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Communication Activities Report – Interim version
Deliverable D7.4

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Version History

#	Description
1	First draft version (10 December 2018)
2	Website and Twitter statistics collected (17 December 2018)
3	Input regarding further planning of Communication activities (18 December 2018)
4	Final draft: description and analysis of provided statistics, changes on website and communications planning based on the feedback received (21 December 2018)
5	Feedback (27 December 2018)
6	Implementation of feedback received, formatting (28 December 2018)

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Executive summary

Communication play a vital role within UNICORN project and accompanies other project activities throughout the entire duration of the project. Communication activities include the fundamental actions for the whole project such as the establishment of a brand identity and overall planning of communication and dissemination, as well as specific communication activities such as production of dissemination materials, social media activity, etc.

Therefore, after project has progressed past some of its milestones and moved towards the second half of its lifetime, this document analyses the state-of-art and progress achieved while implementing communication activities planned in UNICORN's Communication Roadmap. Besides the overview of state-of-play, it also analyses the main communication achievements up to date and reviews the further actions to be taken.

UNICORN

Table of Contents

UNICORN

List of Tables

List of Figuers

UNICORN

List of Acronyms

CAS – CAS Software
CINCUBATOR – Universidad Politecnica De Cartagena-Cloud Incubator Hub
DIN - DIN Deutsches Institut fuer Normung e.v.
DSME – European DIGITAL SME Alliance
EC – European Commission
EU – European Union
FORTH – Foundation For Research And Technology Hellas
GA – Google Analytics
ISV – Independent software vendor
KPI – Key Performance Indicator
No – number of (something)
SMEs – small and medium enterprises
STW – Steinbeis Beratungszentren Gmbh
UBITECH – Gioumpitek Meleti Schediasmos Ylopoiisi Kai Polisi Ergon Pliroforikis Etaireia Periorismenis Efthynis
UCY – University of Cyprus

1 Introduction & Scope of the document

The communication strategy and the main objectives of the communication activities for the UNICORN project were identified from the very beginning within the whole consortium. It has been done order to obtain the best and largest impact on the key stakeholders and to increase the visibility of the project both within and outside the networks that individual partners belong to.

At the time of communication activities reporting, the project has not only reached its middle and has progressed past some of its milestones, but it also reached a critical point where particular stress of overall project communication will shift from scientific dissemination towards communication involving the key end-users (SMEs and large companies), and, eventually, product marketing. As it has been explained in the D7.1 *Communications Roadmap* and as it is illustrated in the Figure below, UNICORN's approach has been to separate two different time periods: in the first part of the project (M1-M18) a core attention has been given to the scientific dissemination of the first project results (e.g. production and publication of the scientific articles, more technical blogs, etc.), while in the second period (M18-M36) attention is shifting towards the promotion of UNICORN products (platform and its components promoted in industrial events, through the blogs, in different online marketplaces, etc.). Nevertheless, numerous communication activities took place in parallel with intensified scientific dissemination, thus, it is important to analyse the current state-of-play, the main achievements and the following steps regarding UNICORN communications.

Therefore, this document serves an update to and implementation analysis of D7.1 Communication Roadmap. It will provide an overview of the implementation of the Roadmap until the M22.
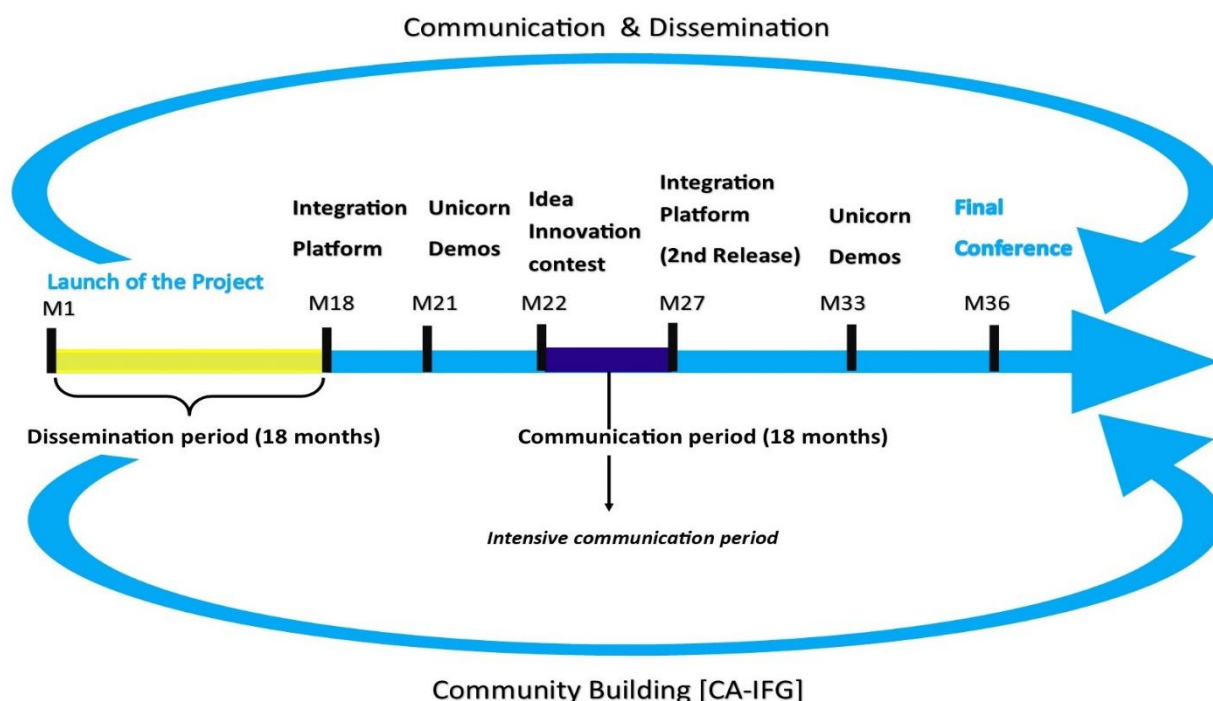

Figure 1 Communication and dissemination timeline

1.1 Objectives

The overall goal of the UNICORN communication activities is to ensure efficient communication, create visibility for the project and its results, and to reach out to widest possible range of the key stakeholders (SMEs independent software vendors (ISVs), startups and SMEs already offering their services as cloud solutions) as well as to the secondary target audiences (e.g. research and academia, other H2020 Programme stakeholders, etc.), promoting UNICORN's main achievements and results.

The main objectives of the given report on communication activities are:

- to list and describes the concrete activities carried out since the beginning of the project until December, 2018,
- discuss the main achievements and barriers faced;
- demonstrate the future actions to be taken to strengthen UNICORN communications.

1.2 Target audiences and messages

UNICORN project's stakeholders are the key target audiences for all communication activities. Naturally, UNICORN communication activities firstly concentrate on developers from SMEs ISVs, startups and SMEs already offering their services as cloud solutions. However, the secondary stakeholders are also addressed in communication activities. Therefore, Table 1 is taken from the *D7.1 Communications Roadmap*, and provides a reminder of all UNICORN target groups, their interest in the project, and the main messages that all communication activities deliver to these stakeholders.

Table 1: Identified key target audiences of UNICORN project

Target group	Description	Interest in the project and expected impact of UNICORN	Example of messaging
KEY TARGET AUDIENCES			
A – SMEs Independent Software Vendors (ISVs)	These are the SMEs that currently offer on premise business applications but, in the future, want to offer these applications in the cloud 'as a service'	• Utilisation of project's results in everyday operations • Enhance industrial innovation by blending with in-house artefacts • Saved human and financial resources: developers in such companies will be able to concentrate on core functionality and re-use particular knowledge, instead of spending efforts for scaling, monitoring and security issues that are covered by UNICORN • Faster product's deployment to the market • Lower costs due to different technical benefits	European SMEs often lack knowledge, capacity and human resources to further digitize and move its services to the cloud. Thus, they need to sub-contract or outsource. Possible message could be: 'Your applications in the cloud as a service: no lengthy trainings, no outsourcing. UNICORN will bring your services to the new reality'.
B – Startups	Startups that intend to deploy their own services, without the deep knowledge of how to develop and deploy secure and elastic applications		Startups are normally associated with innovation and creativity. They are designed to grow and quickly scale up. Therefore, timing is necessary for startups. Possible message:

UNICORN

		• Visibility and networking opportunities through project's events (e.g. demo of the product, Innovation Contest, etc.)	'No need to re-invent the bicycle! Multi-cloud services development, orchestration, deployment and continuous management are already done for you! With UNICORN, you innovate, we take care of the rest.'
C – SMEs already offering their services as cloud solutions	All SMEs that provide cloud-based solutions, independently on the service model		SMEs that already offer their services as cloud solutions to concentrate on core functionality rather than spending efforts for scaling, monitoring and security issues. Possible message: 'Worried about security and privacy enforcement in your multi-cloud services? Elasticity and scaling issues make you stay overtime? Save time and nerves – let UNICORN to take care while you concentrate on the core functionality of your services!'
SECONDARY TARGET AUDIENCES			
D – Industry Associations & Technology Clusters	• European initiatives and clusters • Industry Associations (such as IT SME national associations – members of DSME)	• Inclusion of the UNICORN project results to collaborative research activities • Possibility to disseminate project results among their members as part of their services (e.g. not only UNICORN products, but also call for the Innovation Competition, etc.)	Most of the clusters and industry associations seek to provide services to their members, including promotion of possibilities to participate in various competitions and initiatives and get funded. Possible message: 'Invite your members to UNICORN Idea Innovation Contest and let them earn 10.000 euros while testing UNICORN solutions!'
E – H2020 Work Programme Stakeholders	Other H2020 projects	• Identification of common topics • Bilateral participation in events for knowledge exchange • Synergies and collaborations for results promotion • Enhancing innovation through results combination • Wider impact of the projects' results • Wider out-reach to the key stakeholder audiences • Wider visibility of the projects • Possibilities to identify new ideas for future collaborations, extension of projects' results, new proposals	Many R&I projects have difficulties in bringing their product to the market, attracting end-users, effectively disseminating project results. Potential message: 'UNICORN is open for creation of collective service portfolio, cross-dissemination and common events to attract a wide audience of end-users and maximize the exposure'.

