



# MEEP

MareNostrum Experimental  
Exascale Platform

## D2.1 Dissemination and Communication Plan

Version 1.4

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Author	Dayana Fernandes Muzzetto (BSC)
Contributors	Renata Gimenez Binder (BSC)
Reviewers	John Davis Davis (BSC)



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## Change Log

Version	Author	Description of Change
V 1.0	Dayana Fernandes Muzzetto (BSC)	Initial draft
V 1.1	Renata Gimenez Binder (BSC)	Contribution
V 1.2	John Davis Davis (BSC)	Review
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V 1.4	Sergi Madonar (BSC)	Review

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## 1. Executive Summary

This document outlines a well-defined and customized MEEP dissemination and communication plan, and sets out target audiences, dissemination tools and strategies. It also includes the policy for result dissemination. A “dynamic” document that should be revised periodically by the Work Package 2 (WP2) team over the course of the project.

## 2. Introduction

The main purpose of the Dissemination work package (WP2) is to maximize the visibility of the project and support the partners involved in the exploitation of its results. This document comprises the dissemination and communication initial plans, extending to what has been defined in the document of action (DoA) in section 2.2.a.

This deliverable will cover the dissemination and communication plan. The communication strategy was developed taking into account the definition and identification of target audiences, messages and channels as well as activities and communicational tools. This plan aims to identify the list of potential stakeholders and the development of dissemination material. Moreover, this plan will be the first stepping stone to raise awareness about the project and its results, showing how MEEP can contribute to European leadership in high-performance hardware, to then update key stakeholders about the progress of this project and finally build a community.

## 3. Dissemination and communication strategy

### 3.1. Objectives

The overall goal of MEEP WP2 is to maximize the impact of the project, increasing awareness and engaging key stakeholders. Please find below the dissemination and communication objectives that will help MEEP consortium in achieving it:

- During the first year the focus will be on creating awareness
- During the second year the focus will be on building a community
- During the third year the focus will be on promoting results

The aim of this dissemination and communication plan is to define the strategy for disseminating and exploiting the project results taking into account the big social impact that this project claims to have on society. This plan intends to raise awareness and interest for the technologies developed and solutions among the target groups defined.

The difference between dissemination and communications can be defined as follows: while dissemination focuses more on results, communication activities are about the project and its results. In addition, communication is about multiple audiences while dissemination includes audiences that may use the project results. Finally, communication activities inform and reach out to society, while dissemination enables the use and uptake of the results. This plan will include the dissemination and communication activities depending on the various defined audiences.

MEEP dissemination and communication plan is structured around four main pillars:

- The brand image of the project.
- The target audience.
- The dissemination and communication channels.
- The dissemination and communication material (the tools developed in order to help disseminate the brand and the project results to the target audience through the selected channels).

A set of strategic actions have been defined for developing the four pillars. Those dissemination/communication actions will be monitored by the use of KPIs during the whole life of the project. Detailed information is given in the following sections.

### 3.2. Target Audiences

In order to achieve the dissemination objectives, target audience and potential stakeholders have been identified:

- EU projects and initiatives: [EPI](#), [CoEs \(PoP/PoP2\)](#), [RoMol](#), [DEEP/DEEP-ER/DEEP-EST](#) and [MONT-BLANC/MONT-BLANC2/MONT-BLANC3/MONTBLANC2020](#).
- National and international stakeholders: Professional associations and voluntary groups around specific technologies such as the [Association for Computing Machinery \(ACM\)](#), [IEEE](#), [the RISC-V Foundation](#), [the Free and Open Source Silicon Foundation \(FOSSi\)](#), [OpenHW Group](#), [Chip Alliance](#) and the [LLVM project community](#).
- HPC Community: Designers, developers and providers.
- Policy makers: European and national politicians, European Parliament and European Commission, national and local governments.

