



# EGI-InSPIRE

## DISSEMINATION HANDBOOK

### EU MILESTONE: MS217

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#### Abstract

This document gives an overview of the dissemination guide for EGI-InSPIRE, including mailing lists, logos, branding, EC attribution and links to resources.



## I. COPYRIGHT NOTICE

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## II. DELIVERY SLIP

	Name	Partner/Activity	Date
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<b>Reviewed by</b>	<b>Moderator:</b> Richard McLennan <b>Reviewers:</b> David O’Callaghan	EGI.eu/NA3 TCD/NA2	17/6/2011
<b>Approved by</b>	<b>AMB &amp; PMB</b>		13/7/2011

## III. DOCUMENT LOG

Issue	Date	Comment	Author/Partner
1	22 May 2011	ToC	C.Gater/EGI.eu
2	31 May 2011	First draft	C.Gater/EGI.eu
3	04 July 2011	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: <http://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**

This document gives an overview of the practical elements relating to dissemination, design and branding for the EGI-InSPIRE project and is an update to MS203 Dissemination Handbook [R1]. Targeted at the central dissemination team, coordinated by EGI.eu under task TNA2.2, it is also aimed at the partners providing effort to the dissemination task within WP2. 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 document refers to the contributors to the EGI Global and EGI National Tasks and lists the participating partners. Also discussed is the branding for EGI-InSPIRE, which was refreshed during the first year, including new logos and colour palettes. Appropriate usage of these logos, colours, fonts and additional logos, such as the EC logos is discussed.

The document also covers how internal communication are handled within the project, including the details of project mailing lists, an outline of the dissemination sections of the project wiki and the publication of deliverables and milestones on the Document Server. A number of resources are also available on the main project website. The use of social media channels such as Twitter and Flickr is also discussed. The document also covers the basic procedures for events, press releases and publicity and how these are updated. Also covered are guidelines for the working relationships and mutual expectations between the central EGI.eu dissemination team and the local dissemination teams within the NGIs and EIROS.



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## 1 INTRODUCTION

This document gives an overview of the practical elements relating to dissemination, design and branding for the EGI-InSPIRE project. The document is targeted at the central dissemination team, coordinated by EGI.eu under task TNA2.2. It is also targeted at the partners providing effort to the dissemination task within WP2 (NA2). The document refers to the contributors to the EGI Global and EGI National Tasks, discusses branding in EGI-InSPIRE, including logos and colour palettes and EC logo use.

The document also covers how internal communication is handled within the project, including mailing lists, the project wiki, document server and social media. The document also covers the basic procedures for events, press releases and publicity and how these are updated, as well as how the EGI.eu team works with the NGIs and EIROS.

The branding for the EGI-InSPIRE project was refreshed early in the first year of the project, including new logos for EGI-InSPIRE, EGI and EGI.eu and a new colour palette.

The document will be updated in PM26 and PM38.

## 2 DISSEMINATION IN 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 task works with contacts within the NGIs and related EC proposed projects, for example e-ScienceTalk and SIENA. It maintains and develops content for the project website ([www.egi.eu](http://www.egi.eu)), the monthly Project Director's letter, a quarterly newsletter and develops case studies and success stories based on the applications and communities within the applications database (<http://appdb.egi.eu/>).

The dissemination task of EGI-InSPIRE is covered in further detail in D2.9 Dissemination Plan [R2].

### 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, a graphic designer 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.

### 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 will all promote the EGI and the work of the project to their local national audiences.

Participant Number	Participant Short name / Lead Beneficiary	WP 2 (NA2): External Relations	Total NA2 Person Months per Effort Type		Total NA2 Person Months
		Person Months per Task	EGI	NGI	
		TNA2.2			
1	EGI.EU	96	308	0	308
2	UPT	5		12	12
5	IPP-BAS	8		8	8
	IPP-BAS	8		8	8
7	SWITCH			7	7
	SWITCH			7	7
8	UCY	3		8	8

