



**CoGNETs**  
Continuums of Game Nets

# D6.3: Dissemination and Communications Strategy and Activities

**1st version**

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Strategy and Activities (v1.0)

	Communication Strategy and Activities from the start of the project at M02.
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- \* R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.
- DATA: Data sets, microdata, etc.
- DMP: Data management plan
- ETHICS: Deliverables related to ethics issues.
- SECURITY: Deliverables related to security issues
- OTHER: Software, technical diagram, algorithms, models, etc.

## EXECUTIVE SUMMARY

This document outlines CoGNETs' detailed strategy and activities for dissemination and communications in detail. It describes the project's innovation rationale, organizational framework and outreach plan, summarizes activities from the first two months, and presents future initiatives. Additionally, it includes a framework to assess the impact of these activities, aiming to meet the project's goals and support partners in their everyday tasks.

The strategy provides the consortium with clear guidelines and serves as a detailed manual for project partners to ensure a unified approach to communication & dissemination.

The core objectives of the CoGNETs Dissemination and Communications Strategy and Activities include:

- **Increase Awareness and Visibility:** The strategy is designed to enhance awareness and visibility of the COGNETS project. It aims to widely disseminate information about the project and its achievements, ensuring broad recognition and establishing a unique project identity to support marketing efforts.
- **Engage Target Stakeholders:** The strategy focuses on reaching and engaging a diverse group of target stakeholders. By showcasing the project's outcomes, it aims to attract and involve stakeholders from various sectors, validate and refine the developed technologies and concepts, and encourage their adoption in specific vertical sectors.
- **Foster Liaisons and Collaboration:** The strategy stresses the importance of creating connections with related activities and key players in the research and innovation fields. It seeks to promote collaboration with relevant initiatives, working groups, and organizations.

One specific goal is to aid in the expansion and strengthening of the European innovation ecosystem for the Cloud-Edge-IoT Computing Continuum, positioning it as a leading project in driving European innovation in next-generation cognitive computing.

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## ABBREVIATIONS

<b>AI</b>	Artificial Intelligence
<b>AIOTI</b>	Alliance for Internet of Things Innovation
<b>BDVA</b>	Big Data Value Association
<b>CSA</b>	Coordination and Support Action
<b>GDPR</b>	General Data Protection Regulation
<b>IoT</b>	Internet of Things
<b>PUC</b>	Pilot Use Case
<b>RISC</b>	Reduced Instruction Set Computer
<b>TRL</b>	Technology Readiness Level

# 1 INTRODUCTION

## 1.1 COGNETS' VISION

The aim of the CoGNETs project is to empower IoT, Edge, and Cloud devices to autonomously organize into dynamic, adaptable swarm continuums for optimal data processing and seamless service provisioning across diverse and evolving technological environments.

While existing AI technologies provide tools for running AI on IoT and resource-constrained devices, they often lack the capabilities for self-organization and collaborative learning—essential for devices to autonomously adapt to ever-changing data and resource availability.

To this end, CoGNETs will develop a Middleware Framework which will allow each device to act as a cognitive resource, autonomously managing data processing and service provisioning within a decentralized, context-aware system. By enabling on-demand, opportunistic collaboration among devices, CoGNETs maximizes efficiency, security, and resilience, surpassing the potential of current AI-driven systems.

Aligned with broader EU goals, CoGNETs supports the advancement of digital sovereignty, cybersecurity, and sustainable growth in sectors like Industry 4.0, Mobility, and Health 4.0.

### Main objectives of the project:

1. **Develop Intelligent Game Agents:** Build agents that enable devices at the edge to self-organize and make decisions using advanced game theory models for efficient resource sharing.
2. **Create a Distributed Middleware Framework:** Establish a framework to manage autonomous IoT-to-Cloud swarms, leveraging decentralized broker architectures for dynamic data processing.
3. **Enhance Security Across All Levels:** Implement comprehensive security measures, including streamlined SSI/DID and RISC-V secured systems, to protect against swarm-centric threats.
4. **Improve AI Service Response with Federated Learning:** Develop federated learning mechanisms that enhance AI responsiveness and training accuracy, utilizing RISC-V technology and advanced data management techniques.
5. **Deploy a TRL5 Testbed:** Integrate and validate the project's outputs in a testbed across key sectors like Industry 4.0, mobility, and healthcare, ensuring real-world applicability.
6. **Address EU Policy and Ethical Aspects:** Analyse and promote the project's compliance with EU social, ethical, legal, and privacy standards, engaging with relevant academic and industrial communities.

## 1.2 STRUCTURE OF THE DOCUMENT

The sections of this document are arranged as follows: subsequent to Section 1, Section 2 outlines the main aspects of the dissemination and communication strategy, the key stakeholders relevant to the project and the approach for responsible innovation communication and the key messages; Section 3 describes the communication tools and activities that will be carried out up until M12; Section 4 illustrates the dissemination activities with relevant initiatives, including a special focus on the collaborations with the EUCloudEdgeIoT Initiative and Open Continuum CSA, and planned event participation and organization; Section 5 lays out the various KPIs and their current status; finally, Section 6 is dedicated to the conclusions.

## 2 COGNETS DISSEMINATION AND COMMUNICATION STRATEGY

The dissemination and communication efforts are meticulously coordinated across all work packages to ensure a unified strategy that significantly impacts the European IoT, Swarm, and Computing Continuum ecosystem. The consortium works closely with the European Commission, other ongoing IoT and Cognitive Computing Continuum projects, and related initiatives such as the EUCloudEdgeIoT initiative, BDVA, AIOTI, and GAIA-X to broaden the project's reach and amplify the impact of CoGNETs's activities.

CoGNETs integrates communication and dissemination with exploitation and sustainability activities, implementing comprehensive measures aimed at maximizing the project's overall impact.

Key project objectives to be achieved through targeted outreach and communication initiatives include:

- **Develop a Distinct Brand Identity:** Establish a unique and recognizable brand to support marketing and promotional efforts.
- **Enhance Awareness of CoGNETs' Results:** Ensure widespread visibility and adoption of the project within the European Computing Continuum community.
- **Engage Key Stakeholders:** Effectively present project outcomes and promote the adoption of developed technologies and concepts by reaching, stimulating, and engaging a significant number of relevant stakeholders.
- **Support Stakeholder Engagement Strategies:** Enhance the visibility and resonance of the continuum and swarm computing community within the European ecosystem and beyond.
- **Build and Expand the Project Community:** Foster relationships with other initiatives, particularly Open Continuum and EU-funded projects on related topics, to encourage discussion, growth, and knowledge exchange.
- **Contribute to Scientific Fields and Standardization Bodies:** Encourage meaningful contributions to important scientific fields, open-source projects, and standardization bodies as necessary.

### 2.1 TARGETED STAKEHOLDER ENGAGEMENT

CoGNETs develops and employs dedicated approaches to different target groups to effectively communicate the relevant messages to each audience segment. The list of targeted stakeholders includes:

- The community in the field of **AI, Robotics, IoT, Edge, Cloud, Security, Twinning, Big Data:** manufacturers, vendors, technology providers and operators, app developers and SMEs, developers.
- **Cybersecurity and Cyberspace Technology** providers, industry players including those from the use-case sector: Cloud platform providers, software and applications developing companies, SMEs and startups.

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- **Open-source communities and standardisation bodies:** Open-source and open-network communities, such as CNFC, the Linux Foundation, and Apache (Arrow, Parquet, Ranger, Atlas, Egeria). Standards Developing Organizations (SDOs), such as ETSI, 5GPP, IRTF etc.
- **Scientific and Research Communities:** scientists and researchers at universities and research institutes.
- **Verticals and End-Users:** policy makers and industry players in the digital transformation of health services, manufacturing, and mobility (autonomous vehicles).
- **General public:** Private individuals, predominantly non-scientists, university students, secondary schools, etc., to inform them about the effect of the project’s results in their everyday life, creating awareness on facts regarding the societal benefits for empowering the edge.

## 2.2 KEY MESSAGES

CoGNETs has established different benefits for different target stakeholders, and therefore different messages are communicated to them to present the value of project outcomes. The targets and related messages are presented next.

Table 1: Key Messages for Targeted Stakeholder Groups

AI/Robotics/IoT/Edge/Cloud, Twinning & Big Data Technology Community Cybersecurity and Cyberspace Technology Providers
<p><b>Innovative Swarm Intelligence:</b> Emphasize CoGNETs' revolutionary approach to dynamically connecting IoT, Edge, and Cloud devices using game-driven federated learning and AI. Highlight how this enables real-time, efficient decision-making and resource optimization across distributed systems.</p> <p><b>Advanced Federated Learning and AI Integration:</b> Showcase the integration of cutting-edge federated learning and AI techniques within the CoGNETs architecture. Stress how these technologies allow for enhanced security, optimization, and orchestration, which significantly improve system performance while maintaining user privacy.</p> <p><b>Seamless IoT-to-Cloud Orchestration:</b> Communicate the ability of CoGNETs to streamline complex processes through its sophisticated middleware framework, which supports seamless IoT-to-Cloud data flows. This optimizes operations and reduces latency, positioning CoGNETs as the default IT solution for future dynamic systems.</p> <p><b>Commitment to GDPR Compliance and Ethical Standards:</b> Underline the project's dedication to upholding GDPR privacy standards, ethical considerations, and ecological responsibilities. Highlight how CoGNETs is designed with built-in features to ensure data protection, ethical AI use, and environmental awareness.</p> <p><b>Customizable and Scalable Solutions:</b> Discuss the customizable nature of the CoGNETs framework, which can be tailored to meet specific industry needs and scales efficiently to accommodate various sizes of IoT networks.</p>

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**Community and Consensus Building:** Illustrate the project's aim to build a consensus on CoGNETs requirements, features, and functionalities through active community engagement and collaboration. Encourage stakeholders to participate in shaping a future-proof, resilient digital infrastructure.

