



e-IRGSP5

Deliverable

D5.1. Initial Communication Plan

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About this document

This document is deliverable *5.1 Initial Communication plan*.

The deliverable D5.1 provides an analysis of audiences and available communication tools and formulates the overall communication goals. It contains both a strategic and operational communication plan. The communication plan includes the plan for the stakeholder liaison and the plan for dissemination and exploitation of results.

Delivery slip

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1 Communication Planning

1.1 The importance of planning

When communicating about a topic or organisation, one always wants to do more, and better. There are always better ways of communicating and disseminating about a project like e-IRGSP5 and an organisation like e-IRG it seems. However, there is a major constraint to doing more, and that is money. There is a limited budget available for communication. This means that careful planning is needed to design the most effective means of communication targeted towards the communication objectives. A carefully designed set of actions that use money and resources in an effective way. Actions that are evaluated for their effectiveness. To this end we start with Strategic and Operational Communication plans at the beginning of the project.

1.2 We do not start from scratch

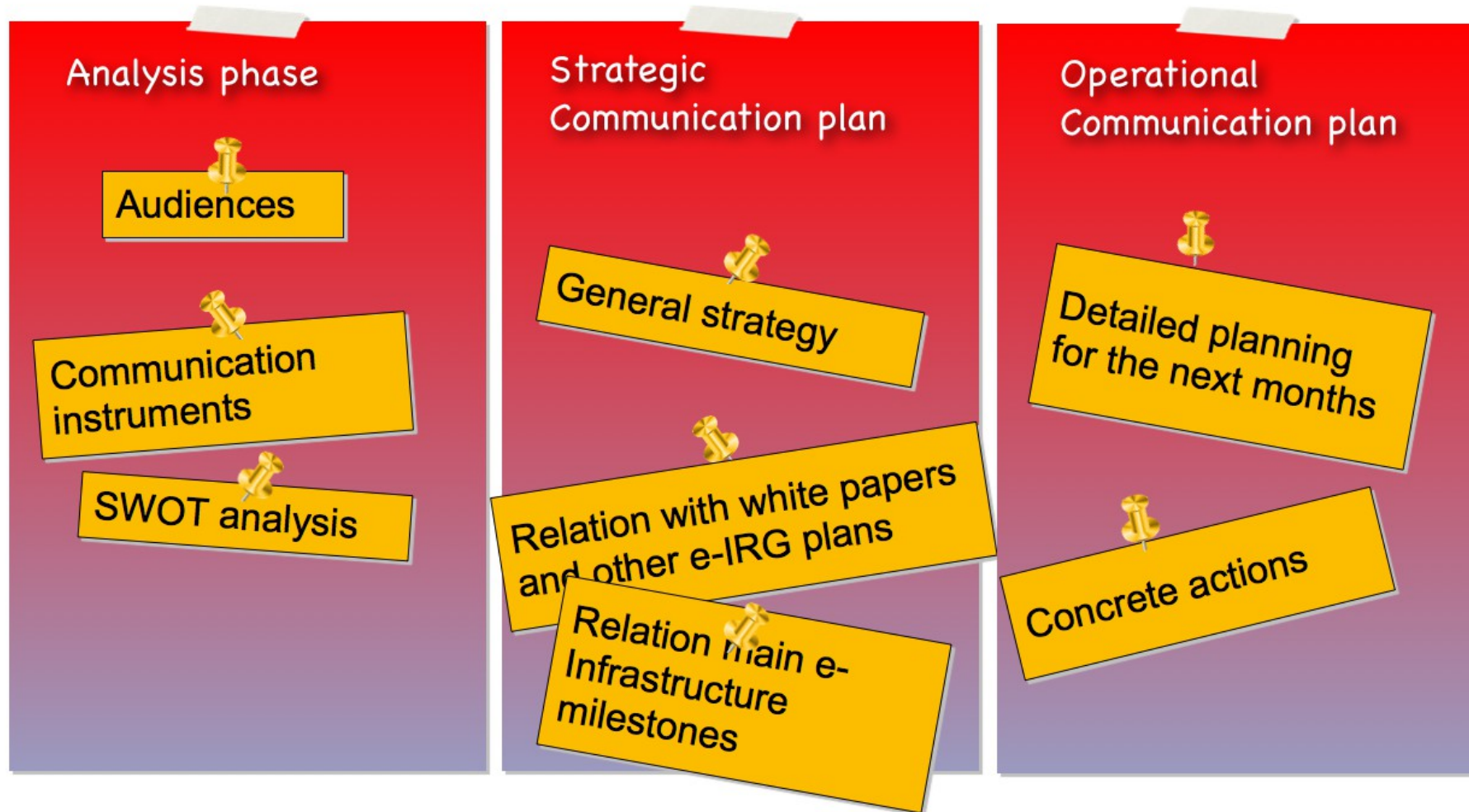
We are not the first project to support e-IRG. There are a number of Communication Tools and a Communication strategy in place. We will continue along those lines. Maybe the expectations are that we will do the same, or even better than the previous support project. Unfortunately, there are drastically less resources available for Dissemination and Communication and Liaison than in previous years. This means we have to evaluate the current activities to see which of those we can sustain. It is most likely we cannot sustain them all and need to focus on some of them.

1.3 Things we cannot do

In the previous project e-IRGSP4 we did a redesign and merging of old websites into one new portal. We cannot do the same, completely redesigning our Internet presence again in e-IRGSP5.

In the previous project, we had a separate Workpackage dedicated to Stakeholder support. Addressing Stakeholders is, of course, important. They will be addressed with standard communication tools in WP5. In WP2 they are addressed as organisers, presenters and attendees of Workshops, and in WP4, the stakeholders are addressed as producers and consumers of policy KPIs.

Overall, those who are acquainted with the communication and liaison activities of the previous e-IRGSP4 project, should adjust their expectation level: in e-IRGSP5 we have far less resources available for these activities.



