

# VRE4EIC

**A Europe-wide Interoperable Virtual Research Environment  
to Empower Multidisciplinary Research Communities  
and Accelerate Innovation and Collaboration**

## **Deliverable D7.1.1**

### **Initial Dissemination Material**

# VRE4EIC DELIVERABLE

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| Project  |  |
|--|--|
| Grant Agreement number   | 676247   |
| Project acronym:   | VRE4EIC  |
| Project title:   | A Europe-wide Interoperable Virtual Research Environment to Empower Multidisciplinary Research Communities and Accelerate Innovation and Collaboration |
| Funding Scheme:  | Research & Innovation Action (RIA)   |
| Date of latest version of DoW against which the assessment will be made: | 14.01.2015   |
| Document   |  |
| Period covered:  | M1-M2  |
| Deliverable number:  | D7.1.1   |
| Deliverable title  | Initial Dissemination Material   |
| Contractual Date of Delivery:  | 30.11.2015   |
| Actual Date of Delivery:   | 30.11.2015   |
| Editor (s):  | Pierre Guisset   |
| Author (s):  | Pierre Guisset   |
| Reviewer (s):  | Lynda Hardman, Emmanuelle Beauxis-Aussalet   |
| Participant(s):  |  |
| Work package no.:  | 7  |
| Work package title:  | Dissemination, exploitation and sustainability of the VRE, including standardisation   |
| Work package leader:   | Pierre Guisset (ERCIM)   |
| Distribution:  | PU   |
| Version/Revision:  | 01   |
| Draft/Final:   | Final  |
| Total number of pages (including cover):                                 | 14   |

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VRE4EIC has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 676247.

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# 1 Introduction

The VRE4EIC project aims at making it easier for researchers to reuse heterogeneous scientific datasets from multiple disciplines. The project will deliver a VRE reference architecture, a reference implementation, and prototypes for two VREs (EPOS and ENVRI), removing barriers of existing VREs and providing a single point of homogeneous access to heterogeneous data and tools that support data reuse.

VRE4EIC covers all European Union member states and European Free Trade Association countries, with a potential reach of 70,000 researchers all over Europe.

In order to maximize its impact, VRE4EIC is setting up an ambitious dissemination and communication plan, which needs to be supported by proper procedures and materials.

This deliverable provides the initial version of the visual identity and of the various materials that will be used consistently by the project partners (and possibly other stakeholders) to expose VRE4EIC to the external world.

All materials documented in this report are available within the collaboration platform (BSCW) in order to be utilized by the project partners

## 2 VRE4EIC Visual Identity

### 2.1 Branding

Even before the project started, consortium members agreed that the project acronym – VRE4EIC – is not optimal to support an efficient communication towards a large community. Indeed, the project acronym does not naturally indicate to an audience the research domain, and moreover it is not easy to pronounce in several EU languages.

In order to gain in efficiency for communicating about the project and the project outcome, the consortium partners made the following decision at the project kick-off meeting:

- The research project will be branded as VRE4EIC, and
- The software outcome of the project (the so-called “ideal” VRE, consisting of a VRE Reference Architecture and Software components) will be branded as e-VRE, standing for “enhanced Virtual Research Environment”.

We believe that e-VRE is a branding that will be much more effective to support our dissemination activities. It is more important to communicate about the project results (that could be adopted by large research communities) than about the project itself; we think that the creation of the e-VRE brand provides a strong advantage.

