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PRACE Fifth Implementation Phase Project

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List of Acronyms and Abbreviations

aisbl	Association International Sans But Lucratif (legal form of the PRACE-RI)
BoD	PRACE Board of Directors
BSCW	Basic Support for Cooperative Work
BTYSTE	BT Young Scientist and Technology Exhibition
CoE	Center of Excellence
CMS	Content Management System
CRM	Customer Relationship Management
DoA	Description of Action (formerly known as DoW)
EAGE	European Association of Geoscientists and Engineers
EC	European Commission
ESFRI	European Strategy Forum on Research Infrastructures
EUCYS	European Contest for Young Scientists
EXDCI	European Extreme Data and Computing Initiative
GÉANT	Collaboration between National Research and Education Networks to build a multi-gigabit pan-European network. The current EC-funded project as of 2015 is GN4.
HPC	High Performance Computing; Computing at a high performance level at any given time; often used synonym with Supercomputing
ICRI	International Conference on Research Infrastructures
ISC	International Supercomputing Conference; European equivalent to the US based SCxx conference. Held annually in Germany.
MB	Management Board (highest decision making body of the project)
MOOC	Massively open online Course
OPC	Organisation and Programme Committee
PA	Preparatory Access (to PRACE resources)
PMO	PRACE Project Management Office
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PRACE 2	The second phase of the PRACE Research Infrastructure following the initial five year period.
PRIDE	Project Information and Dissemination Event
PTC	PRACE Training Centre
RI	Research Infrastructure
SC	Supercomputing Conference
SHAPE	PRACE SME HPC Adoption Programme in Europe
SOR	International Symposium on Operations Research in Slovenia
STEM	Science, Technology, Engineering and Mathematics
TB	Technical Board (group of Work Package leaders)
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
WHPC	Women in HPC
WP	Work Package

List of Project Partner Acronyms

BADW-LRZ	Leibniz-Rechenzentrum der Bayerischen Akademie der Wissenschaften, Germany (3 rd Party to GCS)
BILKENT	Bilkent University, Turkey (3 rd Party to UYBHM)
BSC	Barcelona Supercomputing Center - Centro Nacional de Supercomputacion, Spain
BaSToRC	Computation-based Science and Technology Research Center, Cyprus
CCSAS	Computing Centre of the Slovak Academy of Sciences, Slovakia
CEA	Commissariat à l’Energie Atomique et aux Energies Alternatives, France (3 rd Party to GENCI)
CESGA	Fundacion Publica Gallega Centro Tecnológico de Supercomputación de Galicia, Spain, (3 rd Party to BSC)
CINECA	CINECA Consorzio Interuniversitario, Italy
CINES	Centre Informatique National de l’Enseignement Supérieur, France (3 rd Party to GENCI)
CNRS	Centre National de la Recherche Scientifique, France (3 rd Party to GENCI)
CSC	CSC Scientific Computing Ltd., Finland
CSIC	Spanish Council for Scientific Research (3 rd Party to BSC)
CYFRONET	Academic Computing Centre CYFRONET AGH, Poland (3 rd Party to PNSC)
EPCC	EPCC at The University of Edinburgh, UK
ETHZurich (CSCS)	Eidgenössische Technische Hochschule Zürich – CSCS, Switzerland
GCS	Gauss Centre for Supercomputing e.V.
GENCI	Grand Equipement National de Calcul Intensiv, France
GRNET	Greek Research and Technology Network, Greece
INRIA	Institut National de Recherche en Informatique et Automatique, France (3 rd Party to GENCI)
IST	Instituto Superior Técnico, Portugal (3 rd Party to UC-LCA)
IUCC	INTER UNIVERSITY COMPUTATION CENTRE, Israel
IT4I	IT4Innovations National supercomputing centre at VŠB-Technical University of Ostrava, Czech Republic
JKU	Institut fuer Graphische und Parallele Datenverarbeitung der Johannes Kepler Universitaet Linz, Austria
JUELICH	Forschungszentrum Juelich GmbH, Germany
KIFÜ	Governmental Information Technology Development Agency, Hungary
KTH	Royal Institute of Technology, Sweden (3 rd Party to SNIC)
LiU	Linkoping University, Sweden (3 rd Party to SNIC)
NCSA	NATIONAL CENTRE FOR SUPERCOMPUTING APPLICATIONS, Bulgaria
NTNU	The Norwegian University of Science and Technology, Norway (3 rd Party to SIGMA)
NUI-Galway	National University of Ireland Galway, Ireland
PRACE	Partnership for Advanced Computing in Europe aisbl, Belgium
PSNC	Poznan Supercomputing and Networking Center, Poland
RISCSW	RISC Software GmbH
RZG	Max Planck Gesellschaft zur Förderung der Wissenschaften e.V., Germany (3 rd Party to GCS)

SIGMA2	UNINETT Sigma2 AS, Norway
SNIC	Swedish National Infrastructure for Computing (within the Swedish Science Council), Sweden
STFC	Science and Technology Facilities Council, UK (3 rd Party to EPSRC)
SURFsara	Dutch national high-performance computing and e-Science support center, part of the SURF cooperative, Netherlands
UC-LCA	Universidade de Coimbra, Laboratório de Computação Avançada, Portugal
UCPH	Københavns Universitet, Denmark
UHEM	Istanbul Technical University, Ayazaga Campus, Turkey
UiO	University of Oslo, Norway (3 rd Party to SIGMA)
ULFME	Univerza v Ljubljani, Slovenia
UmU	Umea University, Sweden (3 rd Party to SNIC)
UnivEvora	Universidade de Évora, Portugal (3 rd Party to UC-LCA)
UPC	Universitat Politècnica de Catalunya, Spain (3 rd Party to BSC)
UPM/CeSViMa	Madrid Supercomputing and Visualization Center, Spain (3 rd Party to BSC)
USTUTT-HLRS	Universitaet Stuttgart – HLRS, Germany (3 rd Party to GCS)
WCNS	Politechnika Wroclawska, Poland (3 rd Party to PNSC)

Executive Summary

This deliverable entitled “D3.3 – Final Communication and Outreach Report” outlines the work carried out in Work Package 3 (WP3) during the last 13 months of the PRACE-5IP project, for the period between March 2018 and April 2019.

Highlights of the reported activities include:

- Publication of the PRACE Digest 2018
- Publication of five stand-alone articles
- Publication of 20 press releases
- Nine PRACE paid advertisements in various online and printed HPC media
- PRACEdays18 as part of the third European HPC Summit Week
- PRACE presence at ISC 2018, and SC 2018, as well as a number of other events
- Drafting of the “Tender Specifications and Terms of Reference for Comprehensive Re-design & Development of www.prace-ri.eu”, selection of the supplier, and start of the assignment
- Participation of WP3 partners presenting PRACE at eight science fairs, career fairs, and Exhibitions at Science Museums
- Publication of two new fact sheets
- Creation and publication of 13 videos

This deliverable is divided into three chapters. Chapter 1 introduces the Work Package and provides a general overview of the work carried out in the reporting period. Chapter 2 describes in more detail the work carried out in each of the tasks and sub-tasks of WP3. Chapter 3 presents conclusions. Two additional documents are produced alongside this Deliverable: the Transition Report and the Communication Strategy. The Transition Report is categorised “CO” as it includes detailed information on internal processes. A summary of the Report is included in this Deliverable. The PRACE Communication Strategy is categorised “CO” as it is a strategic document under the PRACE governance. Both full documents can be viewed by Reviewers assigned by the European Commission.

