



Project Title	SCAlable LAttice Boltzmann Leaps to Exascale
Project Acronym	SCALABLE
Grant Agreement No.	956000
Start Date of Project	01.01.2021
Duration of Project	36 Months
Project Website	www.scalable-hpc.eu

D7.1 – Initial Communication Plan

Work Package	WP7 – Exploitation, Communication and Dissemination
Lead Author (Org)	Emilie GERMETZ (Neovia Innovation)
Contributing Author(s) (Org)	Corentin LEFEVRE (Neovia Innovation) Johanna WEISZ (Neovia Innovation)
Reviewed by	Jérôme TEXIER (CS Group)
Approved by	Management Board
Due Date	01.04.2021
Date	13.10.2021
Version	V1.0

Dissemination Level

<input checked="" type="checkbox"/>	PU: Public
<input type="checkbox"/>	PP: Restricted to other programme participants (including the Commission)
<input type="checkbox"/>	RE: Restricted to a group specified by the consortium (including the Commission)
<input type="checkbox"/>	CO: Confidential, only for members of the consortium (including the Commission)



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

Versioning and contribution history

Version	Date	Author	Notes
0.1	02.03.2021	Emilie GERMETZ (Neovia)	TOC and V0.1
0.2	10.05.2021	Corentin LEFEVRE (Neovia) Johanna WEISZ (Neovia)	V0.2 – integration of EU continuous reporting and Open Access
0.3	12.05.2021	Emilie GERMETZ (Neovia)	Tables & minor edits
0.4	31.08.2021	Jérôme TEXIER (CS Group)	Reviewed version with updates on Outreach to Industry
0.5	06/10/2021	Corentin LEFEVRE (Neovia)	Edition of version to be approved by the MB
1.0	13/10/2021	Corentin LEFEVRE (Neovia)	Final version with integration of MB modifications

Disclaimer

This document contains information which is proprietary to the SCALABLE Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to a third party, in whole or parts, except with the prior consent of the SCALABLE Consortium.



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

Table of Contents

Executive Summary.....	5
1 Introduction.....	6
2 Organisation	6
2.1 Objectives.....	6
2.2 Dissemination team.....	6
2.3 Internal communication.....	7
2.4 Target Audiences.....	7
3 Branding.....	7
3.1 Logo	8
3.2 Templates.....	9
3.2.1 Deliverables.....	9
3.2.2 Presentation.....	9
3.3 Publication acknowledgement sentence	10
4 Dissemination tools and channels	10
4.1 Website	10
4.2 Social Media	11
4.3 Events	11
4.4 Posters.....	13
4.5 Flyer	13
4.6 Video.....	13
4.7 Press strategy	13
4.8 Publication in journals.....	13
4.9 Open Access to Scientific Publications.....	14
4.10 Outreach to Industry	14
5 Monitoring and KPIs	14
5.1 SCALABLE Dissemination KPIs	14
5.2 Continuous reporting	15



List of Figures

FIGURE 1 – SCALABLE LOGO.....	8
FIGURE 2 – SCALABLE LOGO ICON.....	8
FIGURE 3 – SCALABLE POWERPOINT TEMPLATE	9
FIGURE 4 – SCALABLE HOMEPAGE.....	10
FIGURE 5 – SOCIAL MEDIA BANNER.....	11

List of Tables

TABLE 1 – LIST OF EVENTS CONSIDERED	12
TABLE 2 – LIST OF POTENTIAL JOURNALS FOR SCIENTIFIC PUBLICATION.....	13
TABLE 3 – SCALABLE OVERALL KPIS.....	15

TERMINOLOGY

Terminology/Acronym	Description
DoA	Description of Action
EC	European Commission
EU	European Union
GA	Grant Agreement to the project
KPI	Key Performance Indicator
SCALABLE	SCAlable LAttice Boltzmann Leaps to Exascale
HPC	High-Performance Computing
LBM	Lattice Boltzmann Methods
CFD	Computational Fluid Dynamics
CoE	Centre of Excellence for Computing Applications
ISC	International Conference on Supercomputing
SC	The International Conference for High Performance Computing, Networking, Storage, and Analysis
SME	Small and Medium Enterprise
URL	Uniform Resource Locator
WP	Work Package



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

Executive Summary

This deliverable defines the dissemination objectives for the SCALABLE project, the dissemination activities to be done during the SCALABLE project, the different target audiences and its dissemination tools.

