



# SYCLOPS

## Deliverable 6.1 – Communication, Networking and Dissemination Plan and Activities

GRANT AGREEMENT NUMBER: 101092877





# SYCLOPS

**Project acronym:** SYCLOPS

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## D6.1 – Communication, Networking and Dissemination Plan and Activities (M3, M12, M24, M36)

**Executive Summary:** This deliverable presents the plan and the execution of the Communication, Networking and Dissemination activities in SYCLOPS. The initial plan will define the way in which

- (i) the different communities will be targeted,
- (ii) social media will be used,
- (iii) networking activities will be pursued, and
- (iv) the dissemination strategy will be adopted throughout the project lifetime.

This initial plan will be updated at M12, M24 and M36 with various activities followed during the reporting periods as well as the results of the standardization activities pursued

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3	RUPRECHT-KARLS-UNIVERSITAET HEIDELBERG	UHEI	DE
4	ORGANISATION EUROPEENNE POUR LA RECHERCHE NUCLEAIRE	CERN	CH
5	HIRO MICRODATACENTERS B.V.	HIRO	NL
6	ACCELOM	ACC	FR
7	CODASIP S R O	CSIP	CZ
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0.3	31/03/2023 – Final version	CPLAY

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## Statement of Originality

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## List of Terms and Abbreviations

Abbreviation	Description
<b>AI</b>	Artificial Intelligence
<b>KPI</b>	Key Performance Indicator
<b>WP</b>	Work Package
<b>ISA</b>	Instruction Set Architecture
<b>SME</b>	Small Medium Enterprises

## Executive Summary

This deliverable outlines the Communication, Networking and Dissemination Plan and Activities for the SYCLOPS project, focused on delivering our key messages to our target audiences. Our plan will use a range of tools in both traditional and digital media channels to ensure the widest possible reach.

The goal of the plan is to build awareness on the project and to convey the vision to enable better solutions for AI/data mining for extremely large and diverse data by democratizing AI acceleration using open standards. This will enable a healthy, competitive, innovation driven ecosystem for Europe and beyond.

Our plan includes a variety of measures and activities to identify the consortium members' roles, analyse stakeholders' needs, build a community around SYCLOPS, and establish and maintain an effective communication and dissemination.

We hope that the SYCLOPS Communication, Networking and Dissemination Plan and Activities will ensure effective communication with relevant stakeholders.

# 1 Introduction

This document constitutes the Communication, Networking and Dissemination Plan (the Plan) and Activities. This deliverable outlines the objectives, activities, and resources (i.e., communication tools and channels) needed to ensure that the project's development and results are effectively communicated to all relevant stakeholders. Additionally, the Plan is designed to ensure that the project's results are disseminated in a timely manner, in suitable forms and in the most adequate networks to reach the identified main stakeholders. Furthermore, the objective of this document is to provide a comprehensive overview of the communication, networking and dissemination activities planned for SYCLOPS.

## 2 Dissemination, Communication, Exploitation and Stakeholders Engagement Plan

### 2.1 Objectives

The vision of SYCLOPS project is to enable better solutions for AI/data mining for extremely large and diverse data by democratizing AI acceleration using open standards; enabling a healthy, competitive, innovation driven ecosystem for Europe and beyond. To achieve this vision, SYCLOPS will bring together expertise in computer architecture, programming languages, systems and runtimes, Big Data, High-Performance Computing, autonomous systems, High-Energy Physics, and precision oncology, with the aim of developing novel infrastructure, platform, and application tools for AI acceleration. This vision relies on the convergence of two important trends in the industry: (i) the standardization and adoption of RISC-V [1], an open Instruction Set Architecture (ISA), for AI and analytics acceleration, and (ii) the emergence and growth of SYCL [2] as an open, cross-architecture programming model for all types of accelerators, including RISC-V. **The goal of SYCLOPS is to bring together these standards for the first time to (i) demonstrate ground-breaking advances in performance and scalability of extreme data analytics using a standards-based, fully-open, AI acceleration approach, and (ii) enable the development of inter-operable (open and vendor neutral interfaces/APIs), trustworthy (verifiable and standards-based hardware/software), and green (via application-specific processor customization) AI systems.** In doing so, we will use the experience gained in SYCLOPS to contribute back to the SYCL and RISC-V standard specifications and foster links to respective academic, industrial and innovator communities (including the RISC-V foundation, EPI, Khronos Group, ISO C++ standards body). Bringing together RISC-V and SYCL enables codesign in both standards, which in turn, will enable a broader AI accelerator design space, and a richer ecosystem of solutions compared to current proprietary, closed solutions that strongly limit the design and vendor choice.

The objective specific to the Dissemination and Communication activity is:

**Obj 5 (Exploitation, Dissemination, Standardization):** To foster an open, innovative European ecosystem for accelerated AI and analytics by leading and feeding back to standardization efforts and communicating project outcomes via already well-established dissemination channels and developer communities.



## 2.2 Monitoring and key performance indicators

To help achieve the objectives of this project outlined in Section 2.1 continuous monitoring will be performed. This includes regular reporting and key performance indicators (KPIs) and targets to measure the success of these performance indicators.

