



**SEVENTH FRAMEWORK PROGRAMME
Research Infrastructures**

**INFRA-2010-2.3.1 – First Implementation Phase of the European High
Performance Computing (HPC) service PRACE**



PRACE

Partnership for Advanced Computing in Europe

Grant Agreement Number: RI- 261557

D3.1.1

Final plan for the use and dissemination of foreground

Final

Version: 1.0
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Date: 12.7.2010

Project and Deliverable Information Sheet

PRACE Project	Project Ref. №: RI- 261557	
	Project Title: Partnership for Advanced Computing in Europe	
	Project Web Site: http://www.prace-project.eu	
	Deliverable ID: < D3.1.1 >	
	Deliverable Nature: <DOC_TYPE: Report >	
	Deliverable Level: PP *	Contractual Date of Delivery: 31 / 07 / 2010
		Actual Date of Delivery: 31 / 07 / 2010
EC Project Officer: Bernhard Fabianek		

* - The dissemination level are indicated as follows: **PU** – Public, **PP** – Restricted to other participants (including the Commission Services), **RE** – Restricted to a group specified by the consortium (including the Commission Services). **CO** – Confidential, only for members of the consortium (including the Commission Services).

Document Control Sheet

Document	Title: <Final plan for the use and dissemination of foreground >	
	ID: <D3.1.1>	
	Version: <1.0 >	Status: final
	Available at: http://www.prace-project.eu	
	Software Tool: Microsoft Word 2007	
	File(s): PRACE-Deliverable-3.1.1.docx	
Authorship	Written by:	Ari Turunen, Anni Jakobsson; CSC
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	Approved by:	Technical Board

Document Status Sheet

Version	Date	Status	Comments
0.1	28/05/2010	Draft	
0.2	01/07/2010	Draft	WP3 partners
0.3	06/07/2010	Draft for internal review	Jean-Marie Normand, Florian Berberich
1.0	12/07/2010	Final version	

Document Keywords and Abstract

Keywords:	PRACE, HPC, Research Infrastructure
Abstract:	<p>Effective dissemination and outreach are a prerequisite for the continued success of PRACE, during the subsequent implementation project (PRACE-1IP) of the persistent PRACE Research Infrastructure. This document describes the objectives, strategies and the resulting actions.</p> <p>The plan is based on two pillars: dissemination and outreach. Dissemination and outreach are organised in task “T3.1 Dissemination activities”, which is executed in parallel throughout the duration of the project. The plan identifies the target groups for dissemination from policy makers, scientific communities and selected computational science laboratories to the general public.</p> <p>This plan describes the communication channels, including printed information, presentations at scientific and technical conferences, organising workshops for potential users, an attractive web presence and press releases. It defines the process for the production and management of the dissemination material including exploitation of existing of dissemination by the PRACE partners.</p> <p>The specific plans to reach industry as potential customers of PRACE and to identify the particular requirements by industry are presented. This includes high level participation from a cross-section of European industries, businesses, and service providers. PRACE will also achieve contacts with computational science educational community, and engage in education outreach to schools. The focus is to disseminate training material to the target audience.</p> <p>The plan contains a timetable of the planned activities.</p>

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References and Applicable Documents

PRACE-IIP (First Implementation Project)“Description of Work”

List of Acronyms and Abbreviations

BoF	Birds of a Feather, dedicated sessions organised during scientific conferences
BSC	Barcelona Supercomputing Centre, Spain
BSCW	Support for Cooperative Work (Fraunhofer Society)
CaSToRC	The Computation based Science and Technology Research Centre in Cyprus
CD	Compact Disc
CECAM	Centre Européen de Calcul Atomique et Moléculaire
CINECA	Consorzio Interuniversitario, the largest Italian computing centre
CSC	IT Center for Science, Finland
CERN	European Organization for Nuclear Research
DEISA	Distributed European Infrastructure for Supercomputing Applications. EU project by leading national HPC centres
DoE	Department of Energy, USA
DoW	Document of Work
EC	European Commission
ECMWF	European Centre for Medium-Range Weather Forecasts
EFDA	European Fusion Development Agreement
EGEE	Enabling Grids for E-sciences; EU Grid project lead by CERN and successfully completed in 2004. Follow-ups were EGEE-II and EGEE-III
EGI	European Grid Initiative
e-IRG	e-Infrastructure Reflection Group
EMI	European Middleware Initiative
EPCC	Edinburg Parallel Computing Centre, United Kingdom
EPSRC	The Engineering and Physical Sciences Research Council, United Kingdom
ERC	European Research Council
ESF	European Science Foundation
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure
EUFORIA	EU Fusion fOR Iter Applications
ETHZ	Eidgenössische Technische Hochschule, Zürich, Switzerland
EU	European Union
EURATOM	European Atomic Energy Community
FZJ	Forschungszentrum Jülich GmbH, Germany
GCS	Gauss Center for Supercomputing, Germany. Partners are John von Neumann-Institut für Computing, Jülich; Höchstleistungsrechenzentrum Stuttgart, Stuttgart Leibniz-Rechenzentrum der Bayerischen Akademie der Wissenschaften, Garching
GÉANT	Collaboration between National Research and Education Networks to build a multi-gigabit pan-European network, managed by DANTE
GENCI	Grand Equipement National de Calcul Intensif, France

