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D3.1: Communication Plan

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Abstract: The communication plan provides an overview of the dissemination and outreach strategy for EUDAT. The document covers the dissemination tasks, the target audiences, and the means for dissemination. It also provides information about the conducted activities since the start of the project.

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1. INTRODUCTION

On October 1st 2011, the EUDAT project was launched to target a pan-European solution to the challenge of data proliferation in Europe's scientific and research communities through the deployment of a Collaborative Data Infrastructure (CDI) driven by research communities' needs. EUDAT is currently carrying out a comprehensive review of research communities' approaches and requirements to the deployment and use of a common and persistent data e-Infrastructure, and is investigating and designing the appropriate services and technologies to match these requirements and to be operated as part of its distributed infrastructure.

As a large, cross-disciplinary project, seeking to develop a sustainable infrastructure with core services which have to be taken up by many communities, it is very important for EUDAT to establish a framework for on-going communication with a range of stakeholders, both internal and external to the project. The EUDAT communication plan provides an overview of this communication strategy and the dissemination and outreach activities planned in EUDAT to implement this strategy. It is targeted at all EUDAT partners, especially those involved in dissemination activities, and acts as a general framework guiding these activities.

The overall communication strategy is led by work package 3 (Dissemination, Training, and Outreach). The purpose of this work package is to help identifying the needs of existing communities, to develop and manage the relationships between the project and its target audiences, to ensure their understanding of its progress and achievements and stimulate adoption of the shared services created by the project through an effective communication strategy. This activity has three main strands—dissemination, industry collaboration and training.

In particular, the plan intends to help raising awareness and interest on the technologies and services developed and offered by EUDAT among EUDAT's key target groups which are the scientific communities, funders and policy makers, e-Infrastructure service providers (including industry), and other working groups focusing on data related issues as well as the general public.

The communication plan also presents the various tools that will be used to support this strategy to reach the requested (desired) awareness level (such as a website, newsletters, posters, etc.)

This document is a living document, which means that it will be updated once per year to reflect the evolution of the project and the effects of the project dissemination activities within the scientific and public audience in general and the multi-disciplinary community in particular.

2. GENERAL OBJECTIVES

The principal objectives of the dissemination, training, and outreach activities led by WP3 and which form the key components of the communication plan are:

- To ensure high visibility of the project among its key stakeholders through the management and use of appropriate communication channels.
- To contribute to the growth of awareness and of skills within the partner communities and to the growth in number of communities of use through a skills-oriented programme of training in conjunction with third-party training providers catering for specific target groups.
- To design specific actions aimed at community building in the area of data services.
- To engage and ensure collaboration with industry
- To ensure that all project partners can identify and understand the information needs of specific target audiences.
- To design and conduct the dissemination and engagement strategy which is complemented by tasks in two other work packages WP2 (Sustainability and Evolution) which has community integration as one of its objectives, and WP4 (Stakeholder Requirements) which will deal, in particular, with issues of trust.

The mission of WP3 will be completed through the following tasks:

Task 3.1: Dissemination activities: this task will identify the information needs and preference for communication channels of the target groups. This task has the following subtasks:

- Coordination of dissemination activities.
- Providing access to EUDAT related information through website and dissemination material
- Organization of the EUDAT events
- EUDAT presence and engagement in other events

Task 3.2: Industry and business collaboration: This task will focus on liaison activities between the project, its user communities and industrial and business stakeholders. This task has the following subtasks:

- Establishing links with Industry
- Organization of industrial seminars

Task 3.3: Education and training: This task will focus on the development and/or adaptation of training modules and materials for professional and non-professional data scientists. This task has the following subtasks:

- Training need analysis
- Training programs and activities
- Development of training material and courseware repository

The work conducted by WP3 is closely interlinked to the work conducted in the others WPs, as illustrated in Figure 1. WP3 supports this work by managing the relationships between EUDAT and its various target audiences and providing the channels for other parts of the project to use to reach them. WP3 will also contribute directly to the growth of a user-base through its training activities and actions targeting industrial and commercial organizations.