2 Strategic Communication Plan

2.1 Audiences

The communication and dissemination activities address the following audiences:

- e-Infrastructure-operators, including EGI, RDA, PRACE, EUDAT, IDGF
- Infrastructure stakeholders (especially owners/operators or developers of particular infrastructures, e.g. ESFRI projects, national data centres, operators of research- and e- Infrastructures, owners of instrumentations, but also industry owners of e-Infrastructures, which may be interested in e-IRG results).
- Policy and regulatory stakeholders (relevant bodies responsible for defining national and European policies and regulations).
- Users of Research- and e-Infrastructures
- Standardization stakeholders.
- Funding agencies including ministries responsible for the definition of e-Infrastructures.
- KPI stakeholders

- General audience.

We will use this to indicate to which audience we address a specific communication activity.

As global formal categories for identifying communication activities in our Dissemination list we use:

- Scientific Community (Higher Education, Research)
- Industry
- Civil Society
- General Public
- Policy Makers
- Media
- Investors
- Customers
- Other

These categories we need in our H2020 reporting, prescribed by the European Commission.

2.2 Communication Instruments

Inventory of communication instruments

Websites, Newsletters, Press releases, Articles in magazines, Flyers, Presentation slides, Posters, Incentives (e.g. sticky cleaners).

Website

A website provides the opportunity to present all the information related to the project (and e-IRG) in one place. Using a modern content management system it is possible to include a lot of collaboration functionality, like document repository, message boards, access right system out of the box. An own website also allows to create the impression you want by applying the lay-out that will be most helpful to your audience. You can see how many people view your web pages and download your documents. Because you control your own website – if you are using the right provider – you do not have to adhere to rules of – foreign – companies.

A website provides a central hub to which you can point all other communication activities.

How we use websites

In e-IRGSP5 we will use a portal based on the Liferay open source portal software. We will have several distinct web sites: For the e-IRG itself, for the Knowledge Base, and for the e-IRGSP5 project. The e-IRG and e-IRGSP5 websites have a closed part only accessible for members and delegates. This is a collaborative space.

Videos

In websites, flyers, and presentations you use pictures and photographs a lot. A video however is still seen as a separate communication tool. You can use a video for an interview. The advantage is that the person who is being interviewed directly can explain his ideas, topics and work. You can also use a video to record an event, like a workshop. Then the goal is to allow people who were not at the event to see what has happened. There are other uses, like animations or recorded demonstrations.

How we use videos

We have two main usages for videos: interviews with key stakeholders, and recording of presentations during e-IRG workshops. In general we do everything from recording to post production which gives great flexibility. In a few cases we also work with raw material from other conferences or events.

Social media

Social media are a great way to interact with the community. They also provide insight about who interacts, and when. You can tell how many people saw your tweet, how many replied, and how many engaged with them in another way. Thus, the impact of these social activities both in quantitative and qualitative terms are very easy to assess.

How we use social media

We use three distinct types of Social Media: Twitter, LinkedIn and a News Blog. They each serve a different purpose, and together give a broad audience coverage.

What about SnapChat, Facebook, WhatsApp, Google+, PinInterest, Instagram, and all the others? Our main stakeholders tend to predominantly rely on the Social Media channels we use for professional usage. Also we cannot explore them all because our resources are limited.

MICE2

Meetings, Incentives, Conferences & Exhibitions are standard communications mainly used in industry. A good mix can reach a wide audience. Although predating the Internet, it is still worth to consider them in any communication mix.

How we use MICE2

WP2 organises the main e-IRG delegates meetings and workshops. WP5 assists. In addition as part of the liaison activities, we participate in many events. We also conduct video interviews at events. In a few cases (about once or twice a year) we participate in an exhibition with a booth, preferably jointly with sister projects.

We have some large roll banners that can be used as background during events (they look nice in the background of a Tweet picture)

Incentives are to be used sparsely. The 1000th pen one gets does not really remind one for long about e-IRG. Currently we have sticky cleaners as incentive. They also have some text around them. These are new, a bit useful, and need some explanation so are perfect to start a conversation with a stakeholder at a liaison event.

Newsletters & magazines

Newsletters and magazines combine several, or sometimes a lot, of articles. They are sent out at regular intervals. They can be used to keep people aware or to inform or entertain them.

How we use a magazine

We use a magazine – which is for historical reasons called Newsletter – to inform the e-Infrastructures community at large with news, background articles, workshop reports, etc. We do that twice a year.

And we do more

Some smaller tools like standard presentations and templates.

2.3 Communication Goals

Success Measurements for the Dissemination of Project Results

Monitoring of the project progress conducted throughout its lifespan will help to achieve defined dissemination/communication and exploitation objectives. The impact of a communication effort will be assessed in precise terms, including:

- The number of users visiting project's web pages.
- The number of downloads of documents and accesses to video material.
- The number of Twitter followers and members of the e-IRG LinkedIn group.
- The number of events organised to external public (in co-operation with e-IRG).
- The number of events' visitors.
- The number of media, publications, and presentations referencing e-IRG or its work, such as the e-Infrastructure Commons.

The exact numbers we expect to reach will be established in the first Communication Plan and will be based on the numbers presented in the final impact analysis of the preceding e-IRG support project e-IRGSP4.

We will also keep track of the usage that is made of the work of the e-IRG in other ways. For instance, we will add an item to the questionnaire which we periodically ask the Delegates to fill out.

2.4 SWOT analysis

We present a SWOT analysis for Communication only. It is not to be considered as a SWOT for e-IRG or e-IRGSP5 as a whole.

2.4.1 Strengths

1. e-IRGSP5 partners have a lot of experience in supporting the e-IRG

In the project consortium, several partners have participated in the previous e-IRGSP projects. They know e-IRG and its ways of working very well. Other partners are new to e-IRGSP. They can provide new and fresh ideas as how to better organize the support for the e-IRG delegates.

2. Good communication skills

Within the series of e-IRGSP support projects, some excellent tested and tried communication tools have been developed to reach different audiences and stakeholders. Tools alone are not enough, however. The trick is how to use them appropriately in different circumstances. The e-IRGSP5 consortium is hosting the necessary expertise to efficiently communicate with the tools at hand within the reserved budget.

