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REGALE

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D5.11

Final Outreach Activity

Final

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1.   Introduction

The REGALE project started on April 1, 2021, with the goal of defining an open architecture, building a prototype system, and incorporating in this system appropriate sophistication in order to equip supercomputing systems with the mechanisms and policies for effective resource utilisation and execution of complex applications.

After three years of close collaboration between all partners, the project comes to an end on March 31, 2024.

At this time, the researchers in the project defined an open, modular, and extensible architecture to support the energy-efficient operation of supercomputing facilities. In addition, the project instantiated this architecture based on modern components brought into the project by consortium partners and also implemented a framework to support modularity and interoperability for each tool by defining an open API. Finally, REGALE researchers managed to demonstrate the framework on five pilot applications from various fields and communities, showcasing its wide impact.

Considering these results, the project was successful in fulfilling the goals defined at the beginning of the project. Task leaders for dissemination, communication, and exploitation worked hand in hand to ensure the diffusion of the results generated in the project. All exploitation activities will be laid out in Deliverable D5.9: "Final exploitation plans".

Deliverable D5.6: "Dissemination, Communication & Exploitation Activities Report v2.0" presents dissemination, communication, and exploitation activities performed in the last 18 months of the project. This Deliverable D5.11: "Final Outreach Activities" concentrates on summarising performed and planned activities towards the end of the project aiming to communicate the achievements of the REGALE project to all key stakeholders. The deliverable will look specifically at the last three months of the project from January 2024 to March 2024.

2.   Final Outreach Activities

2.1 Owned Media

2.1.1. Website

One of the most important activities towards the end of the project is to make the project's results available to the public. The REGALE website works as a central hub for all project results, including public deliverables, publications, software, datasets, and other assets. Whenever the assets cannot be made available for download, the website links to the respective repository or another source of information. To make sure that all resources can be easily accessed, the website has been restructured, and it will continue to grow with additional assets in the last weeks of the project.

Furthermore, we made an effort to summarise the results of the project so that readers could quickly determine if the REGALE results are relevant for them and their organisation. With this intention, the following articles in the REGALE Science Blog have been published:

- Interview with project leader Georgios Goumas and work package leader Eishi Arima.

- Summary of the REGALE webinar, presenting the REGALE project and the REGALE library, with links to presentations.
- REGALE press release summarising the results of the project.

2.1.2. Video

Videos offer a versatile and engaging medium for communication, catering to various learning styles and preferences. In order to highlight REGALE's breakthrough activities, a video is currently in production. The idea is again to disseminate results on a very high level and in an appealing way to reach the HPC community and a broader audience beyond that.

2.1.3. Social Media

Throughout the project, profiles on Twitter/X and LinkedIn have been used to diffuse results generated in the REGALE project. We believe that it is easier to reach target audiences on media they use regularly. For this Twitter/X and LinkedIn have been useful channels that helped us to get in touch with our audience and guide them to our website. During the last months of the project, we followed the same strategy and continued to diffuse REGALE content on Social Media.

Conferences and on-site meetings are generally a good opportunity for engaging content on Social Media. Participation in events towards the end of the project (see 2.2) was leveraged successfully for communication on Social Media. Figure 1 shows an example of such a post.

Figure 1: Screenshot from Twitter/X

2.1.4. Printed Material

The REGALE toolchain is a substantial result that we want to promote beyond the end of the project. To cover different channels, material for offline promotion was ordered, too. In reference to the REGALE toolchain, we ordered lanyards with practical tools such as a bottle opener and a carabiner. They will show the REGALE logo and the following text: "regale-project.eu - toolchain for sustainable supercomputing". We plan to distribute the lanyards through our partners during the next big conferences in the HPC domain, like ISC High Performance 2024 in Hamburg, Germany together with the updated flyer.

2.2. Conferences & Events

2.2.1. HiPEAC Conference 2024

HiPEAC Conference 2024 took place from 17 – 19th January 2024 in Munich, Germany. The timing of the conference fitted well with our wish to present results towards the end of the project term. Therefore, we decided to book a booth together with the option to be present in the Industry session of the conference. This was a good opportunity to present the REGALE project among industry players and to connect to the scientific community at the same time.

In the booth, attendees were able to get in touch with the team and inform themselves by reading our flyers and the poster. The updated REGALE flyer included a QR code that advertised our upcoming webinar (more in 2.2.2).