**Promoting a Greener Future:** Emphasize how CoGNETs contributes to ecological and environmental objectives by optimizing resource use and reducing energy consumption, supporting the development of greener technology solutions.

**Open-source and Open Data Communities**

**Standardization Bodies**

**Collaborative Open-Source Development:** CoGNETs is committed to fostering a vibrant, collaborative ecosystem by contributing to and promoting open-source development. The aim of this is to accelerate technological advancement and to ensure the further refinement and expansion of a broad range of ideas and innovations.

**Business-Friendly Licensing:** CoGNETs is adopting business-friendly open-source licenses to ensure that both commercial entities and individual developers can use, modify, and potentially commercialize the innovations developed within CoGNETs without restrictive barriers. This supports the growth of business opportunities and the creation of new value propositions within the industry, enabling commercial stakeholders to freely innovate and build on top of CoGNETs technologies.

**Standardization and Compatibility:** CoGNETs is actively engaging with standardization bodies to ensure that the technologies developed are in line with current and emerging industry standards, promoting interoperability and compatibility across different platforms and devices. This effort aims to streamline integration processes, reduce development costs, and enhance the reliability and scalability of deployments across the IoT ecosystem.

**Enabling Technology Transfer:** Through our commitment to open data and open-source principles, CoGNETs facilitates seamless technology transfer, enabling rapid adoption and adaptation in diverse industrial and academic settings. Organizations can leverage CoGNETs' cutting-edge research and technologies to advance their own products and services, thereby driving innovation and competitiveness in their respective markets.

**Community Engagement and Support:** CoGNETs places a strong emphasis on community support and engagement, providing documentation, tutorials, and forums to help users understand and effectively implement the technologies developed. This approach ensures that users at all levels, from novice developers to seasoned professionals, can effectively utilize CoGNETs technologies, fostering a knowledgeable and skilled community that can push the boundaries of what's possible in IoT and cloud environments.

**Scientific and Research Communities**

**Awareness and Feedback on Novel Methods:** Introduce the core concept of dynamic swarm intelligence, discuss the development of the Middleware Framework, and outline the integration of advanced AI methodologies like Asymmetric Multi-Player Competitive Games within IoT devices.

**Benefits to Human-Centric Science:** Communicate the project's commitment to human-centric science, demonstrating how CoGNETs can lead to more personalized, responsive

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technological solutions that consider human factors and user contexts in real-world applications.

**Opportunities for Collaborative Research:** Encourage collaboration by highlighting opportunities for the scientific community to engage with CoGNETs through joint research initiatives, data sharing, and technology development. Explain how participation can extend the boundaries of current research in dynamic swarm computing.

**Feedback Mechanisms and Community Engagement:** Invite feedback and active participation from the community to help refine and improve the CoGNETs methodologies. Describe the mechanisms in place for gathering insights, such as workshops, symposia, and collaborative platforms, which facilitate direct engagement with ongoing developments.

**Showcasing Real-World Applications and Case Studies:** Provide concrete examples and case studies that demonstrate the practical applications and benefits of the CoGNETs technologies in sectors like healthcare, manufacturing, and mobility. This real-world relevance can help researchers understand the potential impacts and applications of the project's outcomes.

**Commitment to Open Science and Accessibility:** Reiterate the project's dedication to open science principles by ensuring that the findings, tools, and innovations are accessible to the broader research community. This openness will foster a transparent, collaborative environment conducive to scientific advancement.

**Vertical end-user communities**

**Wider public**

**Transforming Data Processing and Connectivity:** CoGNETs is transforming how devices communicate and collaborate, making IoT, Edge, and Cloud environments smarter, faster, and more efficient. By empowering dynamic swarm continuums, CoGNETs ensures that data processing is always optimized to current conditions, offering seamless and intelligent operations across diverse industries.

**Building Trust with Advanced Security and Reliability:** Trust CoGNETs technology to keep your data safe. CoGNETs integrates sophisticated security measures that protect against cyber threats and ensure the integrity of data across all connected devices. This reliability extends to various applications, from industrial automation to personal IoT devices, providing peace of mind for all users.

**Promoting Sustainable and Energy-Efficient Computing:** CoGNETs leverages advanced AI to optimize the use of computing resources, minimizing energy consumption and reducing CO2 emissions.

**Enhancing Everyday Life and Work:** CoGNETs enables smarter homes, more efficient workplaces, and safer transportation solutions by allowing devices to respond intelligently to real-time information.

**Empowering Innovation Across Verticals:** From healthcare to manufacturing and beyond, CoGNETs is designed to revolutionize vertical industries by providing a platform that adapts to and learns from its environment.

## 2.3 IMPLEMENTATION STAGES: BOOTSTRAP, ENGAGEMENT AND BOOST

CoGNETs' Dissemination and Communication Strategy and Activities includes offline and online communication, digital presence, participation in and organization of events, interaction with other research and innovation projects within the domain, as well as liaisons with relevant stakeholders and related EU research and innovation initiatives. The core structure of the envisaged plan has been broken down into three stages.

### Bootstrap (M01-M12): Awareness creation and communication foundation

**Scope:** The development of dissemination, communication, and community building strategy and plan, targeting the AI/Robotics/IoT/Edge/Cloud/Security/Big Data Communities as well as researchers, academics and SMEs. Dedicated communication tools and community building activities will be selected, and all relevant stakeholders will be informed about the CoGNETs scope and objectives.

**Measures:** bespoke brand identity and project website, outreach and impact creation strategy and plan, event calendar, project introduction flyer, project presentation (slides), project social media channels, and sending out the first edition of the CoGNETs e-newsletter. This phase is also dedicated to defining the liaisons and interaction mechanisms with targeted projects and the European IoT-Edge-Cloud community.

### Engagement (M13-M24): Dissemination of initial results

**Scope:** Run stakeholders' engagement campaigns to generate interest in CoGNETs activities and outcomes and set a solid foundation for the planned dissemination activities and encourage them to provide support in promoting the project. Plan event participation and organization including the first project workshops. The pool of targeted stakeholders will be expanded through engagement with other initiatives, open associations and industry.

**Measures:** slide-based presentations of first project results, first project video, regular animation of social media channels, publishing news items, sending out periodical newsletters, and participation in selected events. This phase is also dedicated to the communication and dissemination of use case results as well as organizing liaison, alliance and standardization meetings.

### Boost (M25-M36): Global outreach and sustainable impact

**Scope:** Engaging and supporting the adoption and deployment of the concepts and tools offered by CoGNETs through dedicated promotional activities. The outreach campaigns will also target the wider public and end-user communities in addition to the stakeholders from the previous stages.

**Measures:** Promotional materials in various forms, online publications, established liaisons with relevant initiatives, news items, press releases, technical reports, additional editions of the e-newsletter, interviews, videoclips, dedicated webinars, training materials, participation in events, infographics presenting project results, organization of three training and two evaluation workshops. Through Open Days, commercial events and trade fairs, the project will be able to reach a wider public and the end-users.

## 2.4 RESPONSIBLE INNOVATION COMMUNICATION

The CoGNETs project, with its focus on advanced technological integrations within AI, Robotics, IoT, Edge, and Cloud systems, requires a strategic approach to communicating about its technological innovations responsibly for several reasons.

### 2.4.1 Motivation

- **Public Trust and Acceptance:** New technologies, especially those dealing with data processing and autonomous systems, can raise concerns about privacy, security, and ethical use. Responsible communication helps build public trust and acceptance by transparently addressing these concerns and demonstrating commitment to ethical standards.
- **Regulatory Compliance:** Technologies that handle personal data or have significant societal impacts must comply with various regulations, such as GDPR. Communicating responsibly includes informing stakeholders about how the project adheres to these regulations and respects legal frameworks.
- **Ethical Implications:** Projects like CoGNETs, which involve dynamic decision-making capabilities across various devices and platforms, must consider ethical implications, particularly in AI decision processes. Responsible communication ensures that these ethical considerations are clearly outlined and addressed.
- **Socio-Environmental Impact:** With increasing focus on sustainable development, communicating the environmental impact of technological innovations is crucial. This includes detailing efforts to minimize energy consumption and promote ecological benefits.

### 2.4.2 Societal Acceptance of New Technologies: Principles and Implementation

Responsible innovation communication involves upholding and adhering to a number of principles in order to ensure trust, credibility, inclusiveness, equity and responsiveness of the project and its technological outcomes:

- **Transparency:** Clearly explaining the technology, its capabilities, and its limitations without overstating benefits or understating risks. This allows for building trust and credibility in favour of the technology, making its support and adoption more likely.
- **Accessibility:** Making information understandable and accessible to non-specialists, including the general public, to foster broader understanding and engagement. This principle supports inclusivity by enabling diverse groups to engage with and benefit from innovation. It ensures that the advantages of new technologies are distributed fairly and that potential negative impacts are understood and addressed across all demographics.
- **Accountability:** Showing how the project manages and mitigates potential risks, including plans for unforeseen issues or misuse of technology. It ensures that organizations remain responsive to the concerns of society and committed to rectifying any harm caused by their innovations.

