



VRE4EIC

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

Deliverable D7.2

Dissemination Plan – First Version

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VRE4EIC DELIVERABLE

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What is VRE4EIC?

VRE4EIC develops a reference architecture and software components for VREs (Virtual Research Environments). This e-VRE bridges across existing e-RIs (e-Research Infrastructures) such as EPOS and ENVRI+, both represented in the project, themselves supported by e-Is (e-Infrastructures) such as GEANT, EUDAT, PRACE, EGI, OpenAIRE. The e-VRE provides a comfortable homogeneous interface for users by virtualising access to the heterogeneous datasets, software services, resources of the e-RIs and also provides collaboration/communication facilities for users to improve research communication. Finally it provides access to research management /administrative facilities so that the end-user has a complete research environment.

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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 carrying out a number of dissemination and communication activities.

This deliverable provides the first version of the VRE4EIC dissemination plan.

The activities that are reported or planned in this document are related to external communication about the VRE4EIC project (and do not include the intra-project communication mechanisms). For each type of planned activities, the specific responsibilities of project partners have been very clearly defined.

This plan has been strongly inspired by the Guide¹ published by the European Commission about Communicating EU Research & Innovation.

Communicating EU Research & Innovation, A guide for project participants, European Commission, Directorate-General for Research and Innovation, Unit A1 – External & Internal Communication, 2012, ISBN 978-92-79-25639-4.

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2 Dissemination strategy

2.1 Objectives

The objectives of the dissemination activities are:

- Informing VRE stakeholders (users, developers, researchers, data publishers) about the VRE4EIC project (intentions, activities, outcome);
- Spreading scientific outcomes towards the VRE researchers' communities;
- Ensuring uptake of project software results (e-VRE) by the Associated Users Group (AUG) members, VRE developers, researchers and users (thus in support of project exploitation strategy).

In order to be effective in these activities that will involve all project partners, it is very important to be very clear about "Who will do What, and When". This is the key outcome of this document to remove the uncertainties about those questions. In particular, this document the "owner" of each type of activity: the owner is the person that is responsible for organising and managing that specific activity.

2.2 Target groups

Already in the VRE4EIC Description of Work, four target groups have been identified:

- VRE users. The main target group of the VRE4EIC project comprises researchers as VRE users.
 A wide variety of VRE user researchers are concerned, including academic and governmental researchers, research managers, educators, students, innovators, entrepreneurs, up to the interested citizens.
- **VRE developers**. VRE developers that will be targeted can be commercial (large IT companies, SMEs, entrepreneurs) and non-commercial (universities, not-for-profit organisations, foundations, VRE related projects).
- **Scientific VRE researchers**. This target group includes academics who conduct research on VREs, for instance on VRE components and VRE communities.
- **VRE data publishers**. This category encompasses publishers who wish their data to be available to VRE users. Data publishers include research institutions and archives, universities, governmental organisations, various researchers and other data publishers.

In addition, as defined within WP2 (Requirements, use cases and usability, and evaluation), there is a fifth category (identified as "**Other**") grouping media, journalists, and other wide audience not belonging to the other four target groups.

These target groups may overlap. For example, data publishers can also be VRE users.

The target groups are targeted especially in the domains of earth and environmental sciences related to other sciences (e.g. social sciences, humanities, life sciences, physics and other domains), as well as in the other domains.

Among these target groups, we have identified a specific sub-group of high interest: the Associated Users Group (AUG) that have already expressed interest in exploiting the project results (e-VRE). Initially the AUG includes 4 SME, and is likely to constitute a focus group that will be a major target for the VRE4EIC dissemination activities.

In the first version of the VRE4EIC Dissemination Plan, there is no need to define a specific dissemination strategy for each of the target groups. Globally, in most cases, the same messages can be conveyed to all four target groups (with the notable exception of very specific activities that are obviously targeted to a single group: as an example, a training workshop related to the integration of

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e-VRE software components within a VRE solution is clearly targeted to VRE developers). When the project will progress, this may evolve and specific actions may be undertaken specifically towards developers of commercial VRE systems or publishers of VRE data sets.

