



Funded by the  
European Union's  
H2020 Programme

# DISSEMINATION AND EXPLOITATION PLAN & COMMUNICATION CHART June 2015



# Sci-GaIA

Energising Scientific Endeavour through Science Gateways  
and e-Infrastructures in Africa

PROJECT DOCUMENTATION SHEET	
Project Acronym	: Sci-GaIA
Project Full Title	: Energising Scientific Endeavour through Science Gateways and e-Infrastructures in Africa
Grant Agreement	: GA #654237
Call Identifier	: H2020-INFRA-SUPP-2014-2
Topic	: INFRA-SUPP-7-2014
Funding Scheme	: Coordination and Support Action (CSA)
Project Duration	: 24 months (May 2015 - April 2017)
Project Officer	: Leonardo Flores Añover, Unit C.1, DG CONNECT : European Commission
Coordinator	: Dr. Simon J. E. Taylor, Brunel University London (UK) - BRUNEL
Consortium partners	: Brunel University London (UK) - BRUNEL : Sigma Orionis (France) - SIGMA : The UbuntuNet Alliance for Research and Education (Malawi) - UBUNTUNET : University of Catania (Italy) - UNICT : The West and Central African Research and Education Network (Ghana) - WACREN : The Royal Institute of Technology (Sweden) - KTH : The Dar es Salam Institute of Technology (Tanzania) - DIT : Karolinska Institutet (Sweden) - KI : CSIR/Meraka Institute (South Africa) - CSIR
Website	: www.sci-gaia.eu



## DELIVERABLE DOCUMENTATION SHEET

Number	: Deliverable D4.1
Title	: Dissemination and Exploitation Plan & Communication Chart
Related WP	: WP4 (Training, Dissemination, Communication and Outreach)
Related Task	: Task 4.1 (Branding and dissemination/communication material)
Lead Beneficiary	: SIGMA
Author(s)	: Alexandra Cornea (SIGMA) – alexandra.cornea@sigma-orionis.com : Camille Torrenti (SIGMA) – camille.torrenti@sigma-orionis.com
Contributor(s)	: Simon J. E. Taylor (BRUNEL) : Roberto Barbera (UNICT)
Reviewer(s)	: Gheorghe Ghinea (BRUNEL)
Nature	: R (Report)
Dissemination level	: PU (Public)
Due Date	: June 30, 2015 (M2)
Submission date	: June 30, 2015 (M2)
Status	: Final

QUALITY CONTROL ASSESSMENT SHEET			
Issue	Date	Comment	Author
V0.1	15/06/2015	First draft	Alexandra Cornea (SIGMA) WP Leader
V0.2	22/06/2015	Review First draft	Camille Torrenti (SIGMA) WP Leader
V0.3	23/06/2015	Contribution to Section 3 Exploitation Plan	Roberto Barbera (UNICT) Technical Coordinator
V0.4	24/06/2015	Contribution to Sections 1, 2 & 3	Simon J. E. Taylor (BRUNEL) Coordinator
V0.5	25/06/2015	Second draft	Alexandra Cornea (SIGMA) WP Leader
V0.6	26/06/2015	Peer review	Gheorghe Ghinea, (BRUNEL) Coordinator
V0.7	29/06/2015	Quality check	Camille Torrenti (SIGMA) WP Leader
V0.8	29/06/2015	Quality check	Simon J. E. Taylor (BRUNEL) Coordinator
V1.0	30/06/2015	Submission to the EC	Simon J. E. Taylor (BRUNEL) Coordinator

## DISCLAIMER

The opinion stated in this report reflects the opinion of the authors and not the opinion of the European Commission.

All intellectual property rights are owned by the Sci-GaIA consortium members and are protected by the applicable laws. Except where otherwise specified, all document contents are: “©Sci-GaIA Project - All rights reserved”. Reproduction is not authorised without prior written agreement.

The commercial use of any information contained in this document may require a license from the owner of that information.

All Sci-GaIA consortium members are also committed to publish accurate and up to date information and take the greatest care to do so. However, the Sci-GaIA consortium members cannot accept liability for any inaccuracies or omissions nor do they accept liability for any direct, indirect, special, consequential or other losses or damages of any kind arising out of the use of this information.

## ACKNOWLEDGEMENT

This document is a deliverable of the Sci-GaIA project, which has received funding from the European Union’s Horizon 2020 Programme for Research, Technological Development and Demonstration under Grant Agreement (GA) Nb #654237.

## Executive summary

The present Dissemination and Exploitation Plan & Communication Chart (DEP & CoC) introduces the Sci-GaIA project dissemination, exploitation and communication strategy and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period and an efficient exploitation of its results after the end of the project. This DEP & CoC will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses.

In order to achieve the highest possible impact of its activities and best contribute to support and strengthen EU-Africa collaboration, Sci-GaIA will focus on maximising the effectiveness and scope of its dissemination and communication activities. These specific activities will not only address the general public to raise awareness on the project and its achievements, but also target key stakeholders having a relevant role in the field of activities undertaken by the project.

The Sci-GaIA DEP & CoC has been structured in various sections presenting the communication and dissemination objectives, players, roadmap, target audiences, messages and implementation measures.

## TABLE OF CONTENT

Table of content .....	6
Introduction .....	7
Roadmap for the dissemination and communication activities .....	8
<b>1 – Dissemination Strategy .....</b>	<b>9</b>
1.1 – Objectives of the dissemination activities .....	9
1.2 – Dissemination players .....	9
1.3 – Dissemination target audiences .....	11
1.4 – Messages to be disseminated .....	12
1.5 – Dissemination tools and channels .....	13
1.5.1 – <i>Online Dissemination and Interaction</i> .....	14
1.5.2 – <i>Offline Dissemination</i> .....	18
1.5.3 – <i>Physical Interactive Dissemination</i> .....	20
1.5.4 – <i>Tailoring tools and channels to the audience</i> .....	24
1.6 – Synergies with ongoing initiatives .....	24
1.7 – Expected impact of the dissemination Activities .....	26
<b>2 – Communication Chart .....</b>	<b>27</b>
2.1 – Objectives of the communication activities .....	27
2.2 – Communication target audience .....	28
2.3 – Messages to be conveyed .....	29
2.4 – Communication tools and activities .....	29
2.4.1 – <i>Logo and graphic identity</i> .....	29
2.4.2 – <i>Media Kit</i> .....	30
2.4.3 – <i>Infographic videos</i> .....	31
2.4.4 – <i>Website</i> .....	31
2.4.5 – <i>Social Networks &amp; Social Media strategy</i> .....	32
2.4.6 – <i>Press releases</i> .....	34
2.4.7 – <i>Newsletters</i> .....	34
2.5 – Expected impact of communication activities .....	35
<b>3 – Exploitation Plan .....</b>	<b>35</b>
3.1 – Exploitation at partners level .....	36
3.2 – Exploitation at consortium level .....	39
Conclusions .....	40
<i>Annex 1 - Summary of the dissemination strategy for project outputs</i> .....	41

## INTRODUCTION

Work-Package 4 (WP4) “Training, dissemination, communication and outreach” as described in the Sci-GaIA Description of Actions (DoA) aims at increasing the impact of the project through the wide dissemination of project outcomes and the intense communication of its achievements and activities towards each of the project target groups. The specific objectives of the Work Package include:

- Formulating and implementing a global dissemination strategy based on the draft Dissemination and Exploitation Plan;
- Monitoring and ensuring the consistency of all external activities of the project;
- Organising the planned project events and ensuring maximum participation and impact;
- Running training workshops for Science Gateway and other e-Infrastructure services’ development;
- Showcasing key developments in these areas to communicate the benefits of these technologies to CoPs;
- Delivering three Sci-GaIA workshops and a final conference;
- Regularly examining and updating the project exploitation perspectives.

The present Sci-GaIA Dissemination and Exploitation Plan & Communication Chart (DEP & CoC) drafted at M2, lists all planned dissemination and communication activities, tools and channels, and matches them with target stakeholders categories and key performance indicators as well as partners’ preliminary intentions in terms of exploitation plans. This Dissemination & Communication Plan will be a reference framework for evaluating the impact of dissemination activities and will be updated and adjusted during the duration of the project whenever needed.

The main objectives are to (1) ensure that the vision, objectives, activities and results of the project become as widely known and understood as possible both from a scientific and technical point of view, and can be used by interested stakeholders to improve the development of e-Infrastructures in Africa as well as in Europe; (2) deliver key messages to high-level stakeholders and decision-makers to trigger change; (3) ensure that the project keeps its focus on the actual needs of stakeholders by establishing a live mechanism of interactions between the project and interested parties in the field; and (4) provide environments (both physical and web-based) for networking and cooperation among African and European e-Infrastructure stakeholders.



