27-11-2009

Deliverable DN2.1.1:
Communications Strategy, Planning,
Messaging Report

Deliverable DN2.1.1

Contractual Date:	30-09-2009
Actual Date:	27-11-2009
Grant Agreement No.:	238875
Activity:	NA2
Task Item:	T1
Nature of Deliverable:	R (Report)
Dissemination Level:	PU (Public)
Lead Partner:	DANTE
Document Code:	GN3-09-226
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Abstract

This deliverable describes the GÉANT project's communications strategy, covering objectives, approach, implementation and measurement.

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Executive Summary

Co-funded by Europe's National Research and Education Networks (NRENs) and the European Commission (EC), the GÉANT project commenced its third term in April 2009. At the centre of the project is the pan-European GÉANT network, which is supported by a portfolio of advanced network and user services, a range of joint research activities and initiatives such as addressing the digital divide.

The aim of Networking Activity 2 (NA2), Joint Dissemination and Outreach, is to help progress the key objectives of the GÉANT project as a whole by communicating the project's objectives, offerings, progress, results and achievements to target audiences in order to raise awareness and to generate demand from and through the NREN partners for the network services, support tools and applications. Also important is the provision of an internal communications service for the project participants, to foster inclusion, understanding, cooperation and cross-fertilisation of ideas and opportunities.

Key aspects of NA2's approach are:

- To coordinate with the GÉANT Public Relations (PR) Network, the network of PR practitioners from the NRENs, TERENA and DANTE.
- To establish a messaging strategy, which sets out the subjects to be communicated about and the messages to get across and reinforce, in order to give focus, coherence, structure and consistency to dissemination.
- To identify the target audiences and their information needs.
- To undertake a number of parallel planning strategies:
  ○ Determine and execute dissemination plans for the Service Activities (SAs), Joint Research Activities (JRAs) and Networking Activities (NAs) in collaboration with those Activities, the Project Office (PO), Project Management team (PMT), the NRENs and other projects and networks.
  ○ Support and assist NRENs with in-country plans and their implementation.
  ○ Assist NA4 (Liaison and Support) in NREN communications, pan-European user-project communications targeted at specific user communities, and working with international network partners.
  ○ Develop reference users and collaborate on joint opportunities with other projects and industry.
  ○ Liaise with the EC to fulfil their dissemination requirements of the project.
  ○ Work closely with the PMT and PO to establish a project-internal communications service, and to publicise project-wide initiatives.

The mechanisms by which the implementation of the plans will be achieved are:

- Channels – the ways in which the target audiences are reached. These include directly to the NRENs; indirectly to institutions through NRENs (facilitated by the NA2 Partner Services Promotion (PSP) Task) and also through global partners, events, web presences and the media.
- Tools – including branding and visual identity; promotional materials (such as topology and network maps; flyers, leaflets and brochures; merchandising; video library; event support materials; web banners); news and user stories.

Throughout the dissemination activity, progress and results will be monitored on a regular basis to measure success levels and contribution towards objectives. The results will be fed back into the planning process so that improvements and changes can be assessed and implemented. The project will monitor the following aspects of dissemination and outreach: web presences, news and media, materials, NREN channel, events, awareness.

An overview of NA2's approach and mechanisms is provided in Figure 1.1.

The communications and promotional requirements of the GÉANT project are multi-faceted, wide-reaching and demanding, and rely on all the project's Activities and partners embracing their responsibilities with enthusiasm, time and resource. All project partners must collaborate to achieve the common goals if the project is to succeed; these include the dissemination and outreach goals, which are not solely the domain of those leading the NA2 activity. The role of NA2 is to facilitate, lead and coordinate, but this can only happen in cooperation with the other Activities and with the NREN partners.
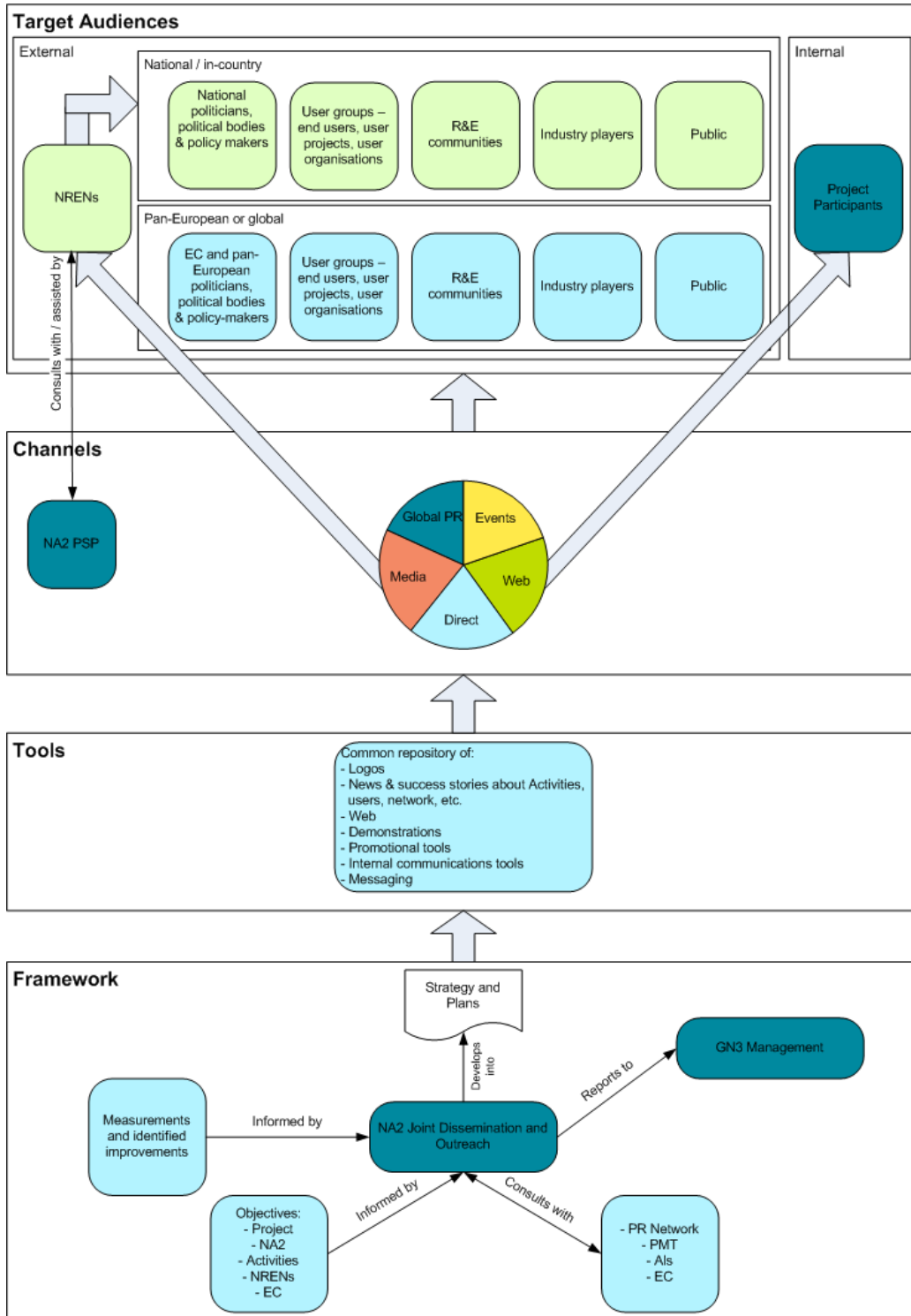
Figure 1.1: Overview of NA2's approach and mechanisms

1   Introduction

Co-funded by Europe's National Research and Education Networks (NRENs) and the European Commission (EC) under the Seventh Framework Programme for Research and Technological Development (FP7), the GN3 project, known as the GÉANT project, commenced its third term in April 2009. At the centre of the project is the pan-European GÉANT network, which, through interconnection with 32 NREN partners and four associate NRENs, reaches into 40 countries around Europe, while its interconnections with networks in other world regions extend its coverage across the globe. The "network of networks" formed by GÉANT and the NRENs creates the GÉANT Service Area; any user (that is, institution, project and individual researcher or student) within the Area can have access to the network and services offered by the project. The other two project partners, in addition to the 32 NRENs, are DANTE, the organisation that manages the GÉANT network and project on behalf of the partners, and TERENA, the Trans-European Research and Education Networking Association.

In addition to offering network connectivity, the project is developing a portfolio of advanced tools and services to support network performance and end-user roaming access. Its scope also includes initiatives to address the digital divide and joint research into technological innovation to ensure that GÉANT and its services remain at the forefront of European and global research networking.

Networking Activity 2 (NA2), Joint Dissemination and Outreach, has the overall objective of developing and implementing an ongoing, integrated, project-wide communications strategy for outreach and promotion of the GÉANT project, network and its services to identified target audiences in order to generate awareness of, interest in, and uptake of the network and services. Also important is the provision of an internal communications service for the project participants to foster inclusion, understanding, cooperation and cross-fertilisation of ideas and opportunities.