GRNET	Greek Research and Technology Network S.A., Grece
HET	High Performance Computing in Europe Taskforce. Taskforce by representatives from the European HPC community to shape the European HPC Research Infrastructure. Produced the scientific case and valuable groundwork for the PRACE project
HPC	High Performance Computing; Computing at a high performance level at any given time; Often synonymous with Supercomputing
HPC-Europa	Consortium of seven leading (HPC) infrastructures
HiPOP	High Performance Computing Opportunities
ICHEC	Irish Centre for High-End Computing
IPB	Institute of Physics Belgrade, Serbia
ISCRA	Italian SuperComputing Resource Allocation
ISC	International Supercomputing Conference; European equivalent to the US based SC conference. Held annually in Germany
IT	Information Technology
KTH	Royal Institute of Technology, Sweden
MB	Management Board
NCF	Netherlands Computing Facilities Foundation, the Netherlands
NCSA	National Centre for Supercomputing Applications is a Bulgarian non-profit organisation
NGI	National Grid Initiative
NUI Galway	National University of Ireland, Galway
OECD	Organization for Economic Co-operation and Development
PDC	Centre for Parallel Computers, Sweden
Petaflop/s	Peta (=10 ¹⁵) floating point operation (usually in 64-bit) per second
PM	Project Manager, also Personal Month
PMO	Project Management Office
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PRACE-1IP	PRACE First Implementation Phase
PRACE RI	PRACE Research Infrastructure
PSNC	Instytut Chemii Bioorganicznej Pan W Poznaniu, Poland
RSS	Really Simple Syndication, a family of web feed formats
SC10	Supercomputing 2010, International IEEE/ACM HPC conference organised in 2010 in New Orleans (USA)
SIGMA	UNINETT Sigma AS Company coordinating the Norwegian research network, Norway
SIRENE	Cooperative association of countries forming a pan-European group and policy framework for strong cooperation towards the initial setup and deployment of interoperable Grid infrastructures
SNIC	Swedish National Infrastructure for Computing, Sweden
TB	Technical Board
TERENA	Trans-European Research and Education Networking Association
Tier-0	Denotes the apex of a conceptual pyramid of HPC systems. In this context the Supercomputing Research Infrastructure would host the Tier-0 systems; national or topical HPC centres would constitute Tier-1
UK	United Kingdom
USA	United States of America
VSB-TUO	Vysoka Skola Banska – Technicka Univerzita Ostrava is a part of Czech public universities system, Czech Republic
USTUTT-HLRS	Universität Stuttgart – Höchstleistungsrechenzentrum Stuttgart, Germany
UYBHM	Istanbul Technical University, Ayazaga Campus, Turkey
WP	PRACE Work Package
WP3	PRACE Work Package 3 – Dissemination and Training
WP4	PRACE Work Package 4 – HPC Ecosystem Relations
WP5	PRACE Work Package 5 – Industrial User Relations

Executive Summary

Effectively organised dissemination, outreach and training activities are a prerequisite for the success of the PRACE First Implementation Project (PRACE-1IP). This document describes the strategies to achieve these objectives and the resulting actions. The work is structured into two parallel tasks: dissemination, and outreach. Training activities will be presented in the deliverable D3.1.2.

Dissemination work encompasses identifying the target groups including decision makers, scientific communities, and industry sectors who are funding and using the services of PRACE (both PRACE- 1IP and PRACE Research Infrastructure (PRACE RI)). This document defines the communication channels, describes the dissemination material to be created, including flyers, posters, presentations and the web presence. Presentations at selected conferences (both HPC related and community specific) are key elements. PRACE itself will organise and co-organise conferences and workshops.

PRACE aims to raise the competitiveness of European industries by providing comparable services to those for the academic and the industry communities. The project aims to organise two industry seminars targeted towards decision makers of European industries and businesses that can benefit from PRACE's leadership systems as well as vendors of software that can be scaled and optimised to exploit Petaflop/s systems. PRACE will also engage in achieving contacts with/within the computational science educational community, and engage in education outreach to schools, with a pilot project "Computational Science @ School".

The training of users in exploiting effectively these new classes of systems, to produce scientific or commercial results, is a mandatory and important activity that will be continued within the PRACE-1IP project and the PRACE Research Infrastructure. Currently, this skill base is limited but based on existing HPC training material as well as newly created content PRACE has developed in 2008–2010 (advanced courses on programming paradigms, code porting training material, optimising and scaling for petascale systems).

