



# D8.2 First Communication and Dissemination Report

Version 1.0

## Documentation Information

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## Change Log

<b>Version</b>	<b>Description Change</b>
<b>V0.1</b>	First draft text
<b>V0.2</b>	Second draft text with format
<b>V0.3</b>	Third draft with Rosa M. Badia's suggestions
<b>V 0.4</b>	Fourth draft with reviewer's comments
<b>V 1.0</b>	Final document version

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## 1. Executive Summary

This report summarises the communication and dissemination activities carried out by the eFlows4HPC project from January 2021 (M1) to January 2022 (M13).

This report includes a complete list of tasks related to the corporate image of the project as well as to its communication channels (website and social media). This document reports also on the dissemination material and any press coverage, events, and publications of eFlows4HPC.

During the first 12 months of the project, the consortium participated in a total of 7 events and 1 training disseminating the project. A total of 15 press impacts were monitored and three open access scientific publications were produced. With the aim to build a community around the project, the communication and dissemination team posted regular updates on the project's dedicated LinkedIn and Twitter channels.

The communication and dissemination team has successfully carried out several tasks indicated in the D8.1 Communication and dissemination plan.

## 2. Corporate Image

### 2.1. Logo

The logo of the project has been defined and can be applied correctly by all partners. All logos can be downloaded from the [Branding page](#).

### 2.2. Templates

A set of templates defined in D8.1 have been correctly applied and used by all partner consortiums. They have all been uploaded on the intranet (B2Drop) of the project available to all partners.

## 3. Dissemination and communication channels and tools

In order to efficiently reach the targets for promoting the results and maximising the visibility of the project, a broad spectrum of dissemination and communication channels and tools are used. The public website plays a central role in dissemination as it is the most important channel for communicating the project's information. Social media are also a very useful tool to reach out to society together with press releases, leaflets, presence in events, etc. The following sections describe in detail the selected channels and tools.

### 3.1. Website

During the first year of the project, the performance of the eFlows4HPC website has been satisfactory. The website was launched at the beginning of January 2021.

Table 1: Main indicators of the eFlows4HPC website, M1-M12

Sessions	Users	Page Views	Avg. session duration
1,935	1,084	4,803	2:39

The total number of users during the same period is 1,084 and the total number of page views is 4,803. Users show engagement with the website, as it is indicated by the average session duration found at 2:39 minutes. These numbers are expected to grow as the website will be populated with more content, such as news, research results, publications, videos. More content on the project’s technical subjects, software components and events will be also created in the second year of project.



Figure 1: Sessions on the eFlows4HPC website, M1-M12

The flow of daily sessions during the 12-month period, as shown in Figure 1 above, helps understand better the performance of the page. Several peaks in the number of sessions are consistent with dissemination activities such as participation in conferences and events. As demonstrated in Figure 1, high number of sessions is observed during the ISC 21 conference and Teratec Forum in June 2021, as well as during SC22 in November. In addition, a significant peak in June is considered due to the [HPDC Achievement Award 2021](#) that the eflows4HPC coordinator received in June 2021 where a piece of news was published on the website and had an impact on media outlets (see [section 7](#)).

Page Title	Page Views	% Page Views
1. <a href="#">home - eFlows4HPC</a>	1,070	22.28%
2. <a href="#">eFlows4HPC   Web site of eFlows4HPC</a>	481	10.01%
3. <a href="#">Workflow platform - eFlows4HPC</a>	280	5.83%
4. <a href="#">Use cases - eFlows4HPC</a>	216	4.50%
5. <a href="#">Workflow platform   eFlows4HPC</a>	211	4.39%
6. <a href="#">Partners - eFlows4HPC</a>	156	3.25%
7. <a href="#">News &amp; press releases - eFlows4HPC</a>	147	3.06%
8. <a href="#">About - eFlows4HPC</a>	125	2.60%
9. <a href="#">Events &amp; trainings - eFlows4HPC</a>	105	2.19%
10. <a href="#">Addressing multifaceted challenges of deployment in eFlows4HPC - eFlows4HPC</a>	96	2.00%

Figure 2: Most visited pages on the eFlows4HPC website, M1-M12

The most visited pages of the eFlows4HPC website are shown in Figure 2 below. It is clear that most page views are noted on the homepage and technical content such as the [Workflow platform](#) and [Use cases](#) page.

