



D-NA4.1: Dissemination and public outreach: initial survey, work plan, metrics and material conception

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VERCE (“Virtual Earthquake and seismology Research Community e-science environment in Europe”) is a project co-funded by the European Commission as an Integrated Infrastructure Initiative within the 7th Framework Programme. VERCE began in October 2011 and will run for 4 years.

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Executive summary

Within the VERCE project, WP4 is in charge of Dissemination and Public Outreach. A Deliverable has been set D-NA4.1 for “Dissemination and public outreach: initial survey, work plan, metrics and material conception” at Month 6 from the project beginning.

Our mission is to:

- Elaborate a dissemination plan, identify the target audiences, the messages to deliver to each of them, the methods to distribute those messages;
- Work in close collaboration with WP3 “Training and user documentation” to disseminate the training tools that will be created for our targets;
- Keep the partners, but also the larger science community informed of the progress of the project;
- Produce outreach documents that will be used for events (meetings, workshops, conferences);
- Work in close collaboration with WP1 in order to coordinate all internal and external communication flows.

The work package will define and set up adapted communication channels to reach the different targets through:

- Web tools: VERCE website, social networks (Facebook and Twitter), newsletters and partners’ websites
- Paper/electronic information and dissemination materials to present the project and its benefits such as leaflets and posters
- Events: main international conferences/workshops/meetings where VERCE can be presented or promoted.
- Collaboration with other EU projects linked to VERCE

WP4 is also in charge of gathering metrics and indicators of success of the tools that will be used to disseminate the project. Those metrics are detailed in section 6 of the report. We plan to establish statistics on VERCE website, on partners’ websites, social networks, but also on the number of communication supports that will be downloaded (leaflet, poster, newsletter).

In this first six months great attention was given to the creation of the VERCE website and its development according to partners’ suggestions and project’s needs. A first project ID and a poster have also been created in order to be able to present the project at a very early stage, even if a new version will soon follow to integrate all project progresses and better reflect our communication strategy. The project has already been presented during some international conferences and a first list of next possible presentation occasions has been drafted and will be regularly updated during the project’s life. In order to exploit all partners’ existing communication channels and networks and avoid duplication, we have carried out a survey among partners thus identifying all existing tools that could be used for the dissemination purposes of VERCE.

Our next steps will be to create a leaflet and a new poster and release the first newsletter. The website will be the main external communication tool used to ensure the visibility of the project and disseminate results and good practices. Therefore it will be always up to date and all other channels will refer and link to it for further details. We will use existing partners’ social networks to inform about VERCE and promote its activities through the web. We also plan to have in the short term a first press release.

1 Introduction

EMSC is the work package leader. Thanks to its 84 institutes as members from 55 different countries, and its function of federator of those local institutes, EMSC beneficiaries from a large visibility not only within the scientific community but also towards the large public. Its website (www.emsc-csem.org) had an average of 2 million visits per month in 2011. EMSC locates 27,000 earthquakes per year thanks to the collected data from partners in real time all over the world. Thanks to its growing notoriety, the Centre appears as a leader in Communications within the seismological community.

ORFEUS is the non-profit foundation that aims at co-ordinating and promoting digital, broadband seismology in the European-Mediterranean area and its headquarters are hosted by the KNMI. ORFEUS is funded and governed by corporate founders from 13 European countries forming the board of directors. ORFEUS operates under the auspices of the European Seismological Commission (ESC) and cooperates closely with EMSC.

The dissemination strategy of VERCE will take advantage of the strong exposure through EMSC and ORFEUS organizations. Communication supports and project information can be largely distributed via EMSC members and ORFEUS participants, that comprise together more than 100 institutes. The work within VERCE for ORFEUS is done by personnel employed by the KNMI.

The University of Liverpool is a pre-eminent research-based university with 27,000 students pursuing over 400 programmes spanning 54 subject areas. It has a solid history of pioneering education and research, with a particular emphasis on 'education for the professions'.

WP4 partners will put the visibility of their organizations and institution at the disposal of VERCE project. Main messages and events will therefore be largely shared with their network and public.

WP4 activities are strongly linked to WP1, Project Management: electronic/paper versions of dissemination material will be made available to the Project Management Office beforehand for consultation. WP4 and WP1 will collaborate on many subjects such as VERCE website, where all relevant project information and documents can be found at any time. In particular, the WP4 team will focus on the "News" and the "Dissemination and public outreach" sections where news and promotional documents will be regularly posted and updated according to the project evolution.

2 Communication strategy: objectives, targets, key messages and tools

2.1 WP/communication objectives

The first communication objective is to define:

- The target audiences of the project: who should we disseminate this project to?
- The audience tuned messages distributed: what piece of information would they be interested in?
- The right communication channel for each target: which tool should we focus on to maximize our outreach?

The internal communication objectives are:

- Regularly update partners on all project activities
- Encourage partners to share documents, exchange ideas and best practices identified within their work package
- Share templates and encourage partners to use them to present VERCE project to keep an homogeneity
- Collaborate with WP1 in fostering collaboration and creating synergy between WPs
- Collaborate with WP3 in promoting training sessions that highlight the seismological e-science capabilities developed in VERCE
- Promote training documents created by WP3 (ex: training booklets)

The external communication objectives are:

- Distribute information on the goals and benefits of using the VERCE e-science environment
- Keep the earthquake and seismology communities, as well as the larger scientific community, updated on progress, developments and improvements of VERCE project
- Reach and raise interest on VERCE among different types of targets, from the Scientific Community to policy-makers and non-technical public (in partnership with WP3 activities and participating domain experts)
- Enlarge the visibility of VERCE project
- Identify the most relevant events where VERCE activities can be promoted
- Ensure adequate feedback to the VERCE consortium from related developments in Europe and US

Our WP has also the mission to gather statistics and metrics to measure the importance of the dissemination of the project activities.

2.2 Communication targets

VERCE partners are logically the target of VERCE internal communication.

Three main targets have been identified for the external communication:

- The international seismological community and more generally the geoscience community, IT experts within the geoscience community
- Industry actors in the Earth Sciences, and in Computing and Information Technologies
- Non-specialist public: large public but also policy-makers, governments and national public services.

2.3 What are the messages we will deliver?

To VERCE partners:

- Updates on the project progress, new functionalities, new developments made within each work package
- Communication about project planning (key dates, events, requirements – in partnership with WP1)
- Reminders about the importance of sharing relevant documents and information within the consortium (in partnership with WP1)
- News, developments and updates from the wider Scientific Community that could be relevant for VERCE

To the international seismological community, geoscience community including IT experts:

- Updates on the project progress and activities
- Benefits of testing and using the VERCE e-science environment
- Next events that could interest the target: training sessions for example, or VERCE project presented/promoted to an international conference

To industry actors in Earth Sciences, and Computing and Information Technologies:

- Updates on the project progress and activities, especially the IT developments
- Promotion of the scientific data infrastructure and innovative services to potential and actual users

To non-specialist public: large public but also policy-makers, governments and national public services:

- Presentation/promotion of VERCE objectives, facilities
- Explanation of long-term societal and economic impact and advantages

2.4 Communication channels, recap table

We have previously defined the targets of VERCE project and explained the messages that should be delivered to each. The following table gathers all communication tools that will be designed to promote VERCE for each of them.

Table 1 - Recap table of communication tools used depending on target

Tool Target	Redmine	VERCE Website	Newsletter	Social Networks	Events	Trainings	Leaflets	Poster	Collaborate with other projects	Press releases
VERCE Partners	YES		YES		YES	YES			YES	YES
Seismological/scientific community/IT experts		YES	YES		YES	YES	YES	YES	YES	YES
Industry actors		YES	YES		YES	YES	YES	YES	YES	YES
Non-specialist public		YES	On request	YES			YES		YES	YES

3 What is happening around VERCE?

VERCE is only one of several projects dealing with IT developments and innovation within the seismology community and earth science community. Consequently, effective communication of developments in other related projects to the VERCE community and vice versa, is important. The goal is:

- To ensure VERCE developments are well embedded within other relevant IT developments and earth science community services, and
- To promote synergy between VERCE and relevant projects.

An overview of the relevant projects is given in the next paragraph.

The dissemination strategy of VERCE towards a non-specialist public will rely largely on the large exposure of partners such as EMSC and ORFEUS.

The strong synergy between VERCE and other European projects (see section 3.1) will help us raise awareness among large public and industry actors in order to encourage them to collaborate with the project and foster technologies transfers.

3.1 VERCE extended network: collaboration with other projects

The dissemination activities aim to promote the VERCE Data-intensive e-science environment in the seismological research community at large, and beyond within the solid Earth research community. In the same time, it is of strategic importance for VERCE to identify and develop synergies with a number of related European IT-oriented projects in phase with VERCE. In the solid Earth research community, VERCE has already established links with a number of projects.

- The European Plate Boundary Observatory System¹ (EPOS): EPOS is the ESFRI initiative of the solid Earth community in Europe. It aims to integrate the research infrastructures, and to develop an e-science infrastructure and core services enabling innovative approaches for a better understanding of the physical processes controlling natural hazards as well as those driving tectonics and the Earth's dynamics. EPOS and VERCE are in close synergy since the beginning, and VERCE is seen as a major contribution to the EPOS e-science infrastructure. VERCE is directly participating to the Working Group 7 (ITC and e-IR facilities) of EPOS. VERCE and EPOS are closely coordinating and mutualizing their dissemination and public outreach channels of EPOS, their meetings and workshops. Through EPOS, the dissemination and public outreach activities of VERCE are reaching the whole solid earth research community as well as the research communities at the interface of EPOS: Space observation, Climate and atmosphere, marine geosciences and environment.
- The ERC projects WHISPER² and WAVETOMO: The WHISPER project focuses on the use of the seismic ambient noise to monitor slight changes of properties in the solid Earth, and includes new methodological developments, massive processing of existing data and field experiments; The WAVETOMO project focuses on the development of innovative waveform inversion methods to improve the imaging of the structure and the properties of the Earth's interior. These projects, coordinated by partners of the VERCE consortium, are closely working with VERCE in the definition of the use cases and in the evaluation of the VERCE e-science environment for their research activities. In return, through these projects, the VERCE dissemination and public outreach activities are reaching a wider research and user community at their interface: acoustic physics, exploration geophysics.