2.3 Approach

The VRE4EIC dissemination approach can be characterized as pragmatic and collective.

Pragmatic

This document describes the first version of the dissemination plan.

The approach that is selected by the consortium is pragmatic: on the basis of the initial dissemination material, we will realise a set of communication activities in order to give exposure to our work, and after project mid-term (PM18), we will update the dissemination plan (deliverable D7.1.4 – Dissemination Plan – Second version, to be produced by PM24). This update will of course take into account the project evolution and progresses, and will be specifically focused in support of project exploitation plan and sustainability of the technology (e-VRE).

Being pragmatic means that we have to leverage as much as possible all contributions. Thus, in VRE4EIC:

- We will create and develop our own communication mechanisms, whenever it is relevant. This relates to the project web site, to the newsletter, to the production of press releases and other project news (e.g. via our Twitter account).
- But we will also exploit existing third-party channels. For example, we believe there is little
 value in creating at this time specific LinkedIn/Facebook groups, as this would be
 populated mainly by project participating members, so we will use existing VRE-related
 groups to give larger exposure to our news or events.

Collective

As all VRE4EIC partners are involved in the dissemination activities (Task T7.1 of the project work plan), this document aims at federating the resources, aligning the efforts toward shared goals and defining responsibilities for maximizing the impact.

Synergies will also be developed between the dissemination task (WP7) and the other project work packages. As examples, all academic partners and scientific work packages will be strongly involved in the academic dissemination activities (publications, conferences, workshops), and a specific coordination is being set with WP6 (in charge of community engagement and training activities) in order to communicate widely about the specific WP6 activities (e.g. by means of the newsletter or press releases).

Dissemination on the agenda of PEB meetings

At each Project Executive Board meeting, a specific dissemination session will be planned and at least the following two topics will be addressed:

- 1. What is (are) the key message(s) we want to convey in next dissemination activities (Newsletter, Social Network, Press Releases)?
- 2. What are the focused actions for the next period?

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2.4 Dissemination materials

A series of initial dissemination materials has been produced in the first 2 months of the project. These have been documented in the deliverable D7.1.

The initial dissemination materials include:

- A project visual identity guide, as well as a name and logo for the project software outcome (e-VRE);
- A project web site;
- An initial standard VRE4EIC presentation set;
- A project flyer;
- A project roll-up, that was produced in several copies, each partner having received its own one.

Additionally, the consortium defined a short standard paragraph (a kind of 'elevator pitch') to be included in all VRE4EIC deliverables and to guide the project high-level description. The text focuses on the expected outcome of the project:

"VRE4EIC develops a reference architecture and software components for VREs (Virtual Research Environments). This e-VRE bridges across existing e-RIs (e-Research Infrastructures) such as EPOS and ENVRI+, both represented in the project, themselves supported by e-Is (e-Infrastructures) such as GEANT, EUDAT, PRACE, EGI, OpenAIRE. The e-VRE provides a comfortable homogeneous interface for users by virtualising access to the heterogeneous datasets, software services, resources of the e-RIs and also provides collaboration/communication facilities for users to improve research communication. Finally it provides access to research management /administrative facilities so that the end-user has a complete research environment."

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3 Planned Dissemination activities

3.1 Web site

An initial web site (www.vre4eic.eu) has been developed in the first months of the project. The VRE4EIC web site is built upon the Joomla content management system (see https://www.joomla.org/). Joomla! has been selected since it is available under an open source licence, used and supported by a very wide community, and since it can be complemented by a large number of extension modules (see http://extensions.joomla.org/ for the Joomla! extensions directory). Joomla! has also the advantage of producing mobile-friendly (responsive design) web sites. The ERCIM web team has an excellent and extensive experience with Joomla!.

The VRE4EIC web site will be continuously updated with the project news and events, as well as the publication of project major outcomes (such as e-VRE software components). In particular, a major update will happen around project month 6 in order to implement a professional visual identity.

