D7.2

Dissemination Plan

Work package:	**WP7 Dissemination, innovation and exploitations**	
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Dissemination Level	Public	
Nature	Report	

Date	Author	Comments	Version	Status
11.12.2018	Manuel Arenaz	Initial version	V0.1	Draft
08.01.2018	Manuel Arenaz	Added comments by Irene Ferrario and Dirk Pleiter	V0.2	Draft
30.01.2018	Manuel Arenaz	Added comments by Dirk Pleiter and Raluca Hodoroaba	V0.3	Draft
19.02.2019	Manuel	Final version	V0.4	Final

DATA ORCHESTRATION IN HIGH PERFORMANCE COMPUTING
This project has received funding from the European Union's Horizon 2020 research and Innovation program through grant agreement 801101.

Executive Summary

This document provides a plan for the dissemination of the activities, outputs and impact achieved by the Maestro project. This deliverable will outline dissemination objectives, targets for dissemination activities, dissemination tools, and the activities to be completed during the lifetime of the project, as well as the policy used for dissemination. This dissemination plan is necessary for planning, coordinating, and evaluating the actions carried out by the consortium.

This document includes the definitions of the key performance indicators (KPIs) that will be used to measure the effectiveness of the activities carried out as part of the Maestro project's dissemination activities.

"Dissemination resources" for internal use by the Project's partners are available for download in the BSCW collaboration workspace:[1]

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758431

It includes the latest versions of the following items:

- Logos:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758439
- Logos from partners:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2764195
- Templates:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758446
- Promotional materials:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758454

A dissemination package for the general public is also available for download at the Project's website:

https://www.maestro-data.eu/branding/

For the coordination of the dissemination activities of the Project, including the contribution and the approval of contents for dissemination, the partners will use the "Dissemination planning" folder available at BSCW:

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758887

[1] The collaborative workspace is accessible only for project members.

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1. Introduction

This document describes the Dissemination Plan including strategy, objectives, and the activities carried out to reach the objectives for the Maestro project (hereafter known as 'the Project'). The aim is to promote the Project and disseminate the Project's results and impact, as well as directly contributing to impact creation.

1.1 Document scope

The activities corresponding to work package WP7 "Dissemination, innovation management and exploitation" include the creation and updating of a Dissemination Plan throughout the lifetime of the Project. This document describes this Dissemination Plan, which includes:

- Outline of the general objectives of the dissemination work package;
- Definition of the overall structure of the dissemination team of the Project;
- Definition of the tools and channels to be used for dissemination;
- Target audiences and the associated activities identified for reaching them;
- Dissemination Key Performance Indicators (KPIs) that will be used to measure the effectiveness and efficiency of the dissemination activities;
- Identification of interactions with other work packages of the Project to facilitate dissemination of the Project's full range of activities, outputs and impact;
- Strategies for effective and appropriate communication towards various stakeholders;

This Dissemination Plan will be updated regularly throughout the lifetime of the Project to reflect new opportunities for dissemination and communication.

1.2 General Objectives

The general objectives for the dissemination work package of the Project are as follows:

- Make Maestro project and its results known.
- Trigger feedback from the HPC community on the Maestro architecture.
- Establish the Maestro architecture and technologies as state-of-the-art approach for data- and memory-aware HPC architectures (ultimately targeting standardization).
- Make best practice for using Maestro architecture and results known in relevant communities.

1.3 Intended target audience

The following target audiences have been identified as important for generating impact of the Project's activities and outputs beyond the Project's consortium:

- Scientific community, people with similar research or technical interests to the Maestro project;
- Maestro developers, technical people also contributing code to the open-source project;
- Maestro users, people using but not contributing to the development of Maestro (e.g. systems software developers);
- Wider HPC community, people working at other HPC centres and vendors that are potential users of Maestro;
- Non-traditional users, people not working in traditional HPC field and that are using cloud services, data analysts, and machine learning;
- General public, which includes a wider audience with a non-scientific background such as media related to technology and R&D, and influencers of other's opinions through social media and blogs.