Table 1 lists measurable KPIs for the SYCLOPS project communication and dissemination activities. Since the adoption of SYCL and RISC-V standards fundamentally relies on the creation of a community and ecosystem with a range of stakeholders, developers, and potential users, we need to ensure the transfer of data and knowledge beyond the project team during the project.

Table 1: Dissemination and Communication Activities KPI targets

Activity	KPI targets
<b>D1 – Project Events</b>	2 workshops organized, 3 demo events
<b>D2 – Conferences</b>	20 events attended, presented in 10 events, 2 project demo booths
<b>D3 – Publications</b>	At least 10 papers/articles in conferences, journals, and magazines
<b>D4 – Community</b>	50 industry contact points, 5 industry communities informed, 2 webinars
<b>D5 – Project Synergy</b>	3 projects with synergies, 3 joint activities
<b>D6 – Internal Dissemination</b>	10 internal partner events, 30 links to project website, 4 training sessions
<b>C1 – Website</b>	5000 unique visitors, 1 min. average visit duration, 10000 page views
<b>C2 – Social Media</b>	500 accumulative followers, 1000 accumulative posts, 250 interactions
<b>C3 – Blog</b>	50 posts, 100 interactions
<b>C4 – Media</b>	3 press releases
<b>C5 - Materials</b>	5 project factsheets/brochures and banners, 9 eNewsletters, 2 videos, 5 blog posts in EC mechanism

## 2.3 Consortium roles

Table 2 provides an overview of the specific role of each consortium partner in terms of dissemination and communication activities, considering their expertise and field of activity.

Table 2: Roles assumed by SYCLOPS consortium members.

Partner's acronym	Partner's role
<b>EUR</b>	As the coordinator, EUR will monitor and ensure that dissemination and communication milestones are met. As a technical partner in the consortium, EUR will mostly contribute to the dissemination of SYCLOPS' results through scientific publications and events.
<b>INESC</b>	As a technical partner and academic institute, INESC will disseminate primarily via scientific venues (publications, conference/workshop attendance, etc) on topics related to

	RISC-V performance evaluation and bioinformatics.
<b>UHEI</b>	UHEI’s contribution to SYCLOPS is via the open source hipSYCL toolchain. As an academic partner, UHEI will contribute via dissemination in scientific venues (publications, conference/workshop attendance, etcetera). As an open source maintainer of hipSYCL, UHEI will also contribute to communication goals via participation in developer outreach events (like participating in SYCL community events).
<b>CERN</b>	As a globally recognized research institute, CERN will contribute to amplifying the dissemination and communication effort by sharing key project materials through their website and social media accounts. As a technical partner working on SYCL ROOT library and Cling interpreter, CERN will contribute via dissemination in various internal and external scientific venues.
<b>HIRO</b>	HIRO is one of the technical partners of SYCLOPS. Specifically, the organisation brings to the consortium expertise on micro-data centers. With regards to the dissemination and communication of the project, HIRO will mainly engage in communication activities regarding the technical aspects of the project. This may be carried out with specific technical contributions to the development of articles of many kinds as well as with an overview of the technical aspects of communication material. As for what concerns dissemination, HIRO will focus on dissemination to the industry, targeting potential stakeholders who are interested in developing additional services or using SYLCOPS.
<b>CPLAY</b>	Codeplay is leading the communication, networking, and dissemination plan activities.  Codeplay will contribute to materials and share project materials through their website and social media accounts.  Codeplay will participate and lead in conference activities.
<b>ACC</b>	As a genomics use case partner, ACC will contribute by disseminating key results obtained from SYCL-GAL through its website via blog posts and social media acconts. Using its well-established communication channels with biobanks in India, it will raise awareness of SYCL, RISC-V, and SYCLOPS among its key biobanking partners in India.
<b>CSIP</b>	As a founding member of RISC-V foundation, Codasip will contribute to raising awareness about various topics related to RISC-V RVV customization via well established channels. Codasip will also work on standardization of processor description languages.

## 2.4 Stakeholders

Table 3 lists the target groups that will guide the identification of stakeholders.

*Table 3: Target groups' description and interests*

ID	Members	Description	Interest
<b>A</b>	Enterprises, developers, and researchers who design RISC-V-based AI accelerators	Hardware developers and entrepreneurs in for-profit enterprises willing to exploit RISC-V tools developed in SYCLOPS (Studio, RVV in infrastructure layer)	<ul style="list-style-type: none"> <li>• Inspiration for new ideas, services, and applications.</li> <li>• Contribute with potential barriers and limitations</li> <li>• Participate in the engagement and dissemination activities</li> <li>• Develop new value-added services</li> </ul>
<b>B</b>	Research associations and infrastructures related to SYCLOPS	Research infrastructures, HPC/supercomputing centres, public/private/edge cloud providers, OEM vendors and system integration specialists who develop and maintain infrastructures for AI acceleration (EMDC in infrastructure layer)	<ul style="list-style-type: none"> <li>• Utilize project's results in everyday research to accelerate AI &amp; analytics for various data-intensive domains</li> <li>• Build on SYCLOPS' results to derive new scientific insights</li> <li>• Monitor and contribute to the project's code repository</li> <li>• Participate in the engagement and dissemination activities</li> </ul>

