



## **D-NA4.3: Dissemination and public outreach: first report and evaluation**

22/10/2012

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## Executive summary

Within the VERCE project, WP4 is in charge of Dissemination and Public Outreach. 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 materials that will be created for our targets;
- Keep the larger science community informed of the progress of the project;
- Reach the larger public, the seismological/scientific/ IT communities, as well as industry actors and non-specialist public, and generally raise interest in VERCE’s activities;
- 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 defined and set up adapted communication channels to reach the different targets:

- 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.

The main objectives of the period were to improve the web tools already put into place and create paper/electronic dissemination materials to promote VERCE to our targets. We also had to measure the success of the dissemination tools we set up.

We have been improving the communication channels we created to disseminate VERCE project:

- Redmine NA4 wiki section: we have reorganized the section and added new pages : *collection of illustrations to dynamise the website has begun, events section updated;*
- VERCE website: we have worked on improving the contents and graphics on the website: *partners’ social networks on dissemination page added, publications section added;*
- Social networks (Facebook, Twitter, Google+): we have posted messages on partners’ social networks to promote the project;
- Partners’ websites: we have created a template project page for our partners to give visibility to the project on their own websites;
- Events: we have sent contents to main international conferences/workshops/meetings where VERCE could be presented or promoted by one of our partners. Partners keep on updating the calendar of events on a regular basis on our shared platform, so that we know when they attend an event and send them materials to distribute;

- Leaflet and Posters: we are finalizing some paper/electronic information and dissemination materials to present the project and its benefits, within the community but also for general public. They will be ready for publication by October 2012:
  - A general poster to present VERCE project has been designed and we are currently finalizing it. This poster will be a flexible tool that partners may personalize and use to present VERCE;
  - A leaflet/flyer with numerous visuals has been created for the seismological/IT community and will be downloadable on VERCE website;
  - The VERCE newsletter is currently under final construction: we are designing the header and footer of the newsletter so that we generate a real identity around this medium. The editorial board has been set up, as well as the structure and guidelines. The first release will be for “VERCE’s kick off birthday”, mid-October 2012. From then on, we should publish the newsletter every 4 months (3 newsletters per year).

We have also gathered metrics and indicators of success of the tools that have already been put into place and will present them in the report (*VERCE website, partners’ websites*). We plan to later measure the number of communication supports that will be downloaded (*leaflet, poster, and newsletter*).

In order to follow UE experts’ recommendations that were given after the first reporting period, we are currently gathering pictures and graphics from all partners in order to dynamise our public website.

## 1 Main achievements and progresses

### 1.1 Redmine

#### New sections, collection of illustrations, events page

We have added a new section under Redmine, the collaborative platform for VERCE partners, entitled “NA4 contents library”. Each partner can post any illustration that might be useful to enrich VERCE public website with visuals, but also any presentation we might create or any dissemination material we could produce.

The events page has been updated with the next conferences/meetings/workshops the partners are attending. They have been listed with: name, date and place of the event – partners attending – type de event – link to presentations when they presented special contents. Partners update it as well as soon as they learn they are going to attend a conference, workshop, and forum. It is important to promote VERCE project during those events where a wider public (seismologists but also the Earth Sciences community) to raise interest on VERCE activities and achievements. This page should always be up-to-date to fully exploit all synergies partners could create around the project during international meetings.

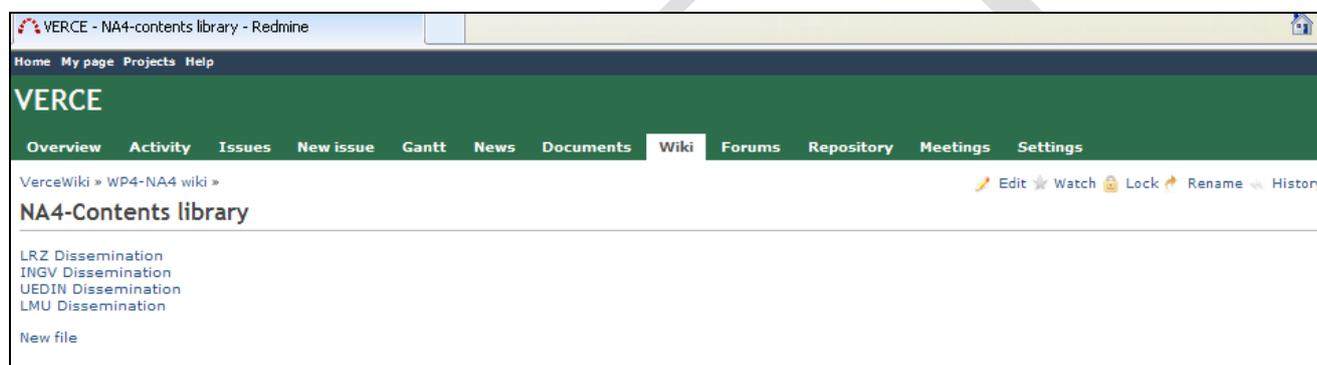


Figure 1: NA4 contents library

### 1.2 NA4 Meetings

We have been having several meetings during the past months to:

- Set up and finalise the dissemination plan: EMSC/IPGP – June 21st;
- Discuss and create dissemination contents: EMSC/IPGP – June 29th;
- Exchange best practices and learn more about EPOS communications, and how it could be linked to VERCE communications: EPOS/EMSC – July 25th;
- Finalise dissemination materials before validation of steering committee – ORFEUS/ EMSC – September 4<sup>th</sup>.

## 2 Web contents

### 2.1 Partners and other EU related projects websites

We have sent to all partners a template project page with texts and illustrations to create a VERCE page on their own websites. We wish to keep homogeneity in VERCE communications, that's why we decided to send "ready-to-use" elements, so that we can control what goes public.

So far, the existing project pages are:

LRZ: <http://www.grid.lrz.de/en/overview.html#coop>

CINECA: <http://www.hpc.cineca.it/projects/verce>

UEDIN: <http://research.nesc.ac.uk/node/685>

ORFEUS: <http://www.orfeus-eu.org/Organization/verce.html>

EPOS: <http://www.epos-eu.org/community/international-initiatives.html>

NERA: <http://www.nera-eu.org/index.htm?page=1286>

EMSC: <http://www.emsc-csem.org/Project/#verce>

IPGP: [www.ipgp.fr/verce](http://www.ipgp.fr/verce)

## 2.2 VERCE website improvements

We have been adding different elements on VERCE website:

- Partners' social networks on the Public Dissemination page

Each of them brings an expertise within VERCE project. Some of them have signed in social networks, in order to promote their organizations to a larger public. VERCE takes advantage of their visibility and established network to disseminate major news, events or promotional contents. Therefore, updates on VERCE will be regularly posted on our partners' social networks accounts. Do not hesitate to follow their Facebook, Twitter or Google+ activities! You will not only be updated on VERCE project but also learn more about seismology and IT.

- Fraunhofer SCAI: The Fraunhofer Institute for Algorithms and Scientific Computing (SCAI) conducts research and offers customer services in the research areas numerical software, simulation engineering, optimization, distributed computing, bioinformatics and virtual material design. SCAI has long expertise in Grid and HPC computing.




- INGV: The Istituto Nazionale di Geofisica e Vulcanologia has long expertise in data analysis and data modelling applications in seismology. Also, INGV has a long-standing experience in project coordination at national and European level, including the most recent successful EPOS (European Plate Observing System) proposal to update the European Roadmap for Research Infrastructures.



- EMSC: The European-Mediterranean Seismological Centre EMSC has long experience in Data management and web-services. EMSC is running the community gateway with ORFEUS, the other NGO project partner. Due to its role of providing real-time earthquake information services, the EMSC website alone attracts nearly a million visitors a month from over 150 countries. VERCE will benefit from EMSC and ORFEUS visibility within and outside the seismological community.





- UEDIN: The University of Edinburgh has an expertise in IT. UEDIN participates in the project through the School of Informatics, the UK National e-Science Centre (NeSC) and the leading European centre of expertise in advanced research, technology transfer and the provision of supercomputer services to academia and business (EPCC). UEDIN takes leading roles in a wide range of grid and application EU projects.






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

Figure 2: Partners' social networks on the Public Dissemination page

- Publications sub section of the public dissemination page: we gather here all references to VERCE project (i.e. EPOS newsletter)
- Dissemination material “VERCE in a nutshell” (cf. figure 3) added on the website in a printable format, in PDF.

