



*Visual Analysis for **E**xtrremely **L**arge-**S**cale
Scientific **C**omputing*

D6.1 – Dissemination Activities

Version #1.0

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Change Log

Version	Description of Change
0.1	ToC
0.2	First content
0.3	Included contributions from partners
0.4	Revision by WP leader and final draft for internal review
1.0	Final version after revision by the coordinator

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1 Introduction

This deliverable aims at providing a first overview of the dissemination of VELaSSCo. Dissemination refers to a series of activities that results on the exposition of the project results to as many relevant people as possible. All partners should participate on these activities, disseminating the results among most possible audience interested on the project results (engineering community, academia, industry, big data and HPC researchers and practitioners, general public, etc.). The actions included on these activities have been detailed through a dissemination plan, defined on this deliverable. This initial version details the plan and strategy to be adopted throughout the project lifetime. The effort in the dissemination activities will gradually increase as the project evolves and all these activities will be agreed by the consortium.

1.1 Project description

VELaSSCo main target is to develop a new idea of integrated post-processing algorithms for engineering modelling applications and advanced management with end-user visual analysis methods, scalable for real-time petabyte level simulations. The end-user visualizations will generate crucial information for analysis, making use for that of real-time examination and questioning of the data obtained in simulations. The problems that VELaSSCo aims to solve are, how to:

- Handle a huge amounts of a very specific kind of data, intrinsically tied to geometrical properties;
- Access, store, manipulate and simplify a huge amount of records, to obtain the proper information.
- Represents information in a feasible and elastic way;
- Visualize and inspect, interactively, the enormous amount of information produced, prioritizing end-users needs.

The way VELaSSCO intends to achieve all these targets is putting together experts with relevant background in Big Data handling, advanced visualization techniques, simulations on engineering fields, and a User Panel including research centers, SMEs and companies form key European industrial sectors such as aerospace, household products, chemical, pharmaceutical and civil engineering.

1.2 Dissemination objectives

The dissemination of VELaSSCo aims to bring the project's outcomes to as many relevant stakeholders and people as possible. Communication about European research projects should aim to demonstrate the ways in which research is contributing to a Europe's leadership in innovation, science and technology. At the same time, it is a useful tool to account for public spending, by providing tangible proof that collaborative research EU-funded project contribute to relevant results solving scientific and societal challenges.

The project will plan activities adequately resourced devoted to dissemination for specialized constituencies and general public, in particular for awareness and educational purposes.

The following table summarizes some of the reasons why dissemination activities are important for successful completion of VELaSSCo.

WHY ARE DISSEMINATION ACTIVITIES IMPORTANT IN VELaSSCo?
To make visible scientific progress
To get feedback for future improvements and directions, define priorities attending to end users and other research works
To share knowledge and results and take better profit from third party's results
To attract industrial partners and investment
To match common needs with potential solutions
To have better knowledge of the potential market
To maintain and improve international reputation
To facilitate exploitation through awareness
To increase market demand (surveys about trends, etc.)
To ensure continuity of the research line (importance in a timeline and within an international context)

2 Dissemination plan specification

2.1 Dissemination strategy

VELaSSCo is still in an early development phase. Therefore, it is necessary to facilitate the dissemination of the project aims and outcomes as they appear. For that reason a dissemination strategy is a must in order ensure on the one hand the communication to the right audience, while in the other hand make possible to get an interactive user feedback. This interconnectivity between the VELaSSCo consortium and possible end users will help to provide opinions, suggestions and criticism regarding the current status of the FIRST technology.

In VELaSSCo the dissemination is mainly twofold: scientific and industrial. Both scientific and industrial dissemination need of a set of related activities and tools specifically targeted to the different audience. Moreover, VELaSSCo will also create a third branch on dissemination directed to both communities and more, taking advantage of the presence of the project in Social Networks.

Communication to scientific audiences

Scientific achievement will be disseminated using the standardized communication tools used in science and technology, such as attendance and participation in scientific and technical conferences, forums and workshops by scientist and researchers. The conferences and workshops will be selected according the availability and type of

results. Project partners also aim at publishing scientific and technical papers in relevant scientific journals. The publication of the project outcomes in peer-reviewed journal is also a way to give confidence to potential users and to demonstrate the soundness of the work, supported by the scientific community.