UNICORN

F - Researchers and Academia	Individuals engaged in research initiatives and/or working in research/academic institutes	• Further advance the project's research • Extension / reuse of the project's innovative technologies to other application domains • Inspiration for future research initiatives based on the project's concept and results	'Theoretic insights behind the UNICORN development spread in the academic community through the partners' scientific publications'
G - Standardization Organizations	Standardisation Organisations (DIN (project partner), CEN/CENELEC etc.)	• Identification of gaps in cloud-computing related standardization • Inputs for standardisation activities	'UNICORN is voicing European SMEs' needs in cloud computing standardization!'

1.3   Background and related deliverables

WP7 Dissemination, Communication and Exploitation has a horizontal role in the UNICORN project in terms of communicating project objectives results to the target stakeholders. All deliverables are therefore relevant to WP7 activities and the source of content for communication via website, social media, etc. However, some deliverables are of particular relevance to this document as they directly relate to communication activities.

1.3.1   D7.1 Communication Roadmap

D7.1 focused in particular on identifying the overall communication approach and objectives, communication channels and materials, relevant stakeholder groups and their targeted messaging. It also defined the individual communication activities of each partner, and the expected KPIs to be reached. Communication Roadmap gave an overview of activities to be reported in this document.

1.3.2   D1.1 Stakeholders Requirements Analysis

D1.1 Stakeholders Requirements Analysis analyses, among other aspects, the key stakeholders of the project. It also identifies the main assets and the business metrics of the UNICORN solution. Therefore, the main messaging towards the key stakeholders has been based on these findings.

1.3.3   D7.2 Dissemination, Clustering and Workshop Activities Report

D7.2 Dissemination, Clustering and Workshop Activities Report focuses on scientific dissemination activities that is a part of overall communication activities. It covers communication parts that are orientated mostly towards research and academia stakeholders, these activities have been overseen in Communication Roadmap but are not reported hereby.

2   Communication materials

This chapter gives and overview of communication materials created by the UNICORN project.

2.1   UNICORN's visual identity: logo and templates

The very first communications activity deployed was the creation of a dedicated project identity. To strengthen the project's image and create UNICORN's 'brand', a set of templates have been developed, such as:

- UNICORN logo;
- deliverable template;
- PowerPoint template.

2.1.1   Logo

UNICORN logo is the core element of the project's visual identity. It authenticates and strengthens UNICORN's communication messages as well as establishes UNICORN brand's label. UNICORN's logo is shown in Figure 1 below.

Figure 2 UNICORN logo

Project partners ensure that logo is consistently used in all document templates, internal and public presentations, etc. All project communication and dissemination products, such as, the website, flyers, posters, banners have a professional and uniform look and contain UNICORN logo as well.

UNICORN logo can be temporarily altered if that is used reasonably for the communication purposes. For example, during winter holidays UNICORN logo in Twitter is decorated with the Christmas hat (as in the Figure 2 below).

Figure 3 UNICORN 'Winter holidays' logo used in Twitter

2.1.2 UNICORN templates

As from the beginning of the project, UNICORN templates that apply its brand identity were developed and distributed to consortium. Created templates include UNICORN logo and the acknowledgement of EU funding attributed through the Horizon2020 programme. These templates must be used by all partners in all communication activities (public and internal). The developed templates include:

- deliverable template (Figure 4 below) and
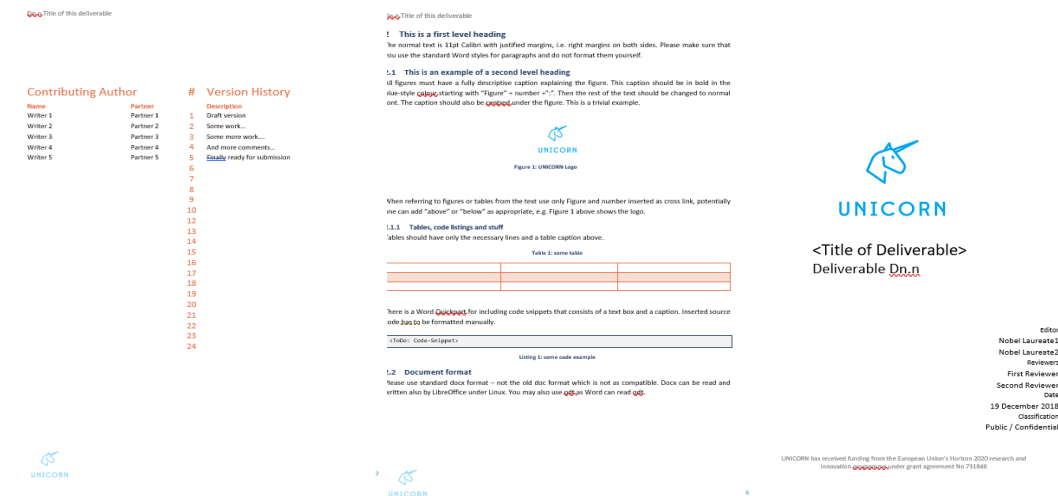- PowerPoint template (Figure 5 below).

Figure 4 Deliverable template

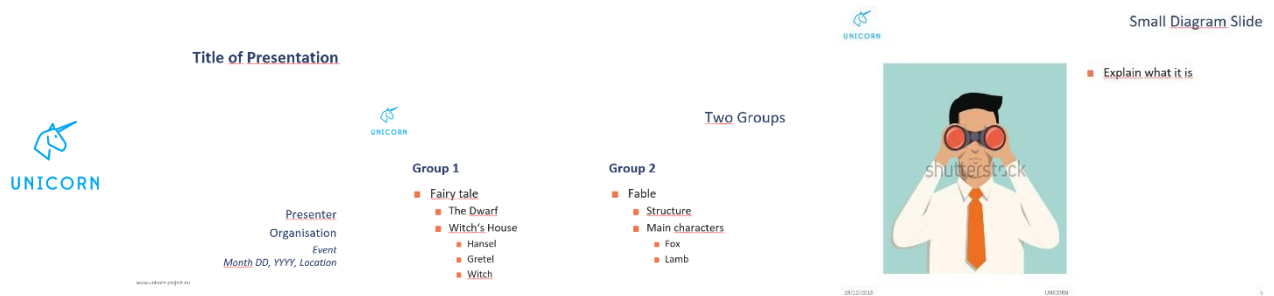## 2.2 UNICORN brochures, flyers, one-pagers

Figure 5 PowerPoint template

A set of communication material was produced at the first part of the project. They have been as both: printed material or an online communication tool that can be downloaded from UNICORN website (e.g. PDF version to be sent to the interested stakeholders). UNICORN has so far produced:

- initial UNICORN brochure (see Figure 6);
- recently developed UNICORN project flyer that serves rather as an updated version of the brochure (Figure 7);
- UNICORN Validation contest flyer (Figure 8);
- UNICORN Validation contest poster (Figure 9);
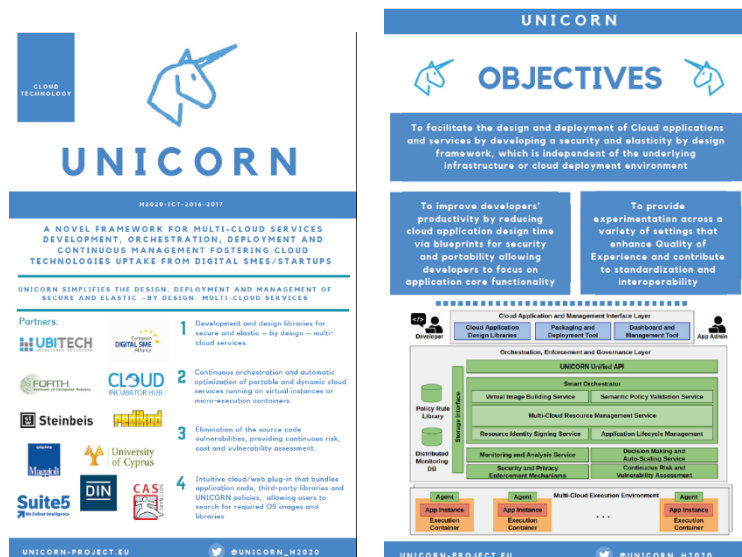- UNICORN posters for academic conferences (more details in D7.2).