The key activities in this dissemination plan include: the development of a website that communicates the progress and results of the project; production of a collection of attractive dissemination material; publication of papers in journals; presentations delivered at conferences; attendance and representation at exhibitions. International and European collaboration via events and meetings is a pillar in this plan.



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

1 Introduction

The SCALABLE project aims to **achieve the scaling to Exascale-performance of an industrial computational fluid dynamics software** based on Lattice Boltzmann methods, while breaking silos by bringing together the scientific computing world and industry.

Dissemination is a crucial and transversal activity as it will raise awareness of SCALABLE's objectives and results, promote the building of relationships, attract people to the project and ensure that its outputs are communicated to defined audiences and the wider public, hence playing a crucial role in project's sustainability.

The main purpose of the Dissemination work package (WP7) is to **maximise the visibility of the project** and to support the partners and scientists involved for dissemination purposes, as well as creating synergies among all different FETHPC, European Exascale projects and Centres of Excellence (CoEs) in the frame of the implementation of the EuroHPC JU roadmap.

The work of WP7 is closely linked to the work in the other WPs. WP7 will support the other WPs by managing the relationships between SCALABLE and its various target audiences. WP7 is dependent on the collaboration from other WPs and internal communication is therefore of key importance. This document presents the dissemination tools, events and communication/press strategy for the SCALABLE project that should be done by the WP7 dissemination team.

2 Organisation

2.1 Objectives

The main objectives of the dissemination activities led by WP7 are:

- To raise awareness about the project to the following target audiences: HPC & CFD stakeholders, researchers, industry and the wider public, including an international audience
- To nurture a community of stakeholders in HPC and Exascale computing and to promote strong links between the European Exascale and FETHPC projects and the Centres of Excellence (CoEs)
- To disseminate project results to key stakeholders, including researchers, policy makers and industry representatives, as well as to the wider public

2.2 Dissemination team

The WP7 leader is the Dissemination Coordinator. He is responsible for ensuring that dissemination tasks are fulfilled in a timely and effective manner. The Dissemination Coordinator will maintain a close relationship with the management and technical boards and the project participants to ensure continuous and coherent dissemination. The dissemination team includes the following people that will be heavily involved in the project:

- WP Leader – Jérôme Texier, CS Group



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

D7.1 – Initial Communication Plan

- Co-leader – Corentin Lefèvre, Neovia Innovation
- Co-leader – Emilie Germetz, Neovia Innovation

It is important to highlight that each project partner related to SCALABLE will be responsible for identifying the contacts associated with their own institutions to be used to spread the news or events related to the SCALABLE project.

2.3 Internal communication

Flawless communication within project partners is both a key-point and necessity to guarantee the regular project workflow and to put in place the following best practices:

- Ensure that all the partners have a holistic view of the project
- Keep everyone fully aligned and involved in the project's development
- Create a secure space for shared feedback and discussion
- Guarantee complete transparency across the different WPs
- Prevent beforehand potential obstacles

In order to ensure effective internal dissemination, the following measures will be taken:

- Mailing lists and a common online repository will be used to share all relevant information and documentation
- Key updates will be discussed at technical boards and consortium meetings and will be passed onto the individuals responsible for specific dissemination activities
- WP teleconferences will include discussion of key topics for dissemination

Close collaboration will be established with the Scientific Director and the SCALABLE coordinator who will have a general view and most up-to-date status of the project. Internal communication will be managed, on a day-to-day basis by the Project Management Office (PMO).

