



SEANERGY
ENERGY EFFICIENT EXASCALE

D7.1 Dissemination and Communication Plan

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Executive Summary

This Deliverable discusses the Dissemination and Communication plan for the SEANERGYS project as part of Work Package “Dissemination & Communication” (WP7). In this document we primarily cover the plans for dissemination and communication according to the objectives laid out in the Description of Action (DoA). However, the drastically reduced national (German) funding for dissemination, communication, and exploitation activities makes it necessary to re-evaluate the scope of work (see Section 2). This risk was anticipated in the DoA (see the risk table therein). Training and Exploitation are also part of WP7 and are ramping up later in the project. The Training plan is covered at M20 and the plan for Exploitation is covered at M26. We, however, very briefly cover the training plan here as well, in relation to our communication plan.



1 Introduction

The SEANERGYS project aims to build an energy-efficient European software solution suitable for Exascale systems. This shall be achieved through the development of a holistic Monitoring infrastructure, AI-based data analytics and dynamic resource management capabilities, and through integrating these to form the SEANERGYS SW suite. The stack is planned to be deployed in production class HPC and AI systems in participating European sites.

These ambitious goals and objectives further European excellence in Exascale in HPC. The **primary focus** of WP7 is to ensure effective dissemination, communication, training and exploitation of SEANERGYS results across the European and global HPC/AI ecosystem. We re-iterate them below to put the work of this Deliverable in context:

- 1) Plan and deliver dissemination activities aimed at:
 - Generating interest in the use of SEANERGYS results.
 - Establishing scientific collaborations between SEANERGYS and the wider European and global HPC/AI communities.
- 2) Analyse and provide scientific and technical feedback to:
 - Advise project activities.
 - Optimise applicability and user benefits.
 - Maximise impact and exploitation potential.
- 3) Manage and stimulate engagement in collaborative activities at both European and global levels.
- 4) Training focuses on applying the SEANERGYS SW suite to improve the energy-efficient operation and utilisation of HPC and AI centres. It will also bring trainees up to speed in the methods, and techniques employed by the SEANERGYS SW suite and its components, and addresses the following communities:
 - HPC/AI centre experts.
 - Application developers.
 - HPC/AI end-users.
- 5) Plan and monitor exploitation activities, including:
 - Tracking the use and impact of project results.
 - Managing intellectual assets and results exploitation.

We provide in this Deliverable the planning of activities on Dissemination and Communication that helps to achieve objectives (1), (2) and (3) above. Training and Exploitation will be backloaded in the project once we have specific results that can be shared with the target communities. The detailed plans for them will be covered in project months M20 and M26, respectively. We briefly summarise our training plan here since it is closely linked to the communication plan.

As part of this plan, we cover the overall strategy for dissemination and communication, discuss the communication plan and the events outreach plan. We explain how we will engage the audiences through our online presence and physical presence at major events and describe the plan to develop the communication toolkit for wide dissemination. In this Deliverable, we also briefly provide the current status of work as of M6.

Before we go into the plans, we will present the major risk of missing national co-funding that has hit WP7.

2 Risk Assessment and Planning Considerations

The consortium is assessing the total available budget for Dissemination, Communication, Training, and Exploitation activities (WP7). Three of the four partners in WP7 (BAdW-LRZ, FZJ and ParTec) are German, and the German co-funding authority did recently communicate their decision on which activities in SEANERGYS will be co-funded, and what reductions would be imposed. Unfortunately, in WP7 only the



personnel effort dedicated to training has been recognised as eligible, and the subcontracting budget has been reduced, too. This is a new situation compared to previous EuroHPC projects in which the partners have been involved and creates significant concern for the viability of the activities in WP7 as originally envisioned in the DoA.

The danger of not securing the full national cofunding is reflected as Risk #1 in the table of critical risks within SEANERGYS DoA: *“Delays or total lack of co-funding from the national funding entities for some countries or project partners”*. The mitigation plan to this risk is to enter in a dialogue with the national funding agencies and the EuroHPC Project Officer, which has already taken place, unfortunately without a positive change in the funding allocation. As next step in the mitigation plan, the DoA states: *“Should national funding be fully missing, the involvement of the impacted partner in the project will be adjusted to the level that the partner can sustain on its own internal resources. This would lead to a DoA-amendment with a reassignment of some tasks and responsibilities or, in the worst case, to immolation of some activity.”*

In line with the risk mitigation strategy, the project’s Dissemination and Communication plans are currently being revisited and will be adapted based on funding availability. We however discuss the current plan (which may be amended) and have already indicated some mitigations where possible within this Deliverable.

3 Dissemination and Communication Strategy

This section discusses our Dissemination and Communication strategy from the vantage point of achieving desired project impact. We also discuss our target groups and success metrics as part of this discussion. Finally, we present how we have organised our activities in view of this strategy.