¹ <http://www.epos-eu.org/>

² <http://whisper.obs.ujf-grenoble.fr/spip.php?rubrique1>

- The ITN project QUEST³ (Quantitative Estimation of Earth's Seismic Sources and Structures): the main goal of QUEST is research and training in the development of strategies for seismic imaging using the increasing power of 3-D simulation technology to improve the understanding of the Earth's dynamics, the quantification of natural hazards (earthquakes, volcanoes, tsunamis). QUEST is coordinated by the LMU that is also part of the VERCE consortium and all the seismological partners of the consortium are involved in this project. VERCE and QUEST have developed strong synergies in particular for the training and the dissemination of the VERCE Data intensive e-science tools and services toward young researchers and PhD students in the seismological research community. VERCE is also contributing to the workshops and the training sessions organized by QUEST.
- The European research infrastructure projects NERA⁴, SHARE⁵, REAKT: These links are facilitated by the fact that a number of partners of the VERCE consortium are actually involved or leading these projects. In particular, VERCE and these projects are mutualizing their dissemination and public outreach channels, and will organize coordinated training sessions and workshops. Through these links, the dissemination and public outreach activities are reaching a broad community including seismic engineering, public authorities involved in natural hazard mitigation and response.

The dissemination and public outreach activities build also upon the already well-established channels of ORFEUS and EMSC, the two seismological European NPOs part of the VERCE consortium. ORFEUS and EMSC play a central role at the European and international level. Through these channels, VERCE links with other international NPOs in seismology like IRIS⁶, Earthscope⁷ and UNAVCO⁸ in the US; JAMSTEC⁹ and NIED¹⁰ in Japan. Dissemination and public outreach activities are also reaching through these channels research communities in the New Eastern Countries, North Africa and Africa. VERCE has also established with a two main projects involving IT and multi-disciplinary research communities:

- The European Data Infrastructure¹¹ (EUDAT): EUDAT is a European Infrastructure project that aims to promote a collaborative data infrastructure in Europe that will allow users to share data with and between communities and enable them to carry out their research effectively. The links with EUDAT are facilitated by the fact that both INGV and CINECA are part of the EUDAT consortium. They benefit also of the EUDAT and EPOS links that involve directly VERCE. The links with EUDAT are being formalized and coordinated meetings have already been organized between VERCE and EUDAT.
- The Environmental Virtual Research Infrastructure¹² (ENVRI): ENVRI is an ESFRI environment cluster project that aims to develop common capabilities and e-science components for their facilities allowing the research community to use the data and the software of each facility to enable multi-disciplinary science. The link between VERCE and ENVRI is facilitated by the involvement of EPOS within ENVRI through KNMI-ORFEUS and UEDIN. This link allows VERCE to reach a broad environment research community.

³ <http://www.quest-itn.org/>

⁴ <http://www.nera-eu.org/>

⁵ <http://www.share-eu.org/>

⁶ <http://www.iris.edu/>

⁷ <http://www.earthscope.org/>

⁸ <http://www.unavco.org/>

⁹ <http://www.jamstec.go.jp/>

¹⁰ <http://www.bosai.go.jp/e/>

¹¹ <http://www.eudat.eu/>

¹² <http://envri.eu/>

In the IT research community, VERCE has already established links with a number of Infrastructure projects:

- The European Grid Infrastructure¹³ (EGI): This links are being formalized through a MOU between VERCE and EGI. The links are in particular facilitated by the fact that a number of partners in the VERCE consortium, i.e. SCAI, LRZ, CNRS-INSU are already involved in EGI. Through SCAI and the CNRS-INSU, VERCE is developing synergy with the VRC Earth Sciences of EGI. The diffusion and public outreach activities will in particular work in close synergy with the EGI-INSPIRE project, and the VRC Earth Science addressing a large IT and domain-oriented communities through the EGI Community Forum.
- The Partnership for Advanced Computing in Europe¹⁴ (PRACE): This links is facilitated by the fact that the LRZ and CINECA are active members of PRACE and are hosting PRACE Tiers-0. The dissemination activities focus in promoting the Data-intensive requirements for the seismological community as well as the Data-Intensive use cases of these communities.
- The Initiative for Globus in Europe¹⁵(IGE): this links are facilitated by the involvement of LRZ and UEDIN within IGE. IGE has supported the VERCE project since the beginning, and formalized collaborations are being explored between IGE and VERCE. The dissemination and public outreach activities are exploring synergies with IGE, in particular through the European Globus Forum (EGF).

More recently VERCE is also exploring synergies and formalized collaborations with two recent infrastructure projects:

- The Distributed Research Infrastructure for Hydro-Meteorology Study¹⁶ (DRIHMS): VERCE and DRIHMS are exploring formalized collaboration and synergy around common data flow and workflow across distributed data infrastructures and HPC/GRID infrastructures. This synergy will foster joint meetings and dissemination activities addressing larger communities than those involved within VERCE and EPOS.
- The Multiscale Applications on European e-infrastructure¹⁷ (MAPPER): Possible synergy between VERCE and MAPPER are explored both in terms of today but not yet formalized. The links are being facilitated by the involvement of the LRZ in the VERCE and the MAPPER projects. Finally through EPOS, VERCE will be actually involved in bilateral collaboration with the US National Science Foundation with the new COOPEUS project, and in particular with Earthscope and IRIS. This will provide new perspectives for the dissemination activities of VERCE.

3.2 What is the added value of VERCE?

VERCE project will provide a solid architecture that links together data-intensive archiving, use of HPC and GRID computing and data-intensive applications.

Nowadays, the seismological community is facing many technical issues:

¹³ <http://www.egi.eu/>

¹⁴ <http://www.prace-project.eu/>

¹⁵ <http://www.ige-project.eu/>

¹⁶ <http://www.drihms.eu/>

¹⁷ <http://www.mapper-project.eu>

- First, global and regional seismic networks are continuously transmitting a rapidly growing wealth of data from around the world. These tremendous volumes of seismograms - i.e., records of ground motions arising from both natural and human-made energy sources – are currently for the European-Mediterranean area and its surroundings archived in the European Integrated Data Archives (EIDA/ORFEUS), reaching a critical level.
- Secondly, data access for the seismological research community and the broad Earth Science community is becoming a challenge. Consequently, a significant effort is being made to work towards the next generation Information Technology (IT) infrastructure to replace the current one. Discussions in Europe (EPOS) and the US (EarthScope and EarthCube initiative [www.nsf.gov/geo/earthcube/]) have started on this issue.
- Finally, the current and future available amount of data and the computational resources enable a different approach to exploiting and mining this data. Combining data and computational resources requires a new vision on how to do research. This will also require a significant IT development.

The Virtual Earthquake and seismology Research Community in Europe project is proposing to provide a data-intensive e-Science environment – based on a service-oriented platform – integrating a number of specialized services, tools, data-flow and work-flow engines, to support the data-intensive applications of this community. VERCE addresses mainly the third challenge, but implicitly has to consider the other two challenges as well.

Consequently, VERCE should open new opportunities and evolutions in the seismological community in terms of analysis and research. As an example, data intensive simulation at a global scale will allow waveform predictions for large earthquakes.

3.3 Communication media already at VERCE's disposal

3.3.1 Survey

We have created a survey to the attention of the 10 VERCE partners to ask which communication tools they have already developed within their organizations, in order to know which channels we could use to disseminate VERCE project and website. It is important to use tools that already exist, not to duplicate them.

This survey (see below Figure 1) asked to partners a series of questions about all their ways of communications. First we wished to identify the organization and the contact person in charge of web contents and/or other means of communications in order to create our distribution list of contacts to send updates to later on. Then, we wanted them to tell us all the tools they were using to promote contents, either of their own structure or maybe of other EU projects. We asked the frequency of updates to evaluate if the website was pretty dynamic. Thanks to this analysis, we now know which tools we could use on behalf of the organizations, to benefit from their network.

General information

Your website

What is the name of your organization? *

Do you have a "News" section on your website? *

- Yes
 No

If yes, how often is this section updated?

- Once a week
 Once a month
 Anytime there is an update to add
 Autre :

Could we use your "News" section to promote VERCE latest news? *

We would send short news for publication on your website to your webmaster/content manager and would benefit from your website visibility

- Yes
 No

Do you have an "Events" section on your website? *

- Yes
 No

If yes, could we use your "Events" section to promote VERCE events?

We would send events for publication on your website to your webmaster/content manager and would benefit from your website visibility

- Yes
 No

Could you put a permanent link to VERCE website on yours? *

- Yes
 No
 Option 3

If yes, where would you put it?

Communication/promotion tools of your organization

Do you use social networks to promote your organization? *

- Yes
 No

If yes, choose among the ones that are below and mention how often you use them.

You can choose more than one answer.

