



**Bilateral Research and Industrial Development Enhancing and Integrating  
GRID Enabled Technologies**  
Project no.: 045609

## **Bridge**

*International cooperation on Grid Technologies – IST Call 6*

*Specific target research project*

### **Deliverable**

#### ***D5.3 Detailed Bridge Dissemination Action Plan including Strategy***

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<b>PP</b>	Restricted to other programme participant (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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**Abstract:** This document describes the BRIDGE project detailed dissemination plan including strategy, which will serve as the guideline for the Dissemination Activities during the whole project process. This plan handles both one-way traditional or electronically supported dissemination activities, as well as interactive collaborations between the BRIDGE project and selected relevant task forces or user communities, by proposing steps to be taken in a realistic, cost effective manner. It highlights the opportunities to be exploited, proposes the instruments to be utilized and the actions to be taken and sets the rules for facilitating both the sustainable development of the project's outcome and the reuse of technology and knowledge produced by experts worldwide.

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# 1. EXECUTIVE SUMMARY

## 1.1 Outline

This document contains the detailed Dissemination plan of the BRIDGE project, which consists of a set of opportunities, instruments, actions and rules to be considered for the project, in order to maximize the project's impact on scientific and industrial communities and obtain as much reuse of knowledge and technology as it can from expert parties around the world.

Achievement of the maximum amount of publicity will promote the use of BRIDGE products and increase the chances for their sustainable development, ensuring that the project meets the fundamental objectives of IT research and implementation projects.

Achievement of maximum collaborative activities will result in reuse of knowledge and technology and assist with the optimization of resource usage not only for BRIDGE but also for other collaborating parties.

The above show that, although not a core technical section of the BRIDGE project's effort, dissemination activities have an impact on technical progress of work, because they enforce the validation of the project's outcome and may result in design reconsiderations and reuse of various externally available assets. This is why the plan of these activities is settled at an early stage of the project, when still lacking mature technical output (i.e. operational software).

The remaining document is organized as follows:

- The rest of this chapter presents a brief introduction of the BRIDGE project and this document, including its purpose, application area and objectives.
- Chapter 2 defines the overall strategy that exists behind the BRIDGE dissemination plan. It presents the refined objectives of the Dissemination activities and a number of steps that will help into achieving them in an optimal way. Finally it presents the targeted audience and related dissemination activities.
- Chapter 3 contains the dissemination means and materials planned and designed for the project and will be further enhanced or adopted according to the project's needs.
- Chapter 4 gives a detailed list of targeted dissemination events. The list will be further enhanced or adopted according to the project's needs.
- Finally, chapter 5 (Conclusions) briefly recapitalises on the issues and opportunities addressed in this document and highlights the next steps to be taken.

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Additional valuable reference information is presented in the appendices.

## 1.2 Project Introduction

CNGRID and SIMDAT are major ongoing projects in China and in the European Community respectively. Both projects aim at the improvements of existing grid infrastructures driven by concrete application use cases. BRIDGE will develop an interoperability interface between the CNGRID and SIMDAT infrastructures, which allows in particular the execution of distributed workflows as well as access to distributed data repositories. Remote access to specific analysis services will allow the actual and controlled usage of these analysis services for product and process development without disclosing all details.

The BRIDGE project will extend the interoperability of Grid infrastructures (CNGRID GOS and GRIA) through the development of enhanced specification-based services and Gateway technology to support secure and distributed cooperation between European and Chinese industrial communities. Based on the experience from both projects SIMDAT and CNGRID, the BRIDGE project is targeted towards industrial applications. In particular it will satisfy the specific needs of the target application sectors for transparent access to Grid resources: distributed inter-domain workflows, meta-scheduling of data processing and storage tasks on different Grid infrastructures, monitoring and management of SLA, and policy management.

The outcome of the Meteorology activity in BRIDGE will be a GRID enabled access to a multi-terabytes archives of global ensemble predictions. BRIDGE will provide cataloguing services to allow data discovery and data retrieval, with the required quality of services, efficiency, reliability and security.

The BRIDGE project will extend the visibility of the developments from other European projects like SIMDAT worldwide. Experiences gained in managing very large volume of data in near real-time will be fed back into the SIMDAT meteorology activity. The work done on the multi-language thesaurus will be used to enhance cataloguing services.

Three application scenarios will be used to demonstrate co-operative design, simulation and data access between European and Chinese partners.

- Application Scenario 1: Simulation and Design in Aerospace Industries

Implementation of a distributed optimization workflow for multidisciplinary airplane wing designs using simulation modules from EADS in simulating that acoustic functional behavior and AVIC II for the simulation of aeroelastic and aerodynamic functional performance.

- Application Scenario 2: Environmental Disaster Prediction

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The scenario is a distributed retrieval system for weather prediction results. The project should provide some resources for mutual access of a data base repository containing simulation results.

- Application 3 - Drug Discovery

The scenario is a distributed docking workflow involving docking tools from Chinese participants as well as docking tools from European participants aiming at an improved result by combining results of several docking tools for the same targets.

The BRIDGE project aims at demonstrating the benefits of GRID technology for international cooperation, in particular between Europe and the target country of China. The major objectives of BRIDGE include:

- To demonstrate the benefits of GRID technology for international cooperation
- To develop, enhance and interconnect European and Chinese GRID middleware technology
- To set up integrated GRID test bed using European and Chinese middleware components for application demonstration
- To set up joint application show cases using distributed workflow and data access technology
- To disseminate the results of the project to industrial and academic communities
- To provide a software platform supporting distributed product and process developments, which respects and protects intellectual property rights?

### **1.3 Purpose of the document**

The BRIDGE Project dissemination plan including its strategy, which is being presented here, will become the guideline for the Dissemination Activities during the whole project process.

This plan establishes a strategy aiming to bringing the objectives referenced in the BRIDGE Description of Work to successful completion, i.e. making the project and its work widely known and respected. This strategy defines the various directions in which actions will be taken and raises the need for policies, continuous monitoring, management and evaluation of the activities.

The proposed plan handles the most applicable one-way traditional or electronically supported dissemination activities, and shows the opportunities, media and material to be utilized. This enumeration makes clear the need for the establishment of policies and rules, in order to safeguard both partners' work and the project's reputation. However, a balance has to be achieved among regulations, the independency and freedom of the partners and the overheads that strict regulations would require. As a result, BRIDGE partners will publish mature technical

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material and will keep the others informed in proper time prior to the finalization of an action. Interactive collaborations between the BRIDGE project and selected relevant task forces or user communities are strongly suggested by the plan, for maximizing benefit and/or minimizing costs. EU funded projects and task forces featuring common participants are the first candidates for such activities. In some cases bidirectional links have already been both established and exploited. Careful consideration shows that every activity of this type has to be evaluated and performed on a per-case basis, because both direct cost and required effort might be prohibiting for some of them.

