

# Deliverable D8.2

## EESI2 Dissimination Plan



European Exascale Software Initiative 2  
Grant agreement number: 312478

### Communication Plan

Author(s)	Nagham Salman, Peter Michielse
Status	Draft
Version	v.1.1
Date	21/5/2013

Document identifier: EESI2-D8.2	
Deliverable lead	BSC-SARA
Related work package	8
Author(s)	Nagham Salman, Peter Michielse
Contributor(s)	Francesca Arcara
Due date of deliverable	31/03/2013
Actual submission date	31/05/2013

Reviewed by	Peter Michielse, Thierry Bidot, Philippe Ricoux
Approved by	Philippe Ricoux
Dissemination level	PUBLIC
Website	<a href="http://www.eesi-project.eu/">http://www.eesi-project.eu/</a>
Project number	312478
Instrument	CSA
Start date of project	01/09/2012
Duration	30 months

**CONTENTS**

- EXECUTIVE SUMMARY.....4**
- 1.INTRODUCTION .....6**
- 2.TARGET AUDIENCE .....8**
- 3.DISSEMINATION .....9**
  - 3.1. EESI WEBSITE (TOTAL) ..... 9
  - 3.2. OTHER ..... 9
- 4.MATERIALS.....10**
  - 4.1. POSTERS, FLYERS & BROCHURES (PRACE-BSC)..... 10
  - 4.2. PRESS RELEASES & PRESS CLIPPING (PRACE-BSC) ..... 10
  - 4.3. LOGO ..... 10
  - 4.4. TEMPLATES (PRACE-BSC)..... 10
  - 4.5. OTHER PROMOTIONAL MATERIALS..... 10
- 5.EVENTS .....12**
  - 5.1. EUROPEAN EXASCALE CONFERENCE (PRACE-SURFsARA)..... 12
  - 5.2. TECHNICAL WORKSHOPS (PRACE-CINECA AND TER@TEC)..... 12
  - 5.3. INTERNATIONAL COMMUNITY WORKSHOPS..... 12
  - 5.4. SUPERCOMPUTING CONFERENCES..... 12
- 6.COLLABORATIONS.....13**
- 7.MONITORING .....14**

*Disclaimer:* The content of the document herein is the sole responsibility of the publishers and it does not necessarily represent the views expressed by the European Commission or its services.

While the information contained in the document is believed to be accurate, the author(s) or any other participant in the EESI2 Consortium make no warranty of any kind with regard to this material including, but not limited to the implied warranties of merchantability and fitness for a particular purpose.

Neither the EESI2 Consortium nor any of its members, their officers, employees or agents shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein.

Without derogating from the generality of the foregoing neither the EESI2 Consortium nor any of its members, their officers, employees or agents shall be liable for any direct or indirect or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

### Abstract:

The use of High Performance Computing (HPC) is commonly recognized a key strategic element both in research and industry for an improvement of the understanding of complex phenomena. The constant growth of generated data - Big Data - and computing capabilities of extreme systems lead to a new generation of computers composed of millions of heterogeneous cores which will provide Exaflop performances in 2020.

Such hardware architectures lead to outstanding technological breakthrough possibilities in computations but also to outstanding software challenges. In front of this challenge, the international community has launched various programs and organizations. In US this has been done through some funding programs such as the Ubiquitous High Performance Computing program and the co-design centre call. The International Exascale Software Project (IESP) had the goal to build a US and international roadmap. In Europe the EU PRACE project which is preparing the tier-0 level of the European HPC ecosystem, has been implemented. The successful first European Exascale Software Initiative (EESI1) federated the European community, built a preliminary European cartography, vision and roadmap and stated as 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) detecting 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 need to be explored and a more dynamical structure must be implemented.

## **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: development of a website that communicates the work of the project; production of a collection of attractive dissemination material; 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. Furthermore, International and European collaboration is a key element of the plan. The target audiences for dissemination will be refined throughout the project. In addition, a series of quantifiable metrics will be used to measure the success of the dissemination plan. The project's overall dissemination strategy will be refined based upon these measures.

