



Enabling Grids for E-science

Dissemination and Outreach

*Joanne Barnett, NA2 Session
EGEE Fourth Conference
Pisa, Italy
27 October 2005*

www.eu-egee.org



Information Society



- **Second EU Review coming up – where are we now?**
- **NA2 achievements/metrics to date (collective)**
- **NA2 achievements by country/federation**
- **NA2 deliverables**
- **Reporting for the remainder of Phase I**

Reviewers Recommendations from first review:

1. **Better capitalise on success stories from all activities through a constant solicitation of the activity leaders. Special emphasis is to be given to innovation in scientific areas triggered by the deployment onto EGEE of key applications.**
2. **Improve the appeal of flyers and publicity material to better target executive and politician audiences.**
3. **Encourage more participation from the Industry Forum.**
4. **Continue to have strong participation in international meetings and increase presence at key HPC international events (for example SC in the US or ISC in Europe).**
5. **Publish press releases for each new production-quality service which goes live, portraying its added value to EGEE user communities.**
6. **Put more effort into making information sheets available in most European languages.**

“Better capitalise on success stories from all activities through a constant solicitation of the activity leaders. Special emphasis is to be given to innovation in scientific areas triggered by the deployment onto EGEE of key applications” and “Publish press releases for each new production-quality service which goes live, portraying its added value to EGEE user communities.”

Since the last review until end September, 43 news items have been issued across Europe including:

- EGEE Makes Rapid Earthquake Analysis Possible
- EGEE Speeds Up Hunt for New Malaria Drugs
- World's Largest Computing Grid Surpasses 100 Sites
- First Industrial Application is Running on EGEE
- EGEE Battles Malaria with Grid Wisdom

Improve the appeal of flyers and publicity material to better target executive and politician audiences.

Since the last review, a glossy brochure aimed predominantly at executives, politicians and non-technical people has been written, designed and published by CERN. This has since been distributed to all NA2 partners across Europe to target these specific audiences.

Encourage more participation from the Industry Forum.

The industry forum has been involved in putting together the two leaflets aimed specifically at industry: gLite and GILDA.

Continue to have strong participation in international meetings and increase presence at key HPC international events (for example SC in the US or ISC in Europe).

In February the number of events where EGEE had been promoted or presented was 111. The figure today is 300 – many of which are high profile, international events.

Put more effort into making information sheets available in most European languages.

At the time of the last review, 23 information sheets had been translated from English into other languages. Today, there are 19 information sheets available in English and 129 translations into Bulgarian, Dutch, French, Greek, Italian, Hungarian, Russian (and Swedish to come shortly).

NA2 Metrics	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	5 th Quarter	6 th Quarter
Press Releases Issued Centrally (cumulative)	4	6	8	12	16	19
Press Releases Issued Locally (cumulative)	11	16	24	36	53	73
Press Cuttings per quarter	53	26	25	36	54	37
Equivalent cost in paid advertising	£31K (€48K)	£16K (€24K)	£16K (€23K)	£23K (€33K)	£31K (€48K)	£23K (€33K)
Press Cuttings (cumulative)	53	79	104	140	193	231
Equivalent cost in paid advertising (cumulative)	£31K (€48K)	£47K (€72K)	£63 (€95K)	£86 K (€128K)	£117 K (€176K)	£144K (€209K)
Radio Interviews (cumulative)	1	2	3	5	5	5
Television Interviews (cumulative)	1	1	2	3	6	9
Newsletters (cumulative)	0	1	4	5	7	9

NA2 Metrics (continued)	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	5 th Quarter	6 th Quarter
Public Website unique visitors (per quarter)	6705	3430	10355	10690	15346	13288
Websites set-up by NA2 partners	3	7	15	16	16	20
Number of information sheets	15	15	15	16	17	19
Number of translations	Not recorded	23	23	35	88	129
Events where EGEE has been promoted (material only)	Not recorded	18	26	36	39	66
Events where EGEE has been presented (material and/or presentations)	Not recorded	41	111	130	139	232
Number of contacts made (including face-to-face, via websites etc.)	Not recorded	64	140	257	267	449

