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REGALE

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Project Presentation & Web Portal

Final

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Project and Deliverable Information Sheet

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* - The dissemination levels are indicated as follows: PU = Public, fully open, e.g. web; CO = Confidential, restricted under conditions set out in Model Grant Agreement; CI = Classified, information as referred to in Commission Decision 2001/844/EC.

Document Control Sheet

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Document Status Sheet

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Executive Summary

This deliverable D5.1 “Project Presentation & Web Portal” describes the initial work performed and the first results achieved in dissemination and communication as part of the Work Package 5 “Innovation Management” for the REGALE project and its partners.

The web presence is the very central element in the dissemination and communication activities of the REGALE project, along with social media activities and active participation in various events by the partners. This document describes the initial actions taken to disseminate the upcoming findings of REGALE.

1 Online First

The SARS-Cov-2 pandemic has been around for more than a year now and changed nearly all aspects of people’s lives. It did not only impact the way research teams work together in projects like REGALE. The pandemic has proven to be a disruptive game changer for dissemination. And not for the better. Effective communication relies on personal contacts, on face-to-face meetings and direct exchange of ideas. This is even more important for research projects like REGALE, where no off-the-shelf products can be presented, and where communication is not about filling a sales pipeline.

In other, similar projects in 2020, major online events[1] showed that conventional communication approaches in a digital-only environment do not meet the needs of research projects. Research projects and organizations leverage on-site events primarily to maintain personal networks and to establish new contacts. Virtual events and video conferences have proven to be suboptimal. In a digital-only environment we must leverage digital tools to get in touch with stakeholders, the scientific communities, and the general public.

These tools must be able to offer content and messages in a most convenient way: Easily accessible on demand, little restrictions concerning required technologies, while at the same time providing authentic first-hand information. All initial actions were taken with these requirements in mind. Conventional tools for on-premise actions were postponed and will be produced in the most updated way as needed.

2 Web Portal

The web portal is the main tool to disseminate the project’s findings and to get in touch with the scientific communities, stakeholders, and the general public. The project team agreed that the web portal should follow three main principles:

Accessible: Structure and content should be delivered in a way that allows access for everybody from any device with no special requirements. That includes a very clean and simple appearance.

Scalable: The web portal is built on greenfield. It must be able to scale and grow with the proceeding of the project. Also, it must be able to adapt to new trends in dissemination as they emerge.

[1] E.g. ISC20 and SC20 were held online because of the pandemic

Maintainable: The web portal must be easy to maintain and to support. Therefore, CMS and theme should be customized as little as possible.

2.1 Realization

The web portal is hosted at ICCS and is accessible under https://regale-project.eu.

The CMS used is WordPress, a mature and proven CMS licensed under the Open Source license GPL. The project team chose a free, lightweight and clean design that needed no customization. This makes updates easy and helps to keep the portal secure.

