



D8.3 Second Dissemination and Communication Report

Version 1.0

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Change Log

Version	Description Change
V0.1	First draft without introduction and conclusions
V0.2	Complete draft before review
V0.3	Changes after review
V1.0	Document formatted before submission

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Executive Summary

This report summarises the communication and dissemination activities carried out by the eFlows4HPC project from January 2022 (M13) to December 2022 (M24).

During the second year of the project, the consortium participated in a total of 20 events and 1 training. A total 5 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.

1. Corporate image

As defined in deliverable D8.1 Communication and Dissemination Plan, defining and creating a graphic identity was the first step. The eFlows4HPC branding package was created and it included the logo and style, font, presentation templates, poster templates and a project flyer. The logo and the different templates were shared with all project partners via email and were made available both on the intranet, accessible to all partners, and they can be found on the dedicated [Branding](#) section of the website.

1.1. Dissemination material

1.1.1. Flyer

During the second year, the flyer which gave an overview of the project was updated to reflect the latest advances in the development of the workflows methodology. Four scientific images were included. The latest version of the flyer was distributed at the Supercomputing Conference 22 in Dallas at the exhibition floor within BSC's booth and around 100 copies were given out at the BSC booth within the exhibition floor. It can also be downloaded from the [website](#).

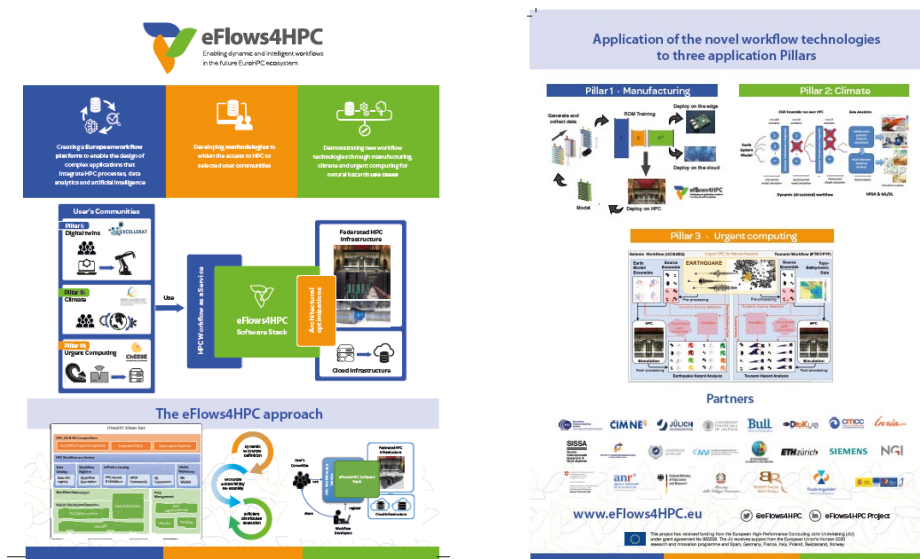


Figure 1. Updated eFlows4HPC flyer

1.1.2. Promotional material

Three eflows4HPC promotional items were designed and printed during this reporting period. The goal of these three items (tote bag, pens and phone stand with charger) is to support the promotion of the project in forthcoming external events or exhibitions such as HiPEAC conference 2023 such as the community workshops that will be organised between M30 and M38 in collaboration with WP7.



Figure 2. eFlows4HPC promotional material

1.1.3. Overview poster

During this reporting period, the overview poster generated at the beginning of the project was updated to reflect the latest developments in the project. More precisely, 4 new infographics were included to showcase and explain the development of the workflows in each of the pillars. This poster was presented at the ISC 22 conference in a workshop dedicated to EU funded projects:

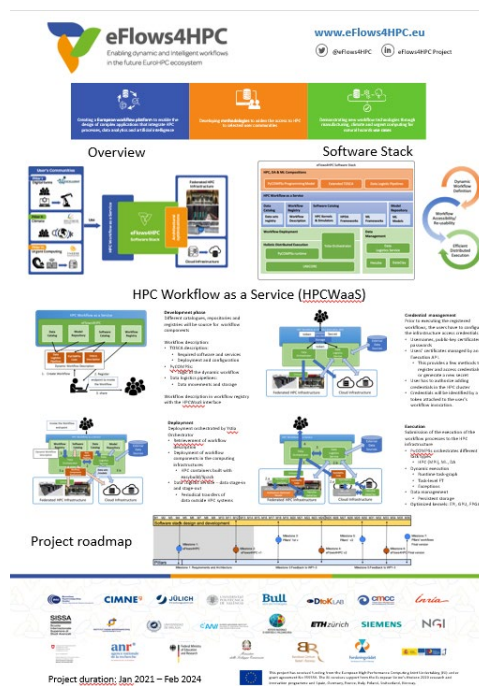


Figure 3. eFlows4HPC promotional material

2. Dissemination tools

During these first two years of the project, the dissemination tools supported the establishment and growth of eFlows4HPC through the project’s website and social media channels, participation in events, and the communication and dissemination pack that consists of several promotional materials, such as the poster, presentation, roll-up, and videos.

2.1. Website

The eFlows4HPC website is the main dissemination and communication channel of the project. During the first two years of the project, the site has hosted news pieces, software and documentation, and videos to narrate the aims and goals of the project. Also, the site is a living channel used during these past two years to update the stakeholder community about the latest news, events attended, software releases and trainings organised by the consortium. During this second year, some of the sections of the website have been expanded or re-structured as a response to the evolving communication needs of the project.

First, a new “Success stories” section has been created. This section will host 3 videos and explanatory texts about the potential applications of the workflows in each of the pillars and their respective user communities. The content of the videos will include a short interview with each of the pillar leaders. This section responds to the feedback received during the last periodical review. The videos and the texts will be ready before M30. Second, the pillars section of the website is now divided in three sub-sections, one for each pillar.

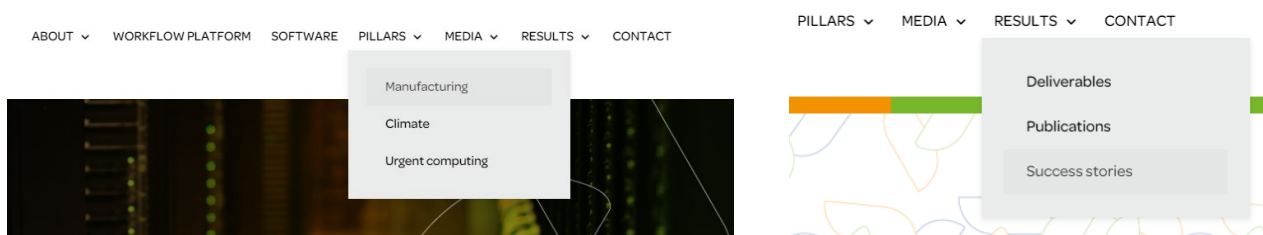


Figure 4 Changes to website menu

During this second year, the performance of the website has improved. The number of users who actively engage with our site (also called sessions) in year 2 has increased by 74% compared to the same period in year 1 (see Fig. 5). The established KPI in the D8.1 Communication and Dissemination Plan for this metric is a yearly increment of at least 5% in number of sessions. The increment in the number of sessions indicate that users find content of interest to them on the website, and they interact with it by scrolling, clicking through links or watching videos.



Figure 5. Number of sessions in year 2 compared to year 1.

The homepage, which includes a summary view of the latest news and events, has been the most visited page in year 2 followed by the [Workflow Platform page](#). On-line trainings, in-person meetings and conferences attended by partners in year 2 increased the number of visits to the website as shown in the figure below:

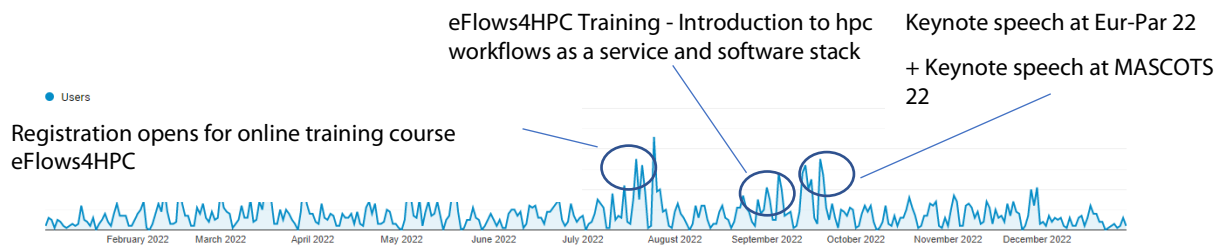


Figure 6. Number of users who visited the project's website in Year 2.

