



e·nventory

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Observatory

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Deliverable D5.3

Dissemination and communication plan update

Abstract: Deliverable D5.3 presents the updated project communication package and tools (web-site, brochure, leaflet, etc.) as well as the revisions made to the dissemination and exploitation plans for the project (e.g. e-Infrastructures events where the project plans to attend and raise awareness, measures to engage with stakeholders and various sustainability roadmap scenarios).

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Preface

The **e·nventory** project targets the formation of the **European e·Infrastructures Observatory**, a single-entry-point and one-stop-shop data warehouse, capable of representing multiple primary and convoluted indicators and benchmarks, and a yardstick tool for progress monitoring, impact assessment, post-mortem analysis and ex-ante evaluation of e-Infrastructures at regional and national levels across the European Union and beyond.

The aim of the **e·nventory** project is to carry out a design study that will set the grounds towards the **European e·Infrastructures Observatory**; through the collection and utilisation of appropriate indicators, the project will be able to monitor the status quo and evolution over time of e-Infrastructures development and communicate all findings to related stakeholders but also to the public-at-large, in a seamless and impartial way.

The **e·nventory** project will carry out extensive consultation with e-Infrastructures stakeholders and research and innovation indicator experts and will extend prior benchmarking efforts (e.g. EARNEST) by including an extensive set of e-Infrastructures components (i.e., computing, communication and services), eventually deploying a prototype web platform dealing with a critically-selected subset of indicators, through intuitive, interactive and user-friendly mappings, plots and graphics.

The project action plan is structured so that it can achieve:

- identification of a core set of benchmarking indicators for the **European e·Infrastructures Observatory** that will be the baseline for monitoring e-Infrastructures development progress,
- e-Infrastructures stakeholders' feedback and consensus on the proposed structure and functionality of the **European e·Infrastructures Observatory**, and
- **European e·Infrastructures Observatory** functionality demonstration through a prototype web platform that will be available to all e-Infrastructure communities and to the general public.

The **e·nventory** project responds to the need of e-Infrastructure stakeholders by delivering a prototype tool to aid impact assessment of related e-Infrastructure initiatives and programmes. In that respect, the user communities that will effectively use the **European e·Infrastructures Observatory** as a yardstick tool and translate the project outputs into a real influence on e-Infrastructure policy, are the e-Infrastructure stakeholders themselves, including:

- the **European Parliament**, the **European Commission** and **National Governments** that are sponsoring e-Infrastructure initiatives and place a high value in their policy agenda on the impact assessment, post-mortem analysis and ex-ante evaluation, to help design better and more successful future e-Infrastructure programmes;
- **research funding bodies** that plan the development of strategies to address the digital divide and digital opportunity issues and need to utilise and assess the impact of e-Infrastructures contributing to this goal;
- **e-Infrastructure policy bodies** that have a clear mandate of supporting the development and the sustainability of e-Infrastructures and need an impact assessment tool to monitor the progress of achieving their objectives;
- **e-Infrastructure projects** that carry out specific e-Infrastructure activities and need to monitor their impact during deployment as well as retrospectively;
- **scientific/research communities** that are empowered by e-Infrastructures and are eager to comprehend their strengths and weaknesses that influence their everyday work.

High utilisation of the **European e·Infrastructures Observatory** from the broad e-Infrastructure community is a key measure of the project's impact; therefore, the entire project work plan has been designed to maximize stakeholders' engagement and awareness.

The **e·nventory** project kicked-off in September 2010 and is planned to be completed by August 2012. The project is co-financed by the European Commission's Seventh Framework Programme for Research Infrastructures.

Executive Summary

What is the focus of this Deliverable?

The objective of WP5 is to support the **e•nventory** project by increasing visibility through dissemination activities, informing the e-Infrastructures community through outreach activities and increasing awareness on the features and capabilities of the **European e-Infrastructures Observatory** and the **e•nventory** deliverables.

Deliverable D5.3 presents the updated project communication package and tools as well as the revisions made to the dissemination and exploitation plans for the project.

What are the deliverable contents?

D5.3 presents the updated project communication package and tools (web-site, brochure, leaflet, etc.) as well as the revisions made to the dissemination and exploitation plans for the project (e.g. e-Infrastructures events where the project plans to attend and raise awareness, measures to engage with stakeholders and the sustainability roadmap scenarios).

The content is structured in three main parts:

- The first part updates the status of the **e•nventory** dissemination & communication material and services, paying particular emphasis on the dramatic updates that the project website has undergone, as well as presenting the current status of the visual identity (logotype and branding) and the project dissemination and communication package and material.
- The second part introduces the updated **e•nventory** dissemination plans, including the planned events organization and participation activities as well as the process for engaging with stakeholders via an initial dissemination campaign.
- The third and last part discusses the updated project exploitation plans, presenting how the project partners recognise the importance of sustainability and the steps of the exploitation path that can lead to efficient utilisation of project results.

What are the deliverable main conclusions?

D5.3 constitutes the update plan for the **e•nventory** project dissemination and exploitation activities.

How does this deliverable contribute to the project quality metrics?

This deliverable sets the grounds for the achievement of the following project quality metrics:

- Number of conferences, workshops and dissemination events:
 - At least 1 inauguration meeting
 - At least 3 Advisory Board assemblies
 - At least 2 participations at concertation events
 - At least 2500 web site visits after the launch of the service
 - At least 50 questionnaire/survey responses by e-Infra/e-Science users

How does this deliverable contribute to the avoidance/mitigation/exploitation of the project risks?

This deliverable contributes to the avoidance, mitigation or exploitation of the following project risks:

- Project strategic objectives not endorsed by e-Infrastructure stakeholders
- Project high-level objectives not clear and/or agreed within the consortium
- Low utilisation of the European e-Infrastructures Observatory from the main e-Infrastructure stakeholders
- Continuity beyond the end of the workplan towards production-level service

What is next in the process to deliver the e•nventory results?

- Deliverable D3.3 (M15) will document, after concluding the entire consultation process, with the Advisory Board, the final reflections that will serve as a key milestone and final input for the e•nventory workplan.
- Deliverable D2.3 (M16) will provide the final set of the **European e•Infrastructures Observatory** benchmarking indicators after the finalization of consultation activities in WP3.
- Deliverable D4.3 (M20) will document the final set of specifications for the prototype web platform dealing with a critically-selected subset of indicators and relevant repositories, its functionality and the user's guide. It will further include the results of the usability and accessibility tests that will be conducted with the platform. This deliverable will also serve as a technical reference for any follow-up (production-level) version of the portal after the completion of the project.
- Deliverable D5.4 (M23) will take the form of an inauguration workshop that will demonstrate the **European e•Infrastructures Observatory** to representatives of the e-Infrastructures community at large.
- Deliverable D5.5 (M24) will provide a final report on the implementation of dissemination and outreach activities, including assessment of their impact on the targeted e-Infrastructure groups.