



DELIVERABLE 5.3.2

CROSSGRID DISSEMINATION AND USE PLAN

WP5 Project Management

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Abstract:

For the CrossGrid Consortium and the IST Program to derive maximum benefit from the investment in technological development, it is essential that research findings within the project and innovative solutions be effectively disseminated and used by others. This deliverable presents the strategic viewpoint of the project consortium concerning the dissemination issue, highlights the key elements of the CrossGrid Dissemination and Use Plan and proposes a specific paradigm for addressing the requirements of dissemination, sharing effective practices and evaluating the impact of dissemination.





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CONTENTS

1. INTRODUCTION.....	5
1.1 OBJECTIVE.....	7
1.2 DISSEMINATION SCHEMES	7
1.3 DISSEMINATION AND USE PLAN (DUP).....	9
2. BUILDING AN INFORMATION AND COMMUNICATIONS INFRASTRUCTURE FOR CROSSGRID. 10	
2.1 ESTABLISHING STABLE CONDUITS WITHIN AND OUTSIDE THE CROSSGRID CONSORTIUM	10
2.2 DEVELOPING A PUBLICATIONS PROGRAM	11
2.3 DEVELOPING EFFECTIVE MECHANISMS FOR DISSEMINATING MATERIAL	12
2.3.1 <i>The WWW</i>	12
2.4 COMMUNICATING WITH THE CROSSGRID STAKEHOLDER COMMUNITY.....	14
3. GENERAL CONCEPT OF THE DISSEMINATION AND EXPLOITATION PLAN.....	16
4 DISSEMINATION AND USE PLAN – PART I.....	18
4.1 DISSEMINATION.....	18
4.1.1 <i>Internal Dissemination</i>	18
4.1.2 <i>Local Dissemination</i>	18
4.1.3 <i>Central dissemination</i>	18
4.2 STRUCTURING THE DISSEMINATION EFFORTS.....	19
4.3 THE CROSSGRID DISSEMINATION MEANS	20
4.2.1 <i>The CrossGrid Dissemination Portal</i>	21
4.2.2 <i>The I&R Forum</i>	21
4.2.3 <i>The CrossGrid Newsletter</i>	22
4.2.4 <i>CrossGrid brochures and leaflet</i>	23
4.2.5 <i>Meetings and Conferences</i>	24
4.2.6 <i>Publications</i>	25
4.2.7 <i>Cluster activities</i>	25
4.3 MONITORING AND EVALUATION METHODS OF THE DISSEMINATION AND USE PLAN	25
4.4 PART II DISSEMINATION AND USE PLAN	27
4.4.1 <i>CG Dissemination Workplan</i>	27
4.5 PART III USE PLAN.....	31
4.5.1 <i>The CrossGrid Preliminary Exploitation Plan</i>	31
4.5.2 <i>Use Plan per partner</i>	32
5. SUMMARY AND CONCLUSIONS.....	34
6. REFERENCES.....	35

1. INTRODUCTION

"Tell me and I forget, show me and I remember, involve me and I understand." (*Al Kuebler, 1993, The Quest for Excellence*)

The aim of the CrossGrid project is to further extend the Grid environment to cover new services of great practical importance and to test them on a pilot scale. This is a significant objective in the e-science area of the Grid perspective, which will lead the way in solving critical problems and allow the construction of broadly-applicable infrastructures. The aforementioned services will be put to use for a wide range of real-world problems relating to HEP applications, flood modelling, weather forecasting and decision support for medical applications.

In the context of the project, a number of dissemination activities and exploitation of preliminary results are planned, all in order to ensure the applicability of the project results, increase the usability of its applications and boost the project recognition within the Grid community.

For the CrossGrid Consortium and the IST Program to derive maximum benefit from investing in technological development, it is essential that research findings within the project and innovative solutions be effectively disseminated and used by others. For this purpose, several theories or frameworks were reviewed, all of which add insight to the process of dissemination.

A useful definition of dissemination was developed by Hutchinson and Huberman (1993) who defined it as "the transfer of knowledge with and across settings, with the expectation that the knowledge will be 'used' conceptually or instrumentally."

Although, a detailed reporting of generic issues on dissemination is not within the scope of this document, we do include some basic concepts that will aid in understanding our approach to disseminating the project results.

The Dissemination Analysis Group (Klein, 1992) identified in 1977 the following four functions of dissemination:

- *spread*, which is defined as "the one-way diffusion or distribution of information, in order to increase awareness,"

- *choice*, a process that "actively helps users seek and acquire alternative sources of information and learn about their options,"
- *exchange*, which "involves interactions between people and the multidirectional flow of information," and
- *implementation*, which "includes technical assistance, training, or interpersonal activities designed to increase the use of knowledge or R&D or to change attitudes or behavior of organizations or individuals".

In the context of CrossGrid Dissemination and Use Plan these functions will be normally served by the project publications, cluster activity with other projects, the I&R Forum and the project testbeds (respectively).

The appropriate strategies for achieving each of the above were also defined.

Spread is described as a proactive process, in which disseminators take the initiative in distributing useful knowledge or products. *Choice* is described as reactive process, providing information and materials as requested by potential users, and both *exchange* and *implementation* are described as interactive processes (Klein & Gwaltney, 1991).

These show the implied nature of dissemination as being the ultimate use of that which is disseminated. Dissemination is often confused with the Spread function mentioned above, while the three latter functions are ignored. Thus, in most cases, dissemination refers simply to the process of sending information to a spectrum of recipients without considering the opportunities of actually *using* this information.

In CrossGrid, Spread will be supported by a number of dissemination activities such as brochure creation, submission of scientific papers, publication of a newsletter and extended Web presence. It ought to be mentioned that the Global Grid Forum, the DataGrid I&R Forum and the GridStart cluster project will be used as dissemination channels for the output of CrossGrid, in order to support the requirements of the Spread function. The Choice function shall be implemented through *workshops*, *conferences* and *seminars*. A properly created database of CrossGrid Users, that will be built with the contribution of all the partners of the consortium, shall support the spreading of this material to all those who take interest in the Project.

Many researchers feel that dissemination is an activity to be conducted *following* any research procedures, to share findings with fellow professionals. Today, the notion of participatory action

research (PAR) encourages researchers to involve those who are expected to benefit from the research in the actual planning, conducting, evaluating and reporting of research findings. In CrossGrid, we will try to involve the potential users of the Project's results through the *Industrial and Research Forum*. Such an approach facilitates the dissemination process by highlighting the value of the research to end-users as part of the research design. The value of research results is never more poignant than when they are described by an individual who has benefited from the use of these results. Thus, we need to identify such CrossGrid supporters. They have to be influential and well-known among the I&R Forum members, and, in particular, representatives from the industrial sector. For this end, a list of potentially interested companies will be prepared on a national level by the project participants.

