



**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 Phase Project**

**Grant Agreement Number: RI-283493**

**D3.1.4**  
**Second Dissemination Report**

***Final***

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  - [3] Deliverable 3.1.3 First Dissemination report
  - [4] [www.prace-ri.eu](http://www.prace-ri.eu) PRACE website
  - [5] [www.daretothinktheimpossible.com](http://www.daretothinktheimpossible.com)
  - [6] <https://itunes.apple.com/fi/app/shooting-stars-prace/id642566566?mt=8>
  - [7] <https://play.google.com/store/apps/details?id=com.venimis.shootingstars>
- All deliverables are available at <http://www.prace-ri.eu/Public-Deliverables>

### List of Acronyms and Abbreviations

AISBL	Association International Sans But Lucratif (legal form of the PRACE-RI)
CEA	Commissariat à l'Energie Atomique (represented in PRACE by GENCI, France)
CINECA	Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CINES	Centre Informatique National de l'Enseignement Supérieur (represented in PRACE by GENCI, France)
CPU	Central Processing Unit
CSC	Finnish IT Centre for Science (Finland)
CSCS	The Swiss National Supercomputing Centre (represented in PRACE by ETHZ, Switzerland)
DEISA	Distributed European Infrastructure for Supercomputing Applications. EU project by leading national HPC centres.
EC	European Commission
EPCC	Edinburg Parallel Computing Centre (represented in PRACE by EPSRC, United Kingdom)
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure.
FPU	Floating-Point Unit
FZJ	Forschungszentrum Jülich (Germany)
GB	Giga ( $= 2^{30} \sim 10^9$ ) Bytes ( $= 8$ bits), also GByte
Gb/s	Giga ( $= 10^9$ ) bits per second, also Gbit/s
GB/s	Giga ( $= 10^9$ ) Bytes ( $= 8$ bits) per second, also GByte/s
GCS	Gauss Centre for Supercomputing (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)
GFlop/s	Giga ( $= 10^9$ ) Floating point operations (usually in 64-bit, i.e. DP) per second, also GF/s
GHz	Giga ( $= 10^9$ ) Hertz, frequency $= 10^9$ periods or clock cycles per second
GigE	Gigabit Ethernet, also GbE
HET	High Performance Computing in Europe Taskforce. Taskforce by representatives from 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 used synonym with Supercomputing
IBM	Formerly known as International Business Machines
IDRIS	Institut du Développement et des Ressources en Informatique Scientifique (represented in PRACE by GENCI, France)
ISC	International Supercomputing Conference; European equivalent to the US based SC0x conference. Held annually in Germany.
JSC	Jülich Supercomputing Centre (FZJ, Germany)

KB	Kilo ( $= 2^{10} \sim 10^3$ ) Bytes (= 8 bits), also KByte
KTH	Kungliga Tekniska Högskolan (represented in PRACE by SNIC, Sweden)
LRZ	Leibniz Supercomputing Centre (Garching, Germany)
NCF	Netherlands Computing Facilities (Netherlands)
PRACE	Partnership for Advanced Computing in Europe
PSNC	Poznan Supercomputing and Networking Centre (Poland)
SARA	Stichting Academisch Rekencentrum Amsterdam (Netherlands)
SC	Supercomputing event organised annually in USA
SHAPE	SME HPC Adoption Programme in Europe
SME	Small and medium sized enterprises
SNIC	Swedish National Infrastructure for Computing (Sweden)
STFC	Science and Technology Facilities Council (represented in PRACE by EPSRC, United Kingdom)
STRATOS	PRACE advisory group for STRAtegic TechnOlogieS
SURFsara	Dutch national High Performance Computing & e-Science Support Center
TB	Tera ( $= 2^{40} \sim 10^{12}$ ) Bytes (= 8 bits), also TByte
TFlop/s	Tera ( $= 10^{12}$ ) Floating-point operations (usually in 64-bit, i.e. DP) per second, also TF/s
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





## Executive Summary

PRACE-2IP WP3 disseminates results of PRACE Tier-1 and Tier-0 projects and creates dissemination material for schools, teachers and pupils on HPC.

During the project months M12–M24, from the beginning of August till the end of August 18 press releases and three newsletters were published. Press releases were sent to over 7000 journalists around the world. The total number of PRACE related online articles and news items from the beginning of September 2012 until the end of August 2013 was 938. The press releases were sent by PRACE-2IP project as well as by the PRACE aisbl Communications Officer in preparation for transferring PRACE dissemination process activities to PRACE aisbl.

Two PRACE Digest magazines were published during the reporting period, the latest on industrial cases in 4/2013. The latest newsletters contained both industrial as well as scientific cases, which have used the resources provided by PRACE. PRACE strategy, featured events, latest news and project presentations were also presented in newsletters.

The PRACE website has had a total of 423 924 visitors (157 031 unique visitors) since the launch, in 2008. The PRACE-RI website has a PRACE FP7 projects and outcomes section including the PRACE-2IP project section, which continues to provide detailed information on the PRACE-2IP project. The PRACE website has currently a monthly average of over 19500 visits.

The PRACE brochure and folder were updated for the Supercomputing Conference in Salt Lake City in November 2012, as well as for the Industrial seminar in Stuttgart in April 2013 and ISC'13 in Leipzig in June 2013. Special PRACE flyers were produced presenting the PATC curriculum between August-December 2013, and on the SME pilot programme, SHAPE (SME HPC Adoption Programme in Europe) and SHAPE project application. The posters were also updated for SC12. PRACE promotional material (pens, USB memory sticks, mugs, neck pillows and T-shirts) were distributed during these major events. Moreover, the WP3 outreach programme created a new campaign site for school kids and general public called Dare to think the impossible with a companion Facebook page and featuring a Shooting star game and two promotional videos. New power point presentations were made to show at various events. At ISC'13 six additional promotional videos of PRACE's ISC'13 activities, including the Industrial award winning project and the PRACE ISC award 2013 winning project were also created.

During project months 12-24, PRACE participated in three major events SC 2012 in Salt Lake City, USA, ISC'13 in Leipzig, Germany, and Industrial Seminar in Stuttgart, Germany. In conjunction to ISC'13 the PRACE Scientific Seminar was organized. PRACE has collected contacts from these events during past years and stored them in the CRM database. An info bulletin to these contacts was sent in July 2013. The total number of new contacts in August 2013 is 5088. Of those contacts 4270 were collected in PRACE-2IP reporting period. Direct Contact marketing communication was started via info bulletins. Contacts were also given to PRACE aisbl for their use.

PRACE publishes important presentations and public deliverables and best-practice documents on the prace-ri.eu web site. Until the end of July 2013 there were 83,5 hours of HPC video training material, 464 training presentations, 122 public deliverables, 15 best practise guides, 13 user documentations and 110 white papers on-line.

## 1. Introduction

Dissemination and outreach are vital functions for PRACE, both for the association, its 25 member countries and PRACE project itself. PRACE-2IP WP3 activities continued the extensive and on-going dissemination work from PRACE-1IP complementing it, and operated in parallel with PRACE-3IP WP3.

The objectives of the dissemination and outreach activities in PRACE-2IP were to disseminate project information, training opportunities, and scientific results created within the project. The specific task of Task 3.1 was to highlight new Tier-1 projects and calls. Task 3.2 focussed on providing a dissemination material kit for secondary school and high school aged kids and schools and general public. This second, final dissemination report collects the dissemination activities in PRACE-2IP.

This deliverable describes the process for the production, management and delivery of the dissemination material including using existing and new dissemination channels by the PRACE partners. The dissemination material for high school students was described in detail in D3.2.2 “Presentation Kit for Schools and Public” [1]. The campaign continues during this autumn in various countries in digital mediums and events.

Due to the continuous nature of the WP3 dissemination function this deliverable lists also the overall status of dissemination activities and results, e.g. total number of press releases, of participation and support for conferences and exhibitions. The delivery, hand over date from PRACE-2IP project dissemination activities, (including press releases, newsletters, web page maintenance and events) to PRACE-3IP project was set to July 1, 2013.

Section 2 of this deliverable describes dissemination and marketing activities, as well as PRACE-2IP web activities. Section 3 focuses on events-coordination. Section 4 highlights the scientific results published in PRACE Digests and Annual Report contribution by the project. Section 5 draws conclusions on the activities during the reporting period. Section 6 includes the Appendix.

Deliverable	Contractual date of delivery
D3.1.1 The Dissemination Plan	M3
D3.1.2 The PRACE-2IP Web Site	M4
D3.1.3 First Dissemination Report	M12
D3.1.4 Second Dissemination Report	M24
D3.2.1 Dissemination Package for Stakeholders	M5
D3.2.2 Presentation Kit for Schools and Public	M18

**Table 1: PRACE-2IP WP3 deliverables**

## 2. Dissemination and marketing activities

PRACE-2IP dissemination activities are interrelated with the PRACE-3IP project dissemination activities, complementing one another. The PRACE website and training portal continue to be the most important dissemination channels. Some printed materials, such as magazines, brochures, posters, flyers etc. are still used in training and exhibition events as well as T-shirts and giveaways. Also advertising at the Scientific Computing World's ISC'13 themed edition has been used. Marketing materials and information are updated when needed.

PRACE-2IP also started using regularly social media tools during this reporting period after the first project year's trials. Social media is used especially to generate interest around events. Moreover, PRACE uses social media monitoring and regularly tweets news and events related press releases as well as events activities. Social media activities focus on Twitter and Linked in. In PRACE-2IP especially with Dare to think the impossible campaign and Summer of HPC (PRACE-3IP WP3 activity) Facebook is also used. The majority of Dare to think the impossible dissemination activity will take place after September 2013, when schools start again after summer holidays. Special attention has been given to translation of video clips in the campaign with project efforts as well as the game availability.

### 2.1 The PRACE marketing and dissemination

PRACE had one new member country (Belgium) and a new Spanish supercomputer included in the infrastructure since last reporting period. Due to these changes, all the maps, posters and brochures and flyers were updated accordingly during the second PRACE-2IP dissemination reporting period.