3.1 Overall Strategy to Achieve Project Impact

The objective of dissemination is to establish the SEANERGYS solution for energy efficiency as essential for a future sustainable Exascale and post-Exascale HPC and AI ecosystem in Europe. The dissemination activities are critical to publicise the SEANERGYS solution and in this way facilitate its adoption, strengthening the position of the project partners on European and worldwide HPC fronts. We summarise below the key desired impacts at a top level and the key messages we want to impart.

Scientific Impact: SEANERGYS will advance the scientific understanding of energy efficiency in supercomputing by unifying tools, data, and metrics into a single, integrated management system. The result will be improved methods for optimising performance and energy consumption, supporting Europe’s leadership in sustainable, high-performance computing research.

Economic Impact: The project will directly reduce the operational costs of running supercomputers by improving energy use and resource management. By standardising software and data interfaces, SEANERGYS will also strengthen Europe’s digital sovereignty, improve productivity, and accelerate innovation across sectors reliant on high-performance computing, including AI, manufacturing, and data analytics.

Societal Impacts: SEANERGYS contributes to environmental sustainability by lowering the carbon footprint of large-scale computing. More efficient supercomputers will enable faster progress in socially valuable fields such as healthcare, climate modelling, and energy research, while reducing the environmental cost of those computations. The project also promotes a more energy-aware user community, supporting a culture of sustainability and shared responsibility within the digital research ecosystem.

It is to be noted that the project remains even more relevant in view of the changing political and technological ecosystem in Europe and globally considering that the proposal was written almost 2 years ago and this is a 4-year project. Since then, the objectives of the EuroHPC JU have been expanded to deal with the trend of AI



explosion and the JU is in the process of developing the AI ecosystem in Europe through AI factories¹ (AIF) serving as a one-stop shop for AI users. At the time of writing this report, close to 20 AIF hosting sites across Europe have been selected and/or approved. Energy efficiency is crucial for Europe's AIFs, where AI workloads consume massive power.

Software-driven innovations – such as those developed in SEANERGY – can reduce energy consumption while maintaining high performance, reducing costs and carbon footprint, and enabling a sustainable, scalable AI infrastructure.

Considering the desired top-level impact and the changing technological landscape, we identify the following target groups for all our Dissemination and Communication activities.

3.2 Target Groups

Some of the top-level target groups that SEANERGY plans to address were summarised in the introduction section. Here we provide a more detailed overview of these target groups.

We categorise these target groups into:

- HPC/AI site/system operators
- HPC/AI site end-users
- HPC/AI application/workflow developers
- Policy makers
- General public

We next discuss each of these groups and their value for SEANERGY.

3.2.1 HPC/AI Site Operators

HPC/AI sites are industrial and/or academic institutions, responsible for operating HPC/AI infrastructures. **By far**, this is the most important target group for SEANERGY. We can envision the HPC/AI site operators as using the SEANERGY software suite to extract energy efficiencies from their existing infrastructure without any additional investments in hardware. They will benefit the most from OPEX (operational expenditure) gains facilitated by the SEANERGY solution. Within this group, the most natural targets for us are operators of the European HPC Hosting sites (HSs). We have a more direct relation with many of these hosting sites as part of our activities in the HSAG (Hosting Site Advisory Group) and also with some of these sites being part of the SEANERGY consortium itself. Seven HSs (FZJ, BSC, CINECA, IT4I@VSB, BAdW-LRZ, LXP, TUD)², five of which are EuroHPC JU sites³, are part of the SEANERGY consortium and have committed to deploy the SEANERGY solution on production systems in the 2028-2029 timeframe, after the acceptance tests have passed. A successful experience by those early adopters should facilitate the acceptance by other European HPC/AI HSs in the future. The lessons learnt from this should also be applicable more globally to HPC/AI hosting sites worldwide in the long run. In addition, Europe's second Exascale machine will be hosted at CEA, one of SEANERGY consortium partners, as per the latest announcement⁴. This might be another possible exploitation pathway for the SEANERGY solution.

3.2.2 HPC/AI End Users

HPC/AI end users, typically researchers, engineers, associated AI model builders, etc, depend directly on the performance and reliability of HPC/AI infrastructures. They form an important target group for SEANERGY,

¹ https://www.eurohpc-ju.europa.eu/ai-factories_en

² Please note that TUD and LRZ are Hosting Sites though they are not EuroHPC JU Hosting Sites.