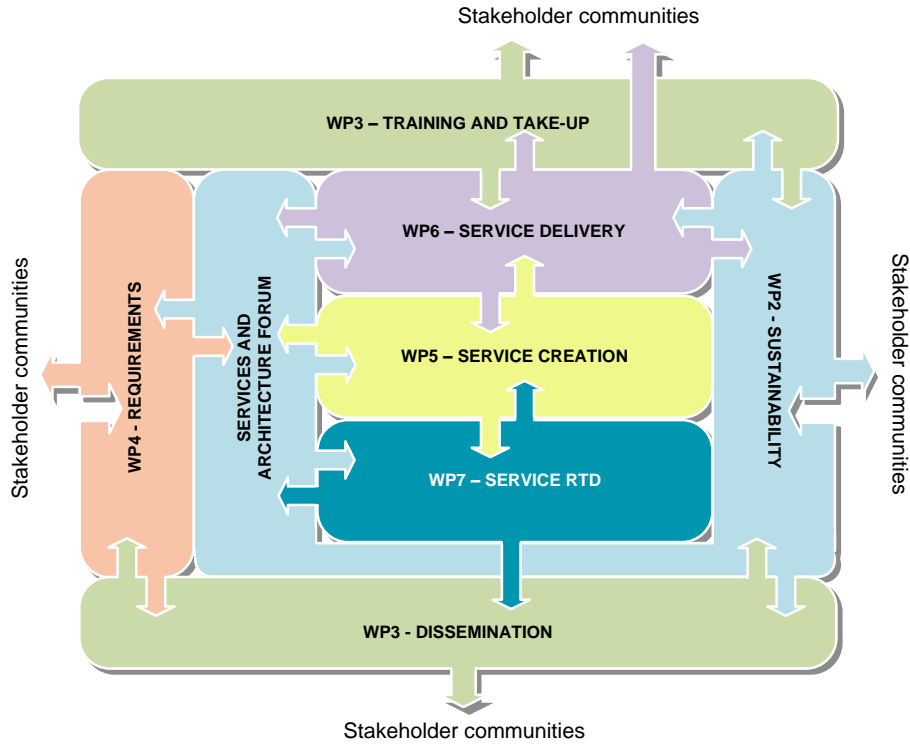


Figure 1: Relation between WP3 & other WPs

3. TARGET AUDIENCE

EUDAT has identified a series of key target audiences which can be grouped into four categories. For each category, we will investigate and use appropriate communication channels and define actions to effectively engage with them.

3.1 Scientific communities

Research communities will be our main customers as data users and providers. Their engagement with the project is crucial to ensure that we meet their needs.

Some scientific communities joined the project at its beginning, and already provide a user base from various disciplines such as linguistics (CLARIN), earth sciences (EPOS), climate sciences (ENES), environmental sciences (LIFEWATCH), and biological and medical sciences (VPH). They will also help expanding EUDAT to include new communities close to their disciplines as users and new service providers.

EUDAT has started a first comprehensive analysis of requirements with these communities; this analysis activity is done through sequential interviews and discussions aiming to investigate the current variety of data organization and architecture in the communities and its planned evolution, as well as to collect wishes and specific requirements that are expected from a common data service layer.

In collaboration with WP4 which is responsible for investigating these requirements, WP3 will help identifying the communities' information needs and preference for communication channels as it will receive a feedback from them regarding the communication channels, training sessions and external relations.

The User Forums will be one of the main vehicles to engage with the communities, and WP3 will play a key role in supporting the organization of these forums, providing relevant dissemination materials and engaging with the communities' dissemination teams to exchange information and develop collaboration activities.

The first User Forum which WP3 organizes in collaboration with WP1, WP2, and WP4, will be held in Barcelona on 7th–8th March 2012 and will provide new and existing communities interested in joining the initiative with a unique opportunity to learn about the first results of this analysis, as well as about the EUDAT approach and plans for the coming months..

Interaction between the project and the communities also take place through the Service and Architecture Forum (SAF) which acts as a discussion forum for forming consensus and an advisory body of the EUDAT project. The main purposes of the SAF is to provide a platform for a close interaction between the services and research work packages of the project to ensure the architectural consistency of EUDAT, and to provide at the same time user communities with a forum in which to drive the implementation and development of services.

The SAF will meet at least two times a year in person, often in conjunction with other EUDAT events, but will have more frequent virtual meetings and on-line discussions.

WP3 will play a main role in making the processes transparent and their results visible throughout the project.

EUDAT will operate at two levels, by having a high visibility at events and in publications seen as authoritative by one or more scientific communities and by gaining endorsement from respected senior scientists and commentators.

Communication channels:

- General dissemination
- Training courses
- Hands-on trainings
- Conferences participation
- Peer-to-peer communication
- Cascade approach
- Through communities in the consortium
- Targeted events identified by partners
- Dissemination of results in thematic journals and magazines
- User forums

3.2 Funders and policy-makers

Funders and policy makers are another key target group. We will depend on them to help us establish viable future funding models. They should have a clear interest in supporting EUDAT for the positive impact it will have on science, research and society, eliminating wasteful duplication of work leading to a greater return on investments. As the HLEG report on Scientific Data¹ noted, funders and policy makers need to have confidence that their investments will produce the expected benefits. The role of EUDAT is to demonstrate that the CDI is technically, scientifically and economically viable, and to show evidence that it is used by communities.

Our communication strategy will build on the project's general results and in particular on the work of WP2 which focuses on investigating funding models for the future infrastructure and planning its evolution. A specific communication strategy, building on the rolling plan currently being elaborated by WP2, will be developed during the first year to identify national funding and research agencies and collect information on the national roadmaps and strategies regarding data management and their investment in data infrastructures.

By showing that the EUDAT model is cost-effective and has broad support from the scientific communities, EUDAT will seek to foster changes in national and research community policies, priorities and practices to support EUDAT's sustainability.

