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D3.3.1: Annual Dissemination and Outreach Report 1

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Abstract:

This annual report describes the dissemination and outreach activities for EUDAT during the first eleven months of the project. This document also describes the dissemination products that have been produced (such as the website, newsletters, press releases, and other publications) and the EUDAT events that were held during this initial period of the project.

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1. INTRODUCTION

The EUDAT communications strategy is led by Work Package 3 (WP3), which is responsible for all the Dissemination, Training, and Outreach activities for the EUDAT project. The purposes of this work package are:

- to ensure high visibility of the project among its stakeholders,
- to develop and manage the relationships between the project and its target audiences,
- to ensure their understanding of its progress and achievements, and
- to stimulate adoption of the shared services created by the project through an effective communication strategy.

WP3 is divided into several main tasks:

- Task 3.0: Work package coordination
- Task 3.1: Dissemination activities
- Task 3.2: Industry and business collaboration
- Task3.3: Education and training

The main objectives of the Task 3.1 Dissemination activities are:

- to provide access to EUDAT-related information through communication channels and materials,
- to communicate the achievements of the EUDAT project to the target groups,
- to organize EUDAT events, and
- to ensure that EUDAT is represented at, and engaged in, external events.

As part of the Task 3.1 Dissemination activities, WP3 is required to produce an annual report on these dissemination activities. This document is the deliverable “D3.3.1: Annual Dissemination and Outreach Report 1”. It describes the achievements and activities of the first year of the project.

The document contains the following sections:

- Introduction
- Summary
- Major achievements to date,
- Work done during the first year of the project,
- Collaboration with communities,
- Industry engagement, and
- The work planned for the second year of the project.

2. SUMMARY

The objectives for EUDAT dissemination and outreach activities are defined in the Communication Plan deliverable, D3.1. The main objective is to help raise awareness of, and interest in, the technologies and services being developed and offered by EUDAT (in particular focusing on data-related issues) to EUDAT's key target groups, as well as the general public.

During the first year of the EUDAT project, WP3 submitted one deliverable, namely Communication Plan. The EUDAT website (www.eudat.eu) was launched at the start of the project in October 2011. Since then, the design of the website has been improved, and the contents of the site have been updated. Various dissemination and promotional materials have been produced and presented at events run by EUDAT and also at externally-organised events. Three EUDAT newsletters and eight in-depth articles were also produced.

EUDAT was represented at various events, either with talks and presentations or booths and posters. The WP3 with WP4 & PMO organized and ran the First EUDAT User Forum – which took place in Barcelona on 7-8 March 2012. The WP3 team is currently participating in organizing the EUDAT 1st Conference which will take place in Barcelona on 22-24 October 2012.

Collaboration activities with the core communities, along with other dissemination projects, took place during the first year of the project.

3. MAJOR ACHIEVEMENTS

The major achievements for WP3 during the first year of the EUDAT project were as follows:

- Create the Communication Plan document and submit it as the first deliverable (D3.1 Communication Plan),
- Logistic support and participation in the First EUDAT User Forum (Barcelona, 7-8 March 2012),
- Improved and launch the new version of the EUDAT website and also maintained it as a dynamic and continuously-updated dissemination channel,
- Continued development of dissemination materials
- Published two newsletters and prepared a new one that will be published at the beginning of October 2012, and
- Participated in various external events.

4. WORK DONE DURING THE FIRST YEAR

4.1 EUDAT Website

The EUDAT website (www.eudat.eu) plays an essential role in dissemination activities as it provides information about the project, its achievements, events, news and work progress. It has been available since the start of the project and has been referred to in all printed materials and merchandizing (presentations, posters, flyers, press releases, pens, and lanyards).

The dissemination team worked on improving the design of the original website (see Figure 1) making it more dynamic, attractive, clean and easy to navigate (see Figure 2).



Figure 1 The original EUDAT website

As was mentioned in the EUDAT Communication Plan the medium term plan was to establish several new sections in the new version of the EUDAT website in order to better structure the information offered and to make the website easier to navigate. These new sections created are “Services & Technologies”, “Training”, “1st Conference”, and “Events”.



Figure 2 The new EUDAT home page

The Services and Technologies web pages (see Figure 3) describe the approach EUDAT is taking to provide a Collaborative Data Infrastructure (CDI). The process of realizing the CDI is an on-going activity and, to reflect this, the material contained within these pages will change throughout the EUDAT project.

The Services and Technologies web pages are currently focused on the initial EUDAT plan to form the CDI and on the task forces where development is being undertaken at the moment, namely the Safe Replication, Data Staging, AAI, Simple Store and Metadata task forces.

As the EUDAT project progresses, and the services and technologies move from the planning and development phase into a production environment, the web pages will present the results and services available.

These pages were created through iterative processes of discussions with the leaders of each of the task forces. The page for each task force provides a high-level view of the task force objective, along with the strategies being used to achieve this objective.

Since the task forces are not static, checks are made regularly on the task force plans and on the progress that has been made. If appropriate, material which is deemed to be relevant for public exposure is added to the web pages. Moreover, as new task forces become active, new web pages will be created to advertise each new activity.

The website is also used to disseminate the activities and results of the project. A newsletter section is now available on the website – all the newsletters that have been published can be found there.



Figure 3 Services & Technologies main section on the EUDAT website

4.2 Monitoring the website traffic

Website statistics have been checked every month since the EUDAT website was launched in October 2011 using Google analytics. There have been a total of 12.017 visits from when the website was launched till the 19th September 2012. Table 1 gives more detailed information about the number of visits to the website, the number of unique visit and page views, and the amount of new visits.

Month	Visits number	Unique visits	New visits	Pages views
11/2011	98	65	66.33%	371
12/2011	615	372	57.24%	2,425
01/2012	714	451	54.20%	2,662
02/2012	1,040	577	52.50%	3,431
03/2012	1,313	717	54.91%	4,292
04/2012	1,055	585	55.17%	3,318
05/2012	1,422	796	53.09%	5,350
06/2012	1,592	816	59.61%	5,127
07/2012	1,322	878	54.54%	4,235
08/2012	1,423	793	57.48%	5,118
09/2012 (till 19th)	1,778	1,099	50.79%	5,335

Table 1 Visits to the www.eudat.eu website

Table 2 below shows how the number of visits and unique visitors has evolved through the period. The trend has been positive and the amount of unique visitors has grown steadily following the evolution of all visits.

