

<http://www.everest-h2020.eu>

dEsign enVironmEnt foR Extreme-Scale big data analyTics on heterogeneous platforms



D7.2 – Initial Dissemination Plan



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1 Executive summary

This document describes the preliminary dissemination and communication activities carried out in the first six months of the EVEREST project, along with a detailed plan for the next months. We also present some quantitative *Key Performance Indicators* (KPIs) that we target for such activities in the rest of the project.

1.1 Structure of the document

The document describes the communication and dissemination plan for the EVEREST project (Section 2). It also includes a summary of preliminary communication and dissemination activities carried out in the first 6 months of the project (2 and Section 4, respectively). Then, it describes how the partners plan to monitor the effectiveness of their effectiveness (5).

1.2 Related document

Deliverable D1.1 – Project Management Plan

Deliverable D7.1 – Project website

2 Plan for Dissemination and Communication Activities

The combined communication and dissemination actions will endeavor to create a large and significant awareness of the EVEREST to generate a worldwide market in which European players can expect to have an important role.

The EVEREST results will be communicated outside the consortium to create awareness around the project and build up knowledge on the key topics within the targeted stakeholders and scientific communities. The EVEREST partners are creating, integrating and harmonizing communications flows at different levels (internal and external, toward society and industry), choosing specific objectives, selecting appropriate media and tools for targets and stakeholders. This activity is crucial to communicate the project and its outcomes in a strategic way, tailoring messages but at the same time enabling a widespread diffusion of the findings and favoring a cross-fertilization of content among the different stakeholders. Communication activities will report specific activities, offline and online actions, and innovative ideas to be carried out during the project lifetime to let both technical and non-technical public know the goals, the progress, and the most significant achievements.

To disseminate the results of the project, the partners designed a specific plan that includes strategies at the following levels:

Level 1: Objectives within the consortium (internal communication).

The main objectives for the L1 activities are to ensure and establish:

- Clear channels of responsibility between the two coordinators, the innovation manager, the different management roles (e.g., WP leaders), and bodies and the EVEREST consortium (e.g., advisory board).
- Install a functional and a secure knowledge management system through the implementation of a web collaborative platform to allow easy and efficient information transfer between EVEREST partners; all the communication will be based on services installed at the location of one partner which should have the whole and complete control of the stored data.
- Identify and establish contacts with additional projects of interest to the research activities of EVEREST.

Level 2: Activities aimed at the scientific and technical community (external communication).

The main objectives for dissemination aimed at the scientific community are to:

- Identify suitable relevant scientific and technical papers to inform the scientific community of the results.
- Identify suitable congresses, conferences and seminars to inform the objectives and scope of the project.
- Plan and execute joint meeting and workshop with suitable projects and initiatives to promote research exchange and share knowledge.
- Identify suitable collaboration projects relevant to EVEREST.
- Target many journals and scientific events for the publication of EVEREST results.

Level 3: Activities aimed towards society.

The main objectives for dissemination in level 3 are to:

- Identify other stakeholders who would benefit from the knowledge acquired by the consortium. This will include specific training and education about using the different applications and solutions.
- Establish appropriate communications towards the identified stakeholders by different means, such as social networks.

Level 4: Activities aimed towards industry.

The main objectives for the dissemination activities in level 4 are to:

- Establish contact with the appropriate industrial associations at the national and European levels.
- Attend major relevant international fairs and events.