The general promotion will build on the successful activities carried out in previous GÉANT project(s), which featured materials, websites, events and public relations (PR); the targeted outreach will be based primarily on support of and collaboration with NRENs through the provision of toolkits and communications assistance. Outreach to specific user communities, such as the European Institute of Innovation and Technology (EIT) and European Strategy Forum on Research Infrastructures (ESFRI) projects, will be achieved through close working with NA4 (Liaison and Support) on specific campaigns.

This document sets out:

- Objectives – what needs to be done. This section covers the objectives of the project, and those of NA2.

- Approach – how the objectives will be achieved. This section covers the framework within which the dissemination and outreach programme will be delivered: resources, messaging strategy, target audiences and planning.

- Implementation – how the approach will be implemented. This section covers the channels and tools by which the dissemination and outreach programme will be delivered.

- Measurement – how successfully the plans were implemented. This section sets out the measurements by which the success of the dissemination activities can be assessed, and how these help to identify amendments to the approach and tools.

Whilst the communications strategy is planned largely by the NA2 Activity, numerous other participants, including the other Activity and Task leaders and the NREN PR representatives, will also be involved in both its planning and implementation. It is the role of NA2 to coordinate, collate and lead these contributions. The strategy underlines the importance of collaborating with the NREN partners and the project's other Activities. Only by working in a coordinated manner across the whole project and all participants can the project's objectives be realised.

2 Objectives

The GÉANT project has a basic requirement to communicate and promote the full extent of the network and the project, with its different Activities and services, across all identified target audiences: NRENs, EC, users (institutions, projects, individuals), the research and education community, industry, relevant FP7 (and other) projects, the general public, and the project participants.

Communications objectives must support and help progress the key objectives of the GÉANT project as a whole, as well as those of NA2, the Activity responsible for developing and implementing the communications strategy. Each of these sets of objectives is described below.

2.1 Project Objectives

The GÉANT project's key objective is to deliver real value and benefit to society by enabling research communities across Europe (and the world) to transform the way they collaborate on ground-breaking research. The project also aims to expand global collaboration and extend the user base of the GÉANT network and its services. It aims to achieve this through:

- Operating and expanding the European backbone network, interconnecting NRENs through high-bandwidth links.
- Developing and supporting the GÉANT Service Area through a portfolio of advanced, state-of-the-art multi-domain connectivity and network support service options, and a range of end-user application services to ensure seamless network performance.
- Pursuing initiatives targeted at closing the "digital divide" in research and education networking in Europe and investigating emerging technologies that will help shape the future Internet.

2.2 NA2 Objectives

The role of the Joint Dissemination and Outreach Activity (NA2) is to assist in the achievement of the project's overall objectives. To this end, its own objectives are to:

- Develop and implement an integrated project-wide communications strategy for outreach and promotion of the GÉANT project (its developments, innovations and achievements), the GÉANT network and its services to identified target audiences, in order to:
  - Generate and increase awareness of and interest in the project, network, services, other activities and results.
  - Promote increased network usage and uptake of services across user communities.
- Provide an internal communications service for project participants to foster inclusion, understanding, cooperation and cross-fertilisation of ideas and opportunities.

For a description of the NA2 task list and responsibilities as defined in the Technical Annex, please see Appendix A on page 37.

NA2 provides a communications service not only to the project but also to the Activities, NRENs and the EC, and so needs to understand their respective objectives, in order to help achieve them through dissemination activities.

3 Approach

This section describes how the dissemination and outreach objectives will be achieved. It covers the following topics:

- Resources.
- Messaging strategy.
- Target audiences and information needs.
- Planning.

3.1 Resources

The dissemination Activity (NA2) is led and coordinated by DANTE with manpower from TERENA and three NRENs: GARR (Italy), NIIF (Hungary) and SigmaNet (Latvia). In addition, the GÉANT PR Network – the network of PR practitioners from the NRENs, TERENA and DANTE – is a resource that can be consulted with on particular dissemination issues for feedback and ideas, as well as being the communication channel at national level. GÉANT dissemination and promotion are the responsibility of every NREN partner within its own constituency and so the NA2 dissemination strategies should be developed to help support individual NRENs' objectives and issues, as well as support the common pan-European messages and tools, to ensure maximum usability of the different tools developed.

3.1.1 GÉANT PR Network

The GÉANT PR Network is an extended group of PR practitioners from the NRENs, TERENA and DANTE that is developing over time. The aim is to mobilise the members to incorporate key project messages into the NRENs' own communications messages, and to collaborate on building campaigns to promote specific services, including point-to-point services, eduPERT and eduroam, as well as the overall benefits that the network itself and the operational tools deliver to the NREN customers. This aim needs supporting by NREN senior management, necessitating communication to that group through other channels within the project, such as by the Project Management Team (PMT) and Project Office (PO) function, as well as more transparent dialogue within the NRENs themselves to ensure objectives and opportunities for dissemination are known to all relevant parties.

The GÉANT PR Network meets twice per year to discuss aspects of the GÉANT project, its achievements and services. It also has a dedicated email news group and an internal web resource area for the sharing of ideas and tools.

The NREN members of the GÉANT PR Network play an important role in project dissemination in three ways:

- **Planning:** NREN PRs are involved in contributing experienced advice and input to certain aspects of the planning and development of dissemination tools and concepts. For example, members have been consulted and their feedback gathered on the design and content of the website; have assisted in compiling the invitation list for the Launch Event; have given feedback on the respective merits of different types of audio-visual and printed dissemination material to meet their own communications requirements; discussed ideas for promoting eduroam; and provided content for posters to display at the Launch Event.

- **NREN internal communications:** The NREN PRs are able to convey information about the project, its services, and achievements to colleagues within their respective organisations. Many GÉANT PR Network members recognise that internal communications within their own NREN needs improving. The PR Network will be kept up to date over the project's life on the various services and project activities through meetings, email and the internal web resource, so that its members can then play a part in communicating messages about the project and services to their own organisations.

- **Dissemination channel:** Central to the success of the dissemination and outreach activities will be the effective collaboration in the GÉANT PR Network on providing targeted outreach to users in countries across Europe. The NREN PR practitioners will provide dissemination channels in their countries in order to generate awareness and uptake of services in target audiences (including campuses and end users). The NA2 Partner Services Promotion (PSP) Task, being led by TERENA, was set up to facilitate this vital work (see Section 4.1.2, "Partner Services Promotion (PSP) Channel", on page 20). The PR Network will continue working with the TERENA Task Force on Communications and Public Relations (TF-CPR) where synergies and common goals are identified.

3.2 Messaging Strategy

The messaging strategy sets out the subjects to be communicated about and the messages to get across and reinforce. It gives focus, coherence, structure and consistency to dissemination.

A set of subjects will be identified and messages developed for use across the project and for all target audiences. These can then be adapted and expanded according to the specific audience, usage and implementation. Messages will be made available as part of a dissemination toolkit to assist NA2 and for NRENs and other project participants to draw from and use in their work.

3.2.1 Project Subjects

The intention is for the GÉANT messages to focus more directly than in previous projects on the end user, and to communicate the benefits and possibilities that the network and services can offer – to researchers, students, academics, teachers and others, their communities, institutions and projects across Europe and beyond.

The project-level subjects to talk to our target audiences about are the following GÉANT themes and features. They form the main building blocks for the GÉANT story and will be re-used across the communications of the project to its target audiences.

- The project as a whole.
- The GÉANT pan-European network.
- Extensive geographic reach.
- The advanced services and their capabilities.
- The technical research programme.

- Collaborative role of the NRENs.
- NRENs as service providers at local level through the GÉANT Service Area.
- GÉANT's central e-infrastructure role in the EU vision for European Research Area.
- User/community benefits of the network and services.
- Societal and economic benefits and digital divide initiatives.

3.2.2 Project Messages

A number of key and supporting messages have been developed to support the subjects listed above. They will continue to evolve over the project's lifetime, and new ones will be defined to support any new subjects that are identified. Using the same set of key messages ensures consistency across all communications. At the same time there is flexibility to tailor them to the audience or situation.

The following key message statements are being used to guide dissemination about the project:

- Transforming the way researchers collaborate.
- NRENs delivering seamless, high-performance network services to their users.
- Pioneering the future Internet.
- Global capability delivered locally.

- High-performance Pan-European research and education network.
- Advanced services to enhance the user experience.
- Connecting researchers across the globe.
- At the heart of the EU vision.
- Empowering user communities.

Each key message statement can be backed up by a number of supporting messages to add depth and justification for the claim of the statement.

Following much consideration, the tagline has been kept from the previous project: "Connect Communicate Collaborate". It was felt this still very clearly conveys the core benefits of the network and services and works across all audiences and constituencies.