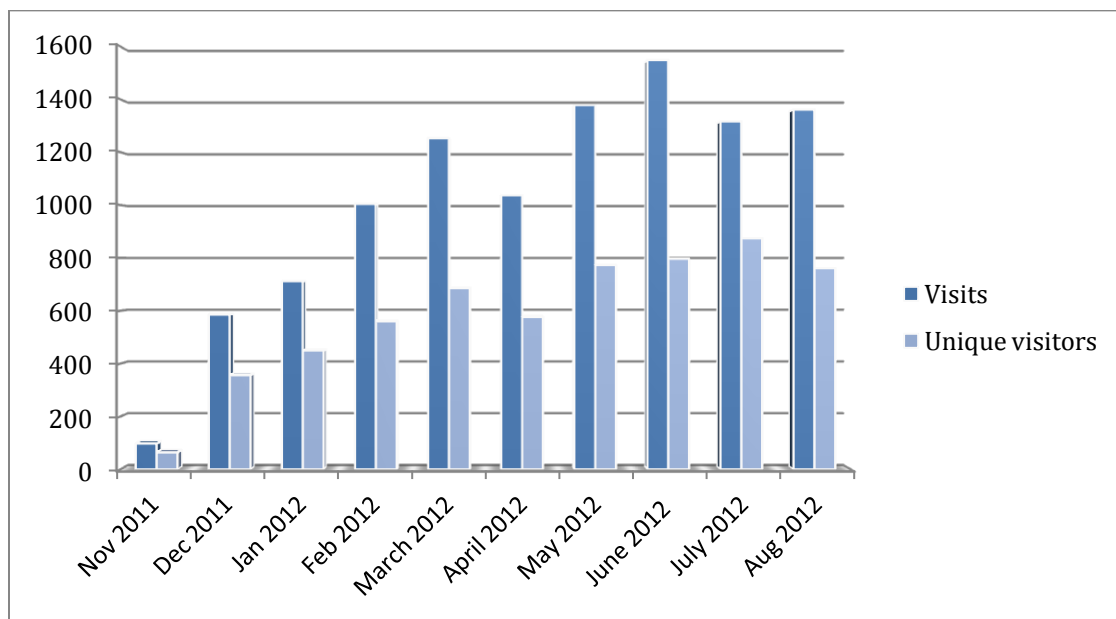


Table 2 Growth of visit and unique visitors.

Considering the interest towards EUDAT website from a geographical point of view, it shows that most of the page visits has been from the largest countries in EUDAT. It is worth noticing that EUDAT has also

been able to attract a fair amount of visits from the United States (649 visits) being the seventh biggest visitor country of the website.

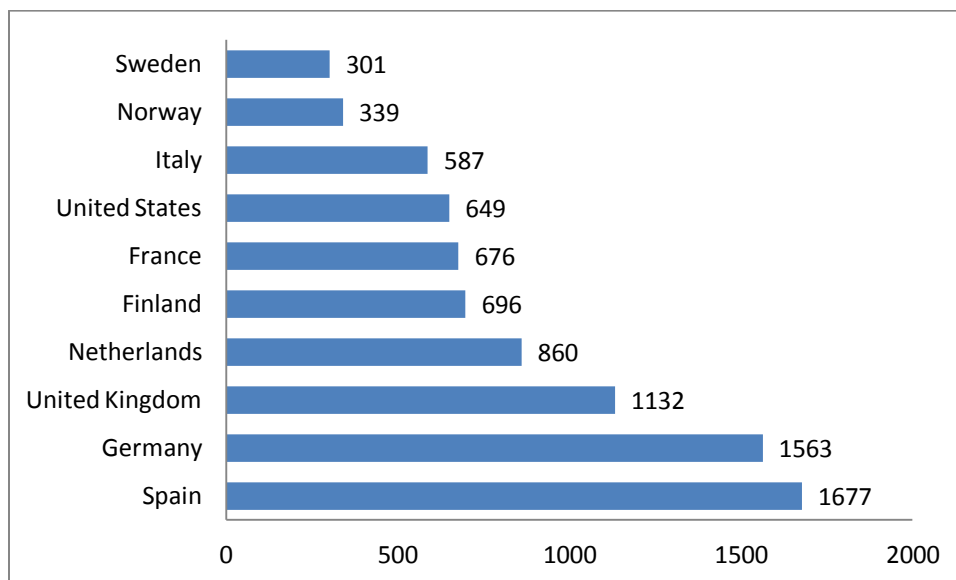


Table 3 Visits to EUDAT.eu geographically

4.3 Editorial Process

The EUDAT dissemination team has put an editorial process in place to ensure that publications produced by EUDAT are of a professional quality. A Publications Editorial Committee (PEC) including members from WP3 and the Project Manager has been created to review all material produced by the project (with the exception of scientific papers and posters). Guidelines for authors have been produced including the provision of templates for some types of output, and timescales for the submission and review of material have been agreed upon.

Material that will be published directly by the EUDAT project must be approved by the PEC. This applies to the following:

- material for the EUDAT website,
- press releases,
- newsletters,
- brochures,
- non-scientific posters, and
- articles for external publications (such as magazines, or other websites).

The following types of EUDAT-related material may be published without being approved by the PEC:

- scientific papers and book chapters,
- scientific posters,
- presentations,
- training material, and
- user documentation and guides

The timescales in place for review have been set as follows:

Type of publication	PEC approval required	Minimum advance notice to give	Maximum time to allow for review	Template available
1. Papers and book chapters				
a. Scientific	No			no
b. Other	Yes	5 working days	5 working days	no
2. Articles (excluding scientific papers) for EUDAT or external publication				
	Yes	5 working days	5 working days	no
3. Posters				
a. Scientific	No			no, but include the EUDAT logo, URL and email address if possible
b. Other	Yes	5 working days	5 working days	use EUDAT poster template if possible
4. Material for EUDAT website				
a. News items	Yes	1 working day	1 working day	no
b. Press releases	Yes	1 working day	1 working day	no
c. Other material	Yes	2 working days	3 working days	no
5. ENewsletters	Yes	5 working days	5 working days	no
6. Brochures	Yes	5 working days	5 working days	no
7. Presentations	optional	5 working days	5 working days	use EUDAT presentation template if possible
8 Training material, and user documentation and guides				
	No			no
9. Other	For any other types of material, contact the PEC to check the requirements.			

Table 4 Timescales for review.

These procedures are fully documented on the project's internal wiki.

