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Deliverable D6.3 First Dissemination and Training Report





Periodical Progress Report

MAGIC Deliverable: D6.3. First Dissemination and Training Report

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Abstract: This document refers to all the activities carried out during the first seven months of the MAGIC project in terms of dissemination and training, following the scheme proposed in the Disemination and Training Plan and Baseline. It describes what has been done and it refers to the outcomes of that work.



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MAGIC (Middleware for collaborative Applications and Global vIrtual Communities – Project number: 654225) is a project co-funded by the European Commission within the Horizon 2020 Programme (H2020), Directorate General for Communications Networks, Content and Technology - eInfrastructure. MAGIC began on 1st May 2015 and will run for 24 months.

For more information on MAGIC, its partners and contributors please see http://www.magic-project.eu.

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DELIVERABLE ROUTE

	Name	Member/Activity	Date	Responsible
From	María José López Pourailly	RedCLARA / WP6	12/11/2015	RedCLARA
Revised by	Yousef Torman	ASREN	18/11/2015	
Revised by	Martha Avila	CUDI	20/11/2015	
Revised by	María José López Pourailly	RedCLARA / WP6	24/11/2015	RedCLARA
Aproved by	Florencio Utreras	RedCLARA(CEO	26/11/2015	RedCLARA







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1. INTRODUCTION

The purpose of this document is to describe what has been done by WP6 during the first seven months of the project and regarding what was committed within the Dissemination and Training Plan for MAGIC.

The objective of the Dissemination and Training Plan is to efficiently disseminate the objectives, developments, advances and achievements of MAGIC. The Plan also helps in the construction of an inclusive MAGIC community by building a global dissemination network whose principal aim is be the promotion of MAGIC in each country participating in the project by highlighting the national and regional initiatives within the scope of the project. In the Plan was also stated that MAGIC WP6 will focus on dissemination synergies with the EC-funded TANDEM and Sci-GalA projects, and as it will be described in this document that task has been efficiently tackled.

In terms of training, the Plan promised to take advantage of the lessons learned and initiatives emerging from the Regional Training activities, especially fostering the establishment of local trainers, and that is excatly what has been done.

2. REFERENCES

[R1] MAGIC Website htt

[R2] Visibility Guidelines established by the European Commission in the document "COMMUNICATION AND VISIBILITY MANUAL for

European Union External Actions"

http://www.magic-project.eu

http://ec.europa.eu/europeaid/work/visibility/documents/communication and visibility manual en.pdf

3. DOCUMENT AMENDMENT PROCEDURE

Requests for amendments to this document must be made to the author, María José López Pourailly, WP6 - Dissemination & Training Manager (RedCLARA – Communications and Public Relations Manager), maria-jose.lopez@redclara.net, and copied to the Management of the MAGIC project.

4. GLOSSARY

EC European Commission

EU European Union

EU-LAC Europe, Latin America and the Caribbean

Sci-GalA Energising Scientific Endeavour through Science Gateways and e-Infrastructures in

Africa





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TANDEM TransAfrican Network Development

WP Work Package

5. EXECUTIVE SUMMARY

This document refers to all activities carried out during the first seven months of the project in order to ensure its appropriate dissemination. The majority of these activities were related to MAGIC promotion by means of its different communication channels (website, Facebook, Twitter, Colaboratorio and the newsletter) and the participation in a number of international events.

Training events had also contributed to further dissemination of the project and its benefits as trainees can also act themselves as further dissemination vectors within their communities, in line with the intentions of the project.

WP6 has also established liasons and dissemination interactions with TANDEM¹ and Sci-GalA² (both international projects funded by the EC Horizon2020 Programme).

