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**Deliverable D7.3**

**Dissemination Plan Update**



A project of the Seventh Framework Programme (FP7)



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# Periodical Progress Report

*ELCIRA Deliverable: D7.3 - Dissemination Plan Update*

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**Abstract:** This document reviews the first year of tasks of the Dissemination Plan of the ELCIRA Project (Europe Latin America Collaborative e-Infrastructure for Research Activities) and adds new tasks to be carried during the second year of the project in order to better disseminate it.

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For more information on ELCIRA, its partners and contributors please see <http://elcira.redclara.net>

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## DELIVERABLE ROUTE

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## 1. 1. INTRODUCTION

### 1.1. PURPOSE OF THE DOCUMENT

The purpose of the Dissemination Plan Update document is to review the activities that were carried out by the ELCIRA partners during the first year of the project and to define new actions to be performed 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](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](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](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](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 reviews the Dissemination Plan of the ELCIRA project, which, for the first year of the project, was structured in action lines and activities; it also define new activities to be carried out to better disseminate ELCIRA and it's developments. 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.

This Plan strictly respects 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 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.
- 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.

## 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 by means of the project partners institutions capillarity and outreach.

## 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. The key messages predominantly come from WP1, WP2 and WP6 because those work packages 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.

As envisioned, some key messages were generated at local levels, this happened in the case of RNP – Brazil – due to the launch of eduroam. No greater information came from the partner institutions, which is something expected because during the first year of ELCIRA the “ground was prepare” and the results will start to arise during the second period.



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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;
- What ELCIRA is about;
- ELCIRA aims and their potential academic, scientific, social, industry impact;
- ELCIRA potential to revolutionise the way scientists work between continents.

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;
- Collaboration between EU and LA.

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.

During the first year of the Project most messages were more “general” and only started to become specific as the project was advancing.

## 6.6. ACTIONS AND ACTIVITIES

ELCIRA has profited from the dissemination methods, activities and materials-creation experience of some of its partners, but has also created additional ones. In order to offer a clear vision of the tasks that were carried out during the first year of the project and that will be carried out during this second year to meet the objectives of the ELCIRA Dissemination Plan, all the activities are 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

#### 6.6.1.1. To define an ELCIRA branding and corporate style

The ELCIRA logo (see Figure 1) was created and delivered at the beginning of the project development, in M01. Taking the logo as a starting point, a branding and corporate style was defined, which is constituted by the ELCIRA presentation template (delivered in M01), the ELCIRA Deliverables style sheet (M01), the ELCIRA banner (M01, updated in M12), the ELCIRA website (M04), the ELCIRA services website inter-phase (M12) and the ELCIRA brochure (M12).



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Figure 1: the ELCIRA services website inter-phase.

The ELCIRA branding and corporate style was explained in the D7.1-Dissemination Plan document.

The official language of ELCIRA is English.

In order to maintain a visual coherence with the ELCIRA image, the isotypes of the services that are going to be given by ELCIRA were created as an iconic family, so the users can relate each one of them to ELCIRA. Those isotypes are the following:



Figure 2: From left to right these isotypes correspond to the following services: Wiki, Technical Support, Communities Portal, Big Files Transference and Desktop Videoconference.

### 6.6.1.2. ELCIRA Website

The ELCIRA Website was produced between M01 and M03, and delivered in M04 at <http://elcira.redclara.net>

The Website includes a Wiki that serves as Intranet, which is complemented with the ELCIRA groups that were built in the RedCLARA Portal (M02) in order to enhance the interaction possibilities of each WP.



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Figure 3: ELCIRA website – <http://elcira.redclara.net>

### 6.6.1.3. News and reports

News, reports and interviews with ELCIRA project members have been published on the ELCIRA website and when the services start to be delivered the interviews and report will start to put the focus in the users experience. However, though this is important, it is more relevant for the enhancement of ELCIRA's visibility and impact, an important effort in order to disseminate those news items, reports and interviews in the project members websites has been conducted. Through the project partners' communication channels, specifically through 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 has been conducted; ELCIRA has been featured as follows in those channels:

#### DeCLARA bulletin:

N°32, year 8, September 2012, page 17: "The ELCIRA Project takes off"

- English: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_en\\_32.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_en_32.pdf)
- Spanish: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_es\\_32.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_es_32.pdf)
- Portuguese: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_po\\_32.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_po_32.pdf)

N°33, year 8, December 2012, pages 14 to 20: "Now that's mobility! ELCIRA fosters eduroam implementation in Latin America", "Brook Schofield: 'eduroam unleashes the power of campus based identity management systems'", "Interview with José Luis Quiroz: In eduroam, you are the only one who's missing!", "RNP launched eduroam-Brazil"

- English: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_en\\_33.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_en_33.pdf)
- Spanish: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_es\\_33.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_es_33.pdf)
- Portuguese: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_po\\_33.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_po_33.pdf)



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N° 34, year 9, March 2013, ELCIRA is mentioned in page 17: "With the support of RedCLARA: CKLN launches collaborative portal"

- English: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_en\\_34.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_en_34.pdf)
- Spanish: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_es\\_34.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_es_34.pdf)
- Portuguese: [https://www.redclara.net/doc/DeCLARA/DeCLARA\\_po\\_34.pdf](https://www.redclara.net/doc/DeCLARA/DeCLARA_po_34.pdf)

DeCLARA Express newsletter:

DeCLARA Express N°153, <http://www.redclara.net/news/DCEXpress153.htm>, 22/10/2012. "Nuevo sitio Web de ELCIRA", [http://www.redclara.net/index.php?option=com\\_content&view=article&id=1255%3Anuevo-sitio-web-de-elcira&catid=5%3Aimportantes&Itemid=353&lang=es](http://www.redclara.net/index.php?option=com_content&view=article&id=1255%3Anuevo-sitio-web-de-elcira&catid=5%3Aimportantes&Itemid=353&lang=es)

DeCLARA Express N° 162, <http://www.redclara.net/news/DCEXpress162.htm>, 25/03/2013. "En el marco del proyecto ELCIRA: RedCLARA invita a participar en dos cursos técnicos", [https://www.redclara.net/index.php?option=com\\_content&view=article&id=1376%3A2013-03-14-13-27-42&catid=5%3Aimportantes&Itemid=353&lang=es](https://www.redclara.net/index.php?option=com_content&view=article&id=1376%3A2013-03-14-13-27-42&catid=5%3Aimportantes&Itemid=353&lang=es)

RedCLARA news section in the Portal:

Tuesday, 16 October 2012: "New ELCIRA Web site"

[https://www.redclara.net/index.php?option=com\\_content&view=article&id=1255%3Anuevo-sitio-web-de-elcira&catid=5%3Aimportantes&Itemid=353&lang=en](https://www.redclara.net/index.php?option=com_content&view=article&id=1255%3Anuevo-sitio-web-de-elcira&catid=5%3Aimportantes&Itemid=353&lang=en)

Thursday, 14 March 2013: "As part of the ELCIRA Project: RedCLARA invites to participate in two technical courses"

[https://www.redclara.net/index.php?option=com\\_content&view=article&id=1376%3A2013-03-14-13-27-42&catid=5%3Aimportantes&Itemid=353&lang=en](https://www.redclara.net/index.php?option=com_content&view=article&id=1376%3A2013-03-14-13-27-42&catid=5%3Aimportantes&Itemid=353&lang=en)

GÉANT Connect Magazine:

Issue 8, August 2012, page 14: "RedCLARA and GÉANT to establish interregional end users services"

[http://issuu.com/danteprm/docs/connect\\_issue\\_8\\_august\\_2012](http://issuu.com/danteprm/docs/connect_issue_8_august_2012)

Issue 9, October 2012, page 21: "ELCIRA – Creating collaboration tools and services for Europe-Latin American Research Communities"

[http://issuu.com/danteprm/docs/connect\\_october\\_2012](http://issuu.com/danteprm/docs/connect_october_2012)

TERENA:

TERENA Annual Report 2012, page 6:

<http://www.terena.org/publications/files/TERENA%20Annual%20Report%202012.pdf>



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#### 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. While this report was under construction, special ELCIRA promotional material was under production. This material (marker pens) will be delivered during TICAL2013 at Cartagena de Indias, Colombia, within the ELCIRA booth, in July 8 and 9, 2013. At TNC2013, in Maastricht, The Netherlands, ELCIRA will have a slot of time at the GÉANT booth during Wednesday 5, June, 2013 where the ELCIRA brochure will be distributed among the participants.

##### 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) was created and distributed among the project in M04.

##### 6.6.1.4.2. Brochures

The first promotional brochure of ELCIRA, reflecting the core of the project and depicting the benefits of its services to the research and education community was created and delivered in PDF through the website and will be delivered in printed version during the TNC2013 meeting (June 3 – 6, 2013, Maastricht) at the GÉANT booth.



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Figure 4: ELCIRA brochure.

#### 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. This flyer will be delivered once the services start to be delivered on-line.

#### 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, a vinyl banner with the ELCIRA logo and corporate style was produced in M01, for the Kick-off Meeting held in Lima on 4<sup>th</sup> and 5<sup>th</sup> July 2012, and at the TICAL 2012 Conference (2<sup>nd</sup> and 3<sup>rd</sup> July 2012); this one was updated in M12.



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Figure 5: ELCIRA vinyl banner updated in M12.



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#### 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. It is envisioned that the ELCIRA press releases will start to be delivered as soon as ELCIRA starts to deliver its services.

#### 6.6.1.6. Promotion at relevant EU-LAC and worldwide events

As explained in 6.6.1.4, ELCIRA will be promoted in two relevant international conferences in June and July 2013, those are TNC2013 (to be carried out in Maastricht, The Netherlands, from June 3 to 6) and TICAL2013 (Cartagena de Indias, Colombia, July 8 and 9).

CUDI Autumn members meeting (Mexico, October 2013) and ICT 2013 (Vilnius, November 2013) are two events in which ELCIRA could be promoted, and WP7 is carrying out the necessary actions in order to do so.

#### 6.6.2. Training

WP7 has supported WP2 and WP4 in the promotion of their training activities, both through the ELCIRA website and the RedCLARA communications channels; also administrative support has been given to these WP in order to help them with the training that will be carrying out in Cartagena de Indias, Colombia, from July 11 to 12, 2013.

### 6.7. CONCLUSION

During the first year of ELCIRA, the dissemination activities and related tasks were carried out exactly as it was planned, and in a fashion that could be evaluated as the ground setting for the second year in which most of the task will be to hardly promote the use of the ELCIRA services by the Latin-American and European communities.



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