4.4 Press

4.4.1 Press Releases

EUDAT has issued three press releases, the first in October 2011, the second in March 2012 and the third in September 2012. The press releases were sent to journalists and news contacts representing technology and community user related publications.

The first press release is as follows:

Press Release, 10 October 2011
New project to tackle data deluge: EUDAT – Towards a pan-European Collaborative Data Infrastructure

On 1 October 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. Aiming to contribute to the production of a Collaborative Data Infrastructure driven by researchers' needs, the project is coordinated by CSC - IT Center for Science, Finland, and co-funded by the European Commission's Framework Programme 7.

EUDAT aims to provide Europe's scientific and research communities with a sustainable pan-European infrastructure for improved access to scientific data. Burgeoning volumes of valuable and complex data – newly available from powerful new scientific instruments, simulations and digitization of library resources – represents a fantastic opportunity for science, but has created new challenges related to data management, access and preservation. EUDAT aims to address these challenges and exploit the opportunities using its vision of a Collaborative Data Infrastructure.

The EUDAT consortium comprises 25 European partners, including data centers, technology providers, research communities and funding agencies from 13 countries, who will work together to deliver a Collaborative Data Infrastructure that can sustainably meet future researchers' needs.

“EUDAT will fill an important gap in the current European e-Infrastructure landscape,” said Dr. **Kimmo Koski**, CSC Managing Director and EUDAT Project Coordinator. “We aim to develop a generic infrastructure for scientific data management that can be used by a diversity of research communities and existing infrastructures.”

“This can only be achieved through a systematic and focused approach covering the entire life cycle of data objects, and by encouraging collaboration between the various stakeholders and in particular between the communities involved in designing specific services and the data centers willing to provide

generic solutions,” said Dr Koski. “Our ultimate aim is to develop a high-quality, cost-efficient and sustainable pan-European data ecosystem, driven by European research needs and user communities.”

Multi-disciplinary collaboration and data sharing

The EUDAT partners include key representatives from research communities in linguistics (CLARIN), earth sciences (EPOS), climate sciences (ENES), environmental sciences (LIFEWATCH), and biological and medical sciences (VPH), all of which have been allocated project resources to

help specify their requirements and co-design related services. Other communities have joined EUDAT as associate members, representing 15 research disciplines across all major fields of science.

EUDAT Scientific Coordinator **Peter Wittenburg**, from the Max Planck Institute for Psycholinguistics at Nijmegen, the Netherlands, said EUDAT will open considerable new opportunities for research communities. “Beyond offering common services such as data hosting and preservation, EUDAT is paving the way towards integrated and interoperable access to data and, in doing so, will facilitate new science and allow efficient knowledge creation,” said Wittenburg. “It is this double opportunity that makes the EUDAT initiative so interesting for research communities and infrastructures.”

Wittenburg stressed, however, that the challenges of integration, interoperability, data life cycle management and trust building would involve a continuous and global discussion process. “EUDAT is calling for the contributions of all stakeholders interested in adapting their solutions or contributing to the design of the CDI. The EUDAT user forums and the Data Access and Interoperability Task Force (DAITF) already provide some opportunities to join in the discussion.”

More information is available from www.eudat.eu

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The second press release is as follows

EUDAT unveils new data services as part of the Collaborative Data Infrastructure for science.

Barcelona, 12/03/2012. - Planned data services crucial to the European research community were unveiled at the inaugural EUDAT User Forum, held in Barcelona from March 7–8. The User Forum gathered more than 60 participants, including representatives from 18 research communities across Europe. The EUDAT project aims to contribute to the production of a Collaborative Data Infrastructure (CDI), able to support Europe’s scientific and research data requirements.

“The User Forum was EUDAT’s first public event and we were pleased to see so many research communities involved,” said Dr. **Kimmo Koski**, CSC Managing Director and EUDAT Project Coordinator. *“Services developed as part of the CDI need to be user-driven, thus intense collaboration with users is absolutely crucial. This forum showed that users have high expectations from EUDAT, and we are looking forward to meeting these expectations. There will be challenges along the way, but the path becomes much clearer thanks to these strong links with user communities.”*

Since its start on 1st October 2011, EUDAT has been reviewing the approaches and requirements of research communities regarding the deployment and use of a cross-disciplinary and persistent data e-Infrastructure. This analysis initially focused on a first subset of communities from linguistics (CLARIN), earth sciences (EPOS), climate sciences (ENES), environmental sciences (LIFEWATCH), and biological and medical sciences (VPH). The preliminary results of this analysis were presented at the User Forum. Several user communities outside the EUDAT consortium also participated, presenting their data architectures and sharing the functionalities they would require from a common layer of data services.

“The User Forum demonstrated once again that the way data is organized differs from one community to another,” said EUDAT Scientific Coordinator **Peter Wittenburg**, from the Max Planck Institute for Psycholinguistics at Nijmegen, the Netherlands. *“EUDAT must acknowledge this heterogeneity, while looking at the same time for some degree of integration and possible common solutions and services. It was encouraging to see that new user communities saw many of the service cases we identified in EUDAT as very relevant.”*

EUDAT has shortlisted six service cases identified by user communities as priorities: safe replication, data staging, easy storage, metadata, AAI, and persistent identifiers. In each case, a multi-disciplinary taskforce involving representatives from communities and data centers has been set up to plan for the deployment of these services on the EUDAT infrastructure. The first pilots are expected to be delivered in 2012.

More information on EUDAT and the first User Forum is available at: <http://www.eudat.eu>
EUDAT is a European initiative working towards the establishment of a Collaborative Data Infrastructure (CDI) able to meet future researchers’ needs and to enable cross-disciplinary science in a sustainable way. The EUDAT project is co-funded by the EC FP7 and coordinated by

CSC – IT Center for Science, Finland. It comprises 25 European partners, including data centers, technology providers, research communities and funding agencies from 13 countries.

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The third press release is as follows

First EUDAT conference takes place in Barcelona 22nd - 24th October 2012

Barcelona, 10 September 2012

The first EUDAT conference will be held in Barcelona on 22nd – 24th October 2012. The conference will bring together data infrastructure providers and users from around the globe to discuss current data infrastructure challenges and solutions, with a focus on interoperability, cross-disciplinarity and cross-border collaboration.

The speakers include Bob Kahn – Chairman, CEO and President of the Corporation for National Research Initiatives (CNRI), Walter Stewart – a top independent advisor on collaborative research data in Canada, Bernard F. Schutz – Director of the Astrophysical Relativity Department at the Albert Einstein Institute (Max Planck Institute for Gravitational Physics), Kostas Glinos – Head of the e-Infrastructures Unit at the European Commission, and Kimmo Koski – Managing Director of CSC.

