**European Union's FP7 Programme
DG Connect**
**Directorate C: Excellence in Science
Unit C1: e-Infrastructure**

Deliverable D7.5

Flyers and merchandising to disseminate the project results and services

A project of the Seventh Framework Programme (FP7)

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Periodical Progress Report

ELCIRA Deliverable: D7.5 - Flyers and merchandising to disseminate the project results and services

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Abstract: This document reviews the merchandising material developed to disseminate the objectives and activities of the ELCIRA Project (Europe Latin America Collaborative e-Infrastructure for Research Activities).

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DELIVERABLE ROUTE

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1. INTRODUCTION

1.1. PURPOSE OF THE DOCUMENT

The purpose of the "Flyers and merchandising to disseminate the project results and services" document is to review the material produced by the ELCIRA in order to efficiently disseminate the objectives, developments, advances and achievements of the project according to the Dissemination Plan. 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.

2. REFERENCES

[R1]	RedCLARA portal	http://www.redclara.net
[R2]	ELCIRA Website	http://elcira.redclara.net
[R3]	DeCLARA bulletin Web page	In Spanish:
		http://www.redclara.net/index.php?option=com_content&task=view&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
[R4]	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, Tania Altamirano, WP7 - Journalist (RedCLARA), Tania.altamirano-lopez@redclara.net, and copied to the Management of the ELCIRA project.

4. GLOSSARY

CLARA	*Cooperación Latino Americana de Redes Avanzadas* – Institution in charge of the implementation of the ALICE2 project.
CUDI	*Corporación Universitaria para el Desarrollo de Internet* – Mexican NREN
EC	European Commission
EU	European Union
EU-LAC	Europe, Latin America and the Caribbean
FP7	Seventh Framework Programme
GÉANT	Pan-European research and education network
ICT2013	ICT 2103 conference
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
RENATA	Corporación Red Nacional Académica de Tecnología Avanzada, Colombian NREN
TERENA	Trans-European Research and Education Networking Association
TICAL2013	*Conferencia de Tecnologías de la Información y Comunicaciones en América Latina 2013*
WP7	ELCIRA's Work Package 7: Dissemination
WP5	ELCIRA's Work Package 5: Extending and Strengthening the Collaboration Platform

5. EXECUTIVE SUMMARY

This document reviews the publicity material (flyers, brochures, banners, merchandising material) elaborated according to the Dissemination Plan 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. It also reviews the participation of ELCIRA in International Events in Latin America and Europe.

6. DEVELOPED MATERIAL

To increase the visibility of the project among the research communities ELCIRA has participated in scientific events that had taken place in The Netherlands, Colombia, Mexico and Lithuania. Each one of these events required the production of specific material to be displayed and delivered during the activities. In the following sections the details of the conferences and ELCIRA's participation on them are given (obviously in what is referred to dissemination material) .

6.1. TNC2013

On June 3rd to 6th in the city of Maastricht in The Netherlands took place the TERENA Networking Conference, TNC2013. In order to provide information about the work carried out within the project and to invite the members of the research communities to participate in the initiative, 100 brochures in English were displayed in the stand of the pan-European network GÉANT (Figure 1), project member.

In adition to the ELCIRA brochures, a project roller banner (Figure 2) was placed inside the GÉANT booth and a poster about the project was located in the exhibition area (Figure 3).

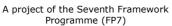**Figure 1: First ELCIRA brochure, delivered at TNC2013.**

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Figure 2: ELCIRA roller banner.

Figure 3: ELCIRA poster.

6.2. TICAL2013

In July 8th and 9th 2013, ELCIRA was part of the Third TICAL Conference developed in Cartagena de Indias, Colombia. TICAL2013 gathered more than 300 participants involved in topics related to Research, Education, Collaboration, Governance of ICT and e-Infrastructure.

During TICAL2013, ELCIRA had an informative booth (Figure 4) located at the entrance of the plenary sessions. Because of the participants of TICAL are basically Latin American researchers and academics, it was produce a Spanish version of the brochure (Figure 1), and 500 units were distributed during the two days of activities. In addition 250 highlighter pens with ELCIRA's logo printed were distributed among the visitors (Figure 5).

A roller banner (Figure 2) and two sticky banners for the upper structure of the booth were also part of it.

Figure 4: ELCIRA booth at TICAL2013

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Figure 5: ELCIRA's highlighter pens

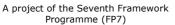## 6.3. AUTUMN MEETING OF CUDI/AMERICAS CONFERENCE

In October 2nd and 4th 2013, the city of Campeche in Mexico was the venue of two events: the 28 biannual reunion of CUDI and the AMERICAS EU-LAC ICT & e-Infrastructures Conference.

In both activities ELCIRA participated with an informative booth (Figure 6) with the participation of members of the WP7 and WP5. According to the website of the Conference, the Autumn Meeting of CUDI involve the participation of 390 people of 104 educational and research institutions and companies related with the Mexican NREN.

