



**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

**D3.2.1
Dissemination Package for Stakeholders**

Final

Version: 1.0
Author: Anni Jakobsson, Tiina Leiponen, CSC
Date: 31.1.2012

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: < D3.2.1 >	
	Deliverable Nature: <DOC_TYPE: Other>	
	Deliverable Level: PU *	Contractual Date of Delivery: 31 / January / 2012
		Actual Date of Delivery: 31 / January / 2012
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 Package for Stakeholders>	
	ID: <D3.2.1>	
	Version: <1.0>	Status: Final
	Available at: http://www.prace-ri.eu	
	Software Tool: Microsoft Word 2007	
	File: D3.2.1.docx	
Authorship	Written by:	Anni Jakobsson, Tiina Leiponen, CSC
	Contributors:	
	Reviewed by:	I. Liabotis, GRNET T. Weber, FZJ
	Approved by:	MB/TB

Document Status Sheet

Version	Date	Status	Comments
0.1	1/December/2011	Draft	
0.2	11/January/2012	Final version for review	
1.0	31/January/2012	Final	

Document Keywords

Keywords:	PRACE, HPC, Research Infrastructure, dissemination, PR material, PRACE Stakeholders
------------------	---

Disclaimer

This deliverable has been prepared by the responsible Work Package of the Project in accordance with the Consortium Agreement and the Grant Agreement n° RI-283493. It solely reflects the opinion of the parties to such agreements on a collective basis in the context of the Project and to the extent foreseen in such agreements. Please note that even though all participants to the Project are members of PRACE AISBL, this deliverable has not been approved by the Council of PRACE AISBL and therefore does not emanate from it nor should it be considered to reflect PRACE AISBL's individual opinion.

Copyright notices

© 2011 PRACE Consortium Partners. All rights reserved. This document is a project document of the PRACE project. All contents are reserved by default and may not be disclosed to third parties without the written consent of the PRACE partners, except as mandated by the European Commission contract RI-283493 for reviewing and dissemination purposes.

All trademarks and other rights on third party products mentioned in this document are acknowledged as own by the respective holders.

Table of Contents

Project and Deliverable Information Sheet	i
Document Control Sheet.....	i
Document Status Sheet	i
Document Keywords	ii
Table of Contents	iii
List of Figures.....	iii
List of Tables.....	iv
References and Applicable Documents	iv
List of Acronyms and Abbreviations.....	iv
Executive Summary	1
1 Introduction	1
2 PRACE Dissemination Package.....	2
2.1 Design and Implementation	2
2.2 Graphic Guidelines.....	2
2.2.1 <i>Logo, Illustrations and Colours</i>	2
2.2.2 <i>Language and fonts</i>	6
3 Contents of the Dissemination Package.....	8
3.1 Websites and Social Media	8
3.2 Dissemination Media Package for Stakeholders.....	8
3.2.1 <i>Flyer</i>	9
3.2.2 <i>General Brochure</i>	9
3.2.3 <i>Folders</i>	11
3.2.4 <i>Posters</i>	12
3.2.5 <i>Give-aways</i>	15
3.2.6 <i>Templates</i>	16
3.2.7 <i>Press releases</i>	17
3.2.8 <i>Newsletters</i>	17
3.3 Dissemination Media Package and Different Stakeholders	18
3.4 End-User Acknowledgements.....	20
4 Update Process for the Dissemination Package.....	20
5 Annex.....	21
5.1 Instructions for Press Releases and Newsletters - Annex I.....	21

List of Figures

Figure 1. PRACE logo.....	3
Figure 2. e-infrastructure logo.....	3
Figure 3. European Union flag logo	3
Figure 4. 7 th Framework Programme logo	3
Figure 5. PRACE illustration	4
Figure 6. PRACE illustration #2	5
Figure 7. PRACE illustration #3	5
Figure 8. PRACE flyer	9