³ https://www.eurohpc-ju.europa.eu/supercomputers/our-supercomputers_en

⁴ https://www.eurohpc-ju.europa.eu/contract-signed-alice-recoque-europes-new-exascale-supercomputer-2025-11-18_en



as the project can improve their experience through more predictable job runtimes, reduced queue times, and increased system stability enabled by energy-aware workload management. Crucially, these benefits require no changes to users' applications, since SEANERGYS operates transparently at the system level. For users running demanding simulations or large AI training campaigns, this translates into faster time-to-solution and more efficient use of computing allocations. Early experiences within the SEANERGYS consortium might showcase these user-level gains and encourage broader adoption across the European and global HPC/AI community.

3.2.3 HPC/AI Application and Workflow Developers

Application and workflow developers form another target group for SEANERGYS, as they design the scientific codes and AI pipelines that ultimately drive resource consumption on HPC/AI systems. SEANERGYS can support these developers by providing clearer visibility into the energy behaviour of their applications and by exposing energy-related metrics that can inform optimisation choices. This allows developers to identify inefficient code paths, tune workflows for better energy–performance balance and validate that new versions of their software scale efficiently on production systems. Because SEANERGYS integrates at the system level, developers can benefit from these insights without adopting new programming models or intrusive instrumentation. In the long term, this fosters the creation of more energy-aware applications and workflows, improving both the sustainability and competitiveness of European HPC/AI software ecosystems

3.2.4 Policy Makers

Policy makers (for example, from the European Commission, or national/regional technology governance bodies) are a small but important target group responsible for decision making on HPC and AI topics, priorities, and infrastructure provision. This group includes not just elected officials but also non-governmental players such as standardisation bodies and lobby groups. The consortium will engage with policymakers through several existing channels and raise awareness of the benefits of the SEANERGYS project and its results.

3.2.5 General Public

The general public—especially technology generalists, and the wider HPC & advanced computing community represents a valuable outreach audience for SEANERGYS. As energy consumption becomes a broader societal concern, raising awareness of how HPC/AI systems can operate more sustainably helps build public support for investments in energy-efficient digital infrastructure. Engaging this audience also fosters a wider understanding of the technological innovations behind SEANERGYS and encourages vendors, developers, and tech enthusiasts to adopt or promote energy-aware practices in their own domains, amplifying the project's impact beyond the HPC/AI community.

We next discuss the plan to reach out to our target groups.

4 Communication Plan

This section outlines how information will be shared with target groups to ensure effective dissemination, communication, training, and exploitation of SEANERGYS results across the European and global HPC/AI ecosystem. Please note that social media, Website and press activities will be adjusted in line with the co-funding decisions and available resources.

In Section 3.2 we presented the target groups the SEANERGYS project plans to address, which communication channels are suitable to reach them and which key messages we plan to impart. Now, we will look more closely into the communication channels and how we plan to use them.



4.1 Social Media

While European HPC/AI site operators are by far the most important target group for SEANERGY— and can be reached directly through established professional channels, consortium links, and EuroHPC structures— social media remains essential for broadening the project’s visibility and impact. It allows SEANERGY to reach additional stakeholders such as policymakers, industry actors, technology generalists, and the wider research community, ensuring that the project’s achievements, updates, and success stories circulate well beyond our immediate networks. Social media also helps position SEANERGY as a reference initiative in energy-efficient HPC/AI operations, strengthening awareness, fostering engagement, and supporting wider adoption across Europe and internationally.

We next look at the various social media channels that will be used for SEANERGY.

LinkedIn: LinkedIn has been growing consistently over the past years and gained importance as professional social network that is used by key decision makers from all over the world⁵. We assume it is the social network where we can reach all of our target groups from HPC/AI experts to a general audience. This makes it an important communication channel for us.

X/Bluesky/Mastodon: Twitter was known as a short message service that was popular with opinion leaders like journalists, but also with the scientific community and policy makers. Since its transformation to X, the platform has undergone major changes, which resulted in many users leaving X⁶. Bluesky and Mastodon have become direct competitors and an alternative to X, especially in Europe. While X is still larger than Bluesky or Mastodon, it is not yet clear if X will be able to halt its downward trend. Its reputation has certainly suffered. Especially the scientific community seems to turn their back on X. Looking at all our target groups, they are now spread out over all three platforms and so we decided to create a presence on X, Bluesky and Mastodon.

