



HPC ALLIANCE FOR APPLICATIONS AND SUPERCOMPUTING INNOVATION: THE EUROPE - JAPAN COLLABORATION



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DELIVERABLE 2.4

Communication and Dissemination Report

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Lead Authors	Paula Rodrigues (INESC TEC)
Contributors	Sophia Honisch (HLRS), Maximilian Tandi (FZJ-JSC)
Peer Reviewers	Tamara Kovazh (Barcelona Supercomputing Center)
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0.1	05.08.25	Paula Rodrigues	First draft.
0.2	27.08.25	Paula Rodrigues	Suggestions made by the reviewers and contributors accepted. Clarifications in sections 2 (Dissemination), 3 (Communication) and 4 (Exploitation) added.
1.0	29.08.25	Paula Rodrigues	Final editing.

Glossary of Terms

Item	Description
CoEs	Centres of Excellence
CMO	Chief Marketing Officer
D	Deliverable
EU	European Union
GDPR	General Data Protection Regulation
HLS	High-Level Symposium
IMS	Integrated Marketing Strategy
KER	Key Exploitable Result
KOM	Kick off Meeting
KPI	Key Performance Indicator
LoI	Letter of Intent
M	Month
QR	Quick Response
R&D	Research and Development
SAC	Scientific Advisory Committee
WP	Work Package

Executive Summary

This report – Communication, Dissemination, and Exploitation Activities Report – is the fourth of six deliverables that will be submitted under the scope of this WP. The second deliverable – Initial Communication, Dissemination and Exploitation Plan – has been submitted in M6 and provides an overview of the approaches that the project will follow in these activities. Details regarding the planned communication and dissemination actions, as well as associated deliverables and milestones, can be found in Deliverable 6.2. This report provides an overview of the main outcomes achieved during the first 12 months of the project.

This deliverable is structured into four chapters: Introduction, Project Dissemination, Project Communication, Project Exploitation and Conclusion. The dissemination assessment will be presented first, focusing on the macro strategy and highlighting the KPIs achieved from the project's start until now through the communication actions implemented.

Subsequently, the communication part presents the results of the integrated marketing approach based on different communication initiatives.

Chapter 2 presents dissemination activities through an intermediate impact with special focus on KPIs.

Chapter 3 covers two communication campaigns: the first campaign results and the ongoing second campaign, which highlights research and collaboration events, and also the next steps.

Chapter 4 details the Exploitation work, and Chapter 5 concludes with key achievements.

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1. Introduction

The Work Package (WP) 2 – Communication, Dissemination and Exploitation - is focused on the communication, dissemination and exploitation activities of the HANAMI project and has the following main objectives:

- Define a communication strategy to inform relevant stakeholders about the project results;
- Identify the benefits and advantages of the key outputs of the project;
- Define a dissemination strategy to carry out the dissemination of the project results;
- Promote cooperation between the HPC communities within and across regions;
- Cooperate with other EU and Japan funded projects in the HPC field;
- Engage and promote networking among the project's target groups;
- Disseminate external calls of interest to the project consortium and stakeholders;
- Promote links with other programmes and initiatives in both regions.

The second deliverable – [D2.2 - Initial Communication, Dissemination and Exploitation Plan](#) – detailed the objectives, strategies and purposes of each communication tool planned within the framework of integrated communication campaigns, in order to convey a cohesive and coherent image of the project across all channels chosen according to the intended audience, following an Integrated Marketing Strategy (IMS).

As follows, the D6.4 intends to analyse the work developed within the WP, providing an overview of the outcomes achieved in the first 18 months of the project and delivering some insights regarding the next steps.

It is important to mention that some actions described in this document require the 'partners' interaction and participation. For that, the WP2 sends "Call for Info" emails to all the project's partners at the beginning of each month. Since the beginning of the project, 12 emails have been sent out to the partners asking about new achievements under the HANAMI project. It is important to highlight that the results or achievements sent following this email were disseminated in the HANAMI channels.

2. Project Dissemination

According to D2.2, the HANAMI project dissemination plan (D2.2) presented strategic and targeted actions for promoting the project and its results to different target audiences, as well as measuring instruments and indicators to assess the impact of each action.

This report presents the results achieved so far from the beginning of the project until M18 for each of these actions developed according to the plan described in D.2.2.

2.1 Key Messages

According to the target audiences already presented in D2.2, different key messages were defined to target these different publics. They are the following:

HPC Ecosystems in Japan and the EU

HANAMI strengthens collaboration between European and Japanese HPC ecosystems, creating synergies that accelerate innovation and ensure mutual benefit in addressing global scientific and technological challenges, especially in our three main scientific areas.

HPC Community in Japan and the EU

The project provides a platform for researchers and practitioners to exchange knowledge, share best practices, and co-develop approaches and results that enhance the performance, accessibility, and sustainability of HPC infrastructures.

International Networks

By fostering cross-border cooperation, HANAMI contributes to a stronger global HPC landscape, ensuring interoperability, advancing standards, and supporting scientific excellence worldwide.

Policymakers, Funders, and Influencers

HANAMI tries to deliver insights that inform evidence-based policies and funding strategies, helping decision-makers design frameworks that maximise the societal and economic impact of HPC.

General Public

Through outreach and education, HANAMI promotes awareness of HPC's role in addressing societal challenges, through the main scientific areas, demonstrating its value in everyday life and inspiring future generations to engage with science and technology.

These key messages are not static, so they will be refined and adapted throughout the project's progress, emerging opportunities, and the evolving needs of the consortium.

2.3 Dissemination Impact Assessment (M1-M18)

The results achieved during M1-M18 for each of the actions developed will be presented in different subsections, such as digital marketing, advertising, public relations, and direct marketing.

The indicators have been recorded through the internal meetings and also through the «Call for Info» initiative described above.

The main outcomes per category in absolute results from M1 to M18 are the following:

ACTION	M1-M18 VALUE
Communication materials	7 communication materials with 769 downloads and 650 distributed
Merchandising	300 stickers, 200 bags, 200 notebooks, and 200 pens produced and distributed
Website	4,825 visits
Social media	132 posts and 336 followers
Videos	10 videos
Blog	6 blog posts
Testimonials and success stories	4 pieces
Press releases	3 press releases
News in the media	9 news
News on online platforms	32 news
Contacts database	36 contacts
Newsletters	5 newsletters
Events	10 events

TABLE 1 - M1-M18 OUTCOMES

It is important to highlight that all dissemination actions acknowledged EuroHPC funding, ensuring EuroHPC JU visibility across communication materials, graphic content for the website and online platforms, merchandising, press releases, and more.

2.3.1 Advertising

Within the marketing strategy designed for this project, several marketing communication tools were selected to be part of the communication process, each one playing a specific role. All these tools are expected to contribute to reaching the project's target audiences and achieving the project's objectives.

To preserve the homogeneity of these materials and to affirm the project as a whole, all the materials follow a visual identity manual consisting of a logo, colours, fonts, and other graphics elements, already presented in D2.2, which was focused on the Initial Communication, Dissemination and Exploitation Plan.

All these materials are available on the internal shared folder and on the HANAMI website.

2.3.1.1 Communication Materials

[7 different communication materials](#) are available on the website, including the following ones: two different posters, a general presentation, a factsheet, a booklet, a flyer, and a press kit. More details about these will be outlined in the following paragraphs.

Factsheet

A factsheet was created, including generic information about the project, namely the logo, mission, partners and purpose of the project.

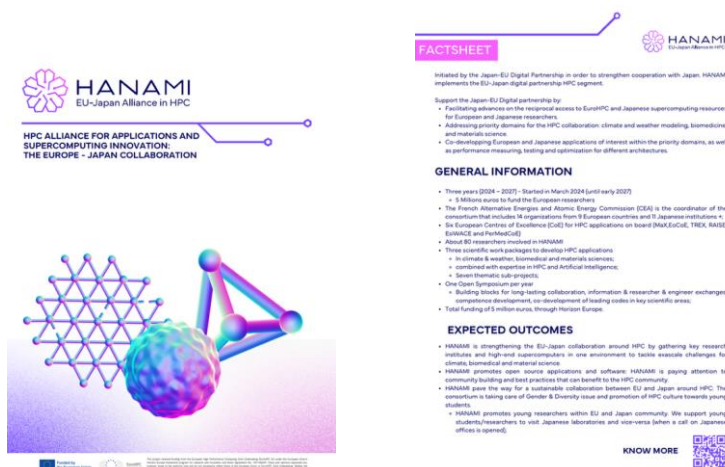


FIGURE 1 - FACTSHEET

Flyer

A new version of the flyer was produced to consider the latest version of the consortium partners, and some adjustments were made to the text about the research areas.

