Project no. 034567

Grid4All

Specific Targeted Research Project (STREP)

Thematic Priority 2: Information Society Technologies

D6.5: Information dissemination plan for public participation and awareness

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Grid4All list of participants

Role	Participant N°	Participant name	Participant short name	Country
CO	1	France Telecom	FT	FR
CR	2	Institut National de Recherche en Informatique en Automatique	INRIA	FR
CR	3	The Royal Institute of technology	KTH	SWE
CR	4	Swedish Institute of Computer Science	SICS	SWE
CR	5	Institute of Communication and Computer Systems	ICCS	GR
CR	6	University of Piraeus Research Center	UPRC	GR
CR	7	Universitat Politècnica de Catalunya	UPC	ES
CR	8	ANTARES Produccion & Distribution S.L.	ANTARES	ES

1. Executive Summary

The Grid4All project aims to enable domestic users, non-profit organizations such as schools and small enterprises to share their resources and to access Grid resources when needed, envisioning a future in which access to resources is democratized, readily available, cooperative and inexpensive. Spreading this idea of "Grid democratization" entails appropriate dissemination in order to reach the user groups targeted by the project including not only the scientific community (in the field of Grid/P2P systems or beyond) but also the end user community (notably in the education sector).

This document describes the information dissemination plan for public participation and awareness of the Grid4All project.

To reach the planned objectives, a number of activities are planned. These activities are presented in this report according to the following structure:

- *Why?*
Strategic objectives of information dissemination

- *What?*
Communication axes contributing to achieve the objectives

- *To whom?*
Target groups for each communication axes

- *What message/content?*
Message/content to be delivered through the concerned activity

- *How and where?*
Definition of concrete actions

- *When?*
Calendar

- *Who does what?*
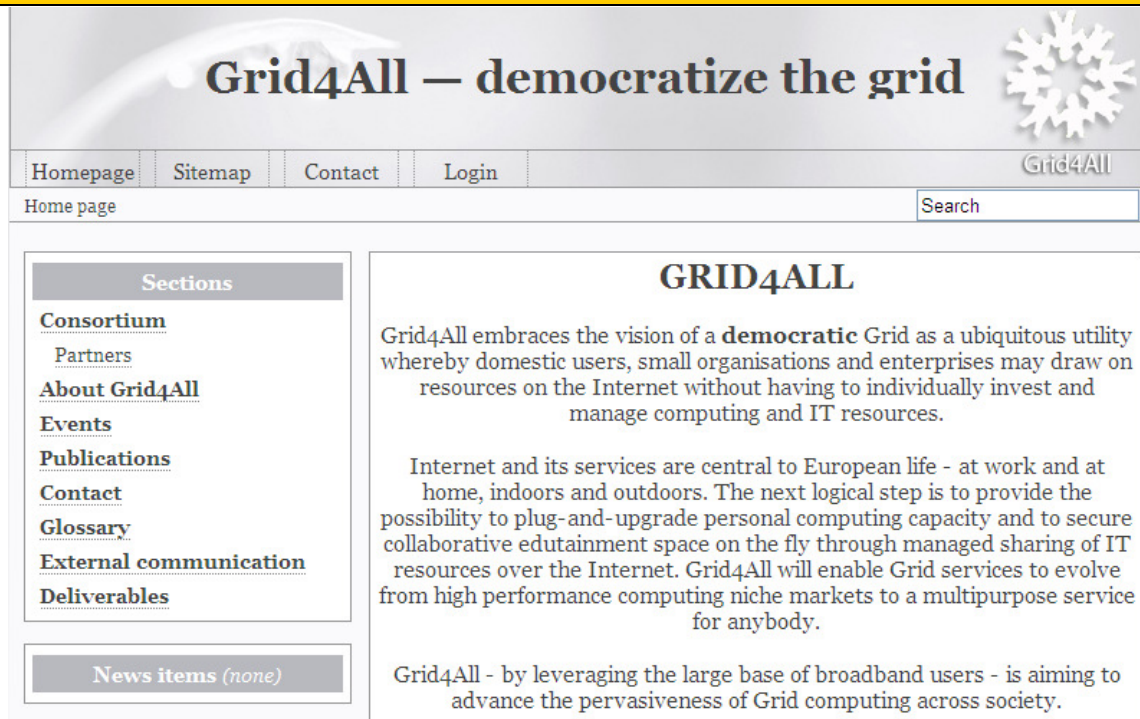Roles of the persons involved