1 Introduction

Work Package 3 (WP3) – Communication, Dissemination, Outreach and Events, of the Fifth Implementation Phase (PRACE-5IP) Project builds on, complements and extends the work carried out during previous PRACE-IP Projects.

The role of WP3 in PRACE-5IP is to disseminate the activities and results of PRACE, strengthen the brand and corporate image of PRACE, and maintain and expand PRACE outreach.

To fulfil this role, WP3 is divided into three tasks:

- **Task 3.1 – Disseminate the Activities and Results of PRACE.** This Task takes care of the dissemination of information on the activities and results of PRACE through sub-task 3.1.1 – Publications and sub-task 3.1.2 – Events
- **Task 3.2 – Strengthen the Brand and Corporate Image of PRACE.** This Task ensures that the brand, identity and corporate image of PRACE as the European HPC Research Infrastructure (RI) is strengthened and highlighted. This is carried out by sub-task 3.2.1 – Website, sub-task 3.2.2 – Website Hosting, sub-task 3.2.3 – Database Management (MailerLite), subtask 3.2.4 – Promotional Materials, and subtask 3.2.5 – Transition to PRACE aisbl of all WP3 activities
- **Task 3.3 – Maintain and Expand Outreach.** This Task endeavours to reach out to the next generation of HPC experts. The sub-tasks achieving this are sub-task 3.3.1 – Science Fairs, Career Fairs, Exhibitions at Science Museums, sub-task 3.3.2 – Creation of further Fact Sheets, sub-task 3.3.3 – Videos, and sub-task 3.3.4 – Outreach to Universities

Marjolein Oorsprong (PRACE aisbl) is the WP3 leader and leads Task 3.1 and Task 3.2. Stelios Erotokritou (CaSToRC), who leads Task 3.3, and Barbara Tóth (KIFÜ), who leads the Events Team, are both WP3 co-leaders.

This deliverable entitled “D3.3 - Final Communication and Outreach Report” outlines the work carried out in WP3 during the last 13 months of the PRACE-5IP project, for the period between March 2018 and April 2019.

1.1 Overview of Work Package 3 Activities in the Reporting Period

During the reporting period, the Publications sub-task (Section 2.1.1) has published the PRACE Digest 2018 (November 2018), five stand-alone articles, 20 press releases, sent seven Info Bulletins to PRACE contacts, promoted the activities of other PRACE Work Packages, grew its social media following, and advertised PRACE activities in publications on nine occasions. In parallel, outside the scope of PRACE-5IP, but in close co-operation, PRACE aisbl prepared the PRACE 2018 Annual Report, for publication in May 2019. The PRACE Digest and the PRACE Annual Report are two publication highlights in each calendar year.

The events sub-task (Section 2.1.2) organised the PRACE Scientific and Industrial Conference 2018 (PRACEdays18) as part of the European HPC Summit Week 2018 in May 2018 in Ljubljana, Slovenia, and is currently preparing PRACEdays19, which will take place on 14, 15 and 16 May 2019 in Poznań, Poland as part of the re-branded EuroHPC Summit Week 2019, endorsed by the

EuroHPC Joint Undertaking. Additionally, PRACE was present with a booth at ISC18, and SC 2018, and PRACE aisbl was an organising partner of DI4R 2018. Preparations for PRACE presence at ISC19, EAGE 2019, SC19 and various other events, are currently ongoing. In addition to presence at events, this sub-task was also responsible for three Awards which were given to prominent or promising scientists.

The website sub-task (Section 2.2.1) continued to maintain the security, stability and performance of the PRACE website and improved the user experience and placement of new content on the website in various ways. New pages for Industry (highlighting PRACE offerings to industrial users of HPC) and SHAPE (highlighting the possibilities and outcomes of the SME HPC Adoption Programme in Europe) were created. Tender specifications and terms of reference for comprehensive re-design and development of www.prace-ri.eu were drafted, and sent to a wide range of companies offering web design services to obtain their bids, and select a suitable supplier.

The website hosting sub-task (Section 2.2.2) maintained the operation of the PRACE website and ensured the security and functionality of the website.

The database management system MailerLite (Section 2.2.3) was used to store details of PRACE subscribers and to send them e-mails informing of PRACE results and activities. GDPR regulations were followed and contacts were asked to re-subscribe.

Promotional materials (Section 2.2.4) are now stocked, purchased and distributed by IT4Innovations on behalf of WP3 for various PRACE events, including training events, PRACE presence at conferences, and science fairs.

For Task 3.3, PRACE was present at eight science fairs, career fairs, and exhibitions at science museums (Section 2.3.1), created two new fact sheets (Section 2.3.2), published 13 new videos (Section 2.3.3), and carried out activities for the Outreach to Universities programme (Section 2.3.4).

2 Description of WP3 Activities

This section describes in detail the activities of WP3 during the reporting period for the following WP3 Tasks and their sub-tasks:

- Task 3.1 – Disseminate the Activities and Results of PRACE
 - Sub-task 3.1.1 Publications
 - Sub-task 3.1.2 Events
- Task 3.2 – Strengthen the Brand and Corporate Image of PRACE
 - Sub-task 3.2.1 Website
 - Sub-task 3.2.2 Website Hosting
 - Sub-task 3.2.3 Database Management – MailerLite
 - Sub-task 3.2.4 Promotional Materials
 - Sub-task 3.2.5 Transition of all WP3 activities to PRACE aisbl
- Task 3.3 – Maintain and Expand Outreach
 - Sub-task 3.3.1 Science Fairs, Career Fairs, Exhibitions at Science Museums
 - Sub-task 3.3.2 Creation of further Fact Sheets

- Sub-task 3.3.3 Videos
- Sub-task 3.3.4 Outreach to Universities

2.1 Disseminate the Activities and Results of PRACE (task 3.1)

In this section, we describe the activities of Task 3.1 which include various types of publications (sub-task 3.1.1), both online and in print, and the events PRACE organised or participated in (sub-task 3.1.2), as well as the Awards PRACE presented at PRACEdays, EUCYS, and Summer of HPC.

2.1.1 Publications (sub-task 3.1.1)

The publications sub-task includes a number of sub-sub-tasks:

- Sub-sub-task 3.1.1.1 PRACE Digest
- Sub-sub-task 3.1.1.2 Stand-alone Articles
- Sub-sub-task 3.1.1.3 Press Team
- Sub-sub-task 3.1.1.4 Press Materials
- Sub-sub-task 3.1.1.5 Advertisements

2.1.1.1 PRACE Digest (sub-sub-task 3.1.1.1)

The PRACE Digest 2018 was prepared in the second half of 2018 and published in November 2018 at the SC18 Conference. It is the eighth edition of the PRACE Digest and it can be found with all previous Digests on the PRACE website: www.prace-ri.eu/prace-digest/. This edition features again a variety of success stories from the different scientific and industrial fields that PRACE supports.

PRACE uses issuu [19] (basic, free subscription) as the online reading tool for publications such as the Digest. At the time of writing this Deliverable, the PRACE Digest 2018 recorded 138 reads (counted each time a user opened the publication for more than 2 seconds) with an average reading time of 4 minutes and 25 seconds, and 625 impressions (counted each time a publication was displayed to a user in an embed or on issuu).

Further to the PRACE Digest, the PRACE 2018 Annual Report was prepared by PRACE aisbl (outside the scope of PRACE-5IP) and will be published in May 2019 at PRACEdays19. The upcoming edition of the PRACE Annual Report has undergone a shift of focus, to differentiate it better from the PRACE Digest, and make it more into a corporate annual report.