- Four (we hope) successful EGEE conferences
- A great NA2 team: 29 partners in 21 countries
- Easily recognisable EGEE brand and style (style guide)
- Templates for posters, fact sheets, presentations etc.
- Production of a range of publicity material including folders, new glossy brochure, gLite and GILDA leaflets, new video and business cards



- **Material available in 9 different languages (over 129 translations so far)**
- **External public website with over 4000 unique visitors a month**
- **20 local websites – each with unique visitors growing each month**
- **Around 16,000 people log on to an EGEE site each month!**

- **Media relations resulting in:**
 - 230 press cuttings
 - 5 radio interviews
 - 9 television interviews

- *Over 400,000 euros in equivalent paid advertising!*

- Hosted Third NA2 meeting, 29-30 June 2005, Sofia, Bulgaria



- **An EGEE Dissemination day dedicated to EGEE applications, 29 June 2005, Sofia**
 - ✓ Audience: users which will benefit most from using the Grid
- **EGEE presentations at 8 international conferences and symposia held in Bulgaria this summer (including EGEE special sessions with live demonstrations at two of them)**
- **Promoting EGEE with dissemination materials**
 - ✓ Additionally to materials issued by TERENA, Bulgaria prepared special t-shirts, note-books, pens, etc. with EGEE logo and BG coordinates
- **Translations: 4 new (and 3 updated) information sheets, 7 press releases**
- **Main event for the next period: 2nd EGEE and SEE-GRID Workshop in Bulgaria in March 2006**

UCY Activities

- EGEE was promoted at 7 seminars and workshops in Cyprus
- OTM2005 Ayia Napa, Cyprus: **Promotional EGEE booth**
(31 Oct- 4 Nov 2005)
- 19 Information sheets were translated to Greek
- 4 Press releases translated to Greek
 - *EGEE Speeds up Hunt for New Malaria Drugs (available in English and Greek)*
 - *EGEE Makes Rapid Earthquake Analysis Possible (available in English and Greek)*
 - *BioMed Data Challenge (available in English)
Drug Discovery in a grid environment*
- 1 Published
 - *Drug Discovery using In Silico docking (available in Greek)
11th September 2005, Politis newspaper*

GRNET is not funded for NA2 but still:

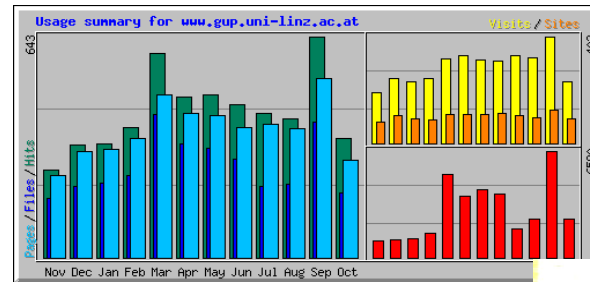
- **One-day Seminar on 8 July in Thessaloniki "Introduction to Grids and the EGEE Project" - 68 attendees from Academic and Research Community**
- **One-day Seminar on 11 July in Athens "Introduction to Grids and the EGEE Project" in Athens, Greece - 23 attendees from Academic & Research Community**
- **EGEE NEWSLETTERS (translations) June, July & September (in cooperation with the National Center of Scientific Research "Democritos")**
- **SEE-GRID Newsletters (January & May 2005)**
 - **Newsletters can be found at: <http://www.hellasgrid.gr/>**
- **1 EGEE Battles Malaria press release translated to Greek**
- **gLite & GILDA leaflets translated to Greek (total of 19 Greek translations with Cyprus)**

Tel Aviv University not funded for NA2 but still:

- **Second Grid-induction workshop in Israel 28-29 September, 40 attendees from universities and some from Industry (HEP, Bioinformatics and Computer Science)**
- **Website**