The bottom line is that all steps have to be taken in a realistic, cost effective manner, towards facilitating the adoption and sustainable development of the project's results and the reuse of technology and knowledge produced by experts worldwide.

## **1.4 Application Area**

This document mainly targets all people who are involved in the project, as it gives a clear indication of what must be achieved in terms of dissemination and the methods proposed to achieve, but it especially addresses Partners and Third Parties staff members involved in the activities related with WP5. It also addresses the public communities in EU and China, giving an overview of the strategies identified in order to raise awareness and participation around the BRIDGE project.

## **2. STRATEGY**

### **2.1 Objectives and Tasks**

This document is aiming at creating a detailed dissemination activities plan through the whole project's progress. The plan will guide project dissemination activities, including dissemination of overall project information, ongoing status, project results and grid knowledge to communities having interests in Grids for their applications; wider dissemination activities to discover and attract new scientific communities and create a human network based on the previous contacts, which will eventually enlarge the communities (in number and consistence).

The dissemination activities will be undertaken in line with the previous results and achievements within both European and Chinese Grid communities, with the opportunities provided at a local level and in the framework of related projects. To ensure the effectiveness of communication goals, the dissemination plans and materials will be dynamically adapted to the circumstances and

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audience and continuously updated throughout the duration of the project, taking into account the feedback from the partners.

The main objectives of WP5 are as the follows:

- To disseminate the results according to a Dissemination Action Plan
- To organise and promote the exploitation of results
- To communicate with other related projects and exchange information on progress and results

In order to fulfill these goals, BRIDGE's external activities can be divided into three correlative aspects:

- **Project information dissemination activities**
- **Project results promotion and exploitation, and**
- **Cooperation activities with other projects**

Each of them includes a number of measures aiming to disseminate grid knowledge and know-how to diverse audiences. The tasks differ in terms of target and therefore operate at distinct levels of analysis, tools and media to deliver content.

Roughly, **project information dissemination activities** will mainly address a wider audience, including not only Researchers who are already interested in Grids, but also new potential users within research and education as well as any other actors who could support further developments in the area. Mass-exposure traditional and digital media (such as the project public website, bulletins and press releases) and a number of events conceived for a general audience (such as the project Conference and Workshops) will be the major vehicles to accomplish this task.

**Project results promotion and exploitation** will address a more restricted audience and will represent a further phase of the transmission of advanced Grid knowledge: it will mainly target our end-users in the three specified application scenarios and potential users reached from project dissemination activities, and will aim to deliver them high-level expertise to support them through using and deploying their own applications on the infrastructure. The main tools envisaged to accomplish such objectives will be face-to-face and distant tutorials, dedicated workshops and technical publications (i.e. cookbooks, best practices etc), plus a number of collaborative tools aiming to liaise different user communities and foster the exchange of experiences and know-how among them (i.e. mailing lists, repositories of materials, online forum etc).

**Cooperation activities with other projects** are also an important content in dissemination. Both for budget reasons and for communication ones, we should take opportunity to create strong

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liaisons with other international Grid projects and initiatives, like EGEE, and IceAge, etc. Common or coordinated events, exchange and reuse of dissemination material, exchange of contacts related to new or potentially interested communities will help to maximize the effectiveness of dissemination and in the meanwhile to optimize budget resources.

All these activities will spread public awareness and impact of BRIDGE, and will contribute to enlarge the applications portfolio available to the project and to collect requirements to be forwarded to the middleware developers inside European grid projects. In this way European, and Chinese eScience user and infrastructure requirements in terms of resources needed, Grid services, and application software would be harmonized.

## 2.2 Roadmap

In order to achieve the desired results in both collaboration and publicity, BRIDGE has to carry out a series of actions to ensure that all of the above will be performed effectively and in a way that the project's reputation and effort will not be risked at any point.

At this point in time, six months after the project's initiation, the objectives which were initially set have been evaluated and they are considered quite valid and reasonable, as it can be judged early on by already performed actions, keeping in mind that this project has not yet produced applicable products, i.e. software.

Apart from setting these valid objectives and tasks, the following have been identified:

- Dissemination instruments, i.e. which media, events and products will be utilized in order for the objectives to be materialized.
- Mechanisms and rules to safeguard both the external perception of project (trustworthiness) and partners' work and effort. Because of the wide spectrum of tasks and the size of the targeted audience, careful planning and management of dissemination and liaison activities has to be done at this initial stage of the project.

The BRIDGE Dissemination plan consists of a number of steps, which are being defined at this early stage and will be maintained and refined throughout the whole duration of the project:

- Identification of opportunities and target groups for dissemination and liaison activities
- Definition of instruments & media to be exploited for these activities
- Establishment of rules that will assure the quality and legal-ethical conformity of the activities
- Production of the material to be used for these activities

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- Management of activities
  - Monitoring of activities organized or performed by external task forces, in conjunction with progress of work, state-of-the-art-and-beyond trends
  - Adaptation to the “evolving environment” by exploiting new opportunities and, if appropriate, refining the objectives
  - Evaluation of the progress of dissemination activities

In the following paragraphs we give a short description of the above-mentioned steps and the initial rules and guidelines that will lead them. However all of these initial guidelines and rules are subject to continuous revisions and refinements. Additionally there are many classes of activities or opportunities that will be handled on a per-case basis, by the appropriate instruments of the project (committees, teams, etc.)

### **2.2.1 Identification of opportunities and target groups**

As already mentioned BRIDGE dissemination and liaison objectives implicitly refer to a wide range of activities. In order for these to be made easier to achieve, a concrete mapping of specific opportunities and tasks has to be made.

The following list contains the initial areas sought for obtaining contacts and opportunities for collaboration and target groups for dissemination and exploitation:

- Research and academic institutions
- Other relevant projects
- End users
- Standardisation committees
- IT solution providers

The following instruments are expected to be utilized:

- Joint organisation of events, public (i.e. conference panels, presentations, etc.) or internal (i.e. training) to minimize cost and maximize benefit
- Exchange of technology and knowledge
- Exchange of classified documents (will be considered on a per-case basis)
- Commercial events to promote project results

At this stage the major candidate projects have been identified and will be detailed in later paragraphs. Additionally the first practical steps have already been taken with some of the

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referenced projects. The same activities are roughly being envisioned with regard to collaboration with other relevant projects.

