



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 Strategy)

- **Two successful EGEE conferences**
- **NA2 team: 29 partners, 21 countries, 80+ individuals**
- **Branding and style**
- **Templates for posters, fact sheets, slides 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**
 - **2 radio interviews**
 - **2 television interviews**

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

- 15 Fact Sheets
- EGEE folders
- Style Guide
- Templates
 - Posters
 - Word documents
 - Presentations



- Interim website was set-up prior to launch
- New public website written and designed 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.





16 Localised EGEE Websites

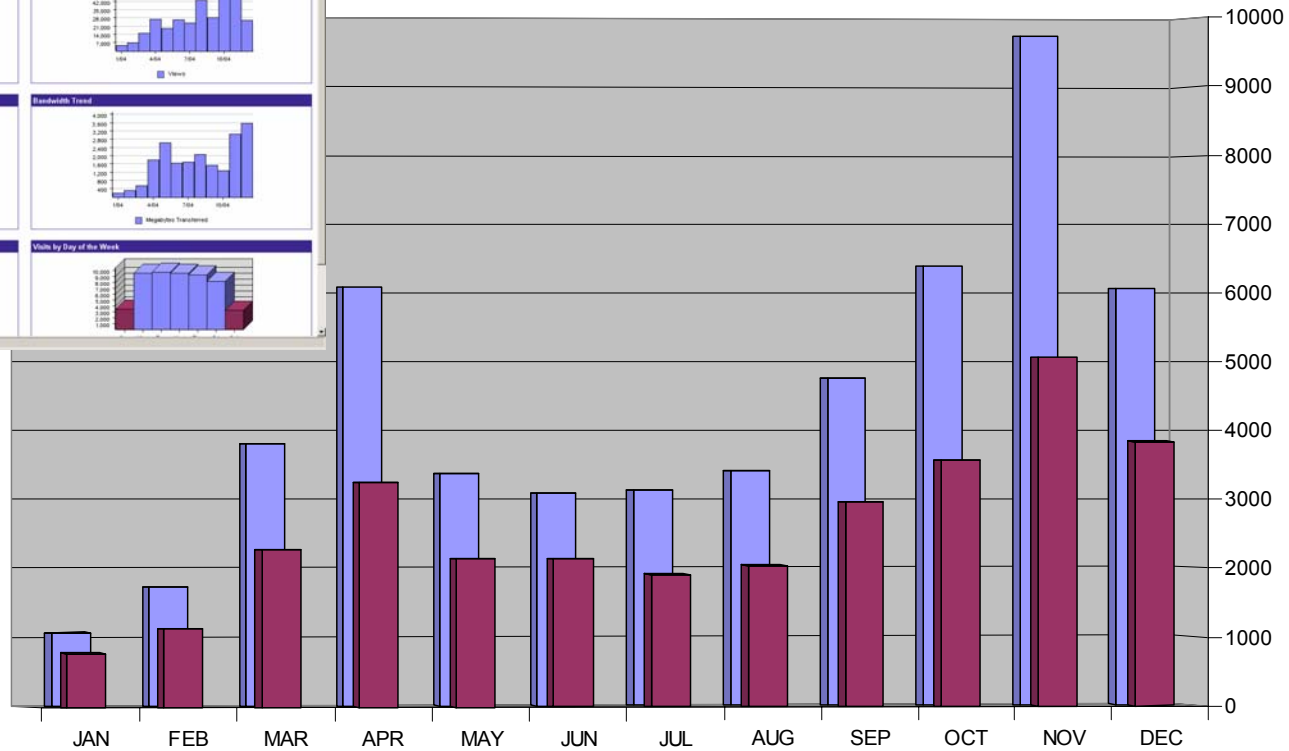
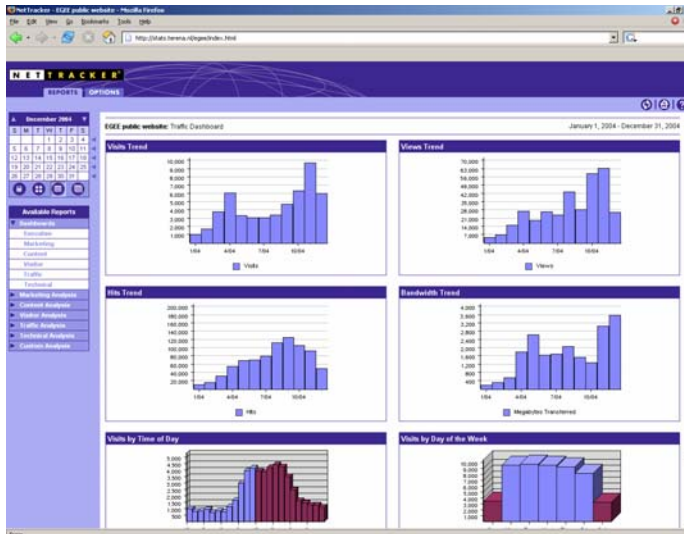
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The collage displays 16 screenshots of localized EGEE websites. Key elements visible include:

- Map of LCG (October 2004):** A circular map showing the distribution of sites across Europe with statistics: Total Sites: 94, Total CPUs: 8412, Total Storage (PB): 4.
- Grid Induction - hands on Workshop:** A screenshot from Tel-Aviv University dated 22-23 December 2004.
- Bulgarian GRID Support Center:** A website in Bulgarian titled "Кратка информация за проекта EGEE" (Brief information about the EGEE project), detailing the project's goals and the role of the support center.
- Other localized sites:** Various other screenshots showing project news, contact information, and local language descriptions of the EGEE initiative.