The dissemination plan serves as the formal planning document for dissemination, outreach and training activities throughout the project. It describes the prearranged activities of the responsible Work Package, indicates their schedule and sets guidelines.

1. Introduction

This document describes the dissemination and outreach activities of the PRACE First Implementation Project (PRACE-1IP). PRACE-1IP-WP3 dissemination is essential for the PRACE RI. This plan covers both, the RI and the 1IP dissemination policy. Chapter 2 describes the target groups and the dissemination channels. Chapter 3 identifies the general principles of the corporate design for PRACE. The dissemination material that will be created throughout the project and the events where PRACE plans to be present are described in Chapter 4. The planned collaboration with industry will be explained in the deliverable D5.2.1 'Business models for industrial access to infrastructures', and the training programme in the deliverable D3.2.1 'Training plan'. Chapter 5 describes an information package targeted at decision makers. The outreach measures are extremely important and need strong contacts with schools and universities across Europe in order to attract student as potential users or HPC specialists. The outreach activities are described in Chapter 6. Chapter 7 lists the planned dissemination and outreach activities and the most important dates.

2. General Objectives, Target Audiences and Dissemination Channels

The principal objectives for dissemination, outreach, and training in PRACE are:

- Disseminate the achievements of the PRACE RI and the PRACE-1IP project results to the major HPC stakeholders, the European scientific and research communities, Research Infrastructure organizations, universities and centres for higher education, and the general public;
- Implement an HPC training programme complemented by an online training portal.

The mission of Work Package 3 (WP3) will be completed within the following two tasks:

- Task 3.1: Dissemination activities;
- Task 3.2: Education and training programme.

Dissemination continues throughout the lifetime of the project. WP3 is responsible for the overall success and coordination of the dissemination activity (e.g., presentation of the project and its results in conferences, organisation of events and training programmes) in PRACE. The project will also provide input to relevant European Commission initiated dissemination activities (e.g., press releases, news bulletins, brochures, success stories, posters, web-based publications, events and training material etc.). In this context the project's dissemination messages will also reflect its broader societal and economic impact.

The current document is relative to the dissemination activities (Task 3.1). The education and training program (Task 3.2) will be described in detail in deliverable D3.2.1.

WP3 Task 3.1's primary aim is to disseminate project information, scientific results and training opportunities both in Europe and further afield. Press releases will be made on the key results of the project and of the most important public deliverables to address the major stakeholders and the general public. The project's key results and achievements will be highlighted at the PRACE scientific and industrial seminars, information booths at conferences and exhibitions, BoFs and networking sessions and in scientific conferences. Task 3.1 will develop the web-based HPC training portal as well as publish a special PRACE magazine which offers detailed information about key scientific results, available training programmes and training material. The project's dissemination material (e.g., press releases,

newsletters, brochures, posters, web-based publications, multimedia material etc.) will regularly be updated. This will be reported in the deliverables D3.1.3 and D3.1.4. The following actions will be carried out:

- Upgrade the PRACE web presence to reflect the corporate identity of the PRACE RI; a website (www.prace-ri.eu) will be launched to support PRACE RI's dissemination activities and giving information about the PRACE RI. It will be the place in which users can apply access to PRACE systems;
- The website www.prace-project.eu will focus on the PRACE-1IP project. It will contain information about the project, its structure and enhance the dissemination of PRACE activities and services including press releases, public deliverables, documents, presentations, best practices and a quarterly newsletter;
- Organise information booths and exhibitions at major conferences (ISC, SC, biannual ICT) and organise BoFs and/or networking sessions related to European Tier-0 computing, possibly in collaboration with other similar projects;
- Organise two scientific seminars of which one together with DEISA;
- Increase visibility of PRACE at scientific conferences and user forums together with WP4;
- Award a young European scientist for her/his accomplishments and breakthroughs using high performance computing (PRACE Award) at the annual ISC conference;
- Organise two industry seminars together with WP5, which will be responsible for the contents.

The WP3 team includes 17 organisations, which are presented in Table 1. The total number of personal months (PM) from each partner is included in the table (including both dissemination and training).

Site	Total PM
CSC	24
ETHZ	24
IPB	24
NCSA	19
PSNC	14
CaSToRC	12
SNIC	11
EPSRC	10
GENCI	10
GRNET	10
NUI Galway	9
VSB-TUO	8
CINECA	6
BSC	6
UYBHM	6
NCF	6
GCS	3
Total	190

Table 1: WP3 Team

2.1 Target groups

The principal target groups for dissemination, training and outreach in PRACE are:

1) Scientific communities as PRACE RI users

A large number of the planned dissemination activities are aimed at the scientific communities that are users of the PRACE RI. The disciplines are numerous e.g., climate, fusion, laser plasmas, astrophysics, material science, engineering, geophysics, image processing, high energy physics, bioinformatics, financial modelling, numerical analysis, plasma physics and spectroscopy.

