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Coordination of the HPC strategy



EXDCI

European eXtreme Data and Computing Initiative

Grant Agreement Number: FETHPC-671558

D8.3

Final dissemination report

Final

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Table of Contents

Project and Deliverable Information Sheet	i
Document Control Sheet.....	i
Document Status Sheet	i
Document Keywords	ii
Table of Contents	iii
List of Figures	iv
References and Applicable Documents	iv
List of Acronyms and Abbreviations.....	iv
1 Executive Summary	1
2 Introduction	1
3 Organization	1
3.1 Objectives.....	1
3.2 Dissemination team	2
3.3 Target audiences.....	2
3.4 Monitoring	3
3.5 Collaboration	3
4 Branding.....	4
4.1 Logo	4
4.2 Templates	4
4.2.1 PowerPoint.....	5
4.2.2 Success stories	5
4.2.3 Posters	5
4.3 Publication acknowledgement sentence.....	5
5 Dissemination tools.....	5
5.1 EXDCI website	5
5.2 Posters and roll-ups.....	8
5.3 Promotional material for the European HPC Summit Week.....	9
5.4 HPC career case studies template	10
5.5 Social media: Twitter	10
5.6 Videos	12
6 Events	13
6.1 European HPC Summit Week.....	13
6.2 Final EXDCI conference	14
6.3 Involvement in International community workshops and conferences	15
7 Press strategy	16
7.1 News.....	17
8 Conclusions	17

List of Figures

Figure 1 - EXDCI Logo.....	4
Figure 2 - "EXDCI in three minutes" displayed through BSC YouTube channel	13
Figure 3 - European EXDCI conference group photo.....	15

References and Applicable Documents

- [1] <http://www.exdci.eu>
- [2] <https://www.youtube.com/watch?v=RtLqNajmK6A&feature=youtu.be>
- [3] <http://www.prace-ri.eu>

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
PRACE	Partnership for Advanced Computing in Europe
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 summarizes the dissemination activities carried out by the EXDCI project between December 2016 and January 2018. A complete list of all dissemination activities related to the project is provided in this document. Additional coverage of the project by press and social media is also presented in this document, as well as other dissemination activities such as collaborations with other projects.

The dissemination team has successfully carried out the dissemination plan (D8.1), which included: the development of a website that communicates the progress and results of the project; production of a collection of attractive dissemination materials; attendance and representation at exhibitions; and the production of information for the press.

Over the three years of the project, the consortium organized the annual conference series European HPC Summit Week, as well as the EXDCI final conference. With the aim of building a community around the project, the dissemination team has made every effort to post regular updates on the project's website and dedicated Twitter channel.

2 Introduction

The EXDCI project built on the collaboration between PRACE, ETP4HPC and the previous EESI and EESI2 projects 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 helped to raise awareness of the project and its aims, promote the building of relationships and attract people to the project, and ensure that the project's results are communicated to specialist audiences and the wider public.

The main purpose of the Dissemination work package (WP8) has been to maximise the visibility of the project and to support the projects and scientists involved for dissemination purposes. The team also tried to create synergies among all different FETHPC, European Exascale projects and Centres of Excellence (CoEs). The work of WP8 was closely linked to the work in the other WPs. WP8 supported other WPs by managing the relationships between EXDCI and its various target audiences. WP8 was dependent on the collaboration from other WPs and internal communication was therefore of key importance.

3 Organization

3.1 Objectives

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

- **To raise awareness** of 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

D8.3 EXDCI Final Dissemination Report

- **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. This person was responsible for ensuring that dissemination tasks were fulfilled in a timely and effective manner. The Dissemination Coordinator maintained a close relationship with the management and technical boards and the project participants to ensure continuous and coherent dissemination. Furthermore, the dissemination team included the following people who were heavily involved in the project:

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 (PRACE aisbl)	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 in EXDCI was responsible for identifying the contacts associated with their own institutions to spread the news or events related by the projects covered under the EXDCI project.

3.3 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](#) platform
- Policy makers
- Academia: scientific community (mainly users of HPC)
- Large and small (SME) companies
- Other EU and International (Exascale) projects, especially FETHPC, European Exascale projects and CoEs
- Media
- IT and HPC vendors
- Computer Sciences Students (or other scientific fields where HPC can be applied as, for example, bioinformatics) interested in HPC (with the aim of attracting them to HPC)
- Society in general

D8.3 EXDCI Final Dissemination Report

3.4 Monitoring

A set of key indicators was established to ensure that the dissemination activities are correctly targeted and, if needed, updated. These indicators were used 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. – see table 1 below.