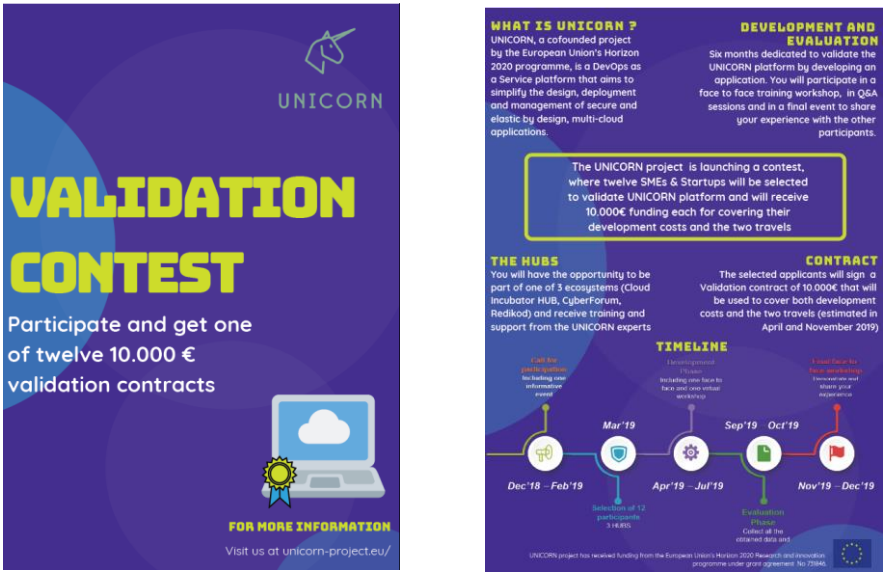**Figure 6 UNICORN brochure**

Figure 7 UNICORN flyer

Figure 8 UNICORN Validation Contest flyer

Figure 9 UNICORN Validation contest poster

At least two new printable dissemination materials will still be produced for UNICORN in 2019. Currently, it is planned to have a **visual factsheet/one-pager** illustrating the successful performance of UNICORN platform in the demonstrators, including some of the business metrics that have been improved with UNICORN.

The second planned material is a **postcard type flyer** which is less informative than the existing flyer, but good for marketing reasons to attract developers' attention, encourage them to visit UNICORN website. This type of flyer is now a popular trend, particularly, among the startupers. It will include a scannable QR code that leads directly to the developers' section of UNICORN website.

2.3 Website texts (news)

Website texts refer not to the entire website content, but rather to the news articles posted in UNICORN website. They are mostly dedicated to those stakeholders that are interested in UNICORN project updates (UNICORN events, meetings, progress development) – that is, not the end users of UNICORN solution (SMEs and startups), but target audiences such as H2020 programme stakeholders.

There are currently around 50 website news entries under News and Events section, generally concentrating on the events where UNICORN had been present, main project updates and milestones achieved, consortium meetings (see examples below in Figure 10).

However, in the second part of the project 'For developers' section will have News sub-menu where news specifically for the key stakeholder – SME ISVs, startups and SMEs already offering their services as cloud solutions – will be posted. These news will reflect UNICORN's testing in demonstrators and its achievements, UNICORN's participation in industrial events, etc.
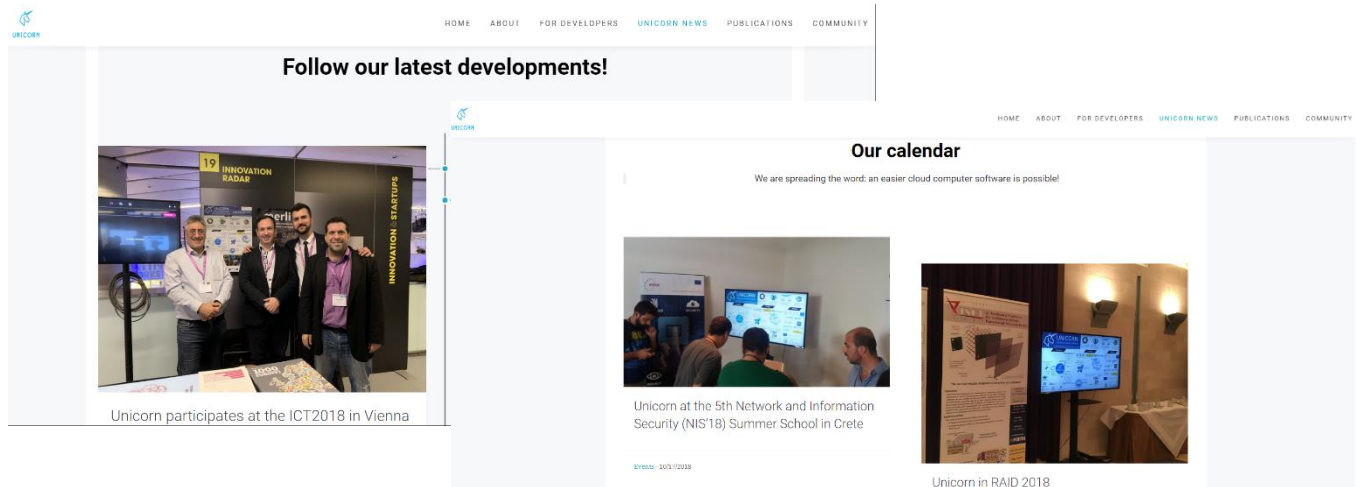

Figure 10 UNICORN News and Events

2.4 Blog articles

UNICORN blog posts generally target the main stakeholders – SMEs and startups, they look at UNICORN solution and cloud computing in general from various perspective (e.g., game market perspective, practical success stories of UNICORN implementation in demonstrators, etc.), at the same time promoting UNICORN's product. However, few blog articles are also specific and more dedicated to secondary stakeholders, for example, blog post on European Cloud computing standardisation, mostly dedicated to standardisation organisations.

Three blog articles have been written so far and can be found on UNICORN website: http://unicorn-project.eu/index.php/publications/blog/ : *Unicorn Framework: The rise of DevOps as a Service (DaaS); An internal view on Unicorn Orchestrator; Cloud computing standardization*.

The fourth blog article on UNICORN in the game creators' market is currently being edited and prepared for publication. Production of the blog articles follows the timetable given in *Communications Roadmap*, sub-chapter 2.1.6, and the further blog posts will follow a timeline given whereby.

More information regarding dissemination of the blog articles is provided in a part 3.6.

2.5 Videos

So far, until M22, UNICORN has created two videos both of which are currently aimed at UNICORN Validation Contest participants:

- UNICORN Contest Promo Video (https://www.youtube.com/watch?v=IBMPWqSObbk);
- UNICORN Platform Usage Video (https://www.youtube.com/watch?v=N_ENNpqt_Ew).

UNICORN

However, the latter one will also be used to target interested SMEs, or even demonstrated in industrial events (e.g. to visitors of UNICORN booth).

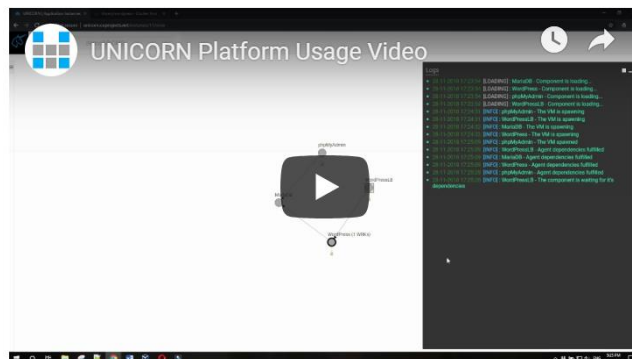**Video UNICORN**   **UNICORN Tutorial**

Figure 11 UNICORN videos

During the second part of the project, consortium is considering producing the third (animated) video that simply and briefly explain what the UNICORN product is, and what are its main benefits. This video will be used for promotion and marketing purposes, and will target the end-users of UNICORN. It will not only be disseminated online, but might also be shown in various IT fares.

2.6   Newsletters

Three UNICORN Newsletters have been produces so far, and they can be found in UNICORN website: http://unicorn-project.eu/index.php/news/newsletter/

In addition, newsletters are also prepared in PDF format, and sent out by all project partners to their relevant networks. Project partners may decide, based on the main topics of the newsletter, if they want to send it out, and to which contacts it is relevant. For example, the latest (third) newsletter has been sent out to all DIGITAL SME members, while the first two only to some of them interested in cloud computing.

Moreover, Newsletters serve as an important form of updating Industrial Focus Group on events that UNICORN is attending, and other relevant developments.

Figure 12 UNICORN Newsletter

Three more newsletters will be produced in a lifetime of the project. Besides promoting the new blog articles, and events attended or organised by UNICORN, it will concentrate around three key topics:

i. the fourth newsletter will feature UNICORN validation contest results and winners;
ii. the fifth newsletter will cover the success stories form demonstrators (UNICORN internal ones and the ones of Validation contest winners');
iii. the last newsletter will announce the launch of the final UNICORN platform and its components.

3 Communication channels: state-of-play

This chapter provides an overview of the use of the six main UNICORN communication channels: project website, partners' websites, social media, events, common communication and network platforms and online blogs.

3.1 Project website

The UNICORN website http://unicorn-project.eu is one of the main channels for dissemination of project information. It serves as a place to provide access to some of the public deliverables and freely available publications, case studies (demonstrators), UNICORN news, etc. In addition, it also allows to promote the

UNICORN solution to its end-users. Therefore, it is being continuously monitored and updated; it has also undergone few major changes in order to develop more end-user orientated environment.

Website's template and technical aspects are managed by FORTH, while DIGITAL SME is responsible for content management. However, all partners contribute to providing content for the website.

3.1.1 Website sections and content

Currently, the UNICORN website has six distinct areas:

1. Home page – mostly serves to attract the interest in UNICORN product and encourage visitors to browse further (first of all, of its key stakeholders – SMEs and Startups). Thus, it is simplistic and provides only the key links to further content. As the main stakeholders and the end-users of UNICORN are SME and startup developers, the homepage carousel contains links and leading to 'For Developers' section.
2. About section – gives information about the UNICORN project overall. That is, information not only about UNICORN solution, but the project itself (its wider objectives, methodology, and so on).
3. For developers section – is dedicated to the key stakeholders of the project. It allows for the end-user, SME or startup developer, to immediately spot the part of the website that is populated with targeted information. The content in this section include UNICORN product description and its components, benefits of UNICORN solution, real-life examples from demonstrators (to be updated after some of the first results will be finalised), UNICORN Validation contest, etc.
4. UNICORN news – contains news articles and information about the events which UNICORN is organising or attending, as well as online version of the newsletter and possibility to subscribe to it.
5. Publications section – contains all publicly available UNICORN materials: public deliverables, dissemination material, blog articles, references to scientific articles, etc.
6. Community section – provides contact details and gives a brief information about organisations behind the UNICORN (project partners). It also introduces Industrial Focus Group which gives additional credibility to the project.