2.1.1.2 Stand-alone Articles (sub-sub-task 3.1.1.2)

With editorial help from Insight Publishers Ltd. and PRACE partners the following 5 stand-alone articles were created from research projects whose results were obtained through the use of PRACE resources:

- March 2019 (SHAPE): Coding for re-entry [48]
- March 2019 (Project Access): Shedding light on water [49]

- March 2019 (Project Access): Towards the solution of the many-electron problem in real materials [50]
- February 2019 (SHAPE): AmpliSIM: Air quality simulation for industry [51]
- February 2019 (PRACE Ada Lovelace Award for HPC): Mapping Earth from Space [52]

In addition, PRACE republished a number of success stories and articles from our members, when a link with PRACE was included in the article.

2.1.1.3 Press Team (sub-sub-task 3.1.1.3)

The Press Team sub-sub-task is responsible for a number of communication and outreach methods and support tasks: Press Releases, Info Bulletins, Internal Graphic Design, Social Media, and Promotion of the activities of other PRACE-5IP Work Packages.

Press Releases

During the reporting period, the following 20 press releases were published on the PRACE website:

Date	Title
18/02/2019	PRACEdays19 Call for Contributions [53]
18/02/2019	PRACEdays19 Call for Posters [54]
15/02/2019	PRACE Ada Lovelace Award 2019 Nominations Open [55]
07/01/2019	PRACE in the EuroHPC Era [56]
26/11/2018	PRACE wrap up of a fascinating week at SC18 [57]
14/11/2018	PRACE receives HPCwire Readers' and Editors' Choice – Best Use of HPC in Energy award [58]
13/11/2018	PRACE 19th Call for Proposals Pilots Improved Industry Access Track [59]
05/11/2018	PRACE Summer of HPC 2018: Award Ceremony at Jülich Supercomputing Centre [60]
24/10/2018	PRACE awarded WHPC Affiliate Status in new WHPC Chapter and Affiliates Programme [61]
28/09/2018	SHAPE 8th Call for Applications is open from 1 October 2018 until 1 December 2018 [62]
25/09/2018	PRACE informed next generation of scientists about HPC in Europe at EUCYS 2018 [63]
24/09/2018	PRACE 17th Call for Proposals allocates significant HLST support next to computing time [64]
07/08/2018	PRACE SHAPE Programme supports three further SMEs [65]
19/07/2018	Wrap up: A diversity of activities at the PRACE booth @ ISC2018 [66]
11/07/2018	Austria joined as Member PRACE [67]
25/06/2018	A New Leadership Team for PRACE [68]
20/06/2018	Looking back on a successful PRACEdays18 [69]
22/05/2018	PRACE Annual Report 2017 – From the minuscule to the gigantic [70]
07/05/2018	Excellence in Science drives PRACE 16th Call for Project Access [71]
09/04/2018	Prof. Dr. Xiaoxiang Zhu wins the 2018 PRACE Ada Lovelace Award for HPC [72]

Table 1 - List of Press releases sent out in reporting period

Press releases will continue to be produced as deemed necessary by the PRACE-6IP WP3 team and as requested by the PRACE Board of Directors (BoD), the PRACE Project Management Office (PMO), and other PRACE-6IP Work Package members. Smaller pieces of PRACE news and news from other organisations and projects relevant to the PRACE audiences, are published as announcements on the PRACE website and promoted on social media.

Info Bulletins

Info Bulletins were introduced in PRACE-5IP as a way of informing our contacts of PRACE news and activities in a simple e-mail consisting of short text and pictures. The Info Bulletin replaced the previous PRACE Newsletter to have a more regular and speedy update on PRACE news for subscribers. During the reporting period, 7 Info Bulletins were sent out. Table 2 provides a link to an online preview of each of the Info Bulletins, and the number of unique views it received. As our subscriber base is growing, the number of views grows as well, which indicates that we are indeed offering the news and information that recipients of the Info Bulletin want to read.

Info Bulletin	Date Sent	Number of Unique Views
PRACE Info Bulletin - January 2019	31/01/2019	424
PRACE Info Bulletin - November 2018	30/11/2018	452
PRACE Info Bulletin - October 2018	30/10/2018	459
PRACE Info Bulletin - September 2018	28/09/2018	467
PRACE Info Bulletin - July 2018	31/07/2018	494
PRACE Info Bulletin - June 2018	30/06/2018	504
PRACE Info Bulletin - May 2018	30/05/2018	593

Table 2 - Info Bulletins sent and their unique views

Internal Graphic Design

Most major graphic design tasks are outsourced by WP3 to professional graphic design companies. The WP3 team though has members who are savvy in graphic design and so for smaller design tasks these people carry out the work for WP3. An example is the PRACE advertisement for ISC 2018 (Section 2.1.1.5) or other smaller items such as bag-inserts, website icons, website banners, flyers, Summer of HPC certificates, illustrations, maps, posters, etc.

Use of this team of “PRACE designers” capabilities will continue as needed. The need for a consistent corporate image of PRACE, including guidelines on the use of colours, logos and other design elements is addressed in the PRACE Communication Strategy which will be delivered separately alongside this Deliverable.

Social Media

In the reporting period, the following engagement on Social Media was recorded:

- Twitter
 - Over 325 Tweets which were retweeted by other handles over 840 times
 - Approximately 538 Twitter likes
 - Increase in Twitter followers from 2 300 to over 2 890
 - Over 177 233 Impressions (number of times tweets were displayed to a user organically)
- LinkedIn
 - Increase in LinkedIn followers from 595 to 827
 - Over 78 273 Impressions (number of times posts were displayed to a user organically)
- YouTube
 - Over 4 200 views on YouTube
 - Over 41 300 Impressions (number of times video thumbnails were shown to viewers on YouTube)

The request from the European Commission Project Officer to create a presence for PRACE on Wikipedia – especially because the page “Supercomputing in Europe” [39] talks only about the HPC Europa project [40] and the page about HPC [41] does not mention PRACE either – was investigated, and updating these pages and creating a new page for PRACE is not a trivial issue:

- Before WP3 can create a full article (as opposed to draft pages), the user account must be at least 4 days (96 hours) old, and it must have made more than ten edits. These conditions are being fulfilled a.s.a.p.
- The Wikipedia CoI policy [42] actually would block us from doing certain edits as well as create a new page for PRACE ourselves¹. No workaround has been found yet, possibly we will need to interact with the main editors of Wikipedia, or ask a colleague-organisation to create the page for us.

PRACE references and pages exist on Wikipedia in other languages:

- The Chinese page [43] has a reference (#7) to a document by PRACE (INFRA-2010-2.3.1 – First Implementation Phase of the European High Performance Computing (HPC) service PRACE (PDF). Prace-project.eu. [2016-06-17])
- The Japanese page [44] comes up with a couple of references for the search term “PRACE” that are linked to us
- The French page [45] has a lemma for the Partnership for Advanced Computing in Europe
- The German page [46] has a lemma for the Partnership for Advanced Computing in Europe

The page and other entries about PRACE need to be monitored very closely (for instance on a weekly basis), as any editor can make changes, and add or remove information. This task will be further followed up in PRACE-6IP.

Promotion of other PRACE Work Package Activities

As the communication and outreach work package of PRACE, WP3 supports the promotion of the activities of other PRACE Work Packages.

¹ See also: <https://www.marketingsherpa.com/article/how-to/how-to-get-your-company>

Examples of this are specific MailerLite e-mails that have been sent to PRACE contacts to promote such activities, mostly PRACE Calls for Proposals. Content for each Info Bulletin is requested from all Work Packages.

WP3 is also helping WP4 with the promotion of training events. An independent “Training” mailing list was set up – currently including over 444 contacts – and WP3 sends MailerLite e-mails on behalf of WP4 to these contacts to advertise upcoming training opportunities.