In the HiPEAC conference program, REGALE was visible with two presentations:

- Pierre-Francois Dutot & Federico Tesser: "The REGALE project" (focused on the software OAR & COUNTDOWN) in the CONCERTO Workshop.
- Andrea Bartolini: "The REGALE Approach to holistic power management of HPC systems" in the HiPEAC Industry Session.

The presentations were results-driven and showed different aspects of the work carried out in the REGALE project.

2.2.2. REGALE webinar

The REGALE webinar was a half-day online webinar that took place on the 28th of February. The webinar was the practical implementation of the 2nd Industrial Clustering Workshop. This event aimed to demonstrate the integrated platform's final version and highlight the project's industrial and business impact, the lessons learned, and the adoption methodologies. Around 100 representatives from Supercomputing Centres, Research Institutions, and the Industry followed the invitation and participated in the event which included presentations and a panel discussion. The event was advertised on all our owned channels. The Deliverable D5.8 discusses the event in more detail. The webinar was one of the major activities to present the REGALE results. As such it was accompanied closely by communication activities like news on the website and Social Media posts. Figure 2 shows an example of a post on LinkedIn.

With more than 100 attendees at the Webinar, we believe that the communication efforts reached their target. The involvement of the whole consortium made these good results possible. In addition to our official communication activities, partners shared the webinar invitation with their network and personal contacts.

Figure 2: Screenshot from LinkedIn
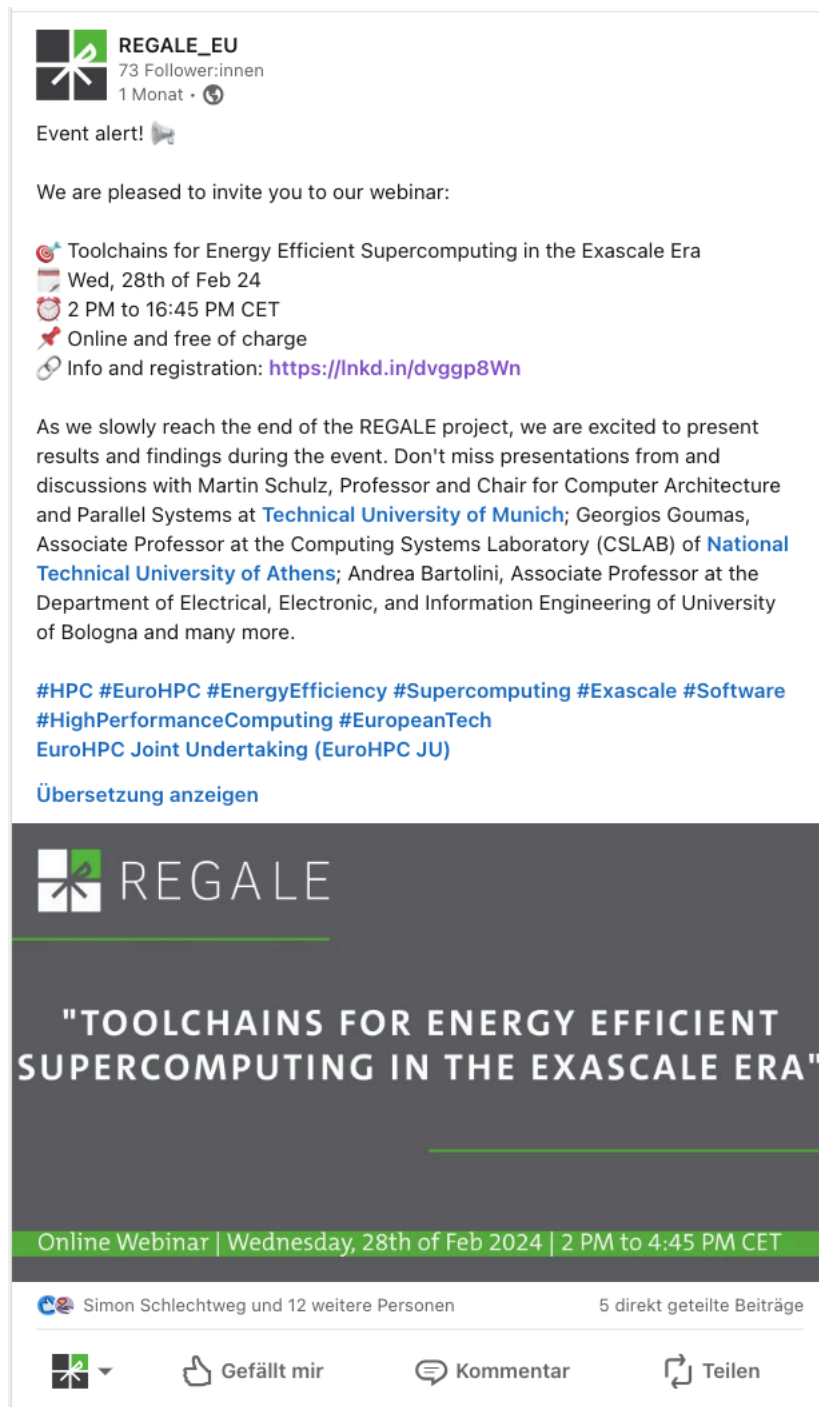
2.2.3. EuroHPC Summit 2024