The next three groups of identified cases refer to activities that address external task forces that can be important to BRIDGE's work. At this point BRIDGE technical workpackages have identified a quite wide range of technologies, platforms, components, standards, etc. that offer good candidates for reuse in the implementation stage of the project.

Finally, a major objective of BRIDGE dissemination and liaison activities is to address and trigger the active involvement of user communities. It is expected that they will provide valuable feedback on the project, introduce challenging requirements to be considered and have a major impact on platforms sustainable development.

### **2.2.2 Definition of instruments & media**

Processing presented dissemination and collaboration opportunities shows the need for various types of instruments that assist meeting the objectives of these activities. These can be grouped into the following classes of instruments that:

- Facilitate collaboration among involved parties, i.e. bidirectional flow of knowledge and technology
- Promote the publicity of the project and its results in a unidirectional informative manner
- Provide targeted or generic information to BRIDGE dependent communities, i.e. support and assistance
- Allow the provision of feedback and suggestions / requirements raised by scientific and user communities

The various instruments and media that will be exploited for the purposes of BRIDGE's dissemination and liaison activities fall mainly within the following areas:

- Publications
- Events
- E-Media

Publications refer to both electronic and printed media. They include:

- Press releases
- Short articles published on the Internet or in journals and magazines, and
- Academic-level papers published in renowned scientific journals.

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For academic and research organisations, publications can be also considered as a form of exploitation of BRIDGE results while press releases and newsletters directly support the exploitation of BRIDGE by making publicly known its products.

Events refer to both collaboration and dissemination and include participation to, or organisation of:

- Presentations at conferences
- Seminars
- Workshops
- Training events
- Networking sessions
- Specialised meetings, etc.

These events may be organized by the BRIDGE project itself, other projects, the European Commission, or other associations (e.g., specialized in grid domains). This centre of activity is the project's primary means of contributing to cooperation with other projects and initiatives. E-media is primarily concerned with the BRIDGE project website and the services made available there:

- Content published on the site
- BRIDGE e-Newsletter for the delivery of official project's news to the public
- Alerts and notification via mailing lists
- RSS feeds exhibiting BRIDGE news and information on the websites of interested parties
- Contact forms that allow the provision of feedback and the submission of requests to the appropriate BRIDGE handling contacts

Additional options will be evaluated in the future, such as the creation of open forums.

### **2.2.3 Dissemination material production**

A stage in the cycle of the dissemination plan is the production of material. Material refers to both complete products as well as components that can be reused in order to produce large constructs. Examples of dissemination material include:

- Standard project flyer
- Project poster
- Workpackage presentation slides

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- BRIDGE infrastructure leaflet
  - BRIDGE application leaflet
  - BRIDGE logo
  - Presentation Template
  - Deliverable Template

More information of dissemination materials will be presented in chapter 3. Although an initial set of these has been produced at a very early stage of the project, the need for more material is certain to occur.

## **2.2.4 Management**

The already presented range of activities, and the expected size of interested parties addressed raise the need for capable management. The BRIDGE project already offers work teams focusing on various topics that will be reused for the management of various activities and incidents related to dissemination activities. As a reaction to feedback, new ones might enrich these.

WP5 members organize the production of material, create the tools and coordinate various joint events, handle the involvement of user communities. The Technical Management Board is implicitly involved in almost every technical collaboration opportunity. WP Leaders and participants must manage collaboration and dissemination of WP's products and work on a per-incident case. Roles of these committees are:

- Initiation of activities
- Monitoring of events and activities
- Evaluation of progress
- Resolving conflicts

The nature of the dissemination activities is such that each and every partner that participates in the project contributes to the objectives of the dissemination group of activities. Additionally a smaller group of partners support the activities by:

- Producing material to be consumed by other partners
- Managing the tools to support dissemination activities.
- Supporting activities by managing and maintaining relevant electronic tools
- Coordinating and managing the relevant activities

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- Managing internal dissemination issues
  - Organizing events

The electronic tools to assist these activities are mostly the following ones:

- Project website
- Shared workspace, build on the BSCW system which apart from allowing users to share digital material, provides a set of tools for collaboration
- Mailing lists, which alert partners about upcoming events, activities and deadlines.
- Shared Calendar, which keeps track of activities performed and upcoming events.
- Quarterly reports, which enumerate a complete list of dissemination activities performed by all partners in a formal manner.

### **2.2.5 Monitoring Activities & Progress**

BRIDGE as well as other projects and technologies does not exist in a sandbox. It influences and gets influenced by the environment. For that reason it is required that close monitoring of externally organized activities takes place in conjunction to tracking the status of state-of-the-art and the trends beyond it. This will allow the project to adapt its collaboration and dissemination targets and grab new opportunities for achieving its objectives.

Some of the items to be tracked, as part of the WP5 activities, are:

- State-of-the-art, captured in applied solutions produced by projects, scientific communities or industrial organisations
- Beyond-state-of-the-art trends as presented in scientific publications or other relevant media
- Creation of new taskforces, projects and standards, or extinction of existing ones
- New events organized in the areas addressed by the project

### **2.2.6 Adaptation**

The whole dissemination plan is a highly dynamic procedure that must continuously adapt to new parameters and status. Some reasons for adaptation are:

- New trends in the areas addressed by the project
- New taskforces, projects and standards
- The impact of the project might cause modification of initial plans

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- Involved communities guide project to extended fields

Because of this need for adaptation, most of the steps of the dissemination plan are taken in cycles, i.e. design, implementation, evaluation.

### 2.2.7 Dissemination activities progress evaluation

The WP5 participants would keep in close touch via email or telephone conference in order to evaluate progress of the project’s dissemination activities and to adjust planning where needed.