2.4 Target Audiences

A number of key target audiences have been identified, including:

- Partners of the project
- Academia & HPC research community
- Large and small (SME) companies
- Other European and International projects; i.e. FETHPC, Exascale projects and CoEs
- Civil society and the general public

To address such a variety of target audiences, SCALABLE will use different channels and conduct a range of activities.

3 Branding

A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents will be also provided.



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

As a result of this homogeneous and solid branding strategy, the project aims to achieve the following outcomes:

- More effective memorisation and visual identification
- Improved recognition and acknowledgement across a broad range of recipients
- Strengthened loyalty and trust from the audience
- Sustain the overall message that SCALABLE wants to convey

3.1 Logo

The corporate image of the project started with the design of the logo agreed by all partners, as follows:



Figure 1 – SCALABLE Logo



Figure 2 – SCALABLE Logo Icon

The logo includes the acronym of the project name “SCALable LAttice Boltzmann Leaps to Exascale”, paired with a gradient wave shape representing the computational fluid dynamics aspect of SCALABLE.

There are 6 versions of the logo in total: the positive full version (Fig.1) and icon one (Fig.2), which both exist in negative versions (in greyscale and white) as well for other backgrounds use, if required.

The use of the logo with **any color other than the SCALABLE corporate leaden blue is not permitted.**

The SCALABLE logo and templates are based on the following colour scheme:

- Leaden blue: CMYK 41,19,0,35 – RGB 98,134,166 – HEX #6286A6
- Black: CMYK 0,0,0,0 – RGB 0,0,0 – HEX #000000
- Vermilion red: CMYK 0,74,82,8 – RGB 234,60,41 – HEX #EA3C29



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

3.2 Templates

A set of designed templates for internal and external communication was created and will be available in such way that all dissemination materials, presentations and documents can be produced independently by each partner. These templates will be accessible for partners to download on the project common repository. The rationale behind this strategy is to guarantee a univocal communication style and provide the entire SCALABLE team with a shared toolkit of communication items to be deployed in recurring events.

3.2.1 Deliverables

SCALABLE WP7 aims to deliver a tangible report that will showcase the project plans and results of each of the WPs’ efforts. The main deliverable editors are required to utilise the created deliverable template considering the set format indicated on the template.

The main deliverable editors are expected to create a short, concise and concrete details for the deliverable abstract. This content will provide an overview of the report which can be used for the reporting insight to be published as a news content on the website, to guarantee a more agile way to the general public to retrieve helpful information on the project.

3.2.2 Presentation

To ensure that the project branding is kept uniform and showcased in every SCALABLE and/or third party event, a presentation template (Fig.3), which gives general design guidelines, has been created to be used by every SCALABLE representative disseminating project status and results¹.



Figure 3 – SCALABLE PowerPoint template

¹ Exceptions may occur when partners – for institutional reasons – will have to use the template of their own organisations. In such cases the SCALABLE logo and acknowledgement of EU funding will be integrated in the concerned presentations.



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

3.3 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 Union’s Horizon 2020 research and innovation programme under the SCALABLE project (www.scalable-hpc.eu), grant agreement No 956000.

4 Dissemination tools and channels

4.1 Website

The SCALABLE website (<http://www.scalable-hpc.eu/>) has a central role in the dissemination activities as it is the main online platform providing a key source of information. The information on the website will be updated regularly with the most critical outputs and deliverables, as well as with any relevant project activities-related content aiming to provide frequent traffic to the website over the lifetime of the project. Content will be collected regularly from all work packages.

The platform will use visitor’s statistics monitoring system from Google Analytics. The results will be included in the periodic project report deliverables and reported on the European Commission project management portal. This information will help to improve the content and structure of the site, as well as obtaining more information on the target audience. The website will be designed to adapt in a smart and responsive way to different devices.

The initial SCALABLE landing page was created on M1, January 2021, of the project. A second iteration phase for further development of the official website has been completed in May 2021.

