Dissemination, Communication and Outreach
NA2 Status Report

Catherine Gater

NA2 Activity Manager

CERN

EGEE-III Final Review, 23-24 June, 2010

www.eu-egee.org

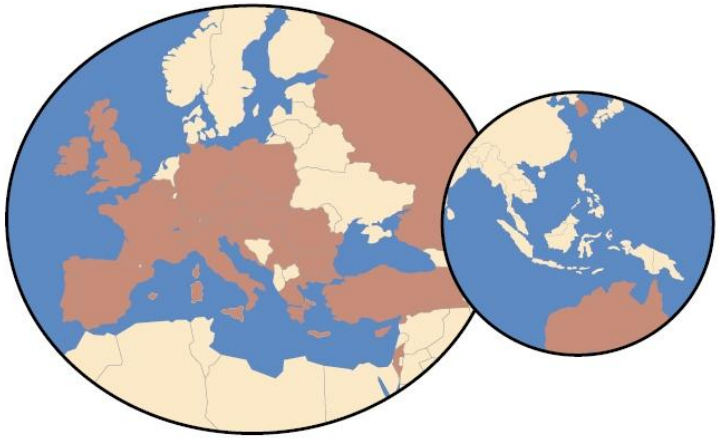
e-infrastructure

Presentation Overview

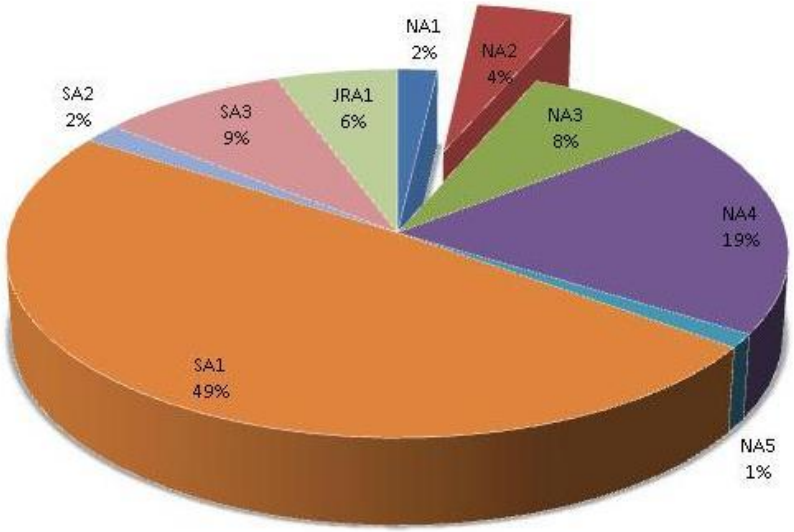
- Activity overview
- Review of objectives
- Structure of NA2 in EGEE-III
- Achievements of NA2 in Year 2
- Issues and mitigating actions
- Lessons learnt and transition to EGI
- Summary

Activity Overview

Manpower: 27 partners, 22 countries, 15.5 FTE



NA2 Budget



Country	Total PM planned at M24	Total FTE
Austria	5	0.2
Belgium	12	0.5
Bulgaria	6	0.3
CERN	84	3.5
Croatia	6	0.3
Cyprus	6	0.3
Czech Republic	6	0.3
France	56	2.3
Germany	12	0.5
Greece	6	0.3
Hungary	12	0.5
Israel	6	0.3
Italy	47	2.0
Poland	6	0.3
Portugal	6	0.3
Romania	6	0.3
Russia	12	0.5
Serbia	6	0.3
Slovakia	6	0.3
Slovenia	6	0.3
Spain	6	0.3
Turkey	6	0.3
UK	48	2.0
Total PM planned at M24	**372**	
Total FTE		**15.5**

Objectives for NA2

The objective of the NA2 activity is to spread the word about the project's achievements, reach out to current and new adopters of the infrastructure and prepare for a sustainable infrastructure to follow after EGEE-III through a clear dissemination plan:

- **Designing and keeping the project's website up-to-date.**
- **Increasing grid awareness and knowledge through specialist and non-specialist media.**
- **Contributing to the edition of up-to-date information to users.**
- **Producing and distributing written material about the project.**
- **Ensuring journalistic and media coverage of EGEE and its activities.**
- **Attendance at key events.**
- **Liaising closely with the project management, training and business activities.**