6. DISSEMINATION AND TRAINING PLAN OBJECTIVES

6.1. GENERAL OBJECTIVE

¹ TANDEM (TransAfrican Network Development) will create favourable conditions for WACREN, enabling it to draw maximum benefit from the forthcoming AfricaConnect2 project and ensure WACREN's integration into the global Research and Education networking community and its long-term sustainability. TANDEM's long-term goal is to make it possible for researchers and academics to contribute with their peers around the world to the socio-economic development of the West and Central African Region. The project will run for 24 months and is coordinated by the Institut de Recherche pour le Développement (France). Other partners are WACREN (Ghana), GÉANT (UK), RENATER (France), CIRAD (France), Sigma Orionis (France), Brunel University (UK), UbuntuNet Alliance (Malawi) and RedCLARA (Uruguay). Web site: www.tandem-wacren.eu.

² Sci-GalA (Energising Scientific Endeavour through Science Gateways and e-Infrastructures in Africa) aims to support National Research and Education Networks, Communities of Practice and Universities in Africa to develop Science Gateways and other e-Infrastructure services. Sci-GalA will work with new and emerging Communities of Practice to develop these exciting technologies, strengthen e-Infrastructure service provision, especially in terms of open access linked data, and deliver training and dissemination workshops. This will establish a sustainable foundation on which African e-Infrastructures can be developed and linked to science networks across Africa. The results of the project will be usable by Communities of Practice in Europe and the rest of the world. The project will run for 24 months and is coordinated by Brunel University (UK). The partnership is composed of: DIT (Tanzania), University of Catania (Italy), Karolinska Intitutet (Sweden), KTH (Sweden), Sigma Orionis (France), UbuntuNet Alliance (Malawi), WACREN (Ghana) and CSIR (South Africa). Website: www.sci-gaia.eu.







To efficiently promote and disseminate the project to the global REN community and scientific and academic communities as well as decision-makers and to organise training events that will increase the number of people able to use MAGIC collaborative applications.

6.2. SPECIFIC OBJECTIVES

- To promote the establishment of agreements for Africa, Asia, the Caribbean, Europe, Latin America
 and Oceania aimed at consolidating and completing the building blocks of middleware that MAGIC
 will target.
- To enhance the use of MAGIC services and real-time applications among international and intercontinental research groups and communities.
- To coordinate and promote training on the implementation and use of the services agreed by MAGIC.
- To develop informative material for specific events related to regional advanced networks.

7. ACTIONS AND ACTIVITIES

As it was stated in D6.1. MAGIC is benefiting from the dissemination methods, activities and material-creation and experience of its partners, but has also created its own. In order to offer a clear vision of the tasks that have been carried out to meet the objectives of the MAGIC Dissemination & Training Plan, all the activities have been grouped into two main action lines, which were the same two lines defined in D6.1.:

- Promotion, awareness-raising and positioning
- Training

7.1. Promotion, awareness-raising and positioning

7.1.1. To define MAGIC branding and corporate style

The branding image of a corporation, a product, a service, a social institution or a person, is the quantitative and qualitative result of all their communications. The MAGIC logo was created with the participation of all project partners, and together with the branding definition (creation of presentation, banners and documents branding style), defines the MAGIC branding and corporate style. The logo was created before the project begining and it was delivered in M1 (all about it was widely explained in D.6.1).













Figure 1: MAGIC logo.

The logo also has a vertical version that is used depending on the layout of the corresponding material.



Figure 2: Vertical form of the MAGIC logo.

For smaller material with limited space, the vertical form of the logo is used without the text:



Figure 3: Vertical form of the MAGIC logo with no additional wording.

Taking the logo as a starting point, a branding and corporate style was defined. This consists of the MAGIC logo, the presentation template, banner, and document and deliverable style sheets. The branding was completed with the project website and the graphic material (this will be explained further in this document under "Printing Material" subtitle).









Figure 4: MAGIC presentation template.



Figure 5: MAGIC's deliverable template.









Figure 6: MAGIC's documents template.

For the first MAGIC vinyl banner a slogan was created in order to promote the concept behind MAGIC: "A collaboration project to globally connect researchers and academics". This first vinyl banner (see Figure 8) was shown during the Kick-off Meeting (M2).