The web site includes a public section as well as a private section, whose access is restricted to project partners. The private section is an internal communication mechanism between project members ("wiki"), that is completed by a shared repository (BSCW) and mailing lists.

The web site information will be maintained up to at least 5 years after project completion.

Owner: ERCIM (Pierre Guisset and Pascale Peyrol)

3.2 Newsletter

VRE4EIC will publish a 6-monthly newsletter to a focused mailing list. The first issue of the newsletter will be sent to a wider audience (including ENVRI+ and EPOS mailing lists), recommending them to subscribe to the VRE4EIC mailing list.

A subscription box will be included in the home page of the VRE4EIC web site, and former issues of the newsletter will be available within the Publications section.

After a review of possible newsletter tools by the ERCIM web team, the AcyMailing tool (see https://www.acyba.com/) has been selected. This tool is proposed as an appropriate extension for the Joomla CMS. This tool provides a wide range of functions, and benefits from excellent reviews within the community. The ERCIM web team tested the AcyMailing tool (January 2016) and confirmed that it fits project requirements.

An Editorial board has been set up whose role is to decide on the specific focus of each issue and review the contributions. The Editorial Board members are:

- Keith Jeffery (ERCIM, Scientific Coordinator)
- Carlo Meghini (CNR, leader of WP3-Architecture)
- Pierre Guisset (ERCIM, leader of WP7-Dissemination).

The standard content of each newsletter issue will be:

- Project progresses summary and major news
- Events/Workshops past & future
- Use cases information.

The information will be gathered thanks to intra-project communication (via email, web site, project meetings)

<u>Owner</u>: CNR (Anna Molino), with the operational support of ERCIM (Pascale Peyrol) for the integration within the web site and the use of the newsletter tool.

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3.3 Social media

The VRE4EIC consortium has decided to focus its public social media activities on the Twitter media. The main reasons are the following:

- Facebook is not considered as a professional medium, as it is more restricted to the private area;
- From other project experiences, we have seen little success in project-related LinkedIn groups (very often, these groups include mainly the project partners' representatives, and therefore little value is experienced compared to the intra-project communication mechanisms).

The advantage of Twitter is that it is quick and easy, and relates to immediate news. It is also particularly easy to re-tweet news.

A specific @VRE4EIC account has been set up and is managed by ERCIM, and the following (basic) rules have been defined:

- @VRE4EIC sends messages when
 - New web content is issued
 - o Any other news is issued (PR, workshops, new software component published...)
- Any partner can tweet with his/her private account with the hashtag #vre4eic
- Better if tweets refer to VRE4EIC web content

Owner: ERCIM (Pascale Peyrol)

3.4 Press releases

VRE4EIC will issue a series of press releases. These are aimed at advertising to a wider audience the major news related to the project. Initially, we have planned to produce 6 press releases, but depending on project progresses, more may possibly be issued.

An initial press release was published about the project launch, quickly followed by a second one announcing the online Open Government course (Massive Open Online Course teached by TU Delft). Key messages that are worth a press release will be selected during PEB meetings.

The press releases will be published in English in first instance, and disseminated through ERCIM channels (including ERCIM web site, and if appropriate ERCIM News) and the EC Cordis Wire channel. Whenever appropriate, VRE4EIC partners are invited to potentially translate the news in their national language, and to publish them through their own channels.

Owner: ERCIM (Pierre Guisset)

3.5 Workshops

VRE4EIC has set up a very ambitious plan for workshops. These are targeted to specific audiences of specialists.

During the first project year, workshops are focused on collecting requirements and input for e-VRE architecture. During the second project year, the focus is progressively moving towards requirement refinement, architecture validation and dissemination, and in the third project year, towards training, dissemination and platform evaluation. Additionally, some workshops are intended to support the standardization activity (organised by ERCIM and endorsed by W3C).

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The tables below summarize the initial VRE4EIC workshop plan. This plan still includes of course a number of uncertainties that will be specified as the project progresses.

Owner: TUD (Anneke Zuiderwijk van Eijk)



= confirmed by partners and/or completed.

