



DISSEMINATION ROADMAP

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Abstract:

Education, Training, Dissemination and Outreach are key areas for BalticGrid. The project should attract interest and participation from different scientific disciplines and academia of the Baltic States region and to do this it must have a good public visibility as well as recognizable style and identity.

The document summarizes all the plans of NA2 activities and events already held and planned for the future. It also identifies a number of the crucial elements of this work, namely roles and responsibilities of all BG partners, methods of communication, potential audiences, means and measures for success.

Revision of this Roadmap is planned for P18.





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LIST OF ACRONYMS

AHM	All-Hands Meeting
ALs	Activity Leaders
BG	BalticGrid
CERN	The European Organization for Nuclear Research, Geneva, Switzerland
GGF	Global Grid Forum
EEnet	Estonian Educational and Research Network, Tartu, Estonia
EGEE	Enabling Grids for E-science
ETDO	Education, Training, Dissemination and Outreach (NA2)
HEP	High-Energy Physics
ICEAGE	International Collaboration to Extend and Advance Grid Education
IMCS UL	Institute of Mathematics and Computer Science, University of Latvia, Riga, Latvia
IFJPAN	Instytut Fizyki Jadrowej, im. Henryka Niewodniczanskiego, PAN, Kraków, Poland
ISSeG	Integrated Site Security for Grids
IST	Information Society Technologies
ITPA	Vilnius University Institute of Theoretical Physics and Astronomy, Lithuania
JRA1	Joint Research Activity
KTH	Kungliga Tekniska Högskolan, Stockholm, Sweden
NAx	Networking Activity
NICPB	Keemilise ja Bioloogilise Füüsika Instituut, Tallinn, Estonia
PD	Project Director
PMB	Project Management Board
PSNC	Poznan Supercomputing and Networking Center, Poznan, Poland
RTU	Riga Technical University, Riga, Latvia
SAx	Specific Service Activities
VU	Vilnius University, Vilnius, Lithuania



1. INTRODUCTION

1.1. PURPOSE OF THE DOCUMENT

The objective of the Dissemination Roadmap is to identify and plan the activities of the NA2 which comprise Education, Training, Dissemination and Outreach for the 30 months of the project life. The activities will be performed in order to promote the technical and scientific project's results and ensure the widest use of knowledge derived from the project. The plan - aimed at participants of the Project as well as at other potential interested parties in the Baltic States - shall be expanded in two directions:

- Education and Training will help administrators and users of the BG community acquire necessary knowledge and experience with Grid computing,
- Dissemination and Outreach will focus on spreading awareness of the Project and knowledge on Grid computing to a wider community of users in the Baltic States as well as on promoting the Project on the European stage.

1.2. EXECUTIVE SUMMARY

The goal of the BG project is to extend the European Grid by integrating new partners from the Baltic States (Lithuania, Latvia and Estonia) in the European Grid research community and to foster the development of Grid infrastructure in these countries. To this end, the BG consortium has enlisted the help of experienced EU Grid computing centers whose aim will be to guide our new partners through the process of deploying Grid resources and applications at their respective institutions.

In the context of the project, a number of dissemination activities are planned, all in order to ensure the applicability of the project results, increase the usability of its applications and boost the project's recognition within the Grid community.

For the BG Consortium to derive maximum benefit from investing in technological development, it is essential that research findings within the project and innovative solutions be effectively disseminated and used by others.

The following issues are brought up in this document.

Organization of work in the NA2

NA2 team members' roles and responsibilities have been defined. Clear channels of communication between NA2 leader and representatives of all project partners have also been described. These channels play a crucial role in fulfilling the objectives of the ETDO tasks.

Structure of the dissemination effort

The dissemination activity in the context of BG will be split into two distinct levels: internal (consortium) and public. The latter includes local (national) and the central level.

The dissemination roadmap

BG dissemination work plan is presented for each of project's sixth-month periods. The plan for the first 18 months is more detailed while the last 12 months are described in rather general way.

The process of identification of target audiences is one of the hardest areas to define in the overall communication strategy. This document tries to determine audiences which are the main target of the BG NA2 activity. The potential audiences within some categories should mainly be identified within the Baltic States region.



To determine our target audiences and to help us achieve our dissemination objectives, we shall conduct monitoring and evaluation methods throughout the project life. The data gathered will be particularly important in designing tutorials' program, promotional materials and the perspective for conference papers, articles and web and e-mail announcements.

A summarizing table with schedule of activities supporting the implementation of the Dissemination Roadmap is also attached.

Appendices

1. Tutorial Agendas
2. Customer Feedback Form
3. Schedule of ETDO activities



2. DISSEMINATION ROADMAP

2.1. NA2 – ORGANIZATION OF WORK AND RESPONSIBILITIES

To fulfill its all aims and plans, the BG project will form various carefully-focused groups and committees, established by the project management, through formal and informal mechanisms. Clear channels of communication between project partners themselves, as well as with the wider community, will play a crucial role in fulfilling the objectives of the project. One of the groups is the BG ETDO Team which will be responsible for the success of the dissemination tasks. They will be performed by the ETDO Team on behalf of the project consortium, following the instructions of the PD and PMB.

The BG ETDO Team consists of:

- the NA2 leader – IFJ PAN, Cracow, Poland,
- dissemination contact persons – the representatives of all BG Partners.

The NA2 leader is in charge of defining the strategic options of the project dissemination and implementing the dissemination activity in close cooperation with all the participants of the BG consortium.

The BG ETDO Team is responsible for identifying and recording the project findings and for organizing the dissemination activity of the individual partners as well as for the project on a central level. This team is also responsible for the elaboration of all NA2 deliverables, including the Dissemination Roadmap that describes schemes for the proliferation of the BG development, as well as two Dissemination Reports due on P12 and P24.

