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EESI2 Dissemination Plan



European Exascale Software Initiative 2

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Author(s)	Nagham Salman, Peter Michielse, Madeleine Gray
Reviewers	Sergi Girona, Peter Michielse, Thierry Bidot, Philippe Ricoux
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Author(s)	Nagham Salman, Peter Michielse, Madeleine Gray
Contributor(s)	Francesca Arcara, Marina Azor
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Project abstract

The use of High Performance Computing (HPC) is commonly recognized as a key strategic element in improving understanding of complex phenomena, in both research and industry. The constant growth of generated data - Big Data - and the computing capabilities of extreme systems are leading to a new generation of computers composed of millions of heterogeneous cores which will deliver exaflop performance by 2020.

Such hardware architectures make outstanding technological breakthrough possibilities in computation possible, but they also create software challenges. To respond to this challenge, the international community has launched various programmes and organizations. In the US, this has been done through funding programmes such as the Ubiquitous High Performance Computing program and the co-design centre call. The International Exascale Software Project (IESP) aimed to build a US and international roadmap. In Europe, the PRACE project is preparing the tier-0 level of the European HPC ecosystem.

The first European Exascale Software Initiative (EESI1) successfully federated the European community, built a preliminary European cartography, vision and roadmap and represented the European voice at international level. However, it is necessary to go one step further towards implementation, by establishing a European structure to gather the European community, by providing periodically cartography and roadmaps and dynamic synthesis and recommendations in (i) defining and following up concrete impacts of R&D projects, (ii) identifying disruptive technologies (iii) addressing cross-cutting issues in numerical processing and software engineering, (iiii) developing gap-analysis methodology towards exascale roadmap implementation. Overall, to achieve exascale targets, international collaboration needs to be explored and a more dynamic structure must be implemented.

CONTENTS

1.	EXECUTIVE SUMMARY	5
2.	INTRODUCTION	5
3.	ORGANISATION	5
3.1.	Objectives.....	5
3.2.	Management.....	6
3.3.	Internal communication.....	6
3.4.	Target audience.....	6
4.	GRAPHIC AND DIGITAL IDENTITY	7
4.1.	Logo.....	7
4.2.	Posters, flyers and brochures (PRACE-BSC).....	7
4.3.	Templates (PRACE-BSC).....	7
4.4.	Other promotional materials	7
4.5.	EESI website.....	8
4.6.	Social media.....	8
5.	DIRECT COMMUNICATION	8
5.1.	Peer-to-peer networking.....	8
5.2.	Events	9
5.2.1.	European exascale conference (PRACE-SURFsara)	9
5.2.2.	Technical workshops (PRACE-CINECA and TER@TEC)	9
5.2.3.	External events (PRACE-INRIA, PRACE-SURFsara and ANR).....	9
6.	PRESS STRATEGY	10
7.	COLLABORATION	10
8.	MONITORING	11

1. EXECUTIVE SUMMARY

This deliverable provides details of the EESI2 project's dissemination plan. The plan identifies a set of target audiences and defines a series of dissemination activities aimed at these audiences. The key activities within this strategy include: the development of a website that communicates the work of the project; production of a collection of attractive dissemination materials; publication of papers in targeted journals; presentations delivered at conferences; attendance and representation at key exhibitions; and the production of regular information for the press. International and European collaboration is a key element of the plan. The target audiences for dissemination will be refined throughout the project

2. INTRODUCTION

The second phase of the EESI project aims to build on the success of the first phase, working with key stakeholders to provide a roadmap for software developments for exascale computing. Dissemination is crucial to the success of the project: it will help raise awareness of the project and its aims; promote the building of relationships and attract experts to the project; promote collaboration with similar projects, thus strengthening the work of each and avoiding duplication; and ensure that the project's results are communicated to specialist audiences and the wider public.

This document sets out the overarching project dissemination strategy and the activities which will be used to support this.

The work conducted by WP8 is closely linked to the work conducted in the other WPs. WP8 will support the other WPs by managing the relationships between EESI and its various target audiences and providing channels through which other areas of the project can reach them. WP8 is also dependent on the collaboration from other WPs in order to for dissemination activities to be effective. Internal communication is therefore of key importance.