3. Well visited website

e-IRGSP4, the previous support project has put a new website in place for e-IRG, based on Liferay. It consists of a public part, as well as a private one for the delegates. The website has a clear structure with links to the news and events sections, a user-friendly download section to retrieve documents. The Knowledge Base presents an overview of the e-Infrastructure landscape within Europe. The delegates space is only accessible via login to accommodate for a private workspace for the delegates.

4. Known in the community

e-IRG by now has gained its place within the e-Infrastructure community that

consists of many different organisations, including EGI, ESFRI, EUDAT, RDA, PRACE, GEANT, IDGF, and TERENA. They all approach the e-Infrastructure field from a different angle according to their experience and expertise. With the set up of the e-Infrastructure Commons concept, e-IRG hopes to provide the binding glue between the different approaches. e-IRGSP5 is supporting this ongoing process.

5. Good workshop organisation

e-IRG organises two open workshops each year. Interaction between all stakeholders is high on the agenda during these workshops. The break-out sessions stimulate the discussion and invite the participants to present their views on the e-IRG themes and topics from different angles. The e-IRG workshops function as a creative laboratory where thoughts and opinions emerge. These ideas focus on how to establish the e-Infrastructure Commons as a practical model for the European research community. The support project takes care of the workshop logistics.

2.4.2 Weaknesses

1. Not yet an efficient document production schedule.

e-IRGSP5 is working on a plan to smoothly process the different phases of the e-IRG document production cycle in a way that is transparent for e-IRG delegates and e-IRGSP5 partners.

2. Too many e-IRG documents. Not clear when they will arrive.

e-IRGSP5 is refining the dialogue with the e-IRG delegates to follow up the status of the large number of documents that are being produced. Separate working groups are being set up to deal with the different documents to facilitate the document streaming between e-IRG and e-IRGSP5. The support project is also working on a system to provide each document with a persistent identifier to access them, e.g. DOI.

3. e-IRG activities are not very cool

e-IRGSP5 can help the delegates to communicate e-IRG activities to their local ministries and audiences by adapting general dissemination materials which are already in place, such as flyers and

presentations, to the specific audiences that have to be addressed. It will help to better put e-IRG on the map in the local communities and EU Member States.

2.4.3 Opportunities

1. European Open Science Cloud

The European Open Science Cloud, initiated by the European Commission, matches the work the e-IRG has started with the e-Infrastructure Commons. The e-Infrastructure Commons is an essential building block for the European Open Science Cloud. e-IRGSP5 initiated communication about how the Commons can leverage the Open Science Cloud Communication.

2. Supercomputer and Quantum computing developments

In the international news channels, e-IRGSP5 is following up and distributing all recent announcements in the areas of supercomputer and quantum computing for possible integration of these technologies into the e-Infrastructure Commons in order to better support the Research Infrastructures.

3. Research Infrastructures are getting more support

Integration of the different emerging computing technologies within the e-Infrastructure Commons is key to support the Research Infrastructures. Using the e-Infrastructure Commons as a lever, e-IRGSP5 is communicating the idea of a digital open market place within Europe and globally to support big scientific research but also the long tail of data.

2.4.4 Threats

1. e-Infrastructures only seen as part of Research Infrastructures

e-Infrastructures are not so much a part of the Research Infrastructures as they are in fact a digital implementation tool to support the Research Infrastructures. Through the concept of the e-Infrastructure Commons e-IRGSP5 is

communicating the usefulness of this concept for e-IRG.

2. Many Advisory Boards

e-IRGSP5 is trying to produce a map of the different advisory bodies in the community, e.g. GEDE, stakeholders responsible for the European Open Science Cloud and the large number of high level groups for the deployment of different aspects of the e-Infrastructure landscape. Representatives of these advisory bodies are invited to e-IRG workshops to foster active collaboration.

3. Organisations adopting e-Infrastructure Commons without reference.

The concept of the e-Infrastructure Commons is wandering around for some time in the community. e-IRG has organized workshops around this concept and participants are slowly taking up the idea and making use of it within their own organisations. e-IRGSP5 has to support e-

IRG in clearly communicating that e-IRG is the father of this concept and therefore responsible for its deployment within the community. e-IRGSP5 is helping e-IRG delegates not to be disregarded in the community when talking about the e-Infrastructure Commons.

2.4.5 SWOT Table

In the table we can see which strengths can be used to handle threats and take opportunities. We also see which weaknesses have to be addressed.

		Strengths					Weaknesses		
		s1	s2	s3	s4	s5	w1	w2	w3
Opportunities	o1				x		x		
	o2	x							
	o3							x	
Threats	t1		x						
	t2					x			
	t3			x					x

Activities derived from the SWOT analysis:

s4/o1 The European Open Science Cloud will support the e-Infrastructure community using the glue of the e-Infrastructure Commons.

w3/t3 e-IRGSP5 will adapt its communication tools to local stakeholders and ministries in the EU Member States to convince these parties of the relevance of e-IRG as enabler of the e-Infrastructure Commons or other new e-Infrastructure ideas.

t2/s5 Careful planning of e-IRG workshop programmes allows to invite and discuss with different stakeholders, become familiar with advisory boards in the community, get to know each other's agenda for the e-Infrastructure landscape, and search for complementary ways to collaborate.

s1/o2 e-IRGSP5 partners have expertise in the latest technologies and can support e-IRG delegates in communicating about these

technologies to the different stakeholders in the community.

w2/o3 Faster document delivery by e-IRG and easier access by third parties can enhance the uptake of the e-Infrastructure Commons within the Research Community and provide them with the support they need.

s2/t1 e-IRGSP5 has to use the available communication tools in the most efficient way to help e-IRG reach the research community in

order to convince them that the e-Infrastructure Commons will help deliver excellent research.

s3/t3 A well-structured and fully operational e-IRG website and internal collaboration space can be most helpful to serve both as a tool and weapon for the e-IRG delegates to defend the good cause of the e-Infrastructure Commons and promote the new e-Infrastructure ideas. The Knowledge Base provides rich documentation for the delegates to play their role as e-Infrastructure Commons ambassador.

w1/o1 A smoother document production cycle between e-IRG and e-IRGSP5 will facilitate the conversation with the European Commission when discussing the integration of the e-Infrastructure with the European Open Science Cloud.

