



# EGI-InSPIRE

## DISSEMINATION PLAN

### EU DELIVERABLE: D2.2

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#### Abstract

The dissemination plan provides an overview of the dissemination and outreach strategy for EGI-InSPIRE. The document covers grid dissemination prior to EGI-InSPIRE, gives an overview of the partners involved in the dissemination task, the target audiences, messages and the means for dissemination. The document also outlines how the dissemination strategy will be implemented and monitored through metrics.



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## II. DELIVERY SLIP

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## 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](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

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.

EGI-InSPIRE is working 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 will aim to work with a range of projects through these collaborations, including projects such as e-ScienceTalk and SIENA.

The document sets out a number of success criteria for the dissemination task, 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 also outlines suggested ways to measure the achievement of these success criteria, and lists a number of quality metrics.

The Dissemination Plan identifies 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. Also included are a suggested set of messages that can be used to target these audiences effectively.

Finally, the means for dissemination are discussed 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 D2.9, 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 (MS203, 217, 228, 238).



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## 1 INTRODUCTION

The dissemination plan provides an overview guide 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 plan is supplemented by MS203 Dissemination Handbook [R1]. 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 will be 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 prior to EGI-InSPIRE

Prior to EGI-InSPIRE, grid dissemination activities were led by the NA2 activity of the EGEE series of projects. For EGEE-III, dissemination, outreach and communication were essential parts of the project, not only to communicate the achievements and successes of the project to the outside world, but also to attract new users, support existing users and reach out to the business community.

EGEE-III maintained a high profile at over a dozen key events in the grid calendar, some of which attracted thousands of delegates. Significant impact was also achieved in generating press cuttings from press releases during EGEE major events, notably the annual conferences and User Forums, including coverage in the UK's *Times*, *Telegraph* and *Guardian*, as well as in many publications across Europe, the US and Asia.

A large number of articles were also submitted to commercial publications such as *HPCwire*, project publications including BELIEF-II's *Zero-In*, and various magazines targeting policy makers such as *research.eu* and *Seed* magazine. The EGEE project liaised with the Journal of Grid Computing (JOGC) to produce a special issue of the JOGC with the theme 'EGEE applications and supporting grid technologies', which was published in September 2010. Over 120 articles were submitted to the weekly online grid publication *International Science Grid This Week (iSGTW)*. Many of these articles were subsequently linked to by independent blogs and newsfeeds.

### 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 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.

## 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 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
		Person Months per Task TNA2.2 (Dissemination)
1	EGI.EU	96
2	UPT	5
5	IPP-BAS	8
	IPP-BAS	8
7	SWITCH	
	SWITCH	
8	UCY	3
9	CESNET	4
10	KIT-G	10
	KIT-G	10
	BADW-LRZ	
12	CSIC	23
	CSIC	11
	UPVLC	12
13	CSC	8
14	CNRS	7
	CNRS	2
	HealthGrid	5
18	MTA KFKI	4
	BME	2
	MTA SZTAKI	2
19	TCD	3
20	IUCC	1
21	INFN	12

	INFN	12
22	VU	11
26	NCF	
	FOM	
	SARA	
27	SIGMA	3
	SIGMA	3
28	CYFRONET	6
	CYFRONET	6
29	LIP	6
30	IPB	8
31	ARNES	24
32	UI SAV	4
33	TUBITAK ULAKBIM	8
34	STFC	12
	STFC	12
36	UCPH	5
38	VR-SNIC	4
	KTH	4
39	IMCS-UL	22
40	E-ARENA	4
	E-ARENA	4
42	ASGC	16
43	ASTI	8
44	ITB	1
47	UNIMELB	4
48	NUS	8
49	UPM	8
	<b>TOTALS</b>	<b>346</b>

### 1.3 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 a European and global level. The EGI-InSPIRE policy team is working to establish collaborations with external partners in the following categories:



- Technology providers
- European and International e-Infrastructure providers
- Dissemination/coordination projects
- International policy bodies
- Virtual research communities

The dissemination team aims to working with a range of projects through these collaborations. As they become available, details of collaborations will be published on the EGI website at <http://www.egi.eu/about/policy/external/>.