Furthermore, WP3 helps other Work Packages through:

- Proofreading of any publishable material they create
- Supporting the creation of new publishable materials
- Investigating new ways of promotion their activities, e.g. through contacts with media
- Publishing and organising their results on the PRACE website (such as White Papers and Best Practice Guides)
- Promoting these results and activities through Fact Sheets and at various events
- Improving webpages of specific PRACE activities. For example, the updated “PRACE support for industry” webpage [20], as well as a similar SHAPE page [88] and an explanatory page to highlight European HPC support for SMEs [89].

A dedicated “Applications Enabling and Support” webpage [21] was created to specifically highlight the key activities of Work Package 7. Upon publication of this webpage, a separate MailerLite e-mail, informing all PRACE contacts (meaning everyone who has subscribed to PRACE news via the website), was sent.

2.1.1.4 Press Materials (sub-sub-task 3.1.1.4)

The Press Materials page of the PRACE website [5], provides an overview of the available PRACE publications and press materials. The available materials have been complemented in the reporting period with new fact sheets, PRACE Digest 2018, PRACEdays18 Executive Summary, the Scientific Case for Computing in Europe 2018-2026, the position paper “PRACE in the EuroHPC Era”, and a generic PRACE roll-up.

2.1.1.5 Advertisements (sub-sub-task 3.1.1.5)

Table 3 lists the 9 advertisements included in various online and print media during the reporting period including their topic and the date and issue of the publication in which they appeared.

Date and Issue of Publication	Publication	Topic
March to April 2018	HPCwire, Scientific Computing World, Science Node (<i>online banner</i>)	PRACEdays18
April/May 2018	Scientific Computing World	PRACEdays18
April/May 2018	Scientific Computing World	SHAPE 7 th Call

June/July 2018	Scientific Computing World	PRACE@ISC18
Issue 482 October 2018 – special section on SME Week	DODS/The Parliament Magazine	SHAPE 8 th Call
October/November 2018	Scientific Computing World	PRACE@SC18
October/November 2018	Scientific Computing World	SHAPE 8 th Call
Special Newspaper edition SC18 – November 2018	Top 500	Generic PRACE advertisement
April/May 2019	Scientific Computing World	PRACEdays19 @ EHPCSW 2019
April/May 2019	Scientific Computing World	SHAPE 9 th Call

Table 3 - Advertisements included in media during reporting period

PRACEdays18 @ EHPCSW 2018 was promoted via online banners on HPCwire [22] and Science Node [23]

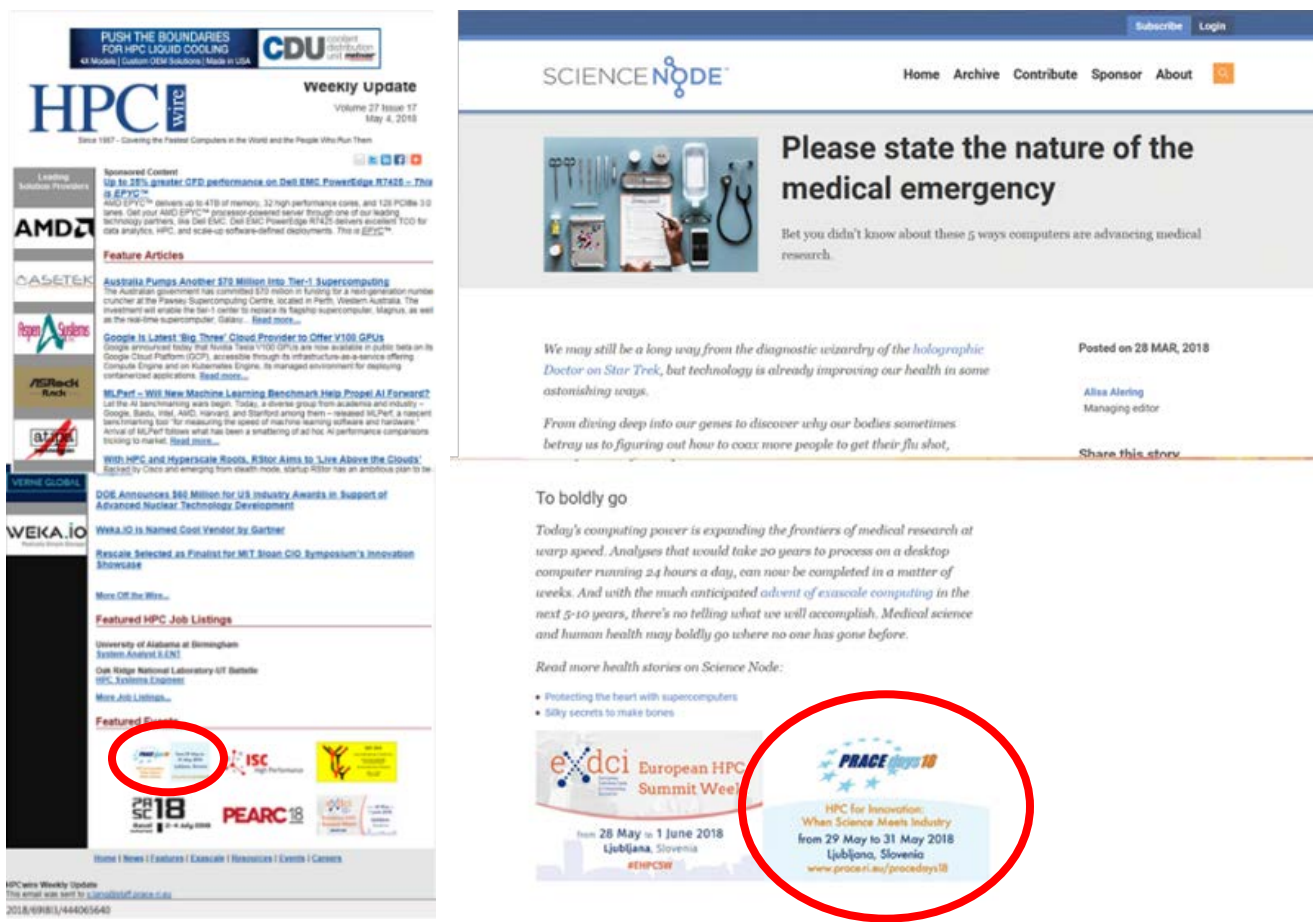


Figure 1 - PRACEdays18 Banner on HPCwire and Science Node

Figure 2 shows the full-page advertisement in Scientific Computing World to promote the booth activities of PRACE at ISC 2018.



Figure 2 - PRACE@ISC 2018 Advertisement

Figure 3 shows the full-page advertisement booked in the “TOP 500 – Special Edition to SC18” to promote services provided by PRACE.



Figure 3 - PRACE general advertisement

2.1.2 Events (sub-task 3.1.2)

PRACE is dedicated to keeping its user community and HPC stakeholders informed about the latest PRACE-IP related achievements and updates, so we make sure that the organisation is properly represented at high-level HPC events in Europe and around the world. During the reporting period, PRACE was promoted at various international events, including MIPRO 2018, ISC 2018, DI4R 2018, SC18, and SC Asia 2019, as well as the PRACEdays18 conference, which became part of the 2018 European HPC Summit Week.

The following sections provide an overview of the events where PRACE was present.