3.2.3　User Stories

User stories are discussed in Section 4.2 "Communications and Promotional Tools" on page 24. However, they are also mentioned here because they have an important role to play in conveying and substantiating key and supporting messages. A story that demonstrates the specific benefits experienced by a particular user gives resonance to the messages, and brings to life and makes credible the claims about the network and services.

3.3　Target Audiences and Information Needs

There are a number of target audiences for the project, stretching right across the research and education community. Each group will be targeted using the messages, tools and communication methods most pertinent to their needs and interests, by the project participant(s) most appropriate for the relationship and communication – for example, by an NREN, an Activity, the General Managers – who will be supported by NA2 as required. The project has identified three categories of audience: external, internal and project partners.

3.3.1　External Audiences

There are a substantial number of external audience groups, and each can be further divided into sub-groups or segments in ways that suit a particular NREN or campaign, such as by country, by user community (discipline), by bandwidth size required, or by some other type of networking need or interest. Any communication with these external target audience groups will be done with the agreement and collaboration of the relevant NREN(s) where appropriate.

The information needs of the majority of these groups are to understand the key benefits of the GÉANT network and the end-user services available from the project, and how to gain access to them. There are specific roles, areas and positions that will need to be considered in the planning stage, to ensure that the information is targeted appropriately. These might include decision makers and influencers; network management, project leadership; institution director, department head and so on. Each will require a different type of information, for example, technical, operational or more strategic, which will be catered for accordingly.

The channels and tools used to reach the different audience groups will vary, but NA2 will liaise closely with and support the other project Activities and participants who share responsibility for communicating with them. The communications plans will need to cater for all relevant target audiences. These include:

3.3.1.1 *User Groups*

- **End users:** Individual researchers, students, teachers, professors and others in campuses/institutions. End users will be reached indirectly through the NREN channel (through the institution and campus level).

- **User projects, including pan-European:** This group encompasses a wide range of projects, which will need to be targeted in a segmented way. NA4 (Liaison and Support) are responsible for approaching pan-European user projects; this direct approach will be in collaboration with NRENs and supported by NA2. Particular groups to target will be the European Strategy Forum on Research Infrastructures (ESFRI), other FP7 projects and other specific segments as identified through research or in EC objectives over the project's duration. A key aim is to recruit projects from across different disciplines to show how the network supports a wide range of research communities.

- **User organisations:** This group generally includes educational and research campuses and institutions, home to research projects. The group can also include other public facilities such as libraries, schools and hospitals, but will typically vary from country to country. User associations can also be included here, such as EUNIS (the European University Information Systems association).

- **Existing users:** It is important to maintain a dialogue with users once they become a customer for one of the project's services, in order to reinforce their decision to choose GÉANT connectivity or eduroam and so on, and to use the opportunity to cross-promote other services or concepts. It can be difficult to keep track of existing users across the end user, user project and user organisation groups, aside from demanding users, who are easily tracked since they will have an ongoing relationship with the project via NA4, Liaison and Support. End users are typically the "customers" of the institution, who are the customers of the NRENs, therefore the reliance is upon each member of the supply chain to maximise the cross-dissemination opportunities through its customer service function. For its part, NA2 will work to address developing dialogue with existing users in the plans with the Services activities as well as with NRENs through the PSP Task.

The level of detail that users need in respect of the GÉANT network and services depends on the type of usage they intend to make of the network. There are many millions of potential GÉANT users and for most of these, general messages that outline the capabilities of the network and services will suffice. These can be conveyed using a variety of media, in particular the web and a variety of brochures and leaflets, and by participation at events. For more demanding users a different approach is required. It is necessary to ensure that knowledge about the services is available at the appropriate level of detail. With some target audience analysis, and reference to the segmentation study (see the Note below), the TERENA NREN Compendium and other resources, as well as by collaborating with the NRENs and Activity Leaders, a more targeted approach to dissemination can be adopted, with information being adapted to the needs of the differing audiences.

3.3.1.2 *Other Stakeholders*

- **EC, politicians and policy makers:** As a major stakeholder in and financier of the project, the EC is of course an important audience group. Similarly the national and European politicians and policy makers (who in many cases fund the NRENs) need to be included as there is a requirement to show what public money is being spent on and to demonstrate that it is bringing benefits to their citizens. Politicians and high-level decision makers should be made aware of the significance of the network infrastructure and associated services, and of the value they bring to Europe, the NRENs and the countries served, and key project achievements.

- **Strategic industry players:** This group includes relevant standards bodies, telecommunications infrastructure and equipment suppliers. It is becoming increasingly important for the project to be seen as contributing to the development of standards, and for it to be recognised for its technical innovations. Targeted communications can help to raise or maintain this group's awareness of the project, and to establish or strengthen relationships that will facilitate the contribution to standards development and the access to cutting-edge equipment necessary to ensure GÉANT keeps at the forefront of technological innovation in networking.

- **General public:** As a publicly funded project, GÉANT has a duty to keep Europe's citizens updated with its progress and achievements.

- **Global research & education community:** Whilst GÉANT is a European entity, through its global network partnerships and links, its geographical reach extends across the world. Therefore it is important to ensure that the global research and education community is kept updated with project and services news and progress to an appropriate level of technical detail.

Note: GÉANT2 carried out a major user-base segmentation project in 2007–2008. The overall objective of the project was to develop and implement a segmentation of pan-European end users and potential end users of the GÉANT network and services, to better understand current and future end-user requirements and so ensure that they are met. The aims were strategic, relating to the direction of development, and operational, relating to practical marketing and support. For further information, see Deliverable DN3.0.3,5:"Specific Support Actions – User-Base Segments" [DJ3.0.3,5]. The study is a valuable resource to use in planning and implementing the dissemination activity, particularly in relation to specific services.

3.3.2 Internal Audiences

From the previous GÉANT project, it was identified that not enough attention had been paid to the internal communications needs of project participants and also NREN partners.

- **Project participants:** Project participants need to be kept updated with the main project developments and achievements relating to the network, services and other aspects. This has the benefit of fostering the participants' sense of belonging, and increasing their understanding of and encouraging optimum engagement with the project's different activities. In addition, because most participants are also NREN

employees, all project participants can play a part in taking messages and information back to their colleagues and contributing to the NRENs' knowledge of the project and services available to them.

- **European NRENs:** NRENs have a dual role in the project. As project partners, they fall into the internal audience group, to be kept informed of the project's progress, achievements, and overall offerings and so on. As GÉANT "customers", NREN partners need to understand which GÉANT services are available to them both for their own use in their network operations, and for distribution/sale to the users in their own constituency. NA2 will need to work closely with the NREN partner relations manager (NA4), and the services Activity Leaders in particular, to ensure NRENs are aware of the different services and features available to them, and have access to the level of technical and detailed information required to make decisions on how to include them in their respective product portfolios. In addition, NRENs will be particularly interested in the progress and results of the joint research programme, as this will be valuable input to their own parallel research work.

3.4 Planning

Because GÉANT is such a multi-faceted project, in order to develop the project-wide dissemination plans, communication channels and specific tools NA2 will have regular meetings and dialogue with all other Activities – be they Service, Research or Networking – and consult with the Project Office, Project Management Team (PMT) and NRENs (through their GÉANT PR Network members). The plans will cater for all relevant audiences and include pan-European, global and in-country elements as needed. Key areas in which communications plans will be developed include:

- Network and project.
- Services.
- Research programme.
- Targeted outreach.
- Internal communications.

Each of these is described below. In each case, an ongoing dialogue will be maintained with the project participants and/or stakeholders concerned to ensure the plans are updated to reflect the latest developments. At the same time, NA2 will undertake a project-wide coordination role to ensure that the plans are consistent and form a coherent, integrated whole.

3.4.1 Network and Project

There is a general communications requirement to generate awareness of the network (its architecture, European and international links) and the project overall, its activities and achievements. The network is at the core of the project and its features, capabilities and geographic reach are an important element of much of the project's communications. Indeed, most services provide either access to, or ways of monitoring and improving the availability of that access, and so cannot be promoted without it.

In developing the plans for dissemination activity for the network and project, reference must be made to the requirements of the EC such as the contribution made to the EU's European Research Area, the role of the network in the e-infrastructures strategy, and addressing the digital divide in research and education networking across Europe.

The planning will be achieved largely in collaboration with project management and network operations (SA1), with consideration of the developments and opportunities presented by scheduled network upgrades across the GÉANT Service Area and interconnecting global networks. User stories will be particularly important in promoting the features, benefits and possibilities of the network across a breadth of user communities and projects on a global, as well as European, scale. Dissemination about the network and the project as a whole will be aimed across the audience base.

