

Helix Nebula – The Science Cloud

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Abstract: The purpose of this document is to detail the aims and focus of the Helix Nebula Communication and Dissemination Strategy of the project. This deliverable serves as the core communication and dissemination guide and reference for Helix Nebula Consortium.



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Helix Nebula targets scientific communities, decision makers from SMEs, industry and government as well as European Union policy makers. This document contains information on Helix Nebula core activities, findings and outcomes and it may also contain contributions from distinguished experts who contribute to Helix Nebula. Any reference to content in this document should clearly indicate the authors, source, organisation and publication date. This document has been produced with the co-funding of the European Commission. The content of this publication is the sole responsibility of the Helix Nebula consortium and cannot be considered to reflect the views of the European Commission.

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Executive Summary

'Helix Nebula – the science cloud', has been established to support the massive IT requirements of European scientists and create a cloud computing market for the public sector in Europe. Collaboration between big science and big business, Helix Nebula joins the forces of leading IT providers and three of Europe's biggest research centers. The initiative strongly supports the Commission's Digital Agenda for Europe: It stresses a unified approach to data protection regulations and lightweight, efficient governance; it also has ambitions to support European economic development by making its services available to the wider community.

This document, the Communication and Dissemination Plan, defines the overall Helix Nebula communication and dissemination strategy within the project Work Package 2 work plan. The document focuses on supporting the objectives of the project and its societal and economic impact. It sets out a series of objectives to be worked towards during the project lifetime and shows how dissemination and communication activities will contribute to achieving overall project goals. To achieve this, Helix Nebula will use a focused campaign aimed at communicating the relevant information to the appropriate communities. For example, high-level policy groups require recommendations that will lead to legislation, while end-user communities need to know the benefits of Helix Nebula for their research purposes. The resulting variety of Helix Nebula activities requires careful planning, as well as dynamic tools.

WP2 will create effective branding, pay-offs and takeaways for the target communities through the development and evolution of the website coupled with collaterals for partners to distribute, in order to increase visibility. This deliverable consolidates the target groups of Helix Nebula outreach, the tools and methodology to reach them, and the impact sought with these efforts.

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1. Communication and Dissemination Strategy

1.1. Communication towards Helix Nebula objectives

The overall objectives of Helix Nebula communication & dissemination activities are grounded in the project's core value of delivering a European cloud-based scientific e-Infrastructure.

Key Objective of the Communication Plan

The purpose of this Plan is to communicate that HELIX NEBULA - *the Science Cloud* is the beginning of a new infrastructure being built in Europe, initiated with 3 European Research Organisations, through Public/Private Partnership and the benefits that it will bring.

Connection between HN goals and Communication Plan

Helix Nebula Goals	How can the Communication & Dissemination Plan support this goal
Goal One Establish HELIX NEBULA – the Science Cloud – as a cloud computing infrastructure addressing the needs of the European Research Area and capable of serving as a platform for innovation and evolution of the overall e-infrastructure.	Outreach & dissemination activities highlighting the unique benefits of the Science Cloud to all stakeholder communities. In particular, focus will be placed on end-users from the research community to highlight how Helix Nebula has addressed actual end-user needs. Focus will also be placed on the public/private partnership within Helix Nebula that leverages already existing services and addresses areas of federation, interoperability and portability while at the same time reducing costs and ensuring ease of use.
Goal Two Identify and adopt suitable policies for trust, security and privacy on a European-level that can be provided by the HELIX NEBULA framework and infrastructure.	It is important to ensure that all stakeholders are aware of the progress of the project taking both a bottom-up and top-down approach. Bottom-up: WP2 will highlight best practices and use cases focusing on how the various end-user requirements are met by Helix Nebula in the areas of trust, security and privacy. This will be spotlighted through participation in user community events, targeted articles and web material. Top down: WP2 will inform policy groups and funding agencies in Europe of the progress and final results to: <ul style="list-style-type: none"> • raise the profile of project achievements • ensure synergies with key players in this area and • Increase impact. • Highlight policy implications of Helix Nebula

Goal Three Create a light-weight governance structure that involves all the stakeholders in HELIX NEBULA – the Science Cloud - and which can evolve over time as the infrastructure, services and user-base grows.	WP2 will assist in testing how well this structure works and what needs to be changed for future continuation. One of the actions will be to provide clear and updated information on all the project's achievements to measure the successfulness of this co-operation between the stakeholders.
Goal Four Define a funding scheme involving all the stakeholder groups (service suppliers, users, EC and national funding agencies) for a Public/Private Partnership to implement a Cloud Computing Infrastructure that delivers a sustainable and profitable business environment adhering to European level policies.	The use and selection of appropriate policy media channels and the establishment of relevant liaison with influential organizations will be the key to achieving this goal. The value propositions of each business case will be highlighted through use-case brochures for both online and media distribution, as well as presentations at key stakeholder events.

Table 1 Helix Nebula objectives & Dissemination and Communication**WP2 Specific goals**

Deriving from the HN goals, the specific goals of the Communication and Dissemination Plan can be summarized as follows:

- Present policy-makers, funding agencies and infrastructure operators with an effective alternative to capital-intensive investment in e-infrastructures
- Encourage scientists to see this "Science Cloud" as their first choice as a working environment by demonstrating that concerns about putting research data and software 'on the cloud' are being addressed sensibly
- Mobilise the supplier community (especially telecoms providers, the IT industry and innovative SMEs) to participate, contribute and benefit from the public/private partnership
- Ensure that publicity about HELIX NEBULA is positive and focuses on the efficiencies it brings to the research communities and the societal benefits that can result.

Activities will build throughout the project, supporting various work packages to ensure that stakeholder communities are fully aware of project progress, potential benefits of the Helix Nebula Science Cloud, and the final results, always bearing in mind the societal and economic impact of the project.

Helix Nebula WP	Deliverables	Communication & Dissemination	Target Stakeholders
WP3 Representation of requirements	D3.1 Requirements definition template D3.2 Consolidated user and service	Dissemination of requirement results to stakeholder communities through mailing lists,	Policy and decision makers, science, research and infrastructure

	requirements report D3.3 Finalised user and service requirements report	website coverage, presentations.	communities, academic community (flagship communities), industrial suppliers
WP4 Cloud platform & provisioning	D4.1 Access to the services defined for WP5 D4.2 Cloud provisioning: case histories of decisions taken D4.3 Cloud provisioning report	Awareness raising: press releases, publications and briefings in specialist journals, presentations at specialist events.	Research and infrastructure communities, industrial suppliers, SMEs
WP5 Flagship deployment	D5.1 Evaluation of initial flagship deployments D5.2 Report on future technical requirements D5.4 Final flagship deployment report	Dissemination of deployment report and technical requirements report.	Policy and decision makers, research and infrastructure communities, industrial suppliers.
WP6 Inter-operability with e-infrastructures	D6.1 Interoperability requirements report D6.2 Roadmap for the integration and interoperation of commercial cloud with e-Infrastructures	Workshops exploring interoperability issues and participation of key stakeholder communities. Participation in standardisation groups working on interoperability issues.	Research and infrastructure communities including standards initiatives, policy makers, SMEs, industrial suppliers, academic community
WP7 Business Models	D7.1 Report on existing supply and demand side business processes regarding procurement D7.2 Report on synthesized business models D7.3 Cost comparison report D7.4 Final report on sustainable business models for science cloud	Highlight impact on business cases and communicate sustainable business models for science cloud.	Policy makers, SMEs, industrial suppliers, research and infrastructure communities
WP8 Governance Models	D8.1 Report on governance for integration of commercial cloud	Periodic updates on WP8 progress will be disseminated to ensure all stakeholders are aware of	Policy makers, research and infrastructure communities,

	services with e-infrastructures	findings and to encourage project engagement. This may include articles, event participation and website coverage. Final recommendations report will be circulated to stakeholder community with appropriate dissemination coverage.	industrial suppliers, SMEs, academic community
WP9 Evaluation, road-mapping & development plan	D9.1 Published agreed roadmap of future development plans D9.2 Published agreed update of the cloud computing strategic plan	Results of final report to be fully disseminated through appropriate channels including website coverage, dedicated presentations at related events, press releases and articles in both specialized and general press	All stakeholders including general public

Table 2 Dissemination & communication supporting other WP activities

1.2. Coordination mechanism

All partners must provide a representative who will be responsible for WP2 contributions and who will take part in WP2 conference calls. A dedicated WP2 mailing list (helixnebula-wp2@mailman.egi.eu) will be established at the start of the project including each partner's representative.

