



E-Infrastructures

H2020 – INFRAEDI-2018-2020

**INFRAEDI-01-2018: Pan-European High-Performance Computing
infrastructure and services (PRACE)**

PRACE-6IP

PRACE Sixth Implementation Phase Project

Grant Agreement Number: INFRAEDI-823767

D3.2

Communication and Outreach Report Year 1

Final

Version: 3.0
Author(s): Marjolein Oorsprong, PRACE aisbl
Date: 22.10.2020

Project and Deliverable Information Sheet

PRACE Project	Project Ref. №: INFRAEDI-823767	
	Project Title: PRACE Sixth Implementation Phase Project	
	Project Web Site: http://www.prace-project.eu	
	Deliverable ID: D3.2	
	Deliverable Nature: Report	
	Dissemination Level: PU*	Contractual Date of Delivery: 30 / October / 2020
		Actual Date of Delivery: 30 / October / 2020
EC Project Officer: Leonardo Flores Añoover		

* - The dissemination levels are indicated as follows: **PU** – Public, **CO** – Confidential, only for members of the consortium (including the Commission Services) **CL** – Classified, as referred to in Commission Decision 2005/444/EC.

Document Control Sheet

Document	Title: Communication and Outreach Report Year 1	
	ID: D3.2	
	Version: 3.0	Status: <i>Final</i>
	Available at: http://www.prace-project.eu	
	Software Tool: Microsoft Word 2016	
	File(s): PRACE-6IP-D3.2-V3.0	
Authorship	Written by:	Marjolein Oorsprong, PRACE aisbl
	Contributors:	Stelios Erotokritou, CaSToRC Silke Lang, PRACE aisbl
	Reviewed by:	Janez Povh, UL Veronica Teodor, JUELICH
	Approved by:	MB/TB

Document Status Sheet

Version	Date	Status	Comments
1.0	2 October 2020	Version delivered for first internal review	
2.0	16 October 2020	Version delivered after first internal review	
3.0	22 October 2020	Version delivered for approval by TB / MB after second internal review	

Document Keywords

Keywords:	PRACE, HPC, Research Infrastructure, Communication, Dissemination, Outreach, Events, PRACEdays, ISC, SC, Videos, Social Media, EHPCSW. EuroHPC Summit Week, EXDCI, ESOF
------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Disclaimer

This deliverable has been prepared by the responsible Work Package of the Project in accordance with the Consortium Agreement and the Grant Agreement n° INFRAEDI-823767. It solely reflects the opinion of the parties to such agreements on a collective basis in the context of the Project and to the extent foreseen in such agreements. Please note that even though all participants to the Project are members of PRACE AISBL, this deliverable has not been approved by the Council of PRACE AISBL and therefore does not emanate from it nor should it be considered to reflect PRACE AISBL's individual opinion.

Copyright notices

© 2020 PRACE Consortium Partners. All rights reserved. This document is a project document of the PRACE project. All contents are reserved by default and may not be disclosed to third parties without the written consent of the PRACE partners, except as mandated by the European Commission contract INFRAEDI-823767 for reviewing and dissemination purposes.

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

Table of Contents

Document Control Sheet.....	i
Document Status Sheet	ii
Document Keywords	iii
List of Figures	vi
List of Tables.....	vi
References and Applicable Documents	vi
List of Acronyms and Abbreviations.....	ix
List of Project Partner Acronyms.....	x
Executive Summary	1
1 Introduction.....	3
2 Overview of Work Package 3 Activities in the Reporting Period	4
3 Description of WP3 Activities	5
3.1 Disseminate the Activities and Results of PRACE and EuroHPC.....	6
3.1.1 Website content	6
3.1.2 Publications.....	8
3.1.3 ISC and SC Events.....	10
3.1.4 PRACE presence at events	12
3.1.5 Support to other WPs	13
3.2 Strengthen and Grow the Brand and Corporate Image of PRACE	16
3.2.1 Website technical functionalities.....	16
3.2.2 Communication material.....	16
3.2.3 Social Media.....	19
3.2.4 Promotional Material.....	23
3.2.5 Contact database and mailing system	23
3.2.6 PRACEdays	26
3.2.7 Advertisements	27
3.2.8 Graphic Design	29
3.2.9 Transition to PRACE aisbl of all WP3 activities	30
3.3 Maintain and Expand PRACE Outreach.....	30
3.3.1 Outreach.....	30
3.3.2 Outreach to Academia.....	31
3.3.3 Outreach to Industry	32

3.3.4 Outreach European Cloud Initiative (ECI) Stakeholders 34

3.3.5 Outreach to Political Audiences / Governments 35

3.4 Other Activities 35

4 Conclusion 36

List of Figures

Figure 1: Top 5 countries of origin for visitors to the PRACE website.....	7
Figure 2: New PRACE Fact Sheet “Success Stories in Life Sciences”	10
Figure 3: PRACE booth at ISC 2019	11
Figure 4: World Map on the wall of the PRACE booth at SC19	12
Figure 5: PRACE sponsor logo on INFOCOMP 2020 conference website	13
Figure 6: Example of a PRACE Training Bulletin	15
Figure 7: Example of a PRACE Info Bulletin.....	25
Figure 8: PRACE generic advert in The Parliament Magazine	28
Figure 9: PRACE booth at SC’19 advert in Scientific Computing World.....	28
Figure 10: PRACE Best Practise Guide “Application porting and code-optimisation activities for European HPC systems”, on Scientific Computing World.....	28
Figure 11: PRACE Call for Project Access banner advert, Scientific Computing World – Digital, September 2020 newslines sent to subscribers	29
Figure 12: Example of a banner designed by an external graphic design company	29
Figure 13: Example of a vignette designed by an external graphic design company	30

List of Tables

Table 1: Top 10 most visited pages on the PRACE website.....	7
Table 2: Success stories published in reporting period	9
Table 3: E-mails sent using the WP3 mass mailing system to WP4 training contacts	14
Table 4: Press releases published on the PRACE website in the reporting period	19
Table 5: Example of posts at SC’19.....	22
Table 6: Contact lists in the PRACE contact management software	23
Table 7: E-mails sent using the WP3 mass mailing system to PRACE aisbl contacts	24
Table 8: Advertisements during the reporting period	27
Table 9: PRACE for Industry - external articles	34