2. Roles and responsibilities

2.1 Dissemination board

The dissemination activities of the Project are coordinated and managed by a team of people from Appentra and JUELICH (the '*dissemination team*'), including the leaders of tasks T7.1 Dissemination, T7.2 Innovation Management and Exploitation, and T7.3 Standardisation. All of the partners will collaborate actively in the dissemination activities by providing up-to-date information about the progress of the Project.

The Dissemination Board of the Project has representatives from all of the partners. The list of members is specified in the BSCW collaborative workspace of the Project, particularly in the WP7 directory, document "Dissemination Board":

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2692386?op=preview&back_url=2692365

The dissemination workflow of the Project (specified in Section 3, below) requires approval by other participants in the project such as the work package leaders, the technical coordinator, the administrative coordinator or the IP. This information is maintained up-to-date in the BSCW collaborative workspace, particularly in the document "Maestro Leadership Teams":

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2529132?op=preview&id=2529132_2533224

2.2 Dissemination manager

Within the dissemination board, the WP7 leader will act as the Dissemination Manager, who is responsible for:

- Keeping track and reporting back to the EC on dissemination activities.
- Ensuring proper use of public dissemination materials and respect of partners' Intellectual Property Right (IPRs) confidentiality.
- Ensuring the consistency of published content and securing optimum use of the project dissemination resources.
- Ensuring proper communication between the members of the dissemination board.

2.3 Consortium partners

The active collaboration of all the partners in dissemination activities is key to maximizing impact by providing up-to-date information about the progress of the Project. The Dissemination Board of the Project has representatives of all of the partners, who are responsible for:

- Contributing the partner's information that is to be published through the website (eg. link to partner websites, partner descriptions and contributions to the Project).
- Contributing news articles, whitepaper contributions, approving social media posts related to the work contributed to MAESTRO by a partner organisation.
- Providing at least one article in an organization-related publication (website, newsletter, blog etc.) during the Project.
- Assisting in the creating and dissemination of press releases to relevant media.
- Assisting in the promotion of the project's outputs including promotional materials, research papers, white papers etc., as appropriate.

3. Conditions for dissemination

3.1 Dissemination processes and requests for approval

In order to maximize the impact of the dissemination activities of the Project, the table below specifies the required approvals that need to be gathered for a dissemination activity to be published through the dissemination channels used in this Project.

The following **general rules** will apply to get the approval for dissemination activities from the partners:

- **Partners will be required to provide items already approved for publication**. If any further approval is required by the Partner before public or private dissemination by the Project, the Partner must explicitly state this in their communication.
- **Contents already published and/or approved by the named partners will not require any additional approval**, apart from the internal

coordination between the Appentra members in the dissemination team in order to schedule the dissemination activities.

- **New contents (eg. press releases) will require a longer approval process involving all of the corresponding partners**. For all of the dissemination activities it is required that the **partners communicate if the activity cannot be published at least 2 days before the publication date**. Otherwise the dissemination team will assume that the publication is approved by the corresponding partners.

Dissemination channel	Dissemination activity	Required approval
Maestro social media	Creation of new social media content that does not mention a specific partner	Appentra members in the dissemination team
Maestro social media	Sharing of third-party social media content that explicitly mentions the Project	Appentra members in the dissemination team
Maestro social media	Follow key social media persons, influencers and organizations related to the Project	Appentra members in the dissemination team
Social Media	Creation of social media content that mentions a specific partner	The named Partners
Website	Major content updates (e.g. additional technical content on the outputs and activities of the website)	Project Coordinator and Technical Coordinator
Website	Upload of approved project outputs, except project deliverables.	Appentra members in the dissemination team, Project Coordinator and Technical Coordinator
Website	Upload of project deliverables (already approved according to the D1.1 Report on Quality Control Procedure)	Only after the deliverable is officially approved by the EC
Press Release	Press releases	All partners named in the press release
White papers / research outputs	Outputs from the project	All named contributors of the output
Promotional materials	Content of promotional materials associated with the Project	Approval of all partners