The table below summarizes the key performance indicators identified:

Key Performance Indicators	Frequency	Total Target (by the end of the project)	Results (as by the end of the project)
Press releases	At least 1 in a year	3	5
Media clippings	Articles appearing in the press about EXDCI	50	15
Website visitors	Number of visitors captured by Google Analytics	5,000 visitors/year	15,000 visitors/total
Videos	Promotional video to disseminate the project	1	1
Events attended	Where the project had a presence and was disseminated through a presentation, booth, poster, etc.	30	19
Twitter followers	Number of followers on EXDCI Twitter account	500	514
Number of attendees	At the final EXDCI conference	200	99

Table 2: Key performance indicators: targets and results

The table above shows that nearly all KPIs has been reached. All WP8 efforts have been focused on the organization of the European HPC Summit Week as well as the EXDCI final conference.

3.5 Collaboration

To achieve its goals, the EXDCI dissemination strategy was extensively built on collaboration, both with the project's partners and third parties, as well as with the European HPC ecosystem. Collaboration with the project's partners and third parties impacted all EXDCI activities and allowed such things as shared events and booths at international fairs (for the European HPC Summit Week, a presence at SC for example), as well as a stronger dissemination of the project's deliverables among which include the updates of the PRACE Scientific Case and ETP4HPC's SRA.

Individuals also engaged in EXDCI's visibility through their connection with our social media tools and a continuous engagement in the project's Twitter account.

Collaboration with European HPC stakeholders were also very important and increased all along the project's lifetime. On a win-win basis, the dissemination team engaged with FETHPC projects, collaboration support actions (CSA), such as EuroLab4HPC, and CoEs to disseminate the EXDCI project's results while also offering them more occasions to spread the results of their project. The joint session with EuroLab4HPC and HiPEAC at the EXDCI Final conference

EXDCI - FETHPC-671558

D8.3 EXDCI Final Dissemination Report

is an example of such a collaboration, with another being the presentation of the FETHPC projects on the EXDCI booth at SC 2016.

Finally, EXDCI collaborated with international HPC experts throughout the BDEC events, including the first meeting held in China. Other expertise and main stakeholders participated to EXDCI events, thanks to the work carried on WP2, WP3 and WP4, such as the EXDCI-BDVA common session organized during the 2nd EXDCI workshop.

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 image of the project started with the design of the logo agreed by all partners, as shown below:



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 blue colour used in the European flag blue and the orange was used as a contrasting warm colour taken from the coordinator's 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 were used in the project. Templates for PowerPoint presentations, success stories or posters were made available in such a way that all dissemination materials, presentations and documents were produced independently by each partner. They were all available for partners to download on the internal project repository.

D8.3 EXDCI Final Dissemination Report

4.2.1 PowerPoint

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

4.2.2 Success stories

All success stories or white papers followed a similar look and feel, and structure. The template was included on the intranet and uploaded onto the website.

4.2.3 Posters

Posters played an important role in increasing the visibility of the project and in informing people about the project's aims and achievements. EXDCI posters were created and displayed at various events such as the ISC and SC conferences. All posters included partner logos, the European Commission logo and an acknowledgment of EC funding, EXDCI contact and the website URL, as well as the Twitter account.

4.3 Publication acknowledgement sentence

All resulting publications (publications, white papers, technical reports, etc.) 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/>) had a central role in the dissemination activities as it is the most important channel to publish information. The website provides information about the project and its activities updated continuously over the lifetime of the project.

The website was designed with a Content Management System called Drupal. This system was managed by a webmaster and web designer team located in the Operations team of the Barcelona Supercomputing Center. The EXDCI webpage used the visitor's statistics monitoring system from Google Analytics. This information helped to improve the content and structure of the site, as well as obtain more information on the target audience.

The EXDCI webpage uses the visitor's statistics monitoring system from Google Analytics. The following table that summarizes the period from February 2016 until February 2018:

Item	Total visits
Sessions	15,962
Users	2:14min
Page views	38,451

D8.3 EXDCI Final Dissemination Report

Pages/Sessions	2.41
Avg. Session Duration	3:15 min
% New Visitor	80,7%
% Returning Visitor	19,3%

Table 3: Web analytics of the EXDCI website (February 2016 until February 2018)

The total number of pages views from February 2016 until February 2018 is 38.451. The three most visited pages are the events page about the European HPC Summit Week 2017 with 5.296 visits, the homepage (5.162 visits) and the jobs portal with 2.456 visits, as you can see in the summary below:

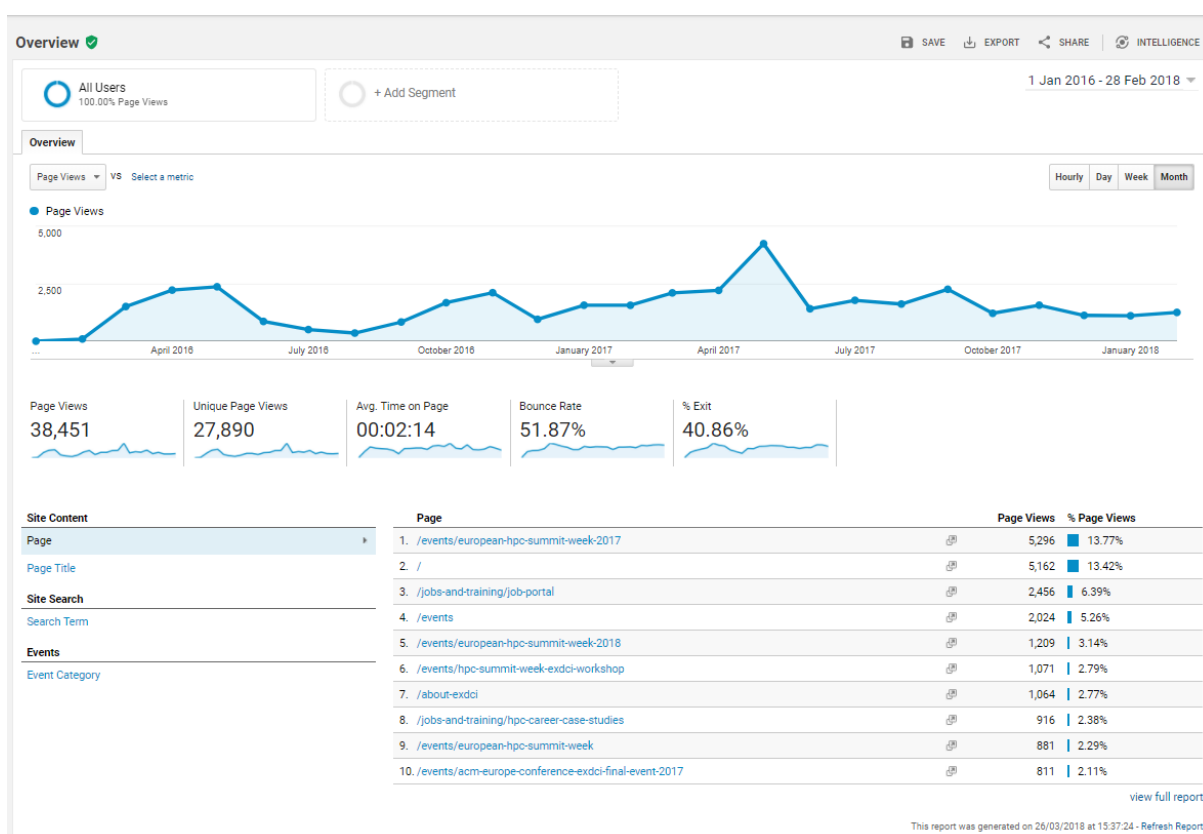


Figure 2: Web analytics of the EXDCI website (February 2016 until February 2018)

The graph above shows that the peak in users correspond with the organization of the European HPC Summit Week in May 2017 held in Barcelona. Most of the visitors are from European countries in the order UK, Spain followed by USA and Germany:

D8.3 EXDCI Final Dissemination Report

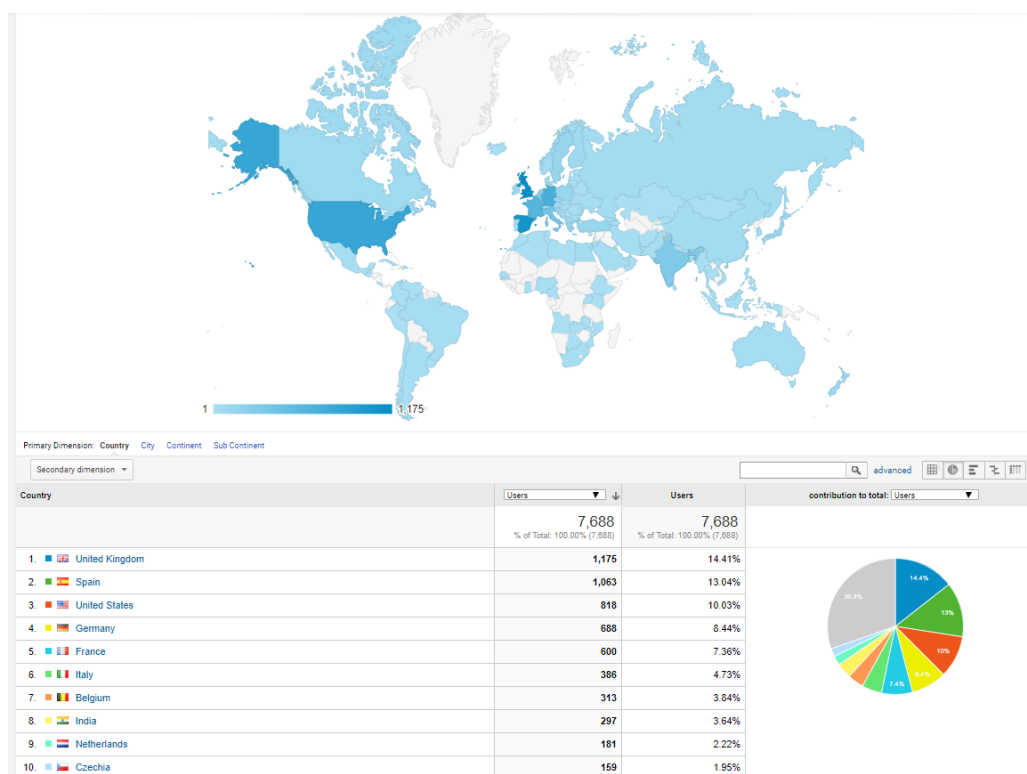


Table 3: Web analytics of the EXDCI website (February 2016 until February 2018)

Website users found the website through different channels: search engines, directly typing the URL or from other pages.

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	7,688 % of Total: 100.00% (7,688)	7,804 % of Total: 100.00% (7,804)	15,962 % of Total: 100.00% (15,962)	51.87% Avg for View: 51.87% (0.00%)	2.41 Avg for View: 2.41 (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)
1. Organic Search	3,461 (39.59%)	2,988 (38.29%)	6,651 (41.67%)	52.65%	2.17	00:02:43
2. Direct	2,703 (30.92%)	2,714 (34.78%)	4,315 (27.03%)	51.31%	2.59	00:03:24
3. Referral	2,312 (26.45%)	1,907 (24.44%)	4,441 (27.82%)	51.00%	2.61	00:03:56
4. Social	253 (2.89%)	186 (2.38%)	540 (3.38%)	53.89%	2.30	00:03:05
5. Email	13 (0.15%)	9 (0.12%)	15 (0.09%)	46.67%	2.40	00:00:53

Figure 4: Web analytics of the EXDCI website (February 2016 until February 2018)

Visitors came from mainly search engines, directly and also from the following websites:

D8.3 EXDCI Final Dissemination Report

Source ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	2,528 % of Total: 32.88% (7,688)	2,093 % of Total: 26.82% (7,804)	4,978 % of Total: 31.19% (15,962)	51.33% Avg for View: 51.87% (-1.04%)	2.57 Avg for View: 2.41 (6.89%)	00:03:50 Avg for View: 00:03:15 (18.00%)
1. prace-ri.eu	564 (19.89%)	463 (22.12%)	858 (17.24%)	44.76%	2.59	00:03:11
2. etp4hpc.eu	262 (9.24%)	166 (7.93%)	539 (10.83%)	47.68%	1.98	00:02:23
3. t.co	189 (6.67%)	131 (6.26%)	448 (9.00%)	50.89%	2.46	00:03:27
4. barcelo.eventsair.com	153 (5.40%)	51 (2.44%)	273 (5.48%)	60.81%	1.64	00:02:39
5. ec.europa.eu	126 (4.44%)	107 (5.11%)	174 (3.50%)	59.20%	1.81	00:02:39
6. bsc.es	125 (4.41%)	85 (4.06%)	308 (6.19%)	40.58%	3.10	00:04:59
7. exascale-projects.eu	89 (3.14%)	61 (2.91%)	127 (2.55%)	51.18%	2.48	00:05:17
8. sciencebusiness.net	87 (3.07%)	82 (3.92%)	98 (1.97%)	69.39%	1.66	00:01:25
9. isc-hpc.com	75 (2.65%)	60 (2.87%)	121 (2.43%)	71.90%	1.63	00:01:06
10. acmeurope-conference.acm.org	57 (2.01%)	37 (1.77%)	166 (3.33%)	36.75%	2.61	00:03:17

Figure 5: Web analytics of the EXDCI website (February 2016 until February 2018)

The websites of the main two EXDCI partners PRACE and ETP4HPC drove most of the traffic to the EXDCI website. The event European HPC Summit Week also drove lots of traffic to the project website.