The official language of MAGIC is English.











A collaboration project to globally connect researchers and academics

Latin America · The Caribbean · Europe · Africa · Middle East · Asia



Figure 7: MAGIC's first vinyl banner.

7.1.2. MAGIC Website and social media presence

Given the characteristics of MAGIC, its website and the Facebook and Twitter pages are be the first "visible faces" of the initiative. As such, they reflect not only the core of the project – its objectives, partners, tasks, etc. – but also the collaborative spirit that lies behind every cooperation action that is supported by the EC, the experience gathered over previous years and projects, and the very strong relationships between all project







members. It is based on the confidence both of their capacities and also of the leading and partner organisations.

The success of the website and the social network pages, is statistically measured by WP6 to identify the type of information which is of greater relevance for the different media users and inform on how to disseminate the project more effectively. Website usage is measured using the Piwik open-source tool. The Facebook page is be measured using the tool provided by Facebook itself, and Twitter is measured in terms of followers and retweeted messages.

MAGIC Website

The Website shows all available information on MAGIC and the social network presence is used to enhance the visibility of project news, participation in events and training activities, and the interaction with those who are interested in the initiative.

The project website was built around the MAGIC branding and corporate style in Joomla and aplying the JA University template (http://www.joomlart.com/joomla/templates/ja-universityspect) that was chosen by all the project members (this can be read at D6.1.) during M01 and M02, and delivered at the end of M02 with the URL http://www.magic-project.eu/.







Figure 8: MAGIC website - home page [11-11-2015]

Regarding the website statistics, the visitors numbers have been slowly but constantly growing.

MAGIC Website statistics

	June'15	July'15	August'15	September'15	October'15	Until Nov.8 '15
MAGIC Project						
Number of unique visitors	231	211	340	328	427	189
Number of pages seen	751	610	905	875	943	536

Figure 9: MAGIC website statistics of visitors [11-11-2015]







As it can be seen in the following table, all the continents have a participation in terms of visitors that is nothing like despicable for a project that has recently lifted-off. The three zones of America summed, give to this whole continent the major participation.

Continents from where the visitors come			
Africa	777		
Central America	672		
North America	651		
South America	630		
Asia	735		
Europe	693		
Oceania	756		
Unknown	714		

Figure 10: MAGIC website statistics of continent of origin of the total visitors [11-11-2015]

Week after week we have been measuring the ten most visited pages of the MAGIC website, the following table was built with those measures, but we show the 20 most viewed pages of the site until November 8, 2015.

	Total of viewed pages	Unique visitors
Magic Project	1643	1182
About MAGIC	239	181
Objectives	202	163
Partners	146	124
Training	125	95
Deliverables	107	93
News and Events	81	54
September 8 to 10: Workshop on Joining eduroam and Identity Federation MAGIC, TANDEM and SciGaIA will share a stand and a network session	80	65
in ICT2015	77	61
MAGIC Project lifted off	74	64
Milestones	68	61
The Workshop on Joining eduroam and Identity Federation in Amman was a success	68	57
Science Communities	61	52
Presentations	39	31
About	38	34







Project Structure	36	31
Federated Access and eduroam workshop in the Caribbean	33	27
Project Management	30	27
MAGIC's WP4 makes available on-line: Open course on NRENum.net		
and DNS Configuration	25	21
July 8: MAGIC project held a training session in NRENum.net and a panel of federations and eduragm services after TICAL 2015	23	18

Figure 11: MAGIC website statistics of most viewed pages [11-11-2015]

These statistics tell us about the interest that the project itself has gained over its first months, and what is most interesting, about the importance that the trianing activities have and some growing interest in science communities.

Social Networks

The MAGIC social network presence was also delivered at the end of M02, both in Facebook and Twitter environments.









Figure 12: Facebook - MAGIC a global connection - https://www.facebook.com/MAGICglobalCollaboration

By November 11, 2015, "Magic a global connection", the project's presence in Facebook, which was on-line in June 25, 2015, had 72 likes.