In the framework of cooperation with NA2, the following roles are assigned to BG partners:

- EENet, NICPB, IMCS UL, VU, RTU, ITPA (partners from the Baltic States) – spreading information on the project and its achievements via local seminars, partners' websites and local news media, as well as promoting BG activities during conferences and workshops. They will also organize BG conferences, Grid Summer Schools, Grid Open Days and exhibitions;
- KTH, IFJ PAN, PSNC, CERN – helping prepare programs and conduct tutorials, Summer Schools, exhibitions and seminars; supporting preparation of disseminative materials;
- IFJ PAN (NA2 leader) – planning, organizing and coordinating all NA2 activities.

The following rules of cooperation between NA2 leader and dissemination contact persons have been enforced by this activity from the beginning of the project:

- every partner identifies a contact person responsible for dissemination within his/her institution/community and for actively supporting NA2 activities at the central level;
- the NA2 leader supports local dissemination activities carried out at the Partners' institutions;
- regular contacts and cooperation between the NA2 leader and Dissemination Contact Persons are performed through e-mail announcements and action lists sent by the NA2 leader as well as through meetings organized to:
 - discuss current activities and plans;



- update all partners on work progress, events, decisions, etc.
- Contact Persons are responsible for:
 - distributing information received from the NA2 leader among BG members and other interested parties at their respective institutions;
 - providing information on their dissemination activities every month, as input for:
 - dissemination reports before P12 and P24, as well as quarterly reports,
 - BalticGrid web pages – to keep them up to date
 - brochures, posters, CDs, etc.

IFJ PAN collects the information through specially-prepared questionnaires.

In the framework of cooperation with NA2, the following roles are assigned to ALs:

- approval of NA2 actions, dissemination materials, documents;
- providing information on the progress of each Activity (results, achievements, news) used for the BalticGrid website, and also as material for general brochures, posters, BG presentations, exhibitions, etc.;
- preparation and maintenance of Activities' web pages, containing detailed and up-to-date information useful for potential users of the BG infrastructure or people interested in BG applications (application forms, instructions).

2.2. STRUCTURING THE DISSEMINATION EFFORTS

The dissemination activity in the context of BG will be split into two distinct levels: internal (in the framework of the BG consortium) and public. The latter includes local (national) and the central sub-levels. It is quite important to promote project objectives and results at all these levels since they are complementary and hierarchically support each other.

2.2.1. Public Dissemination

Central dissemination

The activities carried out within the framework of the central dissemination are initiated and coordinated by NA2 leader (IFJPAN) and the PD. The main tasks of central dissemination team are presented below:

- design and maintenance of BG Web pages,
- preparation and distribution of various dissemination materials,
- (co-)organization of Grid events,
- collecting information on ongoing internal developments, and making it available for internal and public use,
- spreading information about BG during local and international events.



Another task of the central dissemination is to build a strong corporate image and style of the BG in order for BG to be easily recognizable:

- The BG logo exists from the very beginning of the project and is used in all the dissemination materials, ranging from websites to fact sheets, reports, brochures, posters and other promos.
- The NA2 leader will be working on designing a uniform project corporate image over the next few months. Some of the style elements are already available to all project partners – i.e. templates for PowerPoint presentations, news releases and posters for adaptation of material to custom languages. It is imperative that every project participant uses these elements while preparing any (local) disseminative material.
- NA2 leader will elaborate a range of dissemination materials to help BG partners in the promotion of the project at various events they are attending and to ensure the efficient dissemination of BG issues.

Local Dissemination

Every BG partner involved in the project has already dedicated to promote the project in his/her institute and in the local scientific community.

BG partners will implement their own individual dissemination activity on a local level. This activity shall include the establishment of contacts with local scientific community, the organization of regional demonstrations, contributions at national conferences, organizations of specific seminars, press articles, presentations by means of printed and electronic media, publication of scientific papers, advertisement of BG events, etc.

All partners are obliged to develop and maintain a specific website within their institutes to promote the project. The following web pages have already been prepared:

IFJPAN - http://www.ifj.edu.pl/~nz11web/bg_ifj/bg_ifj.html

IMCS UL - <http://grid.lumii.lv/>

ITPA - <http://www.itpa.lt/~balticgrid/>

KTH - <http://zope.pdc.kth.se/pdc/projects/pdcprojects/balticgrid>

VU - <http://mif.vu.lt/balticgrid/>

Every partner must notify the BG NA2 leader and the BG PD concerning their intention and plans to organize a dissemination activity as above, in order to keep a systematic track of the project's visibility. This will be supported mainly by providing all partners with the possibility of publishing their plans online, as well as by recording online the results of the corresponding activity. For this reason, news, events and disseminative materials subsections have been created in the BG website where all the aforementioned activities will be gathered. The BG NA2 team is responsible for collecting and organizing this information through the BG Website.

Although the official language of the project is English, the idea is to ensure that BG material is widely available in the Baltic States in local languages where possible.

2.2.2. Internal Dissemination

Effort is devoted to the promotion of the BG project among the partners' institutes. The goal of this internal dissemination is not so much to broaden the target audience but rather to develop solid links between the partners of the BG project.



The BG consortium is the first target of this dissemination activity. We need to spread, make available and promote the project's objectives and achievements within the consortium, in order to increase the BG dissemination potential outside the project. An efficient Dissemination Roadmap anticipates that all the participants of the project will be active promoters of BG and so they have to be informed, updated and involved in the project's achievements and plans, in a systematic and consistent way. All necessary material for supporting the above-mentioned task will be available through the Internal section of the BG website.

Several electronic mailing lists have been established for the BG project which aim to provide a mechanism for internal project communication and interaction. Currently these lists refer to the project Work Packages, the management and technical teams of the project and include members of the consortium from various partner sites.

