EGI-InSPIRE

DISSEMINATION PLAN

EU DELIVERABLE: D2.9

Document identifier:	D2.9_Dissemination_Plan_v1
Date:	**05/07/2011**
Activity:	**NA2**
Lead Partner:	**EGI.eu**
Document Status:	**FINAL**
Dissemination Level:	**PUBLIC**
Document Link:	https://documents.egi.eu/document/507

Abstract

The dissemination plan updates the dissemination and outreach strategy for EGI-InSPIRE. The document provides an overview of the dissemination work in the first year, the progress towards achievement of the success factors and the means for dissemination in year two, including the project metrics.

I. COPYRIGHT NOTICE

II. DELIVERY SLIP

	Name	Partner/Activity	Date
From	Catherine Gater	EGI.eu	21/5/2011
Reviewed by	**Moderator:** Steven Newhouse **Reviewers:** Rüdiger Berlich (DGI-2), Gillian Sinclair (NGS), Claire Devereux (STFC)	EGI.eu NA2	3/6/2011
Approved by	**AMB & PMB**		4/7/2011

III. DOCUMENT LOG

Issue	Date	Comment	Author/Partner
1	3 May	ToC	C Gater/EGI.eu
2	20 May	First draft	C Gater /EGI.eu
3	June 06	Review by Rüdiger Berlich	R.Berlich/NGI-DE
4	20 June	Second draft	C Gater/EGI.eu

IV. APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the EGI-InSPIRE project, beneficiaries and Joint Research Unit members, as well as its collaborating projects.

V. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors. The procedures documented in the EGI-InSPIRE "Document Management Procedure" will be followed:
https://wiki.egi.eu/wiki/Procedures

VI. TERMINOLOGY

A complete project glossary is provided at the following page: www.egi.eu/about/glossary.

VII. PROJECT SUMMARY

To support science and innovation, a lasting operational model for e-Science is needed – both for coordinating the infrastructure and for delivering integrated services that cross national borders.

The EGI-InSPIRE project will support the transition from a project-based system to a sustainable pan-European e-Infrastructure, by supporting 'grids' of high-performance computing (HPC) and high-throughput computing (HTC) resources. EGI-InSPIRE will also be ideally placed to integrate new Distributed Computing Infrastructures (DCIs) such as clouds, supercomputing networks and desktop grids, to benefit user communities within the European Research Area.

EGI-InSPIRE will collect user requirements and provide support for the current and potential new user communities, for example within the ESFRI projects. Additional support will also be given to the current heavy users of the infrastructure, such as high energy physics, computational chemistry and life sciences, as they move their critical services and tools from a centralised support model to one driven by their own individual communities.

The objectives of the project are:

1. The continued operation and expansion of today's production infrastructure by transitioning to a governance model and operational infrastructure that can be increasingly sustained outside of specific project funding.
2. The continued support of researchers within Europe and their international collaborators that are using the current production infrastructure.
3. The support for current heavy users of the infrastructure in earth science, astronomy and astrophysics, fusion, computational chemistry and materials science technology, life sciences and high energy physics as they move to sustainable support models for their own communities.
4. Interfaces that expand access to new user communities including new potential heavy users of the infrastructure from the ESFRI projects.
5. Mechanisms to integrate existing infrastructure providers in Europe and around the world into the production infrastructure, so as to provide transparent access to all authorised users.
6. Establish processes and procedures to allow the integration of new DCI technologies (e.g. clouds, volunteer desktop grids) and heterogeneous resources (e.g. HTC and HPC) into a seamless production infrastructure as they mature and demonstrate value to the EGI community.

The EGI community is a federation of independent national and community resource providers, whose resources support specific research communities and international collaborators both within Europe and worldwide. EGI.eu, coordinator of EGI-InSPIRE, brings together partner institutions established within the community to provide a set of essential human and technical services that enable secure integrated access to distributed resources on behalf of the community.

The production infrastructure supports Virtual Research Communities (VRCs) – structured international user communities – that are grouped into specific research domains. VRCs are formally represented within EGI at both a technical and strategic level.

VIII. EXECUTIVE SUMMARY

The dissemination plan provides an overview of the dissemination activities for EGI-InSPIRE. The dissemination task within EGI-InSPIRE falls into WP2 (NA2-External Relations). This activity supports the development of policy, the coordination of standards and the dissemination and community building activity appropriate for the role that EGI.eu will play in coordinating the European e-Infrastructure. For task NA2.2, the aim is to disseminate the work of the EGI and its user communities both within the project and worldwide. The dissemination plan is targeted at EGI-InSPIRE partners contributing to Global and International dissemination tasks, but also to other EC-funded projects involved in dissemination.

The dissemination task is coordinated by EGI.eu in Amsterdam. Additional national dissemination includes contributions from 37 partners across Europe and beyond, including 31 funded European partners, and 6 unfunded non-European partners in Taiwan, Australia, Singapore, Indonesia, Malaysia and the Philippines.

During Year One, EGI-InSPIRE has worked to establish collaborations with external partners such as technology providers, European and International e-Infrastructure providers, dissemination and coordination projects, international policy bodies and virtual research communities. The dissemination team has worked with a range of projects and NGIs, including projects such as e-ScienceTalk, GÉANT, EUIndiaGrid2 and EUMedGridSupport and NGIs such as NGI-DE, NGI-FR, NGI-UK and NGI-HU. Collaborations have included publicising events, news announcements on the website, joint press releases, joint exhibition booths and articles in EGI *Inspired*.

The document reviews the success criteria outlined for the dissemination task in D2.2 Dissemination Plan [R1], including effective internal communication, building on other work package networks, clear communication of requirements, managing expectations, making optimum use of resources, building a sense of community and reinforcing realistic expectations of grid technology. The document reviews the progress towards achieving these success criteria, and lists the quality metrics that will be used to measure progress in Year Two.

The Dissemination Plan confirms the primary target audiences for the dissemination outputs, including new and existing user communities, journalists, general public, grid research and standards communities, resource providers, collaborating projects, decision makers and governmental representatives.

Finally, the means for dissemination are reviewed for Year Two, including an overview of plans for the project website and web design, the materials and publications, media and public relations, social media and events and marketing to new users. Some specific examples of the materials that will be produced in each of these categories are also included in the implementation section.

The Dissemination Plan is a work in progress, and will be updated annually in Deliverables D2.15 and D2.22, in synchronisation with the annual reviews of the project website (MS207, 220, 231, 242) and the updates to the Dissemination Handbook (MS217, 228, 238).

