



**SEVENTH FRAMEWORK PROGRAMME
Research Infrastructures**

**INFRA-2011-2.3.5 – Second Implementation Phase of the European High
Performance Computing (HPC) service PRACE**



PRACE-2IP

PRACE Second Implementation Project

Grant Agreement Number: RI-283493

**D3.1.1
Dissemination Plan**

For internal review

Version: 1.0
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Date: 24.11.2011

Project and Deliverable Information Sheet

PRACE Project	Project Ref. №: RI-283493	
	Project Title: PRACE Second Implementation Project	
	Project Web Site: http://www.prace-ri.eu	
	Deliverable ID: D3.1.1	
	Deliverable Nature: docx	
	Deliverable Level: PU	Contractual Date of Delivery: 30 / 11 / 2011
		Actual Date of Delivery: 30 / 11 / 2011
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: Dissemination Plan	
	ID: D3.1.1	
	Version: 1.0	Status: Final
	Available at: http://www.prace-ri.eu	
	Software Tool: Microsoft Word 2007	
	File(s): D3.1.1.docx	
Authorship	Written by:	Ari Turunen, CSC
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	Reviewed by:	Daniel Ahlin, PDC / Tanja Weber, FZJ
	Approved by:	MB/TB

Document Status Sheet

Version	Date	Status	Comments
0.1	10/11/2011	For internal review	
0.2	12/11/2011	For internal review	Daniel Ahlin / Tanja Weber
1.0	24/11/2011	Final version	

Document Keywords

Keywords:	PRACE, HPC, Research Infrastructure, Dissemination, Outreach, Results, Media
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References and Applicable Documents

- [1] <http://www.prace-ri.eu>

List of Acronyms and Abbreviations

BSC	Barcelona Supercomputing Center (Spain)
BoF	Birds of a Feather, dedicated sessions organised during scientific conferences
CaSToRC	The Computation based Science and Technology Research Centre in Cyprus
CEA	Commissariat à l'Energie Atomique (represented in PRACE by GENCI, France)
CERN	European Organization for Nuclear Research
CS&E	Computer Science and Engineering
CINECA	Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CINES	Centre Informatique National de l'Enseignement Supérieur (represented in PRACE by GENCI, France)
CSC	Finnish IT Centre for Science (Finland)
CSCS	The Swiss National Supercomputing Centre (represented in PRACE by ETHZ, Switzerland)
DECI	Deisa Extreme Computing Initiative
DEISA	Distributed European Infrastructure for Supercomputing Applications. Already ended EU project by leading national HPC centres..
EC	European Community
EGI	European Grid Initiative
EFDA	European Fusion Development Agreement
EMBL	European Molecular Biology Laboratory
EUFORIA	EU Fusion for Iter Applications
EPCC	Edinburg Parallel Computing Centre (represented in PRACE by EPSRC, United Kingdom)
EPSRC	The Engineering and Physical Sciences Research Council (United Kingdom)
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure.

FZJ	Forschungszentrum Jülich (Germany)
GÉANT	Collaboration between National Research and Education Networks to build a multi-gigabit pan-European network, managed by DANTE. GÉANT2 is the follow-up as of 2004.
GENCI	Grand Equipement National de Calcul Intensif (France)
GRNET	Greek Research and Technology Network S.A
HiPOP	High Performance Computing Opportunities-project
HPC	High Performance Computing; Computing at a high performance level at any given time; often used synonym with Supercomputing
ICT	Information and Communication Technology event held biannually
IPB	Institute of Physics, Belgrade
ISC	International Supercomputing Conference; European equivalent to the US based SC0x conference. Held annually in Germany.
KTH	Kungliga Tekniska Högskolan (represented in PRACE by SNIC, Sweden)
NCF	Netherlands Computing Facilities (Netherlands)
NIIF	National Information Infrastructure Institute, Hungary
NCSA	National Center for Supercomputing Applications, Bulgaria
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PSNC	Poznan Supercomputing and Networking Centre (Poland)
RI	Research Infrastructure
SC	SuperComputing-event
SNIC	Swedish National Infrastructure for Computing (Sweden)
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
Tier-1	national or topical HPC centres would constitute Tier-1
VSB-TUO	Vysoka Skola Banska – Technicka Univerzita Ostrava is a part of Czech public universities system

Executive Summary

The mission of the dissemination and outreach work package (WP3) will be completed within the following two tasks:

- Task 3.1: Dissemination of PRACE-2IP project results
- Task 3.2: Presentation kit for schools and the general public.