The internal mailing lists of BG have been set up and are maintained by the EEnet. They are as follows:

- BG Administrative Contacts
- BG PMB
- BG Executive Board
- BG External Advisory Committee
- BG NA1,2,3,4
- BG SA1,2
- BG JRA1

2.2.3. The BG dissemination means

The BG project will establish an infrastructure for communications by building a robust framework in which dialogue and interaction can play a significant role. This applies equally to internal and public communication.

Table 1 shows the distribution of dissemination activity and responsibilities at various BG levels.

Dissemination level and responsibility		
PUBLIC		INTERNAL
CENTRAL	LOCAL	
<i>NA2 - ETDO - Team Leader with the support of Project management</i>	<i>Consortium Partners with the support of NA2</i>	<i>Project Management, Consortium Partners</i>
<ul style="list-style-type: none"> • Organization of conferences, workshops, tutorials, Grid Summer Schools, exhibitions, Grid Open Days • Creation and maintenance of the Project website • Creation and procurement 	<ul style="list-style-type: none"> • Promotion of the project and production of disseminative materials in local languages • Maintenance of partners' websites • Local promotion of Grid and BG events • Participation and promotion 	<ul style="list-style-type: none"> • Joint organization of AHM (internal workshops) and PMB meetings (VRVS, face-to-face) • Creation and maintenance of internal mailing lists • Creation of a repository for BG documents (draft



<ul style="list-style-type: none"> of disseminative materials • Building the BG corporate image • Maintaining a repository for BG publications, presentations and final versions of deliverables • Distributing information about Grid events and news • Participation and promotion of the project at Grid events 	<ul style="list-style-type: none"> of the project and partners' achievements at Grid events • Joint organization of seminars and BalticGrid events • Publication of press and media articles • Establishment of contacts with the local scientific community 	<ul style="list-style-type: none"> deliverables, agendas and minutes of internal meetings) • Creation and maintenance of management and Activities' web pages • Distributing news and announcements from the PD and the NA2 leader to NA2 members (Dissemination Contact Persons)
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Table 1: Distribution of dissemination activities at various BG levels

The Project will utilize several methods and tools in order to promote Grid technology and to disseminate the results obtained. There are a number of ways of communication that can be used for dissemination for the BG project. The ones currently planned are detailed below.

The BG Dissemination Website

The first dissemination task was the creation of the BG website for presenting BG issues and for interacting with potential users and partners. The BG website has been created to provide updated and integrated information concerning the project. It includes a restricted area for Consortium members, used mainly as a document repository, and a public section that offers dissemination material to interested parties.

All the information regarding the structure and content of the BG Dissemination Website can be found in the corresponding deliverable, DNA2.2 BG Dissemination Website (<http://www.balticgrid.org/Results/>).

The public part of the BG website is one of the means for increasing awareness of the Grid technology and the Project itself amongst the wider public and for attracting potential users of the Grid infrastructure and its applications.

The BG web pages have been created to:

- inform about the Project – the top navigation bar has been designed to provide general public audience with basic information such as: Project goals and structure, description of the activities, presentation of the Project partners, links to the other projects which BG cooperates with as well as BG contact info,
- disseminate the Project results as well as news and information on upcoming Grid events – the left navigation window is dedicated mainly for potential users of the Project results; its task is to identify BG products which can be of broader/general interest, and to promote them.

The internal part of the website is designed for internal use of Project members. Its role is to support project management and coordination – the Internal sections are oriented towards the management and handling of the internal affairs of the Project and comprise all essential collaboration information, materials and documents.

The site was opened for public access in October 2005, several weeks before the official start of the project (1 November 2005). The corresponding server is operated by IFJ PAN in Cracow.



Figure 1 shows the main page of the BG dissemination website.



Figure 1: BG Dissemination website – main page

BG brochures, posters and other promos

A number of advertising materials for the BG project will be produced and distributed through various channels during international workshops, conferences, seminars, BG Grid Open Days and Summer Schools that will be organized by the project or in which the project participants will take part.

A general project brochure will consist of four A4 pages in BG style (printed in A3 format). The covering pages will accommodate the general BG info and contact details. The two remaining pages will be devoted to the BG activities' achievements and will be produced using information provided by project ALs. The brochure will be printed on high quality paper and in a run of approximately several hundred copies (each edition). The brochure content will be revised annually, in order to



include elements of the project's progress. A first version of the brochure will be prepared for P06 and distributed during the 1st AHM and Grid Open Day in Vilnius (26-28 April 2006).

Technical brochures concerning the BG activities shall also be created in A4 format (double-sided printing) and will be dedicated to: BG applications, Grid Operations, etc. ALs are responsible for creation of these brochures. The first technical brochures are planned for the 2nd AHM – September/October 2006. Although the creation of brochures with technical content is not planned on a central level, IFJPN will help with incorporating the content into the BG style.

A BG poster (an official poster presentation of the project) will be designed and printed in a required format to be displayed during various Grid events. The BG Dissemination Team will be responsible for creating this poster. It will be ready by the end of the sixth month of the project.

A BG Business Card will be designed and printed in an appropriate format.

Production of other promos such as pens and T-shirts with the BG logo and/or BG Website address is also foreseen. They will be distributed during events like the Grid Open Day, BG Summer School, IST Conference&Exhibition, etc.

Meetings and Conferences

Organization of and participation in Grid conferences and events can be divided into:

- **Grid Seminars**

Each project partner, in particular those from the Baltic States, will embark upon delivering a series of (monthly/bi-monthly) seminars, incorporating Grid research in their academic curricula. Some seminars will be delivered in local languages and be aimed at the general academic communities in their places of residence. Two types of seminars are envisioned (for computing personnel and for potential end-users of BG). Typical seminars will involve lectures on subjects such as basic concepts of Grid computing, overview of Grid technologies, adaptation of applications to Grid infrastructure.

