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Coordination of the HPC strategy

EXDCI

European eXtreme Data and Computing Initiative

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Dissemination Plan

Final

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References and Applicable Documents

[1]   http://www.exdci.eu

[2]   http:// www.etp4hpc.eu/

[3]   https://www.drupal.org/

List of Acronyms and Abbreviations

BDEC	Big Data and Extreme-scale Computing
BoF	Birds of Feather
CoE	Centres of Excellence for Computing Applications
EC	European Commission
EESI	European Exascale Software Initiative
EU	European Union
HPC	High Performance Computing
ISC	International Conference on Supercomputing
IT	Information Technology
RSS	Rich Site Summary
SC	Supercomputing Conference
SME	Small and Medium Enterprise
URL	Uniform Resource Locator
US	United States
WP	Work Package

1 Executive Summary

This deliverable defines the dissemination objectives for the EXDCI project, the dissemination activities to be done during the EXDCI project, the different target audiences and its dissemination tools.

The key activities in this dissemination plan include: the development of a website that communicates the progress and results of the project; production of a collection of attractive dissemination material; publication of papers in journals; presentations delivered at conferences; attendance and representation at exhibitions; and the production of regular information for the press. International and European collaboration via events and meetings is a pillar in this plan.

2 Introduction

The EXDCI project builds on the collaboration between PRACE, ETP4HPC and the previous EESI project to coordinate the development and implementation of a common strategy for the European HPC ecosystem.

Dissemination is crucial to the success of the project: it will help raise awareness of the project and its objectives promote the building of relationships and attract people to the project and ensure that the project's results are communicated to defined audiences and the wider public.

The main purpose of the Dissemination work package (WP8) is to maximise the visibility of the project and to support the projects and scientists involved for dissemination purposes, as well as creating synergies among all different FETHPC, European Exascale projects and Centres of Excellence (CoEs). The work of WP8 is closely linked to the work in the other WPs. WP8 will support the other WPs by managing the relationships between EXDCI and its various target audiences. WP8 is dependent on the collaboration from other WPs and internal communication is therefore of key importance. This document presents the dissemination tools, events and communication/press strategy for the EXDCI project that should be done by the WP8 dissemination team.

3 Organization

3.1 Objectives

The main objectives of the dissemination activities led by WP8 are:

- **To raise awareness** about the project and more generally about the European HPC ecosystem. The target audiences are: HPC stakeholders, policy makers, researchers, industry and the wider public, including an international audience.

- **To nurture a community of stakeholders** in HPC and Exascale computing and to promote strong links between the European Exascale and FETHPC projects and the Centres of Excellence (CoEs)

- **To disseminate project results** to key stakeholders, including researchers, policy makers and industry representatives, as well as to the wider public

- **To establish the EXDCI network** as a credible, reliable source of information about the evolution, strategy and roadmap of the European HPC ecosystem

3.2 Dissemination team

The WP8 leader is the Dissemination Coordinator. She is responsible for ensuring that dissemination tasks are fulfilled in a timely and effective manner. The Dissemination Coordinator will maintain a close relationship with the management and technical boards and the project participants to ensure continuous and coherent dissemination. Furthermore, the dissemination team includes the following people that will be heavily involved in the project, that are also represented in Table 1:

Participant Role	Participant organization name	Person(s) responsible	Email address	Person Months
1 WP Leader	Barcelona Supercomputing Center – Centro Nacional de Supercomputación	Renata Giménez, Deputy: Marjolein Oorsprong	renata.gimenez@bsc.es M.Oorsprong@staff.prace-ri.eu	7 PM
2 Participant	Neovia Innovation	Thierry Bidot	thierry.bidot@neoviainnovation.com	5 PM
3 Participant	SurfSara	Peter Michielse	peter.michielse@surfsara.nl	2 PM

Table 1: Dissemination team in WP8

It is important to highlight that each project partner related to EXDCI will be responsible for identifying the contacts associated with their own institutions to be used to spread the news or events related by the projects covered under EXDCI project.