Communication channels:

- General dissemination
- Peer-to-peer communication
- Cascade approach through European and national links
- Targeted events identified by partners (especially for national agencies)

3.3 Industry, e-infrastructure and service providers

EUDAT will need to potentially interact with different sectors of industry. In this perspective, the communication plan is being devised to raise the maximum level of awareness throughout identified sectors, while synergizing major business stakeholders. Strategic communication and collaboration actions targeting specific industries will take place within a well-orchestrated program. Thus, industries from the following fields/sectors will be contacted, (1) e-infrastructure service users and providers, in

¹ High Level Expert Group on Scientific Data, 2010. *Riding the wave. How Europe can gain from the rising tide of data*. Final report submitted to the European Union Commission, European Union

particular the (a) Cloud and HPC industry, (b) Information and Communication Technology industry, and (c) Sector-specific (though reflecting EUDAT user communities) industries and SMEs; (2) Industries and SMEs at large, in particular (a) System Integrators and (b) Independent Software Vendors².

Communication tools

- Industry Enrollment Program (EUDAT-IEP). An IEP will be developed and tailor made for identified industries/sectors, which will aim at progressively enrolling key stakeholders in the development process of the project. The IEP will consist of:
 - Organizing dedicated industry events, inviting targeted industries to participate to and take an active role in collaborating with EUDAT. Such events may include:
 - Industry Day (a one-day meeting dedicated to industry and its relationship with the project)
 - Industry Training Program (one-day tutorials giving an opportunity for industries)
 - Industry Knowledge Transfer Program a tailor made knowledge and know-how transfer program for concerned industries).
- Attending related events organized by this group, including presentations on the project (materials and/or talks etc), thus ensuring EUDAT's presence at key events held by/in industry and moreover providing EUDAT partners with opportunities to precisely spot industries/SMEs of interest and relevance to the project exploitation objectives. Such events might be:
- Industrial networks conferences, projects and consortia integration events, or even one-to-one brainstorming meetings,
 - External conferences/symposia with a clear and focused industrial flavour, and ultimately,
 - EUDAT project conferences,
 - Dissemination of EUDAT news in external newsletters and Websites (and vice versa), and more generally all e-channels of relevance to the scope and objectives of the project.
- Peer-to-peer communications
- Hands-on Training
- Cascade approach through European and national links
- EUDAT Industry Enrollment Program (IEP)
- EUDAT Industry Task Force (ITF)

Beyond the regular dissemination tools which the project will develop and use for all targeted user groups, more specific communication means will be designed for industry. In particular, a project value proposition shall be developed which highlights its offering and positions (to some extent) within the market. The value proposition might materialize as a short slidekit, industry leaflet and/or multimedia illustrative objects.

These enabling tools are aimed to support the EUDAT-ITF (see Section 8 for more details) and be used as part of the EUDAT-IEP program, to strengthen the case and adapt the project communications to industry' speech.

² This classification elaborates on possible exploitation scenarios known à priori and thus will develop further à posteriori to WP2 sustainability analysis and plan outcomes.

3.4 Other data projects and working groups

There are stakeholders in major data initiatives and working groups involved with data-related issues and by cooperating with them, we can avoid duplication of services, exploit possible synergies and explore issues of standards and interoperability.

It is important for these groups to have EUDAT services available to develop their activities, and to be able to benefit from common services of the EUDAT data infrastructure.

EUDAT will also engage with international initiatives in the US, Asia, and Australia to foster global solutions in the areas of data infrastructures

Communication channels:

- Attendance to events organized by these groups, including presentations on the project (materials and/or talk)
- Dissemination of EUDAT news in their newsletter and website (and vice versa)
- Peer-to-peer communication
- Contribution to working papers
- DAITF: Data Access and Interoperability Task Force

5. EXTERNAL COMMUNICATION TOOLS

The communication strategy presented in the above section will be supported by a set of communication tools and materials which are briefly presented below. The role of EUDAT external communication tools is to ensure that all stakeholders are aware of the project and to reach a maximum visibility of the project.

5.1 EUDAT website

The EUDAT website (www.eudat.eu) has an essential role in dissemination activities; it has been available since the start of the project and has been referred to in all printed materials and merchandizing (presentations, press releases, pens, lanyards).

Home Project User Communities Library Contact

EUDAT
European Data Infrastructure

Search

Log in

EUDAT project aims to contribute to the production of a Collaborative Data Infrastructure (CDI). The project's target is to provide a pan-European solution to the challenge of data proliferation in Europe's scientific and research communities.

EUDAT is coordinated by CSC - IT Center for Science, Finland, and comprises 25 European partners, including data centers, technology providers, and research communities and funding agencies from 13 countries. The project was launched on the 1st of October 2011, and it is co-funded by the European Commission's Framework Programme 7.