All website sections are highly interlinked with each other, encouraging longer website visits. In addition, most of the content ultimately leads to the 'For developers' section to ensure that the end-users ultimately appear in the dedicated section with the content that is designed for them.
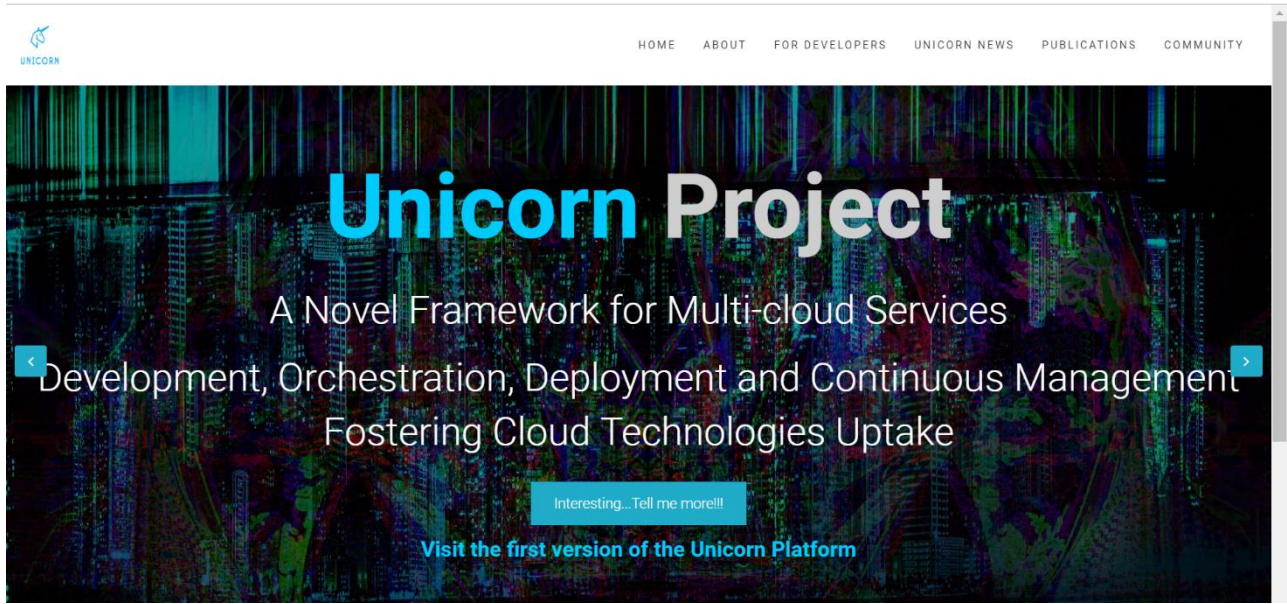
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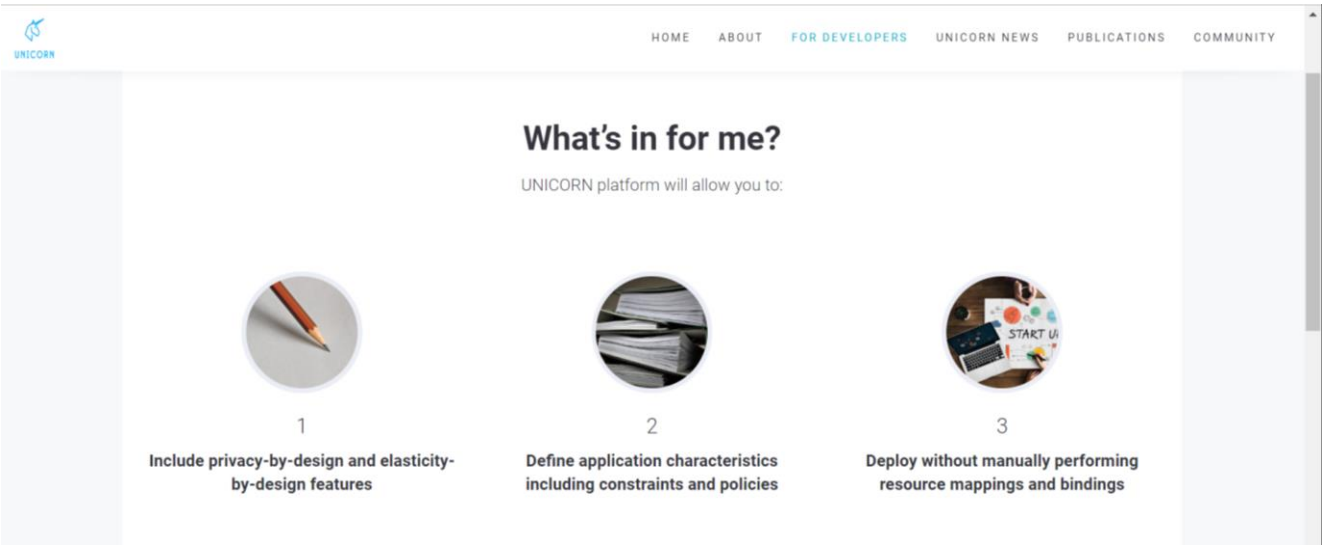**Figure 13 UNICORN Website Home Page**

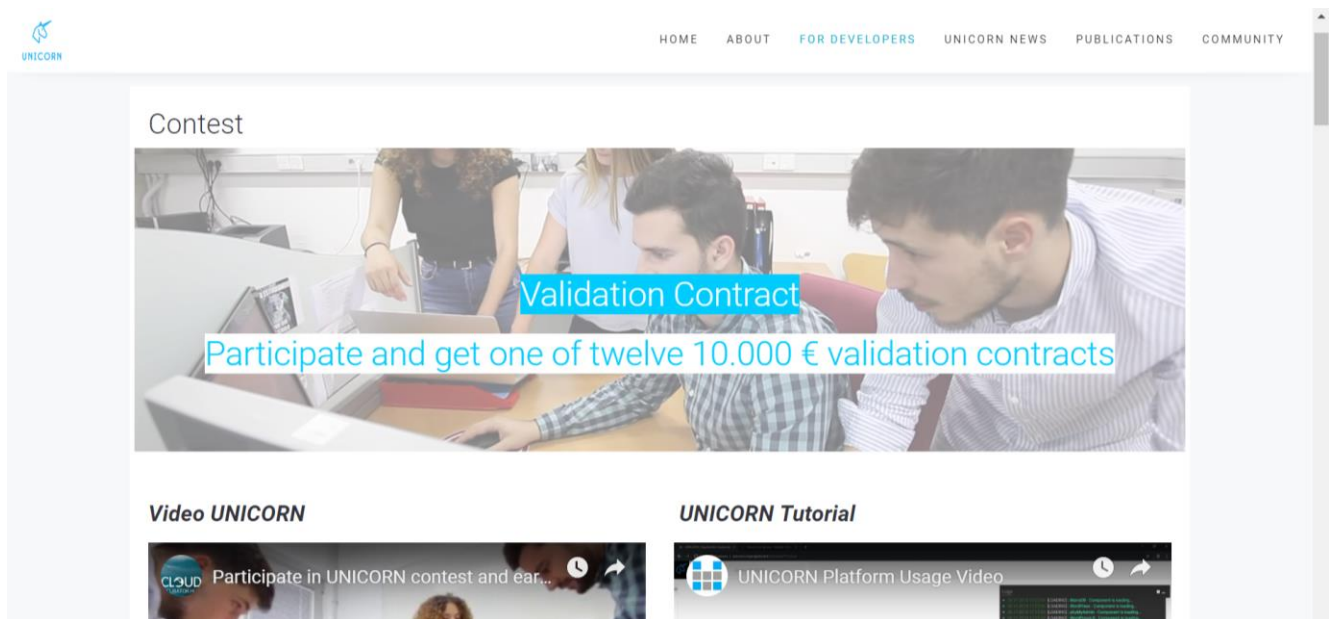**Figure 14 UNICORN website - For developers section**

Figure 15 UNICORN website - For developers section

3.1.2 Website insights: what does statistics say?

UNICORN website statistics have been analysed since January, 2018. Unfortunately, for the first year of the project website analytics has been lost due to the technical issues with the website plugins.

However, the analysis can be done for almost twelve past months. In this period, UNICORN website has been **visited 2,403** times by 1,186 unique users who, on average, **spend 1 minute 23 seconds** in UNICORN website.