Participant Number	Participant Short name / Lead Beneficiary	WP 2 (NA2): External Relations Person Months per Task	Total NA2 Person Months per Effort Type		Total NA2 Person Months
		TNA2.2	EGI	NGI	
9	CESNET	4		8	8
10	KIT-G	10		17	17
	KIT-G	10		14	14
	BADW-LRZ			3	3
12	CSIC	23		35	35
	CSIC	11		23	23
	UPVLC	12		12	12
13	CSC	8		17	17
14	CNRS	7		21	21
	CNRS	2		16	16
	HealthGrid	5		5	5
18	MTA KFKI	4		4	4
	BME	2		2	2
	MTA SZTAKI	2		2	2
19	TCD	3		6	6
20	IUCC	1		4	4
21	INFN	12		20	20
	INFN	12		20	20
22	VU	11		21	21
26	NCF		5	7	12
	FOM		5	3	8
	SARA			4	4
27	SIGMA	3		6	6
	SIGMA	3		6	6
28	CYFRONET	6		16	16
	CYFRONET	6		16	16
29	LIP	6		12	12
30	IPB	8		12	12
31	ARNES	24		28	28
32	UI SAV	4		8	8
33	TUBITAK ULAKBIM	8		16	16
34	STFC	12	19	24	43
	STFC	12	19	24	43



Participant Number	Participant Short name / Lead Beneficiary	WP 2 (NA2): External Relations Person Months per Task	Total NA2 Person Months per Effort Type		Total NA2 Person Months
		TNA2.2	EGI	NGI	
36	UCPH	5		12	12
38	VR-SNIC	4		8	8
	KTH	4		8	8
39	IMCS-UL	22		22	22
40	E-ARENA	4		14	14
	E-ARENA	4		14	14
42	ASGC	16		48	48
43	ASTI	8		20	20
44	ITB	1		3	3
47	UNIMELB	4		4	4
48	NUS	8		20	20
49	UPM	8		12	12
	<b>TOTALS</b>	<b>346</b>	<b>332</b>	<b>480</b>	<b>812</b>

The current list of project participants is as follows<sup>1</sup>:

Catherine Gater, EGI.eu Task Leader (Dissemination Manager at EGI.eu)  
 Neasan O'Neill, EGI.eu (NGI Coordination Manager)  
 Sara Coelho, EGI.eu (Dissemination Officer at EGI.eu)  
 Viviane Li, EGI.eu (Dissemination Officer at EGI.eu)  
 Barbara Krasovec, ARNES  
 Mariusz Sterzel CYFRONET  
 Klemens Noga CYFRONET  
 Péter Dóbbé BME  
 Richárd Kápolnai BME  
 Jana Hrdličková CESNET  
 Tiina Timonen CSC  
 Pekka Lehtovuori CSC  
 Tatiana Strizh E-ARENA  
 Samuel Keuchkerian HealthGrid  
 Yannick Legre HealthGrid  
 Baiba Kaskina IMCS UL  
 Elena Pavan INFN  
 Guiseppina Salente INFN

<sup>1</sup> [https://wiki.egi.eu/wiki/TNA2.2\\_Dissemination#Team](https://wiki.egi.eu/wiki/TNA2.2_Dissemination#Team)



Kristiāna Mūze-Feldberga IMCS UL  
Aleksandar Belic IPB  
Aleksandar Bogojevic IPB  
Slobodan Vrhovac IPB  
Arad Alper IUCC  
Nadav Grossaug IUCC  
Wilhelm Bühler KIT-G  
Rüdiger Berlich KIT-G  
Lilit Axner KTH  
Michael Hammill KTH  
Gert Svensson KTH  
Mario David LIP  
Goncalo Borges LIP  
Hugo Miguel da Silva Gomes LIP  
Jorge Gomes LIP  
Miklos Kozlovsky MTA SZTAKI  
Robert Lovas MTA SZTAKI  
Claire Devereux STFC  
Gillian Sinclair STFC  
Stuart Kenny TCD  
David O'Callaghan TCD  
Burcu Ortakaya TUBITAK ULAKBIM  
Hakan Bayındır TUBITAK ULAKBIM  
Maria Poveda UCY  
Marios Dikaiakos UCY  
Peter Kurdel UI SAV  
Vicente Hernández UPVLC