The conference will be a unique opportunity for users of research data to learn about the services being developed by EUDAT and the potential benefits of using these services, with concrete demonstrations from research communities and data centres involved in the project. Some of the highlights of the conference will include the ESFRI cluster initiatives (ENVRI, DASISH, Biomedbridges, and CRISP) coming together to present the common solutions being developed in their field, as well as the challenges they are aiming to overcome, and the final day of the conference will focus on issues relevant for truly global world-wide data infrastructures. In addition to the keynote talks and presentations, which take place on 23rd and 24th October, there will be a day of training on 22nd October, offering two different tracks. There will be a series of general tutorials for researchers, demonstrating the advantages of using the EUDAT services. There will also be more detailed technical tutorials for people within the research communities who are responsible for setting up, configuring and running data infrastructures that could interact with EUDAT infrastructure and services.

More information about EUDAT and the conference, including the registration procedure, is available at: <http://www.eudat.eu/>.

EUDAT is a European initiative working towards the establishment of a Collaborative Data Infrastructure (CDI) that will meet the future needs of researchers and make it possible to perform cross-disciplinary science research in a sustainable way. The EUDAT project is co-funded by the EC FP7 and coordinated by the CSC – IT Center for Science, Finland. EUDAT

comprises 25 European partners, including data centres, technology providers, research communities and funding agencies from 13 countries.

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4.4.2 Authored articles, papers, and book chapters

EUDAT has written and published eight in-depth articles describing the status of the project in detail, in particular the first services being designed.

Two book chapters and one new article have also been written or are in preparation and are due to be released in the coming months. Two research/project papers have also been submitted to international conferences (Euromed and the 8th International Digital Curation Conference)

Most of the articles were written by the Project Manager, and the book chapters and papers were co-authored by the Project Manager and other members of the project.

Date	Title	Author	Type	Publication
09.11.2011	Towards a pan-European collaborative data infrastructure	D. Lecarpentier	On-line article	iSGTW
26.-03. 2012	EUDAT: A New Collaborative Data Infrastructure for Science	D. Lecarpentier	On-line article	HPCWire
04.04.2012	Towards a collaborative data infrastructure for science	D. Lecarpentier	Online-article/opinion piece	iSGTW
March-April 2012	EUDAT: towards a pan-European Collaborative Data Infrastructure	D. Lecarpentier	On-line and paper article	CSC magazine
2012-07-16	Service-oriented Architectures (SOAs) for the Humanities: Solutions and Impacts	Thomas Zastrow and Emanuel Dima	On-line article	Digital Humanities Conference 2012, p. 56-61, Hamburg 2012
Forthcoming	EUDAT: Towards a Pan-European Collaborative Data Infrastructure	D. Lecarpentier, J. Reetz, P. Wittenburg	Book chapter	T.Critchlow; K. Kleese van Dam, Data Intensive Science, Chapman and Hall/CRC
Forthcoming	EUDAT: A New Pan-European Infrastructure for Research Data	D. Lecarpentier	Online-article	Meta Magazine

Date	Title	Author	Type	Publication
Forthcoming	EUDAT: a New Data Infrastructure for Science	D. Lecarpentier, et al.	Book chapter	C. Catlett, W. Gentsch, L. Grandinetti, G. Joubert, J. Vasquez-Poletti, Clouds, Big Data and Data-Intensive Computing, IOS

Table 5 EUDAT articles and book chapters

4.4.3 Press Coverage

EUDAT has also been written about in various press publications. Table 6 lists the articles (along with the relevant publication or organisation) that have mentioned EUDAT.

Publication Date	Title	Publication or Organisation
20/07/2010	EUDAT	Seminar für Sprachwissenschaft
01/06/2011	Upcoming projects with LAT	LAT News
31/08/2011	Featured project: EUDAT	PRACE Newsletter
30/09/2011	EUDAT project	e-Science
30/09/2011	New Project to Tackle Data Deluge	Technical News
09/10/2011	EUDAT -Towards a pan-European Collaborative Data Infrastructure	Primeur Magazine
09/10/2011	EUDAT Project to Tackle Data Deluge	HPCwire
09/10/2011	Hello to EUDAT, the EGI of data?	GridCast
09/10/2011	New Project to Tackle Data Deluge: EUDAT -Towards a Pan-European Collaborative Data Infrastructure	ACM TechNews
20/10/2011	New Project to Tackle Data Deluge: EUDAT	Communications of the ACM
13/11/2011	EUDAT	RedIRIS
30/11/2011	EUDAT - towards a collaborative data infrastructure	e-IRG Newsletter
13/12/2011	First EUDAT User Forum	NorStore
24/01/2012	EUDAT meets DIR projects	Edinburgh Data-Intensive Research

Publication Date	Title	Publication or Organisation
24/02/2012	Interesting Discussions at CloudScape IV	iSGTW
11/03/2012	New Data Services Unveiled at EUDAT User Forum	HPCwire
11/03/2012	EUDAT unveils new data services as part of the Collaborative Data Infrastructure for science	Business Press 24
11/03/2012	EUDAT unveils new data services as part of the Collaborative Data Infrastructure for science	Presse Box
12/03/2012	New Data Services Unveiled at EUDAT User Forum	iSGTW
11/04/2012	EUDAT unveils new data services as part of the Collaborative Data Infrastructure for science	Worldpress.net

Table 6 Publications mentioning EUDAT

4.5 Newsletters

EUDAT has produced two Newsletters, which appeared in April and July 2012 (see Figure 4), also It has prepared a new release that will be published at the beginning of October, just before the 1st EUDAT conference. A third newsletter is prepared to be published at the beginning of October 2012.



Figure 4 Front pages of the EUDAT Newsletters published in 2012

The newsletters are available via the website in both browsable (HTML) and downloadable (PDF) formats. To date, the newsletters on the website have been viewed 2091 times.

A mechanism exists whereby people can subscribe to receive an email notification whenever a new newsletter is published.

4.5.1 Contents

Until now the structure of the EUDAT newsletters has been five pages including an article about the project services, an article written by a core community, articles about EUDAT events, past events with EUDAT presence.

The Newsletters are distributed to EUDAT consortium, Media contacts and also to the mailing list (eudat-news@postit.csc.fi) where all EUDAT contacts are included, to the general press mailing lists of BSC and locally by each partner institution.