TABLE OF CONTENTS

1 INTRODUCTION

The goal of the dissemination task of EGI-InSPIRE is to disseminate the work of the European Grid Infrastructure and its user communities both within the project and worldwide. The dissemination plan provides an overview guide for the dissemination activities within EGI-InSPIRE. This document is a follow up to D2.2 Dissemination Plan [R1].The dissemination task in EGI-InSPIRE falls into WP2 (NA2-External Relations). This activity supports the development of policy, the coordination of standards and the dissemination and community building activity appropriate for the role that EGI.eu will play in coordinating the European e-Infrastructure. The dissemination plan is targeted at EGI-InSPIRE partners contributing to Global and International dissemination tasks, but also to other EC-funded projects involved in dissemination.

The Year Two dissemination plan will be supplemented by MS217 Dissemination Handbook. The Dissemination Handbook gives an overview of the practical elements relating to dissemination, design and branding for the EGI-InSPIRE project including discussing branding for EGI-InSPIRE, such as logos, colour palettes and EC logo use. The Dissemination Handbook also covers how internal communication is handled within the project, including mailing lists, the project wiki, document server and social media, basic procedures for events, press releases and publicity and how these will be updated.

1.1 Dissemination in the first year

During the first year, the dissemination task has maintained and developed content for the website, produced the monthly Director's Letters, the quarterly newsletter and developed case studies and success stories for external publications[1]. The Global task within TNA2.2 has coordinated the contributions of the network of dissemination contacts within the partners, and ensured a flow of information between the different stakeholders.

The EGI website received over 30,000 visitors in its first year, around 365,000 page views. The peaks in activity were during EGI's biannual events, the Technical and User Forums. The EGI dissemination team attended a range of international events during the first year of the project, including ISC2010 in Germany, ICT 2010 in Brussels, eChallenges in Warsaw, SciTech in Brussels, ISGC in Taipei, and also SC10 in the US, which attracted more than 10,000 delegates. EGI's presence at these events included booths, presentations, master classes, posters and blogs. EGI also hosted booths at the EGI Technical and User Forums, and ran outreach campaigns that included printed materials, press releases, social media feeds and blogs. NGIs and project partners have contributed to the dissemination activities through events, websites, materials, publications, papers, translations, press releases and outreach to policy makers.

A more detailed overview of the dissemination activities in the first year is available in D2.8 Annual Report on EGI and its External Relations Activity. [R2]

---

[1] http://www.egi.eu/results/success_stories/

1.2 EGI-InSPIRE partners and responsibilities

1.2.1 EGI Global Task

The EGI Global task is coordinated by EGI.eu in Amsterdam, and contributes 96PM to task TNA2.2. A Dissemination Manager manages the task through the coordination of the staff within EGI.eu and those located in the NGIs, assisted by professional science writers and designers, and an NGI Dissemination Coordinator. The EGI Global Task also administers a dissemination budget for stands at major exhibitions, design and printing of posters, leaflets, booklets and other promotional materials and website design. This includes working with NGIs to host booths at events local to the NGIs, and producing materials in local languages using EGI templates.

1.2.2 NGI International Task

The NGI International Task includes contributions from 37 partners across Europe and beyond, including 31 funded European partners, and 6 unfunded non-European partners in Taiwan, Australia, Singapore, Indonesia, Malaysia and the Philippines. These partners all promote the EGI and the work of the project to their local national audiences.

Beneficiary number	Institution short name	Committed PMs
2	UPT	5
5A	ICT-BAS	8
8	UCY	3
9	CESNET	4
10B	KIT-G	10
12A	CSIC	11
12D	UPVLC	12
13	CSC	8
14A	CNRS	2
14C	HealthGrid	5
18B	BME	2
18C	MTA SZTAKI	2
19	TCD	3
20	IUCC	1
21A	INFN	12
22	VU	11
27A	SIGMA	3
28A	CYFRONET	6
29	LIP	6
30	IPB	8
31A	ARNES	16

Beneficiary number	Institution short name	Committed PMs
31B	JSI	8
32	UI SAV	4
33	TUBITAK ULAKBIM	8
34	STFC	12
36	UCPH	5
38A	KTH	4
39	IMCS-UL	22
40A	E-ARENA	4
42	ASGC	48
43	ASTI	20
44	ITB	3
47	UNIMELB	4
48	NUS	20
49	UPM	12

Table 1 – Effort in PMs provided to TNA2.2-N (Shaded rows are for unfunded Asia-Pacific PMs committed to WP2 as a whole)

1.3   Progress working with collaborating projects

One of the main goals of EGI.eu is to bring European distributed computing initiatives into an integrated e-Infrastructure that is able to seamlessly peer with equivalent e-Infrastructures around the world. To nurture such collaborations, EGI.eu needs to establish and formalise agreements with relevant partners on the European and global level. Each external collaboration is formalised via a Memorandum of Understanding (MoU), i.e., a signed document written to confirm and define the framework of collaboration between EGI.eu and individual partners. EGI.eu recognises MoUs as tools to open wide and long-term activity and cooperation with partners. Such collaborations will ultimately bring visible benefits to scientists and researchers, by strengthening the ability of the parties involved to mutually solve problems, benefit from the interchange of ideas and practices and strive towards a common goal. The MoUs define these objects and assign roles, responsibilities and communication methods. The MoUs also specify areas of confidentiality, periodic review of the document, milestones and monitoring of their achievement as well as joint participation in technical (e.g. data challenge) and/or dissemination activities.

EGI-InSPIRE has signed a number of MoUs and SLAs with collaborating projects and technology providers. These are outlined in D2.8 [R2] and summarised below:

#	Partner 1	Partner 2	MoU status	Partner type
1)	EGI.eu	IGE	Signed	Technology provider
2)	EGI.eu	EMI	Signed	Technology provider

#	Partner 1	Partner 2	MoU status	Partner type
3)	EGI.eu	WLCG	Draft	VRC
4)	EGI.eu	WeNMR	Final negotiation	VRC
5)	EGI.eu	e-ScienceTalk	Draft	Support/Dissemination
6)	EGI.eu	SAGA	Final negotiation	Technology provider
7)	EGI.eu	gSLM	Draft	Support/Service Level Management
8)	EGI.eu	FURJ	Final negotiation	Resource Infrastructure Provider
9)	EGI.eu	StratusLab	Draft	Technology provider
10)	EGI.eu	SAGrid	Draft	Resource Infrastructure Provider
11)	EGI.eu	DECIDE	Final negotiation	VRC
12)	EGI-InSPIRE	GISELA	Final negotiation	Support/Engaging Latin-America
13)	EGI-InSPIRE	Erina+	Draft	Support/Impact evaluation
14)	EGI-InSPIRE	CHAIN	Draft	Support/Engaging Africa and Asia

Table 2 – MoUs under negotiation with EGI.eu/EGI-InSPIRE

Details of these collaborations are published on the EGI website at http://www.egi.eu/collaboration/index.html. Many of these MoUs include collaboration in the areas of dissemination, and reports on joint activities will be issued throughout the project. During the first year, for example, EGI representatives attended the three OGF meetings, three e-IRG meetings, two EUGridPMA meetings, three IPG meetings, four IGTF meetings, one EEF meeting and the Open Grid Forum (CAOPS Working Group) where the foundational documents for the working of the IGTF are defined and developed.