According to the data gathered by Google Analytics, most of the users who visited the project's website in Year 2 were interested in software and technology. Also, a significant number of visitors worked or were interested in the education sector, see table below:

In-Market Segment		19.03% of Total users
6.42%	Software/Business & Productivity Software	
4.43%	Business Services/Business Technology/Enterprise Software	
3.62%	Education/Post-Secondary Education	
3.31%	Computers & Peripherals/Computer Accessories & Components	
3.31%	Travel/Hotels & Accommodations	
3.26%	Travel/Air Travel	
2.91%	Business Services	
2.85%	Employment/Career Consulting Services	
2.70%	Financial Services/Investment Services	
2.65%	Business Services/Business Technology/Web Services/Web Design & Development	

Figure 7. Website users and their market segments in Year 2.

3. Social media

3.1. Twitter

The eFlows4HPC Twitter account is one of the most active channels of dissemination and engagement with the project's stakeholder communities. During the first two years of the project, Twitter has served as a platform to share the project's latest news: software releases, publication of papers, participation in events and conferences. This last point has proven very useful and effective to engage with academic stakeholder communities on Twitter. For instance, the tweet announcing the project PI's keynote speech at the IPDC 22 conference was one of the most

successful posts of Year 2. As shown in Fig 6, the tweet appeared on a total of 1,176 timelines and had 43 engagements.

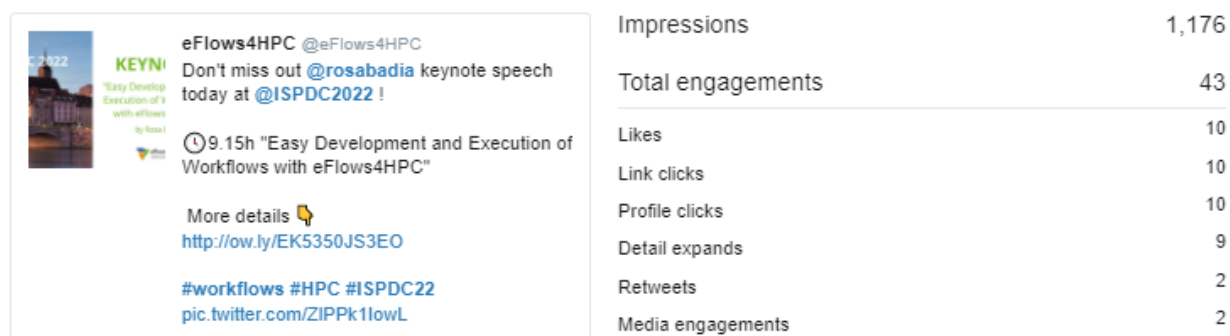


Figure 8. Views and engagement statistics of Twitter post

In year 2 and also year 1, the strategy on Twitter included making constant use of hashtags related to core elements of the project: #HPC and #workflows. The strategy also included joining worldwide campaigns, such as international women’s day campaign in March 2022 (Fig. 7). International Women’s Day was a good opportunity to showcase the successful careers of female members of the project.



Figure 9. International Women’s Day Campaign

Followers of the Twitter account have increased by 141% in year 2 (from 318 in M13 to 816 in M24).