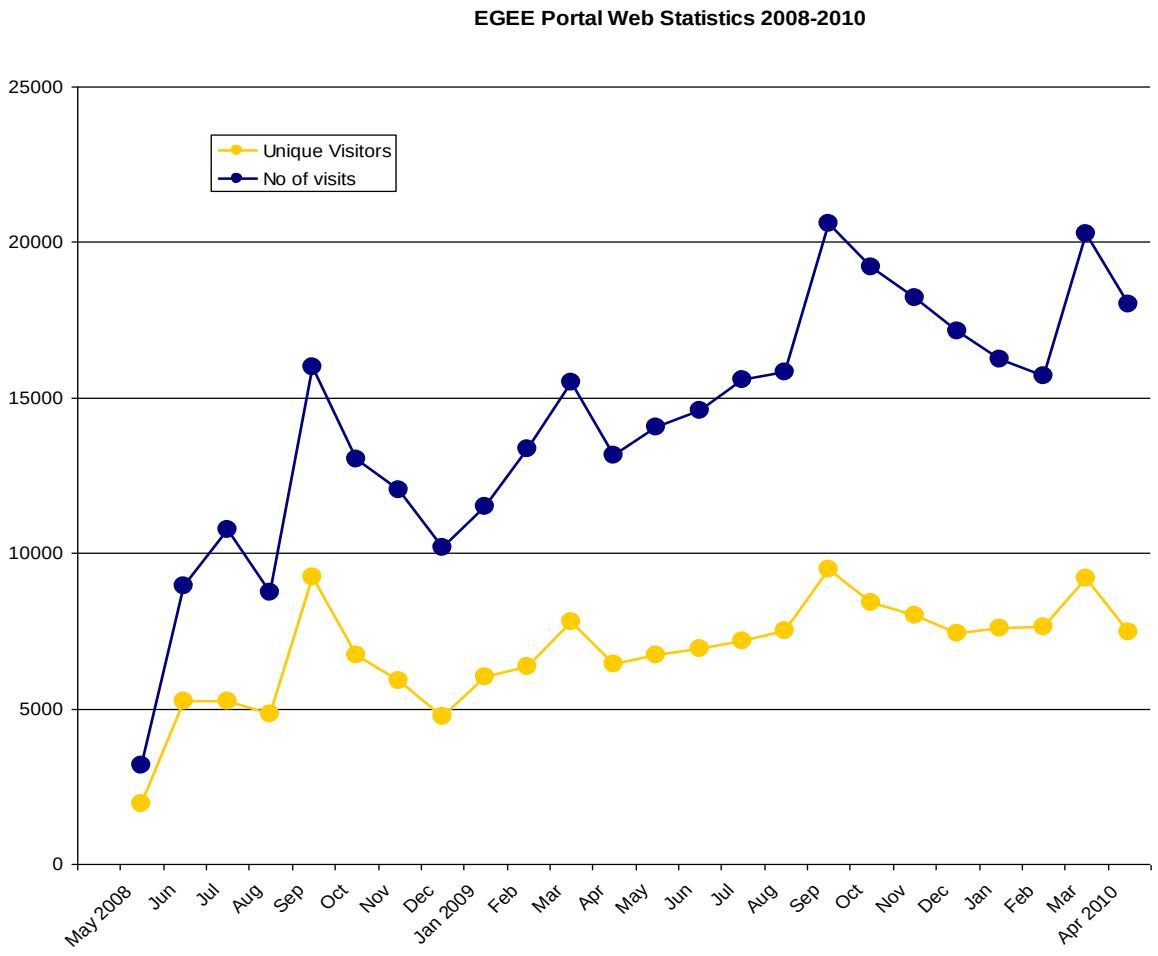
NA2 Structure for EGEE-III

- **'Clusters of competence' model**
- **Seven sub tasks**

– TNA2.1: Web pages and design	CNRS JRU (HealthGrid)
– TNA2.2: Materials and publications	CERN
– TNA2.3: Media, public relations and marketing to new users	STFC JRU (Queen Mary, Uni of Manchester, Uni of Edinburgh, Imperial College)
– TNA2.4: Regional effort	22 partners
– TNA2.5: Management, administration and coordination	CERN with TRUST-IT
– TNA2.6: Business analysis and technology transfer	Elsag Datamat, with BT Services, CNRS and TRUST-IT
– TNA2.7: Dissemination and outreach to business communities	TRUST-IT with Elsag Datamat, BT Services and CGG Veritas

EGEE Web Portal Statistics

- Launched 21 May 2008 at the London Business Day.
- Average of 6,800 unique visitors per month.
- Total of 160,000 unique visitors, or 340,000 visits over the lifetime of the project.
- Total of 8.5 million ‘hits’.
- Visitors from countries across the world, including Europe, India, Africa and the US.
- Regional web sites took visitors up 21,000 per month



EGEE Websites

EGEE Websites

- From May 2008 to April 2010, numbers of visitors per month increased from 4000 per month, to 8100 in the final quarter.
- Peaks in traffic around the 4 major EGEE events.
- Most visited pages were the home page, FAQs, Business Forum Newsletter, EGEE event pages, newsletters and publications.
- Section about the European Grid Initiative added to the website at the start of year 2.
- RSS news feed from the EGI_DS project added to the home page.
- Audit of all EGEE websites, including those maintained by NA2, regional partners and other activities carried out.

EGEE Publications

Dear EGEE-II project members,

On 20 January the policy board of the European Grid Initiative Design Study project officially endorsed the "EGI Blueprint" as the basis for the future pan-European grid organisation. (Its final version is available on www.eu-egi.eu/blueprint.pdf.) The blueprint gives a broad outline of how our project will be part of the transition to EGI and the details are still in the process of being defined.

To address this, as mentioned in last month's letter, there was an all-activity meeting 27-28 January, hosted by our colleagues at Vrije Universiteit Brussel in Belgium, to discuss the transition. About 50 project members were in attendance, with representatives from all EGEE activities, the Project Management Board and the EGI Design Study project. (The slides, programme and attendance list are available online: http://indico.cern.ch/event/48819.)

As Steven Newhouse, EGEE technical director, mentioned in his opening comments, the transition to the European Grid Initiative needs to be seamless, without any disruption to the service for user communities. To help us promote a smooth hand-over, at this meeting all activities presented where their current operations fit in the EGI world; how their tasks interact with other activities' tasks; what assumptions are being made about how EGI will operate and what unknowns still need to be addressed.

This meeting helped improve the transition model, particularly as we rewrite our Description of Work for the project's second year to adapt our structures to the EGI model.

During the meeting it became apparent that, while there are uncertainties for key tasks from all activities, the area where the EGI model is the least developed is that of the maintenance and deployment of middleware. It is a priority then to outline the responsibility, composition and funding of the Unified Middleware Distribution and its relationship to the Middleware Unit of EGI.org, the middleware consortia and the NGIs.

Also, for grid operations, the transition to EGI could be greatly simplified if the existing tools are adopted by EGI and the current organisations continue to offer these services to EGI during an initial period. Additionally, the relations with the business community are under-developed in the blueprint and could benefit from the experience gathered by EGEE and the collaborating projects.

The most important information that will allow EGEE to continue with its transition planning is a clear statement of which NGIs will become part of EGI in 2010 and which pan-European tasks they are willing to perform. To this end, we are preparing a list of tasks for each NGI.

This NGI task list will be further developed with the EGI Design Study project in time for the 4th EGEE User Forum, 2-6 March 2009, Catania, Italy. During the event the EGI Policy Board will also announce the future location of EGI.org, which will be the central organizing body of the European Grid Initiative.

It is sure to be an exciting event—looking forward to seeing you there!

Yours sincerely,

Bob Jones
EGEE-III Project Director

e-infrastructure

Director's letter, 24 monthly issues

PRESS RELEASE

Worldwide Grid helps in the fight against heart disease

Catania, Tuesday, 3 March 2009

The latest work on the genetic causes of one of the world's biggest killers, coronary artery disease, will be published in the March 2009 issue of *Nature Genetics*. The research done by teams from the Cardiogenics consortium used the Enabling Grids for E-sciencE (EGEE) infrastructure. EGEE manages the world's largest multi-disciplinary computing grid and enabled the researchers to do five years' work in fewer than 45 days. This allowed them to identify possible genetic candidates for the causes of a disease which kills over five million people a year in Europe alone.

