



**SEVENTH FRAMEWORK PROGRAMME  
Research Infrastructures**

**INFRA-2010-2.3.1 – First Implementation Phase of the European High  
Performance Computing (HPC) service PRACE**



**PRACE-1IP**

**PRACE First Implementation Project**

**Grant Agreement Number: RI-261557**

**D3.1.2  
Dissemination Package**

***Final***

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## Project and Deliverable Information Sheet

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\* - The dissemination level are indicated as follows: **PU** – Public, **PP** – Restricted to other participants (including the Commission Services), **RE** – Restricted to a group specified by the consortium (including the Commission Services). **CO** – Confidential, only for members of the consortium (including the Commission Services).

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## References and Applicable Documents

- [1] <http://www.prace-project.eu>
- [2] <http://www.prace-ri.eu>
- [3] Deliverable D3.1.1 Final plan of the use and dissemination of foreground
- [4] Up-To-Point Ltd., <http://www.uptopoint.fi>
- [5] Alpha Galileo: <http://www.alphagalileo.org/>

## List of Acronyms and Abbreviations

BSC	Barcelona Supercomputing Center (Spain)
BSCW	Basic Smart, Cooperate Worldwide, is a web based collaboration / groupware environment
CaSToRC	The Computation-based Science and Research Center Cyprus
CEA	Commissariat à l’Energie Atomique et aux énergies alternatives (represented in PRACE by GENCI, France)
CINECA	Consorzio Interuniversitario, the largest Italian computing centre (Italy)
CINES	Centre Informatique National de l’Enseignement Supérieur (represented in PRACE by GENCI, France)
CSC	Finnish IT Centre for Science (Finland)
CSCS	The Swiss National Supercomputing Centre (represented in PRACE by ETHZ, Switzerland)
DEISA	Distributed European Infrastructure for Supercomputing Applications. EU project by leading national HPC centres.
EC	European Commission
EPCC	Edinburg Parallel Computing Centre (represented in PRACE by EPSRC, United Kingdom)
EPSRC	The Engineering and Physical Sciences Research Council (United Kingdom)
ETHZ	Eidgenössische Technische Hochschule Zuerich, ETH Zurich (Switzerland)
ESFRI	European Strategy Forum on Research Infrastructures; created roadmap for pan-European Research Infrastructure.
FZJ	Forschungszentrum Jülich (Germany)
GCS	Gauss Centre for Supercomputing (Germany)

GÉANT	Collaboration between National Research and Education Networks to build a multi-gigabit pan-European network, managed by DANTE. GÉANT2 is the follow-up as of 2004.
GENCI	Grand Equipement National de Calcul Intensif (France)
HET	High Performance Computing in Europe Taskforce. Taskforce by representatives from European HPC community to shape the European HPC Research Infrastructure. Produced the scientific case and valuable groundwork for the PRACE project.
HPC	High Performance Computing; Computing at a high performance level at any given time; often used synonym with Supercomputing
IDRIS	Institut du Développement et des Ressources en Informatique Scientifique (represented in PRACE by GENCI, France)
IPB	Institute of Physics, Belgrade
ISC	International Supercomputing Conference; European equivalent to the US based SCxx conference. Held annually in Germany.
JSC	Jülich Supercomputing Centre (FZJ, Germany)
KTH	Kungliga Tekniska Högskolan (represented in PRACE by SNIC, Sweden)
LRZ	Leibniz Supercomputing Centre (Garching, Germany)
NCF	Netherlands Computing Facilities (Netherlands)
NCSA	Executive agency "Electronic communication networks and information systems", Bulgaria
NUI Galway	National University of Ireland, Galway
PM	Personal Months
PRACE	Partnership for Advanced Computing in Europe; Project Acronym
PSNC	Poznan Supercomputing and Networking Centre (Poland)
SARA	Stichting Academisch Rekencentrum Amsterdam (Netherlands)
SNIC	Swedish National Infrastructure for Computing (Sweden)
STFC	Science and Technology Facilities Council (represented in PRACE by EPSRC, United Kingdom)
STRATOS	PRACE advisory group for STRAtegic TechnOlogieS
Tier-0	Denotes the apex of a conceptual pyramid of HPC systems. In this context the Supercomputing Research Infrastructure would host the Tier-0 systems; national or topical HPC centres would constitute Tier-1
UYBHM	National Center for High Performance Computing (Ulusal Yuksek Basarimli Hesaplama Merkezi)
VSB-TUO	Technical University of Ostrava

## 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; 2] and the Dissemination Media Package, which includes e.g. flyers, the general brochure, posters, give-aways, and templates for communication.