- **Grid Tutorials**

Tutorials are foreseen for infrastructure support and maintenance staff (more intimately acquainted with Grid technologies) as well as for people interested in management of Grid infrastructure. There will also be tutorials for application developers and other Grid users, who focus on the results which can be achieved through Grid computing. Tutorials will be organized during yearly conferences, workshops, and Grid Summer Schools to attract more participants, increase synergy and optimize costs.

- **Grid Workshops**

Grid workshops, hosted once a year at Cracow, Poland, will show various Grid projects achievements, including in-depth presentations of the BG along with other Grid-related discussions. These will be dedicated to project participants as well as to potential users.

- **Grid Summer Schools**

Two of the Baltic State partners will be selected as main organizers of BG summer schools in 2006 and 2007, dedicated first of all to young researchers and postgraduate students. Senior lecturers (invited speakers from the consortium and from other projects) will give lectures and hold classes with practical exercises in order to allow young researchers to acquire the necessary background in several disciplines related to Grid computing. Summer School activities will comprise presentations, tutorials and training exercises prepared in order to



familiarize users with Grids and Grid computing. The 1st BG Summer School is planned for 4-8 July in Tartu, Estonia.

- **Grid conferences and events**

- Organization of at least four “All-Hands Meetings” in the Baltic States ahead of the reporting periods.
- Organization of “Grid Open Days” in connection with some of BG All-Hands meetings, aimed at potential users, local authorities and industry hosted at least once a year in partner countries.
- Participation (and support thereof) of Project representatives in external events and conferences, workshops and exhibitions: IST events and other conferences/workshops, including Global Grid Forum events, Grid Concertation meetings, etc., according to the available resources.

Publications and advertising through specialized bulletins

Advertising through specialized bulletins will provide an excellent vehicle of dissemination. A list of Grid resources such as magazines, reviews and e-magazines is given here in order to facilitate the prompt identification of the outlets to which BG news or advertisements of BG events should be sent:

- **GridToday** (<http://www.gridtoday.com/>)
- **GGF News** (http://www.ggf.org/News/ggf_newsca_news.php)
- **Primeur/EnterTheGrid** (<http://enterthegrid.com/>)
- **Science Grid This Week** (<http://www.interactions.org/sgtw/>)
- **EGEE Technical Newsletter** (<http://public.eu-egee.org/news/newsletter/newsletter.html>)

Example: information about the BG project has been sent to the EGEE Newsletter, issue January 2006 (page 6) for publication (see “Start of the BG Project” at http://public.eu-egee.org/files/EGEE_NL_Jan_06_HQ-1.pdf).

Information about the Grid and the BG will be published in various local media.

The results of the technical work carried in BG will be presented at the conferences and in scientific journals.

Cooperation

BG will plan cluster activities with other Grid projects in order to guarantee complementarity, maximize European added value and establish a critical mass of Grid research resources on the EU level. Cluster activity is principally planned with EGEE, and will include (among others):

- support in organization of tutorials and summer schools,
- promotion of the BG project through EGEE Newsletter,
- exchange of promotional material.

Thus, the BG ETDO team will collaborate with suitable teams of the EGEE project and especially with NA3 – Training and Education and NA2 – Dissemination and Outreach.



Additionally, cooperation with the following projects and organizations is foreseen:

- ICEAGE – organization of the 2nd Summer School (ICEAGE project aims to advance Grid education and will be closely related to EGEE’s training activities),
- ISSeG – holding a tutorial on security (ISSeG will work in the area of site security for Grid computing),
- where appropriate, BG will work with Baltic States national Grid initiatives: LitGrid (<http://www.litgrid.lt/about/LitGRID>), LatvianGrid (<http://grid.lumii.lv/>), EstonianGrid (<http://grid.eenet.ee/en/>) and international organizations (GGF).

The above-mentioned activities are expected to optimize scientific networking, R&D management, exchange of information and education and dissemination activities. Such activities may become a natural means of generating European added value for the Computational Grid concept.

2.3. DISSEMINATION ROADMAP

2.3.1. BG dissemination work plan

The following table includes most of the planned dissemination activities which will be carried out in the framework of the BG project. The activities are presented chronologically for each of the 6-months periods. The schedule for the implementation of the main activities which will support the education and dissemination tasks is presented in a separate table that is included in the Appendix 2 to this report.

IFJPAN is responsible for initiatives and coordination of below listed activities. It will cooperate in this matter with PMB and all partners, particularly with those listed in the right column of Table 2.

Activity	Responsible partners/bodies (apart from IFJPAN)
Months P1-P6 (Nov 2005- Apr 2005)	
BG Dissemination website up and running www.balticgrid.org	
BG kick-off conference in Krakow http://www.balticgrid.org/Dissemination/Events/Kick-offMeeting/	KTH
Internal part of the BG Web Portal	KTH
Templates of BG presentations, posters and brochures, as well as various elements of the BG corporate image (in the internal part of the BG Website)	
Project Presentation (in PDF) – P01 deliverable www.balticgrid.org/Dissemination/Materials/Brochures/	KTH



