M2.2 Update of MoU activities and dissemination report

1. Introduction

e-ScienceTalk brings the success stories of Europe's e-Infrastructure to a wider audience. The project coordinates the dissemination outputs of EGI and other European e-Infrastructure projects, ensuring their results and influence are reported in print and online. EGI-InSPIRE signed a Memorandum of Understanding with e-ScienceTalk on 23 June 2011, as a recognition of the mutual benefits a wide cooperation will bring to both projects [R1]. Through the MoU, e-ScienceTalk will work with EGI to expand the scope of the existing outputs, and to report on the interactions of grids with e-Infrastructures such as cloud computing and supercomputing.

The purpose of the present document is to give an updated summary of the collaboration to date between the projects EGI-InSPIRE [R2] and e-ScienceTalk [R3] following on from last year's report [R4] (which covers activities until the end of 2011) until the end of September 2012.

2. Main Achievements

This MoU is not focused so much on specific milestones, but the work around creating them [R5]. Currently one document has been produced, according to the timeline of milestones, which outlines the various activities that took place over the previous year. There are no late milestones. The projects have worked together in a number of areas, concentrating mainly on events, publications and press:

Events:

- Joint booth at the ISGC'12 in Taipei (February), ICRI'12 in Copenhagen (March), and Healthgrid'12 in Amsterdam (May).
- E-ScienceTalk contributed to EGI's booths at the EGI Community Forum in Munich (March) with printed materials (e.g. GridBriefings/e-Science Briefings) and a demonstration of the Real Time Monitor, which shows real time activity on the grid overlaid on a 3D globe.
- e-ScienceTalk and the weekly publication iSGTW [R6] acted as media sponsors for the EGI Community Forum in Munich (March) and the Technical Forum in Prague (September); support for the EGI events included announcing and covering the events in iSGTW and running a GridCast blog with bloggers from both EGI and e-ScienceTalk, and also Sysfera, SZTAKI, SAGrid, Nikhef and CSIC. At the Community Forum, the #cf2012 tag was mentioned in 403 Twitter posts, 221 photographs were uploaded to Flickr and there were 31 blog posts including 14 videos. Results from the Technical Forum in Prague will be reported in the final dissemination report as information is collected.

Publications

- EGI and e-ScienceTalk worked together the e-ScienceBriefings, which are engaging documents aimed at policy makers. E-ScienceTalk consulted with EGI on the e-ScienceBriefings 20 (February) on 'Research Networks: global connectivity'; 21 (April) on visualisation techniques and 22 (July) on 'Open data, open science'.
- iSGTW published five EGI case studies and profiles, making them available to a wider audience:
    - Hunting for viruses: finding a needle in a haystack (January): http://www.isgtw.org/feature/hunting-viruses-finding-needle-haystack
    - Protecting Portugal's Aveiro Lagoon (February): http://www.isgtw.org/feature/protecting-portugals-aveiro-lagoon
    - The search for 'new physics' - a view from the frontline (May): http://www.isgtw.org/feature/search-new-physics-view-frontline
    - IberGrid: A tale of two countries (June): http://www.isgtw.org/feature/ibergrid-tale-two-countries
    - Designing better antibiotics (July): http://www.isgtw.org/feature/designing-better-antibiotics
    - Creating cheaper biodegradable plastics (September): TBA
- In total, there have been 367 mentions of EGI in iSGTW, including mentions in 63 feature items. These articles featured contributions from the management, dissemination and policy teams, and have been distributed to the 8000 subscribers to iSGTW and reposted through Twitter, Facebook and other social media channels.
- iSGTW supported the launch of the 'Stories from the Grid' series of videos, with four feature articles, feed items and visual highlights:
    - (visual) http://www.isgtw.org/visualization/european-grid-infrastructure-breathes-life-ancient-greek-music
    - (feature) Computing and cone snail creates new painkiller (http://www.isgtw.org/feature/computing-and-cone-snail-creates-new-painkiller)
    - (feed item) Video: Alexandre Bonvin from WeNMR (http://www.isgtw.org/feed-item/video-alexandre-bonvin-wenmr)
    - (feature) Hunting for giants (http://www.isgtw.org/feature/hunting-giants)

3. Open Issues

The two projects are working well with no major issues to report or delays.

4. Impact

In the second year of e-ScienceTalk, the impact of activities has been in areas of policy, websites, online publications and social media. Three policy briefings have been published about desktop grids, global connectivity and visualisations in science and distributed at high impact events such as eChallenges, ICRI'12 and e-Science2011. The e-ScienceCity website was

launched, including new areas about cloud computing and volunteer computing, together with an associated 3D virtual world which is seeing an increasing level of traffic. Subscribers for iSGTW have grown to 8000, with 3000 followers on social media. A dedicated iSGTW editor now reports from the Asia Pacific region, and articles have featured interviews with Nobel prize winner Brian P. Schmidt, former UK prime minister Gordon Brown and web pioneer Tim Berners-Lee, and have been picked up by publications such as Symmetry, Discovery News and Wired US, which has 1.4 million Twitter followers. GridGuide has expanded by 25 sites in Europe, the US, Africa and Asia. GridCast has reported from more than a dozen events worldwide and GridCast videos have been viewed nearly 200,000 times in YouTube. The Real Time Monitor now includes jobs from ATLAS, one of the world's largest users of the grid, and shows router traffic on the network layer.

The impact of the collaboration between e-ScienceTalk and EGI has led to a high level of visibility of EGI on e-ScienceTalk channels. For example there have been 367 mentions of EGI in iSGTW, including 63 feature items. These have been distributed to readers in 190 countries around the world, and picked up by mainstream media such as Wired. E-ScienceTalk has made a significant contribution to the impact of EGI events and events attended by EGI, supporting the events through a media sponsorship that includes providing printed materials for the booths, publicising the event to increase attendance and providing a blogging outlet through GridCast, including video content. The EGI videos have also been advertised to the 100 followers of the e-ScienceTalk YouTube channel. In future, e-ScienceTalk will continue to support EGI events through its media partnership, publish articles about EGI in its high circulation online publication and to feature EGI materials and content across its various blogs, websites, publications and events.

5. Next steps/Future Plans

EGI and iSGTW will co-organise an essay competition entitled: "The EGI Writing Prize 2013, in association with iSGTW." The goals of this collaboration are:

- Source case studies for the EGI website [R7] and feature articles for iSGTW
- Engage with young scientists – a key audience for iSGTW and stakeholder group at EGI
- Open possibilities for stories about grid computing to appear in mainstream media

6. References

R1	MoU Document: https://documents.egi.eu/document/481
R2	EGI-InSPIRE: http://www.egi.eu/about/egi-inspire/
R3	e-ScienceTalk Website: http://www.e-sciencetalk.org/
R4	2011 MoU Activity Report (M2.1): https://documents.egi.eu/document/931
R5	MoU Milestones: http://go.egi.eu/mou-milestones-esciencetalk
R6	iSGTW: http://www.isgtw.org
R7	EGI website: http://www.egi.eu