



Deliverable D2.2

Final Plan for the Use and Dissemination of Foreground

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1 Executive Summary

Dissemination in the context of the MAPPER project focuses on two categories: firstly, it makes the project and its achievements visible to the outside world; secondly, it provides the means for uniform internal project communication. This document describes the MAPPER dissemination plan consisting of the specification of the dissemination tools (home page and communication kit), the dissemination channels, the dissemination processes, and the dissemination roadmap.

This document is a living document, i.e., it will be updated bi-annually reflecting the effects of the project dissemination activities within the scientific and public audience in general and the multiscale community in particular.

2 Introduction

As an infrastructure project, MAPPER will be deploying a set of services for multiscale applications in various scientific areas. While these services are of primary interest to the MAPPER partner communities (see [1]), there is no doubt that a much broader scientific community will benefit from them as well. There is thus a legitimate interest in a wide-spread dissemination of the project's vision and results: potential users need to be aware of the project's existence; students should learn from the project's achievements; researchers should be informed and educated on new capabilities as offered by MAPPER; other projects may leverage the MAPPER findings; and citizen scientists should benefit from the services provided by MAPPER.

The main purpose of the MAPPER dissemination activities will thus not only be the pure promotion of the project results, but also the support of all stakeholders on how to use the MAPPER services. In order to achieve this goal, the stakeholders will be addressed through several channels: standard ones like conferences, workshops, or summer schools, and through dedicated media cooperations. Accompanying activities as defined in WP3 (Policy Support and Sustainability) are necessary for a well integrated approach, a description of these tasks, however, will be beyond the scope of this deliverable. Rather we refer to the particular documents in WP3.

Dissemination and outreach work is not a one-shot activity. Instead, it is a continuous effort. While most of the dissemination tasks during the project start phase will focus on the visibility of the project and the project vision, this emphasis will shift towards disseminating the project achievements as the project progresses.

It should be noted that dissemination also represents an essential tool for the MAPPER management as it collects, combines and presents the information available from all other work packages for sound and consistent communication with the outside world.

The MAPPER dissemination objectives revolve around:

- demonstration of the benefits of the MAPPER services
- education of stakeholders
- promotion of the project vision
- attraction of (other) research communities

The means to achieve these objectives are:

- the MAPPER Communication Kit (MCK)
- the MAPPER Home Page
- the active participation in (and possibly organization of) conferences and/or embedded conference workshops
- dedicated media work
- the provisioning of dedicated training workshops

This document is the initial version of the dissemination plan for the MAPPER project. It will be updated regularly thereby reflecting “market changes” and identified best practices. The success of the means to achieve the aforementioned goals will be reported in the annual dissemination reports D2.4.1, D2.4.2 and D2.4.3.

3 MAPPER Dissemination Tools

The MAPPER dissemination tools will be used to enable and support the dissemination activities across the various channels (see section 4). They are subject to the dissemination processes (see section 5) and their life cycle is determined by the dissemination roadmap as outlined in section 6.

The dissemination tools consist of the MAPPER Home Page and the MAPPER Communication Kit (MCK).

3.1 MAPPER Home Page

The MAPPER Home Page is available at the URL <http://www.mapper-project.eu>. A screen shot of the entry page is given in Figure 1 below.



Figure 1: Screen shot MAPPER Home Page (as per end November 2010)

The MAPPER web site is based on wiki technology and it is divided in two sections: a public area and an internal area. The public area is available without signing in and it is maintained by the dissemination team. Each MAPPER community maintains their own part of the home page. These parts are also publicly readable. The internal parts require an authorized sign-in. Authorization is granted upon registration by the webmaster at the LMU MNM-team.

As a dissemination tool the web site offers four sections:

1. the project description sections (home, project description, applications and community, partners)
2. the educational section containing the (public) deliverables and the MAPPER publication (documents)
3. the information section (news)
4. for statistical purposes a hidden access counter

The web site will be maintained at the Ludwig-Maximilians Universität (LMU) München.