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Figure 13: Facebook - MAGIC a global connection Evolution of Likes (total of likes)[11-11-2015]

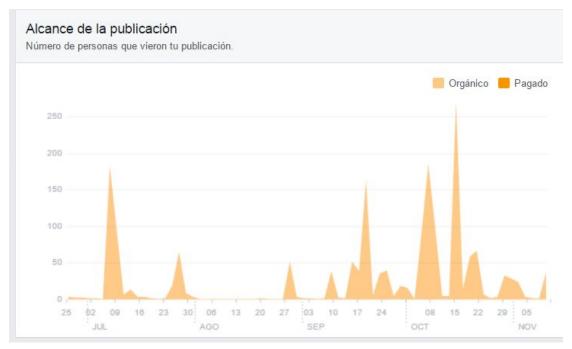


Figure 14: Facebook - MAGIC a global connection Publications outreach [11-11-2015]









Figure 15: Twitter - @MAGIC_our_voice - https://twitter.com/MAGIC_our_voice

By November 11, 2015, @MACIC_our_voice, the project's presence in Twitter, which was settled in June 5, 2015, had 30 followers. Following the statistics of Twitter, it also had 60 interactions and 23 of them were mentions.







RedCLARA's Colaboratorio environment is used to provide the MAGIC community intranet and it is intensively used by the project members.

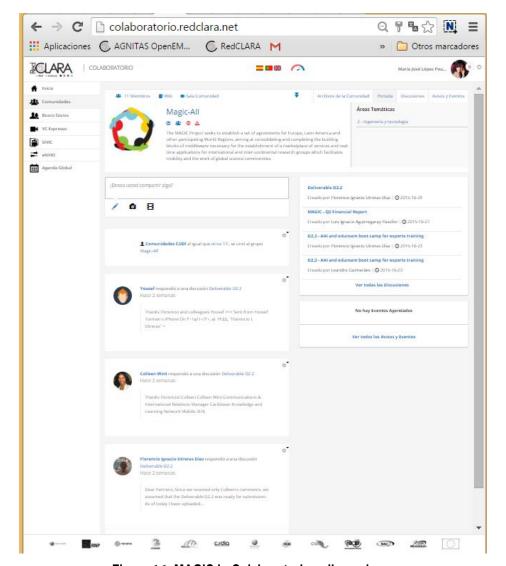


Figure 16: MAGIC in Colaboratorio - all members.

7.1.3. Newsletters

Regarding the first actions carried out in this particular area, a news item entitled "MAGIC is officially approved by European Commission's Horizon2020 Programme" was distributed on 12th May among the project partners in English, Spanish and Portuguese by means of the all-members mailing list, inviting them to publish it on





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their websites and to distribute it among their partners. This news was published on the RedCLARA website at http://www.redclara.net/index.php/en/noticias-y-eventos/noticias/destacados/3238-magic-es-aprobado-oficialmente-por-el-programa-horizonte-2020-de-la-comision-europea.

In D.6.1 it was defined the need of having a project Newsletter that was going to be issued to the project members every three month starting in M03. In fact the first edition of the "MAGIC TIME" was delivered in July (M03) but it was pretty clear that an issue every three months was not enough to tell the projects news and events, so it started to be delivered every two months, counting three editions: July, September and November. All these editions can be revised through the website at: http://magic-project.eu/index.php/2015-05-28-22-53-32/newsletter.









Figure 17: MAGIC TIME - first edition, July 2015 [http://www.redclara.net/MAGIC-TIME/01_july2015.html].

In order to measure the outreach of the newsletter, the OpenEMM mail-marketing open-source tool was implemented and has been used since the first edition. The statistics are the following for the MAGIC all members mailing list:







	July	September	November
Opened emails	42	42	38
Failed	0	0	0
Rebound	0	0	0
Recipients	73	78	78
Total recipients clicks	15	9	5
Total clicks	48	10	6

Figure 18: MAGIC TIME - All members mailing statistics.

