LEGaTO

Low Energy Toolset for Heterogeneous Computing

D6.1 Communication and Dissemination Plan

Version 4.0

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Change Log

Version	Description of Change
V1.0	Initial draft for internal review – Anna Molinet (BSC)
V2.0	Internal review – Jens Hagemeyer (UNIBI)
V3.0	Second draft version with changes of reviewer
V4.0	Additional changes made in response to reviewers' comments

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1. Executive Summary

This document defines the dissemination objectives for the LEGaTO project and the main target audiences, along with the main dissemination activities and channels used. It also includes the policy to disseminate the results. It is a "live" document that should be revised periodically by the WP6 team, over the course of the project.

The aim of this document is to define the strategy for disseminating the project results taking into account the substantial social impact that this project will have on society. This plan intends to raise awareness and interest in the developed technologies and solutions among the target groups such as the users, the scientific community, the IT industry and the general public. The presence of leading research HPC institutions ensures the wider dissemination potential through scientific channels, while industrial partners will focus more on the exploitation and technology transfer activities. Most of the results will be published via academic and industrial channels by submitting scientific papers, and by holding workshops related to the new software stack and its application the different use cases in the project.

2. Introduction

The main purpose of the Dissemination and Exploitation work package (WP6) is to maximise the visibility of the project and to support the partners involved in the exploitation of its results.

3. General objectives

- Identify and perform communication and dissemination activities in order to maximise the impact of the project, in collaboration with other EU research activities, scientific audiences, and industry forums.
- Identify the exploitable results of the Project and define the potential commercial products and commercial strategies for these results (target market, business model(s), distribution channels and promotional strategy) to reach the market.
- Identify and perform training activities in order to engage interested parties in the usage of the LEGaTO results.

For details on the second point, please refer to the LEGaTO Exploitation Plan (D6.3), which will be delivered in M20.

4. Target audience

During the project, the plan aims to communicate the project to the scientific community, policy makers and the wider public, and disseminate the results so that they can be used by stakeholders such as researchers and application developers.

The main target audiences can be summarised as follows:

- LEGaTO partners
- Industrial stakeholders related to Internet of Things (IoT), connected smart objects and all the application areas where very low energy consumption is essential
- Politicians and Governmental institutions (more information in D 6.3 Exploitation Plan)
- Related EU and International Projects: PRACE, Mont-Blanc 3 and 2020, EuroEXA, Intertwine, CoeGSS, GrowSmarter, AEGLE, Vineyard, Axiom, SafeCloud, M2DC and SecureCloud.
- General public
- Scientific community involved in the topics related to the project, as well as end users of the possible software to be developed
- Research organisations (like PRACE RI) and the European HPC Technology platform

The main value of the project to each target audience has been identified and key messages drafted based on this value proposition, along with the most appropriate communication channels for the audience. A table summarising this information may be found overleaf.

Target audience	Value proposition	Key messages	Register	Channels
Application developers **Application areas** including smart home, smart wearables, and bioinformatics **Languages** such as OmpSs, R, Tensorflow Python, C, Java, JavaScript, MATLAB	• Under-the-hood optimizations use the most power-efficient hardware with no effort from the developer	• Optimize your application for energy without being a low-energy expert	For specialists	• Website • Social media • Events such as DATE, ISC, Advanced Machine Learning and Artificial Intelligence for Drug Discovery and Development, Artificial Intelligence in Drug Development Congress, Intelligent Health AI, ECSEL events, hackathons
Researchers in heterogeneous, low-power computing, digital healthcare, IoT, machine learning e.g. EU-funded projects such as TULIPP, Bonseyes, Eyes of Things, EuroEXA, Intertwine, CoeGSS, GrowSmarter, AEGLE, VINEYARD, AXIOM, SafeCloud, M2DC, SecureCloud, PRACE, Mont-Blanc 3 and 2020	• Leverage fully developed, almost plug-n-play, open-source software toolset for their systems research • Offers radically improved energy efficiency, security, reliability and productivity, as well as providing tools to manage complexity	• LEGaTO's software stack provides the ideal solution for computing systems research • Master complexity and increase your productivity with LEGaTO's software	For specialists	• Website • Social media • Events such as DATE, ISC, HiPEAC conference, Advanced Machine Learning and Artificial Intelligence for Drug Discovery and Development, hackathons • Journal publications
Industry stakeholders e.g. **Heterogeneous hardware** providers (e.g. Xilinx) **Edge computing infrastructure** providers **Neural networking solutions** providers	• Insights into market expectations and opportunities for product enhancement • Software stack enabling wider uptake of heterogeneous computing hardware • Greater energy efficiency and security for cyber-physical/IoT applications	• Novel schemes and techniques for secure-by-design, fault-tolerant, low-energy computing on heterogeneous hardware • LEGaTO will open up reconfigurable computing to more programmers • The energy-efficient, secure, reliable software solution you've been looking for to power your cyber-physical/IoT systems	For specialists	• Website • Social media • Events such as DATE, ISC, ARTEMIS IA events • Press releases