The BRIDGE consortium has developed a number of “success indicators” that are applied to internal evaluation of the project as a whole. A number of these evaluation criteria are highly relevant to dissemination activities and will be referred to frequently by the WP5 participants. The success indicators to be used constructively are listed below:

- Number produced of technical reports and scientific papers	Quantitative
- Quality of the system documentation	Qualitative
- Number of user comments and observation integrated into the systems	Quantitative, Report
- Integration between BRIDGE and other European and Chinese initiatives	Report
- Number of jointly organised conferences, seminars, workshop and/or summer/winter schools	Quantitative
- Number of external attendees to project-sponsored events	Quantitative
- Number of organisations (i.e., industry, users) involved in project-activities	Quantitative
- Analysis of Value created for the users	Qualitative, report
- Numbers of content and application resources integrated into the system	Quantitative, report
- Percentage of users involvement into the requirements specification and feedback	Quantitative, report
- Publications in user specific context (guidelines, best practice, papers, etc)	Quantitative
- Number of contacts made by interested parties	Quantitative
- Numbers of researchers trained both within and outside the Consortium	Quantitative
- Hours of training provided	Quantitative
- Number of training subjects	Quantitative
- Training documentation produced	Documentation

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- Successful participation and trainee satisfaction	Interviews, user analysis
- Number of demonstrations	Quantitative
- Number of different types of demonstrations	Quantitative
- Press echoes (articles, references, etc)	Quantitative / Qualitative
- Estimation of investment and resources attracted to enlarge the community and the results	Quantitative, Report
- Web site impact (Numbers of access, feed-backs, downloads, etc.)	Quantitative, report
- Impact on international cooperation (joint events with global grid communities)	Qualitative
- Number of inter-consortium meetings, including conference attendance	Quantitative
- Compatible and harmonised informatics tools (e.g.,BSCW, website)	Qualitative

## 2.3 Policy

Inhere presented policies define the general attitude towards various forms of activities and interactions. Their application is subject to a per-case evaluation of their applicability.

### 2.3.1 Generic Guidelines

The following is a generic set of guidelines for BRIDGE events and material:

Intentions to perform any primary dissemination activity are generally required to announce its intention for a specific action to the BRIDGE project's instruments, so that the mostly interested parties are being informed. The notification must be made as soon as possible. Interested parties are committees, partners, persons or entire workpackages, depending on the action to be taken. The related project's mailing lists must be utilized for the announcement, always having copies sent to the entire WP5 list.

Partners should not initiate BRIDGE dissemination activities on topics that fall out of their involvement in the project. All publicly held activities should present their material in electronic form to the rest of the consortium. All dissemination material should identify ways of acknowledging BRIDGE, e.g.

- Indicate that it is true result of BRIDGE work and have a robust basis.

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- Indicate that it contains results related to BRIDGE theme/work

A specific event/action should be proposed to WP5 for validation, if it is a project-wide dissemination activity. Strictly local events and actions might not conform to all rules presented inhere; however a notice should be always made to the project instruments.

### **2.3.2 Participation to Events**

#### **Gathering information**

Once a BRIDGE partner receives information on an up-coming conference, workshop, etc., the informed person should:

- Send an email to the all-BRIDGE mailing list informing the consortium of the upcoming event
- Enter the event, location and any other useful information on the BRIDGE Calendar which is located on the BSCW shared workspace

In additional, WP5 participants are informed so that the appropriate dissemination material can be prepared and ready for the event.

#### **Attending the event**

When presentations are made externally, the presentation should be sent to the TMB for comments and approval prior to the event. Ensuring that the TMB receives a copy of all presentations made also allows the WP5 participants to create a repository, which can facilitate the production of presentations for “first-time” presenters.

#### **After the event**

When a BRIDGE member participates in a conference, workshop, etc. that is not directly related to the project, the person is invited to attach a brief memo of the event to the date posted on the BSCW Calendar. In this way, people can easily reference the event, the date and read a summary of the event, knowing the person to contact for more information. For those conferences directly related to BRIDGE project, and other training events, the attending individuals are requested to produce as a group a summary document of learning and knowledge obtained. This summary should be distributed to the relevant technical workpackages along with any other important documents distributed at the event. The experience will be discussed in more detail at the following set of technical meetings.

### **2.3.3 Presentations**

Performing BRIDGE related presentations in various events is a task that might be carried out by

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every BRIDGE partner, for own exploitation and publicity. Thus making presentations is not an obligation or privilege of dissemination related core partners (i.e. WP5 participants).

Nevertheless there are some minor restrictions:

- Regarding to the presenter, if more than one partner has access to the event, then a decision in common has to be taken. Generally the mostly related to the event or targeted audience person should be selected, however exceptions might occur. Example of high relevance is a local partner at local presentations, etc
- Presentations should always use the supplied template of BRIDGE in their current form (i.e. time of presentation) unless otherwise dictated by the specific event
- Presentation material should always make clear reference to the BRIDGE project
- Presentations should conform to the related rules for publications
- Existing presentations can (and should) be reused, after publicly notifying their creators and obtaining approval for any modifications. However it is an ethical policy that some reference to the creator should be made
- Making public a presentation on other's work (i.e. work not produced or owned or assisted) by a partner should always follow approval of interested parties. Stated in another way, public presentations' material should generally be approved by the partners that are involved in the work being presented.
- No presentation should publish classified material of the project without explicit permission from the relevant committees
- General description of the presentation content should be made available prior to presentation for comments
- Presentations should be made internally available to BRIDGE partners and, if approved by interested parties, made publicly available through project's e-tools
- Presentations should explicitly respect Consortium Agreement

The above-mentioned policy might severely change to face needs that might rise in the future.

### **2.3.4 Publications**

Publications are in a way similar to presentations and many of the above-mentioned rules are also applicable. Publications can be categorised as "PR" (public relations) and "scientific". The first category usually refers to documents that abstractly cover topics addressed by the project, while the second one to the widely known scientific world publications.

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In addition to the above, as a general guideline, the rest of the partners that are involved in the work being presented should internally approve the published material. All publications should refer to BRIDGE project as their primary supporting action.

### **2.3.5 New communities**

Expanding the BRIDGE project to new communities is an important means in dissemination activities. The interested parties mainly fall in the following types:

- Universities
  - interested in having research results well comprehended,
  - exploitation of research results within the project (and have money to do it)
  - share results and effort to reduce costs and risks for both
- Enterprises
  - interested in managing the technology for their actual or new coming business (they could be interested in paying for collaborating)
  - want to exploit commercially the research results (they contribute to the project in effort and or money based on agreement on commercialization of early results)
  - interested in bringing their solution or product in the project design to lock-in other potential customers
- Institutions (public or private)
  - want to promote social issues through the project potential
  - want to promote a certain standard or potential standard reaching more customers through project target users

The main objective is to organize the interaction in a way that it will keep them interested and well informed about project progress at a minimal cost for both BRIDGE and interested parties. The various e-tools and material presented in the related sections of this document will assist achieving this target.

Many opportunities have already been presented:

- A web FAQ section, about the project, easily accessible from the BRIDGE project home page, with all the relevant information required to comprehend the project. The question should be decided on a practical basis based on experience in interacting with people asking information about BRIDGE itself. The language will be very simple eventually linking with documents or

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pages in the web sites or put in contact with the right person in the consortium.