Figure 9. PRACE general brochure.....	10
Figure 10. PRACE folder	11
Figure 11. Poster: PRACE – The European HPC Service	12
Figure 12. Poster: The PRACE Research Infrastructure	13
Figure 13. Poster: The PRACE Implementation Projects	14
Figure 14. Black PRACE t-shirts	15
Figure 15. PRACE candy wrapper	15
Figure 16. PRACE USB-keys	16
Figure 17. PRACE Word template.....	16
Figure 18. PRACE PowerPoint template	17
Figure 19. PRACE newsletter front page – September 2011	18
Figure 20. An example on the effects of PRACE dissemination	20

List of Tables

Table 1: Dissemination Media Package and Different Stakeholders.....	14
--	----

References and Applicable Documents

- [1] <http://www.prace-ri.eu>
- [2] Up-To-Point Ltd., <http://www.uptopoint.fi>
- [3] Alpha Galileo: <http://www.alphagalileo.org/>

List of Acronyms and Abbreviations

BSCW	Basic Smart, Cooperate Worldwide, is a web based collaboration / groupware environment
CINECA	Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CSC	Finnish IT Centre for Science (Finland)
DEISA	Distributed European Infrastructure for Supercomputing Applications. EU project by leading national HPC centres.
DoW	Description of Work
EC	European Commission
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure.
FAQ	Frequently asked questions
FZJ	Forschungszentrum Jülich (Germany)
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)
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

ISC	International Supercomputing Conference; European equivalent to the US based SCxx conference, held annually in Germany.
JSC	Jülich Supercomputing Centre (FZJ, Germany)
PR	
PRACE	the Partnership for Advanced Computing in Europe; Project Acronym
PRACE AISBL	PRACE Association internationale sans but lucratif, international association without lucrative purpose
PRACE-1IP	PRACE First Implementation Phase project
PRACE-2IP	PRACE Second Implementation Phase project
PRACE RI	the PRACE Research Infrastructure
RSS	Really Simple Syndication, a web feed format used to publish frequently updated works
STRATOS	PRACE advisory group for STRAtegic TechnOlogieS
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

Executive Summary

This document describes the design, implementation, contents, and the upgrade process of the PRACE Dissemination Package.

The Dissemination Package is a central element in all PRACE dissemination activities. It consists of the web presence [1] and the Dissemination Media Package for Stakeholders, which includes PR material e.g. flyers, general brochure, posters, give-aways, and templates for communication.

The Dissemination Package for Stakeholders itself is the actual deliverable D3.2.1 (PR material available). This document accompanies the deliverable and describes the design, implementation, contents and update process of the dissemination material. The Dissemination Package for Stakeholders can be found in digital format on the project intranet (BSCW). The deliverable should be accompanied with the Dissemination Package for Stakeholders.

1 Introduction

Effectively organised dissemination, outreach and training activities are a prerequisite for the success of PRACE. The PRACE Research Infrastructure (RI) is governed by an international non-profit association with its seat in Brussels. Twenty-one countries are presently members of the association “Partnership for Advanced Computing in Europe AISBL”.

This deliverable is part of Task 3.1 “Dissemination of PRACE-2IP project results”. One of the aims of the PRACE Second Implementation Phase (PRACE-2IP) dissemination is to make the PRACE RI a well-known Research Infrastructure in Europe and beyond. PRACE-2IP supports specific and new activities that are not already covered by the PRACE First Implementation Phase (PRACE-1IP) dissemination tasks, thus complementing the extensive ongoing dissemination. The principal objectives for dissemination and outreach in PRACE-2IP are to disseminate project information, training opportunities, and scientific results created in the project. A specific task of Task 3.1 is to highlight new Tier-1 projects and calls, previously part of the DEISA project.

PRACE-2IP web activities are described in detail in deliverable D3.1.2 “The PRACE-2IP Web Site”. Training material for undergraduate students is described in detail in D3.2.2 “Presentation Kit for Schools and Public”.

The Dissemination Package for Stakeholders (PR material) itself is the actual deliverable D3.2.1. This document accompanies the deliverable, and describes the design, implementation, contents and future updates of the package.

The design and implementation of the PR material is described in section 2, the contents in section 3, and the update process of the material in section 4.