## ROADMAP FOR THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The following roadmap has been designed to reach the dissemination and communication objectives previously defined in a timely and adequate manner:

### **1. PLANNING OF ACTIVITIES (M1 – M2)**

Identify the communication and dissemination strategy and plan to ensure the best impact of Sci-GaIA outcomes.

### **2. IMPLEMENTATION PHASE (M3 – M24)**

Produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from research results to the identified targeted groups in a way that encourages them to factor the research implications into their work.

### **3. MONITORING ACTIVITIES (M3 – M24)**

Carefully analyse and assess the impact and success of dissemination activities against pre-established key performance indicators (KPI's).

### **4. SUSTAINABILITY (M12 – M24)**

Identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of Sci-GaIA outcomes.

## 1 – DISSEMINATION STRATEGY

### 1.1 – OBJECTIVES OF THE DISSEMINATION ACTIVITIES

Dissemination activities will support all Work Packages (WPs) ensuring maximum visibility, accessibility and impact of the project activities. **Tailored dissemination activities** will be designed to make the project outcomes visible and accessible to the different target stakeholders.

The objectives of the dissemination activities will be to:

- **Plan** - Identify targets, messages, tools, and channels. Build an adequate and effective communication and dissemination plan to ensure the best impact of project results.
- **Design** - Produce dissemination tools: design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure.
- **Distribute and represent** - Use the dissemination channels (both internal and external). Organise project events and participate in workshops, conferences, and international/EC meetings.
- **Sustain** - Ensure a persistent and long-lasting visibility of the project activities and outcomes.

Sci-GaIA dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of Sci-GaIA and its achievements will increase stakeholders' engagement with the Sci-GaIA initiative, and the use of Sci-GaIA results beyond the project's lifetime. Ultimately, communication and dissemination activities will maximise Sci-GaIA impact on prompting dialogues, cooperation, coordination and establishing connections between EU and Africa players.

### 1.2 – DISSEMINATION PLAYERS

SIGMA, as WP4 leader, will carry out the leadership of the project dissemination activities following the dissemination strategy defined in the present DEP & CoC. SIGMA will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results. The following list presents in more details each partner's tasks and responsibilities for dissemination activities:

**Dissemination activities**

	SIGMA	BRUNEL	UBUNTUNET	UNICT	WACREN	KTH	DIT	KI	CSIR
<b>WEBSITE</b>									
Upgrade and management	L								
Constant update	L	ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE WEBSITE							
Web-based user-forum management	C		C	C	C	C			L
<b>NEWSLETTER</b>									
Content and dissemination	L	ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE N'LETTER							
<b>SOCIAL AND PROFESSIONAL NETWORKS</b>									
Management	L	ALL PARTNERS COMMITTED TO THE TASK							
<b>PUBLICATIONS</b>									
Publications in specialized journals, magazines or newsletters		L	ALL PARTNERS COMMITTED TO THE TASK						
<b>EVENTS</b>									
Planning and organisation of trainings		C		L					C
Planning and organisation of W1	C	C	L	C	C	C	C	C	C
Planning and organisation of W2	C	C	C	C	L	C	C	C	C
Planning and organisation of W3	C	C	C	C	C	C	L	C	C
Planning and organisation of user-forum event	L	ALL PARTNERS COMMITTED TO THE TASK							
Planning and organisation of final conference	L	ALL PARTNERS COMMITTED TO THE TASK							
Running the demonstrations at the workshop and other project events		C		L		C	C	C	C
Produce printed and audio-visual materials to be distributed at the events	L								
<b>CONTRIBUTION TO EXTERNAL EVENTS</b>									
Presentations of project outcomes at external ICT events (M1-M24)	C	L	C	C	C	C	C	C	C
<b>ASSESSMENT AND REORIENTATION OF DISSEMINATION ACTIVITIES</b>									
Assessment of the project communication and dissemination activities (M12/M24)	L								
Re-organisation of the communication and dissemination strategy (M12 – M24)	L								
	BRUNEL	SIGMA	UBUNTUNET	UNICT	WACREN	KTH	DIT	KI	CSIR

*L = Leader ; C = Contributor*

TABLE 1 - PARTNER'S TASKS AND RESPONSIBILITIES FOR DISSEMINATION ACTIVITIES

### 1.3 – DISSEMINATION TARGET AUDIENCES

At M2, partners have identified the following 4 main groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities:

<b>Policy-makers</b>	African Union Commission and agencies (NEPAS, Africa-EU-Partnership) European Commission (DG CONNECT, DG Research, EEAS) Regional organisations (ECOWAS, ECCAS, Regional Economic Communities, etc) National Governments and Parliaments International Funding organisations (WB, AfDB, BOAD, etc) Heads of major Research and Education Institutions
<b>e-Infrastructure &amp; service providers</b>	NRENs / RRENs Computing services providers (grids, clouds) Storage and data services providers University staff in charge of e-services Application developers
<b>Research &amp; Education Community</b>	International Research Communities National scientific organisations Research and Education institutions
<b>Private sector</b>	Private research organisations Companies in need of e-Infrastructures Private e-Infrastructure providers
<b>Related projects &amp; initiatives</b>	H2020 projects on Research Infrastructures H2020 EU-Africa cooperation projects Other relevant initiatives

TABLE 2 – SCI-GAIA DISSEMINATION TARGET AUDIENCES

Their respective roles are defined in the table below

	<b>Policy-makers</b>	<b>e-Infrastructure &amp; service providers</b>	<b>Research &amp; Education Community</b>	<b>Private sector</b>	<b>Related projects &amp; initiatives</b>
Give feedback on project activities and results	√		√	√	√
Help identify priorities and tailor project activities to the needs of the end-users			√		√
Help implement and develop services that will bring the benefits of Sci-GaIA developments to the end-users		√		√	

Increase the exploitation perspectives of the project results					√
Consider project outputs for developing policies that rule EU-Africa STI R&D future cooperation	√				
Enhance project's visibility through promotion throughout their contact network			√	√	√
Maximize the impact and cost-effectiveness of project activities					√

TABLE 3 – ROLE OF SCI-GAIA TARGET AUDIENCES

#### 1.4 – MESSAGES TO BE DISSEMINATED

Sci-GaIA will produce a rich and diverse series of outputs. The following list summarizes the main outputs to be disseminated to the five identified target groups during the project lifetime (Please refer to *Annex 1 – Summary of the dissemination strategy for project outputs* for more details):

<b>WP1</b>	<p><b>Outputs related to the uptake of Science Gateways and e-Infrastructures in Africa and beyond</b></p> <ul style="list-style-type: none"> <li>▪ Creation of Science Gateway and other e-Infrastructure services' development guidelines and materials for NRENs and CoPs;</li> <li>▪ Creation of Science Gateway and other e-Infrastructure services' development guidelines and materials for educational programmes;</li> <li>▪ Conduct of surveys to monitor the successful implementation of e-Infrastructures in Africa and identification and assessment of the potential needs of new communities;</li> <li>▪ Establishment of an e-Infrastructure Sentinel report on the global picture of e-Infrastructures in order to make sure that development made within Sci-GaIA interoperate with other initiatives worldwide.</li> </ul>
------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>WP2</b>	<p><b>Outputs related to the support of new and already emerging Communities of Practice</b></p> <ul style="list-style-type: none"> <li>▪ Set up of a collaborative web-based user forum to help representatives of CoPs, NRENs and other stakeholders in the field, to communicate and share info and experiences and publication of the outputs of the discussions, at the end of the project;</li> <li>▪ Creation of demonstrators for the Sci-GaIA workshops and Science Gateways implementation, as a result of the cooperation with emerging CoPs in Life Sciences and Healthcare;</li> <li>▪ Establishment of a Living Lab with stakeholders across a representative African district;</li> <li>▪ Integration of education materials created by the project in courses and projects to support Science Gateway development, as a result of the cooperation with universities.</li> </ul>
<b>WP3</b>	<p><b>Outputs related to strengthening and expanding Science Gateways and e-Infrastructure related services</b></p> <ul style="list-style-type: none"> <li>▪ Support to the creation of an African Open (and Linked) Data infrastructure, interoperable and federated with those existing in the EU and other regions of the world;</li> <li>▪ Deployment of Policy Management Authorities and Identity Federations across African NRENs;</li> <li>▪ Deployment of the Africa Grid Science Gateway developed in el4Africa at an African Institution.</li> </ul>
<b>WP4</b>	<p><b>Outputs related to the training and knowledge dissemination activities</b></p> <ul style="list-style-type: none"> <li>▪ Outcomes of the two Sci-GaIA training schools on Science Gateways and other e-Infrastructure services' development;</li> <li>▪ Demonstrators on how CoPs can develop their gateways and infrastructure services;</li> <li>▪ Outcomes of the final conference and of the peer-reviewed user-forum event.</li> </ul>

TABLE 4 – MAIN OUTPUTS TO BE DISSEMINATED

## 1.5 – DISSEMINATION TOOLS AND CHANNELS

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will refer to a tri level strategy involving (i) online and interactive tools and channels, (ii) non electronic tools and channels, and (iii) physical interactive tools and channels. By **dissemination tools** we mean all material supports used to present the content of the project to an external audience. By **dissemination channels** we mean all media through which the project results are conveyed and relayed to the target audiences. Important - Some of the dissemination tools and channels will also be used for communication purposes.

