BodenType DC

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Deliverable

D6.1 The Communication plan

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V1.1	12.12.2017	First draft for project members
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1 Executive Summary

An international consortium - consisting of Hungarian data center engineering company H1 Systems, English cooling manufacturer EcoCooling specialising in the design of fresh air systems, , German research institute Fraunhofer IOSB, Swedish research institute SICS Rise North and infrastructure developers Boden Business Agency - has been awarded with funding from EU's H2020 program to build and validate a research data center facility.

The objective of the program is to test and validate a prototype that is highly energy and cost efficient so that fully or in part the concept can be used in the future in Europe. The prototype is called Boden Type Data Center – and the first datacenter will be named Boden Type DC One.

The objective of this plan is to communicate the above activity and disseminate its results to the relevant audience.

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2 Introduction

2.1 Situation Analysis

The demand of data center capacity is constantly growing and at the same time the minimization of environmental impact is crucial. The mission of the project is to drive development as far as possible to meet and unify these conditions. The unique solution offers a sustainable data center building which is energy and resource efficient throughout its lifecycle, cheaper to build and operate and brings jobs and knowledge to remote places in large parts of Europe. The aim is to create the first model of a new type of data center – that will be possible to commercialize and up-grade to developed versions in the future.

All participants have good working communication functions towards their individual audiences. The communication plan will lean on the participants running communication functions and will focus on creating correct, attractive and interesting information that the participants are able to communicate through their current working channels.

2.2 Definitions

There are special concepts, phenomena, names, abbreviations or contexts that must be specifically described and explained. It is preferable if we try to use a language that all our target groups understand. In this special field there will still be lots of special terms and abbreviations that we have to use, but we will try to keep the language as simple as possible, without losing the full meaning.

2.3 Delimitations

This plan will communicate the member's different goals and validations within the project. It will also communicate the financing situation and what made this project possible. We will focus on the benefits and validations of the chosen techniques and processes, rather than the members characteristics, even if they will be mentioned.

We will always clarify the European commission's interest in the project by following their standards and demands of labelling.

We will not take political or religious positions.

2.4 Guidelines and templates

The project will have a unique graphic identity and logotype. This profile and the use of it are regulated in a specific manual. A template archive, due to EC demands of labelling, both internal and external documents, will be set up for different kinds of reporting and presentations.

3 Purpose, strategy and goals of communication

3.1 Purpose

The purpose of the communication is to enable our target groups to become aware of the project, understand the research activities and are informed about the results that they can use for future data center investments.

3.1.1 Our main Message

We are building and validating a concept aiming to be the world's most efficient air-cooled data center. We achieve this with a technology mix that offers very high energy efficiency at low cost.

The major pillars are efficient air cooling, modular design, favourable location, renewable energy contributing to industrial sustainability.

The demand of data center capacity is constantly growing and at the same time the minimization of environmental impact is crucial. We want to drive development as far as possible to meet and unify these conditions.

3.2 Strategy

Our strategy could be summarized by following

- We should produce transparent, validated and proof-of-concept information

- We will use primarily our website to publish the projects progress

- We use member-driven communication flows to reach our target groups, by sharing in social media, publishing individual reports, press releases, scientific publications and key presentations at public events.

- We run communication in accordance with our graphic identity and the regulations set by the European commission.

Our main goal both in reality and in communication is discerning – and this demands a great deal of humility. We **aim** to build the world's most efficient air-cooled datacenter – this means we are determined and driven by a vision to create a better world. We should not say that "we **are** building the world's most…" – this we do not know yet, and we risk being disreputable.

It is important, especially when marketing focused organizations and science join, that we agree on transparency and validated facts in all our communication. Otherwise we undermine our own and our member's credibility.

We will use the power of the individuals within our network to manifest our vision with our project and each part of the project. We have respected multipliers that will act as key-note speakers, such as Dr. Jon Summers, Prof. Tor Bjorn Minde, Alan Beresford, Dr. Kym Watson, Dr. Thomas Usländer, and Tamas Balogh.

3.3 Goals

Concrete results that the communication will aim to achieve.

- **Knowledge goals** - It is important that the target audience is aware of our project. It is also important that influencers, consultants, data center engineering firms become aware of the results. We will set up quantified goals for the social media interactions, webpage visits and behaviors and attendants at physical meetings.

- **Attitude goals** - Ideally the target audience can be convinced with our results and believes in the concept. This will be achieved by a transparent and open minded approach towards our target groups.

- **Motivational goals** – primarily the motivation is that they can get access to the technology of the world's most efficient air-cooled data center, according to cost and energy efficiency. The target audience can have access to our results (for free!!). The long term goal is to position the project and the members as the best resource of knowledge within the projects field of work.

- **Behavior** - Ideally more and more of the audience will try the concept and it becomes more and more widespread. As a part of this it also means to get more people to come and visit the facility in Boden, and that we are able to offer Pre-packaged visits in Boden.

3.4 Controls, measurements, and follow-ups.

We will set up measurements for each part of the communication plan that we have identified as key activities out of a communicative perspective. We will choose the measurement method that suits each activity best. The measurable project targets set serve as input.

4 Target groups

Geographically our target groups are situated mainly in Europe and some in the US and Asia. We have got four general types of target groups.

