D 4.3
Report on exploitation and dissemination plans

Work package:	WP4	Evaluation and Dissemination	
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Contents

1. Executive Summary

This deliverable defines the dissemination objectives for the PPI4HPC project, as well as the various communication activities that will be done during this joint procurement.

The aim of this document is to define the strategy for disseminating project activities, taking into account that it is the first time that a joint procurement initiative in high-performance computing (HPC) has taken place in Europe. This plan intends to raise awareness and interest in the procured innovative technologies among HPC vendors, and to disseminate the experience gained to other communities that are considering using the joint procurement instrument.

2. Introduction

One main goal of the Evaluation and Dissemination work package (WP4) is to maximise the visibility of the project and to support the partners involved for dissemination purposes, as well as to evaluate the PPI process. This document presents the dissemination and communication activities and press strategy for the PPI4HPC project.

3. Dissemination strategy

This section outlines the objectives, the target audience and the implementation plan in the PPI4HPC project in terms of dissemination and communication. Dissemination started with the first month by creating a brand and a website.

3.1 Dissemination objectives

The dissemination objectives are as follows:

- Manage the information and relationships between the PPI4HPC consortium and the different target audiences interested (vendors, HPC European infrastructures, HPC centres), disseminate the objectives, attract a wide range of providers and disseminate results obtained from the project.
- Collect and disseminate lessons learnt and best practices obtained for the development of a joint procurement (common technical specification and evaluation criteria).
- Analyse the impact of the PPI process and the technologies tested in the whole HPC ecosystem.

3.2 Target audience

This section lists the target groups of the PPI4HPC project. In particular, this project should be able to attract the attention of the following groups:

- PPI4HPC partners
- HPC and IT vendors
- HPC European infrastructures
- HPC centres
- Industrial HPC users
- Research organizations (like PRACE RI) and the ETP4HPC
- Related European projects: IMAILE, PRACE,
- Politicians and governmental institutions
- Scientific communities interested in joint procurement

4. Dissemination activities

In order to reach the targets for dissemination effectively and to maximize the visibility of the project, the public website is the first contact and plays a central role in disseminating results and providing information about events, as well as publishing news and press releases.

4.1 Corporate image and logo

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, the EC disclaimer, written in English (UK), Ubuntu font, and the corresponding template, if applicable.

The brand of the PPI4HPC project includes its corporate image, brand and style. The main image of the project is the design of the logo, as follows:

Figure 1 – PPI4HPC logo

There are two versions of the logo: a linear version and a square version. These two versions of the logo are equally valid; the version used will depend on the specific space requirements.

This logo, approved by all PPI4HPC 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 from the media area of the website (https://ppi4hpc.eu/media/logo).

4.1.1 Font

Arial is recommended for all internal documentation, while the font used in the external dissemination materials will be Ubuntu, a free downloadable font.

4.1.2 Language

The official language of PPI4HPC 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 press releases for the local media. Funding for this is not included in the dissemination budget.

4.1.3 Project Templates

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

4.1.3.1 Power Point

The power point template will be used in all presentations by partners and will be uploaded to the project portal for all partners to be use. This template gives some design guidelines

about disseminating the project and its results. There are two versions of this template: PowerPoint and Open Office.