FIGURE 1 shows an exemplary post from Bluesky:

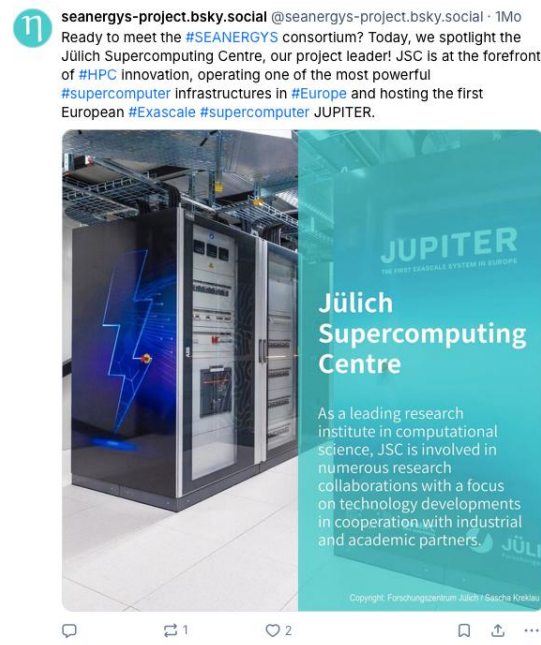


FIGURE 1: Screenshot of a SEANERGY Post on Bluesky

⁵ <https://buffer.com/resources/linkedin-statistics/> (27.10.25)

⁶ <https://techcrunch.com/2025/07/10/as-x-loses-its-ceo-daily-usage-is-down-and-competition-is-growing/> (27.10.2025)



4.2 Media Relations

Media relations are an integral part of every communication strategy. Given the very technical scope of our project, general online news channels are not our target. We will rather focus on specialized media addressing the HPC/AI communities (e.g. HPCWire).

Reaching out to the media effectively can be achieved through press releases but also through personal contact with journalists. We will choose different approaches depending on the situation. We might for example offer exclusive interviews to journalists or invite them to attend trainings and workshops towards the end of the project, when the opportunity arises.

We target four press releases over the course of the project and four generated mentions in articles. To expand our reach, we will collaborate with the PR departments of SEANERGYS partners and encourage them to reach out to the media on behalf of SEANERGYS.

4.3 Project Website

In our communication efforts the Website is supposed to be a central hub that we use to collect information on SEANERGYS that is relevant for different target groups. No matter whether an interested person met SEANERGYS members at an event, or they read about us on social media, or they saw a flyer or project poster: the Website is always a reference point where people can find more information. It is the place where HPC/AI experts can learn more about trainings or single software components and their interplay, where policy makers can inform themselves about the impact of SEANERGYS, where multipliers can find contact information and key messages, and where the general audience can learn what SEANERGYS is and why it is important. That is why we planned to allocate a large portion of our resources to building a solid and informative Website that is easy to maintain and can be adapted according to the project's needs at any time, right from the start. The Website will become especially important towards the end of the project because it was also supposed to function as a repository where we can upload trainings videos, research results and public reports on project progress.

There is no final conclusion yet, but it is likely that, instead of creating a fully new Website, the consortium may continue to maintain and expand the existing DEEP Projects Website with SEANERGYS content, exploring alternative hosting or integration options should more suitable opportunities arise.

4.4 Scientific Communication

Scientific communication will primarily be through the pursual of scientific publications of the outcomes of the technical work at relevant conferences and journals. The SEANERGYS consortium plans to follow the Horizon Europe and EuroHPC JU guidelines on dissemination and open access to scientific publications.

The consortium plans to fully support the open access publication strategy and will strive to ensure that all scientific outputs are openly accessible. In practice, SEANERGYS will pursue a combination of Gold and Green Open Access models. A portion of the dissemination budget (primarily allocated to ParTec) may be allocated to cover publication fees for Gold Open Access, ensuring that peer-reviewed articles are freely accessible upon publication. Note that this is the current plan of record and will be subject to the availability of dissemination budget based on discussions with the German national funding authority. Where only Green Open Access is possible, partners will plan to self-archive their articles in institutional or recognised repositories.

The project coordinator (FZJ) maintains the JuSER open access repository, through which publications related to SEANERGYS are planned to be made available. In addition, the project Website will list and link all SEANERGYS publications to their respective repositories to maximise visibility. WP7 carefully plans to track and manage all publications internally through the project's monitoring and reporting processes and review them as needed to make sure that the publications adhere to the rules of the consortium agreement. All partners



will notify WP7 upon submission and acceptance (or rejection) of any project-related publication, enabling the dissemination team to maintain an accurate and up-to-date record of publications.

All publications will include the official EuroHPC JU funding acknowledgement:

“The SEANERGYS project has received funding from the European High Performance Computing Joint Undertaking (JU) under grant agreement No 101177590. The JU receives support from the European Union’s Horizon Europe research and innovation programme and from the Czech Republic, France, Germany, Greece, Italy, and Spain. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or of the granting authority. Neither the European Union nor the granting authority can be held responsible for them”.

5 Events Outreach Plan

We next discuss our plans to participate in Events and Exhibitions well noting that our training plan will be elaborated in an upcoming Deliverable. Note that travel plans to exhibitions and conferences will be adjusted in line with the co-funding decisions and available resources.