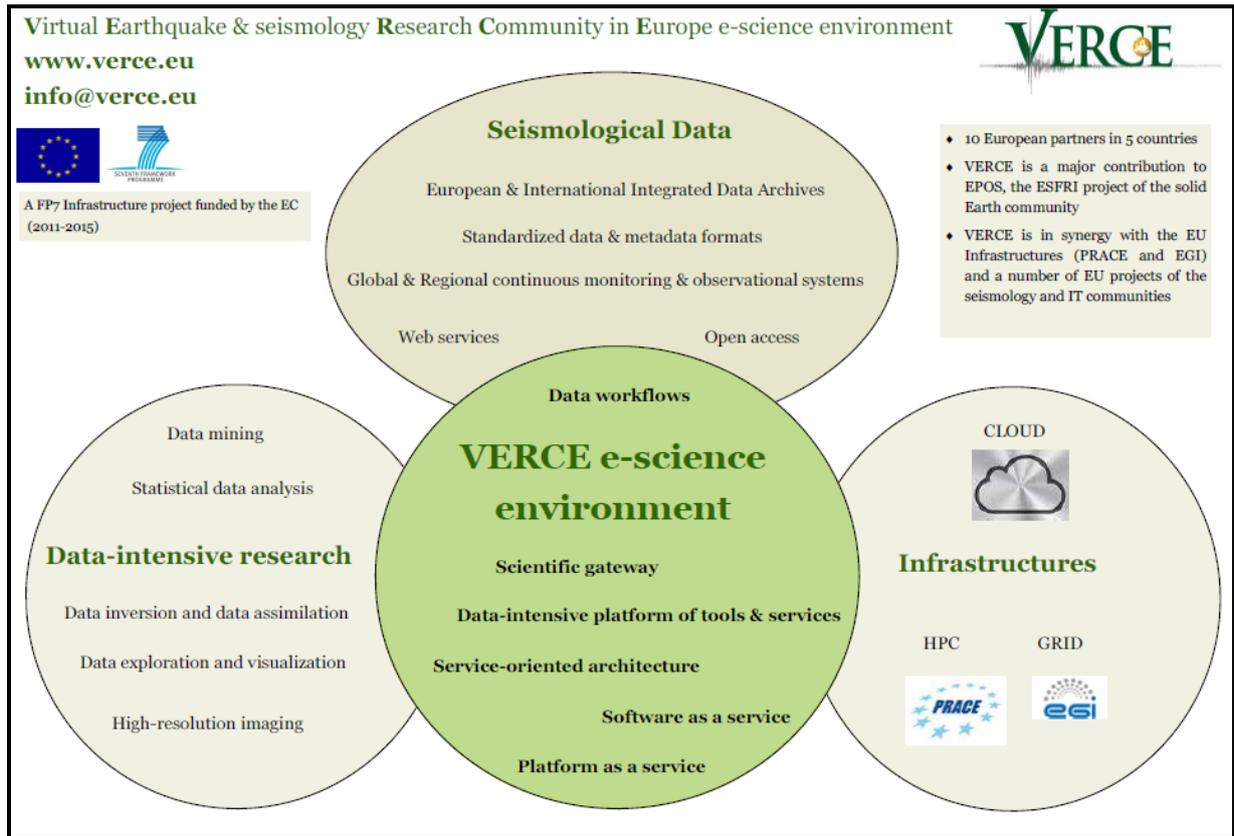


Figure 3: "VERCE in a nutshell" figure

## 2.3 Metrics

Metrics are registered with the software Piwik. The evaluated period goes from January 1<sup>st</sup> 2012 until September 2012.

Country	nb_visits	nb_actions per visit	Average time on website per visit (minutes)	bounce count	bounce rate (%)
France	631	4,17	5	237	37,56
USA	479	2,49	1,41	294	61,38
Germany	260	3,55	2,17	106	40,77
Italy	208	2,84	1,27	102	49,04
UK	184	2,9	3,1	71	38,59

Table 1: Countries visitors' (5 first)

Job vacancies	342
VERCE fact sheet	67
Deliverables	74

Table 2: Downloads (3 first)

label	nb_visits
verce	194
verce project	19
www.verce.eu	14
verce.eu	9
vercé	7
verce seismology	6
ver ce	3
verce eu	3
fp7 verce	2
earthquake eu	2

Table 3: Key words (10 first)

label	nb_visits
Direct entries	1348
Websites	727
Search engines	324

Table 4: Sources (All)

Page	nb_visits	nb_hits	avg_time_on_page (seconds)	bounce_rate	exit_rate
/index	1880	2246	47	46%	44%
AboutVerge	1201	1503	65	45%	21%
Repository	402	650	81	59%	22%
/index.php	276	423	95	49%	26%
Training	260	333	70	48%	20%
Events	254	358	57	52%	16%
/PublicDissemination.php	177	277	146	28%	19%
/AboutVerge.php	93	145	8	0%	7%
/Events.php	86	164	75	100%	12%
/Training.php	79	136	129	47%	15%
PublicDissemination	47	63	61	67%	19%

Table 5: Most seen pages (10 first)

Regarding the metrics we have, we can say that VERCE website has been mostly viewed by Europeans (France, Germany, Italy, UK), but also by Americans, which is great, considering the fact that we are involved with numerous related projects with the USA such as IRIS project.