IoT, connected smart objects (e.g. It's OWL) Healthcare Machine learning TETRAMAX				
Students	• Learn how to efficiently exploit hardware and deliver energy-efficient computing at the edge • Develop complex problem solving skills through hackathons	• High-quality course on the latest technology to efficiently exploit heterogeneous hardware resources • Become an expert in energy-efficient computing and develop skills which are needed for a wide range of roles	For specialists (starting out)	• Website • Social media • Hackathons • DFiant-based course at Technion
Policy makers and governmental institutions	• Energy-efficient, secure-by-design, reliable software ecosystem spanning the compute continuum - made in Europe • A key enabling technology for initiatives such as Smart Anything Everywhere • Powering smarter cities with improved air quality outcomes • Enables assisted living solutions • Improved infection research • Paving the way to safer autonomous vehicles	• Europe's trusted expertise in software development is boosted further with LEGaTO • LEGaTO provides a key enabling technology for connected smart objects initiatives like Smart Anything Everywhere • Smarter cities with cleaner air, assisted living solutions, improved infection research and advances towards safer autonomous vehicles	For non-specialists	• Website • Social media • Events such as ISC, DATE, ECSEL JU Joint Symposium • Press releases
Wider public	• Enabling more energy-efficient and secure computing systems • Powering improved safety for older people and improved air quality in cities • Boost to the fight against infection with the healthcare use case • A further step towards safer autonomous vehicles	• Low-power computing systems for the IoT era • LEGaTO will enable new business opportunities in the IoT	For non-specialists	• Website • Social media • Press releases

5. Dissemination channels

In order to efficiently reach the targets for dissemination and to maximise the visibility of the project, a broad spectrum of dissemination channels will be used. The public website is the first point of contact and plays a central role in dissemination followed by a carefully chosen list of scientific conferences, as well as the rest of the external dissemination tools described in section 8 of this document.

6. Dissemination team

The WP6 team includes six organisations, which are represented in Table 1. The total number of person months from each partner is shown in the list below.

Participant role	Participant organisation	Person months
1 WP Leader	BSC	16
2 Participant	UNIBI	2
3 Participant	CHALMERS	2
4 Participant	CHR	4
5 Participant	TECHNION	2
6 Participant	MAXELER	2

7. Corporate image

A common graphic identity in all dissemination tasks allows better visibility and recognition as well as branding of the project. All dissemination materials will be consistent with the brand guide developed (colours, typography, composition, logo) and will include the name, website, logo, and disclaimer of the LEGaTO project. The brand guide has been distributed to all partners to ensure coherence and consistency. The WP leader will ensure that this brand is applied correctly.

7.1. Logo

The main image of the project is the logo, which comes in different formats:

- **Logo with the whole name of the project**: this will be the first logo used, as in the beginning people do not know the project and its aim, and the whole name acts as a full description.
- **Logo with URL**: this logo will be used once the project is better known, in order to remind the website
- **Logo**: this logo may be used in the promotional material when it is printed small, for example.

	Colour	Black and white	Negative version
Logo with complete name	LEGaTO Low Energy Toolset for Heterogeneous Computing	LEGaTO Low Energy Toolset for Heterogeneous Computing	LEGaTO Low Energy Toolset for Heterogeneous Computing
Logo with URL	LEGaTO www.legato-project.eu	LEGaTO www.legato-project.eu	LEGaTO www.legato-project.eu
Logo	LEGaTO	LEGaTO	LEGaTO

Table 1:LEGaTO logos

The name of the project refers to the Italian word for the musical notation "legato" which could be referred as "tied together". This expression is a metaphor related to the project's objective, which is to create a low energy toolset that is compatible with the whole software stack, and therefore acts as a link or "legato" for heterogeneous computing. Thus, the logo represents this link or nexus between all letters, with the shape of a legato musical notation. All versions do have the coloured (positive) and negative version of each logo.

This logo, approved by all LEGaTO partners, should be included in all documentation related to the project and should be ideally used in colour. All versions of this logo can be able to download in different formats on the media corner of the website (legato-project.eu/media/branding).