1. **Customers**[1] who want to build a data center

2. **Suppliers**[2], that provide solutions for a data center

3. **Influencers**[3] who affect others target groups opinions and behaviors

4. **Society**[4] in terms of people, municipalities, administrative authorities

We reach out to our target groups through their normal channels, such as data center conferences, specific magazines, social media and newsletters and others, where new innovations, products and solutions can be introduced.

Our primary target groups are Customers and supplier groups. Influencers and society secondary.

4.1 Table of addressing the target groups

Target Group	Message	Aim
Customers [1] Industry professionals [1, 2] Opinion leaders [1, 2, 3, 4] GreenIT [1, 2]	Energy and Cost Efficiency Sustainability	Increase awareness, initiate business contacts
Renewable energy power supplier [2]	UPS free solution and low harmonics electricity and better integration of RES	Fostering better integration of data centres and RES
Distribution network operators [2]	strengthen network, better integrate RES, this attracts new data centres and new business	Fostering better integration of data centres and electricity network, result synergies with a sustainable effect
Vendors of equipment [2]	New design approach, new technical challenges, New business opportunity	They develop better equipment for the new technology
Scientists [3, 4]	A new technology, data is available for further research	Fostering the research in the field
Clusters [3]	New technology mix	Information exchange and best practice sharing
Industry societies like ASHRAE, Uptime institute [3, 4]	Revision of standards are needed based on real measured data	To prove that safe and reliable operation is possible even outside of the recommended values
Local society [4]	Sustainable manufacturing and management of datacentres	To get acceptance and positive support from others that we are depending on

5 Channels

5.1 Web

Our webpage will be the central platform of communication. It will contain;

- Static information like a presentation and the goals of the project and its parts.

- Feeds of news, additions and improvements of the project and its processes.

- News letter registration. We will produce and distribute a newsletter to our networks and stakeholders. Selective attention and range channel.

- Infographics - A picture or illustration is often more powerful than hundreds of words. We will consider how our results could be translated into infographics. Infographics are easy to share in printing or electronically. An ideal tool to raise awareness of target groups which have less knowledge on the topic: other industries, journalists, politicians.

5.2 Social media

We will not set up our own social media platforms, but we will engage as many as possible to spread and to distribute our message that will be linked to our webpage. Each individual will use their own social channels to reach out. It will cover Facebook, Linked In, Instagram, Twitter and more.

This will be critical – as we get dependent on all participants to engage in the activities we decide. This will be our most powerful channel of reach, if members engage.

5.3 Newsletter

Quarterly newsletter presenting the project will be produced and sent out to registered recievers. Event driven newsletters will be sent out based on emerging needs.

5.4 Conferences and other IRL events

We will participate and hold conference presentations at external events. We will also arrange public events for our stakeholders.

5.5 Academic stakeholders

We identify the academic sphere as interesting due to the fact that a lot of influencers and future developers in the industry are present within this sphere. We use our own channels as Fraunhofer and SICS primarily to communicate. When possible we publish in Magazines and scientific peer-reviewed journals.

5.6 Personal contacts and networks

Our colleagues are industry experts having worked in the ICT industry for up to thirty years. Most of us have very extensive personal networks in the data centre, telecommunications, IT, IoT, technology segments. Phone calls and email exchanges help the promotion of our solution. We will support and participate in the EU Code of conduct on data centres energy efficiency.

5.7   Printed media

H1 Systems issues their own 80 page magazine Perspective once every quarter (English and Hungarian editions) that focuses on data centre solutions and new technologies. The volume is about 2000 issues that are distributed by mail or at conferences.

Newsletters produced by our members, like the SICS.

We will produce a presentation or prospect at the end of the project for stakeholders and participants to use.

5.8   Table of Publications and Participation

As a minimum, our aim is to get published in the following publications and get a spot as key-note speaker at the following events.

Time	Activity (example)	Goal	Head of action
2018	IEEE Transactions on Cloud Computing (TCC)	Article	ALL
2018 12	Perspective magazine (English v.)	Article (construction)	WP2
2019 12	Perspective magazine (English v.)	Article	WP4
2020 08	Perspective magazine (English v.)	Article (project)	ALL
2018 10	DataCloud Nordic, Copenhagen, http://www.datacloudnordic.com/	presentation	WP2

6   Responsibility and organization

Boden Business Agency is responsible for the different parts of communication efforts. They are organized in WP6 and communicate directly with the WP-leaders. This means that all WP-leaders have a responsibility to share and pass forward both the information and the demands of action by all members in each WP.

All members in the project also have a commitment to identify communicative activities within the project, and to pass that forward to the WP6-leader or WP6-member.

All participants also have a commitment to communicate the projects continuance and progress.

BBA will coordinate and master the website, and its content.

Usage of the BodenType DC logo, graphics and other communicative material will be defined and presented in a specific manual – identity guideline

7 Internal activity plan

Time /deadline	Activity	Goal	Measure
20171231	Communication plan	Accepted	Decision to follow
20171220	Logo & graphic manual	Accepted	
20180131	Web	Accepted	On-line release
20180215	Permission plan	Approved	
20180415	Foundation stone	Laid	
20181201	Inauguration BTDC		
2019	Donor contract	signed	
2019	Donor II contract	signed	
201912	Results of 12 month operation	measured	

To be filled up with resolved activities and the ones that will turn up during the project period.