PRACE marketing and dissemination materials are listed in D3.1.3. New material was produced according to the following list for the major events:

- Updated general brochure
- SHAPE Flyer
- SHAPE application flyer
- PRACE Posters (4 different pieces)
- PATCs curriculum flyer
- Dare to think the impossible flyer
- PRACE Autumn school flyer

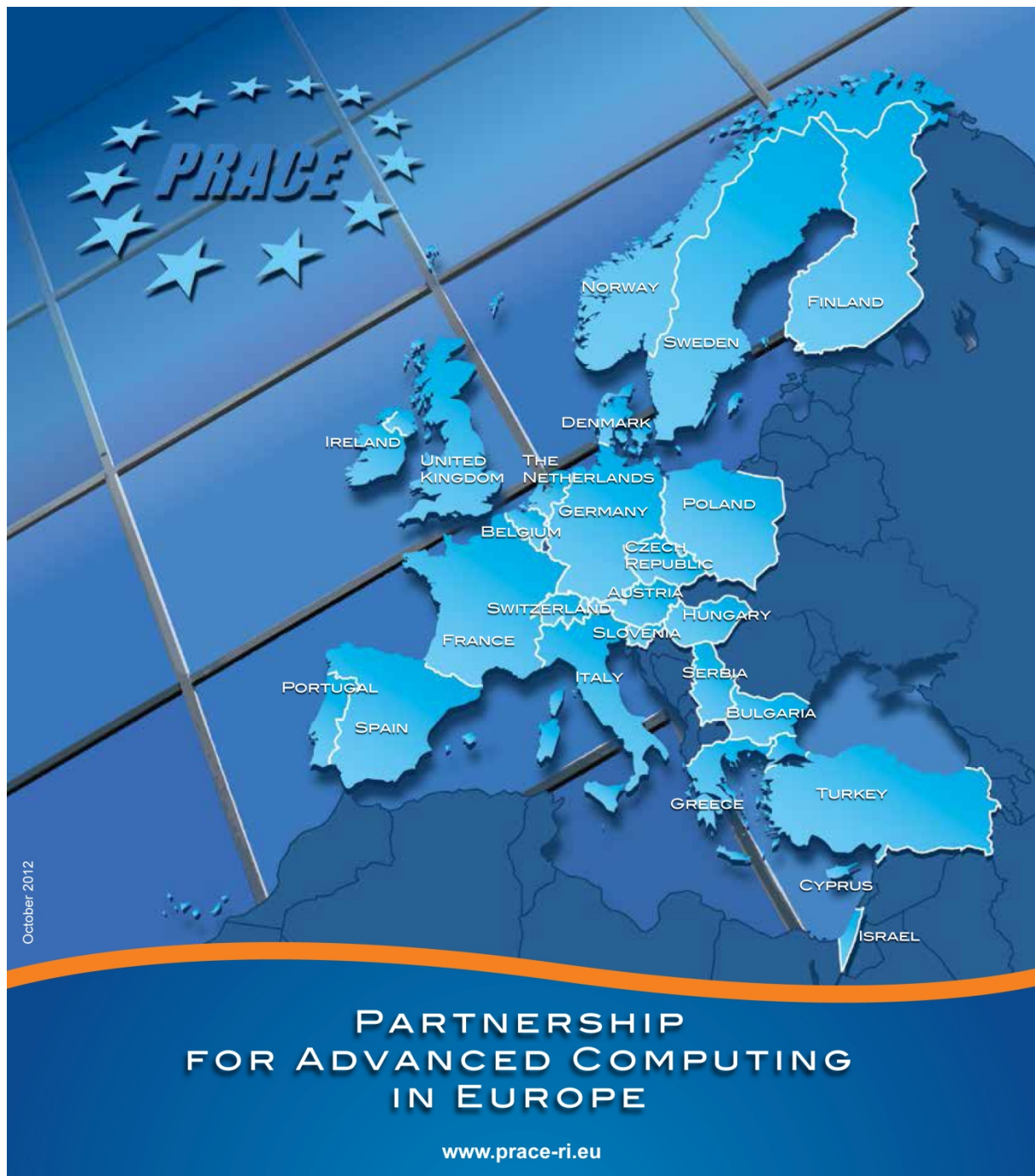
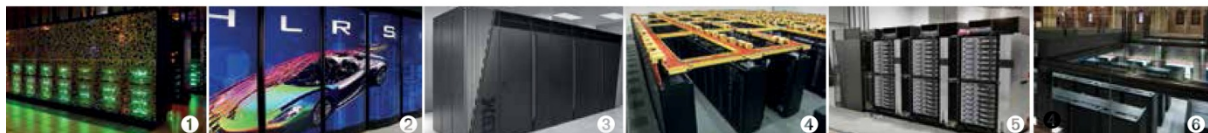


Figure 1: PRACE brochure cover page



Figure 2: PRACE brochure pages 2-3





### Members of the Partnership for Advanced Computing in Europe (PRACE)

**Austria:** JKU – Universität Linz, Datenverarbeitung der Johannes Kepler Universität  
[www.gup.uni-linz.ac.at](http://www.gup.uni-linz.ac.at)

**Belgium:** DGO6 – SPW (Direction Générale Opérationnelle de l'Economie, de l'Emploi et de la Recherche – Région wallonne de Belgique)  
<http://spw.wallonie.be>

**Bulgaria:** NCSA – Executive agency "Electronic communication networks and information systems"  
[www.bgsc.acad.bg](http://www.bgsc.acad.bg)

**Cyprus:** CaSToRC – Computation-based Science and Technology Research Center, The Cyprus Institute  
[castorc.cyi.ac.cy](http://castorc.cyi.ac.cy)

**Czech Republic:** VŠB – Technical University of Ostrava  
[www.vsb.cz/en/](http://www.vsb.cz/en/)

**Denmark:** DCSC – Danish Center for Scientific Computing  
[www.dcsc.dk](http://www.dcsc.dk)

**Finland:** CSC – IT Center for Science Ltd.  
[www.csc.fi](http://www.csc.fi)

**France:** GENCI – Grand Equipement National de Calcul Intensif  
[www.genci.fr](http://www.genci.fr)

**Germany:** GCS – GAUSS Centre for Supercomputing e.V.  
[www.gauss-centre.de](http://www.gauss-centre.de)

**Greece:** GRNET – Greek Research and Technology Network S.A.  
[www.grnet.gr](http://www.grnet.gr)

**Hungary:** NIIFI – National Information Infrastructure Development Institute  
[www.niifi.hu/en](http://www.niifi.hu/en)

**Ireland:** ICHEC – Irish Centre for High-End Computing  
[www.ichec.ie](http://www.ichec.ie)

**Israel:** IUCC – Inter-University Computation Centre  
[www.iucc.ac.il](http://www.iucc.ac.il)

**Italy:** CINECA – Consorzio Interuniversitario  
[www.cineca.it](http://www.cineca.it)

**The Netherlands:** NCF – Stichting Nationale Computerfaciliteiten – Netherlands Computing Facilities Foundation  
[www.nwo.nl/ncf](http://www.nwo.nl/ncf)

**Norway:** SIGMA – UNINETT Sigma AS – The Norwegian Metacenter for Computational Science  
[www.uninett.no/sigma](http://www.uninett.no/sigma)

**Poland:** PSNC – Instytut Chemii Bioorganicznej Pan – Institute of Bioorganic Chemistry – Poznan Supercomputing and Networking Center  
[www.psnc.pl](http://www.psnc.pl)

**Portugal:** FCTUC – Faculdade Ciencias e Tecnologia da Universidade de Coimbra  
[www.fct.uc.pt](http://www.fct.uc.pt)

**Serbia:** IPB – Institute of Physics Belgrade  
[www.ipb.ac.rs](http://www.ipb.ac.rs)

**Slovenia:** ULFME – University of Ljubljana, Faculty of Mechanical Engineering  
[www.fs.uni-lj.si](http://www.fs.uni-lj.si)

**Spain:** BSC – Barcelona Supercomputing Center – Centro Nacional de Supercomputación  
[www.bsc.es](http://www.bsc.es)

**Sweden:** SNIC – Vetenskapsrådet – Swedish Research Council  
[www.snic.vr.se](http://www.snic.vr.se)

**Switzerland:** ETH – Eidgenössische Technische Hochschule Zürich – Swiss Federal Institute of Technology, Zürich  
[www.cscs.ch](http://www.cscs.ch)

**Turkey:** UYBHM – Ulusal Yuksek Basarimli Hesaplama Merkezi, Istanbul Technical University – National Center for High Performance Computing  
[www.uybhm.itu.edu.tr](http://www.uybhm.itu.edu.tr)

**UK:** EPSRC – The Engineering and Physical Sciences Research Council  
[www.epsrc.ac.uk](http://www.epsrc.ac.uk)

[www.prace-ri.eu](http://www.prace-ri.eu)

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PRACE aisbl is funded by the PRACE Members.

Find us on:



Figure 3: PRACE brochure back cover

Some small amounts of new promotional material were produced as well:

- Dare to think the impossible T- shirts for ISC'13 launch of the game;
- PRACE branded Neck pillows.

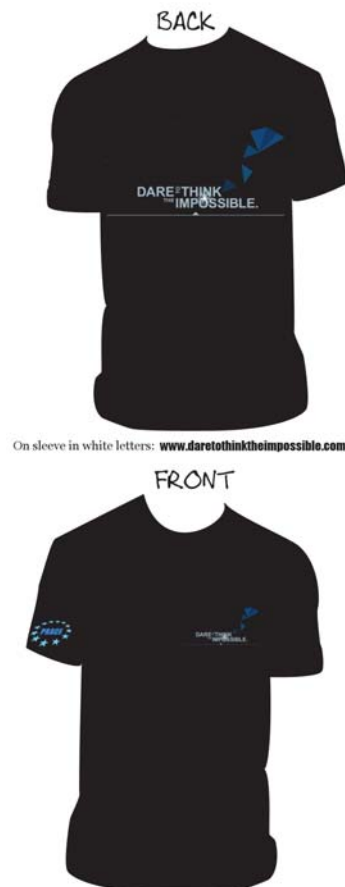


Figure 4: Dare to think the impossible T-shirt



Figure 5: Neck pillow

The digital versions of marketing and dissemination materials are stored in the PRACE intranet BSCW. Dissemination material also includes a small number of giveaways, such as pens, notepads mugs, T-shirts, USB keys, and lanyards, which have been presented in the Deliverable D3.2.1 in detail [2].