The general public is not aware of how computational methods have improved the research and its positive societal impact. Partly it is due the lack of communication resources in the supercomputing community, partly because the communication has been traditionally handled by specialists whose primary target audience has been other specialists. The result is that the benefits of the computational science are not widely acknowledged and even understood. The need for the highly popularized material is strong.

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.

The plan identifies the target groups for dissemination from policy makers, scientific communities, and selected computational science laboratories to the general public.

It describes the communication channels, including printed information, presentations at scientific and technical conferences, organising workshops for potential users, and 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.

The plan contains a timetable of the planned activities. 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 team, indicates their schedule and sets guidelines.

WP3 will create two special magazines on tier-1 projects and will develop a presentation kit for schools, undergraduate students, and the general public to demonstrate the value of HPC.

1 Introduction

This document describes the dissemination and outreach activities of the PRACE Second implementation project (PRACE-2IP). PRACE-2IP WP3 dissemination is essential for the PRACE RI. This plan covers both, the RI and the PRACE-2IP 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 package that will be created throughout the project and the events where PRACE plans to be present are described in chapter 4. The planned outreach activities are explained in Chapter 5. Chapter 6 lists the planned dissemination and outreach activities and the most important dates. In addition to the normal dissemination activities this plan introduces two focus areas in PRACE-2IP dissemination: PRACE magazines on Tier-1 projects and new outreach plans to reach schools with suitable education material. More emphasis is also put to events coordination with the preliminary events schedule.

2 General Objectives, Target Audiences and Dissemination Channels

The principal objective for dissemination, and outreach in PRACE are:

- Disseminate the achievements of the Research Infrastructure and the PRACE-1IP project results to the major HPC stakeholders, the European scientific and research communities, industry, Research Infrastructure organizations, universities and centres for higher education, and the general public.
- To take care of the HPC outreach activities aimed for schools

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

- Task 3.1: Dissemination of PRACE-2IP project results
- Task 3.2: Presentation kit for schools and the general public

WP3 is responsible for the overall success and coordination of the dissemination activity (e.g. presentation of the project and its results in conferences, and organisation of events) in PRACE. Task 3.1 supports specific and new activities that are not already covered by the PRACE-1IP dissemination tasks thus complementing the extensive ongoing dissemination. It will disseminate project information, training opportunities, and scientific results created in the project. Press releases will be made on the key results of the DECI projects to address the major stakeholders and the general public. The project's key results and achievements will be highlighted at scientific conferences especially those organised by scientific communities addressed through the Tier-1 programme. The specific task is to highlight new Tier-1 calls (continuing the former DEISA calls) and publish magazines with detailed information about these projects. The project's dissemination material (e.g. press releases, newsletters, brochures, posters, web-based publications, multimedia material etc.) will regularly be updated.

High Performance Computing and networking is getting more and more important and beneficial for science and industry. Thus communication with potential users of HPC related information and the public is an increasingly important aspect of science. Unfortunately, the general public is not aware of how computational methods have improved the research and its positive societal impact. Partly it is due the lack of communication resources in the supercomputing community, partly because the communication has been traditionally handled by specialists whose primary target audience has been other specialists. The result is that the benefits of the computational science are not widely acknowledged and even understood. The

need for the highly popularized material is strong. Thus WP3 will develop a presentation kit for schools, undergraduate students, and the general public to demonstrate the value of HPC.

The following actions will be carried out:

- Upgrade the PRACE web presence to reflect and the objectives and achievements of PRACE-2IP consistent with the outward appearance of the PRACE Research Infrastructure; enhance the dissemination of PRACE activities and services including press releases, public deliverables, documents, presentations, best practices and a quarterly newsletter.
- The website [1] will have a new subsection of the PRCAE-2IP project. This will be described in the deliverable D3.1.2
- Create a magazine in the end of each year focusing on the results from the Tier-1 projects, including those produced at the end of the DEISA2 project.
- Disseminate the training material for undergraduate students such as developed in EC project HiPOP.
- Organise information booths and to exhibit at major conferences (ISC, SC, biannual ICT) and organise BoFs and/or networking sessions related to European high performance computing, possibly in collaboration with other similar projects.
- Award a young European scientist for her/his accomplishments and breakthroughs using high performance computing (PRACE Award) at the annual ISC conference,.
- General brochure of the benefits of HPC
- Popular material on HPC available on the web page (described in D3.2.2)
- Training and Education material for undergraduate students such as developed in EC project HiPOP (<http://hipop.cyi.ac.cy>)

The WP3 team includes 13 organisations, which are presented in Table 1. The total number of personal months from each partner is included in the table (including both dissemination and training).