2.1.2.1 PRACEdays Conference Series [26]

The European HPC Summit Week 2018 in Ljubljana, Slovenia, gathered the main HPC stakeholders in Europe. Similar to previous years, this edition also offered a wide variety of workshops covering a number of application areas where supercomputers are key, as well as HPC technologies and infrastructures. The European HPC Summit Week provided a great opportunity to network with all relevant European HPC stakeholders, from technology suppliers and HPC

infrastructures to scientific and industrial HPC users in Europe. PRACEdays18 was the central event of the European HPC Summit Week, and was hosted by PRACE's Slovenian Member ULFME – University of Ljubljana, Faculty of Mechanical Engineering. The conference brought together experts from academia and industry who presented their advancements in HPC-supported science and engineering. The User Forum Open Session “PRACE Peer Review Process – How to write a good proposal” on Wednesday 30 May (11:45 – 13:00 CEST) and the Panel Discussion “CoEs and HLSTs – What problems can they solve for me?” on Thursday 31 May (11:00 – 12:20 CEST) were livestreamed. The conference attracted 343 attendees.



Figure 4 – EHPCSW 2018 Participants

The EuroHPC Summit Week 2019 (EHPCSW 2019) [73] will be held from 13 to 17 May 2019 in Poznań, Poland, and is hosted by PRACE's Polish Member PSNC – Poznań Supercomputing and Networking Center. The EuroHPC Summit Week, endorsed by the EuroHPC Joint Undertaking, is organised by PRACE, EXDCI-2 and ETP4HPC. PRACEdays19 will be part of the EuroHPC Summit Week 2019.

2.1.2.2 International Supercomputing Conference and Exhibition (ISC)

From 24 to 28 June 2018 the International Supercomputing Conference and Exhibition [25] took place in Frankfurt, Germany. PRACE had a joint booth with the EXDCI-2 project, and a wide variety of mini-presentations was given on topics like training and industrial access, as well as different PRACE-supported projects. To reach out to the next generation of HPC experts, PRACE was again one of the sponsors of the ISC STEM Students Tours and Gala. High school children also had the opportunity to visit our booth and hear about HPC and what PRACE does via tours organised by ISC.



Figure 5 - PRACE booth team at ISC18

During the week of ISC, PRACE booth staff welcomed more than 300 visitors, informing them about various PRACE activities such as HPC Access and the PRACE Peer Review Process, and the wide range of PRACE training possibilities.

ISC 2019 will be held from 17-19 June 2019 in Frankfurt, Germany, and WP3 has already started preparations for this event. PRACE will again have a shared booth with the EXDCI-2 project and this time our booth will be right next to ETP4HPC. We plan to continue with the mini-presentations at the booth showcasing the latest outcomes of the PRACE-IP Project WPs, of PRACE-supported projects, and of collaborations with other EU-funded projects.

2.1.2.3 Supercomputing Conference (SC)

The International Conference for High Performance Computing, Networking, Storage and Analysis (SC18) [24] celebrated its 30th anniversary in 2018. The event was held in Dallas, Texas, from 12 to 15 November 2018. PRACE was one of the 364 exhibitors showcasing the latest updates in HPC and related fields. PRACE had again a joint booth with EXDCI-2 and welcomed over 300 visitors. A wide range of mini-presentations promoted PRACE activities and offerings. Attendees were very interested in the training opportunities PRACE offers and how they can get access to PRACE resources. During the week of SC a birds-of-a-feather session named “Big Data Challenge – How to Engage with Large Scale Facilities?” was organised thanks to an international collaboration between PRACE (Europa), Pawsey (Australia), CHPC (South Africa) and the National Center for Supercomputing Applications (United States). PRACE also took part in activities organised by SC itself: the booth team welcomed the pupils who took part in the High-School Students Tour, and also participated in the Student Scavenger Hunt. In order to make the European organisations’ presence more visible PRACE initiated the “Get in the Zone! #EuroZoneSC18” initiative in which the European projects and organisations promoted the European developments and initiatives throughout the exhibition floor. This initiative will be

continued and expanded at SC19 [24], which will be held from 17 to 22 November 2019 in Denver, Colorado. PRACE-6IP partner SURFsara will support WP3 in the development of this initiative, which aims to cover not only PRACE members, but also colleague-organisations and projects from the European HPC ecosystem.



Figure 6 - PRACE booth team at SC18

2.1.2.4 Awards

In the reporting period, PRACE presented the following awards:

At PRACEdays18

- The PRACE Ada Lovelace Award for HPC (€1 000 cash prize) was presented to Prof. Dr. Xiaoxiang Zhu from the German Aerospace Center (DLR) and Technical University of Munich (TUM), Germany. Interviews with the award winner were published in HPCwire [27] and ScienceNode [28].
- The PRACE Best Scientific Presentation Award (€1 500 voucher to attend an HPC event or training) was presented to Vincent Moureau from CORIA CNRS-UMR6614, Normandie Université, INSA et Université de Rouen, France, for his presentation “HPC for the simulation of turbulent combustion in aeronautical engines” [29].

At EUCYS 2018

At EUCYS 2018 [30], PRACE sponsored the award for Computational Science and presented it during the Award Ceremony to Filip Kučerák from Slovakia for his project “Trevo: Trees as a results of an algorithm”. Trevo is an application that uses a genetic algorithm in combination with a simple genome data structure to recursively create simple plants. The winner will visit the supercomputer facilities of the University of Luxembourg, a member of PRACE.

2018 edition of Summer of HPC

The PRACE Summer of HPC is a WP4 activity, but WP3 takes care of the awards presented to the best students in this programme. As in previous years, 2 awards were presented to Summer of HPC 2018 participants. The awards consist of a €1 500 voucher to attend an HPC event or training.

The first of these was the “Best Performance Award” presented to Sukhminder Singh who excelled in a useful and technically demanding project and presented his work in a confident manner. His blog posts and project video were well-prepared and aimed to attract people and educate them about HPC systems.

The second award was the “HPC Ambassador Award” and was presented to Conor O'Mara who worked well on his project and had shown a genuine desire to tell people about HPC in a clear scientific and comprehensive manner. He was an active blogger, telling us about his project and time at EPCC, Edinburg where he was carrying out his project. Furthermore, his project video was well-presented and understandable.

PRACE Summer of HPC awards will continue in 2019.

*2.1.2.5 Other Events***Shaping Europe's Digital Future Forum**

The European Commission in collaboration with the Bulgarian EU presidency organised this HPC event on 19 April 2018 in Sofia, Bulgaria. WP3 presented PRACE and PRACE activities in a small booth at the venue [33].

MIPRO 2018

Via PRACE Member UL, Slovenia, WP3 presented PRACE at a booth at MIPRO 2018, which was held on 23 May 2018 in Opatija, Croatia [32].

INFOCOMP 2018

WP3 provided promotional materials and information about PRACE to the Eighth International Conference on Advanced Communications and Computation (INFOCOMP 2018), which was held from 22 to 26 July 2018 in Barcelona, Spain [31].

International Conference for Research Infrastructures 2018

ICRI 2018 [37] was held from 12 to 14 September 2018 in Vienna, Austria. Via our partner in Austria, we were able to display a generic PRACE roll-up at the event.

Digital Infrastructures for Research 2018

DI4R 2018 was held from 9 to 11 October 2018 in Lisbon, Portugal [35]. PRACE supported the conference as organising partner, with the WP3 leader taking the role of Programme Manager for this edition. A small booth was set up to promote PRACE to conference attendees.

ICT 2018

PRACE did not have its own booth at ICT 2018 [36], which was held from 4 to 6 December in Vienna, Austria, but could disseminate publications such as the PRACE Digest through the GÉANT booth.

SC Asia 2019

With the support of the European Commission and PRACE Member the University of Luxembourg, PRACE was present with a small booth at SC Asia 2019 in Singapore, which was held from 11 to 14 March 2019 [34].