**Unfunded partners:**

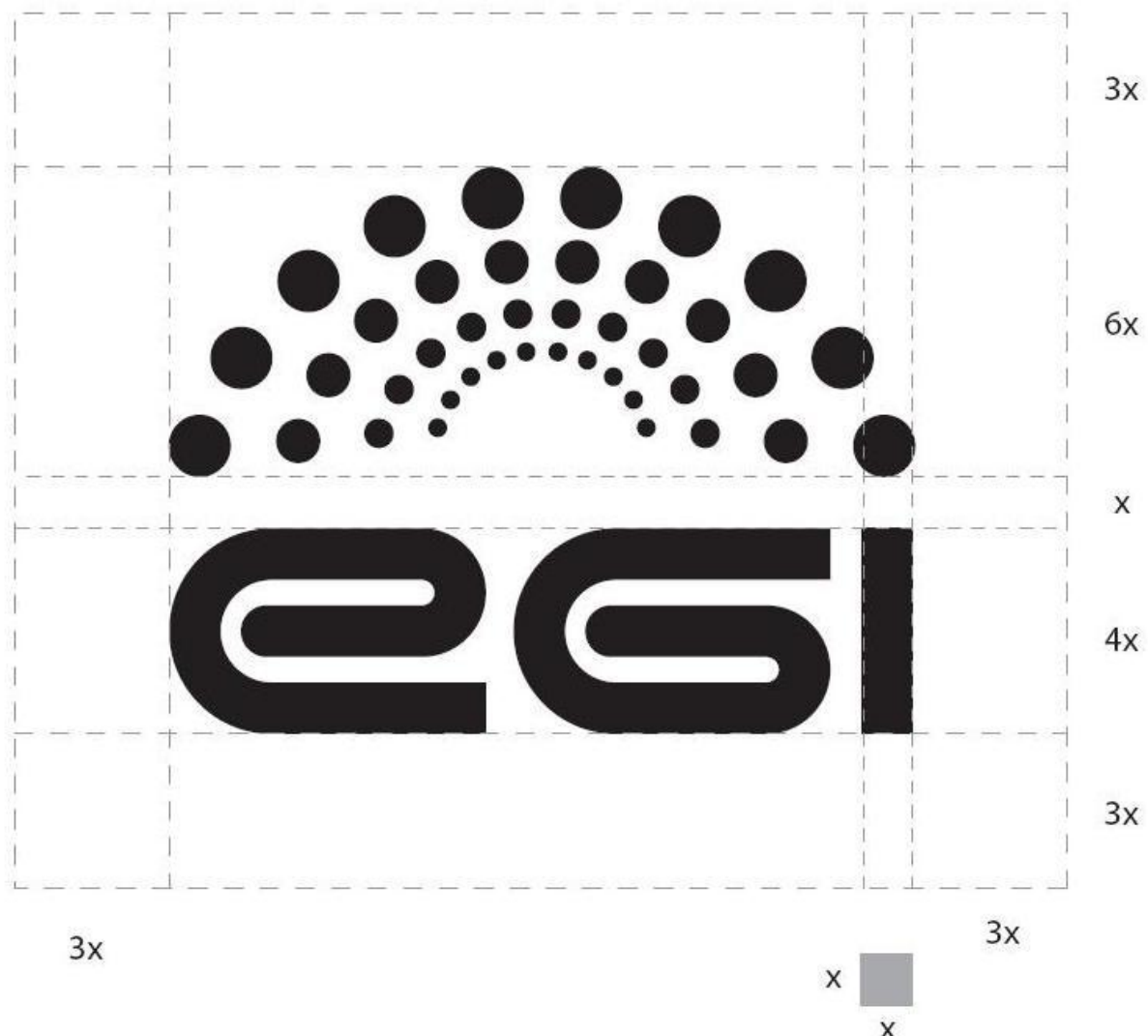
Vicky Huang ASGC  
Peter Banzon ASTI  
Jelina Tetangco ASTI  
Basuki Suhardiman ITB  
Tan Tin Wee NUS  
Tim Dyce UNIMELB  
Suhaimi Napis UPM

### 3 BRANDING IN EGI-INSPIRE

The branding for the EGI-InSPIRE project was refreshed during the first year of the project, including new logos for EGI-InSPIRE, EGI and EGI.eu and a new colour palette. The website was also reviewed for milestone MS207 Review of website content [R3]. A further review of the branding is planned for Year 2.