5.2 Posters and roll-ups

For the organization of the various events organized, the dissemination team developed various posters and roll-ups that promoted various dissemination activities organized by the project. For example, for the [Teratec Forum](#) a dedicated roll-up was developed:

D8.3 EXDCI Final Dissemination Report



Figure 5: First EXDCI Roll-up October 2016

5.3 Promotional material for the European HPC Summit Week

Various promotional materials were created for this particular event:

- A two-sided flyer with the promotion of the edition of the European HPC Summit Week 2016 was developed for the conference bags of the ISC conference.
- Banners in scientific and technical media
- Roll-ups
- Infographic to summarize the 2017 edition

D8.3 EXDCI Final Dissemination Report

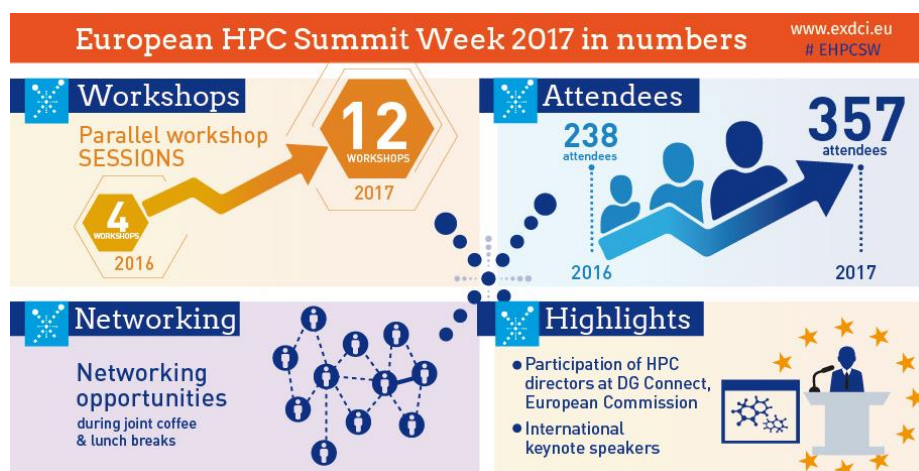


Figure 6: Infographic for EHPCSW17

5.4 HPC career case studies template

On request of WP5, a specific template in PDF format for all HPC career case studies on the website was also created, for example: <https://exdci.eu/sites/default/files/public/files/exdci-10-nixmcdonnell.pdf>

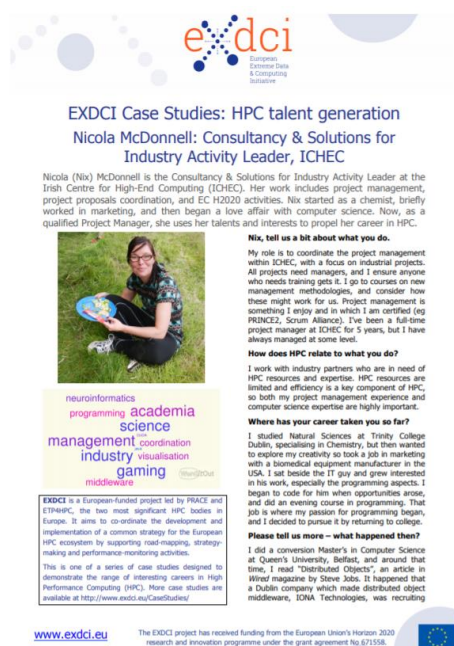


Figure 7: Example of HPC career case study template

5.5 Social media: Twitter

In March 2016, EXDCI opened a Twitter account in order to help disseminate all activities done by the CoEs, European Exascale and FETHPC projects. With the aim of building a community around the project, the dissemination team posted regular updates. This account posted its own EXDCI content (news, press releases, infographics, registration to events, etc.), as well as re-tweeted HPC-related activities, events or call for papers. Furthermore, the main partners of the project, PRACE and ETP4HPC have their own social media and were also a good channel to further disseminate EXDCI activities, as well as the social media channels from the CoEs, European Exascale and FETHPC projects.

D8.3 EXDCI Final Dissemination Report

The EXDCI account tweeted 1004 times, with a total of 509 followers.