5.1 Exhibitions/Booth Participation

The SEANERGYS consortium recognises the importance of visibility and engagement at major international events within the HPC/AI community. Participation in leading exhibitions and conferences provides valuable opportunities to disseminate project results, foster collaboration, and strengthen SEANERGYS’s contribution to the European HPC ecosystem.

The consortium plans to represent SEANERGYS at the following key events throughout the project’s duration:

- International Supercomputing Conference (ISC) – participation planned from 2025 onwards.
- Supercomputing Conference (SC) in the United States – participation planned from late 2026 onwards through 2028, pending travel approvals.
- EuroHPC Summit Week – planned annual participation from 2026 through 2028.

Participation will take multiple forms, including shared exhibition booths with other EuroHPC or related projects to ensure cost efficiency, as well as Birds of a Feather (BoF) sessions, workshops, and booth speaking opportunities. These activities will be coordinated in alignment with the EuroHPC JU’s joint visibility and outreach strategy to maximise impact and collaboration potential

We had the opportunity to speak at the EuroHPC booth at ISC’25 at the very beginning of the project. Some social media screenshots associated with the first event are presented in **FIGURE 2**

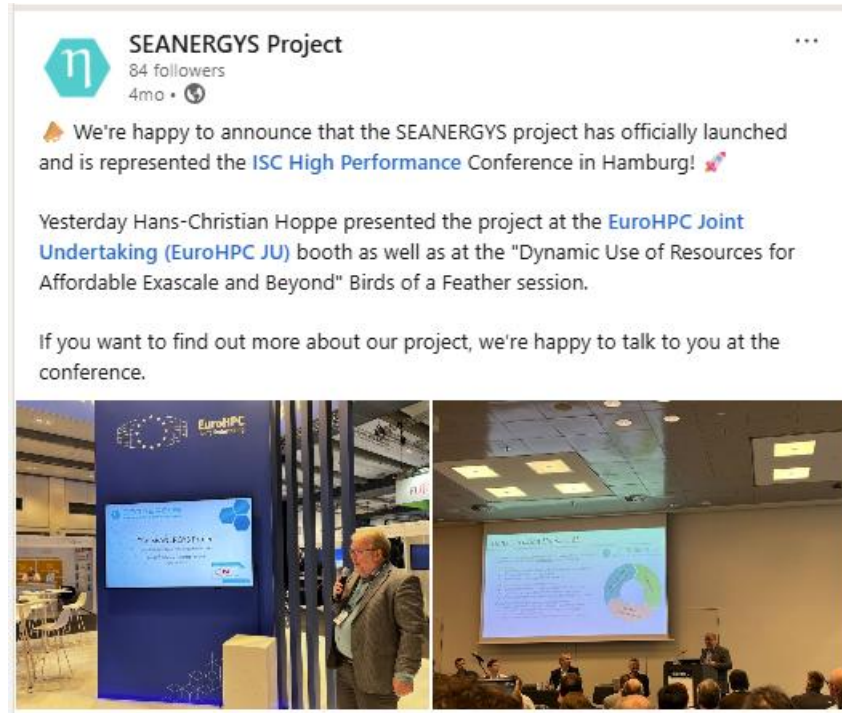


FIGURE 2: SEANERGYS Talk at EuroHPC JU Booth & Introduction at a BoF at ISC'25

All participation will adhere to travel, and expenditure rules as agreed with the relevant funding agencies. Across these events, SEANERGYS aims to communicate project goals, showcase results and outcomes, and identify new opportunities for collaboration, including international cooperation. Such engagements are expected to significantly enhance the project's visibility, support cross-project synergies, and contribute to the long-term sustainability and impact of SEANERGYS results.

5.2 Workshops

SEANERGYS plans to actively engage in workshops as a key element of its dissemination and collaboration strategy. At major exhibitions and conferences, the consortium will submit its own workshop proposals and explore opportunities to collaborate with other projects by contributing to their sessions. This approach will help strengthen links with the broader HPC community and promote the exchange of ideas and best practices.

The project's first workshop, *"Towards Energy-Efficient Exascale Computing: Challenges, Innovations, and Synergies"*, has already been accepted for the HiPEAC Conference in January 2026⁷. This half-day workshop will showcase all the main pillars of the SEANERGYS project and is expected to attract a diverse audience, including HPC hosting sites, potential collaborators, and key stakeholders from the wider European technology ecosystem. The session will serve as a platform to "connect the dots" among initiatives working on energy-efficient computing solutions.

As per our target of 4 events a year, we will target at least one workshop participation per year.

5.3 BoFs

SEANERGYS actively plans to participate in Birds of a Feather (BoF) sessions at major HPC conferences, particularly at the International Supercomputing Conference (ISC) and the Supercomputing Conference (SC). BoFs provide informal, interactive sessions where participants can exchange ideas, discuss emerging

⁷ <https://www.hipeac.net/2026/krakow/#/program/>



challenges, explore collaboration opportunities, and connect with peers working on complementary technologies and projects. These sessions are an effective way to highlight the project’s objectives, showcase results, and foster networking within the European and international HPC communities.