The Dissemination Package itself is the actual deliverable D3.1.2. This document accompanies the deliverable and describes the design, implementation, contents and update of the Dissemination Package. The Dissemination Media Package can be found in electronic format on the project intranet (BSCW). The deliverable should be accompanied with the Dissemination Media Package itself. Dissemination Media Packages will be provided to the European Commission.

## 1 Introduction

Effectively organised dissemination, outreach and training activities are a prerequisite for the success of the PRACE First Implementation Project (PRACE-1IP) and the PRACE Research Infrastructure (PRACE RI). The PRACE RI is governed by an international non-profit association with its seat in Brussels. Twenty countries are presently members of the association “Partnership for Advanced Computing in Europe AISBL”. One of the aims of the PRACE 1IP dissemination is to help the PRACE RI and make it a well-known Research Infrastructure in Europe and beyond.

The Dissemination Package itself is the actual deliverable D3.1.2. This document accompanies the deliverable, and describes the design, implementation, contents and future updates of the Dissemination Package. This deliverable is part of Task 3.1, and its objective is to disseminate the achievements of the Research Infrastructure and the project results.

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

## 2 PRACE Dissemination Package

The objectives and guidelines for the PRACE Dissemination Package were described in detail in the deliverable D3.1.1 “Final plan of the use and dissemination of foreground” [3]. It describes the general objectives, target audiences and dissemination channels.

### 2.1 Design and Implementation

PRACE builds on a strong corporate image, brand and style building on the already well established PRACE brand. This was taken into account when new material for the PRACE 1IP project and PRACE RI was created: PRACE wanted to maintain the well-known PRACE brand but make the new dissemination material also compatible with the old dissemination material (PRACE project). The design was done by the advertising agency Up-To-Point Ltd. [4], which also designed the visual appearance of the preceding PRACE project. This ensures the continuity of the PRACE brand.

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

## 2.2 Graphic Guidelines

This section describes the graphic guidelines to be adhered by all partners in any printed and electronic material.

### 2.2.1 Logo, Illustrations and Colours

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

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



Figure 1. PRACE logo



Figure 2. e-infrastructure logo



Figure 3. European Union flag logo





Figure 4. 7<sup>th</sup> Framework Programme logo

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



Figure 5. PRACE illustration



**Figure 6. PRACE illustration #2**

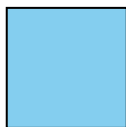
The main PRACE colours are dark and light blue, orange, white and black. Texts are in dark blue, black, orange and in some cases white.

Dark blue



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

Light blue



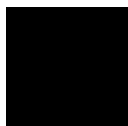
Web colour: #84ceef  
 RGB: 132, 206, 239  
 CMYK: 44, 3, 2, 0

Orange



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

Black



White



### 2.2.2 Language

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

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

[http://ec.europa.eu/translation/writing/style\\_guides/english/style\\_guide\\_en.pdf](http://ec.europa.eu/translation/writing/style_guides/english/style_guide_en.pdf)

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

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

The PRACE websites [1; 2], [www.prace-project.eu](http://www.prace-project.eu) and [www.prace-ri.eu](http://www.prace-ri.eu), have an essential role in the dissemination activities and it must be referred to in all printed material (articles, press releases, brochures, presentations etc.) The PRACE research infrastructure website serves as the focal point to the access the resources and material provided by PRACE.