References and Applicable Documents

- [1] <http://www.prace-ri.eu>
- [2] <https://insightm.co.uk/>
- [3] <https://prace-ri.eu/prace-support-to-mitigate-impact-of-covid-19-pandemic/>
- [4] <https://prace-ri.eu/eu-hpc-fights-covid-19/>
- [5] <https://prace-ri.eu/news-media/publications/prace-digest/prace-digest-2019/>
- [6] <https://prace-ri.eu/about/annual-reports/annual-reports-2018/>
- [7] <https://prace-ri.eu/about/annual-reports/annual-report-2019/>
- [8] <https://prace-ri.eu/news-media/publications/prace-fact-sheets/>

- [9] <https://prace-ri.eu/event/prace-isc-2019/>
- [10] <https://events.prace-ri.eu/event/916/>
- [11] <http://www.mipro.hr>
- [12] <https://hdoi.hr/general-info/koi-2020/>
- [13] <http://www.iaria.org/conferences2020/INFOCOMP20.html>
- [14] <https://prace-ri.eu/legal-corporate/cookies-policy/>
- [15] <https://prace-ri.eu/hpcwirc2020/>
- [16] <https://www.youtube.com/watch?v=v6cS3rtLqQs>
- [17] <https://prace-ri.eu/hpc-access/hpcvirus/>
- [18] <https://prace-ri.eu/news-media/mentions/>
- [19] <https://www.eurolab4hpc.eu/>
- [20] <https://prace-ri.eu/event/pracedays19/>
- [21] <https://events.prace-ri.eu/event/937/page/109-cancellation>
- [22] <https://events.prace-ri.eu/event/937/page/107-covid-19>
- [23] <https://events.prace-ri.eu/event/937/page/110-digital-meetings>
- [24] <https://schoolsummit.ie/>
- [25] <https://www.tcd.ie/Careers/employers/connect/fairs/>
- [26] <https://artandscience.vsb.cz/cs/o-akci/>
- [27] <https://www.natodays.cz/programme>
- [28] https://ec.europa.eu/research/mariecurieactions/news/2018/european-researchers-night-2018-2019_en
- [29] <https://arhiv.fov.um.si/sor19/>
- [30] <https://prace-ri.eu/about/scientific-case/>
- [31] <http://www.extrapolacie.sk/2019/>
- [32] <https://www.athens-science-festival.gr/>
- [33] <https://www.esof.eu/en/home.html>
- [34] https://prace-ri.eu/events/outreach/#games_corner
- [35] <https://btyoungscientist.com/>
- [36] <http://www.karieraplus.cz/cz/>
- [37] <https://een.ec.europa.eu/>
- [38] <https://www.resourceefficient.eu/en>

- [39] <https://www.eceee.org/events/calendar/event/repsois-annual-conference-energy-for-europe/>
- [40] <https://www.aquatechtrade.com/amsterdam/>
- [41] <http://netfficient-project.eu/november-06-08-2018-vienna-austria-european-utility-week/>
- [42] <https://5g-ppp.eu/the-annual-general-assembly-of-the-5g-ia-took-place-on-19th-november-2019/>
- [43] <https://stakeholderforum.bbi.europa.eu/bbi2019>
- [44] <https://agrifoodtech2019.b2match.io/>
- [45] <https://www.regen-europe.com/en/>
- [46] <https://www.digitaleurope.org/events/master-of-digital-2020/>
- [47] <https://www.e-world-essen.com/en/>
- [48] <https://life-on-chip-2020.b2match.io/>
- [49] <https://rapidpro.nl/home-en/>
- [50] <https://geospatialworldforum.org/index.html>
- [51] <https://traconference.eu/>
- [52] <https://www.ictspring.com/>
- [53] <https://prace-ri.eu/cern-skao-geant-and-prace-to-collaborate-on-high-performance-computing/>
- [54] <https://prace-ri.eu/about/position-papers/>

List of Acronyms and Abbreviations

Aisbl	Association internationale sans but lucratif (legal form of the PRACE-RI)
BoD	PRACE Board of Directors
BSCW	Basic Support for Cooperative Work
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
EEN	Enterprise Europe Network
EHPCSW	EuroHPC Summit Week (formerly European HPC Summit Week)
EOSC	European Open Science Cloud
ESFRI	European Strategy Forum on Research Infrastructures
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.
MB	Management Board (highest decision-making body of the project)
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)
PATC	PRACE Advanced Training Centres
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 Scientific Computing Ltd., Finland
CSIC	Spanish Council for Scientific Research (3 rd Party to BSC)
CYFRONET	Academic Computing Centre CYFRONET AGH, Poland (3 rd Party to PNSC)
DTU	Technical University of Denmark (3 rd Party of UCPH)
EPCC	EPCC at The University of Edinburgh, UK
EUDAT	EUDAT OY
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 Intensif, 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 Jülich 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)
SURFsara	Dutch national high-performance computing and e-Science support center, part of the SURF cooperative, Netherlands
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	Universitaet Stuttgart – HLRS, Germany (3 rd Party to GCS)
WCSS	Politechnika Wroclawska, Poland (3 rd Party to PNSC)

Executive Summary

This deliverable entitled D3.2 – Communication and Outreach Report Year 1, reports on the activities of Work Package 3 (WP3) during the first 17 months of the PRACE Sixth Implementation Phase (PRACE-6IP) project, covering the time period between 1 May 2019 and 30 September 2020.

Until February 2020, the tasks of WP3 have been carried out according to “Deliverable 3.1 – Communication and Outreach Update Plan”. Since March 2020, when the COVID-19 pandemic struck, WP3 has made efforts to adjust to this new normal, although not all activities could be implemented as planned. WP3 tasks not directly affected by the COVID-19 pandemic have executed their planned activities. These tasks are expected to carry on with their activities for the remainder of the project. New activities have been developed to fill the gap left by cancelled events.

- **Task 3.1 – Disseminate the Activities and Results of PRACE and EuroHPC**

Task 3.1 implemented sub-tasks such as the comprehensive re-design, development, and launch of the new PRACE website, the preparation, publication and promotion of the PRACE Digest 2019, the preparation and execution of PRACE’s presence at large HPC-related events such as ISC 2019 in Frankfurt, Germany, SC19 in Denver, Colorado, United States, and EAGE 2019 in London, United Kingdom, as well as supporting other WPs in their promotional needs, e.g. by hosting the Summer of HPC (SoHPC) 2019 Award Ceremony on 6 November 2019 in Brussels, Belgium.