WP2 conference calls will be held on a monthly basis (an appropriate web-conference tool will be selected by the project). The calls, chaired by CSA as WP leader, will define communication and dissemination activities and one of the objectives is to closely monitor WP checkpoints and ensure timely communication outputs in an appropriate format. The minutes from each conference call, and any related communication exchange, will clearly indicate the partners' responsible and the deadlines both for production and approval. The WP2 leader will be responsible for providing related minutes and actions including information on who is to carry out each action and a deadline. All partners must act upon action-items designated to them and report back to WP2 representatives. With partners already engaged in other project activities, WP2 leader will ensure that WP2 actions are related to these ongoing activities so that ongoing partner actions can be leveraged appropriately. In particular, other WP leaders will be responsible for providing contributions to meet WP2 objectives as outlined in the table below. This may include information related to project achievements, current activities, future activities and plans

Partner	Activity
CSA	WP2 leader
CloudSigma	WP3 leader & interface for user requirements
ATOS	WP4 leader & interface with cloud service providers
Logica	WP5 leader & interface for Flagship deployment

EGI.eu	WP6 leader & interface with public e-Infrastructures & SDOs
SAP	WP7 leader & interface for business models
T-Systems	WP8 leader & interface for governance models
EMBL	WP 9 leader & interface for Roadmap
CNR	Interface to national space agencies & European Space Agency

Table 3 Partner contributions to WP2

As sub-contractor, Trust-IT Services will support WP2 activities through pre-defined contributions. Contributions will include project promotion and media coverage including the design of dissemination collateral such as website design, flyers, articles, interviews and newsletters.

Selected press releases, articles, and other dissemination material, will be sent by the WP2 leader to the General Assembly (GA) for approval or feedback using the appropriate project tools. WP2 contributors and in particular WP2 leader will decide on which material is sent to GA on a case to case basis if partners feel that approval or feedback is necessary.

Activities related to the project website and social media websites will be monitored by WP2 leader and will be reviewed by all WP2 members on a monthly basis during WP2 conference calls. Official website reviews will be carried out in advance of each General Assembly. This is outlined further in section 3.

An email address for correspondence with external stakeholders will be established (e.g. announce@helix-nebula.eu). This address will be used in all dissemination material in order to provide an active channel of communication. Other channels of communication with external stakeholders will be through the project's social network accounts. A procedure for handling incoming requests and a scheme to monitor requests will be setup.

2. Communication and Dissemination Targets

This section identifies the target communities of Helix Nebula (policy makers, funding agencies, service providers, scientists and research bodies, the academic community, the supplier community, the general public) and the different key messages that need to be conveyed.

2.1. The right message to the right people at the right time!

Given the importance of community-building for the success of this project, identification of project stakeholders and of the related messages that are to be conveyed is of paramount importance to ensure successful outcome and the uptake of the new European cloud computing platform by the general public.

For this reason, the Consortium has designed a clear methodology to define communication messages for each community. This will be an iterative process spanning the project lifetime and will be adapted to all the different project phases.

To ensure all partners and WPs contribute fully to the project communication and dissemination activities, WP2 will collect partner inputs and feedback through online forms. The forms will collect the following types of information:

- Update on current activities that can be highlighted to stakeholder community
- Results that can be highlighted to stakeholder community
- Future and past events attended (with presentation)
- Stakeholder communities that the information should be targeted at

These forms will be revised in conjunction with the monthly conference calls coordinated by the WP2 leader.

Information collected will form the basis of future dissemination communication activities ensuring that the stakeholder community is updated on project process and well-informed on issues such as the potential benefits of the science cloud and how the project is addressing barriers to cloud adoption such as security and privacy of data.

2.2. Helix Nebula Community & Stakeholders Targets

This section provides a list of the target communities addressed by Helix Nebula. Each individual section lists potential stakeholders relevant to different aspects of the project and how these potential stakeholders are tied to the communication channels implemented. A table in each section summarizes potential interest, key messages, rationale, drivers for potential involvement and communication channels.

2.2.1. Policy makers and funding agencies (European & National)

“Policy makers and funding agencies (European & National) who need to maximise their return on investment in research infrastructures and who influence the level of financial/political support to the Helix Nebula initiative.”

This category consists of individuals and groups who influence the level of the support for continuation of the investment in research infrastructures. It includes those politicians, funding bodies, government departments and government agencies, whose continuing support is necessary in order to develop not only the capacity, but also the policies and standards, for a sustainable and operational Science Cloud.

Helix Nebula needs to engage people at a very senior level rather than expecting results from raising grass root interest. This category includes both policy makers who are directly involved in the project and those with an indirect interest. Engagement will take place mainly on a face-to-face basis as an effective means to focus discussions around key topics of mutual interest and ensure clear understanding of the measures defined. Interaction will take place at policy-related events, including but not limited to e-IRG workshops, annual ICRI conferences and Cloudscape. HN partners will contribute by using their stakeholders' contact list to approach high level people.

Target 1: e-Infrastructure policy groups: e-IRG¹ and ESFRI².

A first contact with e-IRG has already been established with a presentation on Helix Nebula at the e-IRG workshop on the 11-12 June in Copenhagen. e-IRG is a suitable forum to discuss the sustainability of publicly funded infrastructure with European member state research funding agency representatives. HELIX NEBULA will contribute to e-IRG white papers and reports on future policy for hybrid clouds and on how to combine public and private funding, efforts and strategies. It is also important for Helix Nebula to interact with representatives from ESFRI at national level so as to gain new insights into emerging policy strategies and their relation to e-Infrastructures.

Target 2: Existing e-Infrastructures

¹ <http://www.e-irg.eu/>

²

http://ec.europa.eu/research/infrastructures/index_en.cfm?pg=esfri

Integration and interoperation of mature operating e-Infrastructures (i.e. cloud, GEANT, EGI, PRACE and EUDAT) will be achieved by bringing together the appropriate technology and policy representatives (e.g. developers, operational, legal, management, etc.) of each e-infrastructure approximately every six months at existing events (through WP6). These events offer an opportunity to explore a wider range of topics relevant to research infrastructure funding stakeholders and user communities, as well as a forum to showcase Helix Nebula as the European cloud for eScience.

Target 3: European Commission and national funding bodies, who have invested in the development of distributed computing solutions for eScience.

Future sustainability of HELIX NEBULA will depend upon successful buy-in from such organisations who can influence the direction of future eScience research. Furthermore, HELIX NEBULA will disseminate timely updates milestones and objectives of the Digital Agenda, with regards to providing cloud computing services for eScience and how questions of policy are addressed; participation at EC events and workshops such as eConcertation meetings, and engagement with national funding agencies/research councils e.g. JISC and the Science and Technology Facilities Council (STFC), in order to raise awareness of HELIX NEBULA.

Target 4: National Grid Initiatives

A number of National Grid Initiatives (NGIs) are exploring the transition to cloud computing from a 'bottom-up' approach through their national representatives and events. The UK NGI is evaluating cloud adoption through the support of funding agencies such as JISC, the Science and Technology Facilities Council (STFC) and the Engineering and Physical Sciences Research Council (EPSRC), following investigations into the use of cloud computing in British universities. It is important to draw on these earlier experiences and scale out across EU27 by raising awareness of HELIX NEBULA and interacting with representatives directly.

Target 5: The European e-Infrastructure Forum³ (EEF) includes key initiatives like EGI, DEISA, PRACE. The forum focuses on eliciting common user requirements for the benefit of synergising parallel e-Infrastructures.