3.2 MAPPER Communication Kit (MCK)

The MAPPER Communication Kit (MCK) is a set of materials to be described below serving several purposes. Firstly, it introduces in a very concise format the MAPPER project vision and the achievements. Secondly, it supports implanting the project ideas in the minds of

other projects and communities. Thirdly, it supports all media work. Fourthly, it can be customized for particular target groups.

MCK consists of the following items:

- an MCK folder containing the MCK
- a project related event calendar
- one or more project leaflets
- one or more project posters
- one or more project white papers
- one or more scientific papers
- visual and audio media galleries
- one or more press clippings
- a set of project related give-aways

Before discussing these items in more detail, however, we need to shortly define the ingredients.

3.2.1 Ingredients

In order to be recognizable, MAPPER needs to build a strong image, brand and style. Important ingredients to such branding are the MAPPER logo with its distinctive colors (see Figure 2), a matching colour scheme and respective templates for slides and deliverables.

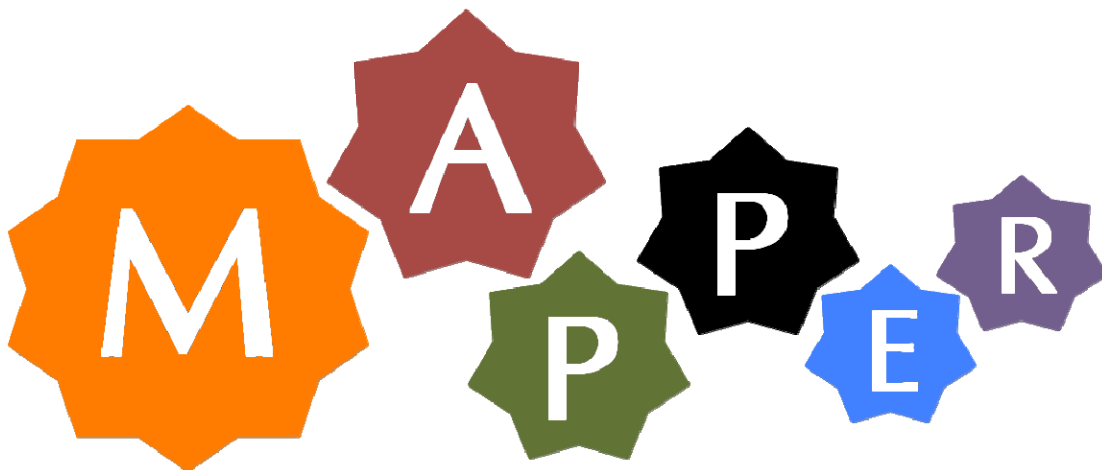


Figure 2: MAPPER Logo

The logo is also available in black/white for black/white printing and faxing.

The logo art work is based on a set of colors to be used in all publications to ensure a homogeneous appearance of the project to the outside world. The colors and their use are given in the following table.

Color Name	R;G;B	Usage
orange	255;124;000	for the “M” background
dark red	167;074;069	for the “A” background
dark green	097;115;053	for the first “P” background
black	000;000;000	for the second “P” background
light blue	065;128;255	for the “E” background
purple	115;095;142	for the “R” background

The logo uses the Optima font in bold and in various sizes:

Font	Size relative to “M”	Usage
Optima Bold	n/a	for the “M”
Optima Bold	87%	for the “A”
Optima Bold	69,6%	for the first “P”
Optima Bold	69,6%	for the second “P”
Optima Bold	55,7%	for the “E”
Optima Bold	50,4%	for the “R”

The official language of the project is English (British). However, any dissemination material may be translated into a different language if required or convenient for dissemination purposes. The MAPPER partners are responsible for correct translations.

