



Enabling Grids for E-science

# Dissemination Activities

## New User Support SSC for EGI

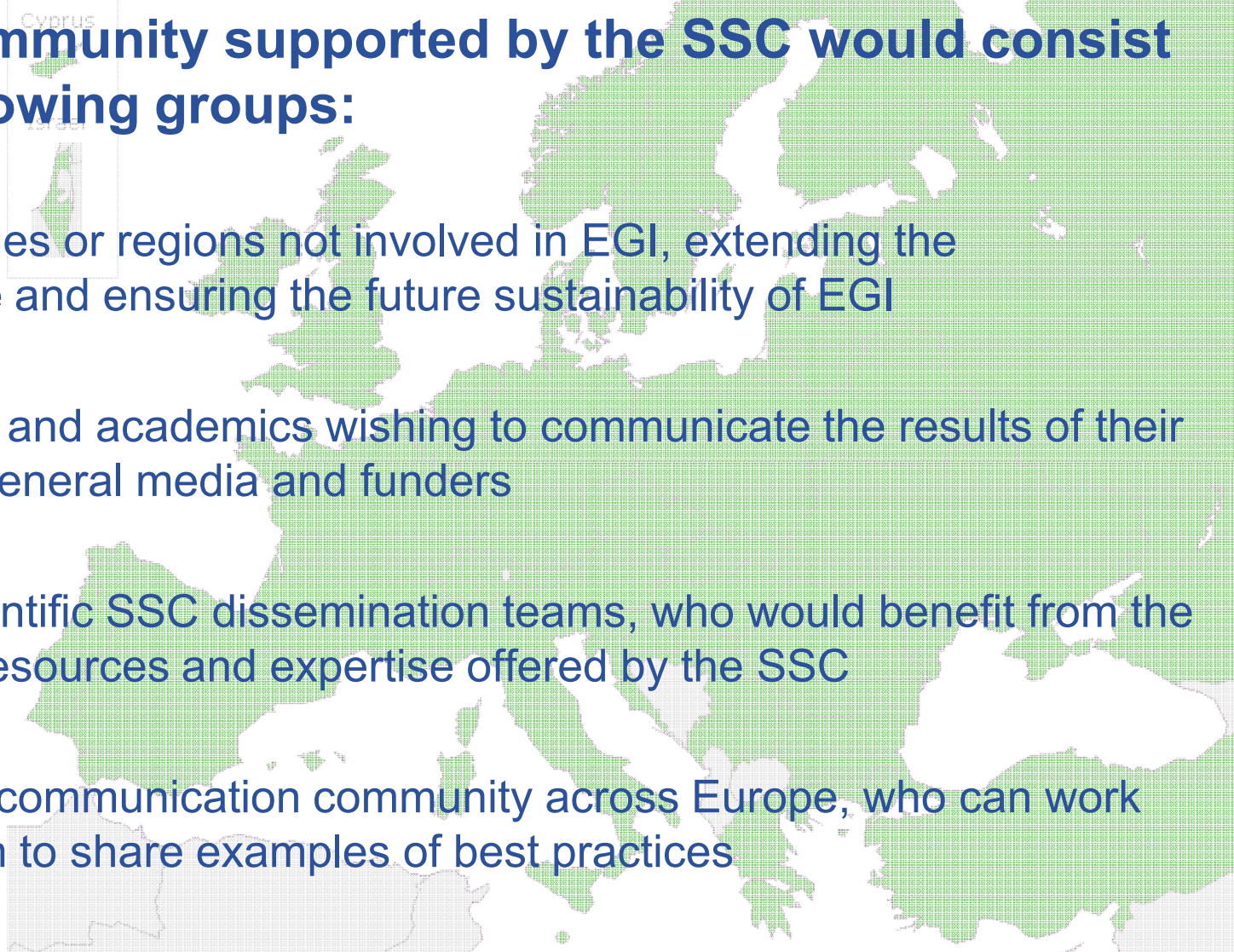
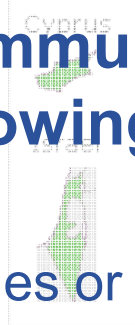
*Neasan O'Neill*  
*EGI SSC Meeting*  
*Paris, France*  
*1 July 2009*

[www.eu-egee.org](http://www.eu-egee.org)



## The user community supported by the SSC would consist of the following groups:

- New disciplines or regions not involved in EGI, extending the infrastructure and ensuring the future sustainability of EGI
- Researchers and academics wishing to communicate the results of their work to the general media and funders
- NGI and scientific SSC dissemination teams, who would benefit from the centralised resources and expertise offered by the SSC
- The science communication community across Europe, who can work with the team to share examples of best practices



## Rationale:

- *The European Commission will want to promote ... collaboration ... through use of the EGI and also want to ensure that any expertise and results from funded projects within the scientific domain are disseminated widely.*
- Achieving this will require expertise and professionals who know and understand ICT and the media.

## Aims:

- Attract new user communities and countries to the EGI by promoting the benefits of using grid computing
- Disseminate the research being done on the infrastructure

## The work package will cover five main areas:

1. Attracting new users and demonstrating impact of results from existing and new users
2. Supporting EGI presence at community events through interaction with NGIs and scientific SSCs
3. Creating promotional material and publications
4. Interacting with global press and media through all available channels
5. Graphic design services

## Services

- Be a first point of contact for new user communities
- Connect researchers with the press and media
- Create dissemination materials
- Provide expert advice and knowledge on communication strategy
- Help promote research done with the EGI and ensure that it reaches the widest audience as possible

## Outcomes

- Increased knowledge and information to both scientific and geographical areas not yet involved
- Deeper dissemination and communication of specific results and achievements
- Promote Grid technology and research accomplished using the Grid through all possible channels
- Sustain grid related technologies by attracting users to adopt and use EGI's software & services

## The Dissemination Work Package Tasks:

- WP2.1 Project coordination/work package management
- WP2.2 Event Coordination
- WP2.3 Copy Production
  - **Press releases, news items, submissions to other media etc**
- WP2.4 Material design and planning
  - **Leaflets, posters, etc**
- WP2.5 Coordinating/assisting entrance of new users/communities