2 PRACE Dissemination Package

The objectives and guidelines for PRACE-2IP dissemination and for the Dissemination Package were described in detail in the PRACE-2IP deliverable D3.1.1 “Dissemination plan” and in PRACE-1IP deliverable D3.1.1 “Final plan of the use and dissemination of foreground”. These documents describe the general objectives, target audiences and dissemination channels for PRACE dissemination.

2.1 Design and Implementation

PRACE builds on a strong corporate image, brand and style strengthening the already well-established and well-known PRACE brand. The PRACE brand has been taken into account when new dissemination material during PRACE-2IP has been created. The design of the PRACE material is done by the advertising agency Up-To-Point Ltd. [2], which also designed the visual appearance of the preceding PRACE Preparatory Phase project and the ongoing PRACE 1IP project. This ensures the continuity of the PRACE brand.

Specific guidelines about press release style and newsletter content are published on the PRACE intranet (BSCW), available in this document in Annex I. Updated graphic guidelines are described in this deliverable in section 2.2.

2.2 Graphic Guidelines

This section describes the graphic guidelines to be adhered by all partners in any printed and electronic material. The graphic guidelines document is available on the PRACE intranet, BSCW.

2.2.1 *Logo, Illustrations and Colours*

A central element of the corporate style and branding of PRACE is the logo. Different formats of the logo are available on PRACE intranet (BSCW) in order to fulfill the graphical needs of different applications. The PRACE logo can be used with its determination: the Partnership for Advanced Computing in Europe.

Also the “e-infrastructure”, “European Union” and “7th framework programme” logos (in this order) can be used in the dissemination material.



Figure 1. PRACE logo



Figure 2. e-infrastructure logo



Figure 3. European Union flag logo



Figure 4. 7th Framework Programme logo

The following illustrations, all available on the PRACE intranet (BSCW), can be used. The countries in light blue are members of the PRACE AISBL.



Figure 5. PRACE illustration



Figure 6. PRACE illustration #2



Figure 7. PRACE illustration #3

In addition, PRACE uses images of the Tier-0 machines, based on the images received from the respective partner sites. These images are also available on the PRACE intranet.

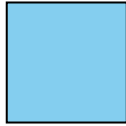
The main PRACE colours are dark and light blue, orange, white and black. Texts are in dark blue, black, orange and in some cases white.

Dark blue



Web colour: #19317b
 RGB: 25, 49, 123
 CMYK: 100, 93, 22, 9
 Pantone: PMS 2945

Light blue



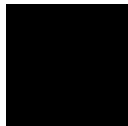
Web colour: #84ceef
 RGB: 132, 206, 239
 CMYK: 44, 3, 2, 0
 Pantone: PMS 305

Orange



Web colour: #e27d24
 RGB: 255, 107, 25
 CMYK: 7, 60, 100, 1
 Pantone: PMS 158

Black



White



2.2.2 Language and fonts

The official language of PRACE is English (UK) and spells names according to the original language, if there is not a common alternative used in British English. However, the dissemination material should be widely available in different languages, when and where possible. Each project partner should ensure that some materials will be translated into local languages.

All text should have a simple and clear grammar and follow the guidelines of the handbook for authors and translators of the European Commission (EC):

http://ec.europa.eu/translation/writing/style_guides/english/style_guide_en.pdf

The English should be simple, sentences short and the passive structure avoided if possible. The terms should be gender-sensitive and not refer to only one gender. This applies also to all visual illustrations used in the dissemination material.

In general, acronyms must be avoided and used only when absolutely necessary or if they are more familiar to the public than the full version of the name. The acronym must be introduced when it is used for the first time, this is to say, what the acronym stands for. The acronym PRACE must be written in capital letters in all cases.

Other established practices in PRACE dissemination in order to keep the consistent style:

- Tier-0, Tier-1, written with capital letters and with a hyphen
- Petaflop/s, Exaflop/s, written with capital letters
- HPC, High Performance Computing, written without a hyphen

Font in PRACE press releases is **Arial 16 bolded** in headings, *Arial 11 italics* in first paragraph, Arial 11 elsewhere.