For some projects, a Memorandum of Understanding (MoU) will be set up between EGI-InSPIRE and the project, stating explicitly what they require from EGI-InSPIRE and what they will offer in return. Collaborative activities range from technical work on interoperability to networking activities such as organising joint training events and publishing joint dissemination materials.

Close collaboration with the e-ScienceTalk<sup>1</sup> project will be particularly effective for NA2.2, since e-ScienceTalk have committed to disseminate EGI-InSPIRE's achievements through *iSGTW* and other initiatives, such as GridCast. A summary of the e-ScienceTalk communication channels is included below:

**GridCafe**<sup>2</sup> – a website introducing grid computing and e-Infrastructures to the general public.

**International Science Grid This Week (iSGTW)**<sup>3</sup> – a weekly newsletter summarising the week in the world of grids and e-Infrastructures for science.

**GridGuide**<sup>4</sup> – an introduction to the people and places behind global grid computing, including samples of the thousands of institutions using grid computing to power their research.

**GridCast**<sup>5</sup> – an online blog taking you behind the scenes of some of the most exciting grid computing and e-Infrastructure events in the world.

Discussions are also underway for collaboration on dissemination objectives with SIENA (Standards and Interoperability for eInfrastructure and implementation initiative). SIENA will support 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.

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<sup>1</sup> [www.e-sciencetalk.eu](http://www.e-sciencetalk.eu)

<sup>2</sup> [www.gridcafe.org](http://www.gridcafe.org)

<sup>3</sup> [www.isgtw.org](http://www.isgtw.org)

<sup>4</sup> [www.gridguide.org](http://www.gridguide.org)

<sup>5</sup> [www.gridcast.org](http://www.gridcast.org)

## 1.4 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, the following critical success factors should be met during the lifetime of the project:

- **Effective communication within NA2.2.** For a project of this size it is vital that NA2.2 partners maintain good communication channels.
- **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.
- **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.
- **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.
- **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.
- **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.
- **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.
- **Reinforce realistic expectations of grid technology.** NA2.2 should communicate both the benefits of grid and DCI technology and also its current limitations.

In addition to these qualitative success factors, quantitative progress towards achieving the dissemination team's aims to reach out to its audiences will be 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 will result in a more efficient use of resources.

The following potential audiences have been identified:

### 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)
- Resource providers
- Collaborating projects
- Decision makers
- Governmental representatives

### Secondary audiences

- Secondary schools, educational institutions
- Local communities in the partner countries

### 2.1 User communities

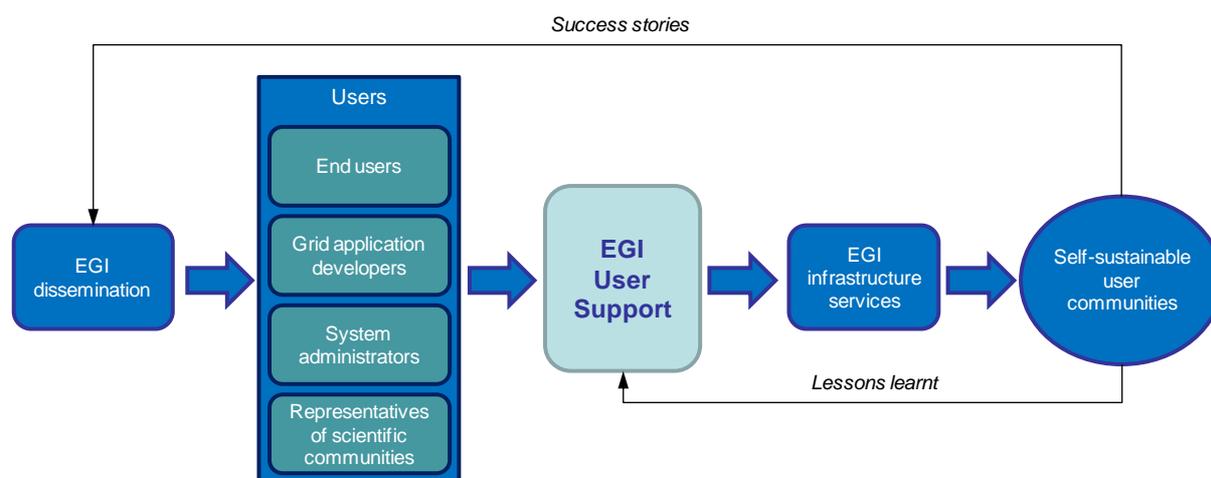
For user communities, NA2.2 will reach out to current and new adopters of the infrastructure by promoting the benefits and possibilities of using the EGI structure and services. The aim is to continue to expand the existing user base from the current adopters to an even wider range of applications and user groups. Success stories from current users will be 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 will be gathered through interactions with users at EGI-InSPIRE meetings and by attendance at other events in the grid and e-Infrastructures calendar, particularly in collaboration with NA3. Building up a network of dissemination contacts within the user community is particularly key in the post-EGEE era, and NA2.2 will work closely with NA3 to leverage contacts in the Virtual Research Community projects funded in the FP7 call in November 2009.