PRACE regular training schools, workshops, as well as other networking events are planned to target these groups of users. There will also be a competition open to young scientists in the area of novel and effective use of the PRACE Tier-0 platforms. These activities should assist in promoting and improving the use of national supercomputing resources.

2) Industry as potential users, collaboration partners and vendors

Activities are planned for potential industrial users and interested industry groups which can include for example the following fields

- Aerospace (simulation);
- Automotive;
- Banking (simulation, data mining);
- Chip development;
- Electronics;
- Oil & gas, energy;
- Optics (Simulation);
- Pharmaceutical and chemistry (data mining);
- Telecommunications;

To facilitate these activities, PRACE will through WP5 (industry relations) activities organise seminars, networking events and workshops of code-porting and scaling which will be targeted to industry, collaboration partners and vendors. WP3 will assure that the scientific experts are deeply involved to make sure that proper experience and knowledge transfer occurs. Furthermore, PRACE representatives will attend specific industry events and organise specialised meetings. Success stories and use cases will also be collected and published on the web. There will also be substantial collaboration with vendors during the development and procurement phases of research infrastructure.

3) Policy makers and funding agencies

Developments within the PRACE project will be communicated extensively to the European Commission, National Ministries and Funding Agencies. All partners should organise meetings at the national level to discuss common views, project aspirations and further collaborations. Similar meetings should also be held at the European level.

It is envisaged that this target group can be reached by publishing regular press releases, which will include PRACE success stories in science, organized meetings and presentations at events.

4) Research infrastructures, projects and the general public

The development of the new pan-European HPC ecosystem will be promoted through events organised by the research infrastructures, including presentations, participation in meetings and via the PRACE-IIP project website. This includes cooperation with research infrastructures both established and under construction (CERN, EMBL, ESFRI planned RIs EFDA, EUFORIA, etc). EU infrastructure projects, national centres and Grid projects will also be contacted during the project in order to promote technical collaboration. Stronger links, closer collaboration and alignment of schedules will be performed with DEISA2 as well as with e-IRG, EGI, HPC-Europe2, GEANT3.

Increased visibility will improve the added value for PRACE through cross membership, expertise and volunteers. The general public will be addressed through success stories that are published in articles, press releases, in PRACE magazine and via the project website. The main objective is to raise awareness of achievements within the European HPC community and to inform the public on how the EC funding is used.

2.2 Dissemination contacts and channels

A broad spectrum of dissemination channels are exploited in order to effectively reach the target audiences for dissemination and to maximise the visibility of the project. The PRACE website has a central role within the project. Press releases, news bulletins, success stories, articles, brochures and posters etc. will be produced during the lifetime of the project. Press releases will be made of the key results and of the most important public deliverables. These avenues will be examined in more detail later in this document.

The existing dissemination channels, methods and structures of all PRACE partners will be exploited (presented in Table 2). Updates to this information will be provided in the periodic PRACE Management and Activity reports. All partners are also highly encouraged to extend their own dissemination plans to include PRACE.

Partner	Channel
GCS	FZJ's communication department feeds research results into the German media (print, radio, TV), JSC publishes a monthly newsletter (JSC News) in electronic form via FZJ's web presence (www.fz-juelich.de) and via postal mail to a subscription list.
VSU-TUO	Press releases, articles in publications of VSU-TUO, attendance at events, links and information at websites of VSU-TUO (http://en.vsu.cz/) and IT4-Innovations project, communication on the Czech HPC community.
NCSA	Press releases to Bulgarian media; articles in Bulgarian journals and magazines; attendance at: exhibitions, conferences, industry seminars, etc; links and information on NCSA website (www.bgsc.acad.bg/).
GENCI	Press releases, articles in GENCI partners' publications, attendance at events, link and information on GENCI website (www.genci.fr/?lang=en).
EPSRC	Press releases, regular EPCC newsletter, website of and mailings to users of UK national supercomputer services, EPCC website (www.epcc.ed.ac.uk).
BSC	Press releases to Spanish media, articles in specialized Spanish magazines, attendance at events, links and information on BSC website (www.bsc.es), Autumn school organization.