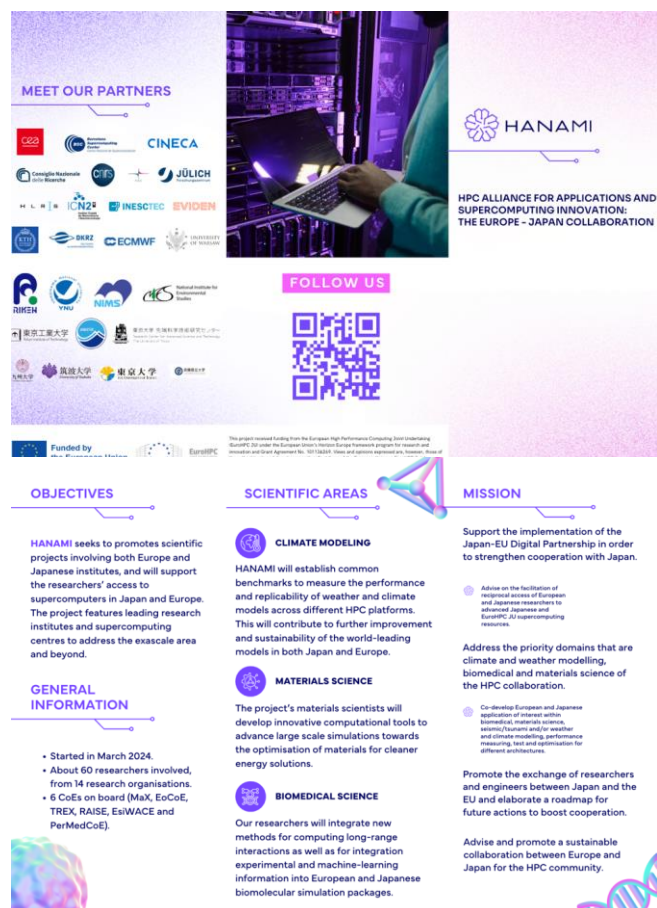


FIGURE 2 - FLYER

These flyers were distributed through all the project partners, and they were also part of the different international events, such as ISC24, SC24, ISC25, and others.



TABLE 2 - FLYERS DISTRIBUTED AT EVENTS

Roll-up

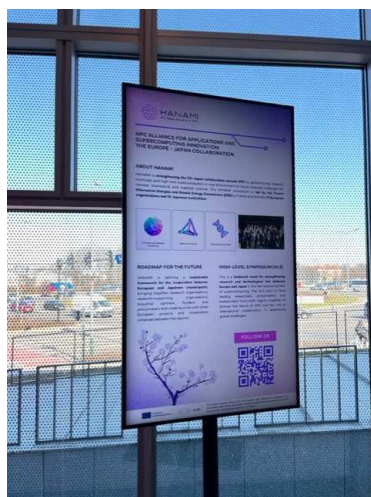
The roll-up contains the page's logo, slogan and QR code, where the most important links related to the project and its presence on online platforms are available. These materials were visible, for example, in the 1st High-Level Symposium (HLS) event, which took place in Barcelona between 13-15 January 2025.



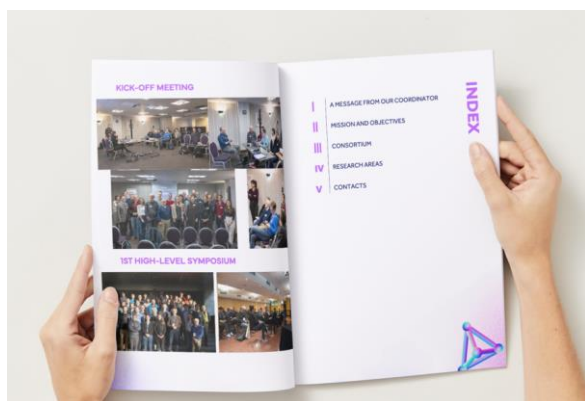
Poster

A poster of HANAMI was produced and presented at different international events (e.g. EuroHPC Summit 2024 and 2025), communicating the project as a whole and highlighting the project's achievements so far.

FIGURE 3 - ROLL-UP


Booklet
FIGURE 4 - POSTER

A booklet was created with some generic information and some highlights of these first 18 months.


FIGURE 5 - BOOKLET

In what concerns the performance evaluation, from August 2024, the month in which the website had Matomo activated, to aggregate the data related to the statistics of the downloads. At this stage, this platform recorded 769 unique downloads of the materials and resources of the HANAMI project.

DOWNLOAD URL	UNIQUE DOWNLOADS	DOWNLOADS
hanami-project.com	279	328

FIGURE 6 - DOWNLOADS FROM MATOMO PLATFORM

87	https://hanami-project.com/wp-content/uploads/2024/07/HANAMI-Flyer-2024.pdf	Download	11
293	https://hanami-project.com/wp-content/uploads/2025/01/AGENDA-HANAMI-High-Level-Symposia.pdf	DOWNLOAD AGENDA	11
294	https://hanami-project.com/wp-content/uploads/2025/01/AGENDA-HANAMI-High-Level-Symposia-2.pdf	DOWNLOAD AGENDA	3
296	https://hanami-project.com/wp-content/uploads/2025/01/AGENDA-HANAMI-High-Level-Symposia-3.pdf	DOWNLOAD AGENDA	160
298	https://hanami-project.com/wp-content/uploads/2025/01/AGENDA-High-Level-Symposia-7.pdf	DOWNLOAD AGENDA	229
410	https://hanami-project.com/wp-content/uploads/2025/03/General-Presentation-1.pdf	Download	9
411	https://hanami-project.com/wp-content/uploads/2025/03/Poster.pdf	Download	6
441	https://hanami-project.com/wp-content/uploads/2025/03/Factsheet.pdf	Download	3
462	https://hanami-project.com/wp-content/uploads/2025/04/HANAMI-D1.1-Survey-of-supercomputing-facilities-access-policy-1.1.pdf	Download	7
502	https://hanami-project.com/wp-content/uploads/2025/03/Booklet.pdf	Download	2
513	https://hanami-project.com/wp-content/uploads/2025/05/HANAMI-D2.3-Collaboration-Plan-v1.0.pdf	Download	7
525	https://hanami-project.com/wp-content/uploads/2025/04/HANAMI-Poster-1080-x-1920-px.pdf	Download	1
534	https://hanami-project.com/wp-content/uploads/2025/05/HANAMI-D4.3-Report-on-detailed-work-plan-for-extension-of-HPCW-1.0.pdf	Download	1
554	https://hanami-project.com/wp-content/uploads/2025/05/HANAMI-D7.1-policymaker-and-funder-engagement-plan-1.pdf	Download	3
572	https://hanami-project.com/wp-content/uploads/2025/07/AGENDA-VF.pdf	DOWNLOAD AGENDA	26
586	https://hanami-project.com/wp-content/uploads/2025/07/AGENDA-High-Level-Symposia-.pdf	DOWNLOAD AGENDA	2

FIGURE 7 - DOWNLOADS FROM WORDPRESS

2.3.1.2 Videos

10 videos were produced in the first 18 months of the project to be presented at different events and initiatives, as well as in different communication channels, according to the project progress.

The main goal of these videos is to present the project as a whole, and to give reputation, visibility and reliability to the HANAMI project, as well as to present the partners and the scientific areas.

All the videos are available on the [YouTube channel](#) and are being disseminated on the project's social media accounts and different types of events, such as ISC 2025, etc.



FIGURE 8 - YOUTUBE PAGE

One of these was produced about the 1st High-Level Symposium of HANAMI, since this was the major event promoted for the project during the first year, and it had several participants from Europe and Japan.



