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Research Infrastructures

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PRACE

Partnership for Advanced Computing in Europe

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Dissemination Package

Final

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Table of Contents

Project and Deliverable Information Sheet	i
Document Control Sheet	i
Document Status Sheet	i
Document Keywords and Abstract	ii
Table of Contents	iii
References and Applicable Documents	iii
List of Acronyms and Abbreviations	iii
List of Figures	iv
Executive summary	1
1. Introduction	2
2. PRACE Dissemination Package	2
2.1 Design and Implementation	2
3. Contents of the Dissemination Package	3
3.1 Website	3
3.2 Dissemination Media Package	3
3.3 Dissemination Media Package and Different Stakeholders	12
4. Update process for the dissemination package	14

References and Applicable Documents

- [1] PRACE website: <http://www.prace-project.eu>
- [2] D3.1.1 Final plan for the use and dissemination of foreground
- [3] D3.1.2 Public web site for PRACE
- [4] PRACE Graphic Guidelines Document
- [5] Up-To-Point Ltd: <http://www.uptopoint.fi>
- [6] Libris Oy: <http://www.libris.fi>
- [7] Vantaan paitapaino Oy: <http://www.vantaan-paitapaino.fi>
- [8] AlphaGalileo: <http://www.alphagalileo.org>
- [9] More On Oy: <http://www.moreon.fi>
- [10] Scientific Computer World: <http://www.scientific-computing.com>
- [11] HPC Wire: <http://www.hpcwire.com>
- [12] iSTGW, International Science Grid This Week: <http://www.isgtw.org>

List of Acronyms and Abbreviations

EC	European Commission
PRACE	Partnership for Advanced Computing in Europe
WP3	Work Package 3: Dissemination, Outreach and Training
CSC	CSC, the Finnish IT center for science

List of Figures

Figure 1:	The PRACE logo.....	2
Figure 2:	The PRACE logo 2.....	2
Figure 3:	The PRACE flyer.....	4
Figure 4:	The PRACE general brochure.....	5
Figure 5:	The PRACE folder.....	6
Figure 6:	The PRACE poster.....	7
Figure 7:	The PRACE Word template.....	8
Figure 8:	The PRACE Power Point template.....	8
Figure 9:	Screenshot: Interview with PRACE coordinator, Prof. Dr. Achim Bachem.....	10
Figure 10:	The PRACE candy wrap.....	11
Figure 11:	PRACE t-shirt design.....	11
Figure 12:	PRACE roll-up at SC'07.....	12

List of Tables

Table 1:	Dissemination Media Package and Different Stakeholders.....	13
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Executive summary

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

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

1. Introduction

The Dissemination Package itself is the actual deliverable D3.1.3. This document accompanies the deliverable and describes the design, implementation, contents and update of the Dissemination Package. The Dissemination Package can be found in electronic format on the project intranet (BSCW). The deliverable should be accompanied with the Dissemination Package itself. 50 Dissemination Packages will be provided to the European Commission.

The design and implementation is described in section 2, the contents of the Dissemination Media Package in section 3 and the update process of the Dissemination Package in section 4.

2. PRACE Dissemination Package

The PRACE Dissemination Package objectives and guidelines were described in detail in the deliverable D3.1.1 “Final Plan for the Dissemination of Foreground” [2].

2.1 Design and Implementation

The PRACE Dissemination Package is built on a strong corporate image, brand and style. All dissemination material is consistent. The PRACE Graphic Guidelines document [4] describes the writing style, the graphic style, use of colours and the essentials related to the PRACE corporate design.

The graphical design for PRACE was undertaken by the advertising agency Up-To-Point Ltd. [5], which also designed the appearance of the PRACE website. Up-To-Point Ltd. was chosen as the advertising agency for the project after a bidding competition. All dissemination material reflects the corporate design of PRACE. The PRACE logo (Figure 1) is a central element in all dissemination material. The PRACE logo 2 (Figure 2) can be used when the project acronym needs clarification.



Figure 1: The PRACE logo



Figure 2: The PRACE logo 2

Libris Oy [6] was chosen as the offset printing house after the advertising agency Up-To-Point Ltd. obtained bids from different tenders. PRACE t-shirts were printed by serigraphy Vantaan paitapaino Oy [7] also after a bidding competition. They committed to produce the t-shirts, to be used at conferences and exhibitions (the first being ISC'08 in June), on the tight time schedule that PRACE demanded.