The PRACE website [1], www.prace-ri.eu, has an essential role in the dissemination activities and it must be referred to in all printed material (articles, press releases, brochures, presentations etc.) The PRACE website serves as the focal point to the access the resources and material provided by PRACE.

3 Contents of the Dissemination Package

3.1 Websites and Social Media

The aim of the PRACE web presence [1] is to reflect the corporate identity of PRACE. The PRACE website, www.prace-ri.eu, was launched on week 43, 2010 during the PRACE-1IP project. The preceding PRACE project website, www.prace-project.eu (launched in the beginning of the PRACE Preparatory Phase project in 2008) was shut down in the September 2011 and all content from the website was moved to www.prace-ri.eu. The merge was done in order to have one access point to all PRACE related information.

The PRACE website has an essential role in the dissemination activities. The website serves as the information platform for the PRACE project. The website provides fundamental information about the mission, activities and achievements of PRACE within the European HPC Ecosystem. This website also includes information about access to HPC resources, success stories, documentation and user support, best practice documents, public deliverables, training portal, information about events, PR material, press releases, quarterly newsletters, announcements, news, job vacancies, presentations at events and a FAQ. A RSS feed system exists to inform individuals about the latest updates on the website.

The 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.

The amount of visitors is analysed via a statistics tool for the website. The statistics are analysed quarterly. This information will be used to improve the content and structure of the website. The analysis is the basis for evaluating the effectiveness of information delivery and common awareness about the project.

The content of the website will be expanded according to the constantly evolving needs and requirements of PRACE.

An editorial team has been established in order to create and maintain the content of the website.

As described in PRACE-1IP deliverable D3.1.1 “Final plan for the use and dissemination of foreground” and PRACE-2IP deliverable D3.1.1 “Dissemination plan” one of the web team’s tasks is to set up a profile for PRACE on different social media channels. This includes a group on LinkedIn, probably also on Twitter, Facebook, Researchgate.net etc. Social media is a good way to communicate with end-users and the general public.

More detailed information about the website is available on deliverable D3.1.2 “The PRACE-2IP Web Site”.

3.2 Dissemination Media Package for Stakeholders

The Dissemination Media Package was prepared for M5 as described in the PRACE-2IP Description of Work (DoW). The updated media package has been shipped to PRACE partners in initial quantities during autumn 2011. Additional copies can be requested from CSC as and when required. A bigger supply of the material is located at CINECA in Italy as CINECA is leading the PRACE events team. Digital versions of the documents are available on the PRACE intranet. The following subsections describe the contents of the package.

3.2.1 Flyer

The flyer is a two-sided A4 sheet providing a brief introduction to the PRACE RI and how to access the PRACE RI resources. The latest update to the flyer, with information about the PRACE-2IP project was done in October 2011. The flyers will be disseminated throughout the project at different PRACE related events. Flyers targeted at specific activities will be designed and printed during the project. A low resolution version of the flyer is available at the PRACE website for press and public use.

PRACE – THE EUROPEAN HPC RESEARCH INFRASTRUCTURE

PRACE, the Partnership for Advanced Computing in Europe, created a persistent pan-European Research Infrastructure (RI) providing leading High Performance Computing (HPC) services. PRACE enables world-class science and engineering for European academia and industry.

The PRACE RI is operated in collaboration with national and regional HPC centers and governed by representatives of partner governments. Access to the PRACE services is open to all European researchers affiliated with recognized European academic institutions and industries. The Scientific Steering Committee composed of Europe's leading scientists and engineers selects project proposals and grants access to resources.

