



Enabling Grids for E-science

Dissemination and Outreach

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www.eu-egee.org



- **Objectives of NA2**
- **Publicity material produced**
- **Website**
- **Media coverage**
- **EGEE conferences**
- **Dissemination strategy and metrics**

“In order for the project to succeed, it is vital to proactively raise awareness of the EGEE project, attract interest and ultimately participation from many different science disciplines, the academic community, business and government.”

(EGEE Technical Annex)

The mission of the NA2 partners is defined as:

“To identify key audiences, actively promote and raise awareness of the EGEE project through clear, consistent and timely communications.”

(EGEE Dissemination Plan)

In conjunction with the Project Office a series of publicity material has been produced:

- **Fact Sheets**
- **Folders**
- **Style Guide**
- **Stickers**
- **Video**
- **Templates**
 - Posters
 - Word documents
 - Presentations
 - Website



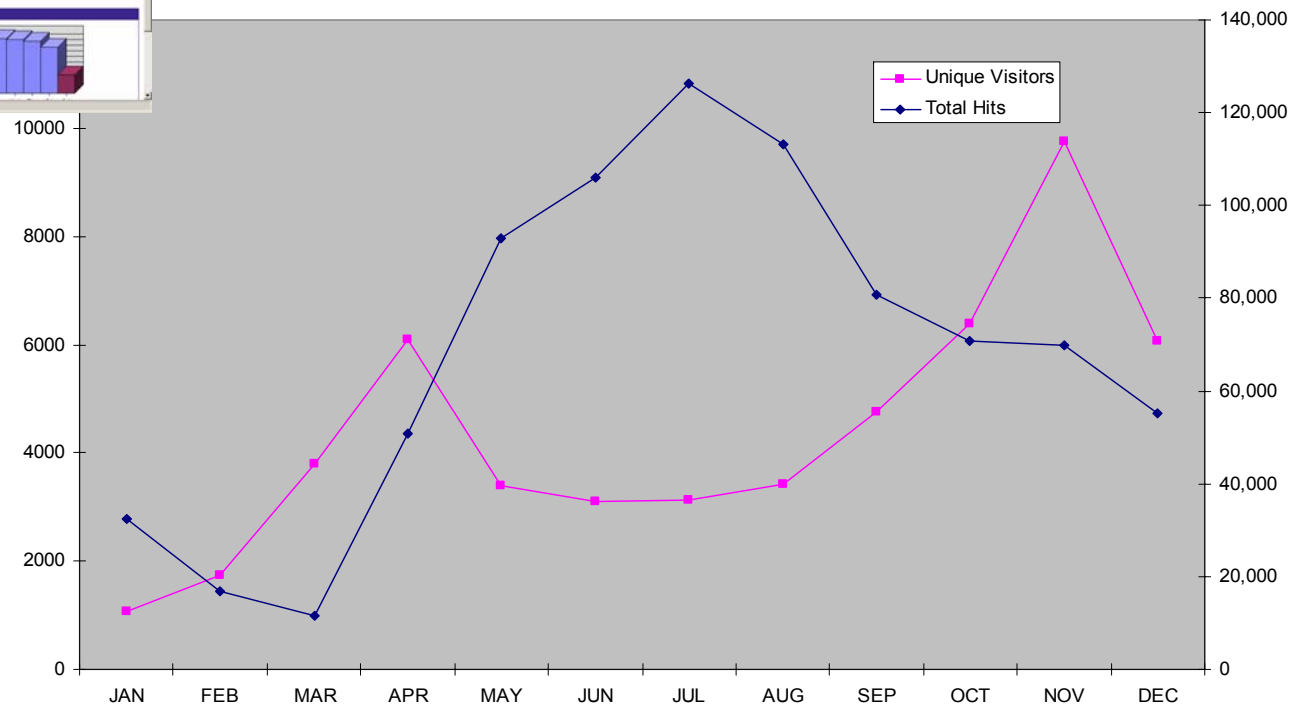
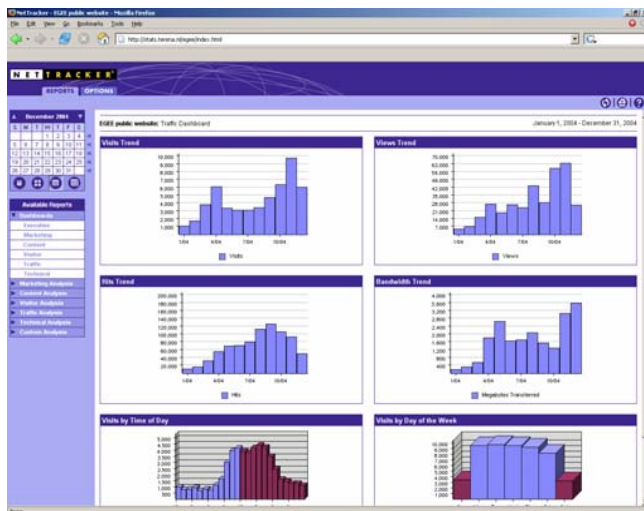
- Interim website was set-up prior to launch
- New public website designed & implemented in month 1
- Finalised by month 6
- Constantly updated for duration of project
- Over 4000 unique visitors a month
- Visitors are able to download publicity material, register to receive more information, ask questions, see EGEE news stories etc.