3. Contents of the Dissemination Package

The PRACE Dissemination Package is divided into two categories: the PRACE website and the Dissemination Media Package.

3.1 Website

The PRACE website [1] has an essential role in the dissemination activities. The website has been publically available since March 2008. The website is described in detail in deliverable D3.1.2 “Public web site for PRACE” [3]. The deliverable describes the design and implementation, update process and the structure and contents of the web site.

The website is administrated by CSC. An editorial team has been defined, which consists of members from the WP3 Dissemination Team. The editorial team is headed by CSC, which is the work package leader. User IDs and passwords for maintaining the site have been delivered to the editorial team. This ensures rapid but controlled updates if new information becomes available.

Statistics of the site can be accessed easily by registered users. This information will be used to improve the content and structure of the website. The log analysis will be the basis for evaluating the effectiveness of information delivery and common awareness about the project. The statistics will be analysed quarterly by CSC and WP3.

A newsfeed containing PRACE related news has also been added to the website. This newsfeed regularly browses news sources from around the world which contain the “PRACE” keyword and provides links to these items. There are two versions of the newsfeed: a feed which lists news in English and another feed which lists PRACE related news in all languages. The English language feed appears on the website’s front page, whereas the feeds for other languages are linked from the front page.

A subscription service to PRACE newsletters was added to the website in June 2008 along with new images and PRACE presentations that were obtained from different events.

The website will evolve throughout the project as new results and milestones become available through the project’s numerous Work Packages.

3.2 Dissemination Media Package

The Dissemination Media Package was prepared for M6 as described in deliverable D3.1.1 “Final plan for the use and dissemination of foreground” [2]. The media package has already been shipped to PRACE partners in initial quantities. Additional copies can be requested from CSC as and when required. The following subsections describe the contents of the package.

3.2.1 Flyer

One thousand copies of the PRACE flyer (Figure 3) were printed. The flyer is a two-sided A4 sheet providing a brief introduction to the PRACE project. These flyers will be disseminated throughout the project at different events. Flyers targeted at specific activities will be designed and printed during the

project. A low resolution version of the flyer is available at the PRACE website for press and public use. An InDesign¹ version of the flyer can be found on the PRACE intranet for language transitions.



Figure 3: The PRACE flyer

3.2.2 General Brochure

Two thousand copies of the PRACE general brochure (Figure 4) were printed of which 30 were mailed directly to each partner in order to be distributed at events and in local mailing actions to scientific and industrial contacts defined by each PRACE partner. The format of the brochure is two folded A4 sheets forming four pages. The web version of the brochure is available on the PRACE website. The InDesign version is available on the PRACE intranet for language transitions. The general brochure will be updated approximately every 6 months if necessary.

The brochure provides more detailed information on the PRACE project, its objectives and achievements, the future pan-European Research Infrastructure, the HPC ecosystem, and the benefits for science and industry, and for European competitiveness.

¹ Graphics format to be used for high quality design and printing.



Figure 4: The PRACE general brochure

3.2.3 Folder

Two thousand copies of the PRACE folder (Figure 5) were printed. The format is a folded A3 sheet. There is a placeholder for a business card, which can be used if needed. The folder will be used for dissemination at events like conferences, seminars, exhibition, and training classes. In addition to the basic information, flyer and brochure, it will hold results obtained from the different work packages, event related information, like the agenda, press information, or copies of the most recent newsletter.



Figure 5: The PRACE folder

3.2.4 Poster

The PRACE poster (Figure 6) has a key role in the dissemination process, as it will be on public view at all events organised or attended by PRACE members during the project.

Initially, 500 posters were printed of which each project partner was provided with 10 posters. The posters were printed and distributed in May 2008. Additional posters may be produced, if needed.



Figure 6: The PRACE poster

3.2.5 Templates

Templates following the PRACE corporate style must be used in all documents and dissemination activities on behalf of PRACE. PowerPoint (Figure 8) and Word (Figure 7) document templates have been available on the PRACE intranet since May 2008. The PowerPoint template includes a brief introduction to PRACE. Presentations given at different events will be gathered on the PRACE website [1]. A generic PRACE PowerPoint presentation is available in the intranet (BSCW) for use by the partners. It should be adapted by the presenters to meet the needs of a specific event.