The *Exchange* and *implementation* functions of the project Dissemination and Use Plan will be supported by *technology demonstrations* mainly in the context of the planned CrossGrid *testbeds*.

1.1 Objective

The objective of the Dissemination and Use Plan is to identify and organize the activities to be performed in order to promote the technical and commercial exploitation of the project's results and ensure the widest use of scientific knowledge derived from the project. The plan shall be expanded in two directions: marketing activities (in order to enhance the commercial potential of Grid Technology in the industrial sector), and publication of the project's results in the scientific, EC and general RTD sectors. Dissemination is a lateral activity and will concentrate on disseminating the results of the CrossGrid project itself to a wide range of existing or potential stakeholders. The practical experience and guidance that will emerge from the project should be relevant to a wide array of stakeholders and should draw attention from both within the EC and from beyond, thus being of value for different communities and earning international acclaim.

1.2 Dissemination schemes

To fulfill these aims, the CrossGrid project will form various carefully-focused groups and committees, established by the project management, through formal and informal mechanisms. Clear channels of communication between project partners themselves, as well as with the wider community, will play a crucial role in fulfilling the objectives of the project. The *CrossGrid Dissemination Team* and the *CG Office* will be responsible for the success of the dissemination task. The Dissemination Task will be performed by the Dissemination Team on behalf of the project consortium, following the instructions of the Project Coordinator/Steering Group.

The Dissemination Team (**Yannis Perros**, Zofia Mosurska, Witold Marton, Michal Turala, Stefano Beco, Federico Rossi, Angelos Sphyris, Vaso Varela, George Eftichidis) is in charge of defining the strategic options of the project dissemination and implementing the dissemination and exploitation activity in close cooperation with all the participants of the CrossGrid consortium. The CG office (**Michal Turala**, Marian Bubak, Marek Ksiezuk, Witold Marton) is responsible for supporting the management of the dissemination activity and for involving the CrossGrid participants in the dissemination of the project objectives and results.

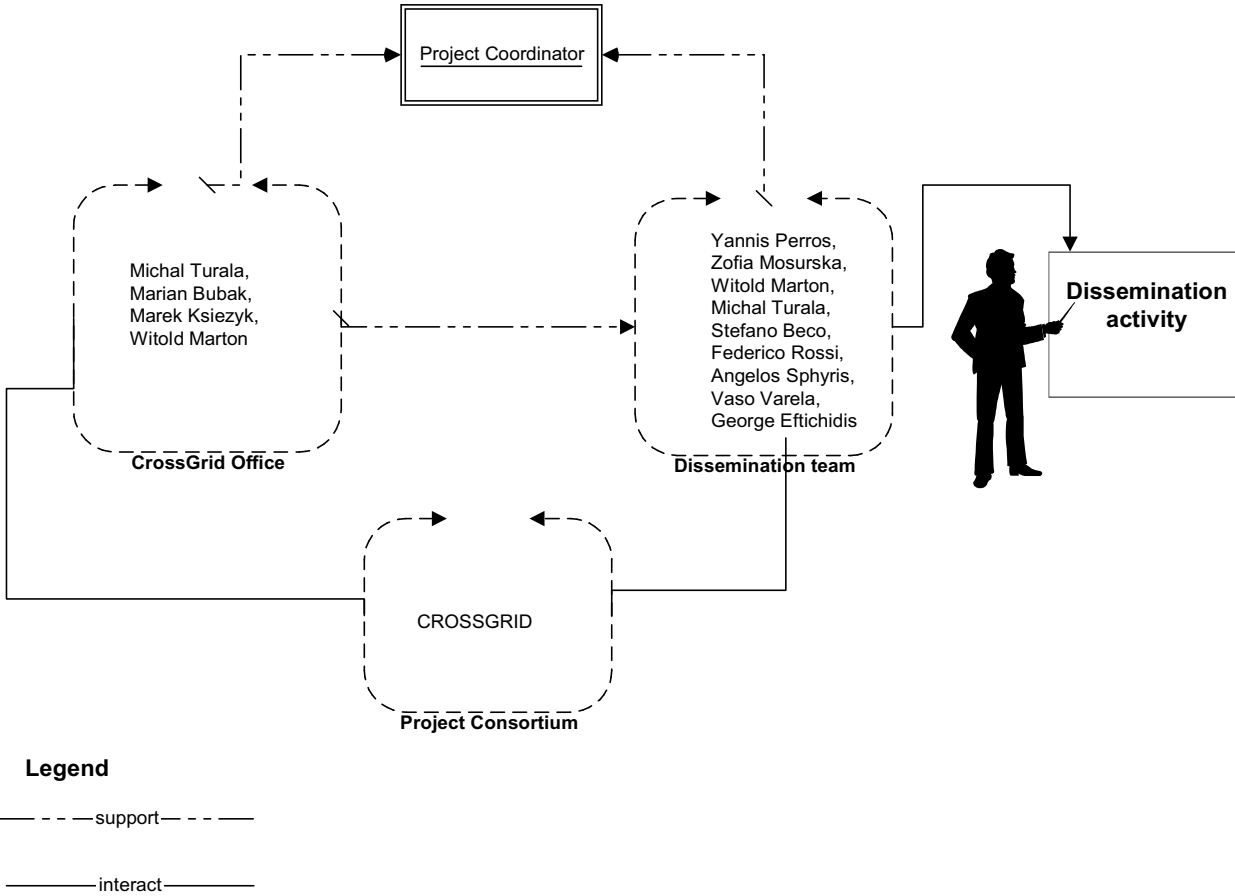


Figure 1. Relationships between CG management and dissemination workgroups.

More specifically, the *CG Office* oversees an internal communication infrastructure that provides convenient and appropriate mechanisms for facilitating the free flow of information (strategic, administrative and practical) across the project sites, appropriate for the development of an extensively distributed but coherently managed single project.

The *CrossGrid Dissemination Team* is responsible for identifying and recording the project findings and the dissemination activity of the individual partners and for organizing the

dissemination activity for the project on a central level. This team is responsible for the elaboration of the Dissemination and Use Plan (DUP) that describes schemes for the proliferation of the CrossGrid development, as well as for the dissemination of the findings and knowledge that will be garnered from Project. To the extent that this is possible, within the first six months following the commencement of the Project, all plans for promoting the Grid concept and services in a systematic and consistent way are also included.

1.3 Dissemination and Use Plan (DUP)

This deliverable should tackle the following two issues:

1. Ongoing dissemination throughout the project lifetime and
2. Draft promotional and exploitation plans for the post-project perspective of the new developments.

The *Dissemination and Use Plan* reviews the **information** to be disseminated, the dissemination **media** options and the **agenda** of dissemination.