PRACE mostly uses traditional printed materials in dissemination such as General Brochure, of four pages for describing the project and its major activities and milestones achieved. A PRACE folder is used to collect the dissemination materials in press related events and as a give-away to the press and to other interested audiences together with a USB stick. The PRACE flyer is a summarized version of the brochure.

## 2.2 The PRACE web site

The PRACE website is managed by the PRACE aisbl with the help of the Project's staff, which continues to provide the content and technical support for the web page. During the PRACE-2IP second reporting period, WP3 renewed again the prace-ri.eu website, which resulted in a new layout.



Figure 6: PRACE-ri.eu website in its current status in July 2013

- The left-hand side column contains links that lead to 7 sub-sites describing PRACE and its activities.
- The “**About PRACE**” section gives general information on the PRACE organization, its current status as well as its aims and objectives.
- The “**HPC access**” section collects the PRACE calls announcements, industry access, PRACE prototypes, PRACE resources, application instructions, awarded projects and peer review process information.
- All the PRACE project's implementation phases' materials are collected under the header of “**PRACE FP7 projects and outcomes**” section in the left column. Also the deliverables created by the project are accessible there as well as DECI (Tier 1) access.

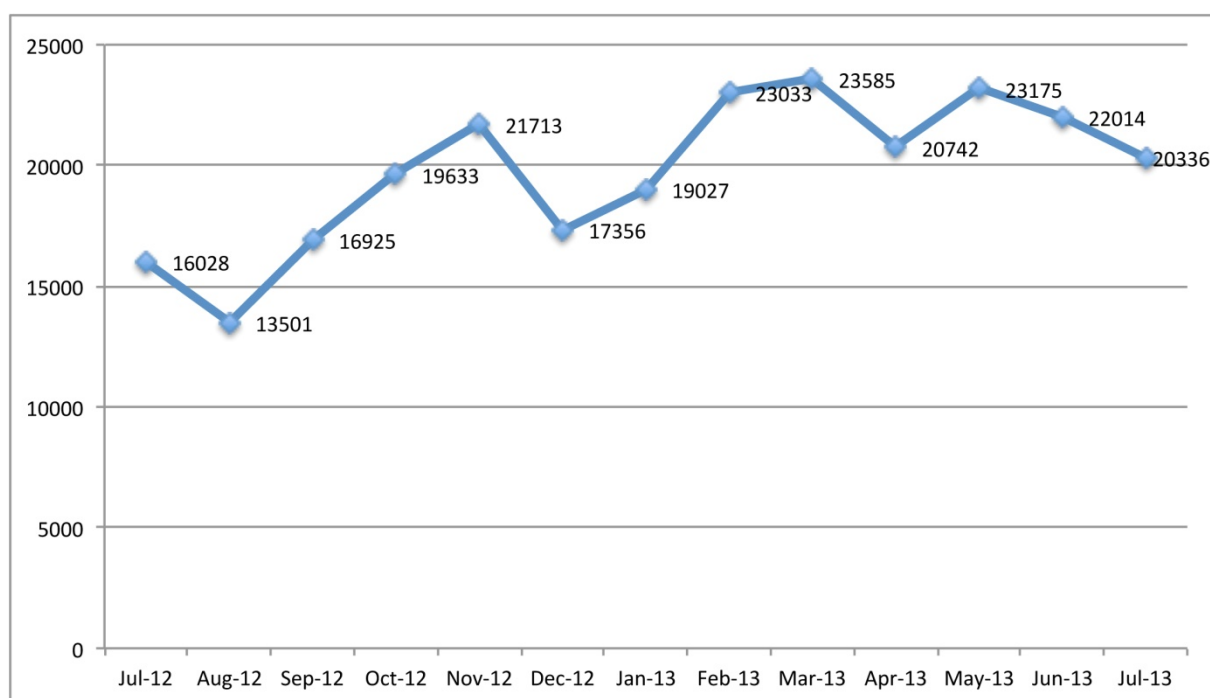


- **“Training and Documentation”** section contains the links to the Training Portal, Summer of HPC, PRACE advanced training centres’ (PATC’s) activities, training events, public PRACE white papers and best practise guides.
- **“The Events”** section includes all major conferences and meetings, Industrial seminars, outreach events as well as HPC related events.
- The **“Media”** section includes press materials, past and present PRACE related presentations from various events, PR material, (flyers, brochures, posters, logos) newsletters and publications. All press releases are listed on the “press releases” subsection. Videos, news and publications are also collected together on the media section.
- **“Media supporters”** link has our media collaborators links. (HPC wire and Primeur magazine).
- The **“Contact”** section on the top of the web page consists of PRACE office contact information, and a webmaster feedback form for both PRACE related and technical (PRACE website related) questions.
- The Banner in the middle of the website front page has been given to the scientific results for better visibility: the scientific success projects from magazines, most recent magazines, scientific cases and annual report are collected into a large, slowly moving banner in the middle of the web page. Also the ongoing calls are placed in the middle, in a still picture banner below the big banner.

The following material has been uploaded to the HPC training and Documents sections of the PRACE RI website before July 31, 2013:

- 83,5 hours of HPC video training material
- 464 training presentations
- 122 public deliverables
- 15 best practise guides
- 13 user documentation articles
- 110 white papers

The content is continuously updated by the PRACE-2IP and 3IP web team with presentations and material from the PRACE training events and partner’s training events. The training portal also provides access to video material from the events organized. During the reporting period the training material included 15 Video tutorials for MPI, OpenMP and PETSc, which were created and uploaded on the PRACE training portal and on YouTube.



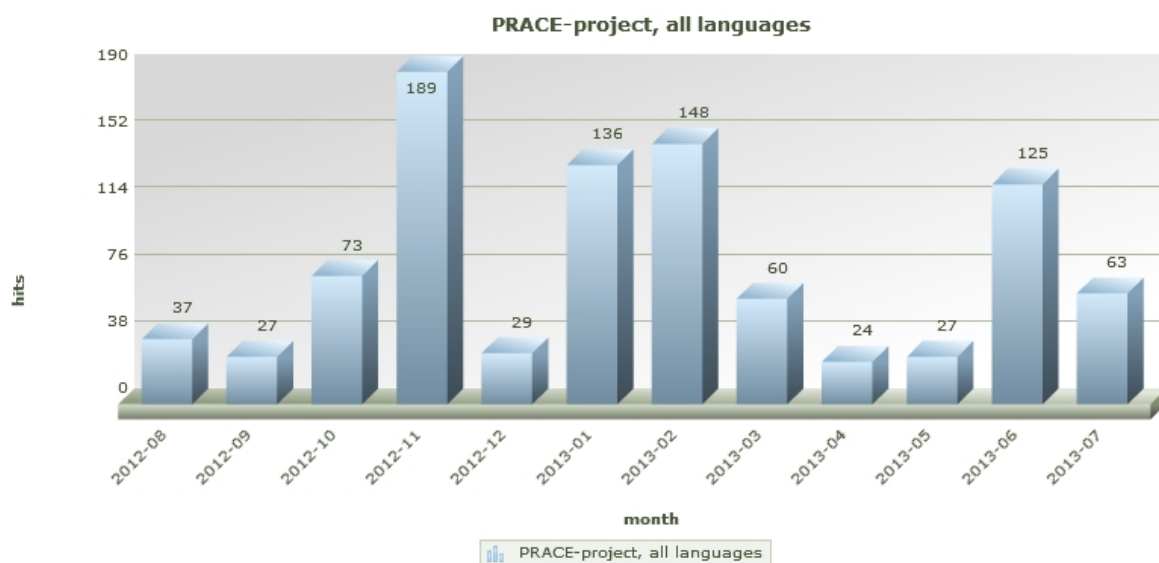
**Figure 7: The web site visitors**

The number of unique visitors has continued to increase since the beginning of the second year of the project, establishing currently a monthly average of over 19500 visits (see Figure 7). The figure provides the visits statistics from Jul 2012 to July 2013. Previous such statistics have been provided in D3.1.3 [3].

## 2.3 Press releases

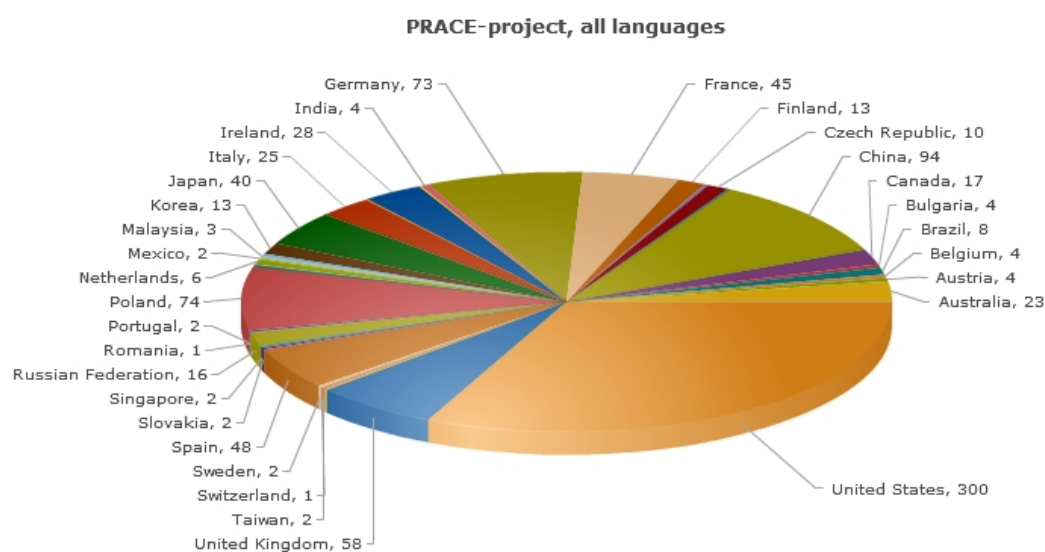
PRACE has published 18 press releases during the second reporting period of PRACE-2IP about PRACE calls, call results, project activities and events. A total of 48 press releases were published during the PRACE-2IP reporting period. Some of the press releases described are related to PRACE-3IP activities. Press releases were sent to over 7000 journalists around the world through Alpha Galileo and ISGTW online services. PRACE partners were also distributing the releases and call announcements (PRACE and DECI calls) and advised to translate the most relevant releases to their national languages.

