

D7.2

Initial Networking Activities Plan

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Work package:	WP7 Communication, Dissemination, Collaboration and Exploitation	
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Executive Summary

The goal of the deliverable is to develop a plan for dissemination, collaboration, communication and standardization to promote the innovation of OPTIMA. It is a joint endeavor between the partners of OPTIMA to utilize the results acquired.

The aim of communication and dissemination in OPTIMA is to help achieve the overall vision and goals of the project. Impact creation in various areas of the project is foreseen and communication and dissemination play an important role in supporting and maximising this impact. This deliverable presents the strategy on how communication (promoting the action and its results) and dissemination (sharing the results) can help achieve the goals.

This involves activities at project as well as at partner level. It is a central guideline document for the OPTIMA Consortium in communicating and disseminating OPTIMA to external stakeholders as well as for sharing and coordinating activities internally.

Besides supporting the achievement of the project goals, communication, collaboration, standardization and dissemination should pave the way for an effective exploitation of OPTIMA results for the individual partners and in joint partnerships. The strategy is to increase communication and dissemination activities as the project results appear, moving from creating awareness to preparing for exploitation. Activities are steered by central milestones such as major deliverables and are executed using a variety of methods, including information material, newsletters, press releases, articles, posts, calls for proposals, publications etc.

This deliverable describes the plan for dissemination, collaboration, communication and possible standardization. These four aspects are crucial to establish OPTIMA as a key player for software for industrial use of FPGA clusters.

OPTIMA's dissemination strategy will make sure that all research carried out in OPTIMA is heard and understood by key target groups in the HPC community and beyond. The project will use different dissemination channels to make sure that researchers and industrial IT decision makers will have access to all OPTIMA material, particularly:

- A webpage and social media for general dissemination and repository
- Attendance of meetings and workshops relevant for the HPC community
- Publication of scientific papers
- Organization of workshops as well as joint activities with related projects

Finally we present participation in standardization bodies, such as the GASPI Forum.

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1. Introduction

The aim of communication, collaboration, dissemination and standardization in OPTIMA is to help achieve the overall goals of the project and maximise the project's impact through a strategic approach as outlined by this document.

The task is to promote (communication) and share (dissemination) the OPTIMA results effectively to a wide range of stakeholders who have an interest in, concern about or will benefit from the OPTIMA project.

The dissemination obligations concern the obligation to publicly disclose the results from the project and is often related to the scientific activities of making research results known:

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). The communication obligations are extended to promoting not only the results but also the project to a wider audience, thereby going beyond the project’s own community. The partners will promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. We will collaborate with other projects under the same topic and programme to reach a larger audience and work on content.

An important goal is related to the use (exploitation) of the results of which the dissemination strategy is a prerequisite for the exploitation plans developed during and after the project. To create sustainable results OPTIMA will liaise with standardization bodies to make sure that the developments in the projects are being taken into account.

1.1 Purpose, context and scope of the deliverable

The purpose of this document is to establish and agree upon a common strategic approach to communication, dissemination, standardization and collaboration in OPTIMA, aligning and coordinating activities taking place at project and partner level. The specific objectives are to:

- Define and execute an effective communication, collaboration and standardization strategy at the beginning of the project;
- Define, agree and execute a comprehensive dissemination strategy and plan with measurable goals;
- Contribute to the consolidation and coherence work implemented by the Consortia for horizontal activities;

Since there is significant overlap between communication and dissemination in terms of target groups, messages, channels and plans, the terms are coined at places and a single plan covering both terms is presented.

This document mainly covers and specifies general activities planned at project level, indicating individual partners' responsibilities and activities. To ensure a strategic approach and commitment, each partner will support and contribute to the objectives of this deliverable.

Since the document is part of a continuous process, being revised throughout the project, it is therefore subject to change and the Consortium will revise the efforts regularly and provide status and updates in the periodic management reports.

2. Goals

Short-term:

During the initial phase of the project will be to promote the project itself, plan ahead, and raise awareness of the research topics, goals, methodology and expected outcomes, including:

- Creation of OPTIMA visual identity (website, PowerPoint and Word Templates), followed by distribution to the consortium
- Population of project website with content and event announcements
- Initial presentations of the project aims and networking, for example at conferences and events
- Planning and initial steps of liaison activities with other projects and international initiatives
- Planning of high-level event presence

Medium-term:

As the project advances, we want to improve general and global understanding of exascale computing and FPGAs in HPC clusters including major driving factors, their interactions and their impacts on the project's outcomes. In addition, it is important to ensure better uptake and sustainability of OPTIMA's final outputs.