In particular the project will be using the presence of some of the partners in specific events, such as:

- Communication to international conferences organized by Scientific Societies on Numerical methods, to which the groups of CIMNE regularly contribute.
- Contributions to Scientific Conferences related to Isogeometric Analysis where SINTEF regularly contributes.
- Organization of a specific session on Data Analytics and visualization for HPC simulations in the framework of the ECCOMAS-European Research Community of Computational Methods in Applied Sciences (CIMNE belongs to the organizing committee of these conferences), in which some of the partners belong to the organization committees. It will represent an opportunity to put together a think-tank on this field with the involvement of world-class experts.

Communication to non-scientific audiences

General communication of the project results to a more **industrial audience** will be pursued by adapting the contents to the audience towards it is intended. This dissemination is especially useful to ensure the exploitation and sustainability of the results, and therefore is linked to the exploitation prospects. Some of the envisaged actions, especially dedicated to the uptake of the outcomes of the project by the industrial sector, are the following:

- Public presentation events to potential users and industries. The consortium will organize public events where the new tools will be presented, mainly in charge the SME and industrial partners;
- Publications in trade press and presentations in industrial fairs;
- Market-oriented publications in magazines and marketing material produced by the FRAUNHOFER press office;
- Contact with Administrations and policy-makers (either at regional / national / European levels) involved in decision-making related to the efforts carried out to implement and exploit HPC infrastructures;
- Contacts with potential customers (some of the partners have already customers interested in this) that have needs related to engineering simulation in order to create awareness of the expected results.

Social Network strategy

In order to ensure a best spreading and tuning of the outputs of the project, at the end of the year 1 the project partners decided to post news and discussions via Social Network channels. This is an experiment to check if the project is able to create a

critical mass of followers good enough for dissemination purposes. In the first place the project decided to create a Twitter account and a LinkedIn group.

- **Twitter** account (@VELaSSCoProject): The idea is to tweet relevant news and content from the project or related topics of interest in order to enlarge the audience of the project. Three people of the project are in charge of doing so on a regular basis (target at least 3 tweets per week).
- **LinkedIn group**: VELaSSCo created a group in LinkedIn targeting a more professional audience. The idea is posting interesting content from the project but also initiating discussions to engage the community (target at least 2 discussions per month, and links to news and content of the project)

The project set up a procedure to ensure the dynamicity of the social channels, asking partners to follow the Twitter and LinkedIn accounts and actively spread the word in their respective communities. The dissemination leaders and the project coordination will evaluate the success of the presence of Social Networks during the second year of the project.

Besides this, the project will periodically upload public deliverables, presentations and other dissemination material to the Web site, as the main tool for dissemination of the results.

2.2 Collaboration with other initiatives

The VELaSSCo consortium will also collaborate as much as possible with other on-going projects to identify cross-fertilization and exploit opportunities for knowledge exchange, and for improving dissemination among target audience. These collaborations are shown in the table below:

Table 1 – Key external meetings, talks and events related to VELaSSCo

Contact	Purpose / Justification / Outcomes	Type of audience	Size of audience	Partner in charge of contact	Follow up activities
T-MAPPP	Audience interested on big data and its applications Synergies established Kick-off results: http://www.t-mapp.eu/	Scientific community and industry. Stakeholder engagement	<30	UEDIN CIMNE	
NUMEXAS consortium	HPC Synergies established and experiments done	EU Project		CIMNE	
Fortissimo consortium	HPC/Cloud CIMNE participates in some Fortissimo experiments	EU Project		UEDIN CIMNE	

Contact	Purpose / Justification / Outcomes	Type of audience	Size of audience	Partner in charge of contact	Follow up activities
CloudFlow consortium	HPC/Cloud Overlap in consortium partners. Initial contacts	EU Project		SINTEF Fraunhofer Jotne	
IQmulus	Big data Overlap in consortium partners Initial contacts	GIS community		SINTEF Fraunhofer	Possible joint meeting in January 2015

2.3 Community building and outreach

This section is focused on the identification of target groups that can potentially benefit from and utilize VELaSSCo results.

One of the most important aspects of dissemination is the possibility of creating a community of interest around VELaSSCo, or joining existing related communities where the voice of the project can be heard. This community building goes beyond the efforts of WP6, as it is also achieved via the interactions of the project partners in their daily work: user panel, requirements gathering, use case definition, validation, etc. Therefore, WP6 should facilitate proactively the building of a community around VELaSSCo not only from the dissemination and exploitation perspective. From the very beginning the project partners are aware that community building, outreach and exploitation are a joint project effort.

An example of this is the T-MAPPP project Kick-off workshop that happened in mid-March 2014 in Edinburgh, hosted by UEDIN. VELaSSCo was present there having a long slot where the potential results of the project were presented in order to create awareness in that community. From that meeting a number of people signed to be part of the VELaSSCo community and user panel giving feedback for the requirements gathering.