- Registration forms to register people looking for updates, notifications or restricted information.
- Prepare special dissemination documents (presentations, flyer, posters) for different actor profiles:
  - Universities: more focused on advances in research results
  - Industries: more focused on business enabling
  - Institutions or funding bodies: more focused on social issues such as digital divide

All project partners, especially the private entities, will make efforts to establish direct contacts with parties that might be interested in the project developments and results. Therefore actions like the following will constitute a significant part of our dissemination activity:

- establishment of contact with the wide public in an effort to present the project progress, technologies and results to the general public beyond the consortium and the project reviewers;
- establishment of contacts with private and public entities interested in the solutions offered by the project;
- establishment of direct contacts with research institutions or private companies working in fields those are related or similar to the project technologies;

### **2.3.6 Newsletter and Mailing Lists**

Two instruments that will be exploited by the Dissemination plan are the e-Newsletter and the mailing lists. The mailing lists will be used to disseminate project-related announcements such as training events, intermediate research and development achievements, new collaborations, development of user communities and in certain cases, press releases. As subscription grows, the need may arise for thematically-oriented mailing lists, providing information related to a subscriber's domain of interest.

Visitors of the BRIDGE project web site can register to the project's "mailing list" by completing a simple electronic form. No approval will be necessary for the public mailing list, however if there is need for "limited" access mailing lists, members registration will be approved by the appropriate committee, reflecting the opinions of the project with regards to quality, privacy, copyrights etc.

An electronic newsletter will be released biannually. The e-newsletter may highlight the most important news announcements that were released via the mailing list during the corresponding period.

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### **2.3.7 Public media**

By Public media like press, radio and TV the project results can be broadcasted to a wide audience. The goal is to generate public media attention in every participating country and coverage in targeted media with international exposure. To reach these goals, first most suitable national and international media must be selected. Inform these media at events and on a yearly interval and interest radio/tv for major events (specifically demo's). WP5 will send newsletters to selected media and press agencies, invite press to demonstrations, conferences etc.

### **2.3.8 Web-site Maintenance**

The BRIDGE project website (<http://www.bridge-grid.eu/>) facilitates contribution from all users within the consortium as well as outside of it.

Nevertheless modification and addition of content is not uncontrolled. The platform provides appropriate mechanism to support controlled editing and publishing of the content and limited structural management.

Consortium members are the main source of information and the ones responsible for adding content. A certain sub group of partners that currently are involved in WP5 are the ones to approve content or revise the structure of the site (e.g. by reorganizing content, constructing a new site map, including new functionality etc) under appropriate admission from the administrator.

## **2.4 Target audience and related dissemination activities**

### **2.4.1 Audience**

According to different levels of grid awareness/interest, grid competences and familiarity with computing/networking technologies, audiences can be divided into following categories:

- Grid users

This category is characterized by high grid awareness and good but variable competences at the application level (use, development and deployment). They are not necessarily interested in the infrastructure level as far as it supports their applications in a transparent way. They may however differ in terms of application areas and requirements: for this reason, a further, “thematic” segmentation will be performed in close connection with Application work packages activities as the works proceed.

- Potential users

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Although in principle similar to the previous group of users as regards to interests and needs, this category is in fact far less homogeneous and quite broader. It is characterized by very variable grid awareness, with a lower level of grid competences both on the infrastructure and applications; on the other hand, they generally have a good level of familiarity with computing and networking technologies as their applications already work in non-grid environments and use networking facilities. All these factors must be highlighted and considered in order to answer adequately to different information needs emerging in this audience; also in this case, a further, internal segmentation in collaboration with application work packages may be envisaged.

- Governments, funding bodies and Companies

This part of audience is characterized by a variable but increasing level of Grid awareness and a tendentious low level in all other parameters, (except for software houses etc involved in deployment of grid products), which implies the need for a very different language to communicate with this target. On the other hand, the correct identification and reaching of such actors will be a key factor for the project to receive further support and additional funding to Euro-Asian grid initiatives.

- Outsiders: Press and the general public

This part of audience are characterized by a low tendentious level in grid awareness/interest, grid competences, or familiarity with computing/networking technologies, which implies the need for a language even simpler than the latter and of an articulated strategy to “popularize” grids.

- Other project and other Grid professionals

This last segment is the one characterized by higher level of awareness, information and motivation as regards to Grids. Nevertheless, of course a certain amount of information and documentation is planned to be passed on to them as well, but avoiding useless repetitions of well-known concepts etc.

For each of the individuated audience segments, a different mix of traditional and new media and person-to-person communication was created, also taking in consideration actual budget constraints

## **2.4.2 Message**

The messages to be delivered to the described targets are related to the main aims of the BRIDGE Project. Therefore, in order to maintain consistency, key messages will mainly be set up by the

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BRIDGE Project Office, as they only have got a complete overview of progresses in each activity and of any other relevant developments. The WP5 team will then work in close collaboration with the Project Office in order to “tune” the messages with reference to the pertinent audience(s).

Of course, key messages may be also generated at a local level: this could be the case for all those developments, which may (principally) be of national/regional interest. Partners are anyway required to let the Project Office know and to work in collaboration with WP5 team, in order to find out the best communication strategy and ask them for advice.

The key messages will include (but are not limited to, as of course new messages can emerge during the proceedings of works):

- What is BRIDGE, what are the project’s main aims and how the project team is going to achieve them;
- Who are the Project partners, Third Parties and Contributors;
- Which strategic impact the project is expected to have on international scientific collaboration between Europe and China;
- Major developments and achievements in the project, key milestones reached during the project works;
- Up-to-date information about the BRIDGE pilot infrastructure and its resources as they evolve with the proceedings of works;
- Deployment of applications on the pilot infrastructure
- New user communities and applications coming on-board

As for the target segmentation, the individuated key messages may undergo a process of refining, and new ones may be added as project progresses.

Not all the key messages will be relevant to all identified audiences and, even if they are, they may need to be tuned and tailored appropriately for each different target. This process of fine-tuning will become increasingly more efficient as the knowledge about the behavior of different target increases.

### **2.4.3 Registers and Languages**

In order to meet all different needs of the very different target identified in this plan, the language was considered as a focal point. Of course, at least three different registers should be taken into account with reference to the parameters described above:

- Familiarity with computing/networking technologies: of course, when dealing with

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non-technical people (and not only with non-grid people) nothing (also the basic concepts) should be taken for granted, but avoiding as well to be obvious. Language must be simple, easy to understand but not commonplace. It must be very informative without being boring.