- Focused engagement at conferences, promotional events etc.
- Reporting on all workshops, meetings and expert surveys
- Populating website and newsletter with explanatory content, preliminary results and activity reports
- Awareness raising among policy makers, through e.g. liaison with leading HPC and Exascale computing bodies.

Long-term:

In the long term, the goal is to roll-out project results, issue key findings to policy makers and to provide sound evidence for routes to exploitation.

3. Communication approach

The dissemination strategy has both a Primary (Branded) and Secondary (Personal-Professional) approach to content and content distribution.

The primary hub is the OPTIMA website, which will contain a copy of all branded content, such content when distributed linking back to the site where possible. It will be seconded by a social media approach that draws traffic to the site. The site is equipped with analytics tools, and these tools have scope for expansion to collect visitor information.

Secondary hubs will be run by project individuals who are willing. Guidance and support will be provided by the project's dissemination team where necessary. This will enable consortia members to write unbranded thought leadership content and distribute it on their own hub to draw visitors. Analytics are provided by LinkedIn and hub owners will be able to identify profile viewers and send connection invites e.g. on platforms such as LinkedIn.

Primary and secondary hubs can share and link to each other's content.

4. Media

The consortium will target the following media channels to host or distribute content:

- Online & Printed Publications
- Commercial Conferences and Exhibitions
- Academically led or subject matter specific conferences and workshops
- The Website: <https://optima-hpc.eu/>
- LinkedIn Blogs

And the following channels for promotion of content:

- Twitter
- LinkedIn Feeds
- Consortia Members Website (
- LinkedIn Page
- LinkedIn Groups

4.1 Online & Printed Publications

In order to disseminate innovation findings with the long-term impact of OPTIMA in mind, the project will also target key relevant scientific journals. This list is not exhaustive, but rather means to convey the broad range of specialized journals that can be considered for the project and its thematic focus.

HPC: HPC Computer Architecture, Modeling and Simulation: IEEE Design & Test, HPC Wire, The Next Platform, IEEE Tran. on Computers (TC), IEEE Tran. on Parallel and Distributed Systems (TPDS), IEEE Micro, Journal of Distributed and Parallel Computing (JPDC), ACM Tran. on Architecture and Code Optimizations (TACO)

Accelerators, FPGA's: Tran. on Reconfigurable Technology and Systems

Applications: Intl. Journal of HPC Applications

4.2 Commercial Conferences

Another important dissemination channel will be the attendance and presentations at high-level peer-reviewed conferences in the field. Presenting the latest updates of the project at such events, meetings or workshops will be an effective means of involving industry leaders.

- Data Centre World,
- Data Centre Dynamics,
- Supercomputing Frontiers Europe
- International Supercomputing Conference (ISC High Performance),
- Supercomputing,
- HPC Advisors Council Conferences
- HPC User Forum Conferences

4.3 Academically led or subject matter specific conferences

Scientific conferences and journals are important dissemination channels for sharing the OPTIMA results to academic and industrial communities, creating knowledge impact and enabling stakeholders to use the results in their own work. The channels will mainly be used by the academic partners in OPTIMA.

Table 1: Target conferences, journals and industrial events

Scope/Topic	Workshops	Conferences	Journals	Industrial Events
HPC, Computer Architecture, Interconnection Networks, Modelling and Simulation	PMBS, E2SC, IA3, HiPINEB, HPPAC	ISCA, MICRO, HPCA, SC, ICS, HiPEAC, PACT, IPDPS, DAC, SIGMETRICS, SAMOS, IEEE CLUSTER, COMPUTING FRONTIERS, PPOPP, PLDI, PACT, HPCC, DATE	IEEE Tran. on Computers (TC), IEEE Tran. on Parallel and Distributed Systems (TPDS), IEEE Micro, Journal of Distributed and Parallel Computing (JPDC), ACM Tran. on Architecture and Code Optimizations (TACO)	SC, ISC High Performance, EC ICT Events
Accelerators, FPGAs	AsHES, H2RC	FCCM, FPL, SAAHPC	Tran. on Reconfigurable Technology and Systems	
Applications	PDSEC, HPBDC, HiCOMB	VECPAR, PASC, EuroPar	Intl. Journal of HPC Applications,	