3.2. LinkedIn

With a total of 204 followers, the LinkedIn page has proven as an effective channel to encourage interactions with different industrial communities. According to the data provided by the social media platform, during year 2 the highest number of users who visited the LinkedIn profile worked

in the research services sector, followed by education, IT services and Data Security Software (see Fig. 8)

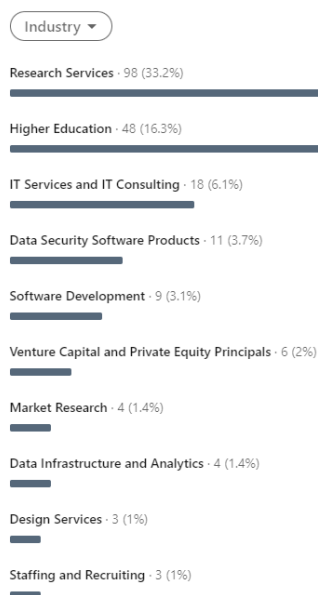
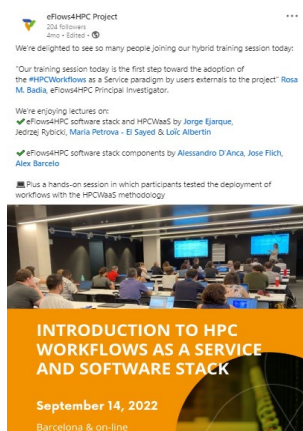


Figure 10. Industry sector of LinkedIn visitors

The professional profile of visitors responds to the content strategy followed in year 1 and 2. During year 2, the posts with the highest engagement rates were those about conference participations and the training event organised in September 2022 by the consortium:



Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows
358	-	20	5.59%	19	1	1	-

Figure 11. LinkedIn post about training session

The content strategy followed in year 2 consisted of sharing participation in conferences news, publication of new articles and announcement of training events organised by the project. The hybrid training event organised by the consortium in September 2022 has been one of the main drivers of interaction across the different dissemination channels.

3.3. Press strategy

During Year 2, consortium members have appeared on different news outlets. A total of 7 press impacts were generated during this reporting period. The full list of press clippings is regularly updated on the [project's website](#).

Of particular relevance are the numerous interviews and media appearances that members of the Urgent Computing pillar had during the month of June and July. These consortium members were interviewed as experts on tsunami prediction after a news announcement about preparations being made for a possible tsunami in the Mediterranean area.

3.3.1. News pieces

The dissemination team also writes and generates news pieces that are uploaded to the [news section](#) of the website. News is written by the dissemination team and supervised by consortium partners before its publication on the website. Content of news pieces concern events that partners attend, software releases and publication of articles. News pieces are one of the most dynamic sections of the website, they are key to demonstrate the active and productive life of the project. When shared on social media, these news pieces generate traffic to the website (see website section).

One of the most successful news pieces of Year 2 was the launch of the [eFlows4HPC reference publication in June 22](#). During the reported period, a total of 8 long news pieces were written. Alongside long news pieces posts, the dissemination team also writes short event pieces to announce participation in different conferences and stakeholder events in the [events section](#).

3.4. Events

During the first two years of the project, the partners have been particularly active in attending several conferences, seminars and workshops. Consortium partners have presented the project to different audiences from academy to industry, they seek collaborations and helped make the project a point of reference among initiatives in the field. The consortium attended a total of 20 events from January to December 2022, including 4 keynote speeches, 2 posters and 14 presentations.

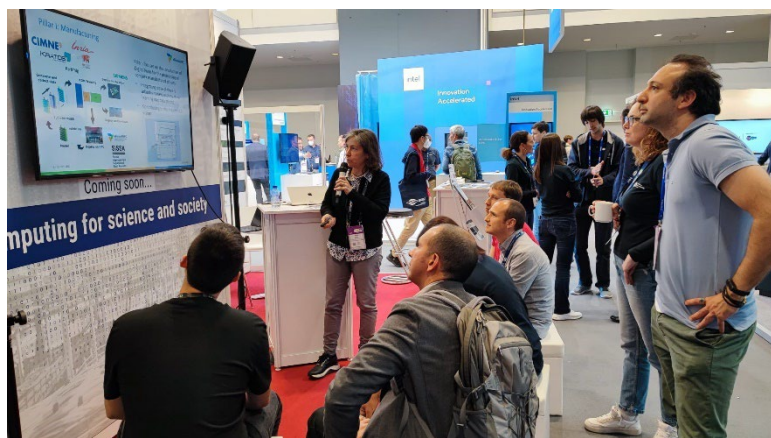


Figure 12. Presentation of eFlows4HPC at BSC's booth at ISC 22 conference

Noteworthy events include the [ISC High Performance conference 2022](#) with 3 activities from consortium members (1 presentation, 1 poster and 1 flash talk at the Barcelona Supercomputing

Center booth). Beyond HPC-related conferences, consortium members positioned eFlows4HPC research in key conferences such as the [Mediterranean Geosciences Union Conference](#) to present the work done by Pillar 2. The full list of the specific events that eFlows4HPC partners attended can be found on the project's [Events page](#). Details on the events' audience type and size can be found in the annex of this document.