	Always	Very often	Often	Rarely	Never
Facebook	<input type="radio"/>				
Twitter	<input type="radio"/>				
Google+	<input type="radio"/>				
Youtube	<input type="radio"/>				
Dailymotion	<input type="radio"/>				

Do you use other tools to promote your organization? *

Do you contribute to social networks related to other EU projects? *

For example, do you post comments on pages dedicated to one specific EU project.

- Yes
 No

If yes, which ones?

Publications/ Events

We wish to know if you have in mind opportunities of articles or publications where you could mention VERCE project, even briefly.

Regarding events, we wish to know if you are attending national or international conferences/meetings where you could speak about VERCE or bring some visuals to promote the project.

Does your organization publish a newsletter? *

- Yes
- No

If yes, how often?

- Once a month
- Every three months
- Every six months
- Every year
- Autre :

Would you accept that we publish contents about VERCE in your newsletter? *

No regular basis has to be planned.

- Yes
- No

Do you publish content in other EU project newsletters?

- Yes
- No

If yes, which ones and could we benefit from your exposure to publish content about VERCE there?

What major events/conferences/meetings are you attending, where we could promote VERCE? *

We wish to know where you could speak about VERCE to promote the project.

Can you think of any other opportunity where you could promote VERCE?

For example, articles, publications, leaflets, websites.

Who is the person in charge of managing/modifying contents on your website? *

We wish to have contact details when we have contents for publication to send to organizations.

Comments/Suggestions

Your ideas or comments are welcome to help us deliver the best service to promote VERCE.
Thanks for your time.

Are you thinking of institutions/researchers that would be interested to receive our newsletter?

If you have any contacts, please let us know.

Let us know any further suggestion!

Figure 1 - Communication survey sent to VERCE partners - Communication tools within their organization

3.3.2 Results

Six partners out of ten have answered the questionnaire.

The tools that are already used by partners within their organizations and that will be used to promote VERCE are:

- The “news” section on their website
- The “events” section on their website
- The use of social networks (Facebook, Twitter, Google+, Youtube)
- The edition of newsletters
- The contribution of the organization in other EU projects
- Their network in general

Table 2 - Survey results

PARTNER	LRZ	UEDIN	CINECA	IPGP	EMSC	SCAI
News section?	Yes	Yes	Yes	Yes	Yes	Yes
Updates	Anytime there is one	Anytime there is one	Once a week	Anytime there is one	Anytime there is one	Daily
Can we use it to promote VERCE?	Yes	Yes	Yes	No	Yes	Yes
Events section?	No	Yes	Yes	Yes	Yes	Yes
Can we use it to promote VERCE?	No	Yes	Yes	Yes	Yes	Yes
Permanent link to VERCE on your website?	Yes	Yes	Yes	Yes	Yes	Yes

PARTNER	LRZ	UEDIN	CINECA	IPGP	EMSC	SCAI
Where?	Research, cooperation, projects section	Projects section	Projects section	in the Research Program (FR & EN)	Projects section	On a dedicated page about VERCE
Social networks?	No	No	No	No	Yes "Often" Facebook, Twitter, Google+, Youtube	Yes "Often" Facebook, Twitter, - "rarely" Youtube
Newsletter?	Yes	No	Yes	No	No	Yes
Frequency?	Monthly	x	Monthly	x	x	Every 6 months
Can we use it to promote VERCE?	Yes	x	Yes	x	x	No
Contribution to other EU project newsletters?	Yes IGE: Globus users in Europe		HPC-Europa2 www.hpc-europa.eu PRACE ISGTW	x	x	x
Other ideas?	Articles					
What major events are you attending?	Globus Europe, EGCF, EGI-TF, EGI-CF, Supercomputing conference, ISC	ENVRI project meetings, but only in a technical context. May be future events related to EGI, EUDAT, etc.	SC12 ISC12	to communicate later	EGU ESC 2012 AGU 2012	EGI meetings (e.g. community forum) EGU
Webmaster contact	http://www.grid.lrz-muenchen.de and http://www.lrz.de -> S. H. Leong/A. Frank http://www.ige-project.eu/ -> S. H. Leong/S.Roessle-Blank	Responsibility shared. To post VERCE content, email to P. Martin for now.	F. Garofalo SuperComputing Applications and Innovation SCAI Department	E. Mitard, G.Moguilny and A. Tosi,	Santhi Veloupole Frederic Roussel	Michael Krapp

4 VERCE communication means

This part explains in detail the tools that we have put into place, are currently developing or will create in the near future in collaboration with WP1 and WP3. However, all partners' contribution will be required when needed in order to validate technical contents or provide more details on specific aspects and activities of the project.

4.1 Internal communication

4.1.1 Redmine and templates

A collaborative online environment, restricted to partners only, has been created within WP1 to encourage project partners to share relevant documents within and across Work Packages. It is based on the open source project management tool "Redmine". Some screenshots are provided in Figure 2, 3 and 4.

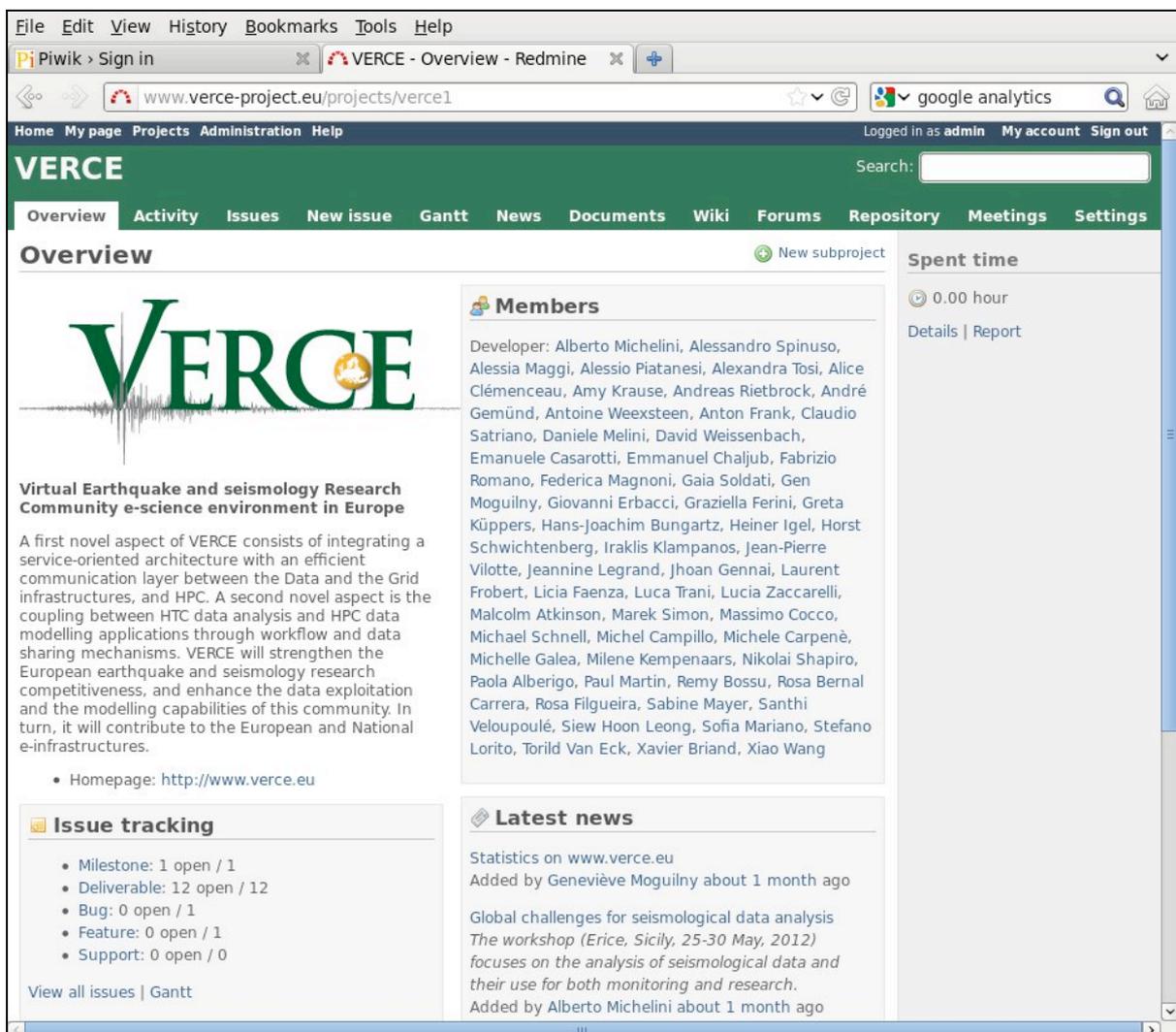


Figure 2 - VERCE collaborative environment Redmine

WP4 will support WP1 in the management of internal communication flows with particular attention to the Redmine News section where relevant news will be regularly posted, coming both from within the Consortium and from the wider Geo-scientific and IT Community. Partners will also be encouraged to

regularly contribute to this section. News with external relevance should be also posted in the VERCE website with further details if needed for promotional and dissemination purposes. Regular standard email reminder will be sent by EMSC to all partners to alert them of the opportunity to either post news themselves in the Redmine section or bring some interesting piece of information to the attention of the communication officer that will decide if and when to publish it.

WP4 wiki section will also be an important reference point for all partners regarding internal and external communication. Here partners will find the link to all project's templates (Deliverables and other documents' template in word, open office and Latex, VERCE headed letter, presentation templates etc.), EU and project logos, EU obligations rules, available dissemination materials, all uploaded in collaboration with WP1 in the Redmine Documents section or on the Website.

An important role of WP4, together with WP1, is to keep track of all presentations that have been and will be given of VERCE in international events, of articles talking about or citing VERCE and of all press releases. Presentations, articles and press releases will be gathered and made available both in the Redmine and on the Website.

