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PRACE Sixth Implementation Phase Project

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Final Communication and Outreach Report

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Table of Contents

Project and Deliverable Information Sheet	i
Document Control Sheet.....	i
Document Status Sheet	ii
Document Keywords	ii
Table of Contents	iii
List of Figures	v
List of Tables.....	v
References and Applicable Documents	vi
List of Acronyms and Abbreviations.....	x
List of Project Partner Acronyms.....	xi
Executive Summary	1
1 Introduction.....	2
2 General Guidelines and Work Practices.....	3
2.1 Tasks & sub-tasks, leaders and participating partners	3
2.2 Timeline, Milestones, Deliverables, and Events.....	4
2.3 Communications Processes	5
<i>2.3.1 Internal Work Package Communications</i>	<i>5</i>
<i>2.3.2 Internal Work Package Telcos</i>	<i>6</i>
<i>2.3.3 WP3 Face-to-Face Meetings.....</i>	<i>6</i>
2.4 Brand Image and Identity Guide	6
<i>2.4.1 Continuation from previous PRACE-IP Projects.....</i>	<i>6</i>
<i>2.4.2 PRACE approved Blurb</i>	<i>7</i>
<i>2.4.3 PRACE Core Imagery and Design.....</i>	<i>7</i>
3 Overview of Work Package 3 Activities during PRACE-6IP	10
3.1 Disseminate the Activities and Results of PRACE and EuroHPC.....	11
<i>3.1.1 Website Content.....</i>	<i>11</i>
<i>3.1.2 Publications.....</i>	<i>14</i>
<i>3.1.3 ISC and SC Events.....</i>	<i>18</i>
<i>3.1.4 PRACE Presence at other HPC-related Events</i>	<i>23</i>
<i>3.1.5 Support to other WPs</i>	<i>26</i>
3.2 Strengthen and Grow the Brand and Corporate Image of PRACE.....	28
<i>3.2.1 Website technical Functionalities</i>	<i>28</i>
<i>3.2.2 Communication Material</i>	<i>29</i>
<i>3.2.3 Social Media.....</i>	<i>33</i>

3.2.4	<i>Promotional Material</i>	36
3.2.5	<i>Contact Database and Mailing System</i>	37
3.2.6	<i>PRACEdays</i>	39
3.2.7	<i>Advertisements</i>	42
3.2.8	<i>Graphic Design</i>	44
3.2.9	<i>Transition to PRACE aisbl of all WP3 Activities</i>	45
3.3	Maintain and Expand PRACE Outreach	45
3.3.1	<i>Outreach</i>	45
3.3.2	<i>Outreach to Academia</i>	48
3.3.3	<i>Outreach to Industry</i>	49
3.3.4	<i>Outreach European Cloud Initiative (ECI) Stakeholders</i>	53
3.3.5	<i>Outreach to Political Audiences / Governments</i>	53
3.4	Other Activities	54
3.4.1	<i>Diversity, Equity & Inclusion</i>	54
3.4.2	<i>Promotion of EuroHPC</i>	54
4	Conclusion	55
5	Annex I: Industry Events	56

List of Figures

Figure 1: PRACE Logo	7
Figure 2: PRACE Banner	8
Figure 3: PRACE Colours	8
Figure 4: PRACE Custom Graphic: HPC Pyramid.....	9
Figure 5: Top 5 countries of origin for visitors to the PRACE website	13
Figure 6: Screenshots of before and after the changes, and the new mobile menu.....	14
Figure 7: Cover pages of Digest 2019, 2020, and 2021	15
Figure 8: New PRACE Fact Sheet “Success Stories in Life Sciences”	17
Figure 9: PRACE booth at ISC 2019	19
Figure 10: PRACE’s virtual booth for ISC 2021	19
Figure 11: PRACE booth team at ISC 2022	21
Figure 12: World Map on the wall of the PRACE booth at SC19	22
Figure 13: ERF-AISBL booth, Map including the members	24
Figure 14: PRACE success story poster “Scientists harness computing power to design the perfect bridge”	24
Figure 15: PRACE sponsor logo on INFOCOMP 2020 conference website	25
Figure 16: Example of a PRACE Training Bulletin	28
Figure 17: Example of a PRACE Info Bulletin.....	39
Figure 18: PRACE generic advert in The Parliament Magazine	43
Figure 19: PRACE booth at SC’19 advert in Scientific Computing World.....	43
Figure 20: PRACE Best Practise Guide “Application porting and code-optimisation activities for European HPC systems”, on Scientific Computing World	44
Figure 21: PRACE Call for Project Access banner advert, Scientific Computing World – Digital, September 2020 newslines sent to subscribers	44
Figure 22: Example of a banner designed by an external graphic design company	45
Figure 23: Example of a vignette designed by an external graphic design company	45
Figure 25: Social media poster for promoting the PRACE comic	48

List of Tables

Table 1: PRACE-6IP WP3 Tasks, Subtasks and Leaders – reference date 14 November 2022	3
Table 2: Timeline, milestones, deliverable and events of WP3, including the extension of PRACE-6IP	5
Table 3: List of WP3 Face-to-Face and virtual Meetings during PRACE-6IP	6
Table 4: Top 10 most visited pages on the PRACE website.....	12
Table 5: Success stories published in reporting period	17
Table 7: PRACE give-aways at ISC 2022	21
Table 8: Give-aways at SC22.....	23
Table 9: E-mails sent using the WP3 mass mailing system to WP4 training contacts	27
Table 10: Press releases published on the PRACE website in the reporting period	32
Table 11: Example of posts at SC19	36
Table 12: Contact lists in the PRACE contact management software	37
Table 13: E-mails sent using the WP3 mass mailing system to PRACE aisbl contacts	38
Table 14: Advertisements during the reporting period	43

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List of Acronyms and Abbreviations

Aisbl	Association internationale sans but lucratif (legal form of the PRACE-RI)
ASHPC	Austrian-Slovenian HPC Meeting
BoD	PRACE Board of Directors
BTYTE	BT Young Scientist and Technology Exhibition
CoE	Center of Excellence
CRM	Customer Relationship Management
DoA	Description of Action (formerly known as DoW)
EAGE	European Association of Geoscientists and Engineers
EC	European Commission
ECI	European Cloud Initiative
EDI	European Data Initiative
ESFRI	European Strategy Forum on Research Infrastructures
EOSC	European Open Science Cloud
ESOF	EuroScience Open Forum
EUCYS	European Contest for Young Scientists
EuroHPC JU	EuroHPC Joint Undertaking. Has two Advisory Groups: Infrastructure Advisory Group (INFRAG) and Research & Innovation Advisory Group (RIAG)
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
IHPCSS	International HPC Summer School
ILO	Industry Liaison Officer
ISC	International Supercomputing Conference; European equivalent to the US based SC conference. Held annually in Germany.
KOI	International Conference on Operational Research
MB	Management Board (highest decision-making body of the project)
MIPRO	International Convention on Information, Communication and Electronic Technology (MIPRO is the name of the organiser)
MOOC	Massively open online Course
MoU	Memorandum of Understanding.
NDA	Non-Disclosure Agreement. Typically signed between vendors and customers working together on products prior to their general availability or announcement.
OPC	Organisation and Programme Committee
PA	Preparatory Access (to PRACE resources)
PARI	Public Awareness of Research Infrastructures
PMO	PRACE Project Management Office
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PRACE 2	The upcoming next 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

SoHPC	Summer of HPC
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
TNC	TERENA Networking Conference
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 UHEM)
BSC	Barcelona Supercomputing Center - Centro Nacional de Supercomputacion, Spain
CaSToRC	The Computation-based Science and Technology Research Center (CaSToRC), The Cyprus Institute, 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)
CENAERO	Centre de Recherche en Aéronautique ASBL, Belgium (3 rd Party to UANTWERPEN)
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 – IT Center for Science 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)
DTU	Technical University of Denmark (3 rd Party of UCPH)
EPCC	EPCC at The University of Edinburgh, UK
EUDAT CDI	EUDAT Collaborative Data Infrastructure
ETH Zurich (CSCS)	Eidgenössische Technische Hochschule Zürich – CSCS, Switzerland
GCS	Gauss Centre for Supercomputing e.V., Germany
GÉANT	GÉANT Vereniging
GENCI	Grand Equipement National de Calcul Intensiv, France
GRNET	National Infrastructures for Research and Technology, Greece
ICREA	Catalan Institution for Research and Advanced Studies (3 rd Party to BSC)
INRIA	Institut National de Recherche en Informatique et Automatique, France (3 rd Party to GENCI)
IST-ID	Instituto Superior Técnico for Research and Development, Portugal (3 rd Party to UC-LCA)

IT4I	Vysoka Skola Banska - Technicka Univerzita Ostrava, Czech Republic
IUCC	Machba - Inter University Computation Centre, Israel
JUELICH	Forschungszentrum Juelich GmbH, Germany
KIFÜ (NIIFI)	Governmental Information Technology Development Agency, Hungary
KTH	Royal Institute of Technology, Sweden (3 rd Party to SNIC-UU)
KULEUVEN	Katholieke Universiteit Leuven, Belgium (3 rd Party to UANTWERPEN)
LiU	Linköping University, Sweden (3 rd Party to SNIC-UU)
MPCDF	Max Planck Gesellschaft zur Förderung der Wissenschaften e.V., Germany (3 rd Party to GCS)
NCSA	National Centre for Supercomputing Applications, Bulgaria
NTNU	The Norwegian University of Science and Technology, Norway (3 rd Party to SIGMA2)
NUI-Galway	National University of Ireland Galway, Ireland
PRACE	Partnership for Advanced Computing in Europe aisbl, Belgium
PSNC	Poznan Supercomputing and Networking Center, Poland
SDU	University of Southern Denmark (3 rd Party to UCPH)
SIGMA2	UNINETT Sigma2 AS, Norway
SNIC-UU	Uppsala Universitet, Sweden
STFC	Science and Technology Facilities Council, UK (3 rd Party to UEDIN)
SURF	SURF is the collaborative organisation for ICT in Dutch education and research
TASK	Politechnika Gdańska (3 rd Party to PNSC)
TU Wien	Technische Universität Wien, Austria
UANTWERPEN	Universiteit Antwerpen, Belgium
UC-LCA	Universidade de Coimbra, Laboratório de Computação Avançada, Portugal
UCPH	Københavns Universitet, Denmark
UEDIN	The University of Edinburgh
UHEM	Istanbul Technical University, Ayazaga Campus, Turkey
UIBK	Universität Innsbruck, Austria (3 rd Party to TU Wien)
UiO	University of Oslo, Norway (3 rd Party to SIGMA2)
UL	Univerza V Ljubljani, Slovenia
ULIEGE	Université de Liège; Belgium (3 rd Party to UANTWERPEN)
U Luxembourg	University of Luxembourg
UM	Universidade do Minho, Portugal, (3 rd Party to UC-LCA)
UmU	Umea University, Sweden (3 rd Party to SNIC-UU)
UnivEvora	Universidade de Évora, Portugal (3 rd Party to UC-LCA)
UnivPorto	Universidade do Porto, Portugal (3 rd Party to UC-LCA)
UPC	Universitat Politècnica de Catalunya, Spain (3 rd Party to BSC)
USTUTT-HLRS	Universität Stuttgart – HLRS, Germany (3 rd Party to GCS)
WCSS	Politechnika Wroclawska, Poland (3 rd Party to PNSC)

Executive Summary

This deliverable entitled “D3.3 – Final Communication and Outreach Report” outlines the work of Work Package 3 (WP3) during the forty-four-month period of the PRACE Sixth Implementation Phase (PRACE-6IP) project.

WP3 had a tough time during the PRACE-6IP (as did most of EC funded projects), as its planned activities were greatly affected by the COVID-19 pandemic. Due to travel restrictions, there has been a massive impact on WP3 in representing PRACE physically in various events, and thus has diminished the impact of its outreach activities for disseminating PRACE’s mission, objectives, activities and outcomes.

Highlights of the reported activities include:

- Comprehensive re-design and development of the PRACE website;
- Promotion of the PRACE Fast Track Call for Proposals to mitigate impact of the COVID-19 pandemic on the PRACE website and using social media channels, highlighting the awarded projects;
- Representation of PRACE with a booth in ISC 2019 and ISC 2022 and SC19 and SC22, and in a digital online format in the respective 2021 editions;
- Vast increase of Outreach to Industry activities through the PRACE-6IP hire of the PRACE industry Liaison Officer;
- Participation in various Outreach Events (for the general public and industry too);
- Organisation of the EuroHPC Summit Week 2021 including PRACEdays21 in an online digital format – due to COVID-19 travel restrictions;
- Organisation of the EuroHPC Summit Week 2022 including PRACEdays22 in Paris, France;
- Three editions of the PRACE Digest for 2019, 2020 and 2021;
- Publication of a PRACE related comic, which was later translated and made available online in other languages;
- Assisting EuroHPC in the publication and promotion of EuroHPC calls on the PRACE website.

This deliverable is divided into four chapters. Chapter 0 introduces the Work Package. Chapter 0 outlines general guidelines and work practices. Chapter 3 overviews WP3 activities during the project. Chapter 4 presents conclusions.

1 Introduction

Work Package 3 (WP3) of the PRACE-6IP project builds on, complements and extends the work carried out during the PRACE-PP, PRACE-1IP, PRACE-2IP, PRACE-3IP, PRACE-4IP, and PRACE-5IP projects.

The goal of this work package was to disseminate and communicate to various target audiences – both at European and global level, the variety of services and resources PRACE and EuroHPC provide, the high-level achievements of PRACE and EuroHPC, and the excellent scientific and industrial results that can be achieved through PRACE and EuroHPC access to Europe’s largest and most powerful supercomputers. Furthermore, WP3 aimed to strengthen and grow the brand and corporate image of PRACE and maintain and expand PRACE outreach. To fulfil this role, WP3 was divided into three tasks:

- Task 3.1 – Disseminate the Activities and Results of PRACE and EuroHPC;
 - The activities for EuroHPC for this task were included in the 3rd Contract Amendment;
- Task 3.2 – Strengthen and Grow the Brand and Corporate Image of PRACE;
- Task 3.3 – Maintain and Expand PRACE Outreach.

This deliverable, entitled “Final Communication and Outreach Report” outlines the work of WP3 teams during the forty-four-month period of the PRACE-6IP project.

Marjolein Oorsprong (PRACE aisbl) was the WP leader and led Task 3.1 and Task 3.2. Stelios Erotokritou (CaSToRC) – who led Task 3.3 – and Barbara Tóth (KIFÜ) were both WP3 co-leaders.

This deliverable is divided into four chapters:

- Chapter 0 introduces the Work Package;
- Chapter 0 outlines general guidelines and work practices;
- Chapter 3 overviews WP3 activities during the project;
- Chapter 4 presents conclusions.

2 General Guidelines and Work Practices

These sections describe general guidelines and work practices for WP3 in PRACE-6IP, which were used and refined throughout previous PRACE Implementation Phase projects.

2.1 Tasks & sub-tasks, leaders and participating partners

The ‘Disseminate the Activities and Results of PRACE and EuroHPC’, ‘Strengthen and Grow the Brand and Corporate Image of PRACE’ and ‘Maintain and Expand PRACE Outreach’ tasks are further divided into the sub-tasks with assigned sub-task leaders (see Table 1: PRACE-6IP WP3 Tasks, Subtasks and Leaders – reference date 14 November 2022

). During the lifetime of the project, staff at PRACE aisbl and at PRACE partners changed: the table below shows the names of the people who were in charge of the listed tasks at the time of completing this Deliverable (14 November 2022).

#	Task / Sub Task	Leader	Organisation	Country
3.1	Disseminate the Activities and Results of PRACE and EuroHPC	Marjolein Oorsprong	PRACE aisbl	Belgium
3.1.1	Website Content	Marjolein Oorsprong	PRACE aisbl	Belgium
3.1.2	Publications	Marjolein Oorsprong	PRACE aisbl	Belgium
3.1.3	ISC and SC Events	Barbara Tóth	KIFÜ	Hungary
3.1.4	Support to PRACE Presence at Events	Marjolein Oorsprong	PRACE aisbl	Belgium
3.1.5	Support to other WPs	Stelios Erotokritou	CaSToRC	Cyprus
3.2	Strengthen and Grow the Brand and Corporate Image of PRACE	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.1	Website Technical Functionalities	Zoltan Kiss	KIFÜ	Hungary
3.2.2	Communication Material	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.3	Social Media	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.4	Promotional Material	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.5	Contact Database and Mailing System	Stelios Erotokritou	CaSToRC	Cyprus
3.2.6	PRACEdays	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.7	Advertisements	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.8	Graphic Design	Marjolein Oorsprong	PRACE aisbl	Belgium
3.2.9	Transition to PRACE aisbl of all WP3 Activities	Marjolein Oorsprong	PRACE aisbl	Belgium
3.3	Maintain and Expand PRACE Outreach	Stelios Erotokritou	CaSToRC	Cyprus
3.3.1	Outreach	Marjolein Oorsprong	PRACE aisbl	Belgium
3.3.2	Outreach to Academia	Stelios Erotokritou	CaSToRC	Cyprus
3.3.3	Outreach to Industry	Wahid Rofagha	PRACE aisbl	Belgium
3.3.4	Outreach European Cloud Initiative (ECI) Stakeholders	Marjolein Oorsprong	PRACE aisbl	Belgium
3.3.5	Outreach to Political Audiences / Governments	Marjolein Oorsprong	PRACE aisbl	Belgium
3.3.6	Other Activities	Marjolein Oorsprong	PRACE aisbl	Belgium

Table 1: PRACE-6IP WP3 Tasks, Subtasks and Leaders – reference date 14 November 2022

PRACE-6IP project partners who participated in WP3 were:

- BSC: BARCELONA SUPERCOMPUTING CENTER - CENTRO NACIONAL DE SUPERCOMPUTACION, Spain;
- CSC: CSC-TIETEEN TIETOTEKNIKAN KESKUS OY, Finland;
- ETH Zurich: EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH, Switzerland;
- SURF: SURF BV, Netherlands;
- PSNC: INSTYTUT CHEMII BIOORGANICZNEJ POLSKIEJ AKADEMII NAUK, Poland;
- GRNET: NATIONAL INFRASTRUCTURES FOR RESEARCH AND TECHNOLOGY, Greece;
- NUI Galway: NATIONAL UNIVERSITY OF IRELAND GALWAY, Ireland;
- UHEM: ISTANBUL TEKNİK UNIVERSİTESİ, Turkey;
- CaSToRC: THE CYPRUS INSTITUTE, Cyprus;
- NCSA: ASSOCIATION "NATIONAL CENTRE FOR SUPERCOMPUTING APPLICATIONS, Bulgaria;
- IT4I: VYSOKÁ ŠKOLA BÁNSKÁ – TECHNICKÁ UNIVERZITA OSTRAVA, Czech Republic;
- KIFŰ: KORMANYZATI INFORMATIKAI FEJLESZTESI ÜGYNÖKSÉG, Hungary;
- UCPH – KOBENHAVNS UNIVERSITET, Denmark;
- IUCC – MACHBA – INTERUNIVERSITY COMPUTATION CENTER, Israel;
- PRACE aisbl, Belgium;
- UL – UNIVERZA V LJUBLJANI, Slovenia;
- CCSAS: VÝPOČTOVÉ STŘEDISKO SLOVENSKEJ AKADEMIE VIED, Slovakia;
- TU WIEN: TECHNISCHE UNIVERSITÄT WIEN, Austria.

