newsletter
4. Production of publications
5. Production of awareness-raising and other video contents
6. Compilation and application of relevant photo documentation – image photos, event photos, asset photos
7. Social media presence
8. Event organisation – professional and result oriented conferences open to the press, educational event, workshop, press conference
9. Creation and distribution of marketing communication tools and promotional giveaways
10. Publication of offline and online PR articles



We have prepared our report in the light of the tasks set out in these communication tools.

Creating the design elements

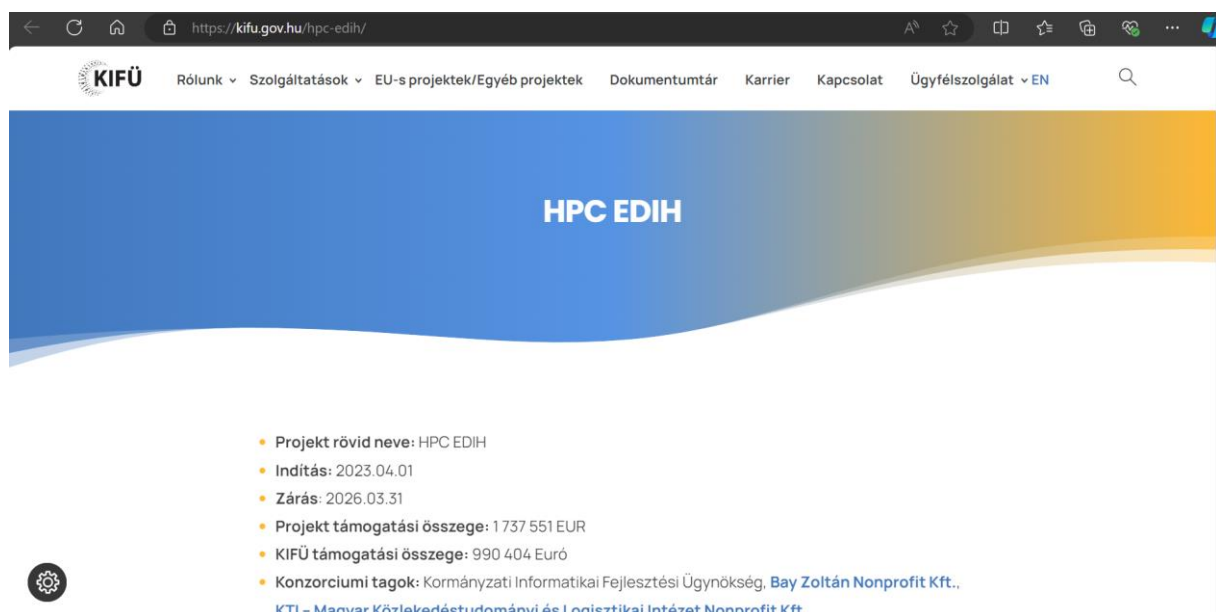
In order to ensure that the starting project is clearly recognisable, the project's design elements were created. First of all, a unique logo in black and white and in colour, which will allow users to clearly identify the project in the upcoming years. This way, there were possibilities to use them from the start of the project. In a similar way, the project sought to present face-to-face meetings with users (events, conferences, etc.) with a separate design, and therefore created an Xbanner promoting HPC EDIH.



It was also important to be able to communicate directly from the start of the project, so one of the first tasks was to create a sub-section of the website dedicated to the activities of HPC EDIH.

This was achieved by the HPC KK and also by the three consortium partners:

<https://kifu.gov.hu/hpc-edih/>





Nemzetközi kapcsolatok | Hpc.kifu.hu

The screenshot shows the HPC @ hu website. The header includes the HPC @ hu logo, navigation links for 'ABOUT US', 'KOMONDOR', and 'TRAINING', a search icon, and a flag icon. The main content area is titled 'International relations' and contains the following text:

The HPC Competence Centre liaisons with international professional partners and also represents the Hungarian HPC infrastructure and community at international professional forums. The HPC CC is an active participant in several international initiatives and projects.

The Hungarian HPC EDIH (Digital Innovation Hub promoting high-performance computing) was established in April 2023 in order to contribute to improve the digital maturity of businesses and the competitiveness of the European (Hungarian) digital economy. Its aim is to raise awareness of the benefits of high-performance computing (HPC) and to focus its activities for the benefit of SMEs, universities, public institutions and other bodies.

In the project, the Governmental Agency for IT Development (KIFÜ) is present as the consortium leader with two other consortium members: Bay Zoltán Non-profit (BZN) Ltd. (BZN) and KTI Hungarian Institute for Transport Sciences and Logistics Non Profit Limited Liability Company (KTI).