The consortium has already been invited to its first BoF at SC25, titled “*Where could Europe add value? – ETP4HPC showcases collaboration opportunities involving next-generation European technology*”, which will feature a SEANERGY participant. Building on this, SEANERGY will continue to submit proposals for BoFs and explore opportunities to participate in sessions organised by other projects, ensuring visibility, collaboration, and knowledge exchange throughout the project’s duration

We will target a BoF participation at ISC and SC each year during the lifetime of a project.

Our events participation has been actively promoted on our social media channels.

5.4 Trainings

Providing trainings and education to (potential) users of the SEANERGY solution will be important for the successful adoption of the software solutions. These activities will be timewise more backloaded in the project, once we start having usable outcomes. A detailed Training and Education Plan will be handed in in Month 20 (D7.2) but in this section we want to briefly outline the basic idea behind trainings.

The Description of Action (DoA) foresees that all consortium partners will create the training materials whilst the WP7 partners integrate and publicize them and help organize hands-on training workshops and Webinars as the project progresses. These activities will be held towards the end of the project when the technologies start to be implemented. The training will focus on the use of energy-efficient software and methodologies developed within the project and will rely on support from key partners to act as a trainer in such sessions.

The trainings will initially target the participating HPC/AI site operators and members of the HSAG, followed by HSs more broadly. We will do our best to record as many trainings as possible and make them accessible even after the project ends. Ideally, the Website would function as a repository for training material presenting it in a structured and accessible way.

6 Success Metrics and Current Status

This section discusses the success metrics for the various activities described and also provides a summary of the current state of these activities at the time of writing this report. These may be readjusted based on the outcome of the co-funding discussions.

6.1 Activities and Success Metrics

The specific success metrics for successful dissemination are determined keeping flexibility to adapt as per the changing needs and rules of engagement with the national funding bodies, the availability of appropriate co-funding, and the EuroHPC rules (for example travel rules) – all of which were not defined at the time of writing the proposal. Whilst they are still under discussion, we define here some success metrics, classified per categories, that indicate an effective dissemination and communication campaign. Please, note that they are different from the “KPI” phraseology used in the DoA, indicating the success of the project as a whole.



CATEGORY 1: Project Website

Topic	Target	Description
Launch	Q1/2026	The launch of the fully functional Website will depend on the ongoing discussions with the German funding body and the release of the subcontracting budget. In the absence of subcontracting, we will continue to use the DEEP-Projects Website and position SEANERGYS as a project in that family. This is reasonable, as SEANERGYS continues the heritage and dynamic resource allocation capabilities enabled by the DEEP Projects, now with focus on energy efficiency.
Visitors	~100/ Quarter	This will be continuously tracked in case we develop the full-fledged Website. The audience is expected to peak during events such as ISC and SC. The tracking is dependent on the Website development and the outcomes of the discussions with the German funding body

CATEGORY 2: Dissemination Material

Topic	Target	Description
Flyer	3	We will start with a 1 page starting flyer, a 2-fold flyer to be used during the 2 nd year of the project and a flyer focussing on key results and outcomes towards the later part of the project.
Poster	2	The 2 posters will follow a similar plan as the flyer; however, we will plan to have 1 poster before the end of Year 1 (around M9) followed by a poster towards the end of the project.
Newsletter	1/year	Hard copy and online
Video	10 (incl. training videos)	We will have an introductory “interviews” video with key people in the project. This will be followed by videos focussed on specific topics - released during the course of the project, also leveraging our Webinar/training plan. We can plan very high-quality video in case we have sufficient budget, which is still a subject of continuing discussion with the German funding authorities.

CATEGORY 3: Conferences and Exhibitions

Topic	Target	Description
Attendance	2/year	Booth presence at the ISC event (if we get the funding approval and/or if there is an opportunity to co-showcase our work other exhibitors), poster presentations, workshops and BoFs. Main targets per year are ISC (Germany) and EuroHPC Summit Week (Europe). The travel and plans for any event outside Europe such as SC, if deemed necessary by the consortium, will depend on explicit funding approval from EuroHPC and national funding agencies.
Presentations	5/year	Including within Workshops and BoFs. Closely associated with our events presence, pursuing also other presentation opportunity, e.g., at a research centre, or as part of a collaboration effort.