The MAGIC TIME is also delivered to the Latin American NRENs Communications and Public Relations natwork (LA NRENs PR Network). Within that list the statistics are the following:

	July	September	November
Opened emails	11	11	14
Failed	0	0	0
Rebound	0	0	0
Recipients	17	20	21
Total recipients clicks	6	4	4
Total clicks	11	247	6

Figure 19: MAGIC TIME - LA NRENs PR Network.

The general results (adding both mailing lists numbers) are:

	July	September	November
Opened emails	53	53	56
Failed	0	0	0
Rebound	0	0	0
Recipients	90	93	94
Total recipients clicks	21	19	19
Total clicks	59	295	54

Figure 20: MAGIC TIME - general statistics.

MAGIC has been also disseminated within the project members communication channels, most of those publications have been addressed at the bottom of the newsletter first and second editions.

7.1.4. Promotional material

Different types of promotional material has been created for the MAGIC project and have been delivered in the framework of international events in which MAGIC have been represented in the form of a booth.







The following photos show the pieces that have been done.



Figure 21: MAGIC branded umbrella.







Figure 22: MAGIC branded speakers and vintage puzzles.

Regarding the branded promotional material, within the reported period we did the following pieces for its distribution in the international events in where MAGIC had representation within a booth:

400 umbrellas

1000 speakears for mobile devices

1500 vintage puzzles

The distribution of these material will be explained in the following paragraphs.

7.1.5. Printing material

In order to serve the different dissemination needs, project brochures were made and printed in Spanish (1000 copies), English (1500 copies), and Portuguese (1000 copies) and also translated into French. All these brochures have been published in the website under Dissemination section, tab >> MAGIC Brochures (http://magic-project.eu/index.php/2015-05-28-22-53-32/magic-brochures) for its downloading in PDF format, and most of them were distributed in those international events where MAGIC had representation by means of a booth .

All printed material will respect MAGIC branding and the Visibility Guidelines established by the European Commission [R2].







Figure 23: First MAGIC brochure in English.

7.1.6. Press releases

MAGIC project press releases have been delivered whenever relevant news items arise within the project. This communication material has been delivered to project partners, the EC, regional RENs and through them to NRENs, related ICT projects and the media.

The first press release was delivered in May 12, under the title "MAGIC is officially approved by the European Commission"; the second one was delivered in June 12, under the title "MAGIC project lifted off".







7.1.7. Promotion at relevant international events

MAGIC has been represented by its project partners at relevant conferences and events in all participing world regions, in the form of either a dissemination stand/booth and/or in the form of a presentation given to the event's audience. As it was reported in D.6.1, the first dissemination activities in this sense were as follows:

- CUDI's Spring meeting 2015 April 22, 2015, Puerto Vallarta, Mexico < http://www.cudi.edu.mx/primavera 2015/programa eduroam.php>
- Workshop at IST Africa 6-8 May 2015, Lilongwe, Malawi
- TANDEM-SciGaia-MAGIC Meeting 11 May 2015, Paris, France
- Kick off Meeting 11-12 June 2015, Paris, France

July 6th to 8th, TICAL2015, Viña del Mar, Chile:

MAGIC had an exhibition booth at TICAL2015 were brochures in Spanish and umbrellas with MAGIC's logo were delivered. A video explaining MAGIC in spanish was generated for the ocassion MAGIC and also published in MAGIC's Facebook interphase. In addition, videos of the attendees were recorded and published through MAGIC's Facebook and Twitter accounts.

600 MAGIC brochures in Spanish were delivered (the Ecuadorian and the Chilean NRENs took several brochures to distribute among their members) and 257 MAGIC branded umbrellas.

Training sessions within TICAL's Conference framework were coordinated.



Figure 24: MAGIC stand in TICAL2015.