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The CoGNETs project integrates several approaches to ensure that its innovations are communicated responsibly, fostering a culture of trust and collaboration crucial for the successful deployment and acceptance of new technologies in society.

**Regular stakeholder engagement** through workshops, seminars, and public consultations is pivotal for gathering feedback and adjusting project directions based on public and expert input.

**Clear and regular updates** about project progress, developments, and findings are disseminated through various channels to ensure all communications are accurate and reflect the current state of the project.

The project also develops **educational materials**, such as white papers, informational videos, and interactive webinars, to educate stakeholders about the technology, its use cases, and potential impacts.

**Feedback mechanisms** are implemented to allow stakeholders to voice their concerns, experiences, and suggestions, which are then used to improve the project and its communication strategy.

### 3 ESSENTIALS OF THE COMMUNICATION TOOLBOX

This section outlines the communication and dissemination activities that are carried out up until M12 of the project.

#### 3.1 COGNETS BRAND IDENTITY

The visual elements of the CoGNETs' brand's identity, such as its logo, colour scheme, and typography, are designed to convey a certain message and set it apart from competitors. It establishes how those who interact with the brand, view it and shapes their perception of it. A strong brand identity offers distinctive and memorable elements as well as a cohesive and consistent "look and feel" across all sources (including electronic and printed visual media).

To create a powerful and distinctive brand, the visual identity and guidelines were established at the start of the project. They will be utilized by all project partners in their communication activities and incorporated into all marketing and distribution materials created throughout the project.

The complete CoGNETs Brand Guidelines are available in **APPENDIX A**.

*Figure 1: Project logo*



#### 3.2 TEMPLATES

A **PowerPoint presentation template** has been created for all partners to use at external events and meetings presenting CoGNETs as well as all internal CoGNETs meetings:

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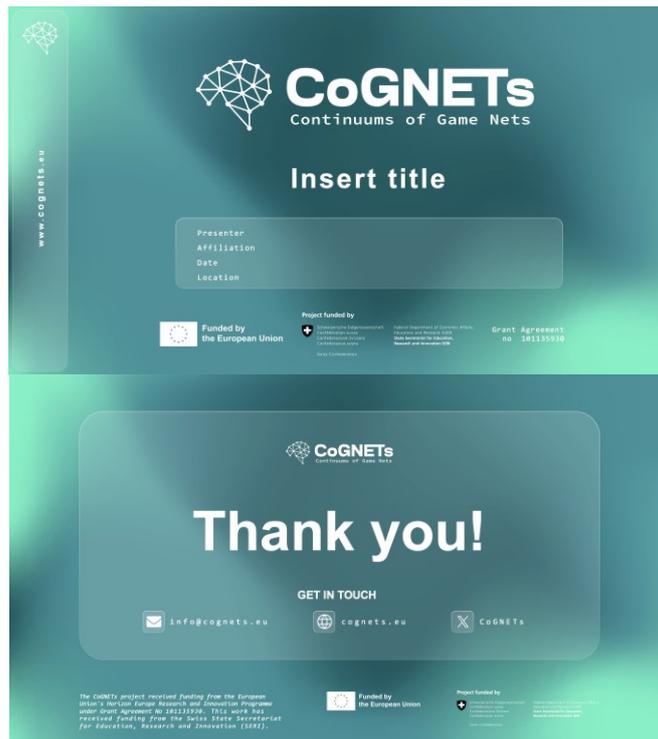
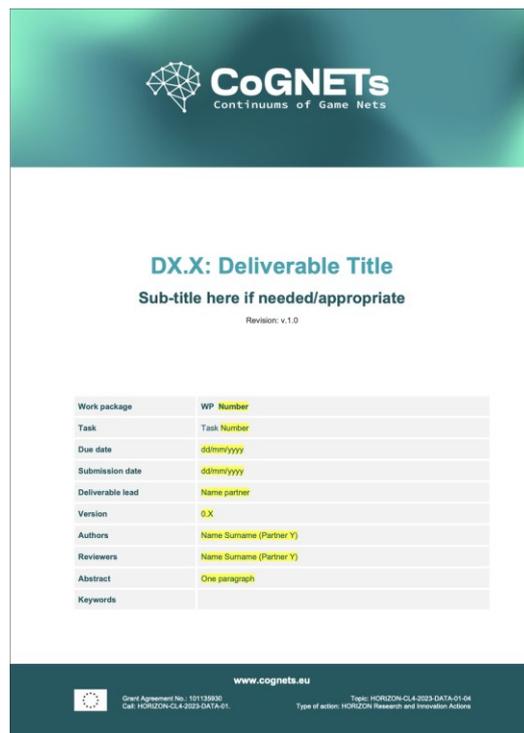


Figure 2: CoGNETs PowerPoint Presentation Template

To ensure that all **deliverables** produced within the scope of the project follow the same structure, a Word document template has been created. The template will be used by all partners to guarantee visual consistency of the layout, format, and boilerplate text across all deliverables. The document at hand also follows the defined template.



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Figure 3: CoGNETs Deliverable Template

A **Press Release template** has been created in occasion of the first Kick-Off Press Release and will be used for all future releases:

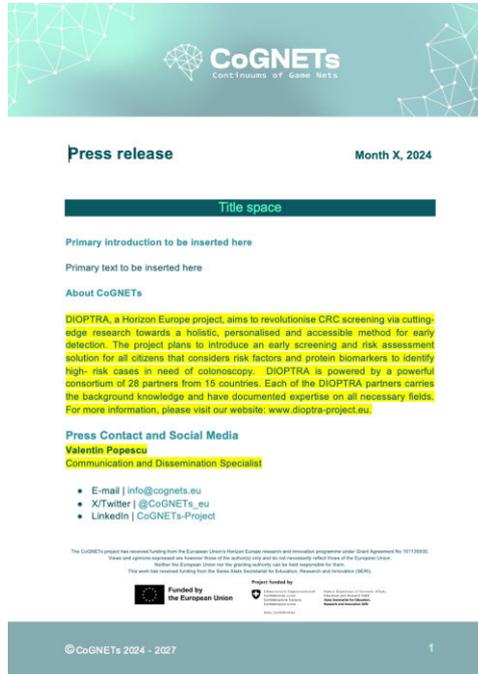


Figure 4: CoGNETs Press Release Template

### 3.3 PROJECT WEBSITE

The CoGNETs website ([www.cognets.eu](http://www.cognets.eu)) represents the entrance point that enables the project to interact with all relevant stakeholders. Through its dedicated areas the portal has been designed around, all pertinent information concerning projects, outcomes, events, milestones, developments, etc. is displayed and easily accessible. The website also provides access to the consortium's most important documents as well as the public deliverables.

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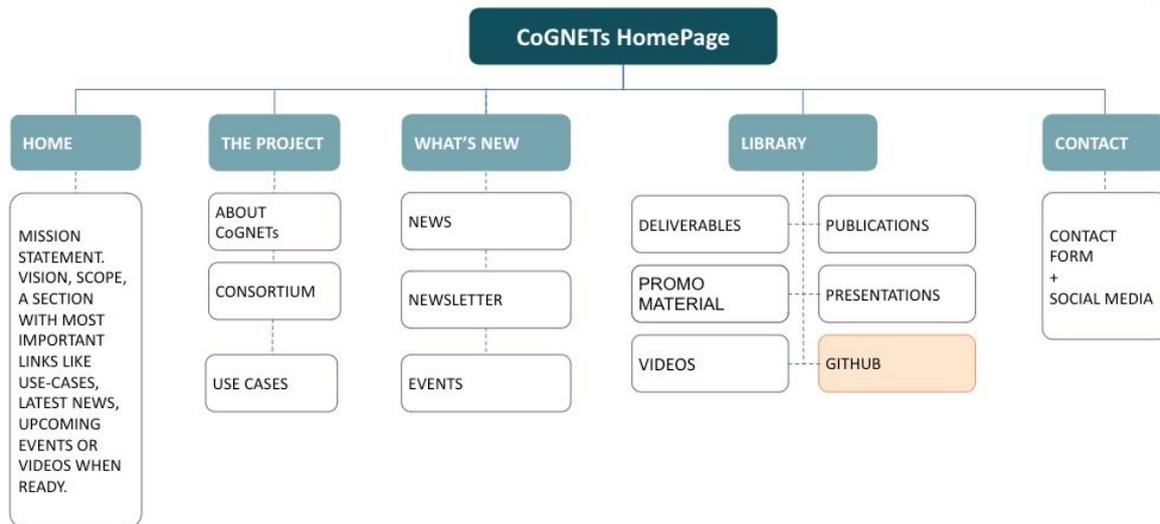


Figure 5: CoGNETs Website Wireframe

For the website to serve as a central location to promote and present all project’s activities, all partners have been encouraged to submit their news related to the project and strengthen the relevance of the website and connect with the partners’ networks and communities.