WP3 will start disseminating news and activities of EuroHPC once the systems come online. Currently the promotion of the EuroHPC Summit Week is done in conjunction with communication contacts at EuroHPC.

- **Task 3.2 – Strengthen and Grow the Brand and Corporate Image of PRACE**

A large part of the effort of Task 3.2 goes into the organisation of the EuroHPC Summit Week (EHPCSW) including PRACEdays, for 2019, 2020, and 2021, the latter of which is currently being prepared. The 2020 edition of EHPCSW was cancelled due to the COVID-19 pandemic, and therefore **MS9** PRACEdays20 (due in M13, but planned for M11) was deprecated. WP3 relayed significant effort to negotiations with suppliers and venues to avoid cancellation costs.

Other activities in this task include the production and dissemination of communication and promotional materials, and promotion of PRACE activities via social media and advertisements (both in print and digital). WP3 has endeavoured to widely disseminate the details of the PRACE Fast Track Call for Proposals to mitigate impact of the COVID-19 pandemic, highlighting both the call and its awarded projects.

- **Task 3.3 – Maintain and Expand PRACE Outreach**

Under this task, WP3 participates in multiple events targeted at the general public and at students and pupils. Many of these events were fully cancelled (with no recourse to a digital presence) due to the restrictions put in place to combat the spread of SARS-CoV-2. Where possible, arrangements were made to include PRACE in online events replacing the cancelled ones.

The newly hired Industry Liaison Officer has put in place a Go-to-Market Strategy “PRACE for Industry”, positioning PRACE as service provider in two target segments of start-ups in digital innovation and professional networks. He has also participated in multiple industry trade shows and conferences to engage face-to-face with industry players and promote PRACE offerings.

1 Introduction

Work Package 3 (WP3) - Communication, Dissemination, Outreach and Events, of the PRACE-6IP project builds on, complements and extends the work carried out during previous PRACE-IP projects.

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

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

- Task 3.1 – Disseminate the Activities and Results of PRACE and EuroHPC
- Task 3.2 – Strengthen and Grow the Brand and Corporate Image of PRACE
- Task 3.3 – Maintain and Expand PRACE Outreach

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

This deliverable entitled “D3.2 - Communication and Outreach Report Year 1” outlines the work carried out in WP3 during the first 17 months of the PRACE-6IP project, for the period between May 2019 and September 2020.

In the next chapters we provide an overview of the WP3 activities in the reporting period. Chapter 2 gives a summarised overview of the main activities of WP3 during the reporting period. The main chapter of this deliverable is Chapter 3 which describes in detail the activities of WP3 during the reporting period for all its tasks and subtasks. Chapter 4 presents conclusions and WP3 activities and actions to be carried out during the remainder of the project.

2 Overview of Work Package 3 Activities in the Reporting Period

WP3's main activities during the period 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
- 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
- Preparation, publication and promotion of the PRACE Digest 2019
- Organisation of the EuroHPC Summit Week 2020 including PRACEdays20
- 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.

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. ISC20 was 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. Where possible, arrangements were made to include PRACE in online events replacing the cancelled ones. New activities have been developed to fill the gap left by cancelled events

3 Description of WP3 Activities

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

- Task 3.1 – Disseminate the Activities and Results of PRACE 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

The reader should note that, for this Chapter, the section and sub-section numbering corresponds to the task and sub-task numbering.

3.1 Disseminate the Activities and Results of PRACE and EuroHPC

3.1.1 Website content

During the reporting period, a comprehensive re-design and development of the PRACE website [1] has been implemented.

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 [2] – the company which was selected for the re-design of the website.

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. Also, 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.

Meanwhile the migration of the website has been completed. The old website has been made available to the web team on the server of KIFÜ, at least until the end of PRACE-6IP. The WP6 User Documentation is one example of where the old website functions as a reference to update and improve the new website.

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.

In reaction to the COVID-19 pandemic, PRACE set up a Fast Track Call for COVID-19 Proposals [3] to support scientists whose research it related to the fight against SAR-CoV-2.

WP3 has given this Call particular attention and promotion on the website: it appears 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 Communication Officers 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 [4].

Table 1: Top 10 most visited pages on the PRACE website Table 1: Top 10 most visited pages on the PRACE website and Figure 1 give an overview of visitor statistics for the PRACE website during the reporting period. Figure 1 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 207 444 during the period
1	https://prace-ri.eu/	34 508 (16.63%)
2	https://prace-ri.eu/prace-support-to-mitigate-impact-of-covid-19-pandemic/	8 435 (4.07%)
3	https://prace-ri.eu/hpc-access/project-access/	5 195 (2.50%)
4	https://prace-ri.eu/about/introduction/	3 794 (1.83%)
5	https://prace-ri.eu/prace-support-to-mitigate-impact-of-covid-19-pandemic-awarded-projects/	3 032 (1.46%)
6	https://prace-ri.eu/call-announcements/ <i>This page was part of the old PRACE website</i>	3 031 (1.46%)
7	https://prace-ri.eu/training-support/best-practice-guides/best-practice-guide-amd-epyc/	2 824 (1.36%)
8	https://prace-ri.eu/training-support/best-practice-guides/best-practice-guide-deep-learning/	2 787 (1.34%)
9	https://prace-ri.eu/hpc-access/calls-for-proposals/	2 719 (1.31%)
10	https://prace-ri.eu/hpc-access/preparatory-access/	2 362 (1.14%)

