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Deliverable D7.1

Dissemination Plan



A project of the Seventh Framework Programme (FP7)



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Abstract: This document presents the roadmap for the Dissemination Plan of the ELCIRA Project (Europe Latin America Collaborative e-Infrastructure for Research Activities). The main goal is to efficiently disseminate the objectives, developments, advances and achievements of ELCIRA and to promote and foster (among the research communities) the use of the existing RedCLARA Portal services and TERENA's tools which will be integrated by ELCIRA and of those services that will be deployed during the project lifetime (for this Plan purposes both, the existing and future services, will be named as ELCIRA services).

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For more information on ELCIRA, its partners and contributors please see <http://elcira.redclara.net> (this website will be available in October 1st 2012).

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DELIVERABLE ROUTE

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1. 1. INTRODUCTION

1.1. PURPOSE OF THE DOCUMENT

The purpose of the Visibility Plan document is to establish the general roadmap of the activities that will be carried out by the ELCIRA partners in order to help ensure the success of the project by means of a set of well-structured dissemination and public relations actions and activities that will firmly promote the project itself, the use of the ELCIRA services among project members' networks, and all those activities, communities, services and applications that will be born and/or will benefit within or from the project.

In general terms the Dissemination Plan's objective is to efficiently disseminate the objectives, developments, advances and achievements of ELCIRA. The specific objectives of the Plan are those that are WP7 objectives:

- To enhance the use of ELCIRA services among project members to facilitate the access and consultation of generated material (meeting agendas, reports, deliverables).
- To coordinate and promote the training process on the use of the services agreed by ELCIRA.
- To develop informative material for participation in specific events related to Research and Education Networks.
- To efficiently promote and disseminate the project to the scientific, academic and industrial communities as well as among decision-makers.

The Plan is based upon those successful activities regularly carried out by RedCLARA and TERENA in terms of dissemination.

1.2. APPLICATION AREA

The target audience for this document are the ELCIRA project partners and its stakeholders, the EC FP7 Programme, and RedCLARA staff, but it can also serve the LA NRENs that have not yet implemented a PR and Dissemination Plan as guidance for developing their own dissemination processes.

2. REFERENCES

- [R1] RedCLARA portal <http://www.redclara.net>
- [R2] ELCIRA's page in the RedCLARA portal
- [R3] ELCIRA Website <http://elcira.redclara.net>
- [R4] DeCLARA bulletin Web page In Spanish:
http://www.redclara.net/index.php?option=com_content&task=view



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[&id=23&Itemid=308](#)

In Portuguese:

http://www.redclara.net/index.php?option=com_content&task=view&id=23&Itemid=308&lang=pt

In English:

http://www.redclara.net/index.php?option=com_content&task=view&id=23&Itemid=308&lang=en

- [R5] Visibility Guidelines established by the European Commission in the document "COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions" http://ec.europa.eu/europeaid/work/visibility/documents/communication_and_visibility_manual_en.pdf

3. DOCUMENT AMENDMENT PROCEDURE

Requests for amendments to this document must be made to the author, María José López Pourailly, WP7 - Dissemination Manager (RedCLARA), maria-jose.lopez@redclara.net, and copied to the Management of the ELCIRA project.

4. GLOSSARY

CLARA	<i>Cooperación Latino Americana de Redes Avanzadas</i> – Institution in charge of the implementation of the ALICE2 project.
DANTE	Delivery of Advanced Network Technology to Europe – an international research and education network provider which plans, builds and manages the GÉANT network in Europe, the EUMEDCONNECT3 network in the Southern Mediterranean Region, the CAREN network in Central Asia and the TEIN3 network in the Asia-Pacific region.. DANTE was the organisation that managed the ALICE project.
EC	European Commission
EU	European Union
EU-LAC	Europe, Latin America and the Caribbean
FP7	Seventh Framework Programme
GARR	Consortium GARR, Italian NREN
LA	Latin America
M01	First month of the ELCIRA project (M15 = fifteenth month of the project)
NRENS	National Research and Education Networks
PR	Public Relations
RNP	Rede Nacional de Ensino e Pesquisa, Brazilian NREN