Web usage reports implemented (in the internal part of NA2 web page)	
BG Dissemination website – P03 deliverable <i>www.balticgrid.org/Results/</i>	
Grid Open Day leaflet (electronic and printed version - <i>www.balticgrid.org/Dissemination/Materials/Brochures/</i>)	KTH, PSNC, NA2
General BG brochure – issue 1, A-4 form (900 copies electronic and printed version) <i>www.balticgrid.org/Dissemination/Materials/Brochures/</i>	PMB
Project Poster – A-0 form (electronic and printed version) <i>www.balticgrid.org/Dissemination/Materials/Posters/</i>	PMB
Customer Feedback Form – first version (electronic and printed version) <i>www.balticgrid.org/Feedback_Form/</i>	PMB, NA2
BG info for the EGEE newsletter, BG Fact sheets, etc.	PMB, NA2
Promos (BG pens, 1000 pieces) – for participants of all events organized by BG	
BG local Web pages at partners' institutions Links from the page: www.balticgrid.org/Partners	NA2
1 st BG AHM and Grid Open Day in Vilnius <i>www.balticgrid.org/Dissemination/Events/Upcoming_Events/ahm1</i>	VU, KTH, PSNC, CERN
Dissemination Roadmap – P06 deliverable	PMB, NA2
Months P7-P12 (May 2006 – Oct 2006)	
1 st BG Summer School in Tartu, Estonia	EENET, NICPB, PSNC, CERN, NA2
Promos (T-shirts with BG symbols for participants of the 1 st Summer School)	
Technical brochures dedicated to one of the BG applications (VU) and to Grid Operations (NICPB, EENET) as well as Research Activities (PSNC)	VU, NICPB, EENET, PSNC
BG 2 nd AHM and Grid Open Day in Riga, Latvia	IMCS UL, KTH
Cracow Grid Workshop – CGW'06	
Dissemination Report - P12 deliverable	NA2



Months P13-P18 (Nov 2006 – Apr 2007)	
General BG brochure update – issue 2	PMB
Multimedia BG presentation	PMB, All
BG stand at IST 2006 Conference in Helsinki	SA1, NA3
BG technical components' poster	PMB, SA1, SA2, JRA1
Technical brochure on BG pilot applications	VU
Improved version of the Customer Feedback Form	PMB, NA2
3 rd BG AHM	To be defined
Dissemination Roadmap revision – P18 deliverable	PMB, NA2
Months P19-P24 (May 2007 – Nov 2007)	
2 nd Summer School – in cooperation with ICEAGE	KTH, PSNC, CERN
Participation in the IST 2007 Conference/Exhibition and other Grid events	All partners
Cracow Grid Workshop – CGW'07	
Dissemination Report – P24 deliverable	NA2
Months P25-P30 (Nov 2007 – Apr 2008)	
4th BG AHM	To be defined
New versions of brochures, posters and project presentation on final results	PMB, NA2
Participation in various Grid events	All partners
Final plan for using and disseminating knowledge – P30 deliverable	KTH

Table 2: BG dissemination work plan



Description and comments concerning planned dissemination activities

Months 1 - 6 (November 2005 - April 2006) – tasks already completed

The objective of dissemination and project support during the first six months is to announce the start of the Project and raise awareness of its aims, objectives and scope. It is also meant to encourage interested parties – particularly those involved in related projects and initiatives – to find out more about the Project's aims and activities. That's why the first six months of the Project have already involved considerable dissemination activity.

The Project Dissemination website has been made available from the start of the Project (www.balticgrid.org) and is updated on a regular basis.

The first BG conference (kick-off) was successfully held in Cracow on the premises of the NA2 leader - IFJPN, gathering about 45 members of the project. The conference was preceded by the Fifth Cracow Grid Workshop and EGEE gLite tutorial in which most of BG members participated.

Other important events are planned for the 6th month of the project – the 1st All-Hands Meeting and Grid Open Day – Vilnius, 26-28 April 2006. Grid Open Day will consist of half day Grid tutorial and half day plenary session. A BG exhibition stand is also foreseen.

Most of BG Partners have already started Grid seminars to increase awareness of the BG and benefits of using the Grid.

Since the beginning of the project templates of BG presentations, posters and brochures, as well as various elements of the BG style have been designed and made available on the internal part of the project Website.

Several presentations of BG have been given by PD and representatives of other BG Partners at various internal and external events (the lists of reports and presentations are available at <http://www.balticgrid.org/Dissemination> in the Events and Materials sections).

Similarly, information and articles about the BG project, issued during the first project period are available at the above address in Press and Media section.

Three brochures/leaflets have been created by the NA2 leader: Project Presentation, Grid Open Grid Leaflet, and the general Project brochure – all available on the BG Web and the latter additionally printed on glossy paper (4 pages in A4 format).

The list of national and international Grid events was created and placed on the BG website.

Throughout the Project's lifetime, all partners are asked to provide information about their respective dissemination activities on a monthly basis. A special questionnaire has been developed by the NA2 leader for collecting this information.

The first version of the Customer Feedback Form has been elaborated and will be distributed for the first time during the 1st AHM and Grid Open day in Vilnius. It consists of two parts – an introduction and a questionnaire – where potential users have the opportunity to express their needs concerning the use of the Grid infrastructure, adapting their application to the Grid, or join one of the BG SIGs. Appendix 2 includes the initial version of the form.

Months 7 - 18 (May 2006 - April 2007)

The main task for the first part of this period is to finalize program and technical preparation for the first BG Summer School, which will be held from 4-8 July in Tartu, Estonia.



Other highlights of the period will include the 2nd and 3rd AHMs and Grid Open Days. The 2nd AHM is planned to be organized in September/October 2006 in Riga, Latvia – to attract a wide audience from this region. The date and place of the 3rd AHM will be determined later.

The next Cracow Grid Workshop – CGW'06 is planned for the middle of October, to give people from the Baltic States an opportunity to meet and exchange experience with representatives of various EU Grid projects.

Particular attention during this period will be paid to the distribution of new promotional materials during the events and to maintenance of the Project's profile through the BG Dissemination website and participation in various Grid events.

A multimedia presentation of the Project will be prepared during this period. The presentation will include animated slides prepared in PowerPoint with a voice narration. It will be a general BG project presentation intended for a broad audience.

First technical brochures are planned to be prepared during this period – dedicated to BG applications and resources. Revised versions of the BG general brochure and Customer feedback Form will be prepared.

The monitoring of the website statistics will continue, with focus on improving the visibility of key information.

Potential end users will be contacted and informed about the Project and the possibility of joining the BG infrastructure, porting applications as well as joining one of the Special Interest Groups.