³ <http://www.einfrastructure-forum.eu/>

National & European Policy Makers	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale / Drivers for potential involvement	Appropriate channels	Expected Timeframe	Tools & Channel
e-IRG	Its role as a PPP for an eScience cloud	Implementation of hybrid cloud and public/private funding; governance & business models	Contribute to and shape policy	Participation at e-IRG meetings and workshops, Contribution to e-IRG white papers	Full project	Events & white papers
GEANT	Insights into new approaches.	Leading role as cloud provider	Share insights & shape strategies	Interaction via events & dedicated discussions	Full project	Events, articles/ papers
PRACE	Assessing emerging landscape	Importance of playing specific but complementary roles	Shape the future landscape	Interaction via events and dedicated meetings	Full project	Events/ meetings/ papers
European Commission	Funder & eScience Strategy	RoI and contribution to EC strategy	Demonstrate validity of strategic input	Reporting as per contract; policy events	Full project	
National funding bodies	Important role in emerging landscape	Value & feasibility of cloud	Foster support & concrete actions	Direct interaction at events	Full project	Events/ papers
National Grid Initiatives	Potential role in emerging landscape	Value & feasibility of cloud	Encourage support at EU level & steps needed	Direct interaction at events	Full project	Events/ papers
The European e-Infrastructure Forum	New approach to scientific service provision	Value & positioning of cloud in the landscape	Encourage cooperative approaches & knowledge exchange	Interaction via the Forum's channels	Full project	

Table 4 Policy makers and funding agencies

2.2.2.Science and Research Communities

“Infrastructure operators who can contribute to and benefit from economies of scale and scientists⁴who have reservations about putting research data and software ‘in the cloud’ ”.

The three flagships provide an initial focus on the disciplines of molecular biology, high-energy physics and solid earth observation. Science has traditionally valued peer-opinion and by targeting science and research communities with world-class capabilities, we anticipate that news of HELIX NEBULA will spread rapidly, not just within the communities represented in the flagships but beyond that into related disciplines. Like the best viral marketing campaigns, we see that a cascade model of dissemination will be particularly effective – each step not just bringing us closer to one target group, but broadening our base into others.

In order to ensure the future sustainability of the Science Cloud, clear business models and pricing models will be established with end-users purchasing access to HELIX NEBULA services. This will be communicated clearly to this audience, highlighting the value-add of services to research and the importance of self-sustainability for HELIX NEBULA.

Target 1: Expanding communication towards [ESFRI](#) projects and its enlarged network with particular reference to the scientific requirements can be met in the future. CERN is one of eleven partners in the [CRISP](#) cluster of ESFRI Physics, Astronomy and Analytical Facilities RIs, while EMBL’s European Bioinformatics Institute leads the BioMedBridges cluster of six Life Sciences RIs under implementation. ESA is also a partner in [ENVRI](#), the "Common Operations of Environmental Research infrastructures" ESFRI initiative.

1. **Biological and medical sciences projects:** have a general focus on life sciences including health, drug development and new species identification, generating massive amounts of data and new demands for computing, networking and storage. E.g. BioMedBridges: Led by the EBI, the BioMedBridges consortium brings together the six ESFRI infrastructures (ELIXIR, BBMRI, EATRIS, ECRIN, InfraFrontier and INSTRUCT) currently under implementation. The project will identify and implement standard interoperable services to allow the linking, exchange and deposition of large volumes of data from one infrastructure to another, across the biological and biomedical domain. Public data will be freely accessible through these standard interoperable services. Also, standards for secure and restricted access will be identified and implemented where projects need to share sensitive data (medical information or data with intellectual property issues).
- **Environmental (meteorology and climate science) and earth science projects:** span data collection from land, sea and air measurements, as well as the establishment of legal and governance frameworks. The **ENVRI** “cluster project” brings together all the ESFRI environmental projects (either through the Consortium or Advisory Board) with the aim of developing common data and software components and services for their facilities. The results are expected to

⁴ i.e. climate science, astrophysics, nuclear fusion, physical engineering

speed up the construction of these infrastructures and will allow interoperability among them. The common standards, deployable services and tools developed by ENVRI will be adopted by each infrastructure as it progresses through its construction phase. A common reference model will be created by capturing the semantic resources of the ESFRI infrastructures.

- **Physics, Astronomy and Analytical Facilities:** E.g. **CRISP** is a cooperative project covering a wide variety of scientific goals together with a broad range of experimental methods and techniques. The initiative brings together the fields of accelerators, detectors, instruments, experiments, and information technology and data management. This joining of expertise overcomes fragmented approaches and uncoordinated efforts to generate added value on a European scale.

Target 2: exploiting the EIROforum links: CERN, EMBL and ESA are member organisations of EIROforum, the forum of European Research Organisations that aims to “combine the resources, facilities and expertise of its member organisations to support European science in reaching its full potential”. The EIROforum IT Working Group will be a channel by which EMBL, ESA and CERN can promote the work of Helix Nebula other scientific communities.

Target 3: the European National Research Facilities Association. When information begins to filter down to a national level, another useful resource will be ERF - The association of European national Research Facilities⁵. This brings together the European national large scale analytical facilities open to international access by over 20,000 academic and industrial users from Europe and around the world who are potential beneficiaries of HELIX NEBULA. The science and research community as a whole needs to be aware that an infrastructure is being rolled out which shortly will be available to scientists from all spheres. The message here is that there is almost infinite capacity for researchers covering the full spectrum.

Target 4: The Trans-European Research and Education Networking Association (TERENA) offers a forum to collaborate, innovate and share knowledge in order to foster the development of Internet technology, infrastructure and services to be used by the research and education community. HELIX NEBULA has successfully engaged with this community at the TERENA Networking Conference 2012, 21-24 May 2012.

Science, Research and Infrastructure Communities	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale / Drivers for potential involvement	Appropriate channels	Expected Timeframe	eScience Events

⁵ <http://www.europeanresearchfacilities.eu/>

Science, Research and infrastructure Communities	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	eScience Events
ESFRI Project coordinators & partners	Cloud services provided for eScience	Benefits to ESFRI projects & potential end users	Potential uptake of services by broad set of end-user communities	ESFRI cluster projects projects with consortium member representation : CRISP, BIOMEDBriggs, ENVRI	Full project	EGI events, supercomputing conference
EIROforum	Cloud services provided for eScience	Benefits of science cloud to scientific research and policy and governance	Leverage CERN, EMBL and ESA membership & influence EU policy in this area.	EMBL, ESA and CERN participation in EIROforum IT Working Group	Full project	EGI events, supercomputing conferences
ERF	Cloud services provided for eScience	Benefit of HELIX NEBULA suiting end-user requirements	Potential uptake of services by broad set of end-user communities	EMBL, ESA and CERN participation in EIROforum IT Working Group	Full project	EGI events, supercomputing conferences
TERENA	Cloud services provided for end users	Benefit of HELIX NEBULA suiting end-user requirements	Encourage close engagement, especially to promote further uptake	Key stakeholders & networks	Full project	TERENA events, conferences on networking
ODCA	Data centers security initiative	Benefit of HELIX NEBULA user requirements	Encourage engagement, to share knowledge	Key stakeholders & networks	Full project	ODCA events

Table 5 Science and research communities

2.2.3. The academic community

"It is potentially one of the main benefactors of access to scientific data".

All three flagship domains (High Energy Physics, Earth Observation and Microbiology) are vitally important to tertiary education and the university-based research community. The shift in infrastructure deployment to take advantage of the unique benefits of cloud computing will have an enormous impact on the way the academic communities in those fields will operate in the future.

Target 1: The [High Energy Physics](#) (HEP) community. The High Energy Physics community will be informed through CERN at important events and fora, such as the [HEPIX](#) Forum - the High Energy Physics Unix Information Exchange , that brings together worldwide Information Technology staff from the High Energy Physics and Nuclear Physics laboratories and institutes. Important collaboration has already been established with HEPiX with the results of the Proof of Concept stage of the CERN flagship deployment being used to impact the design of contextualization within HEPiX. Another opportunity could be to present HELIX NEBULA at the International Conference on Computing in High Energy and Nuclear Physics ([CHEP](#)), a series of international conferences for physicists and computing professionals from the high energy and nuclear physics community, computer science, and information technology.