Furthermore, most of the sessions are naturally recorded from European countries. As shown in Figure 3, the majority of sessions are recorded from Spain, Italy, France, Germany, where most of the project partners are located. The USA is ranked in second place shows the potential interest in this scientific field.

Country	Users	% Users
1.  Spain	250	22.83%
2.  United States	176	16.07%
3.  Italy	169	15.43%
4.  France	103	9.41%
5.  Germany	77	7.03%
6.  Canada	31	2.83%
7.  India	25	2.28%
8.  China	24	2.19%
9.  United Kingdom	24	2.19%
10.  Finland	22	2.01%

Figure 3: Sessions on the eFlows4HPC website by country (top 10 countries), M1-M12

## 3.2. Social media

### 3.2.1. Twitter

The [eFlows4HPC Twitter account](#) has 338 followers mainly from the research community and related European projects. The number of followers will increase as the project will develop more press releases, news, scientific results, and technical information in the near future. An editorial calendar has also been created in order to generate news pieces from all the partners. All this new content will create opportunities to populate the eFlows4HPC Twitter account and engage more followers.

Tweets and retweets are generally daily and concern not only events and news of the project but also conferences and activities related to the general field of HPC, climate change, Machine learning, manufacturing, etc. The main hashtags related to the project were: #eFlows4HPC #HPCworkflows #HPCWaaS #software #softwareworkflow #machinelearning #dataanalytics #HPC #naturalhazards #manufacturing #climate #urgentcomputing #digitaltwins #tsunamis #earthquakes.

### 3.2.2. LinkedIn

The [eflows4HPC LinkedIn page](#) is used as a channel to communicate any dissemination actions of the eflows4HPC researchers and partners to a professional and industrial network. The posts refer to the dissemination activities of eflows4HPC as well as events of the relevant fields. Users have engaged primarily with posts about eflows4HPC news pieces and about events in the field. The most engaging LinkedIn post up to date has been the news post about [the eFlows4HPC use case](#), which had the highest number of clicks and likes.

The page consists of 153 followers currently. As seen in Figure 4 below, the number of followers raised quickly at the beginning of the project and then was maintained steadily during the project duration.

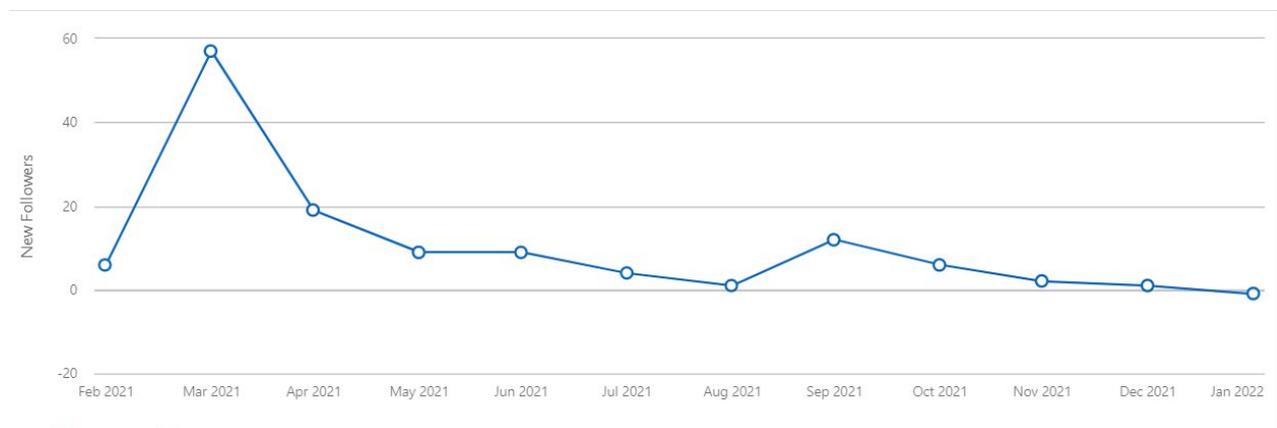


Figure 4: LinkedIn followers on the eFlows4HPC Page, M1-M12

As Figure 5 below shows, the top fields of the visitors of the eFlows4HPC LinkedIn page are research, education, and information technology. Although these backgrounds are naturally relevant to the project, higher numbers in industries – and not only research and academia – are desired, as stated also in the D8.1 Communication and dissemination plan. Additional efforts will be done to encourage to mention of more potential companies in future posts in order to encourage them to become more active in sharing eFlows4HPC content.