7.2. Font

The font defined is Fira Mono. It is an easy-to-read font and is similar to the typefaces available on early computers. The dissemination team suggested this font as it is ideal for a software related project. The brand font is used for the logo, the website and the titles of the presentation templates. However, to ensure better compatibility in the writing of deliverables and personalisation of the slides related to the project, Arial or Times New Roman are secondary fonts that may be used for other texts such as presentations or deliverables, for example.

7.3. Language

The official language of the LEGaTO project is British English. However, the dissemination material should be translated into the different languages within the consortium, where possible. Each partner should ensure that the materials are adequately translated into the local languages, e.g., in the case of the press releases for the local media. Funding for this is not included in the dissemination budget.

7.4. Project template

A set of designed templates will be used in the project:

7.4.1. Presentation template

The presentation template will be used in all presentations done by all partners and will be added to internal repository for all partners to be used. This template gives some design guidelines by defining common layouts, font sizes, etc. The presentation template is available both in Microsoft PowerPoint and Open Office, as well as in format 16:9 and 4:3 for different projectors (see image 1 below).
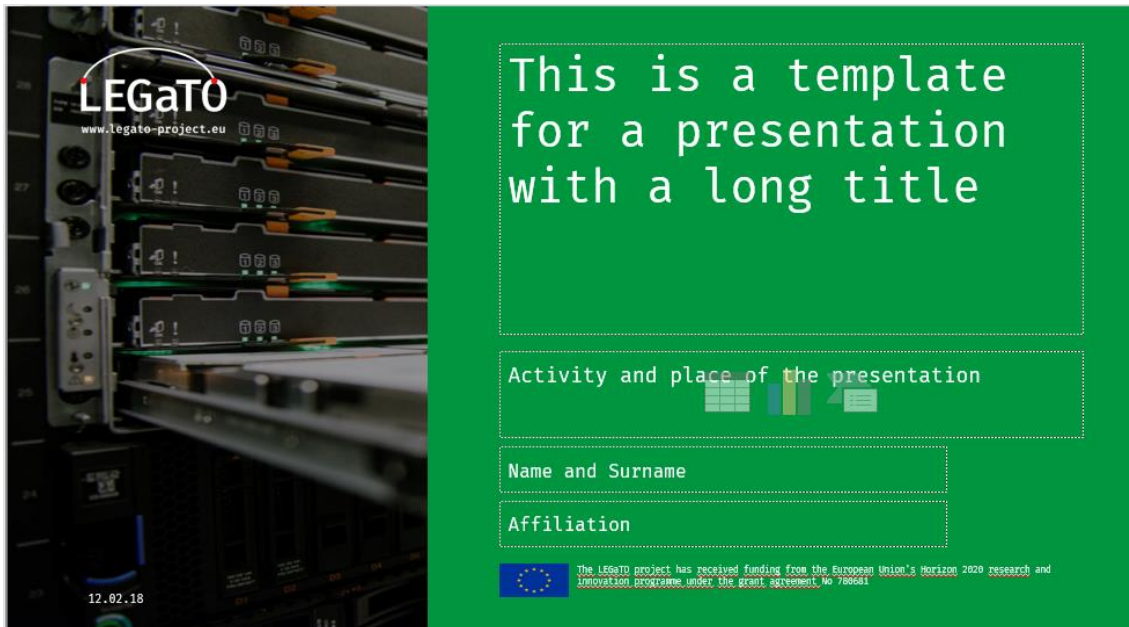

Figure 1: PowerPoint presentation template

7.4.2. Deliverables

A template has been prepared for all deliverables using the LEGaTO branding. This has been uploaded to the SVN for all partners to use.

7.4.3. Publications

The consortium is committed to providing at least "green" open access publications wherever feasible. The dissemination team has reviewed the Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020 and in Horizon 2020 and defined a strategy for knowledge management and protection. Green open-access defines that the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access may be granted only after an embargo period has elapsed.

Green access allows beneficiaries deposit the final peer-reviewed manuscript in a repository of their choice. They must ensure open access to the publication within at most 6 months (12 months for publications in the social sciences and humanities) after publication to a third party publisher. To provide support concerning compliance with Horizon 2020 embargo periods, the Commission offers a model amendment to publishing agreements, which are often signed between authors and

publishers. This model is not mandatory but reflects the obligations of the beneficiary under the H2020 grant agreements. It can be supplemented by further provisions agreed between the parties, provided they are compatible with the Grant Agreement. The Commission/Agency takes no responsibility for the use of this model.