In particular, we distinguish internal and external dissemination tools and channels, as displayed below:

Dissemination tools and channel	Internal	External
Project website		
Web-based user forum		
Other websites (partner websites, EC services, etc.)		
Social media and professional networks		
Project events		
Other e-Infrastructure related events		
Target publications and scientific magazines		
Hors media (radio, tv)		
Mailing lists and contact databases		

TABLE 5 – DISSEMINATION TOOL AND CHANNELS

As displayed in the table, some channels can be both internal and external: this is the case of social networks and mailing lists. In the first case, project results will be disseminated through the LinkedIn or Twitter groups created on purpose for the project (internal channel) and through external groups that can be of interest to Sci-GaIA, either because they are related to e-Infrastructures or because they belong to related initiatives and programmes (external channels).

In the case of mailing lists and contact databases, the Sci-GaIA project is building the contact network inherited from the eI4Africa project that will be an internal resource of the project used for targeted communications. In addition, each partner will use its own database of contacts to disseminate information on the project to their networks.

### 1.5.1 – Online Dissemination and Interaction

---

Online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

#### 1.5.1.1 Project Website

---

The **website** (T4.1) created and used by the Sci-GaIA project ([www.sci-gaia.eu](http://www.sci-gaia.eu)) is created and maintained by SIGMA.

#### Roles:

- **Public image of the project** and main online access point for the different target groups;
- **Information source:** highlight project objectives, activities, outcomes and relevant updates in the field of e-Infrastructures;
- **Repository of information:** store and make available project resources and publications to general public, specialized public and reviewers.

## Characteristics:

- **Style:** Dynamic. The project is not research-oriented but rather practice-oriented, involving and fostering interactions – through trainings, forum discussions, workshops. Therefore the homepage features call-to-action, animated icons, Tweet feed, User-forum feed, Infographics. These visuals incite the visitor to navigate thorough the different pages;
- **Navigation:** user-friendly and intuitive;
- **Design:** Modern, appealing using latest state-of the art functionalities offered by Wordpress, the most popular community management software;
- **Optimization:** The website is optimized for the search engines and a Google analytics code is installed in order to monitor user activities and provenance.

## Categories:

The homepage is meant to give a clear overall view of what the project is about and guide the visitor towards the sections he is interested in.

The main information is clearly summarized and organized in categories, included in the main navigation bar which contains, at present, the following items:

- **About us:** project related information (Key facts, Objectives, Partners and the project background summarising past projects and their results, on which Sci-GaIA builds and whose work Sci-GaIA aims to carry on);
- **e-Infrastructures:** a description of the context in which the project evolves with information e-Infrastructures in Africa and in Europe and about NRENS;
- **Project activities:** summarized and organised by Work Package. Specific sub-pages will be created under each activity during the project lifetime, as soon as the activities start and their content and results need to be communicated and disseminated;
- **Events:** list of project events. Specific sub-pages will be created for each event as soon as the consortium starts preparing them, and they will be fed with specific event-related information (venue, registrations, agenda, proceedings, etc.);
- **Web-based User Forum** (T2.1.1) created, maintained and moderated by CSIR is integrated to the project website and promoted on the project homepage;
- **Newsroom:** news related to the project and relevant information from the e-Infrastructures field;
- **Repository:** this section and its sub-pages contain useful resources and links as well as materials related to the project (logo, factsheet and standard PowerPoint presentation, deliverables and milestones). This section will be constantly updated to display latest published documents, deliverables and more useful links.

The website is publicly accessible, but it also features a restricted area, only accessible with a password by the project partners, the EC project scientific officer and the project review panel team: it contains documents and confidential information related to the project's internal activities and reporting (e.g. Grant Agreement, Consortium Agreement, Deliverables, consortium meeting presentations and minutes).



## **ACTION PLAN**

- At M2 SIGMA drafts specifications for website development and starts implementing the strategy;
- Search Engine optimization (SEO) parameters and web statistics are performed and plan to be regularly analysed to drive more visit to the Sci-GaIA website;
- M2-M24: the website is enriched with contents, in line with the project progress and the achievement of results and it is regularly updated;
- From M24 on: the website is maintained beyond the end of the project lifetime by SIGMA.

### *1.5.1.2 Web-based user forum*

---

The web-based user forum (T2.1.1) is meant to be a collaborative platform providing areas for exchanges on various topics related to e-Infrastructures services and applications. It will allow representatives of CoPs, NRENs that are service providers and application developers to discuss technical matters, and researchers to describe their needs and their constraints.

It is created and maintained by CSIR and integrated to the project website. The forum is an important project activity aiming at strengthening the community and it is therefore promoted and highlighted on the project homepage. The forum aims at having 100 subscribers.

## **ACTION PLAN**

- At M3: the web-based user forum is ready and open to users, created and maintained by CSIR; SIGMA links the forum to the project website for direct access from the homepage;
- M3-M24: the forum is enriched with collaborative contents and discussion topics;
- At M22: CSIR prepares a Deliverables containing the outcomes of the forum (D2.3).

### *1.5.1.3 External channels*

---

Project results and activities will be disseminated on a series of external websites for awareness purposes. The project will also target a specific audience for a deeper understanding of the project or project specific aspects.

Important: some of the dissemination tools and channels will also be used for communication purposes.

Type	Channel	Coverage
Sci-GaIA partners websites	Brunel UbuntuNet WACREN UNICT KTH DIT KI CSIR	Europe and Africa
EU and EC websites and social networks	Cordis Wire	Global
	Cordis News	
	EU Agenda	
	Digital Agenda for Europe	
	EurActiv	
AUC websites and social networks	NEPAD Agency	Africa
	Africa-EU-Partnership	Africa and Europe
African research and education websites	AAU - Association of African Universities	Africa
	AVU – African Virtual University	
	African Academy of Sciences	
	RUFORUM -Regional Universities Forum for Capacity Building in Agriculture	
European and African NRENs and RRENs	The list may be found on the SCi-GaIA project website: <a href="http://www.sci-gaia.eu/about-e-infrastructures/">http://www.sci-gaia.eu/about-e-infrastructures/</a>	Europe and Africa
Topic specific websites	TERENA	Global
	ISGTW	
	EGI	
	GEANT	
	PRACE - Partnership for Advanced Computing in Europe	Africa
	AiBST - African Institute for Biomedical Science & Technology	
	e-IRG	
Websites of related ongoing FP7 and newly launched H2020 projects targeting Africa	CAAST-Net Plus	Sub-Saharan Africa and Europe
	EUDAT	Europe
	EUMEDCONNECT3	Africa and MPC
	AfricaConnect2	Africa
	TANDEM: TransAfrican Development Network	Central and Western Africa
	MAGIC: Middleware for Collaborative Applications and Global Virtual Communities	Global
	OpenAIRE2020	Europe
Generalist and ICT focused websites for news press releases and event promotion	PRWeb	Global
	PRLOG	
	Eventbrite	

	Conferize	
	SCi-Dev	
	Jeune Afrique	Africa
	IT News Africa	
	African Innovator	
	IT Web Africa	
	AllAfrica	
	Africa Tech Biz Net	

TABLE 6 – LIST OF EXTERNAL CHANNELS – PRELIMINARY LISTS

**ACTION PLAN**

- M3-M24: SIGMA will define a strategy of external dissemination of each output and will inform partners as soon as it is done, for further dissemination throughout their own websites and networks.