The dissemination report for the first 12 months of the project (due by P12) as well as a revised version of the Dissemination Roadmap (due by P18) will be prepared taking into consideration the experience and results of the dissemination activities of the previous period.

Months 19 - 24 (May 2007 - October 2007)

A new, revised version of the Dissemination Roadmap will determine the detailed plans for the second phase of the Project life, with focus on:

- more advanced training courses for potential users (e.g. during the 2nd Summer School),
- more presentations at various Grid events,
- more substantial information and articles about Project progress and expected results.

Emphasis will be put on evaluating the different dissemination tools including the BG Dissemination website, the Customer Feedback form etc.

Papers, posters, distribution of material and articles updating on project findings will keep the Project's profile high during this period.

Months 25 - 30 (November 2007 - April 2008)

Promotion and advertisement of the Project infrastructure will be the main task of the dissemination activities planned for this period.

As the project approaches its final stage, attention will be devoted to preparing a draft of the “Final Plan for Using and Disseminating Knowledge” deliverable. Particular effort will be dedicated to analysing the feedback from potential users, and the impact data collected through our website statistics. Once gathered together, these elements will form a basis for elaborating the deliverable.



2.3.2. Audiences

Identifying Audiences

The process of identification of target audiences is one of the hardest areas to define in the overall communication strategy. The audiences which are the main target of the BG project will need to be determined. Potential audiences within some categories will mainly be identified in the Baltic States region.

The requirements and interests of potentially interested persons or groups will be identified through:

- the project website (Contact section),
- personal contacts with BG representatives who will attend various Grid events,
- customer feedback forms, available from the dissemination website and also sent to various interested parties; these forms will also be distributed during conferences, seminars and Open Grid Days (starting with the Grid Open Day in Vilnius); this activity will be carried out in close cooperation with NA3, Application Identification and Support.

Each NA2 partner has a different background, area of expertise and contacts. As it is not easy to manage the target audiences centrally, the NA2 partners are expected to ascertain which of the potential audiences are relevant to their countries and target those.

Potential audiences

The list below identifies the key target audiences for the project, with a further breakdown of them:

- Sciences – the BG pilot applications have been chosen from the following sciences: HEP, Computational Chemistry, Bioinformatics. The following sciences are potential science field targets for BG: Meteorology, Astrophysics/Cosmology, Space Technology, Astronomy.
- Media (including on line publications) – press agencies, scientific magazines, educational magazines, IT magazines, newspapers (particularly daily national newspapers with science and technology sections), newsletters, broadcast (news, science and information technology programmes in radio and television)
- Research and education communities – from universities and research institutes
- Users of the Grid:
 - Users (divided into Grid-aware and non-Grid-aware)
 - Developers of Grid applications
 - Advanced users/Operations staff

2.3.3. Monitoring and evaluation methods of the dissemination activities

To determine our target audiences and to help us achieve our dissemination objectives, we shall conduct monitoring and evaluation methods throughout the lifespan of the project. The data gathered will be particularly important in designing promotional materials and the perspective for conference papers, articles and e-mail announcements.



In BG, the extent to which a dissemination effort shall reach the intended audience and promote the project's use will be measured. The impact of a dissemination effort will be gauged in concrete terms, including: the number of contacts, the characteristics of recipients, the extent to which recipients will express their interest in BG developments due to dissemination, the level of interactivity with the potential user group(s) in promoting dissemination and other factors. Comparing these results with baseline information shall create a strong “picture” of the overall effectiveness of the dissemination strategies used within BG.

Means

1. Customer Feedback Form

The Customer Feedback Form is an initiative undertaken in the framework of the dissemination of the BG project, with two main missions: distributing information about available Grid resources and pilot applications developed within the project and gathering the requirements and interests of potentially interested persons or groups. It also aims to finding the users who – apart from testing the pilot applications - will also be willing to adapt their own ones to the Grid environment.

The Customer Feedback Form is attached to this document as an Appendix A.

2. Web usage reports

A web trends statistics tool (WebLogExpert) is used to allow monitoring of patterns of the section's usage. This approach will give us insight into the kinds of users we are attracting to the site over time and the statistics will also provide a useful indication of 'gaps' that might be filled by further promotional activity.

This tool is already providing useful information on the origin of users and patterns of behavior when visiting the site. The statistics it keeps will also indicate which countries come first in terms of numbers of visitors. We can also track users' “paths” through the site to see which pages are being visited: if vital information is being missed in most users' navigation routes, we will adjust our promotional and dissemination activity, as well as the structure of the site. Details of documents downloaded (and their formats) will help us determine which parts of the site are considered most interesting for visitors and in which formats those visitors prefer to obtain information.

3. Event Evaluation Form

Evaluation forms, containing questions concerning various dissemination events (tutorials, seminars, summer schools, Grid open days) organized by the members of the BG consortium will be prepared. The evaluation will concern the both - program of the event as well as its organization. The form will be distributed among the participants of the all events. The result of the analysis of the evaluation will help in better organization of the next events.

Measures

Table 3 presents measures of foreseen dissemination activities during the project’s lifetime.

	P1-P12	P13-P24
Number of Newspaper articles/Radio interviews/TV programs	50	60
Number of Presentations (talks)	45	50



Public Website visits (page views) (average per month)	15000	20000
Number of information brochures and leaflets	7	5
Number of posters	5	5
Number of tutorials organized	4	4
Number of summer schools organized	1	1
Number of conferences, Grid Open Days organized	6	2
Number of exhibitions organized	3	4
Number of seminars (single ones and series) organized	15	15

Table 3: NA2 Measures



3. SUMMARY AND CONCLUSIONS

This document describes the work plan concerning the BG dissemination activities that will be organized and actions that will be taken by all of the members of the consortium during the course of the BG project. The NA2 Team leader will coordinate all these efforts, however suitable implementation of this plan will require close cooperation of all BG partners. This activity will contribute to the project's success, as the dissemination efforts carried out cooperatively among all partners under IFJ PAN leadership will result in delivery of rich and high-quality information.

