

MONT-BLANC

D2.1 Dissemination Strategy Document Version 1.7

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Notices:

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Change Log

Version	Description of Change
v1.0	First Draft of the D 2.1
V1.1	Second Draft of the D 2.1
v1.2	Third Draft of the D 2.1
v1.3	Fourth Draft of the D 2.1 with the reviewed changes
v1.4	Fifth Draft of the D 2.1
v1.5	Sixth Draft of the D 2.1 with the completed events list
v1.6	Review done by the partners & WP leader
v1.7	Final version

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Executive Summary

This document defines the dissemination objectives for the Mont-Blanc project, as well as the different targets for all its activities, the dissemination tools, the interaction with similar projects, its activities to be done during the Mont-Blanc project, and the policy used to disseminate the results.

The aim of this document is to define the strategy for disseminating the project results taking into account the big social impact that this project will have on society. This plan intends to raise awareness and interest in the developed technologies and solutions among the target groups such as the users, the scientific community, the IT industry and the general public. The strong presence of leading research HPC institutions ensures the wider dissemination potential through scientific channels, and the industrial partners will focus more on the exploitation and technology transfer activities. Most of the results will be published via academic and industrial channels by submitting scientific papers, and by holding workshops, courses and tutorials related to the new technologies.

1 Introduction

The main purpose of the Dissemination and Exploitation work package (WP2) is to maximise the visibility of the project and to support the partners and scientists involved for dissemination purposes, as well as to collaborate with related EU projects that might benefit from this project's results. This document presents the dissemination tools, communication activities and press strategy for the Mont-Blanc project.

2 General objectives

The main objectives for dissemination of the Mont-Blanc project are:

- To disseminate the Mont-Blanc project results to the major academic stakeholders in the European (and International) scientific and research communities;
- To encourage the participation of other academic institutions in the development of a fully functional energy-efficient HPC prototype using low-power commercially available embedded technology;
- To influence the IT industry, in particular, to improve the energy efficiency of HPC hardware.

2.1 Target audience

This section lists the target groups of the Mont-Blanc project. In particular, this project should be able to attract the attention of the following groups:

- Mont-Blanc partners

- Scientific community involved in the topics related to the project, as well as end users of the possible technology to be developed
- European HPC and IT Industry vendors of: HPC compute accelerators (on-chip integrated GPUs/on-board integrated accelerators), interconnection network systems, system software companies, storage facilities, etc.
- Industry such as cell phone and mobile devices companies
- Politicians and Governmental institutions
- Research organizations (like PRACE RI) and the European HPC Technology platform
- Related EU and International Projects: PRACE projects, TEXT, Teraflux, EuroCloud, Green Flash of the Berkeley's Laboratory, DEEP, ENCORE, etc.
- General public

2.2 Dissemination channels

In order to effectively reach the targets for dissemination and to maximize the visibility of the project, a broad spectrum of dissemination channels will be used. The public website is the first contact and plays a central role in dissemination followed by a careful chosen list of events, as well as the rest of the external dissemination tools described in section 4 of this document.

2.3 Dissemination team

The WP2 team includes 8 organizations, which are represented in Table 1. The total number of personal months from each partner is included in the list below.

Participant Role	Participant organization name	Person(s) responsible	Email address	Person Months
1 WP Leader	Barcelona Supercomputing Center – Centro Nacional de Supercomputación	Renata Giménez, (in absence: Nagham Salman)	renata.gimenez@bsc.es nagham.salman@bsc.es	13.50 PM
2 Participant	BULL	Pascale Bernier-Bruna	pascale.bernier-bruna@bull.net	1.00PM
3 Participant	ARM	Chris Adeniyi-Jones	chris.adeniyijones@arm.com	1.00PM
4 Participant	GNODAL	John Taylor Mike Cartwright	john@gnodal.com mjc@gnodal.com	0.50PM
5 Participant	Forschungszentrum Juelich	Thomas Fieseler	t.fieseler@fz-juelich.de	0.50PM
6 Participant	BADW-LRZ	Ludger Palm	Ludger.Palm@lrz.de	0.50PM
7 Participant	GENCI	Laetitia Baudin	laetitia.baudin@genci.fr	0.50PM
8 Participant	CINECA	Paola Alberigo	p.alberigo@cinca.it	0.50PM

Table 1 – WP2 contacts

It is important to highlight that each project partner will be responsible for identifying the contacts associated with their own institutions to be used to spread the results of the projects. Moreover, the WP2 leader will ensure that each partner fulfills the following requirements:

- Include a link from the partner's website to the Mont-Blanc project website by Month 6
- Disseminate the press releases to their own press contacts
- Include at least one article in an organization-related publication (website, newsletter or other) during the project
- Disseminate the promotional material, when necessary

3 Corporate Image

A common graphic identity in all dissemination tasks allows better visibility and recognition as well as branding of the project. All dissemination materials will include the name of the project, the website and the graphic elements described in this section such as the logo, written in English (UK), Arial font, and the corresponding template, if applicable.