3.4.2 Services

The PR team will meet with Activity and Task Leaders, to gain a comprehensive picture of their objectives and dissemination requirements, and to learn about their services: their key features, benefits and target audiences. The aim is to translate the objectives, requirements and environment into a communications plan for each service targeted at the relevant audience groups nationally, across Europe, and globally, if appropriate. The plans for individual services will be collated, and synergies and similarities identified, to ensure an integrated approach across all services and research programme communications activities. Communication with the Project Office Coordinators will be particularly important to ensure the plans are consistent with any project-wide initiatives or guidelines.

Central to this is the presentation, or "packaging", of the range of connectivity options, network operation tools, security and user applications and communicating how they deliver a coherent set of functionality and benefits down through the supply chain. In addition, within the overall services strategy, the priorities for individual service plans and the dissemination channel needs will be dictated by the respective services' operational status and the target user group or groups. Table 6.1, "Services – Operational Status and User Supply Chain", in Appendix B, "Services Status and Users", on page 39 summarises this information.

NA2 is working with the NREN partner relations manager and with the ALs and TLs for the service activities to address how best to deliver to the NRENs the information they need in order to secure consistent take-up of GÉANT services and, subsequently, their consistent roll-out. The project targets communication to the NRENs, to ensure they are fully informed about the services available to them for their use or for re-sale to their user base.

NA2 will also be working with NRENs to gain a comprehensive picture of their objectives and dissemination requirements, as well as their key target audiences. Indeed, with the take-up of services a key focus for the project, this collaboration with and between the NRENs is a vital area of the dissemination activity, There will also be dialogue with the GÉANT PR Network in the development of messages and tools for use at country level (see Section 4.1.2, "Partner Services Promotion (PSP) Channel", on page 20).

3.4.3 Research Programme

An important part of the GÉANT project is the work of the joint research activities (JRAs) which investigate and research different technologies, processes and concepts that will be translated and developed into protocols, services and network capabilities to further the network and services. As with the services, multi-domain and flexibility are key to the research; developing services that transcend domains to give a seamless network experience, and providing different service options according to user need, are crucial. Consequently there is the need to make the results of this programme widely available to interested parties across the research and education community including industry players. The subjects and results of the research will dictate the interest levels and audiences for the communications, and methods employed.

From planning discussions to date, it is anticipated that the results will be disseminated in a number of ways, including the giving of presentations at relevant conferences across the research and education community such as in the GÉANT Distributed Workshop held at the TERENA Networking Conference (TNC) each year. Other ways in which the results of research can be published include: as a press release to appropriate media; as a feature article or paper in selected technical journal(s), or on the websites of relevant participants. The use of an "in-house" technical journal as a means to publish and circulate project results is also under consideration for Y2 when significant results will start to be delivered. Workshops are also under consideration as a way to gather the JRA participants, key users, NRENs, industry players and others from the research and education networking environment to ensure wide access to the results. Whatever the combination of dissemination methods, the opportunity for debate and feedback in respect of technical developments is to be encouraged.

3.4.4 Targeted Outreach Plans

One of the objectives of NA4's Projects Liaison Task is to contact and work with potential new target user groups and users to discuss the GÉANT connectivity services portfolio, with the aim of identifying new potential uses of the network and encouraging its productive use by new users and applications. In particular, demanding pan-European projects are sought, their requirements identified and approaches made with the NRENs. NA2 will help this team (and NRENs) to develop and implement targeted outreach campaigns designed to expand the user base for GÉANT's dedicated networks and end-to-end services to include more European research disciplines, projects and institutions.

The project will liaise with projects and organisations as identified through research or in EC objectives over the project's duration; these are likely to include the following research areas: life sciences, earth observation, climate research, biotechnology, arts and culture, fusion research (for example, ITER, the large-scale scientific experiment that aims to demonstrate that it is possible to produce commercial energy from fusion), high-performance numerical computing (for example, Partnership for Advanced Computing in Europe (PRACE)) and other emerging initiatives, European Strategy Forum on Research Infrastructures (ESFRI) projects and the European Institute of Innovation and Technology (EIT). The aim is for GÉANT to become a dependable service component of the European e-infrastructure for a wide range of scientific disciplines.

Work has already been done on a services-offering document for EIT and plans are underway for a series of small discipline-focused events aimed at the ESFRI projects.

3.4.5 Internal Communications

GÉANT has over 400 project participants employed by NRENs and other associated organisations, spread across Europe. There has been no structured project communications service to this group before. In addition, internal communications within NREN partners has been identified by many PR Network members as an area that needs improving in order that GÉANT information reaches relevant NREN staff. With such a geographically dispersed participant base, belonging to different organisations, there is a huge challenge to make the participants feel part of a team and to develop a sense of loyalty to the project and co-participants. Many participants have limited access to see and talk with colleagues in different areas of the project on a day-to-day basis, which can in turn limit their understanding of the work and achievements of other Activities and how they fit together to support the project's overall goals.

To address this, an internal communications strategy has been embarked upon, with the aim of developing a sense of belonging, and an understanding of common goals and of the work and achievements of other project participants. The PR team will have ongoing dialogue with the Project Management Team and Project Office to coordinate the subject and delivery of information, news and messages to the project participants. In addition, plans developed with the other areas of the project will deliver specific information and news to disseminate through the internal communications channels.

3.4.5.1 *Internal News Service*

A key part of the internal communications has been the building up of an internal news service, consisting of news briefs and an HTML-based quarterly internal newsletter, "GÉANT Insight". An email outlining the content headlines notifies project participants about the issue and contains links to the articles. Much of the material is submitted by project participants and edited by NA2. (See also Section 4.2.3.1, "Internal News", on page 31.)

3.4.5.2 *Web-Based Collaboration*

The project is committed to providing a web-based workspace for the project and individual Activities and Tasks to collaborate on their respective areas of responsibility, populated by the participants themselves but provided and administered for them by the Project Office, Systems and PR teams. An initial workspace has been set up using the wiki system. This will soon be replaced by a project portal, developed in the integrated SharePoint system. The project portal will provide a much richer, more user-friendly and purpose-built system that will cater to the specific requirements of the project and its participants.

SharePoint will support project participants specifically, via the project portal, at Activity and Task level by providing functionality and information including: collaboration on documents, document management including workflow, meeting and diary support, project directory, internal news, knowledge base and administrative functions such as time sheets.

3.4.5.3 *Symposium Support*

The project symposia organised by the Project Office, with the support of NA2, and due to be held at least once per year are a key part of the internal communications plan. The aim of these internal events is to convey specific information about the project and its developments. They are an opportunity to promote branding and messaging, and for participants to build relationships, network with their peers, and gain a greater understanding of the role and contributions of other areas of the project.

3.4.5.4 *Best Practice NREN Communications*

In addition to the requirement for an internal communications service, the GÉANT PR Network members identified a need for internal communications within the NRENs themselves. (For example, this featured as one of the lessons learned that were discussed at the eighth meeting of the GÉANT2 PR Network in Dublin, Ireland, on 25-26 February 2009.) The GÉANT PR Network and the TF-CPR groups held workshops near the start of the project in which this issue was addressed, and during which attendees worked on sharing and developing best practice ideas to increase the top-down, bottom-up communications within their respective organisations.

4 Implementation

This section covers the mechanisms by which the plans will be implemented, namely, channels and tools.

4.1 Communication Channels

Communication channels are the ways in which the project plans to reach the different target audiences. They include:

- Direct to NREN partners.
- Indirect to institutions and end users at national level through the NRENs' own dissemination activities, facilitated by the NA2 Partner Services Promotion (PSP) Task.
- Through the project's web presences, the media and events to all target audiences, as well as through NA2's global network of PR contacts across the R&E community.

4.1.1 Direct to NREN Partners

Since the consortium NRENs are the main customers (or users) as well as the project partners, it is essential that the project targets communication at the NRENs to ensure they are fully aware of the services available to them for their use, and for re-sale to their user base. (There will also be dialogue with the GÉANT PR Network in the development of messages and tools for use at country level (see Section 4.1.2, "Partner Services Promotion (PSP) Channel", on page 20).

NA2 works with the NREN partner relations manager and with the project's other Activities to address how best to deliver to the NRENs the information they need. The core resource of information for NREN partners is to be the Partner Portal. Currently in development, this is a dedicated web presence for NREN partners, containing the information and functionality enabling them to use the services. It will provide secure service information not suited to the public site (e.g. pricing, maintenance, operations information, detailed service descriptions) and also each NREN's specific service information and access to maintenance and support options. It is anticipated that there will also be pages for key vendors, equipment suppliers and user projects. The Partner Portal will be managed by NA4 in the main but supported by NA2 and content will be from across the project as appropriate.

4.1.2 Partner Services Promotion (PSP) Channel

The core focus of the project is the collaborative nature of the services and their consistent roll-out across Europe by the NRENs in their respective constituencies. Therefore central to the success of the dissemination and outreach activities will be the effective collaboration within the PR Network to provide outreach to users in countries across Europe (see also Section 3.1.1 "GÉANT PR Network" on page 8).