These numbers are in line with the foreseen KPIs, except of the visit duration which shall be prolonged to 2 minutes. However, shorter visit duration is not surprising as until the M18 UNICORN did not have its product prototype yet. Having a fear of losing potential clients who are disappointed once product they are looking for is not there yet, project partners did not do much of the active promotion of the website among the key stakeholders - developers. However, with the first version of the UNICORN platform being developed, UNICORN Validation Contest for SMEs launched, and the dedicated Developers section being populated, website visit duration shall increase.
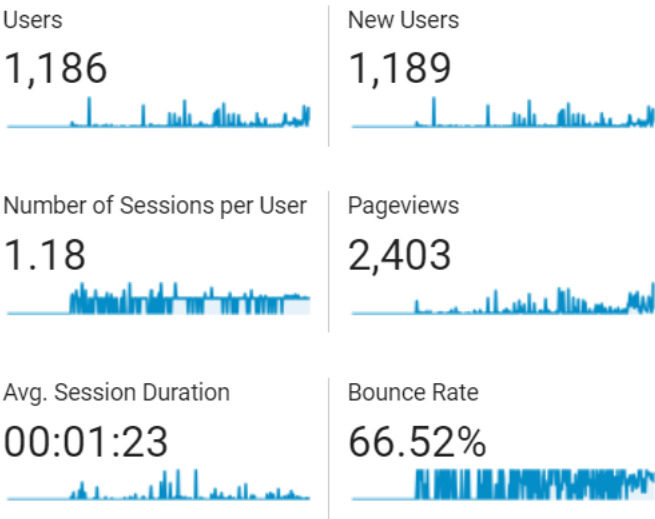
Figure 16 UNICORN website statistics

Most of the UNICORN website visitors are new (92.1%) which has a two-fold meaning. On the one hand, it means that a wider audience has been interested in UNICORN, and many new potential stakeholders visit the website, which indicates a wide reach-out of UNICORN. In addition, it is not uncommon for one-product websites not to get many returning visitors: once the product has been used or purchased, the user does not need to come back to the website. On the other hand, it also implies that many of potentially interested stakeholders have not come back to the website to get further updates. As it is the case with visit timing, also here the numbers shall improve now once the first prototype of UNICORN is ready, and once Developers section gets more populated.
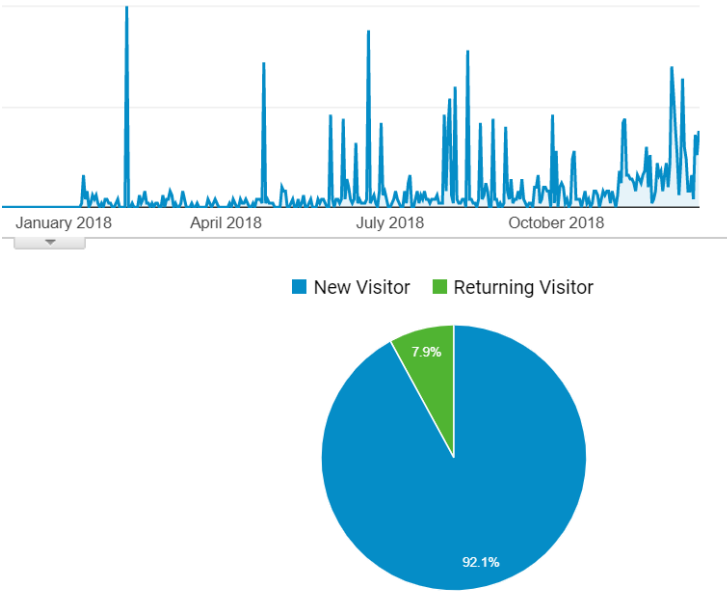

Figure 17 UNICORN website statistics: new vs. returning visitors

The most visited pages, besides the Homepage, have been UNICORN Validation contest page, UNICORN's offer for developers (product description) and 'About (the project) part. This once again proves the need to further improve the developers' part, e.g. by including success stories from demonstrators.

The Figure below illustrates how people find UNICORN website (from where they enter it). As one can see 'Direct' is the main source of website visits. Google Analytics (GA) calls visit as 'direct' when it has no data on how the session arrived at the website, thus, this doesn't tell much for analysis. 'Direct' might refer to the use Bookmarks or to visitors who type UNICORN's link in the address bar. Such users might visit UNICORN website because they obtain UNICORN's dissemination materials, or attend events, presentations, and then decide to see UNICORN's website.

The second reason might be referral from the PDF files. Observing further, one can notice that there was quite a high number of 'direct' website visits in January 2018, which was the time when the second Newsletter was published (unfortunately, Google Analytics data has been lost for the time when the first Newsletter was sent out, and the third one is still too recent to observe). Other PDFs could be UNICORN's flyers and one-pagers that were sent out to various stakeholders, etc.

In addition, 'direct' also appears once visitors come from other websites with HTTPS protocol, while UNICORN doesn't have one. Thus, many of these visits are very likely to actually be 'referral' (referral in GA stands for visits that came from Internet sources outside of Google search engine. When someone clicks on a hyperlink to go to a new page on a different website or even other search engine, it is showed as 'referral'). For this reason, further exploring the second source of website traffic 'referral visits' would not give much of the added value as the sources with HTTPS protocol are not displayed.

Organic search shows website visitors that clicked on a website after using Google search engine. Unfortunately, most of the browsers are now encrypting the search which results in the fact that actual keywords typed in the search engine are not provided in Google Analytics. However, some further SEO work could be done for UNICORN website.

Figure 18 UNICORN website traffic sources
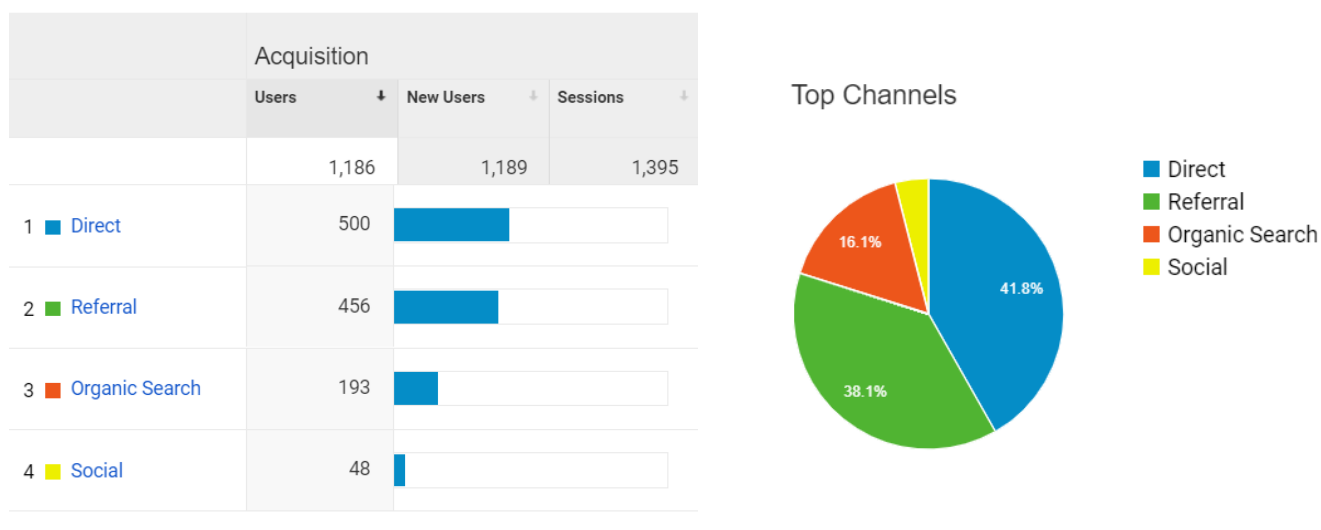
Finally, some of traffic to UNICORN website comes from social media. Statistics show that almost 50% of traffic was referred from Twitter which demonstrates that UNICORN Twitter page and other activities in this social media channel (e.g. project partners and other stakeholders promoting UNICORN in their Twitter accounts). Around 40% of it come from Facebook, even though UNICORN does not have a Facebook page. One explanation for this could be the fact that UNICORN blog articles were promoted in Facebook Cloud Computing group which has a big audience of cloud computing experts, as well as UNICORN promotion in partners' Facebook pages. Finally, remaining 10% were referred from LinkedIn, which is as well a result of project partners' dissemination activities.

3.1.3   Further development of the website

Based on the insights from website statistics analysis and comments from the project reviewers during the 18-months-review, the following actions will be taken to improve project's website:

- For developers section will be populated with simplified, easy-to-understand UNICORN product description and explanation of its components and how they for the UNICORN platform, success stories and the most important indicators from the UNICORN demonstrators, some news created specifically for the developers.
- Project Homepage will be updated with visually appealing design which will refer to the final product (e.g. infographic on UNICORN platform and its components) rather than generic cloud-computing related pictures. This will help visitor to get an immediate impression of UNICORN product.
- More visibility will be given to Validation Contest winners and their use cases to create an impression of growing UNICORN community, and wide use of UNICORN across the EU.
- Some SEO practices will be employed to optimise website's positioning in the search engines.
- Project partners are considering on launching a separate website which would contain product-only information, and would target specifically only the end-user of UNICORN. Such website could be launched once all the IPR issues are resolved. In case the second UNICORN product-only website will be created, existing UNICORN website will continue to exist as it also provides additional information for secondary stakeholders (such as H2020 community, academia, etc.), and servers as the best platform to publicise its deliverables. In addition, 'For Developers' section will be maintained but links to the UNICORN product website will be kept.

3.2   Project partners' websites

Project partners have committed to keep references to UNICORN in their websites. In some instances partners (e.g. DIGITAL SME, Maggioli, DIN, etc.) have created a separate website section that talks about UNICORN, provides some news about the project, and refers to the UNICORN website and Twitter page. In other cases, where project partners were not able to do so due to the corporate rules or other reasons, they periodically publish some UNICORN-related news, keep UNICORN logo, etc. (UBITECH).