The screenshot shows the VERCE website interface. At the top, there is a navigation bar with the VERCE logo and a search box. Below the navigation bar, the 'News' section is active, displaying a list of news items. Each item includes a title, a date added, and a brief description with a link to the full article.

News Add news

IGC and Oil & Gas Exhibition
 Added by Geneviève Moguilny about 2 hours ago
 International Geophysical Conference and Oil & Gas Exhibition
 17-19 September, Istanbul (Turkey).
<http://www.igistanbul.com/>

Release of the software library 'seisFile', version 1.5.
 Added by Geneviève Moguilny about 2 hours ago
 seisFile 1.5 provided by the University of South Carolina is available for download from the following web pages:
<http://www.seis.sc.edu/seisFile>
<http://www.ins.edu/software/libraries/>

CGW'12 - Krakow (Poland) - October, 22-24, 2012
 Added by Geneviève Moguilny 12 days ago
 The main objective of the Cracow Grid Workshops, which were initiated in 2001, is to support the community of researchers, developers, and practitioners who work in the fascinating field of e-Science, grid systems, and their applications.
<http://www.cyfronet.krakow.pl/cgw12/index.html>

New release of the Global Earthquake Explorer
 Added by Geneviève Moguilny 13 days ago
 GEE is an education and outreach tool for seismology that aims to make it easy for non-seismologists to retrieve, display and analyze seismic data. It is intended for use in a classroom setting as a supplement to textbook material, which often lacks real world connections. Novices to the world of seismology can use GEE to explore earthquakes they've seen in the headlines, keep track of a recording station in their area, look at real-time seismic data, and more!
<http://www.seis.sc.edu/GEE>

SEDI 2012
 Added by Geneviève Moguilny 15 days ago
 The 13th Symposium of SEDI (Study of the Earth's Deep Interior), will be held in Leeds, United Kingdom, July 1-6, 2012:
<http://www.sedigroup.org/>

Figure 3 - VERCE news section

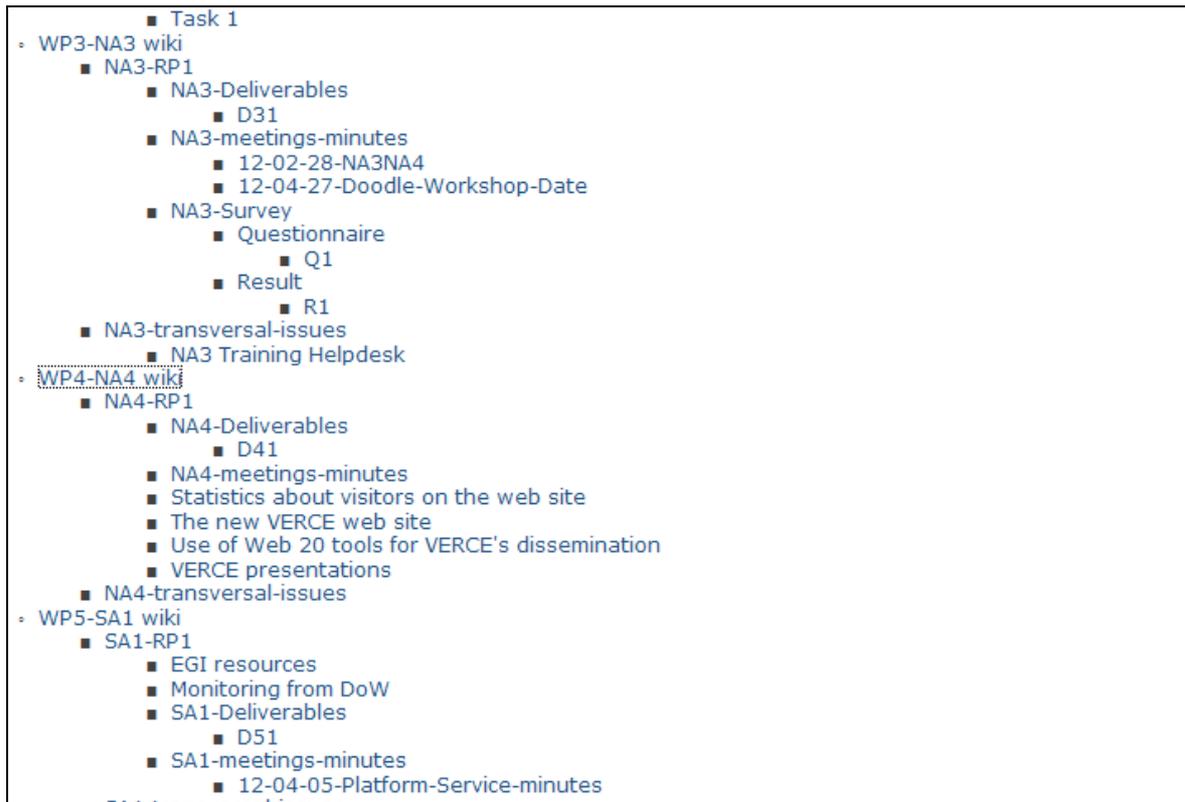


Figure 4 - WP4 wiki structure

A part from the online collaborative environment, VERCE’s internal communication will rely on mailing lists and online and face to face meetings. For more details on this please refer to the Project Management Report.

WP1 shares all official documents, rules and policies in the “Documents” section. In this section, templates for VERCE deliveries have been added. There is also a “Meetings” part that gathers all WP meetings and next events.

4.1.2 Training for partners

The internal project training is aimed at VERCE project members to enable them to develop and share the skills necessary to build an integrated e-Infrastructure for seismology.

NA3 has created a survey to understand the requirements needed by both the IT and seismology specialists present in all work packages. After analysis of the survey results, four mediums are identified to support user documentation and training:

- 1) A range of documents will be provided on the project website.
- 2) A series of workshop will be organized.
- 3) A set of videos will be put on the project website that includes usage of the computing facilities and webinar collected and recorded from EU workshops and VERCE project workshops.
- 4) Questions and training requests can also be solved via helpdesk as well.

The idea is to create a flexible training path that could reach a wider target offering users the possibility to use one or a combination of the above solutions according to their own needs and availability.

NA3 has decided that the first internal project workshop will be at Liverpool this summer/autumn. The workshop will combine IT related and seismology related training to enable both communities participating in VERCE to develop one common language and to ease the developments on the VERCE platform and the deployment of initial use cases. The programme will be discussed soon.

WP4 will help WP3 to promote the training opportunities and disseminate its results by spreading the dates and contents of the sessions via partners' social networks and websites and through the newsletter that will be created.

4.2 External communication

4.2.1 EU obligations

All external documents should reflect the fact that this initiative has been made possible thanks to the European Union commitment and support.

The FP7 logo and the EU flag logo should always be present on official and external documents.

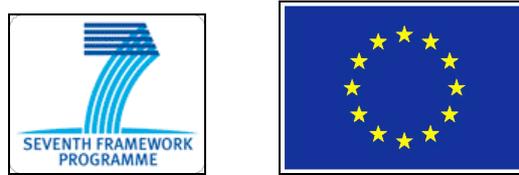


Figure 5 - FP7 logo and EU flag

Logos that are developed for projects funded by the EU, and that are not owned by the EU, may not be identical or similar to the European emblem (this includes logos that incorporate the twelve stars).

The European emblem should be given appropriate prominence when displayed in association with a logo.

All publications or any other dissemination relating to foreground shall include the following statement to indicate that the project's foreground was generated with the assistance of financial support from the European Union: The research leading to these results has received funding from the [European Union's] [European Atomic Energy Community's] Seventh Framework Programme ([FP7/2007-2013] [FP7/2007-2011]) under grant agreement n° [xxxxxx] (see Article II.30. of the Grant Agreement).

Finally, the home page of the website should contain the generic European flag and the FP7 logo.

4.2.2 VERCE logo

In order to identify, recognize and promote VERCE project, a logo has been designed by WP1 in collaboration with WP4. This logo will help build the project identity and will be added in all official presentations/documentation related to VERCE. Multiple formats are available on Redmine for partners.



4.2.3 Web based material

• VERCE Website

VERCE website, set up by WP1, is probably the most important media for external communication and will be constantly kept up to date. All of our external targets are concerned there. VERCE website will gather all important messages to be distributed to large public.

A very first version of the website (see Figure 6) had been put into place at the beginning of the project as a temporary channel. A general revamp of the website, with structured sections has been discussed with WP4 and put into place in March 2012.

IPGP hosts the website and administrates it while the project communication officer will be responsible, in collaboration with WP1, for the contents updates.

File Edit View History Bookmarks Tools Help

VERCE

file:///home/moguilny/VERCE/Web/index1.html

Virtual Earthquake and seismology Research Community e-science environment in Europe

Project number 283543
 Call (part) identifier FP7-INFRASTRUCTURES-2011-2
 Funding scheme Combination of CP & CSA
 Start date 01/10/2011
 Duration 48 months

Job vacancy: [R&D Scientific Software Research Engineer](#)

Keywords

data intensive e-science environment, service-oriented architecture, Grid and HPC computing, data infrastructure, earthquake, seismology

Summary

The earthquake and seismology research, an intrinsically Global undertaking, addresses both fundamental problems in understanding Earth's internal wave sources and structures, and augment applications to societal concerns about natural hazards, energy resources, environmental change, and national security.

This community is central in the European Plate Observing System **EPoS**, the ESFRI initiative in solid Earth Sciences.

Global and regional seismology monitoring systems are continuously operated and transmitting a growing wealth of data from around the world. The multi-use nature of these data puts a great premium on open-access data infrastructures integrated globally. Most of the effort is in Europe, USA and Japan.