## 3 Contents of the Dissemination Package

### 3.1 Websites and Social Media

The aim of the PRACE web presence [1 and 2] is to reflect the corporate identity of the PRACE 1IP project [1] and of the PRACE Research Infrastructure [2]. The PRACE project website has been available since the beginning of the PRACE 1IP project, and the PRACE Research Infrastructure website was launched on week 43, 2010.

The PRACE 1IP website ([www.prace-project.eu](http://www.prace-project.eu)) has an essential role in the dissemination activities. The website will serve as the information platform for the PRACE project. The website provides fundamental information about the mission, activities and achievements of PRACE within the European HPC Ecosystem. This information includes documentation, material for presentations and tutorials, training portal, success stories, best practises and a quarterly news bulletin. This material will be made available for download from the website. The PRACE RI- website ([www.prace-ri.eu](http://www.prace-ri.eu)) will be the access point to the PRACE resources, for European researchers.

The project and the research infrastructure websites will be updated constantly during the project lifetime, and referred to in all printed material (articles, press releases, brochures, presentations, etc.) and follow the general graphic guidelines set out for the PRACE project.

There will be dedicated areas for external audience, media coverage, and project partners. The content will be expanded according to the constantly evolving needs and requirements of the project. The project website will provide the following functions:

- To serve as single information portal on the PRACE project for the potential target audiences;
- To disseminate the project developments and results by publishing newsletters, press releases, technical papers and information on coming events. The contents will be provided by all Work Packages;
- To publish all the public documents and deliverables;
- WP7 and WP9 will provide best-practice documents to be edited and published on the PRACE website;
- To collect feedback from audiences involved and interested in PRACE (e.g., scientific and industry users);
- To provide material for the media (e.g., results of simulations, pictures of events, Tier-0 systems, ...);
- To provide the links to major information sources related to the PRACE project, e.g., ESFRI;
- To create a structured and searchable repository of the results developed during the project.

The PRACE RI- website will provide e.g. the following functions:

- To serve as a platform to apply access to the production systems;
- To serve as a publication forum of the production systems usage reports;
- To provide information about PRACE AISBL;
- To provide training material for potential PRACE users (HPC Training portal).

A RSS feed system exists to inform individuals about the latest updates on the website. The PRACE website will also include a visitor statistic monitoring system, which will be analysed quarterly. This information will be used to improve the content and structure of the web site. The log analysis will be the basis for evaluating the effectiveness of information delivery and common awareness about the project.

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

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

### **3.2 Dissemination Media Package**

The Dissemination Media Package was prepared for M3 as described in deliverable D3.1.1 “Final plan for the use and dissemination of foreground” [3]. 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

The flyer is a two-sided A4 sheet providing a brief introduction to the PRACE IIP project and to the PRACE RI. 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.