On average, EXDCI earned 1 Retweets per day, and 1 likes per day. The three top tweets from the period March 2016 – January 2018 are the following:




Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
				5,851	32	0.5%
	EXDCI @exdci_eu · Dec 29 Not submitted your #HPC workshop or private event for the #EHPCSW ? You have still a few days left...until January 2nd, 2018. Submit your expression of interest here: bit.ly/2zwldXU #Exascale pic.twitter.com/VwOLCGftoV					Promote
				2,117	32	1.5%
	EXDCI @exdci_eu · Nov 28 Do you want to participate in the European HPC Summit Week 2018 with a workshop? Open call for Workshops here: bit.ly/2zwldXU . Deadline 18th December 2017. #HPCmatters #Exascale pic.twitter.com/xCFqwFBC2R					Promote
				1,607	24	1.5%
	EXDCI @exdci_eu · Nov 15 The BDEC "Pathways to Convergence" Report is now available to download: bit.ly/2AFFHib . Toward a Shaping Strategy for a Future #Software and Data Ecosystem for Scientific Inquiry. Result of all #BDEC meetings and with #HPC conclusions and recommendations. pic.twitter.com/G3fDJESkxP					Promote

Figure 8: EXDCI Top Tweets (March 2016 – January 2018)

In terms of the 509 followers, they were mainly male, as the HPC community is still male oriented. The image shows with the percentages of male and female followers:

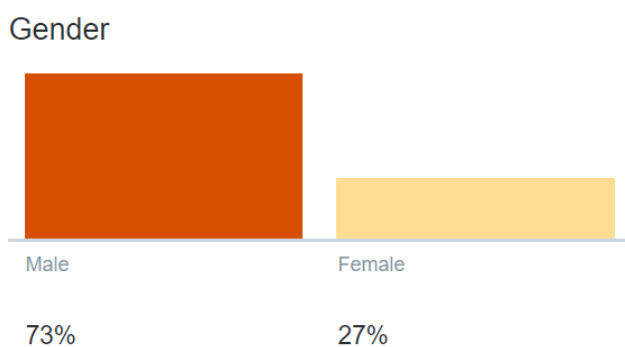


Figure 9: EXDCI Twitter audience by gender

Their interests of the Twitter followers are following:

D8.3 EXDCI Final Dissemination Report

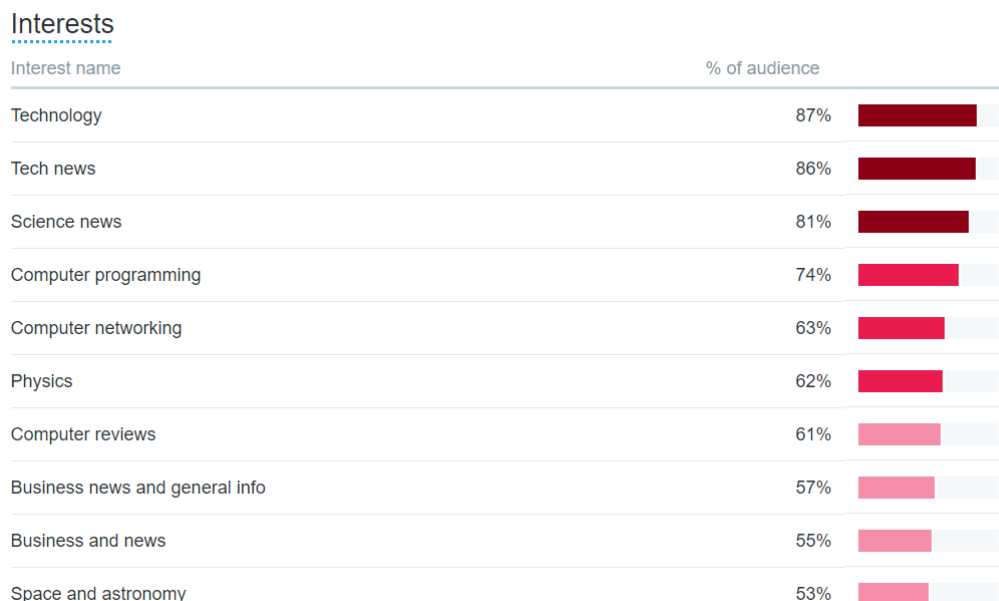


Figure 10: EXDCI Twitter audience interests

5.6 Videos

A short video, whose aim was to understand the major achievements of the EXDCI project, was launched at the EXDCI final conference. This video was recorded during a technical meeting organized in Bologna and the major contributors to this European project try to summarize in only 3 minutes the major outcome of EXDCI. The video was uploaded onto YouTube: <https://www.youtube.com/watch?v=OWO2B0CGpRk> . At the time of writing this report, it had a total of 184 views and has also been promoted via the EXDCI Twitter account and website (with a banner on the homepage).