<b>C</b>	Enterprises, developers, data scientists, and researchers who develop heterogeneous parallel algorithms for accelerating AI and analytics tasks on accelerators	Software developers and entrepreneurs in for-profit enterprises willing to exploit SYCL tools (SYCL Compilers, runtime, interpreter in platform layer, profiling, and porting tools in application layer)	<ul style="list-style-type: none"> <li>• Inspiration for new ideas, services, and applications</li> <li>• Contribute with potential barriers and limitations</li> <li>• Participate in the engagement and dissemination activities</li> <li>• Develop new value-added services</li> </ul>
<b>D</b>	AI acceleration adopters, ADAS providers, omics healthcare providers	End users in various application verticals that are currently using closed-source solutions for AI acceleration and are willing to switch to open solutions (SYCL-DNN, SYCL-ROOT, and SYCL-GAL libraries in application layer)	<ul style="list-style-type: none"> <li>• Utilize project's output in everyday operations to avoid vendor lock-in caused by proprietary solutions</li> <li>• Enhance asset recognizability</li> <li>• Participation in the project's engagement, capacity building and dissemination activities and events</li> </ul>
<b>E</b>	Policy Makers, Funders & Standardization Organizations	Policymakers at any level like EC directorates, ministries, governments, regulatory agencies, and standardization bodies (All layers)	<ul style="list-style-type: none"> <li>• Evaluate the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects</li> <li>• Definition of future research and innovation directions based on the project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> <li>• Participate in the engagement and dissemination activities</li> </ul>

<b>F</b>	Pertinent Projects and Initiatives	Participants, project partners and relevant stakeholders active in the Horizon Europe projects, pertinent projects and initiatives (All layers)	<ul style="list-style-type: none"> <li>• Identification of common topics</li> <li>• Synergies and collaborations for results promotion &amp; co-organization of events</li> <li>• Definition of future research and innovation directions based on project's acquired knowledge</li> <li>• Inputs for standardisation activities</li> </ul>
<b>G</b>	General Public	Civil society representatives, youth, general public and anyone interested in the project. (All layers)	<ul style="list-style-type: none"> <li>• Understand the benefits offered by SYCLOPS project</li> <li>• Take part in the project activities</li> <li>• Benefit from project's contribution to AI acceleration</li> <li>• Benefit from broader choice and competition in AI solutions</li> </ul>

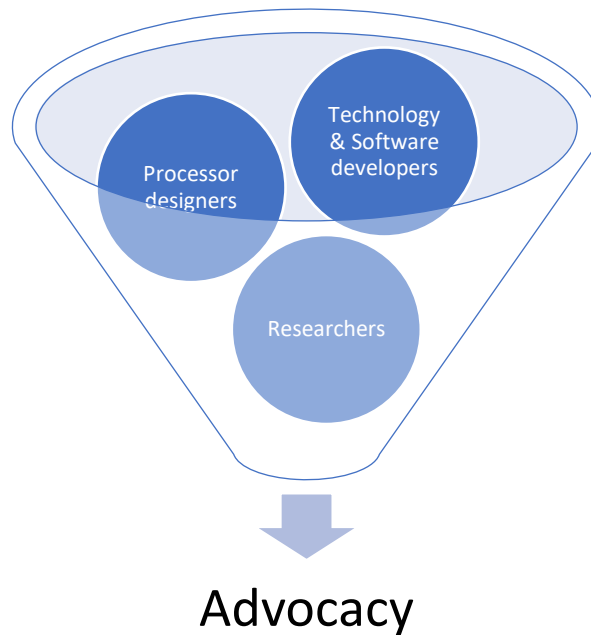
## 2.5 Communication funnel

The communication funnel can be used to represent the way that information is received by the target audience for the project. It is often used in marketing and communication strategies as it allows for a more targeted approach to reach specific audiences and helps visualise the different phases. The funnel starts with the broadest audience at the top and narrows down as it progresses through each stage of the funnel.

At the top of the funnel, we have awareness which involves creating an understanding of SYCLOPS and why people should be interested in it. This can be done through channels such as social media, press releases and blogs. Once awareness has been achieved, we identify potential users of the project with more detailed information about the SYCLOPS project, its features, and benefits.

The next step in the communication funnel is the conversion stage where users are encouraged to act by engaging with the project outputs. This requires specific messaging that speaks to the needs and interests of the users. This will involve trying to engage users in downloading and trying out the project assets such as software.

At the bottom of the funnel there is advocacy which involves keeping people engaged with SYCLOPs and having them advocate for the project. This helps to increase the reach of the project amongst different communities.



*Figure 1: Communication Funnel*

## 2.6 Dissemination

Dissemination will play a vital role in the project that aims to share scientific results, contribute to the advancement of the state-of-the-art knowledge and technology, and maximise the results' impact on society. For this reason, a plan for dissemination is outlined and detailed guidelines on specific types of dissemination are proposed.