- *What result?*
Measurement

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2. Overview of information dissemination plan

Information dissemination: general public	
WHY?	Inform general public about on-going research and developments in order to correspond to its demands
WHAT?	Create awareness of the general public on grid democratization and potential impact
TO WHOM?	• General public • Educational structures
WHAT MESSAGE?	• Basic information on grids (what is it, aims, how research is carried out, what are the general objectives, applicability of done developments…) • Scope and activity of Grid4All • Societal aspects: potential applications, benefits

HOW AND WHERE?	Public website:
	• Domain name: www.grid4all.eu
	• The website has 2 main targets – the broad public and the scientific community – and presents therefore information for both audiences.
	A very simple sitemap of the web site is shown below:
	    • Calendar: Information about project's specific events organized by date.
	    • Contact: Information for contacting the people involved in the project.
	    • Deliverables: Deliverables that can be publicized will be available here.
	    • Description of the consortium: Description of the contractors involved in the project including their role within Grid4All
	    • Description of the project: Description of the project core objectives and expected results
	    • Dissemination Material: presentations made at public events
	    • Flyers & Posters
	    • Grid4All Events: Grid4All newsletters. An electronic newsletter will be produced every six months in order to inform interested parties regarding project status, news and achievements. The responsibility of newsletters preparation will be shared among all project partners.
	A screenshot of the public website is shown below:

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Information dissemination: general public

Flyer: to present/promote the project. *At the moment no flyer was edited as no exploitable result is available yet.*

Content:

- o Grids research
- o The Grid4All project
- • Distribution:
  - o Flyer: At events attended by the partners; and as display in the partners' organizations.
  - o Folder: smaller, more targeted dissemination in specific events (seminars, press, info events, etc.)
  - o Electronic versions downloadable on the public website (PDF)

Newsletter: to be edited every 6 months on the public website.

Events to attend (targeting the broad public):

Information dissemination: general public	
	Are there any events targeting the broader public, in which Grid4All should be represented? Some opportunities: local events as listed in Annex 1 of the present document. Public seminar A larger public seminar could be organized towards the end of the project (last half year) at a central place. To attract more persons and gain visibility, the public seminar could be combined with another conference, during which it could be organized as a parallel session or a workshop. Some renowned keynote speakers should be invited.
WHEN?	Website: Set-up, some updates according to project progress (however, the website should be conceived as rather static; probably we do not have the resources for a really dynamic website) Flyer: for events and as soon as exploitable results available. Published on-line and distributed as paper copies. Newsletter: every 6 months depending on results achieved and events. Event attendance: See table in annex. Public seminar: At the end of the project.

WHO DOES WHAT?	Website:
	 • Content:
	     o All should contribute
	     o WP leaders are specifically committed to produce a contribution from time to time and when needed for the various dissemination channels
	 • Lay-out: France Telecom, UPRC
	 • Webmastering: France Telecom, UPRC
	 • Hosting and maintenance (administration of the system): France Telecom
	 Flyer:
	 • Text: Structure of flyer to be decided amongst all partners, production of first text will depend on the content. All partners will be invited to contribute in function of the advancement of technical work.
	 • Validation procedure like for press release/project summary (coordinated by France Telecom)
	 • Lay-out and printing: subcontracted
	 Newsletter: All partners are invited to contribute to this public newsletter as well as external contributors in function of subjects.
	 Event attendance:
	 • List to be set up with input from all partners
	 • List regularly updated

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Information dissemination: general public	
	• Coordination: Who represents Grid4All at what event in order to cover most important and strategic events Public seminar: N.N. (to be defined later)
WHAT RESULTS?	Strong image of the project and the participating organizations; more objective perception of grid democratization by the public

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3. Individual and collective dissemination plan for public awareness

3.1 FT

At this stage, dissemination plans within FT are focused on two directions:

- Research papers on Grid-related workshops, in particular with focus on tools and algorithms for economic and market based resource allocation, business models. We have submitted a paper at the OTM sponsored International Conference on Grid computing, high performance and distributed applications (GADA 2008) to be held in November this year. Current plans include preparation of an article on combinatorial auctions to trade computational resources.