- Grid awareness/interest: of course, a low level in this parameters implies to find an impressive language (more or less technical depending on the recipient's level of familiarity with technology) and concrete topics, demonstrations and case histories, showcasing features and benefits of grids should be preferred: these things are not obvious and must be highlighted with appropriate language and formats for the communication. Online demonstrations, movies, animations, as well as interactive presentations and, more generally, visual language should be used whenever possible. On the other hand, for those who have already a good level of awareness, some arguments can be regarded as commonplace and obvious and must be therefore avoided.
- Grid competences (application and infrastructure level): this parameter shows the level of technicality that a dissemination material or event should have to be interesting and, in the same time, understandable from recipients or attendees. This point has been carefully evaluated for each material and event, because failing to assess this point can have disastrous consequences on achieving any dissemination objective at all.

For a start, all materials were foreseen to be available both in English and Chinese; but to achieve good results, a close collaboration between Chinese and European Parties will be needed: as a matter of fact, when dealing with technical issues, appointing non-technical, external translators can be very tricky.

Differences exist also in terms of visual language: it is well known that visual communication is strongly dependent on cultural expectations and habits. This aspect may seriously affect the intelligibility and incisiveness of traditional layouts and the usability of websites and other similar tools, ultimately compromising the effectiveness of communication. When designing layouts and interfaces for dissemination contents, this point will be therefore carefully addressed trough the creation of a Euro-Chinese group of dissemination professionals. This "blended", multi-cultural group will be able to propose and discuss different solutions and implement, whenever needed, appropriate measures in order to analyze this aspect.

In case that such kind of problems arises, some example measures which could be adopted are:

- To form Blended Euro-Chinese focus groups to highlight differences in cognitive and perceptual expectations as regards to user interfaces, layouts, presentation of contents;
- To perform usability tests on Chinese and European individuals control groups.

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## 2.4.4 Dissemination by target group

The consortium recognises the need to customise dissemination material according to the targeted audiences, as well as to utilise those dissemination means that are most appropriate for each target group. This is important because each group has different needs, and requires consequently a different approach. For example, the language and dissemination means used to address Academic and the Scientific world in general should be different from those used to address Industry.

Below we try to summarise the approach of the project partners towards each of the five target groups defined in the BRIDGE dissemination plan.

- Grid users will be mainly presented with how to use the BRIDGE results and what are the benefits to be gained. Language used to approach this target group needs to be easily understandable and free of difficult scientific / IT terms.
- Potential users will be mainly presented with the introduction, results and benefit of BRIDGE project.
- Governments, funding bodies and Companies will be mainly presented with the various commercial benefits that can be derived from introducing the BRIDGE platform and / or individual exploitable assets to the industry; language used to approach this target groups needs to be easily understandable and free of difficult scientific / IT terms.
- Outsiders: Press and the general public will be mainly presented with the introduction, status and results of BRIDGE project.
- Other project and other Grid professionals will be mainly presented with project techniques methodologies and results; language used can be more complex and technical.

The table below summarises the individual dissemination methods that will be used on each target group:

TARGET	DISSEMINATION METHODS
<b>Grid user</b>	<ul style="list-style-type: none"><li>- Web Portal</li><li>- Partners Websites</li><li>- Newsletter</li><li>- Press Releases</li><li>- Brochure (scientific)</li><li>- Commercial Events</li><li>- Direct Contact</li></ul>

<b>Potential user</b>	<ul style="list-style-type: none"> <li>- Web Portal</li> <li>- Partners Websites</li> <li>- Newsletter</li> <li>- Press Releases</li> <li>- Commercial Events</li> <li>- Direct Contact</li> </ul>
<b>Governments funding bodies and Companies</b>	<ul style="list-style-type: none"> <li>- Web Portal</li> <li>- Partners Websites</li> <li>- Newsletter</li> <li>- Press Releases</li> <li>- Direct Contact</li> </ul>
<b>Outside:Public and Press</b>	<ul style="list-style-type: none"> <li>- Web Portal</li> <li>- Newsletter</li> <li>- Press Releases</li> </ul>
<b>Other project and other Grid professionals</b>	<ul style="list-style-type: none"> <li>- Web Portal</li> <li>- Partners Websites</li> <li>- Conferences/scientific and commercial events</li> <li>- Seminars</li> <li>- Presentations</li> <li>- Publications</li> <li>- Newsletter</li> <li>- Press Releases</li> <li>- Brochure (scientific)</li> <li>- Direct Contact</li> </ul>

### 3. DISSEMINATION MATERIALS

#### 3.1 Logo

Prior to the start of the project, the consortium selected a logo that would serve as the project’s identity throughout the duration of the project as well as beyond. The logo (Figure 1) serves as a first and essential step in achieving a brand. The project logo is an important factor in creating the project identity. The logo has been designed to reflect the main objectives of the project and is

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being used in all standard document layouts, as a common format for project-related publications, brochures, and leaflets and common material for conferences and presentations. In general, the project logo is used in any public or internal activity referring to the project.



Figure 1 BRIDGE logo

### 3.2 Project website

The project's website is an important resource for wide dissemination to both the scientific and commercial world, as well as the general public and for this reason reference is made to it in all project events, presentations and other dissemination material. It is used as one-stop point of access to information, links, and other data related to the project and the main dissemination channel for the BRIDGE project. It will serve as a source of information for external parties that are interested in the work done within the BRIDGE consortium, containing diverse types of information that could be of potential interest to external observers. The website is regularly updated with information about the project and its events, publications, achievements, related links, documents, etc. in order to follow the project developments. Moreover, the website also presents useful information about the project objectives, accomplishments, background information and partners' roles and profiles.

The structure of BRIDGE project website (<http://www.bridge-grid.eu/>) is as follows:

- general introduction
- Bridge infrastructure
- Bridge aerospace application
- Bridge meteorology application
- Bridge pharmaceutical application

In addition, there is a support section foreseen for presenting and distributing of public results.

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### 3.3 Partners' websites

As an additional means of dissemination that reinforces project visibility, all partners of the BRIDGE consortium have introduced announcements and / or references to the project in their corporate or organisation websites. Following the consortium dissemination plan, these announcements are regularly updated to follow project progress and provide current information.

### 3.4 Presentations

The organisation of or participation in presentations made in similar events are important dissemination means used by the BRIDGE consortium for informing others about research findings. The project partners have made a number of presentations of the BRIDGE project in different application scenarios using multimedia audiovisual aids.

Performing BRIDGE related presentations in various events is a task that might be carried out by every BRIDGE partner, for own exploitation and publicity. Thus making presentations is not an obligation or privilege of dissemination related core partners (i.e. WP5 participants).