### 2.6.1 Dissemination strategy

The dissemination activities will deal with the diffusion of research, scientific and technological knowledge generated within the context of the project, aiming to ensure both mid-term and long-term impact by informing the European target audiences A-G, as identified in Table 3. The dissemination strategy to be applied in the project is aligned to the following objectives:

- D.O.1: Ensure maximum visibility of the project in the target audiences via appropriate key messages. (Target Audiences: A-G)
- D.O.2: Diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium in a timely manner. (Target Audiences: A-G)
- D.O.3: Establish liaisons with other projects and initiatives for knowledge and innovation transfer. (Target Audiences: A-F)

- D.O.4: Engage the targeted audiences to get feedback and validate results. (Target Audiences: A-F)
- D.O.5: Attract potential users/clients and stimulate the appropriate market segments to support the project’s exploitation strategy. (Target Audiences: A-D)
- D.O.6: Encourage the development of further outcomes in new initiatives. (Target Audiences: A-F)

## 2.6.2 Plan for dissemination

The communication and dissemination of SYCLOPS will be divided into four phases:

1. **Raise Awareness:** This phase includes the creation of awareness about the project by using various channels such as social media platforms, project website, flyer, banner, posters.
2. **Inform and Interact:** This phase includes the provision of detailed information about the project to the identified - stakeholders through webinars, workshops, or other interactive sessions such as roundtables and panels.
3. **Promote:** This phase includes the promotion of SYCLOPS benefits to potential users through targeted campaigns such as email campaigns or publications on websites, as well as engaging with stakeholders (e.g. workshops, high-level roundtables) to spread awareness about the project’s objectives, benefits and outcomes.
4. **Post-Project Communication:** This phase includes communications and updates on the progress made during and after the project implementation such as evaluation reports or success stories related to SYCLOPS’s contribution towards AI acceleration market on both an Industry level and Policy level.

Table 4 reports the activities in each phase of the project’s duration identified above. Dissemination activities will be collectively performed by all partners, according to each partner’s profile and expertise. The SME partners will approach various stakeholders in their relevant sectors, while the academic and research partners will focus on disseminating the project results towards research institutes and universities across Europe, which constitute a key target audience. An initial, draft dissemination plan has been devised and shown in Table 4 to ensure that the suitable dissemination activity is chosen based on the target audience and the evolution of the project. Each dissemination mechanism will have three phases: (i) raise awareness, (ii) inform and interact, and (iii) promote. Each phase is designed to last a year, which is the midpoint of transition between SYCLOPS’ phases and coincides with the yearly EC evaluation. This allows us to provide a summary of contributions from a soon-to-be-completed phase, and a forecast of developments for the next phase. The dissemination plan will be confirmed at the beginning of the project (M3) and will be updated each year.

*Table 4: SYCLOPS dissemination plan*

<b>Dissemination Mechanism</b>	<b>SYCLOPS Ph. I to Ph. II: Raise Awareness (M1-M12)</b>	<b>SYCLOPS Ph. II to III: Inform &amp; Interact (M12-M24)</b>	<b>SYCLOPS Ph. III to IV: Promote (M24-M36)</b>
D1. Organization of Project Events			

D2. Conferences, Workshops Participation	<u>DO. 1, 3</u> Activities' Intensity: Low  Target Audience: ALL	<u>D.O. 1, 2, 3, 4</u> Activities' Intensity: High  Target Audience: ALL	<u>D.O. 2, 3, 4, 5, 6</u> Activities' Intensity: High  Target Audience: ALL
D3. Scientific Publications			
D4. Community Building, Stakeholder Engagement			
D5. Synergies with Projects			
D6. Internal Dissemination in Partner's Networks			
D7. Standardization Contributions			

## 2.7 Communication

Communication aims to raise awareness of the project, spark interest and attract potential users, investors and contributors, alongside generating demand, engaging with stakeholders and the general public to show the successes of SYCLOPS, the European research and innovation at large. For this reason, a plan for communication is developed. It also includes guidance on the creation of a community of interest, the development of a social media strategy, as well as specific information on specific tools to support the communication of the project.

### 2.7.1 Communication Objectives

The communication strategy is driven by the following communication objectives that are directly linked with three distinct phases of the project and the targeted audience:

- C.O.1: Create project awareness among potential adopters/users in the general public (Target Audiences: Table 3 A-G)
- C.O.2: Convey the project's concept, goals, results through key messages in communication material (Target Audiences: Table 3 A-G)
- C.O.3: Activate a community of users, collect feedback (Target Audiences: Table 3 A-F)
- C.O.4: Prepare for the exploitation of the project's results (Target Audiences: Table 3 A-E)
- C.O.5: Targeted dissemination of the project's results (Target Audiences: Table 3 A-G)
- C.O.6: Foster adoption of the project's results in industry and society (Target Audiences: Table 3 D-F)

### 2.7.2 Communication Plan

Communication activities include all actions that contribute to the diffusion of the project's results beyond the consortium and the direct stakeholders, maximizing the project's contribution to innovation and inviting a wide range of stakeholders to embrace and benefit from the project's advancements. In this direction, the project will:



- Define concrete measurable objectives for communication activities for appropriate target groups
- Implement an inclusive communication strategy and action plan to reach these objectives
- Set up the different channels, tools and mechanisms to implement the communication plan
- Define guidelines for communication and dissemination actions (e.g. project identity, messages to convey, internal reporting rules)
- Monitor the impact of communication, apply corrective actions if necessary, and identify new opportunities to maximize visibility.