- **Promotion of EGEE at five events in Belgium**
- **Presentation of EGEE at four events in Belgium and one event in Norway**
- **Two Grid/EGEE courses in Denmark**
- **1 Press Release in Finland**
- **1 Press Release in Belgium**
- **Translation of 19 information sheets into French (with help of Yannick and his team in France)**
- **Translation of 3 information sheets into Dutch**
- **EGEE Press Releases sent (by email) to national and international contacts (about 2000 addresses)**

- Website - average 440 hits / 320 unique visitors
- Media Relations
 - Four press releases
 - 11 resulting cuttings
 - One TV Interview
- Presentations at five external events
- Promotion at four conferences



Rechengigant kann Hochwasser vorhersagen

LINZ. Forschern der Linzer Johannes Kepler Universität (JKU) ist es gelungen, einen leistungsvollen internationalen Rechnerverbund für die Hochwasser-simulation zusammenzustellen.

Damit können sie dem Krisenmanagement bei Überflutungen Überassagen über gefährliche Situationen so schnell bereit stellen, dass eventuelle Evakuierungen noch rechtzeitig möglich sind.

Das eingesetzte Verfahren wird als „Grid-Computing“ bezeichnet. Das ist die Zusammenfassung der Rechenleistung von vielen Computern innerhalb eines Netzwerkes auf eine Weise, dass über den reinen Datenaustausch hinaus auch die parallele Lösung von rechenintensiven



Problemen ermöglicht wird, eine Art „verteiltes Rechnen“. Diese Rechenleistung wird nun auch zur Vorhersage von Überflutungen durch eine Reihe von meteorologischen, hydrologischen und hydraulischen Simulationen benötigt.

Ohne den Rechnerverbund wäre die Simulation nicht möglich, sagt Dieter Kranzlmüller vom Institut für Graphische und Parallele Datenverarbeitung (GUP) der Uni Linz. „Die notwendige Rechenleistung ist ein Vielfaches höher als das, was man mit einem einzelnen PC bewältigen kann. Selbst die gesamte Rechenleistung mancher Länder reicht nicht aus, um die Simulation rechtzeitig vor dem Eintritt der Überflutung durchzuführen.“

In Zusammenarbeit mit

Uni Linz hilft bei Malaria-Projekt

LINZ / Computer-Spezialisten der Linzer Kepler-Universität beteiligen sich an der weltweiten Suche nach einer neuen Malaria-Medizin. Sie nehmen an einem internationalen Rechnerverbund teil, der bei der aufwendigen Forschung eingesetzt wird. Eine Million Menschen sterben jedes Jahr an Malaria, mehr als 300 Millionen werden infiziert. Die Zahlen steigen. Eine neue, wirksame Arznei auf den Markt zu bringen, kostet rund 800 Millionen Euro und dauert bis zu 15 Jahre. Nun versucht dieses neues Projekt, die Forschung zu beschleunigen und die Kosten zu senken.

Linzer Computerspezialisten erforschen neuen Malaria-Wirkstoff in Rekordzeit

LINZ. Computerspezialisten der Johannes Kepler Universität Linz beteiligen sich an der Suche nach einer neuen Malaria-Medizin.

Jährlich erlegt etwa eine Million Menschen der Malaria, mehr als 300 Millionen infizieren sich. Die Zahl der Malaria-Erkrankungen steigt weltweit an.

Emerger nachgeprüfte Proteine können sich biochemisch lassen, die Ergebnisse sollen mit Hilfe spezieller Computerprogramme ermittelt werden.

Laut den Universitätsprofessoren Jan Volpert und Dieter Kranzlmüller von dem am Projekt beteiligten Linzer Institut für Graphische und Parallele Datenverarbeitung wurde eine entsprechende Simulation in nur 100 Tagen mit 100.000 Rechenknoten

auf einem Rechner durchgeführt, was in der Regel über 70 Jahre dauern würde.

In internationaler Zusammenarbeit werden die Berechnungen so komplex, dass sie nur durch die Rechenleistung von mehreren tausend Computern bewältigt werden können.