The PRACE Research Infrastructure

- The PRACE RI is incorporated, PRACE AISBL (Association Internationale Sans But Lucratif), as an international non profit association based in Brussels, Belgium.
- Twenty-one countries are currently members of the PRACE AISBL.
- PRACE provides a pan-European HPC service with world-class systems (Tier-0) well integrated into the European HPC ecosystem (Tier-1).
- Initial PRACE Tier-0 systems have a capability to carry out computations at a rate of one or more Petaflops (one quadrillion operations per second). To keep pace with the needs of the scientific communities and technical developments, systems deployed by PRACE are expected to reach capabilities of one Exaflop (one quintillion) in less than a decade.
- Four European states (France, Germany, Italy, and Spain) committed funding of €600M for the initial PRACE systems.
- Access to PRACE Tier-0 and Tier-1 resources is granted to European researchers and their collaborators through a single European peer-review process overseen by the PRACE Scientific Steering Committee. Leading scientists evaluate the proposals submitted in response to the bi-annual calls.
- The PRACE Tier-0 systems are presently:

Hosting Centre	Access date	Architecture	Final capacity
JUGENE	Q3 2010	IBM BlueGene/P	1 Petaflop
CLUME	Q3 2011	Bull Bullx cluster	1.8 Petaflop
HERMIT	Q3 2011	Cray	9 Petaflop
SuperMUC	Q3 2012	IBM	9 Petaflop

ONEDA Italy and BSC (Spain) have committed to host two additional Tier-0 systems in 2013.

The PRACE Implementation Road Map

The European Commission supports PRACE through a series of projects to accelerate the implementation of the PRACE Research Infrastructure. The Preparatory Phase Project has successfully concluded, leading into the First Implementation Phase Project (PRACE-IP, 2010-2013). The project is in full swing, having picked up the CEISA project which is now winding down. PRACE-IP is granting access to Tier-0 systems across Europe. The second Implementation Phase Project (PRACE-2IP, 2011-2013) has started integration of Tier-1 services and extending scientific and industrial community relations and support. The Third Implementation Phase Project (PRACE-3IP) is being planned presently for 2012-2014. This phase has a focus on the scaling of applications, joint pre-commercial procurement pilot, training and outreach.

The total European funding is expected to be €70M and complements the consortium budget of over €50M.

PRACE Achievements

- 1.1 billion core hours on Tier-0 systems granted to 35 projects through the peer review process by mid 2011; nearly six billion core hours had been requested for 173 projects.
- Training portal (www.prace-ri.eu/training) for web based training and dissemination of advanced educational material.
- Benchmark suite of 22 codes created.

Find more information how to apply at: www.prace-ri.eu/hpc-access

www.prace-ri.eu

The preparation and implementation of the PRACE RI receive EC funding under grants RI-261557 and RI-263463.

Figure 8. PRACE flyer

3.2.2 General Brochure

The format of the PRACE general brochure is two folded A4 (lowered) sheets forming four pages. The web version of the brochure is available on the PRACE website. The general brochure will be updated approximately every 6 months if necessary. Latest update to the brochure was done in October 2011.

The brochure provides more detailed information on the PRACE RI, PRACE implementation projects, objectives and achievements, training, the HPC ecosystem, and the benefits for science and industry, and for European competitiveness. It also highlights how to apply for access to the PRACE RI resources.



3.2.3 Folders

Folders have been produced to be used e.g. at seminars and trainings. These can be requested from CSC / CINECA for different events.



Figure 10. PRACE folder

3.2.4 Posters

Three different posters were created in order to highlight:

- The PRACE HPC Service (Figure 11)
- The PRACE Research Infrastructure (Figure 12)
- The PRACE Implementation Projects (Figure 13)



Figure 11. Poster: PRACE – The European HPC Service



Figure 12. Poster: The PRACE Research Infrastructure



Figure 13. Poster: The PRACE Implementation Projects

3.2.5 Give-aways

The PRACE t-shirts will be worn by PRACE members during exhibitions and other events and used as selective give-aways. There are black and white versions of the t-shirts for different occasions.



Figure 14. Black PRACE t-shirts

Liquorice-flavoured candy with the PRACE logo and the PRACE RI URL on the wrapper is available for different PRACE related events.

