



Enabling Grids for E-science

## NA2 Activity Dissemination, Outreach and Communication

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*EGEE-II Final Review (CERN)  
8-9 July 2008*

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

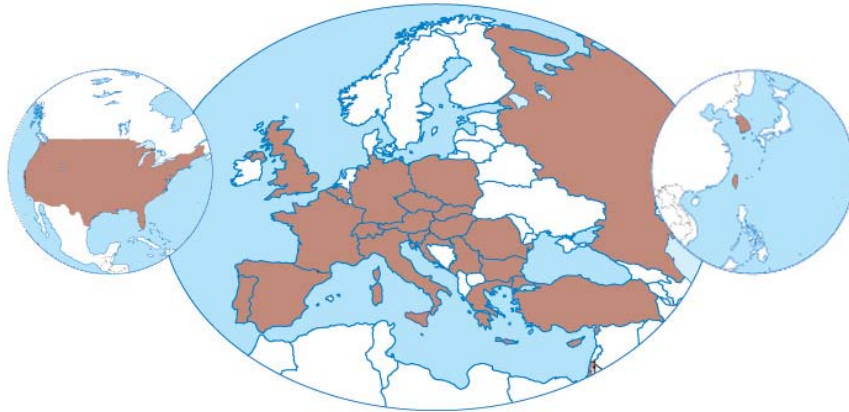


Information Society  
and Media

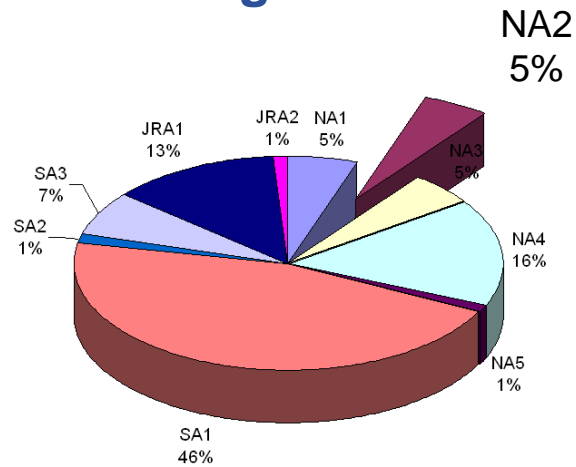


- *Activity overview*
- *Objectives*
- *Dissemination, Communication & Outreach strategy*
- *Main activities and results achieved*
- *Exploitation Plan*
- *Summary/Conclusion*

## NA2 Partners



## EGEE-II Budget



## Manpower

- 27 partners
- 22 countries
- 22 FTE

Short Name	Country	Total (PMs)
CERN	Switzerland	72
JKU	Austria	12
CESNET	Czech Rep.	6
BME	Hungary	22
ICM UW	Poland	12
IISAS	Slovakia	12
JSI	Slovenia	6
UEDIN	UK	24
CRSA	France	24
FZK	Germany	24
INFN	Italy	12
ULB	Belgium	24
JINR	Russia	24
SINP MSU	Russia	24
IPP-BAS	Bulgaria	12
UCY	Cyprus	12
GRNET	Greece	12
ICI	Romania	12
LIP	Portugal	12
CSIC	Spain	12
RED.ES	Spain	12
IPB	Serbia	24
TUBITAK-ULAKBIM	Turkey	24
HEALTHGRID	France	18
MTW	Italy	59
SRCE	Croatia	12
TRUST-IT	Italy	13
<b>Total</b>		<b>532</b>

- **NA2 is about Dissemination**
  - Providing a voice
  - Serving the User Community
  - Dynamically spreading the message of impact and results
  - Being a source of information
- **NA2 is about Outreach**
  - To new and existing users
    - Science and Industry
      - *decision makers, funding bodies, and politicians are key audience*
  - Providing platforms for networking and knowledge transfer through strategic events
- **NA2 is about Communication**
  - With the public, the media and business
  - Bridging the gap between EGEE-II activities and other projects