2.2 Timeline, Milestones, Deliverables, and Events

The table below shows the timeline of the PRACE-6IP project with various milestones, deliverables and key events for WP3 identified.

Deliverable	Milestones	Year	Project month	Calendar month	Description
		2019	1	05 (May)	PRACEDays19
		2019	2	06 (June)	ISC 2019
	MS23	2019	4	08 (August)	Enhanced portal for industry – by partner 4- UEDIN (via WP7)
D3.1		2019	7	11 (November)	Communication and Outreach Update Plan
	MS8	2019	7	11 (November)	Digest 2019
		2019	7	11 (November)	SC19
	MS9	2020	11	03 (March)	PRACEDays20
		2020	14	06 (June)	ISC 2020
D3.2		2020	18	10 (October)	Communication and Outreach Report Year 1
	MS11	2020	19	11 (November)	PRACE Digest 2020

Deliverable	Milestones	Year	Project month	Calendar month	Description
		2020	19	11 (November)	SC20
	MS11	2021	23	03 (March)	PRACEdays21
		2021	26	06 (June)	ISC 2021
	MS12	2021	31	11 (November)	PRACE Digest 2021
		2021	31	11 (November)	SC21
		2022	35	March	EHPCSW 2022
		2022	38	June	ISC 2022
		2022	43	November	SC22
D3.3		2022	44	12 (December)	Final Communication and Outreach Report

Table 2: Timeline, milestones, deliverable and events of WP3, including the extension of PRACE-6IP

2.3 Communications Processes

This section describes the communication processes within WP3 of PRACE-6IP as aligned with those of PRACE aisbl, for internal and external consistency.

2.3.1 Internal Work Package Communications

The following mailing lists were used for internal communications:

- PRACE-6IP WP3 > prace-6ip-wp3@fz-juelich.de
 - This mailing list was used for WP3 general communication, and all members who were involved in the work of WP3 were added to it;
- Web Team > webteam@prace-ri.eu
 - This mailing list included all members of the web team who are involved in the technical aspects of the website and/or the content management of the website. The mailing list web@prace-ri.eu was used/meant for external questions regarding the website, and not for internal collaborative work;
- Press Team > press@prace-ri.eu
 - This mailing list included all members who were involved in the production of PRACE press material such as press releases, newsletters, and social media posts. External press-related questions were directed to communication@prace-ri.eu
- Events Team > events@prace-ri.eu
 - This mailing list included all members who were involved in the procurement, design, organisation, preparation, deployment, and hosting of PRACE's presence at events, such as the SC and ISC conferences. External event-related questions were directed to communication@prace-ri.eu
- Outreach Team > outreach@prace-ri.eu
 - This mailing list included all members who were involved in managing the presence of PRACE at various outreach events, such as science fairs and career fairs. This list also received external outreach-related questions.

New mailing lists were created if the need arose and none of the existing mailing lists were deemed suitable for the new purpose/activity. The EuroHPC Summit Week including

PRACEdays had its own set of mailing lists for external questions, for submissions of papers and posters, and for internal co-ordination.

2.3.2 Internal Work Package Telcos

Sub-task leaders set up teleconferences with their teams, as the need arose (e.g. in preparation for ISC or SC), and to track the progress of work, to discuss and share ideas on work to be carried out, and to identify action items for work to progress.

2.3.3 WP3 Face-to-Face Meetings

Work Package 3 Face-to-Face (F2F) meetings were held annually, usually in September or October of each year. These provided the opportunity for as many people as possible who contributed to WP3 to get together, meet each other (beyond e-mails and telephone conferences), socialise, network, form friendships, and to work collaboratively in a relaxed and effective setting. Bringing people together for them to share ideas, to advise, and to brainstorm is a good working tool as people from different countries and backgrounds can provide different perspectives which is useful - especially to the outreach aspects of WP3 work.

WP3 held the following in person and virtual meetings in the respective period:

Time	Venue	Meeting
May 2019	Bratislava	PRACE 6IP kick off meeting
September 2019	Brussels	PRACE-6IP WP3 Web Training
October 2019	Brussels	PRACE-6IP WP3 Kick-Off meeting with the HPC SIG-MarComms Meeting and the PRACE Diversity meeting.
February 2021	online	WP3 session at PRACE-6IP all hands meeting
May 2022	Vienna	WP3 session at PRACE-6IP all hands meeting
August 2022	Brussels	PRACE-6IP WP3 Events Team meeting

Table 3: List of WP3 Face-to-Face and virtual Meetings during PRACE-6IP

2.4 Brand Image and Identity Guide

This section describes the key concepts that were used for the PRACE Brand and Identity.

2.4.1 Continuation from previous PRACE-IP Projects

The PRACE style guide – developed during the PRACE-4IP Project – remained an integral part of the PRACE Communication Strategy – developed during the PRACE-5IP Project – and was updated with elements that help to harmonise PRACE communications. The style guide provides clarification on topics such as how to write numbers (e.g. thousands get a space: 100 000 000), how to use capital letters, and how to write certain standard terms that are widely used in PRACE (e.g. “High-Performance Computing”, which should be hyphenated and capitalised and “petaflops” which should not be capitalised and does not include a forward slash (/)).

2.4.2 PRACE approved Blurb

The following blurb was featured on communication material, where space permitted:

“The Partnership for Advanced Computing in Europe (PRACE) is an international non-profit association with its seat in Brussels. The PRACE Research Infrastructure facilitates the access to a research infrastructure that enables a persistent world-class High-Performance Computing service for scientists and researchers from academia and industry in Europe. The computer systems and their operations accessible through PRACE are made available by five PRACE members (BSC representing Spain, CINECA representing Italy, ETH Zurich/CSCS representing Switzerland, GCS representing Germany and GENCI representing France). The Implementation Phase of PRACE receives funding from the EU’s Horizon 2020 Research and Innovation Programme (2014-2020) under grant agreement 823767. For more information, see www.prace-ri.eu.”

A shorter, approved variant of this blurb is:

PRACE aisbl is funded by the PRACE Members. The Implementation Phase of PRACE receives funding from the EU’s Horizon 2020 Research and Innovation Programme (2014-2020) under grant agreement 823767.

This shorter blurb was used only when space was too restricted to comfortably fit the standard blurb (e.g. when the font size would be illegibly small).

2.4.3 PRACE Core Imagery and Design

Current PRACE core imagery includes the PRACE Logo (Figure 1), the PRACE map, which features the members of PRACE, the PRACE banner (Figure 2), and custom graphics such as those of Figure 4.

For the PRACE logo, the full colour/white background variant is preferred but a version in white for a dark background is available as well. The PRACE map was updated as needed, but was used sparingly to avoid publications (especially printed ones) going out of date too quickly. The banner is used as widely as possible: in templates (MS PowerPoint, MS Word), on the PRACE Event Portal [2], and on social media (adapted for each channel).

The PRACE Logo (Figure 1), PRACE URLs, and PRACE colours (Figure 3), will remain the same as these have been reported in Deliverable 3.1 of PRACE-6IP and are re-stated below:



Figure 1: PRACE Logo



Figure 2: PRACE Banner

PRACE URLs

The PRACE website [1] should be featured on all advertisements, publications and promotional material. Additional URLs for specific events, campaigns and information should also be included. The ‘http://’ component should be dropped if space on a graphic design does not allow. The Web Team should be informed of the URLs that are used, so they can ensure that the link remains valid. Non-PRACE URLs should be avoided.

PRACE Colours

The following are the five PRACE colours that should be used throughout all PRACE communications:



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



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



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

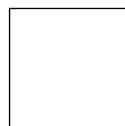


Figure 3: PRACE Colours

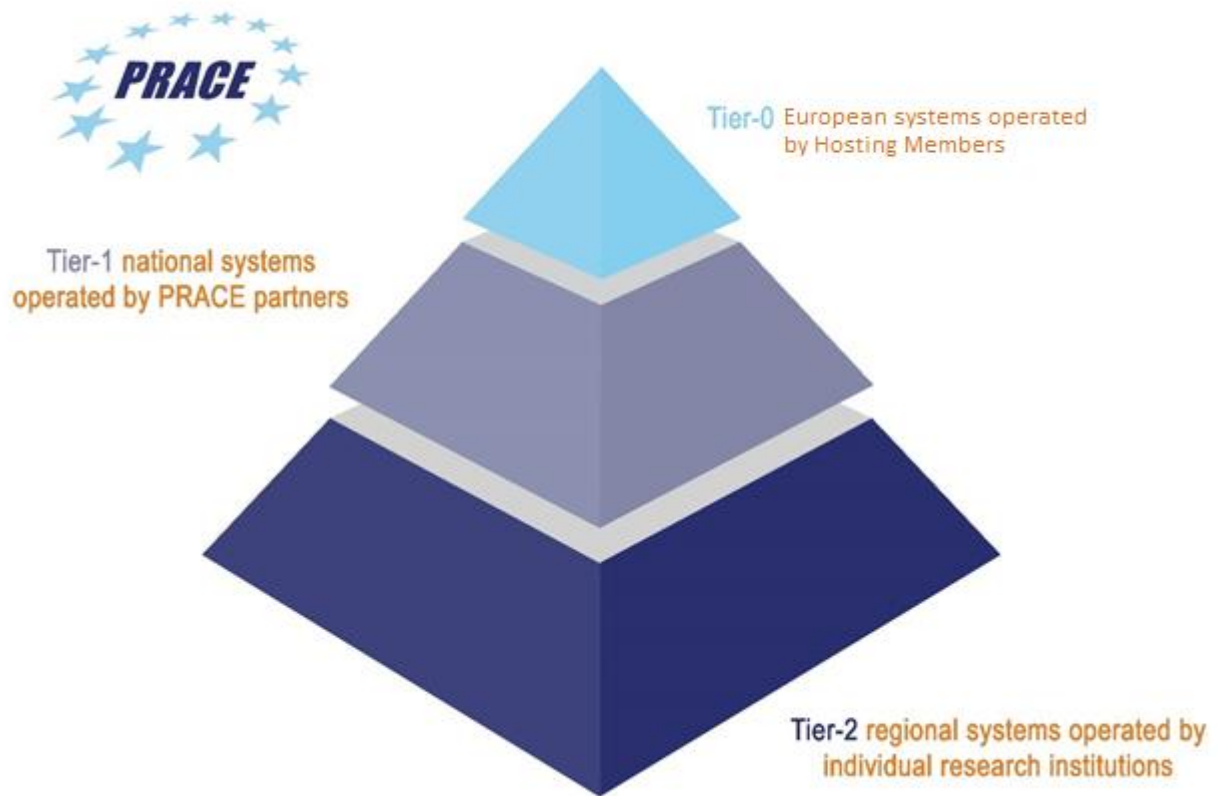


Figure 4: PRACE Custom Graphic: HPC Pyramid

Custom graphics were avoided in cases where the runtime of the communication materials/promotional materials exceeds six months: the PRACE structure and infrastructure continuously evolve, requiring updates of the custom graphics. Core imagery created as part of Task 3.2 was incorporated as it became available. A number of pre-defined press materials was made available on the PRACE website [1].

3 Overview of Work Package 3 Activities during PRACE-6IP

The role of WP3 in PRACE-6IP was to disseminate the activities and results of PRACE, strengthen and grow the brand and corporate image of PRACE, and maintain and expand PRACE outreach.

WP3's main activities during the project were:

- Preparation and execution of PRACE's presence at the EAGE Annual 2019 in London, United Kingdom;
- Preparation and execution of PRACE's presence at ISC 2019 in Frankfurt, Germany;
- Ramp up of Outreach to Industry activities with support of the newly hired Industry Liaison Officer (September 2019);
- Organisation of the PRACE-6IP WP3 F2F Meeting + HPC SIG-MarComms Meeting + Diversity Meeting in October 2019 in Brussels, Belgium;
- Participation in Outreach Events (for the general public);
- Hosting the PRACE Summer of HPC (SoHPC) 2019 Award Ceremony on 6 November 2019 in Brussels, Belgium;
- Preparation and execution of PRACE's presence at SC19 in Denver, Colorado, United States;
- Comprehensive re-design, development and launch of the new PRACE website, including a Web Training in Brussels on 2 September 2019;
- Preparation, publication and promotion of the PRACE Digest 2019;
- Organisation of the EuroHPC Summit Week 2020 including PRACEdays20, although this was cancelled due to COVID-19 travel restrictions;
- Promotion of the PRACE Fast Track Call for Proposals to mitigate impact of the COVID-19 pandemic on the PRACE website and using social media channels, highlighting the awarded projects;
- Publication of the PRACE Digest 2020;
- Organisation of the EuroHPC Summit Week 2021 including PRACEdays21 in an online digital format – due to COVID-19 travel restrictions;
- Preparation and execution of PRACE's presence at ISC 2021 in an online digital format;
- Publication of a PRACE related comic, which was later translated and made available online in other languages;
- Preparation and execution of PRACE's presence at SC21 in an online digital format;
- Publication of the PRACE Digest 2021;
- Organisation of the EuroHPC Summit Week 2022 including PRACEdays22 in Paris, France;
- Preparation and execution of PRACE's presence at ISC 2022 in Hamburg, Germany;
- Preparation and execution of PRACE's presence at SC22 in Dallas, Texas, United States.

The EuroHPC Summit Week 2020 was cancelled due to the COVID-19 pandemic, and therefore PRACEdays20 was cancelled as well. MS9 PRACEdays20 (due in M13, but planned for M11) was deprecated. ISC 2020 was also cancelled later on, and almost all outreach events were either cancelled or postponed. Considerable effort went into handling the fall-out of the cancellations. WP3 was able to negotiate with most suppliers that any commitments taken for events cancelled in 2020 would be transferred to the next edition of the same event in 2021 or 2022.

This section describes in detail the activities of WP3 during the entirety of PRACE-6IP for the WP3 tasks and their sub-tasks which are the following:

- Task 3.1 – Disseminate the Activities and Results of PRACE and EuroHPC;
 - Sub-task 3.1.1 – Website content;
 - Sub-task 3.1.2 – Publications;
 - Sub-task 3.1.3 – ISC and SC Events;
 - Sub-task 3.1.4 – Support to PRACE presence at events;
 - Sub-task 3.1.5 – Support to other WPs;
 - Sub-task 3.1.6 – Promotion of EuroHPC;
- Task 3.2 – Strengthen and grow the Brand and Corporate Image of PRACE;
 - Sub-task 3.2.1 – Website technical functionalities;
 - Sub-task 3.2.2 – Communication material;
 - Sub-task 3.2.3 – Social Media;
 - Sub-task 3.2.4 – Promotional Material;
 - Sub-task 3.2.5 - Contact database and Mailing system;
 - Sub-task 3.2.6 – PRACEdays;
 - Sub-task 3.2.7 – Advertisements;
 - Sub-task 3.2.8 – Graphic Design;
 - Sub-task 3.2.9 – Transition to PRACE aisbl of all WP3 activities;
- Task 3.3 – Maintain and Expand PRACE Outreach;
 - Sub-task 3.3.1 – Outreach;
 - Sub-task 3.3.2 – Outreach to Academia;
 - Sub-task 3.3.3 – Outreach to Industry;
 - Sub-task 3.3.4 – Outreach European Cloud Initiative (ECI) Stakeholders;
 - Sub-task 3.3.5 – Outreach to Political Audiences / Governments;
- Other Activities.

3.1 Disseminate the Activities and Results of PRACE and EuroHPC

3.1.1 Website Content

During PRACE-6IP, a comprehensive re-design and development of the PRACE website [1] was completed.

In spring 2019, a first working meeting was successfully held and the web team started to work on the different tasks required for this re-design. In early September 2019, a training course was held at the PRACE aisbl offices in Brussels, Belgium, to handle the content management and migration of content from the old website to the new re-designed website. This training was provided by Insight Media Group [7] – the company that was selected for the re-design of the website after an international tender.

In September and October of the same year, the team began the extensive work of manually migrating the existing pages and posts. This work progressed steadily although slower than anticipated, as the new website is differently structured and automated migration could not be implemented. Moreover, all pages and posts were checked for errors and updates before being migrated, increasing the time needed to complete the task.

The new website went live at the end of February 2020 in its ‘essential’ form (meaning the most important parts were complete and functional), and in advance of the scheduled dates of the EuroHPC Summit Week 2020.

The old website remains available to the web team on the server of KIFÜ, at least until the end of PRACE-6IP.

Towards the end of September 2020, a one-day web training was organised online, to teach a number of WP3 staff the basic skills needed to create and edit posts and events on the PRACE website, using WordPress.

In reaction to the COVID-19 pandemic, PRACE set up a Fast Track Call for COVID-19 Proposals [19] to support scientists whose research was related to the fight against SARS-CoV-2.

WP3 gave this Call particular attention and promotion on the website. It appeared as a separate banner on the homepage. The Call was also promoted via social media, and via personal e-mails to HPC users and specialised media. The PRACE Communications Team also followed up interview requests and connected journalists with project leaders, and an additional webpage was opened to aggregate information and links to other initiatives from the HPC ecosystem to curb the pandemic [19].