Table 1: Top 10 most visited pages on the PRACE website

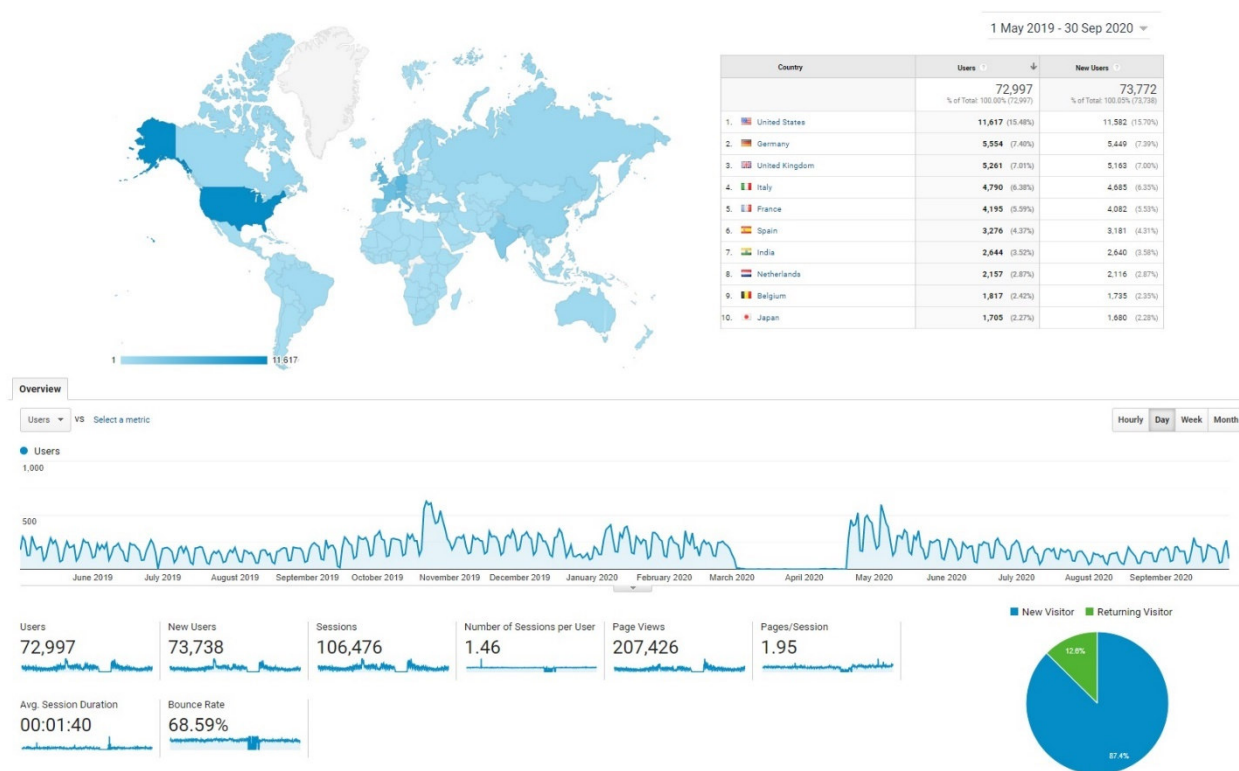


Figure 1: Top 5 countries of origin for visitors to the PRACE website

3.1.2 Publications

The publications sub-task includes the following sub-sub-tasks, activities of which were carried out in the reporting period:

- PRACE Digest
- Success Stories
- Fact Sheets

PRACE Digest

The PRACE Digest 2019 – 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 [5].

Preparation of the tenth digest edition – PRACE Digest 2020 – has begun and it will mainly focus on the Fast Track Call for COVID-19 awarded projects, their goals, objectives and results.

Annual Report

While PRACE aisbl funds and produces the PRACE Annual Report, WP3 supports its promotion via the PRACE website, social media, and events.

The PRACE Annual Report 2018 was published in May 2019 [6]. This edition is 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 [7][7]. This edition reflected on PRACE and its surrounding ecosystem in 2019.

Success Stories

During the reporting period, 11 success stories were published, as listed in Table 2 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.

Date	Title	Link
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/
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/

Table 2: Success stories published in reporting period

Fact Sheets

During the reporting period, the PRACE Fact Sheets were updated where needed. Furthermore, two new fact sheets focussing on specific research domains supported by HPC (life sciences and earth sciences) were created and published on the PRACE website [8]. Figure 2 below depicts the first page of the “Success Stories in Life Sciences” fact sheet. A number of PRACE members have taken it upon themselves to translate several PRACE Fact Sheets into their local languages. Translations in the following languages have been made or are in progress: Bulgarian, Czech, French, German, Greek, Italian, Norwegian, and Slovak.

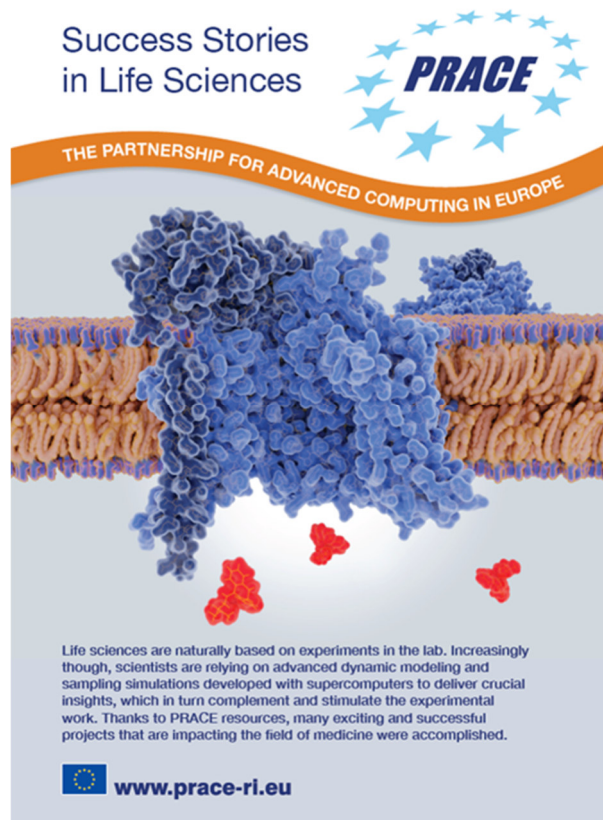


Figure 2: New PRACE Fact Sheet “Success Stories in Life Sciences”

3.1.3 ISC and SC Events

ISC Conference and Exhibition

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 [9]:

- Centre of Excellence – Engineering (EXCELLERAT) by Bastian Koller, Head of Applications & Visualization Universität 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 3 shows the booth just before the opening of the exhibition.



Figure 3: 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.

SC Conference and Exhibition

PRACE @ SC19 had a booth (#2171) at the SC19 exhibition from 18 to 21 November 2019 in Denver, Colorado, United States. The 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 4 shows the world map, where visitors could pin where they travelled from to participate in the conference and visit the PRACE booth.