The Partner Services Promotion (PSP) Task was established to address the need, identified in the previous GÉANT project, for further coordination of and focus on supporting NRENs in their national promotion efforts. The project relies on its project partners, or channel partners, to communicate and sell on the benefits of the network and the services to its institutional customers. PSP therefore aims to increase the effectiveness of the GÉANT partners in communicating and selling on the benefits of GÉANT. The Task will work with the NRENs to develop and optimise the use of toolkits, materials and messages, and will encourage the exchange of expertise and lessons learned between NRENs. In turn, the NRENs will encourage and support their institutional/campus users to promote GÉANT end-user applications, as appropriate, to their students, researchers, teachers and other staff.

The PSP activity will be planned in collaboration with the NREN PR practitioners and other key NREN resources, and is being led by TERENA. The Task will work closely with the services activities; currently PSP plans are underway for the point-to-point connectivity services and eduroam.

Thus, with assistance offered by the PSP Task, NREN PRs will provide dissemination channels in their respective countries in order to generate awareness and uptake of services in target audiences.

4.1.3 Global PR Collaboration

Developing relationships with the PR teams of international networks, user projects, user community representatives, and industry are important elements in the communications strategy. This will allow the project to identify potential dissemination synergies and joint PR opportunities, to the enhancement of both parties' visibility. Those external groups include:

- **International networks:** The project already has close ties with some of the other EU-funded networks TEIN3, EUMEDCONNECT2 and CAREN, and aims to build reciprocal relationships (through NA4) with ALICE2, Internet2, ESNet and others. In addition to cooperating to provide high-speed connectivity, there are also initiatives to cooperate at the advanced service level across international domains; DICE is one such initiative. Consideration of dissemination requirements from these relationships are to be included in the plans with likely outputs being the development of joint press releases and user case studies, reciprocal publication of these and other news in newsletters and on web sites, participation in demonstrations and events.

- **Reference User Projects and User Ambassadors:** The identification and development of user references and individuals as ambassadors will be central to this dissemination; the strongest sales message for any product or service is the endorsement of a satisfied customer. Thus NA2 will nurture

existing and emerging users and influential individuals with a view to citing them as examples of how the network can enable success and deliver benefits for potential users across different disciplines and user communities. By developing user relationships, we can prepare case studies, obtain endorsements, demonstrations and guest speakers at events. The project has already worked with several user projects (such as ASTRA and LHC) and ambassadors (such as Luiz Messina) in this way, and plans to expand the portfolio, as this helps to extend usage across emerging disciplines and user communities.

- **Other projects and industry:** Valuable visibility across the target audiences can be gained through working on joint promotional opportunities with other projects (e.g. Enabling Grids for E-science (EGEE), BELIEF) and suppliers (e.g. Global Crossing, Juniper). Such opportunities might range from inclusion in a newsletter or website, to a joint case study or press release, to a presentation or technical demonstration or a joint approach to a particular user group (e.g. EIT with EGEE).

Three initiatives to help maximise the effectiveness of the global PR collaboration channel and the results from these relationships are:

- Optimise global news and "human interest" user stories.
- Use of a "Global Collaboration" banner across international case studies. This has been agreed upon between some of the regional networks, so that they can gain advantage from the GÉANT name and GÉANT can demonstrate its global reach.
- Arrange reciprocal web links as this will help to drive GÉANT up the search engine ratings and increase the referral opportunities.

4.1.4   Web-Based Communication

The project is currently supported by a growing public website, whilst a system of web presences that will provide a much more comprehensive set of resource centres is near completion. SharePoint is the project's chosen solution to establishing this three-fold web presence to provide content and document management functionality, support dissemination and branding, and to provide an environment for collaboration. Each of the three elements addresses a different set of needs and different audiences and will grow and develop as the project progresses, to provide a richer and more interactive experience for their respective users.

- **Public website for all external audiences:** comprehensive dissemination resource to provide information, training and promotional tools about the GÉANT project, network, services and research across all external target audiences. A searchable document library of presentations, brochures, deliverables, technical information and so on will be available. The site will support the key objectives of the project: to increase usage of the network and to generate awareness and promote uptake of the services. The site will also aim to support the NRENs' dissemination efforts. *Audience:* all target audiences.
- **Partner Website for NRENs:** a dedicated area for NREN partners, for all information and functionality enabling them to use the services. It will provide secure service content not suited to the public site (for example, pricing, maintenance, detailed service descriptions) and also each NREN's specific service

information and access to maintenance and support options. *Audience:* NREN project partners. There will also be pages for key vendors, equipment suppliers and user projects.

- **Project Portal for project participants:** a working environment for all project participants involved in the operation of the project, i.e. those on the "payroll". *Audience:* project participants. (See 3.4.5.2 Web-based collaboration above.)

The web presence of the project are also enhanced by:

- Provision of page design templates to ensure consistency of branding across all project and service operations sites (such as the Network Operations Centre (NOC) and Stats Portal).
- Development of a series of buttons, banners or other form of reciprocal adverts for NREN and global collaborator use, as well as those for own-website usage to maximise cross-promotion of services and events. This can help drive up the position in search engines and referrals.

As the project and web presences develop, investigation into the value of different social networking functionality will be carried out, such as the use of blogs, forums, discussion groups and also the value of external facilities such as Facebook, Linked-In and YouTube, which is already used by the project for audio-visual tools.

4.1.5 Media

The project is committed to maximising press coverage across Europe and other world regions, and to building up relationships with key media who can take the project's messages out across all target audiences. Media relations activity will typically include press releases, feature placement, case study development, developing press relations and monitoring coverage. With NREN collaboration and roll-out of services becoming more prominent in the project, this emphasis needs to be reflected in the press activity, including news relating to users benefiting from the GÉANT network and services. NREN PRs will be encouraged to issue news stories about their GÉANT-related activities and services, and to share their media lists and press coverage items with the project. In this way, DANTE can use its media resources to directly assist NREN PRs to reach their media targets which will, in turn, reach out to pan-European and national-level audiences.

It is through consistent investment in press relations that the project can take its messages to huge audiences across Europe and worldwide, via European and global publications (online, email and print). Over the years the project has been gaining increasing interest, with wide coverage and the development of editorial relationships. The media strategy will be continued, working closely with NREN partners and global network collaborators to identify newsworthy stories. Members of the press will be targeted, and the objective of DANTE being a key source of information on global research networking and innovation will continue to be pursued to the benefit of the project.

4.1.6 External Events

Participation in and attendance at external events provide the opportunity to raise the visibility of the benefits and achievements of the project, network, services and other activities across highly targeted audience groups.

Events at which the project will seek to be represented include NREN conferences, European Union conferences (e.g. ICT), and conferences dedicated to specific academic disciplines or user communities (e.g. Group on Earth Observations (GEO) workshops) or technology groups (e.g. Open Grid Forum (OGF)). This includes researching and selecting events at which the project should be represented, and arranging appropriate participation, in collaboration with other Activities and the NRENs.

Events representation can be aligned with target community and user groups, such as the technical research and education community at TNC, and influential national and EC officials at the GÉANT Launch Event, technology influencers at OGF, users at NREN user conferences and discipline-specific workshops (such as the type GÉANT is considering for the ESFRI projects). NA2 will investigate and research potential events that would provide dissemination opportunities at national, European and international levels.

NA2 will support project participants where they have arranged involvement in an event directly. In addition, NA2 can provide event support in the form of providing or assisting with demonstrations of services, technologies and user applications; nominating presentations by a particular project participant; provision of posters, banners, materials and press support. These are all tools that can be offered to assist event participants as well as NA2-arranged participation.

An Events Calendar will publicise those events in which the project is participating. Table 4.1 below shows some of the events attended by the project in 2009 and at which attendance is planned or being considered in 2010. The table gives a flavour of the type of events and conferences the project will be involved in and at which it will be represented.

Event	Date	Location	GÉANT Involvement
TNC	5-11 June 2009	Malaga	GÉANT distributed workshop, booth, demonstrations
APAN	20-24 July 2009	Kuala Lumpur	Inclusion in TEIN3 presentations.
EGEE Conference	21-29 September 2009	Barcelona	Presentations at several workshops, user stories in programme
eConcertation meeting	15 October 2009	Brussels	Presentation and discussion
GÉANT Launch Event	1-2 December 2009	Stockholm	Programme of presentations and panels, demonstrations
OGF28	15-19 March 2010	Munich	Participation in discussions; presenting to workgroups.

Event	Date	Location	GÉANT Involvement
TNC	31 May – 3 June 2010	Vilnius	GÉANT distributed workshop, booth, demonstrations
ICT	27-29 September 2010	Brussels	Booth, presentations and demonstrations.
SuperComputing '10	15-18 November 2010	TBD	Joint demonstrations

Table 4.1: Sample list of events attended by the project in 2009 and planned to attend in 2010

4.2 Communications and Promotional Tools

The promotional programme that will be carried out during the project must be capable of raising awareness and increasing network usage and take-up of services. It must communicate the benefits of the project, the network and its services across the target audiences. Appropriate promotional tools, formats and usage will be developed and implemented through the different channels and according to the strategies and plans they are supporting.