Target audience	Value proposition	Key messages	Register	Channels
MEEP related EU-funded projects: EPI, CoEs (POP/POP2), RoMol, DEEP/DEEP-ER/DEEP-EST and MONT-BLANC/MONT-BLANC2/MONT-BLANC3/MONTBLANC2020. Any other future related approved projects will be included.	<ul style="list-style-type: none"> <li>Influence and enable developments in related EU-funded projects</li> <li>Next generation exploration of computer architectures as well as software development of existing and future HPC applications and frameworks.</li> </ul>	<ul style="list-style-type: none"> <li>Influence, enable and follow-up the development of EPI technologies</li> <li>Creating a full stack ecosystem that can be the a foundation for many other European systems</li> <li>Create European silicon chips in the future</li> </ul>	For specialists	<ul style="list-style-type: none"> <li>Website</li> <li>Press releases</li> <li>Events such as ISC, EuroHPC Summit Week, RISC-V workshops</li> </ul>
National and International stakeholders e.g: Association for Computing Machinery (ACM), IEEE, the RISC-V Foundation, the Free and Open Source Silicon Foundation (FOSSi), OpenHW Group, Chip Alliance and the LLVM project community.	<ul style="list-style-type: none"> <li>Developing a competitive European technology which could be integrated in future exascale computers.</li> <li>Next generation exploration of computer architectures as well as software development of existing and future HPC applications and frameworks.</li> </ul>	<ul style="list-style-type: none"> <li>An exploratory supercomputing infrastructure for the development, integration, testing, and co-design of a wide range of European technologies</li> </ul>	For specialists	<ul style="list-style-type: none"> <li>Website</li> <li>Press releases</li> <li>Publications</li> </ul>
HPC Community	<ul style="list-style-type: none"> <li>Featuring an exascale-class self-hosting accelerator emulator</li> </ul>	<ul style="list-style-type: none"> <li>Developing an advanced experimental platform towards exascale systems</li> </ul>	For specialists	<ul style="list-style-type: none"> <li>Website</li> <li>Press releases</li> </ul>

	<p>with capability to serve as a performance evaluation and software development vehicle for future exascale systems based on European technology.</p> <ul style="list-style-type: none"> <li>• Next generation exploration of computer architectures as well as software development of existing and future HPC applications and frameworks.</li> </ul>	<p>is one of the first steps to enable performance emulation and software development for these future systems, for both hardware and software</p> <ul style="list-style-type: none"> <li>• Exploring emerging Artificial Intelligence (AI), Machine Learning (ML) and Deep Learning (DL) workloads</li> </ul>		<ul style="list-style-type: none"> <li>• Publications</li> </ul>
<p>Policy makers and <u>governmental</u> institutions</p>	<ul style="list-style-type: none"> <li>• Extend beyond silicon to software, creating the full stack ecosystem that can be the foundation for many other European systems beyond HPC.</li> </ul>	<ul style="list-style-type: none"> <li>• Create competitive European technology integrated into future exascale supercomputers</li> <li>• The first stepping stone to build made-in-Europe silicon chips</li> </ul>	<p>For non-specialists</p>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press releases</li> <li>• Events such as ISC, EuroHPC Summit Week</li> </ul>

Table 1: Target Audience

## 4. Dissemination role

BSC will be responsible for all dissemination activities for this project.

## 5. Branding and project identity

### 5.1. Corporate image

A common graphic identity in all dissemination tasks allows for better visibility and recognition as well as branding of the project. All dissemination material will include the name of the project, the website and the graphic elements described in this section such as the logo, written in American English (US), Montserrat as the main/titles font and Lato as the secondary/paragraphs font, and the corresponding template, if applicable.

A brand guide will be developed and will serve as a manual to define the MEEP brand usages including the colors palette, different types of logos, font sizes, etc. This brand guide will be at the internal repository of the MEEP project available for all partners to apply correctly.