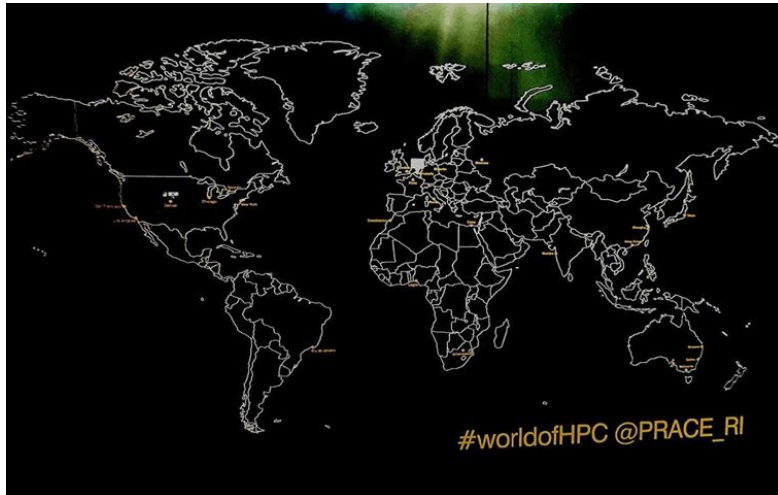


Figure 4: World Map on the wall of the PRACE booth at SC19

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

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

3.1.4 PRACE presence at events

WP3 supported or planned to support the presence of PRACE at the following HPC-related events:

- Workshop on EuroHPC Systems Access Policy, 21 October 2019, Brussels, Belgium [10]
This event was organised by the HPC-GIG project, while WP3 of PRACE-6IP made sure that PRACE was promoted to the attendees.
- MIPRO, 28 September to 2 October 2020, Opatija, Croatia [11]
This event was made hybrid, with a physical exhibition and online sessions. UL had planned a physical booth where PRACE would be represented, but due to travel restrictions this is no longer possible (no alternative to a live booth)
- KOI, 23 to 25 September 2020, Šibenik, Croatia [12]
UL had planned a physical booth where PRACE would be represented, but due to travel restrictions this is no longer possible (no alternative to a live booth)
- INFOCOMP 2020, 27 September to 1 October, Rome, Italy [13]
This year 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 5: PRACE sponsor logo on INFOCOMP 2020 conference website

3.1.5 Support to other WPs

WP3 has supported other work packages in the following ways:

- Supporting WP2 – HPC in Europe Portal
WP2 is leading the task of developing the “HPC in Europe” Portal. WP3 has 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-publish and promote several PRACE Best Practice Guides on the website of Scientific Computing World (see also 3.2.7 Advertisements).
- 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 3 lists the e-mails sent to the training contacts in the reporting period. Figure 1Figure 6 shows an example of the content of a PRACE Training Bulletin.

Date	Subject
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), 27.1
24/11/2019	PRACE Training Bulletin

Date	Subject
08/10/2019	PRACE course at SURFsara - 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 3: E-mails sent using the WP3 mass mailing system to WP4 training contacts



Training Events

PRACE Training Bulletin

Keeping you up to date with upcoming PRACE Training Events

For more information on PRACE Training please visit <http://www.training.prace-ri.eu>

PRACE MOOCs



MPI: A Short Introduction to One-sided Communication

Learn the details of one-sided communication in MPI programming. Discover the advantages to one-sided communication in parallel programming.

Message Passing Interface (MPI) is a key standard for parallel computing architectures. On this course, you'll learn the essential concepts of one-sided communication in MPI, as well as the advantages of the MPI communication model.

You'll learn the details of how exactly MPI works, as well how to use Remote Memory Access (RMA) routines. Examples, exercises, and tests will be used to help you learn and explore.

Register now for the run **starting on 20th April 2020** through the button below.

MPI: A Short Introduction MOOC



Python in High Performance Computing

The Python programming language is popular in scientific computing because of the benefits it offers for fast code development. The performance of pure Python programs is often suboptimal, but there are ways to make them faster and more efficient.

On this course, you'll find out how to identify performance bottlenecks, perform numerical computations efficiently, and extend Python with compiled code. You'll learn various ways to optimise and parallelise Python programs, particularly in the context of scientific and high performance computing.

Register now for the run **starting on 27th April 2020** through the button below.

Python in High Performance Computing MOOC

PRACE Training Center Events

Online Courses

PRACE Training Centers will be holding **online courses**. A list of these can be found by through the button below.

PRACE Training Events

Figure 6: Example of a PRACE Training Bulletin

3.1.6 *Promotion of EuroHPC*

WP3 will start disseminating news and activities of EuroHPC once the systems come online. Currently the promotion of the EuroHPC Summit Week is done in conjunction with communication contacts at EuroHPC.

WP3 supported the promotion of PRACE at the Workshop on EuroHPC Systems Access Policy, 21 October 2019, Brussels, Belgium [10], organised by the HPC-GIG project on behalf of EuroHPC.

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

3.2 **Strengthen and Grow the Brand and Corporate Image of PRACE**

3.2.1 *Website technical functionalities*

The priority of the work related to this task was and is 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 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 available online here [14].

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.

Posters

WP3's internal graphic designers are at hand to help PRACE staff with the preparation of design of PRACE-related posters which can be presented at various events. Although posters were created in preparation for PRACE's presence at the Athens Science Festival in April 2020, these were not published as the event was and is currently postponed.

Announcements

In addition to press releases, announcements are used for smaller pieces of news that do not warrant a full press release, e.g. because they contain external news or are merely meant to highlight an ongoing activity. One such example is the announcement to encourage people to cast their vote in the HPCwire Readers' Choice Awards poll when PRACE activities or partners have been nominated [15].

Videos

The summary video of PRACEdays19 as part of the EuroHPC Summit Week 2019 was published on the PRACE YouTube channel [16] and was promoted on social media channels such as Twitter and LinkedIn.

An infographic video with a focus on the PRACE Track Call for Proposals was also created, uploaded on the PRACE YouTube channel and published on the PRACE website [17]. 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.

Press Releases

During the reporting period, the 16 press releases presented in Table 4 were published on the PRACE website and pushed to selected media.

WP3 and PRACE aisbl publish press releases when there is news to be shared for which a press release is the best format. Many of our activities warrant an announcement but not a press release (which has a stricter definition).

We keep track of who receives the press releases (specific media contacts) and where possible, we add republications to the “mentions” pages on the PRACE website [18], but WP3 does not have effort to keep a media analysis running in real-time.