Table 4 and Figure 5 give an overview of visitor statistics for the PRACE website during PRACE-6IP (up to the date of writing this document). Figure 5 also shows overall visitor statistics from June 2019 through September 2020, showing a similar trend for the old (June 2019 – February 2020) and the new website (February 2020 – September 2020): visitor statistics did not suffer from the migration as there was no downtime. The “dip” to zero in April 2020 reflects a temporary disconnect from Google Analytics caused by a random technical error which was not immediately discovered.

	Page	Page Views from a total of 539 428 during the period of the PRACE-6IP project
1	https://prace-ri.eu/	89,493 (16.59 %)
2	https://prace-ri.eu/hpc-access/calls-for-proposals/	16,537 (3.07 %)
3	https://prace-ri.eu/prace-support-to-mitigate-impact-of-covid-19-pandemic/	12,942 (2.40 %)
4	https://prace-ri.eu/hpc-access/eurohpc-access/	9,154 (1.70 %)
5	https://prace-ri.eu/hpc-access/project-access/	7,821 (1.45 %)
6	https://prace-ri.eu/hpc-access/	7,250 (1.34 %)
7	https://prace-ri.eu/training-support/training/	6,966 (1.29 %)
8	https://prace-ri.eu/hpc-access/eurohpc-access/eurohpc-ju-call-for-proposals-for-regular-access-mode/	6,963 (1.29 %)
9	https://prace-ri.eu/hpc-access/hpc-systems/	6,488 (1.20 %)
10	https://prace-ri.eu/call/prace-22nd-call-for-proposals-for-project-access/	5,526 (1.02 %)

Table 4: Top 10 most visited pages on the PRACE website

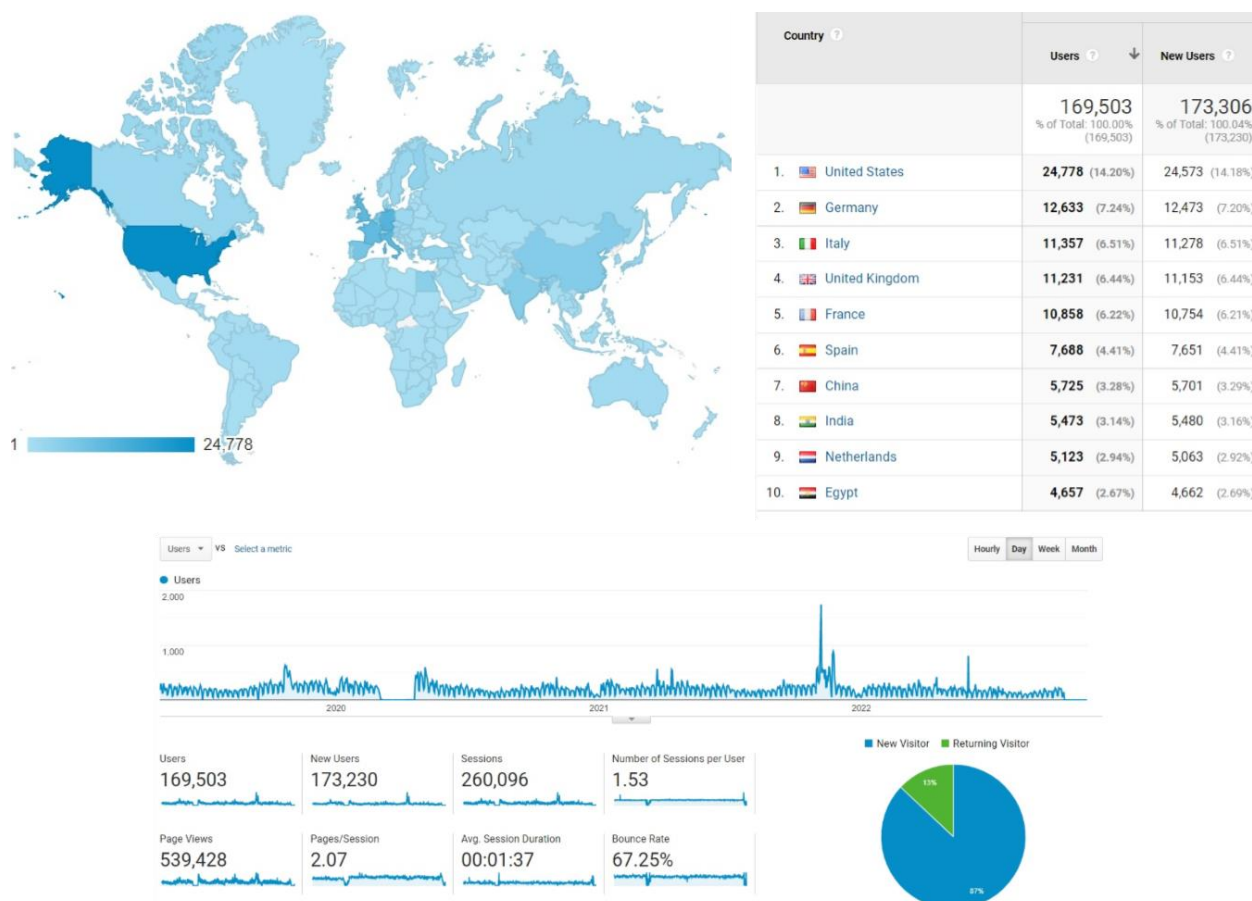


Figure 5: Top 5 countries of origin for visitors to the PRACE website

The new website provides a cleaner and more intuitive experience to the visitor looking for PRACE-related content such as Calls for Proposals, events, and support documentation. One of the measures to achieve this aim is to limit the content to PRACE-own and clearly PRACE-related items only. Generic and general HPC information will be considered for and posted on the “HPC in Europe” portal [20] that was developed by WP2.

Published PRACE website content reported on the activities and results of the PRACE-6IP project, its various work packages, and related activities of PRACE aisbl.

A second round of redevelopment of the website is currently underway. This will highlight the achievements of PRACE and also:

- Include a better organisation/search function for awarded projects & success stories;
- Reorganise the website as the central place (homepage) for the Calls for Proposal by EuroHPC JU;
 - This will depend on the formal relationship between PRACE and EuroHPC after the PRACE-6IP project.

Improvements to the responsive design of the website for better navigation on mobile devices were already made in advance of SC22, particularly the header at the top. This to reduce the amount of vertical size these elements require, therefore maximising the amount of space on the device screen dedicated to the content itself. A modern, attractive full screen menu has also been deployed for easier navigation. These changes can be seen in Figure 6.

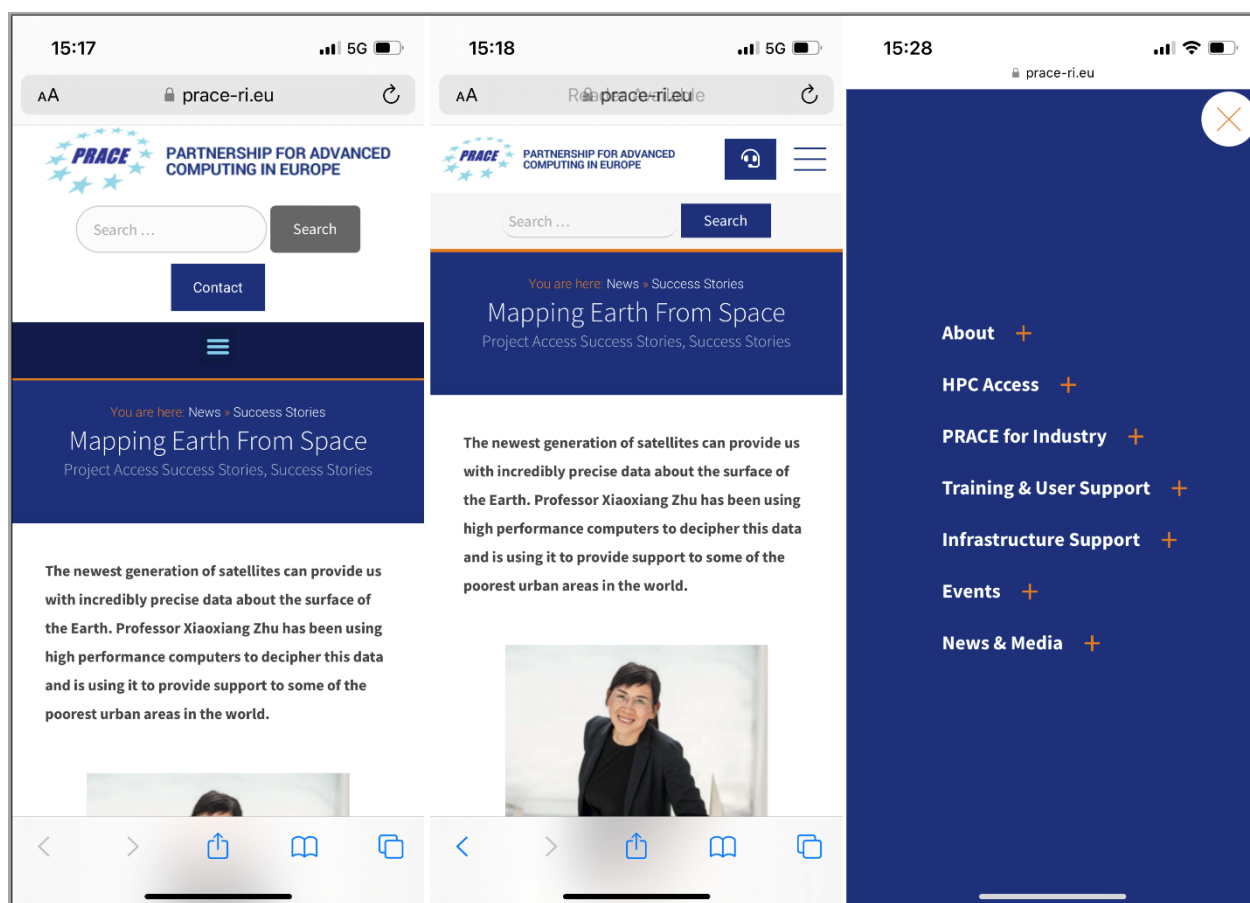


Figure 6: Screenshots of before and after the changes, and the new mobile menu

3.1.2 Publications

The publications sub-task includes the following activities (sub-sub-tasks):

- PRACE Digest;
- Success Stories;
- Fact Sheets.

Publications showcased PRACE-supported research results, disseminated news of PRACE activities and results, fostered a closer working relationship with researchers who used PRACE resources, and made a meaningful contribution to scientific literature resources.

PRACE Digest

Each PRACE Digest included up to 14 scientific and industrial articles based on interviews with principal investigators of PRACE-supported projects. PRACE Digest #9, PRACE Digest #10, and PRACE Digest #11 were published during PRACE-6IP. Their publication dates coincided with the Supercomputing Conference (SC) in the USA, to allow PRACE to leverage these events for maximal distribution of the publications.

- November 2019: PRACE Digest 2019 (#9);
<https://prace-ri.eu/news-media/publications/prace-digest/prace-digest-2019/>
- November 2020: PRACE Digest 2020 (#10);
<https://prace-ri.eu/news-media/publications/prace-digest/prace-digest-2020/>

PRACE against COVID-19 – Fighting the pandemic with HPC

- November 2021: PRACE Digest 2021 (#11);
<https://prace-ri.eu/news-media/publications/prace-digest/prace-digest-2021/>



Figure 7: Cover pages of Digest 2019, 2020, and 2021

For PRACE Digests, the PRACE-6IP WP3 Team worked with Insight Media Group (formerly Insight Publishers) [7], a specialist research dissemination agency that writes and publishes articles on a wide range of private and nationally funded research projects and large EC research projects across a broad spectrum of thematic areas. PRACE has a long-term track record of working with this agency and exploits the full range of research dissemination services they offer for a variety of projects, including PRACE Annual Reports, the Women in HPC Magazine, the PRACE Digests, the comprehensive re-design and development of the PRACE website, and graphic design for PRACE booths at events – such as providing graphics for the SC22 PRACE Booth.

The PRACE Digest 2019 [21] – the ninth issue of the digest – was prepared and published in November 2019 with a launch at SC19. Its articles provide a taste of the range of discovery and invention that PRACE enables by providing world-class researchers with world-class computing power.

The tenth edition – PRACE Digest 2020 [22] – focussed on the projects awarded under the Fast Track Call for COVID-19: their goals, objectives and results.

The eleventh PRACE Digest was published in 2021 [23] and had ‘Changing the world’ as its subtitle.

Success Stories

PRACE Success Stories are two-page articles, similar to those published in the PRACE Digests, which feature the results of, and people behind, PRACE-supported scientific and industrial projects. During PRACE-6IP, 26 success stories were published, as listed in Table 5 below. Out of these, three articles are summaries of three batches of each 10 projects awarded under the Fast Track Call for COVID-19 awarded projects. Other success stories were chosen to cover a diversity of research domains.

Date	Title	Link
20/08/2022	A Dark Matter Mystery: how Scientists Help the Euclid Project to Detect Dark Matter	https://prace-ri.eu/a-dark-matter-mystery-how-scientists-help-the-euclid-project-to-detect-dark-matter/

Date	Title	Link
12/07/2022	Finding the Signatures of the Universe's Cosmic Strings	https://prace-ri.eu/finding-the-signatures-of-the-universes-cosmic-strings/
14/01/2022	Understanding and Improving the Tolerance of Perovskites	https://prace-ri.eu/understanding-the-superfluid-interior-of-neutron-stars/
14/07/2021	Exploring a New Measure Against Heavy Metal Pollution: Simulations Show how Bio-waste Materials can Capture Heavy Metals in Water	https://prace-ri.eu/exploring-a-new-measure-against-heavy-metal-pollution-simulations-show-how-bio-waste-materials-can-capture-heavy-metals-in-water/
21/06/2021	Energy from the Oceans: Simulations Help to Design Efficient Tidal Turbine Farms	https://prace-ri.eu/energy-from-the-oceans-high-fidelity-simulations-help-to-design-efficient-tidal-turbine-farms/
18/06/2021	Scientists Explore Lipid Metabolism with Simulations and Experiments	https://prace-ri.eu/scientists-explore-lipid-metabolism-with-simulations-and-experiments/
15/04/2021	A Scalable HPC Platform for AI Algorithms in Finance	https://prace-ri.eu/a-scalable-hpc-platform-for-ai-algorithms-in-finance/
23/12/2020	Simulations Help to Tailor the Properties of 2D Materials	https://prace-ri.eu/simulations-help-to-tailor-the-properties-of-2d-materials/
21/12/2020	Future Aircraft Wings will be able to Adapt their Shape Mid-flight	https://prace-ri.eu/future-aircraft-wings-will-be-able-to-adapt-their-shape-mid-flight/
08/12/2020	Automating Aircraft Design and Optimisation	https://prace-ri.eu/automating-aircraft-design-and-optimisation/
08/12/2020	Keep on Truckin': Fluid Dynamics for the Transport Sector	https://prace-ri.eu/keep-on-truckin-fluid-dynamics-for-the-transport-sector/
08/12/2020	Optimising Laser-powered Particle Acceleration	https://prace-ri.eu/optimising-laser-powered-particle-acceleration/
17/11/2020	Revolution in Physics: Scientists have Identified a Form of Generalised Superradiation	https://prace-ri.eu/revolution-in-physics-scientists-have-identified-a-form-of-generalised-superradiation/
12/10/2020	HPC Software Developments Help to Break Cryptography Records	https://prace-ri.eu/hpc-software-developments-help-to-break-cryptography-records/
29/09/2020	Modern Tactics Against an Ancient Enemy	https://prace-ri.eu/modern-tactics-against-an-ancient-enemy/
11/09/2020	Climate Simulations Reach the Next Level of Precision	https://prace-ri.eu/climate-simulations-reach-the-next-level-of-precision/
13/07/2020	Scientists Provide the First Full View into an Aircraft Engine	https://prace-ri.eu/scientists-provide-the-first-full-view-into-an-aircraft-engine/
17/06/2020	The Net is Closing: PRACE Awards Ten Further Projects in the Hunt for a Cure for COVID-19	https://prace-ri.eu/the-net-is-closing-prace-awards-ten-further-projects-in-the-hunt-for-a-cure-for-covid-19/
12/06/2020	Scientists Harness Computing Power to Design the Perfect Bridge	https://prace-ri.eu/scientists-harness-computing-power-to-design-the-perfect-bridge/
06/05/2020	Universe Simulation Illustris is an Ongoing Success Story	https://prace-ri.eu/universe-simulation-illustris-is-an-ongoing-success-story/
28/04/2020	How to Look for Hidden Drug Binding Pockets	https://prace-ri.eu/how-to-look-for-hidden-drug-binding-pockets/

Date	Title	Link
27/04/2020	PRACE Awards 195 Million Core Hours to Trap and Defeat SARS-CoV-2 – and More to Come!	https://prace-ri.eu/prace-awards-195-million-core-hours-to-trap-and-defeat-covid-19-and-more-to-come/
17/04/2020	Shock-related Buffeting in Aeroplanes	https://prace-ri.eu/shock-related-buffeting-in-aeroplanes/
14/04/2020	New Findings in Search for Perfect Hydrogen Production	https://prace-ri.eu/new-findings-in-search-for-perfect-hydrogen-production/
12/02/2020	Artificial Intelligence Helps to Predict Hybrid Nanoparticle Structures	https://prace-ri.eu/artificial-intelligence-helps-to-predict-hybrid-nanoparticle-structures-2/
01/05/2019	Simplifying Social Science Simulations	https://prace-ri.eu/simplifying-social-science-simulations/

Table 5: Success stories published in reporting period

Fact Sheets

In PRACE-6IP, previous PRACE Fact Sheets were updated and new ones were created. Currently, there are 18 PRACE Fact Sheets [24].

The new Fact Sheets, together with already published ones, resulted in a set of information holders that can be combined to inform various audiences.

PRACE-6IP WP3 continued to encourage PRACE partners to translate the PRACE Fact Sheets into their local language(s), to support PRACE-wide outreach to younger audiences and the general public. Translations in the following languages have been made or are in progress: Bulgarian, Czech, French, German, Greek, Italian, Norwegian, and Slovak.