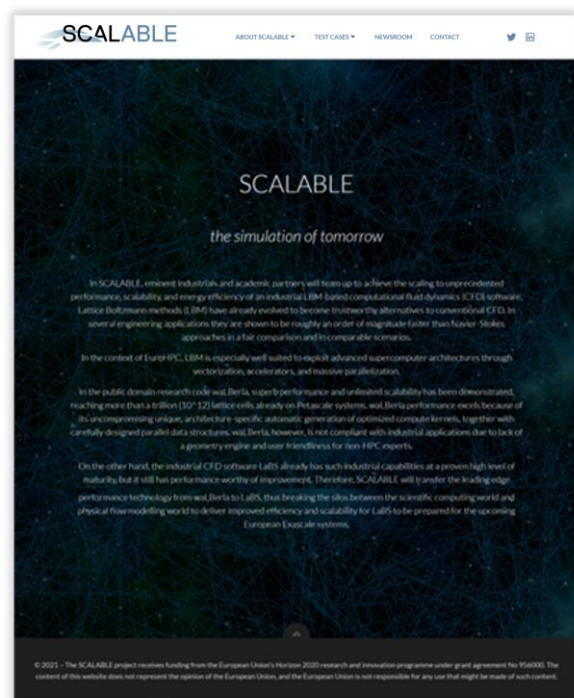


Figure 4 – SCALABLE Homepage



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

4.2 Social Media

Social media is a core element of SCALABLE communication, especially to follow ongoing developments and to connect to different stakeholders. SCALABLE will make use of social media channels and professional networks such as Twitter and LinkedIn in order to build a stronger and highly engaged SCALABLE community. These accounts will relay all SCALABLE activities as well as those from the project partners’ organisations, and HPC-related activities and events. These account will also share the relevant information communicated by the EC as well as call for papers of conferences addressed to the SCALABLE target audiences. Furthermore, the main partners who have their own social media will also be a good channel to disseminate the SCALABLE activities.

The official SCALABLE social media handles are:

- [@scalable_hpc](#) on Twitter
- [Company/scalable-hpc](#) on LinkedIn



Figure 5 – Social media banner

4.3 Events

SCALABLE aims to participate in a number of external events, with the objective of sharing knowledge, raising the project’s profile and expanding the project’s networks. Workshops and conferences on HPC and Exascale topics are frequently organized. SCALABLE will participate in such events as they present a crucial place where assessments are made, issues as well as exploratory solutions are shared. Participation at the large supercomputing conferences SC21 and ISC22 and SC22 will be considered; all options for participation will be considered, including (shared) booths in collaboration with other European projects.

As a best practice, a shared “Event Tracking” file will be implemented in order to keep tidily track of and gather meaningful takeaways from any event joined by SCALABLE members.

For the list of targeted academic/industrial events that includes international conferences and networks of excellence, see Table 1 below:



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

Table 1 – List of events considered

Event	Date and Location
The International Conference for High Performance Computing, Networking, Storage, and Analysis 2021	14–19 November 2021 in St. Louis, MO (USA)
American Institute of Aeronautics and Astronautics conferences 2022	TBD
Aeroacoustics Conference Internoise 2022	TBD
SIAM Parallel Processing for Scientific Computing Conference 2022	TBD
Platform for Advanced Scientific Computing Conference 2022	TBD
Euro HPC Summit Week 2022	TBD, Paris (France) and digital
Teratec Forum 2022	TBD, Palaiseau (France) and digital
International Supercomputing Conference 2022	TBD, Frankfurt (Germany)
The International Conference for High Performance Computing, Networking, Storage, and Analysis 2022	TBD (USA)
Platform for Advanced Scientific Computing Conference 2023	TBD
SIAM Parallel Processing for Scientific Computing Conference 2023	TBD
American Institute of Aeronautics and Astronautics conferences 2023	TBD
Aeroacoustics Conference Internoise 2023	TBD
Teratec Forum 2023	TBD, Palaiseau (France)
International Supercomputing Conference 2023	TBD, Frankfurt (Germany)



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

4.4 Posters

Posters play an important role in increasing the visibility of the project and in informing people about the project's aims and achievements. Whenever relevant, SCALABLE posters will be created and displayed at various events, such as ISC and SC conferences for example. They will be also available on the website. All posters will include partner logos, the European Commission logo and an acknowledgment of EC funding, SCALABLE contact and the website URL.