The project results will be presented at major events and within specific communities. For instance, the partners will actively disseminate their activities and results within the HiPEAC (European Network on High Performance and Embedded Architecture and Compilation) network to promptly reach a worldwide community of researchers and company members. EVEREST is also expected to maintain a strong liaison with the Big Data¹, HPC, and IoT communities (e.g., EGI, PRACE) to effectively present the results and increment the adoption of the EVEREST design environment by a broader audience. To this end, the main activities for the project are:

- **Product brochures** will be released at the beginning and at the end of the project with a commercial-oriented style (M3/M36). The final brochure will outline the features of project solutions and used to widely disseminate main project achievement so to attract possible end-users.
- **Technical Workshops** with focus groups will be organized during the project to discuss specifications and collect feedback. These focused workshops could be organized as side events of project plenaries, technical conferences or exhibitions.
- **Training sessions** will be organized to create a community of users around the EVEREST programming framework, helping potential end-users to understand the innovative methods and evaluate the benefits. These sessions could be organized physically in correspondence of suitable conferences and workshops or virtually with e-seminars.
- Presence in **social media** with immediate, simple, effective key messages. Whenever appropriate social media (e.g., Twitter, LinkedIn) will be utilized to build target communities, and to multiply the messages to promote results, publications, news, and events.
- **E-newsletters** containing information about project progress will be regularly distributed per email. Every newsletter will mainly target a different stakeholders' group selected based on the main results achieved.

¹ Indeed, Nuria de Lama, one of the EVEREST advisory board members, is in the management board of the Big Data Value Association.

Distribution mailing lists will be created together with all partners. Contacts will be divided into the main categories of stakeholders to send customized messages according to specific communication/dissemination objectives.

Table 1 presents the specific dissemination plans for each partner.

Table 1 – Dissemination actions for each partner.

Partner	Main actions foreseen by the partners
<u>IBM</u> [LE]	Dissemination will be mainly focused on high-quality journals and conferences in computer architecture and HPDA domain (ACM-TACO, IEEE-MICRO, IEEE-TPDS, HPDC, IPDPS, SC, ISCA, MICRO, DAC, HPCA). IBM will use events such as the OpenPOWER Summit Europe, organized by the OpenPOWER Foundation, to disseminate the results of EVEREST.
<u>PDM</u> [U]	Dissemination will be mainly focused on high-quality journals and conferences in EDA, FPGA field, computer architecture, Cloud and Edge domains (e.g., IEEE-TCOM, IEEE-TCAD, ACM-TACO, DAC, DATE, HPCA, SC). Moreover, it will target exhibitions co-located at DATE and DAC and networking events such as those organized by HiPEAC (Network of Excellence for High-Performance and Embedded Architecture and Compilation).
<u>USI</u> [U]	Dissemination will be mainly focused on high-quality journals and conferences in EDA and on security and privacy (e.g., IEEE-TCAD, IEEE-TCOM, DAC, DATE, CHES, S&P, CCS, USENIX). Moreover, networking with similar projects, HiPEAC, and local industrial associations will be done.
<u>TUD</u> [U]	Dissemination will be mainly focused on high-quality journals and conferences on EDA and compilers (e.g., ACM-TACO, PACT, CGO). <u>TUD</u> is an active member of the European network HiPEAC. Reference committees: As co-founder of Silexica GmbH, Prof. Castrillon (<u>TUD</u>) has access to industrial standardization bodies for heterogeneous parallel computing.
<u>CIMA</u> [RTO]	Target journals: Journal of Hydro-Meteorology, Meteorological Applications, Future Generation Computer Systems, Bulletin of American Meteorological Society. Target conferences: Plinius Conference on Mediterranean Risks, European Conference on Severe Storms, European Geosciences Union Annual Assembly.
<u>IT4I</u> [RTO]	Dissemination will be mainly focused on the participation to international conferences on programming models, traffic modelling, smart city and high-performance computing, and help with solving practical issues involved in organizing booths at relevant exhibitions (e.g., the European HPC Summit Week, SC, ISC, HiPEAC). <u>IT4I</u>