Coronary artery disease (CAD) is the most common form of heart disease and is a leading cause of death worldwide. It is one of the root causes of angina, heart failure and arrhythmias. This work could allow researchers to better understand why the disease develops and may offer new approaches for pharmacological prevention and treatment.

'Until recently, we looked at one variation at a time when trying to find new genes associated with disease', said David Treguouet, Pierre & Marie Curie University (UPMC), France.

'In this work we are using an original approach which lets us look at several variations at once. So, instead of investigating the effect on CAD risk of the 370,000 individual genetic markers available in this project, more than 5.1 million combinations were tested. We could do this large number of calculations thanks to EGEE.'

The work was done in three stages to successfully narrow down the genetic sequences within a person's chromosomes that could make them susceptible to CAD. In the first stage, almost 5.1 million configurations of genetic markers were examined and 29 specific combinations were identified as possibly associated with susceptibility to CAD. Focussing on these 29 combinations, the second stage was able to bring this number down to just one combination of four genetic markers confirmed to be strongly associated with the risk of CAD. When these four genetic markers were investigated in additional studies, covering a total of almost 12,000 individuals, there was a strong correlation between their presence and the risk of having CAD.

One of the possible explanations behind why these four genetic markers seem to indicate that a person may be at an increased risk of CAD, is that they overlap with genes that regulate an enzyme called lipoprotein (a). A raised level of lipoprotein (a) is used by doctors around the world to diagnose CAD. When the Cardiogenics consortium compared the levels of the enzyme in one of the studies, they found that there was a strong correlation between high lipoprotein levels and the presence of the identified gene sequences.

Notes for Editors

Follow the EGEE User Forum live via GridCast at http://gridtalk-project.blogspot.com/ and Twitter at http://twitter.com/EnablingGrids. Photos from the conference will be tagged on Flickr with "egeeu09."

Press contact: Neasan O'Neil, EGEE Press and Events Manager, +44 (0)79 6281 3712, n.oneil@qmul.ac.uk. For conference details visit http://egee-uf9.eu-egee.org/.

Cardiogenics, an EU-project coordinated in Lübeck, Germany, aims to discover genetic variations leading to coronary artery disease, to uncover the underlying disease mechanisms and help to develop new treatments. For more information see www.cardiogenics.eu.

The Enabling Grids for E-sciencE (EGEE) project is co-funded by the European Commission. The project aims to provide researchers, in both academia and industry, with access to major computing resources, independent of their geographic locations.

EGEE's main aims are:

1. To build a secure, reliable and robust grid infrastructure.
2. To supply a computing service for many scientific disciplines.
3. To attract, engage and support a wide range of users from science and industry, and provide them with extensive technical and training support.

For more information see http://www.eu-egee.org or contact Catherine Gater, EGEE Dissemination, Outreach and Communications Manager, on + 41 (0)22 767 41 74 or email Catherine.Gater@cern.ch.

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EGEE Press Office – CERN – 909-R017 – 1211 Geneva 23 Switzerland – Tel: +41 22 767 4776 – pressoffice@eu-egee.org

EGEE-III is co-funded by the European Commission under contract number INFSO-RI-222667

Press releases, 28 issued by central office, 88 across NA2

APPLICATIONS

GRID OBSERVATORY

The Grid Observatory cluster of Enabling Grids for E-sciencE (EGEE) aims to develop a scientific view of the dynamics of grid behaviour and usage by analysing the behaviour of the EGEE grid.

With extensive monitoring facilities already in place, EGEE grid offers an unprecedented opportunity to observe, and gain understanding of, new computing practices of e-Science. Considering it has tens of thousands of CPU's, petabytes of storage, an extensive coverage of scientific communities, and the perspective of sustainable development, the EGEE grid is one of the most exciting artificial complex systems around.

This group will model the dynamics of the grid, using advanced statistical, learning, and signal processing methods. This will help computer science researchers and grid developers improve reliability, stability and performance.

Grid Observatory goals

The first goal of the Grid Observatory is to build a publicly accessible repository of grid traces to observe:

- The demands of e-Science users: EGEE provides a good approximation of the current and future needs.
- Grid status and middleware activity. These can be explored for a wide range of motivations, from operational usage (e.g. improving performance) to scientific usage (e.g. testing classification methods for fault detection).

The second goal of the Grid Observatory is to provide a **better understanding of the grid** and through this, better optimization:

- Application developers need synthetic characterizations of grid activity and the grid applications for predicting and optimizing application performance.
- Grid models are required for dimensioning, capacity planning, or evaluating the impact of evolutions in grid configuration and middleware.
- Self-regulation and self-maintenance are desired functionalities in many areas, ranging from resource allocation to real-time fault diagnosis, including green computing as an increasingly urgent constraint.

The grid federates independently managed resources. This has many effects, ranging from what is accessible for observation to the acceptable hypothesis for middleware design.

Opportunities for collaboration

The Grid Observatory is an open project, keen to collaborate with various areas of computer science.

- The database of traces will contribute to grid research and engineering. The availability of reference datasets about usage of the grid, including job treatment, data traffic, and traces of middleware services, with some level of explanatory tagging, will be a step towards a quantitative approach of grid design.
- Organizing the grid data into a comprehensible structure includes provenance issues at the operational level and ontology issues at the fundamental level. Grid research input is needed to design an appropriate organization and indexing of the datasets.
- Interoperability with other trace repositories is a major goal, and tracks from other sources are welcome.
- Autonomic computing is highly relevant at a time where production grids are moving to sustainable infrastructures, are experiencing increased usage, and reducing the manpower dedicated to daily operations.
- Machine Learning has proved successful in solving large and noisy problems that defeat the human expert.

Application webpages

EGEE is keen to consider other applications. For further information on how to participate see http://technical.eu-egee.org/index.php?id=252.
More information about the applications running on EGEE be found on the EGEE website at http://technical.eu-egee.org/index.php?id=163.