**1.5.2 – Offline Dissemination**

---

*1.5.2.1 Project public deliverables*

---

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the Sci-GaIA consortium will produce a wide range of official and public deliverables. All of them will be made available on the project website resources area in order to spread the project excellence and disseminate knowledge as widely as possible.

**ACTION PLAN**

- Project deliverables are drafted using the Word template designed at the beginning of the project and are systematically shared with BRUNEL when finalized;
- A list of key deliverables to be reviewed by the Advisory Board before final submission to the EC will be drafted by BRUNEL;
- The final compressed PDF version of public deliverables are uploaded on the project website in the public access section, or on the restricted page, depending on the dissemination level of the deliverable.

*1.5.2.2 Project publications*

---

Even though not properly detailed in the DoA, the Sci-GaIA consortium commits to release tailored publications showcasing project outputs, in open access peer-reviewed journals or specialised magazines. They will be prepared each time the project has key findings to disseminate. In addition, project partners will possibly contribute to e-Journals, blogs and

newsletters targeting a larger public with shorter articles and news, as well as to policy oriented publications to enhance project outreach to policy-makers. Those publications will be based on the results of the activities, including but not limited to **development guides, study reports, recommendations, lessons learnt, event outcomes:**

- e-Infrastructure and Science Gateways development guides showing how NRENs and CoPs can set up and support e-Infrastructure services (T1.1);
- e-Infrastructures monitoring report with recommendations (T1.3);
- e-Infrastructure Sentinel report: a report on the global picture of e-Infrastructures and how the results of Sci-GaIA interoperate with other initiatives worldwide (T1.4);
- Outcomes of the web-based user forum (T2.1);
- Experiences of supporting CoPs: lessons learnt on the implementation of CoPs related activities (T2.4);
- Guidelines to set up and configure an appliance for the deployment of standard compliant Open Access Repositories (T3.2);
- Event reports showing event outcomes (T4.3).

Please refer to *Annex 1 – Summary of the dissemination strategy for project outputs* for more details about the dissemination strategy of each output.

The Consortium has already identified a preliminary list of publications.

Publication name	Area of interest	Coverage
Proceedings and report of UbuntuNet Alliance Annual Conference (peer reviewed)	e-Infrastructure, research, eLibraries, policy, collaborative initiatives	Global but Africa bias
e-ScienceTalk e-publications	e-Infrastructures	Europe
iSGTW e-Newsletter	Distributed computing	Global
e-IRG White Paper	e-Infrastructures	Europe
Research *EU magazine	S&T research	Europe
DG CNECT Newsletter	Newsletter on Information Society	Europe
EGI newsletter	Grid infrastructures	Europe
GEANT/CONNECT Magazine	Communication Infrastructures	Europe
CAAST-Net Plus e-Newsletter	Science	Sub-Saharan Africa
ERAfrica e-Newsletter	Science	Africa
African Journal of Science and Research	International & Multidisciplinary	Africa
African Journal of Science and Technology	Science and technology	Africa
African Research Review	Multidisciplinary	Africa
International Journal of Science and Technology	Interdisciplinary scientific research	Africa

TABLE 7 – SCIENTIFIC JOURNALS, E-JOURNALS AND E-NEWSLETTERS – PRELIMINARY LIST

## ACTION PLAN

- Over the project duration: project partners commit to release at least 10 publications, 1 or 2 per partner;
- Each time they identify one interesting Call for papers/articles they wish to apply to, the partners are invited to complete the internal online table to provide information on;
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) “Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise – at least 45 days, together with sufficient information on the results it will disseminate”;
- Therefore, “Any other beneficiary may object within – unless agreed otherwise – 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests »;
- According to Art. 29 of the Annotated Model Grant Agreement of the European Commission. (V2.0.1, May 2015) « Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results”;
- Each publication will be designed into an eBook, that will be disseminated on internal and external channels;
- All partners contribute to the promotion and dissemination of the various publications.

### 1.5.3 – Physical Interactive Dissemination

---

#### *1.5.3.1 Project events*

---

Project events will come as a dissemination support to WP1, WP2 and WP3’s objectives. They will help spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming.

#### ***(i) Training activities on Science Gateways and e-Infrastructures development***

The training schools aim at training people from both NRENs and CoPs as well as from University courses. Among the concrete expected outcomes of the project are the demonstrators that will be then showcased at the Sci-GaIA Workshops. The training schools planned are the following:

- **One web-based Winter School (M11)** that will consist of online webinars and offline training materials for self-paced learning – March 2016 (TBC);
- **One 2-week long face-to-face Summer School** in Europe (M15) – July 2016 / Catania, Italy (TBC).

**Target:** Computer scientists and software engineers from across Africa and Europe.

### ***(ii) Workshops***

A series of three two-day workshops will be organised in conjunction with targeted African events:

- Workshop 1 collocated with the UbuntuNet-Connect Conference, expected to take place on November 19-20, 2015 in Maputo, Mozambique;
- Workshop 2 collocated with WACREN Conference – Date and place TBA;
- Workshop 3 collocated with the Technology Transfer Alliance – Date and place TBA. It will focus on the pedagogical aspects of the project, as well as international student-led Science Gateway projects.

**Target:** Focus on local stakeholders.

### ***(iii) Final event***

Sci-GaIA will organise a final event that will consist of the following sessions:

- **User forum:** it will be a scientific workshop with a call for papers and a formal peer-review. It will be organized by the project in Brussels and co-located with the Sci-GaIA Final Conference. This will be a key complement to the web-based forum by engaging more high-level representatives and by strengthening relationships between stakeholders. It will also be a unique opportunity to showcase the project scientific activities and inspiring success stories. The User Forum event will feature a call for papers leading to the publication of a book of proceedings on an Open Access journal.
  - **Target:** Research and education community (Representatives of CoPs, NRENs e-Infrastructures service providers, Private sector, decision makers owning funding programmes – from across the whole continent).
- **Final Conference:** the Sci-GaIA Final Conference will allow a comprehensive presentation of project results. This 2-day event will be organised in Brussels and it will be jointly organised with the final conference of the TANDEM project with which synergies are being

created. The event structure will prioritise interactive and engaging sessions, such as demonstrations, roundtables and matchmaking sessions – avoiding frontal presentations and a one-way flow of information. The event will be conceived to be appealing both to the e-Infrastructures community and to stakeholders coming from different fields, in order to maximise Sci-GaIA results.

- **Target:** All target groups from Africa and Europe.

**Action plans** for the organisation of each type of event will be drafted closer to the date the event will actually take place.

### *1.5.3.2 Participation in external events*

---

This channel of dissemination will be used to facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU and Africa during related S&T events, trade fairs and exhibitions. Sci-GaIA partners will use their **participation in external events** as an additional opportunity to establish synergies with other initiatives having similar scope in order to avoid duplication of effort and save resources.

Some type of events targeted by the project:

- Education and policy events (e.g. the biennial meeting of the Association of African Universities (AAU) Conference of Rectors, Vice-Chancellors, and Presidents of African Universities (COREVIP), International Council for Open and Distance Education, e-ResearchAfrica);
- Life sciences events (e.g. International AIDS Conference, Africa Health Congress, International Society for Computational Biology and the African Society for Bioinformatics and Computational Biology);
- ICT events (e.g. IST-Africa International Conference on Innovation and Information Management, International Conference of Computer Science and Technology, IEEE AFRICON Region 8 flagship conference, ICT2015);
- Environmental events (e.g. RUFORM).

The objective is to represent the project in 5 African and 3 European events each year – with one project partner at each event.

A list of events where the project has already been represented, since its official launch, on May 1<sup>st</sup>, 2015 and where the project has been introduced:

Name	Contribution	Place and Date
IST-Africa 2015	Presentation: “The next iteration of Infrastructure and Services for e-Science in Africa”	May 6-8, 2015 Lilongwe, Malawi
EGI Conference	2 Presentations: “The Sci-GaIA project introduction” “The Sci-GaIA project and its education related activities”	May 18-22, 2015 Lisbon, Portugal

TABLE 8 – LIST OF EXTERNAL EVENTS WHERE THE PROJECT WAS REPRESENTED

A tentative list of external events in the short-term, is presented below:

Name	Expected contribution	Place and Date
ICT 2015	Exhibition Booth (accepted) Networking session (under approval)	Oct 20-22, 2015 Lisbon, Portugal
eResearch Africa 2015	Presentation	Nov 9-13, 2015 Cape Town, South Africa
UbuntuNet Connect 2015	Presentation	Nov 19-20, 2015 Maputo Mozambique
eChallenges 2015	Presentation	Nov 25-27, 2015 Vilnius, Lithuania
e-AGE 2015	Presentation	Dec 10-11, 2015 Rabat, Morocco

TABLE 9 – TENTATIVE LIST OF EXTERNAL EVENTS, IN THE SHORT-TERM

All partners will look for major events in the field to contribute to and report their contributions to SIGMA.