2.5 Communication Matrix

In the communication matrix we summarize the communication activities for our main audience categories. It serves to remind us what

communication goals we want to achieve and how we want to achieve those.

Audience	Communication goal	Communication instruments	Communication pulses
e-Infrastructure-operators, including EGI, RDA, PRACE, EUDAT, IDGF	Inform, liaise, collaborate	Twitter, News blog, workshop, Newsletter	Daily
Infrastructure stakeholders (especially owners/operators or developers of particular infrastructures, e.g. ESFRI projects, national data centres, operators of research and e-Infrastructures, owners of instrumentations, but also industry owners of e-Infrastructures, which may be interested in e-IRG results).	Inform, liaise, collaborate	Twitter, News blog, workshop, Newsletter	Weekly/Monthly
Policy and regulatory stakeholders (relevant bodies responsible for defining national and European policies and regulations).	Inform	Twitter, News blog, workshops, Newsletter	Yearly (twice)
Users of Research and e-Infrastructures	Inform	Twitter, News blog, LinkedIn	Yearly
Standardization stakeholders.	Inform	Newsletter	Yearly (twice)
Funding agencies including ministries responsible for definition of e-Infrastructures.	Inform, liaise	Newsletter, Presentation package, Flyer	Yearly (twice)
KPI stakeholders	Collaborate	Liaise	Monthly
General audience.	Inform	Twitter, LinkedIn	No specific timescale

3 Operational Communication Plan

The operational plan covers the first project period, the first 12 months of the project from December 2016 until November 2017. In the Operational plan we describe the detailed communication activities, derived from the Strategic Communication plan. We describe concrete activities.

3.1 Portal

At the portal level we will focus on:

- e-IRG web site
- Closed e-IRG website for delegates
- KnowledgeBase website
- e-IRGSP5 project websites
- Stakeholder analysis list (Internal)

The e-IRG website, both external and internal (for the delegates) will be maintained. News will be added, as well as new events and workshop information. There are no funds available to redesign the site.

For the e-IRGSP5 project we create a new website at <http://e-irgsp5.e-irg.eu>. It is a small website, very similar to <http://e-irgsp4.e-irg.eu/>

Further down in this document we will highlight our plans for the KnowledgeBase and the stakeholder analysis.

3.2 MICE2

At the MICE2 level we support e-IRG with pretty much the same tools we already have:

- Flyer
- Presentation kit
- Participation in selected events
- Newsletter (two times per year)
- Publication support

New is that we will consider renaming the e-IRG Newsletter to e-IRG magazine which more reflects its contents.

The flyer will be adapted for each new use or event.

Publication support will continue to provide layout and publication services for documents produced by other WPs. We will investigate the usefulness of DOIs for e-IRG documents.

The presentation kit will contain an updated version of the general e-IRG presentation.

What is new in this tool box, is that we will look at packaging and customizing a number of tools to help delegates in one (or more) countries.

3.3 Social Media

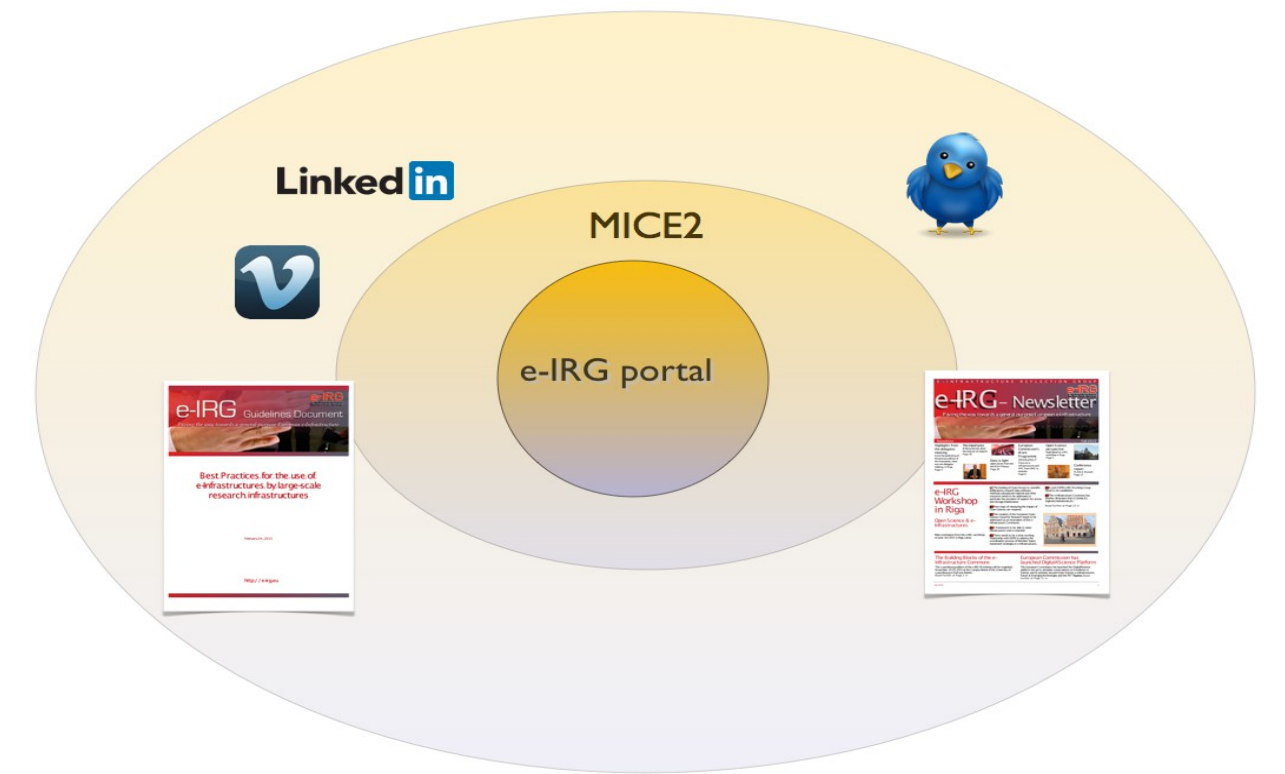
- News blog with RSS
- E-mail list (maintained by WP2)
- Twitter
- LinkedIn

With Twitter we try to be fast and engaging. Tweeting from conferences and events is still a great way to engage people who are not at the event. In between events we select relevant community news to tweet about.