As it was mentioned, the dissemination activity in the context of BG will be split into two distinct levels: internal and public. The latter includes the local and central sub-levels, which will involve respectively: dissemination of information about the project and its results in the academic domain by the partners, and creating and maintaining a common BG image by the consortium, which will identify the consortium in all its BG connections.

All the partners are now fully engaged, with the majority working on their dissemination plans. The 1st AHM Conference in Vilnius will enable to once again gather all of the NA2 contact persons, who will thus be able to hold face-to-face discussions about a wide range of issues and ideas for this dissemination plan.

Detailed plans have only been presented for the first 18 months of the project. A revision of this deliverable (which will be prepared in P18) will contain extended descriptions of plans for the last 12 months of the project.



4. APPENDICES

4.1. TUTORIAL AGENDAS

In order to demonstrate the kind of training that will be provided in the framework of the BG project, below two agendas of tutorials are presented.

Program of one-day tutorial held in Vilnius University, Center of Informational Technologies on 28 April, 2006

08:00–10:30 EGEE gLite tutorial

10:45–11:30 CrossGrid Migrating Desktop Tutorial

Program of the five-day BG Grid Summer School (planned to be held on 4-8 July, 2006, in Tartu, Estonia)

1st day - general Grid lectures

2nd day:

Part 1: Introduction to Grids and to EGEE:

- Introduction (15')
- What is Grid Computing? (45')
- An overview of the EGEE project and middleware (30')
- Authentication, Authorisation and Security (30')

Part 2: Practical - introduction to the EGEE middleware

- Using a certificate and simple job submission (1h00')
- Information systems on EGEE (45')
- Data management (1h30')
- Putting it all together! (45')
- MyProxy and Portals: using GENIUS on GILDA (45')
- Closing discussion (15')

3rd day - EGEE practical continued

- Metadata: an introduction to AMGA (45')
- Using R-GMA to monitor applications (1h00')
- More advanced workload management (1h45')
- Porting your applications to the GILDA grid (1h30')
- Porting applications, continued (1h15')
- End-of-day discussion (15')

4th day:

Part 1: Porting applications to Grids

- “Grid-enabling” applications using P-GRADE and GEMLCA (2h00')
- P-GRADE and GEMLCA continued (1h45')



Part 2: Web Services and Grids

- An introduction to Web Services (30')
- Practical: Web services (1h00')
- Web services and grid computing (1h00')
- Review of the tutorial and discussion (30')

5th day - dedicated to the BG: general info on the BG infrastructure, including information on Migrating Desktop and OCM-G (an on-line monitoring system) and G-PM (a performance analysis tools for grid applications) exercises.



4.2. CUSTOMER FEEDBACK FORM



www.balticgrid.org

Dear Sir/Madam,

This Customer Feedback Form is an initiative undertaken in the framework of the dissemination of the European BalticGrid project, with the mission of distributing information about available Grid resources and pilot applications developed within the project. It also aims to finding the users who – apart from testing the pilot applications - will also be willing to adapt their own ones to the Grid environment.

In that context, we would like to address you with the purpose of sounding out your interest in Grid potential in general and the BalticGrid project in particular.

The Baltic Grid project is of high strategic importance to the Baltic States and is designed to give a rapid build-up of a Grid infrastructure, contributing to the enabling of the new member states participation in the European Research Area. The project involves 10 leading institutions in Estonia, Latvia, Lithuania Poland, Sweden and CERN. The Baltic Grid infrastructure and services will be validated through applications from the Life Sciences and Medicine, Material Science, and High Energy Physics.

We kindly ask you to fill in the enclosed questionnaire if you are interested in cooperation with the BalticGrid Project Consortium and/or in awareness of Grid technology knowledge.

Our offer includes the following:

- *Technical support and consultancy in adaptation of applications for Grid infrastructure;*
- *BalticGrid resources;*
- *Assistance in registration to BalticGrid Virtual Organization and obtaining a certificate for using BG infrastructure;*
- *Organization of seminars/workshops/exhibitions on Grid technologies, tools, services and applications;*
- *Grid tutorials and summer schools;*
- *General BalticGrid dissemination materials - brochures, posters, presentations.*

We kindly ask you to send the filled questionnaire electronically to:

z.mosurska@cyfronet.krakow.pl (the form is also available at the following url:
http://www.balticgrid.org/Feedback_Form/)

or to:

Zofia Mosurska, IFJ PAN, Sekretariat Oddziału I, Radzikowskiego 152, 31-342 Kraków, Poland

On behalf of the BG Consortium
BG Education Training Dissemination and Outreach Team



Contact info:

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<p>Service Level Agreement Markets and Dynamic Account Management (JRA1) Activity Leader Thomas Sandholm, KTH phone: +46 8 790 9115 e-mail: sandholm@pdc.kth.se</p>	



BalticGrid Customer Feedback Form

- **Organization name**
- **Web site address**
- **Contact Person**
 - **Name**
 - **Position/Specialisation**
 - **E-mail/phone**

Point of interest:

Applications area		
<u>BG Pilot Applications</u>		Are you interested in testing/using the applications?
BG will initiate three pilot applications for validation and for demonstration of successful scientific use.		
High Energy Physics Applications	<p>CMS - Compact Muon Solenoid applications that are used to generate Monte Carlo datasets, simulation of these events with the detector, reconstruction of particles and analysis (the application will be implemented by joining the corresponding VO of EGEE).</p>	(Yes/No)
	<p>Full simulation and reconstruction programs for LHCb experiment to produce and analyze Monte Carlo data. The processing chain consists of physics generator of proton-proton collisions, simulation of particles passage through the detector material and the reconstruction of collision products. To be executed on LHCb VO enabled clusters of EGEE.</p>	(Yes/No)
	<p>Statistical Data Analysis applications to study the sensitivity of physics measurements using simplified models. The applications are built with help of RooFit package (ROOT framework) which provides necessary statistical tools to mimic the physics measurement procedure (predefined PDFs, minimization and fitting algorithms).</p>	(Yes/No)
MS (material sciences) application	<p>Material sciences applications, presenting GAMESS / GAUSSIAN research areas to establish the geometrical structure of various organic, metal-organic and inorganic materials; understanding optical and magnetic properties of molecular derivatives; predicting new technology and creation of new materials with specified characteristics</p>	(Yes/No)