	researchers will contribute to the preparation and execution of the tutorials and seminars organized to disseminate the project outcomes.
<u>VOS</u> [SME]	Scientific conferences (e.g., EUCNC, ReConFig, HIPEAC), industry events (e.g., Embedded World, CES, Mobile World Congress, Open Source Firmware conference) and open source communities (e.g., Linux foundation Acumos Project). Activities such as publications (papers, white papers, web guides and video demonstrations, etc.), live demonstrations and talks are planned.
<u>DUF</u> [SME]	Dissemination will be mainly focused on the participation to conferences on renewable energy production and trading, and industrial workshops. <u>DUF</u> will also collaborate on joint publications with the academic and research partners.
<u>NUM</u> [SME]	Dissemination will be mainly focused on participation in link to air-quality management and commercial fair in Environment. <u>NUM</u> will also collaborate on joint publications with the academic and research partners.
<u>SYG</u> [SME]	Dissemination efforts will be mainly focused on the participation in trade shows and main venues (such as conferences on intelligent transportation and smart mobility) and industrial workshops. <u>SYG</u> will also collaborate on joint publications with the academic and research partners.

3 Preliminary Communication Activities (M1-M6)

Level 1 (internal communication) activities have been set up in the first two months of the projects, including dedicated mailing lists and shared folders (see Deliverable D1.1).

For external communications, the consortium already created:

- a **visual identity for the project** (i.e., logo, fonts, templates for documents, public presentations, etc.) that will be used for all the internal and external communication actions.
- **social media channels** for increasing the activity on digital platforms and engaging media/public relations.

In addition, all partners and key personnel added a reference to the EVEREST project and website in their public profiles.

3.1 Project Logo

The consortium created a logo to have a visual identify of the project in all communication activities. The complete version of the EVEREST logo is presented in Figure 1. This logo contains the logomark that draws the profile of the Everest mount with connected dots (representing the connections among huge amounts of data) and the EVEREST logotype. On the right, it includes the full name of the project.



Figure 1 – Complete version of the EVEREST logo.

This logo version will be mostly used in the front pages of documents (like in the header of the deliverables), slides, and poster. However, we created two alternative versions to better suit alternative formats. For example, Figure 2 shows a more compact version of the logo that can be used when it is already present with the name of the project (like in the front page of the deliverable) or is used as an identifier (like in the corner of the slides).



Figure 2 – Short version of the EVEREST logo.

This version omits the complete name of the project. Finally, Figure 3 shows a vertical version of the logo.

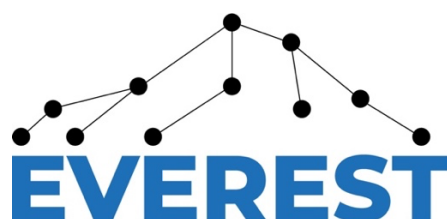


Figure 3 – Vertical version of the EVEREST logo.

This version of the logo moves the logomark above the logotype and is more suitable for squared areas, like icons, or social media logos. The logo is based on the **blue color** (rgb #036bb4), but we have black and negative versions to better adapt to the background. The full package has been made available to the partners on the consortium shared folder in different formats (*jpeg, png, and eps*).

3.2 Project Website

On December 5, 2020, we launched the EVEREST project website (more details are in Deliverable 2.1). The website (<http://www.everest-h2020.eu>) contains the description of the project and the consortium, along with a reference to all public documents (deliverables and publications). It is constantly updated with news related to the project, like meetings and project publications. Visits are monitored with Google Analytics. On March 30, 2021, the website engaged 550 different users from all around the world, as shown in Figure 4. The site had a peak of 130 visitors on December 15, 2021 when it was advertised for the first time on social media channels.

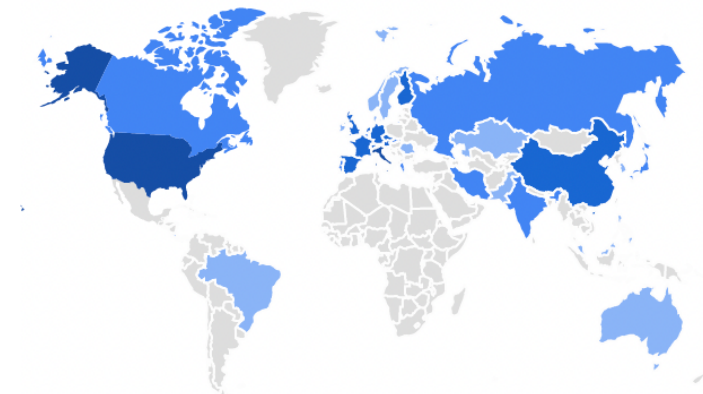


Figure 4 – Distribution of EVEREST website visitors.