Figure 8 below depicts the first page of the “Success Stories in Life Sciences” fact sheet.

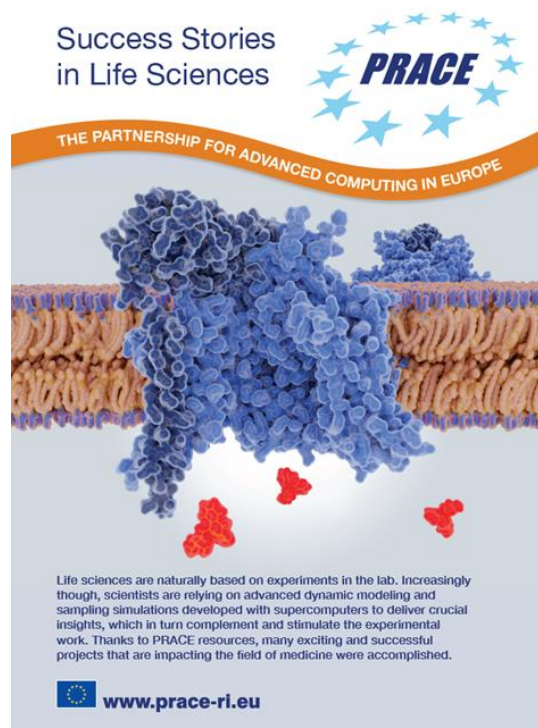


Figure 8: New PRACE Fact Sheet “Success Stories in Life Sciences”

Annual Report

Further to the above publications, PRACE aisbl continued to publish the PRACE Annual Report each year.

While PRACE aisbl funded and produced the PRACE Annual Report, WP3 supported its promotion via the PRACE website, social media, and events.

The PRACE Annual Report 2018 was published in May 2019 [25]. This edition was a more corporate publication than its predecessors, with a special focus on the people who “make PRACE”.

The PRACE Annual Report 2019 was published in May 2020 [26]. This edition reflected on PRACE and its surrounding ecosystem in 2019.

The PRACE Annual Report 2020 highlighted the support that PRACE gave to the fight against COVID-19 [27].

The PRACE Annual Report 2021 was published in time for SC22 [28].

3.1.3 ISC and SC Events

ISC Conference and Exhibition

The International Supercomputing Conference (ISC) takes place each year in early summer, in Germany. Stakeholders, researchers and industry of the European and global HPC community gather and discuss the latest trends and updates of the field of HPC at this event.

ISC 2019 took place from 17 to 19 June 2019 in Frankfurt, Germany. PRACE was present with a booth at the ISC Exhibition and welcomed more than 220 visitors. A wide range of mini-presentations completed the booth activities [29]:

- “Centre of Excellence – Engineering (EXCELLERAT)” by Bastian Koller, Head of Applications & Visualization University Stuttgart, Germany;
- “PRACE Training” by Volker Weinberg, LRZ, Germany and Simon Wong, ICHEC, Ireland;
- “Introducing the Task-Aware MPI (TAMPI) library for hybrid programming” by Vicenç Beltran Querol, BSC, Spain;
- “Energy oriented Centre of Excellence for computing (EoCoE) activities” by Radoslaw Januszewski, PSCN, Poland;
- “DEEP Projects Towards flexible exascale computing” by Norbert Eiker, Member of DEEP-EST Project management team, FZJ, Germany;
- “Anywhere, anytime, self-managed, easy to use supercomputing at your fingertips” by Nicolas Tonello, ConstelCom ETP4HPC;
- POP CoE: “We are the “Performance” in HPC” by Bernd Mohr, FZJ, Germany.

The EXDCI-2 project was also featured with a dedicated area at the PRACE booth, connecting it to the ETP4HPC booth and thus showing the collaboration between the two organisations. Figure 9 shows the booth just before the opening of the exhibition.



Figure 9: PRACE booth at ISC 2019

Preparations for PRACE presence at ISC 2020 were carried out by WP3, but due to the COVID-19 pandemic ISC 2020 was cancelled by the organisers. While the conference went virtual, the exhibition was cancelled in full.

ISC 2021

ISC 2021 was organised as a virtual event that took place from 24 June to 02 July 2021 in a fully digital format. To provide an enjoyable experience for the visitors PRACE created a virtual booth [30] for this event that welcomed 418 visitors. The concept of this was based on what it would feel like to be inside a supercomputer.

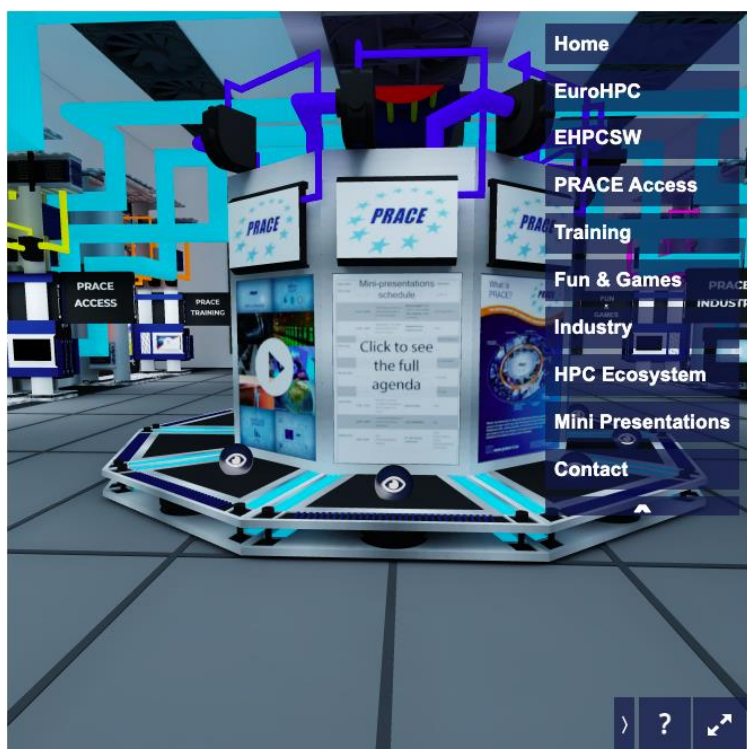


Figure 10: PRACE's virtual booth for ISC 2021

The virtual booth highlighted the following topics:

- Executive Summary of EHPCSW 2021;
- Training opportunities;
- HPC for Industry;
- EuroHPC Corner.

The PRACE virtual booth provided a platform for a number of mini-presentations on various topics. The presenter gave their talks real time, so the attendees had the chance to ask questions after each presentation. The slides of the presentations are available on the PRACE ISC 2021 subpage [31]:

- “EuroHPC at full throttle” by Evangelos Floros, Programme Officer Infrastructure, EuroHPC JU;
- “PRACE Access for Industry-SHAPE Helping SMEs to get started with HPC” by Wahid Rofagha, PRACE Industry Liaison Officer, and Chris Johnson, SHAPE co-ordinator;
- “EXCELLERAT – paving the way for the evolution towards Exascale” by Amgad Dessoky / Sophia Honisch, HLRS, Germany;
- “EXDCI-2 CSA” by Florian Berberich, PRACE Operations Director;
- “The Center of Excellence for Exascale in Solid Earth (ChEESE)” by Alice-Agnes Gabriel, Professor Geophysik, University Munich, Germany;
- “PRACE Fast Track Call” by Laura Grigori, Chair of the PRACE Scientific Steering Committee;
- “Peer-Review process for PRACE Project Access calls” by Catarina Simões, PRACE Peer Review officer and Klara Meštrović, PRACE Peer Review officer;
- “EoCoE-II: Towards exascale for Energy” by Julien Thelot, EoCoE’s project manager, CEA, France;
- “Towards a maximum utilization of synergies of HPC Competences in Europe” by Bastian Koller, HLRS, Germany;
- “Federated e-infrastructure services for European researcher” by Javier Bartolomé, System Group Manager, BSC, Spain;
- “CoE RAISE: Bringing AI to Exascale” by Dr.-Ing. Andreas Lintermann, FZJ, Germany;
- “POP CoE: Free Performance Assessments for the HPC Community” by Bernd Mohr, FZJ, Germany;
- “EPEEC: European joint Effort toward a Highly Productive Programming Environment for Heterogeneous Exascale Computing” by Dr Antonio J. Peña, BSC, Spain;
- “TREX: an innovative view of HPC usage applied to Quantum Monte Carlo simulations” by Anthony Scemama Laboratoire de Chimie et Physique Quantiques, CNRS-Université Paul Sabatier, Toulouse, France and William Jalby, Cedric Valensi, Pablo de Oliveira Castro Université de Versailles St-Quentin-en-Yvelines, Université Paris Saclay, France.

ISC 2022

In 2022 it was possible to welcome visitors in person on the exhibition floor. ISC 2022 was held in Hamburg from 29 May to 02 June. This time the PRACE booth could – because of its smaller size – not accommodate mini-presentations, but the team still welcomed 234 attendees.



Figure 11: PRACE booth team at ISC 2022

The team created a video loop that included all the important information about PRACE in general and PRACE's achievements. Attendees had the chance to pick up PRACE publications, talk about the services PRACE can provide, and receive some give-aways. A picture of the PRACE ISC 2022 team can be seen in Figure 11 and Table 6 shows the set of giveaways.



Table 6: PRACE give-aways at ISC 2022

SC Conference and Exhibition

The International Conference for High Performance Computing, Networking, Storage, and Analysis (SC) is the most prestigious HPC-related event, held each autumn in the USA. This major conference also includes a three-day exhibition where PRACE had a booth during each edition that fell inside the lifetime of the PRACE-6IP project.

PRACE @ SC19

PRACE had a booth (#2171) at the SC19 exhibition from 18 to 21 November 2019 in Denver, Colorado, United States. Various mini-presentations on each exhibition day provided a wide range of information on PRACE activities such as the PRACE peer review process, PRACE training, and the European HPC ecosystem. Figure 12 shows the world map, on which visitors could pin where they travelled from to participate in the conference and visit the PRACE booth.



Figure 12: World Map on the wall of the PRACE booth at SC19

PRACE again co-led the “EuroZone@SC” initiative together with its partners SURF, BSC, and GÉANT, as well as multiple members of GÉANT and PRACE, to increase the visibility of European organisations present at the SC19 exhibition and promote each other’s booth activities.

PRACE @ SC20

SC20 was a virtual event, and PRACE participated in the virtual exhibition at “standard level”. This means that we uploaded documents and videos to a virtual exhibition platform and also participated in the virtual SC20 Scavenger Hunt. Efforts were made to retain the visibility of the EXDCI-2 project and the “EuroZone@SC” initiative.

PRACE @ SC21

SC21 was organised as a hybrid event from 15 to 18 November 2021 in St. Louis, USA. After serious consideration-because of the still worrisome COVID-19 situation, PRACE opted to participate in this event remotely. Thus, we decided to extend our virtual booth [32] and prepare a very informative digital booth attendees can enjoy. The HUBB app that SC provided to virtual exhibitors, reported 124 page views.

Our virtual booth was equipped with a ‘PRACE cinema’ where the virtual attendees had the chance to watch the following mini presentations:

- “Light-weight virtualisation by PRACE for large scale” by Abdulrahman Azab, Service Coordinator, University of Oslo, Norway;
- “Maestro Project” by Dirk Pleiter, FZJ/JSC, Germany, and KTH/PDC, Sweden;
- “PRACE SHAPE Programme” by Chris Johnson, PRACE SHAPE Coordinator;
- “PRACE Peer Review Process” by Catarina Simoes and Klara Mestrovic, PRACE aisbl
- EuroHPC JU Status Update;
- “GENCI talk” by Philippe Lavocat, Chairman and CEO of GENCI, France;
- PerMedCoe, BSC;
- “EXCELLERAT: Paving the way for the evolution towards Exascale” by Amgad Dessoky, Technical Manager, HLRS, Germany;
- “NCSA activities in PRACE and EuroHPC JU” by NCSA - National Center for Supercomputer Applications, Bulgaria;

- VSC Mashup by Flemish Supercomputer Center (Vlaams Supercomputer Centrum – VSC).

PRACE @ SC22

In 2022 SC took place in Dallas, Texas from 13 to 17 November (exhibition dates 14 to 17 November). PRACE had a successful booth on the exhibition floor that attracted more than 600 visitors. The booth highlighted the major achievements of the different PRACE-IP projects and also provided an overview of the development process of the project. This narrative was reflected by the functions and the design of the booth.

The layout of the booth was designed to comfortably accommodate mini-presentations. The following talks were given throughout the exhibition days:

- “Forward-looking Software Solutions Making software ready for the European (pre-) exascale HPC landscape” by Fabio Affinito CINECA, Italy and Alex Upton CSCS, Switzerland;
- “The Fenix Infrastructure” by Mirko Cestari CINECA, Italy;
- “Exploring GPU porting of plasma codes” by Martti Louhivuori CSC, Finland;
- “The "LyNcs"-WP8 subproject” by Volker Weinberg LRZ, Germany.

We procured give-aways in the USA to eliminate shipping costs and chose products that are as environmentally friendly as possible. These can be seen in Table 7.



Table 7: Give-aways at SC22

3.1.4 PRACE Presence at other HPC-related Events

PRACE continued to represent the pan-European HPC infrastructure at various European and global events within academic, industrial, and HPC ecosystem environments. This kind of representation included Birds-of-a-Feather (BoF) sessions, PRACE presence in the form of a PRACE booth, workshops, PRACE-relevant presentations, and other types of collaborations with the event itself.

These international events provided excellent opportunities to communicate and disseminate PRACE’s results to the whole HPC community, European Cloud Initiative (ECI) stakeholders as well as political audiences/governments.

WP3 supported the presence of PRACE at such events, with staff presence, preparation of material to be distributed or presented, PRACE promotional and/or informational material, and/or sponsoring or co-organising.

WP3 supported the presence of PRACE at the following HPC-related events:

- **MIPRO 2019**, 20 - 24 May 2019, Opatija, Croatia [33];
 - PRACE had a booth at the scientific conference MIPRO 2019;
- **SOR 2019**, 25 – 27 September 2019, Bled, Slovenia [34];
 - Representation of PRACE with a booth at the scientific conference SOR 2019;
 - Presentation on PRACE activities given by Janez Povh, UL;
- **Workshop on EuroHPC Systems Access Policy**, 21 October 2019, Brussels, Belgium [35];
 - This event was organised by the HPC-GIG project, while WP3 of PRACE-6IP made sure that PRACE was promoted to the attendees;
- **ESOF 2020**, 2 - 6 September 2020, Trieste, Italy [36];
 - PRACE as member of ERF-AISBL's RICE group [37] participated at the Association of European-level Research Infrastructure Facilities) booth at ESOF 2020;
 - PRACE provided 3 videos, including subtitles in Italian and voice-over in English:
 - PRACE-Supercomputer Marconi hosted by CINECA;
 - PRACE-What is a Supercomputer;
 - PRACE versus COVID-19.
 - PRACE presented two PRACE Success Story posters;



Figure 13: ERF-AISBL booth, Map including the members

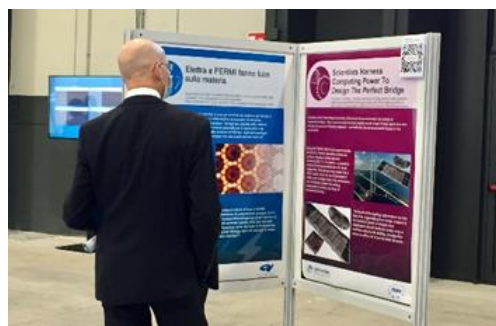


Figure 14: PRACE success story poster "Scientists harness computing power to design the perfect bridge"

- **KOI**, 23 - 25 September 2020, Šibenik, Croatia [38];
 - UL had planned a physical booth where PRACE would be represented, but due to travel restrictions this was not possible (no alternative for an in-person booth);
- **INFOCOMP 2020**, 27 September - 1 October, Rome, Italy[39];
 - For this edition, PRACE did not send any promotional materials to this event, because of the low expected attendance for the physical part of this hybrid event. The PRACE logo features at the bottom of the conference page;



Figure 15: PRACE sponsor logo on INFOCOMP 2020 conference website

- **MIPRO 2020**, 28 September - 2 October 2020, Opatija, Croatia [40];
 - This event was organised as a hybrid event, with a physical exhibition and online sessions. UL had planned a physical booth where PRACE would be represented, but due to travel restrictions this was impossible and no alternative for an in-person booth was available;
- **Extrapolácie**, 16 October - 27 November 2020, online Slovakia [41];
 - This event and exhibition focused on “From past of the IT in Slovakia to the future”. Due to COVID-19 pandemic, the event was held digitally. PRACE partners contributed with an online presentation about HPC in Slovakia and Europe, highlighting PRACE activities;
- **Art & Science Festival**, 02 September 2021, Ostrava, Czech Republic [42];
 - Within the framework of its own festival Art & Science, VŠB - Technical University Ostrava presented itself in a different light, not only as a place for education, science and research but also as a place for creative thinking with overlap into art and creativity. Every year IT4I has a booth at this event and introduces its activities, among them, PRACE Summer of HPC;
- **Researcher’s Night**, 24 September 2021, Ostrava, Czech Republic [43];
 - This event is organised all over Europe and IT4I welcomed more than 600 visitors for this edition. Together with the presentation of the centre’s infrastructure and research activities, its participation in PRACE was also promoted. The booth dedicated to PRACE had not only an informative character but also an entertaining aspect. The two games developed for PRACE (ParallelRACE, and Shooting Stars) were used to demonstrate how research is done using supercomputers;
- **SOR 2021**, 22 - 24 September 2021, Blêd, Slovenia [44];
 - This event was organised virtually so instead of a booth as planned, we printed PRACE comics and factsheets;
 - After the conference, the organisers sent proceedings to all participants via mail and added PRACE comics, factsheets and some PRACE giveaways;
 - PRACE had a keynote speaker in the programme;
- **MIPRO 2021**, 27 September - 1 October 2021, Opatija, Croatia [45];
 - PRACE was present with a booth at the scientific conference;
- **kariera+**, 12 October 2021, Ostrava, Czech Republic;
 - kariera+ is a job fair organised by VSB - Technical University of Ostrava. 90 employers from the Czech Republic present their job offers. About 2 500 students attend the event every time it is held. Within the IT4I booth, we presented opportunities for students - within PRACE it was mainly PRACE Summer of HPC;
- **Slovenian Open Day of Supercomputing Centers**, 18 October 2021, Ljubljana, Slovenia [46];
 - Presentation of PRACE through a video and through a talk at Slovenian Open Day of Supercomputing Centers. Participants also received PRACE comics and giveaways;

- **MIPRO 2022**, 23 - 27 May 2022, Opatija, Croatia [47];
 - PRACE organised a booth at this scientific conference;
- **ASHPC 2022**, 31 May - 2 June 2022, Grundlsee, Austria [48];
 - PRACE SHAPE programme was promoted via a presentation;
- **PARI 2022**, 18-20 July, Manchester 2022, United Kingdom [49];
 - The WP leader and PRACE Communication manager, presented various PRACE activities on its outreach and inclusivity tasks;
- **ICRI**, 19-21 October 2022, Brno, Czech Republic [50];
 - The International Conference on Research Infrastructures brings together decision makers and representatives of research infrastructures to discuss emerging topics. PRACE participated in this hybrid event via virtual booth that was accessible through the ICRI website [50].