- Internal communication within the corporation. This internal communication has an ulterior objective of promoting technical results of Grid4All towards the business and operational units of France Telecom.

The research laboratories of France Telecom have a set of communication and collaboration tools that allow projects within the laboratories to communicate and diffuse their research activities and promising results between different entities of France Telecom. The different communication forums within the intranet serve as a medium of transfer of information and knowledge between the laboratories and the different business and operational units. These latter are regularly informed of promising activities and results from the laboratories through electronic newsletters and magazines.

An electronic newsletter is planned for the last trimester of 2007 to communicate internally the objectives of Grid4All, the technical directions, the current results, and the future orientations. Further communication in 2008 will be opportunistically planned.

France Telecom laboratories also regularly host workshops that permit different research groups and projects to present their results through concrete demonstrations. The goal of these workshops is not only to share information within the R&D, but to also communicate promising results to business and operational units. The objective of the Grid4All consortium is to plan participation in workshops conducted in the second trimester of 2008.

The research wing of France Telecom also participates regularly at local events organized by research institutes and councils, targeting dissemination of technology towards students and even general public. The members of Grid4All within FTRD are solicited for such events to present their results to a large public. As an example, Grid4All will be presented at a seminar organized at Paris by CNAM (Centre national de Arts et Metier) under the title of 'Fête de la science' in October.

3.2 INRIA

ERCIM – the European Research Consortium for Informatics and Mathematics aims to foster collaborative work within the European research community and to increase cooperation with European industry. ERCIM News invites short articles about innovative research in different areas of relevance to Grid4All, in either regular or special issues.

The researchers of INRIA participating in Grid4All plan to organize submissions of articles presenting technical results of Grid4All.

Grid4All through Patrick Valduriez and Esther Pacitti were guest editors of the special issue of the Journal of Grid Computing (JOGC), on Grid Data Management. This special issue (Volume 5, Number 3) that appeared in September 2007 includes two papers that are results from Grid4All ("Grid Data Management: open problems and new issues", by Esther Pacitti, Patrick Valduriez and Marta Mattoso, and "Data Management in the APPA System", by Reza Akbarinia and Vidal Martins). This special issue on Grid data management is based on papers selected from the International Workshop on High-Performance Data Management in Grid Environments (HPDGrid 2006), co-located with the VecPar Conference, July 13, 2006, Rio de Janeiro (http://vecpar.fe.up.pt/hpdg06). HPDGrid 2006 was organized by E. Pacitti and P. Valduriez and brought together researchers and practitioners from the high-performance computing, distributed systems and

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database communities to discuss the challenges and propose novel solutions in the design and implementation of data management in Grid environments.

INRIA is also a funding and active member of the Objectweb consortium. The main software results developed by INRIA teams within Grid4All are being hosted at Objectweb.

3.3 KTH

The KTH plan for dissemination focus on two aspects:
- KTH is currently preparing three research papers on the following topics:
  - File system for virtual organisation that has been designed and is currently under development within the WP3.
  - On overlay services, developed within WP1 jointly with SICS and INRIA
  - VO policies
- Dissemination targets public including end user communities, software developers, and service providers, by participating in events and workshops oriented towards communities for collaborative applications. KTH also presents the Grid4All project results within its courses at the University – an important vector of creation of interest groups and communities amongst young engineers and computer scientists.

3.4 SICS

Participation to important grid events (internationally and nationally) and contribution to the Grid4All dissemination activities (website, newsletters, common event).

3.5 ICCS

Participation to important grid events (internationally and nationally) and contribution to the Grid4All dissemination activities (website, newsletters, common event).

3.6 UPRC

Participation to important grid events (internationally and nationally) and contribution to the Grid4All dissemination activities (website, newsletters, common event).

3.7 UPC

The dissemination activities planned for UPC are the following:
- Presentation and publication of project results in dissemination events described in Annex 1. As results are available, they will be reported in papers and submitted for review to workshops, conferences and journals. It is expected to publish at least one paper per year.
- Publication and dissemination of the main achievements in:
  - national or international paper or web newsletters (such as the RedIris magazine, the newsletter for the Spanish academic network; ERCIM News, the newsletter of a European Research Network),
  - the university web site,
- Incorporation of Grid4All software and results in the curriculum of the Master courses implemented at UPC.