CSC	Press releases, articles in CSC publications, attendance at events, links and information on CSC website (www.csc.fi), information distributed to CSC's users.
ETHZ-CSCS	Press releases; dissemination at the CSCS User Day and User Assembly meetings (annually), Speedup Workshop (annually), CECAM meetings; attendance at national and international events; promotion via the CSCS website (www.cscs.ch) and hpc-ch.org .
NCF	Articles in various Dutch publications, NCF website (www.nwo.nl/ncf), Press Releases, internal communication at National level which also includes the Dutch partners, Ministries and Industry, presentations, workshops, training and events.
UYBHM	PRACE specific Web information site in Turkish (www.uybhm.itu.edu.tr/eng), press releases to Turkish (especially IT) media, presentations at national academic IT events, seminars for IT media editors-in-chief.
SNIC	Press releases to Swedish media, articles in SNIC publications, attendance at events, links and information on SNIC website (www.snic.vr.se), organise industry seminars.
CINECA	Articles in CINECA magazine (twice per year), presentations at events, information on CINECA website (www.cineca.it/en), information on the Italian Ministry of University website, presentations at other HPC-related projects meetings, information to ISCRA (Italian SuperComputing Resource Allocation) Scientific Committee.
PSNC	Press releases to Polish media, attendance at events (exhibitions, conferences, industry seminars etc.), links and information on PSNC website (www.psnc.pl/), co-organizing of two schools or workshops.
IPB	Press releases distributed through national mailing lists, attendance at national and international events and conferences, links and information on IPB website (www.ipb.ac.rs/), use of dissemination channels of the Ministry of Science and Technological Development.
CaSToRC	Press releases and announcements through the LinkSCEEM user database of computational scientists and the HiPOP mailing list; announcements at LinkSCEEM-2 user meetings, training workshops, and LinkSCEEM computational science conference; links and information on CaSToRC (http://castorc.cyi.ac.cy), LinkSCEEM-2, and HiPOP websites; attendance at research and education related meetings and events.
GRNET	Press Releases, attendance at events, links and information at GRNET web site (www.grnet.gr links and information, subscription based notifications, RSS feeds at HellasHPC web site, announcements via established mailing lists aiming at users of the infrastructure in Greece.
NUI Galway	Press releases, articles in Irish Centre for High-End Computing (ICHEC) publications, attendance at events, links and information on ICHEC website (www.ichec.ie)

Table 2: Existing dissemination channels

Partner	Channel
GCS	FZJ has intensive contacts with groups/communities especially in Elementary Particle Physics, Condensed Matter, Computer Science, Plasmaphysics, Astrophysics, Fluid Dynamics, Chemistry, and Environmental Science. EU projects: DEISA2, EMI and others.
VSU-TUO	Press releases, articles in publications of VSU-TUO, attendance at events, links and information at websites of VSU-TUO (http://en.vsb.cz/) and IT4Innovations project, communication on the Czech HPC community.
NCSA	Press releases to Bulgarian media; articles in Bulgarian journals and magazines; attendance at: exhibitions, conferences, industry seminars, etc; links and information on NCSA website (www.bgsc.acad.bg), (co-)organizing workshop or conference.
GENCI	Press releases, articles in GENCI partners' publications, attendance at events, link and information on GENCI website (www.genci.fr/?lang=en).
EPSC	EPCC will disseminate the results of PRACE to key UK user groups through its extensive links to the HPC community via national-scale projects. We will use the dissemination channels of the national supercomputer services, the Numerical Algorithms and Intelligent Software centre, the Software Sustainability Institute and EPCC's Industry Hub. We will also publicize to other EU projects such as HPC-Europa and DEISA2 for which EPCC leads the training activities.
BSC	Press releases to Spanish media, articles in specialized Spanish magazines, attendance at events, links and information on BSC website (www.bsc.es),
CSC	Press releases, articles in CSC publications, attendance at events, links and information on CSC website (www.csc.fi), information distributed to CSC's users, close links with DEISA and e-IRG dissemination.
ETHZ-CSCS	Press releases; dissemination at the CSCS User Day and User Assembly meetings (annually), Speedup Workshop (annually), CECAM meetings; attendance at national and international events; promotion via the CSCS website (www.cscs.ch) and hpc-ch.org .
NCF	Articles in various Dutch publications, NCF website (www.nwo.nl/ncf), Press Releases, internal communication at National level which also includes our Dutch partners, Ministries and Industry, presentations, workshops, training and events.
UYBHM	PRACE specific Web information site in Turkish (www.uybhm.itu.edu.tr/), press releases to Turkish (especially IT) media, presentations at national academic IT events, seminars for IT media editors-in-chief.
SNIC	Press releases to Swedish media, articles in SNIC publications, attendance at events, links and information on SNIC website (www.snic.vr.se), organise industry seminars.
CINECA	Presentations at other HPC-related projects meetings,
PSNC	Press releases to Polish media, attendance at events (exhibitions, conferences, industry seminars etc.); links and information on PSNC website Co-organizing of two schools or workshops; Maintaining of the events' mailing list; Co-organizing events (exhibitions, conferences).
IPB	Press releases distributed through national mailing lists, attendance at national and international events and conferences, links and information on IPB website (www.phy.bg.ac.rs/).
CaSToRC	Press releases and announcements through LinkSCEEM-2 project activities (e.g., general announcements, user meetings, training workshops, computational science conference), HiPOP project activities (e.g., participation to conferences, announcements), Cy-Tera project activities (e.g., Cy-Tera/CaSToRC summer school); links and information on CaSToRC (http://castorc.cyi.ac.cy/), LinkSCEEM-2, and HiPOP websites