Job vacancies announcements have been downloaded 342 times; therefore we have to keep on publishing this type of announcements on the homepage.

Most entries on the website are direct entries which show that the project name is pretty well identified. Moreover, key words that are entered in search engines refer to the project name, and not to the related fields such as “seismology, earthquakes, IT, HPC”.

The second source of entry comes from other websites: this shows that our dissemination initiative to create project pages on partners’ websites is successful.

### 3 Social networks

The survey we made during the first six months of the project gathered all partners' social networks that we could use to promote VERCE projects through punctual posts.

We prepared “ready-to-post” messages that partners could post on their social networks, adapting it slightly to their organisation if necessary.

The partners that use social networks are the following:

- UEDIN for Twitter and Facebook.<sup>1</sup> The posts are also put on their Data-Intensive Research Group website and emailed to several relevant mailing lists: their own School of Informatics mailing list, a Data-Intensive Participants list, an e-Science list and an HPC related mailing list.
- Fraunhofer SCAI for Twitter and Facebook<sup>2</sup>
- EMSC for Twitter, Facebook and Google+<sup>3</sup>

As of today, the following posts were published by the partners:

1/ July 2012: VERCE project - for Virtual Earthquake & seismology Research Community in Europe e-science environment is funded by the European Commission. The project started October 1, 2011 and will last 4 years. Ten European partners from IT and scientific communities work together to deliver a data-intensive e-science environment built upon a service-oriented architecture and a platform of services and tools integrating the seismological European data archives with the public HPC, Grid and Cloud infrastructures and private seismological computing and data resources. Learn more about VERCE objectives on the website: [www.verce.eu](http://www.verce.eu)

2/ July 2012: Are you a skilled computer scientist or computer engineer at ease with distributed computing, scientific software enabling, workflow engines and data management systems? Make your contribution to VERCE's evolving data-intensive e-science environment. Take part! View job vacancies here: <http://www.verce.eu/AboutVerce/JobVacancies.php> and apply if you wish to join VERCE project team!

3/ September 2012: EU project - VERCE project - Virtual Earthquake and seismology Research Community in Europe e-science environment – Follow the progress of the project and learn more about the next steps: <http://verce.eu/Repository/Deliverables/RP1/>

The new posts we plan to post by the end of October:

- VERCE technical training that took place in Liverpool: see training materials and pictures on public website
- VERCE first newsletter publication

Other messages will be posted as needed.

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<sup>1</sup> <http://www.facebook.com/UniversityOfEdinburgh>  
<http://twitter.com/uniofedinburgh>

<sup>2</sup> <http://www.facebook.com/fraunhofer.scai>  
[http://twitter.com/#!/fraunhofer\\_scai/](http://twitter.com/#!/fraunhofer_scai/)

<sup>3</sup> <https://twitter.com/lastquake>  
<http://www.facebook.com/EMSC.CSEM>  
<https://plus.google.com/110355370165808827925#110355370165808827925/posts>

## 4 Events

Lately, VERCE has been presented during:

- 22-27 April 2012 - EGU General Assembly 2012, - Vienna, Austria - Jean-Pierre Vilotte(IPGP), M. Atkinson (UEDIN), A. Michelini (INGV), H. Igel (LMU), and T. van Eck (KNMI) - In the session "SM1.4/G6.2/GI1.6 - Integrating large-scale European Research infrastructures for solid Earth Sciences: from data centers to core services" – poster presented during the session.
- 25-30 May 2012, 1st EPOS-ORFEUS Coordination Meeting: Global Challenges for Seismological Data Analysis, Erice, Sicily. UEDIN - Presentation of Malcolm Atkinson: "Combining Data-Intensive with Modelling: to make the most of data and computation".
- 17-21 June 2012, International Supercomputing Conference, Hamburg, Germany – Display of 50 VERCE posters in A5 format.
- 25-29 June 2012, 11th International Symposium on Parallel and Distributed Computing, Munich, Germany - Display of 50 VERCE posters in A5 format.
- 16-19 July 2012, Open Science Data Cloud NSF PIRE Workshop - Knowledge Discovery from Complex, Heterogeneous Data Using Cloud Computing – UEDIN - Presentation of Malcolm Atkinson and Paul Martin: "Data-intensive workflow languages (DISPEL)" + Iraklis Klampanos: "Supporting Earth scientists with diverse requirements".
- 19-24 August 2012, ESC, Moscow, Russia - ORFEUS-EMSC-EPOS booth: 150 visuals “VERCE in a nutshell” in A5 format displayed; new Poster displayed: Poster ESC 2012.