Besides the obvious example of T-MAPP, the targeted audiences include:

- Specific HPC scientific community (researchers in different fields requiring large computing resources and researchers involved in PRACE)
- Other scientific community, non HPC experts (end-users and application people, such as biomedical researchers, climate change researchers and so on)
- Industry (potential customers and end-users, such as aeronautic companies, civil engineering companies, etc.)
- Universities (for training purposes, talented students and scientists, talking about what universities are doing in simulation and the growing interest of this field, how CAD/CAE is gaining weight in teaching)

- Government and decision-makers agents. Due to the strategic intrinsic character that the High Performance Computing field has in the framework of the European Digital Agenda, it is important to make decision-makers aware of the outcomes of VELaSSCo to ensure follow-up and better use of the results. (Crucial to adopt software-based solutions for climate change related problems, etc.)
- General Public. Communication to a lay audience should also be accomplished, mostly through communication of the main results of the project and its societal implications.

2.4 Dissemination channels

2.4.1 Project branding (logo, fact sheet, presentation...)

The nature of the VELaSSCo project implies intense interaction with a multitude of internal and external audiences, be it through personal contacts in the workshops, final conferences or project team work. In the interest of promoting a unified image of the project, all dissemination and communication activities should carry the logo and clearly state that the project is funded under EC FP7.



Figure 1 - VELaSSCo logo

The project produced also a flyer to be handed out at conferences and events with presence of project partners. The flyer can be seen below in Figure 2:

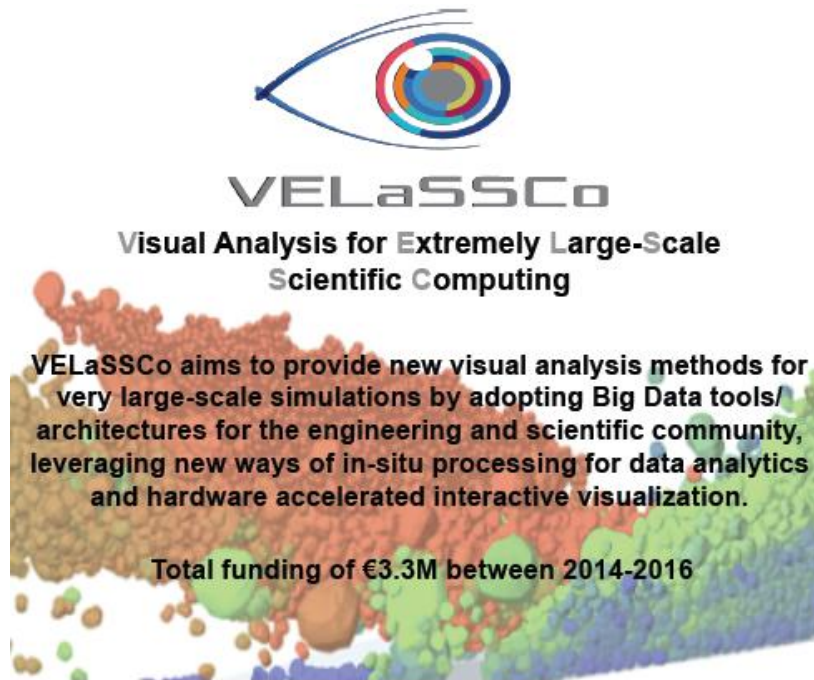


Figure 2 - VELaSSCo flyer

Besides the flyer, the project prepared extra dissemination material such as a leaflet, including more details than the flyer. The leaflet can be seen in Figure 3.



Figure 3 - VELaSSCo leaflet (front and back)

2.4.2 Project web site

Webs exposure is guaranteed via a dedicated domain name (<http://velassco.eu/>), and an active cross-referencing from all partner web sites, social networks and search engines. The web site facilitates the full dissemination of the results. The web site is a flexible and dynamic tool enriched with information as the work evolves. The web site is divided into a public and a 'members only' private area to allow the sharing of developed solutions, data and information among project partners. The project also has a dedicated Content Management System (Alfresco) for internal document sharing and management of the consortium.

The main elements in the public website are: Information about the project, Information about the ICT solutions developed, Information and outputs of events, News and links, Contact details, site map and terms of use, Members, Documents and Publications. The VELaSSCo project website has been set up right since the beginning

of the project and will be continuously updated. The website will sustain at least two further years after the end of the co-funded period.