- **Implementing a plan**
  - Each NA2 activity performed was part of the overall planned and coordinated strategy (DNA2.3.1)
- **Targeted dissemination**
  - Media: quickest and easiest way to reach a variety of audiences
  - New and existing user communities: Info sheets and NA4
  - Industry: through the EGEE's Programme for Industry
- **Multi-channel outreach**
  - Conferences
  - User Forums
  - Industry Days
- **Communication packages**
  - Articles; Press/News Releases; Promotional Material
- **Collaboration with other EU funded projects and collaborating EGEE projects**
  - Collaborating Project Liaison Office

# *Targeted Dissemination*

- **EGEE-II**
  - Info sheets: (general public, new users)
  - Posters: (visibility at events)
  - Folders: (collection of info)
  - “EGEE in 2007” Brochure: (easy to read annual report of results)
  - 4-sided glossy flyer: (quick snap-shot)
  - Stickers: (branding)
  - User Forum Book of Abstracts
    - Both 2nd and 3rd User Forum
  - “Goodies” – yo-yo, flexi-pens, etc
    - Effective and fun (SC’07)
- **Collaboration with other projects**
  - iSGTW postcards
  - “Creative connections” DVD: (BELIEF; OMII-EU; DEISA, GEANT2)
  - Collaborating Projects Booklet



## Material and Presentation Templates

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

- **GRIDtoday**

- Media Sponsor:

- 2nd EGEE User Forum – Manchester, UK
    - Again Media Sponsor for 3rd EGEE User Forum – Clermont-Ferrand, France

- Comprehensive Media Strategy

- EGEE'07 – Budapest, Hungary

- 36 Total articles

- **iSGTW - *International Science Grid This Week***

- Collaboration between EGEE and US's Open Science Grid (Now EU-funded project - GridTalk)

- Subscriber base: >3600
    - Articles related to EGEE: avg. 2-3 articles per issue

- Website hits constantly increasing: >60,000 unique visitors every month

- up from 7000 visits a month in January 2007
    - readers come from more than 100 countries

- **Over 150 Articles/Press Cuttings**

- **Over 80 News/Press Releases**

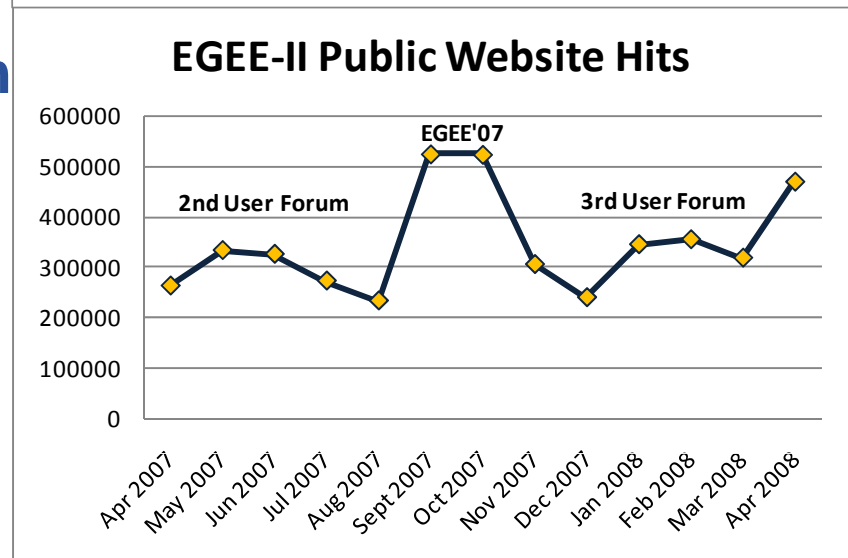
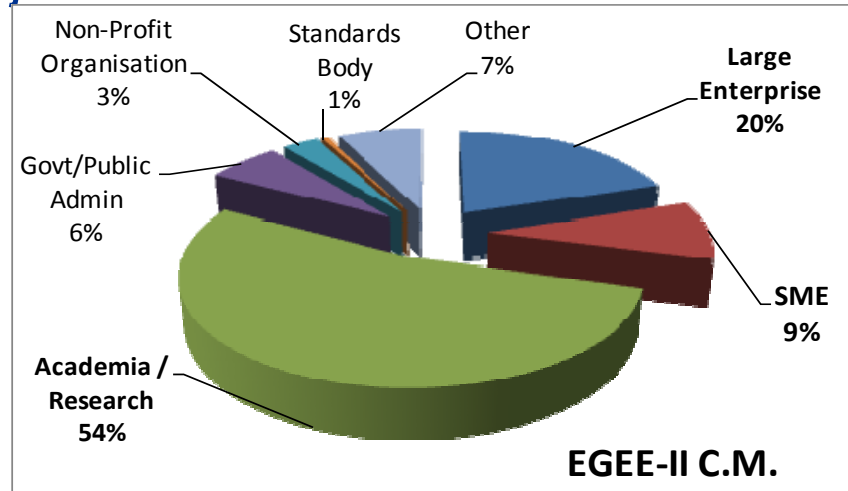
- **Over 30 Interviews**