The *Use plan* is a first step towards the Technology **Implementation** Plan (TIP), which is actually due at the end of the project. The TIP will describe the participants' actual **achievements** in dissemination and their plans at that time for the **exploitation** of their **results**. The TIP will, where appropriate, refer to the present Dissemination and Use plan, indicating how and whether anticipated activities actually took place or were modified in light of circumstances (or where other actions and measures - initially unplanned - were introduced).

The production of the Dissemination and Use Plan forms an important part of the first stage of the Project. An internal review and study of the DUP will be undertaken before defining the TIP. The TIP will be structured according to the European Commission's recommendations, by determining the individual results for each partner and how they will exploit the project results within their organizations. It will then describe, for each individual partner, the results made available by them for exploitation by others and finally it will propose a summary by the Project Co-ordinator of the European added value from the project as a whole. The TIP will be compiled within the last six months of the project.

2. BUILDING AN INFORMATION AND COMMUNICATIONS INFRASTRUCTURE FOR CROSSGRID

The CrossGrid project will establish an infrastructure for communications (and therefore dissemination) by building a robust framework in which dialogue and interaction can play a significant role. This applies equally to internal and external communication.

2.1 *Establishing stable conduits within and outside the CrossGrid consortium*

These will be used to disseminate information about and solicit input into the work of the CrossGrid project. Contact can be maintained and facilitated by:

- Electronic mailing lists

Electronic mailing lists will support communication, information flow and briefing between the project partners and also with potential users outside the consortium.

- Internal Lists

Several electronic mailing lists have been established for the CrossGrid project which aim to provide a mechanism for internal project communication and interaction. Currently these lists refer to the project workpackages, the management and technical teams of the project and include members of the consortium from various partner sites.

The internal mailing lists of CrossGrid have been set up and are maintained by the Supercomputing Center of Galicia (CESGA) in Spain. They are as follows:

List

URL

- crossgrid-contact@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-contact/cgoffice@cyf-kr.edu.pl>
This is a list of CrossGrid contacts; used to inform all CrossGrid contact persons about project issues.
- crossgrid@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid/cgoffice@cyfkr.edu.pl>
This is a list of people at the CrossGrid Office responsible for project administration.
- crossgrid-sg@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-sg/cgoffice@cyf-kr.edu.pl>
This is a list of members of the CrossGrid Steering Group, responsible for project management.

- crossgrid-architecture@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-architecture/cgoffice@cyf-kr.edu.pl>
 This is a list of members of the Architecture Team, responsible for the CrossGrid Platform Architecture.
- crossgrid-wp1@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-wp1/cgoffice@cyf-kr.edu.pl>
 This is a list of people involved in *Workpackage1*.
- crossgrid-wp2@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-wp2/cgoffice@cyf-kr.edu.pl>
 This is a list of people involved in *Workpackage2*.
- crossgrid-wp3@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-wp3/cgoffice@cyf-kr.edu.pl>
 This is a list of people involved in *Workpackage3*.
- crossgrid-wp4@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-wp4/cgoffice@cyf-kr.edu.pl>
 This is a list of people involved in *Workpackage4*.
- crossgrid-wp4-support@lists.cesga.es
<http://listas.cesga.es/mailman/options/crossgrid-wp4-support/cgoffice@cyf-kr.edu.pl>
 This is a list of the people involved in the *Workpackage4 support task*.

The CrossGrid considers the use of focus groups as a mechanism for external communication. These groups of potential users will be identified on a national level by project partners; their details shall be recorded in an appropriate Database of Potential CrossGrid Users. Furthermore, the external lists will relate to the applications included in the project and will refer to the subscribers of the Central Dissemination Website and to the members of the Industry and Research Forum.

Although there may be advantages in establishing a new all-encompassing list, CrossGrid will aim to use existing mailing lists for its external communications. Clustering with the Industrial and Research Forum of the DataGrid project will help us in this regard.

A list of national Grid mailing lists must be created as a CrossGrid initiative. These lists shall allow for exchanging Grid-related information and news in a national context. CSIC is piloting such an initiative in Spain. Other partners have to contribute to this initiative as well.

2.2 Developing a publications program

CrossGrid may wish to maintain printed copies of selected informational/publicity and/or instructional materials for distribution either freely or on a cost-recovery basis.

The minimum of these publications will comprise:

- targeted informational literature designed to raise awareness about Computational Grid Technology, CrossGrid and relevant activities;
- instructional literature derived from CrossGrid experience. Such literature may include:
 - methodological guidelines,
 - strategic guides to good practices (including organizational and financial implications for SMEs).

2.3 Developing effective mechanisms for disseminating material

2.3.1 The WWW

In addition to its use of electronic mailing lists, CrossGrid has established an extended web presence. A number of CrossGrid websites have been set up in order to cover the needs for communication, information and presentation of the project evolution and achievements. These pages include:

- information about CrossGrid and its activities including contact details, background information, papers, events (seminars, workshops, conferences) etc.
- instructional materials as discussed above (in this respect the Web acts as a principal means of publication)
- frequent news and updates of the project to keep the Grid community informed

The CrossGrid websites collection includes websites dedicated to each of the project workpackages and more specifically:

- *The CrossGrid Applications Website (WP1)*

Located at <http://www.science.uva.nl/research/scs/projects/CrossGrid/>, it is maintained by the University of Amsterdam.

- *The Grid Application Programming Environment Website (WP2)*

Located at <http://grid.fzk.de/CrossGrid-WP2/>, it is maintained by the FZK.

- *The CrossGrid Middleware Website (WP3)*

Located at <http://wp3.crossgrid.org>, it is maintained by the PSNC.

- *The CrossGrid Testbeds Website (WP4)*

Located at <http://grid.ifca.unican.es/crossgrid/wp4/>, it is maintained by IFCA (CSIC).

There are two websites relating to WP5, one referred to as the central website of the project, and another one dedicated to the issues of project dissemination and related activity.

- *The Central CrossGrid Website*

This web site relates to WP5 (Project management) and is used to support internal communication and as the principal means of distributing administrative, policy and procedural documents for use by members of CrossGrid. It is located at <http://www.eu-crossgrid.org> and is maintained by Cyfronet, the Coordinator of the CrossGrid project. Where necessary, documents and sets of documents may be accommodated on password-protected pages and thus made accessible to selected individuals and/or groups.

- *The Central Dissemination Portal*

This is a website where all the dissemination material is kept and all the activities relating to CrossGrid are presented. It is located at <http://www.crossgrid.org> and maintained by ALGOSYSTEMS S.A., which is the partner responsible for coordinating the dissemination activities of the project.

The site provides the main utilities for supporting the spread, choice and exchange functions of dissemination by means of a news submission section, an intranet area and the online I&R forum.