August 25th to 27th, RNP2015 Forum, Brasilia, Brazil:

MAGIC had a space at RNP stand. Brochures of the project were translated into portuguese and distributed among the attendees. In addition promotional MAGIC umbrellas were given away between those who







requested more information about our project. Videos of the attendees were recorded and published through MAGIC's Facebook and Twitter accounts.

300 MAGIC brochures in Portuguese and 60 MAGIC branded umbrellas were delivered.



Figure 25: MAGIC space at RNP's stand in RNP2015 Forum.

October 20 to 22nd, ICT2015, Lisbon, Portugal:

A proposal for an exhibition booth at ICT2015 was submitted jointly with TANDEM and Sci-GalA, under the name of GIIISC (**G**lobal ICT Infrastructures for International **S**cientific **C**ollaboration). MAGIC assisted actively in completing the corresponding documentation and the logo and also completed the proposal for a GIIISC Networking Session. Both applications were made by the Sci-GalA project and accepted by ICT2015.









Figure 26: GIIISC logo made by MAGIC for the collaboration between TANDEM, SciGalA and MAGIC for ICT2015, submitted both for a booth proposal and a networking session in April and May 2015 respectively.

The result was a common effort between MAGIC and the Horizon 2020 programme funded projects TANDEM and Sci-GalA, that shared an exhibition booth under the name of GIIISC at the INCO Village, and a Networking Session in ICT2015.

Within the stand MAGIC delivered 100 brochures in Spanish, 150 in Portuguese and 500 in English, with the Project information, and branded goodies: vintage puzzles (700) and speakers for the mobile devices (500).







Figure 27: MAGIC at the GIIISC stand in ICT2015.



Figure 28: GIIISC networking session in ICT2015.

October 22 and 23, CUDI 2015 Fall members meeting, Puebla, Mexico

Within the second day of the program of this meeting that is carried out by the Mexican NREN every six months, in his role of MAGIC Project Director and Executive Director of RedCLARA, Florencio Utreras was invited to give a presentation referred to MAGIC. The presentation was given through







videoconference and is available for downloading in the Conference Programme web-page [http://www.cudi.edu.mx/otono_2015/programa.php] or directly through the link posted in MAGIC's website under the sub-menu Presentations located under "About".

November 16th to 20th, Maputo, Mozambique:

Aiming to meet the Eastern and Southern Africa NRENs and their research communities, and to show them the benefits of actively participating in the project or getting its benefits, a delegation of the MAGIC project did participate in the UbuntuNet Connect 2015 Conference, the eight of its kind and the one that celebrated the 10 year anniversary of one of the MAGIC project regional partners: the UbuntuNet Alliance.

The meetings started in **November 17**th, with the first **face-to-face meeting of the MAGIC Work Package 5** (WP5). Within this meetings the members of the group defined the future course of action and structured the actions that will implement within the upcoming months.

During the evening of the same day, MAGIC WP6 leader was invited to participate in the **Africa Connect2 Visibility meeting** in which she was called to talk about RedCLARA and MAGIC's experience in dissemination and outreach and new collaboration possibilities in these areas were envisioned in order to promote the South-South collaboration and, more over, to enhance Africa's participation in MAGIC.

November 18th was the day of MAGIC's participation in the **Sci-GalA Workshop on Open Science**, by means of the presentations gaved by Dr. Ognjen Prnjat, Project Coordinator at GRnet, and María José López from RedCLARA (both project partners institutions). Through his presentation entitled as "VI-SEEM Concertation with International Cooperation Projects" Dr. Prnjat highlighted the synergies between the collaborations project in which his institution is involved, while MAGIC WP6 leader, through her presentation entitled as "Collaborating to globally connect researchers and academics" went deeper into the project's benefits for the global research communities.

MAGIC and Sci-GaIA, both H2020 financed projects, will look after new sinergies in order to better serve to the scientists research purposes and, of course, to enhance collaboration.