Based on these rules, all resulting publications (publications, white papers, technical reports, etc.), as well as dissemination materials, should include the following sentence:

The research leading to these results has received funding from the European Union's Horizon 2020 Programme under the LEGaTO Project (www.legato-project.eu), grant agreement n° 780681.

8. Dissemination tools

The role of the dissemination tools or activities should ensure that the different target audiences are aware of the LEGaTO project and the strategic relevance and impact of this project for Europe. This also includes intensive communication with researchers and industrial partners.

8.1   Project template

The public website (legato-project.eu) plays a central role; it is the main medium for disseminating all LEGATO's results and activities. It provides general information about the project objectives, current activities, publications and achievements of the project.

The WP6 leader, in collaboration with the dissemination team, is the primary person responsible for editing the website content, website deliverables, feedback and statistics.

The website is designed with the content management system Drupal. This system is managed by a webmaster located in the Operations team of the Barcelona Supercomputing Center (BSC). The domain for the website has also been acquired by BSC.

The LEGaTO webpage also uses a visitor statistics monitoring system from Google Analytics. The results will be included in the D6.4, and D6.5 deliverables, as well as carefully monitored by the dissemination team. This information will help to improve the content and structure of the site, as well as to have more information about the target audience.

Figure 2: LEGaTO website

8.2 Social media

Social media provides a way to raise awareness about LEGaTO and engage a wider range of potential stakeholders.

As the world's largest professional networking site, LinkedIn offers an excellent way to connect with developers, researchers and the wider public. The LEGaTO LinkedIn page is used to post news and information about the project's participation in events.

SlideShare offers an effective way to share knowledge on different themes and establish the project as a source of excellent research, hence a SlideShare account has also been created . This will be used to promote LEGaTO's presentations to a wider audience.
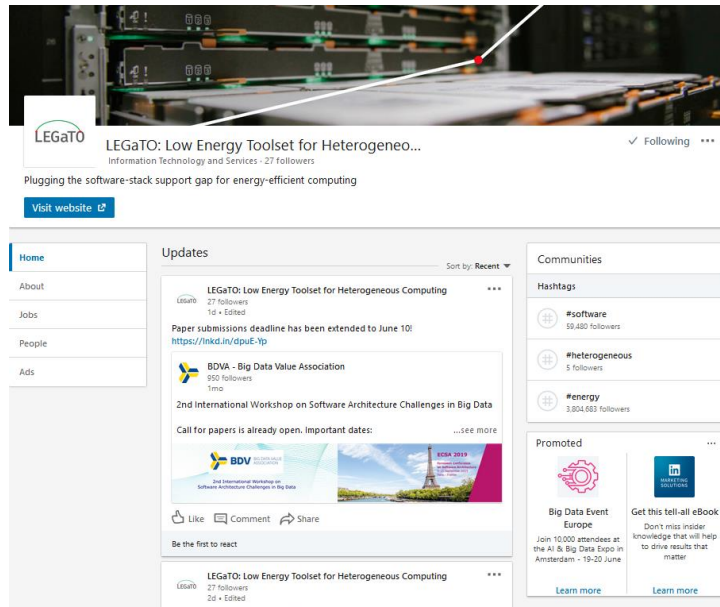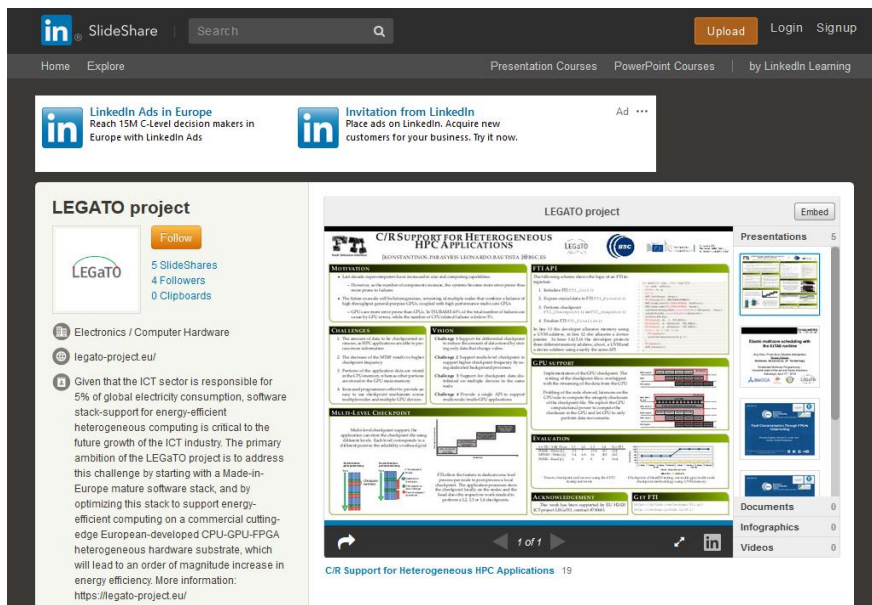
Figure 3: LEGaTO LinkedIn page