An initial draft communication plan is depicted in Table 5. We also however envisage post-project communication with further promotion of project's results beyond its contractual implementation. For the communication strategy to achieve the listed objectives, all partners commit to undertake the activities detailed in the plan. These activities will be further refined at both the beginning of the project and continuously, through the duration of the project, as needed, to maximize impact. The communication plan assigns responsibilities to partners according to their domain of expertise and existing liaisons. The plan also adapts the measures and the content to the diverse knowledge levels of various target groups by employing a number of communications means that are tailored to each group.

*Table 5: SYCLOPS communication plan*

	<b>Phase I,II: Raise Awareness (M1-M12)</b>	<b>Phase II,III: Inform and Interact (M12-M24)</b>	<b>Phase III,IV: Promote (M24-M36)</b>
<b>Communication Mechanism</b>	<u>C.O. 1, 2, 3, 5</u>	<u>C.O. 1, 2, 3, 5</u>	<u>C. O. 1, 2, 3, 4, 5, 6</u>
(C1) Project's Website	C1.I) Development of an intuitive website; search engine optimization	C1.II) Regular website updates with tracking of site analytics to measure impact	C1.III) Regular website update with clear visibility of results
(C2) Social Media Presence	C2.I) Establishment of presence in social media with relevant content; upload public material; follow domain influencers; engage with other projects	C2.II) Promote project outcomes and events; interact with followers to get feedback; monitor hashtags; upload public material;	C2.III) Promote project outcomes and events; interact with followers to get feedback; upload public material;
(C3) Project's Blog	C3.I) Deploy project's blog with posts related to project's positioning	C3.II) Publish blogs to initiate discussions and receive feedback	C3.III) Publish blog posts to demonstrate and promote results
(C4) Traditional Media	C4.I) Press release to announce project launch	C4.II) Press releases to announce notable events/results	C4.III) Press releases to promote business cases
(C5) Communication Material	C5.I) Prepare logo, factsheet, brochure, newsletter and promo video	C5.II) Update brochure, banner and e-Newsletter; publish blogs/news in EU instruments (e.g. Cordis	C5.III) Prepare final brochure, e-Newsletters and video demonstrators;

		News, research EU magazines etc.)	publish blogs/news in EU dissemination instruments
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## 2.8 Proactive exploitation planning

The exploitation of SYCLOPS results will strengthen Europe’s position in the burgeoning AI acceleration market on both an Industry level and Policy level. Table 6 provides a summarized listing of potential exploitable outcomes. The Exploitation Plan will include a scale-up strategy and a strategic roadmap for exploitation and long-term sustainability of project results. The development of the Exploitation Plan has four steps:

1. Assessment of the resources and assets of the SYCLOPS project, particularly the enhanced product offerings generated during the project (CSIP Studio, CPLAY oneAPI projects, ACC pipeline)
2. Assess the needs of the target stakeholders relevant to each asset
3. Match assets, project deliverables and solutions with target stakeholders and identify key messages, communication channels
4. Drafting of a business vision based on the envisaged Exploitation Plan, which will be further deepened and detailed within the final SYCLOPS Business Plan.

The final Exploitation Plan will document, at the very minimum, the following aspects:

1. A vision of the use of the project outcomes after the end of the funding period
2. Organizational structure, IPR agreements and innovation management policy, that will underpin the actual exploitation of the project results
3. Business approach to maximize the impact of SYCLOPS results and guarantee their long-term sustainability. The exploitation activities in SYCLOPS have been dedicated to help refine: i) product and value proposition definition, ii) market analysis and customers identification, iii) analysis of competitors, iv) business modelling, v) marketing plan, vi) exploitation plan, vii) sales, technical, administrative organization, viii) financial plan and risk analysis.

*Table 6: Exploitable SYCLOPS outcomes*

<b>Exploitable outcome</b>	<b>Exploitation options &amp; potential users</b>
<b>Infrastructure tools for simple, fast, cost-effective customization of RISC-V accelerators.</b>	<ul style="list-style-type: none"> <li>• Enhanced Studio will be offered as a product to hardware developers for designing RISC-V accelerators</li> <li>• CSIP will enhance its processor offerings with new RVV accelerators and expand into high-performance AI acceleration market in addition to embedded market.</li> </ul>