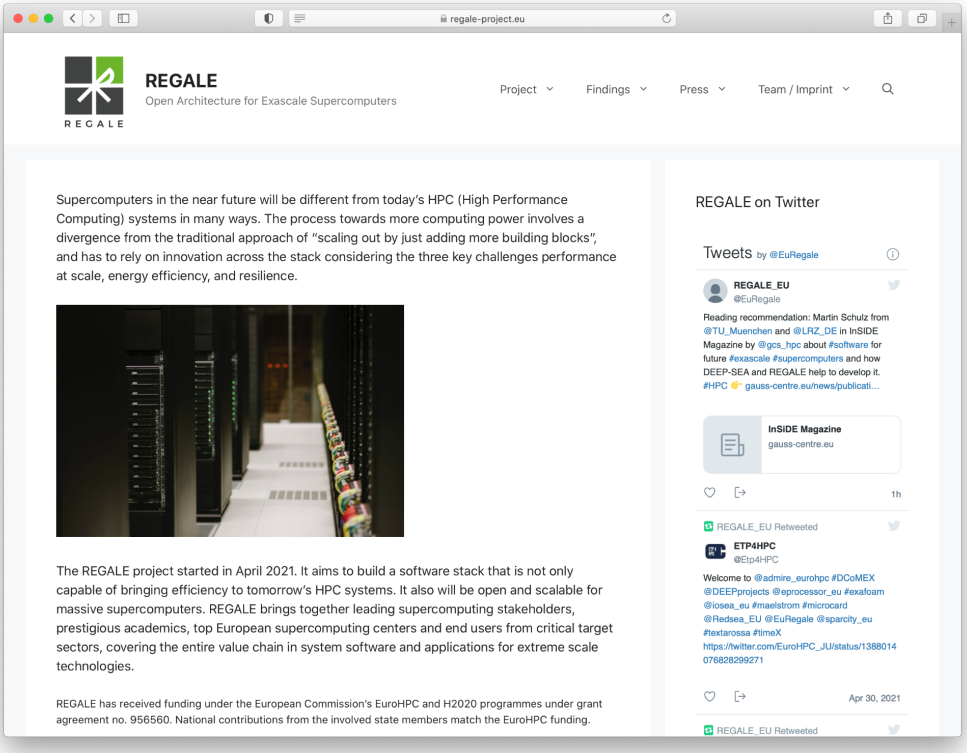

Figure 1: Front page of REGALE web portal

Technical support is provided by ICCS, content creation is located at BADW-LRZ. The web portal should be considered ongoing, not a single project.

2.2 Structure and Content

To keep navigation as easy as possible, the number of sub-menus is set to four: Details about the project, scientific findings and publications, non-scientific publications and other future content[2], media relations, and projects partners with imprint.

[2] Dissemination to stakeholders, communities and the general public needs a variety of content types. As of today, videos, texts, and podcasts are the standard in communication. Here, we experience high dynamics in trends, these types might change during the project term.

All categories are set up to allow a maximum of agility as the project proceeds. New categories might be added without relevant effort, existing categories cover all needs for the start.

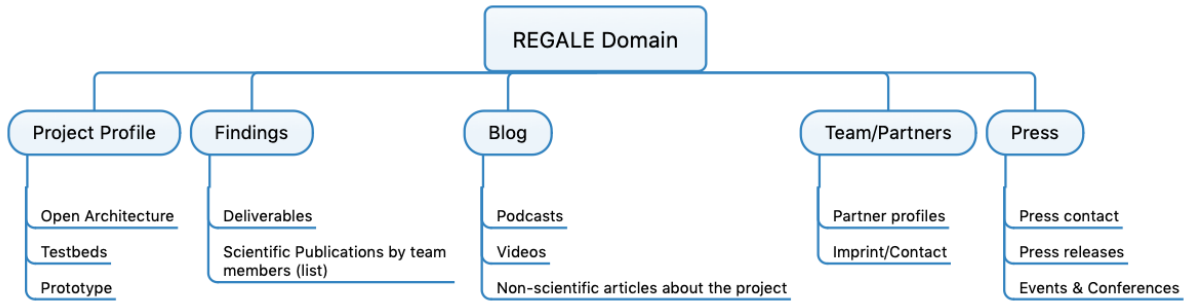

Figure 2: Menu and content structure of regale-project.eu

While Project Profile and Team/Partners are quite static pages, all other categories are set up in blog style. This means that new content can be easily added, while visitors can drill down according to their specific interests with little effort. This gives the web portal a dynamic basis that works well on any technical device, while reducing administration overhead to a minimum.

From a privacy perspective, the web portal collects as little visitor data as possible. No data is used to track visitor's behavior. With this, the web portal is compliant with GDPR.

With this, the web portal is in a good position to grow over the project term with no restriction concerning content or structure. The main dissemination tool stays dynamic, agile and open, even if communication trends change once more as they did with the beginning of the pandemic in 2020.

3 Social Media

For the general project presentation, social media channels are mandatory. Especially for the scientific community, Twitter is a very important way to communicate and connect with other European Exascale Projects. The Twitter channel is integrated into the web portal, so visitors do not need to have their own Twitter account to access this information. Other channels will get relevant as the project proceeds, e.g. LinkedIn or Spotify.

In other research projects, Facebook has proven to be not well suited for scientific content because of its more private nature and its high need of moderation. Any Facebook activity should be postponed.

For the project start, a Twitter account has been set up[3] that is maintained on a regular basis. The project team will extend the social media activities to the international business network LinkedIn and – as soon as podcast production starts – to a specialized channel like Soundcloud or Spotify. The final social media strategy will be laid out in D5.3 "Dissemination, Communication and Stakeholder Engagement Plan", due M6.

[3] https://twitter.com/EuRegale

4 Toolkit

For the project presentation a basic toolkit is needed to provide a project identity. For the start, the project team identified three elements that are mandatory:

Logo: The project logo bases on the meaning of the word “regale” – gift, present. The clean logo provides a high recognition factor and is usable in any environment or media type. Inverted versions are also possible, if needed for special purposes. Also, monochrome versions can be developed.

Figure 3: Different logo drafts during design process

Color Palette: The colors used focus on a bright green. This symbolizes the goal of the project to come up with a more energy efficient software stack. Additional colors are restrained to keep all documents clear and clean.