The first issue of the EUDAT newsletter in 2012 contained the following items:

- a “Welcome to EUDAT” article,
- a report on the First User Forum,
- a report on the Safe Replication task force,
- an article by EPOS about why EUDAT is important to them, and
- an article on the DAITF initiative.

The second issue of the newsletter consisted of the following items:

- information about the forthcoming EUDAT conference,
- a report on the first EUDAT training event,
- a service case: Staging community data onto computational facilities,
- a report from the CLARIN community explaining why they are interested in EUDAT, and
- a report from the diXa project about working with EUDAT to store data relating to chemical safety.

The third issue, coming on October, will consist of the following items:

- a report on the first EUDAT services deployed during the first year,
- an article about the progress of the WP7 of EUDAT,
- a report from the VPH community explaining why they are interested in EUDAT, and
- a report about the events where EUDAT has participated in the last 3 months (EGI technical forum, VPH conference, etc)

4.6 Social Media

As social media tools are effective for communicating EUDAT project messages in an accessible and approachable way, EUDAT has established several social media channels:

- Twitter - targeted at the general and scientific communities:

http://twitter.com/Eudat_eu

EUDAT follows 88 other Twitter accounts and has 66 followers.

- Facebook - a group page used to publish the results from the project and to advertise project events:

<http://www.facebook.com/EUDAT>

EUDAT has 38 Facebook “likes”.

- LinkedIn - targeted at scientific communities and also data users:

<http://www.linkedin.com/pub/eudat-project/51/a45/30a>

EUDAT has 139 LinkedIn contacts.

4.7 Posters, Flyers and Brochures

Three posters were created during the first year of the project. Each of the posters presented information about EUDAT project, partners, kind of services to offer and who is involved in the project. These posters were presented at EUDAT events and other external events. These three posters

A general brochure was designed to extend the audience knowledge about EUDAT project and what services will offer. It was printed out and distributed during the 2012 events.

Also two flyers were produced: one flyer about the service cases, and the other one about the EUDAT 1st Conference event (which will take in Barcelona on 22-24 October 2012).

All these materials are available on the EUDAT website, in the Press room section: <http://www.eudat.eu/press-room>.

4.8 Promotion Materials

The dissemination team has designed some promotional materials (see Figure 5) which are being given out at all EUDAT events, and also at related ones, to promote EUDAT.

So far, 1500 lanyards, 1000 pens, 350 folders and 350 notebooks with the EUDAT logo and URL have been produced.

New promotional materials were designed to be produced for the 1st Conference event. These materials are: Thermo cups, USBs, new folders and bags.



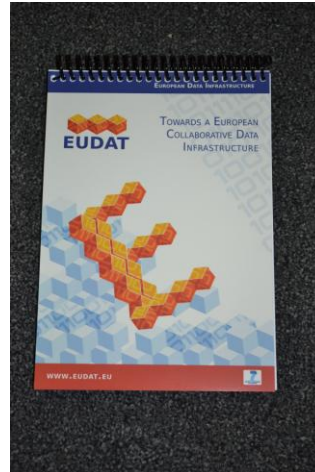


Figure 5 Promotional materials

5. EVENTS

5.1 Events organised by EUDAT

During the first year of the project, EUDAT organised three main events:

1. the First EUDAT User Forum,
2. a training session about “Building Blocks of Data Infrastructures”, and
3. the EUDAT 1st Conference.

5.1.1 First EUDAT User Forum:

Collaborative Data Infrastructure (CDI) services crucial to the European research community were unveiled at the inaugural EUDAT User Forum, held in Barcelona from 7-8 March 2012 (see Figure 6). The First User Forum gathered more than 60 participants, including representatives from 18 research communities across Europe. Nine user communities from outside the EUDAT consortium presented their data architectures and described the functions they would require from a common layer of data services.



Figure 6 First EUDAT User Forum

This forum was organized by WP3, in collaboration with WP4 and the PMO, and EUDAT was represented at the forum by members of that working party. During the forum, WP3 members interviewed representatives from both the core EUDAT communities and communities new to EUDAT to analyze the training necessary to enable people to use the CDI services successfully.

Promotional materials were also distributed at this event.

5.1.2 Building Blocks of Data Infrastructures Training Session

This training event took place in Amsterdam on 25-26 June 2012.

In the original description of work for WP3, the primary task for the first year of the project was to perform a training needs analysis. It was, however, obvious from quite early on that there was a pressing need to also begin running actual training events. When an opportunity presented itself, with various relevant speakers all in a position to take part in such an event, we put on a training course in Amsterdam at fairly short notice in June. The course quickly became fully subscribed. On the day, about 25 researchers and data practitioners met to hear from leading data infrastructure experts on subjects such as Policy/Rule-based Data Management, Handles and Persistent Identification, and Distributed Authentication and Authorization.

Representatives from WP3 were present on both days of the training session. WP3 was also involved in the organisation of speakers, chairing the sessions, collecting feedback, setting up course registration, providing information to participants before the course, and collecting the material that was presented and subsequently posting it online on the EUDAT website.

5.1.3 EUDAT 1st Conference:

The first EUDAT conference will take place on 22-24 October 2012 in Barcelona, Spain.

This international event will bring together data infrastructure providers and practitioners from across the globe to discuss current data infrastructure challenges and solutions, with a focus on interoperability, cross-disciplinarity and cross-border collaboration.

Training tutorials will be held on 22 October. Parallel sessions will be held on 23 and 24 October on the following topics:

- Cross-Disciplinarity and Open Science,
- Global Collaboration on Data Infrastructure,
- EUDAT Services and Technologies,
- ESFRI Cluster Initiatives,
- European e-Infrastructure Collaborations, and
- Data Infrastructure Sustainability.

The dissemination team is organizing this important event and has begun by arranging all the logistic information, and the registration process (including sending out invitations and announcements), along with organising the venue, the call for posters, and the design of new promotional materials.

5.2 External Events

5.2.1 External Events Coordination Committee

The EUDAT dissemination team has put a process in place to coordinate the project's involvement in external events so as to ensure that EUDAT's participation is both professional, and also effective in promoting the project and furthering its goals.

An Events Coordination Committee (ECC) involving members of WP3 together with the Project Manager has been created which oversees the planning, monitoring and reporting of EUDAT's presence at external events that are relevant to the project's mission and objectives.