3.2.2 Event Calendar

The project event calendar specifies for a given time period (typically a year) the most important events as they relate to the project. These include

- conferences and workshops with a relationship to MAPPER
- exhibitions with a relationship to MAPPER
- the dates for the MAPPER events (e.g., seasonal schools)

Any printed version of the calendar must include:

- MAPPER logo
- logos of all partners
- URL to the MAPPER Home Page

- MAPPER fund line (“The Mapper project receives funding from the EC's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° RI-261507.”)

3.2.3 Project Leaflets

The project leaflets will inform on the existence and the purpose of the project. The goal is to make stakeholders aware of the project, of the advantages of multiscale research, of the home page and of the procedures how to use the MAPPER services.

The leaflet will be distributed during the project's lifetime at conferences, workshops, seminars and any events, MAPPER partners participate in or contribute to.

The leaflets will be offered as Leporello fold. The contents will include the following items

- MAPPER logo
- logos of all partners
- URL to the MAPPER Home Page
- MAPPER fund line (“The Mapper project receives funding from the EC's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° RI-261507.”)
- some graphics/pictures from more than one MAPPER communities
- a short introduction to MAPPER
- the expected outcome
- short partner descriptions
- the EU FP7 and the e-Infrastructure logos

3.2.4 Posters

The MAPPER posters will document the project vision and the current status of achievements. They will serve as a “need-to-explain” instrument at conferences, workshops, seminars and any events, MAPPER partners participate in or contribute to. Note that this is in contrast to the leaflets the main purpose of which is a give-away.

The posters will be prepared for both A1 and A0 formats with the following contents:

- MAPPER logo
- logos and names of all partners
- URL to the MAPPER Home Page
- MAPPER fund line (“The Mapper project receives funding from the EC's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° RI-261507.”)
- the poster message
- the EU FP7 and the e-Infrastructure logos

3.2.5 White Papers

During the course of the project MAPPER may create White Papers for the public audience as a collection of special achievements. Some of these White Papers may simply be the project deliverables as per [1], others may be specifically compiled for the MCK. There is no regular publication cycle for the White Papers. In case a White Paper is publicized it will consist of the following parts

- MAPPER logo
- logos and names of all partners
- URL to the MAPPER Home Page
- MAPPER fund line (“The Mapper project receives funding from the EC's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° RI-261507.”)
- the EU FP7 and the e-Infrastructure logos
- a cover sheet
- an acknowledgement section

As part of its duties the dissemination team will provide all MAPPER partners a template for the creation of such White Papers. The usage of this template is mandatory.

3.2.6 Scientific Papers

MAPPER will result in a collection of scientific papers published in peer reviewed journals, conference proceedings, and as chapters in edited books. These scientific contributions will

- contain the URL to the MAPPER Home Page and
- the MAPPER fund line (“The Mapper project receives funding from the EC's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° RI-261507.”).

3.2.7 Visual and Audio Media Galleries

As part of the MCK the visual and audio media galleries serve two purposes. Firstly, they may underpin the leaflets, posters and White Papers. Secondly, they may serve as additional training material. Thirdly, they will address other senses than just the eye. Examples of the gallery contents are:

- photos
- graphics
- (audio) recording of training sessions
- (video) recording of training sessions

All gallery items will be described by meta data which contain the following information:

- description of the item itself (what is it)
- the origin of the item
- copyright information and terms of use
- a reference to the MAPPER project
- a reference to the MAPPER Home Page

3.2.8 Press Clippings

The press clippings contain the collection of press coverages with respect to the MAPPER project. These clippings will be collected European-wide. It is the responsibility of every partner to scan their national press and to post these findings to the MAPPER dissemination team.

3.2.9 Give-Away Materials

For promotion purposes MAPPER may provide several small items as give-aways. These may be used for attracting audiences at conferences or exhibitions and for “anchoring” the project. The following items are envisioned (examples):

- preformatted USB sticks with either customized material or empty
- special MAPPER lanyards
- MAPPER logo zipper

All such materials require at least the MAPPER logo and the URL to the MAPPER Home Page.