3.8 ANTARES

After evaluating the opportunities of diffusion of the Grid4All project inside its action scope, Antares proposes the following actions:

- As a member of the Consortium, Antares will incorporate the Grid4All logo in all its external communication documents and actions, linking it to the www.grid4all.eu website when possible, but always referencing the URL at least.
- Creating a highlighted section on its corporative website, including a short description of the project and a link to the project website (www.grid4all.eu).
- Informative mailing to Antares customer's data base, which includes a wide range of companies and institutions.
- Referencing the project in commercial and marketing actions Antares will carry out the next months. They will be addressed to a segmented target: SME and educational institutions placed in Catalonia, which are part of the potential end user community of the Grid.
- Press notes addressed to businesses and educational sector, published on specific publications as, for example:
  o IESE & ESADE magazines, widely known on the Spanish businesses.
  o "Capital Humano", specialized website in Human Resources and training addressed to companies.
  o Weekly special on education on "El País", one of the most important newspapers in Spain.
- Taking part on Education Exhibitions as ExpoLearning (Barcelona), EducMed (Montpellier) or Aula-InterDidac (Madrid).

Grid4All common event

Collectively the Grid4All consortium is planning a concrete dissemination event that will soon be finalized. This is the organization of a workshop to be co-located with the EuroSys 2008. EuroSys is the European Chapter of SIGOPS, sponsored by ACM SIGOPS, in co-operation with the British Computer Society (BCS). The EuroSys 2008 will be held in April 2008 at Glasgow. The Grid4All consortium has responded to a call for Affiliated Workshops by proposing a workshop in the theme of decentralized mechanisms and self-management for implementation and deployment of collaborative applications. The consortium will sponsor this workshop along with the Selfman FP6 project.

4. Annex 1 - Dissemination events

The following table lists references to Scientific Conferences, which are monitored by the Consortium partners against the dissemination objectives (reported dates and venues correspond to the first edition of that event in the context of the project, subsequent editions will also be monitored).

N°	Title of Conference	Organisation	Date	Venue	Contractor	Item presented	Audience
1.	International workshop on high-performance data management in Grid environments (HPDGrid 2006)	VECPAR	July 13, 2006	Rio de Janeiro, Brasil	INRIA	Project Presentation and expected results	scientific
2.	International Workshop on Peer-to-Peer Systems (IPTPS'07)	Microsoft Research, ETH Zurich	February 26-27, 2007	Bellevue, WA, USA	ICCS	Technical results on P2P storage	scientific
3.	International Parallel & Distributed Processing Symposium (IPDPS 07)	IEEE, ACM	March 26-30, 2007	South Beach, CA, USA	ICCS	Technical results on P2P storage	scientific
4.	Workshop on Large-Scale and Volatile Desktop Grids (PCGrid 2007)	INRIA Futurs (Sponsored by Google)	March 30, 2007	Long Beach, California U.S.A.	INRIA	Project presentation and expected results	scientific
5.	Workshop on global and P2P computing (CP2PC'07)	IEEE/ACM	May 14-17, 2007	Rio de Janeiro, Brasil	INRIA	Project Presentation and expected results	scientific
6.	International Symposium on Cluster Computing and the Grid (CCGrid 2007)	IEEE	May 14-17, 2007	Rio de Janeiro - Brazil	UPC	Technical results on decentralized economic algorithms	scientific
7.	International Conference on Autonomic Computing	IEEE	June 11-15, 2007	Jacksonville, Florida, USA	UPC	Technical results on decentralized economic algorithms	scientific
8.	International Conference on Distributed Computing Systems	IEEE	25-29 June, 2007	Toronto, Canada.	UPC	Technical results on P2P algorithms	scientific
9.	International Conference on Grid Computing (Grid 2007)	IEEE	September 19-21, 2007	Austin, Texas, USA	UPC	Technical results on decentralized economic algorithms	scientific
10.	International Conference on Grid computing, high-performAnce and Distributed Applications (GADA 2007)	OTM Federated Conferences	November 29-30, 2007	Vilamura, Portugal	FTRD	Technical results on decentralized market place architecture	scientifc