## ACTION PLAN

- SIGMA drafts an indicative list of target events and circulate it among partners;
- Project partners complete the table with inputs on additional interesting meetings they identified;
- Partners inform and provide details on their planned participation to future events to WP4 partners;
- After each external event they contributed to, partners send to WP4 partners a short news providing info on their participation, to be posted on the project website;
- By M24, consortium members commit to contribute to participate in 16 external events (10 in Africa, 6 in Europe) where they can showcase the project latest results; distribute project documentation; Network with other on-going related activities, in order to incorporate project’s efforts into a wider context of international cooperation on e-Infrastructures.



## 1.5.4 – Tailoring tools and channels to the audience

The figure below presents an overview of Sci-GaIA tools and channels to be used to disseminate the information to the relevant dissemination target groups.

Dissemination tools and channels	MAIN TARGET GROUPS				
	Policy-makers	e-Infrastructure & service providers	Research & Education Communities	Private sector	Related projects & initiatives
Web-based user forum	√	√	√	√	√
Training schools		√	√		√
Workshops	√	√	√	√	√
User-forum event		√	√	√	
Final conference	√	√	√	√	√
Publications	√	√	√		√
Project Public Deliverables	√	√	√	√	√
Contributions to external events	<b>Depending on the specific event</b>				

TABLE 10 – PROJECT TOOLS, CHANNELS AND TARGET GROUPS

## 1.6 – SYNERGIES WITH ONGOING INITIATIVES

Sci-GaIA will not limit its dissemination activities to the goals of awareness and understanding. More than informing, the project will aim at triggering involvement in and endorsement of its activities and results, seeking to enhance links and synergies with similar initiatives. Therefore many of the initiatives whose channels are used for dissemination purposes (please refer to [TABLE 7 – List of external channels – Preliminary list](#)) will be closely considered in order to create synergies whenever possible.

### Objectives of cooperation:

- Foster connections with other communities that would be difficult to reach otherwise;
- Create long-term research collaboration;
- Increase project visibility;
- Maximize project impact;
- Share knowledge on e-Infrastructure related topics;
- Share experience on technical challenges encountered;
- Avoid work duplication;
- Networking.

**Types of cooperation:**

- Mutual promotion of events and news by exchange of announcements published on project website or newsletters;
- Logo inclusion on project materials like event flyers, banners, etc.;
- Mutual invitations to participate in and speak at project workshops and conferences;
- Joint organisation of events;
- Joint applications for external events: booths, networking sessions, workshops, conferences;
- Exchange of feedback on project publications and deliverables.

Type	Initiative	Coverage
AUC	NEPAD Agency	Africa
	Africa-EU-Partnership	Africa and Europe
African research and education initiatives	AAU - Association of African Universities	Africa
	AVU - African Virtual University	
	African Academy of Sciences	
	RUFORUM -Regional Universities Forum for Capacity Building in Agriculture	
Topic specific websites	TERENA	Global
	ISGTW	
	EGI	
	GEANT	
	PRACE - Partnership for Advanced Computing in Europe	
	AiBST - African Institute for Biomedical Science & Technology	Africa
	e-IRG	Europe
Websites of related ongoing FP7 and newly launched H2020 projects targeting Africa	CAAST-Net Plus	Sub-Saharan Africa and Europe
	EUDAT	Europe
	EUMEDCONNECT3	Africa and MPC
	AfricaConnect2	Africa
	TANDEM TransAfrican Development Network	Central and Western Africa
	MAGIC: Middleware for Collaborative Applications and Global Virtual Communities	Global
	OpenAIRE2020	Europe
	Med-DIALOGUE: Promotting ICT Dalogue and Cooperation with the MPC towards Horizon 2020	Mediterranean countries

TABLE 11 –LIST OF SIMILAR INITIATIVES – PRELIMINARY LISTS

## 1.7 – EXPECTED IMPACT OF THE DISSEMINATION ACTIVITIES

Sci-GaIA is expected to have a substantial impact on the scientific and technological collaboration between Europe and Africa in several domains and on important topics such as e-Infrastructure creation and operation and extension of the ERA beyond the southern border of Europe. The adoption of the Science Gateway paradigm and the exploitation of standards such as SAML 2.0 for authentication, SAGA for the interface of applications to the various e-Infrastructures' middleware, and OCCI/CDMI for Cloud computing/storage access, will allow users to seamlessly access and use Grid, Cloud and local HPC services, both in Europe and Africa providing easiness to collaborate within all scientific disciplines across distances.

Furthermore, Sci-GaIA will make African (as well as European) research and researchers more “visible” worldwide and will contribute to the nowadays key topic of discoverability, reproducibility and extensibility of science products (also by the so-called “citizen scientist”).

Moreover, worldwide standards (such as Semantic Web’s, Linked Data’s, OAI-PMH, etc.) and widely accepted guidelines defined in Europe (such as those of EUDAT and OpenAIRE) on Open Access and Data Preservation will be promoted in order to achieve a better interoperation and interoperability of e-Infrastructures, including especially OpenData Infrastructures.

Last but not least, Sci-GaIA will contribute to the creation of didactic materials that will eventually be included in official curricula that will be usable in Africa, Europe and beyond.

Not only the best technologies and techniques will be used to disseminate project outputs, but constant monitoring and in depth evaluation will also be carried out to gauge the impact of the dissemination actions. Monitoring involves a systematic collection of data and reporting of information from the on-going dissemination activities. This information against pre set key performance indicators (KPI’s) will be analysed. Results will deliver final verdict on the impact and success of the dissemination process.

<b>Project website</b>	Number of visitors from M12: 3000 Average duration of visits: 2:00 Number of posts published (including news): > 100 Number of documents available in the website repository: > 20 Size of the project database: > 5000
<b>Publication</b>	Number of journal, conference and trade publications: 10
<b>Participation in external events</b>	A contribution to <b>16 external events</b> is recorded at M24

<b>Project events</b>	<b>Sci-GaIA Schools</b>
	Number of schools: 2
	Number of participants per school: 20
	Number of face-to-face schools in Europe: 1
	Number of web-based schools: 1
	<b>Sci-GaIA Workshops</b>
	Number of workshops: 3
	Number of participants per workshop: 50
	<b>Final Final Conference</b>
Number of participants at the Final Conference: 100	
Number of guests of honour (EC, AUC, Ministers, etc): 3	

TABLE 12 – PROJECT DISSEMINATION KEY PERFORMANCE INDICATORS

## 2 – COMMUNICATION CHART

### 2.1 – OBJECTIVES OF THE COMMUNICATION ACTIVITIES

In support to target dissemination activities, broad **communication actions** will be undertaken to promote project objectives, activities and findings in a clear and intelligible way to the EU and African citizens and civil society at large. The Sci-GaIA communication strategy will pursue the following objectives:

- **Raise public awareness** and **ensure maximum visibility** of the project key facts, objectives, activities and findings among EU and Africa public at large;
- **Announce and promote** Sci-GaIA events, contributing to upgrade its attendance and engagement potential;
- **Support** the dissemination objectives.