3.2.10 Decoration Material

The MAPPER decoration material consists of one or more rollups containing

- the MAPPER logo
- the logos and names of all partners
- the URL to the MAPPER Home Page
- the EU FP7 and the e-Infrastructure logos

3.3 Press Kit

The MAPPER Press Kit is a (possibly localized) instantiation of the MCK. As such it may not contain the project posters and the project related give-aways. On the other hand, however, it may contain a diagram of the project management structure augmented by respective contact information.

3.4 Educational Material

The MAPPER educational material (in the dissemination sense) is a (possibly localized) instantiation of the MCK. As such it may not contain material irrelevant for the specific educational purpose but it may be augmented by other material (e.g., background papers, tutorials) which may be of benefit for the educational purpose.

4 MAPPER Dissemination Channels

The MCK will be used for facilitating the dissemination across various channels. A dissemination channel in the context of this deliverable is any place where the MAPPER project team may have contact to a MAPPER target group. The following channels have been identified as important and will be described in more detail. It should be noted, though, that the MAPPER dissemination activities are not restricted to these channels.

- MAPPER Home Page
- conferences and workshops
- seasonal schools
- events
- press and media
- cross project dissemination

4.1 MAPPER Home Page

The MAPPER Home Page is described in section 3.1 above as a dissemination *tool*. In this section the Home Page will be regarded as a dissemination *channel*. The objectives of this channel are

- to serve as an electronic repository of all MCK items
- to inform about MAPPER news
- to contact the MAPPER team
- to register for MAPPER events
- to serve as an electronic repository of all public project deliverables

In order to achieve these objectives the MAPPER Home Page provides a *News* section and a *Documents* section as an electronic repository for all public project deliverables and all public dissemination items belonging to the MCK. Contacting the MAPPER team will be possible using a dedicated contact form, a separate discussion forum may be established upon request. Depending on the specific events the Home Page will provide a respective electronic registration form.

In order to measure the success of this specific channel, an access statistics counter will be implemented.

4.2 Journals, Conferences and Workshops

Journals, conferences and workshops represent an important dissemination channel as the main MAPPER target groups will be represented there. Dissemination over this channel from a MAPPER perspective means either actively contributing to the journals or participating at the event (presentation of own research results) or passively participating (as an audience member without own presentation). Although active and passive participation at conferences and work shops do depend on several variables and are thus not plannable, the following table contains a non-exhaustive list of events and journals a contribution is aspired to.

Name	Year, Location	Participation type	MAPPER Focus
Open Grid Fora (OGF)	every 6 months	passive	ICT
EGI Technical Fora	twice a year, Europe	active & passive	ICT
Supercomputing	once a year, US	active & passive	all
DEISA PRACE Symposium	April 2011 Helsinki	passive	all
Computational Methods in Science and Technology	Poznan	journal contribution	special issue on multiscale applications
Cracow Grid Workshops	annual, Cracow	active & passive	all
Euro-Par	annual	active & passive	all
CSC	annual	active & passive	all
International Conference on Computational Science	annual	active	all
Virtual Physiological Human	2012	active	Applications
Journals: <ul style="list-style-type: none"> • Future Generation Computing Systems • Journal of Computational Science • J. Biomechanics • J. Roy. Soc. Interface 			

4.3 Seasonal Schools

MAPPER plans to run two seasonal schools in 2012 and 2013. From a dissemination channel perspective, these schools will offer the possibility to educate a wider audience in the benefits of the MAPPER services. Consequently, the focus will be on using the MAPPER services for distributed multiscale computing, in other words, looking at how to port multiscale applications to the MAPPER environment. The audience to these seasonal schools will be recruited from across Europe (and beyond) in all scientific areas, however, with a special emphasis on the MAPPER communities (see [1]). The participation at the seasonal schools will not be free of charge.

For further dissemination purposes the schools will be recorded (participants and instructors need to agree on the publication) in both video and audio. The streams will be made available on the MAPPER Home Page.