FIGURE 9 - VIDEO ABOUT 1ST HIGH-LEVEL SYMPOSIUM

The initial communication plan included the production of the project's institutional video, but this was adjusted to be focused on the scientific areas as a whole, to attract more visibility of this work under the project.

SCIENCE AT EXASCALE. IMPACT AT GLOBAL SCALE.



FIGURE 10 - VIDEO FOCUSED ON SCIENTIFIC AREAS

Table 1 presents an overview of all the videos and respective views tracked until August 27, 2025.

TITLE	DATE	STATISTICS
HANAMI Kick-Off Meeting	July 12, 2024	24 views
HANAMI Meet our Project	July 18, 2024	24 views
HANAMI through our Partners: France Boillod-Cerneux (CEA)	October 7, 2024	24 views
HANAMI through our Partners: Fabrizio Gagliardi (BSC)	November 6, 2024	14 views
HANAMI High-Level Symposium 2025 Barcelona	January 23, 2025	95 views
Discover the Scientific Areas of HANAMI	July 1, 2025	9 views
HANAMI through our Partners: Daniele Varsano (CNR)	July 31, 2025	31 views
HANAMI through our Partners: Rio Yokota (IST)	July 31, 2025	11 views
HANAMI through our Partners: Alfonso Valencia (BSC) – to be disseminated soon	July 31, 2025	---

HANAMI through our Partners: Masaki Satoh – to be disseminated soon	July 31, 2025	---
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TABLE 3 - LIST OF VIDEOS PRODUCED BY THE PROJECT

These last two videos, which present the partners and also focus on the HLS event, will be disseminated in the upcoming months to focus on the communication of the next edition of this event, which will be held next December, in Chamonix, France. These videos will be used as examples of the networking and experience promoted by this event and community. Another videos with some testimonials recorded in the first edition will be also published.

The videos on the YouTube channel have 232 views from M1 to M18. More videos will also be published on the social media accounts in order to reach more audiences.

2.3.1.3 Merchandise

During these 18 months, different merchandising materials were produced as part of the HANAMI project:

- 300 stickers
- 200 bags
- 200 notebooks
- 200 pens

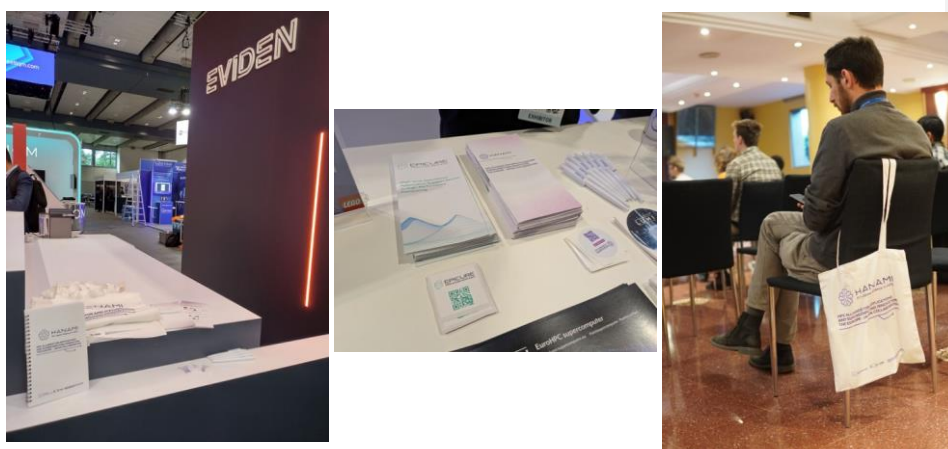


FIGURE 11 - MERCHANDISING

The HANAMI project has created a strong presence at different events and meetings with direct participation of our teams and different stakeholders from Europe and Japan. HANAMI was present with merchandise at the following events:

- ISC 2025
- SC24

- Japan roadshow
- Brussels roadshow

These materials were also used in the 1st edition of the HLS event, and also for different visits from our teams in Japan.

2.3.2 Digital Marketing

The outcomes obtained in the first 18 months of the project regarding the website, social media channels, blog posts and testimonials are detailed in this subsection.

2.3.1.1 Website

The HANAMI website was launched in the first months of the project, and from August 27, 2024, has the Matomo platform activated to collect all the statistics relating to the number of visits and, consequently, adapt the content to improve these figures and produce content that meets visits' preferences.

It is important to add that this platform is compliant with the EU General Data Protection Regulation (GDPR).

So, until August 27, 2025, the website had 4,825 visits, with 1m56s average visit duration.

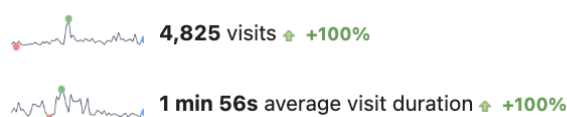


FIGURE 12 - VISITS

Figure 13 shows the 10 most visited pages of the website – highlights for the homepage and the page related to the 1st HLS event, with a great distance from other individual pages, followed by the events, consortium, about and scientific areas pages – and Figure 11 the top of visitor's origin countries – with USA visitors leading the table, followed by Japan, Portugal, France and Spain.

HANAMI – EU-Japan Alliance in HPC	2,832
Hanami – Alliance Powers Innovation	2,459
HANAMI High-Level Symposium – Hanami	1,303
Events – Hanami	714
Consortium – HANAMI	691
Consortium – Hanami	668
About Us – HANAMI	538
Scientific Areas – Hanami	464
About Us – Hanami	476
Scientific Areas – HANAMI	435

FIGURE 13 - TOP 10 PAGES VISITED ON THE PROJECT WEBSITE

 United States	884
 Japan	861
 Portugal	430
 France	425
 Spain	404
 Germany	329
 Italy	209
 Finland	150
 China	127
 Russia	124

Figure 14 - TOP 10 Countries of Origin

Regarding the website's document downloads, all these indicators were presented above in the section related to the advertising.

2.3.1.2 Social Media

Since the beginning of the project and to August 27, 2025, 132 posts were published on all the project's social media channels of the project – LinkedIn, X and Bluesky. As of August 27, 2025, these platforms have 336 followers. The strategy for its social media account is detailed in D2.2.

The absolute numbers about the posts and followers are:

- **LinkedIn:** 56 posts and 262 followers
- **X:** 53 posts and 35 followers
- **Bluesky:** 23 posts and 39 followers

Presenting a summary of the activity on social media, there are a few notes to consider.

In what concerns LinkedIn, [this campaign](#) had 33,783 impressions (meaning the number of times the content has naturally appeared on someone's page) and 789 reactions (a way for users to express their feelings about a post beyond a simple "like"), jointly with comments (public responses users leave on posts, allowing them to engage with the content and interact with others) and reposts (when you share someone else's content on your own profile or page).

Under the 1st High-Level Symposium, a paid campaign was done to promote the event on digital platforms, so the following publication was boosted to create awareness about this event, since every year of the project HANAMI will organise a new edition.

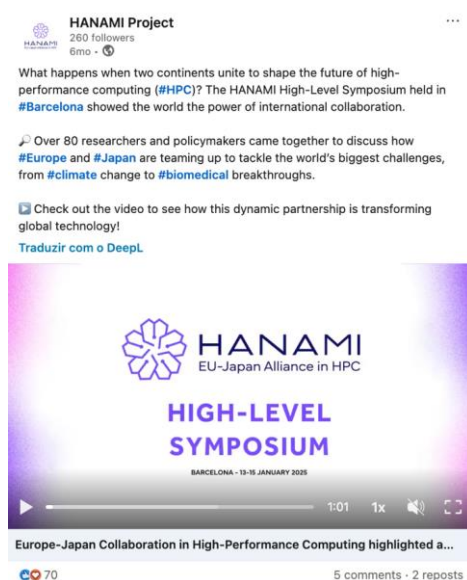


FIGURE 15 - FIRST LINKEDIN PAID CAMPAIGN

The results of this campaign were:

- 10,820 impressions
- 70 reactions
- 5 comments
- 2 reposts

These are very good results compared to the regular stats posts of HANAMI.

More paid campaigns on social media accounts of HANAMI will be done during the upcoming months and according to the project's progress.