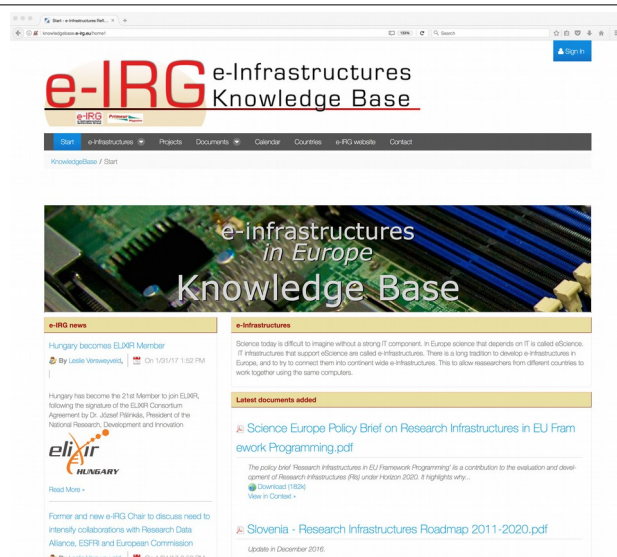
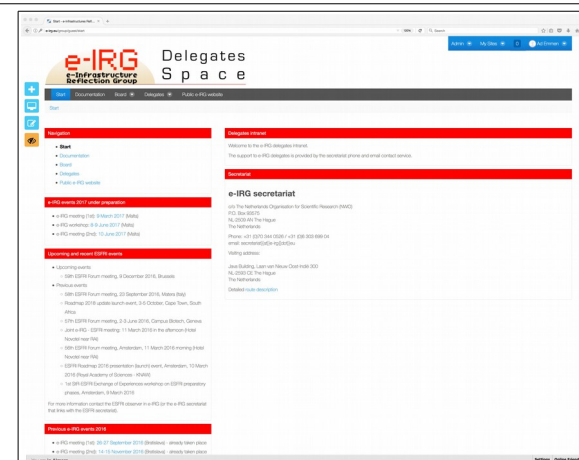
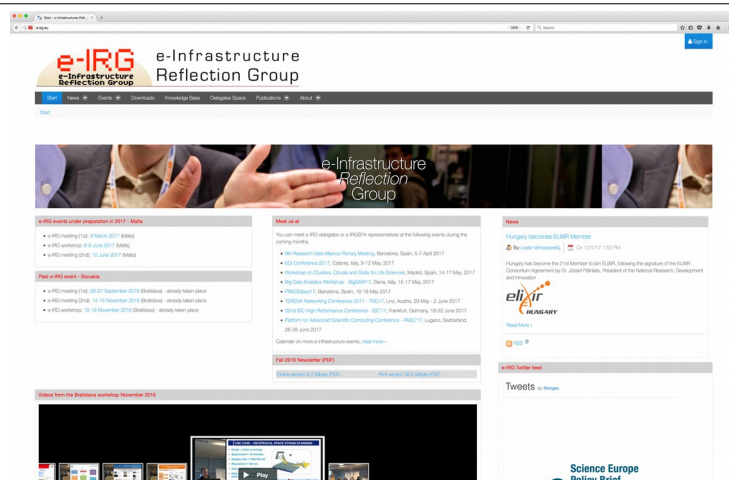
We try to tweet regularly. With LinkedIn we provide more in-depth content.

Our News blog on the portal is also a great way to communicate news and background. We

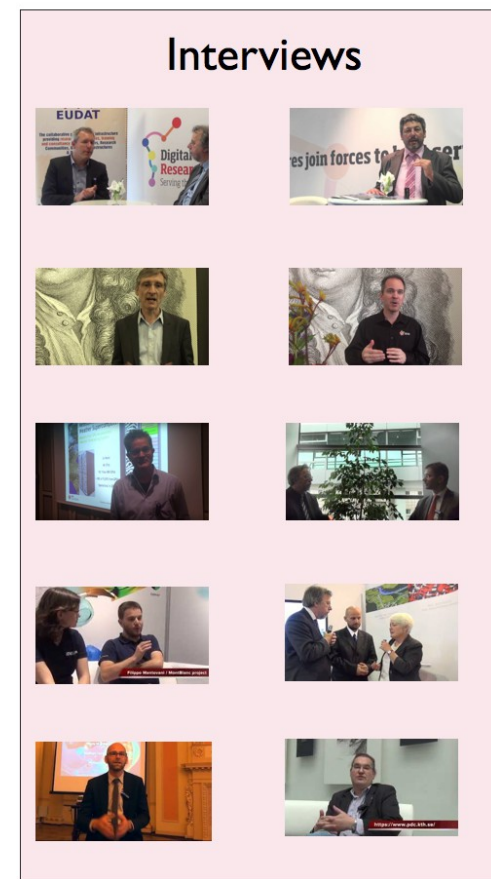
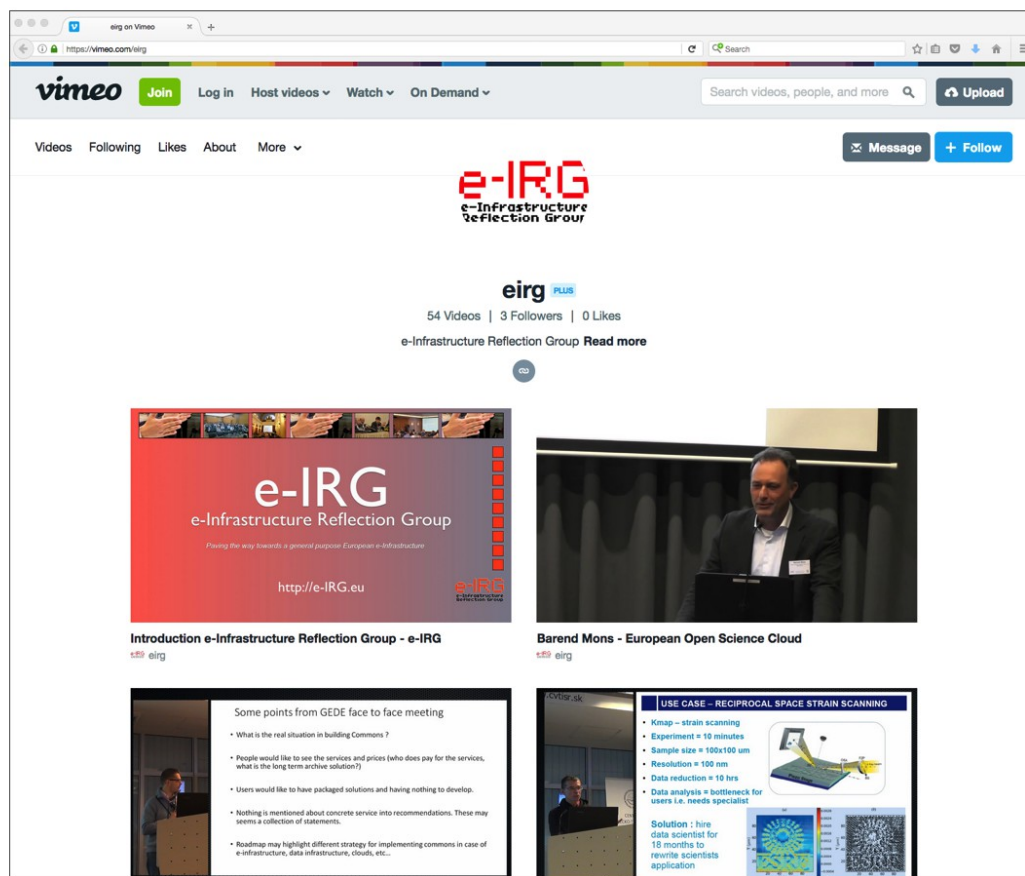
continue with publishing – on average – about one news item per week covering both e-IRG news and e-Infrastructure news at large. The LinkedIn coverage will be similar, although we will also stimulate others to contribute to the e-IRG LinkedIn group page.