The collaborations formalised in the MoUs also outline steps towards sustainability of the dissemination activities beyond EGI-InSPIRE. The MoUs with EGI-InSPIRE are signed with projects that have a lifetime shorter than EGI-InSPIRE. Activities based on an MoU with EGI.eu the organisation may have a longer duration than EGI-InSPIRE. Sustainability for long term activities is bound to the success of EGI.eu's sustainability and a strategy for the sustainability of the activities carried out by the partner is also needed. Investigation of sustainability of EGI.eu is part of the EGI-InSPIRE work plan. Investigation of sustainability strategies for the joint activity is also part of the MoU workplan, when this is considered important by both parties.

EGI also announces news and events from collaborating projects on its news feed[2], which also appear on the EGI Twitter account, and includes articles in the quarterly newsletters and Director's Letters. A page for each collaborating project has been added to the EGI policy area of the website, for example the page on the WeNMR project[3]. Articles based on these stories are also submitted to publications

---

[2] http://www.egi.eu/about/news/news.rss
[3] http://www.egi.eu/collaboration/WeNMR.html

such as *International Science Grid This Week[4]*, which is run by the e-ScienceTalk dissemination project and is increasingly being read by researchers as well as developers, policy makers, media and the general public.

The collaboration with the e-ScienceTalk project has proved to be particularly effective during Year One. A number of articles about EGI appeared in *iSGTW*. The articles profiled Tiziana Ferrari[5] as COO and Steve Brewer[6] as CCO and also profiled the PLGrid NGI. EGI has also hosted joint booths with e-ScienceTalk at events including eChallenges in Warsaw in October 2010, ICT2010 in Brussels (also in collaboration with EUIndiaGrid2 and EUMedGridSupport) and the Role of e-Infrastructures in Climate Change conference in Trieste in May 2011. EGI featured in the e-ScienceBriefing 'Mapping the e-Infrastructure Landscape'[7], which is distributed to policy makers in government and industry across Europe. EGI also features in the award-winning GridCafé[8] website, which introduces grid-powered research to the general public. Members of EGI have contributed to the GridCast blog, which allows scientists to blog live from events around Europe. E-ScienceTalk ran two major GridCasts from the EGI Technical Forum[9] in Amsterdam and the EGI User Forum[10] in Vilnius. In total, more than 50 posts were added to the GridCast blog about these events from 14 bloggers, including 20 videos and slide shows.

EGI will continue to work with e-ScienceTalk and other collaborating projects to maximise dissemination opportunities during the second year, particularly with projects supporting the ESFRI projects, which are targeted as the Heavy User Communities of the future. Discussions are also underway for collaboration on dissemination objectives with SIENA (Standards and Interoperability for eInfrastructure and implementation initiative). SIENA supports Europe's Distributed Computing Infrastructure (DCI) initiatives and the European Commission in working towards the delivery of a future e-Infrastructures roadmap that will be aligned with the needs of European and national initiatives.

1.4   Progress in achieving the success factors

To achieve success in disseminating the project's core messages to its wide range of audiences and in functioning effectively as a task within EGI_InSPIRE, D2.2 set out a series of critical success factors that should be met during the lifetime of the project. The success factors and progress to date are outlined below

---

[4] http://www.isgtw.org

[5] http://www.isgtw.org/?pid=1002645

[6] http://www.isgtw.org/?pid=1002692

[7] http://www.e-sciencetalk.org/briefings/EST-Briefing-15-Landscape-Newt.pdf

[8] http://www.gridcafe.org

[9] http://gridtalk-project.blogspot.com/search/label/EGI%20Technical%20Forum%202010

[10] http://gridtalk-project.blogspot.com/search/label/EGI%20User%20Forum%202011

1.4.1 Effective communication within NA2.2

For a project of this size it is vital that NA2.2 partners maintain good communication channels.

During the opening months of the project, the dissemination team set up the basic communication channels for EGI, including the inspire-na2-dissemination mailing list and the NA2.2 pages on the EGI Wiki site. Social media channels were also set up, including a Twitter micro-blogging feed, a Flickr photostream and a YouTube channel. Contact was established with the dissemination contacts in the partners and well-attended face-to-face meetings were held at the EGI Technical and User Forums.

1.4.2 Build a sense of community

The dissemination activities should foster a sense of community among new and existing users and also between the activity partners.

The EGI community is supported through the EGI website and other online tools, including social media channels. A new version of the website was launched in September 2010, and the improved design, layout and content were reflected in the web statistics. As a result, in PQ2, the website received more than 3600 unique visitors, an increase of 85% on the first quarter. The bulk of these visited during the EGITF2010 event, generating over 8000 visits, 35% of which were new visits and a total of nearly 35,000 page views. During PQ3, there were around 7700 visits, corresponding to around 32,000 page views per month. In the final quarter, the site received 54,000 visits, consisting of around 240,000 page views and 22,300 visitors, of which 40% were new visits. The highest peak in visits was seen during the week of the EGI User Forum in Vilnius. Websites were also set up for both the EGI Technical Forum 2010[11] and the User Forum 2011[12].

The dissemination team has also worked with CESNET to create an EGI community blog, which members of the project team can use to publicise events, share news with the community and to blog from events they attend[13]. Any member of the EGI community can be given access to the blog through the SSO authentication. The EGI news feed is automatically reposted on the EGI Twitter feed, which has 120 followers, and is following 220 other feeds in order to share news with the community. The EGI YouTube channel also subscribes to 10 other channels, and is followed by 16 subscribers. The channel includes videos of demos from the EGI User Forum in April 2011. The European Grid Infrastructure group on Facebook also has a small number of followers and event photos are added to Flickr. The EGI group on LinkedIn also has 44 members and some discussions have been held online since the group became an open group.

1.4.3 Close collaboration with NA1 and the Policy team

---

[11] http://www.egi.eu/EGITF2010/index.html
[12] http://uf2011.egi.eu/
[13] http://www.egi.eu/blog/

A close working relationship is essential to ensure messages are accurate and consistent across the whole project.

TNA2.2 established branding for EGI and EGI-InSPIRE during the first months, including logos, fonts and colour palettes. A guide to usage of the logo, fonts and corporate colours was included in MS203, the Dissemination Handbook [R3] and this will be updated in MS217. Having a consistent set of guidelines and templates for the project has helped to ensure consistent messages across the various websites and events. For example, a project presentation template was developed and a standard project presentation was added to the website for download by partners, as well as poster templates[14]. Trademarking of the EGI logo is also being investigated.