The project website includes the following main pages and functionalities:

- Flexible look & feel adapted to the project image, logo and connections to the social networks where VELaSSCo is present as well as to the FP7 logo and links as contractually required.
- Home page, including an overview of the project and links to interesting and recent results. Figure 4 shows part of the welcome page of the web site:



Figure 4 - VELaSSCo Home Page

- The “Consortium” option leads to the project partners’ information and links as shown Figure 5 and Figure 6.

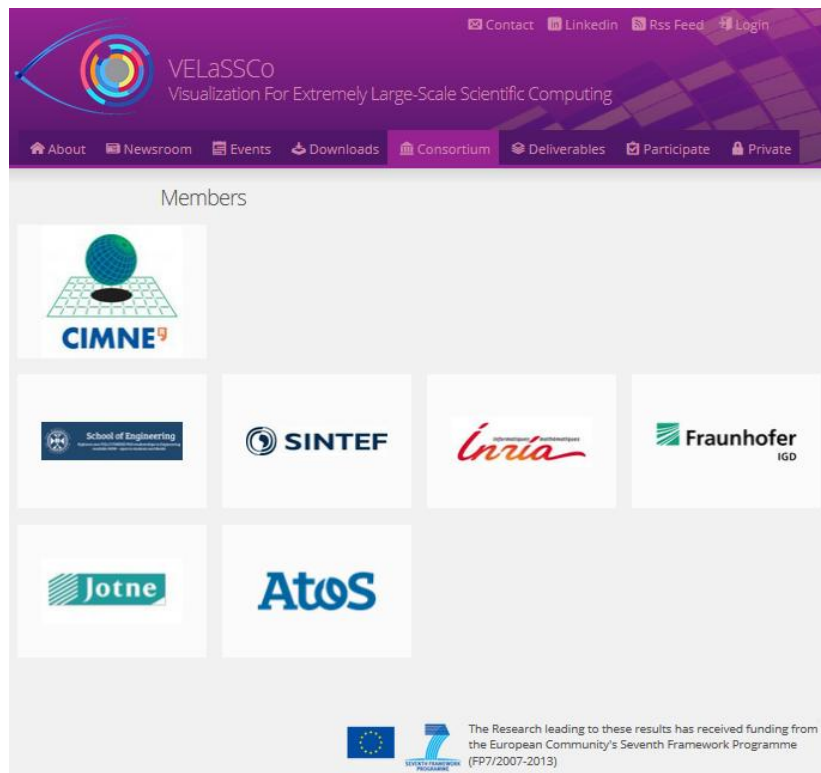


Figure 5 - VELaSSCo Partners logos

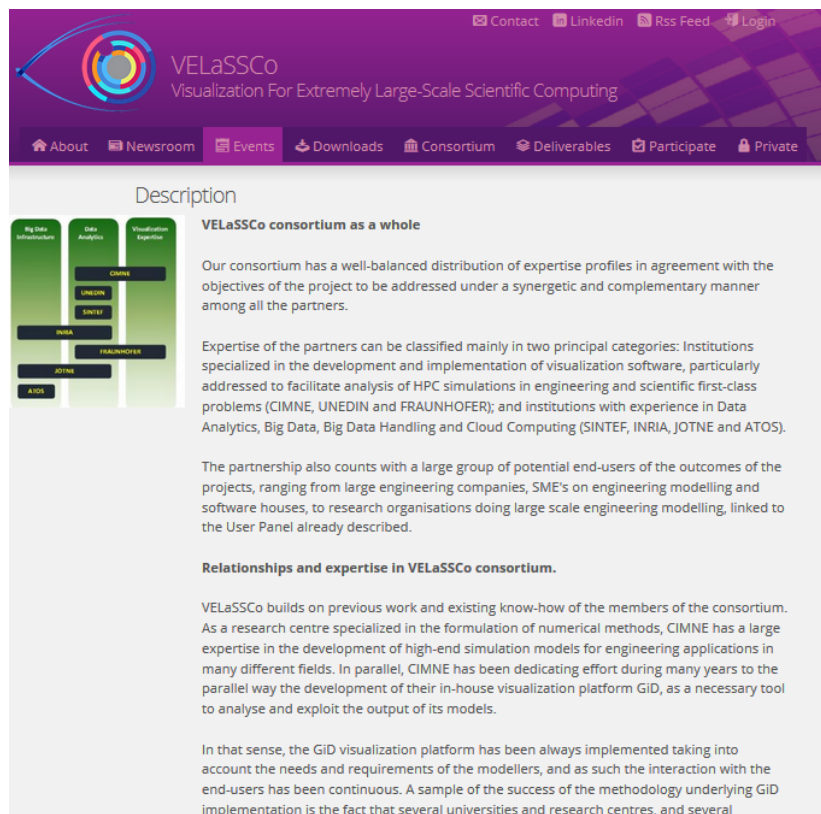


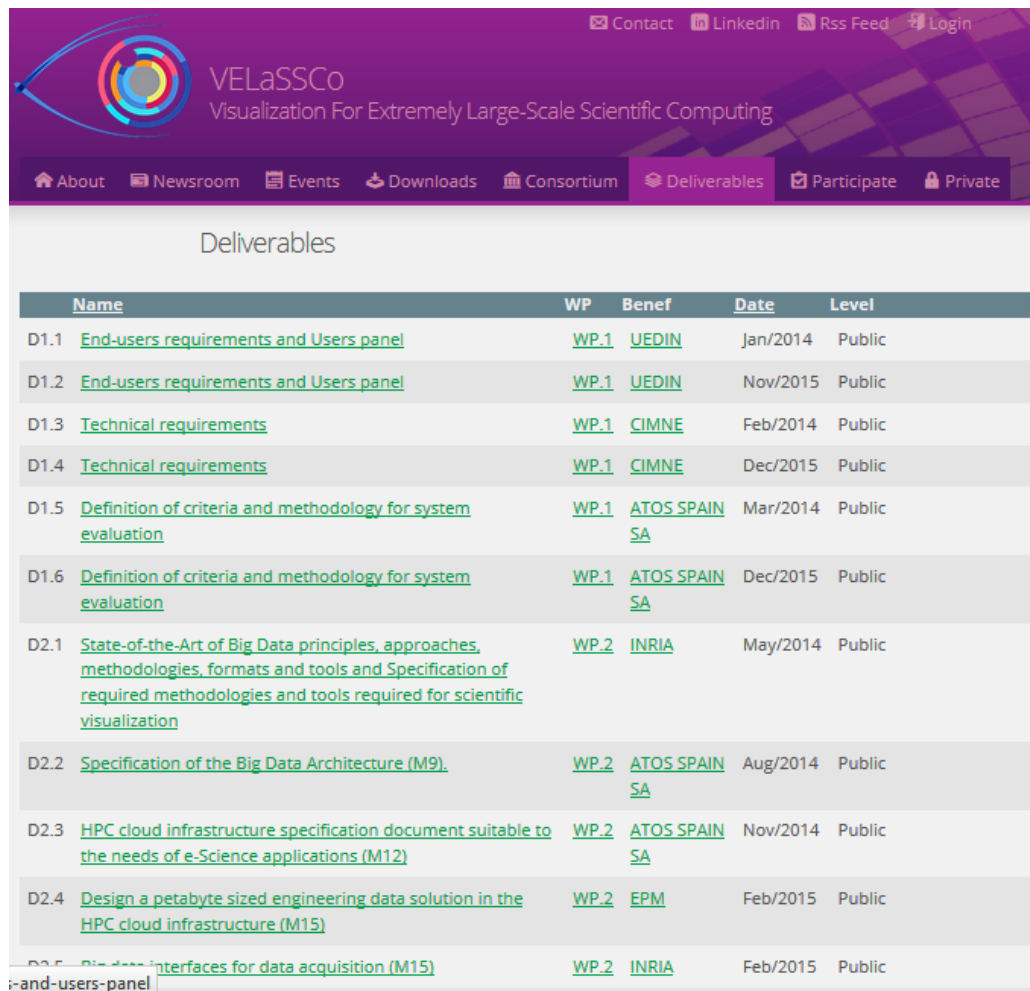
Figure 6 - VELaSSCo Partners information

- Newsroom and events sections publishing the latest news, meetings, workshops or events related to the project as shown in Figure 7.



Figure 7 - VELaSSCo newsroom section

- A “Deliverables” section showing the full extent of deliverables of the project and providing links to the public deliverables already submitted and internally approved. In order to maximize and anticipate impact of the project research results, an editorial process has been put into place in order to publish the deliverables in the web site. Public deliverables are published as soon as they are approved by the coordinator and submitted to the EC including a warning stating that the deliverable is not approved yet by the EC. When the deliverables are approved by the EC, they are substituted by the final versions. The deliverables page is shown in Figure 8.



The screenshot shows the 'Deliverables' section of the VELA S S C o website. The header includes the VELA S S C o logo and tagline 'Visualization For Extremely Large-Scale Scientific Computing'. Navigation links include About, Newsroom, Events, Downloads, Consortium, Deliverables (active), Participate, and Private. Social media links for Contact, LinkedIn, Rss Feed, and Login are also present.