The e-IRG portal is central to all other communication activities: MICE2, social media, publication support.



Pages from the portal.



Vimeo Video channel and some of the interviews with e-IRG stakeholders.

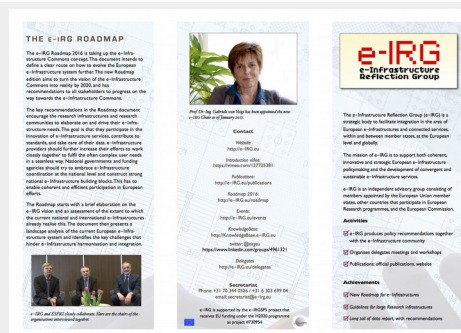
3.4 Information flow to stakeholders

We use several news outlets to bring the information to our stakeholders. The next table shows which type of news we push through which channel.

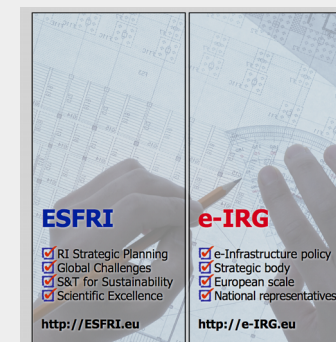
Bringing news to e-IRG stakeholders					
Timescale	Daily	Weekly/monthly	Weekly/monthly	Quarterly	Semester
Communication tool	Twitter	News blog	LinkedIn	Messages to the e-mail list	Newsletter
News type	News flash	News articles	Shorter news items	Short News takes	News and background articles
News goal	Awareness	Information	Information, spark discussions	Awareness, targeted information on e-IRG events and news	Complete overview



Booth support at events.

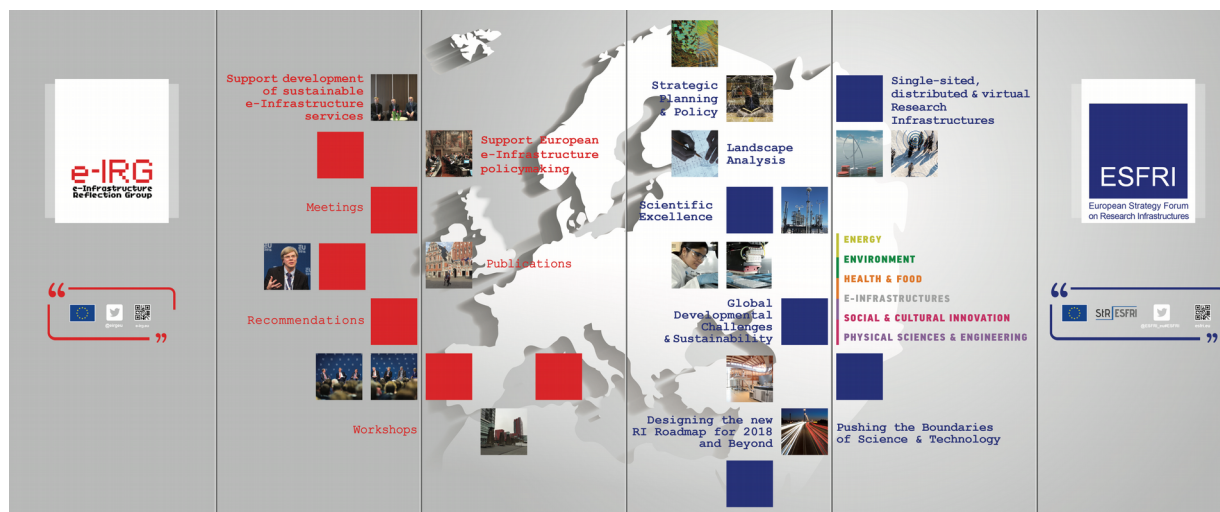


A flyer adapted for a specific event.



Sticky cleaners (collaboration with StrESFRI).