The total number of PRACE related online article hits and news items from the beginning of August until the end of July 2013 was 938. It shows four peaks periods (November 2012, January 2013, February 2013 and June 2013). This has changed since the last reporting period compared with the two peaks of the events. The First peak was in the November, caused by Supercomputing conference related news items by HPC Wire awards announced in SC'12. The following peaks were in January, February and June 2013. The hits in January peak were caused by the Industrial seminar and competition announcements, the Summer of HPC announcement and the February peak by the 6th call announcement and International summer School announcements. The June hit peak was caused because of the ISC'13 and PRACE scientific seminar related articles. The use of social media has supported the growth in amounts of digital media hits globally.



**Figure 8: PRACE project media hits in digital media, all languages**

In the statistics we see the hits of the PRACE project per month starting in August 2012 until July 2013. Previous such statistics was shown in the First dissemination report 3.1.3 [3].



**Figure 9: The global distribution of hits of PRACE online articles in all languages**

In total, PRACE has aroused internationally a lot of interest in media in the United States (300 hits). Also in China, PRACE collected a lot of media hits (94) as well as Poland (74 hits), Germany (73 hits) and the United Kingdom (58 hits). This is partly due the official language of PRACE being English. The impact of press releases is now complemented with social media, mainly via Twitter tweets, announced by the communication officer of aisbl, as a press team member also in PRACE-3IP, who also maintains the profile. The last 17 press releases published in 2IP reporting period are listed here in a chronological order:

- PRACE partners aim high for HPCWire's Reader's Choice Awards 2012. **17.9.2012 (activity of 3IP)**
- Warm welcome for 25th PRACE Member: Belgium! **22. 10.2012 (activity of 3IP)**
- PRACE Regular Call 5: records galore! **29.10.2012 (activity of 3IP)**
- HPCwire's Readers' and Editors' Choice Awards 2012: PRACE partners receive well-deserved recognition!, **13.11.2012 (activity of 3IP)**
- Most Innovative Industrial HPC End-User Application in Europe - Open Competition in conjunction with 5th PRACE Executive Industrial Seminar, **27.12 2012 (activity of 3 IP)**
- PRACE Summer of HPC, **21.1.2013 (activity of 3IP)**
- Training available for students in U.S., Europe, and Japan at International Summer School on HPC Challenges in Computational Sciences, **4.02.2013**
- PRACE 6th Regular Call: growing scientific wingspan. **28.2. 2013**
- PRACE's Open R&D HPC access for industry awarded in a European e-Infrastructure FP7 Project Success Story Competition. **11.3.2013 (activity of 3IP)**
- PRACE Autumn School 2013. **7.5.2013 (activity of 3 IP)**
- PRACE 5th Industrial Executive Seminar HPC changing Europe's industrial landscape. **15.5.2013**
- Competitiveness Council recognizes achievements of PRACE for EU HPC. **3.6. 2013**
- The PRACE Scientific Conference with success stories and strategies in European HPC. **6.6. 2013**
- Welcome to the PRACE booth at ISC'13 Exhibition. **14.6. 2013**
- PRACE Educates Tomorrow's Researchers. **14.6.2013**
- PRACE demonstrates again its strong support for European high-impact science and innovation! **22.7.2013 (activity of 3IP)**
- PRACE Launches Pilot of High Performance Computing Adoption Programme for European SMEs. **25.7.2013. (activity of 3IP)**

## 2.4 PRACE Newsletters

PRACE newsletters are published regularly and quarterly. They are also aimed to appear before major events if possible. During the reporting period PRACE has published 3 newsletters, numbers 9-11. The handover date between PRACE 2IP and 3IP projects in Newsletter production was also set to be July 1 2013, after that 3IP project will produce them. The next Newsletter will be published in August 2013.

**PRACE Newsletter 9** was published in October 2012. It presented the PRACE project of professor Luis Silva's research group, "Predictive full-scale fast ignition with PW plasma amplified laser pulses", modeling a full-scale interaction of an ignition laser with compressed fuel for inertial fusion for the first time. The topics included in the Newsletter were:

- Fast ignition boosts fusion energy;
- News in brief;
- Featured Project: DEEP – Boosting computing towards Exascale;
- Featured PRACE events.

**PRACE Newsletter 10** was published in December 2012. It presented the Sun flare project simulating activity on the Sun with large plasma models by Professor Åke Nordlund. The topics in Newsletter number 10 included:

- Simulating activity on the Sun with large plasma models;
- Campus School 2012 in Ljubljana, Slovenia;

- PRACE-2IP: Study of data transfer improvements;
- PRACE continues evaluating new technologies;
- Featured Project: CRESTA: The concepts, facts and figures;
- PRACE featured events;
- News in brief.

**PRACE Newsletter 11** was published in April 2013. It showcased the project awarded millions of core hours on three of Europe's most powerful supercomputers in fundamental physics entitled "Next generation of lattice QCD simulations of the first two quark generations at the physical point". The project was implemented by a multi-national team of physicists, who also received the "Ken Wilson lattice award. The topics included in Newsletter 11 were:

- PRACE 2.0: Meeting Europe's Ambitions with HPC;
- The power of PRACE: Looking beyond the Standard Model;
- Dare to Think the Impossible;
- PRACE Summer of HPC;
- Featured Events;
- Featured News.



Figure 10: Newsletter 11 cover page

## 2.5 Outreach and social media

### 2.5.1 Outreach

The dissemination and outreach to school kids and younger generations as well as general public demand new kind of dissemination methods and tools. In the Second Implementation Phase of PRACE Project (2IP) WP3 was responsible for creating D3.2.2 “Presentation Kit for Schools and the General Public”. The deliverable included the following elements:

- Introductory letter
- Video teaser clips (YouTube)
- Facebook page
- Twitter campaign
- [www.daretothinktheimpossible.com](http://www.daretothinktheimpossible.com) web portal
- Shooting Stars online video game
- Print brochure
- [www.prace-ri.eu](http://www.prace-ri.eu)

The Presentation Kit was comprised of these tools. Each tool of the Kit has a defined and specialised role in reaching the target audience.

The dissemination is an on-going developing process. In order to keep pace with the rapidly changing media trends, members of WP3 in PRACE-2IP participated in a social media training in a face to face meeting of WP3 in Helsinki in March 2013. The plan was to get acquainted with the latest attractions of social media and learn how to use them to achieve these goals. Social media and digital mediums will play a significant role in promoting the campaign. For instance the Finnish Broadcasting Television has agreed on promoting the Dare to think the impossible campaign in its channel for free to support the competitiveness of Europe and Finland via educating kids with HPC. Also YouTube videos will be further utilised. Translations of scientific videos into different European languages will hopefully ease the understanding of difficult concepts related to HPC and science.

### 2.5.2 Social Media

PRACE aisbl Communications Officer is the main user of PRACE social media accounts in Twitter and Linked in company and group page.

PRACE has a Discussion Group under the name PRACE Research Infrastructure. The group is a closed group, meaning that anyone wanting to become a member of this group, to be able to follow and contribute to discussions will need to send a request and be approved by the group owner.

PRACE has a LinkedIn Company Page. The PRACE Communications Officer is the administrator of this page. Anyone registered on LinkedIn can follow PRACE as a company and employees of PRACE can include a link to the company page on their profiles.

Currently, job vacancies of PRACE aisbl and PRACE Members are published on the PRACE website [4].

Some Twitter active PRACE Members like ICHEC re-tweet PRACE tweets on their own twitter accounts. This has increases the reach of the PRACE tweets and should be further encouraged. PRACE re-tweets certain tweets of its members or other followers/followed accounts.

### 2.5.3 Social Media marketing

Twitter was heavily used during the PRACE Scientific Conference and ISC'13. Also the Summer of HPC (activity of 3IP) and 2IP Outreach campaign, Dare to think the impossible campaign pages use social media, especially Facebook and Twitter to engage attention of school kids and undergraduates.

Dare to think the impossible campaign officially starts in autumn 2013 when schools activate again after the summer holidays. It uses Facebook and Youtube to distribute the campaign materials to the target audience of school kids. Also social media marketing, such as adverts in Facebook targeted to this particular age group will be used.

Daretothinktheimpossible.com web page has had about 800 visitors since spring. The link to the pages has been promoted mostly in ISC'13 at the booth, in the campaign Facebook page [www.facebook.com/daretothinktheimpossible](http://www.facebook.com/daretothinktheimpossible) and Youtube promotional videos so far.

The PRACE shooting star video game uploading links have been added to the campaign Facebook page and web page. [5]. The game is uploaded in Apple play store [6] and Android play stores [7] in May 2013. Since May it has 977 downloads from iOS store. From Google play store it had around 70 downloads. Over a hundred people played the game at the PRACE booth during ISC'13. PRACE will investigate social media marketing options to get good campaign results in the following months. The tweeting and activating the Facebook page visitors with competition and new science stories will be introduced.

#### Twitter

- In February 2013 @PRACE\_RI had 64 tweets, 176 followers and followed 45 other accounts.
- End of July 2013 @PRACE\_RI had 131 tweets, 324 followers and followed 54 other accounts.

#### Linkedin Group

- In February 2013 the LinkedIn Group PRACE Research Infrastructure had 188 members.
- End of July 2013 the LinkedIn Group PRACE Research Infrastructure had 277 members.

#### LinkedIn Company Page

- In February 2013 the PRACE Company page had 35 followers.
- End of July 2013 the PRACE Company page had 74 followers.