The task of the consortium leader and the members is twofold. On the one hand, they provide HPC services for small and medium-sized enterprises and public sector organizations, and on the other hand, they help partners in the efficient use of supercomputers with training, mentoring and consulting.

More information about the members of the consortium:

HPC EDIH - KTI

The screenshot shows the KTI website page for the HPC EDIH project. The header includes the HPC EDIH logo and the European Union flag. The main content area is titled 'HPC EDIH' and contains the following text:

Az Európai Unió társfinanszírozásával

A HPC EDIH projekt lehetőséget ad a kkv-knak és a közszférának nagy számítási kapacitást igénylő feladatok futtatására a világ 300. legerősebb és 34. legzöldebb szuperszámítógépén.

Mi a HPC?

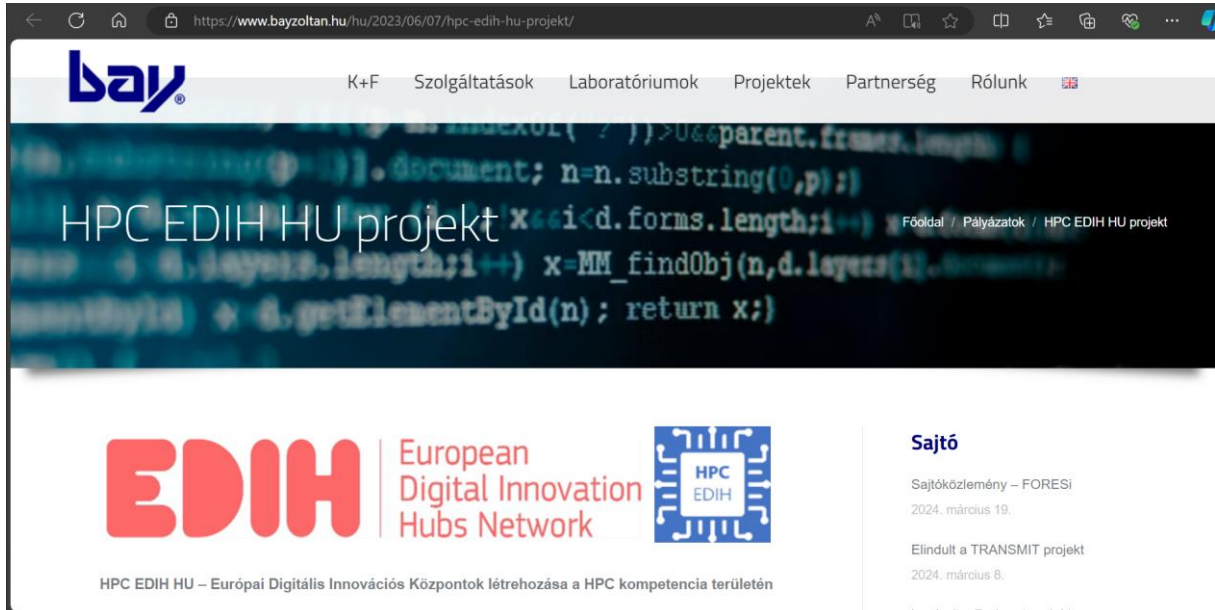
A szuperszámítógép (High Performance Computing = HPC) egy olyan univerzális eszköz, amivel a nagyon nagy számítási igényű, hagyományos számítógéppel, vagy szerver rendszerekkel nem kezelhető feladatokat lehet megoldani. Elsősorban az extrém számítási mennyiséget, sebességet vagy óriási memóriakapacitást igénylő alkalmazások kiszolgálása a cél.

A [HPC](#)-ról és a hazai szuperszámítógépről, a Komondorról a [HPC Kompetencia Központ](#) oldalán található részletes információt.

Linker



HPC EDIH HU projekt - Bay Zoltán Kutatóintézet



The launch of the project to prospective users took place on 20 April 2023 in the form of a press conference and launch event. A press release was prepared and published by the project.

The next major event was the Professional Workshop organised by HPC EDIH on 16 November 2023.

On 5 March 2024, a full-day event was held on "The role of the EDIH network in economic development", in which HPC EDIH played both an organising and a presenting role.



On 26 March 2024, HPC EDIH was an exhibitor and one of the organisers of ICT Day 2024 Budapest. ICT Day is the opening event of the ICT conference season, with the aim of summarizing the expected ICT trends and innovations at the beginning of the first half of the business year, and bringing together the major players of the Hungarian IT industry: professional users of IT and info communications, as well as corporate and institutional IT decision makers. The event received considerable media coverage.