Name	WP	Benef	Date	Level
D1.1 End-users requirements and Users panel	WP.1	UEDIN	Jan/2014	Public
D1.2 End-users requirements and Users panel	WP.1	UEDIN	Nov/2015	Public
D1.3 Technical requirements	WP.1	CIMNE	Feb/2014	Public
D1.4 Technical requirements	WP.1	CIMNE	Dec/2015	Public
D1.5 Definition of criteria and methodology for system evaluation	WP.1	ATOS SPAIN SA	Mar/2014	Public
D1.6 Definition of criteria and methodology for system evaluation	WP.1	ATOS SPAIN SA	Dec/2015	Public
D2.1 State-of-the-Art of Big Data principles, approaches, methodologies, formats and tools and Specification of required methodologies and tools required for scientific visualization	WP.2	INRIA	May/2014	Public
D2.2 Specification of the Big Data Architecture (M9)	WP.2	ATOS SPAIN SA	Aug/2014	Public
D2.3 HPC cloud infrastructure specification document suitable to the needs of e-Science applications (M12)	WP.2	ATOS SPAIN SA	Nov/2014	Public
D2.4 Design a petabyte sized engineering data solution in the HPC cloud infrastructure (M15)	WP.2	EPM	Feb/2015	Public
D2.5 Big data interfaces for data acquisition (M15)	WP.2	INRIA	Feb/2015	Public

Figure 8 - VELA S S C o Deliverables section

- “Download” section, including links to papers published by the project partners, brochures, project presentations, etc.
- And finally a “Participate” section where stakeholders are asked to register to the project and participate on the different activities promoted by the project, as shown in Figure 9.

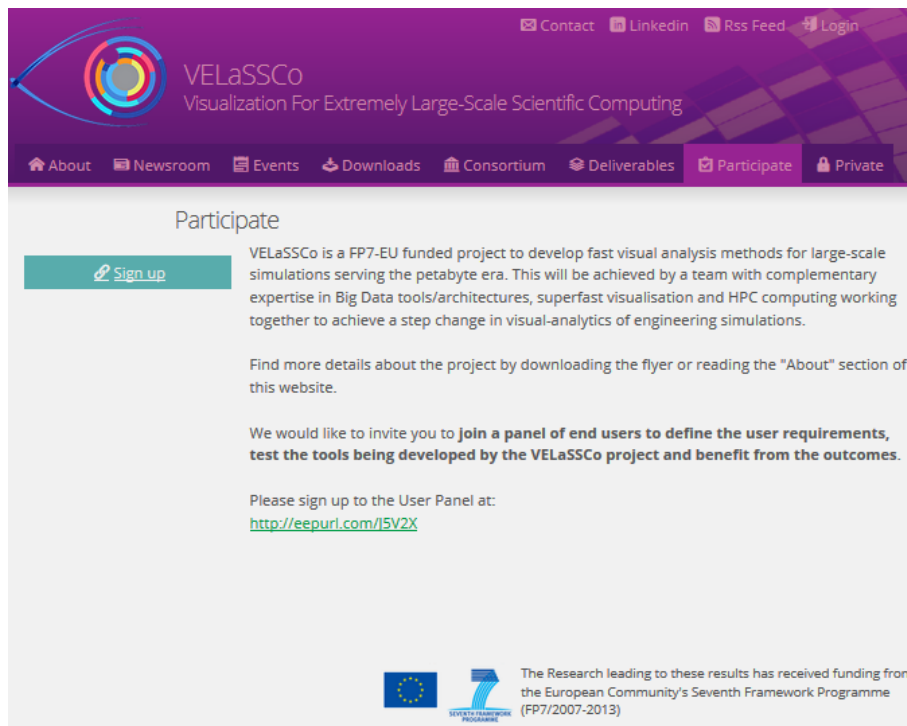


Figure 9 - VELAASSCo Events section

Project partners have been encouraged to proactively contribute to the dissemination on the web site. Once a dissemination action (published paper, conference attendance, etc.) related to the VELAASSCo project is activated, all partners should inform the dissemination leader (ATOS) to publish the news in the web site. If the news is especially relevant for the partners they should also publish them in their own web sites or social media channels and provide the links to the dissemination leader to cross-linking. The news will be also populated by the dissemination leader to the VELAASSCo LinkedIn and Twitter accounts, or other available media channels.