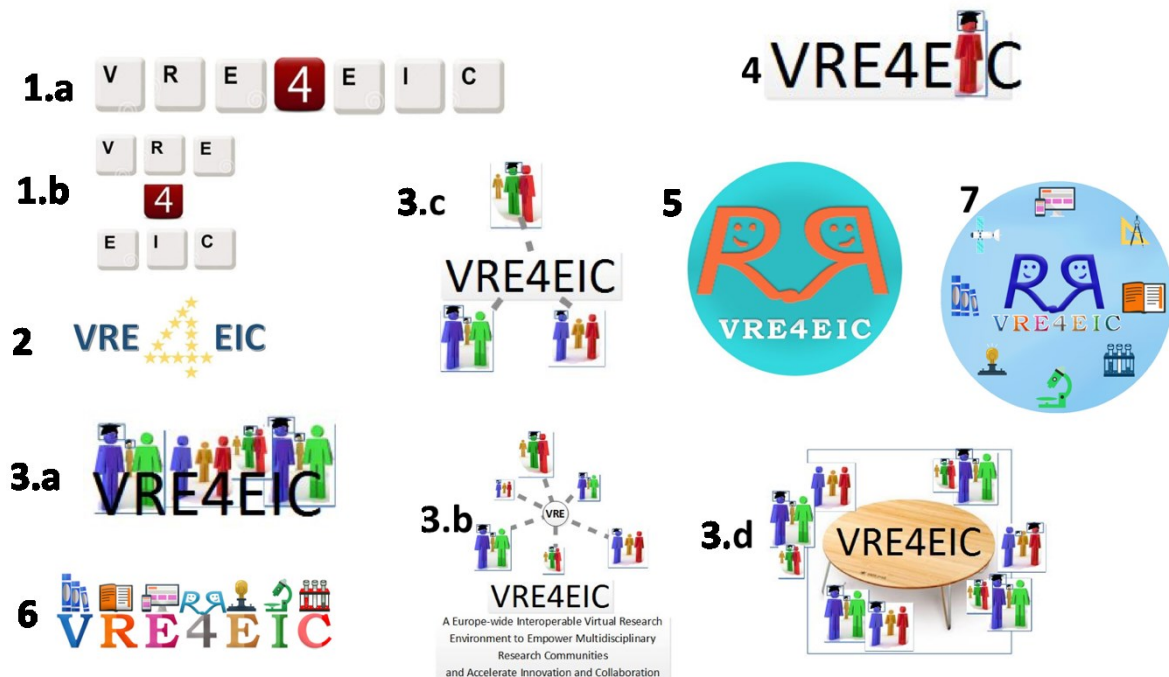
Additionally, we avoid bringing confusion in the project messages, by having a different term for identifying the VRE4EIC project results and other existing VRE's: *“e-VRE building blocks can be adopted by other existing VRE's in order to enhance them”*.

### 2.2 Project logo

The development and the selection of a project logo can be an endless activity... VRE4EIC adopted a very pragmatic approach:

- Step 1: during the two weeks before the kick-off meeting, project partners were invited to submit their proposal for a project logo;
- Step 2: at the kick-off meeting, a vote was carried out, and a draft logo was identified;
- Step 3: as some improvement suggestions were proposed, the draft logo was updated and finalised;
- Step 4: finally, the VRE4EIC project logo was derived into a e-VRE product logo.

Here are the various logos that were proposed:



Amongst these, a vote selected the version 1.b, and several variants were discussed.

The final selected logo is the following:



This logo has been produced in several formats (adobe, postscript, graphic file).