	2016 – VRE4EIC project year 1								
WS#	Aim of workshop	Workshop title/topic	Target audience	Partner(s) responsible	Co- organizers	Event	Specific (expected) outcome	Date	
1	Requirement collection and specification / architecture proposal	EPOS/ENVRI+ inputs	VRE developers	INGV, UvA, CNR, euroCRIS, CWI	All other partners	VRE4EIC project meeting	Overview of architectural proposals, interoperability plans and security, privacy and licensing proposals	February 16- 17, 2016	
2	Requirement collection and specification / architecture proposal	Workshop with EPOS and ENVRI+	VRE developers	TU Delft, INGV, UvA	CNR, euroCRIS, CWI, ERCIM	VRE4EIC meeting with involved partners	Refinement of architectural proposals, interoperability plans and security, privacy and licensing proposals	April 6-7 2016	

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3	Requirement collection and specification / dissemination	Virtual Research Environments: Obtaining new Insights by sharing Open Data for interdisciplinary Research Purposes	VRE users (researchers)	TU Delft	INGV, ERCIM	Conference on e-Democracy and Open Government (CeDEM)	Elicitation and refinement of requirements for a multidisciplinary VRE that integrates Open Government Data and open research data	May 19, 2016
4	Use case specification / dissemination	Virtual Research Environments: Use cases to obtain new Insights in Open Data	VRE users (researchers)	TU Delft	-	Conference on E-Government (EGOV)	Elicitation and refinement of use cases for a multidisciplinary VRE that integrates Open Government Data and open research data	September 7, 2016
5		Continuation of the workshop "Interoperable infrastructures for interdisciplinary big data sciences http://zhiming.zh-ao.net/workshop/it4ris/"		UvA				Autumn 2016

	2017 – VRE4EIC project year 2							
WS#	Aim of workshop	Workshop title/topic	Target audience	Partner(s) responsible	Co-organizers	Event	Specific expected outcome	Tentative date
6	Use case specification/ architecture validation/ dissemination		VRE users and VRE developers	ERCIM, CNR	TU Delft, CNR, CWI	Workshop endorsed by W3C		January 2017
7	Architecture validation/ dissemination	Workshop with AUG	VRE users (SMEs)	ERCIM/CNR				February 2017
8	Use case specification / dissemination			euroCRIS		Spring euroCRIS Membership Meeting		Spring 2017
9	Requirement refinement / architecture validation/ dissemination	Virtual Research Environments: collaborating in analysing open research data	VRE researchers	TU Delft	-	Conference on e-Democracy and Open Government (CeDEM)	Refinement of requirements and informing VRE researchers about collaboration opportunities of the e-VRE	May 2017
10	Interoperability and metadata mapping	X3ML - A mapping framework for information integration	VRE developers	FORTH	euroCRIS	VRE4EIC meeting with involved partners	A walkthrough of the processes involved in data provisioning and aggregation, including familiarization with the associated data mappings components	September or October 2017

	2018 – VRE4EIC project year 3							
WS#	Aim of workshop	Workshop title/topic	Target audience	Partner(s) responsible	Co-organizers	Event	Specific expected outcome	Tentative date
11	Training / dissemination / evaluation	AAAI	VRE developers	CWI				Winter 2017/2018
12	Training / dissemination / evaluation		VRE users	ERCIM	TU Delft	Workshop endorsed by W3C		January 2018
13	Architecture validation/ dissemination / evaluation	Workshop with EPOS and ENVRI+	VRE developers	INGV, UvA, TU Delft	CNR, euroCRIS, CWI, ERCIM	VRE4EIC meeting with involved partners	Refinement of architectural proposals, interoperability plans and security, privacy and licensing proposals	Spring 2018
14	Training / dissemination / evaluation	Obtaining new insights with multidisciplinary open research data: Using Virtual Research Environments	VRE users (researchers)	TU Delft	-	Conference on e- Democracy and Open Government (CeDEM)	Training of potential users of the e-VRE	May 2018
15	Training / dissemination / evaluation	Workshop with AUG	VRE users (SMEs)	CNR				June 2018
16	Training / dissemination / evaluation		VRE users (researchers)	TU Delft		Conference on E- Government (EGOV)		September 2018

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3.6 Training activities

Training activities are an important dissemination channel for VRE4EIC and e-VRE. These activities are organised within the scope of WP6 (Communities engagement and training), of course in close interaction with WP7 (Dissemination, Exploitation and Sustainability).