Target 2: Earth observation community

Impact with the Earth observation community will take place through CNR and activities such as participation at key community events and through publication of papers in appropriate sector publications and journals. This will include the showcasing of benefits that HELIX NEBULA can bring by creating an Earth observation platform focusing on earthquake and volcano research that can support an utmost exploitation of ESA satellite data.

HELIX NEBULA will engage with key stakeholder interest groups such as the Group on [Earth Observations](#) for future event participation and to seek synergies with end-user groups.

Target 3: Molecular biology

Through the second, the European Molecular Biology Laboratory's (EMBL) key links in this sector, HELIX NEBULA will be able to highlight the benefits that the eScience Cloud can bring to research centres and tertiary educational establishments across Europe in dealing with the huge quantities of genomic sequence data. HELIX NEBULA will engage with key stakeholders and end-users in this sector to ensure the highest impact and eventual uptake of services.

Academic Communities	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	Academic events

Academic Communities	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	Academic events
HEP community	Usage of cloud services for end-users & benefits	Advantages of higher level paid services that are shareable & sustainable	Encourage buy-in and uptake	Community representatives & global networks	Full project	eScience (esp. HEP), supercomputing, EGI
EO community	Usage of cloud services for end-users & benefits	Ease of deployment & usage from value-add services	Encourage buy-in and uptake	Community representatives & networks, ESA	Full project	GIS/geoscience events
Molecular Biology	Usage of cloud services for end-users & benefits	Ease of deployment & usage from value-add services	Encourage buy-in and uptake	Community representatives & networks, EMBL	Full project	Biology/life science events

Table 6 The academic community

2.2.4. The industrial supplier community

"It has much to offer to help build the Science Cloud but may not realize that they can participate".

European industry involved in the development and operations of the Science Cloud consists of both large and small businesses. We have specific plans for engaging with suppliers, which can be divided into categories according to the guidelines established in the HN membership guidelines. A message will be communicated to industrial players and also to competition regulators that this initiative is being driven by the demand side for the benefit of Europe as a whole and is potentially open to all. It is not a supplier-led cartel.

Target 1: trade associations. In terms of a general supply-side target audience, the primary channel for engagement will be through trade associations such as Digital Europe and the membership of initiatives such as Open Data Centre Alliance (ODCA) (partner T-Systems is involved in ODCA) and the Cloud Security Alliance (CSA).

Target 2: large industry. For larger industrial players we need to differentiate between stakeholders from the business units (such as those represented in the HELIX NEBULA project) and their research counterparts.

Target 3: SMEs. In addition to the innovative cloud suppliers from the SME sector, we also need to be able to engage with potential added-value providers who can leverage the infrastructure and open datasets to develop new applications with a potentially enlarged market beyond the EIROForum participants. The key strategy for engagement is to lead by example, with case studies of the types of business propositions that are being built on

research data. The biomedical field is central to this opportunity. An SME contact group will be established by WP2 and used as a channel for communication and information exchange.

2.2.5. The general public

“The general public, which may not understand the vital role of data intensive research in solving societal problems”.

The categories discussed above share one important characteristic. They can translate awareness into action. For the citizens of Europe who do not see themselves as stakeholders in HELIX NEBULA – the Science Cloud – there are two equally important and related messages. The first is about the role that international multidisciplinary research is playing in addressing the societal grand challenges and, in particular the Millennium Development Goals of environmental sustainability and ending poverty and hunger. By linking to an issue to the various ways it can impact on society (natural disasters, health risks, energy and water shortages, damage to ecosystems, biodiversity and food-production for example) we can explain the benefit of using the cloud for sharing access to information on a scale previously unimaginable. Only by highlighting the value or benefit of research can we address their concerns as taxpayers.

2.2.6. Standardization bodies

HELIX NEBULA will engage with standardization bodies (e.g. [OCCI](#) (OGF), [CDMI](#) (SNIA) and [OVF](#) (DMTF)) and initiatives to work on interoperability issues. The communication plan will support these activities and highlight outcomes this also implies the support of event participation at standards events such as the [Cloud Plugfest](#) events focusing on interoperability activities worldwide.

SDO	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	Academic events
OGF	Possible uptake of OCCI standard & other standards	Communication of interoperability challenges faced	Resolution of interoperability challenges	Events & meetings	M2-24	OGF conferences, OGF WG meetings & workshops, cloud plugfest events
SNIA	Possible uptake of CDMI standard & other standards	Communication of interoperability challenges faced	Resolution of interoperability challenges	Events & meetings	M2-24	SNIA events and workshops

SDO	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	Academic events
DMTF	Possible uptake of OVF standard & other standards	Communication of interoperability challenges faced	Resolution of interoperability challenges	Events & meetings	M2-24	DMTF events and workshops
IEEE	Possible involvement with cloud WGs IEEE P2301 ⁶ and IEEE P2302 ⁷ .	Communication of interoperability challenges faced	Resolution of interoperability challenges	Events & meetings	M2-24	IEEE events and workshops
OASIS	Possible involvement in the WG of Identity in the Cloud	Communication of interoperability challenges faced	Resolution of interoperability challenges	Events & meetings	M2-24	OASIS events and workshops

Table 7 Standards bodies

2.3. Helix Nebula Benefits for communities

The section describes the potential interests/benefits that HELIX NEBULA can provide to different communities in terms of infrastructure, products, services or pilot projects, general benefits or information.

2.3.1. Decision Makers

Decision makers need information on Helix Nebula to make informed decisions on funding and policy matters.

The high-level message for Decision Makers should be that Helix Nebula, the Science Cloud, built following a PPP scheme is of strategic importance to Europe in general and to European Science in particular. This message should be enhanced by including a summary of policy objectives that Helix Nebula is able to support (Scientific innovation and progress, Enhancing European Cloud Computing, Security, privacy, interoperability, international cooperation),

⁶ Guide for Cloud Portability and Interoperability Profiles

⁷ Standard for Intercloud Interoperability and Federation

thereby demonstrating the relevance of Helix Nebula to the EC (Digital Agenda, Horizon 2020) and National/Regional authorities and Governments.

The messages presented to decision makers can be separated into political/economic and technical spheres and should address:

Decision Makers	Potential Interest in Helix Nebula	Key message to be conveyed	Rationale /Drivers for potential involvement	Appropriate channels	Expected Timeframe	Events
Political/economic	Enable Europe to achieve control of a new, 21st-century infrastructure that reflects European values, independence and competitiveness	Europe's large and growing political and economic need for EU based Cloud Computing infrastructure and services to gain and maintain full control over its data usage.	Engagement and influence on the decision process	Events & meetings, newsletters, press releases, website	M2-24	All related events
Technical/Scientific	Scientific innovation is becoming increasingly dependent on large-scale data collection thereby enabling interdisciplinary science	To move to an environment that provides this flexibility, at a reasonable cost, to ensure progress and innovation	Engagement and influence on the decision process	Events & meetings, newsletters, press releases, website	M2-24	All related events

3. Communication and Dissemination tools

This section provides the description of the full set of tools, and related output material that will be adopted by the project. The tools will include web based communication tools such as the newsletter tool, and press releases, brochures, booklets, multimedia material, etc. Dissemination material will be regularly updated to provide all the news related to the project advances and iterative progress. All material produced will be disseminated and made available through the website. Social networking will also be used to ensure visibility across different social tools and stakeholder communities.

3.1. Helix Nebula Branding

Helix Nebula branding has been specifically designed for the project presenting a simple but professional graphics that highlights the cloud component of the initiative.

The branding is aimed at ensuring a distinctive look and feel across a diverse set of communication tools, ranging from the website to the promotional material, in order to meet the information needs of the project's target audiences. A series of templates will be developed and made available to the consortium for use in all official Helix Nebula communications and notifications, including:



- Helix Nebula website graphic design templates (M1; TRUST-IT)
- Helix Nebula PowerPoint Presentation Template (M1; TRUST-IT)
- Helix Nebula deliverable templates (M1; TRUST-IT)
- Helix Nebula Pop-up banner (M6; TRUST-IT)
- Helix Nebula poster (M6; TRUST-IT)
- Helix Nebula flyer (M6; TRUST-IT)

Ad hoc templates including the Helix Nebula branding will be generated when required.