3.3 Internal communication

In order to ensure effective external dissemination, it is important to ensure that project results are communicated internally in an accessible and timely manner. To facilitate this, the following measures will be taken:

- The intranet or internal repository of BSCW will be used to upload relevant documentation
- Key updates will be discussed at project meetings and will be passed onto the individuals responsible for specific dissemination activities
- Work Package teleconferences will include discussion of key topics for dissemination

Close collaboration will be established with the Scientific Director and the EXDCI coordinator who will have a general view and most up-to-date status of the project.

3.4 Target audiences

A number of key target audiences have been identified, including:

- HPC research community: Scientific community involved in the topics related to the various projects
- Partners of the project: Research organizations (like PRACE RI) and the European HPC Technology [2] platform
- Policy makers
- Academia: scientific community (mainly users of HPC)

- Large and small (SME) companies
- Other EU and International (Exascale) projects, specially FETHPC, European Exascale projects and CoEs
- Media
- IT and HPC vendors
- Computer Sciences students, or any other scientific field where HPC can be applied (as, for example, bioinformatics) with the aim to attract them into HPC
- Society in general

4 Branding

A common graphical identity applied consistently in all project materials reinforces the project's brand and identity, making the project more visible and ensuring greater recognition. All dissemination materials and means will include the name of the project, and the graphic elements described in this section, such as the logo, written in English (UK), Arial font, and the corresponding template, if applicable.

4.1 Logo

The corporate image of the project started with the design of the logo agreed by all partners, as follows:

Figure 1 - EXDCI Logo

The logo includes the acronym of the project name "European Extreme Data & Computing Initiative". The blue used in the logo is based on the European flag blue and the orange has been taken as a contrast warm colour taken from the coordinators PRACE brand.

There are two versions of the same logo: the positive (as included above) and negative version (in black and white) for darker backgrounds, if required. All versions of the logo will be included to be downloaded from the project website.

4.2 Templates

A set of designed templates will be used in the project. Templates for PowerPoint presentations, success stories, deliverables or posters will be made available in such a way that all dissemination materials, presentations and documents can be produced independently by each partner. They will be all available for partners to download on the internal project repository.

4.2.1   *PowerPoint*

The PowerPoint template (see figure 2) will be used in all presentations done by all partners and will be added onto the Project portal for all partners to be use. This template gives some design guidelines. Furthermore, a general-purpose EXDCI PowerPoint content template will be provided in order to disseminate the project status and results.
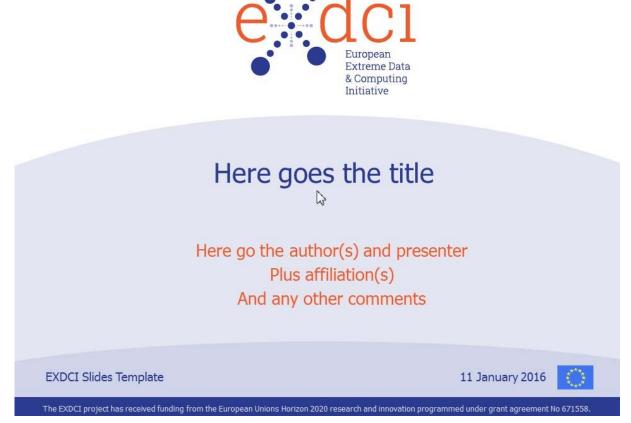

Figure 2 - EXDCI Power Point template

4.2.2   *Success stories*

All success stories (see figure 3) will follow a similar look and feel, and structure. The template will be included on the intranet and the filled in stories will be promoted on the EXDCI website.
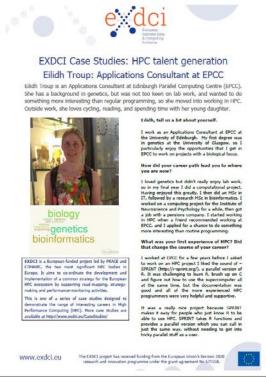
Figure 3 – Example of a Success Story

4.2.3   *Posters*

Posters play an important role in increasing the visibility of the project and in informing people about the project's aims and achievements. EXDCI posters will be created and displayed at various events such as ISC and SC conference, for example. They will be also available on the website. All posters will include partner logos, the European Commission logo and an acknowledgment of EC funding, EXDCI contact and the website URL. A poster template in A0 format will also be designed in order to present the EXDCI results by each partner.