Site	Total PM
CSC	24 PM
VSB-TUO	14,5 PM
NCSA	14 PM
PSNC	10 PM
IPB	8 PM
NIIF	6 PM
CaSToRC	6 PM
GRNET	4 PM
BSC	3PM
CINECA	3PM
EPCC	2,5 PM
NCF	2PM
GENCI	2PM
total	99 PM

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 (with examples of potential end-user companies):

- Aerospace (simulation): Airbus (EU), EADS (EU), Dassault (FR), Rolls Royce (UK), BAe Systems (UK)
- Automotive: BMW (DE), Peugeot (FR), Renault (FR), Mercedes (DE), Ferrari (IT), Williams (UK)
- Banking (simulation, data mining): BNP (FR), Credit Suisse (CH), Commerz Bank (DE), DNB (NL)
- Chip development: MD (DE), ASML (NL)
- Electronics: Intel (IE), Philips (NL)
- Oil & gas, energy: Shell (NL), BP (UK), Repsol (SP), Total (FR), ENI (IT), EDF (FR), StatoilHydro (NO), Shell (NL)
- Optics (Simulation): Zeiss (DE), INDU (ES)
- Pharmaceutical and chemistry (data mining): Bayer (DE), Novartis (CH), Roche (CH), Boehringer (DE), Astra Zeneca (UK), Organon (NL), Akzo Nobel (NL)
- Telecommunications: Nokia (FIN), Ericsson (Sweden), Siemens (DE)

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, organised 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-1IP 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. Closer collaboration and alignment of schedules will be performed with EGI and GEANT3.

Increased visibility will improve the added value for PRACE through cross membership, expertise and volunteers. The general public will be addressed through scientific success stories that are published in articles, press releases, in PRACE magazine and via the 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 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. WP3 will use various dissemination channels. These are:

- RI-web site
- AlphaGalileo (reaches over 7000 science editors all over the world)
- E-mail posting list (covers HPC magazines and other media)
- RSS-feeds (for those who have subscribed the feed)
- CRM-database contacts
- Newsletters and printed PRACE magazine
- Social media (Facebook, Twitter, Google, LinkedIn, ResearchGate etc.)

Other 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. The table shows the dissemination channels of WP3 members in PRACE-2IP. Similar list of the dissemination channels have been presented in the 1IP dissemination plan. Eventually nearly all PRACE partners have described their dissemination channels:

Partner	Channel
NIIF	NIIF as the Hungarian NREN has roughly 600 member institutions in Hungary. These are mostly universities, polytechnics, research institutions, but there are also hospitals, and high schools as well. Dissemination is handled by NIIF web site. Also NIIF News is published twice a year. Also international research network channels will be used.
VSB-TUO	Press releases, articles in publications of VSB-TUO, attendance at events, links and information at websites of VSB-TUO 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.
GENCI	Press releases, articles in GENCI partners' publications, attendance at events, link and information on GENCI website
EPSRC	Press releases, regular EPCC newsletter, website of and mailings to users of UK national supercomputer services, EPCC website
BSC	Press releases to Spanish media, articles in specialized Spanish magazines, attendance at events, links and information on BSC website, Autumn school organization
CSC	Press releases, articles in CSC publications, attendance at events, links and information on CSC website, information distributed to CSC's users.
NCF	Articles in various Dutch publications, NCF website, Press Releases, internal communication at National level which also includes our Dutch partners, Ministries and Industry, presentations, workshops, training and events.
CINECA	Articles in CINECA magazine (twice per year), presentations at events, information on CINECA website, 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, 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, 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, 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, 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.

Table 2: Existing dissemination channels

3 Corporate identity

The PRACE project continues building the strong corporate image, brand and style building on the already well established PRACE brand. The specific guidelines will be defined by project month four. The corporate style will be adhered by all partners in any printed and electronic material. A special graphic guideline document will be published with the dissemination package (D3.2.1).

3.1 *Logo*

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



Figure 1: The PRACE logo

3.2 *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. The funding of the translation costs should be taken care by the partner sites.