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

G. Moguilty (CNRS-INSU), H. Schwichtenberg (SCAI-FRAUNHOFER), J.-P. Vilotte (CNRS-INSU) & Co.



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



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**Towards an e-science environment for seismology and EPOS**

- Provide a data-intensive service-oriented e-science environment to the EPOS community.
- Lay the basis for transformative data-intensive research in the solid earth sciences.
- Build trust and collaborative models for sharing of data, methods and tools.
- Engage a new generation of researchers and experts in solid earth data-intensive research.

VERCE is a major contribution to the e-science environment of the European Plate Observing System (EPOS), the ESFRI initiative of the solid Earth community.



VERCE is in synergy with the European Infrastructures (PRACE and EGI), and a number of European projects of the seismology and IT communities.

**Main use cases / Applications**

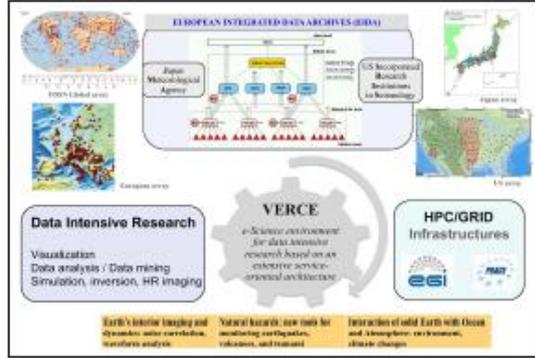
Following a survey, 9 applications and uses cases (6 data-intensive and 3 CPU-intensive) have been analyzed. The 4 data sets (Japan, Italy, L'Aquila, Maule) of the data-intensive use cases as well as the CPU-intensive use cases encompass applications and analysis carried out at different length-scales and require novel approaches and community solutions for data-handling and execution.

- 1 Forward Modelling and Inversion (LMU).
- 2 Xspect: cross-spectrum analysis on noise cross-correlations (INGV).
- 3 High Resolution Tomography from 3D full waveform inversion in Italy (INGV).
- 4 TsuMaps: near real-time forecasting of tsunami wave height (INGV).
- 5 Automatic detection and High Resolution Location of Italian Seismicity (INGV, EOST).
- 6 L'Aquila 2009 quake: crustal velocity variation by means of seismic noise cross correlation (INGV).
- 7 Noise cross-correlations at the Valhall field (IPGP).
- 8 Automatic high resolution location of Maule aftershocks (ULIV).
- 9 Velocity and velocity changes of Japan: the Namazu project (IPGP/ISTerre).

**Two pilot applications and use cases** - to be enabled by the VERCE platform - have been selected for the first stage of the project based on their scientific impact and their relevance for the seismology community.

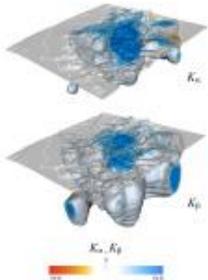
The first one is a data-intensive modeling application based on the HPC seismic waveform simulation and inversion methods; it is pivotal to enable high-resolution 3D seismic imaging through exploration of the data and the model spaces.

The second one is a data-intensive statistical analysis application based upon the innovative ambient seismic noise correlation method; it is pivotal to enable exploration and analysis of large data ( $\approx 100$ s TBs) for detection of seismic sources and monitoring of transient Earth property changes.



**VERCE**  
e-Science environment for data-intensive research based on an extensive service-oriented architecture

Earth's interior imaging and dynamics: noise correlations, waveform analysis  
 Natural hazards: new tools for monitoring earthquakes, tsunamis, and tides  
 Interaction of solid Earth with Ocean and Atmosphere: earthquakes, climate changes



$K_x, K_y$

**TRAVELTIME MISFIT KERNELS - Fréchet derivatives  $K_x$  and  $K_y$  of the traveltime misfit function used in the tomographic inversion for central Italy. The kernels highlight the regions of the current velocity model at the origin of the discrepancy between observed and synthetic waveforms. The positive-blue values indicate that the initial model is too fast with respect to the real structure and viceversa for negative-red values.**

**Technical implementation**



One of the most significant components in the initial iteration of the VERCE architecture has been identified as a Gateway based on a technology developed during the ADMIRE project; it is the hub of the VERCE platform,

delegating the enactment of user workflows to available distributed resources. ADMIRE uses OGSA-DAI for distributed data access and management, and ObsPy to access some seismic databases.













Figure 4: New VERCE poster for ESC 2012

## 5 VERCE newsletter

We plan to issue the first edition of VERCE newsletter for its first birthday, during the month of October.