GRNET	Press Releases, attendance at events, links and information at GRNET web site (/www.grnet.gr/), links and information, subscription based notifications, RSS feeds at HellasHPC web site, announcements via established mailing lists aiming at users of the infrastructure in Greece. Strong collaboration and effective dissemination channels to the South Eastern European Region countries via the HP-SEE project that GRNET coordinates (project starts in September). Dissemination to other regions such as Asia, Africa, South America via the CHAIN project that GRNET participates
NUI Galway	Press releases, articles in Irish Centre for High-End Computing (ICHEC) publications, attendance at events, links and information on ICHEC website (www.ichec.ie)

Table 3: Channels to the user groups, and the other EU-funded projects

3. Corporate Identity

3.1 Graphic style

The PRACE project will build a strong corporate image, brand and style building on the already well established PRACE brand. The specific guidelines will be defined by project month six in a separate document, available to all PRACE members on the PRACE intranet, BSCW. The corporate style will be adhered to by all partners in any printed and electronic material. A special graphic guideline document will be published with the dissemination package (D3.1.2).

3.2 Logo

A central element of the corporate style and branding of PRACE will be the logo. Different formats of the logo will be available to fulfil the graphical needs of different applications (Microsoft PowerPoint, Word, etc.).



Figure 1: The PRACE logo

3.3 Language

The official language of PRACE is English (UK). However, the dissemination material should be widely available in different language versions, where possible. Each project partner should ensure that some materials will be translated into local languages.

4. Dissemination Activities

4.1 Objectives for Dissemination

The role of the PRACE dissemination activities is to ensure that all HPC stakeholders within the member states, international bodies, industry and the public at large are aware of PRACE and the strategic importance of High Performance Computing for Europe. This includes intensive communication with decision makers and funding bodies and interaction with industry partners.

4.2 Press releases and newsletters

It is very crucial to report about all important scientific results achieved by the PRACE users and the technological achievements done by the PRACE-1IP project and the PRACE RI. Press releases will be made of the major milestones and of the most important public deliverables of the project. The objective of press releases is to attract attention to the project's progress and its achievements. Targets will range from scientific and political audiences to the general public.

PRACE-1IP-WP3 will produce a quarterly digital newsletter to increase visibility, to raise awareness and to communicate the main developments and achievements of the project. Success stories based on PRACE production systems projects, training schools, white papers from the other Work Packages and the deliverables have a central position in the newsletters. The first issue will be available in November 2010 (project month 4).

The target audience of the newsletters are HPC stakeholders, media, industry, research and scientific communities and political decision makers. Each PRACE partner will handle the local distribution within their own country and make language translations, if needed. The newsletter will also be available at the PRACE –project website: www.prace-project.eu.

A digital newsletter is a cost-effective dissemination instrument. It will be possible to subscribe to the newsletter on the PRACE-project website. The mailing list will be used carefully in order to reduce spamming. The newsletter will also be used to promote PRACE events and participation in exhibitions. It will also attract attention to other dissemination channels e.g., website and brochures. All training schools will be introduced.

4.3 PRACE magazine

In order to give general view of the scientific impact of the usage of HPC resources, a special printed PRACE magazine will be created during the project, possibly together with DEISA. The magazine will include key results and achievements of the project.

Key results from the scientific projects will be gathered and edited from the partner institutions. PRACE magazine has an editorial board with representatives (preferably communicators or reviewers) of all contributing sites. These articles will be produced for use by the consortium and can be published in partner's own publications and websites.

4.4 Editorial team

WP3 will establish a press team which will coordinate how the press releases and articles will be formulated and released. There will be a calendar of press releases in the PRACE intranet. Partners will be highly encouraged to translate them into their native languages and to disseminate them via their websites and dissemination channels. The preliminary press release calendar will be published on the PRACE intranet by project month 2. The calendar focuses on the public deliverables and the reports of the prototype access projects.

Press team's tasks (led by CSC) include:

- press releases;
- newsletter content;
- newsletter layout & publishing;
- responsible of newsletter contacts (e-mail list);
- maintaining press contacts (e-mail list);
- press conferences;
- PRACE magazine editorial team;
- picture database (together with events team);
- point of contact: e.g., press@prace-ri.eu.