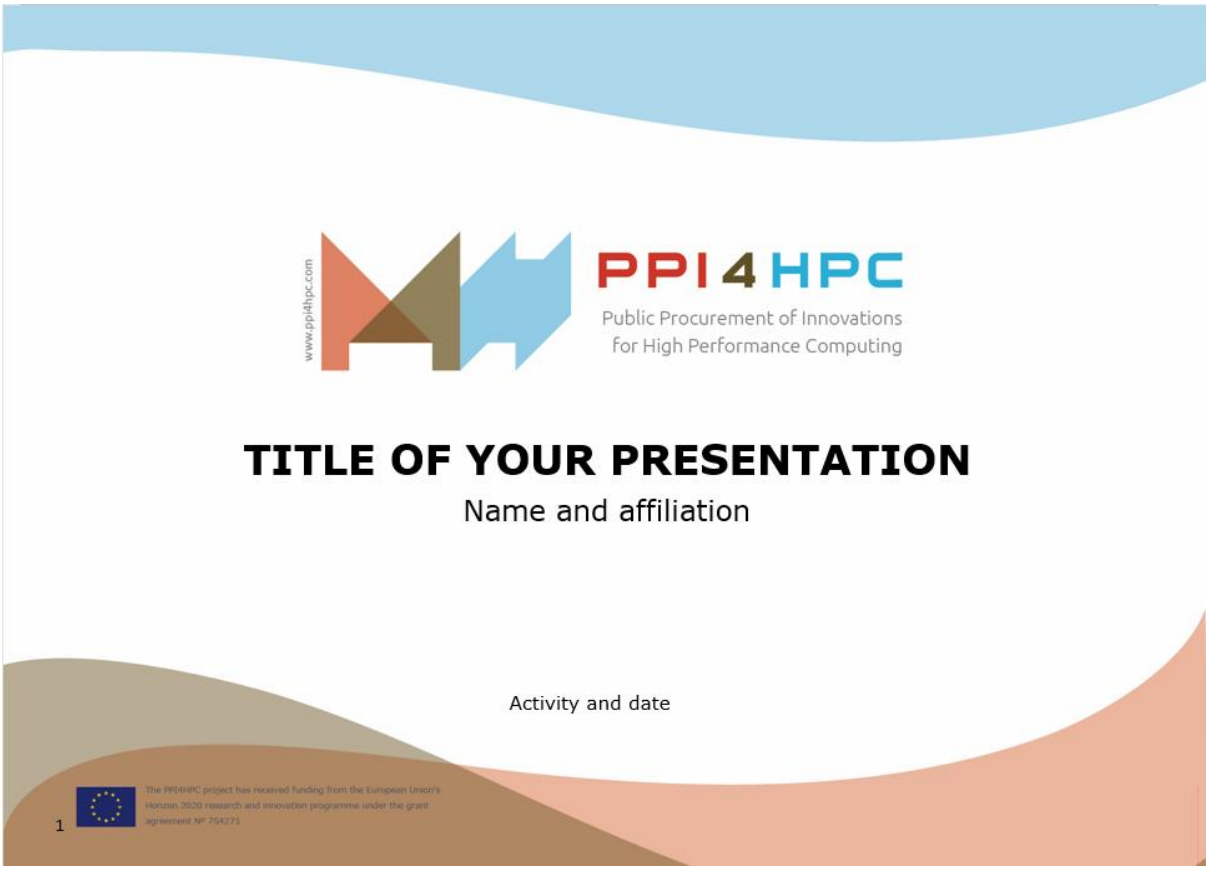


Figure 2 – PPI4HPC PowerPoint template

4.2 Website

The domain for the project website is www.ppi4hpc.eu. The website, which has been live since the second month of the project, is the main platform for communication and dissemination activities of the PPI4HPC project. The dissemination team has regularly updated its contents; news and press releases have been uploaded, as well as events and media clippings. Technical information about the tender, such as the presentations, has also been made available on the website, along with a Q&A section.

Google Analytics has also been installed to allow the number of website visits and visitors to be viewed:

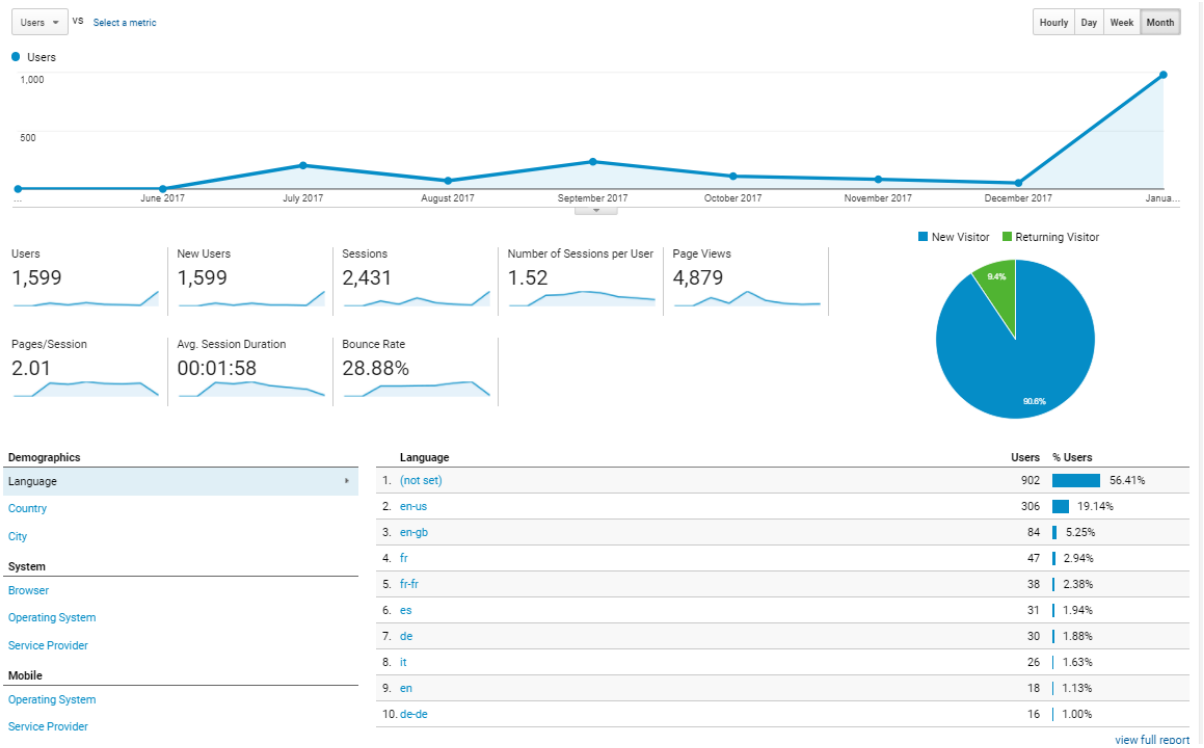


Figure 3 – PPI4HPC website visits (May 2017 - 30 January 2018)

From May 2017 until January 2018, the website received a total of 1,599 visits. Most of the visitors are new; the idea is that the returning visitors (9,4%) will increase as the project progresses and the project gains greater visibility. One of the most visited pages, together with the homepage, is the “Open Dialogue Event” followed by the “One-to-one meetings” page, as indicated in the figure below:

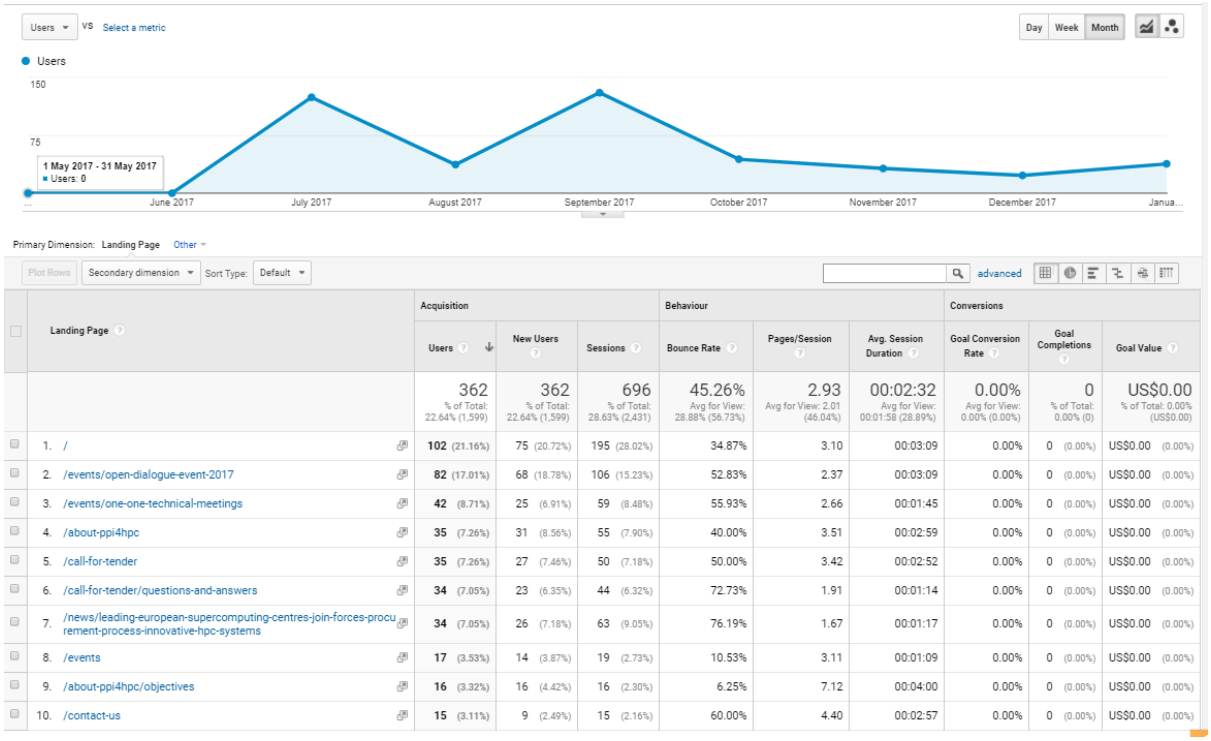


Figure 4 – PPI4HPC website page visits (May 2017 - 30 January 2018)

The peaks that appear in the above image coincide with PPI4HPC events, i.e. there was a surge in visits during the Open Dialogue Event and the one-to-one meetings.