- *The Technical Architecture Team Webpages*

These webpages are located at <http://www.cyf-kr.edu.pl/~tat/>. They are maintained by the CrossGrid TAT.

- *The Internal Review Board Webpages*

This website relates to WP5 (internal review of project deliverables) and is used to support the quality of the project deliverables that represent part of the dissemination activity. These pages can be accessed at: <http://www.cs.ucy.ac.cy/Projects/crossgrid/IRB/index.html>

There are also a number of Web pages maintained by partners of the CrossGrid consortium and presenting information concerning their involvement and contribution to the Project. <http://alpha.ific.uv.es/grid/CROSSGRID-IFIC/index.html> of the University of Valencia (Institute of Physics) may serve as an example.

Separate Web pages have been created for presenting specific project events such as the 1st CG Conference presented in <http://www.cyf-kr.edu.pl/cwg01/pres.html>

- *Promoting dissemination, advocacy and other events*

According to the Work Program and in order to support the Spread, Choice and Exchange functions of the Dissemination task, conferences, workshops and seminars will be organised by the CrossGrid project to:

- raise awareness about CrossGrid activities, resources, etc.;
- act as training venues e.g. for disseminating instructional material as required by a particular stakeholder community or communities;
- act as fora for public discussion on Grid research, development, standards, or other strategic and substantive issues of interest to CrossGrid and the wider Grid community.

In addition, CrossGrid hopes to supplement such events with additional activity, which will attempt to address issues from an integrative, cross-sectoral, or lateral perspective, not necessarily available to any one of its stakeholder communities. Where appropriate, CrossGrid hopes to work with other projects (e.g. DataGrid, GridStart etc) and organizations (GGF, CERN) on these types of events.

2.4 Communicating with the CrossGrid stakeholder community

CrossGrid will identify those communities which have a crucial stake in its activities and for each stakeholder community so identified, the project will:

- assess its generic communication needs (contributions and uses) as well the specific communication needs between itself and CrossGrid;
- identify the information and materials/resources necessary to maximize the Project's use and increase their contribution to CrossGrid activities;

- evaluate where and in what manner may input be appropriately solicited from the community's members.

The following groups have been identified as CrossGrid project stakeholders:

1. academic and public institutions involved in weather forecasting,
2. private organizations involved in weather forecasting,
3. academic and public institutions involved in flood modelling and management,
4. academic and research institutions involved in real-time simulations,
5. academic and research institutions involved in computer-aided real-life problem solving,
6. academic and public institutions working on computer-aided medical applications,
7. private companies involved in medical computing,
8. research institutions working on HEP applications,
9. regional development officers,
10. emergency management agencies,
11. suppliers of digital information,
12. national and regional information services,
13. managers of industrial associations,
14. IT companies on an international and national level,
15. professional associations serving any of the communities listed above,
16. other Grid projects.

3. GENERAL CONCEPT OF THE DISSEMINATION AND EXPLOITATION PLAN

The general context for implementing the dissemination plan and addressing the requirements for exploitation of the Project's results is presented in Figure 2.

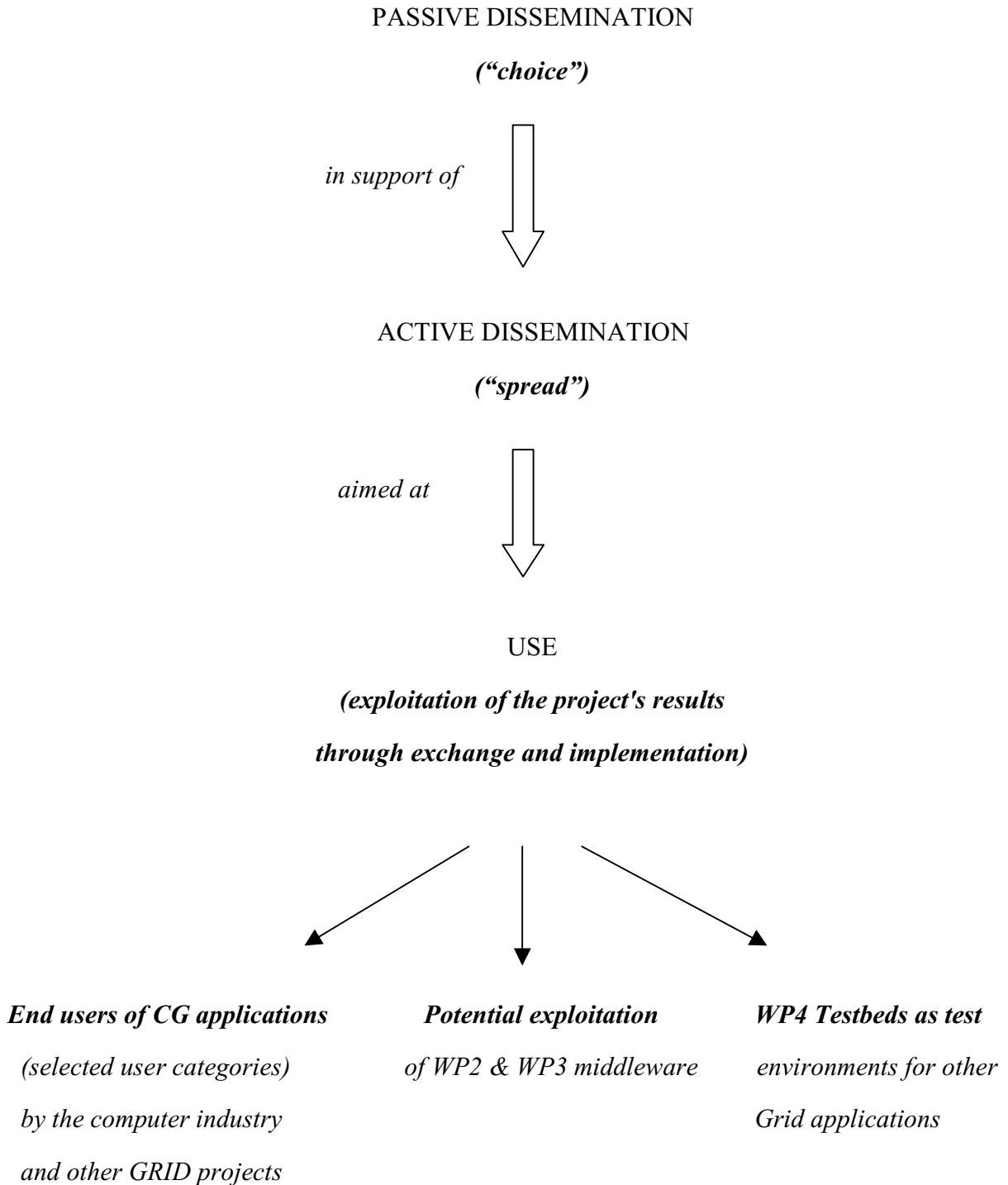


Figure 2. From dissemination to use: work flow

Figure 2 shows that dissemination should start with passive methods (choice), namely presenting the CrossGrid output (papers, software and demos) to the interested people without pushing to adopt the CG approach. This will be in support of the spread function representing the active dissemination method that will follow, suggesting CrossGrid solutions for Grid applications. This second phase will then be followed by the "use" stage which in terms of the CrossGrid project will be effectuated in the context of the project testbeds, in the potential exploitation of the middleware produced and in identifying potential end users of the CG applications.