Its action consists of three main strands of activities:

- Investigating interesting future events where EUDAT should be represented and what dissemination opportunities these events might bring;
- Planning EUDAT’s presence at the selected events;
- Reporting and archiving activities carried out during the attended events.

The ECC comprises several “investigators” tasked to collect and analyse information on future events of various types, which could be of interest to EUDAT, with the objective of maximizing dissemination impact. The final decision of which events to be participated is taken by the Project Manager.

The ECC selects relevant events, investigates and proposes dissemination actions, such as:

- Oral presentations,
- Papers,
- Booths and posters,
- Display and distribution of promotional materials,
- Organisation of workshops,
- Demonstrations etc,

The information gathered about the relevant events are put in the “Events table” available on the EUDAT Wiki (<https://confluence.csc.fi/display/Eudat/Communications+toolkit>), with events listed chronologically (in the reverse order).

For each event, the table specifies:

- The name of the event (and the URL where all details about this event can be found);
- The date and place of the event;
- The proposed EUDAT presenter and partner institution name;
- The type of the event (i.e. whether it is a conference, a workshop, a meeting, etc);
- The type and expected size of the audience;
- The different activities planned for this event (which should be constantly updated);
- The deadlines for paper or poster submission and registration.

Once an event is past, the ECC supports the concerned presenter/partner in updating the “Events table” by inserting information about what concretely happened and in providing feedback on received questions about the project. The same table is used.

The last column (Activity), which was initially utilised for planning the different communication actions, becomes the place where all actions done are reported, together with a URL pointer to the actual slides (which are to be stored in the EUDAT Wiki repository).

5.2.2 Events attended by EUDAT during the first project year

During the first project year, EUDAT was presented at 37 external events, either through talks, poster, or display of promotional material (e.g. information booth at a conference)

The table below list all the events attended by EUDAT, together with the type of activity carried out at each event, the type of event and audience, and the main partner involved.

Event	Date &Place	Activity	Type	Audience	Attendee
Notur Conference	26 May 2011, Oslo	Presentation	Meeting	Scientists, programmers, Users	CSC
ISC conference	20-21 June 2011, Hamburg	Presentation - e-infra Bof Presentation	Conference	HPC researchers, technology leaders, scientists	CSC
EGI TF	19 September 2011, Lyon	Presentation Poster	Forum	e-infrastructure community	SARA BSC
e-Science Conference	29 September 2011, Helsinki	Presentation	Conference	e-infrastructures, cloud computing, policy makers, industry	CSC
e-IRG workshop	14 October 2011, Poznan	Presentation	Workshop	e-infrastructures	CSC
PanDataODI Kick-off	3 November 2011, Oxford	Presentation	Workshop	Physics	STFC
APA conference	8 November 2011, London	Presentation	Conference	Data	CSC
e-Science Seminar	1 December 2011, Gothenburg	Presentation	Conference	e-Science	CSC
EU-Russia e-Infra working group	19 January 2012, Videoconference	Presentation	Workshop	e-Infrastructure	CSC
NSF Data2012	26-27 January 2012, Indianapolis	Presentation	Workshop	Data	MPI-PL CSC
Visit to John Hopkins University, Baltimore	30 January 2012, Baltimore, US	Presentation	Meeting	Data practioners	CSC
Visit to RENC/DICE, North Carolina	31 January 2012, Knoxville, US	Presentation	Meeting	Data practioners	MPI-PL
Visit to Oak Ridge National Laboratory, Oak Ridge	1 February 2012, Oak Ridge	Presentation	Meeting	Data practioners	MPI-PL

Event	Date &Place	Activity	Type	Audience	Attendee
Lynet Seminar	31 January 2012, Vantaa (FI)	Presentation	Workshop	Environment and forestry	CSC
HGF Workshop	6 February 2012, Darmstadt (DE)	Presentation	Workshop	Supercomputing	JUELICH
Coordinating IT developments in on-going (EC-)projects: EPOS/ORFEUS seismology	7-8 February, 2012	Presentation	Workshop	Solid Earth science and IT	INGV/CINECA
EGI Community Forum	27 March 2012, Munich	Presentation	Forum	Grids	STFC
SEERA-EI Istanbul 2012	14 February 2012, Istanbul	Presentation	Workshop	e-Infrastructure	CSC
ENVRI meeting	19 April 2012, Vienna	Presentation	Workshop	Environmental science	MPI-PL
DiXa Workshop	20 April 2012, EBI, Cambridge	Presentation	Workshop	Biomedicine	STFC
European Geosciences Union General Assembly	24 April, Vienna	Poster	Conference	Geosciences	INGV
DwB meeting	10 May 2012, Paris	Presentation	Meeting	Social science	CSC
diXa /DG INFSO Workshop	25 May 2012, Brussels	Presentation	Workshop	Biomedicine	CSC
Research Infrastructure Dissemination Event	21-25 May, Opatija, Croatia	Booth, posters, newsletter, HPCWire article, promotional material	Exhibition	Research infrastructure	BSC
INFN Workshop	16 May 2012, Napoli	Presentation	Workshop	High Energy Physics	CINECA
Global challenges for seismological data analysis	25-30 May, 2012, Erice , Italy	Presentation	Workshop	Solid Earth science and IT	INGV

Event	Date & Place	Activity	Type	Audience	Attendee
European Data Forum	6-7 June, Copenhagen, Denmark	Presentation & poster	Conference	HPC	MaatG
PARA 12	10-13 June, Helsinki	Poster and brochures displayed	Conference	HPC	CSC
ISC'12	17-21 June 2012, Hamburg	Posters, prezi, brochures and HPCWire article displayed at partners's booth	Conference	HPC	CSC, BSC, SARA, JUELICH
Advanced Research Workshop on High Performance Computing, Grids and Clouds	25-29 June 2012, Cetraro, Italy	Presentation	Workshop	HPC	Wolfgang Gentsche
CLARIN-D M12 Workshop	27-28 June 2012, Leipzig	Presentation	Workshop	Digital Humanities, social sciences & humanities	EKUT
Joint Workshop CLARIN-D & DARIAH, Digital Humanities Conference 2012 (DH2012)	16 July 2012	Presentation	Workshop	Digital Humanities	EKUT
neuGRID for you (N4U) Quarterly Technical Meetings	2 August 2012	Presentation	Workshop	Research infrastructure	MaatG
Knowledge Exchange	14-15 August, Copenhagen	Presentation	Workshop	Data	CSC
VAMP workshop	6-7 September 2012, Utrecht	Presentation	Workshop	Network, AAI	SARA
Digital Research Conference	10-12 September 2012, Oxford	Presentation	Conference	e-science	CSC
e-IRG delegates	12 September	Presentation	Meeting	e-Infrastructure,	EPCC

Event	Date &Place	Activity	Type	Audience	Attendee
meeting	2012, Athens			policy-making	
EGI technical forum	17- 21 September, Prague	Booth & presentation	Forum	Grid	CSC, SNIC
VPH12	18-20 September, London	Poster & presentation	Conference	Biomedical	BSC, EPCC
ICT proposers' day	26-27 September 2012, Warsaw	Presentation & poster	Networking event	academia, research institutes, business and industry, SMEs, governments	PSNC

Table 7 EUDAT participation in external events 2011-12

This table shows that the type of audience that was targeted during the first year of the project is heterogeneous, which reflects the diversity of stakeholders EUDAT is trying to address (research communities, HPC, grids, network, and data service providers, policy makers and funders).