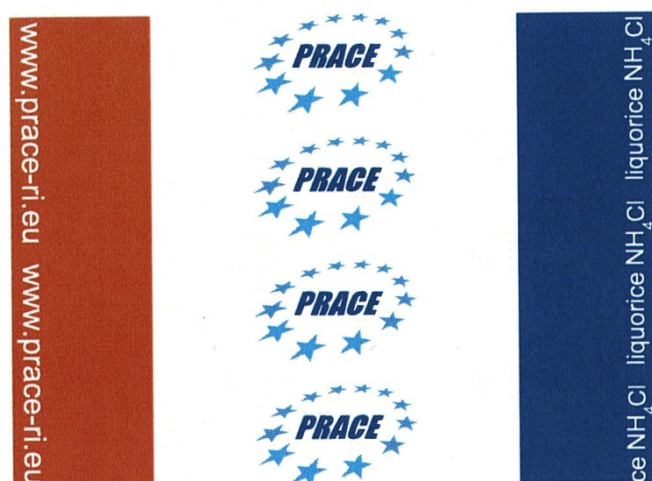


Figure 15. PRACE candy wrapper

PRACE has produced 4 GB USB-keys as give-aways, and to be used at trainings and seminars to distribute different PRACE related material.



Figure 16. PRACE USB-keys

PRACE also produced a small quantity of pens, mugs and notepads as SC'11 conference give-aways. PRACE monitor cleaners were produced earlier for the ISC'11 event.

3.2.6 Templates

Templates following the PRACE corporate style must be used in all documents and dissemination activities on behalf of PRACE. PowerPoint and Word document templates are available on the PRACE intranet. Presentations given at different events will be gathered on the PRACE website [1]. A generic PRACE PowerPoint presentation is available in the intranet (BSCW) for use by the partners. It should be adapted by the presenters to meet the needs of a specific event. The generic presentation on the PRACE intranet is to be updated every six months or when necessary.