News

EUDAT article on International Science Grid This Week
2011-11-10

EUDAT Kick-Off Meeting
2011-10-26

EUDAT 1st Press Release was issued on 10th October 2011
2011-10-10

more

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Figure 2: EUDAT home page



The screenshot shows the EUDAT website's content page. At the top, there is a navigation bar with links for Home, Project, User Communities, Library, and Contact. Below this is a header banner featuring the EUDAT logo (three orange cubes) and the text 'EUDAT European Data Infrastructure'. A search bar is located on the right side of the banner. A 'Log in' link is positioned in the top right corner of the main content area.

Partners

- Objectives
- Approach
- Services

Introduction

In recent years, significant investments have been made by the European Commission and European member states to create a pan-European e-Infrastructure supporting multiple research communities. As a result, a European e-Infrastructure ecosystem is currently taking shape, with communication networks, distributed grids and HPC facilities providing European researchers from all fields with state-of-the-art instruments and services that support the deployment of new research facilities on a pan-European level.

However, the accelerated proliferation of data – newly available from powerful new scientific instruments, simulations and digitization of library resources –, has created a new impetus for increasing efforts and investments in order to tackle the specific challenges of data management, and to ensure a coherent approach to research data access and preservation.

EUDAT aims to address these challenges and exploit the opportunities using its vision of a Collaborative Data Infrastructure.



At the bottom of the page, there are logos for the European Union, the Seventh Framework Programme, and the Cooperation logo. A copyright notice at the very bottom reads: 'Copyright 2011 © eudat.eu The EUDAT project receives funding from the EU's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 283304. Legal Notice'.

Figure 3: View of a content page

Currently the website consists of the elements depicted in Figure 4.

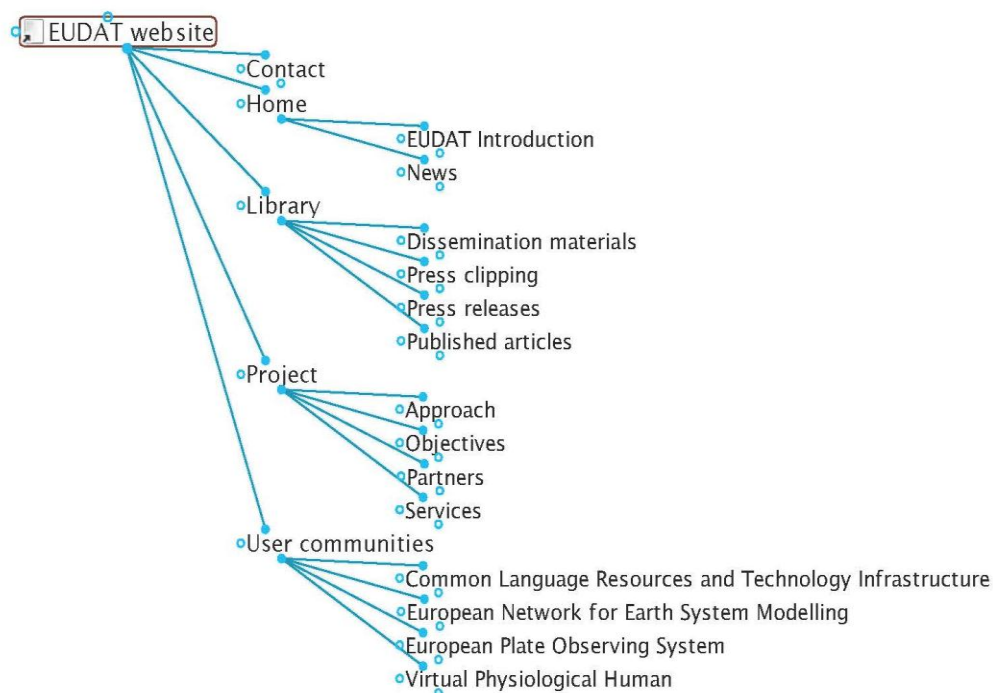


Figure 4: Outline of the website

The website will be dynamic, updated frequently and the content will be expanded constantly during the project lifetime.

In the medium-term, we plan to add a few other sections, including:

- Services (describing all the services developed and offered by EUDAT)
- Technologies (describing specified and used technologies for EUDAT services).
- Use cases (as defined by WP4,5,6)
- Events (of relevance to EUDAT)

The website will disseminate the project activities and results by publishing the project newsletter, technical papers and information about coming events. The contents will be provided by all work packages.

An RSS feed system is also used to inform interested persons and individuals about the latest updates of the website.

5.2 Press releases & press clipping

Press releases will be created and published when major achievements have been made in the project. The purpose of press releases is to attract attention and to show the project achievements and developments. A press release calendar will be planned and uploaded on the wiki.

EUDAT partners will be encouraged to translate the press releases into their native languages and publish them on their local websites.

The first press release was launched to coincide with the official start of EUDAT project on the 10th October 2011.

The press clipping contains the coverage of press regarding the project. It is gathered on European-level and is already published in the library section of the EUDAT website.

5.3 Newsletter

A quarterly newsletter will start to be published in March 2012; the objectives of the EUDAT newsletters are to increase the visibility of the project, to raise awareness and to communicate the project developments and achievements.