# 1. introduction

The principal objectives of the dissemination activities led by WP8 in the EESI2-project and which form the key components of the communication plan are:

- Design and execute a communication strategy;
- Organize two internal workshops;
- Organize a European Exascale conference.

The mission of WP8 will be completed through the following tasks:

WP8 is dedicated to communication and dissemination actions at large. It includes the organization and achievement of two internal technical workshops, a European Exascale conference and will report on the presented results during the workshops and conference. Additionally, it will setup and implement an information dissemination strategy.

T8.1: Organization of technical workshops (M8-M24) PRACE-CINECA (Giovanni Erbacci), Ter@tec (Hervé Mouren)

This task will bring together European and international HPC stakeholders, to share information on various aspects, including funding models of relevant research and needs/challenges with respect to efficient software for future Exascale systems. It will organize two technical workshops including parallel sessions for the various Working Groups. The Working Groups will be able to lay out their working methodology and results. The workshops will be held at Ter@tec and CINECA premises. Each workshop is expected to have about 100 participants. The organization of the workshops will be done together with the currently running EC-funded European Exascale projects.

T8.2: Organization of European Exascale conference (M24-M30) PRACE-SURFsara (Peter Michielse).

This task will be responsible for the public presentation of projects results to the stakeholders, scientists and policy makers. It will give opportunity to EC-funded Exascale projects to present their findings and results, and will summarize the findings and recommendations of the EESI2 project. The conference will be organized in Amsterdam, as a one-day event. The number of participants expected for this conference is around 200. During the event, contributions from the Working Groups, EC-funded Exascale projects and international speakers will be included. The conference is planned at M29 at the end of the month of January.

T8.3 Information Dissemination (M1-M30) PRACE-BSC (Sergi Girona), TOTAL (Philippe Ricoux).

At project start a detailed communication strategy and contributions for the dissemination plan (D8.1) will be established and agreed upon. It will define the target audiences, objectives, communication channels, tools and support material (flyers, web-site), activities, responsibilities and timing. Throughout the lifetime of the project, the selected dissemination actions will be implemented according to the plan. All partners will directly participate to the implementation of the dissemination actions. The goal of this task is to provide to the largest public possible an easy access to general information on the current Exascale developments.

T8.4 EESI in Europe and world-wide (M1-M28) PRACE-INRIA (Franck Cappello), PRACE-SURFsara (Peter Michielse), ANR (Jean-Yves Berthou).

This task covers the following:

- Involvement in International community workshops

The community is organizing frequent workshops and conferences on Exascale topics. These workshops and conferences have fostered links between participants and 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. Thus it is of outmost importance to ensure the presence of EESI2 participants to the future community workshops.

- Participation at Supercomputing conferences

Participation to Supercomputing will be considered closely with PRACE and others European projects and organizations. All possible ways to participate will be considered including booths. In particular, the Bird of Feather about EESI2 and other Exascale initiatives (including potential IESP successor or others initiatives) will be submitted to SC12-SC13 and SC14. The BOF sessions provide 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 grass-roots participation. The EESI2 BOF will present the originality and the progresses of EESI2 as well as other international initiatives and will allow getting feedback from the community.

The work conducted by WP8 is closely interlinked to the work conducted in the others WPs. WP8 supports the work by managing the relationships between EESI and its various target audiences and providing the channels for other parts of the project to use to reach them. This document outlines the communication strategy as meant in T8.3

## 2. target audience

Three key target audiences were identified which can be grouped into the following categories. For each category, we will investigate and use appropriate communication channels and define actions to effectively engage with them.

- The HPC communities
  - The European and world-wide HPC communities
  - The European Exascale community
  - The world-wide Exascale community
- Funding bodies and the general public
- The EESI2 industrial and academic networks



## 3. dissemination

### 3.1 EESI website (TOTAL)

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 has been referred to in all printed materials and merchandizing (presentations, press releases, pens, etc.) A completely new version of the website will be built to use all modern internet capabilities. The website will be dynamic, updated frequently and the content will be expanded constantly during the project lifetime.