Promotional materials	Design of promotional materials associated with the Project	Appentra members in the dissemination team
Events	Presentation at events of Project related work	Presentation author must inform Appentra members in the dissemination team
Events	Interview	Interviewee must inform Appentra members in the dissemination team
Deliverables	The Project's deliverables	Only after the deliverable is officially approved by the EC

Table 1: Specification of required approvals for dissemination activities.

3.2 Dissemination workflow

To enable the dissemination team to fulfil the responsibilities required by the Project, the consortium partners are required to assist in the collection of materials appropriate for dissemination. The dissemination team will inform all Partners regularly about the proposed actions to disseminate, and where appropriate, will seek approval from the partners for the dissemination activity.

The following workflow will be used for dissemination activities:

1. Contributions collected, prioritized and scheduled by the dissemination team.
    1. Some contributions may be initiated by project partners, e.g. project deliverables and presentations at events.
    2. Some contributions will be collected by sending requests for updates about the dissemination activities performed by the partners. Requests will be sent every 30 days to the partner's representatives listed in the dissemination board as well as to the general list of participants in the Project.
    3. Some contributions will be provided by the partners through a "Dissemination planning" folder available at BSCW: https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758887
2. Dissemination team updates the contents.
3. Approval acquired, as per Table 1 in section 3.1.

1. Whenever a dissemination activity (eg. twitter post, blog post) requires the approval from the partners, the corresponding approvals will be collect through a "Dissemination planning" folder available at BSCW: https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758887

4. Dissemination team notifies that approval has been granted.

5. Dissemination activity executed (e.g. posting to social media, printing promotional materials, presenting at an event, online publication of reports, etc.).

3.3 Intellectual property management

Intellectual property will be managed as specified in the Consortium Agreement.

The following dissemination levels will be used in the Project:

- PU = Public - fully accessible to the general public.
- CO = Confidential, only for members of the consortium (including the Commission Services)

3.4 Disclaimer requirements

All publicity concerning the project (publications, white papers, technical reports, brochures, videos etc.) must include the EU emblem beside the following statement acknowledging the financial support of the European Community:

"This project has received funding from the European Union's Horizon 2020 research and innovation program through grant agreement 801101."

3.4.1 Logo usage policy

Any publication or material prepared by the consortium members related to the Project must display the project logo and EU emblem.

3.5 Copyrights

Copyrights will be managed as specified in the Consortium Agreement.

4. Branding guidelines

A consistent graphic identity facilitates recognition of the Project by stakeholders and improves the effectiveness of communication. In this document the branding guidelines specify the requirements for the Project's image where all the visual aspects are consolidated to ensure coherence and consistency for partners and third parties. All dissemination materials must include the name of the Project, the website URL and the Project logo.

"Dissemination resources" for internal use by the Project's partners are available for download in the BSCW collaboration workspace:

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758431

It includes the latest versions of the following items:

- Logos:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758439
- Logos from partners:
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- Templates:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758446
- Promotional materials:
  https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758454

A dissemination package for the general public is also available for download at the Project's website:

https://www.maestro-data.eu/branding/

4.1 Logo

The Project has adopted the logo shown below. The symbol of the logo reminds the batons of an orchestra conductor, and at the same time, the symbol consists of two braces to relate it to the computer programming.

The minimum size at which the primary logo is used should not be less than 20mm. A clear space of at least one basic unit in height and width of one letter of the Project name "MAESTRO" must remain around the logo.

In all cases, never scale the logo without locking aspect ratio, apply distortion effects or place at random angles, and never use a tint or any colours other than the recommended palettes.