As explained above, SIGMA will carry out the leadership of the project communication activities following the dissemination strategy defined in the present DEP & CoC. SIGMA will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners contribute to communication activities, and assess the communication results. The following list presents in more details the communication actions:

Communication activities	SIGMA
<b>LOGO AND GRAPHIC IDENTITY</b>	
Creation of the project logo and visual identity (M1)	L
Production of templates for deliverables and standard PowerPoint presentations etc. (M2)	L
<b>PRINTED MATERIALS</b>	
Production and distribution of project communication materials: a project factsheet (M2), a brochure (M10)	L
<b>VIDEOS</b>	
Creation of two info-graphics videos (M5 & M21)	L
<b>NEWSLETTERS</b>	
Production of quarterly e-Newsletters (M1 – M24)	L
<b>WEBSITE</b>	
Creation & Management of the website (M1 – M24)	L
<b>SOCIAL MEDIA</b>	
Publication of the project social media strategy (M2)	L
Update and management of the social networks, incl. project LinkedIn and Twitter accounts (M2 – M24)	L
<b>ASSESSMENT AND REORIENTATION OF COMMUNICATION ACTIVITIES</b>	
Assessment of the project communication and dissemination activities (M12)	L
Re-organisation of the communication and dissemination strategy (M12 – M24)	L

TABLE 13 – PARTNER’S TASKS AND RESPONSIBILITIES FOR COMMUNICATION ACTIVITIES

## 2.2 – COMMUNICATION TARGET AUDIENCE

Besides disseminating project results among the research community, policy-makers, and the private sector, in Europe and Africa, Sci-GaIA will make a particular effort towards communicating project information to a wider audience, including **European and African civil citizens and the civil society at large.**

Dissemination tools and channels	MAIN TARGET GROUPS					
	Policy-makers	e-Infrastructure & service providers	Research & Education Communities	Private sector	Related projects & initiatives	Citizens & civil society
Visual identity	√	√	√	√	√	√
Factsheet		√	√	√	√	
Poster		√	√	√	√	
Brochure		√	√	√	√	
Website	√	√	√	√	√	√
Social Networks	√	√	√	√	√	√
Videos	√	√	√	√	√	√
Quarterly Newsletter	√	√	√	√	√	
Press releases	√	√	√	√	√	√

TABLE 14 – COMMUNICATION TOOLS, CHANNELS AND TARGET GROUPS

## 2.3 – MESSAGES TO BE CONVEYED

The information provided in an easy-to-understand, non-technical fashion through the various communication activities will include:

- Sci-GaIA key facts, objectives and expected results;
- Sci-GaIA events;
- Sci-GaIA outputs and outcomes.

## 2.4 – COMMUNICATION TOOLS AND ACTIVITIES

To reach the above listed goals, Sci-GaIA will produce and use a set of modern communication tools and channels described below. Please note that some of them will also be used for dissemination purposes.

### 2.4.1 – Logo and graphic identity

---

The highly recognizable branding (**colours and general graphic**) of the previous eI4Africa initiative have been reused in order to convey the message that Sci-GaIA is closely linked to its predecessor and that it aims at carrying on the work done in the framework of eI4Africa by building on its results. At the same time the design has been processed in order to give the Sci-GaIA project an independent identity.

Based on the same colour palette, fonts and logo, a **set of templates** have been designed by SIGMA. The templates ensure that the Sci-GaIA visual identity is consistent through the duration of the project. This set of templates include:

- A template for project deliverables;

- A template for project PowerPoint presentations.

## ACTION PLAN

- SIGMA designed a draft project logo and visual identity at M1, and designs the set of templates by M1;
- Project partners approved the project logo and visual identity before it was used for any project communication purpose, and approved the different templates;
- SIGMA uploaded the templates onto the restricted area of the project website so that they are accessible to all partners, and the project logo onto the public part of the website for public awareness.

### 2.4.2 – Media Kit

---

A pre-packaged set of promotional materials of the project have already been developed and distributed through various mass media channels for publicity use. This media kit, designed by SIGMA, including a project fact sheet, a brochure as well as posters and roll-up banners will allow the project consortium to reach large audiences in a short period of time.

A project **factsheet** has been produced at M2 to promote Sci-GaIA key concepts and messages, including clear and appealing info-graphics to be distributed on the web (social media, communities, partners' networks, external blogs, etc.). Printed copies will be limited to the dissemination of information in external events where online promotion is neither possible nor sufficient;

A promotional **brochure** will be designed at M10 to disseminate Sci-GaIA main results and success stories. It will be shared online and printed only when necessary to be handed out at events. Specific thematic brochure will also be created by SIGMA in support of the different activities of the project.

**Posters** and/or **roll-up banners** will also be designed and used at events that the project will organise or contribute to. Posters will be laminated in order to make them reusable and limit the number of printed copies. Specific posters and/or roll-up banners will be created for the project events.

The project fact sheet, brochures, posters and roll-up banners will be uploaded in electronic format onto the project website as from its production and it will be easy to download and share.

## ACTION PLAN

- SIGMA designed the project fact sheet at M2, as well as the project brochure at M10;
- Partners gave approval prior to any diffusion;
- Posters and roll-up banners will be created later on during the project in support to specific tasks and activities;
- Electronic version of the media kit is uploaded onto the website and its restricted area, so that it is accessible to both the general public and the partners/EC;
- Partners send electronic copies to relevant contacts in order to raise initial awareness on the project.

### 2.4.3 – Infographic videos

---

Easily shared on the web and displayed on wide screens at events, infographic videos are also a very effective way to communicate. Two short (<5 min) Sci-GaIA videos will be produced: one at the beginning of the project to promote the projects objectives and challenges; and one at the end to summarize the main outcomes of the project. They will be shared and used as much as possible by all partners.

## ACTION PLAN

- SIGMA designs 2 videos at M5 and at M21 containing visually engaging infographics in order to simplify complex messages to viewers;
- Partners will validate the content of the infographics;
- SIGMA disseminates the infographics among the Sci-GaIA network of contacts, and uploads it onto the project website so that they remains accessible to the general public and on YouTube for maximum visibility;
- Partners promote these videos through their respective channels.

### 2.4.4 – Website

---

The **project website** is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. This website will include multimedia content and informative pages presenting the Sci-GaIA partnership, concept, vision, objectives and activities. The dynamic website will benefit from an eye-catching design and will be easy to navigate on. It will be accessible by the EU and African citizens at large with tablets and smartphones and will be linked to and from other tools and content developed by other EU-African S&T related on-going initiatives.

Every effort will be made to make the project website active for several years after the end of Sci-GaIA.

*See action plan in Section 1.*



## 2.4.5 – Social Networks & Social Media strategy

---

The **project social media strategy** is drafted at M2, focusing on strengthening the project presence in the European and African Social Media.

Social media activities will help increase the project impact and relay information as widely as possible in Europe and Africa. Considered as powerful interactive media tool, they will serve as a platform to discuss, comment, consult and suggest research and policy topics with different stakeholders at different levels.

An objective of the SCi-GaIA project is to build synergies with similar initiatives. TANDEM project (TransAfrican Network Development) is a project that Sci-GaIA is already in contact with and planned common events: a joint Final Conference and a common booth at ICT2015 event). TANDEM focuses more on policy dialogue but aiming at conveying the same message: Africa needs more and better e-Infrastructures. Activities of the two projects are complementary while aiming at reaching the same target groups: policy makers, research and education community and end-users of e-Infrastructures. Moreover, the two projects have partners in common whose insight makes an efficient link between the two projects.

Branding the two African e-Infrastructure projects, Sci-GaIA and TANDEM, under common LinkedIn and Twitter accounts appears to be a mutually beneficial strategy that the projects' respective partners welcomed and agreed upon. The idea is to build around a community, rather than a single project: the "e-Infrastructures for Africa Community". Moreover, in order to give this strategy stronger foundations, it was decided, jointly by SIGMA, as communication leader of the two projects, and all the partners of the two consortia, to use the social networks accounts of the eI4Africa project and build on them.

This has several advantages:

- Avoid spending time in setting time up and populating two newly created accounts;
- Build on networks that are already popular within the e-Infrastructure community;
- Build on the eI4Africa project legacy and therefore on the eI4Africa project contacts and not start from scratch (recover all the existing members);
- Higher visibility as we join forces with TANDEM project with which synergies are already created (joint Final conference, common ICT2015 booth/networking session);
- Develop a rich and strong community to be passed on to future EU-Africa projects on e-Infra with higher and higher chances of impact.

The Sci-GaIA and TANDEM social presence will include:

**1) A [Twitter account](#).** The eI4Africa project account will be used to inform the broader European and African community about both technical and less technical information. Extensive use of Twitter was made since the official launch of the project as it served as main communication channel with the target audience, before the website went online.

### Ways to differentiate the two projects within the same community:

Two separate hashtags have been created and promoted to be used, one for each project, namely #SciGaIA and #TandemWacren and thus have specific project related statistics.

### Situation at M1

At the beginning of Sci-GaIA project (M1) the account had 371 tweets and 200 followers.

### Current situation at M2

A M2 (until June 26, 2015) the account has 388 tweets and 225 followers.

Several tools have been set up in order to monitor the activity and reassess the projects' positioning: Twitter analytics, Tweetchup, Klout and Tweetdeck.



2) A [Linked In group](#). The ei4Africa project account will continue to serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs, to experts. The group has been renamed **e-Infrastructures for Africa Community**.