The audience of this newsletter is the following:

- VERCE Partners
- Seismological/scientific community
- Industry actors via VERCE partners or on request
- Non-specialist public on request

We have decided to publish on a basis of 3 newsletters per year. The newsletter will be published:

- via EMSC and ORFEUS networks within the seismological community (email list)
- via EPOS communications department to its own mailing list
- via partners to their own contacts
- on the website
- on social networks (link to PDF)
- to any person who registered to receive it

Next editions are therefore planned on: February and June 2013.

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

## 5.1 Editorial board

All partners are encouraged to contribute to the newsletter by giving information on: project progress, special focus within their framework, news, events and illustrations. However, in order to control the content that goes public, and to select thematics and suggest authors, we set up an editorial board that will:

- Suggest topics of articles and possible authors and inform the Steering Committee;
- Coordinate the drafting of articles and collecting of images and make sure all articles are handed in on time;
- Identify Reviewers (2 young IT and Seismological researchers/experts should always be involved);
- Control the content of the newsletter before it goes public;
- Present the final newsletter version to the Steering Committee for approval.

We wished to have a diverse editorial board, composed of different experts in IT, seismology and communications:

- Jean-Pierre Vilotte or Alexandra Tosi (IPGP)
- Malcolm Atkinson or Michelle Galea (UEDIN)
- Torild van Eck (ORFEUS)
- Alberto Michelini (INGV)
- Santhi Véloupoulé (EMSC)
- Silvia Filosa (responsible for EPOS newsletter)

## 5.2 Editorial guidelines

We have set up specific editorial guidelines so that VERCE newsletter structure is validated and changes have to be approved by the editorial board. Articles should talk about:

- VERCE progresses, achievements
- Related fields of VERCE expertise: seismology, Earth Sciences and IT
- Other EU related projects connected to VERCE.

We decided that articles should not be too long and complex and show illustrations, not only because they are aimed at a wider public (from scientists to general public), but also because VERCE is already a complex project that at this stage needs to be better explained.

A procedure has also been set up to call for articles:

1/ Editorial board defines topics / authors / reviewers and informs the Steering Committee.

2/ Mail is sent to authors for their approval, with the following instructions:

- Topic of article
- Requested number of words
- 1 picture in high quality with one caption to illustrate article
- Authors: Deadline for submission
- Reviewers: Deadline for review

3/ Steering Committee approves, either during a meeting or via email.

The articles' topics we have validated for our first release are:

- Lead story: State of the art of VERCE – Jena-Pierre Vilotte, IPGP, coordinator.
- 1 article on EPOS and VERCE relations – Alberto Michelini – INGV - VERCE partner and EPOS coordinator
- 2 experts' testimonies on the added value of VERCE in their related field: Nicolai Shapiro, IPGP, Research Director and Heiner Hegel – Professor, LMU, Germany

## 5.3 Graphics

We came out with a first draft of VERCE newsletter mid-July 2012.



VERCE Newsletter

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

Autumn 2012

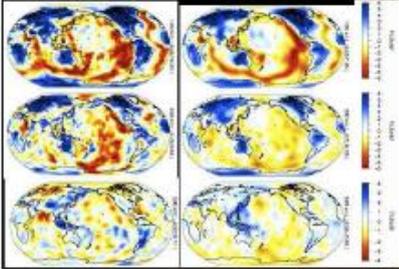
Issue 1

**Inside this issue:**

News & announcements	1
Lead story headline	1
Secondary story headline	2
Back page story headline	2
Back page story headline	2

NEWS & ANNOUNCEMENTS

### Lead Story Headline—200 words max.



by the observational and monitoring systems of the seismology community around the world, and guarantee optimal operation and design of these high-cost systems.

The strategy of VERCE is built upon a **service-oriented architecture** and a data-intensive platform delivering services, workflow tools, and software as a service, and integrating the distributed European public data and computing infrastructures (GRID, HPC and CLOUD) with private resources and the European integrated data archives of the seismology community.

**VERCE is a major contribution to the e-science environment of the European Plate Observing System (EPOS), the ESFRI initiative of the solid Earth community.**

Strategic synergies with related European projects in seismology: the ERC projects WHISPER, WAVETOMO; the ITN project QUEST the research infrastructures projects NERA, SHARE, REAKT.

Through KNMI-DRFEUS & EMSC—the 2 seismological European NPDs in seismology like IRIS,

**Caption describing picture or graphic.**

Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security.