81st EAGE Conference & Exhibition 2019

WP3 currently prepares the PRACE booth for EAGE 2019 [38], which will be held from 3 to 6 June 2019 in London, United Kingdom. PRACE was present at EAGE 2017 in Paris, and will make this exhibition a fixed entry on its event calendar, specifically to reach industrial audiences. Once hired, the PRACE Industry Liaison Officer will take charge of this task, with the support of the WP3 leader and team.

2.2 Strengthen the Brand and Corporate Image of PRACE (task 3.2)

In this section, we describe the activities of sub-tasks which are used to strengthen the brand and corporate image of PRACE. These involve online methods such as maintaining the content and good operation of the PRACE website (sub-task 3.2.1 and sub-task 3.2.2), maintain and expanding the PRACE contacts database and reaching out to all these contacts through direct and personal mailing (sub-task 3.2.3) as well as the design, ordering, production, storage, delivery and distribution of PRACE-branded promotional materials (sub-task 3.2.4).

2.2.1 Website (sub-task 3.2.1)

The main responsibility of the PRACE Website sub-task is to maintain security, stability, performance of the PRACE website [8], while keeping it updated with content, and seeking for new ways to enhance the visitor's experience.

During the reporting period, for website technical aspects, this included revoking access for individuals no longer working on tasks, adding new team members, frequently monitoring site operation, and measuring and inquiring about downtimes. To ensure the satisfactory operation and performance levels of the website, regular reviews were carried out, to evaluate security, operational risks, and risks of low performance. Based on the outcome of this analysis, preventative measures and actions were defined for implementation. Furthermore, occasional errors related to the operation or administration of the website were acted upon promptly, and were resolved, under the detailed control of the Task Leader, Zoltan Kiss (KIFÜ).

The Web Team maintains a spreadsheet of website-related tasks that need to be carried out, and these get picked up and implemented by members of the Web Team when they can or by deadlines defined by the Task Leader or Work Package Leader. Since January 2017, WP3 created 316 posts (excluding event posts created via the Indico feed of the Training Portal) with new content for the PRACE website. Requests for posts usually get handled on the same day that the request comes in. Furthermore, WP3 has implemented a quality control system, where each item that is posted on the PRACE website is reviewed for any HTML errors or inconsistencies. Furthermore, integrations with other PRACE systems, such as the MailerLite contact subscription forms, and the PRACE training events calendar, are monitored and updated when necessary.

The call results page (reachable via the “Browse Projects” vignette on the homepage, or directly at www.prace-ri.eu/callproject/) was updated to offer more detailed filtering of results. Other pages were updated, improved and/or deleted to better structure the current website in advance of the migration of all information to a new website.

The PRACE website is due to undergo a comprehensive re-design and development by an external provider, and the Web Team greatly contributed to the “Tender Specifications and Terms of Reference for Comprehensive Re-design & Development of www.prace-ri.eu”. This tender was opened for bids in December 2018 and closed in February 2019. After evaluation of the offers, Insight Publishers Ltd. from the United Kingdom was selected. A face-to-face meeting with their team was held at the PRACE aisbl offices early March 2019. The aim of that meeting was to clearly identify the scope of the assignment and the timeline of tasks. The new website is planned go live on 2 September 2019. A first draft mock-up of the new website [87] can be viewed already. Please note that this mock-up was created to show the updated (menu) structure: the content blocks and images are placeholders and not yet confirmed/finalised/approved.

The web team is already undertaking efforts to clean up and improve the website in advance of the migration of the content to the new structure. Such efforts include deleting outdated posts and documents, and harmonising the certain parts of the posts, such as the links to “About PRACE” and “Contact PRACE” at the bottom of press releases. The contact page of the website was expanded with information on contacts, mailing lists, and resources on various topics.

The PRACE website has a relatively stable visitor count with between 1 000 and 2 000 visitors per month. Peaks can be seen when Calls for Proposals open, and around PRACEdays each year. The majority of users comes from the United States and larger European countries, with India and Japan also in the top-10.

HPC in Europe portal

In order to keep the PRACE website oriented around the activities of PRACE, a new portal was created at www.hpc-in-europe.eu that will be populated with descriptions of and links to activities, projects, training, organisations, and other relevant information related to the European HPC ecosystem. A test version of the portal is currently being developed on a Google API, and an external supplier will be contracted to develop the portal in full. A draft structure for this portal can be found below.

/home

Welcome page

/home/Funding

Short explanation of EuroHPC and link to the European Commission

/home/HPC-Map

Interactive map including:

- HPC systems (Tier-0 and Tier-1)
- CoEs
- Training offerings

with functionality to send information on updates and new systems, to be added to the portal

/home/Training

Pan-European Training portal with search functionality and possibility to send information on new training events to be added to the portal

Training material target groups:

- Training material for students
- Training material for academia
- Training material for industry
- Training material for government

Training material difficulty level:

- Beginner
- Intermediate
- Advanced

Project Training portals:

- PRACE: HPC Training Portal
- XSEDE: US-based HPC Training Portal
- Elixir: life-science Training Portal
- EUDAT: research data management Training Portal

/home/Infrastructure

Information on PRACE and GÉANT with Links, especially to the peer review process

/home/Applications

Information on CoEs, FocusCoE, with links to the CoEs and relevant projects

/home/Technologies

Information on FETHPC projects, ETP4HPC, and EPI with links to the relevant projects, including older ones still running, like DEEP

/home/user

/home/user/Industry

- Examples of the use of HPC in industry
- Information for industry regarding access to HPC resources, including a link to SHAPE
- European HPC support for SMEs (SHAPE, POP, Fortissimo, EXCELLERAT)
Note: this type of information is currently displayed on the page on the PRACE website that highlights European HPC support for SMEs [89]. Once the HPC in Europe portal goes live, the page on the PRACE website will be pointed to portal to avoid doubling of information and error in updating.

/home/user/Science

- Examples of the use of HPC in science
- Information on access to HPC resources
- Link to access page / calls for proposals

/home/user/General Public

Explanation of HPC and simulation science for the general public

/home/user/Students

- PRACE Summer of HPC
- International Summer School on HPC Challenges in Computational Sciences
- PRACE Outreach to Universities

/home/impressum

2.2.2 Website Hosting (sub-task 3.2.2)

The PRACE website is currently hosted by CINES, a third party of PRACE member GENCI based in France. The CINES team also helped in the preparation of the “Tender Specifications and Terms of Reference for Comprehensive Re-design & Development of www.prace-ri.eu”. The Leader of WP3 and the PRACE aisbl Managing Director met with the CINES director and his team in May 2018 to discuss the hosting arrangement and future co-operation.

On 27 February 2018 potential malicious activity was discovered on the PRACE website. CINES webmasters discovered that the PRACE WordPress instance was altered on 7 July 2014 by a zero day vulnerability of plugin wysija. A WordPress instance was installed inside www.prace-ri.eu, and then customised to act as a proxy to an advertising agency (for products like sunglasses). The web service was taken offline while the website was cleaned of this unwanted activity. Full service

was restored on 7 March at 12:00 (noon) CET. The back-up page created by KIFÜ was finally not needed. Although this activity turned out to be non-malicious (in the sense that no data breach or alterations to online content occurred), it was disturbing that this happened. As a result, more monitoring of the PRACE website content management system and its plugins is being carried out. An analysis of all plugins which the website uses was undertaken and any plugins deemed unnecessary or suspect were removed from operation, and replaced with better alternatives.