The plan for training activities is documented in deliverables D6.1 (first version) and D6.2 (second version), and is therefore not duplicated here.

Specific training activities will be advertised by the communication mechanisms that are here described (web site, newsletter, press releases, social media...) and training material will be published via the VRE4EIC web site.

First examples of training activities are:

- A MOOC about Open Government, including the use of (open) government data and research data analysis (see : https://twitter.com/OpenDataX/status/709270401159970816 and https://www.edx.org/course/open-government-delftx-og101x), to which more than 3.000 participants from 147 countries have registered.
- Video recordings produced at the TU Delft Professional studio (e.g. videos by Keith Jeffery, Phil Archer and Valérie Brasse)

Owner: TUD (Anneke Zuiderwijk van Eijk)

3.7 Journals, conferences and other project presentations

Academic dissemination is a major objective of the research activities of VRE4EIC.

Mechanisms have been put in place to encourage publications and collect the information about publications being authored or submitted, under the private section of the web site. When a publication has been published, it appears under the public section of the web site, under "Publications".

All VRE4EIC scientific publications should include the following acknowledgement statement: "This work has been carried out within the VRE4EIC project and has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 676247".

All academic partners are contributing to academic dissemination, and the identified owner role is to ensure that collaborative publications are encouraged and that the scientific production is properly identified and collected in the project repositories.

Owner: CWI (Jacco Van Ossenbruggen)

3.7.1 Open access publication proposal

VRE4EIC has reserved a specific budget line for a number of journal publications to be provided under open access. It has been decided by the consortium to reserve this opportunity for join publications co-authored by all project partners, following the plan shown on the following table:

Year	WP lead	Subject	Responsible
2016	WP1	The VRE4EIC Concept	ERCIM
2017	WP2	VRE4EIC User Requirements and e-RI interface requirements	TU Delft

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2017	WP3	VRE4EIC Initial Architecture	CNR
2017	WP4	Mapping metadata of e-RIs to a VRE	euroCRIS
2017	WP5	Policies, Security, Privacy Issues across e-RIs and a VRE	CWI
2017	WP6	Community Engagement and Training for a Novel VRE	TU Delft
2018	WP3	VRE4EIC Final Architecture	CNR
2018	WP4	The importance of metadata catalogs for e-RIs and a VRE	euroCRIS
2018	WP5	Managing policies, security, privacy, rights across e-RIs through a VRE	CWI
2018	WP1	The VRE4EIC Concept Evaluated	ERCIM, TU Delft

These join open access publication will be produced under the scientific management of Keith Jeffery, Project's scientific coordinator.

Owner: ERCIM (Keith Jeffery)

3.7.2 Other scientific publications

Several channels are considered for VRE4EIC related publications:

Target journals

- International Journal of Software Engineering and Knowledge Engineering
- Metadata and Semantics Research/Research Conference
- International Innovation, Research Media Ltd
- Procedia Computer Science
- Computers & Electrical Engineering
- Future generation computer system
- Information Systems Management
- Journal of Information Science
- Journal of Information Systems and Technology Management (open access)
- Information Systems Frontiers
- Library & Information Science Research
- Government Information Quarterly
- Information Polity
- Journal of eDemocracy and Open Government
- Journal of Theoretical and Applied E-Commerce Research (open access)
- Journal of the Association for Information Science and Technology
- EGU and AGU Conference proceedings
- Web Standards & Interfaces

Target conferences

- International Conference of Current Research Information Systems (CRIS2016, see http://www.eurocris.org/, St Andrews, 8-11 June 2016).
- International Conference on Dublin Core and Metadata Applications (DC-2016, see http://dcevents.dublincore.org/IntConf/dc-2016, Copenhagen, 13-16 October 2016).