D8.3 EXDCI Final Dissemination Report



Figure 11 - "EXDCI in three minutes" displayed through the BSC YouTube channel

Other videos of EXDCI presentations were also displayed at various events in which we participated, for example, [this presentation](#) of BDEC progress, made by WP6 leader Mark Asch at the 38th ORAP Forum in Paris (France), in October 2016.

6 Events

Events have been a central role in the dissemination in WP8. Even if EXDCI has participated in other major events (see section 4.3), the two main events organized by EXDCI are the creation of the conference series of the European HPC Summit Week and the EXDCI Final conference.

6.1 European HPC Summit Week

The conference series of the so-called “European HPC Summit Week” (EHPSW) aimed to gather all related European HPC stakeholders (institutions, service providers, users, communities, vendors and consultants) in a single week to foster synergies. Each year, EXDCI opens a call for contributions to all HPC-related actors who would like to participate in the week through a workshop.

The [first edition](#) took place in 2016 (EHPCSW16) in Prague, Czech Republic. EHPCSW16 gathered a total of 238 attendees with nearly all European nationalities represented. The four-day summit comprised a number of HPC events running concurrently: an EXDCI Workshop, PRACEdays16, the “EuroLab4HPC: Why is European HPC running on US hardware?” workshop and the ETP4HPC Extreme-Scale Demonstrators Workshop, as well as a number of private collaborative meetings.

The [second edition in 2017](#) took place in Barcelona, hosted by the Barcelona Supercomputing Center and included even more HPC workshops than the 2016 edition, covering a range of application areas including renewable energies, oil & gas, biomedicine, big data, mathematics, EXDCI - FETHPC-671558

D8.3 EXDCI Final Dissemination Report

climate modelling, computing applications, as well as HPC future technologies. With the aim that this event becomes a reference in the HPC ecosystem, the main challenge was to accommodate numerous HPC-related workshops in a single week.

The [third edition in 2018](#) will take place in Ljubljana from 28 May 2018 to 01 June 2018, and will be organized in the frame of the continuation of this project, EXDCI2.

6.2 Final EXDCI conference

The final EXDCI conference aimed to “provide an opportunity to disseminate project results to the stakeholders, scientists and policy makers” and has been designed within the project to “summarize the findings and recommendations of the EXDCI project”. This event was included in Task 8.1 of the project, in WP8 dedicated to dissemination activities.

The final conference of the EXDCI project took place on the 7th and 8th of September 2017. It was hosted by the Barcelona Supercomputing Center (BSC), and occurred back to back with the ACM Europe Annual conference. 99 people from 20 countries participated in this event, of whom 15 were women.

The first day of the conference was dedicated to the presentation of the results of EXDCI and recommendations for the HPC ecosystem. After the EXDCI session, the participants had the opportunity to attend the Turing Talk and the cybersecurity panel of the ACM conference. On the second day, a joint session with HiPEAC and EuroLab4HPC was organized to present the results of both initiatives. Before joining the ACM conference programme dedicated to the future of HPC, the participants had the opportunity to visit BSC’s MareNostrum supercomputer.

The main conclusion of the event was that, while running for Exascale computing capabilities, HPC is shifting from a centralized to a distributed model under the influence of the data explosion that affects all communities involved: from fundamental science to industrial real-time applications.

This paradigm shift will not only imply finding and developing new models, both in the hardware and software domains. Training, networking, and collaborative processes such as road mapping are among the efforts that must be pursued.

At a global level, sustainable Exascale performance is expected to be reached in 2023-2024, while the first Exascale peak can be attained in 2021. A new definition of Exascale was proposed that focuses on effectiveness. In that definition, Exascale means: running real and relevant applications 100 times more effectively than today’s performance.

Four major players are involved in this race: the US, China, Japan and the EU, with a strong competition between the US and China taking place for the leader. The EU’s main strength is its excellent position in terms of applications, but the Old Continent is too dependent on US hardware to drive its way to first place.

Finally, the reasons why Europe is investing in HPC facilities were again highlighted: we need Exascale to solve both scientific and industrial challenges. Computing power is required if Europe wants to maintain a high level in research and innovation, be able to propose accurate solutions to societal problems and give to its entrepreneurial and public environment adequate tools. Finally, HPC is a growing multi-billion market for which the EU can claim a better share.