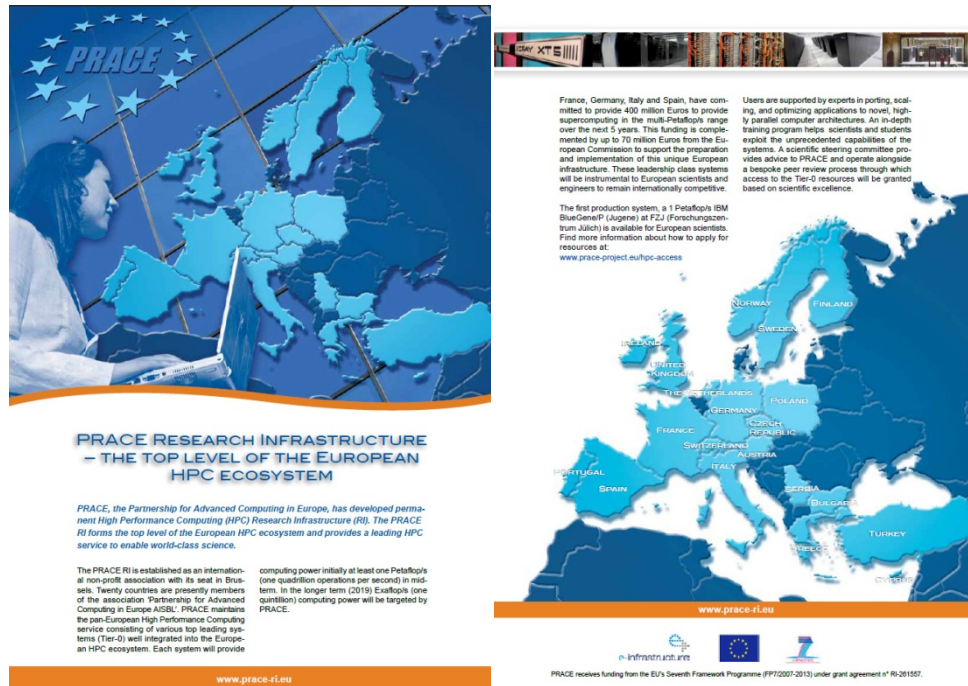


Figure 7. PRACE flyer

### 3.2.2 General Brochure

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

The brochure provides more detailed information on the PRACE project and PRACE RI, objectives and achievements, the HPC ecosystem, and the benefits for science and industry, and for European competitiveness.



**PRACE – A PERMANENT EUROPEAN RESEARCH INFRASTRUCTURE**

PRACE, the Partnership for Advanced Computing in Europe, is building a persistent pan-European Research Infrastructure (RI) for providing leading High Performance Computing (HPC) services. This infrastructure will enable world-class science and engineering for European academia and industry. The PRACE RI is built and operated in collaboration with national and regional HPC centers and governed by representatives of partner governments. Access to the PRACE RI is open to all European researchers affiliated with recognized European academic institutions and industries. Project proposals are selected by a Scientific Steering Committee of European leading scientists and engineers.



[www.prace-ri.eu](http://www.prace-ri.eu)

**The PRACE RI**

- The PRACE RI is governed by an international non-profit association with its seat in Brussels.
- Twenty countries are presently members of the association "Partnership for Advanced Computing in Europe AISBL".
- PRACE is building a pan-European HPC service with world class systems (Tier-0) well integrated into the European HPC ecosystem.
- Initial PRACE RI systems have a capability to carry out computations at a rate of one or more Petaflops (one quadrillion operations per second). To keep pace with the needs of the user communities and technical developments, systems within the PRACE RI are expected to reach capabilities of at least one Exaflops (one quintillion) in less than a decade.
- The first production system, a 1 Petaflops IBM BlueGene/P (Jugene) at FZJ (Forschungszentrum Jülich) is available for European scientists. Find more information about applying for resources at: [www.prace-project.eu/itpc-access](http://www.prace-project.eu/itpc-access)
- Access for European researchers and their collaborators is determined based on proposals submitted in response to Calls for Proposals. These are issued twice a year and are evaluated by leading scientists and engineers in a peer-review process governed by a PRACE Scientific Steering Committee.
- PRACE has an extensive education and training effort for effective use of the RI through seasonal schools, workshops and scientific and industrial seminars throughout Europe. Education and training material and documents related to the RI are available on the PRACE website as is schedule of events.

**Achievements of the preceding PRACE preparatory phase**

- Agreements from 20 partner governments to establish and sustain a pan-European Research Infrastructure for world class computational and data resources and services.
- Establishment of an international association for governing the RI and its operation and a Council of representatives of partner governments to govern the association.
- Establishment of a peer-review process for RI access proposals governed by a Scientific Steering Committee.
- Secured funding for the RI and its operations of 400 million Euros from four partner governments (France, Germany, Italy and Spain) through 2014. Significant additional commitments are expected by other partner governments. In addition, the European Commission is planning to support the RI and its successful use with 70 million Euros of funding.
- Analysed, ported, and scaled key scientific applications.
- Assessed hardware and software components for future multi-Petaflops systems on nine prototype systems.
- Carried out education and training events through Europe.
- Created a benchmark suite with the following 22 scientific applications:
  - CCD, particle physics
  - Quantum Espresso, computational chemistry
  - NAME, computational chemistry
  - CPMD, computational chemistry
  - Code\_Salinas, computational fluid dynamics
  - GADGET-1, astronomy and cosmology
  - TORUS/ITER/P, plasma physics