Group contacts

Cecile Germain (LRI,IN,), email: cecile.germain@lri.fr
For further information write contact@grid-observatory.org

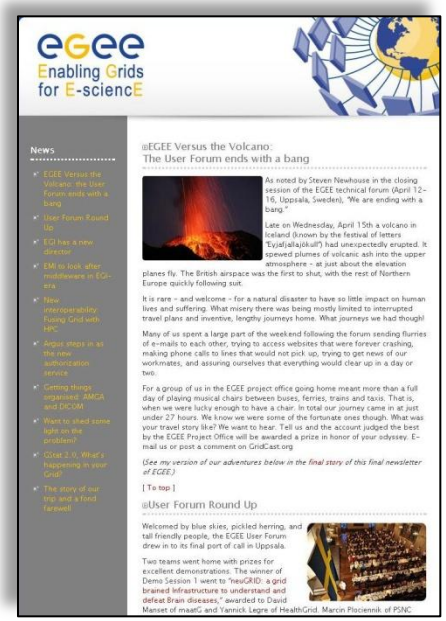
The Grid Observatory portal: www.grid-observatory.org

e-infrastructure

EGEE is co-funded by the European Commission under contract number INFSO-RI-222667

Last update: 26/08/2008

Info sheets, 26 available in up to 6 languages



Enabling Grids for E-sciencE

News

- EGEE Versus the Volcano: the User Forum ends with a bang
- User Forum Round Up
- EGI has a new director
- EMI to look after middleware in EGI-era
- New interoperability: Fusing Grid with HPC
- Argus steps in as the new authorization service
- Getting things organised: AMGA and DICOM
- Want to shed some light on the problem?
- GStat 2.0, What's happening in your Grid?
- The story of our trip and a fond farewell

@EGEE Versus the Volcano: The User Forum ends with a bang

As noted by Steven Newhouse in the closing session of the EGEE technical forum (April 12-16, Uppsala, Sweden), 'We are ending with a bang.'

Late on Wednesday, April 15th a volcano in Iceland (known by the festival of letters 'Eyjafjallajökull') had unexpectedly erupted. It spewed plumes of volcanic ash into the upper atmosphere – at just about the elevation planes fly. The British airspace was the first to shut, with the rest of Northern Europe quickly following suit.

It is rare – and welcome – for a natural disaster to have so little impact on human lives and suffering. What misery there was being mostly limited to interrupted travel plans and inventive, lengthy journeys home. What journeys we had though!

Many of us spent a large part of the weekend following the forum sending flurries of e-mails to each other, trying to access websites that were forever crashing, making phone calls to lines that would not pick up, trying to get news of our workmates, and assuring ourselves that everything would clear up in a day or two.

For a group of us in the EGEE project office going home meant more than a full day of playing musical chairs between buses, ferries, trains and taxis. That is, when we were lucky enough to have a chair. In total our journey came in at just under 27 hours. We know we were some of the fortunate ones though. What was your travel story like? We want to hear. Tell us and the account judged the best by the EGEE Project Office will be awarded a prize in honor of your odyssey. E-mail us or post a comment on GridCast.org.

(See my version of our adventures below in the final story of this final newsletter of EGEE.)

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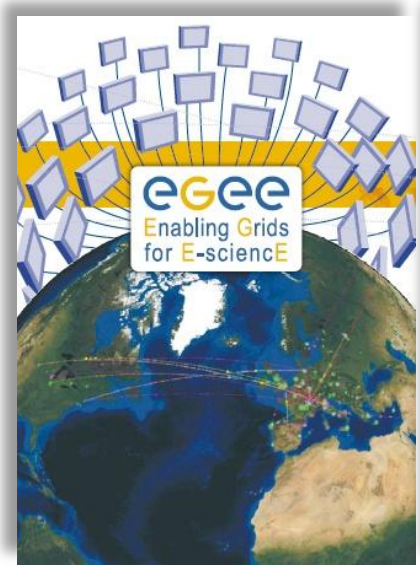
@User Forum Round Up

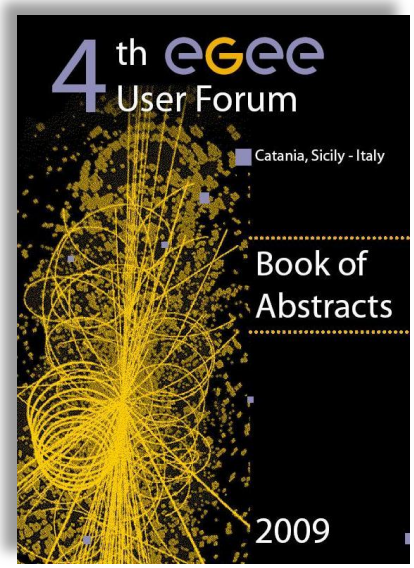
Welcomed by blue skies, pickled herring, and tall friendly people, the EGEE User Forum drew in to its final port of call in Uppsala.

Two teams went home with prizes for excellent demonstrations. The winner of Demo Session 1 went to 'neuGRID: a grid brained infrastructure to understand and defeat Brain diseases,' awarded to David Manset of maatG and Yannick Legre of HealthGrid. Marcin Plociennik of PSNC

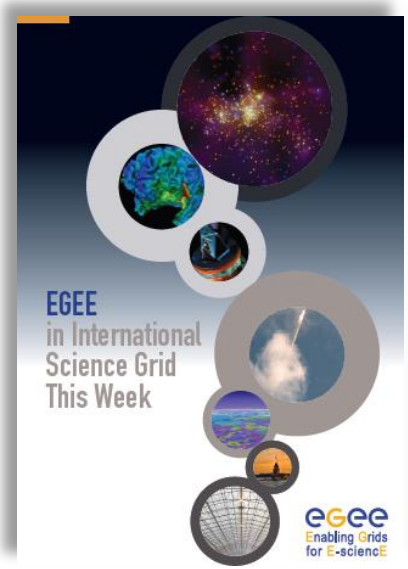
Project newsletter, issued quarterly, 1800 subscribers

