

New User Community Specialised Support Centre

Dissemination Work Package Input

Scientific Scope

The user community supported by the SSC would consist of the following groups:

- New disciplines or regions not involved in EGI, to help extend the infrastructure and ensure the future sustainability of EGI
- Researchers and academics wishing to communicate the results of their work to the general media and funders
- NGI and scientific SSC dissemination teams, who would benefit from the centralised resources and expertise offered by the SSC
- The science communication community across Europe, who can work with the team to share examples of best practices

Rationale and Aims

Dissemination Work package

The SSC guidelines state *The European Commission will want to promote...collaboration...through use of the EGI and also want to ensure that any expertise and results from funded projects within the scientific domain are disseminated widely.* Achieving this will require expertise and professionals who know and understand ICT and the media.

In the current blueprint for EGI, many activities currently managed, or carried out directly by EGEE are to be outsourced to the NGIs or SSCs. The SSCs are entities organised to ensure the EGI e-Infrastructure meets the needs of science and researchers. Currently, the EGI proposal does not address the need for full time professionals to promote and disseminate the research supported by the infrastructure as well as the benefit of the infrastructure to science. The aim of the dissemination work package is to remedy this.

The primary goals of the dissemination work package will be to attract new user communities and countries to the EGI by promoting the benefits of using grid computing. A secondary goal for the work package is to disseminate the research being done on the infrastructure. In both of these capacities it will interface with projects such as GridTalk 2 as well as with the EGI.eu team, the researchers using the grid, the scientific SSCs and the NGIs.

To achieve this the work package will cover five main areas

- 1) Attracting new users and demonstrating impact of results from existing and new users
- 2) Supporting EGI presence at community events through interaction with NGIs and SSCs
- 3) Creating promotional material and publications
- 4) Interacting with global press and media through all available channels
- 5) Graphic design services

The team will focus on disseminating the benefits of grid computing to researchers and promoting the work accomplished on the grid. This will ensure the growth of the scientific community using the grid, improve the economic impact of EGI and help researchers obtain media coverage for their work, ultimately communicating their results to potential funders. Working with the business work package the team will also forge links between academia and research to ensure successful knowledge transfer of the research being supported by the EC through EGI.

Services

- Be a first point of contact for new user communities through stands/talks given at events in order to attract new users
- Make it easy for researchers to create contacts with the press and media and other organisations or researchers with similar goals
- Create professional and stylistically consistent dissemination materials in conjunction with the EGI.eu, the SSCs and the NGIs
- Provide expert advice and knowledge on communication strategy to all aspects of the EGI whether that be the central office, the NGIs, the SSCs or individual users
- Help promote research done with the EGI and ensure that it reaches the widest audience as possible

Outcomes

- Increased knowledge and information to both scientific and geographical areas not yet involved
- Deeper dissemination and communication of specific results and achievements
- Promote grid technology and research accomplished using the grid through all possible channels
- Sustain grid related technologies by attracting users to adopt and use EGI's software & services

Dissemination deliverables, milestones, metrics:

- 6 Scientific Press Releases per annum
- 2 EGI Press Releases per annum
- 2 News Item for EGI website per month
- Attend 10 events a year of which:
 - At least 1 a new community event (not covered by an existing SSC)
 - At least 3 non-computing/scientific events
- Run 2 "Introduction To The Grid" days per annum (would also be an WP3 deliverable)

Dissemination Tasks:

- WP2.1 Project coordination/work package management
 - Working with the other task leaders, the SSC project manager and coordinating the effort in WP2
- WP2.2 Event Coordination
 - Working with scientific SSCs, NGIs and the EGI.eu to ensure EGI representation at suitable events. This would include contributing material to sessions run by the training work package (WP3) and running "Introduction To Grid Computing" days with the training work package
- WP2.3 Copy Production (press releases, news items, submissions to other media)
 - Working with the SSCs to identify and promote science that uses the grid and choose the most suitable avenue for this e.g. press release, iSGTW story. Work with the NGIs to tailor these releases for local partners, whether this be through translation or inclusion of local information, quotes etc.
- WP2.4 Material (leaflets posters) design and planning
 - Producing professional materials in conjunction with EGI.eu and assist the SSCs and NGIs to do the same.
- WP2.5 Coordinating/assisting entrance of new users/communities
 - Taking potential users from first contact to active member of the community. This will be done in conjunction with their local NGI, a suitable SSC and the application porting SSC. In the case where a natural SSC does not exist the team will work with the users, EGI and the other SSCs to create one