The brand of the MEEP project includes its corporate image, brand and style. The WP2 leader will make sure that the brand is correctly applied in all material by using a brand guide that will be given to all partners to ensure coherence and consistency.

### 5.2. Logo

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

The main image of the project is the logo, which comes in different formats:

- Logo with the whole name of the project: this will be the first logo used, as in the beginning the aim is to build a brand and the whole name acts as a full description.
- Logo with URL: this logo will be used once the project is well recognized and content has been created and uploaded to the website, which will be used as a reference for information.
- Logo: this logo may be used on promotional materials when printed small and once the brand is well recognized and established.







Figure 1: Different formats of MEEP logo

As the first year will be focused on the awareness of the brand, we will also create a logo with URL to encourage visits to the website, where the main project information will be posted.

The design of the logo has a unique visual identity that includes a bird inspired on the road runner (fast and efficient) that emerged from two sea waves (MareNostrum) colliding into one another creating an “M” that becomes the wings of a yellow bird that emerges and elevates above the sea becoming the best version of its kind in a “trencadís” style mosaic texture.

In terms of coloring, blue has been used as the main color, which is associated with the Mediterranean Sea, technology and innovation. The complementary yellow color associated to the sun and its vitality linked to efficiency and excellency. Also, purple is used as a complementary color to represent the deep sea creating an analogy to the complexity of an experimental project.

This logo will be included in all material related to the MEEP project made available to the public.

### 5.3. Typography

The font used in the website is the Montserrat font for titles and Lato for paragraphs, in different thicknesses depending on the kind of text where it is used. Both fonts are inspired by the concept of MEEP’s logo, they also are free and accessible.

The recommended font to be used for all documentation is Lato and Arial as a complementary font because it’s available on the vast majority of computers. Lato should be used in all dissemination materials.

### 5.4. Language

The official language of the MEEP project is American English (US). 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 press releases for local media. Funding for this is not included in the dissemination budget.

## 5.5. Project templates

A set of designed templates will be used in the project. In both, original formats (PowerPoint, Word) and OpenDocument format.

## 5.6. Presentation

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



Figure 2: PowerPoint Presentation

## 5.7. Poster

The [poster template](#) is in PowerPoint format and is used in all poster presentations in different events. It is a basic layout template which the partners will fill in with different scientific and technical content depending on the presentation objective and audience. It is included in the internal repository for all partners to use.

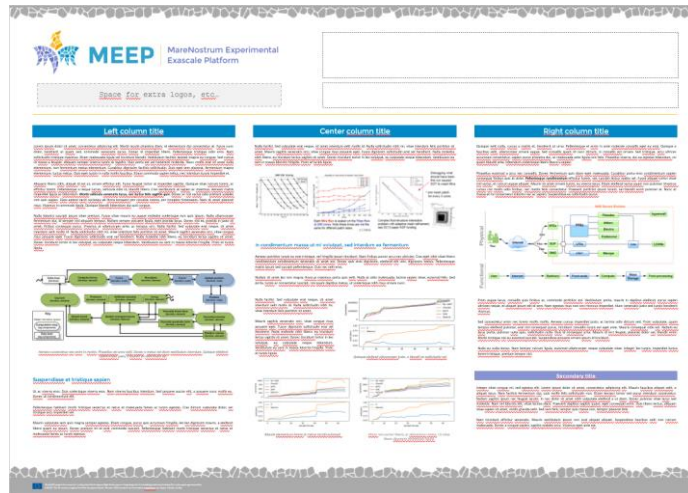


Figure 3: Poster

### 5.8. Deliverable

WP2 in collaboration with Management prepared a template for all deliverables with the logo and its structure. The fonts used are Montserrat (titles) and Lato (paragraphs). The template is uploaded on the intranet for partners to use in internal communications.