<p>BI (bioinformatics) application</p>	<p>Bioinformatics applications, giving tools and computing procedures for sequence pattern discovery and gene regulatory network reconstruction, for the refinement of 3D biological macromolecule models against X-ray diffraction or NMR data, for modeling of biosensors and other reaction-diffusion processes.</p>	<p>(Yes/No)</p>
<p><u>Support of External Developers' Applications</u></p>		<p>Are you interested in more information?</p>
<p>The BalticGrid project will help application developers in adapting their applications to work in a grid environment. If you would like to port your application on a distributed computing environment like the BalticGrid infrastructure, please have a look at: http://www.balticgrid.org/Application_Support to get more info on how it can be done.</p>		<p>(Yes/No)</p>
<p><u>Special Interest Groups</u> The task of special interest groups (SIG) aims to improve communication among many separate research groups, having similar or related R&D interests. The development and implementation of SIGs is a relatively new idea in grid computing infrastructure. Based on semantics representation methods and tools it leads to an enhancement of services and applications with knowledge and semantics. Research areas under consideration for SIG development and implementation are:</p>		<p>Are you interested in joining one of the groups?</p>
<p>Baltic Sea Eco-System Modeling</p>		<p>(Yes/No)</p>
<p>Text Annotation Service</p>		<p>(Yes/No)</p>
<p>Text-to-Speech Service</p>		<p>(Yes/No)</p>
<p>Stellar Spectra Computation</p>		<p>(Yes/No)</p>
<p>Atomic and Nuclear Computations</p>		<p>(Yes/No)</p>
<p>Computational Modelling of heterogeneous Processes</p>		<p>(Yes/No)</p>
<p>Other? (what other SIGs would be interested for you?)</p>		

<p>Grid Infrastructure area</p>
<p style="text-align: center;"><u>BG Infrastructure</u></p> <p>The Grid Operations activity (SA1) will create, operate, support and manage a production quality Baltic Grid infrastructure which will make computing, storage, instrumentation and informational resources across the Baltic Region and Europe accessible to user communities and virtual organisations in a consistent way according to agreed access management policies and service level agreements. It will build on current National and International Grid initiatives, such as EGEE, CrossGrid, SweGrid and Nordugrid.</p>



The BG infrastructure will be open to the entire European Research Area directly or via other Grid infrastructure efforts such as EGEE. BG will extend the EGEE Northern Region to the Baltic States and within EGEE the overall operational and support responsibility will fall under the EGEE Northern Europe Regional Operating Centre (NE ROC). A homogenization of present regional efforts will be performed in integrating those into BG and the larger European Grid infrastructure.

BalticGrid made available its resources - the current list of them is on: http://www.balticgrid.org/SA1_Activity/resources To access them one should apply for a certificate and membership in a VO (Virtual Organization). For that please read the HowTo instructions on: http://www.balticgrid.org/SA1_Activity/bgvoregistration	Do you need more info about the procedure?
	(Yes/No)
	Would you like to join the BG infrastructure with your cluster?
	(Yes/No)

User access and "Grid usability" area		
<u>Products offered</u>		Do you need more info about the products?
Migrating Desktop*	The Migrating Desktop is a framework, graphical user interface for application management, grid and job monitoring, data and metadata management. It will be deployed and used in the application studies.	(Yes/No)
OCM-G and G-PM*	OCM-G is an on-line monitoring system and G-PM is a performance analysis tools for grid applications.	(Yes/No)
Software component	Service Level Agreements SLA based QoS management	(Yes/No)
User account management system	Dynamic Virtual Runtime environment based account management - a non-intrusive, standards based user account management system which can be integrated into a Grid accounting system	(Yes/No)

*) The products have been created in the framework of the CrossGrid project and will be adapted to BG infrastructure.

Educational area		Are you interested?
Tutorial (more info see: http://www.balticgrid.org/Trainings/	Would you like to join the tutorial organized at our site?	(Yes/No)
	Do you prefer to organize BG tutorial at you facilities?	(Yes/No)
Summer School	Would you like to join the summer school organized at our site?	(Yes/No)
Seminar/Consultancy**	Would you like us to give you consultancy or seminar on Grid technology?	(Yes/No)



**) If Yes, please also specify the subject, product or problem and propose the place and time:

.....
.....
.....

The dissemination materials offered by BalticGrid	Are you interested in receiving them?
General info – brochures, posters, etc.	<i>(Yes/No)</i>
A general BG presentation	<i>(Yes/No)</i>

Your other needs concerning the Grid technology	
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4.3. SCHEDULE OF ETD0 ACTIVITIES

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
BALTICGRID WEB SITE																														
Site launch																														
Site maintenance and update																														
BG web pages at Partners' institutions																														
EVENTS																														
BG kick-off Meeting																														
Summer School																														
Grid Open Day																														
All-Hands Meeting																														
Cracow Grid Workshop																														
Official BG participation in Grid events																														
DISSEMINATIVE MATERIAL																														
General-purpose brochures																														
Technical brochures																														
Leaflets advertising BG events																														
General-purpose posters																														
Customer Feedback Form																														
REPORTING																														
Project Presentation																														
Dissemination Website																														
Dissemination Roadmap																														
Dissemination Report																														
Final plan for using and diss. knowledge																														