The entire logo is designed to work as a whole on all primary communications, however the individual elements can be used as design elements supporting the full logo e.g. watermark (tint) of just the icon.

#### 3.1 Logos



The spaces around the various logo elements and the entire logo itself play a part in ensuring its communication effectiveness. The clear space shown here represents the preferred proportional distance between the logo and any other design or graphic elements.



The EGI logo has been designed for use in two colours (discussed later). It is most effective when used in these two colours against a white background.



The brand is completed by two other versions of the logo: EGI-European Grid Infrastructure and EGI-InSPIRE



The logo is available for download from the website<sup>2</sup>, for example for use on event websites, on joint publications and to accompany articles in the press.

<sup>2</sup> <http://www.egi.eu/about/press/>



### 3.2 Colour palettes

The corporate colours are listed below for pantone, CMYK and RGB values.

#### Pantone

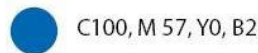


Pantone 293C



Black 40%

#### CMYK

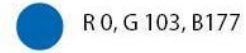


C100, M 57, Y0, B2

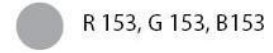


Black 40%

#### RGB



R 0, G 103, B177



R 153, G 153, B153

### 3.3 Fonts

The font used for the EGI logo is an adapted version of Helvetica Condensed Bold. The typography in the logo for the EGI-European Grid Infrastructure and EGI-InSPIRE version should not be recreated.

The fonts to be used with the logo (main title...) should be of the same family: Helvetica condensed (medium, roman, light, italic...).

For body text a standard Helvetica (roman, bold, italic) can be used. In the case of internet page Arial can also be used.

### 3.4 EC logo usage

Unless the Commission requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc), must specify that the project has received Community research funding, quote the contract number RI-261323 and display the European emblem. When displayed in association with a logo, the European emblem should be given appropriate prominence.

The following logos must be used with appropriate prominence together with the project logo:





The e-Infrastructures Unit logo may also be used:





## 4 INTERNAL COMMUNICATION

For effective dissemination, it was important that internal communication channels were established early in the project and were used for maximum impact. Dissemination relies on clear communication of success stories from other activities to the dissemination staff, so that these can be communicated more widely outside the project to the user communities and beyond. Similarly, the work packages outside the dissemination activities should be kept up to date with current dissemination activities and the dissemination materials that are available for download, for distribution at events and so on. As TNA2.2 is also a widely dispersed task geographically speaking, well supported central sources of information and means for sharing information are essential.

### 4.1 Mailing lists

A dedicated mailing list is used by all members of the TNA2.2 task at <https://mailman.egi.eu/mailman/listinfo/inspire-na2-dissemination>.

A second mailing list for the whole of WP2 is also available at <https://mailman.egi.eu/mailman/listinfo/inspire-na2>, which complements the dissemination list.

Project members and also the general public and media can also contact the dissemination team at [press@egi.eu](mailto:press@egi.eu).

### 4.2 Wiki

A task-specific wiki site is available at [https://wiki.egi.eu/wiki/TNA2.2\\_Dissemination](https://wiki.egi.eu/wiki/TNA2.2_Dissemination). The wiki site includes information for project members about the objectives for the task, the description of work, the team and involved partners, links to the deliverables and milestones and also the links to the social media sites and partner dissemination projects, such as e-ScienceTalk.

### 4.3 Document sharing

The key deliverables and milestones relating to dissemination are published in the EGI Document Server at <http://documents.egi.eu>. Once fully reviewed by the AMB, PMB and EC, the documents are made publically available to all project members, including the dissemination team.

### 4.4 Website

The EGI website at [www.egi.eu](http://www.egi.eu) contains a Publications section that is dedicated to dissemination products, which are available to all project partners as well as the general public. Included in the section are recent articles about EGI and EGI-InSPIRE, project newsletters, the monthly Director's Letters and press releases, as well as a collection of success stories, describing scientific use cases of grid computing applications and PDFs of EGI's publications (Annual Report, Books of Abstracts, brochures). These are available for download by all dissemination partners. Presentation templates and poster templates<sup>3</sup> are also available for use by project partners, for example when presenting EGI-InSPIRE funded work at conferences and meetings. The dissemination team also maintains the RSS news feed of the website, updating this twice a week on average and posts events to the calendar regularly.