The Dissemination Team will, in close cooperation with the CrossGrid Office and with project coordination, be responsible for the implementation of the plan presented above. DATAMAT and ALGOSYSTEMS are the main industrial partners in charge of defining the potential of exploiting the Project's output.

4 DISSEMINATION AND USE PLAN – PART I

4.1 Dissemination

The dissemination activity in the context of CrossGrid will be split into three distinct levels, that is the consortium (internal), the national (local) and the global (central) level. It is quite important to promote project objectives and output at all these levels since they are complementary and hierarchically support each other.

4.1.1 Internal Dissemination

Even if it is not the core of the Dissemination and Use Plan, several efforts are devoted to the promotion of the CrossGrid project among the partners' institutes. The goal of this internal dissemination is not so much to broaden the target audience but rather to develop (along with a team spirit) solid links between the research institutes and the CrossGrid project in particular.

The CrossGrid consortium is the first target of this dissemination activity. We need to spread, make available and promote the Project's objective and achievements within the consortium, in order to increase the CrossGrid dissemination potential outside the Project. An efficient Dissemination Plan anticipates that all the participants of the Project will be active promoters of CrossGrid and so they have to be informed, updated and involved in the Project's achievements and plans, in a systematic and consistent way. All necessary material for supporting the above-mentioned task will be available through the Central Dissemination Portal.

4.1.2 Local Dissemination

Every CrossGrid partner involved in the Project is already dedicated to promoting the Project in his/her institute and in the local scientific/industrial community. All academic partners have undertaken the obligation to publish the activities of the CrossGrid project in annual fact sheets of their respective organizations. Every partner is expected to have adopted the same dissemination logic since the beginning of the Project. To support this strategy, the CrossGrid brochure handout will give an overview of the Project. For additional information about the Project, its achievements or participants, readers are referred to the Central Dissemination website.

In this perspective, the means of individual dissemination vary: review meetings, conferences, publications and so on. Several partners have also developed a specific website within their institutes to promote the Project.

CrossGrid partners will implement their own individual dissemination activity on an individual level. This is considered local dissemination and shall include the establishment of contacts with local scientific/industrial stakeholders, the organization of regional demonstrations, contributions at national conferences, press articles, presentations by means of printed and electronic media, publication of scientific papers, organizations of specific seminars etc.

Every partner must notify the CrossGrid **dissemination team** and the CG **Office** concerning their intention and plans to organize a dissemination activity as above, in order to keep a systematic track of the Project visibility. This will be supported mainly by providing all partners with the possibility of publishing their plans online, as well as by recording online the fruits of the corresponding activity. For this reason, a news section is available in the Central Dissemination Portal of CrossGrid in which partners can submit and publish online their intentions to organize any event for presenting CrossGrid activity locally. Alternatively, these events may be submitted and announced in the portal's Calendar section. The CrossGrid Dissemination team is responsible for collecting and organizing this information through the Central Dissemination Portal. It must be emphasized that submitting local dissemination activity to a central site will greatly facilitate dissemination management and enhance the visibility of the Project.

4.1.3 Central dissemination

In order to improve the project's visibility, a logo was designed and is used in all the dissemination resources, ranging from websites to fact sheets, reports, brochures and posters. A number of dissemination means already mentioned in this plan are adopted to ensure the efficient dissemination of CrossGrid issues.

4.2 Structuring the dissemination efforts

According to the context of dissemination described in Chapter 3, the responsibility and capacity of the various CG actors in relation to the various dissemination activities, is presented in figure 3.

Although this table is not exhaustive, it shows the distribution of responsibility between the individual partners (local level) of the consortium and the CrossGrid working teams for the dissemination and exploitation issues.

		<i>Dissemination level/responsibility</i>	
		LOCAL (consortium partners)	CENTRAL (dissemination team and central management)
Dissemination type	ACTIVE (spread and active search)	<ul style="list-style-type: none"> ▪ Seminars ▪ Establishment of contacts with local scientific/industrial community ▪ Conference contributions ▪ Press articles/media 	<ul style="list-style-type: none"> ▪ Conferences/workshops organized (*) ▪ Newsletters (*) ▪ I&R forum (*)
	PASSIVE ("information desk")	<ul style="list-style-type: none"> ▪ Partners' Web pages 	<ul style="list-style-type: none"> ▪ Address book of potential users ▪ Promotion materials (brochures/posters..) ▪ CG dissemination web pages ▪ CG project websites ▪ CG presentation (general and application/middleware-oriented) ▪ Software demonstrations ▪ Repository for CG publications/documents ▪ Information about Grid events

Figure 3 Distribution of dissemination activity at various CG levels

4.3 The CrossGrid dissemination means

The Project will utilize several methods and tools in order to promote Grid technology and to disseminate the obtained results.

The schedule for the implementation of the various activities which will support the dissemination task is presented in a separate table included in the appendix to this report.

* Organized in collaboration with other Grid-related projects.

The main tools intended to support the dissemination effort are mentioned below.

4.2.1 The CrossGrid Dissemination Portal

The first dissemination task was the creation of a dedicated project information portal for presenting CrossGrid issues and for interacting with potential users and partners. The CrossGrid portal is located at <http://www.crossgrid.org> and has been created to provide updated and integrated information concerning the project. It includes a restricted area for Consortium members, used mainly as a document repository, and a public section that offers dissemination material to interested parties. A third area is devoted to the Industrial and Research online forum which aims to be an online platform for discussing CrossGrid application issues.

All the information regarding the structure and content of the CrossGrid Central Dissemination Portal can be found in the corresponding deliverable, Project Web Site- D5.3.1. The site contains information concerning the goals and objectives of the Project in itself, as well as information on its ongoing activities, aimed at the creation of the CrossGrid Industrial and Research Forum in collaboration with the DataGrid project. This website focuses on information dissemination both outside and within the circle of CrossGrid members.

The site was opened for public access in November 2001, several months before the official start of the project (1/3/2002). The server is run by ALGOSYSTEMS and is regularly maintained.