### Ways to differentiate the two projects within the same community:

The strategy to create two different subgroups SciGaIA and TANDEM has been initially analysed but the decision to continue with one community was finally taken in order to ensure more cohesion between its members, avoid spending time on populating the subgroups and avoid dispersing the discussions into three directions. The main goal is to keep discussions concentrated in one space and around one reference - the community.

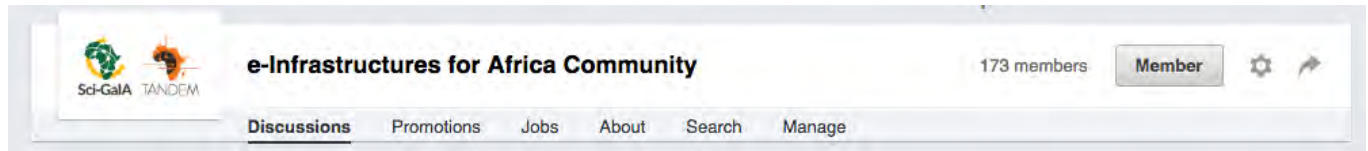
Discussions that refer to a project in particular may be preceded by #SciGaIA and respectively #TandemWacren thus creating a link with the Twitter account and reinforcing the project's identity in the audience's mind while referring to one community.

### Situation at M1

At the beginning of Sci-GaIA project (M1) the account registered 168 members.

### Current situation at M2

At M2 (until June 26, 2015) the account has 173 members.



Individual invitations will be sent out soon to targeted contacts in order to attract more members.

3) A [YouTube account](#). A channel has been created to disseminate the project videos, not only the infographics ones but video taken at the several events organised by the project. The objective is to further utilize the video capabilities for effectively promoting project activities and outputs.

4) A **Facebook account**. The project Consortium takes into consideration the set up of a Facebook page targeting the trainees of the two schools that will be organised in the framework of the project. The target of this training events are mostly students and young scientists and researchers therefore Facebook is a channel that is adapted to this respective audience. If approved by all partners, this action will be put into practice sometime closer to the start of the first school, namely March 2016 (M11).

#### 2.4.6 – Press releases

---

**Press releases (PR)**, although not specified in the DOW, they will be widely disseminated to outside media outlets to announce important news about the project.

#### **ACTION PLAN**

- SIGMA prepares a PR for any important announcement (milestones, major achievements, important publication etc.);
- Partners validates the content of the press releases prior to any diffusion;
- SIGMA disseminates the PRs among the Sci-GaIA network of contacts, and uploads it onto the project website resources area so that they remains accessible to the general public;
- Partners send the press release through their extended networks of contacts to maximize awareness.

#### 2.4.7 – Newsletters

---

**Project newsletters**, released on a quarterly basis, will enable the consortium to update the project community with latest project activities and results.

#### **ACTION PLAN**

- SIGMA designs a template of project newsletters at M2;
- Partners provide content for the newsletters and invite additional contacts to subscribe to the newsletter;
- SIGMA prepares an edition every 3 months based on partners' inputs;
- SIGMA releases the newsletters at M3, M6, M9, M12, M15, M18, M21 and at M24

- through an e-mail blast to registered community members;
- SIGMA uploads each newsletter edition on the website, for the general public to access.

## 2.5 – EXPECTED IMPACT OF COMMUNICATION ACTIVITIES

A series of Key Performance Indicators (KPIs) are detailed below. These KPIs, in addition to monitoring tools such as Google Analytics, Twitter Analytics, etc., will be used to evaluate the overall impact of the project communication activities.

<b>Project website</b>	Please see KPI in Section 1
<b>Promotional material</b>	Timely production of dissemination material: All material to be produced on time Number of events where the factsheet is used: 16+6 Number of events where the poster is used: 16 Number of brochures: 2 Number of events where the brochure is used: 16 Number of copies distributed (brochures): 1 300 hardcopies + eBrochures Number of events where a roll-up banner is used: 4 Number of press releases: 4 Number of videos to be produced: 2 Number of video views: 500
<b>Social media &amp; professional networking strategy</b>	Size of the LinkedIn Group > 150 Number of Twitter followers > 100 Number of Tweets / reTweets > 150
<b>Project biannual e-Newsletter</b>	Number of e-Newsletters published 8 Size of the dissemination list > 5 000

TABLE 15 – PROJECT COMMUNICATION KEY PERFORMANCE INDICATORS

## 3 – EXPLOITATION PLAN

This chapter describes the way each project partner individually, and the project consortium as a whole, intend to turn their involvement in the project and the project outcomes into profit, to support the development of their current activities, and to possibly lead to the launch of new activities. The major project outputs that will have the most value for exploitation (with target groups) are:

1. Consolidated guidelines for NRENs to develop Science Gateways and e-Infrastructures (e-Infrastructures and service providers, related projects and initiatives);
2. Educational materials for University Curricula (Research and education community, related projects and initiatives);
3. User Forum Events proceedings (e-Infrastructures and service providers, research and education community, private sector, related projects and initiatives);
4. Implementation of Science Gateways in CoPs (e-Infrastructures and service providers, research and education community, policy makers, related projects and initiatives);
5. Open Access Data Repository Deployment (e-Infrastructures and service providers, research and education community, policy makers, related projects and initiatives) In order to optimize the exploitation of those results, project partners agree on the following preliminary exploitation plans.

### 3.1 – EXPLOITATION AT PARTNERS LEVEL

#### **BRUNEL**

Main role in the project: Coordinator, Leader of WP1, WP5 and Tasks 1.2, 5.1, 5.2 and 5.3

Two primary goals:

- a) Lay the foundation for an international education program in Science Gateway development that could be deployed at Masters and PhD levels between European and African partners;
- b) Enhance Brunel's international reputation for science by helping projects to develop science gateways. This project will also further enhance Brunel's reputation in Big Data and e-Science.

#### **SIGMA**

Main role in the project: Leader of WP4 and Tasks 4.1 and 4.4

Sigma Orionis' involvement in an important and very visible project such as Sci-GaIA will significantly enhance its experience of international cooperation projects, its expertise in the e-Infrastructures thematic area and in dissemination and communication activities. It will also enhance its corporate image and international reputation and extend its network of international contacts in the domain. For these reasons, Sigma Orionis' involvement in the Sci-GaIA project is considered as fully in line with the company's strategy and able to efficiently support its development efforts.

#### **UBUNTUNET**

Main role in the project: Leader of Task 4.3

The project comes at the right time when UbuntuNet Alliance and its 14 NREN Members are moving towards services beyond connectivity. The activities and output of the Sci- GaIA project will enforce UbuntuNet's activities in this direction. The Science Gateways being developed in this

project will be used by UbuntuNet to demonstrate to the rest of the NREN membership how they can support CoPs. UbuntuNet will reuse the materials of this project to support the NRENs.

## **UNICT**

Main role in the project: Leader of WP3 and Tasks 1.1, 3.1 and 4.2

Being located in the middle of the Mediterranean, UNICT aims at outreaching Africa for all of its three missions (education, research and innovation). So, Sci-GaIA represents a perfect opportunity in this respect. UNICT will re-use the guides and the training and education materials that will be developed by the project in its curricula and will foster the participation of its young researchers both to the Winter and the Summer School, especially the second that will be held in Catania. Moreover, UNICT will check the compliance of its Open Access Repositories against the standards and the guidelines that will be promoted by the project. Last, but not least, UNICT will contribute to the Sci-GaIA Online Courses platform, based on Open edX, with lectures and multimedia and will promote internally the Open Science paradigm and its related concepts

## **WACREN**

Main role in the project: Leader of Task 1.3

WACREN will focus on the appropriation of the outputs of the project for the deployment of infrastructure and services in West and Central Africa. Training guides and educational materials developed will be used in a concerted capacity building effort within the region.

## **KTH**

Main role in the project: Leader of WP2 and Task 2.4.

KTH will be able to enhance its current research activities in ICT infrastructure in Africa and also get involved into new research challenges by engaging user communities created as the result of the project. Also as the champion of the TTA initiative, KTH will expand its educational activities and its visibility across Africa through the support to be offered to link CoPs with Universities.

## **KI**

Main role in the project: Leader of Task 2.2

Three main goals:

- a) Ensure that Science Gateway concept is integrated into international research and research training projects where Karolinska Institutet is part of;
- b) Strengthen the competence, capacity and interest in e-science research at Karolinska Institutet and establish joint programs with KTH; and
- c) Exploit international pharmaceutical and pharmacological associations for eScience for research, research training and integration into e-learning platforms.