# *Source of Information*

- **EGEE Public Website**
  - Is a major shop window for the project
    - Event information and registration
    - Community Members
  - Large project with a large amount of information
  - **550** Community Members
- **Avg. >345 000 hits/mon.**
- **Avg. >8400 Unique visits/mon.**
- **Highs = EGEE'07 and User Forum**
  - Lows = vacation periods
- **Visitor Development**
  - Apr '07 = #3 & #4 Most visited pages - Who uses EGEE & How EGEE Works
  - Sept-Oct '07 = Top 5 – EGEE'07
  - Feb-Mar '08 = Top 2 – News & Events RSS feeds



- **Work towards new extended public website**
  - To improve accessibility of information
    - Only one public portal with all public information
  - Web Task Force: Working group created in January 2007
    - CERN, Trust-IT and HealthGrid
- **Merge multiple sites to EGEE Portal = easier to find information**
  - EGEE Public website; Technical pages; Activities websites; Local websites
- **Improve look and feel of website**
  - Same template/layout on every page
- **Simplify content management**
  - Allow Project Management to edit content
  - Activities responsible for specific parts of website
- **Improve access/visibility of more technical information**
- **New website structure presented to PEB in March**
- **New EGEE website was launched start of May**



# *Multi-Channel Outreach*



- **Business Partners**

- Funded

- **Business Associates**

- Collaborative

- **Business Forum & Task Force**

- Outreach

- **Industry Days**

- Events



- **Provides opportunities for companies to engage in technical work in collaboration with EGEE, such as:**
  - Coordinated technical developments
  - Market surveys
  - Exploitation strategies
  - General transfer of know-how and services to industry
- **Considerable emphasis given to EBA Programme**
- **Doubled EBAs from First year of EGEE-II**
  - Now 6 EGEE Business Associates
    - New EBAs
      - *Avanade*
      - *Excelian*
      - *Hitachi*

- **Avanade**

- Bring expertise on .NET Technologies to fully exploit gLite interoperability with Windows machines



- **Excelian**

- Providing high-level consultancy for the positioning gLite to business



- **Hitachi**

- Plans to integrate their data transfer solution with the EGEE framework



- **2 New EBAs (approved in May)**

- Constellation Technologies

- Will offer additional gLite services and support to commercial customers



- Linalis

- Provide Industrial Grid training services

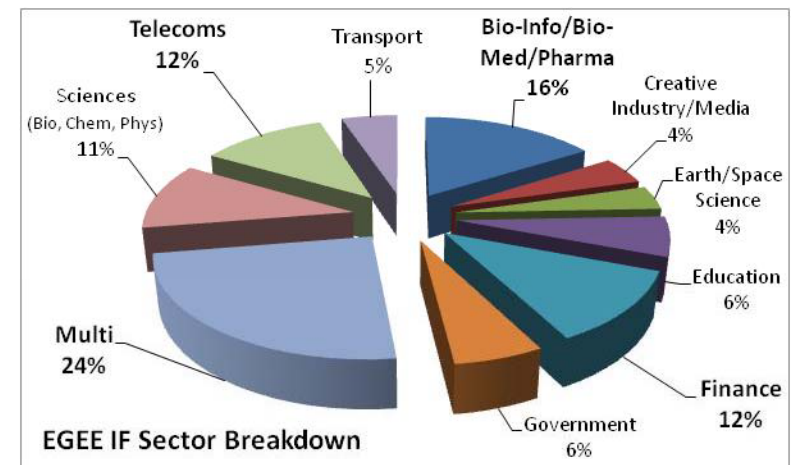
- *Qi3/EGEE-II surveys show market for standards-compliant, open source middleware with commercial support and training*