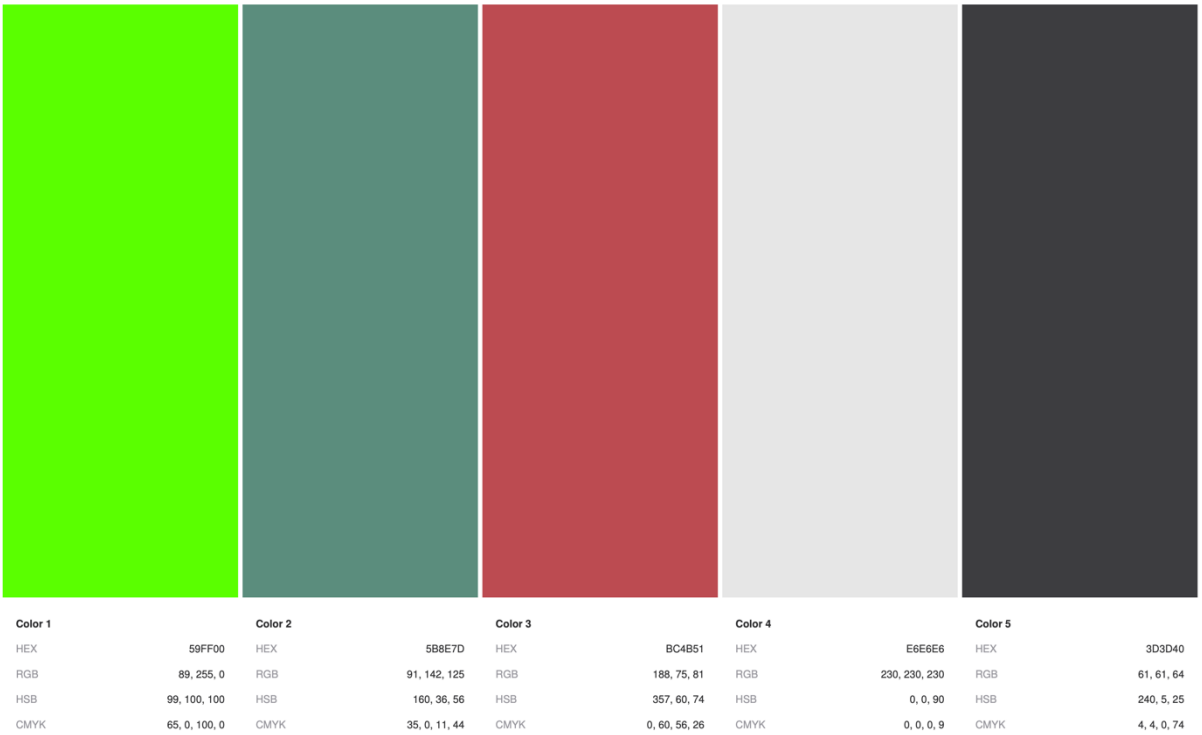

Figure 4: The color palette (main colors)

Presentation Template: For conferences and internal use, a presentation template is needed. To start with this template will be available for Microsoft PowerPoint, but if needed it

will be adapted for the Open Source office suite Open/Libre Office. The template is based on the color palette as part of the project identity and will provide a consistent, easy to use set of slides for scientific presentations as well as internal meetings.

5 Conclusion

From a dissemination and communication perspective, REGALE is a green field in a very demanding communication environment. The uncertainties that come with the actual pandemic are taken into account and are reflected in a digital first approach. With the initial steps taken, the project has a sound base to grow on. The approach focuses on openness, agility and high recognition factor to build an intra-project community, establish close contacts to stakeholders, industry and exascale-related research projects, and the general public.

List of Acronyms and Abbreviations

B

BADW-LRZ: Leibniz-Rechenzentrum der Bayerischen Akademie der Wissenschaften, Garching, Germany

C

CMS: Content Management System, a system to maintain the contents and structures of a web site. Usually based on a data base and an editor.

D

D: Deliverable, followed by a number, term to designate a deliverable (document) in the REGALE project

E

EC: European Commission

EU: European Union

EuroHPC: EuroHPC is a Joint Technology Initiative (see → JTI) established under Article 187 of the Treaty of the Functioning of the European Union.

Exascale: Computer systems or Applications, which are able to run with a performance above 10^{18} Floating point operations per second

G

GDPR: General Data Protection Regulation

GPL: GNU Public License, an Open Source license defined by the Free Software Foundation that ensures the free availability of code.

H

H2020: Horizon 2020

HPC: High Performance Computing

I

ICCS: Institute of Communication and Computer Systems, Athens, Greece

J

JTI: Joint Technology Initiative, see → EuroHPC

W

WP: Work package