Regarding the X's profile of the project, the results have been more challenging to achieve since it has attracted only 35 followers during the same time. Thus, 53 posts resulted in:

- 138 reactions
- 6,826 views

One of the reasons for this outcome can be linked to recent changes in X's algorithm and overall platform dynamics. The system increasingly prioritises general visibility over credible knowledge-sharing, which undermines the objectives of communicating an R&D project. As a result, the platform is becoming less suitable for science communication, while more professional and reliable channels, such as LinkedIn or Bluesky, provide better conditions for effective dissemination and stakeholder engagement.

Based on that, and since Bluesky is gaining traction among researchers, developers, and scientists, an account for HANAMI was created on the Bluesky platform and with 39 followers, the account had 23 posts.

Since Bluesky is a relatively young platform, the project's presence on Bluesky just started eight months ago, and it's still in its early growth phase; the current statistics don't accurately reflect its full potential or real engagement. So, this analysis will be presented in the next deliverable, to be possible to have a representative baseline.

As mentioned above, the 10 videos produced are available on YouTube, including partner interviews and general videos about the project as a whole, about the scientific areas and also about the events promoted by the consortium. These videos have 232 views, 8 subscribers and 3 likes. The individual impact of each of these videos was already presented in Section 2.3.1.2. Until August 27, a total of 36,027 impressions were registered in the publications of some of the videos produced for the HANAMI project. Since they were already shared on social media accounts, this effect might also explain the low reach of this social media channel when compared to the others.

2.3.1.3 Blog and Success Stories

According to the communication and dissemination plan, the website has a dedicated page for a blog and a success stories space. Until August 27, 2025, six articles written by the consortium partners about their experiences, areas of expertise, and work carried out under the HANAMI project were published on the website.

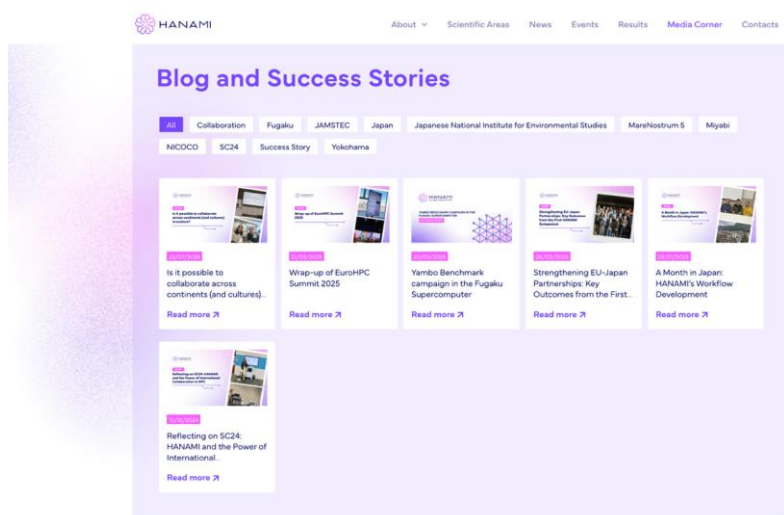


FIGURE 16 - BLOG POSTS AND SUCCESS STORIES ALREADY PUBLISHED

These published articles focus specifically on the experiences of our partners in Japan and Europe, particularly regarding collaborations between both regions, HPC-related events, and expertise in areas relevant to the HANAMI project.

According to the analytics of the website, this page has 345 page views (an instance of a page being loaded or reloaded in a browser).

TITLE	DATE	PARTNER
Reflecting on SC24: HANAMI and the Power of International Collaboration in HPC	January 29, 2025	HLRS
A Month in Japan: HANAMI's Workflow Development	January 29, 2025	BSC
Strengthening EU-Japan Partnerships: Key Outcomes from the First HANAMI Symposium	February 6, 2025	BSC
Yambo Benchmark campaign in the Fugaku Supercomputer	March 20, 2025	CNR
Wrap-up of EuroHPC Summit 2025	March 21, 2024	HLRS
Is it possible to collaborate across continents (and cultures) in science?	July 25, 2025	BSC

TABLE 4 - BLOG POSTS

2.3.1.4 Testimonials

The website also has a space dedicated to sharing testimonials regarding the experience and opportunity to be part of HANAMI or to collaborate with the project in a different context. The main goal is to show the value that the project can add to the research, HPC, and innovation communities, all of this in the words of different persons who are/were in contact with/part of the HANAMI project.

Until August 27, 2025, four testimonials are available on the landing page of the website, which were collected during the first HLS event. This information will be updated as the project progresses.

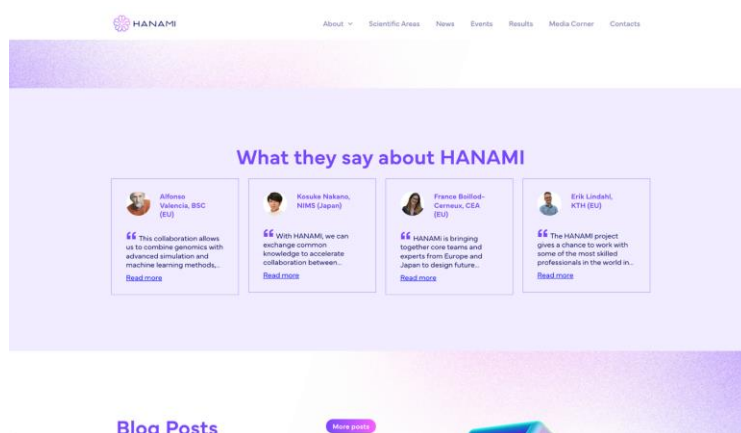


FIGURE 17 - TESTIMONIALS SECTION

2.3.1.5 Webinar Series

As outlined in D2.2, a webinar series will be launched as part of the HANAMI project. This initiative is being coordinated with the partners responsible for the Collaboration task under WP2.

The webinar series is being planned with the [CASTIEL project](#), a sister project in the HPC field, which will be the first step toward identifying shared interests and opportunities for future cooperation. The first webinar will focus on HANAMI's three scientific domains and will take place online on October 9, 2025.

This initiative is an excellent opportunity for HANAMI partners working in the technical work packages to: i) present the project's scientific pillars to the CoEs; ii) meet representatives from CoEs active in related domains; iii) identify potential areas for technical exchange, cooperation, or joint research; and iv) contribute to shaping dedicated follow-up webinars.

As far as the promotion of the initiatives is concerned, this will, of course, be the responsibility of WP2, which will take advantage of the project's communication platforms: website, social networks and newsletters. To this end, specific communication materials will be produced, using elements of the project's visual

identity and adapted to the different platforms. At the same time, work will be done to promote the project to the media.

At this moment, it's important to highlight that the save the date was already sent to the CASTIEL contacts.



FIGURE 18 - SAVE THE DATE LAUNCHED

2.3.3 Public Relations

The outcomes of five actions will be considered in this subsection: press kit, press releases, news pieces published in the media, as part of the media section, news pieces published on other online platforms and events.

2.3.3.1 Press Kit

According to D2.2, the press kit contains information about the project coordination, a summary of the project and its objectives, as well as information about the consortium.

The purpose of this material is to make the project known to journalists and the media, and facilitate contact details from them to follow up on specific questions or request further information. To facilitate the work of national journalists and media, this material on the website is designed to be accessible and make it more effective.