4.5 Website

The PRACE-1IP- website (www.prace-project.eu) has an essential role in the dissemination activities. The website will serve as the information platform for the PRACE project. The website will provide fundamental information about the mission, activities and achievements of PRACE within the European HPC Ecosystem. This information will include documentation, material for presentations and tutorials, training portal, success stories, best practises and a quarterly news bulletin. This material will be made available for download from the website. The PRACE RI- website (www.prace-ri.eu) will be the access point to the PRACE resources.

The project website will be updated constantly during the project lifetime, and referred to in all printed material (articles, press releases, brochures, presentations, etc.) and follow the general graphic guidelines set out for the PRACE project.

There will be dedicated areas for external audience, media coverage, and project partners. The content will be expanded according to the constantly evolving needs and requirements of the project. The project website will provide the following functions:

- To serve as single information portal on the PRACE project for the potential target audiences;
- To disseminate the project developments and results by publishing newsletters, press releases, technical papers and information on coming events. The contents will be provided by all Work Packages;
- To publish all the public documents and deliverables;
- WP7 and WP9 will provide best-practice documents to be edited and published on the PRACE website;
- To collect feedback from audiences involved and interested in PRACE (e.g., scientific and industry users);
- To provide material for the media (e.g., results of simulations, pictures of events, Tier-0 systems, ...);
- To provide training material for potential PRACE users (HPC Training portal);
- To provide the links to major information sources related to the PRACE project, e.g., ESFRI;
- To create a structured and searchable repository of the results developed during the project.

The PRACE RI- website will provide e.g. the following functions:

- To serve as a platform to apply access to the production systems;
- To serve as a publication forum of the production systems usage reports.
- To provide information about PRACE AISBL.

A RSS feed system exists to inform individuals about the latest updates on the website. The PRACE website will also include a visitor statistic monitoring system, which will be analysed quarterly. This information will be used to improve the content and structure of the web site. The log analysis will be the basis for evaluating the effectiveness of information delivery and common awareness about the project.

Patterns of use	Web Site Resources
Visitor sessions	Most requested pages
Average sessions per day	Top entry pages
Average length of stay (min)	Most accessed directories
Number of visitors	Most downloaded files
Visitors visited only once	Visitors visited more than once

Table 4: PRACE Web data for further analysis

4.6 Web team

An editorial team will be established in order to create and maintain the content of the website. The team is formed by all the WP3 member institutions shown in Table 1. Specific roles are:

- Web master by GENCI;
- Event pages (access to web site will be given to the partners hosting the events. Event web pages will be maintained by GRNET);
- Production systems access coordinator by NCF (calls, reports and surveys on PRACE RI-website);
- Editor in HPC portal (CSCS - training and education) by CSCS;
- E-mail contact for training by CSC (training@prace-project.eu).

Web team's tasks include:

- website maintenance public documents and deliverables and partner vacancies;
- website monitoring and statistics;
- website feedback;
- social media (Facebook, LinkedIn groups);
- training portal (responsible: CSCS)
- HPC training events (responsible: GRNET)
- HPC access and alerts list (responsible: NCF contact e.g., www@prace-ri.eu .

5. Dissemination media package for stakeholders

The dissemination team will provide an information package targeted at decision makers. The dissemination media pack will be completed by month 6. The package will include printed materials, posters and give-aways.

5.1 Flyer

A PRACE Flyer with brief information on the project and PRACE RI will be updated during project month 3. The flyer can be downloaded from the PRACE website. Other flyers targeted at specific activities will be designed and printed during the project.

5.2 General Brochure

The general brochure will provide information on the PRACE-IIP and PRACE RI, its objectives and achievements, pan-European Research Infrastructure, HPC ecosystem and its benefits for science and industry, and European competitiveness.

The format of the brochure is two folded A4 sheets forming four pages. During the first year 2,000 copies will be printed to be distributed at events and in local mailing actions to scientific and industrial contacts defined by each PRACE partner. There will also be a web version of the brochure available at www.prace-project.eu and www.prace-ri.eu.

The updated general brochure will be available by project month 3, and updated every 6 months, when necessary.

5.3 Folder

A special folder will be made available for the distribution of all printed material. The size will be a folded A3 sheet and 1500 copies will be initially printed.

5.4 Posters

The PRACE posters will have a principal role in the dissemination process, as they will be on public view at all events organised or attended by PRACE during the project. Initially, each project partner will be provided with 10 posters. The first poster will be produced by project month 3. Further posters may be produced, if needed.

5.5 Templates

Templates following the PRACE corporate style must be used in all documents and dissemination activities on behalf of PRACE.

The templates for Microsoft PowerPoint presentations, brochures, flyers, newsletters, posters etc. will be available on the PRACE intranet by project month 3, in such a way that all dissemination material, presentations and documents can be produced autonomously by each PRACE partner.

5.6 Give-aways

A small number of give-aways will be produced for events (e.g., ISC'11, ICT'10, SC'10 & 11).