<b>Improved compilers for SYCL-based cross-architecture programming.</b>	<ul style="list-style-type: none"> <li>• DPC++ SYCL compiler with new commercial features will be offered for various embedded, IoT, HPC customers</li> <li>• hipSYCL compiler toolchain made available to researchers. Improvements to RISC-V LLVM backend will be upstreamed to enable further research in open hardware technologies and to benefit industrial RISC-V implementations</li> </ul>
<b>Improved productivity for data scientists and education using Cling with SYCL</b>	<ul style="list-style-type: none"> <li>• Direct integration of SYCL implementations with Cling interpreter will enable further research, experiments and exploitations by HEP community,</li> <li>• Cling Jupyter notebook environment will simplify education of SYCL/C++ and the importance of standards and performance portability when targeting new platforms and accelerators</li> </ul>
<b>Improved end-to-end pipelines for use cases based on SYCLOPS' cross-architecture acceleration libraries</b>	<ul style="list-style-type: none"> <li>• ACCELOM will use SYCL-GAL to develop accelerated multi-omics pipeline that will be deployed after the project in Sapien Biosciences</li> <li>• SYCL-DNN integrated in oneAPI will be an enhanced product from CPLAY to their ADAS collaborators.</li> </ul>
<b>Improved standards with tooling, and new features to support Datacenter and acceleration.</b>	<p>Involvement in standardization activities via Khronos SYCL (led by CPLAY) and RISC-V to prioritize technologies required by the project (e.g. new or improved APIs, new RISC-V instructions). This will benefit all SYCL and RISC-V adopters and open standards in general.</p>
<b>Improved performance for massive Data analysis using acceleration</b>	<p>New/enhanced research: Workloads and complexities of data analytics applications can be increased; enabling researchers to use larger datasets.</p> <p>Commercial exploitation – the new technologies (SYCL tools, RISC-V, SYCL ecosystem additions) will be shipped to new and existing customers.</p> <p>The new technologies will create scope and opportunities to (selectively) customize features as part of customer contracts.</p>

For a successful exploitation approach, it is necessary to define the go-to-market strategy, that is, how to reach customers, define the interaction with them, and establish profitability channels. Table 7 shows the Lean Canvas for SYCLOPS

Table 7: SYCLOPS Lean Canvas

<b><u>Problem statement</u></b> 1) Lack of infrastructure tools for automated RVV customization 2) Lack of platform tools for SYCLbased cross-architecture programming 3) Lack of application tools for library-based AI acceleration in use cases.	<b><u>Solution</u></b> 1) Develop novel EDA solutions for RVV customization. 2) Develop compiler, runtime, and interpreters to enable SYCL programming 3) Develop profiling & porting tools, acceleration libraries to assist application development	<b><u>Unique Value Proposition</u></b> 1) Standards -based AI acceleration eliminates vendor lock in and enables portability for European customers 2) Our European SME partners are founding members of various standardization committees and will use experience to feed back into standards. 3) European SMEs poised to emerge leaders in AI acceleration	<b><u>Unfair Advantage</u></b> None, as the use of open standards will lead to a rich, Europe-driven ecosystem of interoperable solutions	<b><u>Customer Segments</u></b> - AI acceleration adopters, ADAS providers, precision healthcare stakeholders - - Policy makers - Investors - Horizon Europe Program Stakeholders
	<b><u>Key Metrics</u></b> 1) RVV accelerators provide at least 2x improvement 2) Applications portable across several processors 3) End-to-end use cases benefit from at least 20% better performance from acceleration.		<b><u>Channels</u></b> - Open source communities, Khronos, RISC-V foundation, ISO C++/SYCL	<b><u>Early Adopters</u></b> - CSIP, CPLAY, ACCELOM, CERN, Sapien Biosciences.
<b><u>Cost Structure</u></b> - Appl. Dev., Integration, Deployment, Maintenance - Website/Interface to interact with end-users - SYCLOPS project platform deployment, test, integration, technical support			<b><u>Revenue Streams</u></b> - System Integration - Consulting services - Licensing - Training	

### 3 SYCLOPS branding

Branding is essential in the communication of a project because it helps creating a unified and consistent message and identity that can be easily recognised by stakeholders. Together with the project’s visual identity it provides an easy way for people to identify the project, as well as its values and goals. Branding also helps to differentiate the project from its competitors, while visual identity helps to convey key messages about the project in an attractive and memorable way. Branding also helps to build trust with stakeholders, as they will recognise the brand and associate it with quality work. The Khronos Group owns the trademarks for SYCL and they have given us approval to use the SYCLOPS name and the logo for the project.

### 3.1 SYCLOPS logo design



Figure 2: SYCLOPS LOGO

### 3.2 SYCLOPS website

The SYCLOPS website ([www.syclops.org](http://www.syclops.org)) is developed by CPLAY and the source code will be stored on GitHub as an open-source project. It will be hosted on GitHub pages with a custom URL [syclops.eu](http://syclops.eu). It is possible for anyone involved in the project to propose updates and changes to the website via Pull Requests. These will be reviewed and merged by CPLAY. The website is intended to educate individuals outside the SYCLOPS project on the goals, what organisations are involved and how to contact the project team. It will also provide a channel to share information and knowledge obtained during the project. The website will be optimized for search engine optimization.