Das CrossGrid-Projekt wurde von 2002 bis 2005 von der EU mit 6,7 Millionen Euro gefördert. Neben



- Translated 19 information sheets
- 3 news items published in www.it.news.hu
- EGEE has been promoted at ISSE Conference and Exhibition Budapest (~350 attendants)
- EGEE has been presented at university course (for 4th year students)
- Five EGEE related papers have been submitted to different conferences
- <http://egee.ik.bme.hu/> portal has been maintained

ICM in Poland is not funded for NA2 but still:

- **Translated two press releases to Polish and published them in both language versions in the Newsroom section on our website <http://spin.fuw.edu.pl>**
- **Wrote one press release about our new cluster in ICM in Polish and English and published it on website**
- **Presented EGEE project on the 15 April 2005 at Opening of Advanced Micro Devices Inc. Polish Office in Warsaw**

France is not funded for NA2 but still:

- **Translated many of the information sheets into French**
- **Taken EGEE material to a number of events – recently to “Week of Science Celebration” in France**
- **EGEE presented at a number of events**
- **Distributed the releases, resulting in a 9 cuttings to date**

- Main dissemination event: GridKa School (in its 3rd year)
 - Regional EGEE School Germany/Switzerland
- Frequent presentations at conferences
- Trade show participation as exhibitors (PR material)
- Frequent creation of papers and articles
- Translations, press releases
- Press work (FTD, Computerzeitung, ...)



