



Enabling Grids for E-science

## Dissemination and Metrics

*Anne-Lise Goisset, NA2 Dissemination Support Officer  
EGEE-II/EGEE-III Transition meeting  
CERN, 6 May 2008*

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



- NA2 is about **Dissemination**
  - Of scientific impact and results
- NA2 is about **Outreach**
  - To existing and new users
- NA2 is about **Communication**
  - With the public
  - With the media
  - With politicians and decision makers
  - With other projects
  - With business
  - Between activities

**Spread the message**

- **To publicise something within the project**
- **For press releases**
  - Follow the procedure described at <http://egee-na2.web.cern.ch/egee-NA2/dissemination-procedures.html>
- **To deal with the media**
- **For events**
  - If you think EGEE should be present at an event, talk to us about it!

**Any question contact us!**

**[project-eu-egee-dissemination@cern.ch](mailto:project-eu-egee-dissemination@cern.ch)**

- **NA2 helps to organise Project Conferences & User Forums**
  - EGEE08, 22-26 September, Istanbul, Turkey
  - Next User Forum to be held in March 2009
  
- **NA2 can support you for local events**
  - General advice
  - Provide material
  - Registration and online timetables through INDICO  
(<http://indico.cern.ch/index.py>)
  
- **Want to organise a Business Day?**  
**[contact@trust-itservices.com](mailto:contact@trust-itservices.com)**



- Material can be requested from

<http://egee-na2.web.cern.ch/egee-NA2/oder-form.html>

e.g.

- Info sheets
- Posters (general & technical)
- Folders
- Annual report
- 4 sided flyer
- Stickers

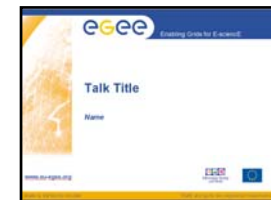
- Other available material (electronic version)

<http://egee-na2.web.cern.ch/egee-NA2/material.html>

- iSGTW postcards
- “Creative connections” video developed by BELIEF project



- **Logos**
  - EGEE logos (main logo, gLite, etc.)
  - EU and INFOSOM logos
- **Templates**
  - PowerPoint presentations: partners must use this template for EGEE presentations
  - Word template for information sheets
  - Technical and general poster templates



**These templates reflect the style guide defined for EGEE**

<http://egee-na2.web.cern.ch/egee-NA2/style.html>

- **Updates on current material**
  - Posters (Applications, Infrastructure, general)
  - Information sheets re-vamp
  
- **Re-produce successful publications**
  - User Forum Book of Abstracts
  - ‘From the web to the Grid’ leaflet (translated)
  - Collaborating projects booklet for EGEE08
  - Annual report
  
- **Any ideas, any material you want to contribute? Contact us:**



**[project-eu-egee-dissemination@cern.ch](mailto:project-eu-egee-dissemination@cern.ch)**

- **NA2 has several indicators to measure its success**
  - News releases
  - Press cuttings
  - Interviews (TV, radio, etc.)
  - Events
  - ...
- **NA2 Metrics reported on a quarterly basis**
  - Using web tool (restricted to NA2 partners and password protected) <http://www.egee.nesc.ac.uk/NA2/login.cfm>
  - EGEE-III first quarterly report due early August!
  - Any question on NA2 metrics, contact me!
    - [Anne-Lise.Goisset@cern.ch](mailto:Anne-Lise.Goisset@cern.ch)



<b>Indicators</b>	<b>Totals for EGEE-II second year</b>
<b>News releases</b>	<b>81</b>
<b>Press cuttings</b>	<b>156</b>
<b>Interviews</b>	<b>31</b>
<b>Scientific papers</b>	<b>54</b>
<b>Promotional material produced/translated</b>	<b>247</b>
<b>Newsletters issued</b>	<b>69</b>
<b>Industry &amp; Government events organised/attended</b>	<b>62</b>
<b>Events organised/attended</b>	<b>167</b>
<b>Average number of unique visitors/month on local websites</b>	<b>63029</b>
<b>Contacts made</b>	<b>143</b>

*Complete dissemination report in DNA2.6: <https://edms.cern.ch/document/889831/2>*

**Media Relations**

- News Releases
- Press Cuttings
- Interviews
- Scientific Papers

**Promotional Material**

- Promo Materials

**Communication and Cross Activity Coordination**

- Newsletters

**Industrial and Government Relations**

- Industry Organised
- Industry Attended
- Government Organised
- Government Attended

**Events Organisation & Attendance**

- Events Organised
- Events Attended
- EGEE Internal Events

**User Relations and Websites**

- Websites

**News Releases**

View/Edit Records

<b>Title*</b>	<input type="text"/>
<b>Date*</b> Please use calendar	<input type="text"/> 
<b>Topic*</b>	-Please Choose- <input type="button" value="v"/>
<b>Issued</b> If the release has been received from EGEE and sent to your media contacts, please choose "Forwarded" from the drop down menu.	-Please Choose- <input type="button" value="v"/>
<b>Number of Media Contacts the release is sent to</b>	<input type="text"/>
<b>Published Url</b> If publication is published online	<input type="text"/>
<b>Number of Downloads</b> If publication is published online	<input type="text"/>
<b>Add</b>	<input type="button" value="Add"/>

Country	Partner name
Australia	UNIMELB
Austria	JKU
Belgium	VUB
Bulgaria	IPP BAS
Croatia	SRCE
Cyprus	UCY
Czech Republic	CESNET
France	BT-IC; CGGV; CNRS; CRSA; HEALTHGRID
Germany	FZK
Greece	GRNET
Hungary	BME; KFKI-RMKI
Israel	TAU

Partner country	Partner name
Italy	ED; INFN; Trust-IT
Poland	CYFRONET; ICM
Portugal	LIP
Romania	ICI
Russia	JINR;RRC KI; SINP MSU
Serbia	IPB
Slovakia	II SAS
Slovenia	JSI
Spain	CSIC; IFAE
Switzerland	CERN
Taiwan	ASGC
Turkey	TUBITAK
United Kingdom	Imperial; QMUL; STFC; UEDIN; UNIMAN

## Website: a major shop window for the project

- **EGEE-II: several EGEE websites**
  - EGEE Public website - Metaware
  - Technical pages – CERN
  - Activities websites
  - Local websites – NA2 partners
- **EGEE-III: new extended public website - Healthgrid**
  - Web Task Force: Working group created in January 2007
    - Members: Nathanael Verhaeghe (HealthGrid), Sy Holsinger (Trust-IT), Sarah Purcell and Anne-Lise Goisset (CERN)
  - New website structure presented to PEB in March
  - New EGEE website was launched start of May
  - Further developments ongoing

- **To improve accessibility of information**
  - Only one public portal with all public information
  - Activity websites restricted to the consortium (private area)
  - No public information “hidden” in activity websites
- **To improve look and feel of website**
  - Same template/layout on every page
  - Search tool on every page
- **To simplify content management from the PO**
  - Content Management System
  - NA2 management able to edit content
  - Activities responsible for specific parts of website



- **We are here to help!**
  - Contact us for help with dissemination, or just for advice on communication issues
- **Communication is necessary, even if it takes time from technical work**
  - Important to promote your work
- **We need to hear from you!**
  - Tell us about your success stories
  - Tell us what you do

## Contact me!

[Anne-Lise.Goisset@cern.ch](mailto:Anne-Lise.Goisset@cern.ch)