4.2.2 The I&R Forum

The Industry and Research (I&R) Forum of CrossGrid will be an initiative for promoting the project results among the stakeholders of Grid computing. The Forum shall consist of representatives from several (mainly European) organizations and institutions as well as by individuals interested in Grid computing technology in general, and in CrossGrid in particular. A data base will be created to include:

- people who will be introduced into the CrossGrid consortium,
- subscribers of the Central Dissemination Portal,
- records from relevant databases.

The information concerning these people will be maintained by the CrossGrid Dissemination Team. The members of the I&R Forum will be kept informed concerning the status and the progress of the Project as well as the dissemination activity of the consortium. They will receive the project Newsletter (both the electronic and the printed version) and they will be invited to attend any presentation, demonstration and system test organized within CrossGrid.

The initiative of the CrossGrid I&R Forum will be jointly coordinated with the respective activity of the DataGrid project, in order to address a wider audience.

An electronic forum – namely a Web area, where research and industrial representatives can interact and exchange ideas and experience concerning computational Grid issues and benefit from CrossGrid potential and achievements will also be created. The electronic Forum will be hosted at the Central Dissemination Portal and maintained by the Project Dissemination Team.

The I&R Forum activity will be planned by the CrossGrid Steering Committee. The Forum shall periodically organize dissemination events in order to keep the interested people informed and involved in Project development. One of the main objectives of the CrossGrid I&R Forum will be to bridge the gap between the academic sector and the IT industry in relation to the evolution of Grid computing.

4.2.3 The CrossGrid Newsletter

A quarterly electronic newsletter concerning CrossGrid developments and activities will be prepared and distributed to people interested in Grid applications and services that are addressed by the Project. The newsletter will be created using material that is periodically submitted to the Central Dissemination portal by the project partners and other CrossGrid members. Individual partners and project workpackages should submit and publish through the Central Dissemination Portal (www.crossgrid.org) any news and information which they want to be included in the newsletter. The electronic newsletter will include a list of Web links to a number of recently published news items, scientific papers and press articles, as well as other dissemination material for the Project, prepared and stored in the CrossGrid Central Dissemination Portal. The electronic version of the CrossGrid newsletter will be e-mailed regularly (every three months) to the list of CrossGrid newsletter subscribers.

A printed version of the CrossGrid newsletter ought to be prepared every year and will include the major achievements and results of the Project. The printed version of the newsletter will be prepared jointly by the CrossGrid Office and by the Dissemination Team, based on selected contributions by Project participants. The newsletter will be sent to members of the www.crossgrid.org site, Project members, as well as members of the CrossGrid Industrial and Research Forum database.

Advertising through specialized bulletins will provide an excellent vehicle of dissemination. A list of Grid resources such as magazines, reviews and e-zines is given here in order to facilitate the prompt identification of the means to which CrossGrid news must be addressed by the CrossGrid partner.

- **GridToday** (<http://www.gridtoday.com>)
- **ERCIM** (<http://www.ercim.org>)
- **TRN** (<http://www.trnmag.com>)
- **GGF e-Anounce** (http://www.gridforum.org/L_News/Newsletter/newsltr.htm)
- **Primeur/EnterTheGrid**
(<http://www.hoise.com/enterthegrid/articles/contentsEnterTheGrid.htm>)

CrossGrid has already been described in:

Primeur Weekly No.45, April 2001 (published by Primeur-EnterTheGrid), in a short article entitled "[CrossGrid Starts Spreading in Europe](#)", written by the CrossGrid Dissemination Team.

4.2.4 CrossGrid brochures and leaflet

A number of advertising materials for the CrossGrid project will be produced and distributed through various channels during international forums, workshops, conferences and seminars that will be organized by the Project or in which the Project participants will take part.

A generic *project brochure* will be produced with information provided by Project partners. It will consist of four A4 pages, printed in A3 format. The brochure will be created in two stages. In the first stage, the CrossGrid Dissemination Team will create a draft version of the brochure which will be printed on normal inkjet printing paper and distributed within the consortium and at

secondary events and internal project meetings. When approved and reviewed, the final version will be printed on high quality paper and in a run of approximately 1000 copies. The brochure content will be revised annually, in order to include elements of the Project's progress.

A first draft was prepared in English at the end of March 2002 and distributed during the first GrossGrid Conference in Cracow (PL). It contained some information on CrossGrid applications and the Dissemination team, as well as the overall goals of the Project. This brochure has been improved and is currently being printed on high quality paper, being a useful handout for introducing the project as the first step to dissemination.

Individual brochures concerning the CrossGrid applications shall also be created in A4 format (double-sided printing). Partners involved in the development of applications must provide the CrossGrid Dissemination Team with appropriate materials. These brochures will be prepared in two stages as well.

The creation of brochures with technical content is not planned on a central level. However, this ought to be considered by workpackage leaders and their production should be addressed according to the management requirements of various workpackages.

A CrossGrid poster (an official poster presentation of the project) will be designed and printed in a standard format (80X120 cm) to be displayed during various meetings and conferences. The CrossGrid Dissemination Team will be responsible for creating this poster. It will be ready by the end of the first six months of the project and a hard copy will be distributed to all partners of the consortium.

4.2.5 Meetings and Conferences

Apart from promoting the project worldwide, especially within the International Grid community, through traditional scientific channels, the CrossGrid partners are inclined to present several significant research achievements at various conferences and similar events.

In order to keep the whole consortium updated on Grid activities and the CrossGrid promotion plan, every partner shall post to the Central Dissemination Portal any information concerning international (in particular European-wide) events on Grid technology. This has to be done using the CrossGrid calendar utility, which can be found at the portal. The CrossGrid Dissemination Team will prepare and regularly update month a table of these events, available through the Central Dissemination Web pages. The table will include at least the title of the event, dates, venue and title of the CrossGrid presentation (if applicable).

4.2.6 Publications

We will publish the results of work carried out in CrossGrid according to the Publication Policy document of CrossGrid.

4.2.7 Cluster activities

CrossGrid will plan cluster activities with other Grid RTD projects in order to guarantee complementarity, maximize European added value and establish a critical mass of Grid research resources at the EU level. Cluster activity is principally planned with DataGrid and GridStart projects through value-adding interaction with respective projects, participants and stakeholders in the Grid computing domain.

The above-mentioned cluster is expected to optimize scientific networking, R&D management, coordination and project monitoring, exchange of information and – in some cases – exploitation and dissemination activities. Such a cluster may become a natural means of generating European added value for the Computational Grid, wherever it makes sense, beyond the limited resources of the CrossGrid project.

The bulk of cluster activity is planned with DataGrid, where a plan for common actions shall be elaborated. This plan will include (among others):

- organization of joint dissemination events;
- exploitation of the synergy between the CrossGrid Industry and Research Forum and the DataGrid Industry and Research Forum by merging the two Forums;
- production of joint promotional material;
- development of common Web tools to support the dissemination activities and the I&R Forum in particular;
- joint publications of the two projects.

