



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, PrimeEUR magazine, 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 Vision, the Objectives and the Results of the HN initiative
- ☛ 18 presentations for different events and target groups.
- ☛ 3 newsletters circulated to the HN database and to the partner networks. Goal: 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