5.7 Video

PRACE training videos will be produced after each of the planned eight seasonal schools and they will be available on the training portal. In addition WP3 will produce general and short

video clips about PRACE and supercomputing to the PRACE website. The general video will also be available in CD format.

6. Outreach

6.1 New contacts

The outreach measures are extremely important and need strong contacts with schools and universities across Europe in order to attract students as potential users or HPC specialists.

PRACE will engage in establishing contacts with/within the computational science educational community, and engage in education outreach to schools, with a pilot project "Computational Science @ School".

The new contacts subtask (coordinated by CaSTorC) includes:

- Establishing contacts with Universities;
- Establishing contacts with Laboratories;
- Implementing a programme to reach European undergraduate students (coordinated by VSB);
- Developing contacts with similar USA, Japanese, Chinese and Indian projects (TeraGrid, DoE, Next Generation Supercomputer);
- Implementing a database of contacts.

6.2 Events

Attendance at events has an important role in the dissemination activities of the project. PRACE will organise information booths – possibly with other EU projects - at major conferences, such as ISC and SC, and organise BoF sessions related to European Tier-0 computing. PRACE will publish presentations given by PRACE partners on the PRACE project website.

In addition PRACE will organise two scientific seminars, the first one together with DEISA. There will be also networking events organised by WP5 that bring together software developers, hardware vendors and personnel from HPC centres and application scientists. PRACE will organise two discipline oriented workshops, one in France (GENCI) and one in Sweden (SNIC). These events will be organised jointly with all PRACE Work Packages.

It is also planned for PRACE to participate ICT, SC and ISC conferences to establish contacts with other EC funded projects, including e.g.; the LinkSCEEM-2 project coordinated by partner CaSToRC, and potential users. Specific press events or conferences can be organised during all the events in order to maximize the public attention for the project. Emphasis is on the PRACE RI, access to Tier-0 systems, peer review, and service to the users with the strong message that European Science will benefit greatly from PRACE.

A special PRACE Award was initiated in 2008, presented at ISC'08, the major annual supercomputing conference in Europe. The award is given annually to the best scientific paper by a European student or young scientist in one of the following areas: algorithms or implementations that can expose scalability on many thousands of processors; breakthroughs in science achieved with massively parallel high performance computing resources, or for novel approaches to evaluate the performance of applications on massively parallel architectures.

PRACE will also take part to a number of scientific and technical conferences, where PRACE will be presented either by a booth or presentation(s). A list of these events will be available on the PRACE website.

6.3 Events team

All these events will require a large number of support materials. Flyers and brochures will be distributed, and slide shows and posters will facilitate the presentation of the project. The dissemination and general preparation will be mainly prepared by WP3 while other Work Packages provide the technical specialists and content to be presented. Preliminary planned major events are listed later in this document in Table 6.

The events team is coordinated by CINECA.

Events team's subtasks include:

- booths at different events;
- events web sites (GRNET);
- BoFs and networking sessions (CSC);
- PRACE Award;
- training events (responsible: training sub-task leader at CSC);
- material for events;
- picture database contact: e.g., events@prace-project.eu.

7. Initial Agenda for Dissemination and Outreach

Table 6 lists the planned dissemination and outreach activities and the most important dates. At this point the plan is indicative and it includes the major landmarks. Updates to the plan will be reported in the periodic progress and managements reports and in the annual dissemination reports.

Date	PM	Activity
July 2010	M1	Deliverable. PRACE Training plan (D.2.1)
July 2010	M1	Deliverable: PRACE dissemination plan (D3.1.1)
September 2010	M3	PRACE autumn school
September 2010	M3	Dissemination package. D3.1.2
September 2010	M3	ICT Brussels
November 2010	M3	SC 2010
December 2010	M6	PRACE winter school
April 2011	M10	First scientific conference (D3.1.3)
May 2011	M11	PRACE spring school
May 2011	M10	First industrial seminar (D5.1.3)
May 2011	M11	Training portal kick off
June 2011	M12	ISC'11
June 2011	M12	First Dissemination report (D3.1.4)
June 2011	M12	HPC Training portal (D3.1.5)
June 2011	M12	PRACE summer school
June 2011	M12	HPC Training Report (D3.2.2)
September 2011	M15	PRACE autumn school
November 2011	M15	SC 2011
December 2011	M18	Plan for the PRACE advanced training centres
December 2011	M18	PRACE winter school
December 2011	M18	Second scientific conference (D3.1.6)
December 2011	M18	Second industrial seminar (D5.1.4)
March 2012	M21	PRACE spring school
April 2012	M22	PRACE magazine (D3.1.7)
June 2012	M24	Final Dissemination report (D3.1.8)
June 2012	M24	Education outreach report (D3.2.4)
June 2012	M24	Final training report (D3.2.5)
June 2012	M24	PRACE summer school

Table 6: Planned milestones and events for 2010/11