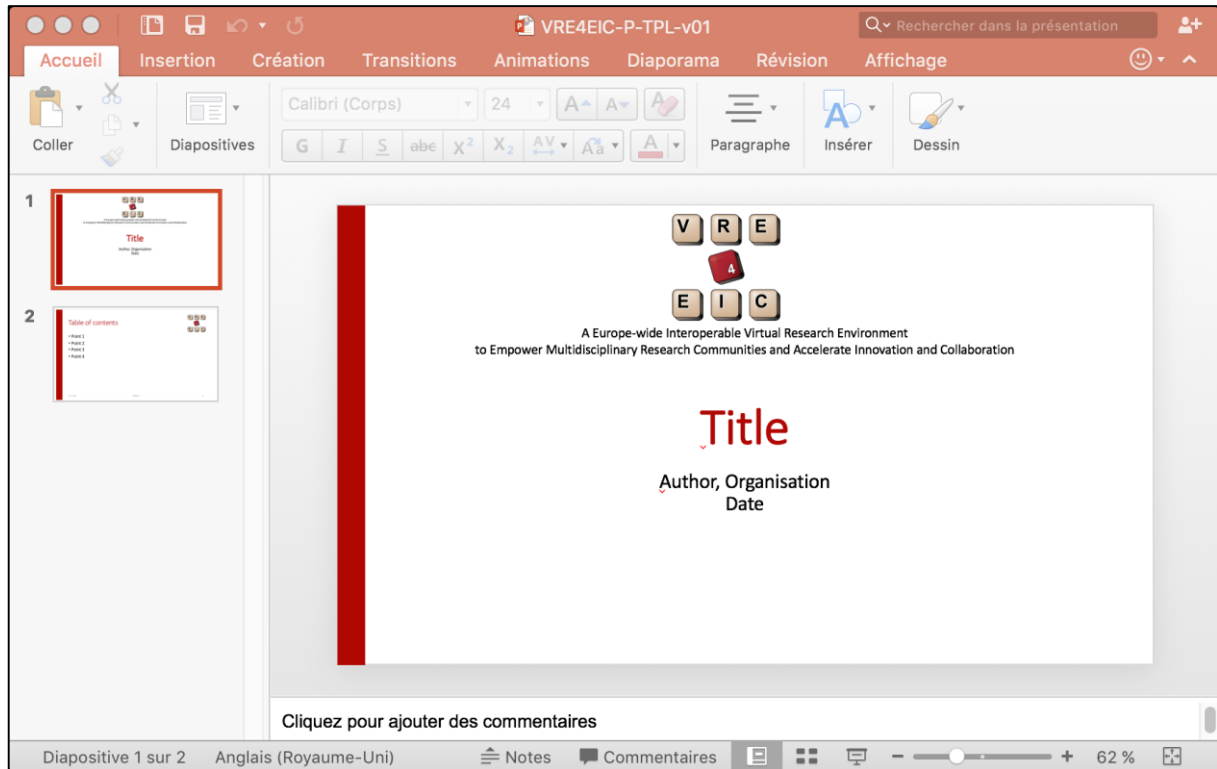
#### e-VRE logo

Based on the same style, the logo for the e-VRE product was developed:



## 2.3 Presentation template

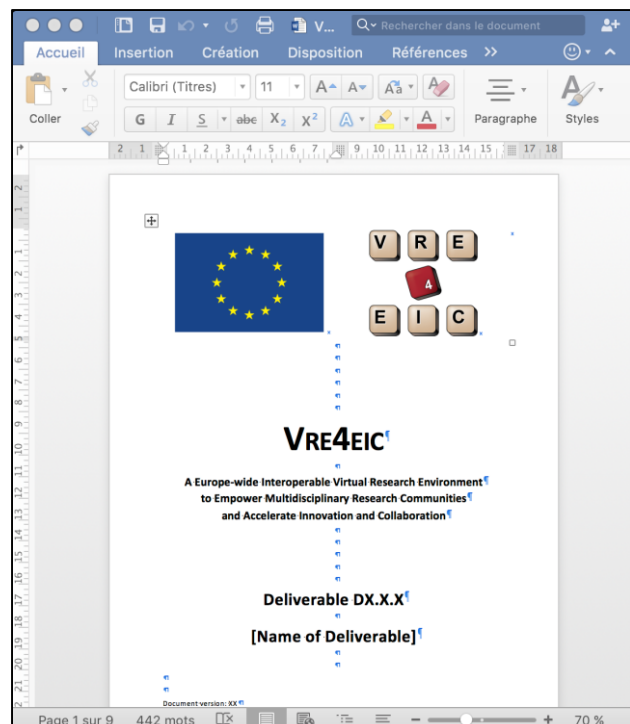
In order to ensure a consistent visual identity to all project-related presentations, a Microsoft PowerPoint template has been developed and shared with all consortium members.



## 2.4 Document template

Similarly, a Microsoft Word template was developed in order to make sure all VRE4EIC deliverable have the same look and feel, and that document automation tools are consistently put in place.

This will result in productivity gains, as the project is expected to deliver a significant number of internal and external documents.





## 3 VRE4EIC Web site

### 3.1 Domain name

The [www.vre4eic.eu](http://www.vre4eic.eu) domain name has been reserved for 6 years. It has been registered on July 24, 2015 and will expire on July 24, 2021. The registrar is: Gandi (<http://www.gandi.net>).

### 3.2 Content Management System

The VRE4EIC website is built with the Joomla (see <http://www.joomla.org/>) content management system, a technology allowing the creation of a dynamic website, including update functionalities accessible to each partner responsible for uploading information for a specific section.

### 3.3 Servers

The website is hosted on ERCIM servers, which ensures a long term availability of the information (well beyond the end of the funding period of the project).

For security reasons, six months after the end of the project and with the approval of the project coordinator, ERCIM will copy all the website in a “static” version and we will put it online instead of the dynamic version.

The servers use hardware RAID and redundant power-supplies to ensure high efficiency and availability of our services. Those machines are hosted in a secured machine room in Sophia-Antipolis, France. It is a limited access facility, with air conditioning, and UPS (power backup).