Most of the events took place in Europe (37 events, in 14 countries), EUDAT also attended an NSF meeting and visited several data infrastructure project teams in the USA in January 2012, and attended a conference in Turkey in February 2012.

6. COLLABORATION WITH COMMUNITIES

Dissemination and outreach activities are of vital importance when it comes to engaging communities in EUDAT services and common development work. During the first eleven months of the EUDAT project, the dissemination work has concentrated on promoting EUDAT activities through the existing communication channels of the initial EUDAT communities, and on offering them visibility through EUDAT.

In practice this has been achieved through the exchange of news and event advertisements, and by giving the communities the opportunity to present their work on the EUDAT-website and in the EUDAT newsletters. Giving presentations at targeted events, and thus reaching several research communities, has also been a focal point of the dissemination activities.

WP3 has identified people to act as contact points for dissemination for each of the initial EUDAT communities. This has been done to facilitate frequent two-way communication with them. These contact points for dissemination have been added to the EUDAT mailing list for newsletters and advertising events and they are targeted with specific e-mail campaigns when seen necessary.

One of the biggest efforts during the first year of the project was organising and running the First EUDAT User Forum. It brought together more than 60 participants, including representatives from 18 research communities (EUDAT initial and new communities) across Europe. This user forum was a unique opportunity for new communities to become familiar with EUDAT activities and to become aware of the opportunities for participating in EUDAT. This First User Forum also offered research communities the chance to present their own projects and to meet with other communities.

The needs and requirements of the core communities were the starting point for the EUDAT Training Days. An initial series of training days were held in Amsterdam in June 2012, and further training days will be incorporated into the EUDAT First Conference in Barcelona in October 2012. The contents and schedule for the first training days were based on the needs of the communities as mapped through the preliminary training needs analysis. The training event was great chance to present the EUDAT vision and the services that are to come.

7. INDUSTRY ENGAGEMENT

In the context of industry engagement, two major tools were proposed for implementation, in the course of work package 3. On the one hand, the Industry Task Force (ITF), that is, a team of collaborators in charge of identifying events and businesses of interest, interacting with and building a network of industries to enroll and accompany them in their EUDAT uptake journey. On the other hand, an Industry Enrollment Program (IEP) was suggested as the main communication medium, to support the ITF team all along the project lifetime, this is what the following figure illustrates.

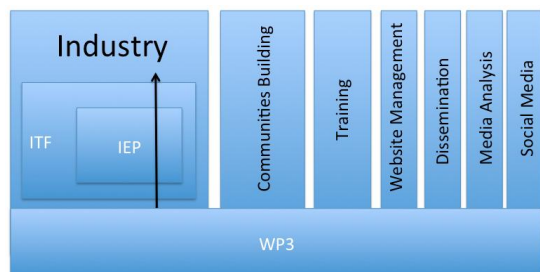


Figure 7 Industry engagement tools

7.1 EUDAT ITF:

The ITF was thus created in accordance with the Communication Plan, i.e. deliverable D3.1. It is responsible for identifying and initiating contacts with all pertinent industrial partners, during the project lifetime. This task force also intends to leverage on existing relationships within PRACE and EGI, the latter which already have initiated Industrial clubs, thus maximizing the benefits for all projects. EUDAT will finally benefit from the privileged links which some of its partners have already established with industrials such as the HPC industry (e.g. IBM, HP, CRAY, SGI...), ICT companies (e.g. Microsoft, Oracle, Amazon...) and potential end-users with large-scale data management requirements like the oil, pharmaceutical and aeronautical sectors. The enrollment strategy with industrial partners will be documented and updated in the Communication Plan.

More precisely, the ITF is responsible for:

- Establishing links with industry, building trust and synergies,
- Creating a list of potential industries/SMEs targets and communication tools to be used/implemented,
- Developing and maintaining the project value proposition, as services are being rolled out,
- Strategizing uptake with external Consortia and industries.

The ITF formed over year 1, is made of the following contributors from the project:

David Manset (leader)	MAAT France
Nagham Salman	BSC
Martin Ostasz	BSC

Over the first year, the EUDAT-ITF worked on the preparation of industry engagement and in particular in identifying potential events to attend as well as accompanying communication materials. Events attendance was integrated to the Publications Editorial Committee (PEC¹) attendance table and a marketing oriented presentation of EUDAT was produced², as a first attempt to formalize the project