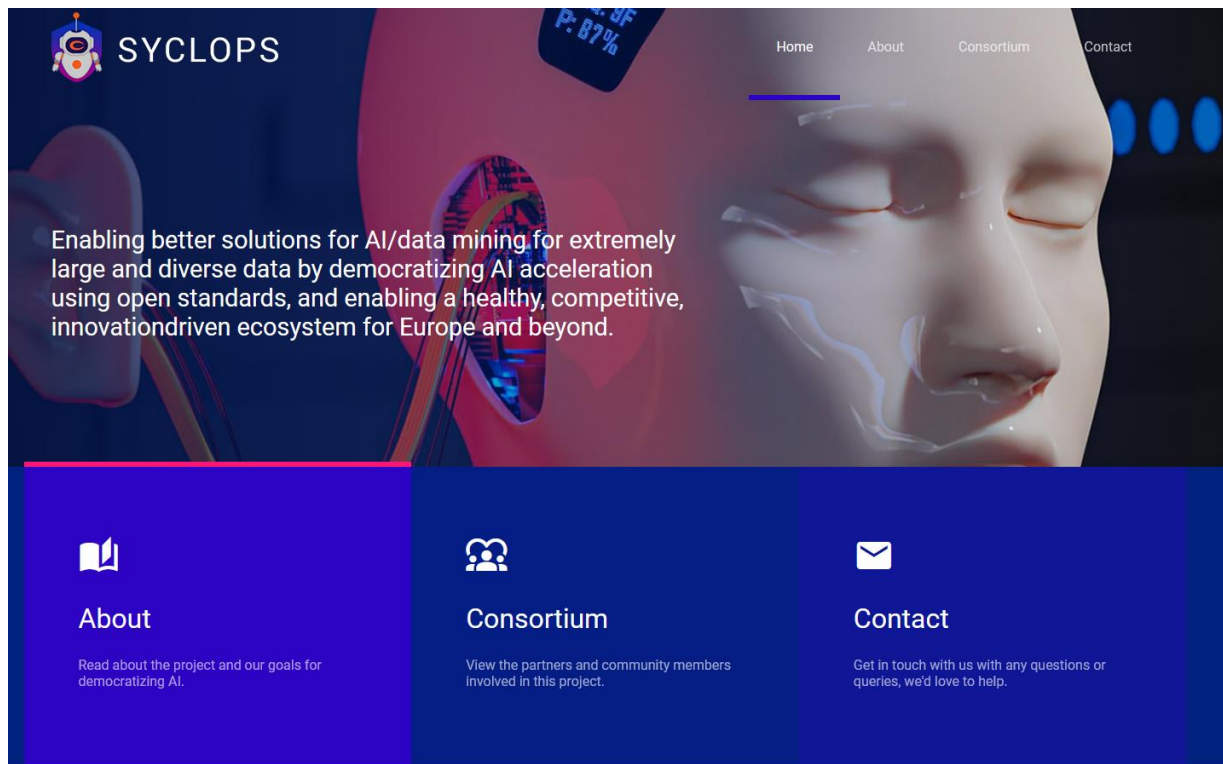


Figure 3: SYCLOPS Website

The first version of the website includes the following:

- Home page as shown in Figure 3
- About
  - Description of the project
  - Links to all Partners
- Consortium
  - Partners
  - Community
- Contact

The Home page provides an overview of the project and, naturally, functions as a link to the other sections of the website, the other sections dive deeper into the project. The About section includes a page that describes the project's context, the issue addressed and the project's vision. Additionally, it includes a page about the consortium partners that are presented and briefly described. Finally, the Contact page. This page includes a form which can be filled to contact key members within SYCLOPS. It also has links to the SYCLOPS social media pages – Twitter and YouTube. When the first blog posts and press release are ready to be published sections for news and blogs will be added to the website.

## 4 Communication and dissemination tools and channels

This chapter provides an overview of the communication tools and channels selected for SYCLOPS. Overall tools and channels encompass both traditional and newer forms of communication. These are chosen to cover the objectives identified in the Grant Agreement first and then for the communication and dissemination of the project.

### 4.1 Templates

The SYCLOPS project will provide a PowerPoint template and Word template that can be used when presenting or publishing documents related to the project. The PowerPoint template will include a single slide overview of the project. These will be stored on the shared cloud drive and available to all partners and collaborators.

### 4.2 Newsletters

The project will send out a newsletter each quarter that will include relevant updates on the project progress and any activities by the project partners. Codeplay will host the newsletters through Mailchimp, a cloud services for managed email communications. It will be possible to subscribe to these newsletters through a link on the SYCLOPS website and a unique link will be available to project partners to encourage contacts and collaborators to subscribe to the newsletter.

## 4.3 SYCLOPS blog in the project's website

The website will host a blogs section where relevant posts will be published on partner activities and relevant information on the project. The blog posts should cover a variety of content for differing audiences, such as technical posts for software and hardware developers as well as demonstrations of the project outputs and impact on the wider community.

## 4.4 Articles, scientific publications, and policy briefs

In SYCLOPS, results are disseminated through scientific publications in peer-reviewed journals and conference proceedings. This will ensure that the findings are presented in a rigorous and reliable manner, allowing for further scrutiny by experts in the field. In addition to scientific publications, lessons learned from this project will be shared with policymakers through policy briefs. These documents provide concise summaries of key findings which can then be used to inform decision making at all levels of government.

## 4.5 Press releases

Press releases are useful to share milestones or other important developments in the project that can be viewed as checkpoints in the path to success. Additionally, they are essential when there is an happening that has direct public relevance.