4.5 Flyer

A two-sided flyer with a brief summary of the project will be designed, printed and distributed at events and exhibitions, as well as made available on the website. Future posters and brochures will be produced by the design team as and when required.

4.6 Video

Videos are part of the continuous communication of project activities through online content. Several videos shall be created to inform stakeholders about the project objectives and/or share highlights and updates on major SCALABLE activities and efforts.

4.7 Press strategy

The press strategy will be consistent with the dissemination strategy and its objectives. Press releases are one of the effective ways of communicating the existence of the SCALABLE project to specific target audiences. Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched: the scientific and SCALABLE coordinator will inform the Dissemination coordinator about the need to launch a press release in order to promote its results, whenever necessary.

All press impacts will be included in the SCALABLE newsroom of the project website. Additional news items written by the dissemination team will be included on the website and might be used to promote SCALABLE via the project's and partners' existing channels.

4.8 Publication in journals

Results obtained during the SCALABLE project will be submitted for publication to top-level peer-reviewed international journals. The partners have preidentified a list of journals in which publications could be presented:

Table 2 – List of potential journals for scientific publication

- | |
|---|
| <ul style="list-style-type: none">- Aerospace Science and Technology- AIAA journal- International Journal of Aeroacoustics- Computers & Fluids- Physics of Fluids |
|---|



The SCALABLE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 956000.

- Journal of Computational Physics
- SIAM J. Scientific Computing
- Parallel Computing
- Parallel Processing Letters
- The Int J. High Performance Computing Applications
- Int. J. Parallel, Emergent and Distributed Systems
- Concurrency and Computation, Practice and Experience
- Computers and Mathematics with Applications

4.9 Open Access to Scientific Publications

The SCALABLE project will comply with Open Access requirements in line with the related obligations set out in the article 29.2 of the Grant Agreement. Partners will be required to electronically release scientific publications in Open Access on all dedicated and appropriate Open Access repositories. Partners have been informed by the PMO through a practical document, about the existence of the Open Research Europe platform², which is dedicated to the publication of scientific publications in Open Access.

4.10 Outreach to Industry

The consortium will establish a list of contacts, both internal and external to the project team, and reach out to these industrials that use energy-intensive computing resources, with the aim of introducing the results of our work in the context of the SCALABLE project, by focusing on presenting the methodologies for optimising the processes to make the best use of the resources of the computing centres.

5 Monitoring and KPIs

5.1 SCALABLE Dissemination KPIs

A set of key indicators has been established in order to ensure that the dissemination activities are correctly targeted and, if needed, updated. These indicators will be used in order to measure progress towards achieving the dissemination objectives and to allow WP7 to steer dissemination activities in the right direction. Indicators include: website visitors, number of attendees at events or workshops, number of press impacts, number of workshops and events, etc. Table 2 below summarizes the key performance indicators identified:

² <https://open-research-europe.ec.europa.eu/>



Table 3 – SCALABLE Overall KPIs

<i>Toolkit item</i>	<i>Communication tool</i>	<i>KPI</i>	<i>Total Target</i>
Web presence	Website visitors	Number of visitors captured by web analytics	3000
	Digital community - Twitter	Number of Twitter followers	100
	Digital community - LinkedIn	Number of LinkedIn followers	100
	News items and press releases	At least 1 major update per year	2
Comms toolbox	Videos	Promotional video to disseminate the project	1
Events and Campaign	Ecosystem events	Presence and/or dissemination through a presentation, booth, poster, etc.	20

5.2 Continuous reporting

Continuous reporting activities will be performed throughout the project lifetime concerning the dissemination activities. This process will allow a constant evaluation of the project’s progression. WP7 will be required to report continuously based on the timing and conditions agreed with the granting authority. The reporting will be performed on the European Funding and Tenders Portal, in the “Manage project” section.