Social media hits were collected by the project internationally. The hits were collected from the last six months period. Internationally Twitter is the most important social media tool for PRACE.



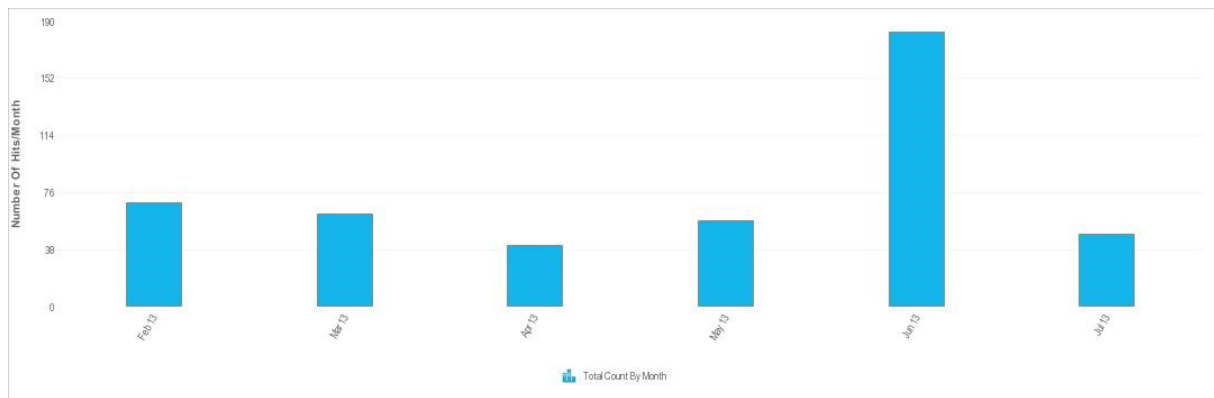


Figure 11: Social media hits in all languages

Social media hits were collected internationally in all languages. The social mediums PRACE uses are LinkedIn company page, Twitter, Facebook, YouTube, and Wikipedia.

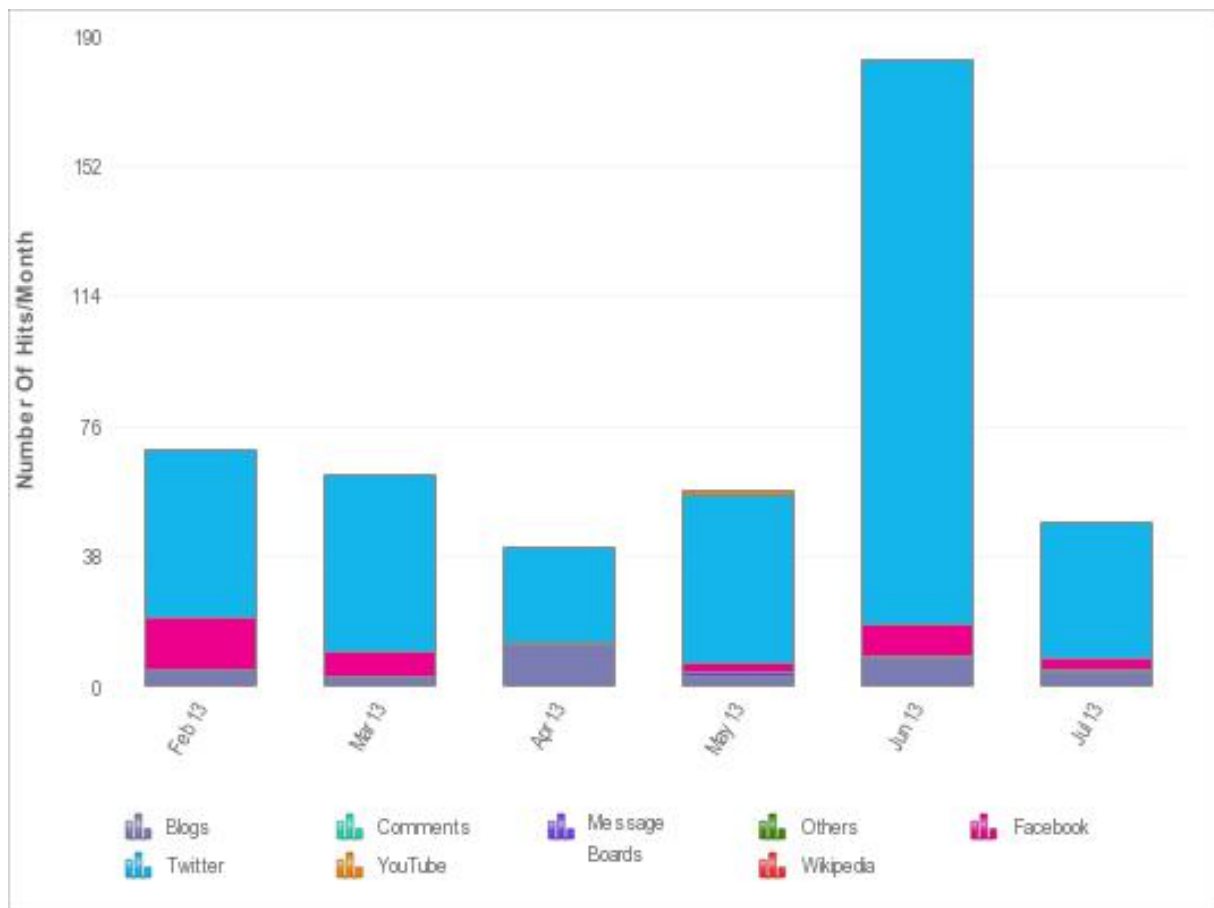
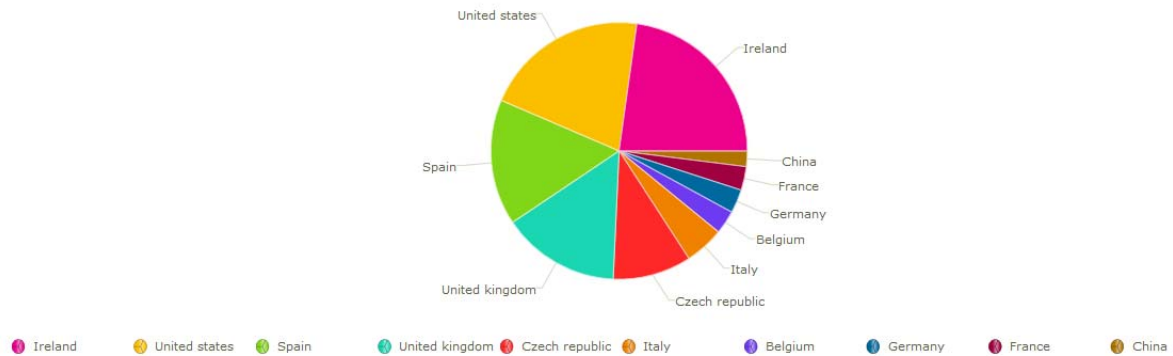


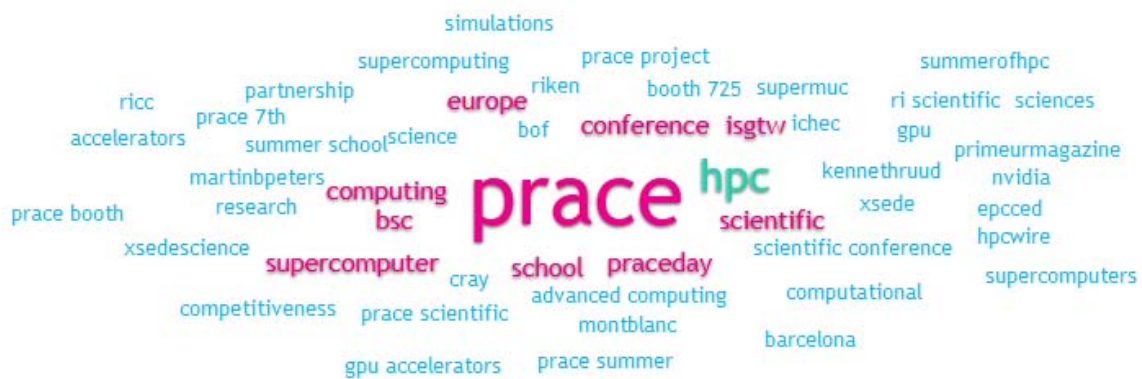
Figure 12: Social media hits of PRACE project internationally February – July 2013





**Figure 13: International distribution of social media discussions 1.2.-31.7.2013**

The distribution chart pie above shows that the most active tweeters are in Ireland, United States, Spain and United Kingdom. Most PRACE centres do not have a company presence on Facebook or Twitter. The activity is slowly increasing. The activity focuses on Twitter use mainly during the major HPC events. Social media activities will be continued in 3IP project.