4.3 Events

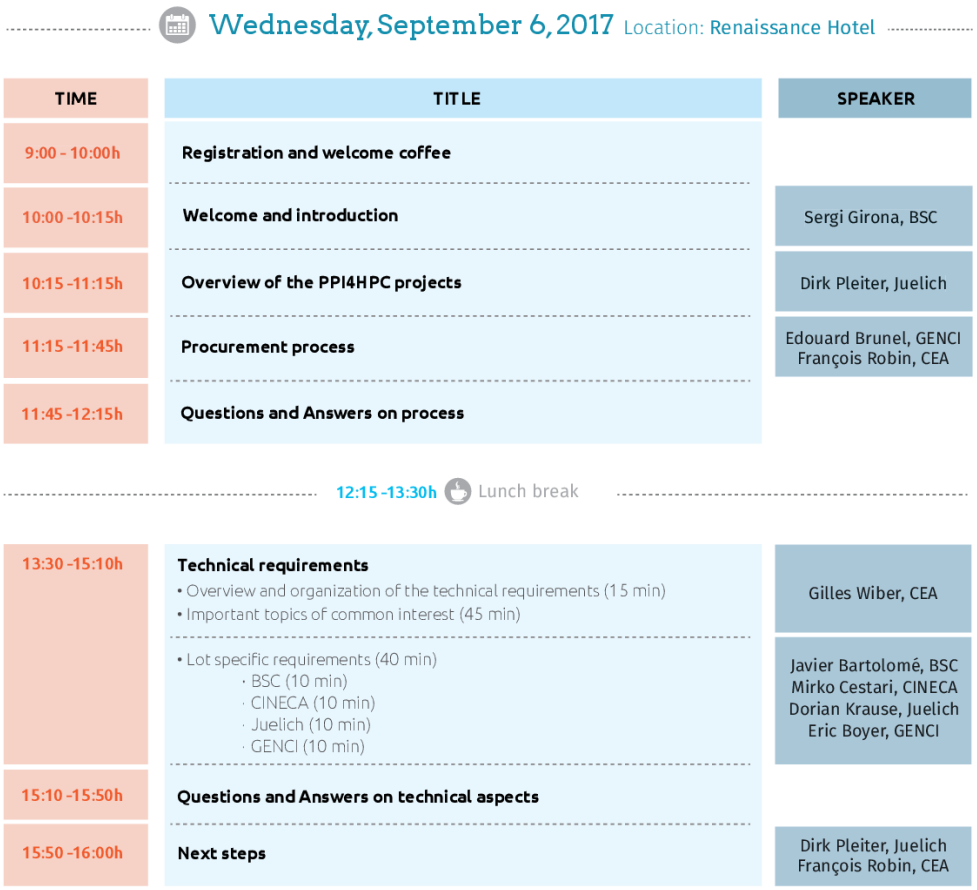
4.3.1 Open Dialogue Event

After the publication of the Prior Information Notice (PIN) in the Official Journal of the European Union on 5 July 2017, the announcement of the Open Dialogue Event (ODE) was possible. The dissemination team started its activities in promoting and organizing the logistics of the event.

The Open Dialogue Event (ODE) took place on 6 September 2017 in Brussels. Forty-three participants registered and 43 attended, of whom 17 were from the PPI4HPC project and one was from the European Commission. The event gave 16 different companies the opportunity to learn more about the objectives and process of the PPI, as well as about the particular needs of each partner. The topics included the procurement process, the technical requirements (with detailed requirements for each single lot) and future steps. All participants had the opportunity to ask questions and provide feedback about the process.

The dissemination team was involved in the design of the programme and promotion of the event, as well as in the organization of the event and its logistics. The participants received a badge and a programme at the entrance to the venue. Special signs were marked in the hotel in Brussels, while joining instructions were sent by email to the registered attendees.

The agenda of the ODE was as follows:



Wednesday, September 6, 2017 Location: Renaissance Hotel

TIME	TITLE	SPEAKER
9:00 - 10:00h	Registration and welcome coffee	
10:00 -10:15h	Welcome and introduction	Sergi Girona, BSC
10:15 -11:15h	Overview of the PPI4HPC projects	Dirk Pleiter, Juelich
11:15 -11:45h	Procurement process	Edouard Brunel, GENCI François Robin, CEA
11:45 -12:15h	Questions and Answers on process	
12:15 -13:30h	Lunch break	
13:30 -15:10h	Technical requirements • Overview and organization of the technical requirements (15 min) • Important topics of common interest (45 min)	Gilles Wiber, CEA
	• Lot specific requirements (40 min) · BSC (10 min) · CINECA (10 min) · Juelich (10 min) · GENCI (10 min)	Javier Bartolomé, BSC Mirko Cestari, CINECA Dorian Krause, Juelich Eric Boyer, GENCI
15:10 -15:50h	Questions and Answers on technical aspects	
15:50 -16:00h	Next steps	Dirk Pleiter, Juelich François Robin, CEA

Presentations from the day are available on the following webpage https://ppi4hpc.eu/events/open-dialogue-event-2017

Several questions were asked and feedback was provided by the vendors both during the event and afterwards by email. After the one-to-one meetings and the legal collective telephone conference, a full series of questions and answers (validated by all partners) were published here: https://ppi4hpc.eu/call-for-tender/questions-and-answers.

4.3.2 One-to-one meetings

The goal of the one-to-one technical meetings was to conduct in-depth technical discussions and to provide another opportunity to ask questions and give feedback. The meetings were open to any interested supplier providing HPC solutions or technologies. In those meetings, one supplier met all PPI4HPC partners. For each meeting, a non-disclosure agreement was signed.

The one-to-one technical meetings were organized in two locations and lasted in total five days due to high demand by HPC vendors:

- 28-29 September at CINECA in Milan: Via Raffaello Sanzio 4, 20090 Segrate
- 4-6 October at Barcelona Supercomputing Center (BSC) in Barcelona: Severo Ochoa Room (Torre Girona Building). Jordi Girona 31, 08034 Barcelona.