The document will be four pages long and will be available on EUDAT website. It will be printed as flyers and distributed physically during EUDAT events; also it will be sent to all project contacts.

A subscribe system will be created on the website for the newsletter.

5.4 Social media

Social media tools are effective for communicating the project messages in an accessible and approachable way. EUDAT has established social media channels which will be developed and expanded throughout the project.

The created channels are:

- Twitter—targeted at general and scientific community: http://twitter.com/Eudat_eu
- Facebook—a group page used to publish the project results and events: <http://www.facebook.com/EUDAT>

The progress in these areas will be monitored throughout the project and new opportunities to take advantage of online communities will be investigated as they arise.

6. DISSEMINATION PACK

6.1 Posters, flyers & brochures

The EUDAT poster plays an important role in increasing the visibility of the project, in particular during public events. The poster has been shown in various events and will be in the next ones organized or participated by EUDAT members. It is also available on the website.

The first poster (see Figure 5) was produced at the beginning of the project. It will be the template for the future posters which should contain the partners’ logos, the 7th framework logo as an acknowledgment of EC funding, EUDAT contacts, and URL.

A general brochure was designed and printed out by mid-January 2012 to be distributed during the 2012 year events. Also a two-sided flyer with a brief summary of the project and its URL will be designed and will be available on the website. Future posters, flyers and brochures will be produced by the design team when it is needed.

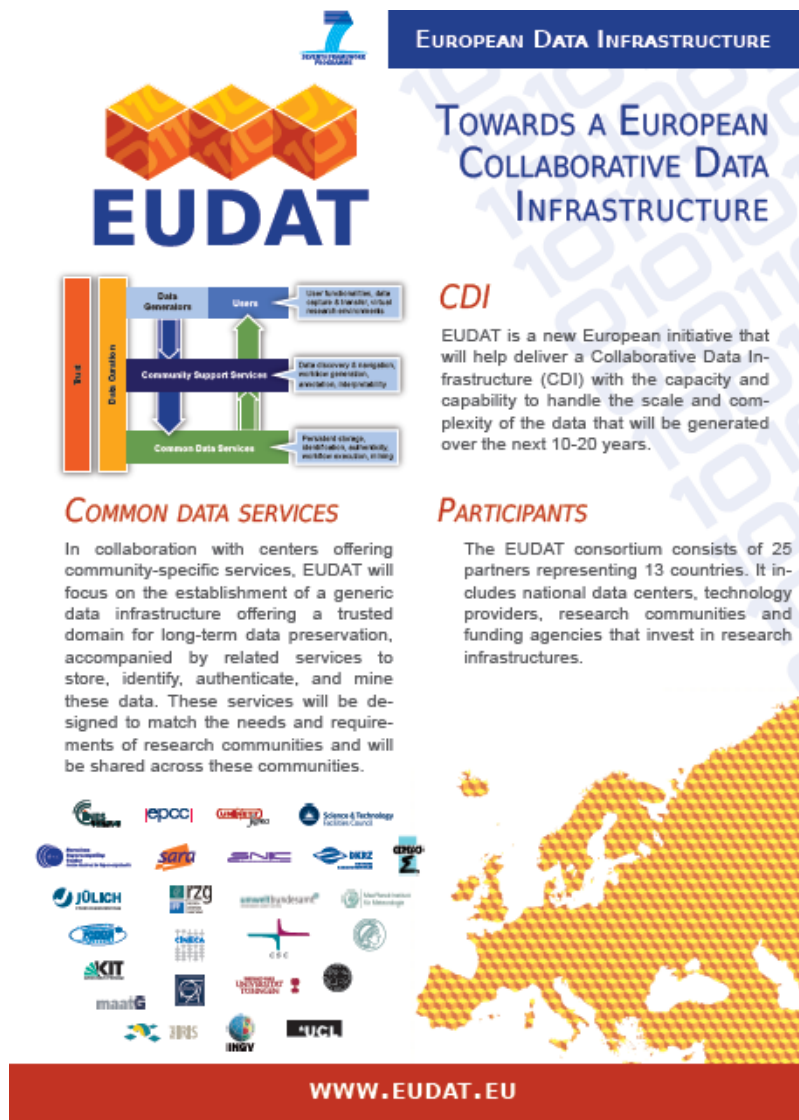


Figure 5: EUDAT general poster

6.2 Logo

Figure 6 depicts the EUDAT logo that is present in the website, give away materials and all other dissemination channels.



Figure 6: EUDAT logo

6.3 Templates

Templates for PowerPoint, newsletter and posters will be made available by month 4, in such a way that all dissemination materials, presentations and documents can be produced autonomously by each partner.

6.4 Promotion materials

For promotion purposes EUDAT has already provided several items as give-away materials to attract audiences at conferences and events.

1500 lanyards and 1000 pens with EUDAT logo and URL have already been produced and they will be promoted in all EUDAT events and related ones.

Notebooks and folders with EUDAT logo and URL are planned to be produced and provided at different events (user forums, training events).