<sup>3</sup> <http://www.egi.eu/projects/egi-inspire/templates/>



Traffic to the website is tracked using Google Analytics and reported quarterly as metric M.NA2.9, as described in D1.5 Quality Plan and Project Metrics [R14]. The project metric measures the number of unique visitors per month to the main EGI website, and additional metrics such as page views, the origin of traffic and referring sites are reported in follow-up reports on the two EGI events each year in Autumn and Spring.

#### **4.5 Social media and blogs**

EGI has set up a series of social media sites including a Twitter feed at [www.twitter.com/egi\\_inspire](http://www.twitter.com/egi_inspire). This feed pulls in the RSS news feed from the EGI website and also provides a channel for live reports on EGI events and meetings. By following feeds from participating partners, this helps to build a dissemination community around EGI's online presence.

EGI has also set up a Flickr photostream at [http://www.flickr.com/photos/european\\_grid\\_initiative](http://www.flickr.com/photos/european_grid_initiative) for images and photos and a YouTube channel at <http://www.youtube.com/europeangrid>.

An EGI blog is also available for the community at <http://www.egi.eu/blog/>. Members of EGI-InSPIRE are invited to contribute blog posts covering their work for the project, and can access the blog using their SSO account. An introduction to the blog and some links to guides to blogging are included on the EGI wiki<sup>4</sup>. Access can be requested by email to [blog-admin@egi.eu](mailto:blog-admin@egi.eu). Traffic to the blog site and an analysis of the individual posts is also carried out on an ad-hoc basis using Google Analytics and reported through the annual report on external relations activities.

#### **4.6 Press releases**

Press releases are issued by the central dissemination team at EGI.eu in the run up to events and in response to key achievements by the project, such as the publication of high impact scientific papers. These press releases issued on behalf of EGI-InSPIRE are approved through the PMB of the EGI-InSPIRE project, and are also 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@egi.eu](mailto:media@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. The press releases are published in English on the EGI website at <https://www.egi.eu/about/press/> along with any translated press releases provided by partners.

EGI-InSPIRE partners are encouraged to issue press releases about the project and the EGI-InSPIRE template is available for use. Any press releases using the official template should be approved by the EGI central dissemination team and the PMB. Press releases by partners issued on behalf of the local institution should use the approved Notes for Editors about EGI, EGI.eu and EGI-InSPIRE. Local press releases can be sent to the central team for input on the text and can also be added to the press office website.

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<sup>4</sup> [https://wiki.egi.eu/wiki/TNA2.2\\_Dissemination#Guide\\_to\\_Blogging](https://wiki.egi.eu/wiki/TNA2.2_Dissemination#Guide_to_Blogging)





## 5 GUIDES TO DISSEMINATION

A number of guides for dissemination will be available to project partners, both those participating directly in the dissemination task, but also partners and collaborating projects beyond the TNA2.2 task.

### 5.1 Deliverables and Milestones

A series of deliverables and milestones are planned throughout the project to keep project partners informed of progress in dissemination:

#### **D2.1, D2.10, D2.16 EGI-InSPIRE presentation [R4], [R5]**

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 updated each year.

#### **D2.2, D2.9, D2.15, D2.22 Dissemination plan [R6], [R2]**

Plan to disseminate EGI.eu and EGI-InSPIRE's activities to the DCI community in Europe and Worldwide.

#### **D2.3, D2.17 EGI-InSPIRE paper [R7]**

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.

The deliverables will be supplemented by a number of milestones:

MS201 Basic website with key collaborative tools [R8]

MS202 Project presentation template [R9]

MS203, 217, 228, 238 Dissemination handbook [R1]

MS204, 211, 213, 215, 218, 222, 223, 225, 229, 233, 234, 236, 239, 244, 245, 247 EGI newsletter [R10], [R11], [R12], [R13]

MS207, 220, 231, 242 Review of website content [R3]

All deliverables and milestones are published in the Document Server<sup>5</sup>. In addition, the project presentations, project paper and newsletters will be published on the EGI website.