4. Publications

During this reporting period, consortium members have published a total of 5 publications. They are all either Green or Gold Open Access, published under the CC-BY license, and include the EU acknowledgment and project number.

Table 1. Type of publications and citation

Type of publication	Title
Journal article	Juan F. Rodríguez, Jorge Macías, Manuel J. Castro, Marc de la Asunción, Carlos Sánchez-Linares. Use of neural networks for tsunami maximum height and arrival time predictions. <i>GeoHazards</i> 2022, 1, 1–22.
Journal article	Ramírez, C., Castelló, A. & Quintana-Ortí, E.S. A BLIS-like matrix multiplication for machine learning in the RISC-V ISA-based GAP8 processor. <i>J Supercomput</i> (2022)
Journal article	R. M. Badia, J. Conejero, J. Ejarque, D. Lezzi and F. Lordan, "PyCOMPSs as an Instrument for Translational Computer Science," in <i>Computing in Science & Engineering</i> , vol. 24, no. 2, pp. 79-84, 1 March-April 2022
Journal article	Ejarque, Jorge, Rosa M. Badia, Loïc Albertin, Giovanni Aloisio, Enrico Baglione, Yolanda Becerra, Stefan Boschert et al. "Enabling dynamic and intelligent workflows for HPC, data analytics, and AI convergence." <i>Future generation computer systems</i> 134 (2022): 414-429.
Journal article	Belcastro, L., Cantini, R., Marozzo, F. et al. Programming big data analysis: principles and solutions. <i>J Big Data</i> 9, 4 (2022).

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.

5. 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 2. Key Performance Indicators (KPI's)

Dissemination channel	Measure until project end	Status M12 (December 2021)	Status M24 (December 2022)
Scientific Publications	At least 15 publications in total	3 publications	8 publications
Academic and industrial events	At least 6 events and a booth in an industry-related event	7 events	27 events
Website	At least 5% increase in website sessions each year	The first year 1,935 sessions were obtained.	3,369 number of sessions (Jan 22 – Dec 22) 74.1% increase
Dissemination material	At least four poster presentations At least three short videos	3 videos (2 from recorded events + overview video)	2 poster presentations 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)	2 trainings (without including several internal trainings) 1 hackathon across Pillars with over 25 attendees
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	n/a as these community workshops will be held during the period M30-M38

6. Conclusions and next actions

Eflows4HPC communication and dissemination activities demonstrate an ongoing progress during the period from January 2022 (M13) to December 2022 (M24). The main goal was continue with the publication of the first initial results and present them in events and conferences.

The principal communication and dissemination tasks were to continue building a community around the project by increasing the engagement in social media channels in order to bring visitors to the project website, present eflows4HPC in key scientific events, and establish the collaboration with other key projects. In addition, five scientific publication were produced, project news pieces were posted on the website, and several press clippings were reported during this time.

In the following months, eflows4HPC researchers plan to participate in major events of the HPC sector such as the HiPEAC conference 23, ISC and SC conferences and other industrial related events. An animated video will also be produced in order to help the defined audience to show about the latest project progress. The dissemination team plans also to publish additional technical news and content on the website as well as scientific demos to increase the social media engagement. In addition, community workshops will be organized with dedicated communities in collaboration with each pillar leader in order to engage with other projects such as HPC-related centers of excellence such as EXCELLERAT, ChEESE, EsiWACE, etc. as well as with other initiatives.

When scientific results are produced, the efforts will be emphasized on disseminating and exploiting these results, increasing the visibility and relevance of the project, and establishing eflows4HPC as one of the innovative projects in the field.

7. 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