Since the incident, CINES and the PRACE Web Team worked closely together following all WordPress security updates along with any modification affecting hosting, e.g. occasional problems, and requests related to frontpage and/or caching, and no incident was reported since.

The suppliers who submitted a bid to the “Tender Specifications and Terms of Reference for Comprehensive Re-design & Development of www.prace-ri.eu” were asked for advice on a hosting solution for the new website, should the current hosting not be suitable in their view. The Web Team made sure to include all relevant (technical) information in the tender specifications for the suppliers to be able to give this advice.

2.2.3 Database Management – MailerLite (sub-task 3.2.3)

The MailerLite system is the current system used as both the PRACE contact management software and the mass mail-out system to these contacts. Currently it has four contact lists. Table 4 lists their respective description and number of contacts.

Contact List	Number of Contacts	Description
PRACE aisbl – 2018 GDPR Acceptance	1 075	The general PRACE contact list, with contacts who have signed up to receive details of PRACE activities, information, results and more.
Events Trainees/Registrants – 2018 GDPR Acceptance	444	Contacts who have indicated that they want to receive information about forthcoming PRACE training events.
Outreach to Universities – 2018 GDPR Acceptance	313	Outreach to Universities contacts who have signed up to receive information on PRACE related student activities (as described in Section 2.3.4 of D3.2).

Table 4 - Contact lists in the PRACE contact management software

Before the May 2018 GDRP data protection legislation enforcement date, the database stored over 13 000 contacts. In May 2018, contacts were asked to re-subscribe to the above described mailing lists of their choice, while at the same time consenting to the updated PRACE GDPR compliant Privacy Notice and Data Protection Policy. Further efforts to reach out to potential new subscribers are being undertaken within the framework of GDPR, such as actively asking visitors of PRACE booths and events to subscribe (with the subscription page offered on a tablet), and by sending out personal e-mails to e.g. current and past PRACE users, asking them to subscribe. The database currently stores the details of 1 346 contacts.

2.2.4 Promotional Materials (sub-task 3.2.4)

PRACE promotional material is handled by PRACE project partner IT4Innovations in the Czech Republic, and they stock, distribute, and purchase promotional material for PRACE-related events, such as:

- PRACE training events, which include PTC events, Seasonal Schools and on-demand training events
- PRACE presence at science fairs, career fairs, and exhibitions at science museums
- PRACE Outreach to Universities student events
- PRACE presence at conferences and exhibitions

In some cases, promotional material is ordered locally and shipped directly to the event where it will be handed out. This mostly occurs for SC exhibitions where it is cheaper to buy directly from American suppliers instead of from European suppliers and having to import material into the USA. In the reporting period, examples of promotional material handled by WP3 include pens, USB keys, umbrellas, travel neck pillows, A5 notepads, cotton bags, backpacks, suitcase straps, highlighters, and 2018 PRACE calendars. The events team regularly lists and discusses ideas for new promotional items, taking into account popularity, uniqueness, usefulness, environmental and social considerations, and price. New T-shirts for the booth staff were ordered and distributed to team members. T-shirts are also purchased for other occasions such as the PRACE Summer of HPC and other (training) events supported by PRACE, such as the PRACE-Bioexcel Seasonal School.

2.2.5 Transition Report (sub-task 3.2.5)

The PRACE-5IP WP3 Transition Report aims to provide documentation outlining critical information for certain PRACE-5IP WP3 tasks. These tasks require curation and transfer across implementation phases of the project (or to the PRACE aisbl should no subsequent implementation phase take place). Examples of such information are social media accounts and web hosting information. As the PRACE-6IP project has been confirmed, this report has been made available on the project's shared workspace and documentation repository, the BSCW, to inform the continuing tasks and task leaders in PRACE-6IP.

The Transition Report task was broken down into two phases:

1. Identification of relevant tasks and information in the WP
2. Production of documentation and collation into the Transition Report

In phase one, the following activities were determined to have a need for information curation and transfer across projects.

- Hosting and management information regarding the PRACE website now hosted at Centre Informatique National de l'Enseignement Supérieur, France (CINES)
- Hosting and management information regarding the PRACE CRM system (Mailerlite) administered by CaSToRC.
- Access and management details of the PRACE social media accounts including Sprout Social (currently managed by PRACE aisbl)

- Project management information including budget, contacts & suppliers regarding the production of the PRACE Digest.
- Project management information including budget, contacts & suppliers for PRACE's presence at ISC and SC.
- Project management of PRACEdays – the PRACE Scientific and Industrial Conference

In phase two, the transition report was produced. The following information was outlined in the Transition Report:

Website

- Details of hosting arrangement and security certification
- Information on the operation of the website CMS
- Details of administrator accounts on the website
- Information on integration of the website with other PRACE services i.e. PRACE events portal, PRACE CRM

PRACE CRM

- User account and access information
- How to conduct the administration of the CRM
- Dashboard and menu overview
- Instructions on how to conduct a campaign, including A/B testing
- Instructions for updating/amending the subscriber lists
- Details on how to segment subscriber lists
- Instructions on how to produce web forms for subscription

PRACE Social Media

- Account information
- Guidelines on how to use social media in line with PRACE communications strategy
- Sprout Social management information (Sprout Social is an online tool that allows planned and simultaneous posting across social media platforms)
- Information on analytics services associated with accounts

PRACE Digest

- Supplier Contacts
- Budget requirements
- Description of production pipeline

PRACE presence at ISC and SC

- Supplier contacts
- Budget requirements
- Staff effort outline
- Information on PRACE promotional material including suppliers details

PRACEdays

- Budget requirements
- Recommendations for local organisation (location varies annually)
- Description of the activities of the Organisation and Programme Committee

It is anticipated that the Transition Report will be a useful tool for PRACE-6IP WP3 to introduce new team members to tasks. It will also inform the corresponding task in PRACE-6IP WP3.

2.3 Maintain and Expand Outreach

Task 3.3 endeavours to reach out to the next generation of HPC experts, via the Outreach to Universities task and career fairs. Via science fairs, and exhibitions at science museums the general public is also reached. Fact sheets and videos are produced to support the outreach activities, and these are also used in the events sub-task 3.1.2.

Task 3.3 - Maintain and Expand Outreach, is composed of the following four sub-tasks:

- Sub-task 3.3.1 Science Fairs, Career Fairs, Exhibitions at Science Museums
- Sub-task 3.3.2 Creation of further Fact Sheets
- Sub-task 3.3.3 Videos
- Sub-task 3.3.4 Outreach to Universities

The activities of these tasks during the reporting period are described in the sections below.

2.3.1 Science Fairs, Career Fairs, Exhibitions at Science Museums (sub-task 3.3.1)

During the reporting period, the PRACE-5IP WP3 Team has been present through its partners at eight science fairs, career fairs, and exhibitions at science museums (Table 5):

Event Type	Title of Event	Location	Date
Science Fair	Athens Science Festival	Athens, Greece	26-29 April 2018
Science Fair	Veletřh vědy	Prague, Czech Republic	7-9 June 2018
Science Fair	European Contest of Young Scientists (EUCYS)	Dublin, Ireland	15-18 September 2018
Career Fair	Trinity College Dublin Careers Fair	Dublin, Ireland	10 October 2018
Science Fair	Researchers Night	Cyprus, Slovakia, Czech Republic	September, October 2018
Science Fair	BT Young Scientist and Exhibition	Dublin, Ireland	10-12 January 2019
Career Fair	Kariéra Plus	Ostrava, Czech Republic	12 March 2019
Science Fair	Athens Science Festival	Athens, Greece	01-07 April 2019

Table 5 - WP3 presence and science fairs and career fairs during the reporting period



Figure 7 - Researcher's Night at IT4Innovations, Ostrava, Czech Republic on 5 October 2018

2.3.2 Creation of further Fact Sheets (sub-task 3.3.2)

During the reporting period, two new fact sheets were created: “PRACE Pre-Commercial Procurement” [17] and “PRACE for European Industry” [18]. The cover pages of these fact sheets are shown in Figure 7.