Date	Title	Link
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 <i>PRACE receives the HPCwire Editors' Choice Workforce Diversity Leadership Award</i> <i>CEA Researchers using PRACE resources receive HPCwire Editors' Choice – Best Use of HPC in Life Sciences Award</i>	https://prace-ri.eu/prace-looks-back-on-a-dynamic-week-at-sc19/
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-rist-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 4: Press releases published on the PRACE website in the reporting period

3.2.3 Social Media

Social Media

In the reporting period (numbers below were recorded between 1 May 2019 and 28 September 2020), PRACE achieved the following engagement on social media:

- Twitter (@PRACE_RI)
 - PRACE accumulated over 1 000 new Twitter followers, from 2 952 to over 3 972
 - The social media team published 825 Tweets which were retweeted by other handles over 2 695 times
 - Twitter likes for our posts grew from 538 to 3 836
 - Over 1 426 049 Impressions (number 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 5 012 times on links included in our Tweets
 - Total engagements in this period came to 17 659 (this includes all likes, replies, retweets, post link clicks)
- LinkedIn (<https://www.linkedin.com/company/prace>)
 - The PRACE company page on LinkedIn gathered over 640 new LinkedIn followers, from 827 to 1 493 unique users
 - 462 LinkedIn posts were published
 - Over 87 968 impressions were gained (number of times posts were displayed to an organic user)
 - LinkedIn users clicked 1 952 times on links included in posts published by PRACE
 - Total engagements in this period came to 3 822 (the total number of reactions, comments, shares, and post clicks)


- YouTube (<https://www.youtube.com/user/PRACERI>)
 - PRACE gathered 4 507 views and over 49 352 impressions (how many times your video thumb-nails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps)
 - 49 new subscribers now follow PRACE on YouTube
 - Our top-ranked viewed video is “What is a supercomputer” with 891 views


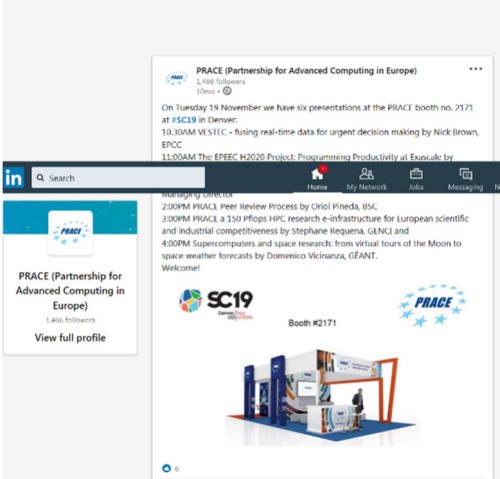
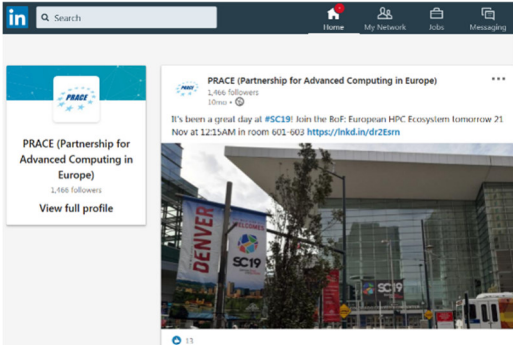
During the reporting period we regularly published posts and tweets to disseminate PRACE news regarding the EuroHPC Summit Week 2020 / PRACEdays20, PRACE Training courses or PRACE Calls. In addition, the social media team set up a specific social media campaign to promote PRACE activities at events e.g. ISC 2019 or SC19.

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 Eurolab4HPC [19]. 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 SC’19 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:

Medium	Post
Posted on Twitter 20/11/2019 – social media poster – announcement of mini presentation: https://twitter.com/PRACERI/status/1197224352124690434	 <p>PRACE @PRACE_RI</p> <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>#SC19 #HPCisNow #EuroZone</p> <p>7:45 PM · Nov 20, 2019 · Sprout Social</p> <p>2 Likes</p>

Medium	Post
<p>Posted on Twitter 20/11/2019 – post after presentation onsite: https://twitter.com/PRACE_RI/status/1197254817296584704</p>	
<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>	
<p>Posted on LinkedIn 21/11/2019 – onsite post – promotion for BoF: https://www.linkedin.com/feed/update/urn:li:activity:6602593846926815232/</p>	


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

Table 5: Example of posts at SC'19

Wikipedia

PRACE's presence on the English version of Wikipedia has been incomplete 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. In an effort to remedy this situation, the WP3 leader has gathered information from editors and experts and the following can be concluded at this stage:

- Project pages in Wikipedia will be deleted (there have been several waves of deleting project description pages). The entries for PRACE should therefore focus on PRACE itself, and reference / mention the projects PRACE is involved in (PRACE-IP projects, EXDCI, HPC-GIG, others) only when relevant (e.g. when mentioning activities like the Summer of HPC)
- Wikipedia has very strict conflict of interest policies and generally discourages people working at an organisation to create or edit entries about that organisation, as it makes it hard to keep the neutral tone of voice / point of view that Wikipedia stands for. Someone editing as part of their job or for any other kind of pay, are required to declare that connection when editing.
 - Until a user has been around for three days and made ten edits, they cannot create new articles directly.
- Through the Articles for Creation (AfC) process, someone will review the article before it goes live (this is especially necessary for very new users, see above). Wikipedia has a set of "notability criteria" that editors collectively use to decide whether or not something should have an article, the most important, overarching one being that the subject has to have "received significant coverage in reliable sources that are independent of the subject" (emphasis and links in original).

Keeping in mind the above, an inventory of Wikipedia pages where PRACE could be referenced will be shared with Wikipedia editors, alongside a request to create such updates. Considering that

PRACE is an essential part of the HPC ecosystem, the argument that inclusion means a more complete overview of this domain on Wikipedia will be brought forward. WP3 aims to have PRACE included in Wikipedia by the end of PRACE-6IP; the timeline being a generous one considering that the decision for inclusion is not controlled by us.

3.2.4 *Promotional Material*

Within this task, WP3 has arranged the distribution of PRACE promotional materials from the general stock to PRACE partners and events when required. The bulk of the promotional material is used for PRACE Training Centers, 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 has been put into storage until March 2021. The items could be easily re-used at next year's conference as they were branded without a date.

3.2.5 *Contact database and mailing system*

MailerLite is the current platform used as both the PRACE contact management software and the mass mail-out system to reach these contacts. Currently it has four contact lists. Table 6 lists their respective description and number of contacts (numbers recorded on 2 September 2020).


Contact List	Number of Contacts	Description
PRACE aisbl – 2018 GDPR Acceptance	1 293	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	500	Contacts who have indicated that they want to receive information about forthcoming PRACE training events.
Outreach to Universities – 2018 GDPR Acceptance	342	Outreach to Universities contacts who have signed up to receive information on PRACE related student activities.
PRACE Industry Contacts	37	Contacts who have indicated that they want to receive information about forthcoming PRACE industry-related events.