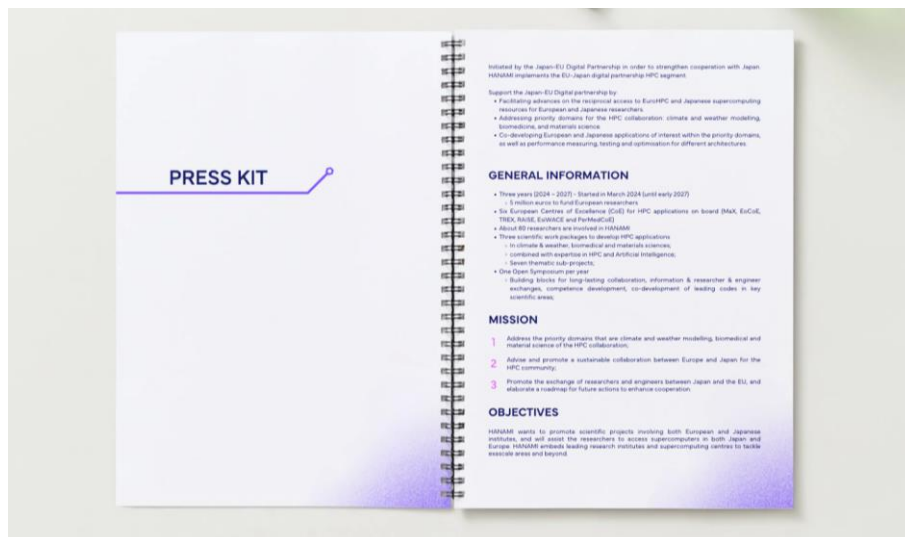


FIGURE 19 - PRESS KIT

2.3.3.2 Media

The media remain a key channel for spreading information, often adding credibility and visibility to the subjects they cover. Therefore, gaining media attention for HANAMI is essential. This statement serves as a tool to promote the project among stakeholders who might not otherwise be reached.

Press Releases and Editorial Proposals/Opinion Articles

Since the beginning of the project, three press releases have been launched, which were focused on the main goals of the project and its mission, on the first HLS event, and on the LoI signed between RIKEN R-CCS and EuroHPC through the HANAMI project.

A strong effort will be made on editorial proposals and opinion articles to reach new audiences and to take into account this new communication landscape, ensuring that the HANAMI project resonates beyond its traditional circles and engages a broader range of stakeholders.

TITLE	DATE
New supercomputing collaboration brings Europe and Japan closer	April 30, 2024

Europe-japan collaboration in high-performance computing highlighted at high-level symposium	January 23, 2025
RIKEN R-CCS and EuroHPC Sign Landmark Letter of Intent to Empower Exascale Collaboration in the HANAMI Project	June 11, 2025

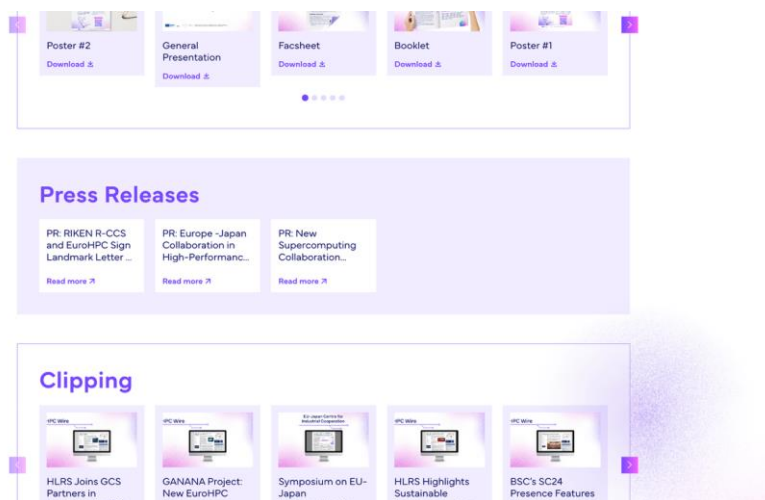
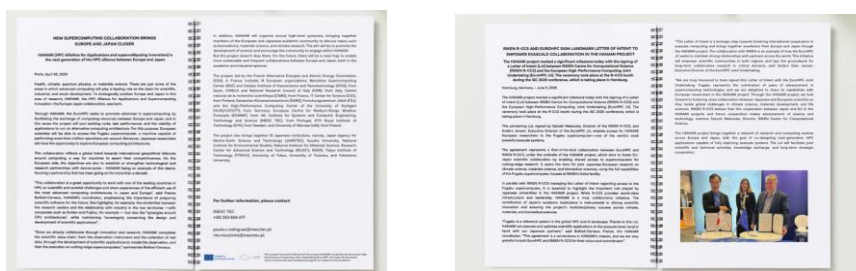
TABLE 5 - PRESS RELEASES LAUNCHED SINCE THE BEGINNING OF THE PROJECT

FIGURE 20 - PRESS RELEASES LAUNCHED




FIGURE 21 - PRESS RELEASES

News in the media

As mentioned in D2.2, the website also shows the news that was part of this communication. As responsible for the project's communication with the media of HANAMI, INESC TEC produced the main versions and used them in two ways: at a national level for a specialised media in Portugal and for an international context, through the Alpha Galileo platform. All of these press releases were also distributed among all the partners of the consortium so that they could adapt and disseminate them in their country-of-origin media community.

As a result of these three press releases, nine news items are available on the website from the beginning to the present.

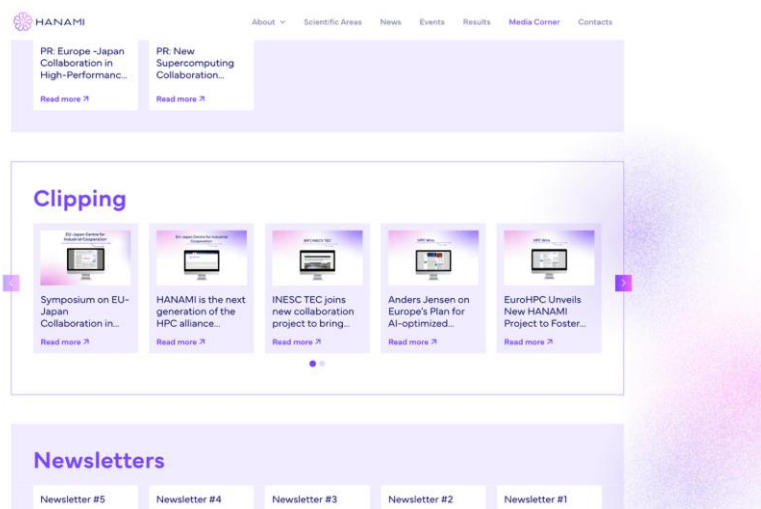


FIGURE 22 – CLIPPING

TITLE	DATE	MEDIA
EU and Japan agree to share supercomputers in groundbreaking deal	October 10, 2023	Science Business
HANAMI is the next generation of the HPC alliance between Europe and Japan	January 23, 2024	EU-Japan News
EuroHPC Unveils New HANAMI Project to Foster EU-Japan Research in Supercomputing	May 1, 2024	HPCWire
Anders Jensen on Europe's Plan for AI-optimized Supercomputers, Welcoming the UK, and More	July 8, 2024	HPCWire
BSC's SC24 Presence Features Quantum Computing Insights and Diverse HPC Sessions	October 31, 2024	HPCWire
HLRS Highlights Sustainable Supercomputing, AI Partnerships, and Unique Experiences at SC24	November 6, 2024	HPCWire
Symposium on EU-Japan Collaboration in High-Performance Computing – HPC	December 3, 2024	EU-Japan News
GANANA Project: New EuroHPC Project Strengthening EU-India Ties	February 14, 2025	HPCWire
HLRS Joins GCS Partners in Hamburg for ISC 2025 Conference	June 5, 2025	HPCWire

TABLE 6 - NEWS PUBLISHED IN THE MEDIA

Regarding the project's international dissemination, identifying the exact source of information can be challenging, as content creators, whether from official media or other channels, may receive details directly or indirectly through various sources. Nonetheless, the results from the first 18 months are considered positive. Anyway, as presented above, in the upcoming months, a special effort will be made on editorial proposals and opinion articles to reach new audiences.

2.3.3.3 News pieces published on online platforms

32 news pieces have been published on other online platforms since the beginning of the project, as detailed below.