Success stories will also be gathered from the quarterly reports and by working with media partners, such as *iSGTW*. The stories will be disseminated through articles in the trade press, press releases, Director's Letters and newsletters. Potential users will be shown both the benefits and limitations of grid technology to create realistic expectations of what the technology can offer. It is important to

maintain close links with NA1 and NA3, as these activities can provide information regarding which specific new user communities should be targeted, and more importantly, how to reach them.

The mechanisms for working with the emerging Virtual Research Communities are currently being developed by NA3 and the metrics for measuring the success of these interactions are outlined in MS304-User Support Metrics [R10]. The collaboration between NA2.2 and NA3 will largely focus on four areas: websites/social media, events, case studies and published materials. In these areas, NA2.2 will act as a support mechanism to assist NA3 in identifying, targeting and supporting new and existing user communities. For example, much of the work of NA3 will be developed initially through the wiki, which will be an informal place for NA3 to develop working areas and share ideas. These ideas will then mature through a ‘community’ area of the website, which will also feature social media content generated by the team and by the community, such as blogs, Twitter posts and discussions. The main EGI website will also include the more formal content describing the work of NA3, the composition of committees and so on.

For events, NA2.2 will attend events in the grid calendar as described below to reach out to new and existing users, but also to communicate messages about grids to a wider audience, such as policy makers and the general public. NA2.2 will therefore cover a broad spectrum of events, not all of which will be specifically targeted at users, but will work with NA3 to ensure that there is a suitable presence at events that do target users, whether through booths, demos, posters or presentations by members of the NA1, NA2.2 and/or NA3 teams. In addition, NA2.2 will also work with NA3 to produce materials targeted at particular user communities, such as posters, presentations and leaflets. In particular, this will be supported by a series of case studies, which will be produced as printed leaflets, online content on the website and will also be submitted as the basis of articles for publications such as iSGTW. IN order to source suitable case studies, NA2.2 will be working with NA3 to find mechanisms by which users of the infrastructure within the different virtual communities can be identified and approached, such as through the quarterly reports in the case of the Heavy User Communities, or through contacts made at events. At the moment, no routine mechanism for identifying work being carried out on the infrastructure by the VRCs has yet been established. 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 will 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 will help to attract the general public to find out about the project, particularly if they have an interest in computing and scientific advancements.

## **2.3 Collaborating projects and policy makers**

NA2.2's links to Policy team will foster dissemination channels between EGI-InSPIRE and other EC-funded and internationally-funded projects. These links will 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.

## **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 establish themselves as new legal entities within the EGI ecosystem. 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 materials. This support will support the NGIs in reaching out to their local user communities and funders. NGI dissemination teams will be contacted and supported through the inspire-na2-dissemination mailing list, through the Director's Letter and the quarterly newsletter. Regular dissemination meetings are planned for EGI bi-annual meetings, the Technical Forum and the User Forum. More details regarding communication with the NGIs is outlined in the Dissemination Handbook [R1].