The website consists of the following sections:

- **Home Page:** The home page serves as the first interface to present the project and includes CoGNETs’ Mission, Overview of the consortium, Links to Social Media channels and input to subscribe to the Newsletter.
- **‘The Project’:** This section gives more detailed information about the project’s objectives, the members of the consortium, and the pilot use cases (Manufacturing (Industry 4.0), Health (Health 4.0) and Mobility).
- **‘What’s New?’:** The scope of this section is to give the latest updates on the project’s activities, upcoming and past events and news. All the Newsletters are stored in this section.
- **Library:** This section hosts all the publicly available documents and files that have been produced throughout the project’s lifetime. These include public deliverables, presentations carried out at events and workshops, scientific publications and all promotional material such as flyers, posters and videos.
- **Contact:** The contacts section contains a form that allows the public to contact the members of the projects via a dedicated email address (info@cognets.eu) for any question or input.

The website data is carefully and consistently analysed to evaluate the performance and adjust the content strategy accordingly. The platform analytics software used is Matomo<sup>1</sup>, as it allows to collect detailed reports on the communication campaigns, website visits and acquisitions. Importantly, Matomo aligns with European GDPR standards and safeguards the ownership of collected data.

**SEO**, or Search Engine Optimization, plays a pivotal role in the success of the CoGNETs website by enhancing its visibility and driving organic traffic. One of the key elements of effective SEO is using the right keywords throughout the website. **Keywords** are the words or phrases that people enter into search engines when looking for information or solutions. By incorporating relevant keywords related to cloud, edge and swarm computing into website

## Strategy and Activities (v1.0)

content, meta tags, headings, and URLs, the CoGNETs website can optimize the web analytics for search engines. This optimization helps search engines understand the website's relevance to specific queries, making it more likely to appear in search engine results pages (SERPs). By targeting the right keywords, CoGNETs can attract their target audience, increase website traffic, improve conversion rates, and ultimately boost their online presence.

### 3.4 SOCIAL MEDIA CHANNELS

With the aim to promote all project's activities and outcomes, a number of social networks have been created and connected to the project website. The social media channels will encourage and facilitate conversations on edge and continuum technologies as well as other related subjects while promoting the project's results and creating an engaged community. An overview of the social media platforms developed for CoGNETs can be found below.

#### 3.4.1 LinkedIn

With more than 130 million users across more than 200 countries and territories, LinkedIn is currently the most popular business network in the world. Before the project formally began (in June 2024), a project LinkedIn corporate page was created to connect with the intended LinkedIn stakeholders.

The CoGNETs LinkedIn profile is an addition to the website with the aim of increasing traffic and serving as a vehicle for project promotion. When appropriate, the page administrator links to partners' LinkedIn profiles to engage in relevant exchanges and increase visibility. In order to further expand the social media audience and diversify the user base of the page by focusing on more vertical representatives/managers, CoGNETs intends to involve European research and innovation projects and initiatives in the dialogue on this platform while promoting CoGNETs's activities in the relevant LinkedIn groups with a direct link to the CoGNETs page.

The page currently counts 60 followers.

A number of hashtags and handles have been identified to be tagged in relevant tweets and posts published in order to foster dialogues and interactions and maximize the impact of the project on the social media platforms.

#### 3.4.2 X/Twitter

X, formerly Twitter, is an active social media platform that disseminates breaking news around the world in real time. The CoGNETs X account, @CoGNETs\_eu ([https://x.com/CoGNETs\\_eu](https://x.com/CoGNETs_eu)) has been established in June 2024 and currently counts 81 followers and over 7 posts.

The X account is used for promoting and spreading the development of CoGNETs, including news, events, outcomes, etc. Re-posts are also made of pertinent content from other sources. By following relevant users, CoGNETs receives access to more relevant news and updates and acquires more followers.

CoGNETs uses X to build meaningful relationships with active and relevant audiences (EC and related DGs, policymakers, industry stakeholders, SMEs, and the general public). Opportunities for the project may arise as a result of these linkages among the stakeholder networks. It also acts as a tool for informing everyone in real time about what happens during project workshops, events attended, and other project activities.

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For the project's content to be found by the target audience, to raise the number of views, likes, and shares, and to increase the number of visits to the CoGNETs website, appropriate hashtags and accounts have been identified to maximize the reach and coverage of the CoGNETs X channel.

Table 2: Social media handles and hashtags

<p style="text-align: center;"><b>X and LinkedIn Handles</b></p>	<p style="text-align: center;">                 @EU_Commission                  @NetTechEU                  @BDVA_eu                  @HCLLOUD_Project                  @EU_CloudEdgeIoT                  @EU_opendata                  @CnectCloud                  @DigitalEU                  @ESA             </p>
<p style="text-align: center;"><b>Hashtags</b></p>	<p style="text-align: center;">                 #IoT                  #edge                  #continuum                  #cloud                  #swarmcomputing                  #connectivity                  #cognitivecloud                  #research                  #innovation                  #HorizonEU             </p>

The mentioned keywords have been selected through extensive research and A/B testing on the different social media platforms to assess the hashtags with the most traffic within the swarm and cloud computing ecosystem.

CoGNETs keeps track of all of the partners' social media profiles and tags them whenever appropriate for any partner, in order to engage with the consortium and have a significant ripple effect.

## Strategy and Activities (v1.0)

CoGNETs Partner	X Handle	LinkedIn Handle
<b>CERTH</b>	@CERTHellas	certh information-technologies-institute-iti-
<b>FIWARE</b>	@FIWARE	Fiware
<b>MADE</b>	@madecc40	Made-competence-center-industria-4-0
<b>SBA Research</b>	@SBA_Research	secure-business-austria
<b>National Centre for Scientific Research "Demokritos"</b>	@NCSR_Demokritos	ncsr-demokritos-
<b>Fraunhofer IPK</b>	@Fraunhofer_IPK	fraunhofer-ipk
<b>Inter-University Research Institute Corporation – Research Organization of Information and Systems, Japan</b>	@ROIS_PR	
<b>VTT Technical Research Centre of Finland</b>	@VTTFinland	vtt
<b>Lancaster University</b>	@LancasterUni	lancaster-university
<b>Hellenic Mediterranean University</b>	@HMUniversity	hellenic-mediterranean-university
<b>Avignon Université</b>	@univavignon	avignon-université
<b>The University of Electro-Communications, Japan</b>	@uctokyo	電気通信大学
<b>Netcompany-Intrasoft</b>	@NetCo_Intra	netcompany-intrasoft-sa
<b>Engineering Informatica Ingegneria</b>	@EngineeringSpa	Engineering-group
<b>Siemens</b>	@Siemens	Siemens
<b>AVL</b>	@AVL_List	avl
<b>AVL Japan</b>	@AVL_List	avl

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<b>Meditech</b>	@Meditech_CC	meditechcompetencecenter
<b>Axon Logic</b>	NA	axonlogic
<b>Beyond Semiconductor</b>	NA	Beyond-semiconductor
<b>K3Y</b>	@K3Y_BG	k3y
<b>Ubitech</b>	@ubitech_gr	ubitech
<b>Martel Innovate</b>	@Martel_Innovate	Martel-gmbh

### 3.5 PROMOTIONAL MATERIALS

Throughout the project's duration, a multitude of documents, deliverables, technical reports, posters, webinars, and presentations will be generated. These materials serve to document and communicate the progress, findings, and outcomes of the project and contribute to the dissemination of knowledge to provide valuable insights to stakeholders and the wider community.

A **project roll-up** will be created in September 2024 and will be utilized initially at the European Big Data Value Forum 2024. The roll-up represents a gateway to learn about the main project's objectives and online channels, including a QR code redirecting to the CoGNETs website.

### 3.6 INTERNAL COMMUNICATION

In order to keep partners informed about the processes and to conveniently keep track of tasks and deadlines, two main internal communication tools have been adopted. The goal is to prevent unwanted information overload and allow the consortium to keep up to speed and able to access the resources they need.

A dedicated internal **NextCloud repository** has been put into place as the main instrument to store all internal files and official documents (including reports, presentations, deliverable, graphic assets).

## Strategy and Activities (v1.0)

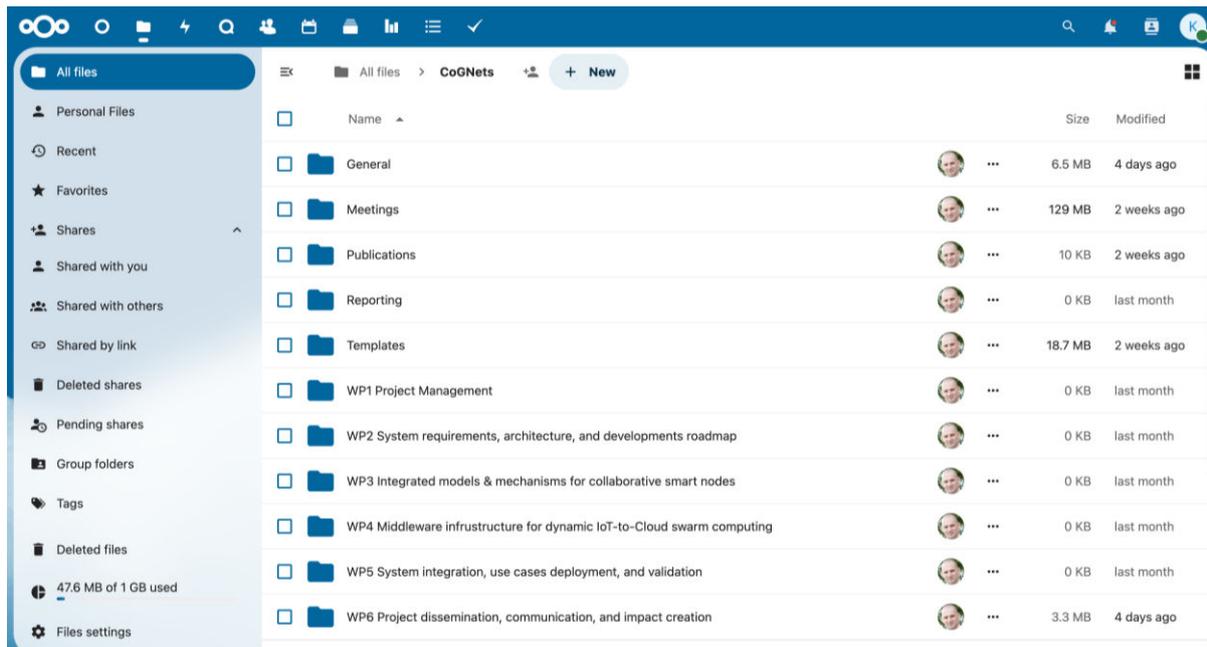


Figure 6: Screenshot of the CoGNETs Nextcloud Repository

To facilitate communication among different groups and working groups, dedicated **mailing lists** have been set up. One list includes all the individuals involved in the project and is used to share general updates. In addition, each work package has its own mailing list dedicated to the specific activities performed within it. All mailing lists are managed by the Information Technologies Institute of CERTH.