Image formats of the logo: vector, JPG and PNG

All the variants of the logo of the Project are provided in several formats: vector, JPG and PNG. The vector format is the master version that must be used to produce the other formats.

Versions of the logo: slogan, URL and symbol

There are three versions of the logo. The two first versions differ in the text placed under the name of the project: one version shows the slogan of the Project "DATA ORCHESTRATION", and another version shows the web address of the Project "www.maestro-data.eu".

The third version shown the symbol of the logo only, omitting the name and the slogan of the project.

Variants of each version of the logo: colour and quality

The standard logo is the full colour version. The background should be white or as light as possible. Consistent color usage across all media is integral to the integrity of the Project. Orange, grey and white comprise the unifying brand element. The color palette of the logo and any creation related with the Project is:

4.2	**Orange**	4.6	**Grey**
4.3	**C2 / M23 / Y64 / K0**	4.7	**C62 / M52 / Y50 / K47**
4.4	**R249 / G203 /B112**		**R80 / G79 /B79**
4.5	**#F9CB70**	4.8	**#504F4F**

The full colour version should be used whenever possible. For single colour reproductions the black and white logo version should be used.

For impresions in non-vector formats that require different qualities (e.g. printing, web), three different logo sizes are provided: small, medium and big.

4.9 Font

The Open Sans font, used at three different thicknesses (Regular, Bold, Extra-Bold), is recommended to be used for all documentation as the corporate font for the project and should be used in all dissemination materials. The font is open source and can be downloaded through the Google Fonts website:

https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans

4.10 Language and style for written documents

Language

The project's working language is British-English. However, the project may choose to produce materials in different EU languages to promote diversity and inclusion of the broader community.

Style

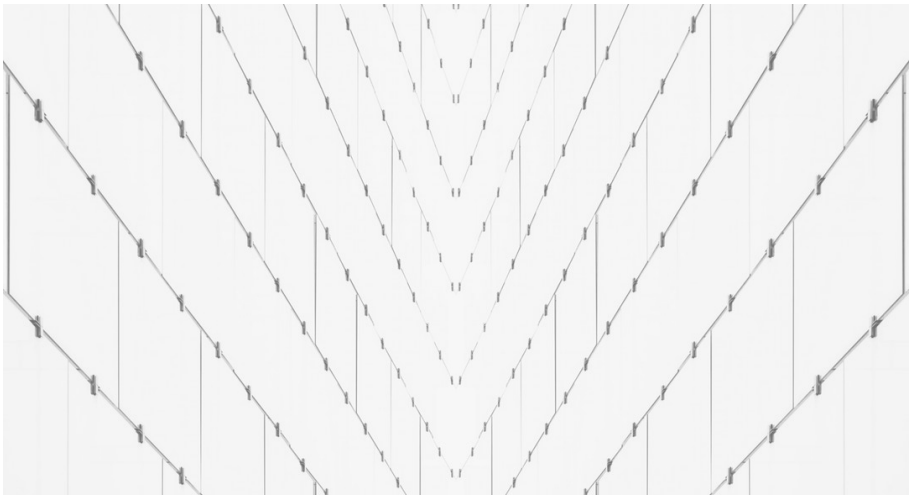
Writing style should reflect the nature of the dissemination activity, but in general should be in the third person, minimising the use of personal pronouns and reflect the target audience. For example, whitepapers and research reports should be written in a formal style, whereas on social media a more 'casual' approach may be appropriate.

Capitalisation

Written documents (printed or virtual) should only capitalise the first letter of titles/headers.

4.11 Photographic style

Photographs used by the project should be without an associated copyright license and available for public download from the resource provides them. The color should preferably be clear with white, gray, black and / or yellow tones.