4 Dissemination activities

4.1 *Objectives of the 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 newsletter*

It is very crucial to report about all important scientific results achieved by the PRACE users and the technological achievements done by the PRACE-2IP project and the PRACE Research Infrastructure. Press releases will be made of the major milestones and of the most important public deliverables and the scientific results of the project. The objective of press releases is to attract attention to the project's progress and its achievements. Target groups range from scientific and political audiences to the general public.

PRACE produces 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 projects using PRACE Research Infrastructure's computing resources, training schools, white papers from the other work packages and the deliverables have a central position in the newsletters. The newsletter during the first project year covers both PRACE-1IP and PRACE-2IP projects and the second year both PRACE-2IP and PRACE-3IP projects.

The target audience of the newsletters are HPC stakeholders, media, industry, research and scientific communities, political decision makers, and the general public. 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 – website: [1].

A digital newsletter is a cost-effective dissemination instrument. It is possible to subscribe to the newsletter on the PRACE website. The newsletter will also be used to promote PRACE events and participation in exhibitions. It also attracts attention to other dissemination channels e.g. website and brochures. All training events will be introduced.

4.3 *PRACE magazine*

In order to give general view of the scientific impact of the usage of HPC resources, two special printed PRACE magazines with 2000 copies each will be created during the PRACE-2IP project. The magazines will include key results and achievements of the Tier-1 projects. PRACE magazine has an editorial board with representatives of WP3 and the scientific steering committee. These articles will be produced for use by the consortium and can be published in partner's own publications and the websites.

4.4 *PRACE press team*

A press team established in 1IP will continue coordinating how the press releases and articles are formulated and published. Their press release plan is located in the PRACE intranet. Partners are highly encouraged to translate press releases into their native languages and disseminate them via their websites and dissemination channels. The calendar focuses on the public deliverables and the projects approved by PRACE calls. ▀

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

- press releases, drafting, co-writing, approving, publishing process&dissemination, language translations
- newsletter content planning, writing articles
- newsletter layout & publishing
- responsible of maintaining newsletter contacts (e-mail list)
- maintaining press contacts (e-mail list)
- arranging press conferences
- PRACE magazine editorial team
- picture database (together with events team)
- point of contact: e.g. prace-press-team@fz-juelich.de, moderating this e-mail list
- The press team has a tele/videoconference once a month. All press releases are approved by a team of approvers from PRACE before publishing. The point of contact is prace-dissemination-approval@

4.5 *PRACE web site*

The PRACE web site (www.prace-ri.eu) has a primary role in the dissemination activities. The website serves as the information platform for the PRACE project as well as the infrastructure. The website provides fundamental information about the mission, activities and achievements of PRACE within the European HPC Ecosystem. This information includes deliverables, documentation, material from presentations and tutorials, success stories, best practises and a quarterly news bulletin. This material will be made available for download from the website.

The PRACE-2IP project subsection will be updated constantly during the project lifetime. The PRACE website is referred to in all printed material (articles, press releases, brochures, presentations etc) and follow the general graphic guidelines set out for the PRACE project.

The content will be expanded according to the constantly evolving needs and requirements of the project. The website will provide 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 serve as a single information portal on the PRACE 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.
- The best-practice documents from other work packages will 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 , e.g. ESFRI.
- To create a structured and searchable repository of the results developed during the project.

A RSS feed system exists to inform individuals about the latest updates on the website. The PRACE website also includes 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 3: PRACE Web data for further analysis

4.6 PRACE web team

An editorial team will continue its activities 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
- Editor in HPC portal by WP4

Web team's tasks include:

- website maintenance public documents and deliverables and partner vacancies
- website monitoring and statistics
- website feedback
- web team has a teleconference every month

5 Dissemination 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. The dissemination package is described in detail in deliverable D3.2.1 Dissemination package for stakeholders.

5.1 Flyer

A PRACE flyer with brief information on the project and PRACE RI was updated during PRACE-2IP month 2. The format of the flyer is one A4 sheet printed on both sides. The flyer can be downloaded from the PRACE website. Other flyers targeted at specific activities will be designed and printed during the project. All PRACE partner sites were provided general brochures in PRACE-2IP month 3.

5.2 *General Brochure*

The general brochure provides information on the PRACE-1IP, PRACE-2IP and PRACE RI, its objectives and achievements, pan-European Research Infrastructure, HPC ecosystem and its benefits for science and industry, and European competitiveness. The brochure was updated in PRACE-2IP month 3.