Figure 4: LEGaTO SlideShare page

8.3   Events

Another important dissemination channel will be attendance and presentations at high-level peer-reviewed conferences in the field of HPC, Internet of things, healthcare, smart homes and smart cities, and machine learning, etc. Presenting the latest updates of the project at such events, meetings or workshops will be an effective means of involving industry leaders in standards discussions early on. The list of targeted academic/industrial events includes conference and networks of excellence; see tables below for further information.

8.3.1 Conferences, exhibitions and workshops

Event	Date and Location
ISC 2018	Frankfurt (Germany), 24 – 27th June 2018
ISC 2019- 2020	Frankfurt (Germany), 16-20th June 2019 / 2020 to be confirmed
SC 2018	Dallas, TX (United States), 11–16th November 2018
SC 2019 - 2020	Denver, CO (United States), 17-22nd November 2019 / 2020 to be confirmed
33rd ACM Symposium on Applied Computing	Pau (France), 9 – 13th April 2018
HiPEAC Conference 2019	Valencia (Spain), 21-23rd January 2019
HiPEAC Computing Systems Week 2018	Gothenburg (Schweden), 22-24th May 2018
Forum Teratec	Palaiseau/Paris, 19-20th June 2018
DATE 2018	Dresden (Germany), March 19-23 March 2018

Table 2: List of conferences

This list is a first proposal of events where different activities can happen such as a poster presentation, conference proceedings, shared booth, etc. The complete list of all dissemination activities will be included in the D 6.4 y D 6.5 that will be uploaded to the Participant Portal at the end of the project. This list will include the type of dissemination and communication activities and type of audience reached by activity (scientific community, policy makers, general public, industry, media and civil society) according to the classification required by the EC.

8.4 Dissemination pack

8.4.1 General brochure

The general brochure provides information about the LEGaTO project, its objectives and future achievements and its impact or benefit to society. The format of the brochure will be a double-sided A4 sheet so that interested Project Partners can easily download and print for their own dissemination purposes. It will be distributed in all events or local actions to scientific and industrial contacts defined by each partner.

8.4.2 Poster

A generic poster template will be designed to be used by all partners. In addition, a general poster will be designed and include an overview of the project and its aims. It will be used in all events where LEGaTO needs to be promoted. The general poster will be periodically updated if needed.

9. Press strategy

The press strategy will be consistent with the dissemination strategy and its objectives. As one of the most relevant dissemination activities, the press strategy will last for the complete duration of the LEGaTO project.

Press releases are one of the most effective ways of communicating the existence of the LEGaTO project to a specific target audience (scientific community and related projects or stakeholders).

Press releases attract attention to the project's progress and its achievements. During the project, different press releases will be launched, but the initial press release is the most important one because it defines the LEGaTO project objectives as well as its working plan. Ideally, in the middle of the project, there should be another press release in order to explain its progress and at the end of the project, a press release for the scientific results.

All press releases will be included in the LEGaTO media corner of the project website (https://legato-project.eu/media/press-clippings). Furthermore, all partners will have the opportunity to include it on their institutional website (example: BSC website) in order to increase click rates and referrals. The LEGaTO website has to include all press releases in all languages as well as all press impacts.

10. Key performance indicators

All dissemination activities and tasks will be carefully monitored. Quality metrics will be examined:; examples of quantitative indicators could be as follows:

- Number of unique website visitors and their location captured by Google Analytics
- Number of project-related presentations at public events and events where LEGaTO has been present, i.e. through scientific conferences or dissemination materials
- Number of press impacts in national and international media
- Number of press releases

Key Performance Indicators	Explanation	Total Target (by the end of the project)
Press releases	At least 1 per year	2
Media clippings	Articles appeared in the press about LEGaTO	20
Project flyer	At least one brochure regularly updated	1
Website sessions	Number of sessions registered by Google Analytics	1,000 sessions/year
Events and conferences attended	Where the project had a presence and was disseminated through a presentation, booth, poster, etc.	10
Scientific publications	Peer-reviewed journals, conference proceedings, etc. – in green open access.	20

Table 3: Key performance indicators

The above mentioned Key Performance Indicators (KPI) will be carefully monitored and revised yearly, as they might change or evolve based on the project progress.