In collaboration with NA1, the dissemination team produced 12 Director's Letters, issued in each month of the project. Four issues of the project newsletter, EGI *Inspired* were also published in Summer 2010, Autumn 2010, Winter 2011 and Spring 2011[15].

The dissemination team has already worked closely with the policy team as outlined above, participating in MoU discussions regarding joint dissemination activities, and developing the policy areas of the website.

1.4.4 Build on the NA3 networks

Use networks reached through the user support activities to disseminate the project's messages as widely as possible and to foster new user communities. NA2.2 and NA3 must also coordinate their attendance at events in order to reinforce each other.

An article introducing Steve Brewer's role as Chief Community Officer and Activity Manager of NA3 was published in *iSGTW* in September 2010. The dissemination team has worked closely with NA3 on coordinating attendance at events throughout the year, such as the International Supercomputing 2011 event, which will be held in June in Hamburg, and in producing materials for distribution. In particular, the dissemination and User Community Support team worked together on two exhibition booths at the EGI User Forum in Vilnius. This included producing posters on EGI-InSPIRE and the User Community Support and targeted brochures about the Applications Database and the User Community Support Team. These brochures are also available for download on the EGI website[16]. The dissemination team has also worked on a series of successful use cases in collaboration with NA3 that will be included in D1.4 EGI Annual Report and featured on the website. The dissemination team will also work with NA3 to support the roadshows planned to reach out to new users.

---

[14] http://www.egi.eu/projects/egi-inspire/templates/
[15] http://www.egi.eu/results/newsletters/
[16] http://www.egi.eu/results/

1.4.5 Clear international communication of what NA2.2 requires from the other activities to achieve its aims

Clear internal communication of what NA2.2 requires from the other activities to achieve its aims. Communicate what NA2.2 needs from the other activities to achieve success e.g. timely input of information, regular updates of project webs, leads to potential new users or scientific fields, suggestions for events to attend, early notification of press opportunities, details of key achievements.

The dissemination team communicates its requirements from the other activities via the Dissemination Manager's participation in the AMB and gathers leads to news and success stories through the AMB weekly reports, the quarterly reports and the bi-annual EGI events. The wider dissemination network also meets twice a year in face-to-face meetings to share regional input. The team works closely with other activities to maintain the website, to produce brochures, newsletters and posters and to identify events to attend.

1.4.6 Manage expectations through clear communication of the tasks' implementation plan

The activity will concentrate its resources where it can achieve the biggest wins for the project.

The Dissemination Plan and Dissemination Handbook are available from the NA2.2 wiki pages as well as the main website and the DocDB server. These documents set out the overall strategy for dissemination for the year ahead, but also contain practical guides to usage of the project's branding and communication channels. From these documents, it is clear which channels are available and the services that are available for NGIs, such as publicising events, publishing news stories and press releases, providing templates for translated materials and providing materials for booths at events.

1.4.7 Make optimum use of budgetary resources

The aim is to achieve high production values at a reasonable cost, with re-use of content across a wide range of media e.g. press releases, web, blogs, publicity materials.

The dissemination team aims to achieve high production values in all its materials at a reasonable cost through working with preferred local suppliers and printers. The team also re-purposes content developed for particular events or publications where possible for press releases, web pages, blog posts, brochures and posters. To reduce the costs of attendance at events, EGI has hosted a number of joint booths, sharing costs with other projects, for example at ICT2010 in Brussels, eChallenges in Warsaw and the Role of e-Infrastructures in Climate Change Conference in Trieste. In addition, EGI is working with NGIs to share responsibility for booths at events, so that the central team does not need to travel to the event itself, for example ISC2011 in Hamburg and HPCS2011 in Istanbul.

1.4.8 Reinforce realistic expectations of grid technology

NA2.2 should communicate both the benefits of grid and DCI technology and also its current limitations, including the opportunities and risks involved in achieving sustainability.

The dissemination team works with the other project activities to communicate a realistic view of the benefits and limitations of the infrastructure. This includes covering work in the areas of standards, interoperability and policy, new software releases and updates to the operations. Use cases are available in the Annual Report, through the newsletter and in the Applications Database.

In addition to these qualitative success factors, quantitative progress towards achieving the dissemination team's aims to reach out to its audiences is measured through the quality metrics, outlined in Section 6.

2   TARGET AUDIENCES

As an internationally funded project, it is important that any dissemination undertaken by EGI-InSPIRE reaches as wide a range of audiences as possible and also that dissemination is targeted effectively at these audiences. Prioritising the primary audiences provides a positive focus for the dissemination activity and results in a more efficient use of resources.

The following audiences were identified as primary and secondary audiences in D2.2 and are updated here:

Primary audiences:
- New user communities (social sciences, environmental sciences, materials sciences etc.)
- Existing user communities (life sciences, physics, earth sciences etc.)
- Journalists
- General public
- National Grid Infrastructures (NGIs) and European International Research Organisations (EIROs)
- Non EGI-InSPIRE NGIs
- Resource providers
- Collaborating projects
- Decision makers
- Governmental representatives

Secondary audiences
- Secondary schools, educational institutions
- Local communities in the partner countries
- Open source community

EGI will continue to target these audiences with dissemination activities during the second year of the project.

2.1   User communities

To increase the user community, NA2.2 reaches out to current and new adopters of the infrastructure by promoting the benefits and possibilities of using the EGI structure and services. Success stories from current users are disseminated to new fields not presently using the EGI to show them the potential of grid computing for solving their computing problems. These success stories are gathered through interactions with users at EGI community meetings and by attendance at other events in the grid and e-Infrastructures calendar, particularly in collaboration with NA3 and NA2.3.The stories are disseminated through articles in the trade press, such as *iSGTW*, press releases, Director's Letters, the Annual Report and newsletters. Case studies will also feature on the EGI website.