List of partner websites can be found in D7.1 Communication Roadmap, sub-chapter 3.2.1.
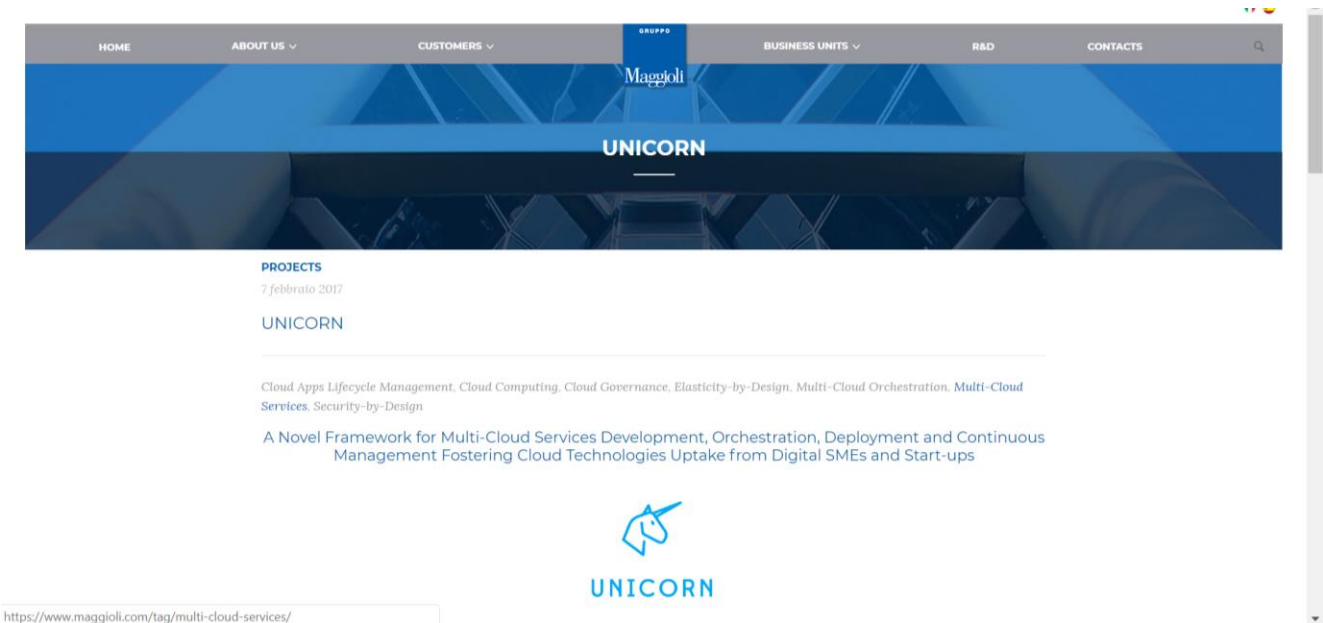
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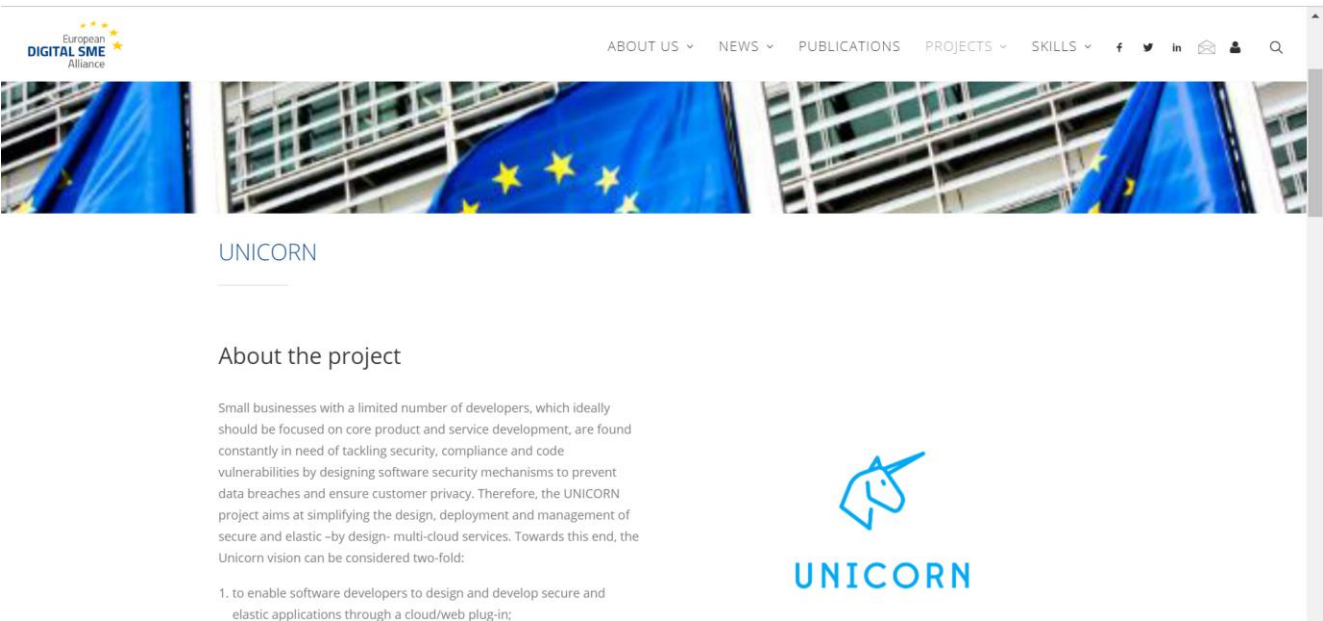**Figure 19 UNICORN in Maggioli website**

Figure 20 UNICORN in DIGITAL SME Website
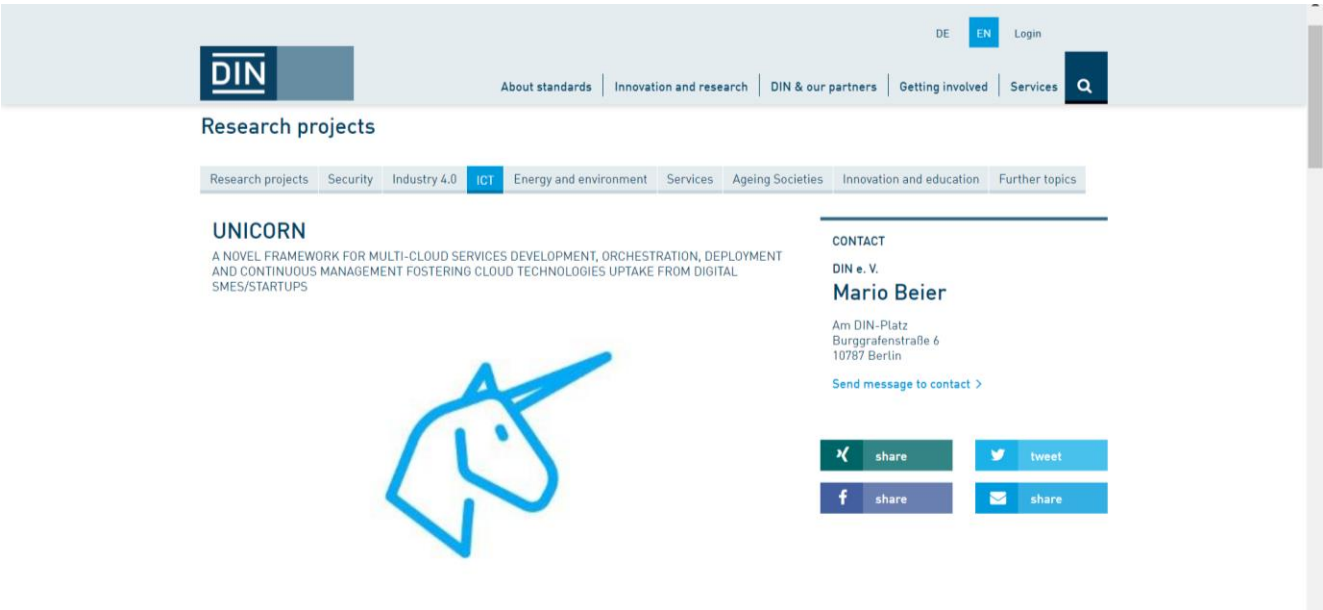
Figure 21 UNICORN in DIN Website

Figure 22 Unicorn News in UBITECH Website

3.3   Social media

3.3.1   Twitter and its statistics

UNICORN maintains an active presence in its main social media channel – Twitter (https://twitter.com/Unicorn_H2020). The main objective is outreach to the SMEs and startups (the later ones increasingly get more and more active in Twitter), as well as industry associations and technology clusters that also have a significant presence in Twitter.

Twitter is known for its large stream of short messages, which can be spread quickly through the platform. Therefore, Twitter platform serves for providing quick updates and announcements (such as new releases of the components, info about the Validation contest, etc.) and attract new interested stakeholders. It is important to notice that most of the tweets also link to UNICORN's website in order to increase traffic and attention there.

Figure 23 UNICORN Twitter Profile

UNICORN's performance in its Twitter account is just as it has been expected and foreseen in Communications Roadmap, and UNICORN is in line with its KPIs. UNICORN's social media statistics demonstrate the following achievements:

- **303 Followers;**
- **390 tweets;**
- **over 2.000 profile visits;**
- **almost 200.000 impressions;**
- **almost 300 clicks on UNICORN links**.

Further interaction with UNICORN tweets and engagement of the new stakeholders **has been achieved by**:

- using trending hashtags related to cloud computing, multi-cloud environment, etc. (e.g. #cloudcomputing; #cloud; #entrepreneurship; #startups and so on.);
- tagging relevant profiles (TRUSTEE, cyberwatching.eu, technaive, etc.);
- re-tweets, mentions and even follow Friday event from partners' Twitter profiles;
- engagement during events that UNICORN attend (e.g. re-tweets and comments with events' pages or the most active participants; tagging event speakers and active participants, etc.);
- informative posts promoting interesting content coming from UNICORN consortium, as well as outside sources (e.g. EU reports).