During **November 18**th and **19**th the MAGIC project was an active participant in the reception of the **UbuntuNet Connect 2015 Conference**, where it distributed project's brochures (200 in English and 100 in Portuguese) and goodies that were very appreciated by the attendees (60 branded umbrellas, 250 branded speakers and 300 branded puzzles). With a participation of above 200 participants from all the African continent, Europe, Asia-Pacific and Latin-America, MAGIC was introduced to the attendees throughout two presentations. The first one was given by Dr. Ognjen Prnjat, and it was entitled as "VI-SEEM and MAGIC projects. Virtual Research Environment for value-added services in national and regional NRENs: case studies", and the second, "A collaboration project to globally connect researchers and academics" (a summary of the paper prepared by Leandro Guimarães, WP2 leader - RNP, and María José López) was gaved by MAGIC WP6 leader. Both presentations went through each project component highlightening the collaboration







possibilities and the benefits that the global research community can take from MAGIC, of course, through different perspectives. The presentations were given during Friday 19th within the International Collaboration in Research session that was chaird by Cathrin Stöver, GÉANT's International Relations and Communications Manager.

Also within Friday 19th, but during the Special Session on Research, that was chaird by Bonny Khunga, ZAMREN CEO, Tania Altamirano, member of MAGIC's WP5 and RedCLARA's Academic Communities Coordinator, gave a presentation about the Colaboratorio platform, that was of main iterest to know by the leaders of the African NRENs.



Figure 29: November 18th, the Sci-GalA Workshop on Open Science.







Figure 30: November 19th, UtbuntuNet Connect 2015 Conference, MAGIC assisting in the Registration procedures and giving away its brochures and branded goodies.



Figure 31: November 20^h, UtbuntuNet Connect 2015 Conference, MAGIC project is introduced by WP6 leader.

Future activities

While this deliverable was under its writing process, WP6 was also preparing MAGIC's participation in the e-AGE2015 conference (Casablanca, Morroco, December 7 and 8, 2015), this information will be reported in D.6.4.







7.2. Training

WP6 supports WP2, WP3 and WP5 on training activities. This consists of administrative support if assistance is required for the organisation of face-to-face training activities (coordination of transportation, hotels, catering, etc.), dissemination and promotion of the courses, translation of training material, etc.

Within the reported period three face-to-face training sessions were carried out (all of them were widely disseminated through MAGIC's communication channels):

Mobility Federated Services and Nrenum.net

Date: July 8, 2015

Venue: Viña del Mar, Chile. Enjoy Conference Center

Attendees: 11 participants from five Latin American countries: Chile, Costa Rica, Ecuador, Mexico and Peru.



Figure 29: Mobility Federated Services and Nrenum.net, Viña del Mar, Chile, July 2015.







Workshop on Joining eduroam and Identity Federation

Date: September 8 to 10, 2015

Venue: Talal Abu-Ghazaleh University (TAGI-UNI), Amman, Jordan

Attendees: 13 participants representing five Arab countries: Morocco, Algeria, Lebanon, Palestine and Jordan.

Note from ASREN: "Participants should start immediately working on eduroam then idp".



Figure 30: Workshop on Joining eduroam and Identity Federation, Amman, Jordan, September 2015.

Federated Access and eduroam workshop in the Caribbean

Date: October 7 to 9, 2015

Venue: Jamaica Tertiary Education Commission, 14 Gibraltar Camp Way, Mona Campus, University of the West Indies, Jamaica

Attendees: 16 participants from 11 institutions and three Caribbean countries (Jamaica, Grenada, Dominican Republic) and one Latin American country (Mexico).

Note from CKLN: "Attendees are expected to deploy the pilot and implementation in their respective NRENs/Institutions on the subsequent phases of the project".







Figure 29: Federated Access and eduroam workshop in the Caribbean, Jamaica, October 2015.

8. DELIVERABLES

During the repoted period the following deliverables were delivered:

Deliverable:	Delivery Month:
D6.1 First Dissemination and Training Plan and Baseline	2
D6.2 MAGIC's on-line presence report	2