CATEGORY 4: Papers

Topic	Target	Description
Technical/scientific papers published	10	Target major conference venues and journals.
Open-access	100%	Target all publications to be open access (green or gold)

CATEGORY 5: Media relations

Topic	Target	Description
Press releases	3	One press release at the beginning of the project, one press release at the end and one press release during the intermediate phase of the project. We will likely look for support from the EuroHPC JU and the national funding authorities using their media liaisons. We will also rely on, support and encourage our partners to do PRs.
Media mentions	3	We will look for major venues such as HPCWire to pick up our PRs. This number follows the total number of PRs issued.

CATEGORY 6: Social Media

Topic	Target	Description
LinkedIn, Twitter/X, Mastodon, BlueSky	4 posts / month	More details are in Section 4
Growth in followers	+100 Y1, +400 Y4	More details are in Section 4
Post reach	~500 impressions per topic	Target considering the sum of all channels. More details are in Section 4

CATEGORY 7: Collaboration

Topic	Target	Description
Joint initiatives	7	With other EU projects / international partners. We will target joint dissemination activities with the goal of pursuing meaningful joint collaborations with projects such as DARE. We will also target working with some of our exploitation targets and the SEANERGYS hosting sites so that SEANERGYS can find a pathway towards usage in production scenarios.



6.2 Current Status

We briefly provide the current status of dissemination and communication activities.

6.2.1 Project Website

An initial one-page SEANERGYS Website⁸ was launched at the project start in collaboration with FZJ and subsequently integrated with the **DEEP Projects** Website⁹, ensuring continuity with previous project lines. The Website content is being continuously expanded. A dedicated standalone SEANERGYS Website is planned, pending approval from the German co-funding body for subcontracting expenditure.

6.2.2 Project Materials

The SEANERGYS project logo has been finalised and is available in multiple colour schemes and formats. Official presentation templates and a one-page summary flyer have been completed, while a two-fold brochure is currently in preparation to support upcoming dissemination activities. The one-page Flyer was used during the inauguration of the JUPITER supercomputer¹⁰ at FZJ on Sept 5, 2025.

6.2.3 Exhibitions

SEANERGYS was presented publicly for the first time at the International Supercomputing Conference (ISC) 2025, featured at the EuroHPC JU booth and during the Birds of a Feather (BoF) session “*Dynamic Use of Resources for Affordable Exascale and Beyond.*”¹¹. The project logo and communication materials were prominently displayed as part of the EuroHPC JU exhibition space.

6.2.4 Media Relations

The consortium contributed to the first EuroHPC JU press release¹² and supported additional media coverage through press communications issued by ParTec¹³. These activities have helped raise awareness of SEANERGYS among the wider European HPC community.

6.2.5 Social Media

Official SEANERGYS channels have been established on LinkedIn, X (formerly Twitter), BlueSky, and Mastodon, creating a multi-platform online presence. A YouTube channel will be launched following the production of initial video materials to further enhance outreach and engagement.

6.2.6 Events

The project will feature prominently at upcoming international events. The workshop “*Towards Energy-Efficient Exascale Computing: Challenges, Innovations, and Synergies*”¹⁴ has been accepted for HiPEAC 2026, and the BoF session “*Where Could Europe Add Value?*”¹⁵ has been accepted for SC25 through ETP4HPC.

⁸ <https://www.fz-juelich.de/en/jsc/projects/seanergys>

⁹ <https://seanergys-project.eu> which redirects to <https://deep-projects.eu/project/seanergys/>

¹⁰ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_2029

¹¹ <https://isc.app.swapcard.com/widget/event/isc-high-performance-2025/planning/UGxhbm5pbmdfMjU4NjExNw==>

¹² https://www.eurohpc-ju.europa.eu/new-eurohpc-project-seanergys-advances-energy-efficient-supercomputing-2025-06-25_en

¹³ https://www.eqs-news.com/news/corporate/parotec-ag-ist-ein-wichtiger-technologeanbieter-im-eu-finanzierten-projekt-seanergys-fuer-energiebewusstes-exascale-computing-um-energieeffizientes-hpc-in-europa-voranzutreiben/4586ce0e-fabd-4a8d-815c-a005bf4a4a83_en

¹⁴ <https://www.hipeac.net/events/sessions/8243/towards-energy-efficient-exascale-computing-challenges-innovations-synergies/#/>

¹⁵ <https://sc25.conference-program.com/presentation/?id=bof170&sess=sess468>



7 Communication Toolkit

The communication toolkit provides project members and communication professionals outside of the project with the basics to present SEANERGYS to the public. It includes definitions for a corporate design together with a logo, and a presentation template as well as key marketing collateral like flyers and a poster. The toolkit will be updated and expanded throughout the project. Please note that development of communication collateral, will be adjusted in line with the co-funding decisions and available resources.