Terjék Mihály Leader of the Hungarian NCC / lead expert of HPC EDIH HU

<https://www.youtube.com/watch?v=7hCH31jOoC4&t=33s>

Dr Spaller Endre President of KIFÜ

https://www.youtube.com/watch?v=pZ9fXSI0nxx&list=PLEN8Q-YLtxJ4hYxW_PiRKeNgQz4OOcUMT&index=2

Horváth Erzsébet HPC EDIH key account manager (SMEs)

https://www.youtube.com/watch?v=qKUBC5L5GWU&list=PLEN8Q-YLtxJ4hYxW_PiRKeNgQz4OOcUMT&index=14

On 27 March 2024, an event entitled HPC EDIH Forum was held, focusing on the HPC EDIH operations and services. The event took place at the Budapest University of Technology and Economics, thanks to the project's extensive network of higher education contacts.



IDŐPONT 2024.03.27. 14-00 ÓRA (REGISZTRÁCIÓ 13:30-TÓL)

HELYSZÍN Budapesti Műszaki és Gazdaságtudományi Egyetem „J” épület (117 Budapest, Magyar Tudósok Körútja 2.)

PROGRAM

13:30-14:00 Regisztráció
14:00-14:30 Konzorciumi tagok bemutatása
14:30-16:30 Mi a HPC EDIH és hogyan járulhat hozzá a kic- és közép vállalatokhoz, valamint az akadémiához és kormányzati szektor digitális transzformációjához?



HPC EDIH participated as an exhibitor at the 2024 InfoParliament, which took place on 6 June 2024. This event, like the others, was used by the project to promote its own activities, to build contacts and to identify prospective users.



GYAKRAN ISMÉTELT KÉRDÉSEK

Hogyan kaphatok jegyet a rendezvényre?
A részvételi díj civil szervezeteknek, kormánytisztviselőknek, köztisztviselőknek és közalkalmazottnak.

EDIH-EK TÁMOGATJÁK A KKV-K DIGITÁLIS FEJLŐDÉSÉT

A digitalizáció már egyetlen piaci vállalkozás vagy állami intézmény számára sem választható kérdés. Az automatizált folyamatok révén gyorsabb és pontosabb a munkavégzés, az idő- és költségmegtakarítás révén a hatékonyabb, javítja a versenyképességet. A szervezetek számára azonban nem mindig egyeztet az innovatív technológiák felfedezése, szel...

A szerszámai segíthetnek abban, hogy mindig egyeztet az innovatív technológiák felfedezése, szel...

Az információs technológia (IT) mindig, vagy legalábbis az EDIH 2023. évi tevékenységének keretében...

Az EDIH program az egységesen https://edih.gov.hu/hu/aktualisajraskok/aktualisajraskok/aktualisajraskok...

On 24 September 2024, HPC EDIH organised an online workshop entitled "Data-driven future".





The project consciously aims to promote and publicise the use of high-performance computing and the potential use of the Hungarian HPC, Komondor, to a broader audience, especially among the target groups. It also pays special attention to the promotion of awareness-raising and motivational activities (communication campaign, events) through the press.

Extracts from the published articles:

[Izgalmas eseményen mutatkozott be a KIFÜ két nemzetközi projektje, az MI EDIH és a HPC EDIH – KIFÜ Magyarországon öt Európai Digitális Innovációs Központ indul a kkv-k és a közszféra digitális átállásának támogatására • IVSZ](#)

[Öt Európai Digitális Innovációs Központ indul Magyarországon - ITBUSINESS](#)

[Mit tudnak az EDIH-ek? - Pécs-Baranyai Kereskedelmi és Iparkamara](#)

[Magyarországon öt Európai Digitális Innovációs Központ indul - Agroinform.hu](#)

[HPC EDIH Bemutató Workshop \(16 November 2023\): Áttekintés · KIFÜ conference portal \(Indico\)](#)

[Pioneering digital transformation in Hungary: the EDIHs leading the way for the nation's SMEs – AI Magister – European Digital Innovation Hub](#)

[Nemzeti Kutatási, Fejlesztési és Innovációs Hivatal | ICT DAY 2024 – évindító tavaszi konferencia és technológiai kiállítás](#)

[Pioneering digital transformation in Hungary: the EDIHs leading the way for the nation's SMEs | European Digital Innovation Hubs Network](#)

[EDIH-ek támogatják a kkv-k digitális fejlődését](#)

HPC EDIH is also present on social media, but we would like to strengthen this presence in the future

<https://www.linkedin.com/showcase/hpc-cc-hungary/posts/?feedView=all>

<https://www.facebook.com/HPC.CC.hu>

In the future, we intend to focus on informing our established potential user base about the opportunities offered by HPC EDIH through newsletters/brochures.