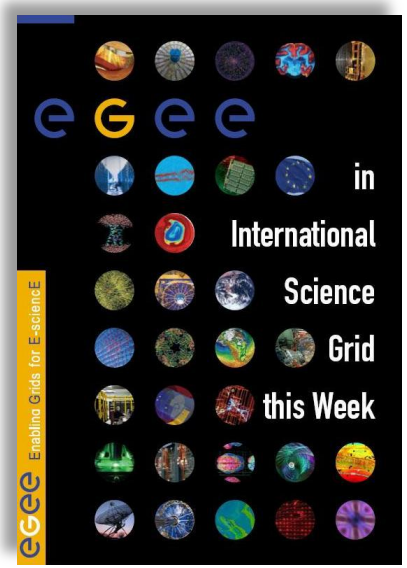
EGEE Publications

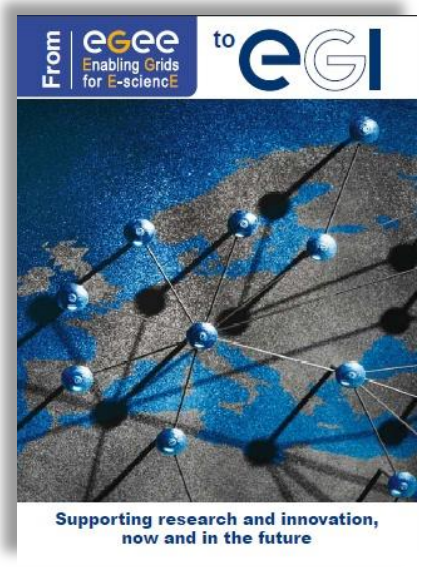




- Transition brochure.
- Final project brochure.
- New EGEE in the Headlines edition for 2009/2010.

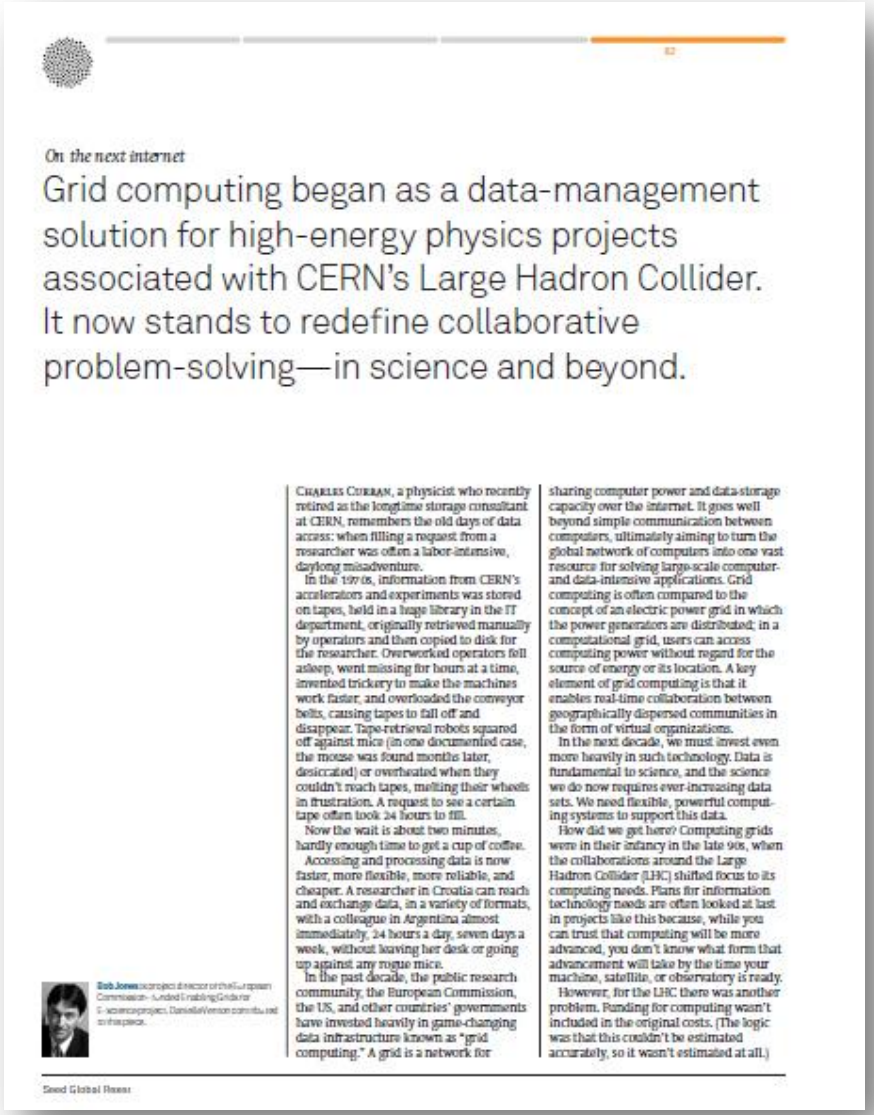






EGEE Publications

- **Over 50 articles for *International Science Grid This Week*.**
- **Papers in *ICT Results* and *Projects* Magazine.**
- **1500 word article for *SEED* magazine.**
- **Articles for *HPCwire*, OMII-UK's Newsletter, *CERN Computer Newsletter*, *research*eu*, Belief-II's *Zero-In* magazine.**



On the next internet

Grid computing began as a data-management solution for high-energy physics projects associated with CERN's Large Hadron Collider. It now stands to redefine collaborative problem-solving—in science and beyond.

CHARLES CURRAN, a physicist who recently retired as the longtime storage consultant at CERN, remembers the old days of data access: when filling a request from a researcher was often a labor-intensive, daylong misadventure.

In the 1970s, information from CERN's accelerators and experiments was stored on tapes, held in a huge library in the IT department, originally retrieved manually by operators and then copied to disk for the researcher. Overworked operators fell asleep, went missing for hours at a time, invented trickery to make the machines work faster, and overloaded the conveyor belts, causing tapes to fall off and disappear. Tape-retrieval robots squared off against mice (in one documented case, the mouse was found months later, desiccated) or overheated when they couldn't reach tapes, melting their wheels in frustration. A request to see a certain tape often took 24 hours to fill.

Now the wait is about two minutes, hardly enough time to get a cup of coffee. Accessing and processing data is now faster, more flexible, more reliable, and cheaper. A researcher in Croatia can reach and exchange data, in a variety of formats, with a colleague in Argentina almost immediately, 24 hours a day, seven days a week, without leaving her desk or going up against any rogue mice.