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RENATA	Corporación Red Nacional Académica de Tecnología Avanzada, Colombian NREN
TERENA	Trans-European Research and Education Networking Association
RedIRIS	Entidad Pública Empresarial Red.es, Spanish NREN
WP7	ELCIRA's Work Package 7: Dissemination

5. EXECUTIVE SUMMARY

This document defines the Dissemination Plan of the ELCIRA project, which is structured in action lines and activities. The objectives of the Plan and the target audience are defined in order to give a better framework to the activities that will be carried out during the lifetime of the project. Although this Dissemination Plan refers to the whole project execution, it must be kept in mind that it will naturally undergo modifications as time goes by, and it has been decided to address this fact in the Updated Dissemination Plan that will be delivered in M12.

This Plan will strictly respect the Visibility Guidelines defined by the EC "COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions", published in 2010 [R5].

6. DISSEMINATION PLAN

6.1. OBJECTIVES

6.1.1. General Objective

To efficiently disseminate the objectives, developments, advances and achievements of ELCIRA and to promote and foster (among the research communities) the use of the existing RedCLARA Portal services and TERENA's tools which will be integrated by ELCIRA and of those services that will be deployed during the lifetime of the project (for the purposes of this Plan, both existing and future services will be referred to as ELCIRA services).

6.1.2. Specific objectives

The specific objectives of the Plan are the WP7 objectives:

- To enhance the use of ELCIRA services among project members to facilitate access to and consultation of material generated (meeting agendas, reports, deliverables).
- To coordinate and promote training in the use of the services agreed by ELCIRA.
- To develop informative material for participation in specific events related to R&E networks networks.
- To efficiently promote and disseminate the project to the scientific, academic and industrial communities as well as among decision-makers.
- To disseminate the technical possibilities that the ELCIRA services running over RedCLARA and GÉANT open to their users, in order to help foster and enhance their usage.



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6.2. RELATIONSHIP WITH THE PROJECT

Dissemination is the responsibility of WP7.

The Dissemination Plan defines the strategy to achieve the main WP7 goals (see 6.1.1 and 6.1.2).

The principle of this Plan is the recognition of the importance of PR and Dissemination for an ambitious project, as ELCIRA is. Dissemination activities will be:

- 1) the way in which the project will reach relevant research communities that can profit from the use of the ELCIRA services;
- 2) the way to demonstrate that ELCIRA is not only about services running over the RedCLARA and GÉANT e-Infrastructures, but also and most of all, a major collaboration between Europe and Latin-America that it is based upon a powerful human network.

For a project of this size it is vital that all those involved in it have a clear understanding of what the aims of the Dissemination Plan are and what is realistically achievable. This Plan will be revised and updated, as required, in M12 of the project.

6.3. ROLES AND RESPONSIBILITIES

The WP7 is led by RedCLARA and the team involved in this task consists of individuals from RNP and RENATA (who will be mainly involved in the training activities), and TERENA.

Nevertheless, it is important to keep in mind that the ELCIRA promotion is the concern of every partner within its own national context in the broader sense of the concept. This is to say that every member of the ELCIRA project should contribute and that dissemination strategies should be addressed in common to advertise the purpose and benefits of the project and of its services, and that every project member should disseminate ELCIRA's services among the local media and should reproduce ELCIRA's news in its own vehicles and address them to the target audiences in a local fashion.

6.4. TARGET AUDIENCES

It is very important to establish the key target audiences. With the experience of the project participants, there is a good knowledge of how and where to select target audiences. Work is mainly with scientists, researchers, computing engineers, network engineers, academics, National Research and Education Networks (in Europe and Latin America), and specialised technological journalists (specialised media). It is vital to reach the governments and relevant stakeholders (University Rectors, Deans, Directors of the National Science and Technology Institutions, the European Commission, etc.), and the wider science community. This is not an exhaustive list as the target audiences for ELCIRA will constantly evolve as the project progresses.