Example of photographic style

4.12 Project templates

To facilitate recognition of the Project and facilitate the effectiveness of dissemination activities, the following templates that follow the branding guidelines of the Project has been developed:

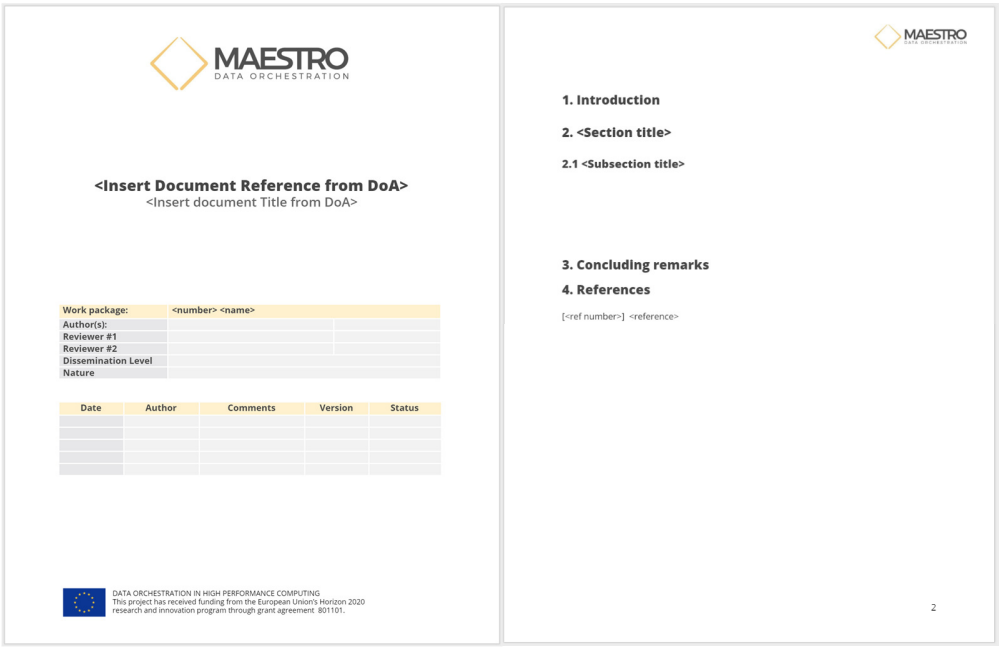
Template name	.docx	.odp	.pptx	Latex
Maestro-deliverables-template	x			
Maestro-reviewer-form-template	x			
Maestro-presentations-template		x	x	
Maestro-internal-report-template				x

4.12.1 Presentations template

The template for presentations must be used at official presentations related to the Project. This will provide additional influence of stakeholders, and attract more attention to the project.

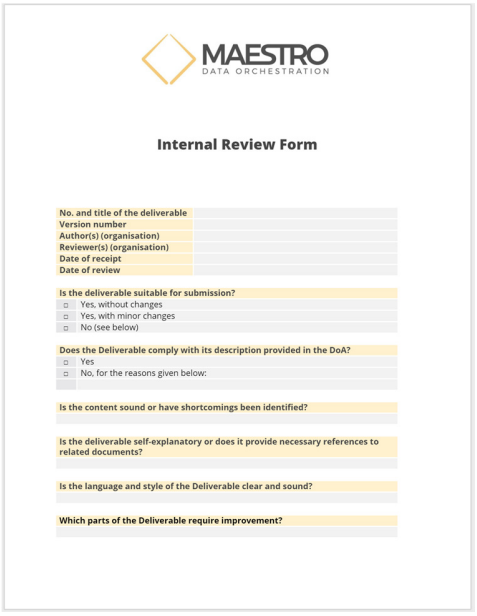
4.12.2 Deliverables template

The template for deliverables, as agreed by the consortium, must be used for all deliverables associated with the Project.



4.12.3 Deliverable reviewer form template

The template for the reviewer form, as agreed by the consortium, must be used by the reviewers of the deliverables produced by the Project.



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Internal Review Form

No. and title of the deliverable	
Version number	
Author(s) (organisation)	
Reviewer(s) (organisation)	
Date of receipt	
Date of review	

Is the deliverable suitable for submission?