The [European Integrated Data Archives](#) infrastructure provides strong horizontal data services. Enabling advanced analysis of these data by utilising a data-aware distributed computing environment is instrumental to exploit fully the cornucopia of data, and to guarantee optimal operation and design of the high-cost monitoring facilities. The strategy of VERCE, driven by the needs of data-intensive applications in data mining and modelling, aims to provide a comprehensive architecture and framework adapted to the scale and the diversity of these applications, and integrating the community Data infrastructure with Grid and HPC infrastructures.

A first novel aspect of VERCE consists of integrating a service-oriented architecture with an efficient communication layer between the Data and the Grid infrastructures, and HPC. A second novel aspect is the coupling between HPC data analysis and HPC data modelling applications through workflow and data sharing mechanisms. VERCE will strengthen the European earthquake and seismology research competitiveness, and enhance the data exploitation and the modelling capabilities of this community. In turn, it will contribute to the European and National e-infrastructures.

Partners

1. Centre National de la Recherche Scientifique ([CNRS-INSU](#), FR)
 - o Institut de Physique du Globe de Paris ([IPGP](#))
 - o Université Joseph Fourier de Grenoble ([UJF](#))
2. The University of Edinburgh ([UEDIN](#), UK)
3. Koninklijk Nederlands Meteorologisch Instituut ([KNMI-ORFEUS](#), NL)
4. Euro-Mediterranean Seismological Centre ([EMSC](#), FR)
5. Istituto Nazionale di Geofisica e Vulcanologia ([INGV](#), IT)
6. Ludwig-Maximilians-Universitaet Muenchen ([LMU](#), DE)
7. The University of Liverpool ([ULIV](#), UK)
8. Bayerische Akademie der Wissenschaften ([BADW-LRZ](#), DE)
9. Fraunhofer-Gesellschaft zur Foerderung der Angewandten Forschung E.V. ([SCAI](#), DE)
10. Consorzio Interuniversitario Cineca ([CINECA](#), IT)

Figure 6 – First VERCE website – November 2011

The homepage (Figure 7) presents VERCE EU references. There is the possibility to download and read/print the ID card of the project that is composed of a summary of the project, the objectives, the action plan and partners' logos. The homepage shows also the "Latest news" of the project: interesting pieces of information on the project, like events or achievements, and latest developments and events within the seismological community or the larger scientific community, related to partners or other EU projects connected to VERCE. A restricted area reserved to VERCE partners gives a direct access to the Redmine platform. Partners can access Redmine with a login and a password.

File Edit View History Bookmarks Tools Help

VERCE

www.verce.eu

VERCE Virtual Earthquake and seismology Research Community e-science environment in Europe

VERCE

SEVENTH FRAMEWORK PROGRAMME

Partners restricted area

Home About VERCE Events Training Public Dissemination Repository

Pronunciation **verʃe**

Project number 283543

Call (part) identifier FP7-INFRASTRUCTURES-2011-2

Funding scheme Combination of CP & CSA

Start date 01/10/2011

Duration 48 months

ID Card

A first novel aspect of VERCE consists of integrating a service-oriented architecture with an efficient communication layer between the Data and the Grid infrastructures, and HPC. A second novel aspect is the coupling between HTC data analysis and HPC data modelling applications through workflow and data sharing mechanisms.

This community is central in the European Plate Observing System **EPOS**, the ESFRI initiative in solid Earth Sciences.

Latest News

EGU General Assembly 2012, Vienna, Austria, 22-27 April 2012. Among the sessions:

- **ESSI - Earth & Space Science Informatics**
 - **ESSI2.10** Earth science on Cloud, HPC and Grid
- **SM - Seismology**
 - **SM1.4:** Integrating large-scale European Research infrastructures for solid Earth Sciences: from data centers to core services
 - **SM3.2:** In QUEST of seismic models for sources and Earth's structure

<http://www.egu.eu>

1st EPOS-ORFEUS Coordination Meeting: Global challenges for seismological data analysis, 25 May-30 May 2012, Erice, Italy. This workshop focuses on the analysis of seismological data and their use for both monitoring and research.

<http://erice2012mayrm.ingv.it>

PRACE Day The 2012 PRACE Scientific Conference will be held on Sunday, June 17, in Hamburg, Germany. Top European scientists will highlight advances in large scale simulation and key results obtained with support by PRACE, the Partnership for Advanced Computing in Europe. The European Commission and the PRACE director will present Europe's vision for HPC.

<http://www.prace-project.eu/PRACE-Day-2012>

www.verce.eu - Last modification: 03/04/12 - [Site Map](#) [Contact](#)

Figure 7 - VERCE website revamp - February 2012

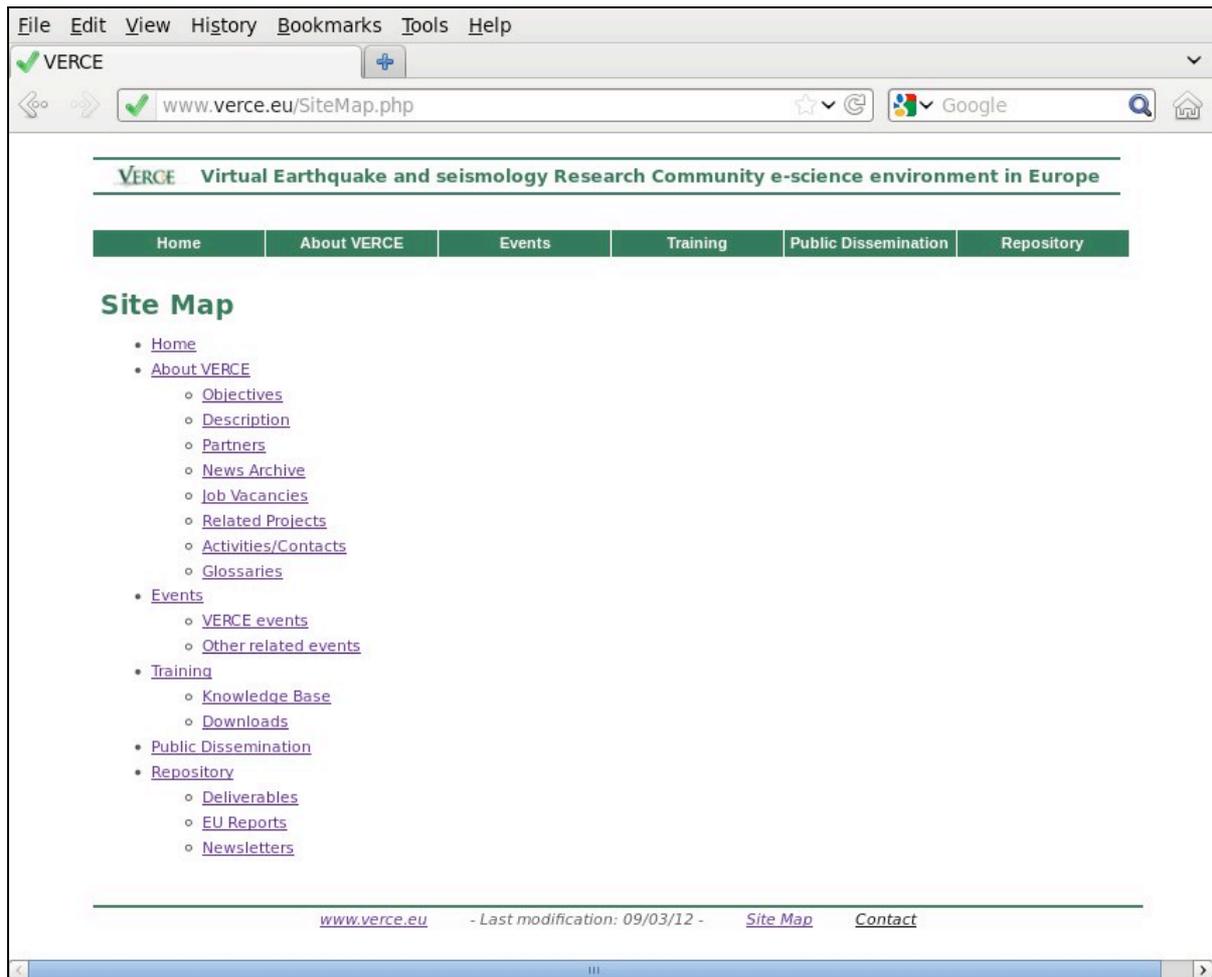


Figure 8 - VERCE website map

The sections of the VERCE website are (see the website map, figure 8):

- “About VERCE”: composed by a more static part, that describes the objectives of the project and the different activities, presents the partners and lists the other EU initiatives related to VERCE, and a more dynamic one, with job vacancies, news archive and glossaries that will be regularly updated along the project.
- “Events”: it contains the main meetings organized by VERCE and other relevant events related to VERCE: main conferences, workshops and training sessions of the seismological and more largely scientific/IT community.
- “Training” (Figure 9): it is strictly related to WP3 activities. As of today, it presents the work package goals and objectives. This section will continuously evolve and will contain the main training sessions that external users can attend, promotional materials to motivate people to attend these sessions, highlighting the benefits of learning how to use VERCE e-science environment.