¹ <https://confluence.csc.fi/display/Eudat/Publications+Editorial+Commitee>

² <http://prezi.com/5pv8uyt59n1m>

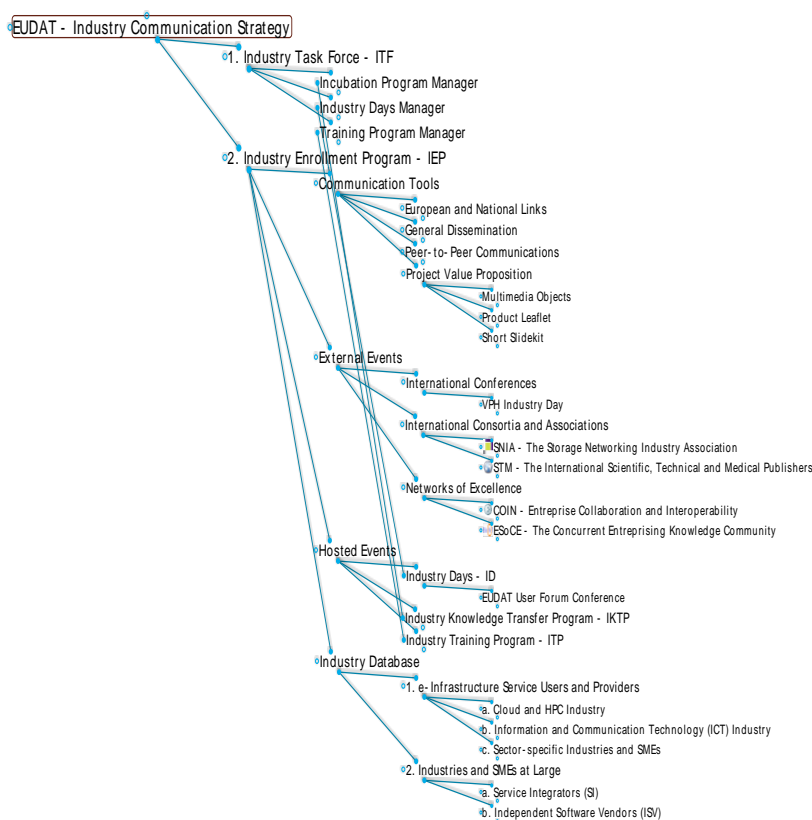
offering. The presentation was disclosed at the European Data Forum 2012³ in Copenhagen, Denmark, a meeting place for industry, research, policymakers and community initiatives to discuss the challenges of Big Data as well as the emerging Data Economy.

In parallel to these developments, a think tank was created⁴ with initial ideas on important questions such as (i) enabling innovation in industry using e-infrastructures, (ii) stimulating e-infrastructures utilization in industry, or (iii) identifying the barriers for enterprises to adopt e-infrastructures. Several pertinent existing e-infrastructures / ICT technology initiatives were therefore surveyed in terms of industry enrollment approaches and programs, so to inspire next actions of EUDAT, in particular in shaping the proposed IEP. The think tank will thus be used to refine the value proposition in the future, in particular to highlight benefits to users and to position EUDAT’s offering accordingly.

7.2 EUDAT IEP:

The proposed IEP program will be the communication tool used by the ITF team, when attending internal and external events witnessing the participation of industry. It will thus encompass:

- Industry tailor made communication tools such as the value proposition,
- An industry database of collected contacts information for targeted sectors,
- Contribution plans to external conferences (integrated to the PEC),



The following figure illustrates the structure envisioned by the ITF for supervising the industrial outreach. Both the ITF and IEP are therefore further decomposed into subitems. This structure is subject to change, as WP3 will progress in its outreach activities.

Over year 2, the ITF will thus be refining the value proposition presentation according to latest developments in the project and will establish a strategic roadmap of events to attend together with industries to get in touch with, so to implement the IEP program

³ <http://www.data-forum.eu/>

⁴ <https://confluence.csc.fi/display/Eudat/Industry+Think+Tank>

8. FUTURE WORK PLAN

During the first year of EUDAT project the dissemination work focused on publishing and disseminating the main concepts and objectives, besides the work progress and the project status. For the next period there is a need to update EUDAT Communication Plan taking into account the points that should be improved and the opportunity for a better dissemination for the second year. In this section we present a general work plan but a detailed one will be created when updating the Communication Plan in month 15 (M15).

For the next period, the dissemination work package will focus on publishing and disseminating the work progress and results especially when EUDAT services are launched to a wider audience, start to implement the main approaches for the industry engagement and organizing more training sessions taking into account the communities` needs.

EUDAT will be present to various and different events and conferences in the next period to achieve a wider audience. Also a strategy will be created to make EUDAT more visible through the social networks. As soon as the services are launched, the dissemination team will have interviews with the users to show successful stories in purpose to motivate others to join EUDAT.

At the same time, the website of EUDAT will be continuously updated with news and results enhancing the dissemination task results.

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. DISSEMINATION CHANNELS

	Scientific communities	Funders and policy makers	Industry, e-infrastructure and service providers	Other data projects and working groups
EUDAT website	<ul style="list-style-type: none"> - Specific “User Communities” section and instructions how to join the initiative - presentation of core EUDAT communities and their role in the project - information about the training and services offered 	<ul style="list-style-type: none"> - “About EUDAT” and “mission & vision” - Fact sheet and access to EUDAT materials in produced in the project 	<ul style="list-style-type: none"> - “Services and technologies” section - contact details of the task leaders to contact directly - information about the events and the training materials/presentations available 	<ul style="list-style-type: none"> - information about project’s goals, partners and information about how to participate project activities
Newsletter	<ul style="list-style-type: none"> - always one community presented more closely -up-to-date information about events and trainings available 	<ul style="list-style-type: none"> - up-to-date information about the project’s main activities and achievements 	<ul style="list-style-type: none"> - up-to-date information about the project’s progress and a service case presented 	<ul style="list-style-type: none"> - up-to-date information about the project’s main achievements and trainings/events available
EUDAT events (e.g. conference, User Forum)	<ul style="list-style-type: none"> - chance to present their projects in poster exhibitions/ lightning talks - possibility to collocate project meetings with EUDAT events (enhancing synergy) 	<ul style="list-style-type: none"> - possibility to meet project’s different stakeholders and learn about project’s results 	<ul style="list-style-type: none"> - information about the technologies and services EUDAT will provide, what are the needs and requirements 	<ul style="list-style-type: none"> - possibility to get to know the activities and services available and information about how to participate project activities - possibility to collocate project meetings with EUDAT events (enhancing synergy)
Targeted events (conferences/workshops organized by others projects or stakeholders)	<ul style="list-style-type: none"> - presentations given by EUDAT project presenting what EUDAT can offer, core communities and their characteristics 	<ul style="list-style-type: none"> - presentations about EUDAT’s progress - possibility to liaise with EUDAT people and learn about the project 	<ul style="list-style-type: none"> - possibility to liaise with EUDAT people and learn about the project and its offerings 	<ul style="list-style-type: none"> - possibility to liaise with EUDAT people and learn about the project and its offerings

	Scientific communities	Funders and policy makers	Industry, e-infrastructure and service providers	Other data projects and working groups
E-mail actions (news shots, press releases etc.)	- promoting customer events, trainings and relevant news	- promoting most important events and news	- promoting most important events and news	- promoting customer events, trainings and most important news
Brochures, posters	- general brochure, service cases flyer, general and scientific posters	- general brochure, service cases flyer, general poster	- general brochure, service cases flyer, general poster	- general brochure, service cases flyer, general and scientific posters