The agenda of each individual meeting was as follows:

Short summary of the technical specifications	PPI4HPC
Q&A	All
Feedback on common topics including information on related R&I conducted in Europe, technical answers and plans addressing expectations	Supplier
Possible solutions for the different lots with focus on innovative features	Suppliers of full systems
Discussion	All
Conclusion and next steps	All

As this is a public deliverable, we are unable to publish the schedule for the one-to-one meetings. These meetings were private and, for confidential purposes, vendors waited in a separate room while the previous meeting drew to a close. The WP4 team tried to ensure that attendees did not see each other. The project partners held 15 one-to-one meetings with major HPC companies including various small/medium enterprises (SMEs). Following the event, the dissemination team published the total number of meetings and attendees in this news item: https://ppi4hpc.eu/events/one-one-technical-meetings .

4.4 Press strategy

The press strategy is used to disseminate information about the project in order to raise the awareness of the importance of the first European joint procurement for innovative technologies in the area of HPC. Two press releases will be released over the course of the project:

- an initial press release at the beginning of the project announcing the project launch and the organization of the Open Dialogue Event (ODE);
- a final press release highlighting the innovative features of the system deployed from each lot, as well as the promotion of the best practices and recommendations from the joint procurement obtained from PPI4HPC (taken from public deliverable D 4.1). Each centre should also complement the generic PPI4HPC press release in their own language and with further details of each lot, technical characteristics, etc.

The first press release was launched on 5 July 2017: https://ppi4hpc.eu/news/leading-european-supercomputing-centres-join-forces-procurement-process-innovative-hpc-systems. As agreed by all the partners in the consortium, the press release was sent to HPC technical media in English. Partners were encouraged to translate it into their own languages and sent to local technical press. The press release was also uploaded onto the CORDIS and Digital Single Market websites.

4.4.1 PPI4HPC in the media

The list of press clippings since the beginning of the project is as follows:

PUBLICATION DATE	MEDIA	TITLE
January 2018	**Focus Europe**	Special edition: Innovative Public Procurement in Europe
6 Sept 2017	**Primeur Magazine**	PPI4HPC procurement of 4 European supercomputers -

		what is it all about?
5 Sept 2017	**Genci**	Lancement du PPI4HPC
11 July 2017	**Juelich**	Europäische Supercomputing-Zentren bündeln Kräfte bei der Hardware-Beschaffung
12 July 2017	**Cineca**	I PRINCIPALI CENTRI EUROPEI DI SUPERCALCOLO COLLABORANO PER L'ACQUISTO DEI SISTEMI HPC DEL FUTURO
14 July 2017	**Zion Technologies**	Europäische Supercomputing-Zentren schaffen gemeinsam Hardware an
14 July 2017	**DataCenter Insider**	Europäische Supercomputing-Zentren schaffen gemeinsam Hardware an
13 July 2017	**Science Business**	Leading European supercomputing centres join forces in procurement process for innovative HPC systems
10 July 2017	**HPC Wire**	Europe Sets Sept. Date to Discuss Supercomputer Requirements
7 July 2017	**Genci**	L'acquisition de systèmes HPC innovants au service de la recherche académique et industrielle dans le cadre du projet PPI4HPC
7 July 2017	**Marie Curie Alumni Association**	Open Dialogue Event 2017
7 July 2017	**Czelo**	Open dialogue Event on the future joint procurement
7 July 2017	**Epixeireite**	Open Dialogue Event 2017 (Brussels, Belgium)
7 July 2017	**EcoGreen**	Leading European super-computing centres join forces in procurement process for innovative HPC systems
6 July 2017	**EU Innovation Trends**	Open Market Consultation PPI4HPC
6 July 2017	**ETP4HPC**	Open Dialogue Event, September 6, 2017, Brussels
6 July 2017	**Cordis**	Leading European super-computing centres join forces in procurement process for innovative HPC systems
6 July 2017	**Cordis**	Open Dialogue Event 2017
6 July 2017	**PRACE**	Leading European supercomputing centres join forces in procurement process for innovative HPC systems
5 July 2017	**Primeur Magazine**	Four European supercomputing centres join forces in procurement process for innovative HPC systems
5 July 2017	**Digital Single Market**	Supercomputing centers consult market for innovative High Performance Computing solutions
5 July 2017	**Inside HPC**	European Supercomputing Centers Adopt Joint Procurement Process
5 July 2017	**Scientific Computing World**	European supercomputing centres adopt joint procurement process
5 July 2017	**HPC Wire**	BSC Participates in European Public Procurement of Innovation Solutions
5 July 2017	**BSC**	El BSC-CNS participa en un proceso europeo de compra pública innovadora para adquirir tecnología de supercomputación del futuro
21 April 2017	**Digital Single Market**	New PPI project on High Performance Computing started