7. EVENTS

7.1 EUDAT conferences and events

EUDAT is able to provide targeted audience with the opportunity to exchange experiences, gather information and learn about EUDAT activities and results through the events that EUDAT will organize. The most important event is the annual EUDAT conference, which will be a pivotal event for disseminating EUDAT related information and engaging with stakeholders, thus contributing to EUDAT community building. In particular, this event will allow the EUDAT consortium to present the project’s goals and results and run workshops to gain further insights on user requirements and expectations.

The target audience of the conference will be identified with the help of WP2 (sustainability and evolution) and WP4 (stakeholder requirements) in order to reach recognized leaders within key stakeholder groups (user communities, funding agencies, service providers, etc.) which will be invited to present their views and requirements. This will provide important inputs for the work in WP2 and WP4, while at the same time contribute to raising the international profile of EUDAT. The first EUDAT conference will be organized in November 2012, as a collaborative effort of all WP3 member partners and other WPs.

In addition to the EUDAT conference, WP3 plans to organize four user forums during the project life, with the first one being held in Barcelona, 7th–8th March 2012 (cf. Figure 7).

The first EUDAT User Forum will provide new communities interested in joining the initiative with a unique opportunity to learn about the first results of a comprehensive analysis of requirements with a first subset of communities, as well as about the EUDAT approach and plans for the coming months. The set-up of the UF will foster interaction and discussion between the participants about requirements and services.

EUROPEAN DATA INFRASTRUCTURE

EUDAT

EUDAT USER FORUM, 7-8 MARCH 2012
TOWARDS A COLLABORATIVE DATA INFRASTRUCTURE
INVESTIGATION RESEARCH COMMUNITIES' REQUIREMENTS

WHAT KIND OF SERVICES WILL EUDAT OFFER?
Nine core service areas have been identified as essential for the different research communities, and the corresponding services can be designed to support multiple communities. EUDAT will select mature technologies in each area to foster quick start-up where possible:

- FEDERATED AAI TECHNOLOGIES
- DATA ACCESS AND UPLOAD
- LONG-TERM PRESERVATION
- PERSISTENT IDENTIFIER SERVICE
- WORKSPACES
- WEB EXECUTION AND WORKFLOW SERVICES
- MONITORING AND ACCOUNTING SERVICES
- NETWORK SERVICES
- METADATA

EUDAT SERVICE DESIGN APPROACH
The EUDAT service building approach is based on three main strands of activity. The first strand involves capturing user requirements. The second activity strand concerns the appraisal of technologies and service candidates: this involves identifying, designing and constructing appropriate services, using existing solutions where possible. The third activity strand is operation of the collaborative infrastructure, particularly provisioning of secure, reliable (generic) services in a production environment, with interfaces for cross-site and cross-community operation. The operation of the infrastructure will provide full life cycle data management services, ensuring the authenticity, integrity, retention and preservation of data, especially those marked for long-term archiving.

WHAT WILL BE DISCUSSED IN THE USER FORUM?
EUDAT has now started a first comprehensive analysis of requirements with a first subset of communities from linguistics (CLARIN), earth sciences (EOS), climate sciences (ENES), environmental sciences (LIFEWATCH), and biological and medical sciences (VPH). This analysis activity is done through sequential interviews and discussions aiming to investigate the current variety of data organization and architecture in the communities and its planned evolution, as well as to collect wishes and specific requirements that are expected from a common data service layer. The first User Forum will provide new communities interested in joining the initiative with a unique opportunity to learn about the first results of this analysis, as well as about the EUDAT approach and plans for the coming months. The setup of the UF will foster interaction and discussion between the participants about requirements and services.

THE CASE FOR A GENERIC MULTIDISCIPLINARY DATA INFRASTRUCTURE
Although research communities from different disciplines have different ambitions, particularly with respect to data organization and content, they also share basic service requirements. This commonality makes it possible to establish generic pan-European services designed to support multiple communities, as part of a Collaborative Data Infrastructure. For the CDI to succeed, an abstract architecture is required, facilitating integration of pre-existing data solutions from participating communities and data centers willing to support common data services. Reuse and recombination of data in such open scenarios is based on suitable integration and interoperability solutions.

WWW.EUDAT.EU
Daniel Luescher - Project manager
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The EUDAT project is co-funded by the European Commission's 7th Framework Programme (Grant Agreement nr. 283304)

Figure 7: User Forum brochure

WP3 will also put focus on an early and efficient announcement of the EUDAT conference and DAITFs whereas a large variety of expertise participating to the events will form an important channel of inputs and experiences for EUDAT activities. The dissemination activities related to the events will emphasize the outcomes resulting from the conference workshops and face-to-face meetings through articles, releases and EUDAT website.