**Figure 14: Theme cloud from the social media discussion from 1.2.-31.7.2013**

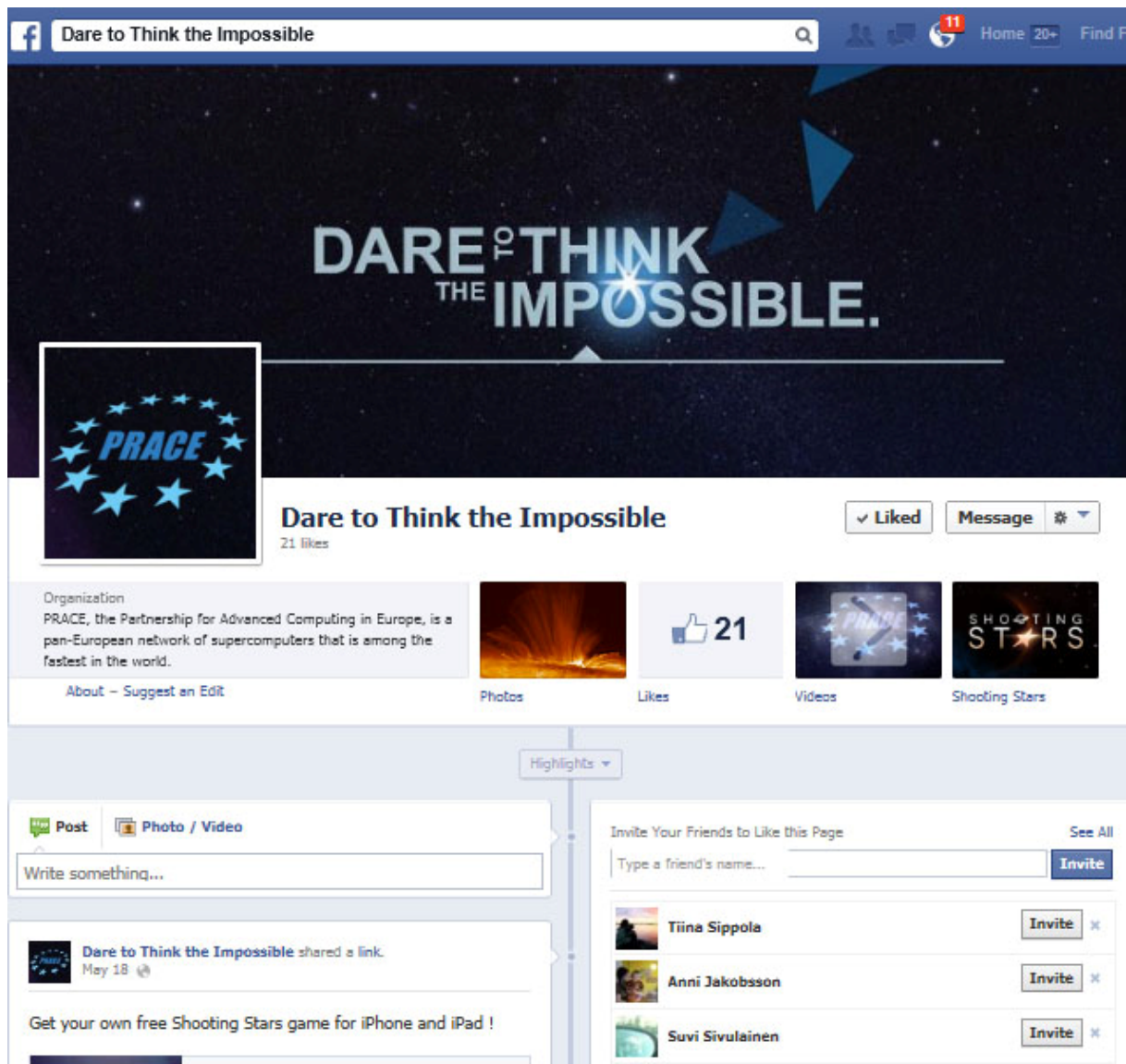


Figure 15: Dare to think the impossible Facebook page

### 3. Events

During the second year of the PRACE-2IP project, partners have represented PRACE in following events and conferences:

- SC'12 in Salt Lake City, USA in November 2012
- The Industrial seminar in Stuttgart in April 2013
- ISC13 in Leipzig, Germany in June 2013
- PRACE scientific conference, PRACE Day in Leipzig in June 2013

PRACE was represented by a large booth and with a plenty of partners in each of the major events and marketing and dissemination material packages (brochures, flyers, folders, poster, pens, notepads, USB sticks, PRACE T-shirts) were sent to the events. PRACE training events also have PRACE dissemination material to deliver on site. The previous training events PRACE organized were the Spring School in Umeå, Sweden, PRACE Summer School, which took place in Bologna, Italy, and the International Summer School in New York, USA.

PRACE was once again prominently and very actively present at ISC'13, the International Supercomputing Conference that was held in Leipzig, Germany, from June 17-19, 2013. PRACE presented its services, supercomputers, largest project allocations and industrial applications at the booth in the Exhibition hall. Also the traditional treasure hunt activity took place at ISC linking to the PRACE partners in the exhibition. PRACE also launched the 2IP WP3 outreach activity "Dare to think the impossible" campaign and its star system simulation video game at the PRACE booth. The ultimate hit of the booth was the Shooting Stars video game, which was custom made for PRACE's the Dare to Think the Impossible outreach campaign. A great number of contestants gave the game a try, and enjoyed it so much that they downloaded it from the Android store or iStore. Over a hundred people played the game.

#### 3.1 Other activity on the booth

There were also three mini presentations on PRACE strategy, PRACE's industrial offering and PRACE training. Another presentation by the industrial award-winning project took place also at the booth. The presentations and interviews were also filmed and intended for further use in Youtube and PRACE website. PRACE also organised a BoF session on 'PRACE & HPC Services for Industry'. This BoF presented PRACE's initiatives for industry and industrial applications in a short series of presentations to initiate the discussion on industrial HPC needs and requirements. Links to the ISC video promotions:

- <http://www.prace-ri.eu/PRACE-at-ISC13>
- [http://www.youtube.com/watch?v=igWgPtX\\_rbY&feature=player\\_embedded](http://www.youtube.com/watch?v=igWgPtX_rbY&feature=player_embedded)
- [http://www.youtube.com/watch?v=by\\_N33R\\_24I&feature=player\\_embedded](http://www.youtube.com/watch?v=by_N33R_24I&feature=player_embedded)

#### 3.2 PRACE day in Leipzig 2013

PRACE scientific conference, PRACE Day took place on the 16 June in Leipzig, Germany in conjunction with ISC'13. The PRACE Scientific Steering Committee (SSC) selected the winner of the PRACE ISC Award in 2013. The Award was presented at the Opening Session of ISC13. This year's PRACE ISC Award went to the paper "591 TFLOPS Multi-Trillion Particles Simulation on SuperMUC", represented by Wolfgang Eckhardt, Technical University München (Germany). The ISC award winner gave a presentation along with 9

world class scientific breakthrough scientists. After the PRACE scientific seminar a social networking event was organized.

In the future, already next year, PRACE combines together the Industrial seminar and PRACE Scientific Seminar in a new events concept. We will see whether the new event will be a success too.

### 3.3 Events contacts

PRACE has also actively collected contacts from these and the training events to the CRM database. At SC'12, 560 contacts were collected and at ISC'13, **334 new contacts** were gathered to the CRM system. The Sugar CRM is maintained by CASTORC. The total number of new contacts in the system is 5088, representing 80 countries worldwide. Over 3400 contacts come from PRACE countries, 158 from other European countries, almost 600 from USA and almost 300 from Asia. The first info bulletin was sent to all the CRM contacts in July 2013. The contacts collected in training events (2170) also get a training bulletin about the PRACE's training offering.



Figure 16: PRACE Booth at ISC'13



## 4. PRACE publications

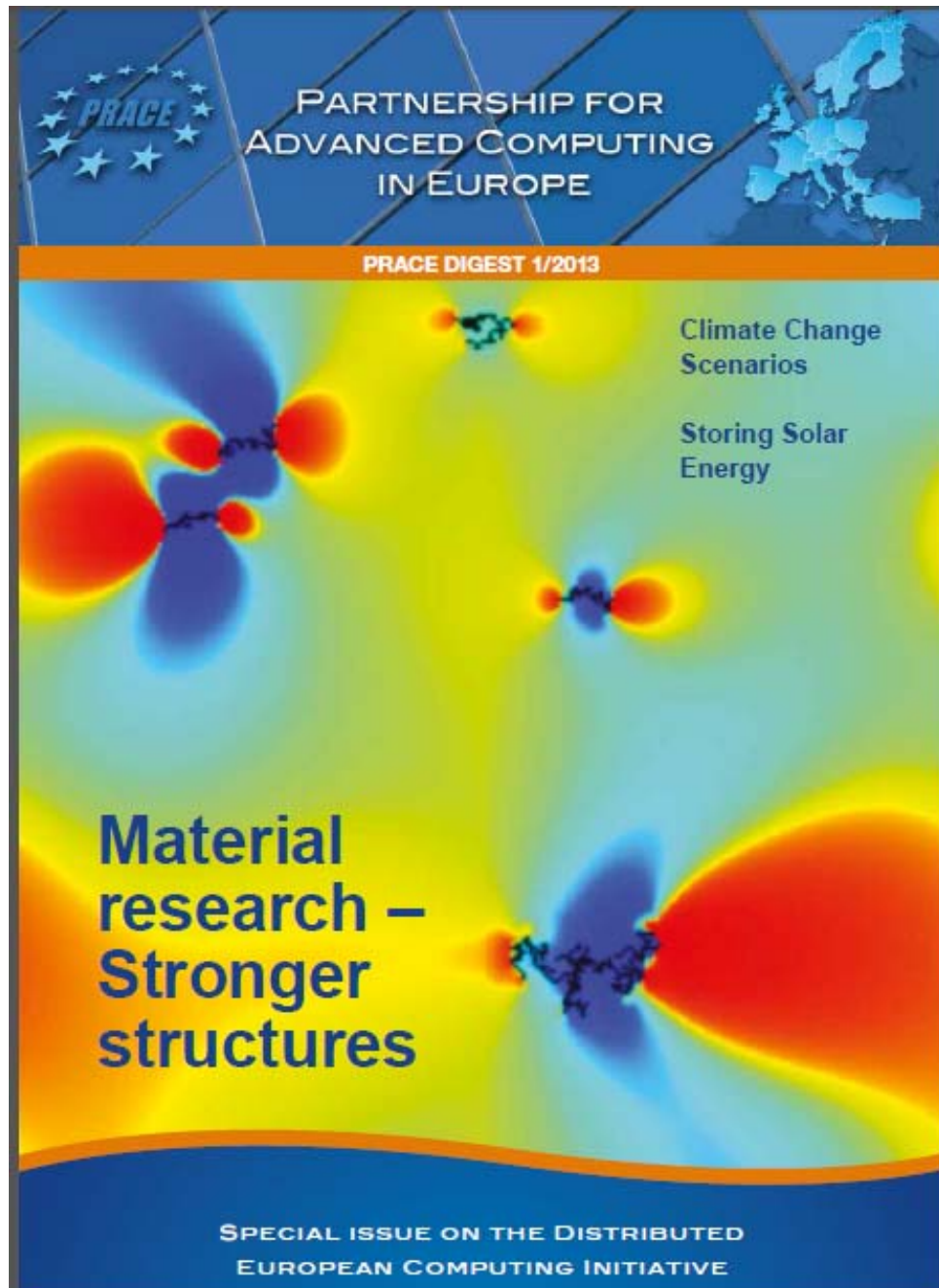


Figure 17: PRACE Digest magazine 1/2013 cover.