4.3   Publication acknowledgement sentence

All resulting publications (publications, white papers, technical reports, etc.) should include the following sentence:

The research leading to these results has received funding from the European Community's Horizon 2020 research and innovation programme under the EXDCI project (www.exdci.eu), grant agreement No 671558.

5   Dissemination tools

5.1   EXDCI website

The EXDCI website (http://www.exdci.eu/) has a central role in the dissemination activities as it is the most important channel for publish information. The website will provide information about the project and its current activities updated continuously over the lifetime of the project.

The website is designed with a Content Management System called Drupal [3]. This system is managed by a webmaster and web designer team located in the Operations team of the

Barcelona Supercomputing Center. The EXDCI webpage uses visitor's statistics monitoring system from Google Analytics. The results will be included in the periodic project report deliverables. This information will help to improve the content and structure of the site, as well as obtaining more information on the target audience.

The website will be designed to adapt in a smart way to different devices (laptops, smartphones etc.) and be responsive. Search engine optimization techniques, such as the use of relevant meta-tags, will be used to ensure maximum visibility for the website in search engines. Content will be provided regularly by all work packages.

Figure 4 – EXDCI homepage screenshot

5.2   Flyer

A two-sided flyer with a brief summary of the project will be designed printed and distributed at events and exhibitions, as well as made available on the website. Future posters and brochures will be produced by the design team as and when required.

5.3   Social media

Digital communication through social media is something that helps to "spread the word" among a particular target and communities. EXDCI will consider opening a Twitter account in order to help disseminating all activities done by the CoEs, European Exascale and FETHPC projects. This account will re-twit all activities of these organizations as well as the own EXDCI activities, and HPC-related activities, events or call for papers. The account will also re-twit relevant information from the EC as well as call for papers of conferences addressed to the EXDCI target audiences described above. Furthermore, the main partners of the project, PRACE and ETP4HPC have their own social media and will also be a good channel to

disseminate the EXDCI activities, as well as the social media channels from the CoEs, European Exascale and FETHPC projects.

6 Events

6.1 Final EXDCI conference

WP8 has a task to organize and host a European EXDCI conference towards the end of the project (M29). This will provide an opportunity to disseminate project results to the stakeholders, scientists and policy makers. It will allow EC-funded Exascale projects and CoE to present their findings and results, and will summarize the findings and recommendations of the EXDCI project. Internationally recognised speakers will be featured as part of this event. The conference will be organized in Europe, at the end of the project as a one or two day event, with the expected number of participants being approximately 200.

6.2 Involvement in International community workshops and conferences

In addition to organizing events, EXDCI will participate in a number of external events, with the aim of sharing knowledge, raising the project's profile and expanding the project's networks.

During the course of the project, the two project technical meetings planned in France and Italy as part of WP4 and the Big Data and Extreme-Scale Computing (BDEC) Workshops planned in Europe, US and Asia as part of WP6 will be also opportunities for dissemination.

Workshops and conferences on HPC and Exascale topics are frequently organized. EXDCI will participate in such events as they present a crucial place where assessments are made, issues are raised and exploratory solutions are formulated not only on the technical aspects but also on coordination aspects. Participation at the large supercomputing conferences ISC16 and ISC17 and SC16 and ISC17 will be considered in close collaboration with other European projects and organizations; all options for participation will be considered, including (shared) booths. In particular, Birds-of-a-Feather (BoF) sessions and workshops will be submitted. They provide a dynamic venue for conference attendees to openly discuss topics of focused mutual interest and currency within the HPC community, with a strong emphasis on audience-driven discussion, professional networking and grassroots participation. The EXDCI BoF and workshops will aim to highlight the aspects which make EXDCI unique and progresses made during the project. It will be an excellent opportunity to get feedback from the HPC community.