Nevertheless there are some minor restrictions:

- Regarding to the presenter, if more than one partner has access to the event, then a decision in common has to be taken. Generally the mostly related to the event or targeted audience person should be selected, however exceptions might occur. Example of high relevance is a local partner at local presentations, etc
- Presentations should always use the supplied template of BRIDGE in their current form (i.e. time of presentation) unless otherwise dictated by the specific event
- Presentation material should always make clear reference to the BRIDGE project
- Presentations should conform to the related rules for publications
- Existing presentations can (and should) be reused, after publicly notifying their creators and obtaining approval for any modifications. However it is an ethical policy that some reference to the creator should be made
- Making publicly a presentation on other's work (i.e. work not produced or owned or assisted) by a partner should always follow approval of interested parties. Stated in another way, public presentations' material should generally be approved by the partners that are involved in the work being presented.
- No presentation should publish classified material of the project without explicit permission

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from the relevant committees

- General description of the presentation content should be made available prior to presentation for comments
- Presentations should be made internally available to BRIDGE partners and, if approved by interested parties, made publicly available through project's e-tools
- Presentations should explicitly respect Consortium Agreement

The above-mentioned policy might severely change to face needs that might rise in the future.

### **3.5 Publications**

One of the most commonly used and important tools for disseminating the research outcomes of the project are publications. The members of the consortium have strong commitment in publishing their work in BRIDGE and have already achieved numerous publications in prestigious journals, conference proceedings, and books.

Publications are in a way similar to presentations and many of the above-mentioned rules are also applicable. Publications can be categorised as “PR” (public relations) and “scientific”. The first category usually refers to documents that abstractly cover topics addressed by the project, while the second one to the widely known scientific world publications.

In addition to the above, as a general guideline, the rest of the partners that are involved in the work being presented should internally approve the published material. All publications should refer to BRIDGE project as their primary supporting action.

### **3.6 Newsletter**

The regular distribution of newsletters summarizing project developments is the ideal way to raise awareness about the project and update groups / entities interested in the project results. The newsletter of BRIDGE provides information on the progress of the project as well as short articles about news and events. It also provides information related to the project's area of interest.

An electronic newsletter will be released biannually. The e-newsletter may highlight the most important news announcements that were released via the mailing list during the corresponding period. Furthermore, the most recent issues of the newsletter are forwarded to all organisations or individuals that express their interest in collaborating with the BRIDGE project. All newsletters can be downloaded from the project website.

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### **3.7 Mailing list**

The mailing list will be used to disseminate project-related announcements such as training events, intermediate research and development achievements, new collaborations, development of user communities and in certain cases, press releases. As subscription grows, the need may arise for thematically-oriented mailing lists, providing information related to a subscriber's domain of interest.

Visitors of the BRIDGE project web site can register to the project's "mailing list" by completing a simple electronic form. No approval will be necessary for the public mailing list, however if there is need for "limited" access mailing lists, members registration will be approved by the appropriate committee, reflecting the opinions of the project with regards to quality, privacy, copyrights etc.

### **3.8 Press Releases**

Press releases are an essential tool for the dissemination of project activities and results. Press releases will be produced as newsworthy events arise. Press releases are being published occasionally by project partners in an effort to publicise project information to the general public. Usual dissemination channels in which similar press releases appear are publications of professional bodies and scientific communities, newspapers, and other media channels. All project related press releases can be downloaded from the project website.

Prior to the distribution of any press release to journalists, it must be unanimously approved by the WP5 participants, and any other concerned partner.

### **3.10 Brochures / flyers**

Brochures and flyers are used by the consortium as important tools supporting dissemination. Similar to all printed materials, brochures and flyers are used to gain visibility in conferences, workshops and fairs. The project brochures and flyers provide general information about the project goals and vision. To date, the project has produced and used two different versions of brochures: one with technical content addressed to the scientific community, and one that is more business oriented addressed to the industry and commercial world. An electronic version of these brochures is distributed via the web portal.

### **3.11 Posters**

A number of posters containing information about the project have been produced in order to

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provide brief information about the project's vision. The design of the posters is in line with the project's corporate image. Such posters are presented at conferences, workshops and other similar events for enhancing the visibility and reach of the project. The posters would be divided into following categories:

- general use poster providing information about the overall project objectives and produced by the consortium as a whole,
- technical / scientific posters of more technical nature prepared for conferences and similar events produced by individual partners and covering a certain part of the technical content.

## **4. TARGETED EVENTS & MEDIA**

The following paragraphs enumerate initial plans for specific activities and targeted media. Moreover, detailed opportunities and times are shown in appendices.

### **4.1 Conferences & Workshops**

- International Symposium on Grids for Science and Business - June 12, 2007  
<http://events.ibbt.be/grid2007/>
- SecureComm 2007  
3rd International Conference on Security and Privacy in Communication Networks  
September 17-21, 2007, Nice, France  
<http://www.gridtrust.eu/html/index.jsp> will organise a workshop on this conference
- 2nd DEGREE workshop  
"Grid Portals and Data Management techniques for Earth Science Applications" to be held at CRS4, Pula (Cagliari), Italy, June 14-15 2007.
- GECON 2007  
4th International Workshop on Grid Economics & Business Models  
<http://cordis.europa.eu/fp7/ict/ssai>
- Software, Services and Grid Technologies Concertation Meeting first announcement  
26-27 September 2007 in Brussels
- BRIDGE 1<sup>st</sup> Workshop  
Oct. 30 – Nov. 2, 2007 , CNIC, Beijing

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- EUChinaGrid 2<sup>nd</sup> CONFERENCE  
Oct. 17-18, 2007 , Cracow, Poland
  - EchoGRID 2<sup>nd</sup> Workshop  
Oct. 29-31, 2007 , CNIC, Beijing
  - PRAGMA 13th Workshop  
Sep. 23-25, 2007 , NCSA, University of Illinois
  - OPTIMUS worldwide users meeting  
Leuven, Belgium, 25-26 June 2007
  - Symposium on Grids in Science and Business, Gent, Belgium, June 12
  - OGF20, May 8-10, 2007, Manchester, UK - Workshop on Auto and Aerospace Firms' Use of GRIDS
  - Conf. Virtual Product Development in Automotive Engineering, Prien, Germany, 21-22 March 2007
  - EurOpt-OMS 2007, Jul. 2007, Prag, Czech Rep.
  - Intuition 2007, Oct. 2007, Athens
  - EUROMECH'07 Colloquium, Sept. 2007, London, GB
  - Cyberworlds 2007, Oct. 2007, Hannover, Germany