From 18-21st of March the EuroHPC Summit, organised by the EuroHPC Joint Undertaking, took place in Antwerp, Belgium. This is the last event that REGALE participated in. Together with representatives from other EuroHPC projects, REGALE researchers took part in the preparation of the session "Co-Designing the Future of European HPC: Eco-friendly Technologies, Systems and Software". Moreover, REGALE was part of the poster session that highlighted different R&I projects funded by the EuroHPC JU. For the poster session, a new poster was created that concentrated on objectives and milestones. The poster was also uploaded to the website (REGALE > News > Material).

2.3. Earned Media

2.3.1 Press Release

Another central element of our final outreach activities is a press release that was published on March 26. The press release explains the challenges that REGALE wanted to take on as well as all the major achievements of the project. The text was sent to major HPC outlets that we are in contact with, including HPCWire, InSideHPC, and Datacenter Dynamics.

2.3.2 Media Outreach

During the past months, we tried to reach out to external media on different occasions. Figure 3 shows all earned media throughout the project.

Figure 3: Overview of Earned Media

#	Type of Media	Date (YYYY-MM-DD)	Title	Link (if available)	Comment
1	Magazine	2021	InSiDE Magazine	https://www.gauss-centre.eu/news/publications/inside-spring-2021	
2	Online Article	2021-07-08	AgendaDigitale.eu	https://www.agendadigitale.eu/infrastrutture/calcolo-ad-alte-prestazioni-uno-strumento-strategico-per-aumentare-la-competitivita-italiana/	Italian language, REGALE is listed as one of several European HPC projects
3	Online Article	2021-07-18	HPCWire	https://www.hpcwire.com/2021/07/21/summer-reading-high-performance-computing-is-at-an-inflection-point/	
4	Online Publication	2021	2021 ETP4HPC Handbook of European HPC projects	https://www.etp4hpc.eu/pujades/files/European%20HPC%20Handbook%202021%20final.pdf	
5	Other: Landing Page	2022-10-18	Dedicated Landing Page on E4 website	www.e4company.com	E4 COMPANY WEBSITE
6	Other: Landing Page	2024-02-06	Landing page dedicated to 2nd industrial clustering workshop	https://www.e4company.com/en/eventi/webinar-toolchains-energy-efficient-supercomputing-exascale-era/	E4 COMPANY WEBSITE
7	Online Article	2024-02-29	Energy efficient exascale computing made in Europe	https://www.lrz.de/presse/ereignisse/2024-02-29-Exascale-made-in-Europa/	LRZ Website
8	Online Article	2024-03-26	EuroHPC JU Energy Efficiency Project REGALE Comes to End	https://insidehpc.com/2024/03/eurohpc-ju-energy-efficiency-project-regale-comes-to-end/	REGALE press release

We hope to see some more entries in this list in the next few days. Currently, we know of two more articles which are under preparation, including an article for the German platform "Datacenter Insider".

3.   Conclusion

This deliverable outlined activities to communicate REGALE achievements. Most of them have been performed in the last three months of the project. Some single activities like the press release and the results video are currently being prepared. When planning final outreach activities we concentrated once more on the four pillars of the communication strategy as defined in D5.3: "Dissemination, Communication & Stakeholder Engagement Plan": Owned channels, earned channels, and events & conferences. To feed our owned channels with content, we created several news articles for the website and posts for Social Media. With our press release, we plan to reach out to the media and hope to "earn" media coverage on the REGALE project. Participation in events and conferences was covered with our participation in the HiPEAC Conference 2024 and EuroHPC Summit 2024 as well as the organisation of our webinar.

So far, the results of final outreach activities have been promising and we expect to see even more positive results in the next weeks. We plan to continue to communicate major news on the REGALE website and in Social Media after the end of March 2024.

Communication channels that were set up in the REGALE project shall be kept at least throughout the second quarter of 2024 as long as partners can support their operation.