Figure 24 Examples of engaging UNICORN Twitter activities

3.3.2 Slideshare platform

UNICORN uses Slideshare platform only to store and easier share various PDF files, mostly disseminational materials such as flyers and posters. It does not intend to use Slideshare for any additional engagement of the stakeholders. However, it still got **more than 2.000 views**!
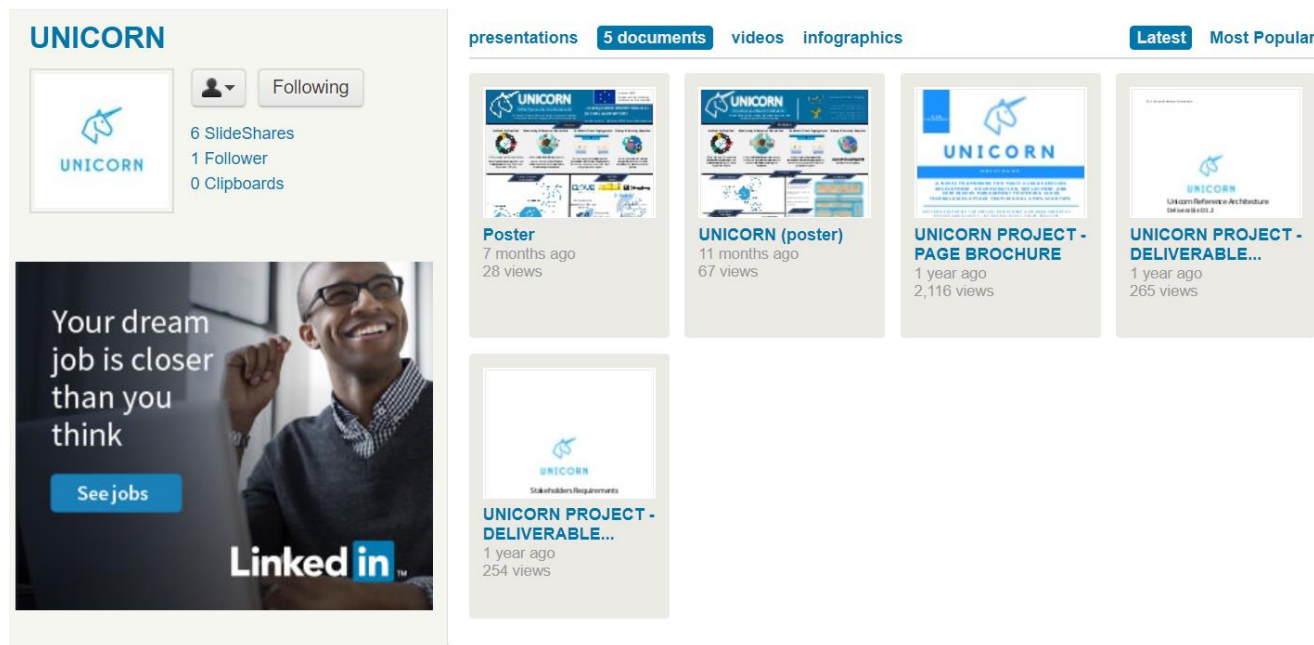

Figure 25 UNICORN Slideshare

3.4 Events

UNICORN partners participated in 15 events (industrial fairs, conferences, etc.) where they networked and promoted UNICORN solutions to the key stakeholders – developers and other representatives form SMEs and startups (with few exceptions, e.g. concertation meetings that were addressing other secondary stakeholder – H2020 programme stakeholders). In these events, UNICORN partners had a chance to make presentations, display posters, etc. All the events are summarised in the table below and can be found in UNICORN's website under the UNICORN News section. One most also note that these events do not include the scientific ones (conferences, summer schools, symposia) which are further detailed in *D7.2 Dissemination, Clustering and Workshop Activities Report*.

Messages transferred in all these events have been elaborated to:

- present uniqueness of the UNICORN solution and its advantages over similar existing products;
- promote UNICORN benefits for SMEs and startups;
- demonstrate UNICORN's effectiveness in multi-cloud environment.

Table 2 Events attended by UNICORN

Name of event	Website (event website and info in UNICORN website)	Date	Stakeholders addressed	Further details
London Tech Week	https://londontechweek.com/ http://unicorn-project.eu/index.php/2017/06/16/unicorn-at-the-london-tech-week-devops-work-models-matter/	12-16 June 2017	SME and startup developers Industry associations	Partners participated in a workshop on security of cloud environments, and presented the concept of UNICORN
Net Futures conference 2017	https://netfuturesconference.eu http://unicorn-project.eu/index.php/2017/08/31/net-futures-2017-conference/	28-29 June 2017	H2020 programme stakeholders	In the concentration meeting H2020 projects on cloud computing shared best practices and discussed the market and project exploitation possibilities. UNICORN presentation was made.
Cloud watch Summit	http://www.cloudwatchhub.eu/ http://unicorn-project.eu/index.php/2017/09/05/cloudwatch-summit-amsterdam/	19-20 September 2017	H2020 programme stakeholders	UNICORN presentation was made
SEC2U	http://startupeuropeuniversities.eu/sec2u http://unicorn-project.eu/index.php/2017/10/20/unicorn-will-meet-spanish-universities-and-startups-at-sec2u/	24 October 2017	SME and startup developers	Cloud Incubator HUB had a short presentation on UNICORN
3rd Innovation and Entrepreneurship Forum "Research Commercialization & Innovative Start-ups"	http://www.c4e.org.cy/ief2017/ http://unicorn-project.eu/index.php/2018/01/08/developers-and-entrepreneurs-show-interest-in-unicorn-focus-on-cloud-computing/	28 November 2017	SME and startup developers Research and academia	UNICORN poster was presented and dissemination material was handed out

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Startup Olé	https://startupole.eu http://unicorn-project.eu/index.php/2018/04/25/unicorns-contest-attracts-spanish-entrepreneurs-at-startup-ole/	17-19 April 2018	SME and startup developers	UNICORN had its poster presented
IOT week of BILBAO	https://iotweek.org http://unicorn-project.eu/index.php/2018/06/02/unicorn-will-showcase-its-latest-innovations-at-the-iot-week-bilbao-2018/	4-7 June 18	SME and startup developers	Cloud Incubator HUB presented UNICORN, dissemination materials were handed out.
South Summit	http://unicorn-project.eu/index.php/2018/11/16/unicorn-attends-the-south-summit	03 October 2018	SME and startup developers	UNICORN dissemination material handed out.
ICT 2018 Conference in Vienna	http://unicorn-project.eu/index.php/2018/12/12/unicorn-participates-at-the-ict2018-in-vienna/	4-6 December 18	H2020 programme stakeholders Research and academia	Poster presentation, UNICORN dissemination material handed out.
Industrie 4.0 Forum Baden-Württemberg	http://www.bwcon.de/veranstaltungsueberblick/detail/industrie-40-von-der-vision-zur-anwendung-crailsheim.html	25 September 2017	SME and startup developers Industry associations	UNICORN presentation was given.
IT Afterwork	http://www.innotec-pforzheim.de/index.php?id=74&tx_ttnews%5Btt_news%5D=204&cHash=07ed0e666a298bb3f4bfa64ac585739c	04 October 2017	SME and startup developers	UNICORN presentation was given and dissemination material handed out.
Low-Cost Adaptive Monitoring Techniques for the Internet of Things	https://www.facebook.com/permalink.php?story_fbid=587109481642373&id=231037760582882	17 November 2017	SME and startup developers	UNICORN presentation was given.
Black Forrest Summit	-	07 March 2018	SME and startup developers	UNICORN presentation was given.
Digitalisierung in der Praxis – Evolution oder	https://www.cyberforum.de/veranstaltungen/digitalisierung-in-der-praxis-evolution-oder-paradigmenwechsel-14-mar-2018/	14 March 2018	SME and startup developers	UNICORN presentation was given.

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Paradigmen wechsel?				
Industrie 4.0-Tag Baden-Württemberg	https://www.ihk24.de/vstdbv3/download?secid=%7B3DES%7D4BE9F401C3526446	20 February 2018	SME and startup developers	UNICORN presentation was given and dissemination material handed out.

3.5 Collaboration networks and common dissemination platforms

UNICORN has been participating in a number of collaboration/common dissemination actions with other EU-funded initiatives. Further details are explained in the table below.

Table 3 UNICORN's participation in common dissemination and collaboration networks

Initiative	Relevant links	UNICORN engagement	Benefits for UNICORN
CloudWatch Hub (finished in August 2017)	http://www.cloudwatchhub.eu/ Service offer catalogue: http://www.cloudwatchhub.eu/service-offer-catalogue Brochure: http://www.cloudwatchhub.eu/sites/default/files/BookletA4_June2017_inner_v04_web.pdf	UNICORN has been included to the online cloud service offer catalogue and the printable brochure. Participation in concertation meetings.	Visibility and promotion to the key stakeholders (developers). Possibility to network and learn together with other H2020 programme stakeholders, chance to discuss and learn about marketing and exploitation of the final project product.
CyberWatching.eu	https://cyberwatching.eu/ https://cyberwatching.eu/news-events/news/unicorn%E2%80%99s-validation-contest-now-open-participation	UNICORN platform's inclusion to the marketplace (applied and waiting to be published). UNICORN Validation Contest has been featured in cybwewatching.eu News and is waiting for promotion in social media.	Visibility and product promotion; access to the key stakeholders and their targeting (via cyberwatching.eu SME end-user club); offered possibility to participate and promote UNICORN in relevant events or webinars.
Common Dissemination	https://twitter.com/trustee_eu?lang=en	UNICORN is part of TRUSTEE cluster (cluster of EU funded	Possibility to present (and potentially sell) UNICORN solution together with

Booster (TRUSTEE cluster)	Article publication: https://ercim-news.ercim.eu/en114/r-i/trustee-data-privacy-and-cloud-security-cluster-europe	projects of cloud security, privacy and reliability). Together with other TRUSTEE partners UNICORN produces common articles, contributes to the common product catalogue, social media activities, etc.	other complementary products; additional visibility; cooperation with other H2020 stakeholders; received services that help to improve communication activities; UNICORN is featured in a new service catalogue (under development at the moment); common social media activities.
EU-Brasil CloudFORUM marketplace	https://www.atmosphere-eubrazil.eu/eu-br-marketplace	Possibility to be showcased in the marketplace (currently under discussion); possibility to be promoted among cloud stakeholders (also under discussion).	UNICORN has been in touch with the ATMOSPHERE project and is exploring potential of collaboration which: would give additional visibility to UNICORN product, promotion in European and Brazilian market, access to new key stakeholders from the EU and Brazil.