6.5. MESSAGES

Due to the size and geographical diversity of the ELCIRA project, it is vital that the key messages of the Dissemination campaign (which will be based on the activities and material that will be developed) remain consistent. It is envisaged that the key messages will predominantly come from WP1, WP2 and WP6 because they have a greater overview of the liaisons and collaboration processes between EU and LA, and are abreast of the developments and advances taking place within the Project. These, in turn, will be sent forward to WP7.

Some key messages may be generated at local levels. Project members are asked to inform WP7 management if this happens in order to discuss the best way to proceed as the messages may be used as a stepping-stone to create wider Latin American and European publicity.



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The key messages so far in the campaign can be identified as:

- The precedent success story of the RedCLARA Portal services and of the TERENA tools;
- The precedent success story of collaboration between EU and LA based upon the successful ALICE and ALICE2 projects;
- What ELCIRA is about;
- ELCIRA aims and their potential academic, scientific, social, industry impact;
- ELCIRA potential to revolutionise the way scientists work;
- Who is involved in the project;
- What the project participation in conferences and events will be;
- ELCIRA Kick-off Meeting.

Other messages that are likely to be relevant as the project progresses include:

- Major service integration and developments;
- Key milestones in the project;
- New user communities benefiting from the ELCIRA services;
- Benefits, successes, results of specific groups due to ELCIRA.

Key messages will be identified and refined as the project progresses.

It is also important to note here that not all the key messages will be relevant to all identified audiences. Therefore, it is the responsibility of WP7 (with assistance from WP1, WP2 and WP6) to ensure that the right messages are tailored to the right audiences.

In the early stages of the Project, it is likely that most messages will be more “general” and only become specific as the project develops.

6.6. ACTIONS AND ACTIVITIES

ELCIRA will profit from the dissemination methods, activities and materials-creation experience of some of its Partners, but will also create additional ones. In order to offer a clear vision of the tasks that will be carried out to meet the objectives of the ELCIRA Dissemination Plan, all the activities have been grouped under two main action lines, which are:

- Promotion, awareness-raising and positioning
- Support to training (organisation of induction mentoring for users of the services generated by the project).

6.6.1. Promotion, awareness-raising and positioning

It is key to define a promotional programme (based on activities that will be carried out during the lifetime of the project) in order to raise awareness of the ELCIRA project, the benefits of its services as well as to encourage the utilisation of them. The programme will also serve to highlight the importance of the RedCLARA and GÉANT networks and their interconnection in order to foster research both inside EU and LA but most of all to between the two continents, which will contribute to the long-term sustainability of the networks involved in ELCIRA.



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Figure 2: ELCIRA presentation template.



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Figure 3: ELCIRA first vinyl banner (used for the Kick-off Meeting).



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For the first ELCIRA vinyl banner a slogan was created in order to better promote what ELCIRA is it about: "Tools and services to enhance collaboration between Europe and Latin America in research activities". This first vinyl banner (see Figure 3) was shown during the TICAL 2012 Conference (Lima, Peru – July 2 and 3, 2012) and in the ELCIRA Kick-off Meeting, held in Lima on 4th and 5th July 2012. It must be acknowledge that immediately after the Kick-off Meeting, the ELCIRA project coordinator was notified about the change of the EC branding, regarding the change of the respective EC offices' logos (the change can be seen at Figure 2, but not in Figure 3).

The official language of ELCIRA is English.

6.6.1.2. ELCIRA Website

In the context of the Information Society, to have a Website is to exist. In addition to this apparently trivial consideration, and due to the geographic extension of a project such as ELCIRA that thanks to EC FP7 funding unites two continents (the EU and Latin America), which implies a wide variety in terms of cultural heritage and, of course, great diversity in terms of education, economy and social realities, having a suitable Website is a necessity.

Given the characteristics of ELCIRA, its Website will be the first "visible face" of the initiative, so it must reflect not only the core of the project – its objectives, partners, tasks, etc. – but also the collaborative spirit that lies behind every cooperation action that is supported by the EC, the experience gathered during the previous years and projects, and the very strong liaisons between all the project members that it is based on the confidence both of their capacities and also of the leading institution: RedCLARA.