Table 2: Target metrics and goals for dissemination

KPI	Target Value
Knowledge Transfer	At least 6 Scientific publications and articles (publications, peer-reviewed articles, papers, etc.) in conferences and events
Participation and Organization of Technical and Scientific Events, Conferences, Workshops, Hackathons, etc (in collaboration or not)	At least 3 participations in events, workshops and conferences
Number of significant actions in collaboration	Contact and establish a significant collaboration with at least 5 projects
Marketing Collateral Materials	Number of newsletters & blog posts: 1 every month
Promotion	At least 3 Press release campaigns
Online Channels	Dynamic interaction on Social Media channels

4.4 The OPTIMA website and social media activities

The website is the main communication tool, suitable for addressing the various stakeholders in OPTIMA. It contains the most important information about the project and will be enriched continuously. The website is designed so that it is possible to get an overview of the OPTIMA project on one page, using images, videos, and lively, engaging content to engage the visitor. The website is seconded by social media activities on Twitter (@[OPTIMA HPC](#)) and LinkedIn (<https://www.linkedin.com/company/optima-hpc/>) which will make a wider audience aware of the website as well as related events, and useful resources, such as publications, videos, and dissemination materials of the project.

The website and social media activity is described in detail in deliverable D7.1.

4.5 Press releases

Press releases are one of the most effective ways of communicating particular activities of the OPTIMA project to a specific target audience. Press releases attract attention to the project's progress and its achievements. The idea is to launch yearly a minimum of one press release, but it will be agreed among all partners whenever an important achievement needs to be announced.

The procedure for launching a press release should be as follows:

1. The dissemination team prepares a first draft of the press release. This text has to be validated by all partners.
2. Once these steps have been agreed, all partners have to agree on the launch date and time. Partners are encouraged to translate the OPTIMA press releases to their

languages, where possible. The adequate translation of the materials is the responsibility of each partner.

All press releases will be included in the OPTIMA project website.

4.6 Partner websites

Partners use their own websites to promote a general awareness of the OPTIMA project, pinpoint their specific role in their own network of stakeholders and some partners will create specific pages for the project. Some partners have started from day one publishing news about OPTIMA and continue to post on a regular basis, other partners (e.g. some pilot partners) will only use certain official channels when a more definite and developed stage of the project is achieved.

Some partners have already setup websites for the projects:

- FZJ: https://www.fz-juelich.de/ias/jsc/EN/Research/Projects/_projects/optima.html
- CYBER: <https://cyberbotics.com/#portfolio>
- EXA: <https://exapsys.eu/portfolio/optima/>

4.7 Other channels

Besides the listed channels, OPTIMA will also communicate with stakeholders through mails, meetings, plenary sessions, distributing important news, sending press releases, inviting to engage as well as doing presentations. Partners will target relevant online newsrooms with articles and contributions as well as offer interviews.

Relevant EC channels such as newsrooms and blogs will be targeted and contributions made to the coordinated dissemination portal as part of the collaboration with support actions and other large-scale pilots.

4.8 Partner roles and responsibilities

All partners engage in general communication, collaboration, standardization and dissemination activities at consortium level and partner level, as part of work package activities and areas of expertise. Partners will work together in locating and organizing relevant activities and cooperate with stakeholders, relevant projects, clusters and initiatives.

The “Communication, Dissemination, Collaboration and Exploitation” work package is lead by MAX which is also leading the task on “Market Approach and Business Analysis”, while EXA is leading the task “Fostering Sustainability and Exploitation”, APP “Communication and Dissemination” and FRAUN “Collaboration”. In the day-to-day management OPTIMA has a designated role of an “exploitation and dissemination manager”, filled by Olivier Michel, who is the leader of the communication and exploitation activities, WP7 lead and member of the project coordination team (PCT). The tasks of the exploitation and dissemination manager are:

- Review of the dissemination and exploitation strategy for OPTIMA
- Check business objectives progress against schedule
- Identify trends and technologies that could be of interest to the project
- Generate a business assessment of completed and running activities
- Business risk management

The partners in the project have different roles as explained in Table X. Therefore their communication and dissemination strategy will be slightly different, e.g. it is expected that the application providers will only be able to disseminate quite late in the project when the OPTIMA approach is starting to show benefits.

Table 3: roles of partners in the OPTIMA consortium

Role	Technology provider	HW Platform	Application Providers
Partner	TSI, FRAUN, APP, MAX	EXA, FZJ	CYBER, FRAUN, ES, M3E, ICCS

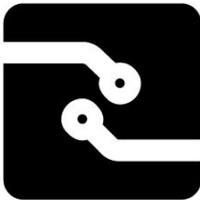
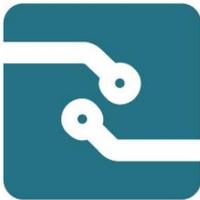
Partners are encouraged to think about communication, standardization, collaboration and dissemination into all OPTIMA activities, bringing forward the good stories to create synergies with other partners and channel them to a wider audience.