## 3.7 NEWSLETTERS AND PRESS RELEASES

### 3.7.1 Newsletters

The consortium has scheduled for a Newsletter to be released every two months until M12, four months until M24 and every three months until M36. The newsletter will offer regular updates on the technologies treated within CoGNETs (cognitive computing, edge computing, swarm computing, IoT, AI etc.) and the innovation trends, as well as news from industrial partners, project findings, and results. In an effort to inform the public on how they may get involved with the project and the related efforts, the Newsletters will also include information about the future assignments and events. As a result, the project's typical newsletter will include highlights (important results, links, contacts, and diffusion efforts), the most pertinent news, announcements, and a calendar of the most significant future events. Emails containing relevant workshops and webinar invites, consultation requests, and other material that needs to be shared before the release of the newsletter, or that is not suitable for it, will be sent out on a regular basis to the same database.

Each newsletter's design will be in line with the CoGNETs brand identity and fully responsive to ensure that it can be read in its entirety on any device. The newsletter's underlying technology will be adaptable enough to the project's communication requirements. The website will host all of the published newsletters in its dedicated section.

## Strategy and Activities (v1.0)

The ability to distribute the newsletter by mass mailing has been provided by the creation of a mailing list based on subscriptions. The project website has a registration feature that enables interested users to sign up for the newsletter. All activities will be checked to make sure they adhere to the GDPR guidelines. The platform used to create and distribute the Newsletter is MailerLite, a reputable application with solid accessibility and privacy options and settings, allowing to effortlessly produce an easy-to-view and use Newsletter for all users.

### 3.7.2 Press releases

A first Press Release was issued in occasion of the Project Kick-Off and first in-person Plenary meeting. The press release outlines the main objectives of the project as well as the efforts brought about by the partners and future plans for the activities. The Press Release has been published on the CoGNETs website and has been distributed among targeted media outlets via the tool Prowly. The complete Press Release can be found in **APPENDIX B**.

## 3.8 EVENTS

CoGNETs participated in a research panel at the **EuCloudEdgeIoT's Open Continuum Final Conference** on 18 June 2024 (M1) together with fellow projects within the cognitive computing continuum cluster. The event itself focused on the value of the EUCloudEdgeIoT.eu (EUCEI) community research for the industry, highlighting the latest advancements and results of the Open Continuum CSA and the more than 50 research and innovation actions that it has supported.



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*Figure 7: CoGNETs at the EuCloudEdgeIoT Open Continuum Final Conference – Research Panel of projects from the Cognitive Computing Continuum cluster.*

Moreover, before the official start of the project, Dr. Georgios Spanos from CERTH representing the CoGNETs project, participated in i) the Adra-e project launch event (22/02/2024) related to the future of innovation in AI, Data, and Robotic (Figure 8), and ii) in a webinar for the Cognitive Cloud & Cognitive Computing Clusters (29/04/2024), titled “Introducing the Cognitive Computing Continuum Cluster Projects: Pioneering the Future of AI and Edge Computing”.

Strategy and Activities (v1.0)

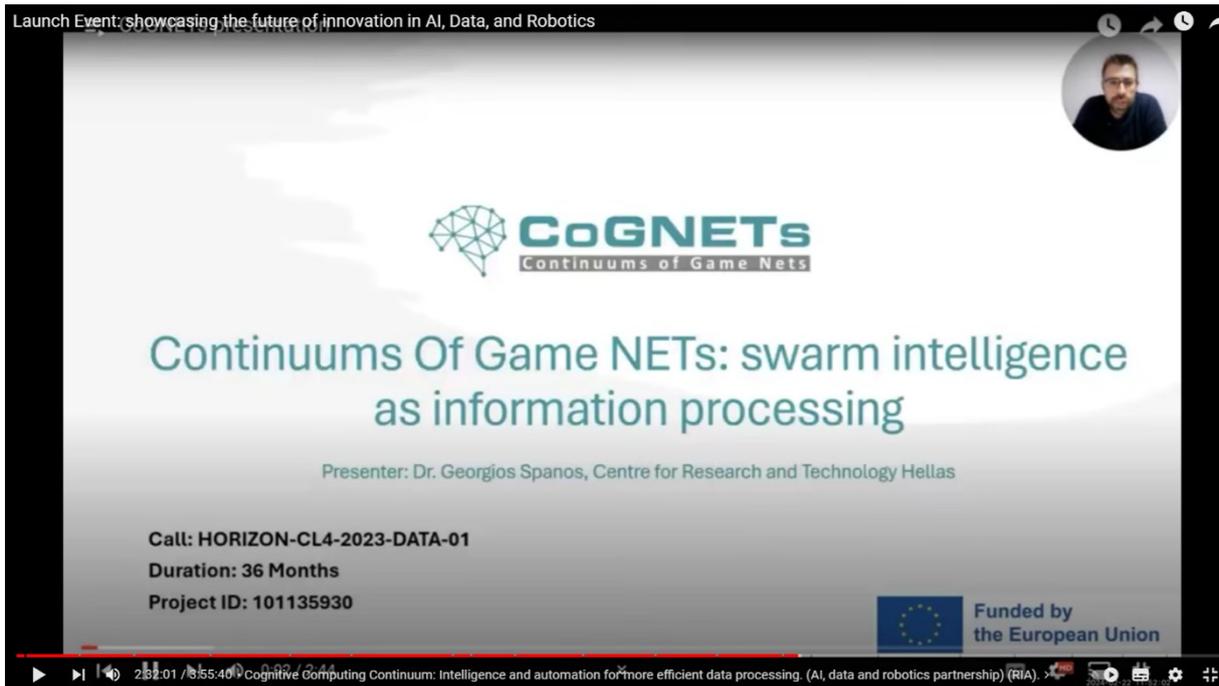


Figure 8: CoGNETs at the adra-e Launch Event: showcasing the future of innovation in AI, Data, and Robotic



Figure 9: CoGNETs at the Introducing the Cognitive Computing Continuum Cluster Projects: Pioneering the Future of AI and Edge Computing webinar

### 3.9 COSP PORTAL

The CoGNETs project has established a community on the Zenodo website to serve as a central online portal for open-access publications, enhancing its commitment to open science

## Strategy and Activities (v1.0)

and widespread dissemination of its research findings. This Zenodo community, acting as a COSP (Community Open Science Portal), allows the project to share its outputs—such as research papers, datasets, software, and other scholarly articles—freely with the global research community and the public.

By using Zenodo, CoGNETs ensures that all its intellectual outputs are preserved in a reputable, accessible repository that supports DOI (Digital Object Identifier) issuance, thereby making each piece of content uniquely citable and traceable. This approach not only facilitates academic and professional access to the project's advancements but also aligns with the European Commission's directives on open access for publicly funded research. As a result, the CoGNETs community on Zenodo helps in promoting transparency, enhancing collaboration among researchers, and speeding up the advancement of knowledge in the fields of IoT, Edge, and Cloud computing. Through this portal, CoGNETs is able to engage with a broader audience, receiving feedback, fostering innovation, and ensuring that its research impacts are maximized and accessible to all stakeholders involved.

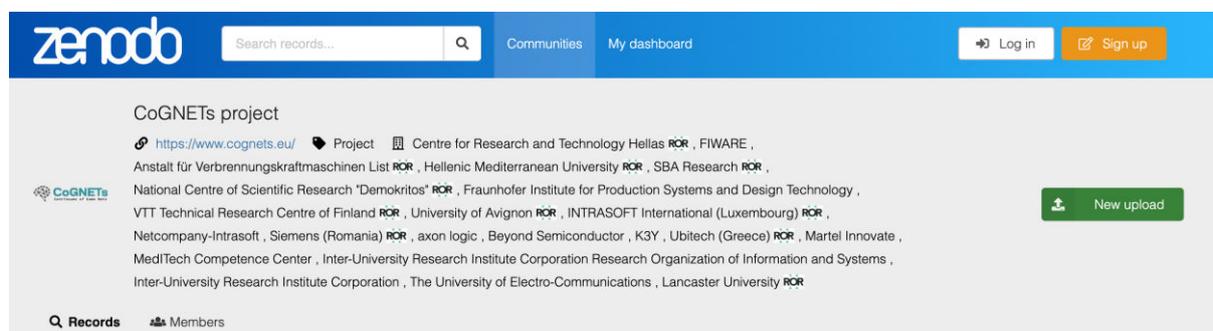


Figure 10: Screenshot of the CoGNETs Zenodo community portal

## 3.10 SYNERGIES AND LIAISONS

### 3.10.1 Targeted European Innovation Hubs, Clusters and Partnerships

#### EUCloudEdgeIoT.eu initiative: The European Computing Continuum Ecosystem

CoGNETs is part of the Open Continuum CSA and the EU Cloud Edge IoT Initiative. Liaising with the EUCloudEdgeIoT.eu initiative is crucial for CoGNETs as it aligns with their focus on integrating cloud, edge, and IoT technologies. This initiative offers insights into best practices, policy developments, and emerging trends, which can enhance CoGNETs' approach to creating dynamic swarm continuums and ensure the project stays at the forefront of technological advancements.

