

**EGI-Engage**

Deliverable Review Form

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| **Details of the document being reviewed** | | | |
| *Title:* | **D2.1 “Communications, Dissemination and Engagement Strategy”** | *Document identifier:* | **EGI-doc-2489-v3** |
| *Project:* | **EGI-Engage** | *Document url:* | **https://documents.egi.eu/document/2489** |
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| **Identification of the reviewer** | | | |
| *Reviewer:* | **Jesus Marco** | *Activity:* | **LW CC, and others.** |

**General comments on the content**

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| **Comments from Reviewer:** |
| The document is well written and structured. However it is quite large and complex, and maybe the use of annexes could help to make a shorter main document.  After reading the document I am not sure what is the connection with “exploitation” (not to say “sustainability”), and this is a key factor to focus dissemination and outreach.  Also I don’t know where the training effort-connection is considered. And this is key: the FedCloud framework is VERY DIFFERENT when compared to the Grid framework, and most communities need extensive training/integration effort. This effort should be done jointly with other projects if possible.  Another important point is that the document does not make an estimation of the feasibility of the approach proposed, i.e. if the project has enough resources to address all the (many) tasks proposed.  Along this last line, the section 4, on engagement strategy, is terribly ambitious. I really think that somebody has to prioritize (and filter) all possible new activities, under the light of a successful exploitation of the resources. We cannot support many unstructured or simply inadequate initiatives, but how to define that? Is there a way to evaluate those proposals and also to estimate if they can be supported? We need that. I can comment on my experience: we wasted (literally) a lot of time to support an international SME requiring Windows on FedCloud to discover after one year that they would not pay a minimum to use the resources nor even allow any diffusion of the experience. This is, we needed a business plan BEFORE investing already trying to establish it. What will happen with SMEs engagement? And with long tail? So I will not comment further on section 4. It is very nice, but I think an estimation of how to accomplish all those activities in a sustainable way is needed, and surpasses the scope of this deliverable.  More specific remarks/comments:  -(Internal) Communication is key in a project with so many partners. To my experience this is very hard, as there are few events where people meet, and in particular have time to understand what others do, and appreciate it. At least an internal strategy for identifying key people and promoting that they are well known by all partners, is needed. At the same time promoting also that they participate in international events as part of the EGI-Engage “team” could strength their personnel engagement. Other ideas to promote young/bright people ideas should be considered (example: prize in contributions to EGI events).  -Join forces with other projects (like INDIGO) for technical contributions, at different events, and not only for training, also for policy events when possible.  FINAL REMARK: at the end, our main stakeholders are ERA actors, and in particular ERA authorities. A plan is needed, and in such way that they cannot refuse to get involved. This means likely involving other political actors at national or parliament level. Why not? |
| **Response from Author:** |
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**Additional comments**

*(not affecting the document content e.g. recommendations for the future)*

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| **From reviewer:** |
| I know it is hard for this deliverable, but an executive summary is needed... no reviewer will read 52 pages. |

**Detailed comments on the content**

| **N°** | **Page** | **§** | **Observations** | **Reply from author (correction / reject,  …)** |
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| **1** | **5** | **1** | **What is the connection with Exploitation?** |  |
| **2** | **7** | **1** | **The first objective of internal communication should be to assure that the consortium knows itself and who does what.**  **Also, do not mix objectives and actions (or rephrase).** |  |
| **3** | **8** | **2** | **Why should be communication oriented to NEW stakeholders?**  **This should be outreach/dissemination, according to previous definitions.** |  |
| **4** | **8** | **5** | **The blog, and in general all other activities, should be measured. What is the measure used?**  **Also I would like to suggest that the blog is more publicized and regular EGI-Engage members are invited, so they are forced to know it. I also find it very formal, seems like an “official” blog , while it is said it is an “informal” platform...** |  |
| **5** | **10** | **table** | **Where is training here?** |  |
| **6** | **10** | **2** | **Please, use only acronyms when it makes sense. Replace CT for Communication Team, CT is not a reasonable acronym. Similar for others.** |  |
| **7** | **11** | **2** | **Even if EGI-Engage will not have so much technical development side, it is important to keep an active participation (jointly with other projects), thematic workshops in Amsterdam are ok but should be open to other projects.** |  |
| **8** | **11** | **6** | **Include a reference to Concertation Meetings in the list of events in 2.3.2** |  |
| **9** | **14** | **2** | **3.2.2.1 Does EGI-Engage have a list of experts/potential speakers to promote to the policy events? Are they known by NGIs and by NGIs funding agencies? Do those speakers know what is EGI-Engage policy?** |  |
| **10** | **17** | **1** | **EGI AppDB is key to FedCloud success. But this requires a “reputation”, built on the user experience . Does this exist? Who will review this is working properly? Is there any tool to help to decide if an APPDB solution is useful or adequate?** |  |
| **11** | **18** | **1** | **I start to get confused: is this dissemination or is this exploitation? One should refer to the exploitation or to the sustainability model if it (or a plan) exists.**  **In general I find sections 3.2.2.2-3.2.3 and 3.2.4 too complex to follow in the context of a Dissemination strategy. And even more 3.2.5...** |  |
| **12** | **43** | **3** | **Add a reference to Concertation Meetings, also to the “classification” in groups proposed.** |  |

**English and other corrections:**

Note: English and typo corrections can be made directly in the document as comments.