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<sup>5</sup> <https://documents.egi.eu>



## 5.2 Templates and “how to” guides

Project templates are available from the EGI Quality Assurance wiki site at <https://wiki.egi.eu/wiki/Templates>. These templates include the project presentation template, the quarterly report template, the deliverable and milestone template and the document review template. All these templates are also available from a direct link on the Wiki homepage at [wiki.egi.eu](https://wiki.egi.eu).

As the dissemination areas of the website and wiki expand, further templates and ‘how to’ guides, such as advice for dealing with the media<sup>6</sup> and tips for preparing dissemination materials are being made available online. Discussions from the face-to-face meetings are posted on the dissemination wiki pages.

## 5.3 Copyright and Creative Commons

In all EGI-InSPIRE official documents, such as Deliverables and Milestones, the following copyright notice should be added:

@Copyright © Members of the EGI-InSPIRE Collaboration, 201x. See [www.egi.eu](http://www.egi.eu) for details of the EGI-InSPIRE project and the collaboration. EGI-InSPIRE (“European Grid Initiative: Integrated Sustainable Pan-European Infrastructure for Researchers in Europe”) is a project co-funded by the European Commission as an Integrated Infrastructure Initiative within the 7th Framework Programme. EGI-InSPIRE began in May 2010 and will run for 4 years. This work is licensed under the Creative Commons Attribution-Noncommercial 3.0 License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, and USA. The work must be attributed by attaching the following reference to the copied elements: “Copyright © Members of the EGI-InSPIRE Collaboration, 201x. See [www.egi.eu](http://www.egi.eu) for details of the EGI-InSPIRE project and the collaboration”. Using this document in a way and/or for purposes not foreseen in the license, requires the prior written permission of the copyright holders. The information contained in this document represents the views of the copyright holders as of the date such views are published.

The guidelines regarding copyright and attribution should be followed by all EGI-InSPIRE partners producing materials related to the project, printed or online, and when using elements of the project’s branding, such as logos, graphics and colours.

## 5.4 Events

EGI-InSPIRE runs two major events per year, through the TNA2.4 task. These events are key opportunities to communicate directly with the distributed dissemination team, to keep them updated on progress within the project and provide opportunities for the team to share best practice.

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<sup>6</sup> [https://wiki.egi.eu/wiki/TNA2.2\\_Dissemination/Media\\_tips](https://wiki.egi.eu/wiki/TNA2.2_Dissemination/Media_tips)



The central dissemination team has hosted a face-to-face TNA2.2 meeting at each of these events so far, in order to facilitate these discussions. In addition, the team aims to provide a more general dissemination session at each event, aimed at the wider project membership to communicate advice on dissemination, drawing on external speakers such as journalists and communications specialists. Outcomes from the meetings to date are available on the wiki site<sup>7</sup>.

## 5.5 NGI and partner websites

The refreshed branding and format of the website implemented in Year 1 is covered in MS207 Review of the website [R3]. This included a new template and page layout for the site, including the new logos.

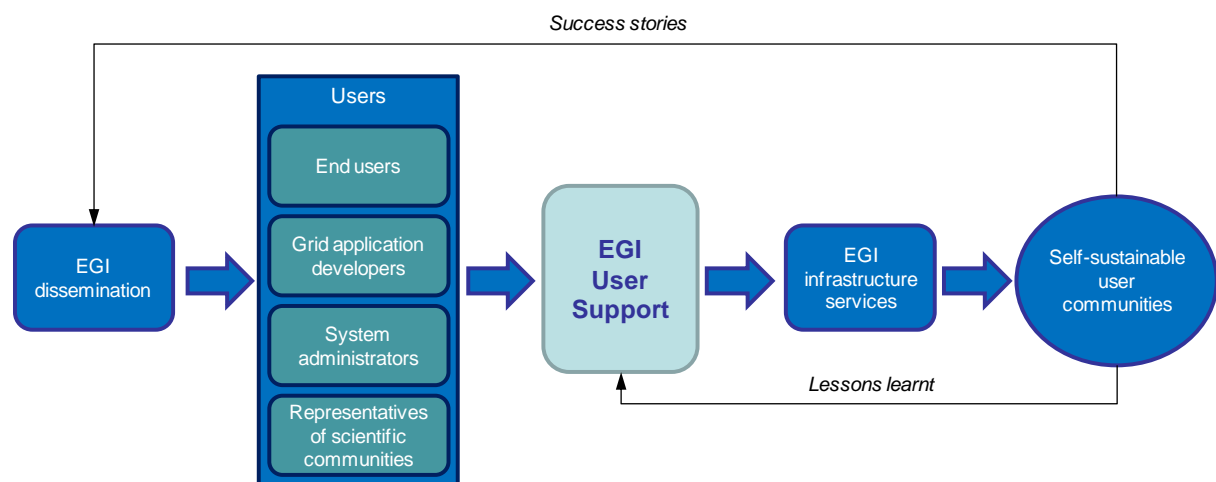
Websites that are affiliated to EGI-InSPIRE should use elements of the new website design, depending on the closeness of the affiliation to the project.