PRACE was also present at the EAGE [132] annual conference and exhibition from 3 - 6 June 2019 in London, United Kingdom. EAGE's annual event attracts over 7 000 industry leaders and energy professionals. PRACE informed the EAGE's attendees about High-Performance Computing, its activities and services and how these can support the EAGE community. The SHAPE programme was presented on three consecutive days as part of the EAGE Exhibition Theatre Programme.

3.1.5 Support to other WPs

WP3 supports all other PRACE-6IP Work Packages in promoting their activities. Examples of this support are:

- Publication of White Papers and Best Practice Guides on the PRACE website;
- Publication of SHAPE Calls for Proposals and update of the relevant SHAPE flyer and fact sheet;
- Promotion on social media of various activities such as MOOCs, Summer of HPC, event workshops, and SHAPE Calls for Proposals;
- Promotion of a Work Package's activities through dedicated sections and pages on the PRACE website and/or specific items in the PRACE Info Bulletin;
- Sending of Training Bulletins to subscribers on the Training Mailing list.

Other support is provided as needed and within the possibilities of the WP3 Team. WP3 pays special attention to coherent, harmonised, and appropriate use of the PRACE brand.

WP3 has supported other work packages in the following ways:

- Supporting WP2 – HPC in Europe Portal [20] (<https://hpc-portal.eu/>);
WP2 is led the task of developing the “HPC in Europe” Portal. WP3 helped WP2 in this task by advising on how best the portal can be designed to convey its message;
- Summer of HPC 2019 Award Ceremony, 6 November 2019 in Brussels;
WP3 hosted this award ceremony at the PRACE aisbl office as no suitable host venue could be found via WP4 at short notice;
- Best Practice Guides;
WP3 is in the process to re-publishing and promoting several PRACE Best Practice Guides on the website of Scientific Computing World (see also 3.2.7);
- Dissemination of WP4 Training Events;
WP3's mass mailing system is used to disseminate to the WP4 Training Mailing List

the details of forthcoming training events. E-mails are sent out to subscribers once per month. Table 8 lists the e-mails sent to the training contacts in the reporting period. Figure 16 shows an example of the content of a PRACE Training Bulletin.

Date	Subject
09/04/2022	PRACE Advanced HPC workshop
26/10/2021	PRACE Training Bulletin
27/09/2021	PRACE Training Bulletin
23/09/2021	PRACE Autumn school 2021 - Big Data with Hadoop and Keras: 27-30 September 2021
24/08/2021	PRACE Training
06/08/2021	PRACE Training Bulletin
25/05/2021	PRACE Training Bulletin
01/05/2021	PRACE Training Bulletin
29/03/2021	PRACE Training Bulletin
04/03/2021	Announcing PRACE summer of HPC 2021
27/02/2021	PRACE Training Bulletin
30/11/2020	PRACE Training Bulletin
29/10/2020	PRACE Training Bulletin
02/10/2020	PRACE MOOC: Python in High Performance Computing
30/09/2020	PRACE Training Bulletin
19/08/2020	Invitation to PRACE training events, University of Ljubljana, Slovenia
27/05/2020	PRACE Training Bulletin
17/04/2020	PRACE Training Bulletin
06/03/2020	Free online courses by PRACE
26/02/2020	PRACE Training Bulletin
24/01/2020	PRACE Training Bulletin
26/12/2019	PRACE Training Bulletin
16/12/2019	Invitation to the PRACE course Energy Efficiency in HPC, IT4Innovations, 29-30 January 2020
10/12/2019	Training announcement: Python in High Performance Computing @ CSC (PTC), 27–29 January 2020
24/11/2019	PRACE Training Bulletin
08/10/2019	PRACE course at SURF - Data, lights, camera, action! Scientific visualization done beautifully using Blender
30/09/2019	PRACE Training Bulletin
25/09/2019	Invitation to the course Productivity tools for High Performance Computing, IT4Innovations, 16-17 October 2019
16/09/2019	Upcoming EPCC PRACE Training Centre courses
27/08/2019	PRACE Training Bulletin: August 2019
31/07/2019	PRACE Training Bulletin: July 2019
26/06/2019	PRACE Training Bulletin: June 2019
21/06/2019	PRACE/EUDAT Summer School - Registration extension
24/05/2019	PRACE Training Bulletin: May 2019

Table 8: E-mails sent using the WP3 mass mailing system to WP4 training contacts



Figure 16: Example of a PRACE Training Bulletin

3.2 Strengthen and Grow the Brand and Corporate Image of PRACE

3.2.1 Website technical Functionalities

The PRACE website [1] is an integral part of the PRACE Communication Strategy with the management, content and functionality of the website being crucial to the success of Work Package 3. The PRACE website is currently hosted by TSO [8] via Insight Media Group [7] who also support the further development and updating/upgrading of the website.

The PRACE website was re-designed and re-developed by the PRACE-6IP WP3 Web Team, with the support of Insight Media Group. The content from the old website was manually migrated to the new website. This process was mainly a manual activity, as an automated migration would have run a high risk of importing bugged HTML and other errors.

The priority of the work related to this task was to maintain security, stability, performance of the website and seeking new ways to enhance visitors' experience. This included revoking access for individuals no longer working on tasks, adding new members, continuously monitoring site operation, reviewing and correcting glitches on the website, measuring and inquiring about downtimes, as well as planning and executing updates.

Regarding operation and performance, regular reviews were and are carried out to evaluate security, operational risks and risks of low performance. Occasional errors related to operation or administration were acted upon fast, and were resolved, under detailed control of the Task Leader.

This task was essential in the transition of the PRACE website to its new deployment – ensuring that a backup of the old website instance was made and kept available for reference. Support was also provided to implement website certificate renewal, hosting requirement analysis and provision, as well as Google Analytics installation.

The Cookies Policy was also updated to those used by the new PRACE website and is available online here [51].

3.2.2 Communication Material

This task is responsible for creating a number of communication materials, aimed at various target groups, featuring the activities and results of PRACE. This material includes posters, press releases, roll-ups, and infographic videos, and can also be used to enhance the reach of other PRACE publications.

Posters

WP3's internal graphic designers were at hand to help PRACE staff with the preparation of design of PRACE-related posters which could be presented at various events such as Science Festivals.

Announcements

In addition to press releases, announcements were used for smaller pieces of news that do not warrant a full press release, e.g. because they contained external news or were merely meant to highlight an ongoing activity. One such example was the announcement to encourage people to cast their vote in the HPCwire Readers' Choice Awards poll when PRACE activities or partners were nominated [52].

Press Releases

Press Releases were produced as deemed necessary by the PRACE-6IP WP3 Team and as requested by the PRACE Board of Directors (BoD) and/or the PRACE-6IP Project Management Office (PMO).

- Press releases went out for each Call for Proposals (Project Access, SHAPE) when it opened, and when the projects were awarded their core hours. The latter press releases

were published in conjunction with a webpage on which the awarded projects were listed;

- Each event in which PRACE participated (PRACEdays, ISC, SC, EAGE, etc.) was published on the PRACE website with a press release and/or an events page;
- During the reporting period, the 37 press releases presented in Table 9 were published on the PRACE website and pushed to selected media;
- WP3 and PRACE aisbl published press releases when there was news to be shared for which a press release was the best format. Many of our activities warranted an announcement but not a press release (which has a stricter definition);
- We kept track of who receives the press releases (specific media contacts) and where possible, we added republications to the “mentions” pages on the PRACE website [53], but WP3 did not have effort to run a media analysis running in real-time.

Date	Title	Link
04/07/2022	PRACE Council elects new Chair and Vice-Chair	https://prace-ri.eu/prace-council-elects-new-chair-and-vice-chair/
20/06/2022	Winner Inaugural PRACE HPC Excellence Award	https://prace-ri.eu/winner-inaugural-prace-hpc-excellence-award/
03/05/2022	PRACE 24th Call for Proposals Supports High-Gain Scientific Research and Industrial Innovations	https://prace-ri.eu/prace-24th-call-for-proposals-supports-high-gain-scientific-research-and-industrial-innovations/
13/04/2022	The new PRACE HPC Excellence Award Call for nominations open!	https://prace-ri.eu/the-new-prace-hpc-excellence-award-call-for-nominations-open/
11/03/2022	EuroHPC Summit Week 2022 including PRACEdays22 is coming up!	https://prace-ri.eu/eurohpc-summit-week-2022-including-pracedays22-is-coming-up/
16/02/2022	Prof Marija Vranic wins the 2022 PRACE Ada Lovelace Award for HPC	https://prace-ri.eu/prof-marija-vranic-wins-the-2022-prace-ada-lovelace-award-for-hpc/
31/01/2022	PRACE SoHPC 2021 Awards	https://prace-ri.eu/prace-sohpc-2021-awards/
22/10/2021	PRACE 23rd Call for Proposals Continues to Support Diversity, Equity, and Inclusion	https://prace-ri.eu/prace-23rd-call-for-proposals-continues-to-support-diversity-equity-and-inclusion/
01/07/2021	PRACE Summer of HPC 2020 Award Ceremony	https://prace-ri.eu/prace-summer-of-hpc-2020-award-ceremony/
26/03/2021	José Correia wins PRACE Best Poster Award @ EuroHPC Summit	https://prace-ri.eu/jose-correia-wins-prace-best-poster-award-eurohpc-summit-week-2021/
23/03/2021	Upgrading the Large Hadron Collider: The biggest computing challenges of our time	https://prace-ri.eu/upgrading-the-large-hadron-collider-the-biggest-computing-challenges-of-our-time/
02/03/2021	Top COVID-19 researchers to gather at supercomputing summit	https://prace-ri.eu/top-covid-19-researchers-to-gather-at-supercomputing-summit/

Date	Title	Link
25/02/2021	Dr Céline Merlet wins the 2021 PRACE Ada Lovelace Award for HPC	https://prace-ri.eu/dr-celine-merlet-wins-the-2021-prace-ada-lovelace-award-for-hpc/
13/01/2021	PRACE and ICEI / Fenix join forces to service European researchers	https://prace-ri.eu/prace-and-icei-fenix-join-forces-to-service-european-researchers/
30/11/2020	PRACE boosts support to COVID-19 research	https://prace-ri.eu/prace-boosts-support-to-covid-19-research/
05/11/2020	Visit virtual PRACE booth@SC20	https://prace-ri.eu/visit-the-virtual-prace-booth-sc20/
04/11/2020	PRACE welcomes Florian Berberich as the new Operations Director	https://prace-ri.eu/prace-welcomes-florian-berberich-as-new-operations-director/
26/10/2020	PRACE 21st Call for Proposals Continues Support to Ground-breaking Research in Academia and Industry	https://prace-ri.eu/prace-21st-call-for-proposals-continues-support-to-ground-breaking-research-in-academia-and-industry/
07/10/2020	Successful Outcome of 11th SHAPE Call – Seven SME projects	https://prace-ri.eu/successful-outcome-of-11th-shape-call-seven-sme-projects-benefitting-from-hpc/
04/10/2020	Have you voted yet? HPCwire Readers' Choice Awards poll is open	https://prace-ri.eu/hpcwirerca2020/
23/07/2020	CERN, SKAO, GÉANT and PRACE to collaborate on high-performance computing	https://prace-ri.eu/cern-skao-geant-and-prace-to-collaborate-on-high-performance-computing/
18/06/2020	PRACE welcomes a new Chair and Vice-Chair	https://prace-ri.eu/prace-council-welcomes-a-new-chair-and-vice-chair/
09/04/2020	PRACE SHAPE 10th Call awards five inspiring SMEs projects for HPC access	https://prace-ri.eu/prace-shape-10th-call-awards-five-inspiring-smes-projects-for-hpc-access/
03/04/2020	PRACE 20th Call for Proposals increases number of systems offering GPUs to researchers	https://prace-ri.eu/prace-20th-call-for-proposals-increases-number-of-systems-offering-gpus-to-researchers/
12/03/2020	EuroHPC Summit Week 2020 Cancelled	https://prace-ri.eu/eurohpc-summit-week-2020-cancelled/
07/01/2020	Dr. Alice-Agnes Gabriel wins 2020 PRACE Ada Lovelace Award for HPC	https://prace-ri.eu/about/prace-awards/prace-ada-lovelace-award/2020-award/
19/12/2019	Four new members joined the PRACE Training Centres network	https://prace-ri.eu/four-new-ptcs/
18/12/2019	HPC pushes cryptography beyond Moore	https://prace-ri.eu/hpc-pushes-cryptography-beyond-moore-2/
02/12/2019	PRACE looks back on a dynamic week at SC19 PRACE receives the HPCwire Editors' Choice Workforce Diversity Leadership Award	https://prace-ri.eu/prace-looks-back-on-a-dynamic-week-at-sc19/

Date	Title	Link
	CEA Researchers using PRACE resources receive HPCwire Editors' Choice – Best Use of HPC in Life Sciences Award	
19/11/2019	Invitation to submit Requests for Interoperable Support Services between PRACE, XSEDE and RIST by collaborating teams	https://prace-ri.eu/invitation-to-submit-requests-for-interoperable-support-services-between-prace-xse-de-and-ris-t-by-collaborating-teams/
06/11/2019	PRACE Summer Of HPC 2019: Award Ceremony At PRACE Office, Brussels	https://prace-ri.eu/prace-summer-of-hpc-2019-award-ceremony/
14/10/2019	PRACE awards 35 million core hours in newly created 'PRACE Industry Access Track'	https://prace-ri.eu/pr-prace-project-access-call19b/
14/10/2019	PRACE 19th Call for Proposals continues to support ground-breaking research in both academia and industry	https://prace-ri.eu/pr-prace-project-access-call19/
10/09/2019	PRACE SHAPE Programme supports five further SMEs	http://www.prace-ri.eu/prace-shape-programme-supports-five-further-smes/
14/06/2019	PRACE Congratulates EuroHPC Hosting Entities	http://www.prace-ri.eu/prace-congratulates-eurohpc-hosting-entities/
01/06/2019	Joint PRACE IAC and EuroHPC INFRAG Workshop on Support for Industrial Users	https://prace-ri.eu/event/joint-prace-iac-and-eurohpc-infrag-workshop-on-support-for-industrial-users/
15/05/2019	PRACE Awards @ EuroHPC Summit Week 2019	https://prace-ri.eu/about/prace-awards/pracedaysawards/pracedays-awards-2019/

Table 9: Press releases published on the PRACE website in the reporting period

Roll-ups

Each PRACE partner was given a PRACE roll-up which they could display in various PRACE-related events (such as training events) they hosted.

Videos

WP3 developed two short infographic videos [54] and [55] with the aim to:

- Spread knowledge about particular HPC topics to a large audience;
- Engage the general public via social media, especially via the PRACE YouTube channel [56];
- Promote the PRACEdays annual event (during the event and afterwards) within the EuroHPC Summit Week [57];
- Promote PRACE-supported scientific and industrial projects and the PRACE infrastructure.

Videos were created with the support of an external provider Senate Media [58]. The WP3 Leader oversaw the work to ensure consistency of the brand in all videos, as well as a coherent brand image.

For all such videos, a storyboard was written for the creator of the video. Images were then recorded and edited into a final format coupled with a video thumbnail. Once approved, videos were uploaded to the PRACE YouTube channel (or directly to the PRACE Twitter account [59], in case of a live tweet at an event) and were then promoted on social media channels and the PRACE website.

The summary video of PRACEdays19 as part of the EuroHPC Summit Week 2019 was published on the PRACE YouTube channel [56] and was promoted on social media channels such as Twitter and LinkedIn.

An infographic video with a focus on the PRACE Fast Track Call for Proposals was also created, uploaded on the PRACE YouTube channel and published on the PRACE website [60]. The purpose of the video is to show that PRACE as European HPC Research Infrastructure responds immediately to a pandemic, and highlights the support for the Fast Track Call from the PRACE hosting members. The video was used in posts on Twitter and LinkedIn to increase awareness of the PRACE Fast Track Call and its awarded projects.

3.2.3 Social Media

The main objectives of the social media task are:

- Active dissemination: regularly publish and post relevant PRACE information on social media channels;
- Investigate new free and premium features of Google Analytics;
- Increase engagement, and generate more followers, subscribers, and readers;
- Observe the activities on HPC-relevant social media platforms (passive observation).

Regular publishing and posting of information relevant to our target groups was the main aim of the social media sub-task. Relevant content for social media networks included press releases, announcements, success stories, single articles from PRACE Digests or PRACE Annual Reports, Fact Sheets, videos, event announcements, and details of on-site activities at conferences and fairs. Information from PRACE members and partners, as well as from HPC stakeholders (e.g. the EXDCI-2 project, and the HPC-GIG project) were also shared, re-posted and re-tweeted.

PRACE puts a lot of effort into producing videos which are published on YouTube – the most relevant social media channel for videos – and then promoted and highlighted on other social media channels. The goal in PRACE-6IP was to increase outreach, increase views, and increase the number of subscribers to the PRACE YouTube channel, by producing additional videos and promoting them more intensively on other social media.