Dr. Rüdiger Berlich
 Also responsible for NA3
 See ruediger.berlich.com



Karin Schäufele

1 FTE (0.5 funded)

Impressions – GridKa School 2005 Dr. Mike Mineter / NeSC

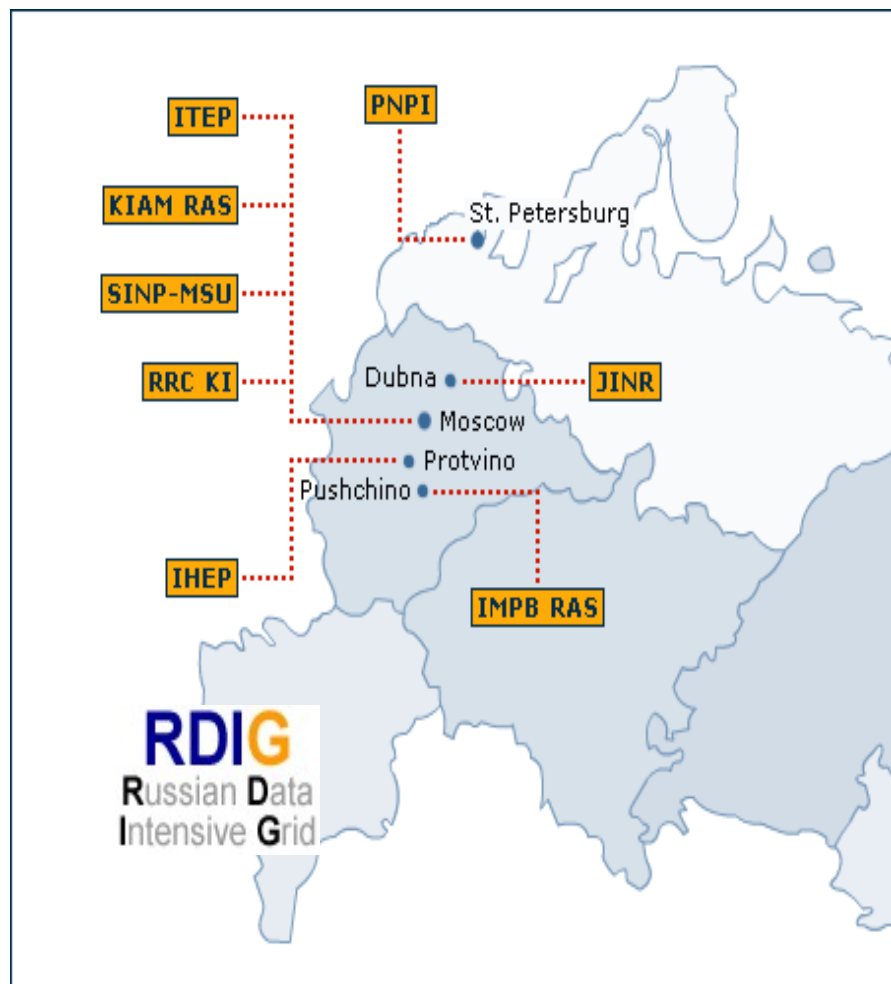


Impressions – GridKa School 2005 Jürgen Paasch, Oracle



- **2 press releases issued resulting in 11 articles covered in publications in the last 5 months, including articles in Science Grid This Week, NeSC News and Grid Today**
- **EGEE promoted at 24 events in last 6 months through presentations and materials**
- **85 new contacts have been made in last 6 months**
- **131,650 local website hits on <http://www.egee.nesc.ac.uk/> (training site)**
- **NeSC Newsletter features articles on EGEE monthly and goes out to over 4000 contacts worldwide**
- **Currently working on building a comprehensive database of UK university publications, some media, related projects and other contacts to promote EGEE/Training Events**
- **Currently looking at producing new leaflet for Training Team and Promotional materials**

- **RUSSIAN Federation**



- All 19 information sheets translated into Russian
- All EGEE press releases translated into Russian
- New issues of newsletters were translated
- Special plenary session “RUSSIA PARTICIPATION in the GRID PROJECTS” was organised at NEC2005, Varna, Bulgaria, 12-18 September 2005.
- EGEE was presented in Russia at 7 events in the last 4 months (in total 44 events)
- Two grid articles translated and published (28 in total)

Web-services Glossary

<http://www.gridclub.ru/library/publication.2005-10-17.1036125416>

Understanding WSRF, Part 1.

<http://www.gridclub.ru/library/publication.2005-10-17.1342842216>

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
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
M21 (M24)	DNA2.7	Final Dissemination & Usage Report	TERENA
M24	N/A	Periodic Report	CERN

- **The next Dissemination Report is due in December (only 3 months after last one) but we have a bit more time thanks to Christmas**
 - *12/01/06: Review starts*
 - *23/01/06: 1st round review*
 - *31/01/06: Review completed*
 - *2&9/02/06: PEB/PMB approval*
 - *14/02/06: Sent to EU*
- **I therefore need input from you no later than Monday 2 January 2006 (and ideally before because it takes me some time to pull it together)**
- **It is titled: Final Dissemination & Usage Report and we need to indicate “usage” in the final one (audience participation and awareness)**

Pointers for Next Report cont.

Feedback following last review states:

“NA2 partners should analyse the events at which their federations presented or promoted EGEE to gather better information about the events (type of event, type of audience, size of audience etc.).”

By end November, please revisit all the events listed so far in the 3rd report for your country/federation and add which type of event it was out of one of the following:

- **Internal EGEE Event**
- **User Event (and which community)**
- **Grid Event**
- **Industry Event**
- **Government/Political Event**

Also need to add type of audience (Industry/IT/scientific etc.) and audience numbers

“This information should be gathered and presented in graphical form showing where EGEE has been most present (i.e. type of event, country etc.)”

I will do this if you supply me with a table about your country/federation

Event Type	Internal	User	Grid	Industry	Political
Number of Events – Germany	5	10	9	20	8
Number of Events – Russia	7	14	3	7	10

Reviewers feedback also said:

“NA2 should propose a minimum set of questions that can be used to gather information from people attending events to simplify the data collection and analysis in the future.”

Let's discuss.....

- **Just want to say it has been a pleasure working with you all!**
- **Thanks for your hard work and commitment over the last 18 months**
- **I wish you a fruitful EGEE II**
- **I hope you can all join us for dinner tonight**
- **Table is booked for 8.00pm at.....**