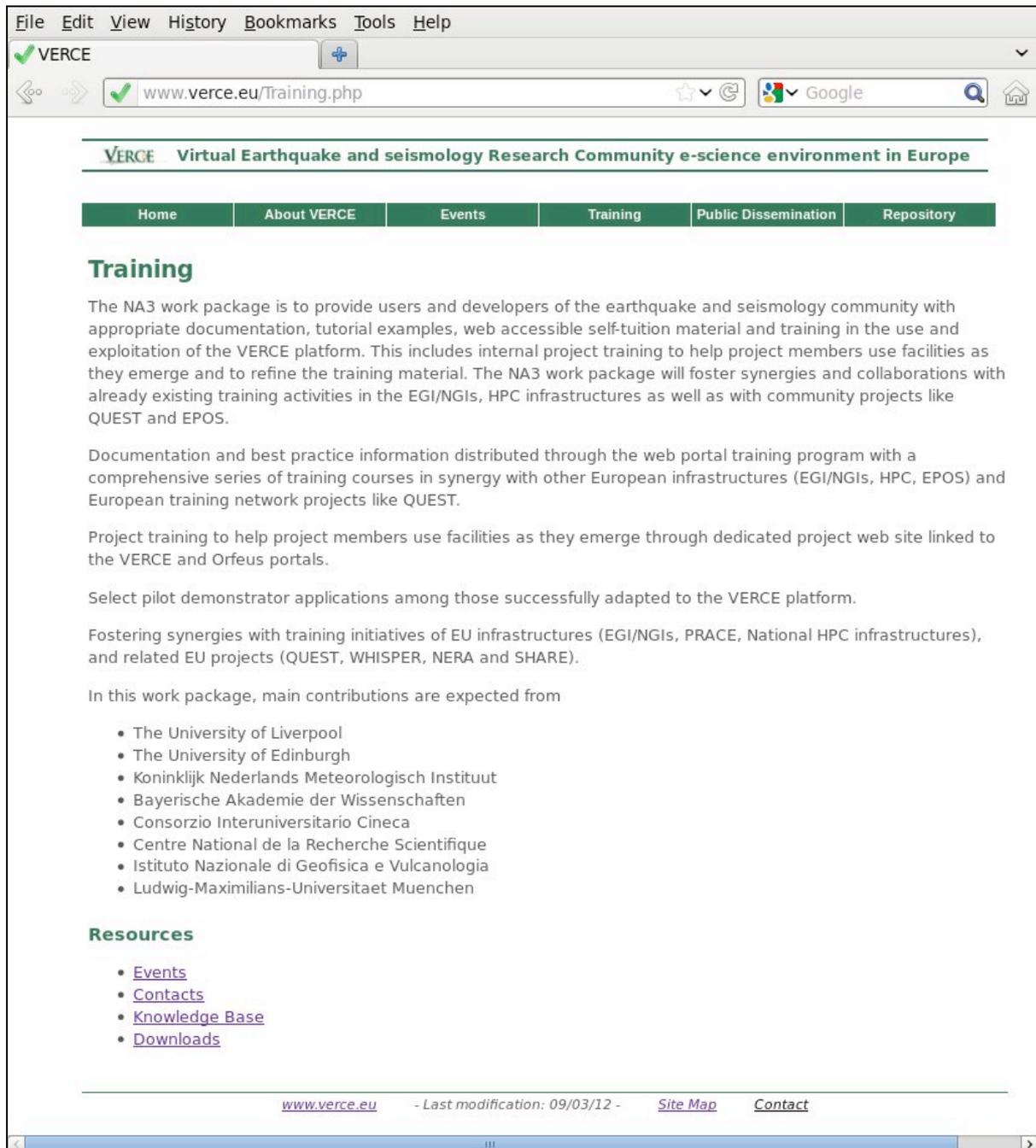


Figure 9 – VERCE website - Training section

- “Public dissemination” (Figure 10): it presents the project in a simple way and is aimed mainly at the large public. Specific promotional materials and short links to other relevant sections of the website will guide this type of users through the project offering a simplified path for non-specialist public. In the sub-section “Promote VERCE”, WP4 will add materials to view and/or download to promote the project: posters, leaflets, presentations. In the sub-section “Partners and social networks”, we will add the partners’ Facebook, Twitter, Youtube, Dailymotion links/pages, as we will use those channels to talk about VERCE. We have listed them thanks to the survey we sent to our 10 partners and we now have to update the website page.

File Edit View History Bookmarks Tools Help

VERCE

www.verce.eu/PublicDissemination.php

VERCE Virtual Earthquake and seismology Research Community e-science environment in Europe

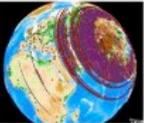
Home About VERCE Events Training Public Dissemination Repository

Public Dissemination

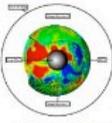
Thanks to VERCE, a unique seismological web platform will allow seismologists to archive, access and analyse a massive amount of data thanks to innovative applications.

This e-science seismological environment concept will enable users to access and treat a huge amount of information in real-time, thanks to powerful data centers that will be connected to intensive computing systems like HPC or GRID. They will therefore be able to very rapidly describe earthquakes and their potential effects or unravel very precisely the earth's composition, among many other improvements.

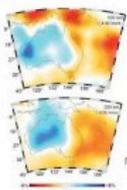
Seismic wave propagation and tomography



Komatitsch et al. (2009)



Capdeville et al. (2009)



Fichtner et al. (2009)

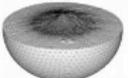
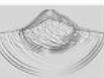
Global scale:

- Waveform prediction for large earthquakes
- Full waveform inversion tomography: new inside in the deep Earth

Regional scale:

- Wave propagation in complex geological media
- Full waveform inversion
- Extended earthquake sources imaging

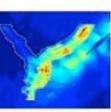
Aero-acoustic wave simulation in a volcano

Kiser et al. (2009)

Strong motion simulation: Grenoble Valley





Chajub et al. (2009), Delavaud et al. (2009), Kaiser et al. (2009)

Strong motion prediction:

- Physically-based hazard assessment
- Earthquake source dynamics
- Stochastic wave simulation

Short links

- Learn more about VERCE objectives [here](#).
- View all the other European projects related to VERCE [here](#).

Promote VERCE

- Read and download one of our [VERCE poster](#) (Meeting in Lyon, Sept. 2011)

Partners and social networks

VERCE project has started on October 3rd 2011 with its kick off in Paris and is composed of [10 European partners](#) that have a specific added value to achieve our objectives. Those partners will be working in close collaboration to achieve this ambitious project during the four coming years.

Visit EMSC social networking pages:

[Twitter/LastQuake](#)

[Facebook](#)

Do you have any suggestions? Please let us know your opinion on our public dissemination page by [clicking here](#).

www.verce.eu - Last modification: 17/04/12 - [Site Map](#) [Contact](#)

Figure 10 – VERCE website - Public dissemination section

- “Repository”: it gathers all project deliverables, the EU reports and the future VERCE newsletters.

Thanks to the survey that we made, we also know which partners’ websites we can use to promote VERCE project, news and events (see table 2, page 18).

· Newsletter

We plan to publish a newsletter to present the project's progress and, in particular, its results and achievements. See details in Table 3.

Table 3 - VERCE Newsletter

Targets	<ul style="list-style-type: none"> • VERCE Partners • Seismological/scientific community • Industry actors via VERCE partners or on request • Non-specialist public on request
Structure/Content	<ul style="list-style-type: none"> • Summary of the newsletter • Latest news of the project in a "NEWS" box: progress, achievements • Latest events in a "WHAT'S NEXT?" box • 1 or 2 articles focused on a specific topic within VERCE • Illustrations
Frequency	<ul style="list-style-type: none"> • Basis of 3 newsletters per year • Frequency will be adapted to progress of project
Content responsibility	<ul style="list-style-type: none"> • All partners are encouraged to contribute to the newsletter by giving information on: project progress, special focus within their framework, news, events and illustrations. • EMSC gathers, validates and organizes the content • WP1 gives final validation before sending the newsletter

Newsletters will be published on the website and archived in the "Repository" section.

In order to create and update the mailing distribution list we will:

- Ask all partners to promote the newsletter within their networks.
- Refer to the possibility of receiving the newsletter in all VERCE promotional messages, especially at the beginning of the project (partners' webpages, Facebook and Twitter posts etc.)
- Add both on the newsletter and on the webpage the following sentence: "If you wish to receive our newsletter, please click here". The link "Click here" will automatically open a new mail message to the EMSC communication officer's mail address with the possibility of an automatic message: "I ask and agree to receive VERCE newsletter at the following email address: xxxxxxxx@xxxxxxx." The user has just to send the message.

While promoting the newsletter we will always respect the EU policy regarding the prevention of Spamming (adopted in July 2002, Number 2002/58/CE). The user has to give an agreement prior to any sending of automatic email or newsletter.

EMSC will gather all email addresses and maintain a mailing distribution list to distribute the newsletter to interested parties.

· Social networks

Social networks target non-specialist public. Through this channel, we expect to deliver general messages regarding the project, key messages to present its achievements and information about the main events where the project will be promoted. If we have instructive illustrations, we can publish them there.

Social networks will be a channel to promote essentially VERCE website. Through short messages, large public will be encouraged to regularly visit VERCE dedicated website. As of today, the survey results show that we can use the social networks of EMSC and Fraunhofer SCAI.

EMSC	Fraunhofer SCAI
"Often" for Facebook, Twitter, Google +, and Youtube	"Often" for Facebook and Twitter, "rarely" for Youtube

4.2.4 Printable documents

• Press releases

We plan to publish a first press release when we can show significant results about VERCE project. All press releases will be in PDF version on the Dissemination page of VERCE website. We will distribute those press releases via the partners' networks that we have identified in the survey.

• Leaflets (ID card)

We plan to produce a leaflet that will present VERCE benefits and advantages and its partners.

As of today, IPGP has already produced an ID card of VERCE project (see Figure 11). This is a very detailed document to present VERCE.