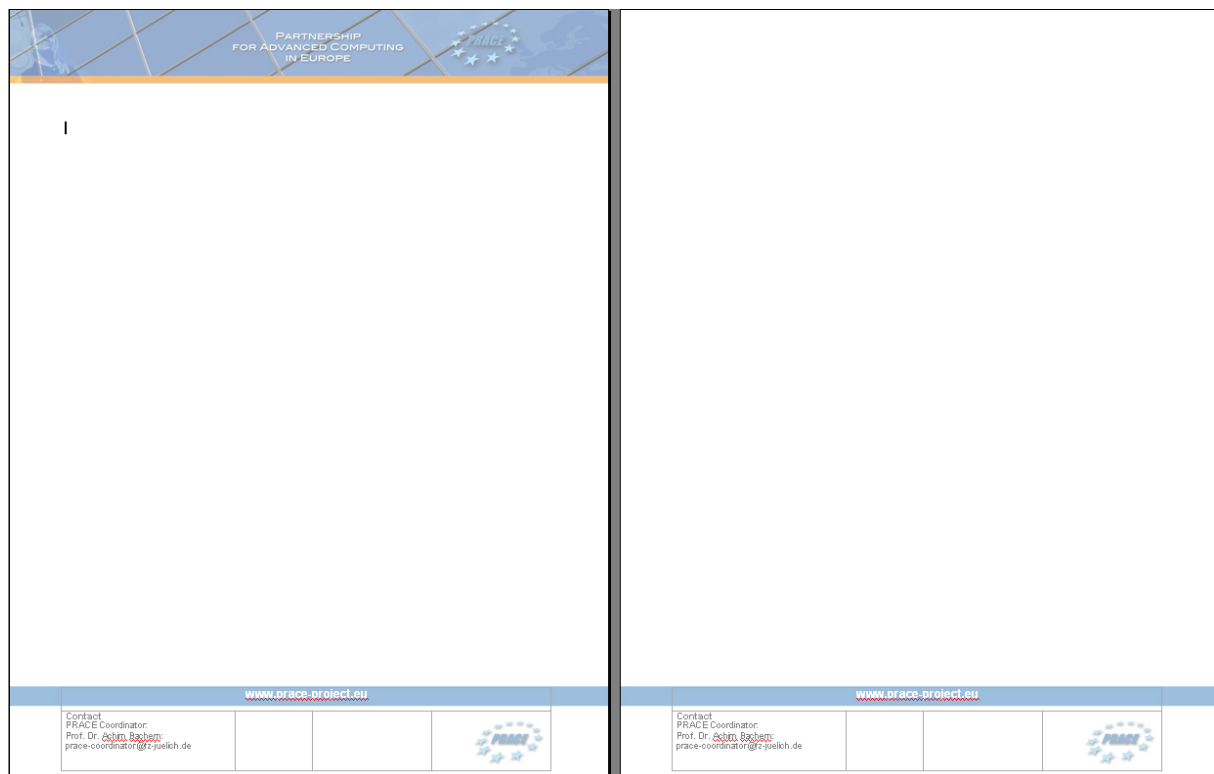


Figure 17. PRACE Word template



Figure 18. PRACE PowerPoint template

3.2.7 Press releases

PRACE-2IP supports specific and new activities that are not already covered by the PRACE First Implementation Phase (PRACE-1IP) dissemination tasks, thus complementing the extensive ongoing dissemination. The principal objectives for dissemination and outreach in PRACE-2IP are to disseminate project information, training opportunities, and scientific results created in the project. Tier-1 calls are of great importance as described in PRACE-2IP DoW.

The objective of press releases is to support the PRACE dissemination objectives and to attract attention to PRACE and the PRACE RI resources, development and achievements. Target groups range from scientific and political audiences to the general public.

Press releases are coordinated and published by the press team, led by CSC. 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@fz-juelich.de.

Partners are highly encouraged to translate press releases into their native language and disseminate them on their own websites and forums. The preliminary press release plan is published on the PRACE intranet. The press releases will be published on the PRACE website [1] and distributed to AlphaGalileo [3], which is world's leading independent resource for European research news. A list of press contacts is also exploited. A broad spectrum of dissemination channels are used in order to effectively reach the targets for dissemination and to maximise the visibility of the project. The existing dissemination channels of the partners are exploited as well.

3.2.8 Newsletters

The PRACE newsletter is published four times per year. Its objectives are to increase visibility, to raise awareness, and to communicate the main developments and achievements of PRACE.

The newsletters are planned, coordinated, produced and published by the press team, led by CSC. Each newsletter contains a popular article about the usage of the PRACE resources (Tier-0 or Tier-1). These stories are also published on the PRACE website. There is also a dedicated section for other HPC related projects in each newsletter. This section is called

“featured projects” and the aim of it is to increase collaboration between PRACE and other HPC projects.

The target audiences 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 may also be used to promote PRACE events and participation in exhibitions.

The newsletters are published on the PRACE website four times per year and notifications are sent to people who have subscribed the PRACE newsletters. The newsletters are also distributed to AlphaGalileo and other media channels.



Figure 19. PRACE newsletter front page – September 2011

3.3 Dissemination Media Package and Different Stakeholders

The contents of the Dissemination Package are linked with different stakeholders in Table 1. The different stakeholder groups of the PRACE project are described in the deliverable D3.1.1 “Dissemination plan”. The stakeholder groups described in the deliverable are: 1) scientific communities, 2) industry, collaboration partners and vendors, 3) policy makers and funding agencies, 4) research infrastructures, organisations and the general public.