- **Platform and dissemination tool designed to:**
  - Provide an opportunity to learn about EGEE and its benefits
  - Find out how their Industrial Applications can be deployed on EGEE using gLite middleware
- **50 New members in 2<sup>nd</sup> year**
  - over 300 Members total
- **2 Industry Forum Newsletters**
- **Industry Committee & Focus Groups:**
  - 45 Grid experts
  - Focus Groups:
    - Support for Commercial Adoption of gLite
    - SMEs & Start-ups
    - Industry Requirements for Grid Standardization
- **Industry Events**
  - Business Track at EGEE'07
  - 3 Industry Days (Greece, Slovakia, France)



<http://business.eu-egee.org>

- **Platforms enabling current & potential adopters of grid technology to:**
  - Interact with EGEE project & understand the benefits of gLite
  - Exchange knowledge & experiences
  - Understand/Discuss the benefits Grid up-take by industry
- **3 Industry Days during 2<sup>nd</sup> year = 12 total Industry Days**
  - 11 Sept 07 - Thessaloniki, Greece – Grid and SMEs (40 Participants)
    - Collaboration Proposal: creation of a Living-Lab environment
  - 19 Sept 07 - Bratislava, Slovakia – Bioinfo & Pharma (63 Participants)
    - Initial Contact – Majority: Medical, Bioinfo, Pharma
    - Ministry of Health of Slovak Republic
    - Inclusion of live demos (WISDOM)
  - 28 Nov 07 - Paris, France – Finance (105 Participants) - “Organised with BEinGRID”
    - Majority: Banks, Insurance Companies, IT Enterprises
    - Important info gathered (i.e. huge need of computer resources; buying new computers no longer scalable, hence need for viable alternatives)
- **EGEE London Business Day**
  - 21 May 08 – “Why you need Grids and how to do It” (100 Participants)
    - ”Organised with STFC

- **Assess gLite in industrial contexts**
  - Technical Evaluation of gLite including sector analysis
  
- **Define EGEE technical requirements for industry**
  - Market Survey
    - Commercial Training Feasibility Survey for EGEE's Grid technology
  - Security audit for gLite implementation 
  - Licensing
    - Provide trial licenses 
    - Technical feasibility study (Integrate with local resource manager)
    - Define licensing model for Grid deployment)
  
- **Support channel for commercial requirements for industrial take-up**
  - Development of gLite and associated tools
    - Through EBA Programme
  
- **Support gLite Business Applications**
  - Collecting and Evaluating current applications
  - Understanding benefits and issues

*Qi<sup>3</sup>*



- **Adopted gLite on own infrastructure**

- BEinGRID

- Earth Sciences; Finance



- EU-IndiaGrid

- Financial Stock Analysis application using gLite



- Health-e-Child

- Biomedical information platform for Paediatrics



- Imense Ltd

- gLite-based Grid computing for large scale image indexing and retrieval



- Philips Research

- Using gLite for medical imaging, bio-informatics and simulation



- **Proof of Concept**

- GridVideo

- gLite-based multimedia application



- TOTAL, UK

- Application to assess the usefulness of External Grids using GILDA testbed



- **Application and Development**

- CERN Openlab

- CERN and industrial partners to develop data-intensive Grid solutions



- WISDOM

- Using EGEE infrastructure for drug discovery



## Over 600 Participants – 47 Countries

### Sponsors



**EGEE**  
Enabling Grids  
for E-science



88 Sessions    12 Live Demos  
275 Talks      39 Posters

### Business Track

## 7 Sessions – 40-75 Participants

- Working with EGEE and gLite Success Stories
- Specific Vertical Markets
- Solutions to Barriers to Grid Adoption in Business