Table 6: Contact lists in the PRACE contact management software

The database currently stores the details of 1 914 contacts. The mass mailing capability of the MailerLite system was used to send the e-mails listed in Table 7, to the PRACE aisbl contacts. These contacts are people who have subscribed via the website. We call them AISBL contacts, because AISBL is the data controller. WP3 sends them an Info Bulletin or e-mail with specific content roughly once per month, to not spam people. Each e-mail has 3 to 5 top stories from the website, e.g. open calls, events, success stories, press releases, or is focussed on one highlight.

Date	Subject
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 7: 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

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](#)




PRACEdays21!

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 7: Example of a PRACE Info Bulletin

3.2.6 PRACEdays

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 is led by PRACE aisbl, and supported and funded by PRACE-6IP WP3, which gathers an event team from PRACE Members, such as BSC, CaSToRC, CSC, ICHEC, IT4I, Juelich, KIFÜ, TU Wien, UL, and others. Co-organisers and co-funders are ETP4HPC and Neovia through the EXDCI-2 Project, and the HPC-GIG project. EuroHPC endorses the event, provides content, and supports its promotion.

The **EuroHPC Summit Week (EHPCSW) 2019** was held in Poznań, Poland from 13 to 17 May 2019. PRACE held its sixth edition of PRACEdays [20] 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 (EHPCSW) / PRACEdays20 was planned to be held from 23 to 27 March 2020 in Porto, Portugal. The Organisation & 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 vii. 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 official 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 [21] was published including a FAQ [21]. 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 [23] 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.

3.2.7 Advertisements

Figure 8 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
September 2020	Scientific Computing World Digital – Newslite (Figure 11)	PRACE Call for Project Access	Specific Call
September 2020	Scientific Computing World Digital – White Paper (Figure 10)	PRACE Best Practise Guide	Specific
October / November 2019	Scientific Computing World (Figure 9)	PRACE@ SC19	Event related
October / November 2019	Scientific Computing World	SHAPE 10 Call	Specific Call
September 2019	The Parliament Magazine – MEP Photo Guide (Figure 8)	PRACE generic	Specific
June / July 2019	Scientific Computing World	PRACE @ ISC 2019	Event related

Table 8: Advertisements during the reporting period

A re-assessment of the impact of printed advertisements is ongoing, taking into account that a shift to online advertising is needed. A first step in this direction is 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 8: PRACE generic advert in The Parliament Magazine



Figure 9: PRACE booth at SC'19 advert in Scientific Computing World



Figure 10: PRACE Best Practise Guide “Application porting and code-optimisation activities for European HPC systems”, on Scientific Computing World



Figure 11: PRACE Call for Project Access banner advert, Scientific Computing World – Digital, September 2020 newsletter sent to subscribers

3.2.8 Graphic Design

Most major graphic design tasks are outsourced by WP3 to professional graphic design companies. The WP3 team though has members who are savvy in graphic design and so for smaller design tasks these people carry out the work for WP3. Examples of these includes bag-inserts, zoom backgrounds, website icons, website banners, flyers, Summer of HPC certificates, illustrations, maps, posters, etc.



Figure 12: Example of a banner designed by an external graphic design company



Figure 13: Example of a vignette designed by an external graphic design company

3.2.9 Transition to PRACE aisbl of all WP3 activities

No activities have yet to be carried out in this task as these are scheduled for the end of the project.

3.3 Maintain and Expand PRACE Outreach

3.3.1 Outreach

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:

- 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 [24]
 - Trinity College Dublin Careers Fair on 13 November 2019 [25]
 - 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 [26] 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 in this event.

- NATO Days 2019 [27] took place between 21 and 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 [28] 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.
- SOR19 [29] took place on from 25 to 27 September 2019 in Bléd, Slovenia. UL represented PRACE at a live booth and the Chair of the PRACE Scientific Steering Committee gave a plenary lecture promoting the new edition of PRACE Scientific Case [30].
- On 2 October 2019 in Slovakia, PRACE was present at Banská Bystrica within the framework of Extrapolácie 2019 [31] 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".

WP3 was due to attend the Athens Science Festival 2020 [32], 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 [33] in Triëste, 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 3 videos.

Comic

WP3 has also developed new activities, mainly to fill the gaps left by cancelled events. One example of this is the scientific comic currently being created by sub-task 3.3.1: this comic can be disseminated online as well as on paper when live events resume. WP3 is currently in the process of selection an illustrator to create the comic based on a story about a mission to the Mars. The astronaut team will use the space weather simulation model, Vlasiator, which benefitted from PRACE and CSC HPC resources. The comic will be tied-in with the PRACE games [34] "Mars Mania" and "Shooting Stars".

3.3.2 Outreach to Academia

The main activities of this task have taken 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 [35].

- PRACE was also presented at the IT4I booth at the career fair “Kariéra Plus” [36] 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 has been performed locally by partners who have approached SMEs and informed them of the opportunities available to them – and more specifically about the SHAPE programme. This is reflected by the high number of applications received in reply to the 11th SHAPE Call – which included new countries from which SHAPE applications were for the first time received.

PRACE was also present at the EAGE annual conference and exhibition from 3 to 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.

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. A particular preference was given to events where B2B-matchmaking sessions of the Enterprise Europe Network [37], the EU-funded support network for SMEs, were part of the overall programme. The ILO interacted face-to-face with managers of European SMEs and brought the programmes of PRACE for Industry to their attention. Direct professional relationships were created and pursued afterwards.

Go-to-Market Strategy “PRACE for Industry”

“PRACE for Industry” positions itself as a service provider for SMEs in the European B2B-market. Its value proposition consists of project access to HPC resources with dedicated technical assistance and an extensive HPC training portfolio.

“PRACE for Industry” promotes its services to R&D-intensive markets which depend on heavy data management for their activities in product development and innovation. However, many SMEs face two barriers which hinder them to function properly, namely the lack of sufficient in-house computational power and lack of financial resources to pay corporate cloud services.

SHAPE offers a formidable solution to this dilemma. Thanks to the members of PRACE, providing almost limitless resources, and EC-funding, ensuring project access free of charge, the programme liberates SMEs of both limitations.