#### IoT/CPS Digital Innovation Hub

Collaborating with the IoT/CPS Digital Innovation Hub provides CoGNETs access to a network of expertise in IoT and cyber-physical systems. This connection facilitates technological exchanges, fosters innovation, and offers practical insights into deploying IoT solutions effectively, crucial for the project's success in implementing robust IoT infrastructures.

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### UK Cyber Security Centre of Excellence

Engaging with the UK Cyber Security Centre of Excellence is vital for CoGNETs to enhance the security aspects of its networked systems. This partnership can provide advanced cybersecurity methodologies, threat intelligence, and best practices to safeguard the integrity of the dynamic IoT-to-Cloud swarm environments CoGNETs aims to develop.

### MANUFUTURE-EU & European Factories of the Future Research Association

Working with MANUFUTURE-EU and the European Factories of the Future Research Association helps align CoGNETs with the latest industrial and manufacturing standards and innovations. This collaboration ensures that the project's developments are directly applicable to modern manufacturing environments, promoting industrial advancement and digital transformation.

### European Innovation Partnership for Smart Cities and Communities

Liaising with the European Innovation Partnership for Smart Cities and Communities is critical for CoGNETs to integrate its solutions within urban environments effectively. This partnership provides strategic insights into the needs and challenges of smart cities, facilitating the development of IoT solutions that are scalable, sustainable, and impactful for communities.

### European Network of Living Labs

Collaborating with the European Network of Living Labs offers CoGNETs the opportunity to test and validate its technologies in real-life environments and with real users. This helps ensure that the developed solutions are user-centric, practical, and effective in meeting the actual needs of diverse populations, thereby enhancing the project's relevance and usability.

## 3.10.2 Targeted Alliances, Associations and Open-Source Communities

### FIWARE

Collaborating with the FIWARE Foundation is crucial for the CoGNETs project due to FIWARE's expertise in open-source technologies and standardization, which aids in enhancing the interoperability and functionality of the CoGNETs' Middleware Framework. As the Technical Coordinator, FIWARE provides essential support in managing technical challenges and ensuring adherence to industry standards. Additionally, FIWARE's robust ecosystem offers valuable networking opportunities, increasing the visibility and adoption of CoGNETs' innovations across European and global tech communities. This partnership not only propels the project's technical execution but also amplifies its impact and reach.

Website: <https://fiware.org>

### GAIA-X Hubs

Liaising with GAIA-X Hubs is vital for the CoGNETs project as it aligns with GAIA-X's principles of data sovereignty and secure, federated data ecosystems, which are essential for managing data distribution within swarms. GAIA-X Hubs facilitate secure and compliant data sharing across Europe, offering a framework that supports the project's goals of decentralized and dynamic data handling. Additionally, collaboration with GAIA-X can provide valuable insights and validation for the CoGNETs' use cases, ensuring they meet European standards for data privacy and security, and helping to establish the project's credibility and feasibility in real-world applications. This partnership enhances the project's ability to implement effective, scalable solutions that adhere to stringent data governance and infrastructure standards.

## Strategy and Activities (v1.0)

Website: <https://gaia-x.eu/who-we-are/hubs/>

### Alliance for the Internet of Things Innovation (AIOTI)

Liaising with AIOTI is crucial for CoGNETs, because it provides access to leading IoT innovations and trends, enabling the project to align with the latest standards and practices. AIOTI's vast network of IoT stakeholders across Europe enhances collaboration opportunities, facilitating knowledge sharing and potential partnerships that can accelerate the project's objectives.

Website: <https://aioti.eu/>

### IDSA Dataspaces

Collaborating with IDSA Dataspaces is key for CoGNETs to adopt secure and sovereign data exchange protocols, which are essential for creating trusted IoT environments. This alliance ensures that CoGNETs can leverage best practices in data governance and interoperability, crucial for the project's aim to establish seamless, cross-domain data flows.

Website: <https://internationaldataspaces.org/joint-development-between-japan-and-europe-in-data-sovereignty/>

### Big Data Value Association (BDVA)

Engaging with BDVA helps CoGNETs stay at the forefront of big data technologies and frameworks, which are integral to handling the vast data volumes from IoT devices. BDVA's focus on promoting excellence in data processing and analytics supports CoGNETs in optimizing its data management strategies and enhancing the project's data-driven innovations.

Website: <https://www.bdva.eu/>

### Artificial Intelligence for Europe

Liaising with Artificial Intelligence for Europe is important as it keeps CoGNETs aligned with European AI strategies and regulations, ensuring ethical AI deployment. This collaboration fosters access to cutting-edge AI research and development, enhancing the project's capabilities in implementing AI-driven solutions efficiently and responsibly.

Website: <https://www.ai4europe.eu/>

### European Cyber Security Organisation (ECSO)

Partnering with ECSO is crucial for CoGNETs to integrate robust cybersecurity measures within its framework. ECSO's expertise in the latest security technologies and policies helps safeguard the project's infrastructure from emerging threats, ensuring trust and reliability in its IoT solutions.

### Open Networking Foundation (ONF)

Cooperating with the ONF enables CoGNETs to implement the latest software-defined networking and network functions virtualization technologies. This helps optimize network management and efficiency in CoGNETs' distributed environments, crucial for handling dynamic and scalable IoT deployments.

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Website: <https://opennetworking.org/>

## NESSI (Networked European Software and Services Initiative)

Collaborating with NESSI is vital for CoGNETs to enhance its software architectures and services frameworks, ensuring they are scalable, robust, and efficient. NESSI's focus on promoting innovative software solutions provides CoGNETs with access to state-of-the-art methodologies and standards, boosting the project's technological foundation and service delivery.

Website: <https://nessi.eu/>

## 4 SPEARHEADING DISSEMINATION EFFORTS

Dissemination activities distinguish themselves from the Communication ones, since they aim at specifically reaching the following goals:

- Create public awareness and generate scientific interest.
- Maximise the impact of the project achievements.
- Disseminate the project's results, as well as its methodology and the developed technologies.
- Inform targeted markets about the technological breakthroughs and business benefits of CoGNETs.

Given these objectives and the research and innovation nature of the project itself, in order to effectively accomplish this task, the audience for the Dissemination activities has been mainly identified with the communities of academics and practitioners.

Furthermore, as the consortium operates within an **EU-Japan ecosystem** of both industrial and academic partners for technology exchange, dissemination efforts will be coordinated to ensure promotion of the Pilot Use Cases at the international level. By coordinating EU-JAPAN Partners to submit their research papers at leading conferences, workshops, and journals, and make their papers high-visible over an open access publishing strategy, dissemination activities will aim to enhance the project's impact among the EU and international research communities.

### 4.1.1 Implementation strategy for sustainable dissemination

The approach that will drive CoGNETs project into maximising the Dissemination activities will rely on the well-known marketing-derived AIDA model, where AIDA is intended to be acronym of the four main phases of the implementation, namely **A**wareness, **I**nterest, **D**esire, and **A**ction.

The project lifecycle has been hence divided into four stages:

- During the **initial stage (M1-M12)**, efforts are focused on raising awareness for the CoGNETs project among the scientific and practitioners' audiences. In order to do this, the consortium works on the identification of the specific communities to address, and on the scientific dissemination means which could best receive the scientific outcomes of CoGNETs project. A series of scientific events (~conferences) and publications are hence identified in order to intercept these communities.
- During the **second stage (M13-M24)**, the CoGNETs consortium will focus on the early outcome already available and on their proposition to small samples of these communities. A tool to efficiently reach this purpose is represented by the writing of scientific publications: the different academic and research institutions partnering the consortium are indeed used to write scientific publications, where the main author cooperates in the writing, while coauthors coming from their personal network. This practice will allow CoGNETs' outcome to reach stakeholders out of the consortium and to raise their interest in the initiative.
- The **third stage (M25-M36)** will accompany the last design activities of the CoGNETs design and development work packages (WP2-5). Semi-definitive solutions are hence supposed to be mature enough to feed the production of several articles addressing peer-reviewed journals and conferences, giving this stage the most suitable opportunity to

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testify the CoGNETs’ scientific advancements through academic publications. Furthermore, this stage will follow the activities of Task T5.2 (Planning of PUC demonstration and validation scenario), which are supposed to consolidate the designed solutions with evidence recorded on the consortium Pilot Use Cases. Targeted audiences are then supposed to be informed (mainly through scientific conferences) about the sequential advancements of the project and the pinpoint proofs of concept presented during conferences will frame into the wider picture orchestrated by the Communication activities. By the end of this phase, all the scientific articles forecasted by the project’s objectives are supposed to have been already written, while a significant part of them (around 70%) are supposed to have been already presented and/or published.