**WIF, atmospheric modeling**

- NEMO, ocean modelling
- CP2K, computational chemistry
- GENMACHS, computational chemistry
- NESSD, computational fluid dynamics
- VEI3/ML, computational physics
- TRIPOLI-4, computational engineering
- PEPC, plasma physics
- GPW, computational chemistry
- ALTA, computational mechanics
- OCTOPUS, computational chemistry
- BSIT, computational geophysics
- ELMER, computational engineering
- SPICE/SPICE, computational geophysics
- STRATOS, the PRACE advisory group on Strategic Technologies, was created to foster collaboration with industry on hardware and software components for future multi-Petaflops systems.
- European Commission complements the funding for PRACE with up to 70 million Euros. Part of the EC funds are intended for the PRACE First Implementation Phase project, PRACE-1IP to accelerate the implementation of the PRACE RI.

**PRACE-1IP Goals**

- Project starts on July 1, 2010
- Duration: two years
- Budget 28M € with 20M € EC contribution
- All twenty members of the RI partner in the project



**Members of the Partnership for Advanced Computing in Europe AISBL (PRACE)**

- Austria:** JKU – Universität Linz, Datenverarbeitung der Johannes Kepler Universität [www.gip.univ-linz.ac.at](http://www.gip.univ-linz.ac.at)
- Belgium:** NCSA – Executive agency "Electronic communication networks and information systems" [www.bgnic.acad.bg](http://www.bgnic.acad.bg)
- Cyprus:** CaSIS/RC – Computation-based Science and Technology Research Center, The Cyprus Institute <http://caisites.cy.ac.cy>
- Czech Republic:** VŠO – Technical University of Ostrava <http://itn.vsb.cz>
- Finland:** CSC – IT Center for Science Ltd. [www.csc.fi](http://www.csc.fi)
- France:** GENCI – Grand Equipement National de Calcul Intensif [www.gencl.fr](http://www.gencl.fr)
- Germany:** GCS – GAUSS Centre for Supercomputing e.V. [www.gauss-centre.de](http://www.gauss-centre.de)
- Greece:** GENET – Greek Research and Technology Network S.A. [www.genet.gr](http://www.genet.gr)
- Ireland:** ICHEC – Irish Centre for High-End Computing [www.ichec.ie](http://www.ichec.ie)
- Italy:** CINECA – Consorzio Interuniversitario [www.cineca.it](http://www.cineca.it)
- The Netherlands:** NCF – Stichting Nationale Computerfaciliteiten – Netherlands Computing Facilities Foundation [www.nwo.nl/nfcd](http://www.nwo.nl/nfcd)
- Norway:** SIGMA – LINNET Sigma AS – The Norwegian Metacenter for Computational Science <http://sigma.linnet.no>
- Poland:** PISNC – Instytut Chemii Bioorganicznej Pan – Institute of Bioorganic Chemistry – Poznan Supercomputing and Networking Center [www.pisnc.pl](http://www.pisnc.pl)
- Portugal:** ICTUC – Faculdade Ciencias e Tecnologia da Universidade de Coimbra [www.fct.ucp.pt](http://www.fct.ucp.pt)
- Serbia:** IPB – Institute of Physics Belgrade [www.ipb.ac.rs](http://www.ipb.ac.rs)
- Spain:** ISC – Barcelona Supercomputing Center – Centro Nacional de Supercomputación [www.bsc.es](http://www.bsc.es)
- Switzerland:** ETH – Eidgenössische Technische Hochschule Zürich – Swiss Federal Institute of Technology, Zürich [www.csc.ch](http://www.csc.ch)
- Sweden:** SMC – Vetenskapsrådet – Swedish Research Council [www.smc.vt.se](http://www.smc.vt.se)
- Turkey:** UYBİM – Ulusal Yüksek Basarımli Hesaplama Merkezi, Istanbul Technical University – National Center for High-Performance Computing [www.uybim.itu.edu.tr](http://www.uybim.itu.edu.tr)
- UK:** EPSRC – The Engineering and Physical Sciences Research Council [www.epsrc.ac.uk](http://www.epsrc.ac.uk)



Figure 8. PRACE general brochure

### 3.2.3 Posters

Three different posters were created in order to highlight:

- a) the achievements of the preceding PRACE project
- b) the PRACE 1IP project
- c) the PRACE RI and its member countries

The posters were printed and distributed to PRACE partners in September 2010.