The website has been designed to address each of the target audiences described in section 2.

The website will disseminate the project activities and results by publishing the project newsletter, technical papers and information about coming events. The contents will be provided by all work packages.

An RSS feed system is also used to inform interested persons and individuals about the latest updates of the website.

### 3.2 Other

From experience in EESI1, we have concluded that typically the personal touch is most important in disseminating the activities and results of EESI2. Since each collaborator in EESI2 (both those involved in the project and the invited experts) have a large professional network in HPC, EESI2 will rely on their contacts and dissemination efforts. During the teleconferences and meetings, such kind of dissemination will need to be addressed and brought under the attention of all mentioned here.

## 4. materials

Dissemination materials will be developed with assistance of all partners and will be made available to all partners in the EESI2 project.

### 4.1 Posters, flyers & brochures (PRACE-BSC)

The posters play an important role in increasing the visibility of the project, in particular during public events. EESI posters will be created and shown in various events. They will be also available on the website. All posters should contain the partners' logos, the 7<sup>th</sup> framework logo as an acknowledgment of EC funding, EESI contacts, and URL.

A general brochure will be designed, printed and to be distributed during the 2013 year events. Also a two-sided flyer with a brief summary of the project and its URL will be designed and will be available on the website. Future posters, flyers and brochures will be produced by the design team when it is needed.

### 4.2 Press releases & press clipping (PRACE-BSC)

Press releases will be created and published when major achievements have been made in the project. The purpose of press releases is to attract attention and to show the project achievements and developments.

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

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

### 4.3 Logo

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

### 4.4 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 autonomously by each partner.

### 4.5 Other promotional materials

For promotion purposes EESI will provide several items as give-away materials to attract audiences at conferences and events.

## 5. events

EESI2 will present the project at relevant conferences and events. Apart from that, EESI2 will organize its own event to present and disseminate the conclusions and recommendations of the project. This will be the final European Exascale Conference.

### 5.1 European Exascale conference (PRACE-SURFsara)

The conference will be organized in Amsterdam, as a one-day event. The number of participants expected for this conference is around 200. During the event, contributions from the Working Groups, EC-funded Exascale projects and international speakers will be included. The conference is preliminary planned at M29 at the end of the month of January 2015.

### 5.2 Technical workshops (PRACE-CINECA and TER@TEC)

Two technical workshops will be organized including parallel sessions for the various Working Groups. The Working Groups will be able to lay out their working methodology and results. The workshops will be held at Ter@tec and CINECA premises. Each workshop is expected to have about 100 participants. The organization of the workshops will be done together with the currently running EC-funded European Exascale projects.

### 5.3 International community workshops

The HPC and exascale community is frequently organizing workshops and conferences on Exascale topics. These workshops and conferences have fostered links between participants and ultimately established the Exascale community. Apart from Supercomputing conferences (section 5.4), one could think of parallel computing conferences, computational science conferences and specific exascale conferences.

### 5.4 Supercomputing conferences

Participation to Supercomputing will be considered closely with PRACE and other Europeans projects and organizations. All possible ways to participate will be considered, including (common) booths. In particular, BOF-sessions about EESI2 and other Exascale initiatives (including potential IESP successor or the EC-funded exascale projects CRESTA, DEEP and Mont Blanc) will be submitted to SC13 and SC14. The BOF sessions provide 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 grass-roots participation. The EESI2 BOF will present the originality and the progresses of EESI2 as well as other international initiatives and will allow getting feedback from the community.

## 6. Collaborations

EESI2 naturally relies on collaborations. This becomes clear from the set-up of the WP's and experts from a range of organizations who will be involved in the technical workpackages. Hence, collaboration is guaranteed and must lead to a successful execution of the project. These collaborations include both European and international organizations.

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

## 7. monitoring

Performance monitoring assesses the progress towards achieving the dissemination objectives, and allows WP8 to conduct the dissemination activities to the right direction.

The monitoring means to refine and update the communication plan throughout the project.