



GISELA

FINAL PLAN FOR USE AND DISSEMINATION

EU DELIVERABLE: D2.4

Document Full name	GISELA-D2.4-v1.4
Date	31/08/2012
Activity	WP2 / Dissemination and Outreach
Lead Partner	ULA
Document status	APPROVED
Classification Attribute	PU (PUBLIC)
Document link	http://documents.gisela-grid.eu

Abstract:

This document aims at describing the final use and dissemination of the GISELA foreground.



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GISELA (“Grid Initiatives for e-Science virtual communities in Europe and Latin America”) is a project co-funded by the European Commission as an Integrated Infrastructure Initiative within the 7th Framework Programme. **GISELA** began on 1st September 2010 and will run for 2 years.

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From	WP2	ULA / WP2 - Dissemination and Outreach		
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Document Log

Issue	Date	Comment	Author
0-1	13/06/2012	First draft	B. Marechal
0-2	26/07/2012	Section 3 inserted	Y. Briceño & H. Hoeger
0-3	27/07/2012	First review and rephrasing. Conclusion added	B. Marechal
0-4	31/07/2012	Executive summary inserted	H. Hoeger & B. Marechal
1-4	31/08/2012	Final review and approval	B. Marechal

Document Change Record

Issue	Item	Reason for Change

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1. INTRODUCTION

1.1. Purpose of the document

This document describes the final use and dissemination of foreground of the Project.

For a comprehensive view of the Project and of the GISELA Consortium, the Description of Work (DoW)¹ and the Consortium Agreement (CoA)² should be consulted.

1.2. Document Organisation

Section 2 contains the Deliverable Executive Summary. While Section 3 describes how the foreground of the Project should be used and disseminated, Section 4 is devoted to the Conclusion of the document.

1.3. Application area

The target audience for this document is:

- The members of the Project;
- The European Commission Services;
- The Project Reviewers;
- The External Advisory Committee (EAC);
- The general public.

1.4. Document amendment procedure

Amendments to this document can be requested by any Project Member to the Project Coordinator (PC), via the Project Office (PO) - hlp-gisela@hlpdeveloppement.fr.

1.5. Glossary

ACS	Advanced Computing Services
CLARA	Cooperación Latino Americana de Redes Avanzadas
CoA	Consortium Agreement
DCI	Distributed Computing Infrastructure
DoW	Description of Work
EAC	External Advisory Committee
GSG	GISELA Science Gateway
HLP	HLP Développement SA (France)

¹ <http://documents.gisela-grid.eu/record/32?ln=en>

² Consortium Agreement (CoA) available upon request to the GISELA Project Office (hlp-gisela@hlpdeveloppement.fr)

ICT	Information and Communication Technologies
LA	Latin America
NREN	National Research and Education Network
PC	Project Coordinator
RC	Resource Centre
SG	Science Gateway
WP2	Work Package 2 - <i>Dissemination and Outreach</i>

2. EXECUTIVE SUMMARY

The work package WP2 - *Dissemination and Outreach* – has been in charge of publicising the GISELA activities, achievements and outcomes. This task has been reported in two Project deliverables, D2.2 - *1st year Dissemination and Outreach Results* (<http://documents.gisela-grid.eu/record/247?ln=en>) and D2.3 - *2nd year Dissemination and Outreach Results* (<http://documents.gisela-grid.eu/record/406?ln=en>). Now, the Project is reaching its end and WP2 is focusing on the final plan for use and dissemination of the GISELA foreground. The present document intends to present some guidelines for future dissemination activities that will be in the hands of CLARA and Latin American NRENS:

- The after GISELA communication strategy;
- Plans to promote Advanced Computing Services;
- Targeted public;
- Activities;
- Services design;
- Media to be used for dissemination.

One of the key factors for the success of such a plan reside with the skills of the persons who took care of dissemination since the early times of EELA, six years ago, and who, in their majority, belongs to CLARA or Latin American NRENS.

3. FINAL PLAN FOR USE AND DISSEMINATION

At the beginning of the Project, the Deliverable D2.1 - *Dissemination and Outreach Plan* (<http://documents.gisela-grid.eu/record/48?ln=en>), established the roadmap for WP2 to ensure the successful dissemination of all GISELA activities and outcomes.

The actions undertaken and the progress made have been made available in the Deliverables D2.2 - *1st year Dissemination and Outreach Results* (<http://documents.gisela-grid.eu/record/247?ln=en>) and D2.3 - *2nd year Dissemination and Outreach Results* (<http://documents.gisela-grid.eu/record/406?ln=en>) as well as in the Project Progress Reports for the 1st (<http://documents.gisela-grid.eu/record/253?ln=en>) and 2nd (<http://documents.gisela-grid.eu/record/417?ln=en>) project-year.

What follows describes how the outcomes of the GISELA Project will be disseminated and used.

3.1. GISELA 5th Bulletin “*Goodbye GISELA*”

Philippe Gavillet, GISELA Deputy Coordinator, summarises the project accomplishments in the editorial and the assessment of every WP, provided by their managers, are the subject of this bulletin (http://www.gisela-grid.eu/index.php?option=com_content&view=article&id=24&Itemid=28) that will be widely announced in the CLARA & NRENs Web sites.