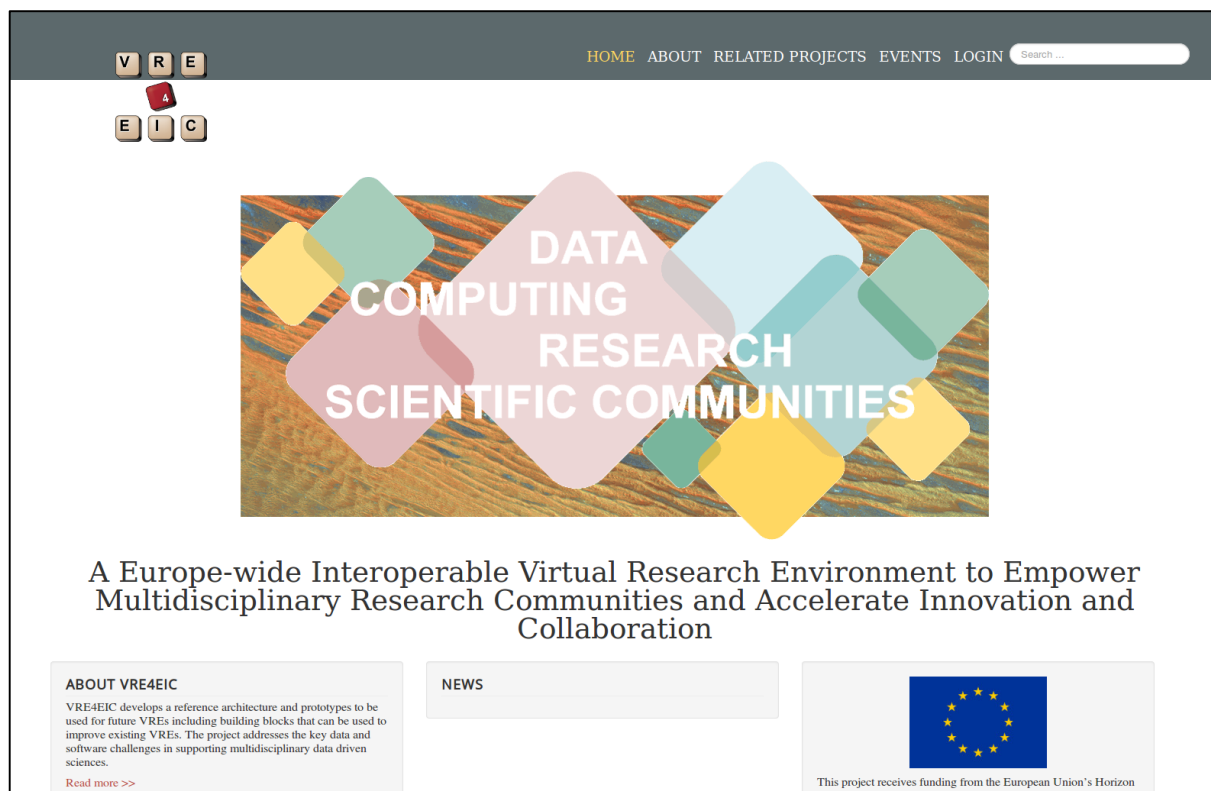
The systems are backed-up daily just in case hardware failure occurs.

### 3.4 Information structure

The information available on the VRE4EIC web site is structured the following way:

- Home: The home page of the web site
- About: Describe all the information about the project such as,
  - Project summary and objectives (+ link to the Leaflet)
  - Project partners
  - Work Packages
  - Public deliverables
- Related Projects: A list of projects related to VRE4EIC
- Events: All events related to the project will be listed here
- Members: Private area for consortium members
- News: The five latest news items will be displayed here.

Below is a view on the home page design:



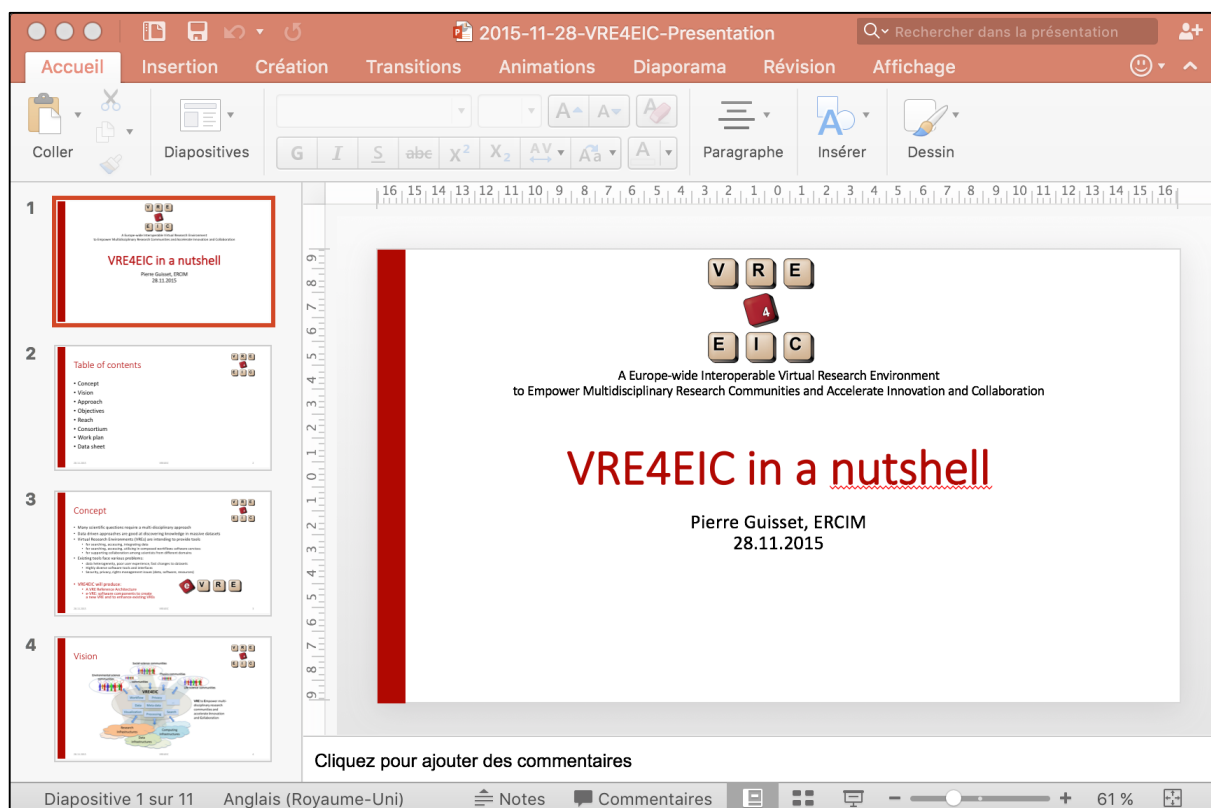
### 3.5 Website statistics

For the website statistics, ERCIM currently uses AWStats (<http://awstats.sourceforge.net/>, an open source alternative to Google Analytics). This tool is powerful, precise and complete. It gives most of the statistics and graphics needed. The data are classified by years, months, days and hours. We can have all the main information about visitors, such as the country they come from, pages visited, duration of visit, keywords searched for...

## 4 Other VRE4EIC communication materials

### 4.1 Initial VRE4EIC presentation

An initial Powerpoint presentation of VRE4EIC has been prepared. The objective is to define a common set of standard slides to present the project, that can be adapted and expanded to the specific targeted audience.


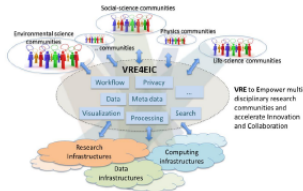





The presentation contents is organised as follows:

- Concept
- Vision
- Approach
- Objectives
- Reach
- Consortium
- Work plan
- Data sheet