### 3.2.4 Give-aways

PRACE updated the look of the t-shirts used in the preceding PRACE project. The t-shirts will be worn by PRACE members during exhibitions and other events and used as selective give-aways.



Figure 9. PRACE t-shirts

PRACE shopping bags were produced for the SC10 exhibition (Figure 10) as a new PRACE give-away. The shopping bags are environmentally friendly and lasting give-aways.



Figure 10. PRACE shopping bags

Fifty (50) kilos of liquorice-flavoured candy with the PRACE logo and the PRACE RI URL on the wrapper (Figure 11) were ordered. The sweets will be important give-aways at PRACE-related events.

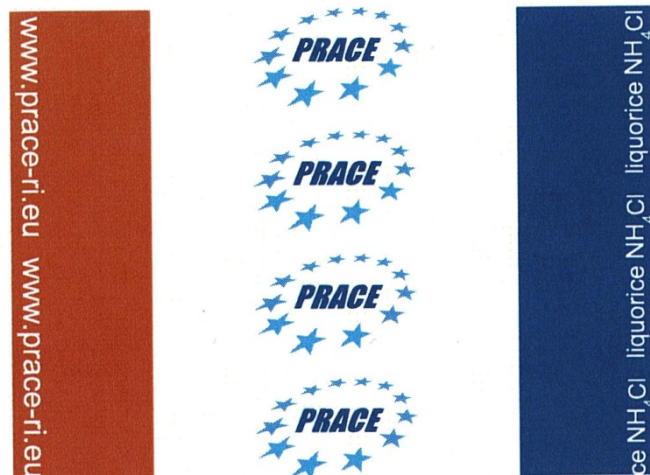


Figure 11. PRACE candy wrapper

PRACE USB-keys (1700) have been produced as a give-away. Specific PRACE related information can be uploaded to the USB keys relating to the event where the USB-keys are delivered (e.g. training school material, presentations etc.).



3.2.5 Templates

Templates following the PRACE corporate style must be used in all documents and dissemination activities on behalf of PRACE. PowerPoint and Word document templates are available on the PRACE intranet. Presentations given at different events will be gathered on the PRACE project 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.