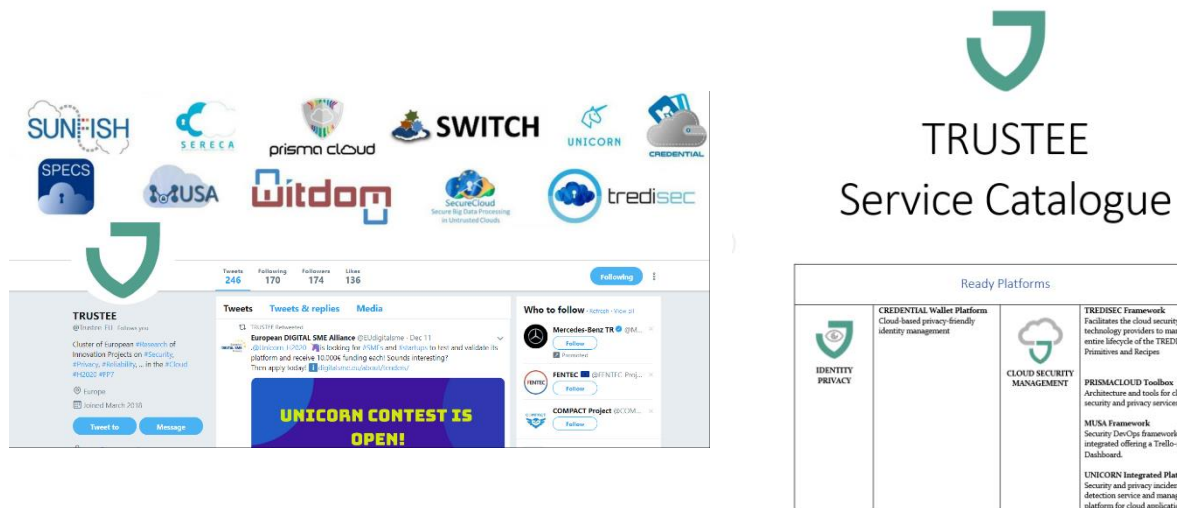**Figure 26 UNICORN in CloudWatch service catalogue**

Figure 27 UNICORN in featured by TRUSTEE cluster

3.6   Online blogs

UNICORN blog articles (see more in sub-chapter 2.4 Blog articles) have been disseminated not only in UNICORN's website and social media, but also in the existing online blogs and magazines which help to reach interested key stakeholders.

UNICORN has developed an informal partnership with technative.io and medium.com which have published first 3 articles and are committed to publish the rest that will be developed in 2019. In addition, UNICORN communications coordinator has been accepted to the Cloud Computing Facebook Group which contains more than 20.000 subscribers! Two first UNICORN blogs have been promoted in the group, triggering developers' attention to the UNICORN's solution.
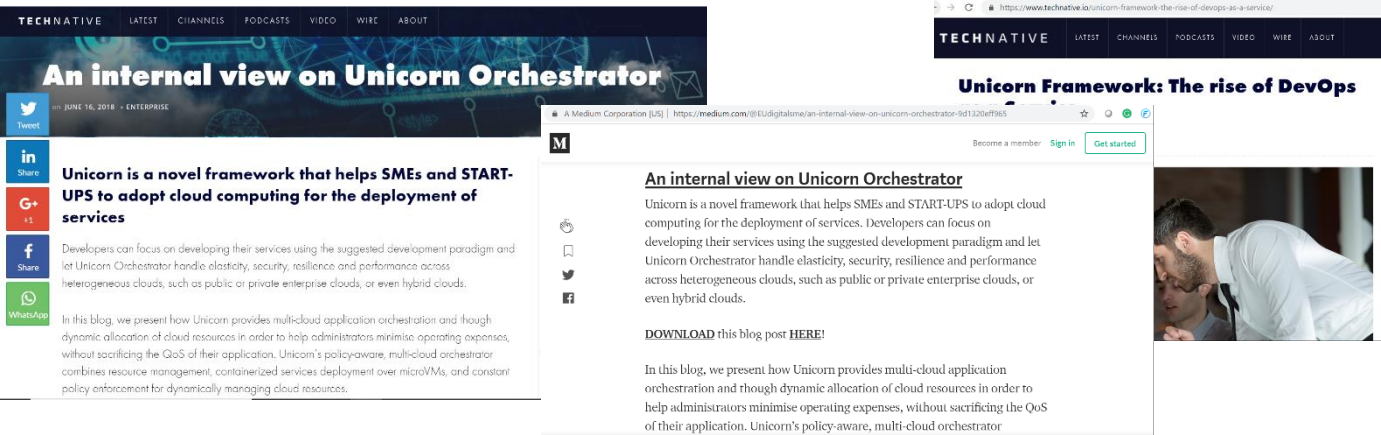

Figure 28 UNICORN blog dissemination examples

Communication with many other online blogs or magazines has been established, however, they are preferring different topics of blogs, some of which UNICORN will provide in the upcoming month. Therefore, further cooperation with these channels is expected: cloudcomputing-news.net; techcrunch.com; cloudcommunityeurope.nl; comparethecloud.net; itbriefcase.net.

4 UNICORN communications evaluation and planning: achievements and a way forward

This chapter

4.1.1 KPIs achieved and further planning

UNICORN communications key performance indicators have been identified in the D7.1 Communications Roadmap (chapter 4). The table below demonstrates KPIs that have been foreseen and achievements that have ben reached so far. The last column provides further planning and the final numbers to be achieved by the end of the project (M36).

Table 4 KPIs achieved and further planning

KPI	Metric and targets	Targets	Achievements	Further planning (until M 36)
Project website	• No. of page views per year • No. of unique visitors/year • Average duration of website visit • Content updates (this includes news, events, blog posts, newsletters, etc.)	2.500 1.000 2 min Min 1/per month	2.403 1,186 1 min 23 sec ~2-3 per month	Increase to 2.500+ Keep similar numbers Increase to minimum of 2 min Stick to 2-3 content updates, concentrating on content for developers
Twitter	• No. of accumulative followers • No. of accumulative posts • Frequency of posting • No. of informative posts	500 500 3 posts/a week 30	303 390 ~2-3 per week 50+	Increase number of followers by ~20 followers/a week Keep same rate of Twitter weekly updates Particular attention to informative posts
Communication materials produced	• No. of press releases • No. of newsletters • No. of videos • No. of factsheets, brochures, flyers, etc.	5 6 2 6	3 3 2 4	PRs to be released to announce Validation Contest winners and final Platform release 3 Newsletters to be released (see: 2.6) Potential release of an additional video (see: 2.5) 2 more dissemination materials to be released (see: 2.2)
SME/startup workshops	• No. of workshops organised • No. of participants in the workshops	4 Min 30 per workshop	- -	4 SME workshops to be organised in 2019: first one to promote UNICORN Validation Contest

	• Questionnaire to evaluate the workshops by the attendees			
UNICORN Validation Contest (called Idea Innovation Contest in the D7.1)	• No. of participants (applicants) • Questionnaire to evaluate the contest by the attendees	Min 20	Currently running	Itensified communication activities, SME workshops or webinars to be organised to promote the Contest in late January or early February
Participation in industrial events	• No. of events attended • No of events with project presentation • Number of project's demo booths	Min 20 15 4	15 12 -	Continuous participation in industrial events and intensified communication activities during the events: demonstration of videos, dissemination of new materials
Blog posts	• No. of blog articles • No. of channels where each blog is posted	Min 10 5	3 4-5	All blogs are planned and will be timely delivered (see D7.1 part 3.6)

4.1.2 Way forward: recommendations and further communication actions

During the remaining months (until the M36) UNICORN communication activities will continue to deliver a set on targeted actions for stakeholder engagement and further promotion of UNICORN product. Communications will remain dynamic and might deviate from provided planning, in case this would be needed in order to achieve communications objectives. However, the following actions are foreseen:

- production of **visual factsheet/one-pager** illustrating the success stories from UNICORN demonstrators;
- creation of a **postcard type flyer** for a quick and attractive promotion of the UNICORN product (with the QR code on it);
- delivery of **seven more blog posts** (as planned in sub-chapter 3.6 in *Communications Roadmap*);
- production of a short **animated video** promoting UNICORN's product;
- publication and dissemination of **three more newsletters** concentrating on: 1) validation contest results and winners; 2) success stories form demonstrators; 3) the launch of the final UNICORN platform and its components;
- **development of 'For Developers' section** in UNICORN website by introducing the success stories from UNICORN demonstrators, developing news section specifically for the developers, etc.;
- **update of the UNICORN Homepage** with visually appealing design which would refer to the final product;
- use of **SEO practices** to optimise website's positioning in the search engines;
- launch of the new **UNICORN product website** promoting only the UNICORN platform (still debated among project partners);
- organisation **of SME workshops** (promoting UNICORN Validation contest and later the success stories of use of UNICORN);

- participation in the **industry fares** or other similar business events, using newly developed flyers and videos, building UNICORN booth;
- further **increase of number of informative posts** in Twitter communications (as these prove to be the most effective to attract the new stakeholders), in example, by sharing EU cloud computing reports;
- social media engagement with active profiles during various events organised or attended by UNICORN.

UNICORN