VERCE aims at developing a **data-intensive e-science environment** to enable innovative data analysis and data modelling methods that can fully exploit the increasing wealth of open data generated

### Secondary Story Headline—120 words max.

Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security. VERCE aims at de-

veloping a **data-intensive e-science environment** to enable innovative data analysis and data modelling methods that can fully exploit the increasing wealth of open data generated by the observational and monitoring systems of the seismology community around the world, and guarantee optimal

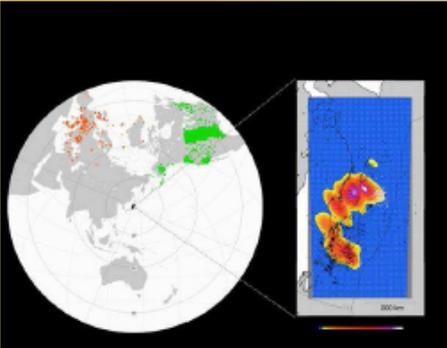
operation and design of these high-cost systems.

The strategy of VERCE is built upon a **service-oriented architecture** and a data-intensive platform delivering services, workflow tools, and software as a service, and integrating the distributed European public data and computing infrastructures...






### Back Page Story Headline—170 words max.



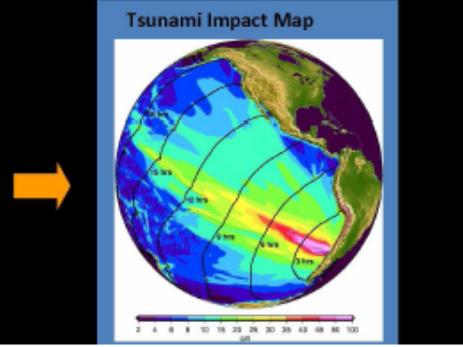
Caption describing picture or graphic.

Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security. VERCE aims at developing a **data-intensive e-science environment** to enable innovative data analysis and data modelling methods that can fully exploit the increasing wealth of open data generated by the observational and monitoring systems of the seismology community around the world, and guarantee optimal operation and design of these high-cost systems.

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Project coordinator: J.P Vilotte (IPGP-CNRS)  
 Project manager: A.Tosi (CNRS)  
 Design: S. Véloupoulé (EMSC)

Website: <http://www.verce.eu>  
 Contact: [info@verce.eu](mailto:info@verce.eu)

Figure 5: VERCE newsletter, first draft

From this first draft, we have decided to create a permanent header and footer for the newsletter in order to create a strong identity around VERCE newsletter. We might use the heard in other communication supports. The final graphic of VERCE newsletter is the following:

# VERCE Newsletter

Virtual Earthquake & seismology Research Community in europe e-science environment

## Autumn 2012 • Issue 1

## Lead Story Headline

**INSIDE THIS ISSUE:**

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**NEWS & ANNOUNCEMENTS**

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**Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security.**

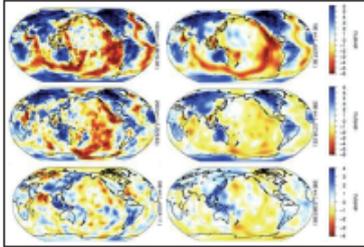
**VERCE aims at developing a data-intensive e-science environment to enable innovative data analysis and data modelling methods that can fully exploit the increasing wealth of open data generated by the observational and monitoring systems of the seismology community around the world, and guarantee optimal operation and design of these high-cost systems.**

**The strategy of VERCE is built upon a service-oriented architecture and a data-intensive platform delivering services, workflow tools, and software as a service, and integrating the distributed European public data and computing infrastructures (GRID, HPC and CLOUD) with private resources and the European integrated data archives of the seismology community.**

*The strategy of VERCE is built upon a service-oriented architecture*

**VERCE is a major contribution to the e-science environment of the European Plate Observing System (EPOS), the ESFRI initiative of the solid Earth community.**

Strategic synergies with related European projects in seismology: the ERC projects WHISPER, WAVETOMO; the ITN project QUEST the research infrastructures projects NERA, SHARE, REAKT. Through KNMI-ORFEUS & EMSC-the 2 seismological European NPOs in seismology like IRIS.



## Secondary Story Headline

**Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security. VERCE aims at developing a data-intensive e-science environment to enable innovative data analysis and data modelling methods that can fully exploit the increasing wealth of open data generated by the observational and monitoring systems of the**

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Project coordinator: J.P. Vilotte (IPGP-CNRS)    Project manager: A. Tesi (CNRS)  
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# VERCE Newsletter

Virtual Earthquake & seismology Research Community in europe e-science environment

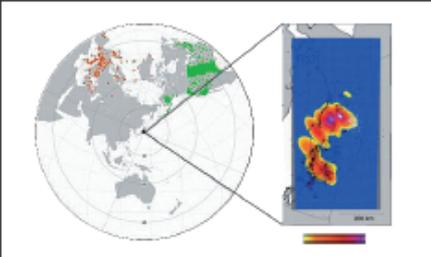
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## Autumn 2012 • Issue 1

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*Tsunami Impact Map*

Earthquake and seismology research addresses both fundamental problems in understanding the Earth's internal wave sources and properties, and augment applications to societal concerns about natural hazards, energy resources, environmental changes, and national security. Strategic synergies with related European projects...