The format of the brochure is two folded and lowered A4 sheets forming four pages. All PRACE partner sites were provided general brochures in PRACE-2IP month 3 to be distributed at events and in local mailing actions to scientific and industrial contacts defined by each PRACE partner. There is also be a web version of the brochure available at 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*

The PRACE folder will be updated in PRACE-2IP month 5. The size will be a folded A3 sheet and 1500 copies will be initially printed. It will be used for distribution of printed material e.g. at training events and at the PRACE scientific conference in 2012.

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. Three different PRACE posters were updated by PRACE-2IP month 3 and all PRACE partner sites were provided with new poster, poster sizes A0 and A2. Posters will be updated during the project. More posters will be made, 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 PowerPoint presentations, brochures, flyers, newsletters, posters etc. have been made 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 (candies, T-shirts, cups, etc.) will be produced for events (e.g. ISC'12&13, ICT'12, SC'12 & SC'13).

6 Outreach

Within PRACE the primary dissemination objective is to reach the high school audience and try to orient them towards the High Performance Computing, and also towards the auxiliary areas such as grids, storage and resource federations. Outreach will be focused on getting the targeted communities to be more aware of the relevance of scientific computing with corresponding scientific areas.

To achieve this objective the WP3 outreach task (coordinated by NIIF) plans to collect knowledge both on HPC infrastructure and the applications that require large computational resources. WP3 will investigate the scope of interest and then evaluate the most important areas which need more information among the students aged 14-18 . The driver applications will be determined. Then presentation materials on the driver applications will be composed. One must also tailor the wording, as well as the focus so that the material is understandable for the target audience.

Finally WP3 will use some existing information sharing network (e.g. the network of NREN's) to distribute the material among the organizations being interested. The use of information sharing portals such as Facebook, Twitter, Google+ will also be incorporated in the mission. Dissemination will reach IT teachers at schools.

It is important that one cannot expect the target audience to understand English presentations/materials, so all the dissemination materials should be translated into local language and should be made embedded (also refined) to fit to the local context.

The presentation kit for schools include

- PowerPoint presentations
- Videos;
- Online demonstrations;
- Online visualisation examples;
- Systematic education material;

6.1 *New contacts*

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

PRACE will engage in achieving contacts with/within the CS&E educational community, and engage in education outreach to schools.

The new contacts subtask (coordinated by CaSTorC) manages and updates the customer database (CRM) of PRACE and takes care the dissemination channels for:

- Universities
- Laboratories
- Schools

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 - for major conferences, such as ISC and SC, and organise BoF sessions related to European HPC

computing. PRACE will publish presentations given by PRACE partners on the PRACE website.

In addition PRACE will organise two scientific seminars, PRACE days in conjunction with ISC.

PRACE will also participate in various conferences to establish contacts with other EC funded projects. 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 and Tier-1 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, and presented at ISC'08, the major annual supercomputing conference in Europe. The award will be 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 indicate 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 and other dissemination material will be distributed, and slide shows, video visualisations 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 IPB.

Events team's subtasks include:

- booths at different events
- events web sites (GRNET)
- BoFs and networking sessions (CSC)
- PRACE Award
- material for events

7 Initial Agenda for Dissemination and Outreach

Table 4 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.

Month	Activity
M3	Deliverable. PRACE Dissemination plan (D3.1.1)
M3	SC2011
M4	The PRACE-2IP website (D3.1.2)
M4	Training & Education survey (D4.1)
M5	Dissemination package for Stakeholders (D3.2.1)
M5	HiPEAC-conference, Paris
M8	PRACE magazine (PRACE-1IP)
M8	Establishment of the PRACE advanced training centres
M8	PRACE industrial seminar, Bologna
M9	GPU Technology Conference, San Jose
M10	PRACE Day
M10	ISC 2012
M10	Workshop on HPC, Grids and Clouds, Cetraro
M11	The first DECI magazine
M11	VECPAR 2012, Kobe
M11	HPC User Forum, London and Stuttgart
M12	First Dissemination Report (D3.1.3)
M13	ENA-HPC, Hamburg
M14	ICT 2012
M15	SC'13
M16	Industry Seminar
M18	Presentation kit for Schools and Public (D3.2.2)
M21	PRACE Day
M21	ISC 2013
M23	Second DECI magazine
M24	Completion of the training activities (D4.3) and training portal web site

Table 4: Planned milestones and events for 2011-13