The new leaflet will be inspired by this ID card, where information is still up to date. However, it will be more marketing-oriented to promote VERCE during events and meetings. After the first release we will update the leaflet with significant results in order to release one or more revised versions, according to the project's needs. See table 4 for more details on the leaflet.

The image shows a two-page spread of a VERCE ID Card. The left page is titled 'Framework Programme 7 (2007-2013) Research infrastructures projects' and 'VERCE'. It features the VERCE logo and a summary of the project's goals, objectives, and funding details. The right page is also titled 'Framework Programme 7 (2007-2013) Research infrastructures projects' and 'VERCE'. It includes an 'Action Plan', 'Network Activities', 'Service Activities', and 'Joint Research Activities'. The bottom of the card features logos for various partners, including Fraunhofer, Orfeus, and e-infrastructure.

Summary: The earthquake and seismology research, an intrinsically Global undertaking, addresses both fundamental problems in understanding Earth's internal wave sources and structures, and urgent applications to societal concerns about natural hazards, energy resources, environmental change, and national security. This community is central in the European Plate Observing System (EPoS), the ESFRI initiative in solid Earth Sciences. Global and regional seismology monitoring systems are continuously operated and transmitting a growing wealth of data from around the world. The multi-use nature of these data has put a great premium on open access data infrastructures integrated globally, e.g. in Europe, USA and Japan. The European Integrated Data Archives infrastructure provides strong horizontal data services. Enabling advanced analysis of these data by utilising a data-aware distributed computing environment is instrumented to exploit fully the cornucopia of data, and to guarantee optimal operation and design of the high-cost monitoring facilities. The strategy of VERCE, driven by the needs of data-intensive applications in data mining and modelling, aims to provide a comprehensive architecture and framework adapted to the scale and the diversity of these applications, and integrating the community Data Infrastructure with Grid, Cloud and HPC infrastructures.

Objectives:

- Provide to the Virtual Earthquake and seismology Research Community in Europe, a data-intensive e-Science environment - based on a service-oriented architecture - integrating a number of specialized services, tools, data-flow and work-flow engines, to support the data-intensive applications of this community and beyond to the EPoS community.
- Provide a framework wrapping the seismology data-infrastructure resources and services with a set of distributed data-aware Grid, Cloud and HPC resources provided by the European e-infrastructure and the community.
- Produce a core of pilot data-intensive applications and use cases of the Virtual Earthquake and seismology Community of research in Europe that exemplify the power of the platform architecture and its capabilities.
- Deliver a scientific gateway providing a unified access, management and monitoring of the platform services and tools, domain-specific interfaces supporting the coevolution of research practices and their supporting software.
- Deliver an 'intellectual camp' providing safe and supported means for researchers and users of the community at large to advance to more sophisticated data use through tailored interfaces and facilities integrated within the scientific gateway.
- Deliver a 'research methods ramp' through a toolkit of training programs for data-intensive research - composed as a set of training session material, demonstrators, and best practice guides - based on tailored use-case scenarios and productised data-intensive applications of the community.
- Provide a collaborative environment between the earthquake and seismology research community and the computer scientists, system architects and data-aware engineers, fostering the emergence of 'research technologists' with sustained mastery for data-handling methods and a thorough understanding of the research goals.

Project acronym: VERCE
Contract n.: RI-282543
Project type: CP6/CSA
Start date: 01/10/2011
Duration: 48 months
Total budget: 5,965,220.00 €
Funding from the EC: 4,650,000.00 €
Total funded effort in person-month: 560
Web site: www.verce.eu
Contact person: Juan-Pierre Vilotte
 email: jp.vilotte@cea.fr
 tel: +33 (0) 1 83 95 75 83
 fax: +33 (0) 1 83 95 77 17

Project participants: BR, CNRS-INSU, UCLIN, KIME-ORFÈUS, ENSE, INC-V, LMU, ULIV, BADW-LRZ, SCAI, CINECA, IT

Keywords: data-intensive e-science environment, service-oriented architecture, Grid and HPC computing, data infrastructure, earthquake, seismology

Collaboration with other EC funded projects: EPoS, EUDAT, NEREA, ENVIV, SHARE, GEM, WHISPER, QUEST, ICG-INSPIRE, GEMMA, PRACE

Action Plan: VERCE will integrate a service-oriented architecture with efficient communication and data stream layers between the Data and the Grid/Cloud infrastructures. VERCE will also orchestrate HTC data analysis and HPC data modelling applications through workflow and data sharing mechanisms. VERCE will strengthen the European earthquake and seismology research competitiveness, and enhance the data exploitation and the modelling capabilities of this community. In turn, it will contribute to the European and National e-infrastructure.

A high level of coordination and monitoring is needed to insure the timely delivery of the different components. Emphasis has been put on providing sufficient management structures and resources at the different levels of the project. The VERCE project is therefore structured into a set of networking, services and research activities according to the following organisation:

Network Activities
 The networking activities will run for the duration of the project. The NA activities are horizontal orchestration activities that emphasize a user-centricity evident throughout the project. These activities will lead to changes in the collaborations across seismologists, computer scientists and the data-aware engineers within the VERCE consortium. Work Packages: Management (NA1), Pilot applications and use cases (NA2), Training and user documentation (NA3), Dissemination and public outreach (NA4).

Service Activities
 The service activities will exploit to the full the facilities of the evolving ecosystem of e-Infrastructures, including three existing European infrastructure core services: EG1 and NCS, PRACE, the European Integrated Data Archives infrastructure EIDA. Work Packages: Management and operation of the research platform (SA1), Integration and evaluation of the platform services (SA2), Scientific gateway, user interfaces and knowledge and method sharing (SA3).

Joint Research Activities
 The JRA activities draw on the pilot data-intensive applications, and their scientific use case scenarios, provided by NA2. JRA1 will analyse and enable the data-intensive applications, while JRA2 will design and provide a data-intensive service oriented architecture, and a set of tools and services to be integrated onto the platform by the SA activities. Work Packages: Harvesting data-intensive applications (JRA1), VERCE architecture and tools for data analysis and data modelling applications (JRA2).

User communities: VERCE is designed to provide a direct benefit to the entire earthquake and seismology community, as well as to the broader, solid earth sciences communities as a whole, as structured by ESFRI EPoS-PF. In addition, VERCE shall also organise and ensure a large, coordinated public outreach program to disseminate information and educational material about the benefits and advances made by the project activities.

International aspect: The centrality of the earthquake and seismology community in the solid Earth Sciences engages multiple European and International agencies in supporting the discipline through a number of large scale projects in Europe, e.g. NEREA, SHARE, GEM, WHISPER, QUEST, and outside Europe, e.g. Earthscope, USArray and CEON in the US, the Earth Simulator, the Hi-net and K-net monitoring systems in Japan, international consortia, e.g. the Comprehensive (Nuclear) Test Ban Treaty Organisation (CTBT), and the Global Earth Observations System of Systems (GEOSS). The community is today the central core of the European Plate Observing System (EPoS), the large-scale ESFRI research infrastructure in solid Earth Sciences.

Figure 11 - VERCE ID Card

Table 4 - VERCE leaflet

Format	A4 - 10*21 cm (closed) 29.7*21 com (opened)
Content	Text and illustrations VERCE key messages Partners presentation Technical schemes
Language	English
Target	VERCE partners Seismological/scientific community Industry actors (earth science, IT)
Time of creation	July 2012
Number of printed copies	On request depending on events. EMSC can send copies for events. Partners print it if needed for their meetings/presentations.

• Posters

In order to promote VERCE project during events, we will produce a poster that will be available on our website for external users, but also on our collaborative platform Redmine for project partners. They will print/use it for their presentations, or international events. This poster can also be used on booths.

As of today, we have one poster (Figure 12) that was created by IPGP. It was used for the presentation of VERCE during the European Grid Infrastructure Technical Forum, 19-23 September 2011 in Lyon, France and the IT coordination meeting, 8-10 February 2012, Utrecht, Netherlands.

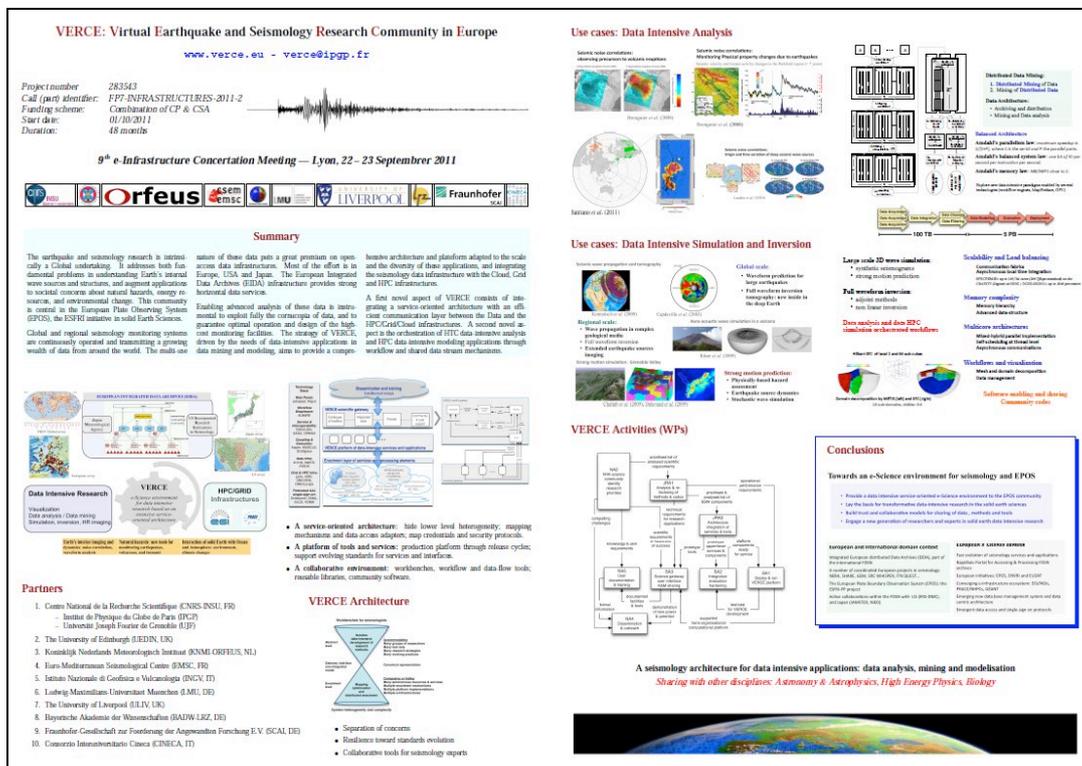


Figure 12 - VERCE first poster

We plan to create a new one as soon as we have significant results to present. This second poster will be more simple and visual. We will select key messages to communicate on and keep one main scheme that summarizes the VERCE project.