Furthermore, the Website must to be lined up with the ELCIRA branding and corporate style.

Taking all the considerations expressed in the previous paragraphs into account, the ELCIRA Website will be produced between M01 and M03, and delivered In M04 at <http://elcira.redclara.net>

The Website will include an Intranet that will give access to all the project deliverables, agendas, reports, etc.

6.6.1.3. News and reports

News, reports and interviews with ELCIRA project members and relevant ELCIRA service users will be produced and published on a regular basis on the ELCIRA website. However, though this is important, it will be much more relevant in order to enhance ELCIRA's visibility and impact, to disseminate such news items, reports and interviews via the project partners' communication channels, specifically to those developed by RedCLARA (the DeCLARA bulletin, the DeCLARA Express newsletter and the RedCLARA news section in the Portal), TERENA (the PeaR newsletter) and by DANTE through GÉANT's Connect newsletter.

As the RedCLARA communications channels are the responsibility of the same team in charge of ELCIRA's WP7 management, they will be used to disseminate ELCIRA on a regular basis, highlighting the benefits of its services and the advances of the project itself. These channels will be also used, if required, to disseminate information regarding the training process.

6.6.1.4. Promotional materials

Different types of promotional material will be created for the ELCIRA project and services promotion. In some cases this will mean also the promotion of the RedCLARA and TERENA services. All the promotional material will strictly follow the Visibility Guidelines established by the European Commission [R5] and follow the recommendations of the Marketing Management of ELCIRA.



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6.6.1.4.1. ELCIRA templates

In order to achieve a consistent project image, which is to say in order to respect the ELCIRA brand, templates for documents (internal documents – letterheads – and project deliverables for the EU's FP7 programme regular reports) and for presentations (PPT) have been created and distributed among the project partners and in the near future will be published on the Intranet of the ELCIRA Website (M04).

6.6.1.4.2. Brochures

Promotional brochures that will reflect the core of the project and depict the benefits of its services to the research and education community will be created and delivered both in PDF and printed versions.

6.6.1.4.3. Flyers

By definition a flyer is a one-page information sheet (of one or two sides) which addresses a particular message to a specific or broad audience. It is envisioned that two types of flyers will be created during the lifetime of the project:

1. A flyer with general information on ELCIRA (fact sheet – completed in M01).
2. A flyer on the services.

The second type of flyer will promote single services, highlighting the benefits of its use.

6.6.1.4.4. Vinyl Banners

In order to better promote ELCIRA at the project's events and other related international and local events, vinyl banners with the ELCIRA logo and corporate style have been produced and will be updated when necessary.

The first banner (see Figure 3) was delivered in M01, for the Kick-off Meeting held in Lima on 4th and 5th July 2012, and at the TICAL 2012 Conference (2nd and 3rd July 2012).

6.6.1.5. Press Releases

ELCIRA project press releases will be delivered whenever relevant news items arise within the project; this kind of communication material will be delivered among the project partners, the EC, EU and LA NRENs, other international NRENs, related ICT projects and the Media.

6.6.1.6. Promotion at relevant EU-LAC and worldwide events

ELCIRA is to be represented by its project partners at relevant conferences and events in Europe and Latin America. These will include international meetings like the annual TERENA Networking Conferences 2012 and 2013, regional RedCLARA Conferences – TICAL 2012 and 2013 - and events organised by the Latin American NREN partners: RNP Workshop 2013 and CUDI Autumn members meeting (October 2013). If required, supplies of ELCIRA branded merchandise will be produced for use at these events.

6.6.2. Training

WP7 will support WP2, WP3, WP4, WP5, WP6 on training activities. This will consist of administrative support if assistance is required for the organisation of face-to-face training activities (coordination of transportation, hotels, catering, etc.), dissemination and promotion of the courses, translation of training material, etc.



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6.7. DELIVERABLES

Deliverable:	Delivery Month:
D7.1 Dissemination Plan	1
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