- The **last stage (M37-M48)** articulates beyond the formal ending of the project. This approach has been followed in order not to waste the latest (and more relevant) experimentations of the CoGNETs activity, which could have the greatest impact on the targeted communities. Furthermore, the long iterations which usually characterises peer-reviewed journals will allow to submit to valuable publications the most interesting scientific outcome of CoGNETs.

A summary of the proposed activities is depicted in Figure 13.

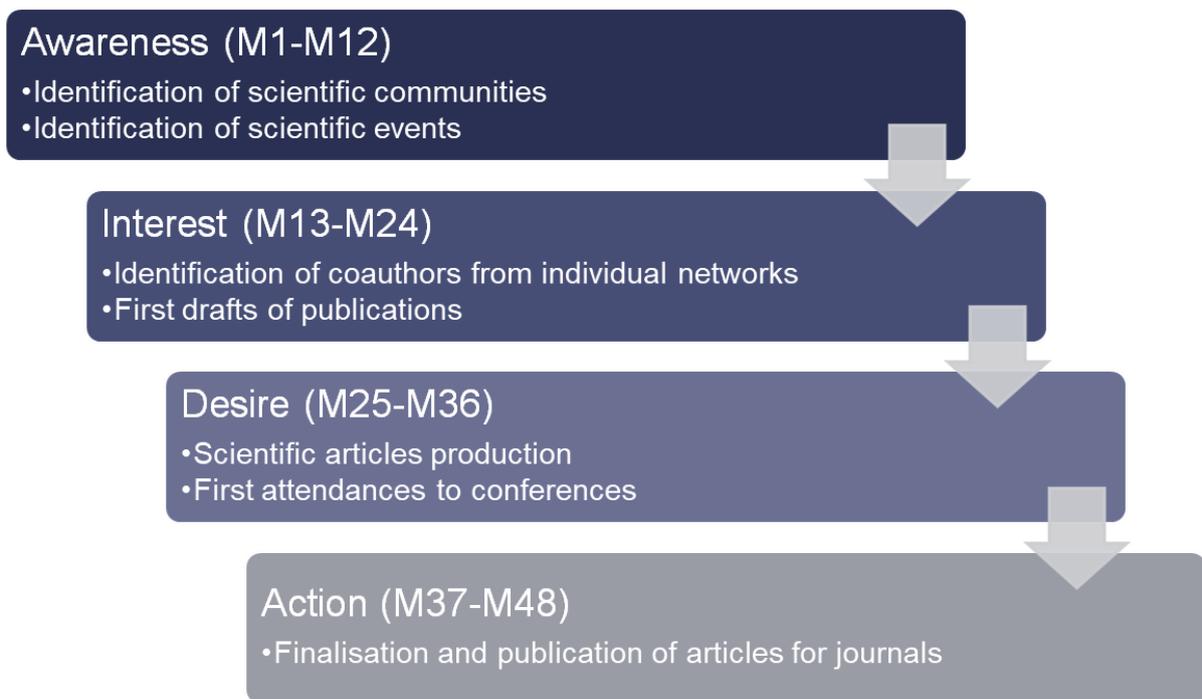


Figure 11: AIDA Model for CoGNETs

4.1.2 Targeted communities

The importance of addressing the right scientific communities has severe implications for the impact of the Dissemination actions. Different scientific communities adopt indeed different channels of communication, as well as different jargons and metrics, so it is very important to have some representative of the targeted communities inside the consortium, in order to help the Dissemination actors to be accepted as peers in the communities and being more effective in terms of communication.

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Moreover, a live document has been shared on the project internal repository, in order to gather the relevant events and publications related to Dissemination activities. The document consists of a table which, for sake of brevity and as a matter of example, is reported in its first instance in Figure 12.

CoGNETs - Events tracker								
Name of the event	Type of event	Location and date	Focus/target stakeholders	URL	Planned presence, i.e., demo, flyers, presentation, booth...	Partner involved	Relevance to CoGNETs	Comments
EUCEI Open Continuum Final Conference	Conference	Brussels, 18 June 2024	Researchers, policy makers, industry	<a href="https://eucloudedgeiot.eu/event/euceis-open-continuum-final-conference-registration-now-open/">https://eucloudedgeiot.eu/event/euceis-open-continuum-final-conference-registration-now-open/</a>	Panel	Martel	synergies cognitive computing continuum projects	
Get to know the research initiatives about Cognitive Computing Continuum: Intelligence and automation for more efficient data processing	Webinar	Online, 8 October 2024	Researchers, policy makers, industry	<a href="https://hyper-ai-project.eu/events/webinar-get-know-research-initiatives-about-cognitive-computing-continuum-intelligence">https://hyper-ai-project.eu/events/webinar-get-know-research-initiatives-about-cognitive-computing-continuum-intelligence</a>	Presentation	CERTH	synergies cognitive computing continuum projects	

Figure 12: Screenshot of the events tracker

#### 4.1.3 Targeted external events

Table 3 presents relevant conferences where the consortium intends to promote CoGNETs. At the moment, the list includes the events organized within the first 6 months of the project.

Table 3: Targeted external events

Event	Date and place	Target stakeholder
<b>European Big Data Value Forum</b>	2-4 October 2024, Budapest, HU	Researchers, policy makers, industry
<b>Webinar: Get to know the research initiatives about Cognitive Computing Continuum: Intelligence and automation for more efficient data processing</b>	8 October 2024, online	IoT community
<b>AI, Data, Robotics Forum</b>	4-5 November 2024, Eindhoven, NL	Researchers, policy makers, industry

## 5 MONITORING OF ACTIVITIES

Over the course of the project, the Communication and Dissemination Plan will be regularly monitored and updated to ensure the success of the project. To gauge the effects and make the most precise evaluation of the communication and distribution operations, a set of KPIs has been created. Table 5 contains the key performance indicators (KPIs), their applicability to the tools and channels employed, and the expected goal value at M12, M24 and M36 and the current status at M02. The KPIs will be revised and updated if needed during the course of the project.

*Table 4: CoGNETs Key Performance Indicators for Dissemination and Communication*

	Key Performance Indicator	Target value	Status at M02	Target at M12	Target at M24	Target at M36
<b>Dissemination activities</b>	Organization of workshops/Open Days	≥3	0 0	0 0	1 15	3 60
	Number of Open Access Publications in Journals	≥10	0	NA	NA	10
	Number of Citations	> 80	0	NA	NA	> 80 > 150 by +5 years
	Number of Conference presentations	≥15				15
	Number of Citations	> 100	0	NA	NA	> 100 > 200 by +5 years
	Liaison actions with EU Projects from cluster, including Cloud Computing events	≥ 10	1	5	15	30
Liaison actions with Innovation Hubs	≥ 20	0	NA	NA	20	

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	Liaison actions with EU Alliances/Open Source communities	≥ 8	0	NA	NA	8
	Contributions to open-source initiatives	≥ 10		0	5	10
	Contributions to open repositories	≥ 2		0	1	2
	Whitepapers	≥ 4		0	≥ 1	≥ 4
	Contributions to Standardization Bodies	≥ 8	0	NA	NA	8
	Free-access Webinars & Training sessions for public	≥ 10	0	≥ 1	≥ 2	≥ 5
<b>Communication activities</b>	Establishing CoGNETs Open Science Portal (COSP Portal)	1	1	NA	NA	NA
	Unique web page visitors	≥ 4000	NA	700	1500	4000
	Unique web page views	≥ 10000	NA	1500	2500	10000
	Social media followers	≥ 1000	141	200	600	1000
	Videos releases about technical and global advances	≥ 6 (incl. 1 general + 1 on each Pilot Use Case)	0	NA	NA	6
	Posts in social networks	≥ 1000	20	300	650	1000

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	Newsletters	≥ 12	0	5	8	12
	Leaflets	≥ 3	0	0	2	3
	University/school events for the public	≥6	0	0	3	6
	Presentations and other activities in conferences and events	≥30	1	4	15	30
	Exhibition stands	≥ 3	0	0	1	3
	Courses, lectures, and other activities (e.g. PhDs/Post-docs) at educational institutions	≥ 15	0	3	10	15
	Contacted initiatives	≥ 10				

## 6 CONCLUSIONS

As outlined in this report, the initial months of the project have been highly demanding for the Dissemination and Communication team, as they focused on establishing processes and tools to drive communication activities across different media and regions. This document provides an overview of the planned promotional activities for the coming months, outlines the actions taken during the first two months, and presents the initial strategy for communication, dissemination, and community development. It also highlights the role of the EUCloudEdgeIoT initiative and European Commission, two crucial partners in the execution of this programme.

This plan is designed to achieve the following objectives:

- Ensure that all outreach initiatives align with the provided guidelines and are executed according to the predetermined schedule.
- Maintain consistency and high quality in the messaging conveyed through various communication channels.
- Encourage active participation from all consortium members in promoting the project.

It is important to note that CoGNETs' work aligns with various initiatives and the broader discourse on the technological and economic impacts of swarm and cloud technologies in Europe and beyond. Consequently, CoGNETs will ensure that partners remain attentive to opportunities that contribute to this ongoing debate, utilizing the consortium's expertise and project outputs. To reach and engage a wider audience, including the media and the general public, a dedicated communication approach will be adopted, emphasizing the key messages.