Communicating reference and background material to e-IRG stakeholders						
Type of resource /Outlet	Official e-IRG documents	e-IRG workshop and meeting reports	Recordings from e-IRG sessions	E-Infra-structure reference material	Interviews	Communication reference material
e-IRG portal	X	X	Embeds	X	Embeds	X
e-IRG Knowledge Base	X			X	Embeds	
e-IRG Vimeo channel			X			Introduction video



3.4.1 Liaison with other projects

We have a special relationship with two other support projects: StR-ESFRI and e-INFRACentral. With StR-ESFRI because of the collaboration between ESFRI and e-IRG, with e-INFRACentral,

because we both work on – different – aspects of KPIs. With StR-ESFRI we schedule regular quarterly meetings. We cross reference each other's communication activities and look for joint dissemination opportunities.

The collaboration with e-INFRACentral will be mainly done by WP4 which is looking into KPIs from the e-IRGSP5 perspective. In WP5 we will be providing support to for instance joint KPI document releases.

3.4.2 Liaison plan for liaison with stakeholders

The following table provides a detailed liaison plan layout for specific stakeholder organisations.

Stakeholder	Stakeholder contact	e-IRG(SP) contact	Liaison goal	Expectation	Outcome	Comment
European Commission	DG Connect/DG RTD persons	Gabriele von Voigt, Sverker Holmgren	Introduce new chair. Explain road map		Meeting on January 30 th in Brussels	
Str-ESFRI	Fotis Karayannis, Anastasios Patrikakos	Jan Wiebelitz, Fotis Karayannis, Ad Emmen	Collaboration on joint activities	Joint communication activities. Use each other's communication results		
eInfraCentral		Gabriele von Voigt, Marcin Lawenda	Collaboration on KPI definition	Joint KPI definition framework. Inclusion of KPI's in KnowledgeBase (through API)		
RDA						
ESFRI		Sverker Holmgren	Represent e-IRG in ESFRI WG			

3.5 *Tentative schedule of publications to be supported*

List of planned official publications of the e-IRG.

- Roadmap 2016 (continuing e-IRGSP4 work)
- KPI document, March 2017

- Guidelines for ESFRI 2018 proposals, February/March 2017
- Other documents following e-IRG plans

We will also investigate if they can get a DOI reference.

3.6 *Tentative schedule of events*

List of events in which e-IRGSP5 partners or e-IRG delegates that we support intend to participate.

Date	Event	Place	Audience	Audience size estimate	Who will be attending	Communication goal
30-31 January 2017	Cross-border Collaboration and Portfolio Management of Research Infrastructures (RIs),	Dublin, Ireland	Funding organisations	50	E-IRG delegate	Promote e-IRG, Promote e-infrastructure Commons
5-7 April 2017	9th Research Data Alliance Plenary Meeting	Barcelona, Spain	Data stakeholders		URNS	Liaison/ Session
9-12 May, 2017	EGI Conference 2017	Catania, Italy	E-Infrastructure operators & users	500		Liaison, Promote e-Infrastructure Commons
4-17 May, 2017	Workshop on Clusters, Clouds and Grids for Life Sciences	Madrid, Spain	Scientists			
15-17 May, 2017	Big Data Analytics Workshop - BigDAW17	Siena, Italy	Data scientists		BSC	
6-18 May 2017	PRACEdays17	Barcelona, Spain	E-Infrastructure providers (supercomputers) & users		BSC	Liaison, Promote e-Infrastructure Commons
29 May - 2 June 2017	TERENA Networking Conference 2017 - TNC17	Linz, Austria	E-Infrastructure providers (Networking) & users		SURFnet	
18-22 June 2017	32nd ISC High Performance Conference - ISC'17	Frankfurt, Germany	Industrial users, scientists, e-Infrastructures (Mainly HPC)	3.000	PSNC, Genias	Interviews, promotion
26-28 June 2017	Platform for Advanced Scientific Computing Conference - PASC'17	Lugano, Switzerland	Scientific users, mainly HPC			

19-21 September 2017	10 th RDA Plenary meeting	Montreal, Canada	Data scientists		URNS	Liaison
November	D4IRconference	-	e-Infrastructure operators, users. It is not yet known whether this conference will take place.	300		
12-17 November 2017	International Conference on High-Performance Computing, Networking, Storage and Analysis - SC17	Denver, Colorado, USA	Scientific and industrial HPC users	11.000	PSNC, BSC	

4 KnowledgeBase

Plans for the KnowledgeBase during the first project period.

- Update the content
- Prepare for KPI information
- Improve lay-out
- Under the hood streamlining

4.1 Update the content

The content of the KnowledgeBase gives background information in the context of e-Infrastructures. It includes information such as reference documents, descriptions of infrastructures, projects and policies. The KnowledgeBase collects information and makes it easily accessible. It does not produce data itself. i.e. we do not create data, we just collect it. To make it available and searchable we add or extract some metadata.

4.2 Prepare for KPI information

In the first period we update all the content to keep it up to date following the developments in the field.

A special focus will be provided on KPI related information that could be useful for WP4. In addition, we will prepare for displaying (policy related) KPI information. The descriptions of specific KPIs will be described in a graph-like structure and using some most likely existing classifications. The KPIs themselves are expected to be provided automatically (through an API or similar) by the infrastructures.

4.3 Improve lay-out

Recently we concentrated mainly on adding information to the KnowledgeBase from a wide variety of sources. It is now time to create one integrated view to the information again.

We also will reconsider the main entries into the KnowledgeBase for some specific audiences.

4.4 Under the hood streamlining

This will not be directly visible, but we will also streamline the representations of the topics and associations in the Knowledge Base. The identification of topics is based on unique identifiers. For country identification we use for instance the ISO code. For organisations we use two identifiers: a unique one we assign ourselves, and a second one which is based on the url of the organisation's main portal. The latter helps

automatically identify organisations. Some organisations that participate in European projects get a unique identifier from that. We need to implement a good mapping between the three systems.

There are more of these mappings to be done.

5 Metrics

In this section we provide quantitative goals for the dissemination activities. Please note these are not the same as the overall project metrics or project KPIs. They only serve to see at the end of the first project year to see whether we did use our communication resources effectively.