## **2.5 Other audiences**

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 strong and clear message, which remains consistent across all dissemination channels and partners. Working closely with NA1, NA2.2 will develop a set of coherent messages that will be refined and tailored to the specific audiences mentioned in Section 2: Audiences 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 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.



## 4 MEANS FOR DISSEMINATION

### 4.1 Main website and web design

The EGI website is available from [www.egi.eu](http://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 will be frequently updated, such as the press area, news feed and events calendar.

The EGI website is hosted and supported by CESNET. Further details of the hardware, virtual hosts, network connectivity, back up and monitoring, the operating system and software environment, servers and hosted environment can be found in MS201 EGI website [R7] and MS501 Establishment of the EGI software repository and associated tools [R8].

Currently the website consists of the following elements:

Title of section	Description
Home page	Introduction to EGI.eu website, calendar and news feed
About EGI.eu	Overview of EGI.eu and links to the intranet services for project members
User Support	Information on training, support teams and services and a link to the applications database
Deployed technology	Technology roadmap and information about technology providers as well as assessment criteria
Production infrastructure	Covers the current status of the production infrastructure, usage figures and links to the NGI individual sites
Results	Links to articles about EGI, project newsletters, presentations press releases and reports
Projects	Links to the EGI-InSPIRE project website, the EGI-DS website and websites for the three phases of EGEE.
Collaborations	Links to collaborations with infrastructure, technology, community and other projects.

During the project, the website will evolve to reflect the changing needs of the project. As part of the rebranding of EGI, (see 4.2), the website has also been redesigned to reflect the new corporate logo, fonts and colours. The new website will be launched at the EGI Technical Forum in Amsterdam in September. Further reviews of the website will be carried out annually and a summary of the future plans for the website is included in MS207 Review of the website. [R2] It is anticipated that communications surveys covering all the NA2.2 communication channels will be carried out at major



EGI events, such as the Technical Forum and User Forum, and the feedback on the website will help to drive development of the website.

## **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 [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 substantially updated each year.

### **D2.3, D2.17 EGI-InSPIRE paper [R6]**

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 addition, the EGI.eu dissemination team will also produce a quarterly newsletter (milestones MS204, 211, 213, 215, 218, 222, 223, 225, 229, 233, 234, 236, 239, 244, 245, 247)[R7]. This will be distributed by email to the all project mailing list as well as everyone registered in the SSO database, and will also be 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 project mailing list and published on the website. During the first quarter, the branding for the project will be refreshed with new logos, fonts and corporate colour schemes. The new branding is described in more detail in the Dissemination Handbook [R1], including guidelines for project partners and the wider dissemination team on how to use the new branding and templates in their own publications. During the course of the project, all published materials produced by the central team will be evolved in line with the project branding, including posters, banners, postcards, brochures, templates and branded goods such as pens and mugs. The rebranding will launched at the EGI Technical Forum in Amsterdam, in September 2010.

In addition to the project publications, the dissemination team will also 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 6500 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 is 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 will be identified through a variety of routes, through the quarterly reports, through attendance at user community events and by other routes to be developed in collaboration with NA3. Press releases will be issued by the central dissemination team at EGI.eu on a regular basis, 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 will be approved through the Project Management Board of the EGI-InSPIRE project, and will also be sent for information to the Executive Board of EGI.eu.

Once approved, press releases will be issued on behalf of EGI-InSPIRE by the central team to the EGI media mailing list, [media@mailman.egi.eu](mailto:media@mailman.egi.eu). Press releases will also be 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 will be published in English on the EGI website at <https://www.egi.eu/about/press/> along with any translated press releases provided by partners.