### 4.1 PRACE Digest

PRACE Digest has been one of the major efforts of WP3 in the PRACE-2IP. During the second reporting period two PRACE Digest magazines were produced by CSC. The second PRACE Digest, 1/2013 was delayed from the first intended schedule and was published in early February 2013 as a special edition on DECI projects as well as PRACE projects. The third PRACE Digest, an industrial edition of Digest was published in only a two-month production period, just in time for the Industrial seminar in mid April 2013.

The second PRACE Digest presented the following articles:

- Paving the Way toward Third Generation Photovoltaic Power?
- How does turbulence effect star formation?
- Calculating the climate change scenarios;
- Impact of the Indonesian Throughflow on the Global Ocean Circulation;
- Material research helps to create stronger structures;
- Splitting water;
- Harnessing high performance computing architectures for Earth climate system simulations;
- Simulating activity on the Sun with large plasma models;
- PRACE's training programme offers a versatile education in supercomputing;
- In search of Ligands that prevent Blood clotting;
- Black holes as Guinea pigs;
- Supercomputers help reveal Dinosaur mechanics.

It was decided by the Technical Board and Management Board to produce the Third PRACE Digest just after the second issue was released. The magazine had a focus on industrial use of PRACE resources and applications. The 12 projects selected to be showcased in the magazine represent both the use of PRACE resources as well as applications. The industrial articles selected for the magazine were:

- Helping Industry to manage the risk of Pluvial Floods;
- Pursuit of better Flow;
- Faster and open engine simulations for Automotive Industry;
- Building faster and safer complex structures;
- Identifying new Application for known Drugs;
- A popular open source multiphysical simulation Software;
- Optimising Simulation Software: Fluid Dynamics and Heat Transfer;
- Innovative Large Scale Hydrodynamic Simulations;
- Designing safer cars with Accurate Crash Test Simulations;
- Xcelerit Unleashes the Power of Many-core Hardware;
- Simulating Large-Scale Seismic Events.

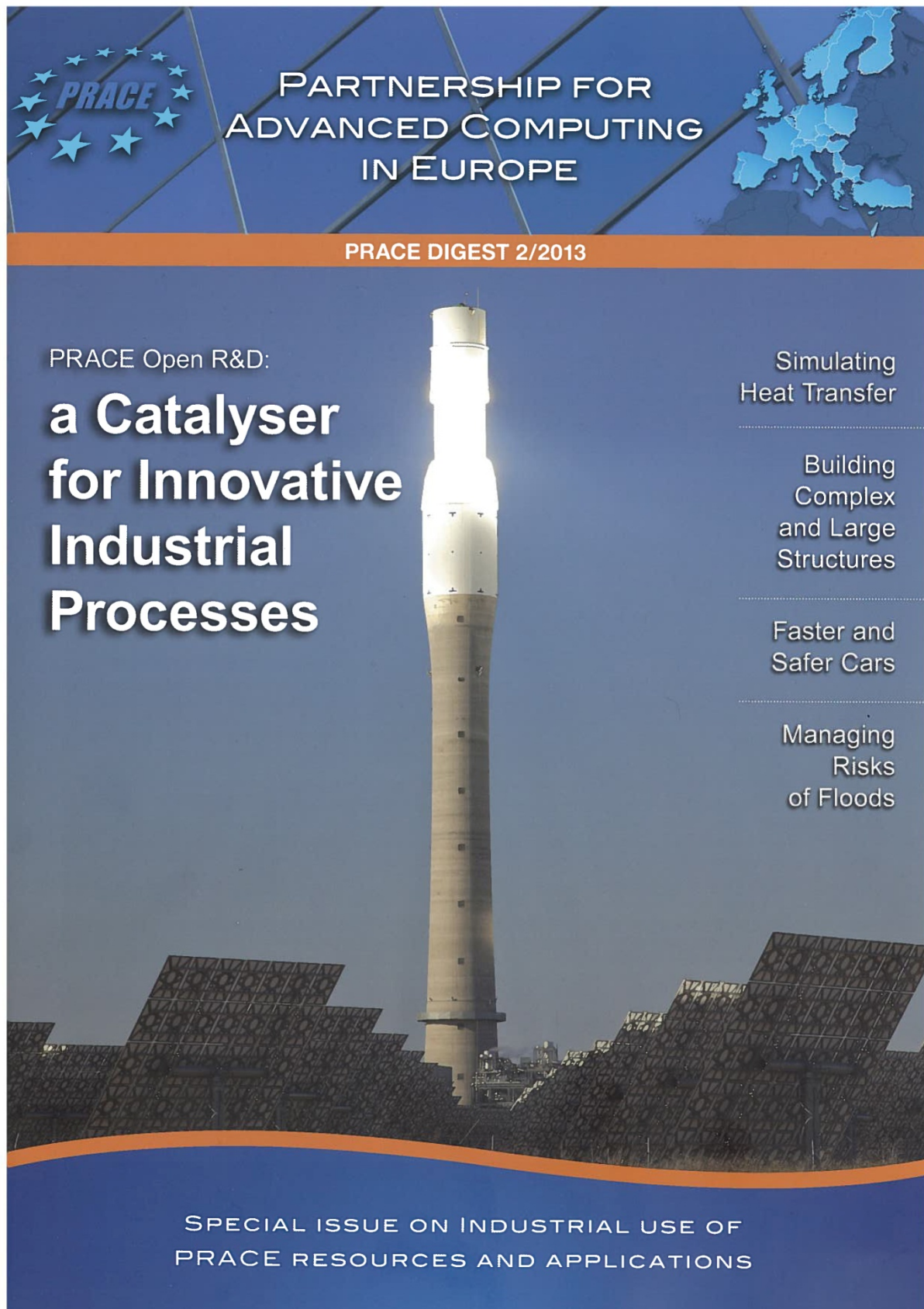


Figure 18: PRACE Digest magazine 2/2013, Industrial edition cover.

## 4.2. PRACE Annual Report

WP3 in PRACE-2IP contributed to the PRACE Annual Report 2012 by collecting and providing information on the different work packages during the 1-3 implementation phases of PRACE project. WP3 members also acted as editors of Annual Report.

The success stories highlighting the scientific projects in the PRACE Annual Report 2012 were:

- Cryptography: Making elliptic communication cryptic
- Exploring the properties of supernovae through 3D simulation
- Modeling gravitational wave signals from black hole binaries
- Increasing the fidelity of global climate solutions through massive HPC simulations
- Examining branch point polymer motion in designing new materials
- Optimising the combustion dynamics of transcritical flames
- Developing innovative catalysts for storing solar energy

## 5. Summary and Conclusions

During the project months M12–M24, 18 press releases and three newsletters were published. Press releases were sent to over 7000 journalists around the world. The total number of PRACE related online articles and news items from the beginning of August 2012 until the end of August 2013 was 938. The reporting period statistics covered also August 2012, which was not included in the previous dissemination report. The statistics figures continue from report 3.1.3. showing growth in the amounts of hit rates. We can conclude that the media interest has still concentrated prominently on Supercomputing and ISC, but the new mediums, in particular social media use have increased the visibility in media outside these events. The PRACE collaboration with scientific conference in conjunction with ISC had 74 registered participants. Next year, when the Industrial seminar is combined with the PRACE Scientific seminar, we will see, if the new concept will be a success.

PRACE has continued to actively collect contacts from events and trainings to the CRM database. The total number of new contacts is 5088. Of those contacts 4270 were collected in PRACE-2IP reporting period. Now it is the time to take more benefit of these and use the database effectively by promoting PRACE calls, events and activities.

We can be satisfied with the increasing number of new contacts, web site visitors and new target groups reached through social media. Even the European (not the English speaking) media has taken more interest of PRACE. Of the total 938 media hits a little over 1/3 instead of 2/3 (2012) were from United States and United Kingdom. This proves that the translation and localisation of press releases and other dissemination material pays off and needs to be continued actively in every PRACE member country. PRACE-3IP WP3 continues these efforts in PRACE member countries and a considerably number of person months will be used for translating the material and targeting it to the local audiences. The new Dare to think the impossible campaign videos and PRACE campus school outreach video and training material localizations (in Serbian, Bulgarian and Hungarian) for instance are good examples and an excellent way of attracting new audiences in every PRACE country and beyond.