Thus, the CrossGrid Dissemination Team will collaborate with the Dissemination Team of the DataGrid project as well as with the management board of GridStart.

4.3 Monitoring and evaluation methods of the Dissemination and Use Plan

To determine our target audiences and to help us achieve our dissemination objectives, we shall conduct monitoring and evaluation methods throughout the lifespan of the Project. The data

gathered will be particularly important in designing promotional materials (especially during the final year of the project) and the perspective for conference papers, articles and email announcements.

It is considered normal that the evaluation of dissemination efforts come as an afterthought when no information has been gathered in advance to form a baseline measure. While this is often true in many research methods, it does not hold with dissemination. In CrossGrid, the extent to which a dissemination effort shall reach the intended audience and promote the Project's use will be measured. The impact of a dissemination effort will be gauged in concrete terms, including: the number of contacts, the characteristics of recipients, the extent to which recipients will express their interest in CrossGrid developments due to dissemination, the level of interactivity with the potential user group(s) in promoting dissemination and other factors. Comparing these results with baseline information shall create a strong "picture" of the overall effectiveness of the dissemination strategies used within CrossGrid.

The Dissemination policy of the project will be designed on two levels: a level where partners shall present their activity and contribution to the project individually (partner level) and another, centralized level, which will support the consistent presentation of the whole Project and its results.

Project partners will carry out their own dissemination activities including the submission of papers to conferences, publishing articles in relevant journals, mailing letters or press releases to officials' offices and conducting some face-to-face meetings. The experience of some partners in this domain will prove useful.

A Web portal has been created with the purpose of supporting central dissemination. All the information concerning the objectives, project progress and availability of results must be published on this site in order to be managed and spread in an efficient manner by the project Dissemination Team. In this context, a need arises for all partners to use the Central Dissemination Portal as a reference point for submitting and accessing dissemination material and information that concerns any CrossGrid issue.

A web trends statistics tool (AWSTATS) will be used in order to allow monitoring of patterns of the Web site's usage. This approach will give us insight into the kinds of users we are attracting to the site over time and the statistics also provide a useful indication of 'gaps' that might be filled by further promotional activity. We also have to assess, to a certain extent, the effectiveness of some of the promotional and dissemination activities. For example, when the next article about

CrossGrid appears in some review, or when the next presentation of the Project is made at a conference, we will be able to assess the increase in our Web page access rate. This data will be collected, kept and analyzed by the CrossGrid Dissemination Team.

A program for monitoring the use of the CrossGrid Central Dissemination pages has been installed and is already providing useful information on the origin of users and patterns of behavior when visiting the site. The statistics it keeps will also indicate which sites are referring most visitors to the CrossGrid site, which browsers are being used to find it (currently MSIE and Netscape) and which countries come first in terms of numbers of visitors. We can also track users' "paths" through the site to see which pages are being visited: if vital information is being missed in most users' navigation routes, we will adjust our promotional and dissemination activity, as well as the structure of the site. Details of documents downloaded (and their formats) will help us determine which parts of the site are considered most interesting for visitors and in which formats those visitors prefer to obtain information.

4.4 Part II Dissemination and Use Plan

4.4.1 CG Dissemination Workplan

Months	Milestones	Responsibility
1-6	- CG kick-off conference in Krakow	Cyfronet
	- Draft Dissemination and Use Plan	Algo
	- CG Web site prototype	Cyfronet
	- Dissemination Web Portal - General CG brochure - Four brochures dedicated to each of the CG applications - CG Newsletter (first issue) - I&R database	Algo
7-12	- Common CG and EDG I&R Forum	Algo, Datamat and Cyfronet
	- Cluster with other Grid projects (EDG and GridStart)	
	- CG technical brochure middleware & tools (dedicated to WP2 and WP3)	
	- multimedia CG presentation	Cyfronet

	<ul style="list-style-type: none"> - Update of the Exploitation plan - CG poster - Project presentations - Brochure update 	Algo
	CG Conference in Santiago de Compostela	
13-24	<ul style="list-style-type: none"> - New version of the Dissemination and Use Plan - General plans for the second year 	Algo Algo, Datamat and Cyfronet
25 -36	<ul style="list-style-type: none"> - Individual Use Plan for each partner - General plans for the third year - Technology Implementation Plan 	All partners Algo, Datamat and Cyfronet Algo, Datamat and Cyfronet

Months 1 – 6 (March 2002 – August 2002)

The objective of dissemination and project support during the first six months is to announce the start of the Project and raise awareness of its aims, objectives and scope. It is also meant to encourage interested parties – particularly those involved in related projects and initiatives – to find out more about the Project’s work.

The first six months of the Project have already involved considerable dissemination activity with the preparation of the brochure and other informal elements for emphasizing Project identity, the various websites of partners and articles in electronic media and the press.

The first CrossGrid conference was successfully held in Cracow. The Central Dissemination Web Site has been made available from the start of the Project and is updated on a regular basis.

These dissemination elements have been widely advertised through mailing lists in partners’ countries, mainly in the English language. The institutions/members of the CrossGrid project will be kept informed on the Project's progress and they shall also relay this information within their respective spheres of influence.

The electronic version of the Project Newsletter must be issued (once during this period).

The table of national and international Grid events must be created and placed at the Central Dissemination Portal.

During the first period of the Project, all partners are asked each month to provide information about their respective dissemination activities in an informal way. In the second stage, metadata forms for collecting information concerning CrossGrid-related dissemination activities and project results and achievements will be developed. These forms will be transformed before the end of the envisaged semester into an online format for submitting such data.

Months 7 - 12 (August 2002 - January 2003)

A multimedia presentation of the Project will be prepared during this period. The presentation consists of about 50 animated slides prepared in PowerPoint2002 (XP) with voice narration. It is a general CG project presentation intended for a broad audience. A brief introduction into all four CG application is to be appended.

Much of the early part of this period will focus on targeting dissemination more precisely through conferences and international workshops. The level and frequency of participation required will depend on the number of contacts with potential participants that are generated by our work. Hopefully, a more detailed and advanced presentation of the final system architecture and functionalities will then be available. This fact shall be considered a significant milestone of the project dissemination activity.

The results of these presentations of CrossGrid will give us more elements to write the final exploitation plan due by Month 36. This first version of the exploitation plan will not only benefit from the elements gathered from our presentations, but will also find additional inspiration in their respective feedback.

During this period we have to identify potential projects that CrossGrid can cluster with, and elaborate a plan for converging their respective dissemination activities. DataGrid and GridStart projects are the earliest projects to collaborate with CrossGrid.