## 4.2 VRE4EIC Flyer

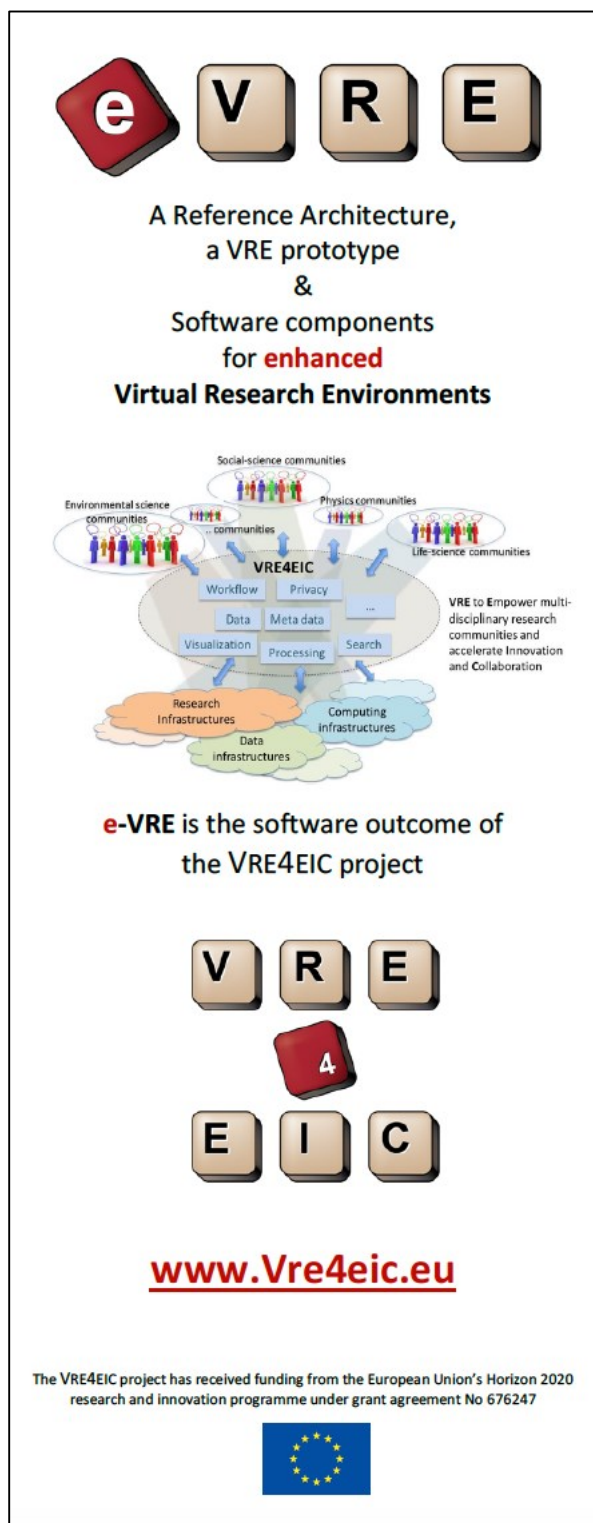
A 4-page A5 flyer has been created, containing the fundamental information about the project. In order to make it possible to update the flyer as the project progresses, the consortium decided to publish it electronically on the VRE4EIC web site (instead of printing hard copies).

|  |  |
|--|--|
|  <p>VRE4EIC is a Horizon 2020 research project to provide</p> <p><b>A Europe-wide Interoperable Virtual Research Environment to Empower Multidisciplinary Research Communities and Accelerate Innovation and Collaboration</b></p>  | <h3>Vision</h3>  <h3>Objectives</h3> <ol style="list-style-type: none"> <li>1. Increase the VRE usability for multi-disciplinary research;</li> <li>2. Increase the quality of VRE user experiences;</li> <li>3. Increase the deployment of VRE on different research infrastructures by abstracting and reusing building blocks and workflows;</li> <li>4. Improve the contextual awareness and interoperability of metadata;</li> <li>5. Promote exploitation and standardisation of e-VRE.</li> </ol> |
| <h3>Outcome</h3>  <p>e-VRE consists of:</p> <ol style="list-style-type: none"> <li>1. A VRE reference architecture;</li> <li>2. Building blocks of software services to realise an enhanced VRE and to expose / promote / interoperate with / utilise existing e-Research infrastructures providing services, software, data and resources;</li> </ol> <p>e-VRE building blocks may be re-used by new next generation VREs and retro-fitted to existing VREs to provide interoperability and collaboration opportunities.</p> <p><i>The project envisages eventually VREs interoperating among themselves using e-VRE while accessing e-Research Infrastructures (such as EOS and ENVRI+) which are themselves dependent on regional and national e-Infrastructures and European e-Infrastructures such as GEANT, EUDAT, EGI.</i></p> | <h3>Consortium</h3>  <p><a href="http://www.vre4eic.eu">www.vre4eic.eu</a></p> <h3>Acknowledgement</h3> <p>The VRE4EIC project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 676247</p>    |

### 4.3 VRE4EIC Roll-up

A roll-up has been designed and will be produced in 10 copies. Each consortium partner will get its own roll-up, to be used at conferences, fairs, workshops or other dissemination events. As justified in section 2.1, the rollup focuses on the e-VRE product.

The design of the roll-up is as follows:



## 5 Conclusion & next steps

The VRE4EIC project has now reached its cruising altitude and an extensive set of dissemination materials has been made available to all project partners.

The next step is to design the dissemination plan (deliverable D7.1.2) in support of project objectives and in particular communities' engagement and training (WP6).