- ☐ Yes, without changes
- ☐ Yes, with minor changes
- ☐ No (see below)

Does the Deliverable comply with its description provided in the DoA?

- ☐ Yes
- ☐ No, for the reasons given below:

Is the content sound or have shortcomings been identified?

Is the deliverable self-explanatory or does it provide necessary references to related documents?

Is the language and style of the Deliverable clear and sound?

Which parts of the Deliverable require improvement?

5. Dissemination channels

A variety of communication channels and tools will be used to ensure reaching a broad variety of stakeholders and target audiences. The list of tools and channels shown below should not be considered an exhaustive list:

WEB: The Project's website

PAPERS: Peer reviewed scientific papers

W&C: Scientific workshops and conferences (e.g. SC, ISC, European HPC Summit Week, EuroPar). Presence in inter-disciplinary publications (e.g. IEEE Transactions on Cloud Computing, IEEE International Conference on Big Data), conferences (Machine Learning conferences like NIPS, Analytics conferences like Strata) and technology events (e.g. OpenStack forum).

EU: Related EU H2020 activities (e.g. ETP4HPC, FET-HPC, Centres of Excellence, workshops and congresses organized by the EC and by other project consortia related to Maestro)

BOARD: Participation in organisations and boards with advisory roles supporting best practices and standards (e.g. ETP4HPC, WMO, WWRP, WGNE, XSEDE).

FORUM: Maestro working forum

SM: Social media

PRESS: Press (e.g. press releases, international press)

TOOLS: The Project's communication tools (eg. slack, email lists, BSCW platform)

The primary communication channels for each target audience are listed below:

Audience	WEB	PAPERS	W&C	EU	BOARD	FORUM	SM	PRESS	TOOLS
Scientific community	X	X	X						
Maestro developers	X	X	X			X			X
Maestro users	X		X			X			X
Wider HPC Community	X		X	X	X		X		
Influencers	X						X	X	
Media	X							X	
Non-traditional users	X		X						
General public	X		X				X		

5.1 The Project's Website

The website provides the primary information source for the Project, and is therefore central to the dissemination goals and objectives of the Project. The website is publicly available online at https://www.maestro-data.eu. It was launched at the beginning of the Project, in September 2018, and will be updated throughout the Project's lifetime. The current structure of the Project's website.

5.2 Peer reviewed scientific papers

In order to communicate and build-on the technical and research value of the Project, the partners intend to publish author peer reviewed papers, scientific proceedings, whitepapers, documentation, demonstrations, workshops with invited presentations, and webinars. Some examples to be considered are JCR, Scopus, IEEE Xplore, ACM Symposium on High Performance Parallel and Distributed Computing, Code Generation and Optimization (CG), Transactions on Mathematical Software (TOMS). The goal of these outputs is to ensure that the Project's outputs are recognised as being the leading-edge technical contributions in the area of data-awareness and data-driven workflows.

5.3 Scientific workshops and conferences

The Maestro project will be represented in a series of national and International workshops and conferences in the field of High Performance Computing (HPC), computer architecture, supercomputing, etc. These events will be attended by the Project's partners. Event participation will have one or more of the following intended impacts:

- Engage with specialist groups of stakeholders;
- Disseminate outputs of the Project;
- Build impact by encouraging uptake of appropriate outputs;
- Engage with scientific and industry leaders in discussions about standards;
- Presentation of peer reviewed papers, scientific proceedings, whitepapers, documentation, demonstrations, workshops with invited presentations, and webinars.

A selection of events will be chosen based on maximising expected impact, including but not limited to European HPC Summit Week, SC, ISC, European HPC Summit Week, EuroPar, PASC, HPC Advisory Council, ECMWF Workshop, GTC, CIUK, CUG, etc. The planned list of conference participation by all project partners during each year will be created and updated to reflect new requirements as the work of the project proceeds.