Oct – Dec 2004

- 4000 Unique Visitors monthly
- 65,000 Hits monthly



	PM	EGEE	GRIDS	VO	eInfrastructures	Biomedical Applications	E-science
Google.com	PM6	1	29	68	39	29	23
	PM9	1	27	5	30	73	1
Ask Jeeves.com	PM6	1	11	<200	168	<200	21
	PM9	1	11	33	165	155	10
Lycos.com	PM6	1	<200	<200	<200	<200	<200
	PM9	1	<200	54	<200	<200	2
Altavista.com	PM6	6	<200	<200	N/A	<200	<200
	PM9	5	<200	<200	N/A	<200	<200
Yahoo.com	PM6	1	<200	57	<200	<200	<200
	PM9	1	<200	29	<200	<200	21
MSN Search	PM6	1	<200	<200	<200	<200	<200
	PM9	1	121	<200	<200	<200	10

- **Press cuttings library**
- **Coverage in over 15 countries**
- **Range of publications**
 - national newspapers
 - online publications
 - specialist journals and magazines
- **Some key titles include: Economist, Le Figaro Magazine, Irish Times and Linux Magazine**
- **Radio interviews (Poland and Austria)**
- **Television interviews (Denmark and Italy)**

Economist.com
TECHNOLOGY QUARTERLY MONITOR
A grid by any other name
 Grid computing: It might be the next big thing in computing. But for grid computing's biggest problem is that nobody can agree what it is

WHEN DOES IT BECOME A GRID?
 It depends whom you ask. According to many in the world of grid computing which roughly means the harnessing of a number of many computers in different places is here to stay, according to others, grid computing, while promising a reality. Who is right?

Europe: le 'grid' prend forme
 La semaine dernière a vu l'aboutissement final du projet European Data Grid qui visait à mettre en place sur 3 ans un environnement de test de type 'grid'.

La Grille, un nouveau web p

Focus RÉSEAU INFORMATIQUE

Après l'avoir inventé, il y a quinze ans, le CERN est en train de révolutionner une nouvelle fois son web. Son successeur, la Grille, permet d'augmenter la puissance de calcul et les capacités de stockage pour créer des superordinateurs.

Un grille pour faire le calcul

Le calcul est une tâche essentielle de nos sociétés. Mais elle est aussi l'une des plus gourmandes en ressources. C'est pourquoi les chercheurs ont développé la grille de calcul, un réseau de machines qui se partagent leurs capacités de calcul.

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Эффекты ГРИД-среды

ЗАДАЧИ НОВОЙ ТЕХНОЛОГИИ

Активно создаваемая среда ГРИД призвано объединить компьютерные ресурсы всего мира для решения задач, которые невозможно решить на одном компьютере.