### **4.4 Social media**

For community building, social media tools are effective for communicating the messages of the project in a more accessible and approachable way, and are also effective at encouraging 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<sup>6</sup> – microblog targeted at the general community

Flickr<sup>7</sup> – photo sharing service, used mostly during EGI-InSPIRE events

YouTube<sup>8</sup> – video sharing service, used to showcase demo videos during events

Facebook<sup>9</sup> – social network group page, used to publicise events

LinkedIn<sup>10</sup> – social network group page, used to publicise events

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.

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<sup>6</sup> [http://twitter.com/egi\\_inspire](http://twitter.com/egi_inspire)

<sup>7</sup> [http://www.flickr.com/photos/european\\_grid\\_initiative](http://www.flickr.com/photos/european_grid_initiative)

<sup>8</sup> <http://www.youtube.com/europeangrid>

<sup>9</sup> <http://www.facebook.com>

<sup>10</sup> <http://www.linkedin.com>



#### **4.5 Events and marketing to new users**

EGI-InSPIRE will run two major events per year, through the TNA2.4 task. These events will 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 will be achieved through the website for the event, through a press campaign, including press releases and also through producing materials for display at the events, such as posters, use cases, brochures and videos. The EGI-InSPIRE team will also work closely with the e-ScienceTalk team to maximise the impact of its social media channels, and in particular will aim to contribute a blogging team to the GridCast blog at each event. NA2.2 will work closely with the NA2.4 events task and also with NA3, the Programme and Local Organising Committees to use these same channels to advertise the event itself to users.

The EGI-InSPIRE events will also represent an opportunity 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. The central dissemination team will aim to host a face-to-face TNA2.2 meeting at each of these events, in order to facilitate these discussions. In addition, the team will aim to provide a more general dissemination session aimed at the wider project membership to communicate advice on dissemination, drawing on external speakers such as journalists and communications specialists.

The first of these sessions are planned for the EGI Technical Forum 2010 in Amsterdam, 13-17 September. A dissemination plan including an event website, the launch of EGI's social media channels, including an iPhone app, and a series of press releases has also been developed to maximise the media impact of EGI's first major event. A report from this event focussing on the dissemination and outreach activities will be produced and uploaded to the dissemination area of the wiki site.

In addition to outreach tied to the EGI-InSPIRE organised events, the dissemination team will also work closely with NA3 and SA3 to identify key events to target new and existing users of the infrastructure. A programme of events will be identified each year, and an EGI presence will be agreed, whether 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	<ul style="list-style-type: none"> <li>Journalists</li> <li>General public</li> <li>New and existing user communities including business</li> <li>Resource providers</li> <li>Collaborating projects</li> <li>Decision makers</li> <li>Government representatives</li> </ul>	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 <ul style="list-style-type: none"> <li>Overview</li> <li>User support</li> <li>Applications</li> </ul>	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 <ul style="list-style-type: none"> <li>EGI-InSPIRE events</li> <li>News-worthy applications</li> <li>Project milestones</li> <li>Success stories about current users to promote to new users</li> </ul>
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 <i>iSGTW</i> , <i>HPCwire</i> , <i>Projects Magazine</i> )			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 will be measured in reference to these quality metrics, which will be gathered through the Quarterly Reports. Achieving a high level of success will also depend on how

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

Critical success factor, from section 1.4	Measurement of success
<p><b>Effective communication within NA2.2.</b> For a project of this size it is vital that NA2.2 partners maintain good communication channels.</p>	<ul style="list-style-type: none"> <li>• Established mailing lists within NA2.2</li> <li>• Regular phone and face-to-face meetings with task leaders and NA2.2 partners</li> <li>• Forum for ideas e.g. mailing lists and evidence of ideas being put into practice e.g. metrics</li> <li>• Gathering of best practice guidelines for events, resources etc to provide a bank of Europe-wide sustainable resources</li> </ul>
<p><b>Close collaboration with NA1 and the Policy team.</b> A close working relationship is essential to ensure messages are accurate and consistent across the whole project.</p>	<ul style="list-style-type: none"> <li>• Established meetings and exchanges</li> <li>• Evidence of consistent messages within deliverables and publications</li> <li>• Creation of websites for EGI-InSPIRE events</li> </ul>
<p><b>Build on the NA3 networks.</b> 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.</p>	<ul style="list-style-type: none"> <li>• Established meetings and exchanges</li> <li>• Adding dissemination material to training resources to show trainees what is available when promoting the project</li> <li>• Use conferences and events to coordinate NA2.2 and NA3 actions</li> </ul>
<p><b>Clear internal communication of what NA2.2 requires from the other activities to achieve its aims.</b> 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.</p>	<ul style="list-style-type: none"> <li>• Active participation in fortnightly Activity Management Board (AMB) meetings to source content for newsletter and <i>iSGTW</i> articles</li> <li>• Utilising content of quarterly reports for dissemination e.g. newsletter and <i>iSGTW</i> articles</li> <li>• Profit from EGI-InSPIRE conference sessions and booths for internal communication</li> </ul>