4.4 Events

MAPPER will present its vision and the achieved results at the following events beyond those listed in section 4.2. If possible, for each event a speaking opportunity is aimed for.

Name	Year, Location	MAPPER Focus
ICT	2012, Brussels	all

4.5 Press and Media

The importance of press and media relationship is often underestimated. In MAPPER we dedicate a separate task for this purpose (task 2.3). The press and media channel will not be fed by adverts. Instead, we seek to place editorial work and interviews with the project coordinator or other MAPPER key personnel. As accompanying measures all MAPPER partners will cooperate with their local press departments (if they have one) to promote the MAPPER vision and the achieved results. The concrete list of the media titles will be determined by the availability of MAPPER results. The following thus represents a “wish list”.

Title or Channel	Remark
LMU Press Department	ongoing cooperation
British Publishers	UK
HPCwire	online

It should be noted that the results of press and media channel activities will be fed back into the MAPPER communication tools (home page and MCK).

4.6 Cross Project Dissemination

As MAPPER shares some ideas with other national and international projects it will be beneficial to use these projects as an additional dissemination channel. MAPPER will therefore contact and cooperate with the following projects (as per 1.11.2010):

Project	URL
DRIHMS	http://www.drihms.eu/
DORII	http://www.dorii.eu/
D-Grid	http://www.d-grid.de/
IGE	http://www.ige-project.eu/
Scalalife	http://www.scalalife.eu/
HPC-Europa 2	www.hpc-europa.org
PL-Grid	www.plgrid.pl

5 MAPPER Dissemination Processes

This section describes the MAPPER dissemination processes for creating, maintaining and using the tools and the channels.

5.1 Maintaining the Home Page

The MAPPER Home Page is maintained by the Munich Network Management (MNM) team at the LMU. All suggestions, additions, corrections regarding the public part of the home page should therefore be routed to the webmaster at LMU. Maintaining the internal areas is also performed by MNM. MNM is, however, not responsible for the correctness of the contents provided by the various work packages.

5.2 Creating and Maintaining the MCK

The MAPPER Communication Kit is created and maintained by the MAPPER WP2 team headed by LMU.

5.3 How to Order the MCK?

The MCK will be in the LMU inventory. Copies of the (whole or parts of) MCK can be ordered by every MAPPER partner from LMU. Copy and shipping costs will be covered by the LMU budget. In addition, LMU will send initial starter kits to all partners upon finishing the MCK.

5.4 How to Use the MCK?

Every MAPPER partner is free to use the MCK according to his/her objectives provided that the procedures adhere to the policies outlined above.

5.5 How to Customize the MCK?

The MCK defines a core set of promotional material. It can be extended and/or restricted depending on the objectives of usage provided that the components still adhere to the policies outlined above.

6 MAPPER Dissemination Related Deliverables

MAPPER achieves the dissemination objectives by delivering the following items

- the MAPPER Home Page will be operational by December 2010
- the final Plan for the Use and Dissemination of the Foreground (this deliverable) will be delivered by December 2010
- the MAPPER Communication Kit (MCK) will be ready in its first stage by March 2011, subsequent versions will be available in December 2011 and December 2012
- the dissemination progress will be reported annually in September 2011, September 2012, September 2013
- the MAPPER Seasonal Schools will be delivered in 2012 and 2013

7 Conclusion

This deliverable contains the action plan for using and disseminating the MAPPER foreground. It defines the MAPPER dissemination tools, the dissemination channels (where the tools are used), the dissemination processes (which ensure that the tools are available for the channels) and it once again reflects the dissemination roadmap defined as the set of WP2 deliverables.

Please note that this document is a living one, i.e., it will be updated regularly taking into account the effects of the project dissemination activities of the respective previous period.

8 Acronyms and References

8.1 Acronyms

LMU	Ludwig-Maximilians Universität
MCK	MAPPER Communication Kit
MNM	Munich Network Management
WP	Work Package

8.2 References

- [1] Annex I - "Description of Work" to the Grant Agreement 261507, July 2010