ВНЕШАЯ КОМАНДА
 АЛЕКСАНДР КИРКОВ, д.ф.н., м.н.с.
 АЛЕКСЕЙ СОЛДАТОВ, д.ф.н., м.н.с.

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ΕΝΑΡΧΗ ΠΡΟΓΡΑΜΜΑΤΟΣ ΑΝΑΠΤΥΞΗΣ ΠΑΝΕΥΡΩΠΑΪΚΗΣ ΥΠΟΔΟΜΗΣ ΠΛΗΓΜΑΤΟΣ

Την 14 Απριλίου 2004, η Ελλάδα δίνει την απάντησή της στο πρόγραμμα Επένδυση στην Υποδομή Πληγματος (ΕΠΥΠ) της Ευρωπαϊκής Ένωσης. Το πρόγραμμα ΕΠΥΠ αποτελεί τον κορμό της Ευρωπαϊκής Υποδομής Πληγματος (ΕΥΠ) και αποτελεί τον κορμό της Ευρωπαϊκής Υποδομής Πληγματος (ΕΥΠ) και αποτελεί τον κορμό της Ευρωπαϊκής Υποδομής Πληγματος (ΕΥΠ).

Το πρόγραμμα ΕΠΥΠ αποτελεί τον κορμό της Ευρωπαϊκής Υποδομής Πληγματος (ΕΥΠ) και αποτελεί τον κορμό της Ευρωπαϊκής Υποδομής Πληγματος (ΕΥΠ).

Oltre il Web / Conclusa la fase uno

«Così sto creando la Rete del futuro»

Il fisico Fabrizio Ghisleni coordina uno dei maggiori progetti hi-tech prodotti: la Grid europea

Azzardare un paragone con il cinema, il fisico Fabrizio Ghisleni, che coordina uno dei maggiori progetti hi-tech prodotti: la Grid europea, sembra un regista che sta dirigendo una grande produzione. «Così sto creando la Rete del futuro», dice Ghisleni, che coordina uno dei maggiori progetti hi-tech prodotti: la Grid europea.

The EGEE project

The idea of Grid computing is that it is an infrastructure which is made up of large, geographically distributed computers and storage devices, which are connected together and work together to solve a problem.

The international nature of the EGEE project has led to a number of challenges. The EGEE project is a multi-national project, with participants from many different countries.

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Powering up the Grid

Professor Anders Ynnerman, Director, Swedish National Infrastructure Computing (SNIC), details limited access to the resources...

The demand for computational power is ever increasing in physics and engineering, which have a long tradition in using supercomputers.

Since the Grid is helping to provide the resources needed for the Grid, the Grid is helping to provide the resources needed for the Grid.

Grid Computing: Linking Data Networks

Grid computing was designed as a democratic, collective computer networking paradigm, but the current crop of software is all the rave with research scientists, computer scientists, and the IT industry in general. We find out just what it means and explore some of the advantages.

BY RICHARD BERLICH

What is a Grid?

In 1998, the Fraunhofer and Carl Zeiss Jena published the book, "The Grid Computing Handbook". This book is intended to be a reference for researchers in the field of grid computing. It is a comprehensive guide to the field of grid computing.

- **EGEE-01**
 - Cork, IE, April 2004 (300 delegates)
- **EGEE-02**
 - Den Haag, NL, November 2004 (400 delegates)
- **Two in planning:**
 - EGEE-03 Athens, GR, 18-22 April 2005
 - EGEE-04 Pisa, IT, 24-28 October 2005

- **Communications strategy for EGEE**
- **Provides guidance to NA2 partners**
- **Identifies roles and responsibilities**
- **Key messages**
- **Potential audiences**
- **Methods of communication to utilise**
- **Outlines key measures for success and metrics**
- **Identifies “Where are we now?”, “Where do we need to be?” and “How will we get there?”**