2.4.3 Other communication channels (social, press, web...)

As hinted in previous sections, other dissemination tools will be used in VELAASSCo:

- Multimedia Project Presentation targeted to the general public and describing the research objectives, challenges, tangible results and benefits will be setup together with the consortium members.
- Articles and Press releases for magazines and newspapers, uploaded to the VELAASSCo web-portal. All partners are responsible for the publication of press releases and their dissemination in particular in their countries. Press releases will be translated into the national languages of the partners.
- EU/Nationals specific websites and promotion office.
- Technology transfer initiatives.
- Trade bodies.
- EU/nationals Government Departments (specifically for industry)
- Social Networks: As mentioned before, two accounts have been created, one for Twitter (@VELaSSCoProject) and another one for [LinkedIn](#).

3 Dissemination activities and indicators

3.1 Planning activities

The VELaSSCo dissemination activities, thought to give a better projection to the project, can be seen on the table below:

Table 2 - VELaSSCo Dissemination Planning Activities

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
Conference		RE.WORK Health Summit (http://lanyrd.com/2015/reworkhealth/)	12–13/02/2015	Dublin	Scientific community (higher education, Research)	
Conference	CIMNE	ERCOFTAC (European Research Community in Flow, Turbulence and Combustion).	TBD		Scientific community (higher education, Research)	Aims to provide a bridge between researchers and practitioners in Flow, Turbulence and Combustion by reporting progress in the predominantly applied, industrially-oriented areas of turbulence research
Conference	SINTEF	The bi-annual series of SIAM conference on Geometric and Physical Modeling (GDSPM15) (http://www.siam.org/meetings/gdspm15/)	12-14/10/2015	Salt Lake City, Utah, USA	Scientific community (higher education, Research)	Organizing a minisymposium on big data/cloud computing in cooperation with IQmulus, CloudFlow, ...
Conference	SINTEF	The third International Conference on Isogeometric Analysis (IGA 2015) (http://congress.cimne.com/iga2015/frontal/Objectives.asp)	1-3/6/2015	Trondheim, Norway	Scientific community (higher education, Research)	

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
Conference	SINTEF	The bi-annual series on French Norwegian conferences on curves and surfaces	TBD		Scientific community (higher education, Research)	
Conference	CIMNE	Session on Data Analytics and visualization for HPC simulations in the ECCOMAS-European Research Community of Computational Methods in Applied Sciences			Scientific community (higher education, Research)	Organization of a specific session on Data Analytics and visualization for HPC simulations in the framework of the ECCOMAS- An opportunity to put together a think-tank on this field with the involvement of world-class experts.
Conference	SINTEF, Jotne	World manufacturing forum	June or Oct?	Barcelona	Policy makers	Exhibition
Conference	Jotne	ProSTEP	2015-05-5/6	Stuttgart	Industry	Exhibition (presentation)
Conference	Jotne	Vision+2015	abr-28	Stavanger	Scientific community (higher education, Research)	Presentation
Conference	Jotne	Leverandørseminar og FSi-messe/FSi Exhibition Akershus festning	9./10. sept	Oslo	Industry	Exhibition
Conference	Jotne	NAFEMS world congress	jun-21	San Diego	Scientific community (higher education, Research)	Attending (poss. pres)
Conference	Jotne	CEAS -SCAD	nov-15	Toulouse	Industry	Attending (poss. pres)

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
Conference	Jotne	Subsea Valley Conference	Apr 15/16	Oslo	Industry	Attending (poss. pres)
Conference	Jotne	NATO NIAG	Apr	Switzerland	Industry	Attending (poss. pres)
Conference	Jotne	SECESA	Oct 2016	Madrid	Industry	Attending (poss. pres)
Conference	Jotne	ISO SC4	Apr	Vico Equense	Industry	Attending (poss. pres)
Conference		EDF 2015	November 16-17	Luxembourg	Researchers, industry	Attending, relations with other Big Data and HPC practitioners, Big Data PPP

3.2 Activities carried out

The dissemination activities carried out up to now can be seen on the table below:

Table 3 - VELaSSCo Dissemination Activities carried out

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
T-MAPPP Project Kick-off	UDEDI N CIMNE	T-MAPPP Kick-off meeting	18-19/03/2014	Edinburgh, UK	Academic and many industry	Main initial event to create the stakeholders communities, engage industrial partners and get requirements
Conference	ATOS, CIMNE	European Data Forum (EDF) (http://2014.data-forum.eu/)	19-21/03/2014	Athens, Greece	Scientific community (higher education, Research)	
Conference		Extended Semantic Web Conference (ESWC) (http://2014.esw)	25-29/05/2014	Anissaras, Crete, Greece	Scientific community (higher education, Research)	