Several new materials about the project and network have been developed already and many more will be created as the project progresses and requirements are identified. All adhere to the project branding and consistency of messaging being developed. The move is towards a more web- and email-based dissemination model, therefore only some of the materials are available in printed format. However, all will become available as downloads from the GÉANT website and wiki, as PDFs or other appropriate format. Materials are offered to NRENs via the PR Network members for use in their own dissemination activities, and these can be customised where required through the PSP Task 2.

This section sets out the core tools that are planned for the project. It is expected that the set will change as feedback on their effectiveness is received and new requirements are identified. The set currently includes the following:

- Branding and visual identity.
- Promotional materials.
- News stories.
- User stories.

4.2.1   Branding and Visual Identity

4.2.1.1 *Project Branding*

A new logo and accompanying style guide have been produced for use by project participants, NRENs and other groups as required. Versions of the logo and the style guide are available in PDF format from the Press Pack section of the GÉANT website. Additional versions of the logo are available in the project wiki for direct access by participants. Whilst the internal name of the project is GÉANT, the logo is GÉANT which is to reflect the main "brand" of the project.

Figure 4.1: Series of GÉANT logos

4.2.1.2 *Services Branding*

In terms of services branding, whilst many of the services have existing brand names that do not rely on the GÉANT name (i.e. they have their own "individual" name, lke eduroam), there will be a push to ensure that GÉANT branding and style are included in all dissemination materials and other outputs by the project, in a consistently presented portfolio of services. Branding is an element that will be looked at with the Activity Leaders as part of the communications planning of each service and with NRENs as part of their plans to promote services; it has to work for the project's overall service portfolio and also be flexible to suit the NRENs' individual service portfolios.

4.2.2   Promotional Materials

A range of different print, online and audio-visual (AV) materials will be developed over the lifetime of the project to illustrate the full extent and operation of the project, its network, services, joint research and any other activities. The materials will be used for dissemination across all target audiences in accordance with the messaging strategy and dissemination objectives (see Section 2.2 "NA2 Objectives" on page 6) and will be developed in accordance with the branding and style guidelines. Key materials in the portfolio include:

- Topology and network maps.
- Flyers, leaflets and brochures.
- Merchandising.
- Video library.

- Event support materials.
- Web banners.
- News.

4.2.2.1 Topology and Network Maps

Proven in GÉANT2 as the most popular item, the GÉANT Topology Map was updated in the first month of the project, as was the Global Network Map. These maps will continue to be updated at regular intervals or sooner if significant changes occur that need reflecting. A version of the global map with illustrations of user applications has also been updated, with the new project branding.
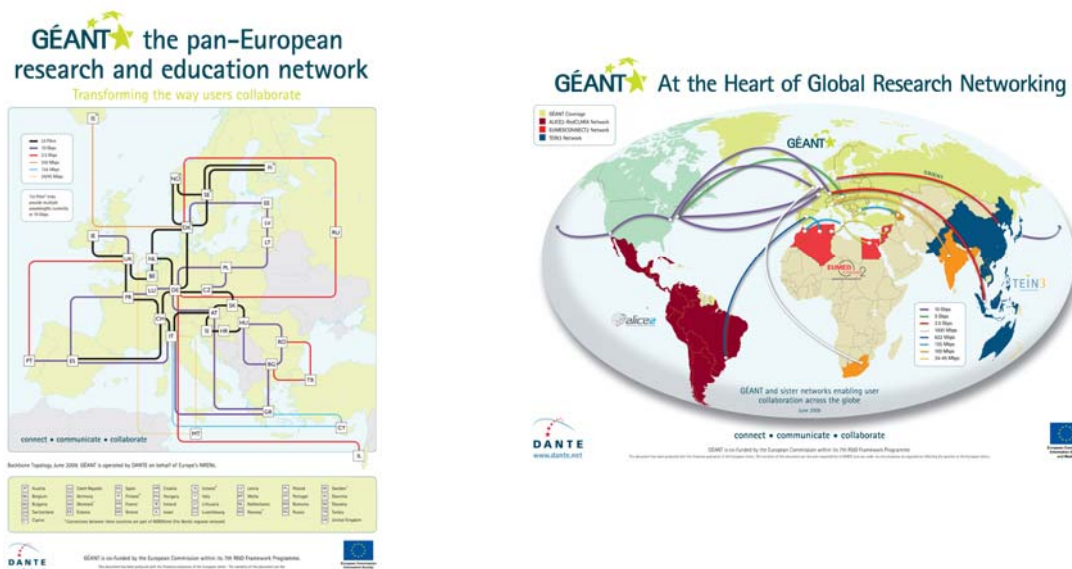

Figure 4.2: Topology Map and Global Network Map

4.2.2.2 Flyers, Leaflets and Brochures

There are numerous requirements for flyers, leaflets and brochures. The types described below have been identified and will be produced during the project, as required. They will be updated on a regular basis; anticipated to be annually unless there has been no significant change in content. The standard delivery format will be a PDF that can be downloaded from the website or emailed. A combination of general, technical and targeted material appropriate to the requirements will be produced. To comply with the EC's green policy, printed versions will be available only where there is demand or need, such as for handouts at events.

The documents will be made available to NREN partners and other collaborators for re-use according to their own requirements with assistance from NA2 as needed.

- **General GÉANT project brochure.** The general project brochure proved popular during the previous project and a similar approach will be taken for the current project in terms of creating a brochure that

explains the project's main aims, the contribution it makes to the EC's vision, the innovative nature of the network and service infrastructure, and how users and the citizens of the world can benefit from the project's outputs. To this end, a leaflet was produced in June 2009, and a full brochure will be delivered in November.

Figure 4.3: General GÉANT project brochure

- **Portfolio of services and tools leaflets.** One outcome expected from all services communications plans is the need to produce a leaflet about the services and tools developed by the technical activities. Indeed, work is underway to create a portfolio of service leaflets; the specific purpose of each leaflet will vary according to the target audience but will include a combination of: service description and purpose, key features, benefits and for whom, how it can be obtained and implemented, and how it fits into the overall GÉANT service portfolio.

- **Case Studies.** To date, many of the case studies that document the use and benefits that a particular user or user group has gained from the network and (in time) the advanced services delivered by the project, have been of a global nature, involving not just GÉANT but at least one other international network such as TEIN, EUMEDCONNECT or ALICE. To this end a "Global Collaboration" initiative has been created to optimise the benefits from the interconnection of such project networks. Case studies of user experience will be developed in collaboration with other networks.

Figure 4.4: Example of a Global Collaboration case study

- **Demo leaflets.** To support user-application demonstrations and technical-service demonstrations, explanatory leaflets will be created. A limited number will be printed for use by GÉANT project participants to help them explain the demonstrations to event delegates but the leaflets themselves will be used more as a tool to aid the demonstration and as a reference tool on the relevant page on the GÉANT website. Two such leaflets have already been produced: for the ASTRA ancient music project and the cNIS information repository system.

- **Internal services.** A number of services are offered to project participants and NREN partners, including the Partner Services Promotion channel assistance service of NA2 and the Technical Author service provided by the Project Office. Descriptions of each service will be written and made available from the relevant web presences, and also emailed out to appropriate contacts.

- **Technical guides**. With the services, there is a need to provide technical detail of the operations of the services, how they are implemented, what the technical specifications are and how the NREN or user will implement the service or tool, and how it will be used. These "cookbooks" and guides are written by the ALs and TLs in collaboration with the Technical Author team, who will need to ensure they are part of the library of information made available to the different target audiences. NA2 will maintain close contact with the Technical Author team to keep aware of the latest documentation.

- **Technical Publications.** As the project progresses there will be research results coming out of the Activities. Results in such innovative areas are valuable to the wider research and education community as well as being ways of seeding the market for the future services that will be developed on the back of the results.

4.2.2.3 *Merchandising*

GÉANT-branded merchandise will be produced for distribution at GÉANT events and other R&E events throughout the project's lifetime.

The first items were distributed at the TNC event in June. The focus here was on small but useful items that conference delegates could easily put in carry-on luggage. The GÉANT logo was used on each, supported, where space allowed, by the website URL and project tagline. Further items are in production to support the Launch Event in December, including a more sophisticated memento of the event. By popular demand, GÉANT mugs have been ordered, as items that can also be aimed specifically at the NREN community – to be kept on desks and used regularly.