## 6. Appendix

### 6.1 Publishers of PRACE related articles by Meltwater News

@Astera  
@niftyビジネス  
@Press(アットプレス)  
24 Chasa.bg  
24PR.de  
360绿色机房  
3T - Teknologia, Talous, Työelämä  
4-Traders  
51 CTO  
Acrofan  
Addict3d.org  
Adfn Australia  
ADVFN India  
Agitano  
AJAX & RIA Journal  
Aktuality.sk  
allPR.de  
Alpha Galileo  
Alpha Galileo (DE)  
Alpha Trade Finance  
Aragon Investiga  
Area-press.eu  
Asociación Empresarial Eólica  
Astronews  
Astronomy Magazine  
AusGeo News - Geoscience Australia  
Australian Policy Online  
Bankier.pl  
Barchart.com  
Barron's  
Bayerischer Rundfunk - BR.de  
Before It's News  
Benchmark Reviews  
Benchmark.pl  
Benzinga  
Biglobe ニュース  
BIOPRO  
Bizloop  
Biznes - Interia.PL  
Biznes Wrocław  
Bod Nara

Bulletins-Electroniques.com  
Business and Leadership  
Business Issues @ IT Business Net  
Business Wire  
Business Wire (ES)  
Business Wire Canada  
Businesspress24.com  
CaaS  
Cambridge Network  
Campus Daily  
CFO World  
Challenges.fr (Bourse)  
China Daily Website  
Chinadaily European  
Chinadaily US Edition  
CHIP UA  
CIA News.cz  
CIO  
CIO Australia  
CIO Espana - IDG.es  
CIO Korea  
CloudTimes  
Cnrs  
Compartir Tecnologias  
compress.ru: Журнал КомпьютерПресс  
Compulenta  
Computer Base  
Computer Reseller News  
Computer World Australia  
ComputerWorld  
Computerworld - Idg  
Computerworld - IDG.es  
Computerworld Italia  
Comunicati Stampa 24  
Consumer Electronics Net  
Convertronic  
CORDIS News  
Crónica Económica  
CSC - IT Center for Science  
CSC - Tieteen Tietotekniikan Keskus  
C't - Magazin  
Das IT-Business Portal  
Das Jülich  
Data Center Knowledge  
Data Center Post  
Data Manager Online  
Datacenter Dynamics

DCU  
Delimiter  
DerStandard.at  
Desktop Engineering  
Desktop Engineering  
Diariodemorelos.com  
Difundir  
Digart.pl  
Digital News Channel  
Dinheiro Vivo  
Dir.bg  
Display Plus  
Distributique  
Docstoc  
Doit  
Echodnia.eu  
Eco Diario.es  
Económico  
ECOticias.com  
EDACafe  
EE Journal  
EFYTimes.com  
EIN Presswire  
elEconomista.es  
ElectronicSpecifier  
Elektronik Praxis  
Elektroniknet.de  
Elperiodico.com  
Embedded-Control-Europe.com  
Energie & Technik  
Energuia.com  
Engineering and Technology Magazine  
Enhanced Online News  
Equities.com  
Estado De Minas  
Estrategias de Inversión  
Eurobankier.pl  
EUROPA - Rapid - Derniers communiqués de presse  
European Commission  
European Mediterranean Seismological Centre  
E-works  
Fair-News.de  
Feedit.cz  
Ferra.ru  
Finance - Renewable Energy World  
Finance Industry Today - EIN News  
Finance.comcast.net-Stocks

Financial Mirror  
Finanz Nachrichten.de  
Finanza - La Stampa.it  
Finland - Noodles  
Finwin  
FirmenPresse [ENG]  
Fort Mill Times  
FreshNews.com  
Fudzilla  
G1  
Gadgets - TMCnet  
GamesUnit.de  
Gazeta.pl  
GE Force Italia  
GENCI  
Generation New Technologies  
Global Print Monitor  
goo ビジネスEX  
Government Technology Review  
GPW Media  
Graffika.pl  
Green Technology  
Hardware Lab  
HardWare.fr  
HardwareHeaven.com  
Hardware-Mag  
HardwareZone.com.my  
HD Tecnologia  
Heise Online  
Hi Tech Legion  
HILMA  
HPC in the Cloud  
HPC Projects  
HPC Wire  
Hwgadget  
Iberdrola  
Ibero News  
IBM News - TMCnet.com  
IBTimes(アイビータイムズ)  
IDG  
Ifremer  
Il Denaro  
Il Sole 24 Ore  
ILB2B.it  
Industriens Dagblad  
Infomercados.com  
Informations Dienst Wissenschaft

Infoseek ニュース  
InfoTECH Spotlight - TMCnet  
Initiative Mittelstand  
Innovaticias  
Innovations Report [DE]  
insideHPC.com  
Interaktywnie.com  
Interest!ALERT  
Internet Intelligenz  
InvestorPoint.com  
Investors.com  
Inwestycje.pl  
Inżynier Budownictwa  
Irish Times  
iSGTW - International Science Grid This Week  
iStockAnalyst  
IT Director  
IT Home Online  
IT Industry Today  
IT News  
IT World  
ITBIZ  
ITbriefing.net  
ITespresso.de  
ITProPortal.com  
IT매일  
IT专家  
IT数码新闻滚动\_搜狐资讯-搜狐滚动  
iVEC  
iX - Heise  
Jagat Review  
Japan.internet.com  
Jobstep  
JorNow - A notícia agora  
Kit-e.ru  
Komputer w Firmie  
Konstrukce Czech Rep  
La Informacion.com  
La Repubblica.it  
La Trobe University  
Lab Online  
Labolsa.com  
LaborPraxis - Vogel Business Media  
LAN Line  
LanOC Reviews and News  
Le Mag IT

Leader (Epaper)  
LifePR.de  
Linux.com  
Livedoor ニュース  
Live-PR (EN)  
L'online di Tribuna Economica  
Madri+d  
MarketWatch  
Marketwire  
Maxit Online  
Maxit Online :: Max Value Ultimate Tech  
Media Workstation  
Melodika.net  
Ministère de l'enseignement Supérieur  
Ministry of Science and Technology - GB  
Mittelbayerische Zeitung  
Moj Mikro  
Morningstar  
Morningstar News  
MSN中国科技频道  
N PLus, INC.  
Nachrichten München  
Nanotechnology Now  
Nanowerk  
National University of Ireland, Galway  
Nearshore Journal  
Network Magazyn  
Network World  
News Asia Biz  
News Press.fr  
NewsBlaze  
Newsland  
Newsline.pl  
Newswire Today  
Nieuwsbank voorpagina  
Noodls  
Noodls-France  
Noodls-Germany  
Noodls-Italy  
Norbolsa  
Noticias 2D  
Noticias 3D  
Noticias Castilla y León  
Nowe Technologie - Interia.p  
Nowe Trendy.pl  
Nvidia  
NVIDIA Blog

O Insurgente  
Offshore Wind  
Onet.pl Biznes  
Open Kontakt.com - Polska  
Optical Keyhole  
Overclockers.ru  
OWL Journal  
Parkiet.com  
PC Advisor  
PC Games Hardware  
PC Home Online  
PC Week  
Pclab.pl  
Pcnews  
Phys.Org  
PLOS One  
Polyscope  
Portal Energía  
Portale di Tribuna Economica  
Potaru  
PR Zoom  
Premiumpresse.de  
Presse Box  
Pressemeldungen.com  
PR-Inside.com  
PRLog  
PR-USA.net  
Regulación Eólica con Vehículos Eléctricos  
Research in Germany  
Reuters Press Release News Headlines  
Reuters US News  
Revista Eólica y del Vehículo Eléctrico  
Revista Merca2.0  
RichTech Business Wire  
RP Defense  
Saber Eletrônica Online  
Satellite Spotlight  
Schattenblick  
Science Daily  
Scientific Computing (SCW)  
SD Times  
Sector Publishing Intelligence  
Seeking Alpha  
SEOTOOLSニュース  
SIGMA-NOT  
Silicon.de  
Siliconrepublic.com

SiliconWeek  
Slashdot  
Smart Grid - TMCnet  
Softpedia  
SourceForge.JP Magazine  
Stockhouse  
StreetInsider.com  
Supercomputing Online  
Sys.Con Canada  
SYS-CON  
SYS-CON AUSTRALIA  
Sys-Con Belgium  
Sys-Con Brasil  
SYS-CON France  
SYS-CON INDIA  
SYS-CON ITALIA  
SYS-CON Media  
SYS-CON UK  
Talouselämä  
TD Ameritrade  
Tech Focus Media  
TechCentral.ie  
Technology Decisions  
Technology News  
TechPowerUp  
Techworld  
TED Poland  
TED Poland  
Tenders Electronic Daily  
The Australian - Australian IT  
The Institution of Engineering and Technologi  
The Numbers - Marketplace from American Public Media  
The Register  
The Times of Israel  
ThePressReleaseWire  
TI Tecnologías de la Información  
TMCnet.com  
Tom's Hardware  
Tom's IT Pro : Real world business computing  
Topix  
TradingCharts  
Tur-info.pl  
TweakTown  
Twittweb - gathering realtime news  
Ulitzer  
Unified Communications  
Uniforum



Uni-Online.de  
University of Tasmania  
Web 2.0 Journal  
WebSphere Journal  
Version 2  
Wiadomości w Onet  
Win Future  
Virtualization Conference & Expo  
Virtualization Journal  
Virtual-Strategy Magazine  
X-bit labs  
Xtremehardware  
Yahoo! Canada Finance  
Yahoo! Chile Noticias  
Yahoo! Finance  
Yahoo! Singapore Finance  
Yucasee Media  
ZD Net.de  
ZDNet Blogs  
Zonebourse.com  
война в Ирака  
Компьютерное Обозрение  
Эксперт Online  
エキサイト  
コブス オンライン  
サンケイビズ  
とれまがニュース  
フェレット  
ぷろなび  
ホームページ制作マッチング  
ライブハウス ドットコム  
뉴스zum  
디지털타임스  
브레인박스  
컴퓨터신문  
테크노아  
上海电脑硬件资讯 (Simp.)  
专业的网络通信  
东北新闻网  
东方网  
中・村在线DIY硬件频道  
中・村在线服务器频道  
中国制造业信息化门户

中国自考网  
中国贸易新闻网  
中小企业IT网  
云计算第一门户  
京华时报  
亿八佰电子商务  
今题网  
企业网(D1Net)  
伝説の営業マン  
光电新闻网  
兔友网  
凤凰网-科技  
和讯科技  
和讯科技  
商都网IT综合频道  
国际在线IT频道  
天极网  
小熊在线  
小熊在线广东站 (Simp.)  
常德网  
平顶山新闻网  
徳島新聞 WEB  
扬子晚报网  
数码\_MSN中国  
新民网-科技新闻  
新浪 - 华声博客  
智造网  
服务器在线  
朝日新聞社  
比特网企业计算  
比特网新闻中心  
汉中百姓网  
江西文明网  
泡泡网  
洛阳网IT频道  
济宁新闻网科技频道  
浙江在线IT频道  
海南在线 - 家电  
淄博信息港

淮南新闻网(Simpl.)

深圳热线

温州热线

游戏新闻滚动\_搜狐资讯-搜狐滚动

湛江新闻网IT频道

潮州在线IT频道

珠海新闻网IT频道

电子工程网

电脑之家

硅谷动力

福建之窗

腾讯数码

西部e网

解放牛网IT频道

財經新聞

赛迪网

赛迪网-IT产品子站

赛迪网-技术

通信产业网

银河网

高效IT网