5.4 Related EU H2020 activities

Collaboration with other initiatives plays a key role to maximize the impact of dissemination activities: The goal is to ground Maestro in the ongoing activities in Europe and worldwide and thus mitigate the risk of becoming niche. The planned activities will be updated regularly, including but not limited to:

- R&D collaborations with other technical projects (e.g. ESiWACE, SAGE2, Human Brain Project).
- Invitations to members of other projects to participate in Maestro's meetings will also be considered.

Maestro will also play an active role in the ETP4HPC in the development of the strategic research agenda and to provide input into the Extreme-Scale demonstrators program.

5.5 Maestro working forum

Through the Maestro working forum, an Early Access Program (EAP) to provide free access to the demonstrators created during the Project will be built in order to try the new features out early in return for the valuable feedback of the users. The

demonstrators will include pre-release builds of the Maestro middleware, the Maestro-enabled applications and the set of software tools to facilitate the development of Maestro-enabled applications. Through these activities the Project will promote community building and encourage adoption of the Maestro framework. For example, the Project plans to organise 'Birds-of-a-feather' events at major conferences such as the Supercomputing Conference (SC) and ISC High Performance conference series, and workshops at specialist technical conferences (e.g. EuroPar). These events will provide direct communication with key stakeholders and provide an avenue to incorporate community requirements into the Maestro middleware, where appropriate. As a result, Maestro may emerge as a de-facto standard and subsequent follow-on projects may seek to develop a standards body in data-aware middleware to further this process.

5.6 Social Media

Social media will be used by the Project to contribute to establishing and maintaining public engagement with the project. Social media usage will be used to promote relevant news, impact, activities and outputs of the project, including pictures from meetings or workshops, retweets from related twitter accounts of partners and projects. The deliverable D7.1 Project Website specifies the social networks used currently in the Project, namely Twitter and LinkedIn.

5.7 Press

Press coverage will be leveraged where possible to broaden the list of stakeholders and general awareness of the Project. All publications from the media, including articles, interviews, videos and broadcasting, will be included in the Press Coverage section of the project website. Furthermore, the partners will be able to include the publication materials on partner websites in order to increase the awareness and knowledge of the project.

Press releases will be sent to specialized media such as magazines and newspapers, relevant to the community that the Project intends to engage with (e.g. HPC Wire, Inside HPC, The Next Platform, Scientific Computing).

Where appropriate press kits and dissemination packs will be distributed, including appropriate materials, brochures, logos, etc. For example, for the SC18 conference a general brochure was created for the Project to communicate the objectives of the project to the intended target audiences at events, workshops, conferences and other outreach opportunities.

6. Dissemination Key Performance Indicators

In order to measure the effectiveness of the dissemination activities a set of Key Performance Indicators (KPIs) have been defined in the Project's Grant Agreement (GA):

- Number of conferences or events attended with presentations of project members.
- Number of conference contributions/publications.
- Number of outreach and communication activities (press releases, interviews, popular science articles, etc.).
- Number of new news items and articles on the public website about project achievements.
- Number of posts through social media channels.
- Number of workshops/outreach events.

The dissemination team will track the effectiveness of the dissemination activities and whenever deviations from the target KPIs are detected, corrective measures will be implemented during the lifetime of the Project.

The dissemination team will report the effectiveness of the dissemination activities to all of the partners in order to collect feedback and put in place corrective actions during the lifetime of the Project. For the coordination of the dissemination activities of the Project, including the measurement of the achievement of the KPIs, the partners will use the "Dissemination planning" folder available at BSCW:

https://bscw.zam.kfa-juelich.de/bscw/bscw.cgi/2758887

7. Concluding remarks

This document defines the Dissemination Plan at M6 of the Project and details the general objectives and the tools to achieve them that will be used during the overall project period, as well as the parameters to measure the effectiveness of the dissemination activities and implement corrective actions to maximize the impact of the Project.