4.2.2.4 *Video Library*

Three types of AV content have been identified as being of value: technical demonstrations, user applications and key player interviews. Each of these is described below. They will be further investigated regarding their possible uses and advantages. If pursued, the AV tools will be built with the potential for localisation and re-use by NRENs where appropriate. In discussions at the GÉANT PR Network meetings, the NREN partners expressed the opinion that, for their needs, shorter video pieces would be more successful than a lengthy video

that required viewers to spend some 20 minutes or so watching something that might not make an impact or get a message across. In addition, NRENs said they would be more inclined to use short videos that convey a specific message or describe a specific service on their websites. AV tools will be built with the potential for localisation and re-use by NRENs where possible and appropriate.

A longer video about the project is under consideration, to assess the requirement, value and use, time and cost that such a large undertaking would demand.

- **Technical demonstrations.** The use of video for technical demonstrations that can serve as promotional and educational tools is being explored with technical ALs; two particular requirements have been identified to explain how particular service technologies would work, and are currently in assessment. It may be possible to simplify the often complex nature of some of the services in a demonstration video, thus enabling potential users to comprehend the possibilities and workings of a service more easily from an AV tool.

- **User applications.** The project has started to build a library of user-application videos (demonstrations and/or user stories) to illustrate how different disciplines/types of user can make use of the network and services. A first such video on arts and culture was created in June 2009. Further representations are in planning.

- **Key player interviews.** A video in which a user project, EC or NREN personality comments on a particular aspect of the project or the environment, is a simple but effective communications tool. Use will be made of meetings and events to secure the footage needed, maximising the opportunities presented by meetings for obtaining video of presentations and interviews with key players in the project. Several such interviews are planned at the Launch Event in Stockholm.

4.2.2.5 *Event Support Materials*

The event support materials that will be developed include demonstrations and a booth, banners and posters. Each of these is described below.

- **Demonstrations:** Technical and user application demonstrations are valuable tools for illustrating the project's services. They offer delegates direct and detailed explanations of the project's technologies and services, and user applications. See also Section 4.2.2.2, "Flyers, Leaflets and Brochures", on page 26.

- **Booth.** A graphic exhibition panel was created for use at events where a high profile is required, such as GÉANT-led events and the TNC. Further panels or booth graphics will be developed if an event requires it, for example, for the ICT event to be held in Brussels in September 2010.

Figure 4.5: New GÉANT booth

- **Banners.** To support project participants' involvement in events, whether GÉANT-led events, partner or third-party events such as workshops, meetings and conferences, a number of banners will be produced. These are also referred to as "pop-up banners", are easy to ship and carry, and use minimal floor space whilst achieving an impact for the project brand and message. These will be made available to project participants and NRENs on request. Their existence will be publicised to the GÉANT PR Network members and participants via the wiki/project portal and email news announcements. The banners will display key GÉANT messages, although versions with specific messages will be created if there is a particular and justifiable requirement.

- **Posters.** As with banners, posters with specific messages are valuable tools in supporting particular events. These will be created according to need. In addition, posters can be an effective way of getting key messages out into the community and onto walls in offices. To this end, the idea of a poster set that conveys the specific elements of the project is currently being considered as a tool for NREN communications.

4.2.2.6 *Web Banners*

Web banners featuring the GÉANT logo are to be created in different sizes and formats. These will be delivered to each partner for use across their web presences as preferred, and will link to the GÉANT home page. As required, further banners will be produced for the individual services, as part of each service's communications plan.

4.2.3 **News**

4.2.3.1 *Internal News*

NA2 has established an internal news service for all project participants, consisting of email news items, wiki postings and quarterly newsletters. Ad hoc news items are being sent, with the aim of reflecting the latest project developments, including announcements on training, key project meetings, Project Office announcements, and services available to project participants. "Insight", the quarterly GÉANT internal newsletter, has been planned for issue four times per year, with the first issue published in August. It will be HTML-based and reside on the internal project site. An email outlining the content headlines will link to the "Insight" articles. Much of the material has been submitted by different project participants, but is edited by NA2. For the contents list of the first issue, see Appendix C on page 41.

Figure 4.6: GÉANT Insight internal newsletter

4.2.3.2 *Externa Newsl*

GÉANT news and press releases will be issued when there is relevant and interesting news to communicate to a wider audience. These will be delivered to project participants, NREN partners, the EC, international projects and networks, related ICT projects and the media where applicable. They will be written in cooperation with the relevant NREN partner(s) or other stakeholder to whom the story relates, and jointly issued as appropriate. In addition, an external newsletter is due to be published twice a year that will bring key messages and events from across the project and its partners to the target audience groups; the first issue is due in November.

5 Measurement for Success

Throughout the dissemination activity, progress and results will be monitored on a regular basis to measure success levels and contribution towards objectives. The results will be fed back into the planning process so that improvements and changes can be assessed and implemented. Those activities and tools that are working well can be continued, while corrective action can be taken to address those that are not performing or achieving the desired results.

The project will monitor the following aspects of dissemination and outreach:

- Web presences.
- News and media.
- Materials.
- NREN channel.
- Events.
- Awareness.

5.1 Web Presences

The web presences (public, project and partner) are the central sources of project information for its different audiences and regular checks on their usage are essential to ensure they are doing the job intended and to identify trends. Thus to understand the pattern of use across each one, data will be gathered on the information that site visitors are accessing, the numbers of unique and return visits, and qualitative feedback.

- For the public site, regular log file analysis will identify key indicators such as total numbers; trends in page hits and usage patterns; repeat visitors; downloads of dissemination materials; hits to a particular news story, service page and banner advert; the popular downloads, referral sites and search terms.
- Incoming enquiries or feedback from the website will be analysed by type of audience group and the nature of their enquiry and this can be monitored over time to identify any trends.
- For the project and partner portal sites, the number of registered project participants and their visitor activity – such as pages viewed and functions performed – are all valuable indicators of the usage made of these resources.
- User testing will be performed as the project progresses and the website(s) change to accommodate the volume of information and documentation, and changes in presentation. To be assured of the

website's value to its audiences and the ease with which content is found, user testing should be performed every 12-18 months.

These measures provide valuable data to monitor site usage over time, and to guide site development.

5.2   News and Media

A number of indicators measure the output and success of the media outreach activity and the profile that the project and network have with the media.

- Number of press releases issued and joint press releases with NRENs or other third parties; number of press interviews given and amount of incoming press enquiries.
- Amount of press coverage gained from DANTE-issued releases and also news generated by the NREN PRs.
- Spikes in website visitor numbers following the issue of press releases and newsletters, and requests from site visitors to be put on the news mailing list.
- Qualitative feedback on newsletters and newswire services.
- The prime indicators for the internal communications news services will be page impressions on news items and the online newsletter, and qualitative feedback received from project participants.

5.3   Materials

There are two main indicators of the relevance and popularity of the printed and AV materials:

- The quantity of materials distributed to and by NRENs, global and user partners; website visitors; the different types of localised brochures and other materials produced by the NRENs and the quantities distributed can all be monitored. Electronic distribution will be measured by numbers of hits or downloads of materials from across the websites.
- Qualitative feedback from recipients and project participants.

5.4   PSP Channel

All project partners must collaborate to achieve the common goals if the project is to succeed, therefore monitoring the output and results of PSP's efforts is vital to get a feel for the in-country outreach. Measurements include:

- The number of per-country dissemination plans developed and implemented; for what services and which country and the results of the country outreach activity.

- The extent of GÉANT-related branding and messages on NREN websites and quantities of brochures and other project-related items distributed.
- The level of collaboration with the PR Network members including the use made of the PR Network resources area of the project portal and qualitative feedback from PR Network members.
- Press releases issued and national press coverage gained.

By monitoring the activity, those NRENs and services that would benefit from more promotional support can be identified and resources offered as needed. Feedback from NREN PRs on their campaigns will be sought so that tools that prove successful can be shared with other NRENs.

5.5 Events

We will gather feedback and, where possible, metrics following each event to evaluate its success. This might include formal questionnaires inviting feedback on presentations given, qualitative discussion with those project participants who attended the event, numbers of materials handed out, number of enquiries generated from the event. We will do this for events organised by third parties as well as those organised by the project; in both cases the feedback can be used to identify improvements, and/or to make decisions on whether to hold or attend a similar event in future.

There are several indicators to measure the worth of the event participation and assess the value of further attendance.

- Number of external conferences hosting GÉANT presentations or disseminating literature.
- Reviews by project participants of their event attendance covering type of event and participation, numbers of delegates, the level of GÉANT participation and value of attending and the number and quality of the user and other contacts made and spoken to on the booth or in the networking areas.
- Feedback gathered and passed on by third-party event organisers, either qualitative or from delegate feedback surveys that include comments on GÉANT participation.
- Delegate attendance figures and feedback for project-led events.