3.3 Project Templates

The EVEREST partners prepared templates for documents, presentations, and posters. All these templates have been designed by professional experts and are available in the common shared folder of the project.

The template for documents, like this deliverable, is for Microsoft Word and includes a front page with the logo of the project and the name of the document, along with the acknowledgment to the European Commission for the funding. The following page includes all relevant data for the project, like partners and disclaimers. Examples of these two pages are shown in Figure 5.

<http://www.everest-h2020.eu>

dEsign enVironmEnt foR Extreme-Scale big data
analyTics on heterogeneous platforms



D7.2 – Initial Dissemination Plan



Project Summary Information

Project Title	dEsign enVironmEnt foR Extreme-Scale big data analyTics on heterogeneous platforms
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9	NUMTECH	NUM	FR
10	SYSGAS	SYG	SK

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Figure 5 – Examples of EVEREST documents.

The same template has an additional page for deliverables that contains all the relevant information for such official documents (authors, versions, history, deliverable details). Such tables can be omitted for other documents. The consortium has also a template for presentations and posters, both for Microsoft Powerpoint.

3.4 Social Media Channels

EVEREST opened social media channels to target professionals and general digital publics (i.e., citizens, media, stakeholders, etc.) All interested people can easily follow the project evolution and stay connected to the partners.

So far, we opened:

- an EVEREST group (<https://www.linkedin.com/company/everest-h2020>) in the professional social network LinkedIn to be visible but also searchable for companies and possible investors. The group has currently 26 followers.
- a Facebook page (<https://www.facebook.com/everesth2020>) to spread EVEREST activities and updated news and post short videos about the project, especially for the public audience. The page has currently 63 followers.
- a Twitter hashtag (**#everesth2020**) to post updates about events, conferences, and publications that could be easily seen by academicians and taken by journalist and digital influencer for their news.

The aim of all these communication actions is to create digital communities around the project.

4 Preliminary Dissemination Activities (M1-M6)

4.1 Positional Paper

The EVEREST consortium published a peer-review positional paper at the IEEE Design, Automation & Test in Europe Conference & Exhibition (DATE 2021). DATE is the premier conference for design automation in Europe and, this year, had a dedicated track for European projects (*Multi-Partner Innovative Research Projects*). The paper is the result of a collaborative work among the people involved also in the proposal preparation:

EVEREST: A design environment for extreme-scale big data analytics on heterogeneous platforms

C. Pilato, S. Bohm, F. Brocheton, J. Castrillon, R. Cevasco, V. Cima, R. Cmar, D. Diamantopoulos, F. Ferrandi, J. Martinovic, G. Palermo, M. Paolino, A. Parodi, L. Pittaluga, D. Raho, F. Regazzoni, K. Slaninova, C. Hagleitner

Proceedings of the IEEE Design, Automation and Test in Europe Conference and Exhibition (DATE)

The paper was presented by Christian Pilato, the EVEREST Scientific Coordinator on February 4, 2021. The green open-access version of the paper is available at the following link: <https://arxiv.org/abs/2103.04185>. The same details are present also on the "Public Material" section of the EVEREST website.

4.2 Conference Exhibition

The presentation of the DATE positional paper was accompanied by a project booth at the conference. Due to the COVID-19 situation, the conference and the exhibition were held online. The virtual booth received several visits from conference attendees, including the representatives of the HiPEAC network of excellence (see Section 4.3).