Affiliation of the website	Branding elements requested
Websites loosely affiliated eg websites for collaborating projects	<ul style="list-style-type: none"> <li>• EGI logo</li> <li>• Link back to the main EGI site</li> </ul>
Websites run independently by EGI-InSPIRE partners, that include pages about the project	<ul style="list-style-type: none"> <li>• EGI-InSPIRE logo</li> <li>• Link back to the main EGI site</li> </ul>
NGI websites	<ul style="list-style-type: none"> <li>• EGI logo</li> <li>• EC logos</li> <li>• Link back to the main EGI site</li> </ul>
Websites run as part of a Global Task eg training site, applications database	<ul style="list-style-type: none"> <li>• EGI style sheets i.e. colours, fonts</li> <li>• EGI website top banner and logo</li> <li>• EC logos</li> <li>• Link back to the main EGI site</li> <li>• Only reproduce the left hand menu bar if it is synchronised automatically with the main site (to avoid the links becoming out of date)</li> </ul>
Website directly affiliated to EGI-InSPIRE eg the main project website, the project intranet sites eg DocDB, SSO	<ul style="list-style-type: none"> <li>• Use the EGI template in full i.e. top menu, logos, style sheets and side navigation bar.</li> </ul>

<sup>7</sup> [https://wiki.egi.eu/wiki/TNA2.2\\_Dissemination#Latestnews](https://wiki.egi.eu/wiki/TNA2.2_Dissemination#Latestnews)

## 6 WORKING WITH NATIONAL GRID INITIATIVES AND EIROS

All activities performed by the NA2.2 group aim to assist the EGI core goal to expand and improve the European grid infrastructure by increasing both the number of end users and public awareness of the infrastructure. This requires the team to work closely with various groups and in many different ways. Dissemination of EGI's activities, by increasing awareness, feeds into a cycle which will ultimately create new user communities (see Fig 1).



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

To do this the dissemination team provides two services:

- **A first point of contact**  
The dissemination team provides significant manpower to allow EGI to be present at a wide range of events to attract new users.
- **Creation of content/materials**  
Leaflets, news stories etc, will support the first contact but also in some cases be the first encounter with the grid for potential users

### 6.1 Dissemination as a resource

The team at EGI.eu would like to be viewed as a resource which is free at point of use for anyone in the community. The team can help the community in various ways:

- Publicising local success stories in suitable media
- Creating materials for various audiences; from politicians to scientists
- Providing speakers/presence at events
- Helping write up success stories
- Pointing potential users in the right direction



The team is happy to hear from anyone in the community from individual researchers to project heads who would like help in any of these areas, either by email to [press@egi.eu](mailto:press@egi.eu) or through the inspire-na2-dissemination mailing list.

English is the lingua franca of the EGI-InSPIRE community and the bridge that links all partners within the project. We are, however, committed to developing a global e-Infrastructure community, without language barriers. While we prepare our publications in English to guarantee maximum reach, we can facilitate the production of EGI's documents in local languages. If interested parties send a translation, the EGI.eu dissemination team commits to prepare a printable PDF with the original English text substituted by the appropriate language.

## **6.2 NA2.2's relationships and expectations**

The NA2.2 team aims to form relationships with particular areas of expertise within EGI, in particular local dissemination activities and the user support community. To achieve this aim the team at EGI.eu is working on gathering a network of contacts across Europe from both these groups that are pro-active or at the very least responsive to requests for information.