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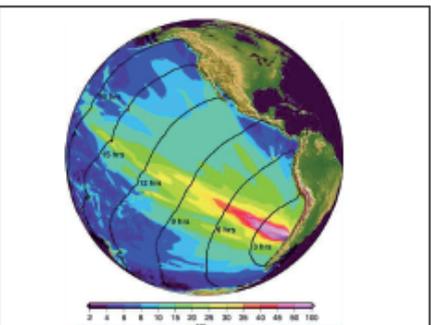
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*Tsunami Impact Map*




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Figure 6: VERCE newsletter, final graphic structure

## **6 VERCE poster and leaflet**

### **6.1 Poster**

We are currently finalising the poster to promote VERCE project during events that will be available on our website, 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.

This poster can be updated along the project when we have significant results to show. 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.

### **6.2 Leaflet**

The leaflet is almost finalised and we need final approval from the steering committee before it goes public.

It presents VERCE benefits and advantages and its partners, and is more marketing-oriented to promote VERCE during events and meetings than the ID card that we previously used.

We will naturally update the leaflet when significant results in order to release one or more revised versions, according to the project's needs.

DRAFT

## 7 Next steps

We will release the first VERCE newsletter for “VERCE’s kick off birthday”, mid-October 2012. From then on, we will publish the newsletter every 4 months (3 newsletters per year).

We also plan to have the poster and leaflet finalized and ready for publication by mid-October 2012.

In order to follow UE experts’ recommendations that were given after the first reporting period, we plan to add illustrations to our public website in order to dynamise it (we currently gather pictures from partners).

Moreover, we plan to create a short video interview of the project coordinator explaining very simply the main objectives of VERCE for the seismological and Earth Sciences community, and post it on the website in order to use a more attractive tool than text or technical schemes.

<b>Next steps – April 2012/October 2012</b>	<b>Date</b>
VERCE leaflet	October 2012
VERCE poster	October 2012
VERCE first newsletter release	October 2012
Illustrations to dynamise the public website	October 2012 and when needed
Video interview to present VERCE project	November/ December 2012
Second VERCE newsletter	February 2013

Table 6: NA4 next steps

The metrics that will be used to measure VERCE dissemination materials’ 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 leaflets distributed during events
- Number of newsletter recipients
- Number of VERCE website link added to other websites.
- Social networks: number of publications related to VERCE

We will use Piwik software to measure VERCE website statistics. We will use Facebook analytics to count the posts we publish.

## Glossary and links

VERCE website	<a href="http://verce.eu/">http://verce.eu/</a>
VERCE Dissemination page	<a href="http://verce.eu/PublicDissemination.php">http://verce.eu/PublicDissemination.php</a>
BADW-LRZ	The Bavarian Academy of Sciences and Humanities - Leibniz Supercomputing Centre - <a href="http://www.lrz.de/english/">http://www.lrz.de/english/</a>
Bounce rate	It represents the percentage of visitors who enter the site and leave the site rather than continue viewing other pages within the same site.
CINECA	Consorzio Interuniversitario Cineca
CNRS	Centre National de la Recherche Scientifique
DoW	Description of Work
EMSC	Euro-Mediterranean Seismological Centre
EPOS	``European Plate Observing System" is an ESFRI approved infrastructure currently in its preparatory phase and funded by the EC ( <a href="http://www.epos-eu.org">http://www.epos-eu.org</a> )
F2F meeting	Face-to-face meeting
FP7	Seventh Framework Programme
INGV	Istituto Nazionale di Geofisica e Vulcanologia
IRIS	Incorporated Research Institutions for Seismology (Data-Center)
LMU	Ludwig-Maximilians-Universitaet Muenchen
NERA	Network of European Research Infrastructures for Earthquake Risk Assessment and Mitigation - <a href="http://www.nera-eu.org/">http://www.nera-eu.org/</a>
ORFEUS	Observatories and Research Facilities for European Seismology
PRACE	Partnership for Advanced Computing in Europe - <a href="http://www.prace-project.eu/">http://www.prace-project.eu/</a>
Redmine	Project management web application - <a href="http://www.redmine.org">http://www.redmine.org</a>
UEDIN	The University of Edinburgh
ULIV	University of Liverpool
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)