4.3 Other Dissemination Activities

The HiPEAC network of excellence invited the EVEREST partners to write an article on their magazine (HiPEAC Newsletter) to advertise the project. The article has been already prepared and approved by the HiPEAC communication office. It will appear in the HiPEAC Newsletter in the upcoming edition (tentatively mid-April, beginning of May).

5 Communication and Dissemination KPIs

The partners defined some communication Key Performance Indicators (KPIs) to monitor the effectiveness of their actions and apply corrections whenever needed.

Table 2 and Table 3 show the communication and dissemination KPIs defined at the beginning of the project, respectively.

Table 2 – Communication KPIs

Action	KPI	Y1	Y2	Y3	Y4
Social media	Average number of website accesses per month (project website)	500	1000	1500	
	Number of Twitter/LinkedIn posts per month/retweets/views	1/10/100	2/20/200	4/30/300	
	Number of social media followers	100	200	300	
Press release	Number of press releases	1	1	1	
Exhibitions	Demos at academic/industrial events	-	2	4	3
	Participations to industrial fairs and exhibitions (including open-source events)	2	3	4	2

Table 3 – Dissemination KPIs

Action	KPI	Y1	Y2	Y3	Y4
Publications	Publications in conferences	3	6	8	6
	Publications in peer-review journals	2	3	4	4
Workshops	Number of attended workshops	3	5	5	4
	Number of project workshops	-	1	1	

Networking	Number of distribution list contacts	300	400	500	
	Direct contact with stakeholders	30	40	50	40

Table 4 monitors the communication KPIs in the first six months of the project compared to the goals for the first year.

Table 4 – Current status of communication KPIs (M1-M6)

Action	KPI	Goal Y1	M1-M6
Social media	Average number of website accesses per month (project website)	500	~100
	Number of Twitter/LinkedIn posts per month/retweets/views	1/10/100	1/10/400
	Number of social media followers (LinkedIn+Facebook)	100	89
Press release	Number of press releases	1	
Exhibitions	Demos at academic/industrial events	-	0
	Participations to industrial fairs and exhibitions (including open-source events)	2	1

Table 5 monitors, instead, the dissemination KPIs in the first six months of the project compared to the goals for the first year.

Table 5 – Current status of communication KPIs (M1-M6)

Action	KPI	Goal Y1	M1-M6
Publications	Publications in conferences	3	1
	Publications in peer-review journals	2	0
Workshops	Number of attended workshops	3	1
	Number of project workshops	-	0
Networking	Number of distribution list contacts	300	50
	Direct contact with stakeholders	30	5

The effectiveness of initial communication activities is positive: The website already has a good number of accesses in average (with a total of more than 500 in the first 6 months of the project). As the activities will increase (e.g., HiPEAC newsletter or scientific publications), we expect also a corresponding increase on the number of visits to reach the goal for the first year. The visibility on the social media channels is large, especially on LinkedIn. Due to the large networks of the different participants, the average number of posts' views is above 400 with many positive reactions. Thanks to the combined actions of dissemination activities (e.g., positional paper published as green open-access) and the associated social-media posts, the consortium received an invitation to present the EVEREST project at the Google MLIR weekly meetings. Similarly, **PDM** and **USI** will present some prospective ideas at the 1st Workshop on Workshop on Languages, Tools, and Techniques for Accelerator Design (LATTE 2021) held in conjunction with the symposium on Architectural Support for Programming Languages and Operating Systems (ASPLOS 2021). The partners also submitted the proposal for organizing a PhD summer school in Summer 2022. If accepted, it will be a nice opportunity to disseminate the project results to the community.

Due to the ongoing COVID-19 pandemic, the nature of exhibition events is still virtual, and the effectiveness of such activities could be affected. For this reason, the partners will carefully review the communication KPIs at the end of the first year of the project. Also, the EVEREST partners decided to put on hold the preparation of the **project brochure** since it is generally used in physical events. The brochure will be prepared as soon as the situation will allow the participation to such events and will contain up-to-date information.