**1-5 October, 2007**  
Europe Congress Center (ECC)  
Budapest, Hungary

**EGEE'08 Conference**  
22-26 September 2008  
Harbiye Askeri Museum, Istanbul - Turkey

## EGEE USER FORUM

Clermont-Ferrand (FR)  
11-14 February 2008

contact: [egee-uf3@healthgrid.org](mailto:egee-uf3@healthgrid.org)  
website: [www.eu-egee.org](http://www.eu-egee.org)

- More than 300 participants
- 100 Talks
- 19 demos, 36 posters
- Book of Abstracts
- Health-e-Child wins best demo
  - Gateway and Case Reasoner - gLite-based healthgrid for European paediatrics
- 4<sup>th</sup> User Forum co-organised with OGF25
  - Catania, Italy – March 09



# *Internal Communication*

- **Large project requires extensive effort to ensure proper communication**
  - Bi-monthly EGEE Newsletters
    - over 900 people who have expressed interest in joining the NA2 mailing list, providing a round-up of the project's news
  - NA2 face-to-face meetings
    - Provide general project updates or changes to workplan
    - define upcoming activities and discuss any potential issues
  - Weekly Reports to PEB
    - NA2 partners now personally contribute
      - *Not only from NA2 Manager*
  - Partner Review – Nov 07
    - Effective way to fully understand all the detailed work each partner is doing
    - Allows for other partners/institutions to learn from each other's experiences and results achieved
  - Web Metrics
    - Online tool for reporting



**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

- Common Parameters/Language for communication

<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"/>

- Implemented in 2<sup>nd</sup> year
- Restricted to NA2 Partners and password protected
- Easy to use
- Categorizes activities carried out
- Information exportable in excel format
- NA2 metrics reported on a quarterly basis

# *Considerations and Conclusions*

	QR5 Apr-Jun 07	QR6 Jul-Sept 07	QR7 Oct-Dec 07	QR8 Jan-Apr 08	Total for EGEE-II second year	Total for EGEE-II
Newsletters issued	30	9	18	12	69	125
News Releases	25	3	41	12	81	226
Articles and Press cuttings	51	26	49	30	156	469
Interviews	12	2	9	8	31	76
Industrial Events organised	13	16	12	7	48	95
Industrial Events attended	9	3	2	0	14	84
Material Produced or Translated	90	49	84	24	247	509
Internal events organised	7	2	2	2	13	46
Events organised	25	15	25	6	71	199
Events attended	36	21	25	14	96	243

- **Average**
  - 13 Articles or Press Cuttings per month

- **Clusters of Competence**
  - Consolidated effort
    - Implementation of Task Leaders
    - Regional effort
- **Visibility**
  - Increase presence at user/IT events
  - Continue successful coverage through media partners
    - Signed agreement with GRIDtoday for the whole of EGEE-III
- **Leverage Communication Activities**
  - Importance of continuing work accomplished through Collaborating Projects
  - Press Offices of partners for additional support
  - Target Technology Transfer Offices in preparing for a sustainable infrastructure
- **EGEE's Programme for Industry**
  - Introduce one-to-one site visits for more specific user requirements
  - Further develop gLite market analysis to continue defining current market position
    - (i.e. Cloud computing)
  - Continue to expand EBA Programme
- **EGEE'08 and User Forum'09**
  - Uphold the image as “the” key European Grid events

- **As a high profile project – EGEE continuously:**
  - Broadcasts its successes worldwide
  - Participates at events
  - Synergizes for media coverage (success of iSGTW and GRIDtoday)
- **Highly successful events held**
  - 2 User Forums (2 book of abstracts)
  - International conference - EGEE'07 (600 participants)
  - 3 Industry Days
- **Continued involvement with Collaborating Projects**
- **Established contact politicians/ministers**
  - Every politician/minister visiting CERN computer centre has learnt about EGEE
  - Within conferences, industry days, etc.
- **Wide range of material**
  - Aimed at diverse audiences and distributed at the numerous events
- **Identified areas to improve in building for EGEE-III**
- **NA2 is effectively aiding the process towards a sustainable infrastructure**



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