These areas are starting to provide the success stories and some of the expert effort for EGI-InSPIRE's presence at events. Both of these relationships are important when initiating contact with a particular community. When the dissemination team is either attending a community event or creating materials aimed at a community the following are taken into account:

- Is this community on the grid already?
- What similar kind of work is being done?
- Who is the local or scientific contact best placed to help that community?

It is local dissemination teams and the user support activity who are best placed to answer these questions.

## **6.3 Local dissemination**

One thing that has been learned from the EGEE series of projects and the first year of EGI-InSPIRE, is that there is no replacement for local knowledge and contacts. It continues to be very difficult for the team at EGI to monitor events and activities across the more than 30 countries covered by the infrastructure. Funded and unfunded partners within EGI are beginning to flag news stories and interesting user community events in their local area to the EGI team. However, since effort in the dissemination task is very low in some countries, this network needs to be built on to encourage stronger engagement. Travel budgets are low in some countries, making it difficult for dissemination contacts to attend the important face-to-face meetings. More opportunities for remote participation will be explored in the second year.



A stronger engagement by NGIs will help the team to both publicise success stories from across the grid but also to make strategic decisions on which events EGI should have a presence at. Partners can also get involved by providing people to be at these events, as the relatively small team based at EGI.eu is not able to cover every event in person, but can provide materials that locals can use at an event.

#### **6.4 User support**

Another lesson learned during EGEE was that it is best to use professional communicators, designers and writers for dissemination. While the dissemination team can produce materials, attend events and initiate first contact, it is the user support team who are able to start them on the road to becoming actual users. The user support community both at EGI and locally is a further source for providing news stories, events and effort. Again, engagement by some countries in NA3 has also been less strong than hoped during the first year, although NA2.2 has worked closely with the central NA3 team at EGI.eu to attend events and produce materials such as brochures and posters.

Combining these two areas of expertise means that the users learn as much as they can about the potential the grid has for their community. It also means that they are being passed on to the best person possible to assist them. Once that community has established itself the dissemination team can use their story in various ways to again, increase awareness and attract new users.



## 7 CONCLUSIONS

This Dissemination Handbook is a work in progress and will be updated annually through the project in order to provide an up-to-date resource for project partners. The development of the Handbook is coupled to the milestones relating to the review of the website, and also the annual updates to the Dissemination Plan, D2.9 [R2].

## 8 REFERENCES

<b>R 1</b>	MS203 Dissemination Handbook <a href="https://documents.egi.eu/document/145">https://documents.egi.eu/document/145</a>
<b>R 2</b>	D2.9 Dissemination plan <a href="https://documents.egi.eu/document/507">https://documents.egi.eu/document/507</a>
<b>R 3</b>	MS207 Review of the website <a href="https://documents.egi.eu/document/179">https://documents.egi.eu/document/179</a>
<b>R 4</b>	D2.1 EGI-InSPIRE presentation <a href="https://documents.egi.eu/document/43">https://documents.egi.eu/document/43</a>
<b>R 5</b>	D2.10 EGI-InSPIRE presentation <a href="https://documents.egi.eu/document/506">https://documents.egi.eu/document/506</a>
<b>R 6</b>	D2.2 Dissemination plan <a href="https://documents.egi.eu/document/56">https://documents.egi.eu/document/56</a>
<b>R 7</b>	D2.3 EGI-InSPIRE paper <a href="https://documents.egi.eu/document/201">https://documents.egi.eu/document/201</a>
<b>R 8</b>	MS201 Basic website with key collaborative tools <a href="https://documents.egi.eu/document/126">https://documents.egi.eu/document/126</a>
<b>R 9</b>	MS202 Project presentation template <a href="https://documents.egi.eu/document/35">https://documents.egi.eu/document/35</a>
<b>R 10</b>	MS204 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/146">https://documents.egi.eu/document/146</a>
<b>R 11</b>	MS211 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/271">https://documents.egi.eu/document/271</a>
<b>R 12</b>	MS213 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/365">https://documents.egi.eu/document/365</a>
<b>R 13</b>	MS215 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/520">https://documents.egi.eu/document/520</a>
<b>R14</b>	D1.5 Quality Plan and Project Metrics <a href="https://documents.egi.eu/document/436">https://documents.egi.eu/document/436</a>