The collaboration between NA2.2 and NA3 focuses on four areas: websites/social media, events, case studies and published materials. In these areas, NA2.2 acts as a support mechanism to assist NA3 in identifying, targeting and supporting new and existing user communities. The main EGI website include the more formal content describing the work of NA3, the composition of committees and so on, as well guides to VRC gateways, NGI support teams, services and tools, the applications database and training. Attendance at events targeting the user communities can include booths, demos, posters or presentations by members of the NA1, NA2.2 and/or NA3 teams. In addition, NA2.2 also works with NA3 to produce materials targeted at user communities, such as posters, presentations and leaflets. The dissemination team's role in creating new user communities is summarised below.
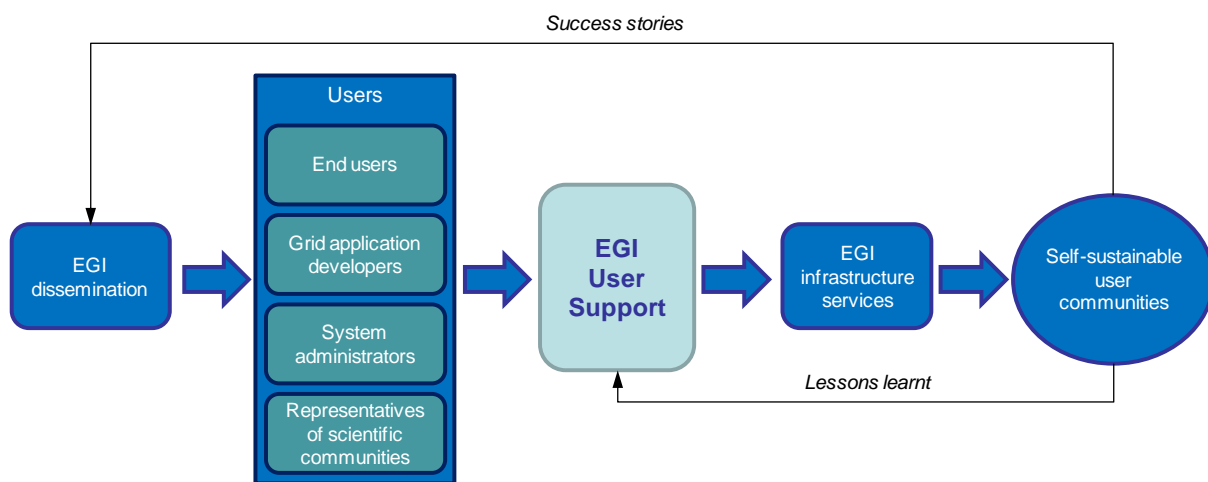

Fig. 1 Dissemination's role in creating new user communities

2.2   Media and general public

By liaising with both specialist and general media contacts, NA2.2 can potentially reach a number of different audiences, including the general public. Targeting press releases at the general media and ensuring that online resources are engaging helps to attract the general public to find out about the project, particularly if they have an interest in computing and scientific advancements. Press releases have been issued announcing the start-up of the project and major events, and future press releases will highlight use cases and success stories. These press releases are issued to the dissemination contacts at the NGIs, to the EGI media list and are also published via the press service AlphaGalileo and the Cordis news service.

2.3   Collaborating projects and policy makers

NA2.2's links to the Policy Team foster dissemination channels between EGI-InSPIRE and other EC-funded and internationally-funded projects. These links strengthen outreach to the virtual research communities and allow EGI-InSPIRE to profit from the dissemination efforts of other projects. The

continuing move towards a sustainable infrastructure, started within the EGI_DS project, and continued through EGI-InSPIRE, means that dissemination activities targeted at decision makers and government representatives are key to encouraging their continued support for national grid resources. The success stories published on the website will be the basis of brochures in Year 2, which will be targeted at new users and policy makers. The annual report published in PM12 [R6] also contains success stories and a strategic overview of EGIs activities, and this will be distributed to EGI Council members to help them promote EGI to policy makers. Policy makers will also be targeted by articles placed in *Public Service Review: European Union* in September 2011 and *Public Service Review: EU* in March 2012, together with participation in the SciTech Europe event in Brussels in November 2011.

2.4   NGIs and EIROs

In addition to communicating with the user community, it is also important to reach the stakeholders in the infrastructure, the NGIs and EIROs, both to update them with progress within the project, but also to provide a forum for sharing experiences as they mature as legal entities within the EGI ecosystem. Currently the engagement of NGIs with the EGI-InSPIRE project varies, depending on their level of maturity. One key aim for the central EGI-InSPIRE dissemination team will be to support the emerging dissemination activities within the NGIs, through practical advice, resources, publicity channels and templates for translated materials. This support will assist the NGIs in reaching out to their local user communities and particularly to funders. NGI dissemination teams are contacted and supported through the inspire-na2-dissemination mailing list, through the Director's Letter and the quarterly newsletter. Dissemination meetings have taken place at the Technical Forum in Amsterdam in September 2010 and the User Forum in Vilnius in April 2011. More details regarding communication with the NGIs are outlined in the Dissemination Handbook [R3].

2.5   Other audiences including non EGI-InSPIRE NGIs

An additional audience identified for the EGI-InSPIRE dissemination effort includes NGIs that are not currently part of EGI-InSPIRE, but that are members of the EGI Council, and that contribute funds to EGI.eu. These include NGIs in Luxembourg and Belgium. Similarly to the NGIs that are participating in EGI-InSPIRE, other NGIs also need to disseminate success stories and news to funders and stakeholders to ensure the sustainability of grid activities in their areas, and to increase the user base. The EGI dissemination team will ensure that materials produced for EGI-InSPIRE are also circulated to these NGIs and will work with them to publicise success stories from their countries.

For the secondary audiences, liaison with e-ScienceTalk and cooperation with NA1's Gender Action Plan initiatives will help EGI-InSPIRE to reach out to secondary schools and educational institutes. The support offered by partners contributing to the International Tasks for dissemination, through the translation of material into local languages, communication with local press, attendance at local events and local website support will help to extend the messages of EGI-InSPIRE to multiple local communities.

For details of the messages for these audiences, see Section 3: Messages. For details about the mechanisms to reach these audiences, see Section 5: Implementation.

3 MESSAGES

The key to successful communication is a set of strong and clear messages, which are consistent across all dissemination channels and partners. Working closely with NA1, NA2.2 has developed a set of coherent messages that can be refined and tailored to the specific audiences mentioned in Section 2 as the project progresses and matures. Regional NA2.2 partners are also encouraged to define local messages in consultation with the NA2.2 management team.

Current key messages areas are:

- What the project is about;
- What resources, infrastructure and services the project can provide;
- What applications/scientific fields are already using the EGI;
- Benefits to a range of potential users;
- Comparison of grids, cloud computing and other distributed computing infrastructures;
- The project's potential to revolutionise the way scientists work;
- How to get involved;
- Major developments such as:
    - New applications;
    - Key milestones;
    - Key events;
- Who is involved in the project;
- The future beyond EGI-InSPIRE for a sustainable infrastructure.

Not all key messages will be relevant to all identified audiences. It is the responsibility of the NA2.2 partners to ensure that appropriate messages are conveyed to their identified audiences.

Some examples of specific messages developed for the home page of the EGI website are included below, which will be added to the website together with associated images during the second year.

For the general public:

- EGI gives scientists the computing power they need to analyse the vast amounts of data pouring from large-scale experiments, such as the Large Hadron Collider.