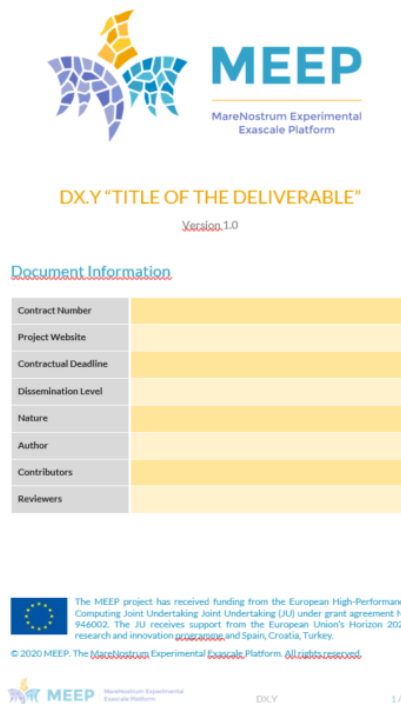


Figure 4: Deliverable

## 6. Dissemination tools and channels

In order to efficiently reach the targets for dissemination and to maximize the visibility of the project, a broad spectrum of communication channels and dissemination tools are used. The role of the dissemination tools or activities should ensure that the different target audiences are aware of the MEEP project.

The public website is the first contact point and plays a significant role in dissemination followed by a carefully chosen list of scientific conferences, as well as the rest of the external communication tools. Moreover, communication activities include a dissemination pack, organization of and participation in events. Press coverage and scientific publications are also part of the dissemination strategy to increase awareness in technical and non-technical audiences.

### 6.1. Website

The project website will be hosted at <http://www.meep-project.eu/>. Barcelona Supercomputing Center (BSC) is responsible for the programming, maintenance and hosting of the website. The website will be designed with the content management system Drupal. This system will be managed by a webmaster and web design team located in the Operations team at Barcelona Supercomputing Center. It will be designed as a multi-device experience that works well across different device types: PCs, tablets and mobile phones.

The main objectives of the website are to:

- Provide a source of technical information: technical information, deliverables and academic papers will be made available during the project.
- Call to action: BSC social media channels will be used since they are well established in the HPC community. Through them, audiences will be encouraged to get involved in the project, possibly (in the later stages of the project) through some interactive examples or similar material if deemed appropriate.
- Provide news and updates: to reflect the activity of the project and demonstrate an active community and progressive project.

The MEEP website is live (<http://www.meep-project.eu>) and all partners were notified. The WP2 leader is the main responsible for editing the website content, website deliverables, feedback and statistics. It will also use a visitor statistics monitoring system from Google Analytics. This information will help improve the content and structure of the site, as well as having more information about the target audience.

### 6.2. Dissemination and communication pack

Basic collateral to be used by project partners will be produced including:

- **Leaflet:** The general leaflet will provide information about the MEEP project, its objectives and future achievements and its impact or benefit to society. The leaflet will be uploaded to the Branding section of the website so that project partners can easily download and print it for their own dissemination purposes. It will also be distributed at events.
- **Poster:** A general overview poster will be developed to be used by all partners. The first version of the poster will include a general description of the project and its aims, as well as the use cases and a brief description of the technology. The poster will be

periodically updated as the first results are published and will be used in all events where MEEP needs to be promoted. It will be uploaded on the project's internal repository in the website.

- **Overview/presentation PowerPoint:** A presentation with a general overview of the project will be designed. It will be used by all partners in dissemination activities in which the project needs to be presented to audiences. This presentation is useful in order to transmit the project's objectives, key messages and KPIs in an aligned fashion, regardless of the presenter. The presentation will be periodically updated. Along with the rest of the dissemination material, the presentation has been uploaded on the MEEP intranet.

### 6.3. Press

The press strategy will be consistent with the dissemination strategy and its objectives. As one of the most relevant dissemination activities, the press strategy will last for the complete duration of the MEEP project.

Press releases are one of the most effective ways of communicating the existence of the MEEP project to a specific target audience (see [target audience](#)). Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched.