Critical success factor, from section 1.4	Measurement of success
<p><b>Manage expectations through clear communication of the task's implementation plan.</b> The activity will concentrate its resources where it can achieve the biggest wins for the project.</p>	<ul style="list-style-type: none"> <li>• The implementation plan (section 5 of this public document) will be available online</li> <li>• Annual updates to the Dissemination Plan through deliverables D2.9, D2.15, D2.22</li> <li>• Suggestions will be gathered from project partners and other task leaders and used to update and refocus the implementation plan to ensure communication is targeted and effective.</li> </ul>
<p><b>Make optimum use of budgetary resources.</b> 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.</p>	<ul style="list-style-type: none"> <li>• Focus on resources to target new areas not yet addressed in earlier materials, with an emphasis on new users.</li> </ul>
<p><b>Build a sense of community.</b> The dissemination activities should foster a sense of community among new and existing users and also between the activity partners.</p>	<ul style="list-style-type: none"> <li>• Target user forums and EGI-InSPIRE conferences</li> <li>• Disseminate branded materials to cultivate a sense of community</li> <li>• Liaise with e-ScienceTalk to look at ways of using web-based community tools e.g. blogging, profiles etc</li> <li>• Coordinate social media tools such as Twitter, Facebook, LinkedIn, wikis etc.</li> </ul>
<p><b>Reinforce realistic expectations of grid technology.</b> NA2.2 should communicate both the benefits of grid and DCI technology and also its current limitations.</p>	<ul style="list-style-type: none"> <li>• Liaise with NA3 user support activity</li> <li>• Liaise with SA3 Heavy User Communities activity</li> <li>• Use case studies as examples of what is possible using grid technology</li> </ul>



## 7 CONCLUSION

This Dissemination Plan 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 and collaborating projects through Deliverables D2.9, 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 [R2], and also the annual updates to the Dissemination Handbook, MS203, 217, 228, 238 [R1].

## 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>	MS207 Review of the website <a href="https://documents.egi.eu/document/179">https://documents.egi.eu/document/179</a>
<b>R 3</b>	MS202 Project presentation template <a href="https://documents.egi.eu/document/35">https://documents.egi.eu/document/35</a>
<b>R 4</b>	MS204 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/146">https://documents.egi.eu/document/146</a>
<b>R 5</b>	D2.1 EGI-InSPIRE presentation <a href="https://documents.egi.eu/document/43">https://documents.egi.eu/document/43</a>
<b>R 6</b>	D2.3 EGI-InSPIRE paper <a href="https://documents.egi.eu/document/201">https://documents.egi.eu/document/201</a>
<b>R 7</b>	MS204 EGI-InSPIRE newsletter <a href="https://documents.egi.eu/document/146">https://documents.egi.eu/document/146</a>
<b>R 8</b>	MS201 EGI Website <a href="https://documents.egi.eu/document/126">https://documents.egi.eu/document/126</a>
<b>R 9</b>	MS501 Establishment of the EGI software repository and associated tools <a href="https://documents.egi.eu/document/46">https://documents.egi.eu/document/46</a>
<b>R10</b>	MS304-User Support Metrics <a href="https://documents.egi.eu/document/94">https://documents.egi.eu/document/94</a>