7.2 External events

The EUDAT consortium strongly believes that an active engagement strategy requires the participation of the EUDAT project in the events organized or attended by EUDAT target audiences. Events attended by and/or organized by discipline-specific and region-specific user communities will be specifically targeted, as these are among our primary target audiences, including ESFRI-related projects and national infrastructures. We have also identified that having a presence at events organized by key working groups and policy bodies (TERENA Conference, e-IRG workshops, OGF conference, APA, etc.), and international scientific organizations working with data (CODATA, ICSU) will be essential. In addition, WP3 will represent the project at major international exhibitions events such as FP7 ICT, ISC, and ICRI.

The project will actively participate in the activities and meetings related with the e-Infrastructures area. The objective is to optimize synergies between projects by providing input and receiving feedback from working groups addressing activities of common interest (e.g., from clusters and projects).

WP3 has started preparing a list of 2012 events to be attended by EUDAT members and will be included to the communication plan and published on the wiki.

8. COLLABORATION WITH INDUSTRY

Given the foundational, complex and federating nature of EUDAT, it is crucial to involve industrial partners at an early enough stage in the project development phases, to foster EUDAT services adoption and uptake, and to devise an appropriate economic model for the e-infrastructure to sustain post funding. Sustainability may imply a subtly balanced mix of network effect and productisation of services business models, depending on the actual delivery and its targeted acute integration within the industrial tissue and more globally the societal ecosystem.

EUDAT is operating an ecosystem of e-Infrastructure operators and service providers, including actors at regional, European and international levels. EUDAT, while developing and delivering an innovative product/service will also interact with other e-infrastructure providers to integrate existing portfolios, and to offer tailored services to targeted customers. It is important that e-infrastructure and service providers understand and ultimately contribute to the sustainability strategy of the project. By doing so, external industries will be made aware of EUDAT developments and will be incentivized, while new ways of collaborating with them may be devised, to the benefit of sustainability.

To reach this objective, two major tools will be implemented and used in the course of WP3. On the one hand, the Industry Task Force (EUDAT-ITF), that is, a structured team of active collaborators in charge of identifying events and businesses of interest, contacting, interacting with and building a network of industries to enroll and accompany them in their EUDAT uptake journey, will be formed over year 1. On the other hand and in parallel to this, an Industry Enrollment Program (EUDAT-IEP) will be developed and used as the main communication medium, to support the ITF team all along the project lifetime.

9. EDUCATION & TRAINING

9.1 Objectives

The project aims to stimulate user engagement by providing education and training programmes. These are to be targeted at professional and non-professional data scientists. Considered broadly, this could be interpreted to mean any scientist who works with data, however in the first instance we will concentrate on working on education and training suitable for the project's core communities.

We will identify a contact in each core community and channel communications with the community through the identified contact. We will seek to be flexible with regards to exactly how communications will take place, and would plan to adapt the nature and frequency of communications to the preferred approach of our contacts, with the approach being agreed at the start of the project. We would encourage real-time communication where possible (phone, video chat, or instant messaging), to allow for a more conversational approach. Brief notes will be kept for each call/meeting identifying agreed actions and key decisions. These notes will also provide a means to evaluate the project's communication where required. We will make the most of any opportunities we have to communicate face-to-face with the contacts and with the communities as a whole at meetings organized by EUDAT such as user forums, and by attending user community meetings where appropriate.

It could also be that the contact will identify channels with which we can communicate directly with members of their community (mailing lists, web sites, social media, RSS feeds). In this case, we will aim to use these lists sparingly, so as not to bombard users with several different requests for information. If required, these lists can be used for a once-off (or infrequent) invitation to opt-in to communications from the project regarding Education & Training.

We will also seek to identify contacts within other EU-funded data projects so as to provide complementary training to any common communities. Again, we will communicate through these appointed contacts according to their preferred mode of communication.

9.2 Training needs

Task 3.3 (Education & Training) includes a Training Needs Analysis as a specific subtask. By its very nature, this task will require a significant amount of communication with those who we would hope to educate and train. Again, we will make use of appointed contacts within each core community in the first instance.

In determining the needs of the community we will favour in-depth discussions with representatives from the various communities as opposed to widely disseminated questionnaires. This interactive approach is expected to be more flexible and is likely to deliver a more realistic and targeted view of what the project could provide to the community. To improve consistency, questions or points of discussion can be prepared in advance and used by the interviewer to ensure that all important points are covered while still allowing a more freeform discussion.

WP3, with the support of WP2, is planning a training need analysis workshop to be held in June 2012. By this point, a significant proportion of the needs analysis will be complete. This workshop will provide a good opportunity to feedback our findings to the different user groups both to ensure that we have properly understood their requirements and to motivate discussion of common needs amongst different communities. WP3 will also depend on WP4, which plans to describe use cases scenarios from various communities. Input from WP4 has the potential to widen the user base and alter the scope of the

training needs. We will work with WP4 to determine the best way to feed any training requirements exposed by WP4 into the wider analysis undertaken by WP3.

WP3 also depends to some extent, on WP5 and WP6, because it is within these work packages that decisions will be made as to which services will be deployed. In February, WP5 and WP6 will produce a time scale for rolling the services. WP3 will use this information to prioritise and schedule the training to ensure that training will be available for those services which are rolled at first.