Figure 8 - New PRACE Fact Sheets

Fact sheets are used as informational materials at various events and aim to give a layperson's snapshot of an aspect or activity of PRACE or of HPC.

Translations of the "What is HPC?" and "What is PRACE?" fact sheets into German, Greek and Italian were produced, and will be made available on the PRACE website. These could be used at science festivals aimed at the general public: information in the local language will support understanding and engagement.

2.3.3 Videos (sub-task 3.3.3)

Information in visual form is becoming more and more important to reach and retain audiences, especially on the Internet and on social media. WP3 produces videos on various topics and events, and uses those to highlight the activities and brand of PRACE. All PRACE videos are available on the PRACE RI YouTube channel [13] which also links to the channel for the PRACE Summer of HPC, PRACE Courses, and the Dare to Think the Impossible Campaign. The PRACE YouTube channel also features channels from PRACE members.

PRACE partner University of Hasselt, Belgium, created a video report of their PRACE Winter School on machine learning [47] and the 13 videos listed in Table 6 were created and published in by WP3 the reporting period.

Publication Date	Video
10 September 2018	What is a supercomputer? (infographic video) [74]
3 August 2018	PRACEdays18 Summary video [75]
3 August 2018	PRACEdays18 – interview Marisol Ripoll (keynote speaker), FZ Jülich [76]
3 August 2018	PRACEdays18 – interview Janez Povh (local host), University of Ljubljana [77]
3 August 2018	PRACEdays18 – interview Serge Bogaerts, Managing Director of PRACE aisbl and Chair of the EHPCSW OPC [78]
3 August 2018	PRACEdays18 – interview Xiaoxiang Zhu, (DLR) & Technical University of Munich (TUM) [79]
3 August 2018	PRACEdays18 – interview Horst Weis (keynote speaker), BASF [80]
3 August 2018	PRACEdays18 – interview Allan Williams (keynote speaker), NCI, Australia [81]
3 August 2018	PRACEdays18 – interview Maja Makovec Brenčič, Minister of Education, Science and Sport, Slovenia [82]
31 May 2018 (re-published 1 June 2018)	PRACEdays18 Day 4: Closing a Dynamic & Inspirational PRACEdays18 [83]
30 May 2018 (re-published 1 June 2018)	PRACEdays18 Day 3: Strengthening European HPC worldwide [84]
29 May 2018 (re-published 1 June 2018)	PRACEdays18 Day 2: a thunderstorm of speakers at PRACEdays18
28 May 2018 (re-published 1 June 2018)	PRACEdays18 Warm-up video [86]

Table 6 - Videos created and published in the reporting period

The series of videos of Hosting Member systems (as reported in D3.2) came as an additional request on top of the PRACE-5IP WP3 DoA, and had to be paused due to resources available for the Video sub-task running out. It is expected that WP3 will be able to resume and complete the series in PRACE-6IP.

2.3.4 Outreach to Universities (sub-task 3.3.4)

The Outreach to Universities webpage [14] was created and launched in 2017. The page acts as a one-stop shop for the latest student-centric information and educational opportunities PRACE has to offer. The style of this page inspired the “PRACE support for industry” webpage [20].

During the reporting period, the webpage was updated and made clearer and more descriptive. The HPC Career Case studies created by the EXDCI project were incorporated, to provide the audience with real-life examples of people making a career in HPC.

For the Outreach to Universities mailing list, the following e-mails were sent to the subscribers during the reporting period:

- PRACE MOOCs – Managing Big Data with R and Hadoop, sent 23 May 2018
- Free "Supercomputing" MOOC starting on 24 September 2018, sent 11 September 2018
- Upcoming PRACE MOOC: Defensive programming and debugging, sent 15 October 2018
- STEM day at HiPEAC's Conference in Valencia, sent 20 December 2018
- PRACE Summer of HPC 2019 opens applications, sent 18 January 2019

Outreach to Universities Student Events, where PRACE staff present PRACE, its activities, and its student-centric opportunities, to students at a university, have taken place throughout the year. Eight such events were organised in Ireland by PRACE-5IP project partner ICHEC. Requests for such events come in on a regular basis, and the topics specifically asked for are training (the request will then be dealt with by WP4) and HPC access (the request will then be dealt with by the PRACE aisbl Peer Review Team).

In the context of the PRACE Outreach to Universities task, WP3 was present at the HiPEAC Computing Systems Week, which took place from 16 to 18 April 2019, in Edinburgh, United Kingdom.

2.4 Other Activities

WP3 supported the production (design and lay-out) and promotion of the Position Paper “PRACE in the EuroHPC Era” [15] as well as of “The Scientific Case for Computing in Europe 2018 – 2026” [16]. Both documents serve to highlight the position of PRACE as the leading European RI for HPC, and HPC as the essential tool to strengthen European competitiveness in science and industry. A summary of the Position Paper is currently being prepared to support the PRACE members in their efforts to secure funding and support for PRACE at national ministerial level.

Upon request of the European Commission and the PRACE-5IP Reviewers, WP3 also elaborated a Communication Strategy. This document is sent as a separate file alongside this Deliverable.

The WP3 team also tracks ideas and new ways of reaching out to our audiences including the general public. If such ideas are not ready to be implemented, they are either recorded for future

use, or implemented from a lower / incremental level. Contacts with similar teams and people in other scientific and HPC-related organisations and projects, such as via the Public Awareness of Research Infrastructures (PARI) conference fuel these creative exchanges.

Though PRACE aisbl, and with the support of WP3, the WP leader also connects with the Women in HPC (WHPC) initiative, which aims to increase diversity and inclusivity in HPC. PRACE in an Affiliate of WHPC and development of further activities to make this affiliation more concrete is underway.

3 Conclusion

During the reporting period WP3 has completed the tasks foreseen in the PRACE-5IP DoA, has answered additional requests, and has initiated preparations for activities falling in PRACE-6IP to ensure continuity of communication, dissemination, outreach, and events over PRACE-IP Projects.

The pilot task of Outreach to Universities has provided some valuable insights into the needs for PRACE- and HPC-related information at student level – the next generation of HPC experts – and will be transferred to WP4 for further development into a permanent and mature service of PRACE. During the lifetime of the project, WP3 has consistently relied on PRACE-5IP partners to raise awareness among local and international audiences, for example for the further development of the “EuroZone @ SC” initiative. It is clear that this local and national support is essential to raise the profile of PRACE, and creating a unified voice and message will be instrumental in achieving this.

The European Commission’s request to open a portal for HPC in Europe (www.hpc-in-europe.eu) is an example of an additional request that has been quickly answered by WP3. This will be followed up and completed in PRACE-6IP. The portal will serve as an important tool to reach out to new user communities who have yet to discover the benefit and possibilities of HPC. Outreach to industry has been intensified and the expected hiring of an Industry Liaison Officer will allow WP3 to expand this further, and climb the learning curve of connecting to industry stakeholders.

Putting the PRACE Communication Strategy on paper serves to strengthen WP3 as a strategic and essential part of the PRACE-IP projects, in and with the support of PRACE aisbl. This document will also serve to further harmonise and co-ordinate PRACE-related communication activities, helping to strengthen and clarify the brand of PRACE, and the awareness of HPC among various audiences.