## 4.6 Social Media

The massive dissemination of the SYCLOPS project will also take place through social media which includes YouTube and Twitter. The main objective of SYCLOPS project's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the blog pages.

## 4.7 Third-party events

The consortium will participate in these external events, including conferences, digital exhibitions, trade fairs, international forums, and meetups, to showcase the project results and distribute dissemination material. Association with linked projects and lever on the partners' existing networks will be foreseen to identify and reach these events. The idea is that social channels will help pushing people who are not familiar with the project, but work in the relevant sector, to become promoters of the initiative.

### 4.7.1 Twitter

SYCLOPS project Twitter account (<https://twitter.com/syclopseu>) includes the profile image with the project logo and link to the official website. The communication strategy through Twitter is:

- Twitter posts require very concise textual content (280 characters). For this reason, short messages will be drawn up containing essential information: official and thematic hashtags within the text itself, @mentions and links to the project website
- Tweets will reference relevant accounts and tags accordingly



Figure 4: SYCLOPS Twitter Profile

## 4.7.2 YouTube

The SYCLOPS project YouTube channel (<https://www.youtube.com/@syclopseu>) includes the profile image with the project icon logo and link to the official website. The communication strategy through YouTube is:

- Recordings of presentations at conferences related to the project and any other relevant events are published in a timely manner, the description includes links to relevant project website.
- The project team will also publish videos that explain and/or demonstrate parts of the project.

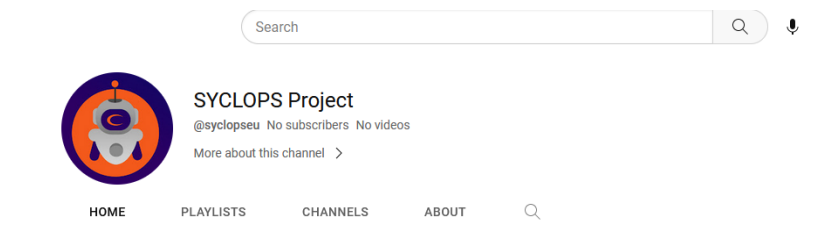


Figure 5: SYCLOPS YouTube Channel

# 5 Dissemination and communication monitoring

This section deals with activities timing, management and monitoring. More specifically, activities timing is planned by displaying a dissemination and communication timeline referring to each year of the project. A closely related activity to monitoring, covered by this section, is



the identification of risks and the foresight of related mitigation actions, which is provided in section 5.2.

## 5.1 Dissemination and communication timeline

The purpose of creating the timeline of activities as outlined in the table below is to map the results and match the outreach activities as indicated within the timeline itself. The color shading represents the four phases of the project. The timeline will be added on the project repository so everyone inside the consortium is updated regularly about deadlines and deliverables that are necessary for this Dissemination Communications Plan.

Table 8: Work Package Plan

		1	3	6	9	12	15	18	21	24	27	30	33
<b>WP6</b>	<b>Exploitation &amp; Dissemination</b>												
6.1	Dissemination												
6.2	Communication and networking												
6.3	Market and innovation analysis												
6.4	IPR, exploitation and sustainability												
6.5	Standardization												

Table 9: Dissemination & Communications Plan for remainder of 2023

Activity	Sub-Activity	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
C4	Press release	Announce project								
C3	Blog posts		Introduce project and teams				Project team blog post TBD			Project team blog post TBD
C5	Newsletters				First update				Second update	
C2	Social media posts									
D2	Conference attendance		ISC						SC23	

## 5.2 Risks and mitigating actions

Table 10 describes a few key risks related to dissemination/communication, and potential mitigation strategies. A detailed overview of other risks, together with risk handling methodology, is provided in D1.1 (Project Management Quality and Risk Plan).

*Table 10: Critical risks and mitigation actions*

Description of risk (level of likelihood/severity)	WP	Proposed risk-mitigation measures
Lack of internal communication (L/L)	1	The coordinator will foster cooperation via regular consortium call meetings, as well as one-on-one meetings.
Partners do not agree with the licensing model resulting in the project not achieving the planned impact and exploitation (M/M)	6	Detailed licensing terms will be included in the Consortium Agreement before the beginning of the project.
The SYCLOPS hardware-software stack does not achieve sufficient traction in AI acceleration. The project will not achieve the planned impact and subsequent exploitation (H/H)	6	All SYCLOPS partners have a vested interest in supporting RISC-V and SYCL standards and using them for product differentiation and first-to-market status. We will piggyback on a much broader industry-wide momentum for both these standards to ensure that our dissemination and communication activities lead to exploitable outcomes and long-term impact.

## 6 Conclusion

This document constitutes the Communication, Networking and Dissemination Plan and Activities and outlines the objectives, activities, and resources needed to ensure that the project's development and results are effectively communicated to all relevant stakeholders.

The Plan is developed in alignment with the overall objectives of SYCLOPS. The Plan is designed to ensure that the project's results are disseminated in a timely manner, in suitable forms and in the most adequate networks, in order to maximise their impact and benefit for society.

## References

- [1] RISC-V Foundation, [www.riscv.org](http://www.riscv.org)
- [2] SYCL, <https://sycl.tech/>