In the reporting period (numbers below were recorded between 1 May 2019 and 21 November 2022), PRACE achieved the following engagement on social media:

- Twitter (@PRACE_RI)
 - PRACE accumulated over 2 400 new Twitter followers, from 2 952 to over 5 100 (with 250 lost followers);
 - The social media team published 2 583 Tweets which were retweeted by other handles over 6 021 times;
 - Twitter likes for our posts over the period amounted to 10 854;



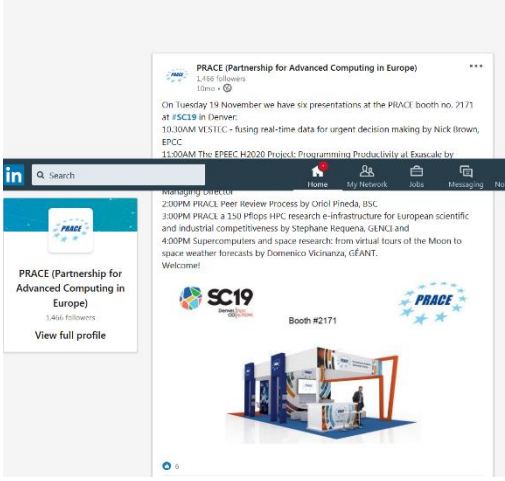
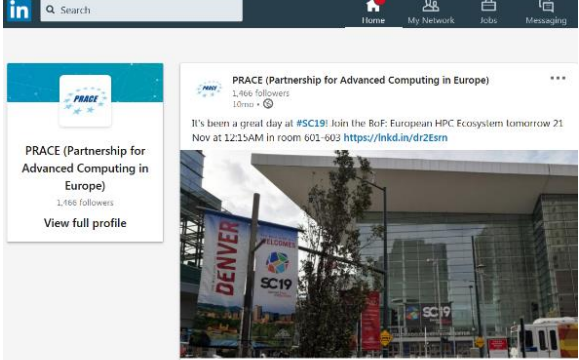
- Over 3.7 million impressions (number of times that all our posts were displayed to a user). This includes impressions when our posts are retweeted (without comment) by other users. This includes organic activity only;
- Twitter users clicked 10 015 times on links included in our Tweets;
- Total engagements in this period came to 41 909 (this includes all likes, replies, retweets, post link clicks);
- LinkedIn [3]
 - The PRACE company page on LinkedIn gathered over 2 200 new LinkedIn followers, from 827 to 3 063 unique users;
 - 1 461 LinkedIn posts were published;
 - Over 351 000 impressions were gained (number of times posts were displayed to an organic user);
 - LinkedIn users clicked over 7 500 times on links included in posts published by PRACE;
 - Total engagements in this period came to 13 951 (the total number of reactions, comments, shares, and post clicks).

During the reporting period we regularly published posts and tweets to disseminate PRACE news regarding the EuroHPC Summit Week / PRACEdays, PRACE Training courses, and PRACE and EuroHPC Calls. In addition, the social media team set up specific social media campaigns to promote PRACE activities at events e.g. for ISC and SC events.

Below is a brief summary of the social media campaign for PRACE @ SC19:

- In advance the team developed a social media plan and prepared posts for Twitter and LinkedIn. Some posts were published to promote PRACE @ SC19 before and others were used to highlight the activities onsite during the event;
- PRACE had different activities at SC19 such as a Birds of a Feather session on the European HPC landscape, mini-presentations at the PRACE booth with speakers from the PRACE-6IP project, PRACE users, or other European HPC projects, such as EuroHPC4HPC. The mini-presentations were promoted beforehand to attract an audience. The tweets included each speaker's respective handle or that of their organisation(s) and a link to their presentation slides on the PRACE website;
- To create more awareness, social media posters including a photo of the respective speaker were posted on Twitter as well;
- Live Tweets were posted at SC19 to inform the HPC community about the HPCwire Award presentation at the PRACE booth, and to give attendees a heads-up about an activity that was about to start;
- The following hashtags were used: #SC19 #HPCnews #EuroZone.

Examples of posts in the PRACE @ SC19 social media campaign are shown below in Table 10:

Medium	Post
Posted on Twitter 20/11/2019 – social media poster – announcement of mini-presentation: https://twitter.com/PRACE_RI/status/1197224352124690434	 <p>Welcome to hear more about @eurolab4hpc, presentation by Paul Carpenter of @BSC_CNS at 12:00 at PRACE booth number 2171: prace-ri.eu/IMG/pdf/2019-1... #SC19 #EuroZone #SC19 #HPCisNow</p> <p>7:45 PM - Nov 20, 2019 · Sprout Social</p> <p>2 Likes</p>
Posted on Twitter 20/11/2019 – post after presentation onsite: https://twitter.com/PRACE_RI/status/1197254817296584704	 <p>PRACE @PRACE_RI · Nov 20, 2019</p> <p>Paul Carpenter of @BSC_CNS gave a presentation about @eurolab4hpc today at the @PRACE_RI booth. In case you missed the presentation, you will find the slides here: by prace-ri.eu/IMG/pdf/201911... #SC19 #EuroZone #HPC #HPCisNow</p>
Posted on LinkedIn 19/11/2019 – pre-prepared post – announcement of the mini-presentations on Tuesday 19/11/2019: https://www.linkedin.com/feed/update/urn:li:activity:6602593846926815232/	 <p>PRACE (Partnership for Advanced Computing in Europe)</p> <p>On Tuesday 19 November we have six presentations at the PRACE booth no. 2171 at #SC19 in Denver:</p> <ul style="list-style-type: none"> 10:10AM VESTIC - Using real-time data for urgent decision making by Nick Brown, EPCC 11:00AM The EPJEC H2020 Project: Programming Productivity at Exascale by 12:00PM PRACE Peer Review Process by Oriol Pineda, BSC 3:00PM PRACE a 150 Pflops HPC research e-infrastructure for European scientific and industrial competitiveness by Stéphane Hequembourg, GENCI and 4:00PM Supercomputers and space research: from virtual tours of the Moon to space weather forecasts by Domenico Vicinanza, GFANT. <p>Welcome!</p>
Posted on LinkedIn 21/11/2019 – onsite post – promotion for BoF: https://www.linkedin.com/feed/update/urn:li:activity:6602593846926815232/	 <p>PRACE (Partnership for Advanced Computing in Europe)</p> <p>It's been a great day at #SC19! Join the BoF: European HPC Ecosystem tomorrow 21 Nov at 12:15AM in room 601-603 https://link.in/dr2Esm</p>


Medium	Post
<p>Posted on Twitter 21/11/2019 – onsite post:</p> <p>https://twitter.com/PRACE_RI/status/1197420682579206144</p>	

Table 10: Example of posts at SC19

Wikipedia

PRACE’s presence on the English version of Wikipedia has been incomplete/absent for a significant amount of time. The page describing PRACE has been deleted and restored twice, then deleted again in a process called “speedy deletion”: deletion without a discussion as to whether it should be kept. Due to technical difficulties in posting on Wikipedia and maintaining the integrity of posts, it was decided to not have a Wikipedia entry for PRACE.

3.2.4 Promotional Material

The objective of this sub-task was to design, order, produce, store, and supply appropriate high-quality promotional material to PRACE conferences, exhibitions, and outreach and training events.

PRACE promotional material was designed to:

- Strengthen PRACE brand awareness;
- Provide useful functionality to the user and through this functionality promote use of the product and raise and retain awareness of PRACE;
- Direct users and those around them to the PRACE website;
- Attract visitors to PRACE events;
- Support PRACE training event participants.

PRACE promotional material features PRACE core imagery and messaging.

Promotional material was ordered, stored and, shipped by IT4Innovations, Czech Republic. All promotional material was approved by the WP3 Leader before ordering.

Procurement was undertaken according to regulations governing PRACE aisbl as all invoicing was handled by PRACE aisbl as the leading organisation of WP3. Care was taken to regularly ask for offers from different suppliers, to ensure best value for money, as well as a variety of original promotional items. Suppliers were used for repeated orders throughout the project, if an item turned out to be popular among recipients.

Within this task, WP3 arranged the distribution of PRACE promotional materials from the general stock to PRACE partners and events when required. The bulk of the promotional

material was used for PRACE Training Centres, Seasonal Schools, and on demand training events.

The stock of general PRACE promotional material was regularly monitored and a catalogue of available promotional material was distributed to PRACE partners for them to have an overview of the items to choose from.

The promotional material foreseen for the EHPCSW 2020 and PRACEdays20 was put into storage until March 2021. The items were re-used for later events as they were branded without a date.

Further promotional material were selected and produced when physical events took place. These included EHPCSW 2022, ISC 2022 and SC22.

3.2.5 Contact Database and Mailing System

This task continued, as in previous PRACE Implementation Phase projects, to maintain the PRACE contacts database. This mainly involved the addition of new contacts through online subscriptions via forms which are available on the PRACE website [61].

MailerLite is the current platform used as the mass mail-out system to reach these contacts. Currently it has four contact lists. Table 1Table 11 lists their respective description and number of contacts (numbers recorded on 12 November 2022).

Contact List	Number of Contacts	Description
PRACE aisbl – 2018 GDPR Acceptance	1 505	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	625	Contacts who have indicated that they want to receive information about forthcoming PRACE training events.
Outreach to Universities – 2018 GDPR Acceptance	315	Outreach to Universities contacts who have signed up to receive information on PRACE related student activities.
PRACE Industry Contacts	133	Contacts who have indicated that they want to receive information about forthcoming PRACE industry-related events.

Table 11: Contact lists in the PRACE contact management software


For each list, relevant e-mails were sent to subscribers, such as

- monthly Info Bulletins to the PRACE aisbl list;
- the monthly Training Bulletin to the Training mailing list;
- relevant student-related e-mails to the Outreach to Universities mailing list and;
- relevant industry-related emails to the PRACE Industry Contacts (although communication with industry was mainly carried out personally by the aisbl Industry Liaison Officer).

The database currently stores the e-mail address of 2 148 contacts. The mass mailing capability of the MailerLite system was used to send the e-mails listed in Table 12, to the PRACE aisbl contacts. These contacts are people who have subscribed via the website. We called them “AISBL contacts”, because AISBL is the data controller. WP3 sent them an Info Bulletin or e-mail with specific content roughly once per month, to not spam people. Each e-mail had 3 to 5 top stories from the website, e.g. open calls, events, success stories, press releases, or was focussed on one highlight. An example of an Info Bulletin can be seen in Figure 17.

Date	Subject
11/07/2022	PRACE Info Bulletin
13/04/2022	PRACE HPC Excellence Award - Nominate now!
05/01/2022	Registration for EHPCSW 2022 open and Extended Deadlines
20/10/2021	EHPCSW 2022 - Call for Posters and Ada Lovelace Nominations
19/10/2021	PRACE Industry Survey and SHAPE 14th Call
11/08/2021	EuroHPC Summit Week 2021 & PRACEdays21
23/06/2021	PRACE Info Bulletin
07/06/2021	PRACE Digest 2020 - HPC versus Virus
24/05/2021	PRACE Digest 2020 - HPC versus Virus
13/05/2021	PRACE Digest 2020 - HPC versus Virus
04/05/2021	Access to EuroHPC systems now open
21/04/2021	PRACE Digest 2020 - HPC versus Virus
01/04/2021	PRACE Digest 2020 - HPC versus Virus
16/03/2021	PRACE Digest 2020 - HPC versus Virus
02/03/2021	PRACE Info Bulletin
23/02/2021	PRACE Digest 2020 - HPC versus Virus
17/12/2020	PRACE Season's Greetings
16/12/2020	Call for Proposals for DECI-17
14/12/2020	PRACE Success Stories
29/10/2020	PRACE Info Bulletin
14/10/2020	PRACE Info Bulletin
18/08/2020	PRACE Info Bulletin
02/06/2020	PRACE for Industry
27/05/2020	PRACE Info Bulletin
24/04/2020	PRACE 21st Call for Proposals for Project Access - Extended Application Deadline
24/03/2020	PRACE fights against COVID-19
08/03/2020	PRACE starts March 2020 with a new Call and a new Website
04/12/2019	PRACE Info Bulletin
30/06/2019	PRACE Info Bulletin - June 2019
31/05/2019	PRACE Info Bulletin - May 2019


Table 12: E-mails sent using the WP3 mass mailing system to PRACE aisbl contacts



PRACE Info Bulletin

Keeping you up to date with all PRACE news


www.prace-ri.eu



Call 22 opens early September

The 22nd PRACE Call for Proposals for Project Access will open for applications using a new submission portal, early September 2020.


Call 22 Details



Save the date for PRACEdays21!

PRACEdays21 will be the central event of the EuroHPC Summit Week 2021 which will take place in Porto, Portugal from 22 to 26 March 2021.

PRACEdays21 Details



CERN, SKAO, GÉANT and PRACE to Collaborate on HPC

CERN, SKAO, GÉANT and PRACE formed a pioneering collaboration that will work to overcome challenges related to the use of HPC to support large, data-intensive science projects.

Announcement Details

Figure 17: Example of a PRACE Info Bulletin

3.2.6 PRACEdays

PRACEdays is the name given to the annual PRACE Scientific and Industrial Conference, which brings together experts from academia and industry who present their advancements in

HPC-supported science and engineering. In 2016, PRACEdays became a part of the European HPC Summit Week, which was renamed to EuroHPC Summit Week in 2019. The organisation of the ever-growing event was led by PRACE aisbl, and supported and funded by PRACE-6IP WP3; it gathered an event team from PRACE members, such as BSC, CaSToRC, CSC, ICHEC, IT4I, JUELICH, KIFÜ, TUWien, UL, and others.

Co-organisers and co-funders were ETP4HPC and Neovia through the EXDCI-2 Project, and the HPC-GIG project.

EuroHPC endorsed the event, provided content, and supported its promotion.

The PRACEdays Organisation and Programme Committee (OPC), which served as well as the OPC for the entire EuroHPC Summit Week oversaw the scientific and industrial content of the conference. The OPC was composed of many PRACE staff and bodies, which included the PRACE Operational and Managing Director, the PRACE-6IP Project Manager, the PRACE Communication manager and the Chairs of the PRACE IAC, SSC and User Forum.

The PRACEdays programme consisted of world-class speakers in keynote, plenary and parallel sessions on industrial and scientific topics. Speakers were invited directly, as well as via Calls for Contributions. The programme also included hands-on workshops organised by WP4, and a poster competition, mainly aimed at PhD students and undergraduates via a Call for Posters. In addition, satellite events were arranged around the conference programme under the flag of the EXDCI-2 project and the HPC-GIG project, via a Call for Workshops. A social programme was also arranged to provide a local flavour.

A Professional Conference Organiser (PCO) was hired for each edition to support the logistical and practical aspects of the conference, such as contracting of services, registration platform, on-site support, and reporting.

Three iterations took place during this project:

The **EuroHPC Summit Week (EHPCSW) 2019 / PRACE 2019** was held in Poznań, Poland from 13 to 17 May 2019. The preparations for this edition took place during the PRACE-5IP Project. PRACE held its sixth edition of PRACEdays [62] during the EuroHPC Summit Week 2019. PRACE's Polish member, the Poznań Supercomputing and Networking Center (PSNC), hosted the EuroHPC Summit Week. More than 360 participants joined plenary sessions, parallel sessions, and discussions to tackle the important topics facing science, industry and the HPC landscape. PRACEdays19 offered eight scientific parallel sessions and one industrial track as well as hands-on workshops for students. More than 30 presentations were given about a wide range of scientific topics including Physics, Life Sciences, and Computational Science / Towards Exascale. PRACE awarded four scientists in the following categories:

- PRACE Ada Lovelace Award for HPC;
- Best Scientific Presentation;
- Best Industrial Presentation;
- Best Poster Presentation.

For the first time, a mobile application called “Conference4M” was successfully used at the event. Participants could download this application onto their smartphone or tablet and browse the agenda, session abstracts, and other relevant details of the conference.

EuroHPC Summit Week 2020 / PRACEdays20 was planned to be held from 23 to 27 March 2020 in Porto, Portugal. The Organisation and Programme Committee (OPC) and the Logistics Team (LT) held regular meetings to compile the programme. In February 2020 the COVID-19 pandemic started spreading through Europe which had major impact on the organisation of the conference. The OPC regularly monitored the situation and followed the guidelines of the European Centre for Disease Prevention and Control, the World Health Organisation, and the Portuguese government. On the EHPCSW 2020 event website a specific sub-page was published and regularly updated to inform the conference attendees. The fast spread of the virus brought more restrictions from official institutions such as travel bans or restrictions on events with more than 100 people. The first priority of the OPC was the safety and health of everyone involved in the EuroHPC Summit Week 2020. The conference was officially cancelled on Wednesday 11 March 2020 after consultation with the stakeholders. At that time, 406 participants and speakers had registered already. The attendees and speakers were officially informed of the cancellation of the conference on Thursday 12 March 2020 by e-mail. On the event website a cancellation announcement [63] was published including a FAQ [64]. In addition, the OPC proposed to the workshops accepted for EHPCSW 2020 to hold their session virtually. This option was taken by two workshops. The digital meetings were published and promoted on the event website [65] and on social media.

The OPC agreed to organise the **EuroHPC Summit Week 2021 / PRACEdays21** as well in Porto, Portugal (22-26 March 2021). This allowed the LT to negotiate with the suppliers to transfer commitments and payments already made to next year and reduce cancellation fees and losses. The first OPC and LT meetings for this edition were held early September 2020. Towards the end of 2020 it became clear that the pandemic would not allow us to hold an in-person event. All agreements and reservations in Porto were cancelled – without a great loss of budget, thanks to the efforts of the WP3 Leader and the PCO – and the event was converted into a fully digital event. The conference programme was stretched over 5 days [66]. An Executive Summary and a Summary video were produced after the event and all recorded sessions were made available on the PRACE YouTube channel [10]. The conference presented 165 speakers in 62 sessions. 1 337 attendees registered, of whom 1 140 were active users on the event platform (85%). 556 contacts were made and 2 038 messages were exchanged via the event platform.