TRUST-IT will generate e-versions of the above mentioned material and will deliver both web and print ready formats.

3.2. Website and Social Networks

The Helix Nebula website (www.helix-nebula.eu⁸/www.helix-nebula.org), which is considered to be one of the main communication tools for the project and its outcomes, has been designed and structured to inform target communities on key developments related to the project, with

⁸ The Helix Nebula website is hosted by CloudSigma.

particular emphasis on the three use cases, and to the cloud computing landscape. The following rationale is a guideline for the website content:

- Provision and upload of news, videos, documents by all partners;
- Back-links to the project website from all the partners websites;
- Building and managing of the social networks and the online communities to reach a broader audience in a cost effective way.



Figure 1: Home page website mock up.

The Helix Nebula web site will be developed with an open source content management system, multiple access and different user levels according to the Helix Nebula requirements. Logging into the reserved area of the website each partner will have the access to a parts of the simple CMS interface in which each partner can upload a news items (i.e. news, events, a relevant press item, highlights) or reports.



Big science teams up with big business

Enter Search...

The Partnership

Helix Nebula Vision

Helix Nebula Use Cases

You are here: Restricted Area

Restricted Area



Upload a document

Download a Document

Enter a news item

*Title:

Category:

- Highlights
- Highlights
- Events
- Media
- Reports
- Press

*Content:

Latest Events



second news item

The news module was installed. Exciting. This news article is not using the Summary field and therefore there is no link to read more. But you can click on the news heading to read only this article.

[More](#)

User Login



Welcome

s.garavelli@trust-itservices.com

[Sign out](#)

Participants



Logos fading

Figure 2: Restricted area for partners.

A manual on how to upload content and use the web site features will be delivered with the final web platform by Trust-IT at month 6. Trust-IT will make sure that all the partners will be appropriately trained on how to use the website.

The website content is produced by members of the Consortium or sourced externally to ensure communities are kept up to speed with the latest Helix Nebula and cloud computing developments. Partners are directly involved and responsible for content upload and for the provision of regular feedback and suggestions on how to evolve the website layout and content focus both during project conference calls and through email exchanges via the mailing list. Official website reviews will take place in advance of each General Assembly and will be coordinated by CSA. Moreover as CSA, ESA and CERN are the main responsible partners for the website, an easy “alert” mechanism will be put in place to notify them every time that a partner has uploaded new content. They will be responsible for approving or denying the upload request.

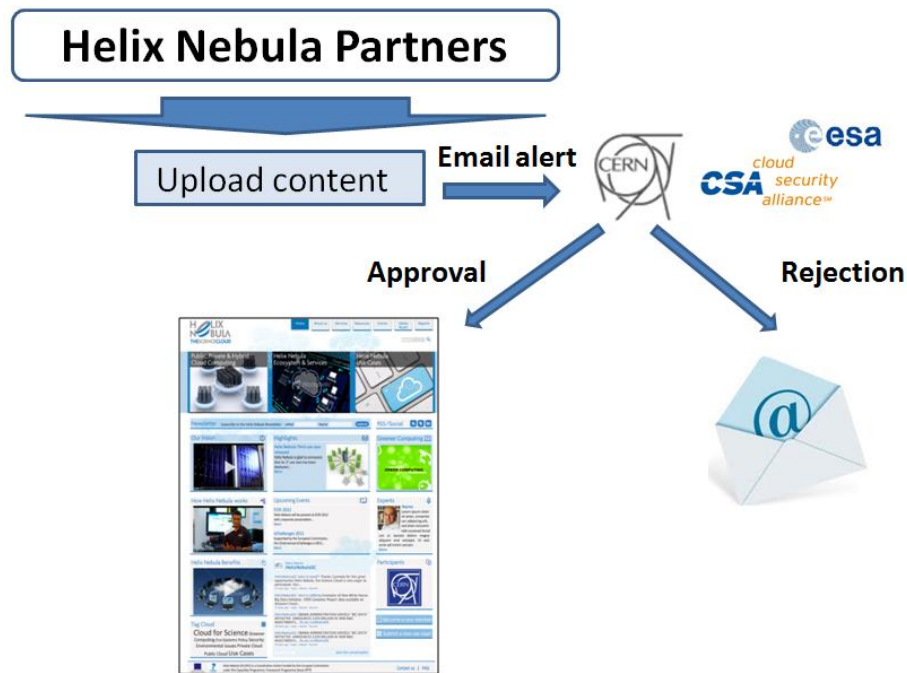


Figure 3: Alert mechanism.

All the content uploaded on the website will be publicly visible. A Newsletter feature will be available, after registration. A newsletter template will be created according to the website branding at month 3.



Figure 4: Helix Nebula on Mobile.



Figure 5: Helix Nebula Social Networks.

3.2.1. Website Implementation Timeline

Website Timeline	Description	Partner Responsible
M2	Beta version release. Static website with main functionalities: Home page, About Us, Participants, etc. Newsletter subscription.	TRUST-IT
M2-M6	Content population and Website pages fine-tuning	TRUST-IT coordinated by CSA
M3	Newsletter Template & File Repository integration	TRUST-IT
M4	Youtube Channel set up	CSA
M6	Website Final version	TRUST-IT
M6	Manual on Content Upload & Partners training	TRUST-IT
M2-M24	Content Population	All WP2 Partners

Table 8 Website implementation timeline.

3.3. Promotional and Multimedia Tools

Helix Nebula promotional and multimedia tools span articles, interviews, eNewsletters, press releases, videos, demos, etc., showcasing the outcomes of project events as well as the outputs of Helix Nebula. The table below outlines the promotional and multimedia tools that Helix Nebula will implement to conduct dissemination and communication activities.

What	Utility	Recipients	Dissemination Channels	Update	Frequency	Multiplier effect	Partner Responsible
Articles Specific news pieces about the project achievements, results	Communicate milestone results and achievements.	Press & Media Policy makers, Governments, Standard Bodies, Scientific and Research Communities, Industrial suppliers and SMEs, Decision Makers, General Public	All press & media channels, including online web publishers, printed	No	At milestones, e.g. project launch, technological achievement, promotion of results, etc. Overall 6 Articles	Helix Nebula articles (or parts of them) generate community members, create awareness and visibility.	4 TRUST-IT 2 CSA-EMEA
Demos and related documentation	Illustrate the ease of access to and use of the Helix Nebula platform, benefits of use and interaction	Scientific and Research Communities, Industrial suppliers and SMEs	Visible on Helix Nebula website and presented at pertinent meetings and events	Yes	At relevant technological milestones. At least one demo per use case.	Demos can facilitate the uptake of Helix Nebula cloud computing platform by new users	1 CERN 1 EMBL 1 ESA
Flyers Flyers and leaflets used to highlight project's achievements and inform the masses.	Designing different formats (A4, A5, postcards, etc...) to be easily included in any event delegate package	Policy makers, Governments, Standard Bodies, Scientific and Research Communities, Industrial suppliers and SMEs, Decision Makers, General Public	Dissemination at Helix Nebula events or relevant conferences; Available online on the website	Yes	At least two leaflet/flyer every 12 months	Flyers are a way to disseminate achievements and the progress of the project.	4 TRUST-IT
Interviews Interviews are a different way of	Interviews will be an effective tool to get an opinion from	Media partners and media channels, third	eNews, publication on the	No	At least 10 every 12 months (can	An interview can stimulate another	10 TRUST-IT 10 CSA

