



Portuguese **Distributed Computing** Infrastructure

Dissemination and Communication Plan

State:	FINAL
Dissemination:	PUBLIC
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Date	Author	Comments
22-12-2017	Anabela Oliveira e Alberto Azevedo (LNEC)	Initial version
22-12-2017	Jorge Gomes (LIP), Maria Alzira Santos (LNEC)	Review of initial version
27-12-2017	Anabela Oliveira	Revised version

Cofinanciado por:





Executive Summary

This Dissemination and Communication (D&C) Plan is developed according to the requirements identified in the INCD project proposal. It presents the project D&C strategy and how it will be implemented throughout the project duration.

A wide range of D&C activities is planned in INCD using a variety of D&C channels: website, periodic newsletters, brochures and printed materials, participation in external events, news and press releases from the project, scientific publications, social media presence, among others.

This deliverable's content will be revised throughout the project on a yearly basis. Updates will be presented in the yearly progress reports.



Dissemination and communication strategy

Approach and objectives

The Portuguese National Distributed Computing Infrastructure (INCD) is a scientific digital infrastructure with the overall objective of providing computing and storage services to the Portuguese academic and scientific community in all domains of knowledge, enabling scientific research and development across all smart specialisation domains. INCD will provide a comprehensive portfolio of ICT services through which other research entities can build and/or deploy their own computing and data services. The services portfolio will include cloud computing, grid computing, advanced computing, data storage and many others to be identified jointly with the user community.

The present report aims at defining the objectives and target audiences for the D&C in INCD, followed by the specification of dissemination channels to be implemented, and related contents to be developed. This plan is built on the experience and communication channels of all partners to ensure broad coverage of scientific, technical and institutional fields.

Communication and dissemination has the scientific community and public authorities as priority audiences, also having channels dedicated to the industry and the society. The aim of this activity is to publicize the services to be developed in this project (in Activity 5), using the pilots (from Activity 4) as demonstrators of the advantages of a coherent digital infrastructure capable of offering a wide range of services (cloud, grid, data, HPC). The use of social networks and institutional media channels is planned, and the use of electronic media will be promoted (e-brochures, e-newsletters, webinars, social networks, and web).

The D&C activity will take advantage of the consortia participation in national and European infrastructure networks (eg CERN, LTER, etc.), and collaborative networks associated with major research projects (e.g. EOSC-Hub,...).

Dissemination and communication methods

The project communication and dissemination will be articulated upon multiple channels to ensure the widest possible audience is reached with the available resources.

Web dissemination channels include:

- Project website;
- Social networks;
- Press releases through mailing lists;
- Video clips for news and training.

Other dissemination activities to be carried out in the project are:



- Scientific Publications;
- Organisation of training workshops;
- Participation in external events (conferences, workshops, industry events,...);
- Participation in FCT's Digital infrastructures launching event and organization of project final event;
- Distribution of printed materials (brochures, etc...).

Key dissemination and communication activities

INCD Dissemination and Communication will be developed through the several activities identified in the table below.

Table 1 – List of activities and their individual role in D&C

Activities	Goal for D&C
Website	Establishment of an internet portal to disseminate all the information related to INCD (e.g. description of the infrastructure, services provided, pilot demonstrations, use cases, news, workshops, technical and educational actions, events, etc.). The website will be the primary dissemination and communication channel of INCD.
Brochure	General Information on the main role and goals of the project and services provided by INCD.
Web-based communication	Newsletters and specific emails related to the INCD's events (workshops, training actions, conferences, etc.) will be used to engage the end-users.
Social networks	The social networks channel will be used to disseminate the project results and activities, in a fast and informal approach, directly to the users throughout their personal social profiles (Facebook and LinkedIn).
Publications	The editorial channel (scientific journals, technical reports, conference proceedings, etc.) will be used to disseminate the technical developments of the project among the scientific community, end-users and industry.
Video production	The main role of the Video channel will be to provide news and promote training material for the workshops and education actions to be held during the project.
Training workshops	Training workshops will be organized during the project in order to instruct the end-users to use: the infrastructure, the services provided by



	the infrastructure, the services developed in the pilots and other specific events for different types of users (academy, industry or national authorities).
Participation in external events	The partners and collaborators of INCD will present their results in national and international conferences. INCD partners will also participate in other digital infrastructure events in order to promote their linkage and the development of products and services beneficial to the community.
Digital infrastructures launching event	This event will be promoted by all digital infrastructures in FCT's roadmap. It aims at presenting the goals and services to be provided by each infrastructure and will be the first opportunity to disseminate the expected outcomes of INCD.
Final event	At the end of the project, a final event will be held to present the work carried out and the project major achievements.

Communication targets

The success of the INCD infrastructure depends on how it reaches and serves the potential end-users of technological solutions and services developed by the project. Table 2 lists the target groups for the D&C initiatives.

Table 2– List of targeted communities

Groups	Description of intended uptake of INCD results and services
Academic community	INCD aims at providing services and tools for the academic community. Both professors and students, as well as researchers from university and polytechnic institutes, will have access to the infrastructure and its services. This target will be reached through scientific publications, public presentations at major national scientific meetings and online products (web portal, flyers, dissemination using subject areas mailing lists...)
Research community	Like academia, research institutes and labs will be one of the most important stakeholders for INCD results. D&C channels will be similar to academia.
SMEs	These entities are frequently partners in national or European-funded R&D projects either as end-users or technological developers. Besides public presentations in area-specific

	fora, these users will be approached at infrastructure-related events and using industry-related channels (e.g. ANI's events or channels)
Public entities outside the academia and research areas	This community will be reached through dissemination at infrastructure-related events and using public institutions mailing lists
Large companies	D&C will be done mostly through industry channels.

Dissemination and Communication KPIs

The expected D&C actions and their targets are summarised in Table 3.

Table 3 – List of D&C targets

Product	Partner in charge	Number of releases/updates	Target	Availability
Website	LIP	3	All end-users (Academic and Research communities, industry, SMEs, etc.)	M6
Brochure	LIP	3	All end-users (Academic and Research communities, industry, SMEs, etc.)	M4
Web communication	Associação INCD	several	All end-users (Academic and Research communities, industry, SMEs, etc.)	M7-M34
User support documentation	INCD, LIP	several	Infrastructure users, potential users, scientific community, industry.	M20
Social networks	Associação INCD	several	All end-users (Academic and Research communities, industry, SMEs, etc.)	Throughout the project
Publications	LIP, LNEC	several	Technical end-users and scientific community.	M13, M25, M36
Video production	Associação INCD	several	All end-users.	M25,M31
Training workshops	All	At least 2	Infrastructure users, potential users, scientific community, industry.	M25,M31
Participation in external events	All	several	Scientific community and potential end-users.	Throughout the project



Final event	All	1	Partners, end-users and specific stakeholders.	M36
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D&C Timeline

The following table shows the expected schedule for the production of the several D&C products.



Table 4– Timeline of D&C products

Product	Year 1												Year 2												Year 3											
Website		X	X	X	X	X							X	X										X	X											
Brochure				X											X												X									
Web communication						X			X			X			X		X			X			X		X		X			X						
Social networks				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Publications												X												X												
Video production																			X	X	X			X						X						
Training workshops																								X						X						
Participation in external events				X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
Launching event								X																												
Final event																																				
2018												2019												2020												