The focus on emerging end-user communities includes two communities established in a previous project (el4Africa):

(1) APSG – African Pharmacology and Pharmaceutical Science Gateway. This e-Science platform simplifies collaboration and sharing of resources in Africa. Therefore, it serves to promote and implement African medical science collaboration focusing on biomedical and pharmacological sciences and clinical trials and clinical drug studies for improving African healthcare. The platform makes accessible open sources software for study designs, biomedical data processing and facilities for sharing data and discussing scientific and technical topics of interest to network members. The platform also effectively enables south-south, south-north and north-north capacity and capability strengthening as African researchers and their international collaborators will get an easy accessible arena of interaction. The APSG is hosted by the African institute of Biomedical Science and Technology (AiBST) that has established a preliminary management group (July 2014), defined preliminary contents and allied with global professional pharmacological organizations (IUPHAR, International Union for Pharmacology and Clinical Pharmacology, and FIP, Federation of Pharmaceutical Science) for sustainable collaboration and joint funding plans; and

(2) CHP - Community Health Portal. This uses the Science Gateway concept and a prototype design and contents. The focus on new user communities will be achieved by identification of interested groups in our networks including contacts at project events and through a user forum.

The focus of WP2 is now to reach out to the target communities with further information, to reach key users that can use the tools available on the APSG and CHP.

Preliminary key events: Presentation and demonstration of APSG at the MURIA (Medicines Utilization Research in Africa) group workshop in Gaborone, Botswana 27-29/7 2015. This workshop is expected to draw around 75 participants from the majority of sub-Saharan African countries, all with a special interest in pharmacology and therefore potential users of the APSG

## **DIT**

Main role in the project: Leader of Tasks 2.3 and 3.3

The tasks that the DIT is responsible for are designed to carry forward the good work that was started during e4Africa project. These activities will mutually benefit the work of DIT as the host of HPC facility, as well as TERNET as the umbrella organization for Education and Research activities in Tanzania. Further, the collaborations within and beyond Sci-GaIA will strengthen DIT's visibility, provide more exposure, hence put into use the HPC facilities in Tanzania for other members in Africa and beyond.

## **CSIR**

Main role in the project: Leader of Tasks 1.4, 2.1 and 3.2.

The tasks that the CSIR is responsible for align very well with existing activities in smaller scope already under way in the national cyber-infrastructure context. These activities will mutually benefit the work of the CHPC, SANREN and SAGrid. Particularly, the development of open access data repositories will also be supported (and vice versa) by the South African Data Infrastructure (DIRISA) project. Furthermore, significant benefit stands to be gained from science gateways by the various institutes supported by the Africa-Arabia Regional Operations Centre.

### 3.2 – EXPLOITATION AT CONSORTIUM LEVEL

All Sci-GaIA outputs, both in terms of software, data and documents, will support the Open Science paradigm. This means that open licences (e.g., Apache 2.0 for software and Creative Commons for data and documents) will be adopted and education and training materials will be released under the Open Education Resource (OER) definition<sup>1</sup> given by UNESCO. This will allow all members of Sci-GaIA consortium to leverage and exploit everything that will be released by the project, both individually and globally.

As the project progresses, specific outputs, such as course modules and other educational material, may be worth exploiting at consortium level and this will be discussed at project management meetings.

---

<sup>1</sup> [www.unesco.org/new/en/communication-and-information/access-to-knowledge/open-educational-resources/](http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/open-educational-resources/)



## CONCLUSIONS

The hereby Dissemination and Exploitation Plan & Communication Chart (DEP & CoC) aimed at describing the measures proposed by the Sci-GaIA consortium to disseminate project results and communicate on its activities. The document also highlighted the methods through which these measures would increase the overall impact of the project.

These actions took into consideration a variety of communication channels and target groups (e.g. policy-makers, interest groups, media, and the general public at large, including “citizen scientists”). The DEP & CoC also presented how partners would exploit project activities and results.

The DEP & CoC will serve as a management tool for both the project partnership and the European Commission to ensure that the Sci-GaIA dissemination and exploitation activities are adequately and timely planned and implemented. It is meant to be a living document that will be systematically reviewed and updated at each consortium meeting.

*ANNEX 1 - SUMMARY OF THE DISSEMINATION STRATEGY FOR PROJECT OUTPUTS*

DISSEMINATION OF PROJECT OUTPUTS - DRAFT STRATEGY -				
WORK PACKAGE	ACTIVITY	OUTPUT SUPPORT	CHANNEL	TIMING
WP1 – Outputs related to the uptake of Science Gateways and e-Infra in Africa and beyond	Creation of Science Gateway and e-Infra development guidelines and materials for NRENs and CoPs	<u>Report:</u> e-Infrastructure and Science Gateways development guides showing how NRENs and CoPs can set up and support e-Infrastructure services. <i>It could take the form of an e-Book</i>	<u>Online:</u> Project website, Web-based user forum, Newsletter, External channels	M12
	Creation of Science Gateway and e-Infra development guidelines and materials for educational programmes		<u>Physical interactive dissemination:</u> Project events (Training schools)	M11 & M15
	Conduct of surveys to monitor the successful implementation of e-Infrastructures in Africa and identification and assessment of the potential needs of new communities	<u>Report:</u> e-Infrastructures monitoring report with recommendations. <i>It could take the form of an e-Book</i>	<u>Online:</u> Project website, Web-based user forum, Newsletter, External channels <u>Offline:</u> Contribution to publications <u>Physical interactive dissemination:</u> Project events (Workshops and Final conference), Contribution to external events	M22
	Establishment of a report on the global picture of e-Infrastructures in order to make sure that development made within Sci-GaIA interoperate with other initiatives worldwide	<u>Report:</u> e-Infrastructure Sentinel report. <i>It could take the form of an e-Book</i>	<u>Online:</u> Project website, Web-based user forum, Newsletter, External channels <u>Offline:</u> Contribution to publications <u>Physical interactive dissemination:</u> Project events (Final conference), Contribution to external events	M23

WP2 – Outputs related to the support of new and already emerging Communities of Practice	Set up of a collaborative web-based user-forum to help representatives of CopS, NRENs and other stakeholders in the field, to communicate and share info and experiences and publication of the outputs of the discussions, at the end of the project	<u>Report</u> : Outcomes of the web-based user forum	<u>Online</u> : Project website, Web-based user forum, Newsletter, External channels <u>Offline</u> : Contribution to publications <u>Physical interactive dissemination</u> : Project events (User forum event and Final conference), Contribution to external events	M22
	Cooperation with emerging CopS in Life Sciences and Healthcare	<u>Demonstrators</u>	<u>Physical interactive dissemination</u> : Project events (Workshops, Final conference), Contribution to external events	M15
	Supporting Communities of Practice with Science Gateways and e-Infrastructures	<u>Report: Lessons learnt and experiences. It could take the form of an e-Book</u>	<u>Online</u> : Project website, Web-based user forum, Newsletter, External channels <u>Offline</u> : Contribution to publications <u>Physical interactive dissemination</u> : Project events (Final conference), Contribution to external events	M23
WP3 – Outputs related to strengthening and expanding Science Gateways and e-Infrastructure related services	Support to the creation of an African Open (and Linked) Data infrastructure, interoperable and federated with those existing in the EU and other regions of the world	<u>Report</u> : Guidelines to set up and configure an appliance for the deployment of standard compliant Open Access Repositories. <i>It could take the form of an e-Book</i>	<u>Online</u> : Project website, Web-based user forum, Newsletter, External channels <u>Offline</u> : Contribution to publications <u>Physical interactive dissemination</u> : Project events (User forum event and Final conference), Contribution to external events	M4
	Deployment of Policy Management Authorities and Identity Federations across African NRENs			
	Deployment of the Africa Grid Science Gateway developed in e4Africa at an African Institution			

<b>WP4 -                  Outputs related to the                  training and knowledge                  dissemination activities</b>	Two Sci-GaIA training schools on Science Gateways and e-Infrastructures development	<u>Event reports</u> showing event outcomes	<u>Online:</u> Project website, Web-based user forum, Newsletter, External channels	M13 & M24
	3 Workshops			M13 & M24
	Final conference			M24
	User-forum event	<u>Peer-reviewed proceedings</u>	<u>Online:</u> Project website, Web-based user forum, Newsletter, External channels <u>Offline:</u> Contribution to publications	M24