## 4.2 Publications

- Clemens-August Thole, Lialia Nikitina, Igor Nikitin, Daniela Steffes-lai, Roel Kersten, Juergen Bruns "Constrained optimization with DesParO", in Proc. Conf. Virtual Product Development in Automotive Engineering, Prien, Germany, 21-22 March 2007;  
speaker Lialia Nikitina, exhibition support Igor Nikitin
- Clemens-August Thole, Lialia Nikitina, Igor Nikitin , "Multiobjective Optimization with DesParO", in Proc. OPTIMUS worldwide users meeting, Leuven, Belgium, 25-26 June 2007 (accepted)  
speaker Lialia Nikitina, participant Igor Nikitin

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- C.-A.Thole, I.Nikitin, L.Nikitina, M.Riepl, DesParO , "Interactive Environment for Multiobjective Parametric Optimization in Automotive Design", in Proc. EurOpt-OMS 2007, Jul. 2007, Prag, Czech Rep. (accepted).  
speaker Igor Nikitin, participant Lialia Nikitina
  - A.Stork, C.-A.Thole, S.Klimenko, I.Nikitin, L.Nikitina, Y.Astakhov, "Towards Interactive Simulation in Automotive Design", in Proc. Intuition 2007, Oct. 2007, Athens (accepted).  
speaker Lialia Nikitina, participant Igor Nikitin
  - C.-A.Thole, L.Nikitina, I.Nikitin, D.Steffes-lai, R.Kersten, J.Bruns, "Constrained optimization with DesParO", in Proc. EUROMECH'07 Colloquium, Sept. 2007, London, GB, (accepted).  
speaker Lialia Nikitina, exhibition support Igor Nikitin
  - A.Stork, C.-A.Thole, S.Klimenko, I.Nikitin, L.Nikitina, Y.Astakhov, "Simulated Reality in Automotive Design", Cyberworlds 2007, Oct. 2007, Hannover, Germany (submitted).  
speaker Stanislav Klimenko
  - Nick Tzannetakis , "Current Aims and Capabilities in Process Integration and Design Optimization, Future Trends and Optimus Product Roadmap", in Proc. OPTIMUS worldwide users meeting, Leuven, Belgium, 25-26 June 2007 (accepted)  
speaker Nick Tzannetakis
  - Nick Tzannetakis , "The Role of GRID Computing in Enabling Collaboration in Engineering Applications - Examples from the Automotive Industry", Symposium on Grids in Science and Business, Gent, Belgium, June 12
  - Nick Tzannetakis, Participation and Presentation at OGF20, May 8-10, 2007, Manchester, UK - Workshop on Auto and Aerospace Firms' Use of GRIDS
  - Inclusion of BRIDGE Information on several Presentation Days across Europe, North America and Asia on our OPTIMUS product.

### **4.3 Related projects**

- EU-IndiaGrid

EU-IndiaGrid is funded by the European Commission, Research Infrastructure Unit, is the first

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European and Indian Grid-focused project.

EU-IndiaGrid bridges an existing gap by linking major Grid Infrastructures between India and Europe. This international project, comprising five European research, & industrial partners from the UK and Italy, and six Indian research and governmental institutions geographically spread across the country, specifically in Bangalore, Kolkata, Mumbai, New Delhi, and Pune, and is a landmark in scientific collaboration between the EU and India.

EU-IndiaGrid will enable a qualitative leap in the scale of joint scientific research projects between Europe and India. The project will analyse the current Grid network in India and create a strategy for interoperability - a prerequisite for the project's aim of connecting the EGEE infrastructure of Europe with the regional LCG Tier-2 centres & Garuda Grid infrastructures in India. EU-IndiaGrid provides support to several already existing EU-India collaborative projects.

Key Application Areas include:

- High Energy Physics
- Material Science
- Bio-informatics
- Earth and Atmospheric Science

- EUChinaGRID:

EUChinaGRID is a project of the Sixth Framework Programme, from January 1st of 2006 to December 31st of 2007. It will provide specific support actions to foster the integration and interoperability of the Grid infrastructures in Europe (EGEE) and China (CNGrid) for the benefit of e-Science applications and worldwide Grid initiatives, in line with the support of the intercontinental extension of the European Research Area (ERA).

The project will study and support the extension of a pilot intercontinental infrastructure using the EGEE-supported applications and will promote the migration of new applications on the Grid infrastructures in Europe and China by training new user communities and supporting the adoption of grid tools and services for scientific applications.

- ECHOGRID

ECHOGRID is another project from the Sixth Framework Programme of the European Commission. It will foster collaboration in Grid research and technologies by defining short-, mid-, and long-term vision in the field. Specifically ECHOGRID will

- establish a common Grid Collaboration Roadmap, relying on European and Chinese

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experts, both from academia and industry;

- consolidate this vision and promote cross-fertilization between Grid-related projects and initiatives in Europe and China by interacting with the Grid research and industrial communities;
- exchange experiences and best practices by selecting Grid Open Standards for Grid middleware and applications interoperability and by promoting the identification of guidelines for building a Standard Quality Assurance Process;
- Support lasting cooperation and establish tangible partnerships in the field through support activities and tools, ranging from a mobility programme for researchers, to a dedicated partner search engine.

## 5. CONCLUSION

In the already presented dissemination plan, we have tried to capture the majority of the BRIDGE activities that even entirely or partially fall within the area of dissemination and liaison activities. This attempt has proven to be quite hard to accomplish, not only due to the range and number of opportunities but also because of the nature of the described activities. Significant strategic decisions had to be taken in order for the opportunities to be cleared out and the action plan to be made concrete.

BRIDGE dissemination activities have been clearly linked to the progress of the technical work carried out by the project and various rules have been settled in order to make the best out of the various opportunities, for all the parties (BRIDGE and externals).

The bottom line is that the BRIDGE dissemination plan is quite ambitious and goes beyond the typical publication and website based dissemination activities. This has a direct effect on the cost of these activities, which is one of the factors to guide the extent of the dissemination actions to be taken by BRIDGE.

Additionally, some dissemination activities might require significant effort allocation, which might be beyond the project's capability to maintain it. Such issues cannot be initially estimated due to the nature of the corresponding activities and their dependency on the interest that the BRIDGE project and platform will cause to World.

A major measure towards dealing with these issues will be the establishment of links with other initiatives at minimal cost, via exploiting common participations and other strong relations of external parties to the BRIDGE consortium, or individual members.

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Finally there is a clear need for continuous management, monitoring and evaluation due to the range of the activities, the risk of raising some hard to handle costs and the direct dependencies to the progress of BRIDGE technical work. Moreover, many of the opportunities mentioned as part of the plan require a per-case evaluation and activation of relevant BRIDGE mechanisms.