The **EuroHPC Summit Week 2022 / PRACEdays22** was included in the extension of the PRACE-6IP and was held from 22 to 24 March 2022 in Paris, France [67]. During this week, PRACE organised the 8th edition of its Scientific and Industrial Conference (PRACEdays22) which brought together experts from academia and industry who presented their advancements in HPC-supported science and engineering.

All plenary sessions were live-streamed and the recordings of these were made available on the PRACE YouTube channel. An Executive Summary was published in magazine-format.

Some **statistics** from the registration record of the event include the following:

- In-person registrations: 497;
 - No shows: 50;
- Live-stream registrations: 147;
 - There were around 100 viewers each day;
- France topped the registration record with 225 people, followed by Germany with 61, Italy with 37, and United Kingdom with 33;
- 42% of registrants declared they came from academia, 30% from industry/SME;
- Out of the 69% of people who declared their gender, 51% identified as male.

3.2.7 Advertisements

Advertisements in printed and online media were used to expand the outreach of PRACE news. The objective of PRACE advertising was threefold:

- To highlight PRACE offerings such as access to resources, industrial programmes, training, and outreach;
- To promote PRACE presence at exhibitions and conferences and attract visitors to these events;
- To introduce PRACE to new audiences.

The target audience of PRACE advertisements were and are:

- Current and potential PRACE scientific and industrial users;
- User communities in relevant scientific and industrial areas such as climate research, chemistry, materials science, automotive, aeronautics;
- Potential participants in PRACE training and outreach initiatives;
- Other European research infrastructures,
- EU, national, and regional governmental stakeholders.

This sub-task worked closely with the WP3 Teams working on the Press, PRACEdays, Event and Video tasks as well as with other Work Packages.

Table 13 identifies the advertisements booked during the reporting period. The references point to the figures on the next pages:

Date and Issue of Publication	Publication	Advert title	Topic
January 2022	Scientific Computing World	PRACEdays21 @ EHPCSW 2022	Newsline banner (60px high x 468px wide)
August 2021	Scientific Computing World	White Paper "PRACE Software Strategy for European Exascale Systems Paper"	White Paper Section (Digital)
August 2021	Top 500	White Paper "PRACE Software Strategy for European Exascale Systems Paper"	News Section + Top500 database mailing
July 2021	Scientific Computing World	PRACE Best Practice Guide	White Paper Section (Digital)
January 2021	Scientific Computing World	PRACEdays21 @ EHPCSW 2021	Box Ad Website in SCW (Digital)
September 2020	Scientific Computing World Digital – Newsline (Figure 21)	PRACE Call for Project Access	Specific Call
September 2020	Scientific Computing World Digital – White Paper (Figure 20)	PRACE Best Practise Guide	Specific

Date and Issue of Publication	Publication	Advert title	Topic
October / November 2019	Scientific Computing World (Figure 19)	PRACE@ SC19	Event related
October / November 2019	Scientific Computing World	SHAPE 10 Call	Specific Call
September 2019	The Parliament Magazine – MEP Photo Guide (Figure 18)	PRACE generic	Specific
June / July 2019	Scientific Computing World	PRACE @ ISC 2019	Event related
May 2019	Scientific Computing World	PRACE @ ISC	Full page

Table 13: Advertisements during the reporting period

A re-assessment of the impact of printed advertisements was made, taking into account that a shift to online advertising was needed. A first step in this direction was made with an advertisement agreement with Scientific Computing World (SCW) with a clear focus on online advert:

- Banner to promote the upcoming PRACE Call and SHAPE Call;
- Promoting of PRACE Best Practice Guides via SCW's online section "Resources".



Figure 18: PRACE generic advert in The Parliament Magazine



Figure 19: PRACE booth at SC'19 advert in Scientific Computing World



Figure 20: PRACE Best Practise Guide “Application porting and code-optimisation activities for European HPC systems”, on Scientific Computing World



Figure 21: PRACE Call for Project Access banner advert, Scientific Computing World – Digital, September 2020 newslines sent to subscribers

3.2.8 Graphic Design

Graphic design plays a key role in maintaining the PRACE brand. The WP3 team included members who were savvy in graphic design and so for smaller design tasks these people carried out the work for WP3. Examples of these included bag-inserts, zoom backgrounds, website icons, website banners, flyers, Summer of HPC certificates, illustrations, maps, posters, etc.

For greater requirements, external service providers were contracted and examples include Figure 22 and Figure 23. Such requirements included the design and publication of PRACE Annual Reports, PRACE Digests, PRACE Fact Sheets, as well as the design of the PRACE booth at conferences such as ISC and SC. The redesign of the PRACE website was also outsourced.

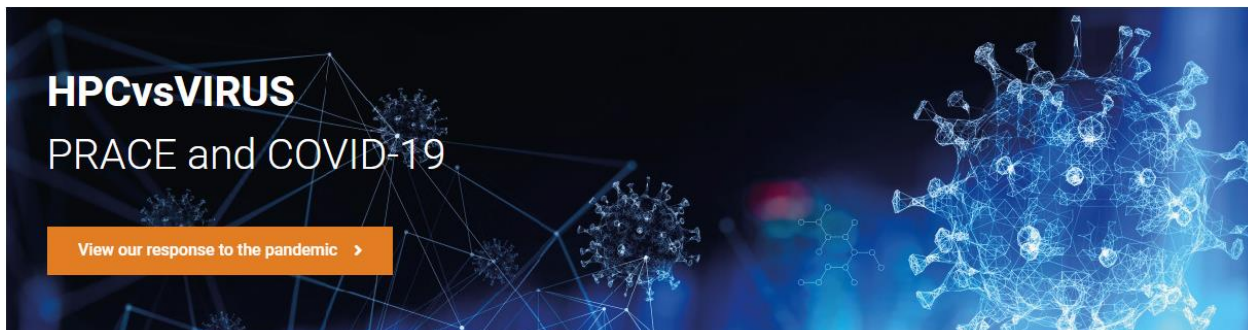


Figure 22: Example of a banner designed by an external graphic design company



Figure 23: Example of a vignette designed by an external graphic design company

3.2.9 Transition to PRACE aisbl of all WP3 Activities

The PRACE-6IP WP3 transition report task aimed to provide documentation outlining critical information for PRACE-6IP WP3 tasks, which require curation and transfer across the Implementation Phases of the project or to the PRACE aisbl, should no subsequent PRACE Implementation Phase project take place. For example, social media accounts and web hosting information. This documentation was collated into an updated Transition Report, which is a separate document.

3.3 Maintain and Expand PRACE Outreach

3.3.1 Outreach

The target audience for this outreach task was the general public, which included school children up to high school level. PRACE was present at various events such as science fairs, career fairs and exhibitions in museums in different project partner countries.

By attending such events, we aimed to inform members of the general public of “What HPC is”, “What PRACE is”, “How PRACE as the European HPC infrastructure can help science and industry to address society’s grand challenges”. The aim of this was to encourage members of

younger generations to choose a career in fields related to science and technology, and so to build the next generation of HPC users.

For this purpose, PRACE has developed several interactive exhibition items to make the presentation highly engaging and at the same time descriptive and educational. These efforts were supported by informative printed materials, Fact Sheets (some of which were translated in local languages), and a comic were produced within this task along with other PRACE publications.

The activities of this task have been greatly affected by the pandemic-related postponement or cancellation of events, such as science fairs, which WP3 was planning to attend. Several events did take place though before the pandemic struck and after too when the epidemiology situation allowed:

- PRACE was promoted at the ICHEC Roadshow which started on 5 June 2019, where Irish WP3 colleagues visited schools, highlighting the importance of HPC and PRACE to science. Visits to a number of schools in Ireland took place throughout the reporting period:
 - School Summit on 16 and 17 September 2019 in Dublin;
 - Trinity College Dublin Careers Fair on 13 November 2019;
 - ICHEC on-tour event @ Dundalk IT on 23 January 2020 in Dublin;
 - ICHEC on-tour event @ HEAnet on 7 February 2020 in Dublin;
 - ICHEC on-tour event @ Maynooth University on 13 February 2020 in Maynooth;
 - ICHEC on-tour event @ DIAS (Dublin Institutes for Advanced Studies) on 20 February 2020;
 - ICHEC Online HEI Tour on 14 April 2020;
- Colleagues from Hungary hosted high-school students at their site on 3 June 2019, giving them a tour at the HPC facilities and a presentation about HPC and PRACE – unveiling the benefits of HPC to these children and their teacher;
- The Art & Science Festival [42] was held on 5 September 2019 in the campus of VŠB – Technical University of Ostrava. The aim of the festival was to show how art influences science. 5 000 visitors came to the festival: in the morning high-school students and in the afternoon families. WP3 colleagues from the Czech Republic promoted PRACE at this event;
- NATO Days 2019 [68] took place between 21 - 22 September 2019, in the Mosnov Airport for 220 000 visitors and WP3 colleagues from the Czech Republic were also present to promote PRACE at this event;
- The Researcher's Night 2019 [43] was held with PRACE WP3 presence in Ostrava, Czech Republic, and in Bratislava, Slovakia, on 27 September 2019. Visitors were introduced to PRACE, played games provided by PRACE, and received PRACE brochures and promotional material;
- On 2 October 2019 in Slovakia, PRACE was present at Banská Bystrica within the framework of Extrapolácie 2019 [41] which had a central motive of "From past of the IT in Slovakia to the future". Within Extrapolácie 2019, PRACE was also represented by Slovakian WP3 colleagues on 14 November 2019 in Košice with the theme of "HPC in Slovakia and Europe";
- PRACE colleagues from Cyprus and Greece were present at the Athens Science Festival 2022 [69] between 21-23 October 2022, where under the theme of "Supercomputing Heroes", using posters, fact sheets and PRACE games, they presented to the general public what HPC is, what PRACE is and how it supports users, researchers and

innovation. WP3 was due to attend the Athens Science Festival 2020, but a week before the start of this event, it was postponed due to the COVID-19 pandemic.

Similarly, PRACE did have the opportunity to fill a 5x5m booth at ESOF in July 2020 in Trieste, Italy, and preparations for this event were already well underway when it was postponed to September 2020 and transitioned to a hybrid event, in which PRACE participated virtually with three videos.

Comic

WP3 also developed new activities, mainly to fill the gaps left by cancelled events. One example of this was the scientific comic that was created by sub-task 3.3.1 which can be disseminated online as well as on paper.

The team was inspired by the good experiences PRACE Partners had with the comic format in other projects such as Superheroe4science [70]. The target audience is primary school pupils (6 to 12 years old). This format wrapped the complex background of science and supercomputers into an engaging story and the pictures supported the narrative. The science comic offered the possibility to interact with children at different levels. The content of the story was based on educational facts. The comic was produced in A4 format with six panels per page, and a total of four pages.

WP3 collaborated with an external graphic designer who had extensive experience in scientific communication-related content creation and comics. The team shortlisted three potential candidates based on their portfolio and then voted for the one they preferred. The comic itself was a story about a mission to the Mars. The astronaut team used the space weather simulation model, Vlasiator, by PI Prof Minna Palmroth who benefitted from PRACE and CSC HPC resources, and who allowed us to use her research work. The comic fitted the concept of the previously implemented outreach initiatives: the PRACE games [71] “Mars Mania” and “Shooting Stars”.

The outreach team elaborated the script of the comic, which was later fine-tuned with the help of the Vlasiator scientists and the illustrator. The comic is called ‘Finding Floptopia’, and the main character is Skye (who was conceived as gender-neutral and without an identifiable race), a teenager who, after receiving an old radio, wonders if it is possible to contact other creatures in the universe. Skye goes to a summer camp where they learn about HPC.

Besides creating the comic in a .pdf format, the illustrator also provided material for social media promotion: she recorded the drawing process and created gifs and also the character posters proved to be useful during the promotional period. A sample of the comic can be seen in Figure 24.

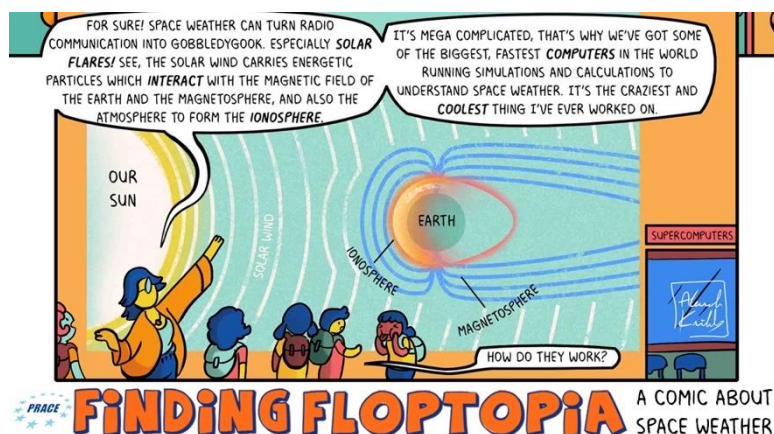


Figure 24: Social media poster for promoting the PRACE comic

The comic is uploaded to the PRACE website under the Outreach section. It can be downloaded in .pdf format in full colour [73] and in black and white version [74]. The latter one can also be used as a colouring book. Currently the comic is available in the following languages: English [73], Croatian [75], Finnish [76], Greek [77], Hungarian [78], Slovenian [79] and Swedish [80].

3.3.2 Outreach to Academia

The target audience of this task was the academic community, which includes university students (degree/postgraduate level) and academic researchers (PhDs, PostDocs, Research Associates, Lectures, Professors, etc.). It includes current HPC users and potential future HPC users, from fields already connected to HPC and from fields that are not yet using HPC (social sciences and humanities, artificial intelligence requiring HPC, large scale instruments, etc.).

This task is different from the “Outreach to Universities” task from PRACE-5IP which was transferred to WP4: that task meant to reach career counsellors, mentors, and other staff at universities who could guide students towards PRACE Training. Overlap between the two WPs and tasks of course occurred and synergies were looked for and banked on.

Outreach to Academia tailored different types of information for this audience, which includes educational opportunities and internships, details about the PRACE Summer of HPC programme [133], PRACE training events [134], PRACE MOOCs [135], Calls for Proposals [136] and details about the International HPC Summer School [137].

To reach this target group, various presentations about PRACE and its activities were made at academic institutions and academic conferences.

The main activities of this task took place within partners’ activities and interactions with local contacts (which can be teachers, deans, school administrators, career coaches, and or students, depending on the partner), informing them of PRACE and the various PRACE opportunities they can benefit from – whether that is DECI, PRACE Project/Preparatory Access, or PRACE Training Events and the PRACE Summer of HPC. Direct outcomes of the above interaction have led to new applications for PRACE access.

Further to the above, PRACE was promoted to academia at the following events:

- PRACE was promoted at the ICHEC booth @BTYTE20 (BT Young Scientist & Technology Exhibition), which took place from 9 to 11 January 2020 in Dublin, Ireland;
- PRACE was also presented at the IT4I booth at the career fair “Kariéra Plus” which took place on 10 March 2020 at the VŠB – Technical University of Ostrava, Czech

Republic, where the main audience of the event were students from the region who are finishing their bachelor, master and Ph.D. studies.

3.3.3 *Outreach to Industry*

Similar to the previous section, some of this activity was performed locally by partners who approached SMEs and informed them of the opportunities available to them – and more specifically about the SHAPE programme.

The PRACE Industry Liaison Officer (ILO) was hired in September 2019, and since then has promoted PRACE for Industry at trade shows in R&D-intensive industry sectors.

The goal of the Outreach to Industry task was to:

- Establish PRACE as the central point of contact for European industry seeking to gain help and access for use of HPC in their innovation purposes;
- Raise the number of applications for PRACE services (PRACE SHAPE Programme [138] and PRACE Industry Access [139]).

The above goals were achieved with the following actions:

- Targeting of digital innovation start-ups;
- Establishing partnership with Trade Associations and Professional Networks;
- Identifying potential future HPC user industries.

Targeting of digital innovation start-ups

Start-ups that received initial financial backing, but faced challenges to develop their innovation and evolve into competitive SMEs, were targeted. These future SMEs, which have already been distinguished for their digital inventions by innovation incubators and business accelerators such as EIT Digital [140], Copernicus [141] or EIT InnoEnergy [142] were offered the PRACE services and infrastructure to upscale their market proposal.

These SMEs were identified through online research to create a database with details of the SMEs and how these can be contacted.

The decision maker of the SME and their contact details were identified through extensive desktop research. These elements also form the basis of a first pool of leads which continuously evolved into a database. The Managing Director of the SME was contacted through phone calls or e-mails. Through this contact, a case of how PRACE can help SMEs develop and increase their competitiveness was made. Follow-up communication and face-to-face meetings with these SMEs were made.

Establishing partnership with Trade Associations and Professional Networks

Trade Associations/Professional Networks represent a good entry point into a vast pool of potential partners in one specific industry segment. By approaching the Managing Directors of these organisations, and presenting to them industrial PRACE programmes, they can become a promoter of PRACE services for industry for SMEs within their industrial network.

Identifying potential future HPC user Industries

PRACE sought to identify specific industrial fields, which could potentially enhance their use of HPC in their operations. This included industries that could use HPC in the future as technology, requirements, and competences within their field to mature and develop, or

industries where SMEs cannot use HPC (either due to lack of resources or lack of knowledge) when compared to larger companies.

To achieve this, PRACE was present at selected trade shows and conferences and presented PRACE and its industry activities and services. Meetings with companies were also arranged, allowing PRACE to more closely present itself to organisations.

In September 2019, the Industry Liaison Officer (ILO) Wahid Rofagha started his work at the PRACE Brussels office. As a first step, an in-depth research and analysis was undertaken into:

- PRACE (partner profiles, nature of programmes, work packages with industry elements, working rules, governance structure, grant agreement of PRACE-6IP);
- EuroHPC Joint Undertaking;
- Wider European HPC market.

Furthermore, the Go-to-Market Strategy of “PRACE for Industry” [139] was designed as basis for all subsequent actions. The paper positioned PRACE as service provider in two target segments:

- Start-ups in the sector of digital innovation;
- Professional Networks such as for example trade associations or business clusters.

To penetrate these markets, it was recommended to actively look for direct interaction with managers of European SMEs at selected trade shows which are meeting points for companies of single industry sectors. The aim was to enter into face-to-face exchange with decision-makers, bring the PRACE HPC-access programmes to their attention and create professional relationships. As a rule, managers of European SMEs which were directly approached during events received an e-mail shortly after the first encounter. This was followed up with a second message a fortnight later.