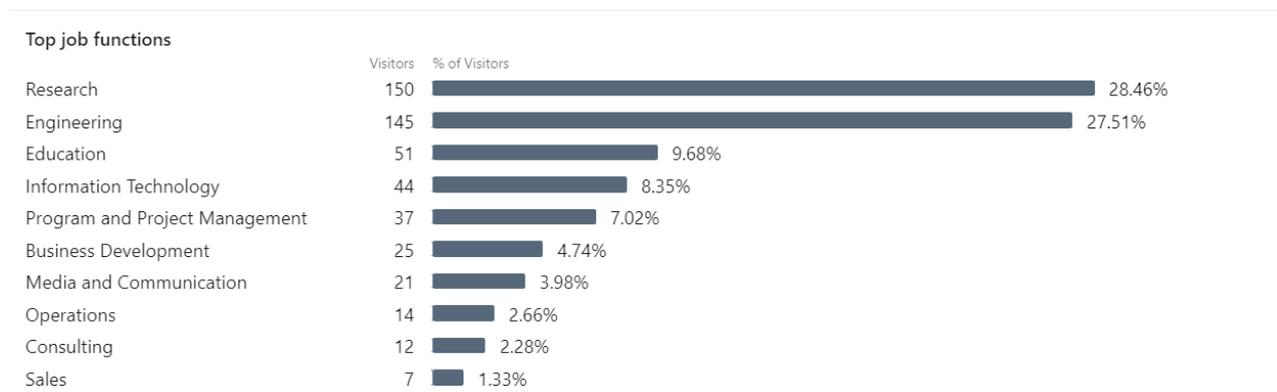


Figure 5: LinkedIn audience type on the eFlows4HPC Page, M1-M12

## 4. Dissemination and communication pack

### 4.1. Leaflet

The general leaflet provides information about the eFlows4HPC project, its objectives and future achievements and its impact or benefit to society. The leaflet has been uploaded to the [Branding section of the website](#) so that project partners can easily download and print it for their own dissemination purposes. It has also been distributed at physical events such as the SC22 conference, for example. The leaflet will be updated in the second year of the project in order to include technical content and informed details of how eFlows4HPC progresses.

### 4.2. Poster

A general overview poster has been developed to be used by all partners. The first version of the poster includes 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 eFlows4HPC needs to be promoted. It is on the project's internal repository, and it will be used in several conferences such as HiPEAC conference 2022 and ISC22.



Figure 6: General overview poster

## 4.3. Videos

A total of three videos have been produced during this reporting period and all can be found on a dedicated [video page](#). These videos are an engaging and informative means of communicating the project's objectives during this first year as well as brand awareness. All partners were encouraged to disseminate them among their channels as well as they were widely shared with other online channels.

## 5. Events

During the first 13 months of the project, consortium partners attended several events in order to present eFlows4HPC, disseminate the project, and network with colleagues in the field. The project was presented in a total of 7 events and delivered 1 training.

The full list of the specific eFlows4HPC events can be found on the project's [Events and Training](#) page. The main types of audience of these events were members of the HPC scientific community, but also industry and civil society.

## 6. Publications

At an earlier stage of the project, a document containing the publication procedures and guidelines has been distributed internally to all partners in order to accommodate the [H2020 Publications rules](#) and be compliant with the Open Access policy.

There have been four scientific publications related to eflows4HPC published in the form of conference proceedings and article in journal. They are all either Green or Gold Open Access, published under the CC-BY license, and include the EU acknowledgment and project number.

Table 2: eFlows4HPC publications

Type of publication	Title	Authors	Date
Article in journal	Programming big data analysis: principles and solutions	Loris Belcastro, Riccardo Cantini, Fabrizio Marozzo, Alessio Orsino, Domenico Talia & Paolo Trunfio	2022
Publication in Conference Proceedings / Workshop	A Community Roadmap for Scientific Workflows Research and Development	Rafael Ferreira da Silva, Henri Casanova, Kyle Chard, Ilkay Altintas, Rosa M Badia, Bartosz Balis, Tainã Coleman, Frederik Coppens, Frank Di Natale, Bjoern Enders, Thomas Fahringer, Rosa Filgueira, Grigori Fursin, Daniel Garijo, Carole Goble, Dorran Howell, Shantenu Jha, Daniel S. Katz, Daniel Laney, Ulf	2021