The go-to-market strategy is based on three pillars:

- **Start-ups in digital innovation**
Start-ups which have already received financial grants for their innovative digital solutions through various incubators such as EIT Digital, Copernicus or EIT InnoEnergy face the challenge to evolve into competitive SMEs. Their solutions have passed their first test of

excellence by convincing the funding commission, but need now to further develop their innovation in order to stay competitive. However, their resources are limited. The programmes of PRACE will provide the infrastructural environment they need for their R&D.

- **Partnership with Trade Associations, Business Clusters, etc.**

Professional networks represent a great entry point into a vast pool of potential partners in one specific industry segment. In a top-down-approach, the Managing Director or Secretary General is approached and introduced to the programmes of PRACE. The decision-maker becomes a PRACE-promoter who advocates the PRACE-programmes to the membership base as added value to the membership benefits.

- **Trade Shows, Enterprise Europe Network**

“PRACE for Industry” must actively look for direct interaction with Managers of European SMEs to overcome the inhibition threshold which HPC and/or science might provoke. A user-friendly narrative, as opposed to technical jargon, should be employed to outline the tangible advantages which HPC holds for business. Presence at selected trade shows which are meeting points for companies of single industry sectors are excellent platforms to enter into face-to-face exchange with decision-makers, bring SHAPE to their attention and create professional relationships.

In the current pandemic crisis, which put industry trade shows to an abrupt halt, the video-based B2B-matchmaking sessions of EEN, the EU-funded support network for SMEs, proves an equally valuable environment to establish professional contacts.

The ILO also carried out the following activities:

- Participation at industry trade shows and conferences to engage face-to-face with industry players and promote PRACE offerings. The ILO participated in the following events:
 - EREK (initiative of EC), 25 and 26 September 2019, Brussels, Belgium [38]
Industry: Natural resources
 - Energy for Europe, 3 October 2019, Brussels, Belgium [39]
Industry: Energy
 - Aquatec, 6 and 7 November 2019, Amsterdam, The Netherlands [40]
Industry: Water
 - Energy Utility, 12 to 14 November 2019, Paris, France [41]
Industry: Energy
 - 5G General Assembly, 19 November 2019, Brussels, Belgium [42]
Industry: Telecommunications
 - BBI Joint Undertaking General Assembly, 3 and 4 December 2019, Brussels, Belgium [43]
Industry: Bio-based Industry
 - Agrifoodtech (B2B-matchmaking by Enterprise Europe Network), 11 and 12 December 2019, Den Bosch, The Netherlands [44]
Industry: Agriculture Technology
 - ReGen / EEN, 29 and 30 January 2020, Nantes, France [45]
Industry sector: Biomass Fuels, Energy Recovery

- Masters of Digital, 6 February 2020, Brussels, Belgium [46]
Industry sector: Digital Technologies
- E-World, 10 to 12 February 2020, Essen, Germany [47]
Industry sector: Energy & Water
- Life-on-Chip / EEN, 20 and 21 February 2020, Leuven, Belgium
Industry sector: Personalized Medicine [48]
- RapidPro / EEN, 4 and 5 March 2020, Veldhoven, The Netherlands
Industry sector: Prototyping [49]

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

- GEOSPATIAL (Industry sector: Geospatial Technologies), Amsterdam, 04-05 April 2020 [50]
- TRA (Industry sector: Mobility), Helsinki, 26-30 April 2020 [51]
- ICT Spring (Industry sector: Digital Innovation), Luxembourg, 12-13 May 2020 [52]

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

Date	Description	Link
23/04/2020	SHAPE 11 th Call for Application – promoted via Cleantech Cluster Newsletter, Austria	https://cdn.mlwrx.com/sys/w.aspx?sub=XGq7k_3F2Xgv&tid=0-pUxTF-2jctyt&mid=c7f8360b
February 2020	High-Performance Computing boosts innovation and R&D: <i>The article was published to promote PRACE HPC access for Industry – Cleantech Cluster Newsletter in Austria</i>	https://cdn.mlwrx.com/Media/21fa23c9-435b-4bea-9a33-6e2f7eca5a29/2020/CTC-Update-Feb.-2020/prace.pdf https://cdn.mlwrx.com/sys/w.aspx?acc=21fa23c9-435b-4bea-9a33-6e2f7eca5a29&t=t&cmp=44e37dd0-9c33-4514-aa19-08761222b172&arc=97ac7805-a8ea-403e-ba66-5d40229b3c17

Table 9: PRACE for Industry - external articles

3.3.4 Outreach European Cloud Initiative (ECI) Stakeholders

WP3 will support 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 which was held from 26 to 28 November 2019 in Budapest, Hungary. Many of these activities will be implemented in co-ordination with the EXDCI-2 Project. PRACE-6IP WP3 will provide tailored communication material and publicise and promote activities by the ECI stakeholders, such as via the “EuroZone” initiative at SC (as reported above in § 3.1.3) and the promotion of the CERN, SKAO, GÉANT and PRACE collaboration on HPC via the PRACE website [53].

This task currently also includes a monitoring of activities, such as those of EOSC partners, in which PRACE could play a role. The WP3 leader maintains 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 supports WP2 in the creation of the HPC in Europe portal, and will support its promotion and maintenance once the portal goes live.

3.3.5 Outreach to Political Audiences / Governments

This task is implemented by WP3 under the guidance of the PRACE Board of Directors and currently includes the following activities:

- **PRACE position paper**
During PRACE-5IP, WP3 supported the PRACE Council in the preparation of the PRACE position paper [54], ensuring that it was correctly and effectively conveying its message. After publication, at the end of the Fifth IP Project, WP3 in PRACE-6IP supported the promotion of this paper to its target audience.
- **Position Paper on “Applications & Software for EuroHPC Exascale Systems”**
WP3 will support the editing, publication, and promotion of this new PRACE position paper.

3.4 Other Activities

The PRACE-6IP WP3 F2F, 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.

4 Conclusion

WP3 has done its best to expand its activities compared to previous PRACE-IP projects within the changing HPC ecosystem using its available resources.

WP3 tasks have mostly followed their planned activities as these were set out in “Deliverable 3.1 – Communication and Outreach Update Plan”. These tasks are expected to carry on with their activities for the remainder of the project.

Especially the events team has 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. WP3 will do its best to participate and help PRACE be present in virtual events, and when permitting will resume with physical events. A large part of this effort will be dedicated to digitalising the EuroHPC Summit Week 2021.

New activities in the reporting period have been the promotion of the PRACE Fast Track Call for Proposals via the PRACE website and a new video, and the preparation of a scientific comic.