3.2. The after GISELA communication strategy

After the end of GISELA, CLARA will coordinate the dissemination of the activities inherited from the Project, in particular the operation of the e-Infrastructure and the support to users and developers. The dissemination strategy has already been devised by the CLARA-TT.

Communication activities need to address the consolidation of the e-Science culture in Latin America. The main actors are expected to contribute to the recognition of the importance and of the positive impact of Advanced Computing in scientific activities in the region. Therefore, the communication strategy will focus on:

- The mobilisation of national authorities from the Latin American countries to promote and support Advanced Computing at both national and regional levels;
- The organisation of communities, considering their field and specific demands for services adapted to their research expectations;
- The launching of a user-oriented campaign for the use of new Advanced Computing Services (ACS) in collaborative environments.

The three specific objectives are:

- The promotion of area-oriented regional services among audiences using all possible communication channels;
- The definition of roadmaps for the strategic work oriented to communication issues;
- The implementation of activities related to:
 - Service information;
 - Creation of collaborative environments;
 - Generation of processes both for key and potential users of the service.

3.3. Plans to promote Advanced Computing Services

The ACS will be accompanied by a several communication activities that will be driven by the objectives defined in Section 3.2. These activities will take into account the increasing demand and will establish the means necessary for the sustainability of e-infrastructures in Latin America. CLARA will naturally coordinate a series of activities and communication channels to promote the ACS architecture based on a Science Gateway. The use of already existing contacts that have been set up during GISELA is an excellent starting point to interact with relevant actors. These key actors are the National Science and Technology authorities, developers, researchers and communities.

The proposed strategies are designed to attenuate the risk of rejection of the new ACS and to boost a political willingness to develop agreements fostering the consolidation of e-Infrastructures in Latin America. Nevertheless, the possibilities to achieve these objectives are, as it may sound comprehensible, subject to external and uncontrollable factors. Communication is only part of this effort.

3.4. Targeted Public

The key public has been identified as:

- Regional organisations cooperating in science and technology;
- National science and technology authorities;
- Heads of the NRENs and ICT representatives;
- Advanced users;
- Developers and experts in collaborative environments;
- Small research groups;
- Large research communities (VRCs);
- Researchers and students.

3.5. Activities

The activities will be supported by a campaign to approach research communities, developers, and regional organisations to foster cooperation in Science and Technology:

- Detecting needs and possible ACS uses;
- Using success cases and best practices to replicate them;
- Identifying users (researchers, communities, countries);
- Constructing collaborative environments to use virtual resources and ACS tools;
- Recognising ACS infrastructures as regional powerful tools.

3.6. Services design

The look of the services offered has to be user-friendly and flexible to guarantee an easy and fast access to ACS, resources and infrastructures. The user interface should differentiate the different users targeted.

The slogan and the communication concept for ACS will be build considering:

- ACS as a problem solver with social impact for scientists and engineers;
- Communities to consolidate e-Science and collaborative environments;
- Resources Centres for all types of users in the countries.

3.7. The Media

All possible media will have to be employed, depending of the objectives and the targets.

3.7.1. Virtual Environment

Virtual environment is suitable to disseminate Science Gateway activities where users are able to automatically generate news concerning the use of ACS and the development of applications. The SG must reflect the concept and the visual identity of the proposed services. It also needs to gather all the information material resulting from the management of communications as well as the collaborative work that identifies the dynamic in the use of the service.

3.7.2. Social Networks

Common tags and the RSS system allow updating the channels that promote embedded information from Twitter and other social networks, particularly those who can streamline the information flow.

3.7.3. Micro media

It is desirable to produce printed material that can be used as support material to be distributed during official meetings and negotiations with the relevant public. The printed material needs to reflect the concept and visual identity of the virtual environment.

3.7.4. Traditional media (newspapers, radio, TV)

The most important resource in traditional media is the press release. CLARA should coordinate the dissemination of relevant information using traditional media with the support of NRENs.

3.7.5. Mailing Lists

They constitute a communication mechanism focused to specific groups. Information is sent to update these specific groups on news and developments of the ACS via e-mail. Several mailing lists can be arranged to address different key information issues.

3.7.6. Wiki

This collaborative tool will be used by the Science Gateway. It may serve key users to analyse the progress made in the development of applications and use of ACS. Problems faced and how they have been solved constitute a valuable source of information for the improvement of the architecture in the users-developers collaboration.

3.7.7. Face-to-face Meetings

The integration of specialised workshops and other types of meetings may enhance and promote the collaborative environment and foster experience exchange among the different types of users in order to better understand ACS as a fundamental tool for the solution of scientific and engineering problems.

3.7.8. Virtual Meetings

Periodical virtual meetings, focusing on topics of interest, training courses, dissemination of best practices and success stories, can help users to increase their ability to use ACS and, for new users, to be able to get support from more experienced users.