What	Utility	Recipients	Dissemination Channels	Updated	Frequency	Multiplier effect	Partner Responsible
presenting a theme through the voice of a third person	experts and stakeholders and from consortium members to learn about the status of the project; and to stimulate an opinion in the audience	readers in case of publication; Policy makers, decision makers Governments, Standard Bodies, Scientific and Research Communities, Industrial suppliers and SMEs, General Public	website, emails to media channel editors		be in conjunction with a PR) or any time that: - a key person is available - a key theme needs to be addressed	interview or become a press release. Any publication of the interview in media channels has a multiplier effect on the readers	
eNewsletters They provide updates about the project and stimulate stakeholders' curiosity by reaching them directly on their email inbox	eNewsletters are received prior to subscription where users provide personal information. This information can be classified and stored to monitor and keep track of the on-line traffic and to gain valuable information on the effectiveness of the content proposed	Helix Nebula DB	Partners Mailing lists; available on the website under registration	Yes	Quarterly	Communicate results and messages to those who have expressed interest.	6 TRUST-IT
Posters & pop-up banners General posters and pop-up banners will let people know that Helix Nebula is	Recognition of the project and of its involvement in other initiatives, in partners' events, global events etc.	General audience	Showcased at Helix Nebula events and relevant conferences and fairs	Yes	1 poster (month 1-12) + posters updated on case-by-case basis	The same poster and pop-up banner can be used at different events.	Posters: 1 TRUST-IT 1 CSA Pop-up banner:

What	Utility	Recipients	Dissemination Channels	Updated	Frequency	Multiplier effect	Partner Responsible
present in that particular occasion					2 pop-up banners		1 TRUST-IT
Press releases Informing press & media representatives about a noteworthy event or result at an identified period of time	According to the audience they want to reach, i.e. industry, SMEs, policy makers or researchers, Helix Nebula press releases will be easy to understand and short, providing clear information in a readable format	Media partners and media channels, other readers in case of publication	eNews, publication on the website, emails to media channel editors, partners media channels	No	At least 3 every 12 months (can be in conjunction with an interview) Any time that: - a noteworthy event happens - a noteworthy result is achieved	Press releases can re-use interviews and quotes as well as material from videos Press releases can stimulate media channels to produce articles, pieces of news or interviews.	4 TRUST-IT
Videos Videos are useful to reproduce sessions of events, presentations, and as key tool to save and collect information about events	Watching a 5 minute video is often easier than reading a document and it takes less time. Asking for a short video-interview is often easier to get the opinion of relevant people who don't have time to write answers.	Helix Nebula website visitors & general public	Online - Videos will be available on the Helix Nebula website	No	2 video demos per year	The live-streaming of an event can be turned into a number of single videos; the audio registration can be uploaded and downloaded as podcast and re-listened to afterwards.	2 TRUST-IT
Whitepapers & Scientific Articles	Disseminate findings on adoption challenges and	Scientific and Research Communities	Online - Whitepapers and articles	No	As pertinent outcomes are achieved.	Whitepapers and Scientific Articles can help	Scientific Partners

What	Utility	Recipients	Dissemination Channels	Updated	Frequency	Multiplier effect	Partner Responsible
	proposed solutions and technological advances.		will be available on the Helix Nebula website and on printed or web journals			disseminating the scientific results within the academic community.	

Table 9 Promotional and Multimedia Tools.

3.4. Press & Media

To ensure visibility within the target stakeholder communities, a pool of relevant media channels and journals has been sourced as potential channels for dissemination aligned with the target groups and the expected project outcomes. This pool spans from policy-focused channels, research and technology channels, as well as business and industry channels. WP2 will also make sure that all the partners will exploit at their best their own press offices and media channels in order to create the right visibility for the project outcomes. Moreover WP2 leader will be responsible of establishing contacts and media partnerships with media channels and specifically with journalists and individuals.

The table below highlights possible media channels that could be exploited for communication and dissemination. All possible publication is at the discretion of the contact journalist and no fees are required.

Media Channels	Overview	Target Audience
Computer Weekly (UK) (http://www.computerweekly.com/) Europe	ICT news & analysis targeting senior IT decision-making professionals. Press releases and announcements.	Popular ICT & Technology Media Channel
Computer World (UK) (http://www.computerworld.com/) Europe	Technology news and information globally. Press releases and announcements.	Popular ICT & Technology Media Channel
Datanami (http://www.datanami.com/) International	News portal dedicated to providing insight, analysis and up-to-the-minute information about emerging trends and solutions in big data	Popular ICT & Technology Media Channel
eWeek Europe (http://www.eweekurope.co.uk/) Europe	Targets ICT, business and open source communities with its main focus on cloud computing, Green IT, open source, Web2.0, mobile & wireless, networking. Press releases and announcements.	Popular ICT & Technology Media Channel
HPC In the Cloud (http://www.hpcinthecloud.com/) HPCWire (http://www.hpcwire.com/) International	Web-based channels with international outreach on cloud computing and High Performance Computing with weekly circulation to subscribers.	Popular ICT & Technology Media Channel
HPC Projects, Europa Science Ltd (http://www.hpcprojects.com/) Mainly Europe	Magazine with a focus on distributed computing communities, particularly HPC. Periodical circulation of eNewsletter overview to subscribers.	Popular ICT & Technology Media Channel
Innovations Report	Web-based and focused on cross-	Popular ICT &

(http://www.innovations-report.com/) Europe	domain ICT sectors, business and R&D. Press releases and announcements.	Technology Media Channel
InfoWorld (http://www.infoworld.com/index.html) International	Web-based news channel targeting mainly business & developer communities with frequent coverage particularly of cloud computing. Open Call and conference press releases.	Business Media Channel
TechWorld http://techworld.com (UK)	Web-based ICT and business news. Press releases and announcements.	Popular ICT & Technology & Business Media Channel
ZDNet (http://www.zdnet.co.uk/) France, Germany, UK	Web-based dedicated to business IT news and analysis for technology professionals	Popular ICT & Technology & Business Media Channel
CORDIS Press Service (http://cordis.europa.eu/fetch?CALLER=EN_PRESS) CORDIS Wire (http://cordis.europa.eu/news/home_en.html) Europe	EC-based dissemination channels updated daily targeting enterprise, government and particularly research organisations across EU27 operating in ICT. Press releases and announcements.	Policy channel
EURACTIV (http://www.euractiv.com)	EU news & policy debates	Policy channel
EUObserver (http://euobserver.com)	A source of EU related news and information, editorially focused	Policy channel
The Information Daily (formerly eGov monitor) (http://www.egovmonitor.com)	Online publisher of news updates, features, and event content focused on public policy development and implementation.	Policy Channel
Hostingtecnews.com (http://hostingtecnews.com/)	IT Business and News portal covering Cloud Computing subjects.	Popular ICT & Technology & Business Media Channel
ISGTW (http://www.isgtw.org)	International weekly online publication that covers distributed computing and the research it enables.	Popular ICT & Technology & Business Media Channel
GIGAOM (www.gigaom.com)	Delivers breaking news and in-depth analysis on the business of technology and emerging business models	Popular ICT & Technology & Business Media Channel
RealWire (http://www.realwire.com)	A social media news release service	Popular ICT & Technology & Business Media Channel

<i>The Register</i> (http://www.theregister.co.uk)	Independent news, views, opinions and reviews on the latest in the IT industry.	Popular Technology Business Channel	ICT & Media
<i>Reuters (UK)</i> (http://uk.reuters.com)	<i>Technology, Policy & Business news, depth analysis, editorials & opinion pieces</i>	Popular Technology Business Channel	ICT & Media

Table 10 Potential Media Channels.

3.5. Events

Helix Nebula recognises that a large part of community building and project visibility is through hosting and participating in events and workshops.

The organisation or participation to events and workshops will provide numerous benefits in meeting project objectives:

- Awareness-raising and visibility, targeting both the general public and the more specialised communities keeping in mind potential collaborations and synergies, through dissemination and display of promotional material.
- Networking and knowledge exchange with expert stakeholders and user communities, vital to consolidating the Helix Nebula community and network of connections and to take onboard new potential users.
- Building basis for future activities while keeping all project developments in line with the global trends and working towards a general consensus.