Months 13 - 18 (February 2003 - July 2003)

During this time the Project will move further into its research and development phase. Regarding dissemination, the onus will still be placed on related projects, services and initiatives. A database of potential CrossGrid users shall be created. Potential end users have to be contacted and

informed about the Project, even if they are still not the prime target at that moment. The website, articles, scientific papers and posters are bound to reach this audience.

Particular attention will be paid during this period to the distribution of new promotional materials and maintenance of the Project's profile through the Central Dissemination Web Site.

The monitoring of the website statistics will carry on, with a view to improving visitors' paths through the site and drawing attention to key information, as well as providing a focus for dissemination activity by featuring additional links to related projects, not only in Europe but also worldwide.

Grid perspective and orientation in the context of the FP6 will be considered and generic guidelines will define the evolution and dissemination profile of CrossGrid itself.

Months 19 - 24 (August 2003 - January 2004)

As the project approaches its final stage, attention will be put on improving the draft exploitation plan. Particular effort will be dedicated to analysing the impact data collected through our website statistics, the feedback from potential users and the advice from teams involved in other projects. Once gathered together, these elements will form a solid basis for improving the exploitation plan.

Emphasis will be put on evaluating the different dissemination tools including the Central Dissemination Web Site, the newsletter, the I&R forum etc.

The on-line I&R Forum can be used as an interactive platform for institutes or companies interested in CrossGrid to submit new ideas or exploitation tracks.

As the Project moves towards its main period of development, support and collaboration with other Grid-oriented projects will need to be ensured. Their awareness of the Project's progress and recommendations will prove useful in the final implementation phase. It is expected at this point that the exploitation of the results of the DataGrid project will start to bear fruit and that an efficient dissemination in the US could start through the scientific community networks.

More generally, GridStart and other initiatives such as the Across Grid Conference, proposed by M. Bubak, shall contribute to the integration of CrossGrid components into the body of European and international research in Grid computing.

Papers, posters, distribution of material and articles updating on project findings will keep the Project's profile high during this period.

Months 25 - 30 (February 2004 - July 2004)

Promotion and advertisement of the Project testbeds will be a main task of the dissemination activities planned for this period.

A full review of the dissemination media and methods used during the first two years of the Project will provide a useful basis for an efficient exploitation scheme. This will include a review of the look and feel of the new system, development of new promotional material and a campaign for end users and the media.

Papers, posters, distribution of material and articles updating on results will continue to keep the Project's profile high.

Months 31 - 36 (August 2004 - January 2005)

The last six-month period of the Project will focus on achieving a full implementation of the CrossGrid development. The last version of the Final Exploitation Plan will have to be ready not only as the Commission's Deliverable, due by Month 36, but also for field implementation.

This Exploitation Plan will be reviewed through a final internal meeting, on the basis of user entries, website statistics, feedback from visitors to the website and any correspondence following publication of articles or announcements on mailing lists.

Papers, posters, distribution of material and articles updating on results will be emphasized during this period as well.

4.5 Part III Use Plan

4.5.1 The CrossGrid Preliminary Exploitation Plan

Together with the Dissemination Plan, this Preliminary Exploitation Plan is the first attempt of the consortium to define its strategy *vis a vis* the exploitation of the CrossGrid platform. These documents define the schemes for the dissemination of knowledgestemming from the Project and (to the extent this is possible after the first six months of the Project) the plans for exploitation of the fully-operational CrossGrid platform.

While the Dissemination and Use Plan reviews the information to be disseminated inside and (mainly) outside the consortium, detailing the dissemination media options along with the agenda, the present Use Plan has as its counterpart the Technology Implementation Plan, to be delivered at the end of the Project. This report will describe the participants' actual achievements and their

plans at that time for the exploitation of the Project results. Where appropriate, this will refer to the original Dissemination and Use plan, indicating how and whether the anticipated activities actually took place or were modified in light of external circumstances (or where other actions and measures initially unplanned were introduced).

In this context, every CrossGrid partner must be consulted. Every institute involved shall present the reasons for its implication in the project and the expected results of the efforts put into achieving CrossGrid development, using the layout below.

4.5.2 Use Plan per partner

All the partners of the CrossGrid consortium have to prepare and present individual use plans of the expected Project output. As shown in the schedule included in the appendix, these individual plans have to be ready at the end of the first year and revised annually until the end of the project. In order to homogenize the input of various partners concerning exploitation, these plans will have a common format shown below.

<p>Partner Name:</p>
<p>Reasons to join CrossGrid</p>
<p>Expected results</p>
<p>Internal:</p>
<p>External:</p>
<p>Other:</p>
<p>Plans to exploit the final system:</p>

Project Achievements:

Next steps:

Risks:

The final part of this document will go beyond individual considerations to define the common views shared by CrossGrid partners regarding the exploitation plan, in order to define general perspectives.

5. SUMMARY AND CONCLUSIONS

This Dissemination and Use Plan will provide the basis for developing the Technology Implementation Plan. It also provides an overview of every CrossGrid partner's expectations. The main lines focus on the ambition to produce new Grid tools and services, addressing interactivity requirements, which could be of interest to a number of European and international research organizations and large industries. At the same time, every institute involved is also aiming to gain skill and technical expertise.

Another interesting point raised is the use of the CrossGrid experience, components and facilities to support the development of other Grid projects, since some of the partners are also involved in other Grid-oriented activities. This is not only an exploitation plan, but it is closely linked to the dissemination plan, considering that efficient project clustering is also part of the scientific community priorities.

The present document will be regularly updated internally, as we are planning on setting up a permanent reassessment of the exploitation plan throughout the project's lifetime. This makes all the more sense as technology is perpetually evolving and as the participants' policies are likely to change accordingly. Therefore, this document will be regularly discussed during formal or informal meetings in order to create an updated version when the final exploitation plan has to be written.

An internal review of this document will be undertaken before defining the final exploitation plan which will then be structured according to the European Commission's recommendations by detailing for each partner how they will exploit the Project's results within their organizations. It will then describe for each individual partner the results available for exploitation by themselves and by others.

Ultimately, the Technology Implementation Plan will propose a summary (produced by the Project Coordinator) of the European added value from the project as a whole.

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APPENDIX

Schedule of activities supporting the implementation of the DUP

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
CrossGrid Central Dissemination Portal																																							
Launch site																																							
Improvements																																							
Content Contribution																																							
Site Maintenance																																							
CrossGrid Newsletter																																							
Electronic version																																							
Newsletter Edition																																							
Synergistic activities																																							
I&R Forum																																							
Cluster activities																																							
Individual Use Plan per partner																																							
Dissemination material																																							
Brochures																																							
Individual brochures																																							
Posters																																							
Events																																							
Follow up of Grid events																																							
Planning CG Presence in Workshops and Conferences																																							
Reporting																																							
QMR on Dissemination activities																																							
DUP update																																							
Technology Implementation Plan																																							