Metric	Explanation	Goal for the total project duration from the DoA	Baseline (end of e-IRGSP4 November 2016)	Goal at the end of period I (November 2017)	Comment
Unique visitors e-IRG website/month	A standard metric which is widely used and well-known	2.000	5.000	5.000	We think we are at the ceiling
Unique visitors e-IRGSP5 website/month	A standard metric which is widely used and well-known		500 (for e-IRGSP4 website)	300	
Unique visitors e-IRG website/month	A standard metric which is widely used and well-known		1.600	1.800	
Number of downloads of documents		Mentioned as metric		1000 downloads for important documents like Roadmap. 500 Downloads for informative documents like Newsletter	
Twitter followers		Mentioned as metric	365	400	We think that 500 is the realistic ceiling
LinkedIn members		Mentioned as metric	215	240	We think that 300 is the realistic ceiling
Popular News blog item views			800 – 1.500	1.000	

Total number of dissemination activities in the dissemination list	According to EC reporting			100	Including each video and some of the main tweets (not each and every tweet)
Number of views on Vimeo/month	Channel with presentation videos. The video interviews are at another channel	Mentioned as metric		80	
Workshop visitors		Mentioned as metric			Organised and counted by WP2
Mentions of e-IRG or e-IRG work		Mentioned as metric		25	External mentions
e-IRG mailing list reach		2.000			Organised and counted by WP2

6 Plan for “Dissemination and Exploitation of results”

6.1 Introduction

It is important to stress that e-IRGSP5 is a support project. We do not have a research component in the project, and hence will not generate any Foreground Knowledge. The results of the project will consist of documents, websites, videos and the like in support of e-IRG. These results will be used, after the project finishes, by the e-IRG or any follow-on project in support of the e-IRG. Individual e-IRG partners will use the results as a demonstration of their skills.

6.2 Dissemination list

We will maintain a Dissemination list at: <http://e-irgsp5.e-irg.eu/dissemination>

The categories used to classify each activity are the ones we need to report in the EC participants reporting portal.

In the dissemination list we use the categories defined by the EC for the H2020 programme and that are to be used in the continuous reporting section of the project reporting portal.

Communication activities for H2020 reporting

H2020 - Brokerage Event
 H2020 - Communication Campaign (e.g. Radio, TV)
 H2020 - Exhibition
 H2020 - Flyer
 H2020 - Non-scientific and non-peer-reviewed publication (popularised publication)
 H2020 - Organisation of a Conference
 H2020 - Organisation of a Workshop
 H2020 - Other
 H2020 - Participate to a Conference
 H2020 - Participate to a Workshop
 H2020 - Participation in activities organized jointly with other H2020 projects
 H2020 - Participation to an Event other than a Conference or a Workshop
 H2020 - Pitch Event
 H2020 - Press release
 H2020 - Social Media
 H2020 - Trade Fair
 H2020 - Training
 H2020 - Video/Film
 H2020 - Website

It is not always clear how to count individual communication activities from the H2020 documentation. For instance do you count Twitter as one social medium? Or do you count each individual Tweet? We choose to do something in between: we put important tweets in the list.

Audiences for H2020 reporting

H2020 - Civil Society
 H2020 - Customers
 H2020 - General Public
 H2020 - Industry
 H2020 - Investors
 H2020 - Media
 H2020 - Other
 H2020 - Policy Makers
 H2020 - Scientific Community (Higher Education, Research)

Again there can be some discussion about what to count in each category. And, of course, our own audience categories do not always match the H2020 ones, because we focus on some specific areas.

7 Conclusion

In this document we presented two plans:

- The Initial Communication planning
- The initial “Plan for Disseminating and Exploitation of results.”

The Communication plan is the largest part of the document. We do not only communicate about e-IRGSP5, but mainly about the e-IRG and its activities. The communication plan consists of a Strategic Communication Plan – for the complete project period – and an Operational Plan that lists the activities planned for the first project period.

We also provide communication metrics that can help assess the effectiveness of our communication efforts. These will be used in our next deliverable *D5.2 Updated Communication Plan* at the end of project period I, firstly to update the Strategic Communication Plan, and secondly to draft a better targeted Operational Communication plan for the 2nd project period.

8 What are we talking about?

We try to use plain continental English. However, sometimes we need an abbreviation or acronym that is not widely known. A few of those.

BMBF	Federal Ministry of Education and Research in Germany	EXDCI	European eXtreme Data and Computing Initiative	NWO	Nederlandse Organisatie voor Wetenschappelijk Onderzoek
BSC	Barcelona Supercomputing Center	GEANT	Pan-European Research and Education Network	PLAN-E	Platform of National eScience/Data Research Centers in Europe
DARUP	Data Access and Reuse Policy	GEDE	Group of European Data Experts	PRACE	Partnership for Advanced Computing in Europe
DEEP-ER	Dynamical Exascale Entry Platform - Extended Research	H2020	Horizon 2020	RDA	Research Data Alliance
DOI	Digital Object Identifier	HPC	High Performance Computing	RI	Research Infrastructure
DoA	Description of the action in H2020	ICT	Information and Communication Technologies	SC	Supercomputing Conference
DoW	Description of Work (in H2020: DoA)	IDGF	International Desktop Grid Federation	SESAMNet	Supercomputing Expertise for Small And Medium Enterprises
EC	European Commission	IEEE	Institute of Electrical and Electronics Engineers	SME	Small and Medium Enterprise
e-IRG	e-Infrastructure Reflection Group	ISO	International Standard Organization	StR-ESFRI	Support to Reinforce ESFRI
e-IRGSP5	e-Infrastructure Reflection Group Support Programme 4	IT	Information Technology	SWOT	Strengths, Weaknesses, Opportunities, Threads
EOSC	European Open Science Cloud	KPI	Key Performance Indicator	TERENA	Trans-European Research and Education Networking Association
ESFRI	European Strategy Forum on Research Infrastructures	LUH	Leibniz Universität Hannover	TRAC	Transparent Approach to Costing
ETP4HPC	European Technology Platform for High Performance Computing	MICE2	Meetings, Incentives, Conferences, Events and Exhibitions	WP	Work Package
EU	European Union	NGI	National Grid Infrastructure		
EUDAT	European Collaborative Data Infrastructure	NREN	National Research and Education Network		
EUROSTAT	European Statistics				