For this event 350 USB devices (Figure 7) were produced, 250 were delivered during this conference and 150 were delivered in ICT2013 (detalis of this activity will be given later in this document). Moreover 200 ELCIRA brochures in Spanish were distributed among the participants.

For the setup of the stand were printed two roller banners (Figure 2) and sticky-banners to be placed in the frontal desk of the booth (Figure 6). The ELCIRA poster was also translated into Spanish and displayed in the stand.

Figure 6: ELCIRA booth in Mexico

Figure 7: ELCIRA's USB device

6.4. ICT2013

In November 6th to 8th 2013 ELCIRA participated in the ICT2013 Conference that took place in Vilnius, Lithuania. For this event ELCIRA had to applied in an open call released on June 2013 which received more than 270 proposals and that resulted in 185 projects selected to showcase the latest findings in advanced research, technologies, new systems, innovation in services and business and ICT products just coming to market. The ELCIRA project was one of them.

The ICT2013 event was organised by the European Commission in partnership with the Lithuanian Presidency of the Council of the EU, and the official sponsors of the Presidency. According to the event website ICT2013 received 5315 participants from all over the world.

During the three days of activities, the stand of ELCIRA was part of the International Village dome and in it were distributed 600 brochures, 100 USB memories with information about the Project (Figure 7), 1000 laser points and highlighters pens, and 600 highlighters markers (Figure 5), all with the ELCIRA brand on them.

Figure 8: ELCIRA laser points, USB device and and pen.

Figure 9: ELCIRA 2nd brochure, delivered in ICT2013.

7. ELCIRA Website

During this period the Website of the project (http://elcira.redclara.net) had being fed and actualized with news and the publication of the new material (brochures); the home page was refreshed with two new sections: **"**Mark your calendar", with information about the Virtual Days that every month are organized with the academic and research communities and "Keep the track on ELCIRA!", a map that includes information about the progress of the project in Latin America.

Figure: ELCIRA website – http://elcira.redclara.net

8. Media and News

Regarding the appearance of ELCIRA in news and publications, the project has been featured in the following channels:

DeCLARA bulletin:

N° 35, year 9, June 2013, page 17: "ELCIRA marked its presence at TNC2013"

- ➢ English: http://www.redclara.net/doc/DeCLARA/DeCLARA_en_35.pdf
- ➢ Spanish: http://www.redclara.net/doc/DeCLARA/DeCLARA_es_35.pdf
- ➢ Portuguese: http://www.redclara.net/doc/DeCLARA/DeCLARA_po_35.pdf

N° 36, year 9, September 2013, page 9 "Follow the progress of ELCIRA in Latin America"

- ➢ English: http://www.redclara.net/doc/DeCLARA/DeCLARA_en_36.pdf
- ➢ Spanish: http://www.redclara.net/doc/DeCLARA/DeCLARA_es_36.pdf
- ➢ Portuguese: http://www.redclara.net/doc/DeCLARA/DeCLARA_po_36.pdf

DeCLARA Express newsletter:

DeCLARA Express N° 168, 13/08/2013: "Follow the progress of ELCIRA in Latin America"

- ➢ English: http://www.redclara.net/news/DCExpress168_EN.htm
- ➢ Spanish: http://www.redclara.net/news/DCExpress168.htm
- ➢ Portuguese: http://www.redclara.net/news/DCExpress168_PT.htm

RedCLARA news section in the Portal:

Monday, 12 August 2013: "Follow the progress of ELCIRA in Latin America"
https://www.redclara.net/index.php?option=com_content&view=article&id=1452:siga-el-avance-de-elcira-en-america-latina&catid=6:noticias&Itemid=352&lang=en

Monday, 28 October 2013: "Brook Schofield: "eduroam unleashes the power of campus based identity management systems"
https://www.redclara.net/index.php?option=com_content&view=article&id=1470:brook-schofield-geduroam-libera-el-poder-de-los-sistemas-basados-en-la-gestion-de-identidades-de-los-campusq&catid=5:importantes&Itemid=353&lang=en

Tuesday, 05 November 2013: "ELCIRA is ready for ICT2013!"

https://www.redclara.net/index.php?option=com_content&view=article&id=1486:elcira-esta-listo-para-ict2013&catid=5:importantes&Itemid=353&lang=en

Friday, 15 November 2013: "The successful participation of ELCIRA in ICT2013"

https://www.redclara.net/index.php?option=com_content&view=article&id=1490:la-exitosa-participacion-de-elcira-en-ict2013&catid=5:importantes&Itemid=353&lang=en

9. CONCLUSION

During this period, the production of material and merchandising products were marked by the participation of the project in international events. The variety and usability of the products allowed the interest of the participants of the events, enhancing and increasing the media to disseminate the project.