The brand of the Mont-Blanc project includes its corporate image, brand and style. Guidelines have been given to all partners to ensure coherence and consistency.

3.1 Logo

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



Figure 1 – Mont-Blanc logo in two lines

The project name –meaning white mountain- refers to the highest mountain in the Alps and in Europe. The logo features various shades of blue: one dark blue taken from the EU flag, Pantone 280 C (C:100% M:72% Y:0% K:18%), the green of the word “Blanc” is PANTONE 320 C (C:85% M:30% Y:25% K:0%) and the gradient lighter blue is the sky due to its altitude, Pantone 292 C (C:20% M:0% Y:0% K:0%). This idea is also emphasized with the symbolic-designed “A” letter.

There are two versions of the same logo: one version with the word in two lines and one version in horizontal version, in one single line. Both are valid and can be used, just depending on the space and preference, in each case.



Figure 2 – Mont-Blanc logo in one single line

This logo, approved by all Mont-Blanc partners, should be included in all documentation related to the project and should be ideally used in colour. There is also a black and white version of this logo to be applied with coloured backgrounds, if needed. All versions of this logo can be downloaded in different formats (eps, jpg, png) on the press corner of the website (<http://www.montblanc-project.eu/press-corner>).

3.2 Font

The Arial font is recommended to be used for all documentation as the corporate font for the project and should be used in all dissemination materials.

3.3 Language

The official language of Mont-Blanc project is British English. However, the dissemination material should be translated into the different partners' languages, 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. Funding for this is not included in the dissemination budget.

3.4 Project Templates

A set of designed templates will be used in the project.

3.4.1 Poster

All Mont-Blanc posters will follow a template that will be added onto the Project portal for all partners to use. A general poster of the Mont-Blanc project will also be designed for dissemination purposes. This poster will appear in all relevant and related events of the sector in order to disseminate the existence and progress of the project. This general poster will be the template to be used for other contents.

3.4.2 Power Point

The power point template will be used in all presentations done by all partners and will be added onto the Project portal for all partners to be use. This template gives some design guidelines, as well as a general-purpose Mont-Blanc power point content template that can be incorporated into other presentations in order to disseminate the project and its results.



Figure 2 – Mont-Blanc Power Point template first page

3.4.3 Deliverables

All deliverables will follow a similar look and feel, and structure. As stated in the DOW, this facilitates the reading. The template will be included in the intranet. All public deliverables will be uploaded onto the website under the section “Deliverables”.

3.4.4 Publication acknowledgement sentence

All resulting publications (publications, white papers, technical reports, etc.) should include the following sentence:

The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under the Mont-Blanc Project (<http://www.montblanc-project.eu>), grant agreement n° 288777.

4 External Dissemination tools

The role of the dissemination tools or activities should ensure that the different targets specified above are aware of the Mont-Blanc project and the strategic relevance and impact of this project for Europe. This also includes intensive communication with researchers and industry partners.

4.1 External website

The public website (www.montblanc-project.eu) will play the central role as it's the most important channel for disseminating information. It has to provide general information about the project objectives, current activities, publications and achievements of the project.

The WP2 leader, in collaboration with the dissemination team, is the main person responsible for editing the website content, website deliverables, feedback and statistics. The website will probably be the first contact for all targets and will be regularly updated by all WPs.

The website is designed with a Content Management System called Drupal. This system is managed by a webmaster and web designer team located in the Operations team of the Barcelona Supercomputing Center.

A RSS feed system exists to inform individuals about the latest updates of the websites. The Mont-Blanc webpage also uses a visitor statistics monitoring system from Google Analytics. The results will be included in the "Dissemination and Use Report" deliverables. This information will help to improve the content and structure of the site, as well as having more information about the target audience. The website should include a place where addresses can be collected in order to develop a contacts database.



Figure 3 – Mont-Blanc's homepage

4.2 Events

Another important dissemination channel will be attendance and presentations at high-level peer-reviewed conferences in the field of HPC, computer architecture, supercomputers, etc. Presenting the latest updates of the project at such events, meetings or workshops will be an effective means of involving industry leaders in standards discussions early on. The list of targeted academic/industrial events includes conference and networks of excellence, see tables below.