- Modelling the natural world requires more than pen and paper. EGI gives scientists the computing power they need to understand climate change, ocean currents or how blood circulates in the body.

For scientists:

- EGI provides 240,000 processor cores and more than 100 petabytes of tape and disk storage to 13,000 users across Europe and beyond.

- You don't have to be a computer expert to benefit from expert computing. With EGI is the gateway to hundreds of cutting-edge software packages ready to use across many fields.

- One computer is a powerful research tool. But EGI pools the resources of many computers to create the e-Infrastructure we need to bring European science to a new level.

- EGI nurtures virtual research communities across all fields of science and works closely with users to provide an integrated e-Infrastructure.

For funders and policy makers:

- EGI delivers sustainable, integrated computing services to European scientists and their international partners.

- EGI integrates new technologies to support the Digital Agenda's vision for a Europe with no boundaries or obstacles to the free circulation of knowledge.

- EGI provides a pan-European e-Infrastructure that is more efficient and better value than the sum of each country's individual efforts.

4 MEANS FOR DISSEMINATION

4.1 *Main website and web design*

The EGI website is available from www.egi.eu. The EGI website aims to provide a one stop shop for core information about EGI, EGI.eu, EGI-InSPIRE and the other projects that EGI.eu is involved in on behalf of the EGI Collaboration. The EGI website provides a broad overview and introduction to the infrastructure, the organisations involved in running it and the projects currently underway, with content that remains fairly static. A small number of areas on the main website are frequently updated, such as the press area, news feed and events calendar.

Currently the website consists of the following sections:

Title of section	Description
Home page	Introduction to EGI.eu website, calendar, news feed and featured link to the next EGI event
About us	Overview of EGI.eu, its history, governance and staff, press pages and links to the intranet services for project members
User Support	Information on VRC gateways, training, support teams and services and a link to the applications database
Technology	Technology roadmap and information about technology providers as well as assessment criteria
Policy	Overview of EGI's policy activities and policy groups.
Infrastructure	Covers the current status of the production infrastructure, usage figures and links to the NGI individual sites
Publications	Links to articles about EGI, project newsletters, presentations and Director's Letters
Projects	Links to the EGI-InSPIRE project pages, covering objectives, activities, outputs and metrics.
Collaborations	Links to collaborations with technology providers, VRCs, policy bodies and other project.

During the project, the website will evolve to reflect its needs. As part of the rebranding of EGI during the opening months of the project, the website was redesigned to reflect the new corporate logo, fonts and colours and launched at the EGI Technical Forum in Amsterdam in September 2010. Further reviews of the website will be carried out annually, with the next formal review in PM16 in MS220. Feedback surveys were carried out at the Technical Forum and User Forum, and the responses relating to the website show that over 85% of delegates found the event websites very or quite easy to use.

In the second year, work on the website content will focus on the user support and infrastructure areas of the website. This will include adding a case studies section in addition to the applications database, to highlight particularly successful or interesting use cases. In addition to expanding the content of the site, the dissemination team will prioritise working with CESNET to improve the accessibility of the website, for example for visually impaired visitors, and to comply more fully with W3C standards across the site as a whole.

The EGI blog now includes nearly 40 posts and event announcements, and the dissemination team will work with CESNET to include the blog feed on the home page of the website. Also in development is an image library, which will include a gallery of pre-approved images available for download by partners for use in publicity materials, or by the press. The home page layout will also be reviewed, to include more images and to bring the top level messages to the fore.

4.2   Materials and publications

The dissemination task will produce a number of deliverables during the course of the project in the area of publications:

D2.1, D2.10, D2.16 EGI-InSPIRE presentation [R4]

Using the project's presentation template provide a public presentation on the website that describes EGI-InSPIRE's past, present and future planned activities. This will also include details on the consortium and infrastructure. The presentation will be substantially updated each year ie in PM1, 13 and 25.

D2.3, D2.17 EGI-InSPIRE paper [R5]

A public white paper that describes in more depth the activities and plans taking place within EGI-InSPIRE. The paper will provide a reference that will be used by the community to describe the organisational structure, technical architecture and support model within the project. The paper will be updated after two years in PM4 and 28.

D2.2, D2.9, D2.15, D2.22 Dissemination Plan [R1]

Plan to disseminate EGI.eu and EGI-InSPIRE's activities to the DCI community in Europe and worldwide, produced in PM3, 13, 25 and 37.

In addition, the EGI.eu dissemination team produces a quarterly newsletter (milestones MS204, 211, 213, 215, 218, 222, 223, 225, 229, 233, 234, 236, 239, 244, 245, 247). This is distributed by email to the all-sso mailing list as well as everyone registered in the news database, and is also available by subscription and on the project website.

Each month, the team produces a monthly Director's Letter on behalf of the Project Director, which is issued to the all-sso mailing list and published on the website. During the second year, the branding for the project will be reviewed to ensure that it is deployed consistently across all our templates, including presentations, posters, postcards, banners and letters. The template for the

quarterly newsletter will also be refreshed. The branding description will be updated in the Dissemination Handbook [R3]. Additional brochures will also be produced, for example in the areas of standards, interoperability, case studies and the services offered by the SA3 Heavy User Communities.

In addition to the project publications, the dissemination team will also continue to target articles about EGI-InSPIRE and the scientific work achieved using the infrastructure at other trade publications and project newsletters. In particular, articles will be targeted at the 80000 subscribers to *iSGTW*, and to policy focused publications such as *Projects Magazine* and *research.eu*.

4.3 Media and public relations

Outreach to the media remains a key aim for the EGI-InSPIRE dissemination team, as by targeting the general and specialist press, it is potentially possible to reach the general public, scientific community and policy makers.

Newsworthy items have been identified through a variety of routes, through the quarterly reports, through attendance at user community events, by subscription to community newsletters and meetings with groups such as the TERENA communications task force and e-IRGSP3. Media invitations have been issued by the central dissemination team in the run up to events. Press releases and press cuttings, monitored through Google Alerts, are added to the website on the main press page[17]. Articles are also targeted at publications such as *Public Service Review*, *International Science Grid This Week*, *HPCwire* and project newsletters.

During year two, the dissemination task will continue to seek opportunities for press releases, targeted at the trade and general press. A joint press release is planned with BAIP, joint organisers of the EGI User Forum in Vilnius and the team aim to issue further joint releases with projects such as e-ScienceTalk and e-IRG, and with NGIs and VRCs on use cases that are of local and community interest. Further releases will be considered in response to key achievements by the project, such as the publication of high impact scientific papers. The press releases issued on behalf of EGI-InSPIRE are approved through the Project Management Board of the EGI-InSPIRE project, and are sent for information to the Executive Board of EGI.eu.