MONTH	DEL	ITEM	PARTNER
M01	DNA2.1	Production of Project Information Presentation	TERENA
M01	DNA2.2.1	Initial Customer Facing website	TERENA
M01	DNA2.3.1	Initial Internal Project website	CERN
M03	DNA2.4.1	First Dissemination Plan	TERENA
M06	DNA2.2.2	Full Production of Customer Facing Website	TERENA
M06	DNA2.3.2	Full Production of Internal Project Website	CERN
M06	DNA2.6.1	First Dissemination Progress Report	TERENA
M06	DNA2.5	Production of Appropriate Printed PR Material	TERENA & CERN
M09	DNA2.4.2	Revised Dissemination Plan	TERENA

MONTH	DEL	ITEM	PARTNER
M12	DNA2.6.2	Second Dissemination Progress Report	TERENA
M15	DNA2.4.3	Final Dissemination Plan	TERENA
M18	DNA2.6.3	Third Dissemination Progress Report	TERENA
M24	DNA2.7	Final Dissemination and Usage Report	TERENA

NA2 Metrics	Month 6 (Sept 04)	Month 9 (Dec 04)
Press Cuttings	72	93
Equivalent cost in paid advertising	£45K (€64K)	£56K (€80K)
Radio Interviews	1	3
Television Interviews	0	2
Public Website visits (average per month)	3972	4341
Websites set-up by other NA2 partners	7	16
Number of information sheets	15	15
Number of different language information sheets	23	23
Newsletters in English	1	4
Press Releases Issued Centrally	1	3
Number of different language press releases	18	26

NA2 Metrics Continued	Month 6 (Sept 04)	Month 9 (Dec 04)
Number of Events where EGEE has been promoted (material only)	18	26
Number of Events where EGEE has been presented (material and/or presentations)	34	111
Number of contacts via Public Websites	28	30
Number of personal (face-to-face) contacts made at events (all Federations)	36	210
Number of mailing lists set-up (TERENA and Russian Federation)	Not recorded	26

- **Ensure there is NA2 representation in all key geographic areas**
- **Firm up the Dissemination Plan before start of project**
- **Ensure dissemination partners have communications expertise necessary to execute Dissemination Plan**
- **Ideally dissemination activity leader should not be removed geographically from Director and Project Office**
- **Ensure there is formally someone from each activity responsible for keeping NA2 informed**

NA2 plans for the next few months include:

- **New publicity material**
 - High quality EGEE brochure
 - Postcards, new and updated facts sheets, slogan
- **Leaflets on key areas: production service, GILDA Testbed, LCG and gLite**
- **Increase media relations about key developments in project**
 - Applications, Conferences etc.
- **Third EGEE conference**
- **An improved “How to Join” section of website (with assistance from User Information Group)**

- **Result of NA2/NA3/NA4 meeting at Den Haag**
- **Need to coordinate information from project**
- **Easy steps visible on public and technical website**
- **Consists: NA2/NA3/NA4/NA5/SA1**
- **Identified three main groups:**
 - Users
 - Application Developers
 - Operations Personnel
- **Work has begun on identifying all relevant information**

- **Further build the NA2 team**
- **Ensure NA2 partners adhere to the Dissemination Plan**
- **Ensure all NA2 partners report right results**
- **Create more publicity material (technical and generic)**
- **Target key events including**
 - GlobusWorld 2005; EGC 2005, GGF 13; Chinese European Networking Symposium; HealthGrid; CCGrid; TERENA Networking Conference 2005
- **Increase media relations centrally and locally**
- **Ensure technical activities keep NA2 informed of newsworthy developments**

- **Two successful EGEE conferences**
- **NA2 team: 29 partners, 21 countries, 80+ individuals**
- **Branding and style**
- **Templates for posters, fact sheets, presentations etc.**
- **Production of a wide-range of publicity material**
- **External website with over 4000 unique visitors a month**
- **Dissemination Plan**
- **Media relations resulting in:**
 - More than 90 press cuttings
 - 3 radio interviews
 - 2 television interviews