TITLE	DATE	SOURCE
Driving the EU-Japan Digital Partnership: The HANAMI Project	September 28, 2023	JSC's website
INESC TEC joins new collaboration project to bring Europe and Japan closer together in supercomputing HANAMI	December 3, 2024	INESC TEC's newsletter
HPC Alliance for Applications and Supercomputing Innovation	---	HLRS's website
Fortissimo Plus (FFplus) Will Foster Innovation in Industry with HPC and AI	May 2, 2024	HLRS's website
INESC TEC joins new collaboration project to bring Europe and Japan closer together in supercomputing	May 17, 2024	INESC TEC's website
New Supercomputing Collaboration brings Europe and Japan closer	May 24, 2024	JSC's website
HANAMI Project has started	July 4, 2024	HANAMI's website
HANAMI makes its debut at international events with a poster featured at the EuroHPC Summit	July 4, 2024	HANAMI's website
HANAMI Project takes part in ISC24	July 4, 2024	HANAMI's website
HANAMI Project was featured at TERATEC 2024	July 11, 2024	HANAMI's website
HANAMI research into nasal surgery planning wins Best Paper Award at PPAM 2024	July 11, 2024	HANAMI's website
INESC TEC is the first Portuguese entity to join international consortium to accelerate the use of generative AI in science and engineering	July 11, 2024	INESC TEC's newsletter
INESC TEC is the first Portuguese entity to join international consortium to accelerate the use of generative AI in science and engineering	July 11, 2024	INESC TEC's website
Meet Barcelona Supercomputing Center (BSC)	July 31, 2024	INESC TEC's newsletter
HANAMI at SC24: Bridging Continents in High-Performance Computing	December 12, 2024	HANAMI's website
Bridging Japan and Spain: A Global Climate Collaboration Under the HANAMI Project	December 12, 2024	HANAMI's website

INESC TEC joined world's largest advanced computing conference	December 18, 2024	BIP INESC TEC's newsletter
INESC TEC joined world's largest advanced computing conference	December 18, 2024	INESC TEC's website
Europe-Japan Collaboration in High-Performance Computing highlighted at High-Level Symposium	January 22, 2025	HANAMI's website
Advanced computing as a bridge between Portugal and Japan: INESC TEC and AIST reinforce scientific cooperation	February 3, 2025	INESC TEC's website
Advanced computing as a bridge between Portugal and Japan: INESC TEC and AIST reinforce scientific cooperation	February 3, 2025	INESC TEC's newsletter
How can we drive long-standing HPC collaboration between EU and Japan? Highlights of the First HANAMI Sustainability Workshop	February 10, 2025	HANAMI's website
Code Without Borders: Barcelona hosts CEA-RIKEN Kokkos School	February 11, 2025	HANAMI's website
HANAMI featured at STOA-STs forum Conference on EU-Japan Cooperation in Quantum and AI	April 17, 2025	HANAMI's website
HANAMI strengthens EU-Japan collaboration with a strategic visit to Japan	May 23, 2025	HANAMI's website
BSC and RIKEN renew strategic partnership on advanced computing	June 4, 2024	BSC's website
RIKEN R-CCS and EuroHPC Sign Landmark Letter of Intent to Empower Exascale Collaboration in the HANAMI Project	June 11, 2025	HANAMI's website
HANAMI Project Presented at ISC 2025	June 16, 2025	HANAMI's website
Advancing EU-Japan Cooperation: Joint Research on 2D Perovskites and Supercomputing	July 10, 2025	HANAMI's website
BSC and RIKEN Strengthen Scientific Collaboration in Japan under the HANAMI Project	July 14, 2025	HANAMI's website
AI and Physics-Based Modelling Join Forces to Improve Nasal Surgery Planning	August 8, 2025	HANAMI's website
HANAMI	---	ETP4HPC's website

[Hpc AlliaNce for Applications and supercoMputing Innovation: the Europe – Japan collaboration](#)

TABLE 7 - NEWS PIECES PUBLISHED ON OTHER PLATFORMS

2.3.3.4 Events

Two types of events can occur within the HANAMI project: organised by the consortium (a total of six) and organised by other entities or institutions (conferences, EU events, workshops, etc) in which the project's partners participated. The percentage of those events can be observed in Figure 24.

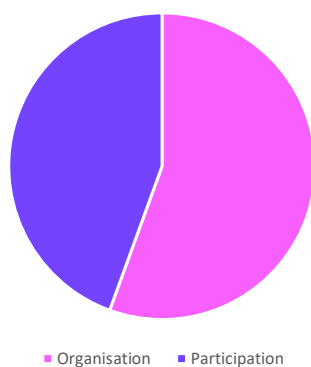


FIGURE 23 - PERCENTAGE OF EVENTS REGARDING THE PROJECT'S CONSORTIUM

In what concerns the events organised by the consortium, six events happened within the first 18 months of the project, namely two roadshows, and four different events related to the project's main activity.

TITLE	DATE	PARTNERS	PARTICIPANTS
Brussels Roadshow	June 19-20, 2024	CEA, HLRS, CSC	5
Impact Workshop	November 2024	ALL	17
Japan Roadshow	December 2-16, 2024	CEA	20+
1 st High-Level Symposium	January 13-15, 2025	ALL	80

Commenté [PR1]: @France: Could you please check these yellows and ? and update?

Sustainability Event	January 16, 2025	CEA, BSC, GENCI	44
BSC-RIKEN R-CSS Workshop	May 29, 2025	BSC	25

In addition to these events, three more can also count the organisation of three internal events that aimed only at the consortium partners, which are:

- HANAMI KOM | April 23, 2025 | 52 participants
- EuroHPC M6 Review | September 18, 2024 | 15 participants

Together with the events organised by the consortium and other stakeholders, four events were attended by some of the project's partners, as presented in Table 9.

TITLE	DATE	PARTNER(S)	PARTICIPANTS
EuroHPC User Days	October, 2024	CEA, HLRS, CSC	5
SC 2024	November, 2024	CEA, HLRS, KTH, BSC, CSC, University of Tsukuba, University of Tokyo	20+
CEA/RIKEN School	January 14-17, 2025	CEA	19
STO-STs Forum Spring	April 8, 2025	CEA	100+

TABLE 9 - EVENTS WERE ATTENDED BY SOME OF THE PROJECT'S PARTNERS

The organisation of and participation in events is an extremely relevant tool for presenting the project's activity to a group of different audiences. Therefore, this action is supposed to happen regularly throughout the course of the project, having an impact on the project's objectives.

2.3.3.5 Scientific Advisory Committee

To effectively raise awareness among the target groups through specific initiatives, the creation of a Scientific Advisory Committee (SAC) brings together a panel of experts with diverse geographical and industrial backgrounds. It serves as a platform for reviewing interim results and deliverables, offering valuable feedback to the consortium to ensure the project's outcomes remain broadly relevant. The primary aim of the SAC is to ensure that the ideas, strategies, and methodologies developed by

HANAMI maintain long-term significance and reflect ongoing developments at the European level. A detailed overview of the three members is provided below:

- **Cristin Merritt** | Chief Marketing Officer (CMO) at Alces Flight, boasts over 20 years of enterprise technology experience, with 7+ years dedicated to High Performance Computing (HPC).
- **Valeria Losasso** | Senior Scientist at Science and Technology Facilities Council (STFC).
- **Taisuke Boku** | Director for the Centre for Computational Sciences, University of Tsukuba, a co-design centre with both application researchers and HPC system researchers.

The SAC panel has been created, and the first meeting will take place in December 2025.

2.3.3.6 Open Science

The dissemination of scientific publications in conferences and peer-reviewed journals is also used as a communication tool. In line with Horizon Europe rules, peer-reviewed publications and research data developed within the scope of the HANAMI project should be made available through open access, meaning that they are free of charge to the end-user.

Also, some of the possible key exploitable results of the project are available on an open-source license through GitHub and GitLab repositories, as detailed in Chapter 4.

Table 10 presents the publications already published within the scope of the HANAMI project, and all available currently in open access.

TITLE	DATE	VENUE	TYPE	PARTNER(S)
Wet-Surface Modeling in Lattice-Boltzmann Simulations for Evaluating Surgery Impacts on the Humidity Transfer in Nasal Flows	September, 2024	35th Parallel CFD International Conference 2024, ParCFD 2024	Conference Paper	JSC
Hydro Gym-GPU: From 2D to 3D Benchmark Environments for Reinforcement Learning in Fluid	September, 2024	35th Parallel CFD International Conference 2024, ParCFD 2024	Conference Paper	JSC
Patient-specific lattice-Boltzmann simulations with inflow conditions from magnetic	March, 2025	Computers in Biology and Medicine	Journal Article	JSC

resonance velocimetry measurements for analyzing cerebral aneurysms				
Parallel Reinforcement Learning and Gaussian Process Regression for Improved Physics-Based Nasal Surgery Planning	April, 2025	International Conference on Parallel Processing and Applied Mathematics	Conference Paper	JSC <i>in collaboration with University of Kobe, Japan</i>
Towards a widespread usage of computational fluid dynamics simulations for automated virtual nasal surgery planning	January, 2026	Future Generation Computer Systems	Journal Article	JSC

TABLE 10 - LIST OF THE PROJECT'S PUBLICATIONS ISSUED

2.3.4 Direct Marketing

Direct marketing involves using specific tools to connect directly with a target audience.