Once approved, press releases are issued on behalf of EGI-InSPIRE by the central team to the EGI media mailing list, media@mailman.egi.eu. Press releases are also issued to the inspire-na2-disseminate list so that NGIs can translate them, redistribute them to their own mailing lists, and post them on local websites. During the second year, EGI will particularly seek to place news items and articles in *HPCWire*, *iSGTW* and *Scientific Computing World*.

---

[17] http://www.egi.eu/about/press/

4.4 Social media

For the purposes of community building, social media tools can be used to communicate the messages of the project in a more accessible and approachable way, and also to encourage two-way dialogue with project members. EGI-InSPIRE has established a number of social media channels and these will be maintained, developed and expanded throughout the project. Some examples of these include:

Twitter[18] – microblog targeted at the general community

Flickr[19] – photo sharing service, used mostly during EGI-InSPIRE events

YouTube[20] – video sharing service, used to showcase demo videos during events

Facebook[21] – social network group page, used to publicise events

LinkedIn[22] – social network group page, used to publicise events and for discussions

As outlined in section 1.4.7, the numbers of followers of these channels are currently small, but slowly growing as interaction with and by the community increases. Social media tools are low cost channels, with a potentially high impact but they require intensive resources to maintain frequent and regular interaction with the community. So far, EGI's postings to these channels have been largely automatic, through the news feed, or infrequent with a concentration of activity around the bi-annual events.

During the second year, the dissemination team will aim to increase the content available through these channels, particularly images and videos. During the EGI events, and the other community events the team attends, we will also aim to increase the interaction with the community using these tools, rather than relying on automatic feeds. We will also increase the cross advertising between the various social channels, and to work with e-ScienceTalk to increase the numbers of subscribers.

Social media channels evolve quickly – during the project new tools may emerge and others may become obsolete. Progress in these areas will be monitored throughout the project and new opportunities to take advantage of online communities will be investigated as they arise.

4.5 Events and marketing to new users

EGI-InSPIRE runs two major events per year, through the TNA2.4 task. During the first year of the project, these events have proved to be key opportunities for the dissemination team to communicate the successes stories of EGI to the wider community, including new and existing users, the general public and journalists. This has been achieved through the websites for the events, through press releases and also by producing materials for display at the events, such as posters,

---

[18] http://twitter.com/egi_inspire

[19] http://www.flickr.com/photos/european_grid_initiative

[20] http://www.youtube.com/europeangrid

[21] http://www.facebook.com

[22] http://www.linkedin.com

brochures and videos. The EGI-InSPIRE team has worked closely with the e-ScienceTalk team on both occasions and has contributed a blogging team to the GridCast blog at each event, and published stories and announcements in *iSGTW*. NA2.2 has also worked closely with the NA2.4 events task and with the Programme and Local Organising Committees to use these same channels to advertise the event itself to encourage registrations. Attendance at both events was at or above expected levels, indicating that these efforts were successful during the first year.

In the second year, the EGI Technical Forum will take place in Lyon, 19-23 September 2011. A number of other events will be co-located with the event, including a French Grid Day, the Open Grid Forum and Grid2011. This will give a potentially large audience for the event, which should be well attended. The dissemination team will work with the Local Organising and Programme Committees to maximise outreach opportunities, including offering delegates the opportunity to subscribe to the EGI newsletter and sister publications such as *iSGTW*. The team will also work with NA3 on a joint exhibition booth. Separate User Community Support and Dissemination booths were sent to the User Forum in Vilnius, and feedback from the event indicates that a larger, joint booth would be more effective. A 'treasure hunt' of the exhibition area was also trialled at the User Forum to encourage delegates to visit the exhibition area, and this will be fine-tuned for future events. Another challenge is to encourage as many users as possible to attend the event, as these have been under-represented at previous events.

In addition to outreach tied to the EGI-InSPIRE organised events, the dissemination team has also attended other events as outlined in section 1.1 and D2.8 [R2]. The dissemination team plans to attend SC11 in Seattle, ISC11 in Hamburg and ISGC12 in Taipei in the next project year, and is also working with local NGIs to have a presence at ISC11 and HPCS11 as described previously. The dissemination team will continue to work closely with NA3 and SA3 to identify key events to target new and existing users of the infrastructure. An EGI presence at these events will be agreed that maximises impact with the resources available, and could include a booth, a presentation, poster, brochures or blogging in collaboration with e-ScienceTalk. The dissemination team will offer as much support as possible to EGI-InSPIRE project members attending events and will also monitor the number of events organised during the project through the metrics.

5 IMPLEMENTATION

Method	Procedure	Quantity	Audience	Timing
EGI-InSPIRE website	Link included in all dissemination material		All	Continuous update
Local language websites	Local partners to update	10	Regional areas	Continuous update
Case studies	Translations by NA2 partners into local languages Electronic versions for download from website Hard copies for distribution at events and in Press Packs	Approximately 20-30 different case studies Monitor downloads	• Journalists • General public • New and existing user communities including business • Resource providers • Collaborating projects • Decision makers • Government representatives	Regular updates, at least every 6 months or for specific events eg EGI-InSPIRE conferences and user forums.
EGI-InSPIRE general brochure	Translations by NA2.2 partners into local languages Electronic versions for download from website Hard copies for distribution at events and in Press Packs	Distribution at major EGEE events 2000	All	Update annually
Applications brochure	Translations by NA2 partners into local languages Electronic version for download from website Hard copies for distribution at events and in Press Packs	500	All	For distribution at events
User Forum Book of Abstracts	Hard copies for distribution at events Electronic for download from website	200	Scientific users	Created once per year after the User Forum

Method	Procedure	Quantity	Audience	Timing
Collaborating projects booklet	Hard copies for distribution at events Downloadable from the website	200	All	Created for distribution at events as appropriate
General posters A0 • Overview • User support • Applications	Hard copies used at conferences and exhibitions for branding	200	All	Regular updates, especially for events
European Commission - initiated dissemination activities	Created as required (eg press releases, news bulletins, brochures, success stories, posters, web-based publications, multimedia materials etc)	As requested	All via EC dissemination channels	As requested
News releases (central)	Translations by NA2.2 partners Central media list distribution Local media lists of NA2.2 partners Press Offices of EGI-InSPIRE partners	40	Public and users communities via specialist and non-specialist media	As appropriate for • EGI-InSPIRE events • News-worthy applications • Project milestones • Success stories about current users to promote to new users
News releases (local)	Issued by local partners	As appropriate	Regional areas via media	As appropriate for local events and newsworthy information
Inspired newsletter	Electronic mailing to EGI-InSPIRE mailing list. Downloadable from website	16 (quarterly for 4 years)	New and existing users	Quarterly
Director's letter	Electronic mailing to EGI-InSPIRE mailing list. Downloadable from website	48	Project partners Decision makers	Monthly
Publications and magazine articles	Creation of tailor-made articles for media partner	Up to 50	Public, new and existing users.	Related to news releases, events and project milestones