Oct – Dec 2004

> 4000 Unique Visitors monthly



- **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 BokPyt C Beta**
- **Radio interviews (Poland and Austria)**
- **Television interviews (Denmark, 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? 2004
 WHERE? USA
 BY: [unreadable]

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

EGEE
 Dupuis avril 2004, le projet est en cours.

ЯРМАРКА ИДЕЙ

Эффекты ГРИД-среды
 ВНЕШАЯ ИЛИН, д. ф. н., м. н. АЛЕКСАНДР КИРКОВ, д. ф. н., м. н. АЛЕКСЕЙ СОЛДАТОВ, д. ф. н., м. н.

ЗАДАЧИ НОВОЙ ТЕХНОЛОГИИ
 ГРИД представляет собой распределенную инфраструктуру, объединяющую вычислительные и сетевые ресурсы, в том же смысле, что и суперкомпьютер, но с тем отличием, что ресурсы принадлежат разным организациям, а не одной организации.

ΕΝΑΡΧΗ ΠΡΟΓΡΑΜΜΑΤΟΣ ΑΝΑΠΤΥΞΗΣ ΠΑΝΕΥΡΩΠΑΪΚΗΣ ΥΠΟΔΟΜΗΣ ΠΛΕΓΜΑΤΟΣ
 Την 14 Απριλίου 2004, η Ελλάδα δίνει την έγκλησή της για το πρόγραμμα Επένδυση στην Υποδομή Πλέγματος (EGEE) του Ευρωπαϊκού Κοινωνικού Ταμείου (ΕΚΤ) για την ανάπτυξη της υποδομής Πλέγματος (Grid Computing) σε τρεις χώρες: Ελλάδα, Γαλλία και Ισπανία.

Oltre il Web / Conclusa la fase uno
«Così sto creando la Rete del futuro»
 Il fisico Fabrizio Ghigliani 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 geographical areas, distributed computers and storage, sharing and access over a network. It is a distributed system, which is not a single computer, but a collection of computers connected together.

GRID TECHNOLOGY
 The EGEE Mission
 To realize production level Grid services...

KNOW HOW Grid Basics

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.

What is a Grid?
 In 1998, the Fraser and Carl Hewson published the book, "The Grid - Blueprint for a New Computing Paradigm". This book is viewed by many as the start of a new era in distributed computing. In chapters 1 and 21, Fraser and Hewson's vision was that of providing distributed resources that would solve problems that no single computer could solve. The idea was that people could access computational resources over a network, and use them to solve problems that no single computer could solve.

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

high-scale access for data-intensive, research-intensive, and modern medical research. These services are provided by a limited number of supercomputers.

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

So how does the Grid help in providing the resources needed for these applications? The answer is that the Grid is not a single computer, but a collection of computers connected together. This allows for a much larger amount of computational power to be available, and for the resources to be shared across a wide geographic area.

- **EGEE-01**
 - **Cork, IE, April 2004 (300 delegates)**
- **EGEE-02**
 - **Den Haag, NL, November 2004 (400 delegates)**
- **Two in planning:**
 - **EGEE-03 Athens, GR, April 2005**
 - **EGEE-04 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		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	DELIVERABLE	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	2
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 (based on monthly production)	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

- **Lack of NA2 representation in key geographic areas**
 - *Mitigated by managing centrally as well as possible*

- **Being activity leader but removed geographically from Director and Project Office causes communications problems**
 - *Mitigated by regular face-to-face meetings and weekly teleconferences*

- **Lack of Dissemination Plan buy-in from NA2 partners (in part due to lack of PR experience, different cultures, different levels of funding etc.)**
 - *Mitigated by regular contact via email, face-to-face meetings when possible and monthly teleconferences*

- **Small team at TERENA means much time is taken with project administration resulting in less time to drive communications**
 - *Mitigated by working closely with Project Office to plan key management tasks in schedule*

- **Lack of understanding from technical activities of importance of keeping NA2 informed**
 - *Mitigated by PEB meetings and plans to raise the profile of the good work NA2 is doing internally*

- **NA2 plans for the next few months include:**
 - New publicity material
 - High quality EGEE brochure
 - Stickers, slogans, postcards, facts sheets
 - Increase media relations about key developments in project
 - Third EGEE conference
 - Leaflets on key areas: production service, GILDA Testbed, LCG and gLite
 - An improved “How to Join” section of website

The last nine months indicate:

- **NA2 has made a promising start**
- **Much preparatory work was done by partners before project officially began**
- **Good results (over over 20 press releases issued resulting in over 90 media cuttings, a range of publicity material produced, branding and style finalised, website complete etc.)**

The challenges for near future include:

- **Further building of NA2 team**
- **Ensuring all NA2 partners adhere to the Dissemination Plan**
- **Creating more publicity material**
- **Increasing media relations centrally and locally**
- **Ensuring the technical activities understand importance of keeping NA2 informed of newsworthy items**