		Leser, Maciej Malawski, Kshitij Mehta, Loïc Pottier, Jonathan Ozik, J. Luc Peterson, Lavanya Ramakrishnan, Stian Soiland-Reyes, Douglas Thain, Matthew Wolf	
Publication in Conference Proceedings / Workshop	Dynamic resource allocation for efficient parallel CFD simulations	G. Houzeaux, R.M. Badia, R. Borrell, D. Dosimont, J. Ejarque, M. Garcia-Gasulla, V. López	2021
Article in journal	Revisiting active object stores: Bringing data locality to the limit with NVM	Alex Barceló, Anna Queralt, Toni Cortes	2021

Full details on these publications as well as any future ones can be found on the [eFlows4HPC publications page](#) that will be regularly updated.

## 7. Press

The initial press release titled “[eFlows4HPC: Enabling dynamic and intelligent workflows in the European HPC ecosystem](#)” was launched 17 March 2021. It was distributed to technical media outlets in order to highlight the announcement of a European workflow platform for the design of complex applications that integrate HPC processes, data analytics, and artificial intelligence. This press release was approved by all partners. The dissemination team encouraged all partners to share the article on their own media channels.

All eFlows4HPC press clippings are regularly updated on the “[Press clipping](#)” page of the project website and count with a total of 15 press impacts.

### 7.1. News

WP8 team also writes news pieces about eflows4HPC regarding the events that partners attended, and general news and updates about the project. The aim of these news is to keep the [eFlows4HPC news](#) page updated, drive traffic to the website and share content on the social media channels in order to increase the number of followers and, in fact, to increase its engagement.

During the reported period, there were 11 project-related news pieces written to appear on the eFlows4HPC news page. An editorial plan was created for all partners to contribute eFlows4HPC content regularly, technical content, and scientific results. This helps to attract more web visitors as well as more followers and engagement on the social media channels where these news pieces will be shared.

## 8. Key Performance Indicators

All dissemination activities and tasks are carefully monitored in order to measure their effectiveness. Quantitative and qualitative indicators could be as follows:

Table 3: eFlows4HPC Dissemination and Communication KPIs

Dissemination channel	Measure until project end	Status M12
Scientific Publications	At least 15 publications in total	3 publications
Academic and industrial events	At least 6 events and a booth in an industry-related event	7 events
Website	At least 5% increase in website sessions each year	The first year 1,935 sessions were obtained.
Dissemination material	At least four poster presentations At least three short videos	3 videos (2 from recorded events + overview video)
Training courses (More information to be found in D7.1 Training plan by WP7 and T7.1)	Three training courses One hackathon across Pillars Over 25 Hackathon attendees	1 training (without including several internal trainings)
Joint community workshops (More information to be found in D7.4 Report of the organisation of community workshops by WP7 and T7.2)	Three workshops to engage with the related community of each Pillar or one joint course for all three Pillars	n/a as these community workshops will be held during the period M30-M38

## 9. Conclusions and next actions

The eFlows4HPC communication and dissemination activities demonstrate ongoing progress during the period January 2021 (M1) – January 2022 (M13). The main goal was to establish the brand, launch the project, and gradually build a community around it.

The principal communication and dissemination tasks during the reported period were to define the brand, create the project website and social media channels, launch the first press release, present eFlows4HPC in key scientific events. In addition, three scientific publications were produced, project news pieces were posted on the website, and several press clippings were reported during this time.

In the following months, the WP8 team will stress more on disseminating and communicating the first research results of the second year of the project by creating news pieces onto the website,

establishing the organization of the community workshops as well as attending academic events where the first results can be potentially applied to the different use cases.

When scientific results are produced towards the last year of the project, the efforts will be emphasized on disseminating and exploiting them, increasing the visibility and relevance of the project, and establishing positioning the outcomes with the use-cases by organizing the joint community workshop in collaboration with WP7 to make sure its impact towards the three applications pillars.