WP2 will address sustainability. It is likely that one aspect of sustainability will relate to how the services can be funded in the longer term. We will take the opportunity to incorporate any relevant conclusions from this work package into training sessions or materials in order to encourage potential communities to buy-in to future plans for a shared infrastructure. It is expected that educating user communities on the advantages of a common infrastructure will itself encourage user communities to participate in long term support for the services deployed by EUDAT.

9.3 Training materials

The nature of the training materials, courses, or other materials to be produced will be guided by the results of the training needs analysis. These could take the form of training courses, materials required to deliver training courses (e.g., slides, handouts, code templates), recordings of lectures and courses (video, audio) or interactive online material.

Once these are produced we will advertise their availability to the user communities through the mechanisms recommended by the community contacts. We would expect to make these available through both EUDAT and user-community dissemination points (web sites, mailing lists) wherever possible.

10. COLLABORATION WITH OTHER PROJECTS

EUDAT has the intention to collaborate with other e-Infrastructure projects or user communities on dissemination activities. In particular we will seek to use the EUDAT website as a platform for disseminating news about their activities, and vice versa.

EUDAT will develop collaboration agreements to exchange information and develop joint activities whenever appropriate. A Memorandum of Understanding had been signed between EUDAT & E-science Talk in purpose to exchange information and develop joint activities whenever appropriate. Other similar MoU will to follow.

11. QUALITY METRICS

Performance monitoring assesses the progress towards achieving the dissemination objectives, and allows WP3 to conduct the dissemination activities to the right direction. The metrics provide evidence that will be used to refine and update the communication plan throughout the project. Quality metrics will be analyzed quarterly and reported yearly forming a well-structured and clear process of collecting information and efficient use of it.

11.1 Quantitative metrics

WP3 will use the following quantitative metrics for monitoring the quality of dissemination work:

- Usage of the website: number of unique visitors and their location captured by Google Analytics
- Subscribers of RSS-feed, number of download from the website.
- Learn more about what people are searching for on EUDAT website and uncover our top content via Google Analytics.
- EUDAT related presentations at public events and events where EUDAT has been present i.e. through conference booth and marketing materials
- People attending EUDAT conference, user forums and training events
- Press articles and clippings related to the project.
- Issued press releases and newsletters
- Interviews given to media
- Social media: how many people are following EUDAT on Twitter and Facebook.

The quantitative metrics will be monitored on weekly basis, by using Google Analytics and internal follow-up of events participation, interviews and press coverage.

11.2 Qualitative metrics

The following qualitative metrics will be assessed to supplement the information provided by the quantitative metrics:

- General feedback from external stakeholders
- How well partners have assimilated the EUDAT core messages and function of dissemination activities
- Executive board's overall satisfaction in dissemination activities

The qualitative metrics will be monitored through questionnaires, interviews and general feedback, and the results will be reflected to the development of dissemination activities.

ANNEX A. GLOSSARY

BSC	Barcelona Supercomputing Center
CDI	EUDAT Collaborative Data Infrastructure
CINES	Centre Informatique National de l'Enseignement Supérieur
CLARIN	Common Language Resources and technology Initiative. An ESFRI project in the Social Sciences and Humanities domain.
CODATA	International Council for Science: Committee on Data for Science and Technology
CRAY	Supercomputer manufacturer
CSC	CSC – IT Center for Science Ltd.
DAITF	Data Access and Interoperability Task Force
EC	European Commission
ECRI	European Conference on Research Infrastructures
e-IRG	e-Infrastructure Reflection Group
ENES	European Network for Earth System Modelling
EPOS	European Plate Observing System. An ESFRI project in the Environmental Sciences domain.
ESFRI	European Strategy Forum on Research Infrastructures
HPC	High Performance Computing
ICSU	International Council for Science
ICT	Information and communication technologies
IEP	Industry Enrollment Program
INGV	Istituto Nazionale di Geofisica e Vulcanologia
ISC	International Supercomputing Conference
ITF	Industry Task Force
LifeWatch	E-Science and Technology Infrastructure for Biodiversity Data and Observatories. An ESFRI project in the Environmental Sciences domain.
MaatG	MaatG France
MPG	Max Planck Society
OGF	Open Grid Forum
PMO	EUDAT Project Management Office

SNIC	Swedish National Infrastructure for Computing
SME	Small and medium enterprises
STM	Science, Technology and Medicine
TERENA	Trans-European Research and Education Networking Association
UCL	University College London
UEDIN-EPCC	The University of Edinburgh - Edinburgh Parallel Computing Centre
URL	Uniform Resource Locator
VPH-I	Virtual Physiological Human Initiative
WP	Work package

ANNEX B. PERSON-MONTHS PER PARTICIPANT

Participant short name	Person-months
BSC	42.00
UEDIN-EPCC	21.00
CSC	12.00
maatG	12.00
MPG	9.00
CINES	6.00
INGV	6.00
SARA	6.00
SNIC	6.00
UCL	6.00
Total	126.00