5. Branding

A common graphic identity has been developed in order to create a recognisable brand associated with the project. This image should be consistently applied by all partners and in all dissemination materials.

5.1 Logo

The main image of the project is the design of the logo, as follows:

	Black and White	Colour
Logo without Slogan		

Logo with Project Name		
Logo with Slogan		

Figure 1: OPTIMA logo

The logo is available in different resolutions in png, svg, jpg format, so it can be used in all online and offline platforms such as web or printed materials, respectively. This logo, approved by all OPTIMA partners, should be included in all OPTIMA related documents. All versions can be downloaded from the intranet available to all project partners.

5.2 Font and Language

The font defined is Helvetica. This font has a strong character and it is used the OPTIMA documents. The official language of the OPTIMA project is British English for all dissemination materials. However, the dissemination material should be translated into the different partners' language, where possible. Each partner should ensure that the materials are adequately translated into the local languages, e.g. in the case of the press releases for the local media.

5.3 Project templates

A set of templates to be used in the main dissemination activities of the project (workshops, conferences, training courses, etc.) has been designed.

- The presentation template will be used in all presentations done by the project partners. It is available to all partners as pptx or odp and can be downloaded from the intranet.
- The deliverable template is based on a style guide similar to the presentation template. It is available to all partners in different formats (docx, odt, rtf) and can be downloaded from the Intranet.
- A press release template has also been designed.

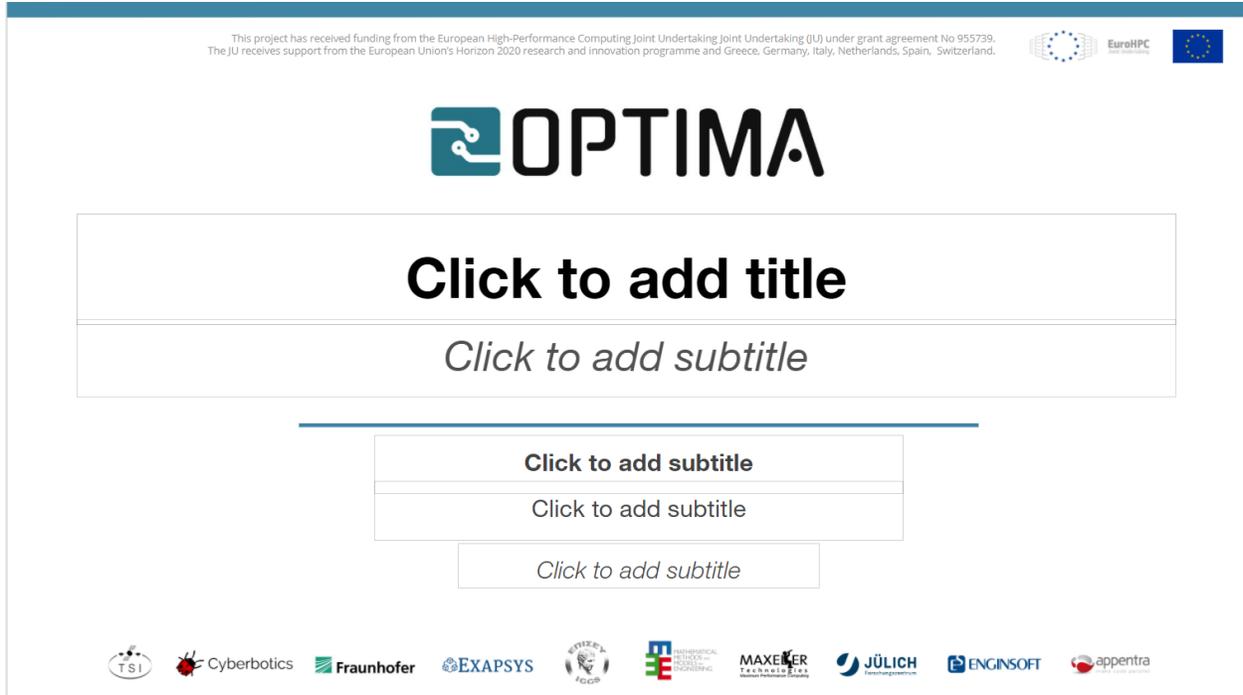


Figure 2: OPTIMA presentation template

6. Targets

6.1 Target audience

The communication strategy includes the description of the different target audiences of the project, as well as the key messages, dissemination channels and value of each audience.