Dissemination material	For which stakeholder	Reasons for choosing
The PRACE website, social media accounts	All stakeholders	The PRACE website has an essential role in the dissemination activities and it can be used for diverse purposes. Social media attracts the general audience and end-users.
The PRACE flyer	All stakeholders, especially policy makers and funding agencies, general public	The PRACE flyer provides a brief introduction to PRACE and is suitable for different stakeholders.
The PRACE general brochure	All stakeholders	The PRACE general brochure provides more detailed information on PRACE and is suitable for different dissemination activities targeted for different stakeholders.
The PRACE posters	All stakeholders	The PRACE posters have a central and visible role at different PRACE related events.
The PRACE templates	All stakeholders	The PRACE templates must be used in all PRACE dissemination activities and are therefore a central element in the project.
Press releases	All stakeholders; especially media, scientific communities, policy makers and funding agencies, research infrastructures, organisations and the general public	The objective of press releases is to attract attention to the PRACE RI development, achievements and calls. Targets will range from scientific and political audiences to the general public.
PRACE Newsletter	All stakeholders; especially media, industry, research and scientific communities and political decision makers, also for project's internal communication	The quarterly electronic newsletter is an effective dissemination instrument. The subscription to the newsletter is available from the PRACE website. Handouts are also produced.
Give-aways	General public, scientific communities, industry partners and vendors.	Give-aways are an important way to gain attention to PRACE for example at different PRACE-related events.

Table 1: Dissemination Media Package and Different Stakeholders



Figure 20. An example on the effects of PRACE dissemination

Researchers doing climate research with PRACE resources were interviewed for Financial Times (online article and printed versions on Financial Times Asia, Europe and the UK, published 25th of November, 2011). <http://www.ft.com/intl/cms/s/0/db22a0b8-1448-11e1-b07b-00144feabdc0.html##axzz1f4a82KW0>

3.4 End-User Acknowledgements

As part of the PRACE end-user application procedure there exists a list of responsibilities for dissemination related activities. PRACE users are asked to follow the procedure on the web:

<http://www.prace-ri.eu/Information-for-PRACE-Awardees?lang=en>

This process increases the visibility of PRACE especially in scientific communities.

4 Update Process for the Dissemination Package

Dissemination continues throughout the lifetime of the PRACE-2IP project. The PRACE website will be updated constantly, and referred to in all printed material (articles, press releases, brochures, presentations etc.)

Flyers targeted at specific activities will be custom-designed and printed during the project. The general brochure will be updated approximately every 6 months, or when necessary. Further posters may be produced, if needed. There might also be additional give-aways during the lifetime of the project. The contents of the dissemination material will evolve as new results become available from other Work Packages.

In order to give general view of the scientific impact of the usage of the PRACE HPC resources, a special printed PRACE magazine will be created during the project. 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.

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

5 Annex

5.1 Instructions for Press Releases and Newsletters - Annex I

These guidelines are available on the PRACE intranet BSCW.

Press release:

Check the PRACE press release plan on PRACE BSCW.

Latest document:

<https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d649460/PRACE%20press%20release%20plan.docx>

Use the PRACE press release word template (https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d632539/PRACE_pr_template.docx)

Send your press release to prace-press-team@fz-juelich.de

- ➔ The press team will contact prace-dissemination-approval@fz-juelich.de in order to get an approval for the press release
- ➔ After approval, the PRACE press team will publish the press release (PRACE website, AlphaGalileo, ISGTW, press release media contacts on PRACE website's CleverMail system)
- ➔ Language translations are to be done (about important press releases) by WP3 and all PRACE partner sites will distribute the press release through their own dissemination channels

Newsletters

Check the newsletter contents and deadlines on PRACE BSCW:

Latest document

<https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d649472/Newsletter%20plan%20for%20PRACE.docx>

Send your article to prace-press-team@fz-juelich.de as a Word document.

- ➔ Long articles: approximately 3500 characters (with spaces) per article (this will turn out as a one page article in the newsletter). Maximum length is 2 pages (7000 characters with spaces), news and events can be a lot shorter
- ➔ Make a catchy heading, explain all acronyms in the body text
- ➔ You can start with a lead text (see an example from the previous newsletters on www.prace-ri.eu)
- ➔ Use subheadings
- ➔ In the end you can have a short “more information” box with links to PRACE website etc.
- ➔ Send picture(s) in high resolution, preferably in jpg format. Remember to ask the copyrights, and include the name of the photographer (if the photographer is a PRACE project member @PRACE can be used, if ok for the photographer). Don't forget to write a caption for the picture(s)
- ➔ The editor in chief does the layout for the newsletters and has the right to edit texts