4.2.1 Conferences

Event	Date and Location
SC 2012	Salt Lake City, Utah (USA), 10 – 16 th November 2012
SC 2013- 2014	To be confirmed
International Supercomputing Conference 2012	Hamburg (Germany), 17-21 st June 2012
International Supercomputing Conference 2013 - 2015	To be confirmed
39th International Symposium on Computer Architecture (ISCA)	Portland, Oregon (USA), June 9-13 th 2012
The 18th International Symposium on High Performance Computer Architecture, 2012	New Orleans, Louisiana (USA), February 25-29 th 2012
International Supercomputing Center Seventeenth International Conference on Architectural Support for Programming Languages and Operating Systems (ASPLOS 2012)	London, UK, March 3–7 2012
27th ACM Symposium on Applied Computing	Trento, Italy, March 25-29 2012
1st International Workshop on Energy Efficient Data Centres	9-11 May 2012, Madrid (Spain)
Workshop on Energy Efficient Computing	To be confirmed
EnergyCon2012	9-12 th September, Florence (Italy)
Teratec annual meeting	27-28 June, Paris (France)

4.2.2 Networks of Excellence and groups

- HiPEAC
- ARTIST
- HPC Advisory Council
- IDC HC Forum
- PROSPECT
- STRATOS
- ETP4HTP

4.3 Dissemination Pack

4.3.1 General Brochure

The general brochure provides information about the Mont-Blanc project, its objectives and future achievements and its impact or benefit to society. The format of the brochure will be a double-sided A4 sheet, so that interested Project Partners can easily download and print for their own dissemination purposes. It will be distributed in all events or local actions to scientific and industrial contacts defined by each partner. It will also be available on the press corner of the Mont-Blanc website by latest Month 6.

4.3.2 Poster

A general poster template will be designed to be used by all partners by Month 6. Further, a general poster will be designed and include a general description of the project and its aims. It will be used in all events where Mont-Blanc needs to be promoted. The general poster will be done by Month 6, and periodically updated, if needed.

4.3.3 Newsletter

Due to the enormous potential social impact of this project, a biannual newsletter (July – December) will be edited in order to update all target audiences about the latest news of the project progress. It will be sent out to all contacts including those in the database collected via the website.

With regard to the possible contents of this dissemination tool, it will not only be a compilation of news added onto the website (<http://www.montblanc-project.eu/news>), but it will also include the possibility of adding pictures and articles of some partners. The newsletter may also have a section with related European and International projects such as PRACE (Partnership for Advanced Computer in Europe), TEXT, Teraflux, EuroCloud, Berkeley's Lab's Flash, Deep, etc.

4.3.4 Promotional material

The initial promotional material prepared to promote this project has been designing white (men) and blue (female) shirts with the Mont-Blanc logo for all partners. This first material should be used by all partners in events where the Mont-Blanc is disseminated and should be a unified element of the Mont-Blanc team.



Figure 4– Mont-Blanc's promotional shirt

5 Press Strategy

The press strategy will be consistent with the dissemination strategy and its objectives. As one of the most relevant press activities, the press strategy will last for the complete duration of the Mont-Blanc project. This strategy will also be analysed in more detail in the Initial Press Release Deliverable (D 2.2).

Press releases are one of the most effective ways of communicating the existence of the Mont-Blanc project to a specific target audience (general public and related institutions). Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched but the initial press release is the most important one because it defines the Mont-Blanc project objectives as well as its working plan. Ideally, in the middle of the project there should be another press release in order to explain its progress and at the end of the project, a press release for the scientific results.

The WP2 team prepared the first draft of the press release and released it by October 26th 2011. This text was validated by all partners as well as by the Management Team (WP1). Once these steps had been agreed, all partners had to agree the launch date and time. Each partner had the responsibility of translating the press release in English into their own local language (German, Italian, French and Spanish) and launched it to the local media. Specialized media was recommended and a list of them was provided by all partners. This will be the procedure to follow to launch all Mont-Blanc press releases.

All press releases will be included in the Mont-Blanc press corner of the project website (<http://www.montblanc-project.eu/press-corner>). Furthermore, all partners will have the opportunity to include it on their institutional website (example: BSC will include the press release into the press section of the website: http://www.bsc.es/plantillaA.php?cat_id=44) in order to increase the click rates. The Mont-Blanc website has to include all press releases in all languages as well as all press impacts. In all Dissemination and Use Reports (D2.4 – D.7) a list of all media impacts will be provided.

Acronyms and Abbreviations

Acronym or abbreviation	Full name
BSC	Barcelona Supercomputing Center – Centro Nacional de Supercomputación
DoW	Description of Work
WP	Work Package
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