In the past decade, the public research community, the European Commission, the US, and other countries' governments have invested heavily in game-changing data infrastructure known as "grid computing." A grid is a network for sharing computer power and data-storage capacity over the internet. It goes well beyond simple communication between computers, ultimately aiming to turn the global network of computers into one vast resource for solving large-scale computer- and data-intensive applications. Grid computing is often compared to the concept of an electric power grid in which the power generators are distributed; in a computational grid, users can access computing power without regard for the source of energy or its location. A key element of grid computing is that it enables real-time collaboration between geographically dispersed communities in the form of virtual organizations.

In the next decade, we must invest even more heavily in such technology. Data is fundamental to science, and the science we do now requires ever-increasing data sets. We need flexible, powerful computing systems to support this data.

How did we get here? Computing grids were in their infancy in the late 90s, when the collaborations around the Large Hadron Collider (LHC) shifted focus to its computing needs. Plans for information technology needs are often looked at last in projects like this because, while you can trust that computing will be more advanced, you don't know what form that advancement will take by the time your machine, satellite, or observatory is ready.

However, for the LHC there was another problem. Funding for computing wasn't included in the original costs. (The logic was that this couldn't be estimated accurately, so it wasn't estimated at all.)

Bob Jones is project director of the European Commission–funded EnablingGrids for E-sciencE project. Daniela Vernon contributed to this piece.

Seed Global Issue

EGEE'09, Barcelona

EGEE'09 Conference in Barcelona

- **Attended by 631 delegates from 43 countries.**
- **Press releases rebroadcast by *HPCwire*, *Supercomputing Online* and *Innovations Report*.**
- **Press releases reached 4000 journalists via AlphaGalileo and EGEE contacts lists.**
- **Event announced by media partners: *HPCwire*, *GridCast*, *iSGTW.***
- **Hosted two sessions, one featuring a *New Scientist* journalist.**
- **Collaboration with GridTalk, via the GridCast website – 68 blog posts and 8 podcasts published.**

EGEE 5th User Forum, Uppsala

- **Event announced by media partners: *HPCwire*, *GridCast*, *iSGTW.***
- **NA2 session on lessons learnt from dissemination activities.**
- **Collaboration with GridTalk, via the GridCast website – 56 blog posts, 247 photos on Flickr, 12 webcasts, 55 microblog posts published.**
- **Two press releases on grids and health and using the iPhone and Sony Playstation for grid applications.**
- **Coverage in *HPCwire*, *iSGTW*, *British Journal of Health Computing & Information Management*, *Eurasia Review*, *Le Scienze*, *News-Medical.net*, *Projects Magazine*, *PS3World*, *Science Daily*, *Scientific Computing World*, *Technobahn***