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 European Semantic Web Conference (ESC 2016, see http://2016.eswc-conferences.org/, Heraklion, 29 May-2 June 2016).

- IEEE International Conference for High Performance Computing, Networking, Storage and Analysis (SC16, see http://sc16.supercomputing.org/, Salt Lake City, 13-18 November 2016).
- IEEE International Conference on Cloud Computing Technology and Science (CloudCom, see http://2015.cloudcom.org/).
- Metadata and Semantics Research Conference
- European Conference on Information Systems
- Special Interest Group on Information Retrieval
- The annual European Conference on Information Retrieval
- IFIP I3E (e-business, e-commerce, e-government)
- IEEE e-Science
- Conference on e-Democracy and Open Government (CeDEM)
- Conference on E-Government (EGOV)
- European Geophysical Union Assembly
- American Geophysical Union Assembly

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4 Summary & responsibilities

The following table summarizes the major dissemination activities, responsibilities and Key Performance Indicators:

Activity	Audience	Owner	Contributors	KPI
Web site	General	ERCIM	All	Up and running
Newsletter	Specific	CNR	All	6 issues published
Social media	General	ERCIM	All	Active, 100+ followers
Press releases	General	ERCIM	All	6 issues published
Workshops	Specific	TUD	All	15 workshops organised
Academic Dissemination	Specific	CWI	All	10 open access publications, 10 scientific papers

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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. Dissemination activities have started from the beginning of the project and most of the processed documented in this report are already active at full speed.

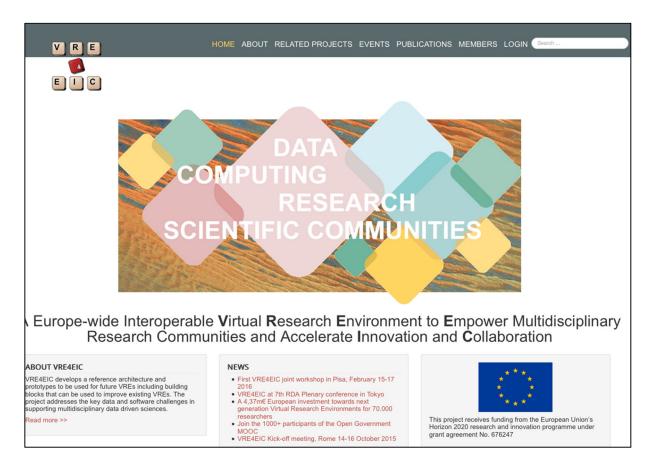
The next step is thus to continue carrying out and intensifying the dissemination activities as planned in this document. At the end of project year 2, an update of this deliverable will be produced (deliverable D7.4 – Dissemination plan – second version). That update will focus on Year 3 activities, in support of project results exploitation and sustainability.

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6 Annex

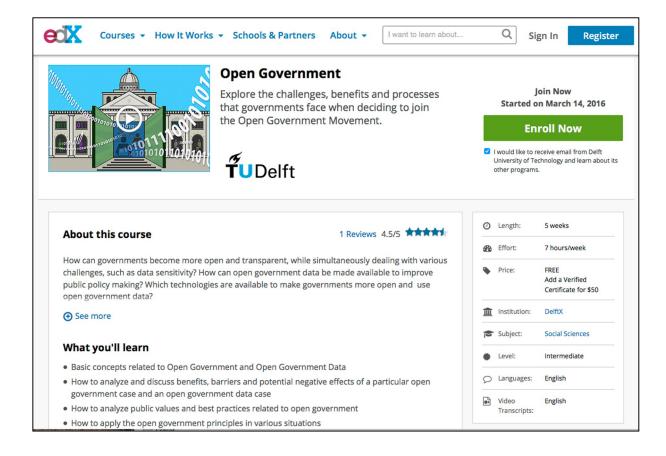
This annex demonstrates some of the dissemination activities being carried-out by VRE4EIC members.

6.1 Web site screen shot



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6.2 MOOC information



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6.3 Twitter activity



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6.4 Press releases