The initial press release will define the MEEP project objectives as well as its working plan.

The first press release has been published and shared with various technical media, while all press releases will be included in the MEEP news page. All partners have the opportunity to include them on their institutional websites (example: BSC on its [website](#)) in order to increase the click rates and referrals. In addition, all partners have been encouraged to write a press article about MEEP to be shared with local media channels.

The press releases will be shared with key technical media in the field in order to make the project visible to the appropriate audiences. Such media outlets are, i.e.: Primeur magazine, Embedded.com, Science Business, etc. All press impacts are recorded on the MEEP Press Clippings page. Press releases are one of the most effective ways of communicating particular activities of MEEP project to a specific target audience. Press releases attract attention to the project's progress and its achievements. Whenever results are available a press release will be launched.

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

The Dissemination team (or any other partner informing previously the coordinator) prepares a first draft of the press release. This text has to be validated by all partners as well as by the Management Team (WP1). Once these steps have been agreed, all partners have to agree the launching date and time. Partners are encouraged to translate the MEEP press releases to their languages, where possible. The adequate translation of the materials is responsibility of each partner. Translation funding is not included in the dissemination budget.

All press releases will be included in the MEEP media corner of the project website (<https://meep-project.eu/media/news-and-press-releases>). The MEEP website has to include all press releases as well as all press impacts.

### 6.4. Events

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. All events with MEEP's participation will be previously

announced on the “Events” page and, if necessary, highlighted in the website and disseminated through partner’s social media accounts.

The table below summarizes a proposal of strategical events where MEEP plans to participate.

Event	Date and Location
<a href="#">Supercomputing Asia</a>	2021
<a href="#">SC Conference</a>	15-20 November 2020. Georgia, USA.
<a href="#">RISC-V Summit/Workshop</a>	8-10 December 2020. California, USA.
<a href="#">Teratec Forum</a>	16-17 June 2020. France.
<a href="#">ICS</a>	29 June-2 July 2020. Barcelona, Spain.

Table 2: Strategic events for MEEP

The above list is a first proposal of events where different activities can happen such as a poster presentation, conference proceedings, shared booth, etc. The exhaustive reporting list of all dissemination activities will be included in the respective dissemination reports. Moreover, please note that these dates may change and events might get cancelled due to the Covid-19.

## 6.5. Key performance indicators

All dissemination activities and tasks will be carefully monitored. Quality metrics will be monitored. Some quantitative indicators can be the following:

- Number of unique website visitors and their location captured by Google Analytics.
- Number of project-related presentations at public events and events where MEEP has been present, i.e. through scientific conferences or dissemination materials.
- Number of press impacts in national and international media.

Key Performance Indicators	Activity	Type	Audience	Timeframe	Total Target (by the end of the project)	Expected impact
Press strategy	Press clipping				At least 15 press clippings	To inform the public about the project start

Website	Project Website				At least 1000 sessions per year	Communicating project impact to interested parties worldwide (e.g. news such as conference visits, publications & deliverables, partners, link, etc.)
Dissemination material	Project logo, presentation and poster				At least one Presentation and poster	Foster people's awareness of the project and its impact
	Project leaflet				At least one leaflet	Raise awareness on project targets, opportunities and partners which can be distributed via e-mail or directly after meetings or conferences
Academics and Industrial Events	Workshop	Conference	Industry		At least two	Introducing project to industrial (academic) participants

Table 3: KPIs

## 7. Acronyms and Abbreviations

MEEP- The MareNostrum Experimental Exascale Platform

KPI – Key Performance Indicator

PM – Person month

PU – Public

WP – Work Package

DoA – Description of the action

BSC – Barcelona Supercomputing Center

UNIZG-FER – Faculty of Electrical Engineering and Computing, University of Zagreb

TÜBİTAK BİLGEM – The Scientific and Technological Research Council of Turkey, Informatics and Information Security Research Center

EC– European Commission