3. ORGANIZATION

3.1. Objectives

The principal objectives of the dissemination activities led by WP8 are as follows:

- to raise awareness about the project, as well as more generally about software issues for exascale computing in Europe, among HPC stakeholders, policy makers, researchers, industry and the wider public
- to create and nurture a community of stakeholders in exascale computing and to promote strong links between the various European exascale and HPC projects/initiatives
- to disseminate project results to key stakeholders, including researchers, policy makers and industry representatives, as well as to the wider public
- to establish the EESI network as a credible, reliable source of information about exascale software requirements
- to ensure that the relevant communities are actively engaged and provide feedback on key discussion topics

3.2. Management

A dissemination committee will be set up with the main project partners. A dissemination coordinator will be nominated, who will be responsible for ensuring that dissemination tasks are fulfilled in a timely and effective manner. Thought could also be given to subcontracting to dissemination resources to help implement the plan.

The dissemination committee will maintain a close relationship with the management board and the task leaders to ensure continuous and coherent dissemination.

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:

- an intranet will be provided to which project partners can upload relevant documentation
- partners will be encouraged to send an email advising other project partners when they upload something new to the intranet or the website
- key updates will be discussed at project meetings and will be passed onto the individuals responsible for specific dissemination activities
- project teleconferences will include discussion of key topics for dissemination

3.4. Target audience

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

- project partners
- European HPC and exascale communities and projects, such as PRACE, HIPEAC, ETP4HPC, CRESTA, DEEP-ER, Mont-Blanc, ARTIST
- HPC organizations and initiatives across the world
- policy makers and funding bodies
- industry representatives, such as European software designers and vendors, representatives from different industries which use HPC applications
- researchers
- the general public

Appropriate communication channels will be investigated and used in order to engage effectively with different groups. For example, HPC events organized in Europe, such as PRACEDays and the European Exascale Conference, will allow EESI2 partners to network with members of the European HPC community. Press releases will be sent to specialist media or general-interest publications, depending on whether their content is targeted towards industry specialists or the wider public. Industry and academic audiences will be engaged through EESI2's networks.

4. GRAPHIC AND DIGITAL IDENTITY

A graphic identity which is applied consistently in project materials reinforces the project “brand”, making the project more visible and ensuring greater recognition. All dissemination materials will include the name of the project, the website and the graphic elements described in this section, such as the logo.

4.1. Logo

The EESI logo (see below) will be used at the website, in give-away materials and in all other dissemination material, including publications and papers.



4.2. Posters, flyers and brochures (PRACE-BSC)

Posters play an important role in increasing the visibility of the project and in informing people about the project’s aims and achievements. EESI posters will be created and displayed at various events. They will be also available on the website. All posters should include partner logos, the European Commission logo as an acknowledgment of EC funding, EESI contacts and the website URL.

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

4.3. Templates (PRACE-BSC)

Templates for PowerPoint, newsletters, (white) papers and posters will be made available in such a way that all dissemination materials, presentations and documents can be produced independently by each partner.

4.4. Other promotional materials

For promotion purposes EESI will provide several items as give-away materials to attract audiences at conferences and events. Folders and notepads have already been produced during the first part of the project, and these can be used at events during the second phase.



4.5. EESI website

The EESI website (<http://www.eesi-project.eu>) has an essential role in dissemination activities; it has been available since the start of the first phase of the project, and website has been given greater visibility by including the URL on printed materials and merchandise (presentations, press releases, pens, etc.) A new, dynamic version of the website will be built, with fresh content provided frequently over the lifetime of the project. To achieve this, a website strategy will be created and implemented, incorporating the following elements:

- Identify and contract a subcontractor capable of managing and develop an effective website – in this case the company E-Wellcom, which was responsible for developing the EESI1 website.
- Take over administration of the EESI1 website and maintain it on a dedicated server. Update the existing EESI website and enhance its content by making it more dynamic and interactive.
- In parallel, create a new updated EESI website, which should ensure continuity with the previous web site and should be both accessible to all and responsive. . The website will be designed to adapt in a smart way to different screens (laptops, smartphones etc.).
- In response to feedback from the project review, the website will be reworked. Rather than being a “project” website, the website should be outward focused: information should be succinct and easy to find, with regularly updated news and events from the project and multimedia content such as videos where appropriate

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. Effort will be made to ensure that the web content is adapted for each of the target audiences set out above. The website will disseminate the project activities and results by publishing the project newsletter, technical papers and information about coming events. Content will be provided by all work packages. A RSS will also be integrated, to provide anyone interested to obtain the latest website updates.

4.6. Social media

Careful thought will be given to the creation of Twitter and LinkedIn accounts for the EESI project, taking into account whether the dissemination work package allows sufficient resources to set up and maintain effective social-media channels. Should the time requirement for dedicated accounts be considered too onerous, effort will at least be made to publicize EESI on existing social networks, such as those managed by partner institutions and PRACE.