D8.3 EXDCI Final Dissemination Report



Figure 12: European EXDCI conference group photo

6.3 Involvement in International community workshops and conferences

In addition to organizing events, EXDCI participated 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, two project technical meetings were organized in Italy as part of WP4. The Big Data and Extreme-Scale Computing (BDEC) Workshops organized in Europe and Asia as part of WP6 were also opportunities for dissemination.

Workshops and conferences on HPC and Exascale topics are frequently organized. EXDCI participated in such events, such as the ORAP Forum, 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.

EXDCI also participated in the large supercomputing conferences ISC16 and ISC17; SC16 and were SC17 in close collaboration with other European projects and organizations, including shared booths with PRACE. Birds-of-a-Feather (BoF) sessions and workshops were submitted and held. They provided 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 highlighted the aspects which make EXDCI unique and progresses made during the project.

The table below gathers all events in which EXDCI has been present:

Event	Date and Location
ISC 2015	13 June 2015, Frankfurt (Germany)

D8.3 EXDCI Final Dissemination Report

1 st EXDCI workshop (jointly with ETP General assembly)	29 th and 30 th September 2015, Rome (Italy)
European HPC Summit week 2016: 2nd EXDCI workshop	09 th and 10 th May 2016, Prague (Czech Republic)
37e ORAP Forum: Le nouveau paysage européen du HPC, retour d'expériences sur les accélérateurs et autres many-cores	17 March 2016, Michel-Ange (Paris)
European HPC Summit week 2016	09 th and 12 th May 2016, Prague (Czech Republic)
BDEC 2016	15-17 th June, Frankfurt (Germany)
EXDCI Technical Meeting 2016	21 September 2016 to 22 September 2016, Barcelona (Spain)
TERATEC 2016 Forum: European Research Café	28 June 2016 to 29 June 2016, BRUYERES-LE-CHATEL (France)
BDEC 2017	08 March 2017 to 10 March 2017, Wuxi (China)
Workshop ISC2016: European and International Activities in Big Data and Extreme-scale Computing (BDEC)	23 June 2016, Frankfurt am Main (Germany)
ISC 2016: exhibition	19 th – 23 rd June, Frankfurt (Germany)
SC 2016 exhibition: share booth with PRACE	14 – 17 th November, Salt Lake city (USA)
BoF session titled “ Birds-of-a-Feather session: European HPC Exascale Projects & Extreme-Scale Demonstrators ” at SC2017	14 th November, Denver (USA)
ACM Europe Conference: EXDCI Final Event 2017	7 September 2017 to 08 September 2017
EXDCI & BDVA Common Session	04 July 2017, Bologna (Italy)
TERATEC 2017 Forum: European Research Café	27 June 2017 to 28 June 2017, Cedex (France)
ISC2017 exhibition: share booth with PRACE	June 2017, Frankfurt (Germany)
SC2017 exhibition: share booth with PRACE	November 2017, Denver (USA)
ACM Europe Conference: EXDCI Final Event 2017	7 – 8th September 2017, Barcelona (Spain)

Table 4: List of EXDCI events

7 Press strategy

A total of five press releases were launched:

D8.3 EXDCI Final Dissemination Report

- The first news about EXDCI was launched on 27th September 2015 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 a month later titled “[EXDCI: towards a common HPC strategy in Europe](#)” was launched to specialized media.
- The following two press releases were used to promote the first edition of the conference series of the European HPC Summit Week in 2016 in order to encourage them to register and the second was used to highlight the parallel tracks of the 2017 edition of this conference with more stakeholders involved.
- The last press release was to emphasize the EXDCI results jointly with an infographic as a summary of the outcome titled “[EXDCI paves the way towards a common European HPC strategy](#)”.

All launched press releases have been uploaded onto the following page: <https://exdci.eu/newsroom/press-releases>. All press impacts are included in the EXDCI newsroom of the project website. A total of 15 mentions in different technical and generic media have been identified. They were all uploaded onto the page <https://exdci.eu/newsroom/news-in-press>.

7.1 News

Throughout the project, the dissemination team has written also a total of 12 news items for the website and launched them via Twitter. They were all uploaded onto the following page in order to announce the project results: <https://exdci.eu/newsroom/news>.

8 Conclusions

The activities collected in this document show that the dissemination efforts made by the dissemination team have been successful, as planned at the beginning of the EXDCI project (D 8.1). The most important achievement is the organization of the conference series of the European HPC Summit Week (EHPCSW) for the HPC community. As EXDCI2 project has been approved and will start in May 2018, the dissemination team will continue reinforcing the organization and further promotion of the EHPCSW to become a key HPC event in future, as well as promoting the EXDCI results of the second phase.