Method	Procedure	Quantity	Audience	Timing
	publications and targeted media channels (eg *iSGTW*, *HPCwire*, *Projects Magazine*)			or in response to requests.
Press clippings	Gathered and then distributed to NA2 partners	As appropriate	Internal NA2	Distributed internally and promoted through presentations and reports
Event participation	Presentations Booths Material	At least 1 large event and 2-3 smaller events per year	New and existing users and resource providers	Both user and IT events, eg EGI-InSPIRE conferences, User Forums, SuperComputing series
Branded merchandise	Produced for events	As appropriate for size of event	Event attendees eg users	Linked to events programme eg EGI-InSPIRE forums
EGI-InSPIRE multimedia	Promote BELIEF-II's EGI video Utilise collaboration with e-ScienceTalk for blogs and online multimedia	As appropriate	All	Linked to events programme

6 QUALITY METRICS

The quality metrics for the dissemination task should be set into context by relating them to the overall project objectives:

Project Objectives	Summary
PO1	Expansion of a nationally based production infrastructure
PO2	Support of European researchers and international collaborators through VRCs
PO3	Sustainable support for Heavy User Communities
PO4	Addition of new User Communities
PO5	Transparent integration of other infrastructures
PO6	Integration of new technologies and resources

The specific quality metrics relating to NA2.2 are listed below:

Metric ID (Scope)	Metric	Public / Internal	Task	Comments/Explanation
M.NA2(A)	Issued press releases	P	TNA2.2	Either centrally or nationally
M.NA2(A)	Number of media contacts sent press releases	P	TNA2.2	Either centrally or nationally
M.NA2(A)	Press cuttings relating to EGI, EGI.eu or EGI-InSPIRE	P	TNA2.2	Globally. Collected via Google alerts on a daily basis and gathered from partners' press cuttings.
M.NA2(A)	Interviews given to media organisations	P	TNA2.2	Globally
M.NA2(A)	Scientific papers	P	TNA2.2	Globally
M.NA2(A)	Public events organised by EGI.eu and NGI teams	P	TNA2.2	Measured in events and event person days
M.NA2(A)	Events with EGI presence (stand, presentation, or literature)	P	TNA2.2	Measured in events and people reached
M.NA2(A)	Number of newsletters issued	P	TNA2.2	Either centrally or nationally
M.NA2(A)	Number of unique visitors per month on the main websites	P	TNA2.2	Captured through GoogleAnalytics

The success of the NA2.2 activity is measured in reference to these quality metrics, which are gathered through the Quarterly Reports. Achieving a high level of success will also depend on how

effectively it tackles its critical success factors, outlined in Section 1.4. Some of the assessment criteria for these success factors are updated below.

Critical success factor, from section 1.4	Measurement of success
Effective communication within NA2.2. For a project of this size it is vital that NA2.2 partners maintain good communication channels.	• Regular posting to mailing lists within NA2.2 • Regular phone and face-to-face meetings with task leaders and NA2.2 partners • Forum for ideas e.g. mailing lists and evidence of ideas being put into practice e.g. metrics • Gathering of best practice guidelines for events, resources etc to provide a bank of Europe-wide sustainable resources
Build a sense of community. The dissemination activities should foster a sense of community among new and existing users and also between the activity partners.	• Target user forums and EGI-InSPIRE conferences • Disseminate branded materials to cultivate a sense of community • Liaise with e-ScienceTalk to use web-based community tools e.g. blogging, online profiles etc • Coordinate social media tools such as Twitter, Facebook, LinkedIn, wikis etc.
Close collaboration with NA1 and the Policy team. A close working relationship is essential to ensure messages are accurate and consistent across the whole project.	• Established meetings and exchanges • Evidence of consistent messages within deliverables and publications • Creation of websites for EGI-InSPIRE events
Build on the NA3 networks. Use networks reached through the user support activities to disseminate the project's messages as widely as possible and to foster new user communities. NA2.2 and NA3 must also coordinate their attendance at events in order to reinforce each other.	• Established meetings and exchanges • Adding dissemination material to training resources to show trainees what is available when promoting the project • Use conferences and events to coordinate NA2.2 and NA3 actions
Clear internal communication of what NA2.2 requires from the other activities to achieve its aims. Communicate what NA2.2 needs from the other activities to achieve success e.g. timely input of information, regular updates of project webs, leads to potential new users or scientific fields, suggestions for events to attend, early notification of press opportunities, details of key	• Active participation in fortnightly Activity Management Board (AMB) meetings to source content for newsletter and *iSGTW* articles • Utilising content of quarterly reports for dissemination e.g. newsletter and *iSGTW* articles • Profit from EGI-InSPIRE conference sessions

Critical success factor, from section 1.4	Measurement of success
achievements.	and booths for internal communication
Manage expectations through clear communication of the task's implementation plan. The activity will concentrate its resources where it can achieve the biggest wins for the project.	• The implementation plan (section 5 of this public document) is available online • Annual updates to the Dissemination Plan through deliverables D2.15, D2.22 • Suggestions gathered from project partners and other task leaders and used to update and refocus the implementation plan to ensure communication is targeted and effective.
Make optimum use of budgetary resources. The aim is to achieve high production values at a reasonable cost, with re-use of content across a wide range of media e.g. press releases, web, blogs, publicity materials.	• Focus on resources to target new areas not yet addressed in earlier materials, with an emphasis on new users.
	•
Reinforce realistic expectations of grid technology. NA2.2 should communicate both the benefits of grid and DCI technology and also its current limitations, including the opportunities and risks involved in achieving sustainability.	• Liaise with NA3 user support activity • Liaise with SA3 Heavy User Communities activity • Use case studies as examples of what is possible using grid technology

7 CONCLUSION

The Dissemination Plan is a work in progress and will be updated annually throughout the project in order to provide an up-to-date resource for project partners and collaborating projects through Deliverables D2.15 and D2.22. The development of the Dissemination Plan will be coupled to the milestones relating to the review of the website, MS207, 220, 231, 242 and also the annual updates to the Dissemination Handbook, MS203, 217, 228, 238.

8 REFERENCES

R1	D2.2 Dissemination Plan https://documents.egi.eu/document/56
R2	D2.8 Annual Report on EGI and its External Relations Activity https://documents.egi.eu/document/377
R3	MS203 Dissemination Handbook https://documents.egi.eu/documents/145
R4	D2.1 EGI-InSPIRE presentation https://documents.egi.eu/document/43
R5	D2.3 EGI-InSPIRE paper https://documents.egi.eu/document/201
R6	D1.4 Annual Report https://documents.egi.eu/document/580