

Helix Nebula final dissemination report

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Goal



Report main results of Communication and Dissemination activities throughout the HN project

Showcase impact of HN initiative

Overview



- Main results from actions of Engagement Plan
- Workshops and events
- Online outreach
- HN in the press
- Targeted communications
- Impact
- Future action plan for Production Platform

Actions



21 Stakeholders

































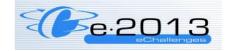














Actions (2)



26 actions in Engagement Plan – 32 undertaken actions

 e.g. Cloudscape-VI: Attend plenary session, demonstrate HNX production platform – Presentations on supply side, user side, Position paper, demo of HNX.

Result: winning "Best Position paper" at event (D2.2, Section 2.1 Goals of Engagement Plan)

HN workshops & Events



- Two public events (Frascati, Geneva) & one workshop organized by the Helix Nebula Initiative, Over 100 participants
- Overall 78 events:
- 4 meetings (10th e-Infrastructure meeting,TERENA meeting,etc)
- 41 events (CSA EMEA Congress, Technitaly, Digital Agenda Assembly, GigaOM, TERATEC,RDA, EGU General Assembly, etc)
- 14 workshops (Japan, EC workshops, e-IRG workshop, Copernicus, FET flagship, Singapore, etc)
- 18 conferences (Annual European, ISC conference, EUDAT, RSA conference, etc)

Online Outreach



Revamp of the website: April 2014, in association with launch of HNX platform, major re-styling of website



- 3470 page views per month (July 2013-April 2014, Most visitors: U.S., UK, Italy)
- Social networks: Twitter 374, Facebook 375, LinkedIn 335, Youtube 3242 views.

HN in the press



- Visibility to activities of the Helix Nebula project through web magazines & partners dissemination channels (CERN, ESA,TERENA,Interoute, PrimeEURmagazine, ISGTW, HPC in the Cloud, CORDIS)
- Example: 6 reports/ press releases disseminated through 24 channels
- Worth mentioning: Master Thesis: Exploring Value Co-creation in Cloud-Computing Platform Ecosystem: A Revelatory Case Study, Michael Blaschke, Uni of Augsburg, Feb. 2014

Targeted Communications



- Different format materials for different stakeholders reach:
- 26 interviews recorded the initiative+results
- Additional interviews for media channels as GIGAOM, iSGTW, etc. for specific target audience.
- 3 minutes videos presenting the <u>Vision</u>, the <u>Objectives</u> and the <u>Results</u> of the HN initiative
- 18 presentations for different events and target groups.
- 3 newsletters circulated to the HN database and to the partner networks. <u>Goal</u>: information on the progresses of the project.

Final Impact



- Actions set in Engagement Plan were met and complemented by additional ones
- Raised awareness of HN and provided cloud services for eScience (i.e. Research Data Alliance)
- Promotion (of HN cloud services) to a bigger ICT audience (i.e. Cloudscape-VI 24-25 February 2014 Brussels Belgium)
- Proposals for the hybrid public-commercial cloud model (i.e. EIROforum: - the forum of the European Research Organisations)
- Engagement of new users and new potential communities (i.e. National funding agencies)

Future Action Plan



- Enhanced platform:
- how is delivered as a service (e.g. a unified contracting and billing structure & improved EGI and GEANT integration).
- focusing on real-world use cases, i.e. Open City services
- Development on Information as a Service