EGEE and social networking sites

Other Events

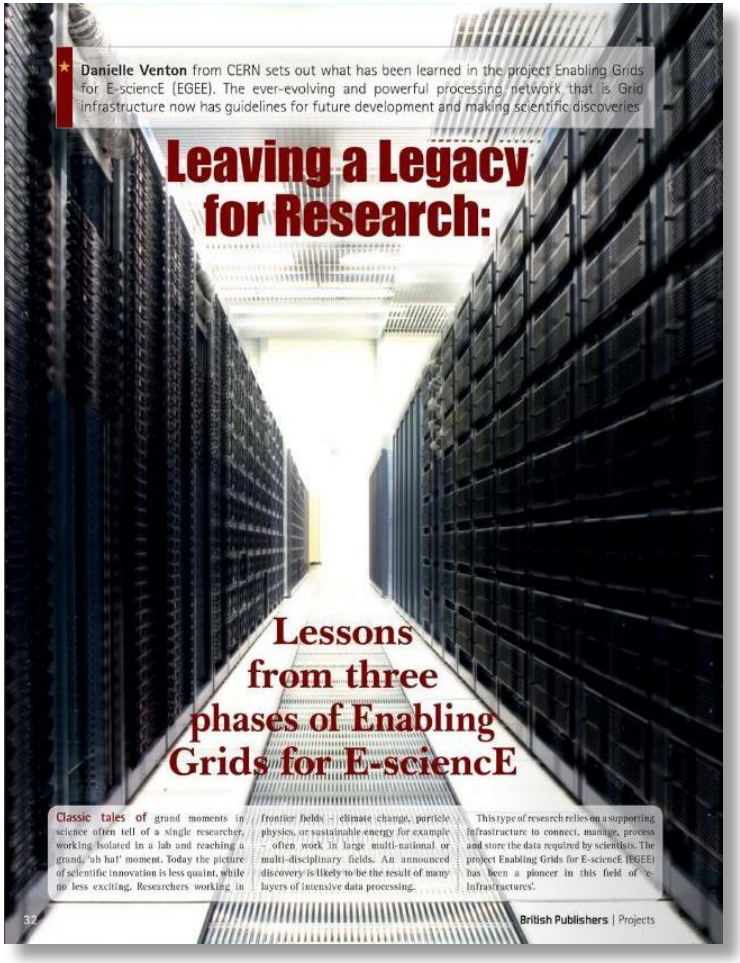
HealthGrid Conference, Jun 09

Supercomputing'09, Oregon, Nov 09

D4Science World User Meeting, Nov 09

UK eScience All Hands Meeting, Dec 09

EGEE in the media: Press cuttings



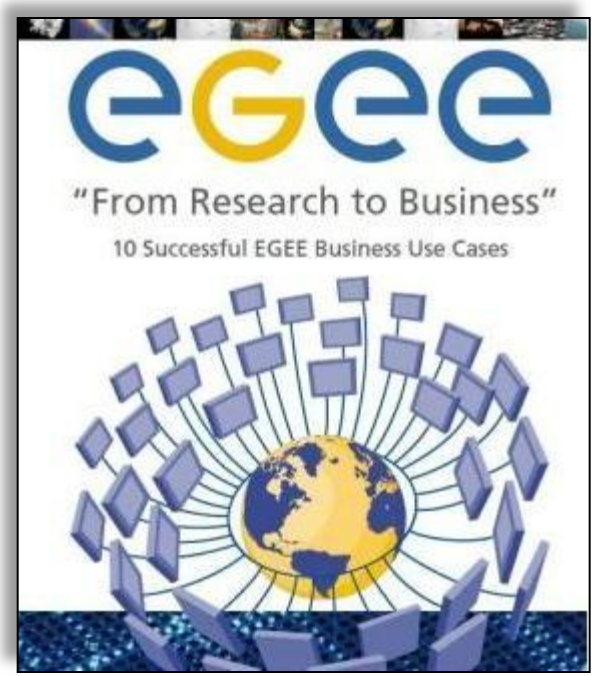
- **Projects Magazine**, Issue 15, February 2010: "Leaving a Legacy for Research: Lessons from three phases of Enabling Grids for E-sciencE“
- **ICT Results**, 6 January 2010: "The Grid: A new way of doing science“
- **ComputerWeekly.com**, 23 November 2009: "CERN's LHC pioneers quantum leap in cloud computing“
- **PhysOrg.com**, 24 September 2009: "Global grids tackle global science“
- **Nature Methods**, 9 September 2009: "CASD-NMR: critical assessment of automated structure determination by NMR“
- **iSGTW**, 26 August 2009: "Improving Alzheimer’s research, a million scans at a time“
- **Virtualization Journal**, 20 July 2009: "Europe’s Largest Grid Project Moves Closer to Cloud-style Computing“
- **iSGTW**, 1 July 2009: " Grid makes a SPLASH in underwater archaeology“
- **Supercomputingonline.com**, 8 June 2009: "MATLAB Runs on Enabling Grids for E-SciencE"

Business Activities

- **Streamlining business activities in the second year:**
  - Consolidating activities and the current network of contacts
  - Collating the Business Associates' insights into barriers and opportunities for grid adoption
    - Interviews with Business Associates and early adopters
    - Synergies with European projects for additional insights and knowledge exchange

- Evaluating current gLite uptake in commercial settings
  - Interviews with Business Associates and early adopters
  - 10 successful case studies analysed and published

Philips Research – Total UK – CGGVeritas – Digital Ribbon – Stock Analysis – Health-e-Child – GridVideo – WISDOM – S-Sicilia - Imense



gLite offerings and uptake

- **Avanade (Italy)** – gLite integrated into Avanade grid architecture by rendering it interoperable with Windows machines.
- **Constellation Techologies (UK)** – "SuperCloud" solution based on gLite for a variety of commercial sectors.
- **Excelian (UK)** – gLite option for banking and finance consultancy.
- **GridWise Tech (Poland)** – internal job management environment integrated with external, on-demand EGEE resources, combining LCG and gLite.
- **Hitachi Labs (France)** – data grid solution integrated with the EGEE framework for large data quantities.
- **Linalis (Switzerland)** – commercial grid training services.
- **NICE (Italy)** – grid solutions for industry and academia, including gLite technologies
- **Platform Computing (Germany)** – running an enterprise grid using gLite with improved interoperability with their Load Sharing Facility.

Benefits for business

Benefits of Engagement

1. Important opportunity to network with an élite scientific community. Face-to-face interaction with user communities to tackle real-world problems and set realistic targets. (*Hitachi*)

2. Develop new collaboration opportunities and turn "*ideas into a business*". (*David Sinclair, CEO & Founder of Imense*).

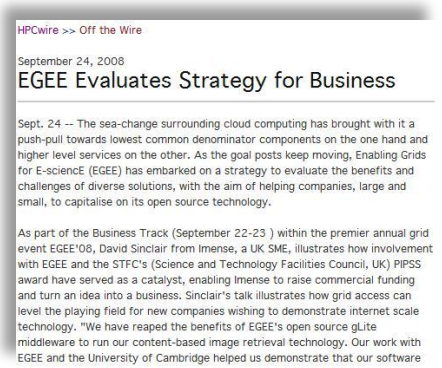
3. Early access to technology developments. Creating contacts for the short to long-term. Important knowledge exchange between innovators and user communities. Role in advancing the culture and knowledge of grid computing. (*All EBAs*)


GridBriefings
Grid computing in five minutes
Transferring technology: Grids in Business

GridBriefing on Tech Transfer, Sept 09


IT-Tude.com
The connection of cutting-edge research to smart business solutions
BEinGRID & EGEE-III Join Forces at EGEE'09 Business Workshop, 23 Sept 09

Promoting Synergies


HPCWire >> Off the Wire
September 24, 2008
EGEE Evaluates Strategy for Business

HPCWire, Sept 08

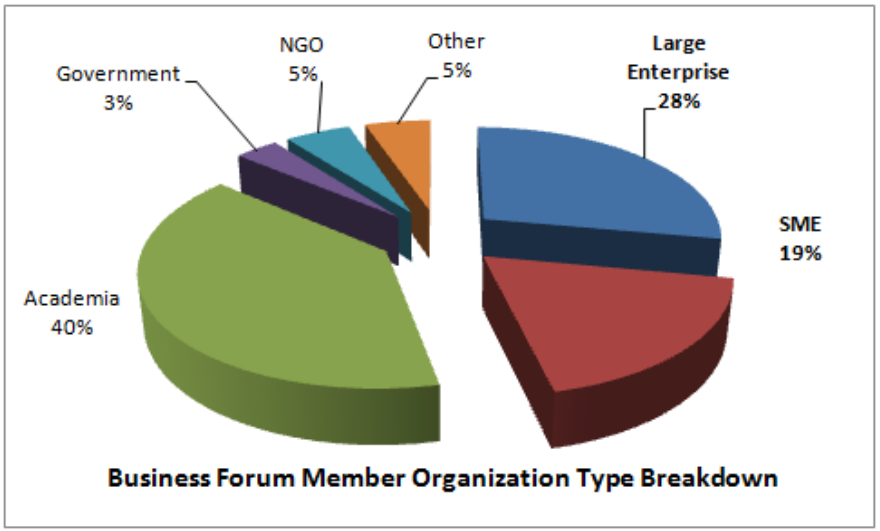
Barriers and opportunities

- **Barriers**
  - Industry quality = industry involvement (“drop and replace technologies”, software)
  - Strong need for market requirement analysis and personalised programmes for technology transfer.
  - Better understanding of commercial test cases.
  - Complexity should be hidden from end users eg Health-e-Child.