5. DIRECT COMMUNICATION

5.1. Peer-to-peer networking

From experience in EESI1, we have concluded that personal contact is of great importance in disseminating the activities and results of EESI2. As EESI2 collaborators (both partners and invited experts) have large professional HPC networks, EESI2 will disseminate project activities to and through these contacts, for example during teleconferences and meetings.

5.2. Events

5.2.1. European exascale conference (PRACE-SURFsara)

This will provide an opportunity to disseminate project results to the stakeholders, scientists and policy makers. It will allow EC-funded exascale projects to present their findings and results, and will summarize the findings and recommendations of the EESI2 project. Contributions from the Working Groups, EC-funded exascale projects and international speakers will be featured as part of this event. The conference will be organized in Amsterdam, as a one-day event, with the expected number of participants being around 200; it is planned for 22 April 2015.

5.2.2. Technical workshops (PRACE-CINECA and TER@TEC)

Two technical workshops will be organized, bringing together European and international HPC stakeholders to share information on various aspects, including funding models for relevant research and needs/challenges with respect to efficient software for future exascale systems. There will be parallel sessions for the various Working Groups, which will be able to lay out their working methodology and results. The workshops will be held at Ter@tec and CINECA premises, and each workshop is expected to attract around 100 participants. The workshops will be organized in collaboration with EC-funded European exascale projects which are currently running.

5.2.3. External events (PRACE-INRIA, PRACE-SURFsara and ANR)

In addition to organizing events, EESI2 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. These include:

Involvement in International community workshops and conferences

Workshops and conferences on exascale topics are frequently organized. These workshops and conferences have fostered links between participants and have ultimately established the exascale community. They are essential places where assessments are made, issues are raised and exploratory solutions are formulated not only on the technical aspects but also on coordination ones. It is thus of utmost importance to ensure the presence of EESI2 participants at future community workshops.

Some of these include:

- 4th International Conference on Multi-Scale Structures and Systems in Process Engineering, 26-28 September 2012, Beijing, China
- Challenges for Tools for Exascale Workshop – 1-2 October 2012, CEA, Bruyères-le-Châtel, France
- Preparing HPC Codes and Software for Exascale Computing: Early results of the G8 Exascale Projects Workshop -12 November 2012 - Salt Lake City, USA
- IE-ENES (Infrastructure for the European Network for Earth System Modelling) workshop on HPC for Climate Models – 30 January-1 February 2013, Toulouse, France
- Horizon Maths 2012, 19-20 December 2012, Paris La Defense, France
- 10th EU e-Infrastructure Concertation Meeting, 6-7 March 2013, Brussels, Belgium
- Exascale Applications and Software Conference – 9-11 April 2013, Edinburgh, UK
- Journée Simulation Avancée à EDF, 11 April 2013, Clamart, France

- Big Data and Extreme-Scale Computing (BDEC) Workshop – 30 April-1 May 2013, Charleston, South Carolina
- BDEC Workshop – 26-28 February 2014, Fukuoka, Japan
- BDEC Workshop – 14-16 January 2015, Barcelona, Spain

Supercomputing conferences

Participation at supercomputing conferences will be considered in close collaboration with PRACE and other European projects and organizations; all options for participation will be considered, including (shared) booths. In particular, Birds-of-a-Feather (BoF) sessions about EESI2 and other exascale initiatives (including the potential IESP successor or the EC-funded exascale projects CRESTA, DEEP and Mont-Blanc) will be submitted to SC13 and SC14. BoF sessions 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 EESI2 BoF will aim to highlight the aspects which make EESI2 unique and progress made during the project, as well as other international initiatives; it will be an excellent opportunity to get feedback from the HPC community.

6. PRESS STRATEGY

In order to raise the project's profile and publicize project progress, press releases will be created and published when major achievements have been made in the project, especially where press coverage is more likely, for example to coincide with major HPC events. These will be dispatched to the international media.

EESI partners will be encouraged to translate the press releases into their native languages and publish them on their local websites.

Key media organizations such as Research Media, the publishers of *International Innovation* journal (circulation 31,000; website: www.research-europe.com), will be contacted with a view to publishing project findings.

The press clipping contains the coverage of press regarding the project and will be uploaded on the website.

7. COLLABORATION

The structure of EESI2 is firmly based on collaboration, as shown by the inclusion of experts from a range of organizations, from Europe and beyond, in the technical work packages. This collaboration will have a significant impact on the project's success.

Obvious collaboration partners are PRACE (both RI and IP-projects), CRESTA, DEEP, Mont-Blanc, as well as international projects from the US, Japan, China, Russia, etc.

8. MONITORING

Monitoring of key 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 may include:

- website statistics, including number of hits
- number of attendees at the European Exascale Conference and EESI technical workshops
- number of press clippings