## 10. Acronyms and Abbreviations

- CA – Consortium Agreement
- D – deliverable
- DoA – Description of Action (Annex 1 of the Grant Agreement)
- EB – Executive Board
- EC – European Commission
- GA – General Assembly / Grant Agreement
- HPC – High Performance Computing
- IPR – Intellectual Property Right
- KPI – Key Performance Indicator
- M – Month
- MS – Milestones
- PM – Person month / Project manager
- WP – Work Package
- WPL – Work Package Leader

## 11. Annex: Dissemination and Communication activities of the eFlows4HPC partners

Partner	Type of activity	Details	Starting Date	Total Size Audience	Size of audience by type								
					Scientific Community (higher education / research)	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Others
BSC	Social Media	<a href="#">Twitter followers</a>	20/12/2020	300	100	100	20	20	20	20			20
BSC	Social Media	<a href="#">LinkedIn followers</a>	21/12/2020	147	50	50	10	10	10	10			7
BSC	Website	<a href="#">Website sessions</a>	01/10/2021										
BSC	Non-Scientific and non-peer reviewed publication	<a href="#">News pieces on website</a>	18/02/2021	1000	500	500							
BSC	Other	<a href="#">Press clippings</a>	03/03/2021	10000	2000	2000	2000		2000	2000			
BSC	Press release	<a href="#">1st PR</a>	17/03/2021	10000	2000	2000	2000		2000	2000			
BSC	Participation in conference	<a href="#">ScaDL 2021</a>	21/05/2021	100	100								
INRIA	Participation in conference	<a href="#">Teratec Forum 2021</a>	23/06/2021	35	30	5							
BSC	Participation in conference	<a href="#">ACM HPDC 2021</a>	24/06/2021	100	80	20							
UPV	Participation in conference	<a href="#">HeteroPar'2021</a>	31/08/2021	75	75								

<u>SISSA</u>	<u>Participation in conference</u>	<a href="#">SIMAI 2020+2021</a>	<u>01/09/2021</u>	<u>65</u>	<u>65</u>								
<u>BSC</u>	<u>Participation in conference</u>	<a href="#">GECON 2021</a>	<u>21/09/2021</u>	<u>80</u>	<u>80</u>								
<u>BSC</u>	<u>Participation in workshop</u>	<a href="#">FAIRification workshop</a>	<u>12/10/2021</u>	<u>50</u>	<u>50</u>								
<u>BSC</u>	<u>Participation in conference</u>	<a href="#">HiPEAC 2022</a>	<u>20/06/2022</u>										
<u>BSC</u>	<u>Private meeting with Inria in JLESC context</u>	<u>SC22</u>	<u>16/11/2021</u>	<u>15</u>	<u>15</u>								
<u>BSC</u>	<u>Training</u>	<a href="#">PATC: Programming Distributed Computing Platforms with COMPSs</a>	<u>22-Jan-25</u>										
<u>BSC</u>	<u>Collaboration</u>	<u>CoE - eflows4HPC meeting</u>	<u>22-Nov-23</u>	<u>5</u>									
<u>BSC</u>	<u>Training</u>	<u>Talk Rosa M. Badia "Programming parallel codes with PyCOMPSs"</u>	<u>21-Sep-1</u>	<u>30</u>	<u>25</u>								<u>5</u>
<u>BSC</u>	<u>Participation in conference</u>	<u>SIAM Conference on Parallel Processing for Scientific Computing (SIAM PP22)</u>	<u>22-Feb-23</u>										
<u>CMCC</u>	<u>Training</u>	<a href="#">Training on HPDA for climate data</a>	<u>21-Nov-11</u>	<u>15</u>	<u>15</u>								

		<a href="#">with the Ophidia framework</a>											
<u>AWI</u>	<u>Participation in conference</u>	<u>PASC 2021</u> <a href="https://pasc21.pasc-conference.org/">https://pasc21.pasc-conference.org/</a>	<u>05-Jul-21</u>	<u>400</u>	<u>300</u>	<u>100</u>							
<u>BSC</u>	<u>Training</u>	<a href="#">PATC: Managing distributed data with Hecuba and dataClay</a>	<u>21-Jan-28</u>	<u>15</u>	<u>12</u>	<u>3</u>							
<u>BSC</u>	<u>Training</u>	<a href="#">PATC: Managing distributed data with Hecuba and dataClay</a>	<u>22-Jan-27</u>	<u>15</u>	<u>13</u>	<u>2</u>							
<u>FZJ</u>	<u>Training</u>	<u>HeAT</u>	<u>09/09/2021</u>	<u>30</u>	<u>30</u>								
<u>FZJ</u>	<u>Non-Scientific and non-peer reviewed publication</u>	<a href="#">Project summary on website</a>	<u>21-Mar-23</u>										