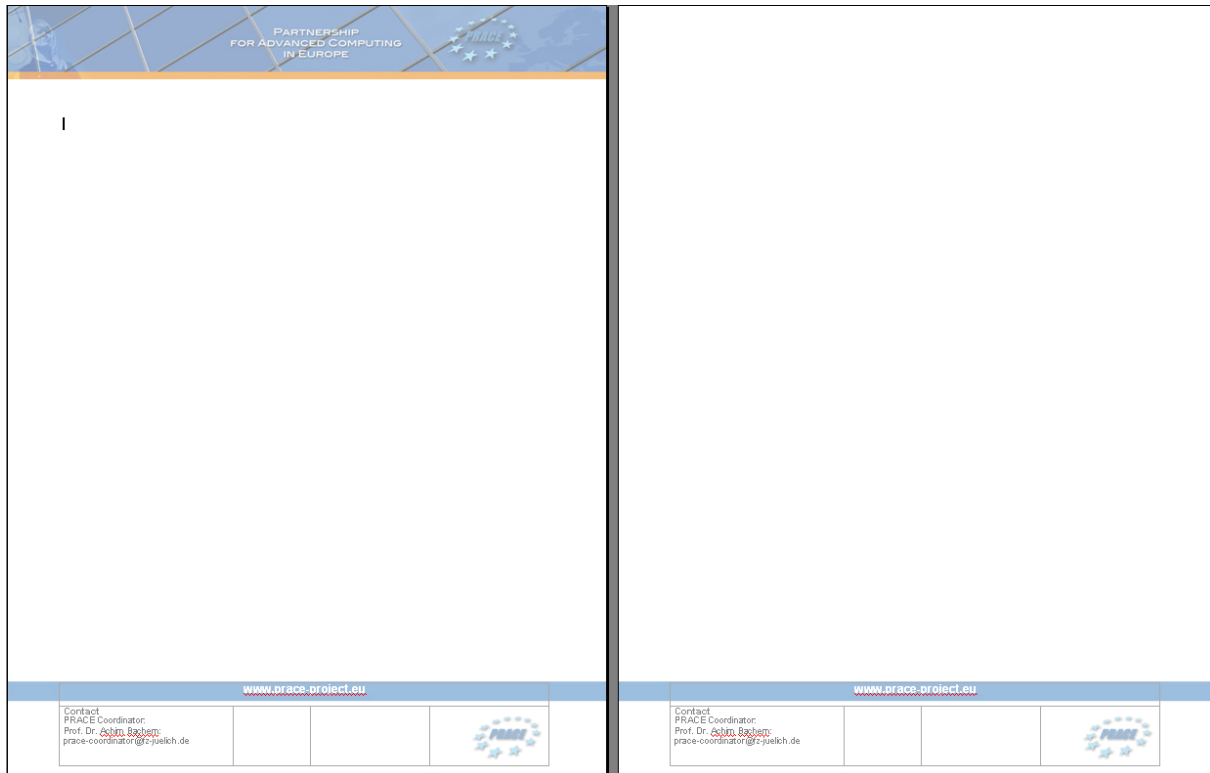


Figure 12. PRACE Word template



Figure 13. 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 PRACE IIP project and the PRACE RI 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 websites [1 and 2] and major news will also be distributed to AlphaGalileo [5], 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 *Newsletters*

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

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 newsletter may also be used to promote PRACE events and participation in exhibitions.

The first newsletter will be published in October 2010 on the PRACE website [1]. An electronic newsletter is a cost-effective dissemination instrument. It is also possible to subscribe to the newsletters through the PRACE website.

The first newsletter, targeted for publication at the end of October 2010, contains:

- PRACE RI Inaugurated / 320 million hours granted
- Second Tier-0 machine
- Project overview: interview of the PMO team (Thomas Eickermann, Florian Berberich, Dietmar Erwin) by Ari Turunen
- Training: interview of Pekka Manninen by Anni Jakobsson
- Events

### 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” [3]. 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.

<b>Dissemination material</b>	<b>For which stakeholder</b>	<b>Reasons for choosing</b>
The PRACE websites, social media accounts	All stakeholders	The PRACE website has an essential role in the dissemination activities and it can be used for diverse purposes. Social media attracts the general audience and end-users.
The PRACE flyer	All stakeholders, especially policy makers and funding agencies	The PRACE flyer provides a brief introduction to the PRACE 1IP project and the PRACE RI and is suitable for different stakeholders.
The PRACE general brochure	All stakeholders	The PRACE general brochure provides more detailed information on the PRACE 1IP project and on the PRACE RI and is suitable for different dissemination activities targeted for different stakeholders.
The PRACE posters	All stakeholders	The PRACE poster have a central and visible role at different PRACE-related events.
The PRACE templates	All stakeholders	The PRACE templates must be used in all PRACE dissemination activities and are therefore a central element in the project.
Press releases	All stakeholders; especially media, scientific communities, policy makers and funding agencies, research infrastructures, organisations and the general public	The objective of press releases is to attract attention to the project and the RI 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	The quarterly electronic newsletter is an effective dissemination instrument.

Dissemination material	For which stakeholder	Reasons for choosing
	political decision makers, also for project's internal communication	The subscription to the newsletter is available from the PRACE website. Handouts can also be produced.
Give-aways	General public, scientific communities, industry partners and vendors.	Give-aways are an important way to gain attention to PRACE for example at different PRACE-related events.