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
		c-conferences.org /				
Conference	CIMNE	IACM (Internat. Association for Computational Mechanics)	20-25/07/2014	Barcelona	Scientific community (higher education, Research)	details about VELaSSCo through the leaflet in the GiD Stand of the congress
Conference	FRAUNHOFER	ISC BIG DATA'14 (http://www.isc-events.com/bigdata14/)	01-02/10/2014	Heidelberg, Germany	Scientific community (higher education, Research)	
Conference	CIMNE	GiD Convention	17-18/07/2014	Barcelona	Industry and Academia	meeting of GiD community to share experiences, present new features and, within VELaSSCo, what could be future features
Conference	CIMNE	ECCOMAS (European Community on Computational Methods in Applied Sciences),	20-25/07/2014	Barcelona	Scientific community (higher education, Research)	details about VELaSSCo through the leaflet in the GiD Stand of the congress
Conference	CIMNE	SEMNI (Spanish Association for Numerical Methods in Engineering),	20-25/07/2014	Barcelona	Scientific community (higher education, Research)	details about VELaSSCo through the leaflet in the GiD Stand of the congress
GRAIN2 project meeting	INRIA	FP7, EU-China, M6 meeting and Short Course	1-4/07/2014	Capua, Italy	Industry and Academia	Invited speaker
Conference	INRIA	The 2014 Intl. Conf. on Advances in Big Data Analytics (ABDA'14)	21-24/07/2014	Las Vegas, USA	Industry and Academia	Paper presentation

Type of activity	Who is going? (Partner)	Title / Name of the event	Date	Place	Type of Audience: Scientific community	Purpose / Justification / Outcomes
Conference	INRIA	11 th World Congress on Computational Mechanics 2014	20-25/07/2014	Barcelona	Industry and Academia	Invited speaker
Conference	Jotne	MBSE	16-18/12/2014	Gaithersburg	Scientific community (higher education, Research)	Attending

3.3 Publications

The first project year has been devoted to solve many technical issues related to the core of the project. VELaSSCo partners aim to publish most of the results of this first year during the next period. VELaSSCo publications in this period can be seen on below:

Table 4- VELaSSCo Publications

Title of publication	Type	Authors	Date	Details
Resolving Vulnerability Identification Errors using Security Requirements on Business Process Models	Journal	S. Taubenberger, J. Jürjens (Fraunhofer), Y. Yu, B. Nuseibeh	2013	Journal on Information Management and Computer Security (IMCS) 2013 Volume 21, Issue 3, relevant pages 202-233 Published by Emerald Group Publishing Limited DOI: http://dx.doi.org/10.1108/IMCS-09-2012-0054
Big Data architecture for large-scale scientific computing	Conference	B. Lange and T. Nguyen (INRIA)	2014	Open Acces: https://hal.archives-ouvertes.fr/hal-01061641 HAL Id: hal-01061641
Stopping big data from blowing our minds	Article	Damien Pearse, interview to project partners	2014	HORIZON - the EU Research & Innovation Magazine http://horizon-magazine.eu/article/stopping-big-data-blowing-our-minds_en.html

3.4 Dissemination indicators

The following table gives an overview of the VELaSSCo project’s dissemination indicators:

Table 5- VELaSSCo Dissemination Indicators

Component	Metrics	Indicator	Y2	Y3
		Y1		
Publications (journals, books)	Number of published / submitted	1	2	2
Papers and presentations in conferences	Number of papers and presentation in conferences	3	12	15
Articles	Number of articles about the project in the press	1	2	3
SN followers	Number of followers in Twitter and LinkedIn	20	75	150
User Panel	Number of new members per year	15	5	5

4 Conclusions

This deliverable is the first dissemination document of the VELaSSCo project. Therefore, we presented the dissemination strategy, plans and outcomes of the first year of the project.

Several dissemination channels have been set up (Web site, social networks, etc.) and various dissemination activities have taken place as planned. Furthermore, several dissemination indicators to measure the success of the activities have been specified.

The first year of the project has been devoted to set up the technical foundations of the project, leading to a better understanding about how to take the best of two worlds (HPC and Big Data) for simulation in engineering. Therefore project partners expect to boost their dissemination in the second year of the project based on the results achieved so far.

Last but not least, it is important to be aware of the fact that all project partners need to be involved and maintain an open dialogue in order for dissemination and exploitation activities to be successful. Furthermore, the dissemination strategy is subject to constant change, corresponding to the development of the results of the project, the demands of interest groups and the state-of-the-art technology and software solutions. Thus, dissemination issues will need to be developed further in a continuous process, which will be reflected by changes made to this document throughout the life cycle of the project.