3.5.1. e-Infrastructure Suppliers Workshops

Helix Nebula foresees to have 3 e-Infrastructure Workshops during the project lifetime. Each workshop will engage around 50 people and a core group of participants who will be involved in the preparation of the roadmap.

3.5.2. External Events

The project consortium members will be also responsible for identifying pertinent events as part of the process. WP2 and the project management will select and approve the most relevant events according to specific objectives and WP2 will lead the planning and promotion.

Table below includes some potential interesting events.

Event	Target Audience	Helix Nebula participation added-value
eChallenges 2012	Industry, government and research communities	Highlighting Helix Nebula cloud computing development

		& use cases
Cloudscape V & VI	Policy makers, eScience end users, industry,	Participation at Cloudscape IV, March 2012. Presentation & roundtable participation. Valuable visibility to highly diverse audience
CeBIT	Industry & service providers	Highlighting public/private partnership &
CLOSER 2013 - 3rd International Conference on Cloud Computing and Services Science	eScience infrastructures & service providers	Visibility to use cases and use of cloud computing for eScience
Cloud computing World Forum 2012 - 2014	Industry	Participation at event, June 2012. Collaboration with service providers & highlight public/private partnership
EGI Community Forum (CF) & Technical Forum (TF) 2012 - 2014	e-research infrastructure community, NRENs & EGI end users.	Participated at EGI CF, April 2012. Planned participation at EGI TF Sept 2012 with e-Infrastructure interoperability workshop with participation from NRENs (SURFnet, NORDUnet, JANET, SWITCH). Disseminate HN ppl's and status to public e-infrastructure audience. Promote interoperability with existing public e-infrastructures
e-Science 2013	eScience end-users & infrastructure providers	Visibility to use cases and use of cloud computing for eScience
ESOF2012	Scientific end user community & policy makers	Visibility of Helix Nebula benefits to end-user community & contribution to policy dialogue.
ECRI conferences	Policy makers	Contribution to policy dialogue
e-IRG workshops 2012 - 2014	EU Policy makers and decision makers, research infrastructure, regional initiatives	Participation at June 2012 workshop. Contribution to policy dialogue & public/private partnership
International SuperComputing Conference 2012 - 2014	Academia & industry	Participation planned for 2012. Highlighting use cases & public/private partnerships
PRACE conferences & workshops 2012 - 2014	Research & industry	Important contact with end users & dialogue on

		interoperability issues with PRACE
OGF Conferences 2012 - 2014	Grid & cloud research community & standards experts	Collaboration with OGF on interoperability issues
Powering the Cloud 2012 - 2014	SNIA community & industry	Collaboration with SNIA on interoperability issues & visibility of use cases
SciTech Europe 2012 - 2014	European eResearch	Synergies with NRENs & eResearch community
TERENA Network Conference	Public sector , NRENs, TERENA, Dante, commercial service providers	Participation at TERENA May 2012 Engagement with NRENs for interoperability with publicly funded e-Infrastructures

Table 11 Potential events.

3.6. Event participation to date.

As shown in table 4, Helix Nebula partners have already been actively participating in events to provide the project with initial visibility and to engage with target stakeholder communities. This section summarizes the main event participation to date.

1. Cloudscape IV, 23 – 24 March 2012, Brussels, Belgium

Stakeholder communities: eReseach, academia, policy makers, industry, SDOs

Participation: Project presentation & position paper

Presentation of Helix Nebula objectives highlighting the emphasis on creating a scientific cloud computing infrastructure for European science communities. Opportunity to engage with EGI and address potential interoperability issues.

2. EGI Technical Forum, 26 - 30 March 2012, Munich, Germany

Stakeholder communities: eReseach, NRENs

Participation: Project presentation & position paper

Participation at session focusing on interoperability and industry. Important engagement with SDOs and research e-Infrastructures.

3. TERENA Conference 21 - 24 May, Reykjavík, Iceland

Stakeholder communities: Public sector representatives from NRENs, TERENA and Dante; commercial network equipment manufacturers and service providers

Participation. presentation

The purpose of presenting Helix Nebula at this event⁹ was to engage with the NRENs in view of providing connectivity to the supply-side data centres as part of the inter-operability with existing

⁹ <https://tnc2012.terena.org/core/presentation/13>

publicly funded e-infrastructures (GEANT, EGI, PRACE) which is the focus of work-package 6 (led by EGI.eu) in the EC project.

4. e-IRG Workshop, 11-12 June 2012, Copenhagen, Denmark

Stakeholder communities: eReseach infrastructure, NRENs, and policy makers

Participation. presentation

Valuable discussion on PPP between publicly funded infrastructures and commercial providers, about the current "monopoly" of publicly funded infrastructure and about sustainability.

5. Cloud Computing World Forum, 12-13 June 2012, London, UK

Stakeholder Community: Industry

Participation: Project Presentation & 2 interviews¹⁰

Engagement with industry players, service providers including SMEs and synergy with Cloud Industry Forum¹¹. Engagement with EC representatives. Important input regarding EC support for cloud computing and data legislation plans.

Possible collaboration with EC projects:

- EC project interested in HN as a potential tools for their own use (to replace Amazon) : DC-NET (Digital Cultural Heritage NETwork)
- EC projects interested in HN as an input to their own project:
 - e.nventory (European eInfrastructures Observatory)
 - e-FISCAL (Cost of eInfrastructure, and in particular cost of CC compared with current computing facilities)
 - SWITCH (Serving Swiss University) requested to be on the list of "Interested Party"
 - GRNET confirmed that they also like to push some local initiatives based on HN principle in Greece
 - DANTE confirmed his very high interest in collaborating in a partnership mode (they should cover for their investment to adapt to HN)
 - TERENA would like to get in contact regarding Identity Management where TERENA is active

¹⁰ http://www.theregister.co.uk/2012/06/14/cern_cloud_helix_nebula/ &
http://www.theregister.co.uk/2012/06/13/ec_cloud_data_anywhere

¹¹ <http://www.cloudindustryforum.org/>

4. Impact

This section describes the different levels of visibility in relation to Helix Nebula and how they will be monitored and measured according to the mechanisms put in place, including monitoring the business models defined and promoted by individual partners.

4.1. Levels of visibility & strategic importance at EU level

One of the objectives of the HN WP2 task is to maximize visibility. Such visibility needs to be positive in terms of core messaging and value propositions, which enhance reputation and trust within both the stakeholder communities and the wider landscape. From a project and partner/stakeholder perspective, visibility can be considered at four core levels as summarized in the table below.

1. The strategic role of Helix Nebula from the perspective of European scientific policy, including relation to the European Commission, the Digital Agenda (DAE) and on the Cloud Partnership. The strategic role of Helix Nebula in relation to the public-private partnership.
2. Partners/stakeholders, that is, partners and members of the wider initiative, including supporters in direct relation to Helix Nebula (e.g. outcomes of the stakeholder meetings and the on-boarding of new suppliers, especially telecom operators and SMEs).
3. Flagship use cases and their user communities: CERN & the ATLAS Experiment aimed at supporting capacity needs; European Molecular Biology Lab (EMBL) aimed at setting up a new service simplifying the analysis of large genomes and the European Space Agency (ESA) aimed at creating an Earth Observation platform focusing on earthquake and volcano research.
4. Policies for trust, security and engagement with relevant standards.

Table 12 Visibility levels.

Such visibility includes but is not limited to:

- Events
- Articles/papers and press releases
- Synergies with relevant initiatives
- Media partnerships
- Media articles and success stories
- Dissemination material, circulation and campaigns
- Social networks
- Testimonies & Champions

4.2. Strategic Innovation

Helix Nebula breaks new ground in terms of new business and governance models. It is therefore important to ensure effective communication. Impact reporting will draw not only on the strategic importance of these breakthroughs at project visibility level but also in terms of synergies that will help to bring the advantages to bear. Such synergies are expected to include independent studies, reports and events that focus on cost savings and innovative work. Impact will be measured through close liaison with the relevant stakeholders. For internal stakeholders, particular attention will be given to the related milestones and outputs. To external, Helix Nebula will source pertinent projects and reports that can be used as back-up evidence to its claims, particularly where important breakthroughs have been made. Interviews will be used in both cases to draw out the value-add and to help convey effectively to government and EC policy makers.