4.5 News

In addition to the press releases, news will be published to announce project updates. Three pieces of news have been published on the PPI4HPC website:

Date	Title
28 April 2017	PPI4HPC launches its activities
6 September 2017	Packed Open Dialogue Event shows HPC industry interest
6 October 2017	Fifteen HPC companies and SMEs join PPI4HPC one-to-one meetings

Some of the news from the PPI4HPC website have been disseminated through BSC's communication channels, either by publishing an original piece of news on the website (link) or by disseminating news published on the PPI4HPC website:

DATE	ACCOUNT	DESCRIPTION	LINK
23/08/2017	@BSC_CNS	PPI4HPC ODE Brussels	https://twitter.com/BSC_CNS/status/900277481432854529
06/09/2017	@BSC_CNS	Open Dialogue Event	https://twitter.com/BSC_CNS/status/905344314049486848
06/09/2017	@BSC_CNS	Open Dialogue Event	https://twitter.com/BSC_CNS/status/905416545148575748

Towards the end of the project and once the installation of all the technologies has taken place, the WP4 team will encourage each PPI4HPC partner to prepare a success story or use case of each technology in the format of a piece of news for the website. These could also be promoted locally in the partners' own languages. These communication activities will demonstrate the positive impact of the PPI procedure and the results obtained by the installation of each of the four technologies.

5. Exploitation strategy

The exploitation strategy of the PPI4HPC project will focus principally on the usage of the innovative HPC systems installed on each partner's site. These results will only be obtained towards the end of the project.

The exploitation plans can be summarized in two main activities:

1. **Success stories**: As already mentioned in the News section, the dissemination team will encourage all partners to disseminate (via a use case or success story) the usage of its HPC/Storage systems once installed.
2. **Best practices**: In addition, the promotion of a summary and printable version of the final report on the assessment and validation of innovative solutions (D 4.1) will be made available on the PPI4HPC website, as well as promoted in the final press release. This deliverable will include the outline of the procedure, selected best practices and recommendations of PPI4HPC project. These recommendations will be disseminated among other EU projects such as ICEI / Fenix in the HPC sector, for example.

5.1 Exploitation plans by partner

With innovation always as a focus, the table below summarizes the exploitation plans by partner:

Partner	Exploitation intentions/plans
Barcelona Supercomputing Center (BSC)	The storage system acquired by BSC, aims to provide more capacity, performance and analytics to the data generated in BSC HPC clusters. BSC will promote its innovative storage system by producing a press release explaining this new system to its scientific community, as well as creating a success story with an HPC user of the new system on its website and on the PPI4HPC website.
FZJ/Juelich	As the vendor collaboration has been a focus of the review this week, my suggestion would be that all partners mention the intention to disseminate the results of the collaboration via the PPI4HPC website.
CEA/GENCI	GENCI alongside with CEA will promote its innovative supercomputer through various actions including a press release highlighting the benefits of the new High performance and energy efficient computing systems towards the convergence between HPC, HPDA and AI, providing a balanced architecture for scientific applications for the scientific community. GENCI will also push the news on its social media channels.
CINECA	The HPC system procured by CINECA, as soon as will be available, it will be promoted among the users and the scientific community. The computing resources will be available for European and Italian researchers and this opportunity will be disseminate as much as possible. Also the experience gained in the project and the positive aspects of a joint procurement will be made available to the other communities.