This sub-chapter will consider two related actions: customer relationship management (CRM) strategy and newsletters.

2.3.4.1 CRM Strategy

The contact database for the HANAMI project is already available on the website. By subscribing to this community, the website visitors confirm their intention, confirming that they have read and accepted the Privacy Policy of the HANAMI project, which is available on the website's footer and also linked on the banner shown in Figure 25 below, also on the website.

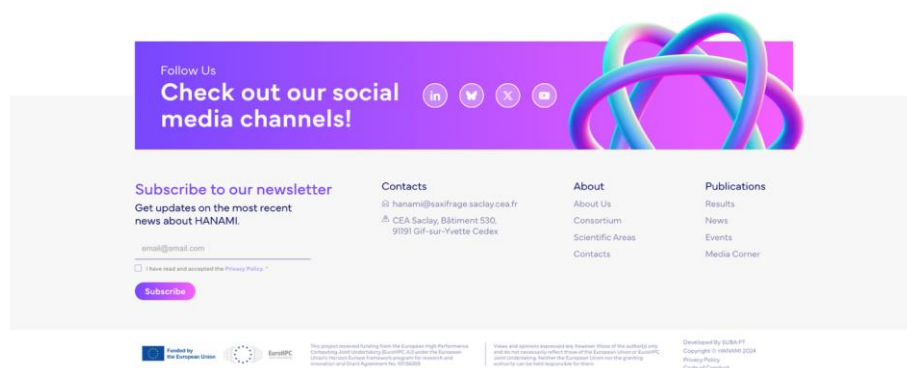


FIGURE 24 - BANNER AND FOOTER WITH PRIVACY POLICY

2.3.4.2 Newsletters

Since the beginning of the project, five newsletters have been launched by email and published on the project's website. The mailing has been implemented through a CRM platform, namely Mailchimp, from which it is possible to monitor the reach of each posting.

The audience is encouraged to subscribe to the newsletter via the website, with frequent calls to action shared across social media platforms. Additionally, all consortium partners were personally invited to subscribe and to share the information within their own networks. Until August 27, 2025, 36 contacts were part of the project's newsletter dedicated audience.

All newsletters can be consulted in the following Table 11:

TITLE	DATE	RECIPIENTS	OPENING RATE
Newsletter #1	April 19, 2024	13	69,2%
Newsletter #2	October 9, 2024	18	55,6%
Newsletter #3	December 27, 2024	21	52,4%
Newsletter #4	January 27, 2025	30	53,3%
Newsletter #5	March 21, 2025	34	41,2%

TABLE 11 - HANAMI PROJECT'S LAUNCHED NEWSLETTERS

The number of followers is quite low, but during the upcoming months, an extra effort will be made to improve these statistics until the end of the project.

All newsletters are also available in the [Media Corner](#) on the website of the HANAMI project.

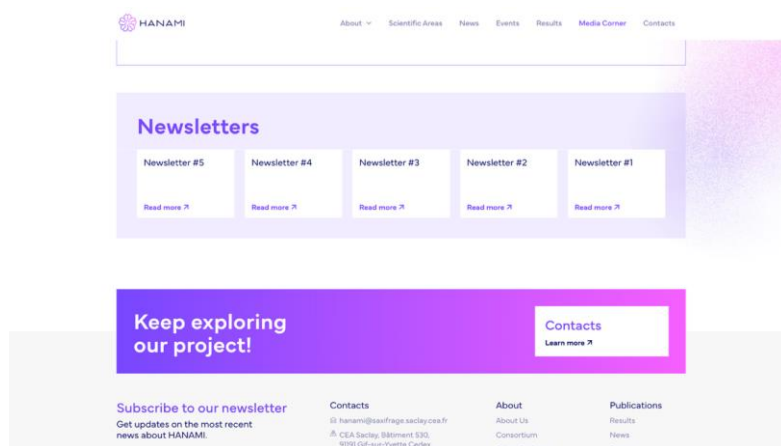


FIGURE 25 - NEWSLETTERS

2.4 Key Performance Indicators Summary

It is only possible to measure the success of each communication action by using Key Performance Indicators (KPIs). These indicators, as defined at the time of the proposal, are crucial to evaluating the course in action. Table 12 presents the KPIs associated with the actions considered within the communication and dissemination plan.

ACTION	KPI	M1-M18
Website	2,000 visits per year	4,529 visits (in total)
Social Media	400 followers 250 reactions 9 paid campaigns	336 followers 981 reactions 1 paid campaign
Blog Posts	18 blog posts	6 blog posts
Testimonials	9 pieces	4 pieces
Media	2 press releases 4 editorial proposals/opinion articles	3 press releases <i>next step</i>
News published in the media	20 news	9 news
News published on online platforms	40 news	32 news
Contacts database	200 contacts	36 contacts
Newsletters	4 newsletters per year Opening rate of 40%	5 newsletters 54,34%

Table 12 – HANAMI COMMUNICATION KPIs

Based on the table above, it is worth highlighting that most KPIs have been overachieved so far, which demonstrates the sustainable progress of HANAMI's efforts in promoting the project and the work accomplished.

Table 13 presents a summary of achievements over the past 18 months for the remaining KPIs, focused on the scientific publications.

ACTION	KPI	M1-M18
Publications	6 Scientific Publications	5 Scientific Publication

TABLE 13 - HANAMI DISSEMINATION KPI

Also as publications, the consortium has a Policy Paper under construction titled «EU-Japan supercomputing collaboration boosts disruptive research and innovation», which will be available in the upcoming months of the project.

Although these indicators were not originally included in D2.2 as dissemination KPIs, it is important to highlight them here as dissemination achievements. These include events organised by the consortium, such as thematic workshops for segmented audiences, as well as targeted meetings with policymakers, similar to the roadshows described in the Events section.

3. Project Communication

The communication plan presented in D2.2 was structured in three different integrated communication campaigns to accomplish the general WP objectives better, each aligned with specific goals, targets and tools.

In this sense, this section aims to present the communication results within the planned campaigns that run until Month 18 of the project.

3.1 First Campaign Results

The first campaign started at the beginning of the project (March 2024) and ran until December 2024. A summary of this communication campaign is detailed below:

- **Timeline** | From March 2024 to December 2024
- **Audiences** | General audiences and scientific communities

- **Goal** | To publicise the existence of the project among stakeholders, raise awareness, communicate news and facts, and promote the partners who are part of it.



FIGURE 26 - FIRST COMMUNICATION CAMPAIGN

The first communication campaign was successful, and all planned actions were executed, as shown in Figure 27. For example, the KPIs for press releases were set at 3 by month 36. However, all three press releases were completed within the first 18 months.

Another relevant outcome refers to the social media accounts, where part of the KPIs proposed for the entire project have already been doubled, such as the number of reactions.

On the other hand, it is important to note that the X platform has shown some poor interaction results, where the number of followers grows really slowly. This challenge will remain until the end of the project, but the conclusion is that this social media does not work as well as it did in the past.

ACTION	RESULTS
Identity	Institutional logo; Visual identity manual available
Website	1,310 visits
Social Media	47 posts; 128 followers
Communication Materials and Templates	Flyer; Roll-up; Presentation and document templates
Merchandising	Sticker
Press Releases	1 press release launched
News published in the media	7 news
News published on online platforms	18 news
Press Kit	Press kit available
Events	5 events
Videos	4 videos
Contacts Database	23 contacts

Newsletters	3 newsletters launched
-------------	------------------------

TABLE 14 - COMMUNICATION RESULTS OF THE FIRST COMMUNICATION CAMPAIGN

Following all the results obtained from the first communication campaign, the contacts database is the communication instrument that requires the most attention. After 10 months, the audience growth has been quite slow. To mitigate it, a series of actions is planned for the next campaigns, especially on social media, such as sharing the landing page created for the newsletter's subscription.