## APPENDIX A: COGNETS BRAND IDENTITY



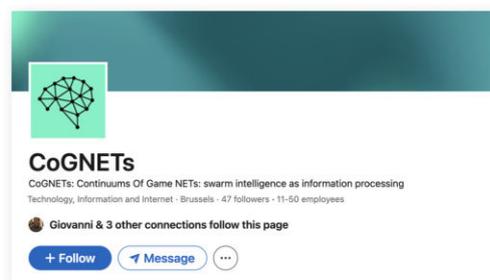
# Brand Guidelines

Version 1.0 | July 2024

## What Is a Brand Identity?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand. This document lists and explains the visual identity elements of the project CoGNETs. These are rules and values to help you create and compose visual designs using its identity.

Examples of CoGNETs's brand identity across different outlets (LinkedIn and Twitter):



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Strategy and Activities (v1.0)

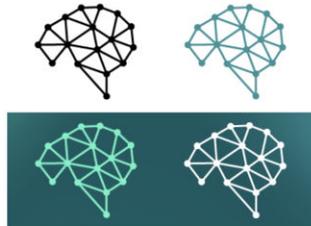
# Logo

Main version of the CoGNETs logo with some basic recommendations.

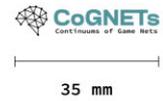
### Main version - Horizontal



### Icon version (for social media & apps)



### Minimum size



### Safe area



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# Logo Variations

The main logo is also provided in the variations depicted here below, to allow readability over dark backgrounds or for black and white printing purposes.

### Greyscale version



### Negative version



### Black&White version



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# Dos and Dont's

Basic instructions on how to use the main logo - and its variations - over different types of backgrounds.

## Dos



Main version on background assuring good contrast.



Negative version on high contrasted background.

## Don'ts



Not enough contrast.



Not enough contrast.

# Corporate Colours

A main palette of 6 colours based on the logo colour scheme. These are the colours of the logo gradient and elements. In combination with the main colours palette.

For slide presentations and deliverables: the colour of standard elements has been defined and locked in the respective templates, as those documents are likely to be mainly edited outside design departments.

To change colours (icons or additional text), editors will find the corporate color palette in the templates.

## Dos



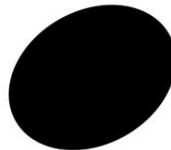
C90 M7 Y0 K62  
R10 G89 B96  
# 0A5960



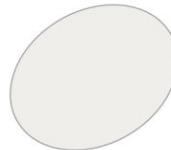
C66 M5 Y0 K40  
R52 G147 B154  
# 34939A



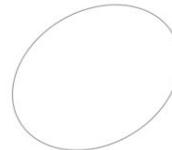
C61 M0 Y19 K5  
R95 G242 B196  
# 5FF2C4



C0 M0 Y0 K100  
R0 G0 B0  
# 000000



C0 M1 Y2 K6  
R240 G238 B235  
# F0EEEB



C0 M0 Y0 K0  
R255 G255 B255  
# FFFFFFFF

# Font Types

CoGNETs's brand uses Glancyr Semi Bold and Glancyr Regular (commercial fonts) for headings, and Source Code Pro (open source) in Regular, Medium, and Bold versions for body copy and subtitles. The usage of other versions of these fonts is allowed. This applies to the website and all promotional materials.

## Headings

(website and all promotional materials)

**Glancyr Semi Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Alternative headings and body copy

For Deliverables

<b>Arial Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	<b>Arial Regular</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>
--	---

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For deliverables, the system font Arial (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. For presentations, the system fonts Arial Bold (titles) and Consolas Regular (body) should be used.

## Body copy - subtitles

(website and all promotional materials)

**Source Code Pro Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**Source Code Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

For Presentations

<b>Arial Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	<b>Consolas Regular</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>
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# Font Types

CoGNETs's brand uses Glancyr Semi Bold and Glancyr Regular (commercial fonts) for headings, and Source Code Pro (open source) in Regular, Medium, and Bold versions for body copy and subtitles. The usage of other versions of these fonts is allowed. This applies to the website and all promotional materials.

## Headings

(website and all promotional materials)

**Glancyr Semi Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Alternative headings and body copy

For Deliverables

<b>Arial Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	<b>Arial Regular</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>
--	---

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For deliverables, the system font Arial (only Regular and Bold versions) should be used instead, to avoid missing font issues, as those documents are likely to be mainly edited outside design departments. For presentations, the system fonts Arial Bold (titles) and Consolas Regular (body) should be used.

## Body copy - subtitles

(website and all promotional materials)

**Source Code Pro Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**Source Code Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

For Presentations

<b>Arial Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>	<b>Consolas Regular</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890</b>
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# EU Recognition

## For Publications

All the EC/SERI funded projects should clearly show the acknowledgement to the EC and SERI funding, side by side, in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show - and their required arrangement - in different contexts. The assets featured in this page, along with the black and white versions (and their negative versions for use on dark backgrounds) are available in the project repository.



The CoGNETs project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101135930. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

## For Promotional Materials

For merchandising or any other promo materials (bookmarks / roll-up / flyers / posters) that usually report only vision / phases / objectives, the disclaimer is not mandatory, but then MUST be used the EU and SERI emblem / recognition, as shown here below.



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# CoGNETs

Continuums of Game Nets

## Contacts

For any questions regarding CoGNETs's graphic assets and the uses you would like to make of them, do not hesitate to contact Paula Ando from Martel Innovate:  
[paula.ando@martel-innovate.com](mailto:paula.ando@martel-innovate.com)  
 All CoGNETs graphic assets, including this brand guidelines and the font, can be downloaded on the repository of the project.

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Funded by the European Union

Project funded by  
 Schweizerische Eidgenossenschaft  
 Confédération suisse  
 Confederazione Svizzera  
 Confederaziun svizra  
 Swiss Confederation  
 Federal Department of Economic Affairs,  
 Education and Research EAR  
 State Secretariat for Education,  
 Research and Innovation SERI

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 Education and Research EAR  
 State Secretariat for Education,  
 Research and Innovation SERI

# APPENDIX B: COGNETS PRESS RELEASE



## Press release

July 30th, 2024

### CoGNETs Project Kicks Off: Partners join the European IoT-to-Cloud innovation ecosystem with dynamic swarm intelligence

As industries increasingly rely on interconnected devices for efficiency and innovation, the demand for more intelligent and autonomous systems is rising. CoGNETs, or "Continuums of Game NETs: Swarm Intelligence as Information Processing," addresses this need by introducing a **transformative approach to device interaction, collaboration, and resource optimization within dynamic, decentralized networks**. The CoGNETs project aims to advance data processing and service provisioning across the Internet of Things (IoT), Edge, and Cloud environments.

#### Leveraging IoT with dynamic swarm intelligence

While existing AI technologies provide tools for running AI on IoT and resource-constrained devices, they often lack the capabilities for self-organization and collaborative learning—essential for devices to autonomously adapt to ever-changing data and resource availability.

CoGNETs fills this gap by developing a Middleware Framework that enables IoT, Edge, and Cloud devices to form dynamic "swarm continuums"—self-organizing networks that optimize operations based on real-time conditions. This framework allows each device to act as a cognitive resource, autonomously managing data processing and service provisioning within a decentralized, context-aware system. By enabling on-demand, opportunistic collaboration among devices, CoGNETs maximizes efficiency, security, and resilience, surpassing the potential of current AI-driven systems. Aligned with broader EU goals, CoGNETs supports the advancement of digital sovereignty, cybersecurity, and sustainable growth in sectors like Industry 4.0, Mobility, and Health 4.0.

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**Who is in CoGNETs?**

The CoGNETs consortium is composed of a varied array of ICT industries, SMEs and Academia representatives that will bring unique and valuable contributions to enable the project's objectives.

The CoGNETs consortium is led by the Centre for Research and Technology Hellas (CERTH) and includes a diverse range of partners from across Europe and Japan. The Technical Coordinator, the FIWARE Foundation, is a leading SME from Germany specializing in open-source solutions. Other notable research and technology organizations include SBA Research, the National Centre for Scientific Research "Demokritos" (NCSR), Fraunhofer IPK, and the National Institute of Informatics (NII) from Japan. Academic expertise is provided by VTT, the University of Lancaster, Hellenic Mediterranean University, Avignon Université, and The University of Electro-Communications (UEC) from Japan.

The consortium is further strengthened by prominent industry partners such as Netcompany-Intrasoft, Engineering Ingegneria Informatica, Siemens, AVL, and AVL Japan. Additionally, several innovative SMEs, including Axon Logic, Beyond Semiconductor, K3Y, Ubitech, and Martel Innovate, contribute to the project's ambitious goals. Together, these partners form a robust and dynamic team, dedicated to advancing the CoGNETs initiative and transforming the IoT, Edge, and Cloud computing landscape.

The work officially started on June 1st, 2024, and all partners met online at the Kick-Off meeting held on June 21, [2024](#) and held their first in-person Plenary Meeting on 16-17 July 2024 on the CERTH Campus in Thessaloniki, Greece. The team is looking forward to working together to accomplish CoGNETs' ambitions.

**Press Contact and Social Media**

**Kevin Keyaert**

Communication and Dissemination Specialist

- E-mail | [info@cognets.eu](mailto:info@cognets.eu)
- X/Twitter | [@CoGNETs\\_eu](#)
- LinkedIn | [CoGNETs-Project](#)

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