7.1 Corporate Design

The logo development involved different people from the project with technical and non-technical backgrounds, who defined it in several iterations. The final logo includes the Greek letter *eta* (η) that represents energy efficiency. The *eta* is displayed in a hexagon, that is symbolic for a Modular Supercomputing Architecture that was developed in the DEEP projects, key predecessors of SEANERGYS. The colour turquoise represents the mix of Blue and Green. Blue was a key colour in the DEEP projects and stands furthermore for professionalism and technology while green stands for the environment and was also used in the logo of the REGALE project, another predecessor project of SEANERGYS.

The SEANERGYS logo exists with and without the name of the project and the sub-text “Energy Efficient Exascale” and can be used as suited.



FIGURE 3: SEANERGYS Logo with Tagline

The presentation template is made available to all project partners, so that they can use it whenever they give presentations on behalf of SEANERGYS. The screenshot below shows the header slide of the template. We also provide the header with a plain background (optionally).



FIGURE 4: Slide from the SEANERGYS Presentation Template

7.2 Marketing Collateral

Creating marketing collateral is an ongoing task throughout the project. A first handout was already used as described in Section 3.4.3. A flyer with more in-depth information is currently in preparation and will be finalised for Supercomputing Conference 2025 in November. Below is a snapshot of our first handout.

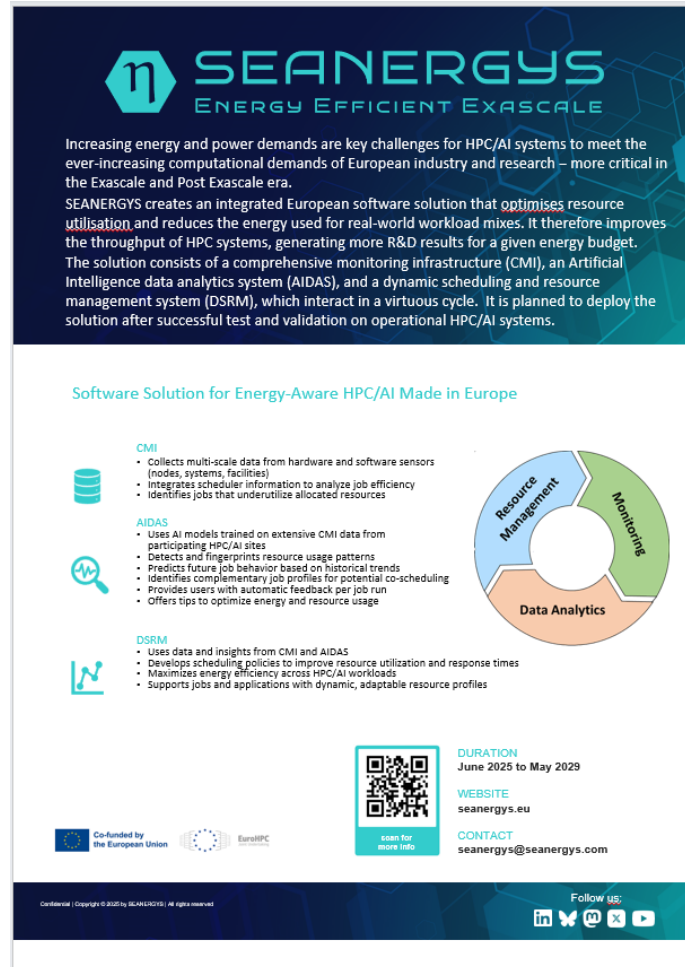


FIGURE 5: SEANERGYS One-Page Flyer Used Early in the Project

8 Conclusion and Next Steps

This Deliverable described the Dissemination and Communication plan for the SEANERGYS project, provided an update of the current status along with our perceived metrics for success. There have not been any deviations from plan other than the initiation of Subcontracting for the Website (in the absence of German co-funding), but we have developed workarounds for that. We also presented our communication toolkit.

WP7 has been hit but critical risk #1: the lack of national co-funding for dissemination and exploitation tasks. In face of the drastically reduced funding, the involved partners are currently analysing the level of effort that they can cope with as in-kind contributions and will accordingly design an adapted scope of the work for WP7. It will be implemented in the form of a DoA amendment, as soon as all information is collected and agreed within the consortia and with the EuroHPC Project Officer.

Going forward, the periodic reporting will also cover the status of the Dissemination and Communication activities and any updates to this plan. The next Deliverable in this series will be D7.2 which will cover the Training and Education plan and will be delivered at Month 20.



9 Acronyms and Abbreviations

AIF – Artificial Intelligence Factory

DoA – Description of Action

HS – Hosting Site

HSAG – Hosting Site Advisory Group

ISC – International Supercomputing Conference

ISV – Independent Software Vendor

OPEX – Operational Expenditure

PR – Press Release

RISC-V – Reduced Instruction Set Computer Version 5

SC – Supercomputing Conference

SGA – Specific Grant Agreement

SME – Small and Medium-Sized Enterprise