Table 4: Target audiences

Target audience	Key messages	Dissemination channel and activities	Value to the target audience
Scientific community and industrial stakeholders	OPTIMA's FPGA approach	OPTIMA website, OPTIMA publications	Understand OPTIMA's novel approach and its benefits.
Industrial stakeholders and policy makers	OPTIMA's benefits	Technology transfer sessions, events and conferences	Understand the potential benefit of OPTIMA and its inclusion in their roadmap
General public	OPTIMA's impact for society and industry	Press releases, social media and website	Understand how tax payers money is invested and how

			OPTIMA will benefit the European society
Scientific community	OPTIMA's technology portfolio and	Publications in scientific journals, conference proceedings, workshops, social media channels	Understand OPTIMA's approach and the underlying technology to attain OPTIMA's goals. Be able to contribute to it and build upon it.
Scientists from other related projects	OPTIMA's impact on other projects	Invited talks in other project meetings. Social media channels.	Identify potential ways in which OPTIMA's approach may be applied to their projects.

6.2 Collaboration

We will collaborate with other projects under the same topic or program with the following goals:

- to improve dissemination collaborations with other projects
- to collaborate with allied consortia on content.

Possible projects to collaborate with are the following ones which are funded under the same topic "EuroHPC-03-2019 - Industrial software codes for extreme scale computing environments and applications":

- SCALABLE (SCALable LAttice Boltzmann Leaps to Exascale),
- exaFOAM (Exploitation of Exascale Systems for Open-Source Computational Fluid Dynamics by Mainstream Industry),
- NextSim CODA (Next generation of industrial aerodynamic simulation code)
- LIGATE (Ligand Generator and portable drug discovery platform AT Exascale).

The topic is placed in the programme "Next generation computing: Advanced and secure computing systems and technologies, including cloud computing".

The DEEP-SEA project (common partners FZJ and FRAUN) advocates a modular supercomputer architecture (MSA), which allows a maximum of flexibility for the usage of heterogeneous hardware. Even though in DEEP-SEA FPGAs are not a main focus, DEEP-SEA will facilitate the usage of accelerators and deep memory hierarchies with libraries, resource administration and programming abstractions. Therefore it is interesting for OPTIMA to collaborate with DEEP-SEA to highlight the requirements arising from applications that use FPGAs in HPC clusters. DEEP-SEA is a project for the topic: EuroHPC-01-2019 - Extreme scale computing and data driven technologies, Subtopic d) Programming models, It runs until the third quarter of 2023.

Moreover, OPTIMA uses the HPC prototype from the ExaNeSt project (<https://exanest.eu/>) collaborating closely with the Institute of Computer Science at FORTH where the infrastructure is hosted. Apart from the access to the infrastructure, it could be interesting to add that both Fraunhofer and EnginSoft were partners of ExaNest and EnginSoft was responsible for the integration activities. OPTIMA will extend the firmware of the prototype so that FPGA-based hardware acceleration is supported. OPTIMA will also maintain and manage this prototype. In parallel, OPTIMA is planning to collaborate with the EuroEXA project (<https://euroexa.eu/>) which uses a smaller multi-FPGA prototype. FRAUN, FORTH and EXAPSYS are partners of the EuroEXA project. Finally, OPTIMA will use the know-how and results from the ECOSCALE project (<https://cordis.europa.eu/project/id/671632>). ECOSCALE used the FPGA-ML tool flow, which will be replaced by XRT in OPTIMA. The ECOSCALE project was coordinated by TSI.

6.3 Content Distribution

We have the following KPIs for the distribution of content:

- To have frequently new content on the website.
- To improve exposure potential through internal promotion, to secure initial Likes, Views, Shares and Comments and drive exposure.
- To have 3 consortia individuals promoting OPTIMA with regular content on a personal-professional basis

6.4 Standardization

OPTIMA is expected to make important contributions to the GASPI standardization. GASPI is the underlying standard of GPI-2. FRAUN will lead the standardization effort.

The work carried out by the members in the standardization will be presented in the project meetings to receive feedback from all of the consortium members. A summary of the standardization meetings will be presented by the OPTIMA members during the F2F meetings and will be made available on the OPTIMA web page.