4.3. Annual and Bi-annual Performance Measures

Impact is measured through quantifiable indicators, often referred to as Key Performance Indicators (KPIs). Defined indicators are valuable in measuring impact of the communication and dissemination activities and should be revisited at important 'check points' in close collaboration with the project management to reflect outcomes as Helix Nebula evolves. Coordination of activities is important to achieve this measurement.

The tables below provide a template for the set of indicators chosen for Helix Nebula, suitable also for reporting on project progress. Visual evidence includes screenshots (e.g. press clippings) and graphs (e.g. web stats). The indicators, which are divided into three key categories, will be defined at month 3 of the project.

4.3.1 Website multimodal content & Social Networks

The purpose of the related indicators is twofold: ensure the website and social networks are dynamic through regular updates; develop and monitor the HN community. Website impact will be measured with Google Analytics. The impact of the website will be monitored on a quarterly (monthly and then aggregated) basis in order to verify visibility achieved and define corrective actions where necessary. This quarterly analysis will take into account general trends rather than provide a detailed account. The two annual analyses will take into account all the web statistics that help to measure the success of Helix Nebula. These results will be included in the project newsletter.

Annual and Bi-annual Indicators

All the indicators described below will be analyzed before and after a press release or a publication.

Ref	Indicator
1a	Website impact – web visits
Metric	Total visits per month (daily analysis in a graph), reported bi-annually
Purpose	Monitor the impact of the website in terms of visits
KPI target#	>200 visits per month, >500 visits after PRs or other announcement

Details	(graph of total and unique visitors per day and illustrated per month)
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Ref	Indicator
1b	Website impact – page views & popular pages + graph per annum
Metric	Page views and unique page views/month and 10 most popular pages/month, reported bi-annually
Purpose	Monitor the impact of the website in terms of visitor interest and future planning of content provision
KPI target #	>200 visits per month, >500 visits after PRs or other announcement
Details	(graph of total and unique page views per month and illustrated per quarter; - table of most popular pages/month, reported bi-annually)

Ref	Indicator
1c	Social Network impact – twitter
Metric	Number of HN related tweets/month, reported bi-annually; number of new followers/semester; number of re-tweets from external twitter accounts/year
Purpose	Monitor engagement and community development through twitter
KPI target #	>100 tweets/month, >100 new followers per semester, >200 re-tweets/year
Details	(report relevant statistics, including examples of partner/stakeholder/supporter twitter accounts)

Ref	Indicator
1d	Social Network impact – Facebook
Metric	Number of likes, 'fans', shares/year
Purpose	Monitor engagement and community development through Facebook
KPI target #	>500 fans, >500 likes, >1000 shares per year
Details	(report relevant statistics)

Ref	Indicator
1e	Social Network impact – LinkedIn
Metric	Number of connections on Helix Nebula LinkedIn, relevant LinkedIn discussion groups and profiles/year
Purpose	Monitor engagement and community development through LinkedIn
KPI target #	>200 connections in LinkedIn/ year
Details	(report relevant statistics, including partner/stakeholder/supporter LinkedIn as appropriate but and as they evolve over time)

4.3.2 Media relations & Synergies

The tables below show the indicators for media relations, including media partnerships established, as well as synergies established and impact achieved over time.

Ref	Indicator
2a	Testimonials (champions at events) and testimonies (quotes from champions and third parties)
Metric	Number of testimonials (presenting at external events); number of testimonies/year, the testimony should promote the achievements of the project
Purpose	Support the reputation building of Helix Nebula and underscore its value-add
KPI target #	>20 testimonies per year
Details	(short profile of testimonial/champion; details of events where Helix Nebula is presented; number of testimonies and links to relevant sources)

Ref	Indicator
2b	Media partnerships established Co-operation with media agencies that will disseminate the HN message in the most effective way; means to do this: articles, newsletters, interviews etc
Metric	Number of media partnerships established/year and why strategic to the project's impact
Purpose	Ensure mutual visibility and coverage
KPI target #	>10 partnerships per year
Details	(link to the media logo on the relevant website(s); details on the specific agreements made)

Ref	Indicator
2c	Strategic Alliances* - initiatives, new suppliers *where values achieved remain unchanged across reporting quarters indicate as appropriate
Metric	Number of alliances established/year
Purpose	Demonstrate tangible interest in Helix Nebula, ensure mutual visibility and specific outcomes resulting from the synergy
KPI#	>30 alliances per year
Details	(link to the logo and overview on the relevant website(s); details on the specific agreements made)

4.3.3 Events – internal and external

Ref	Indicator
3a	External events – keynotes, presentations, demos, panel debates, chairing/moderating (including testimonials and champions)

Metric	Number of events presented at; Event announcements on the website will include details, while new contacts will be stored in a dedicated DB by CERN.
Purpose	Draw attention to Helix Nebula and engage with stakeholders, including showcasing achievements and technical value-add
KPI target #	>10 events per year
Details	(type of event and target audience; link to relevant web pages, including news items/event announcements/slide shows; table of new contacts; photos and videos)

Ref	Indicator
3b	External events – exhibitions & trade fairs (including partner stands)
Metric	Type of exhibition/trade fair/year
Purpose	Showcase partner involvement/investment and achievements
KPI target #	>3 exhibitions/ partner stands per year
Details	(type of event and target audience; link to relevant web pages, including news items/event announcements/slide shows; table of new contacts; photos and videos)

Ref	Indicator
3c	External events – Abstracts & Papers (all types of relevant events)
Metric	Type of publication (journal/conference/periodical); number of abstracts and papers generated as per the conference structure
Purpose	Demonstrate the validation of Helix Nebula through a peer-review process
KPI target #	>5 abstracts/ papers per year
Details	(type of event and target audience; link to relevant web pages, including news items/event announcements/slide shows; table of new contacts; photos and videos)

4.4 Media impact assessment

In addition to the quantitative success indicators listed above, qualitative analysis of the dissemination plan actions will be produced.

1. Articles and references of HN on the web.

A list will be maintained by CSA Europe and the WP2 partners where the site, date and content of the article will be included. Specifically, the web should be monitored firmly after press releases or newsletters, to measure the impact in the public. This material will be added in the end of year 1 in the website as impact assessment of the project and be circulated in the social media, blogs etc.

2. Invitations to events.

Visibility of the project as a result of the dissemination strategy will be assessed. Receiving invitation to participate in big events is considered a successful outcome; this will occur after the first semester of the project following the first finding which will be published.

3. Invitations to interviews

As above, invitations to key participants for interviews on the progress of the project and achievements signify greater visibility and acceptance of the project by the wider scientific community.

5. Implementation Plan

The section describes the schedule and the resources needed for the implementation of the plan and the related key performance indicators used to measure the effectiveness and the results of the communication strategy.

	Year 1												Year 2
Activities	July 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	Mar 2013	Jun 2013	Year 2
Coordinat ion	identification of partner representatives for WP2 contributions	WP2 mailing list set-up	Monthly call	Monthly call	Monthly call	Monthly call	GA preparation n & Official Website review	Monthly call	Monthly call	Monthly call	Month ly call	Review preparation	Month ly Calls
Deliverab les	Communication Plan Draft version	Communica tion Plan Final version	Monthly debrief	Monthly debrief	Monthly debrief	Monthly debrief	Monthly debrief	Monthl y debrief	Monthly debrief	Monthly debrief	Month ly debrief	Monthl y debrief	1
Press Release	x						x						2
Articles/ News			x			x				x			3
Interview s		Publications of the GA interviews	x	x	x	x	x	x	x	X	X	x	10
Website & Social Networks		Youtube Channel & Newsletter template creation			Final website & manual	update	update	update	update	update	update	update	Regula r updat es
Promotio nal material			Flyer			Pop up banner	Poster / Flier						2 Fliers - 1 Poster
Newslett er			x				x				x		3
Events							x						2
Executive Summary								x					2
Videos		1											1

Demos													3
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