The ILO participated in various events (12) which are listed in Annex I.

With the appearance of COVID-19, the outreach activities of “PRACE for Industry” had to be quickly adapted since personal meetings at trade shows which were so far the preferred mode of contact with European R&D-managers became obsolete. As a consequence, the ILO continued the dialogue with European SMEs through the video-based B2B-matchmaking sessions of ‘Enterprise Europe Network (EEN)’, the EU-funded support network for SMEs. The ILO participated in 27 online conference – as these are listed in Annex I, and in each held a number of online meetings.

In 2022, with the pandemic crisis slowly abating, the meeting industry started to organise live industry fairs again. The ILO participated in four European flagship industry events with the aim to meet representatives active in distinctively different sectors. Valuable insights were gathered in face-to-face conversations with managers of SMEs to obtain a good understanding of their priorities. The ILO introduced them to the opportunities HPC holds for their business and consequently enhanced the outreach activities of PRACE towards industry in Europe.

- ISC HIGH PERFORMANCE 2022 (Hamburg), 29 May – 02 June 2022 [120];
 - Industry Sector: Supercomputing;
- 83rd EAGE ANNUAL GENERAL ASSEMBLY (Madrid), 06 – 09 June 2022 [121];
 - Industry Sector: Geosciences;
- SOUTH SUMMIT 2022 (Madrid), 08 – 10 June 2022 [122];

- Industry Sector: Innovation, Start-up;
- BIG SCIENCE BUSINESS FORUM 2022 (Granda), 04 – 07 October 2022 [123];
- Industry Sector: Research & Development.

One of the three pillars of the Go to Market - Strategy of ‘PRACE for Industry’ are partnerships with European professional networks such as industry associations, business clusters, etc. After several months of preparations, a video workshop with the title “High-Performance Computing and Low-Energy Computing” took place on 25 June 2020 in cooperation with the Germany-based innovation cluster ZENIT [124].

The programmes of three EU-funded initiatives were presented to 45 German SMEs:

- TETRAMAX [143] is part of the European Commission’s Horizon 2020 innovation agenda. Its mission is to digitise European industries through customised and low-energy computing;
- ENTERPRISE EUROPE NETWORK (EEN) [144] provides SMEs access to European innovation networks and finance tools;
- PRACE / SHAPE presented itself with three speakers:
 - “History and mission of PRACE” by Florian Berberich, member of BoD, PRACE Project Manager;
 - “PRACE for Industry / SHAPE” by Wahid Rofagha, Industry Liaison Officer, PRACE aisbl;
 - “Case study SHAPE” by Giacomo Barigazzi, VP Sales, Axyon AI SRL.

WP2, WP3, WP6, WP7 of the PRACE-6IP project, organised on 02 September 2020 the workshop “Working with SMEs” [125] with 85 participants from the PRACE-ecosystem and the EC. The SHAPE-programme was also presented under different angles in several speaking slots, with the ILO sharing his experience with engaging with SMEs.

- “Welcome” by Florian Berberich, JUELICH, PRACE-6IP;
- “Overview of the PRACE SHAPE” programme by Chris Johnson, EPCC, PRACE-6IP;
- “Overview of EuroCC” by Bastian Koller, HLRS, CASTIEL;
- “Experiences with SHAPE and setting up a Competence Centre” by Claudio Arlandini, CINECA, PRACE-6IP;
- “Experiences with engaging with SMEs” by Wahid Rofagha, PRACE aisbl, PRACE-6IP;
- “Discussion”. Moderator: Chris Johnson, EPCC, PRACE-6IP.

On 27 November 2020, the ILO was invited by the FocusCoE project to hold a presentation at a two-day webinar titled “Interaction with Industry and SMEs”. 51 participants followed the speaking slot “Experience-sharing from Existing Projects” in which the programmes ‘Fortissimo’ and ‘SHAPE’ were described.

As part of WP4 (Industrial Interaction and Business Development) of the EuroCC / CASTIEL project, task 4.2. looks at European initiatives and projects. On 18 March 2021, the ILO was invited as speaker to a “workshop on the EU ecosystem” for EuroCC and the 33 ‘National Competence Centres (NCC)’.

On 23 March 2021, the second day of the EuroHPC Summit Week 2021 [66], a series of workshops and interventions focused on industry needs. After presenting the different project access schemes of PRACE, with a particular focus on SHAPE, the ILO joined Brendan

McGinty and Seid Koric, both of University of Illinois, for an extensive Q&A session chaired by Lee Margetts, Chair of PRACE Industry Advisory Committee.

The Industry Liaison Officer held a presentation on 17 June 2021 at Tech4SmartCities, a virtual event organised by ‘hub.brussels’ which consisted of a series of thematic webinars focusing on sustainable and smart technologies for cities and Horizon 2020. 310 participants from 29 countries had registered at the event.

ISC 2021 took place from 24 June to 02 July 2021. Together with SHAPE co-ordinator Chris Johnson, EPCC the ILO held a presentation with the title “PRACE Access for Industry: SHAPE Helping SMEs to get started with HPC” at the virtual PRACE booth.

The EuroHPC Summit Week 2022 took place from 22 to 24 March 2022 at the ‘Cité des Sciences et de l’Industrie’ in Paris, with the third day being dedicated to industry. The Industry Liaison Officer was member of the working group which met once a week in the months prior to the event to discuss the conception of a workshop with the title “PRACE & ETP4HPC Workshop on HPC Education and Training - Industry Perspectives”. In two separate panel sessions, the focus was addressed on different aspects of skill development and training of the European HPC – workforce:

- Panel Session #1: Skills needs of "Supply-side" industry;
 - Conveners: Jean-Philippe Nominé (ETP4HPC), Maïke Gilliot (ETP4HPC/CEA) ;
- Panel Session #2: Skills needs and collaboration with stakeholders across the HPC value chain;
 - Convener: Simon Wong (ICHEC).

In addition, the ILO put together and convened a further workshop with the title “SME Best practices and lessons learned”. Here, two awardees of SHAPE Call 11 and 12 and one awardee of FF4HPC presented their successful projects and participated in a group discussion. The panellists were active in the industry sectors Smart Cities, Aerospace and Health.

- “UrbEM: Urban Environmental Model for fast and accurate air quality assessment” by Alessandro Gambale, BuildWind, Belgium;
- “Space Case” by Philipp Reynier, Ingénierie et Systèmes Avancés, France;
- “From CTA to Personalized Reduced Order Model for Modified Blalock Taussig Shunt Patients” by Emiliano Costa, RINA, Italy.

Key focus of the industry outreach activities during the PRACE-6IP project was the promotion of SHAPE, with the goal to increase the awareness among European SMEs which would ultimately lead to a larger number of received project proposals. The personal contacts with R&D Managers and CEOs which were created by the ILO on a continuous basis since the beginning of his engagement in Q4 2019 served as a pool for a structured e-mail campaign prior to each call:

1. Notification in the week of the call opening;
2. Reminder after one month;
3. Final reminder two weeks prior to the cut-off date.

The last call of the SHAPE programme (Call 14, cut-off date 15 November 2021) saw with 19 received project proposals the highest number of applications since the first Call for Proposals in 2013. SMEs from 10 different European regions applied, with countries such as Austria, Bulgaria, Czech Republic and Slovenia applying for the first time.

Two articles to highlight the activities of “PRACE for Industry” were published in external channels:

- 23 April 2020: SHAPE 11th Call for Application – promoted via Cleantech Cluster Newsletter, Austria [126];
- February 2020: High-Performance Computing boosts innovation and R&D [127];
 - The article was published to promote PRACE HPC access for Industry – Cleantech Cluster Newsletter in Austria [128].

3.3.4 Outreach European Cloud Initiative (ECI) Stakeholders

WP3 supported both the PRACE-6IP project and PRACE aisbl in endeavours to collaborate with ECI stakeholders in the HPC ecosystem, related to initiatives such as European Open Science Cloud, e.g. via participation in the EOSC Symposium 2019 [145] which was held from 26 to 28 November 2019 in Budapest, Hungary. Many of these activities were implemented in co-ordination with the EXDCI-2 Project.

PRACE-6IP WP3 provided tailored communication material and publicise and promote activities by the ECI stakeholders, such as via the “EuroZone” initiative at SC19 (as reported above in § 3.1.3) and the promotion of the CERN, SKAO, GÉANT and PRACE collaboration on HPC via the PRACE website [129].

This task also included monitoring of activities, such as those of EOSC partners, in which PRACE could play a role. The WP3 Leader maintained contacts with other EU-funded projects and organisations in the HPC ecosystem (such as FocusCoE, EXDCI-2, CASTIEL, EGI, GÉANT, and others), to this end.

WP3 also supported WP2 in the creation of the HPC in Europe portal [20], and its promotion and maintenance once the portal was live.

3.3.5 Outreach to Political Audiences / Governments

This task was implemented by WP3 under the guidance of the PRACE Board of Directors and was particularly tricky, as it required a much deeper collaboration between national PRACE members, the PRACE aisbl governance, and WP3/PRACE aisbl Communications, than WP3 could achieve on its own. Under this sub-task, WP3 gave support to the PRACE aisbl governance in publishing the following position papers:

- **PRACE position paper [130];**
During PRACE-5IP, WP3 supported the PRACE Council in the preparation of the PRACE position paper, ensuring that it was correctly and effectively conveying its message. After publication, at the end of the PRACE-5IP Project, WP3 supported the promotion of this paper to its target audience in PRACE-6IP;
- **Position Paper on “Applications & Software for EuroHPC Exascale Systems” [131];**
WP3 supported the editing, publication, and promotion of this new PRACE position paper.

Additionally, WP3 worked together with the HPC-GIG project to service the communication needs of EuroHPC JU, in terms of publicising and promoting calls, events, and documents.

3.4 Other Activities

3.4.1 Diversity, Equity & Inclusion

The PRACE-6IP WP3 face-to-face, HPC SIG-MarComms & Diversity meeting was held from 1 to 3 October 2019 at the PRACE Brussel Office. The 3-day meeting included a kick-off session for the members of PRACE-6IP WP3 (Communication, Dissemination, Outreach, and Events) with a specific focus on the new PRACE website. The HPC SIG-MarComms meeting offered an exchange of experiences between communication representatives of PRACE-6IP WP3, GÉANT, EXDCI, E-infraCentral, FocusCoE, HiPEAC, and ETP4HPC. The purpose of this meeting was to gain insight on communication methods used by teams of other projects and ways in which we could collaborate to maximize our communication potential, impact and outreach. The diversity meeting provided an interesting insight into the diversity programme of the Roslin Institute, University Edinburgh, and some lively discussions afterwards that would enable the communication teams of projects to be better aware of the communication strategy which will enable our message to be more diverse, inclusive and representative.

3.4.2 Promotion of EuroHPC

WP3 supported the promotion of PRACE at the Workshop on EuroHPC Systems Access Policy, 21 October 2019, Brussels, Belgium [35], organised by the HPC-GIG project on behalf of EuroHPC.

The promotion of the EuroHPC Summit Week was done in conjunction with communication contacts at EuroHPC.

4 Conclusion

WP3 has done its best to expand its activities and promote the PRACE brand compared to previous PRACE-IP projects within the changing HPC ecosystem using its available resources. It has engaged more in the ecosystem in a more inclusive and diverse manner and has tried to reach out new target audiences. An example of this is the creation of the PRACE comic and its translation to various PRACE members' country languages. It has also been quite successful in highlighting the importance between science and High Performance Computing – especially highlighted by the communication material linked to the “PRACE Versus COVID-19: Actions & Activities” as well as other success stories.

WP3 tasks have mostly followed their planned activities as these were set out in “Deliverable 3.1 – Communication and Outreach Update Plan”. However, some of these – especially events have suffered the impact of the COVID-19 pandemic, with many events cancelled, postponed or turned into online, resulting in severely reduced opportunities to engage with our various target audiences.

With the end of PRACE-6IP approaching, PRACE Communication activities will also diminish. We consider that this is to the detriment of the European HPC Community, as there does not seem to be another project or initiative which carries out HPC Communication on a European scale, to continue the work of WP3 after the end of 2022. With the end of these activities, European researchers will lose the central European point from which they would receive all HPC relevant news, activities and call for proposals. Furthermore, the successes of HPC European researchers will no longer be as disseminated. Although EuroCC does create some content, this is more on a national level, and with the end of PRACE-6IP, the European-wide communication in the HPC ecosystem will greatly be diminished.

Provided the availability of funding, PRACE WP3 will be able to support EuroHPC in its communication– as some of its activities are not disseminated in a manner which is visible to users, as well as lead some of activities which are missing in its work programme – such as initiatives for inclusivity and diversity within the EuroHPC Ecosystem.

5 Annex I: Industry Events

The ILO participated in the following events:

- EREK, 25-26 September 2019, Brussels
Industry: Natural resources [81]
 - Biz-up (Business Cluster Innovation Austria). Promotion article on PRACE and SHAPE was published in February 2020 in internal newsletter to entire membership.
- Energy for Europe, 03 October 2019, Brussels
Industry: Energy [82]
 - 3 face-to-face meetings
- Aquatec, 06 - 07 November 2019, Amsterdam
Industry: Water [83]
 - 13 face-to-face meetings
- Energy Utility, 12 - 14 November 2019, Paris
Industry: Energy [84]
 - 16 face-to-face meetings
- 5G General Assembly, 19 November 2019, Brussels
Industry: Telecommunications [85]
- BBI Joint Undertaking General Assembly, 03 - 04 December 2019, Brussels
Industry: Bio-based Industry [86]
 - 12 face-to-face meetings
- Agrifoodtech, 11-12 December 2019, Den Bosch
Industry: Agriculture Technology [87]
 - 12 face-to-face meetings
- ReGen / EEN (Industry sector: Biomass Fuels, Energy Recovery), Nantes, 29-30 January 2020 [88]
 - 10 face-to-face meetings
- Masters of Digital (Industry sector: Digital Technologies), Brussels, 06 February 2020 [89]
 - 2 face-to-face meetings
- E-World (Industry sector: Energy & Water), Essen, 10-12 February 2020 [90]
 - 14 face-to-face meetings
- Life-on-Chip / EEN (Industry sector: Personalized Medicine), Leuven, 20–21 February 2020 [91]
 - 8 face-to-face meetings
- RapidPro / EEN (Industry sector: Prototyping), Veldhoven, 04-05 March 2020 [92]

- 9 face-to-face meetings

The following industry trade shows where the ILO planned to be present, were cancelled:

- GEOSPATIAL (Industry sector: Geospatial Technologies), Amsterdam, 04-05 April 2020
- TRA (Industry sector: Mobility), Helsinki, 26-30 April 2020
- ICT Spring (Industry sector: Digital Innovation), Luxembourg, 12-13 May 2020

Online conferences attended by the ILO and the number of online meetings held in each of these:

- APPLIED ARTIFICIAL INTELLIGENCE CONFERENCE (11/05/2020) [93]
 - 11 face-to-face meetings
- EUROSTARS LIFE SCIENCES (20 May 2020) [94]
 - 6 face-to-face meetings
- E-TECH 4 SMARTCITIES (24 June 2020) [95]
 - 5 face-to-face meetings
- IOT, AI, ROBOTICS @ SIDO 2020 (03 September 2020) [96]
 - 7 face-to-face meetings
- EUROSTARS LIFE SCIENCES, DAY 2 (09 September 2020) [97]
 - 5 face-to-face meetings
- ATTRACT DEEP TECH (22 September 2020) [98]
 - 10 face-to-face meetings
- DRONE DAYS, ROBOTICS (22 October 2010) [99]
 - 11 face-to-face meetings
- E-MARINE MATCH (30 October 2020) [100]
 - 5 face-to-face meetings
- SMART ENERGY 2020 (03 November 2020) [101]
 - 5 online meetings
- SMART CITY LIVE 2020 (17 – 18 November 2020) [102]
 - 8 online meetings
- SMART MANUFACTURING MATCHMAKING 2020 (19 November 2020) [103]
 - 6 online meetings
- SMART ENERGY 2020 (03 November 2020) [104]
 - 5 online meetings

- SMART CITY LIVE 2020 (17 – 18 November 2020) [105]
 - 8 online meetings
- SMART MANUFACTURING MATCHMAKING 2020 (19 November 2020) [106]
 - 6 online meetings
- LIFE-ON-CHIPS (Industry sector: Medtech) 23-25 February 2021 [107]
 - 5 online meetings
- ENERGY VASAA (Industry sector: Wind, Renewable and Smart Energy) 16-17 March 2021 [108]
 - 6 online meetings
- CONNECT DAY 2021, Austria (Industry sector: Start-up, Innovation) 03 - 12 May 2021 [109]
 - 7 online meetings
- B2B SOFTWARE DAYS, Austria (Industry sector: Software Development) 10 – 12 May 2021 [110]
 - 3 online meetings
- E-HEALTH, Sweden (Industry sector: E-Health) 18 – 20 May 2021 [111]
 - 3 online meetings
- INN4MECH 2021, Italy (Industry sector: Mechanical Engineering) 15 July [112]
 - 7 online meetings
- H2 AND WIND MATCH 2021, Germany (Industry sector: Wind Energy) 13 – 17 September 2021 [113]
 - 4 online meetings
- LIFE SCIENCE PARTNERING 2021, Austria (Industry sector: Life Sciences) 21 September 2021 [114]
 - 10 online meetings
- SMART AGRIFOOD SUMMIT 2021, Spain (Industry sector: Agriculture) 30 September 2021 [115]
 - 5 online meetings
- INTERNATIONALES FORUM MECHATRONIK 2021, Austria (Industry sector: Mechatronics) 19 – 22 October 2021 [116]
 - 6 online meetings
- OCEAN ENERGY CONFERENCE 2021, Spain (Industry sector: Ocean Energy) 06 – 07 October 2021 [117]
 - 3 online meetings

- SIFER B2B MEETINGS, France (Industry sector: Railway Technology) 27 October 2021 [118]
 - 2 online meetings
- AI IN MANUFACTURING, Czechia/Slovakia (Industry sector: Manufacturing) 4 November 2021 [119]
 - 5 online meetings