5.6 Awareness

Measurement of awareness levels of the project and its activities are typically quite difficult to achieve. All of the indicators above go some way to indicate awareness levels but only in so much as "are we getting more visitors to our public website?" and "how many brochures have we distributed?". It does not enable us to analyse level of awareness amongst different types of target audiences, nor can it show us the level of awareness of the project or its activities amongst those target audiences who have not visited the website, nor received literature. An awareness survey is possibly the best (and arguably only) way to assess this.

This could involve surveying a cross-section of the target audiences with a set of questions designed to identify the level of knowledge across different project subjects. A limited number of questions on this were included in the segmentation survey and some awareness levels were also gained from the EARNEST report before this; both returned relatively low awareness levels of the GÉANT network. This follows often relatively low awareness of the NRENs' own networks in their constituencies, due to the networking infrastructue being largely taken for granted as a basic, prerequisite service.

An option that will be considered is to perform an awareness survey around the middle of the project, and possibly again at the end, to measure the impact of dissemination and outreach activity. Such surveys can be costly and so the expense of this will be carefully assessed against the benefits that such a survey would bring, and to investigate other ways of achieving it.

6 Conclusions

The communications and promotional requirements of the project are multi-faceted, wide-reaching and demanding, and rely on all the project's Activities and partners embracing their responsibilities with enthusiasm, time and resource. In this third GÉANT project, more than before, all project partners must collaborate to achieve the common goals if the project is to succeed; these include the dissemination and outreach goals, which are not solely the domain of those leading the NA2 activity. The role of NA2 is to facilitate, lead and coordinate, but this can only happen in cooperation with the other Activities and also with the NREN partners.

Typically, to achieve the levels of communication required across target audiences, dissemination divides into four areas:

- General communications predominantly to generate awareness of the project, network and associated services across all target audiences.
- Targeted communications aimed at promoting take-up of services at pan-European level and at the country level.
- Ensuring NRENs have access to the information required in order to adopt the services into their own portfolios.
- Communications to project participants to foster a sense of inclusion and loyalty towards the project and other participants.

NA2 will coordinate the communications requirements and plans to ensure overall coherence and consistency of approach and implementation but necessarily relies on the support of the other Activities and NRENs to successfully pursue the communications strategy. It relies on them also to report back on the results of their dissemination and outreach activities, so that these can be included in the project's overall reporting, and be taken into account when assessing whether changes are needed to the communications strategy.

What remains is for NA2 to continue to develop and implement the communications strategy, following the guidelines and approach contained within this document, and to monitor and make regular assessments of the success of individual elements and the activity overall, ensuring a continuous cycle of planning, implementation, measurement and adjustment across all areas of the dissemination activity.

Appendix A NA2 Task List and Responsibilities

A.1 Task List

The work of the NA2 Activity is divided into the following Tasks:

1. Strategy, Planning and Messaging.
2. Partner Services Promotion.
3. Web-Based Communications.
4. Materials – printed and audio/visual.
5. Press and News.
6. External Events.
7. Focused Market Outreach.

A.2 Core Responsibilities

The core responsibilities of NA2 will be to:

- Develop and implement comms plans in collaboration with ALs and the PR Network for the project, network, services, JRAs and NAs, in order to generate interest and demand for services across identified (potential and actual) user communities, and awareness of the GÉANT project.

- Support NREN PR-teams to provide effective dissemination strategies in their countries for outreach and service promotion, and in order to promote uptake of GÉANT services.

- Build on the branding policy developed in GN2.

- Promote the GÉANT project, network, services, research and networking activities using a variety of tools including news releases, literature, events, user demonstrations and web services.

- Provide a consistent user-friendly GÉANT web presence to maximise dissemination across all target audiences, and to support the project's internal and external communications.

- Organise external events, including GÉANT-specific events (e.g. launch), and assure representation of GÉANT at other events (e.g. TNC, ICT, EU conferences and workshops).

- Enable and enhance the project' internal communications.

- Promote visibility of GÉANT's contribution towards the EU's research and education goals, including the ERA and achieving its e-infrastructures vision.
- Perform research and analysis of specific pan-European audiences and market areas, and developing tailored outreach strategies to any particular user group.

Appendix B Services Status and Users

The table below lists the leading services across the connectivity options, network performance and operations, and end-user applications categories. The user supply chain essentially demonstrates who the service is for. Thus in the case of connectivity services, the NREN takes the service from GÉANT, and promotes the capabilities to institutions and user projects to take up the service. For example, eduroam is a service taken by the NRENs and promoted to institutions and user projects for implementation, and in turn these would promote it to the end user. Some of the network performance and operations tools will be adopted and used by the NRENs themselves, to enable them to offer an enhanced connectivity service to their users.

Multi-domain Network Services & Tools		Status	User Supply Chain			
Name	Description		NREN	Inst	Proj	End User
GÉANT IP	Standard connectivity for use by R&E community alone	Operation	√	√	√	
GÉANT Plus	Reserved bandwidth on pre-provisioned infrastructure for guaranteed performance	Operation	√	√	√	
GÉANT Lambda	Bespoke connections using 10 Gbps wavelengths (or set of wavelengths)	Operation	√	√	√	
Security	Providing security expertise for design and deployment of services	Development	√			
eduPERT	Federated structure of Performance Enhancement Response Teams	Operation	√	√		√
perfSONAR MDM	Multi-domain network monitoring service based on standard perfSONAR infrastructure	Pilot	√		√	
cNIS	Topology database tool to support provisioning and monitoring	Pilot	√			

Multi-domain Network Services & Tools		Status	User Supply Chain			
AMPS	Automated IP Quality of Service provisioning tool	Operation	√	√	√	
I-SHARe	Automation of workflows for manual circuit provisioning	Development	√			
AutoBAHN	Dynamic circuit service provisioning tool	Development	√	√	√	
eduroam	Roaming network-access service	Operation	√	√	√	√
eduGAIN	Authorisation and authentication infrastructure behind eduroam	Development	√	√		
eduPKI	Public Key Infrastructure security certification behind eduroamn	Development	√	√		

Table 6.1: Services – Operational Status and User Supply Chain

Appendix C GÉANT Insight Issue 1 Contents

Activity News Round-Up

Reports and highlights from Activities and Tasks across the GÉANT project including items on:

- Network build & operations – NOC, network planning, network operations, procurement.
- Multi-domain network services – eduroam.
- Future network – Activity kick-off meeting.
- Introducing the new GÉANT.

Features

- GÉANT Partner Relations: "Putting the "Sir!" into Services…"
- Online and on the road: eduroam on the bus.
- Introducing the Security Consultancy Service.

Meetings and Events Update

- GÉANT agenda.
- GÉANT at TNC.
- TNC 2010: Destination Vilnius, Lithuania.
- GÉANT Project Symposium.
- "Behind the Scenes" at the GÉANT Architecture Workshop Group.
- Project Office – Technical Authors: Taking the pain out of writing.

People

- Introducing the Insight newsletter team.
- Interview with Carlos Friaças, SA2 (Network Services).

Fast Facts

References

[[DJ3.0.3,5]]   GN2-09-003 DN3.0.3,5: "Specific Support Actions – User-Base Segments"

http://www.geant2.net/upload/pdf/GN2-09-003_DN3.0.3,5_Specific_support_actions_-_user_base_segments_v09_read_only.pdf

[PressPack]   Press Pack page of the public website

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Glossary

AL	Activity Leader
AV	Audio-visual
CMS	Content Management System
DMS	Document Management System
EGEE	Enabling Grids for E-sciencE
EC	European Commission
EIT	European Institute of Innovation and Technology
ESA	European Space Agency
ESFRI	European Strategy Forum on Research Infrastructures
EUNIS	European University Information Systems association
FP7	EC's Seventh Research and Development Framework Programme
GEO	Group on Earth Observations
ICT	International Conference on Telecommunications
JRA	Joint Research Activity
KIC	Knowledge and Innovation Community
NA	Networking Activity
NA2	Networking Activity 2, Joint Dissemination and Outreach
NA4	Networking Activity 4, Liaison and Support
NOC	Network Operations Centre
NREN	National Research & Education Network
OGF	Open Grid Forum
PMT	Project Management Team
PO	Project Office
PR	Public Relations
PRACE	Partnership for Advanced Computing in Europe
PSP	Partner Services Promotion
R&E	Research and Education
SA	Service Activity
TL	Task Leader
TNC	TERENA Networking Conference
TF-CPR	TERENA Task Force on Communications and Public Relations

The table below defines key terms used in this document.

Term	Definition
Channel	The route by which the target audiences are reached. GÉANT channels include direct and indirect methods by which to reach particular audiences. For example, a direct channel to the NRENs; an indirect channel to institutions and end users though the NRENs via the NA2 Partner Services Promotion task (PSP); indirect to the global research and education community via global partners.
Dissemination	Broadcast of an idea or message on a large scale to make it reach a wide audience.
Outreach	A systematic, proactive attempt to communicate or provide services beyond conventional limits, as to particular segments of a community.
Tool	The mechanisms, resources or materials used for dissemination and outreach.