Table 1: Dissemination Media Package and Different Stakeholders

### 3.4 End-User Acknowledgements

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

<http://www.prace-project.eu/hpc-access/page-10-3/>

A formal record of these is kept by BSC. The first final reports are expected from the successful applicants to the Early Access call in December, 2010.

## 4 Update Process for the Dissemination Package

Dissemination continues throughout the lifetime of the project. The PRACE IIP project and the PRACE RI 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-ups is under consideration. Also, a pop-up wall for exhibitions may be produced and folders for different PRACE related events. The contents of the dissemination material will evolve as new results become available from the other Work Packages.

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

Key results from the scientific projects will be gathered and edited from the partner institutions. PRACE magazine has an editorial board with representatives (preferably communicators or reviewers) of all contributing sites. These articles will be produced for use by the consortium and can be published in partner's own publications and websites.

PRACE training videos will be produced after each of the planned eight seasonal schools and they will be available on the training portal. In addition WP3 will produce general and short video clips about PRACE and supercomputing to the PRACE website. The general video will also be available in CD format.

## 5 WP3 Contacts

The WP3 team includes 17 organisations, which are presented in Table 2. The total number of personal months (PM) from each partner is included in the table (including both dissemination and training). 120 PMs are allocated for training and 70 PMs for dissemination.

Site	Total PMs
CSC	24
ETHZ	24
IPB	24
NCSA	19
PSNC	14
CaSToRC	12
SNIC	11
EPSRC	10
GENCI	10
GRNET	10
NUI Galway	9
VSU-TUO	8
CINECA	6
BSC	6
UYBHM	6
NCF	6
GCS	3
Total	190

**Table 2: WP3 total PMs**

The following email address can be used to reach people in WP3:

[prace-1ip-wp3@fz-juelich.de](mailto:prace-1ip-wp3@fz-juelich.de); WP3 (training + dissemination)

Detailed dissemination contacts from each participating site are listed on D3.1.1 Final plan of the use and dissemination of foreground.

## 6 Annex

### 6.1 Instructions for Press Releases and Newsletters - Annex I

These guidelines are available on the PRACE intranet BSCW.

#### Press release:

Check the PRACE 1IP press release calendar on: <https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d442511/PRACE%201IP%20press%20release%20calendar.docx>

Use the PRACE press release word template ([https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d452872/pr\\_template.doc](https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d452872/pr_template.doc))

Send your press release to [prace-1ip-wp3@fz-juelich.de](mailto:prace-1ip-wp3@fz-juelich.de) in Word and pdf formats

- ➔ WP3 web team will publish the item on “News” and on <http://www.prace-project.eu/press-corner> as a pdf file
- ➔ WP3 will make language translations and distribute the news further (translations needed especially with important press releases!)
- ➔ All PRACE partner sites will distribute the press release through their own dissemination channels
- ➔ CSC has access to “AlphaGalileo” service: a leading portal to reach science editors throughout the world. The service is used with most important press releases

#### Newsletters

Check the newsletter contents and deadlines on:

<https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/d440812/Newsletter%20plan%20for%20PRACE%201IP.docx>

Send your article to [prace-press-team@fz-juelich.de](mailto:prace-press-team@fz-juelich.de) as a Word document.

- ➔ long articles: approximately 3500 characters (with spaces) per article (this will turn out as a one page article in the newsletter). Maximum length is 2 pages (7000 characters with spaces), news and events can be a lot shorter
- ➔ Make a catchy heading, explain all acronyms in the body text
- ➔ You can start with a lead text (see an example of a lead text on: <http://www.prace-project.eu/documents/prace-nl4.pdf>, article “First industry seminar”)
- ➔ Use subheadings
- ➔ In the end you can have a short “more information” box with links to PRACE website etc.
- ➔ Send picture(s) in high resolution, preferably jpg format. Remember to ask the copyrights, and include the name of the photographer (if the photographer is a PRACE project member @PRACE can be used, if ok for the photographer). Don’t forget to write a caption for the picture(s)
- ➔ Anni Jakobsson does the layout for the newsletters and has the right to edit texts