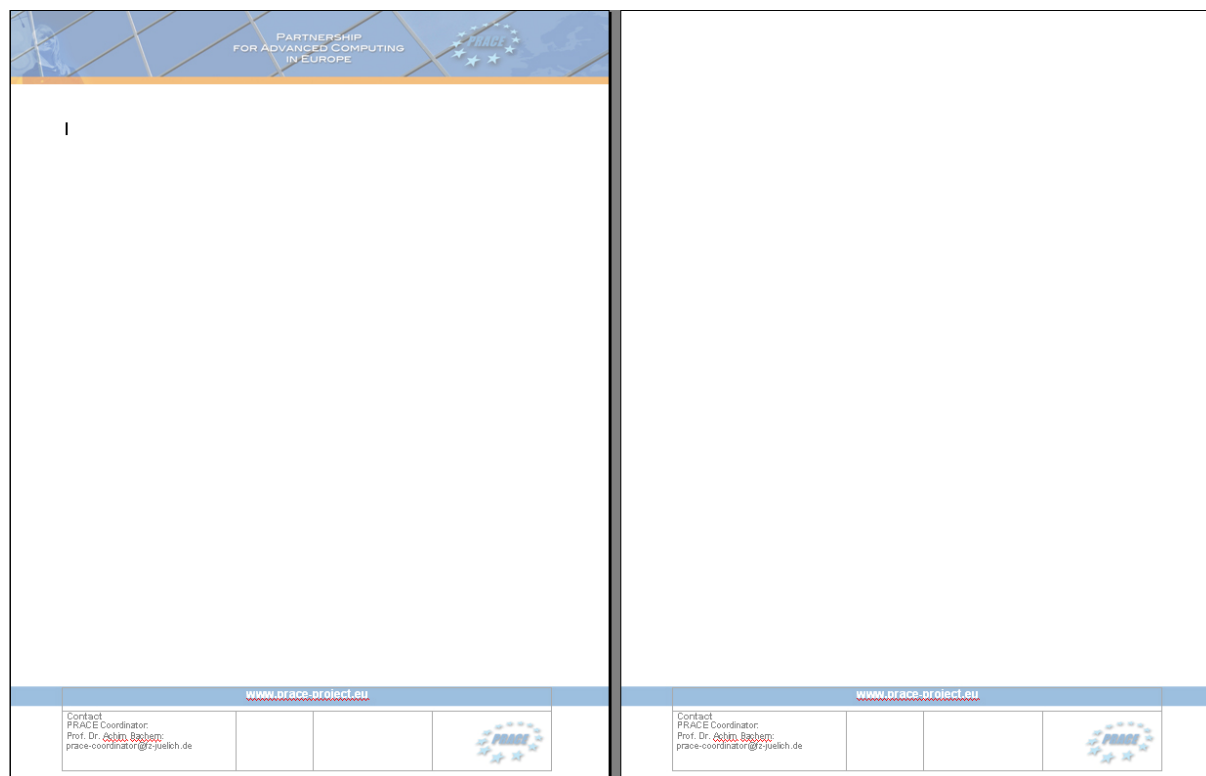


Figure 7: The PRACE Word template



Figure 8: The PRACE PowerPoint template

3.2.6 Press releases

Press releases will be issued for each of the major milestones in the project. The objective of a press release is to attract attention to the project development and its achievements. Targets will range from scientific and political audiences to the general public.

Press releases will be formulated and released in a coordinated way by CSC. Partners are highly encouraged to translate press releases into their native language and disseminate them on their own

websites and forums. The preliminary press release calendar is published on the PRACE intranet. The press releases will be published on the PRACE website [1] and major news will also be distributed to AlphaGalileo [8], which is world's leading independent resource for European research news. A broad spectrum of dissemination channels are exploited in order to effectively reach the targets for dissemination and to maximise the visibility of the project. The existing dissemination channels of the partners are exploited as well.

3.2.7 Newsletter

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

The target audience of the newsletters are HPC stakeholders, media, industry, research and scientific communities and political decision makers. Each PRACE partner will handle the local distribution within their own country and make language transitions, if needed. The InDesign version is available on the PRACE intranet for language transitions. The newsletter may also be used to promote PRACE events and participation in exhibitions.

The first newsletter was published on the PRACE website [1] by the end of April 2008. An electronic newsletter is a cost-effective dissemination instrument. It is also possible to subscribe to the newsletters through the PRACE website.