- **Opportunities**
  - Industry sees grid as good for large-scale computing and storage eg pharmaceutical research labs.
  - Training personnel for new applications.
  - Applications built with businesses in mind and disseminated by business partners.
  - New business models at national or EU level.
  - Commercial interface and brokering services.

➢ **While cloud computing may represent competition in this sector, both communities can learn from each other to better understand grid and cloud convergence eg StratusLab project and the new opportunities this could create.**

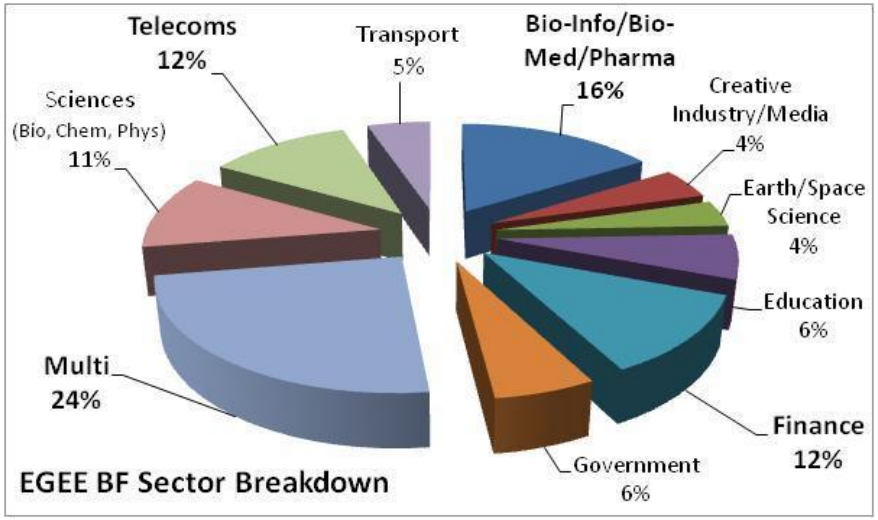
Business Forum



- **300+ members from 140+ organisations.**
- Technology experts, business, academia.
- Almost 50% from SMEs.
- 12 new members in Year 2.
- 24% of member represent multiple sectors.

Business Events have attracted technology innovators from the public and private sectors, companies of all sizes and current and potential adopters – all helping to expand the business community.

EGEE has built a strong and active business commmunity – it is important to take this forward.



Lessons Learnt

- **Business community**
  - EGEE technology definitely has a place in the business world.
  - Strong relations have been established with technology innovators and enterprises that can stand the test of time.
  - Clear opportunities in several sectors, especially geosciences and life sciences.
  - Hiding complexity from end-users is important.
- **New frontiers**
  - Capitalise on achievements in the cloud computing sector and develop grid and cloud convergence opportunities.
  - Benefits for industry are inextricably linked with the closeness of their involvement in technology developments and their ability to promote these to end users.
  - Developing new brokering services and business models is key for long term sustainability.
  - Clearer understanding of specific market requirements is needed.
  - Identify national success stories that could have wider scope.

Lessons Learnt

- **Geographic distribution**
  - Centralising main tasks in ‘clusters of competence’ was effective.
  - Threshold effort of around 0.5 FTE is ideal.
  - Good mix of phone meetings and face to face contact.
- **Media partners maximise impact**
  - *iSGTW* and *HPCwire* helped to reach out to the business and academic sectors.
  - Journalists as invited speakers at events also increase coverage.
- **Internal communication**
  - Regular communication with the project community via newsletters and Director’s letters
  - Web portal as a central source of information.
- **Social networking tools**
  - Help to build a community around events.
  - Demo videos from the events posted on YouTube continue to generate hits after the events are over.

Summary Metrics

INDICATORS	QR5 May – July 2009	QR6 August – October 2009	QR7 November – January 2010	QR8 February – March 2010	TOTAL (P1 + P2)
News releases issued (central, local and translations)	15	11	1	4	**88**
Number of media contacts the releases are sent to	7800	3900	2390	3593	**33,754**
Press cuttings	32	40	41	33	**318**
Interviews	6	1	0	2	**52**
Scientific papers	10	12	14	9	**213**
Industrial & governmental events organised	2	4	1	0	**24**
Industrial & governmental events attended	4	1	2	2	**40**
Number of materials produced or translated	17	55	15	16	**185**
Number of newsletters issued	19	11	27	19	**114**
Number of unique visitor per month on websites	17,000	14,700	15,700	21,040	**129,240**
Internal events organised (Project & Activity meetings)	3	2	1	1	**11**
Number of events organised	24	20	9	12	**146**
Number of events attended	18	19	25	12	**161**
Useful contacts made	2	0	0	0	**48**

Issues and mitigating actions

- **Internal communication**
  - A perennial issue in a project of the size and complexity of EGEE.
  - Regular sourcing of new success stories was vital to maintain the profile of EGEE externally.
  - Built on networks in NA4, NA3 and the CPLO – worked closely together to communicate with users in particular, as identified by the EAC at the end of Year 1.

Transition to EGI

- Web audit largely identified homes for all active EGEE central and regional web sites.
- Dissemination will be coordinated by EGI.eu with contributions from NGIs.
- Materials, templates and mailing lists archived and handed on.
- Transition of business activities and the relations established within the community less clear within EGI.

Summary

- **Achievements**
  - All Deliverables, Milestones and project overall metrics achieved.
  - High profile for EGEE maintained at several key events in the grid calendar, some attracting thousands of delegates.
  - Significant contribution to EGEE'09 and EGEE 5th User Forum, including media and outreach campaign.
  - Used Web 2.0 channels such as blogs, social networking sites and micro-blogging tools to spread the word about grid success stories.
  - Several EGEE-III web sites launched, including the main portal and event websites.
  - New EGEE-III brand rolled out and maintained across all EGEE publications, including newsletters, posters, info sheets and brochures.
  - Wide range of articles published in *iSGTW*, *HPCwire*, *Zero-In* and *eStrategies Projects* Magazine.
  - Rich and varied range of dissemination activities by regional partners, including websites, original and translated materials, scientific papers, events, press releases and press cuttings.
- **Issues: Internal communication**
  - Maintain a flow of success stories from the other EGEE activities to NA2 to communicate effectively with users via the website, published materials and the trade and general press.