Considering the remaining results obtained at this first stage, we can conclude that the communication and dissemination efforts are on the right track. The goal is to keep the work so far and comply with the activities proposed so that the results can keep evolving positively.

3.2 Second Campaign Results

The second campaign started in January 2025 and will be running until December 2025. A summary of this communication campaign until now is detailed below:

- **Timeline** | From January 2025 to December 2025 (ongoing)
- **Audiences** | EU and Japanese scientific communities
- **Goal** | To communicate the scientific areas of the project, and also to publicise the research projects carried out under HANAMI, as well as to report on the presence and participation of researchers in important scientific events.

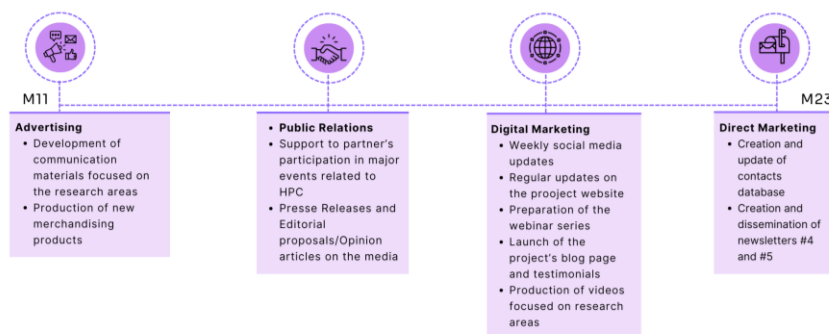


FIGURE 27 - SECOND COMMUNICATION CAMPAIGN

ACTION	RESULTS
Website	3,515 visits
Social Media	85 posts; 336 followers; 1 paid campaign
Communication Materials and Templates	Poster #1; Booklet; Factsheet; General Presentation; Poster #2;

Merchandising	Sticker; Notebook; Pen, Bag
Press Releases	2 press releases launched
News published in the media	2 news
News published on online platforms	14 news
Events	4 events
Blog Posts and Testimonials	6 blog posts and 4 testimonials launched
Webinar Series	1 st webinar scheduled for October, 2025
Videos	6 videos
Contacts Database	13 contacts
Newsletters	2 newsletters launched

TABLE 15 - COMMUNICATION RESULTS OF THE SECOND COMMUNICATION CAMPAIGN

The fact is that, even though the second campaign has a duration of 12 months, the launch of a project normally gathers more attention and interest that gradually fades out as the project progresses, only to hopefully rise again when actual results are presented.

The communication tool that is more relevant during this campaign was the organisation of the 1st edition of the High-Level Symposium. The video prepared about this event was successfully played on the social media account, especially on the LinkedIn platform, with the paid campaign promoted there. These allow for the emergence more rapidly and create awareness among the stakeholders, as well as increase HANAMI's digital community.

Still, regarding this campaign, it is worth noting the slow progress in promoting the webinar series. This communication tool experienced a delay, which was attributed to coordinating the schedules of both the HANAMI and the CASTIEL team members. Although the initiative will still take place in the last quarter of this year and in the past months, this point was duly discussed in the monthly meeting of WP2 to better plan the initiative.

3.3 Next Steps

One more campaign is planned until the end of the project. The third communication campaign will focus on the project's results. To this end, social media and the project website will be used above all to share success stories and the project results, with a focus on the collaboration between both regions. This campaign should start in month 24 of the project (January 2026) and run until January 2027, i.e. until the end of the project. Nevertheless, some core communications actions continue to be part of the project's strategy to disseminate the work it is developing. A special effort will also be made in relation to the media, as part of the next edition of the High-Level Symposium and the Policy Paper launch. Different social media paid campaigns will also be implemented until the end of the project.

4. Project Exploitation

During the first phase of the HANAMI project, the consortium has initiated important work towards identifying and structuring potential exploitation pathways, especially in the scientific areas, as part of the collaboration and work done under the HANAMI project. Since the beginning of the project, these teams have been actively working on the co-development of scalable simulation codes, numerical libraries, and other knowledge resources that can serve as a foundation for wider uptake and reuse.

As described in Table 16, examples of this include the development of code and software components made available to the consortium and beyond, the establishment of scientific collaborations across different institutions in Europe and Japan, and the supervision of students whose theses are directly related to HANAMI topics, thereby strengthening knowledge transfer between both regions and capacity building.

TYPE OF EXPLOITATION	KEY EXPLOITABLE RESULT (KER)	PARTNER(S)
Scientific/Academic exploitation	Yambo Code/Software	CNR
Scientific/Academic exploitation	Scientific Collaboration with research groups Joint research initiatives between CNR and Japan Women's University	CNR
Scientific/Academic exploitation	SIESTA Code/Software	ICN2
Scientific/Academic exploitation	Co-supervision of an external PhD student	CNRS, NIMS
Scientific/Academic exploitation	Co-development of the QMC TurboRVB code	CNRS, NIMS
Scientific/Academic exploitation	Co-design of numerical methods	FZJ, RIKEN
Scientific/Academic exploitation	Join research activities, training, and the exchange of expertise	FZJ, RIKEN
Scientific/Academic exploitation	libNEGF code	CNR, FZJ
Scientific/Academic exploitation	Scientific collaboration wuch synergistic exchange of knowledge and technological capabilities	CNR, ICN2, CNRS, FZJ, Yokohama Uni-Versity, NIMS Tsukuba, Tsukuba University, RIKEN
Scientific/Academic exploitation and Industrial/Technological exploitation	FMM interface	KTH
Scientific/Academic exploitation	HPCW benchmark	DKRZ

TABLE 16 - POSSIBLE KEY EXPLOITABLE RESULTS UNDER HANAMI

This table presents the consortium's initial exploitation activities, showing how HANAMI results are already advancing scientific knowledge, fostering collaboration, and supporting education and training. In the next months, these actions will be expanded and structured to maximise their impact.

As a Coordination and Support Action, HANAMI's exploitation strategy is designed to generate lasting benefits by shaping research practices, guiding future projects, and strengthening training and capacity building.

In what concerns the exploitation work, it is also important to highlight the work that has been done under WP7, focused on the sustainability roadmap for continued cooperation beyond the project's lifetime. All the details can be found [here](#). The results of this work on HANAMI will also be available at the end of the project in D7.2, which will focus on the Agreement on the roadmap for sustained cooperation.

5. Conclusion

This deliverable aimed to report the main outcomes achieved in terms of communication, dissemination, and exploitation in the first 18 months of the HANAMI project.

The following dissemination outcomes were achieved in the first 18 months of the project, divided between:

ACTION	M1-M18 VALUE
Communication materials	7 communication materials with 769 downloads and 650 distributed
Merchandising	300 stickers, 200 bags, 200 notebooks, and 200 pens produced and distributed

Website	4,825 visits
Social media	132 posts and 336 followers
Videos	10 videos
Blog	6 blog posts
Testimonials and success stories	4 pieces
Press releases	3 press releases
News in the media	9 news
News on online platforms	32 news
Contacts database	36 contacts
Newsletters	5 newsletters
Events	10 events

TABLE 17 - M1-M18 OUTCOMES

The first communication campaign, implemented between March 2024 and December 2024, with the goal of publicising the existence of the project among stakeholders, raising awareness, communicating news and facts, and promoting the partners who are part of the project, was implemented with successful results, regarding the number of followers on LinkedIn, as well the number of visitors on the website.

In turn, the second communication campaign, which is being implemented from January 2025 and until December 2025, aims to publicise the research projects carried out under HANAMI, as well as to report on the presence and participation of researchers in important scientific events, with a special focus on the events and initiatives that promote the collaboration between Japanese and European partners, has being also a success reaching positive results, especially, in what concerns the indicators of videos, the visibility of the 1st edition of the High-Level Symposium, as well the testimonials and blog posts available on the website.

So, one more communication campaign, to be implemented from January 2026 to January 2027, is planned and aims to focus on the project's results as a whole, as well the success stories about these collaborations promoted by the project mission.