We will mostly print it in A3 but will make sure it can be printable in A0, if it has to be displayed on a booth for example.

We will furnish to each organization one plasticised poster that they can re-use for many events. We will ask the price ranges to some external providers.

In case partners need more or wish to have some in their offices for example, they will print it within their own organizations.

4.2.5 Events

VERCE project has already been highlighted in some international events since the beginning of the project. We will gather all the relevant information in the WP4 wiki page of Redmine and on VERCE website.

22-27 April 2012 – EGU General Assembly – Vienna, Austria – IPGP representation + 250 posters printed by EMSC, sent and displayed on EPOS booth (NERA - ORFEUS – EMSC)

8-10 February 2012 - Coordinating IT developments in on-going (EC-) projects: EPOS seismology- De Bilt, KNMI: <http://www.verce.eu/Events/ITCM.php> - First project status and information meeting with 5 EC-projects including VERCE and other relevant initiatives. The goal is to identify overlapping and parallel developments and synergies + IPGP representation.

19-23 September 2011 - European Grid Infrastructure Technical Forum 2011 Lyon, France- IPGP

Presentation of VERCE poster: <http://www.verce-project.eu/documents/5>

A certain number of international conferences and meetings to come have been identified, where partners can promote VERCE project, if they go to those events or if they have booths there. Below are the main events for 2012:

- 3rd QUEST Workshop, May 20-26, Tatranska Lomnica (Slovakia)
- International Supercomputing Conference, June 17-21 2012, Hamburg (Germany.)
- European Seismological Commission 33-rd General Assembly, August 19-24, Moscow (Russia)
- 15th World Conference on Earthquake Engineering, September 24-28, Lisbon (Portugal)
- ORFEUS observatory coordination workshop, November 12-14, Istanbul (Turkey)
- SuperComputing Conference, November 10-16, Salt Lake City, Utah (USA)
- AGU Conference, December 3-7, San Francisco (USA)

This list should be regularly revised depending on the partners' attendance to other events.

4.2.6 Training for external users

The external user and community training (WP3) is aimed at the earthquake seismology community, including also IT experts of the community. It targets both existing and potential users of the evolving e-Infrastructure, to encourage them and enable them to understand how to pursue their research and advance science using the added benefits of the VERCE e-Infrastructure. NA3 has planned to use VERCE project webpage and external project webpages to communicate on training for external users. Text documents and presentation slides will be produced by NA3.

5 Workplan/calendar

Table 5 - WP4 Workplan

Achievements – October 2011/April 2012	Date
First poster creation	September 2011
Creation VERCE logo	October 2011
First version of website	November 2011
Redmine set up	November 2011
ID card creation	November 2011
Website revamp	February – March 2012
Redmine revamp	February – March 2012
Survey sent to partners, followed by results analysis	March 2012
Creation of templates in Word, Openoffice and Latex	March 2012
Next steps – April 2012/October 2012	Date
Add partners social networks to Dissemination page on website	June 2012
Send to partners a web content about VERCE to add on their website (based on results of survey) project page or news page	June 2012
Second poster creation	June 2012
Post partners' presentations of VERCE during meetings/events on VERCE website	June 2012
First leaflet – EMSC, ORFEUS, UEDIN	August 2012
KNMI-ORFEUS to provide IT information on other EU projects (ex: UEDAT, EPOS, PRACE) to put in correlation with VERCE	August 2012
First newsletter – EMSC, ORFEUS, UEDIN	September 2012
EMSC – ORFEUS contacts to send the first newsletter to their contacts to the earth science community members and partners to give visibility to VERCE	September 2012
Prepare a press release for the next F2F meeting	September 2012
Produce a specific presentation of VERCE for EPOS project – ORFEUS, EMSC	October 2012
Social networks posts	When needed
News updates in the Website	When needed

This is a flexible calendar that will adapt to project's needs and activities. Proposals and revisions will be made if needed and will have to be approved by the Steering Committee.

6 Metrics

The metrics that will be used to measure VERCE impact on our targets are:

- Number of downloads of posters and leaflets on the “public dissemination” page of VERCE website, and other VERCE documents (ex. Deliverables)
- Number of website visits and their geographical provenance (IP addresses identification)
- Number of leaflets distributed during an event
- Number of newsletters produced
- Number of newsletter recipients
- Report the number of VERCE website link added to other websites
- Social networks: number of publications related to VERCE; number of people who talked about a post about VERCE; percentage of virality.

We will use Google Analytics functionalities to provide metrics on the project.

We will use Facebook statistics/hit counts to provide metrics on this channel.

We will provide a qualitative analysis of comments and posts related to VERCE on Twitter and Facebook.

7 Conclusions

WP4 plays an important role within VERCE project. The work package mission is to promote its benefits and advantages mainly outside its consortium and show how innovative the project is. Thanks to the tools and initiatives we have and will put into place, we hope to raise awareness among our targets and gain interest from citizens regarding VERCE project.

WP4 will constantly remind to the members of the project that their involvement in dissemination material conception is important to create the most understanding and user-friendly contents for our end-users.

We have defined different tools to reach each of our targets. Thanks to the diversity of the communications channels we plan to use, we hope to largely disseminate VERCE and therefore give to the project a visibility that is as ambitious as its objectives.

Glossary and links

- SOCIALBAKERS (2012): World Continents Facebook Statistics:
<http://www.socialbakers.com/countries/continents?continentInterval=last-week#continent-intervals>
- EUROPEAN COMMISSION WEBSITE – Downloads of logos for each part of FP7:
http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos
- VERCE website - <http://verce.eu/>
- VERCE ID card: <http://verce.eu/VERCE-FactSheet-2011.pdf>
- VERCE Dissemination page: <http://verce.eu/PublicDissemination.php>
- Survey to the attention of VERCE partners – Evaluation of existing communications tools for VERCE:
<https://docs.google.com/spreadsheet/viewform?formkey=dFRyU0IwSGR4akpDNVFTY09uLWNHMke6MQ>
- ADMIRE: Architectures for Data Intensive Research - <http://www.admire-project.eu/>
- BADW-LRZ: The Bavarian Academy of Sciences and Humanities - Leibniz Supercomputing Centre - <http://www.lrz.de/english/>
- CINECA: Consorzio Interuniversitario Cineca
- DoW: Description of Work
- EGI: European Grid Infrastructure - <http://www.egi.eu>
- EIDA: European Integrated Data Archives infrastructure:
<http://www.verce.eu/ITCoordinationMeetingFebruary2012/EIDA-Overview.pdf>
- EMSC: Euro-Mediterranean Seismological Centre
- ENVRI: Common Operations of Environmental Research Infrastructures:
http://www.egi.eu/about/EGI.eu/EGI.eu_projects/ENVRI.html
- EPOS ``European Plate Observing System" is an ESFRI approved infrastructure currently in its preparatory phase and funded by the EC (<http://www.epos-eu.org>)
- ESFRI: European Strategy Forum on Research Infrastructures

- EUDAT: EUropean DATa is a project currently funded by the EC for the development of the Common Data Interface (<http://www.eudat.eu>)
- F2F meeting: Face-to-face meeting
- FP7: Seventh Programme Framework
- IGE: Initiative for Globus in Europe
- INGV: Istituto Nazionale di Geofisica e Vulcanologia
- INSPIRE: Infrastructure for Spatial Information in Europe, an EU directive aimed at enabling the access, sharing and re-use of spatial data for governance and policy making purposes
- IRIS: Incorporated Research Institutions for Seismology (Data-Center)
- LMU: Ludwig-Maximilians-Universitaet Muenchen
- LRZ: Leibniz-Rechenzentrum
- MAPPER: Multiscale Applications on European e-Infrastructure - <http://www.mapper-project.eu>
- NERIES, NERA: Seismological I3 projects supported by the EC
- ORFEUS: Observatories and Research Facilities for European Seismology
- PRACE: Partnership for Advanced Computing in Europe - <http://www.prace-project.eu/>
- QUEST: QUAntitative Estimation of Earth's Seismic Sources and Structure
- Redmine: Project management web application - <http://www.redmine.org>
- UEDIN: The University of Edinburgh
- Workflow: A process of composed data-handling tasks, computational tasks and human interactions intended to implement a research method or established working practice.
- WP: Work Package
- WP leader: The institution that has the responsibility for a certain WP, not the single person. (e.g. NA1 leader is CNRS)