Finally, an effort will be made in coordination with the European Commission, PRACE and ETP4HPC to organize on an annual base a wide European HPC summit week. In 2016 the so-called "European HPC Summit week 2016" will include the following events in a single week: EXDCI workshop, PRACEdays16 and the ETP4HPC Extreme-Scale Demonstrators Workshop. EXDCI will coordinate the complete week.

For the list of targeted academic/industrial events that includes international conferences and networks of excellence, see table below:

Event	Date and Location
1st EXDCI workshop (jointly with ETP General assembly)	29th and 30th September, Rome
European HPC Summit week: 2nd EXDCI workshop	09th and 10th May 2016, Prague (Czech Republic)
European HPC Summit week: 2nd EXDCI workshop, PRACEdays16 and ETP4HPC workshop	09th and 12th May 2016, Prague (Czech Republic)
BDEC 2016	15-17th June, Frankfurt (Germany)
ISC 2016: exhibition with a shared booth with PRACE	19th – 23rd June, Frankfurt (Germany)
SC 2016: exhibition	14 – 17th November, Salt Lake city (USA)
ISC2017: exhibition	tbd
SC2017: exhibition	tbd
Final EXDCI conference	tbd

Table 2: List of events

7   Press strategy

The press strategy will be consistent with the dissemination strategy and its objectives. Press releases are one of the effective ways of communicating the existence of the EXDCI project to a specific target audience (general public and related institutions). Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched. The initial press release is the most important one because it defines the EXDCI project objectives and its outcome. During the project, the scientific and EXDCI coordinator will inform the Dissemination coordinator about the need to launch a press release in order to promote its results, when necessary.

Regular contacts with HPC specialized media is something that will also be considered for interviews at conferences or exhibition where EXDCI will attend such as, for example, ISC and SC conferences. During those events, interviews with spokesperson of specialized journalists will be taken into account. Furthermore, the press releases related to CoEs, FETHPC and European Exascale projects will also been promoted via the EXDCI dissemination channels such as the website and social media. Media sponsorships with HPC related media (such as Scientific Computing World, The Next Platform, HPC Wire, etc.) will also be considered for EXDCI events in order to promote their results and collaboration among the HPC community attending those events.

The first press release was launched on 27th September titled "ETP4HPC and PRACE join forces at EXDCI HPC Workshop in Rome" in order to announce the first event in Rome. A second press release was launched to specialized media and released it on 28th October (http://www.exdci.eu/pdf/exdci_press_release.pdf). All press impacts will be included in the EXDCI newsroom of the project website and will also be included in the final report. Additional news items will be included on the website that will be written by the dissemination team and might be used to promote via the usual partner channels such as the PRACE newsletter or PRACE annual report.

8   Monitoring

A set of key indicators has been established in order to ensure that the dissemination activities are correctly targeted and, if needed, updated. These indicators will be used in order to measure progress towards achieving the dissemination objectives and to allow WP8 to steer dissemination activities in the right direction. Indicators include: website visitors, number of attendees at events or workshops, number of press impacts, number of workshops and events, etc.

The table below summarizes the key performance indicators identified:

Key Performance Indicators	Frequency	Total Target (by the end of the project)
Press releases	At least 1 in a year	3
Media clippings	Articles appeared at the press about EXDCI	50
Website visitors	Number of visitors captured by Google Analytics	5,000 visitors/year
Videos	Promotional video to disseminate the project	1
Events attended	Where the project had a presence and was disseminated through a presentation, booth, poster, etc.	30
Twitter followers	Number of followers on EXDCI twitter account	500
Number of attendees	At the final EXDCI conference	200

Table 3: Key performance indicators