The second newsletter, targeted for publication at the end of June 2008, contains:

- An interview with WP2 leader Francesco Subirada
- An article about the PRACE Industry Seminar
- An interview about the HPC education and training needs survey
- An interview about the PRACE Summer School
- Information about the PRACE Award
- Coming events

3.2.8 Articles, stories, high-level messages

Success stories will be gathered from the partner institutions for press releases, newsletters and brochures. Additionally, a set of articles will be produced for use by the consortium. These articles will be published in each partner's own publications and offered to selected magazines and online portals, such as Scientific Computing World [10], HPCwire [11] and iSTWG [12]. Furthermore, a popularised publication that collects all PRACE articles will be produced at the end of the project.

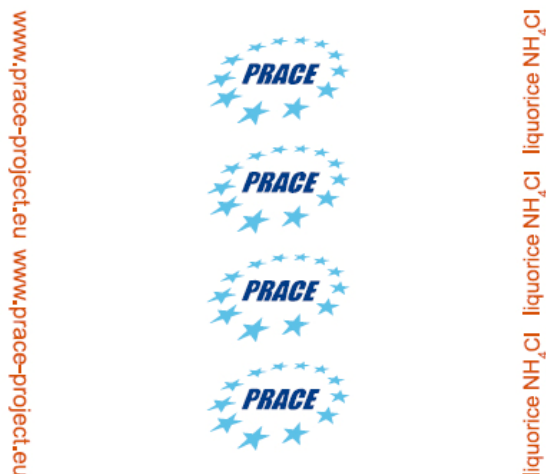


Figure 10: The PRACE candy wrap

250 t-shirts (Figure 11) with the theme “heavy computing” were printed. The t-shirts will be worn by PRACE members during exhibitions and other events and used as selective give-aways. The first such event is ISC’08 in Dresden. The advertising agency Up-To-Point Ltd. designed the t-shirts and they were printed by serigraphy Vantaan paitapaino Oy.



Figure 11: PRACE t-shirt design

USB-memory sticks with the PRACE logo are under consideration to be provided at different events. The memory sticks would contain, for example, PRACE newsletters, presentations, and other relevant information instead of printing and shipping large quantities of paper.

3.2.11 Roll-up

A roll up for promoting PRACE at different events was produced before the official start of the project. Figure 2 shows its use in SC'07, in Reno, NV, USA.



Figure 12: PRACE roll-up at SC'07

3.3 Dissemination Media Package and Different Stakeholders

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

Dissemination material	For which stakeholder	Reasons for choosing
The PRACE website	All stakeholders	The PRACE website has an essential role in the dissemination activities and it can be used for diverse purposes
The PRACE flyer (Figure 3)	All stakeholders, especially policy makers and funding agencies	The PRACE flyer provides a brief introduction to the PRACE project and is suitable for different stakeholders. The Work Packages are introduced.

The PRACE general brochure (Figure 4)	All stakeholders	The PRACE general brochure provides more detailed information on the PRACE project and is suitable for different dissemination activities targeted for different stakeholders.
The PRACE folder (Figure 5)	All stakeholders, especially scientific communities, industry partners and vendors	The PRACE folder can be used for example in the PRACE summer and winter schools and for example at the PRACE industrial seminars and scientific conferences.
The PRACE poster (Figure 6)	All stakeholders	The PRACE poster has a central and visible role at different PRACE-related events.
The PRACE templates (Figures 7 and 8)	All stakeholders	The PRACE templates must be used in all PRACE dissemination activities and are therefore a central element in the project.
Press releases	All stakeholders; especially media, scientific communities, policy makers and funding agencies, research infrastructures, organisations and the general public	The objective of press releases is to attract attention to the project development and its achievements. Targets will range from scientific and political audiences to the general public.
PRACE Newsletter	All stakeholders; especially media, industry, research and scientific communities and political decision makers, also for project's internal communication	The quarterly electronic newsletter is an effective dissemination instrument. The subscription to the newsletter is available from the PRACE website. Handouts can also be produced.
Articles, stories, high-level messages (Figure 9)	All stakeholders, especially for scientific communities, policy makers and funding agencies as well as research infrastructures, organisations and the general public	Articles, stories and high-level messages are an important way to tell different stakeholders about the current stage of the project.
Video	Scientific communities, industry partners and vendors, research infrastructures and the general public	A video is a visual way to tell different stakeholders about the project.
Give-aways (Figures 10 and 11)	General public, scientific communities, industry partners and vendors.	Give-aways are an important way to gain attention to the project for example at different PRACE-related events.
Roll-up (Figure 12)	All stakeholders	The PRACE roll-up has a central and visible role at different PRACE-related events.

Table 1: Dissemination Media Package and Different Stakeholders

4. Update process for the dissemination package

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

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