European Union's Horizon 2020 Programme
European Commission
Directorate General for Communications Networks, Content and Technology
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Magic
Middleware for collaborative Applications
and Global vIrtual Communities

Deliverable D6.4
Second Dissemination and Training Report

Periodical Progress Report

MAGIC Deliverable: D6.4. Second Dissemination and Training Report

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Abstract: This document refers to all the activities carried out from month 8 to 12 of the project, in terms of dissemination and training, following the scheme proposed at the D6.1. 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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DELIVERABLE ROUTE

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1. INTRODUCTION

The purpose of this document is to describe what has been done by WP6 from M8 to M12 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-GaIA 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 exactly what has been done.

2. REFERENCES

[R1] MAGIC Website   http://www.magic-project.eu

[R2] Visibility Guidelines   http://ec.europa.eu/europeaid/work/visibility/documents/
      established by the   communication_and_visibility_manual_en.pdf
      European Commission in
      the document
      "COMMUNICATION AND
      VISIBILITY MANUAL for
      European Union External
      Actions"

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.

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4. GLOSSARY

EC	European Commission
EU	European Union
EU-LAC	Europe, Latin America and the Caribbean
Sci-GaIA	Energising Scientific Endeavour through Science Gateways and e-Infrastructures in Africa
TANDEM	TransAfrican Network Development
WACREN	West and Central African Research and Education Network
WP	Work Package

5. EXECUTIVE SUMMARY

This document refers to all activities carried out months 8 and 12 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 participation in some international events.

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

WP6 has also continued to strengthen relations and dissemination interactions with TANDEM[1] and Sci-GaIA[2] (both international projects funded by the EC Horizon2020

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[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), Brunel University (UK), UbuntuNet Alliance (Malawi) and RedCLARA (Uruguay). Web site: www.tandem-wacren.eu.

[2] Sci-GaIA (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-GaIA 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

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Programme).

6. DISSEMINATION AND TRAINING PLAN OBJECTIVES

6.1. GENERAL OBJECTIVE

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 inter-continental 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 stated in D6.1. MAGIC benefits 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

This was widely explained in D.6.1 and D6.3. There are no changes in this matter.

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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), UbuntuNet Alliance (Malawi), WACREN (Ghana) and CSIR (South Africa). Website: www.sci-gaia.eu.

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7.1.2. MAGIC Website and social media presence

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

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.

MAGIC Website

The project website (http://www.magic-project.eu/) has been continuously updated in order to reflect the project's progress.

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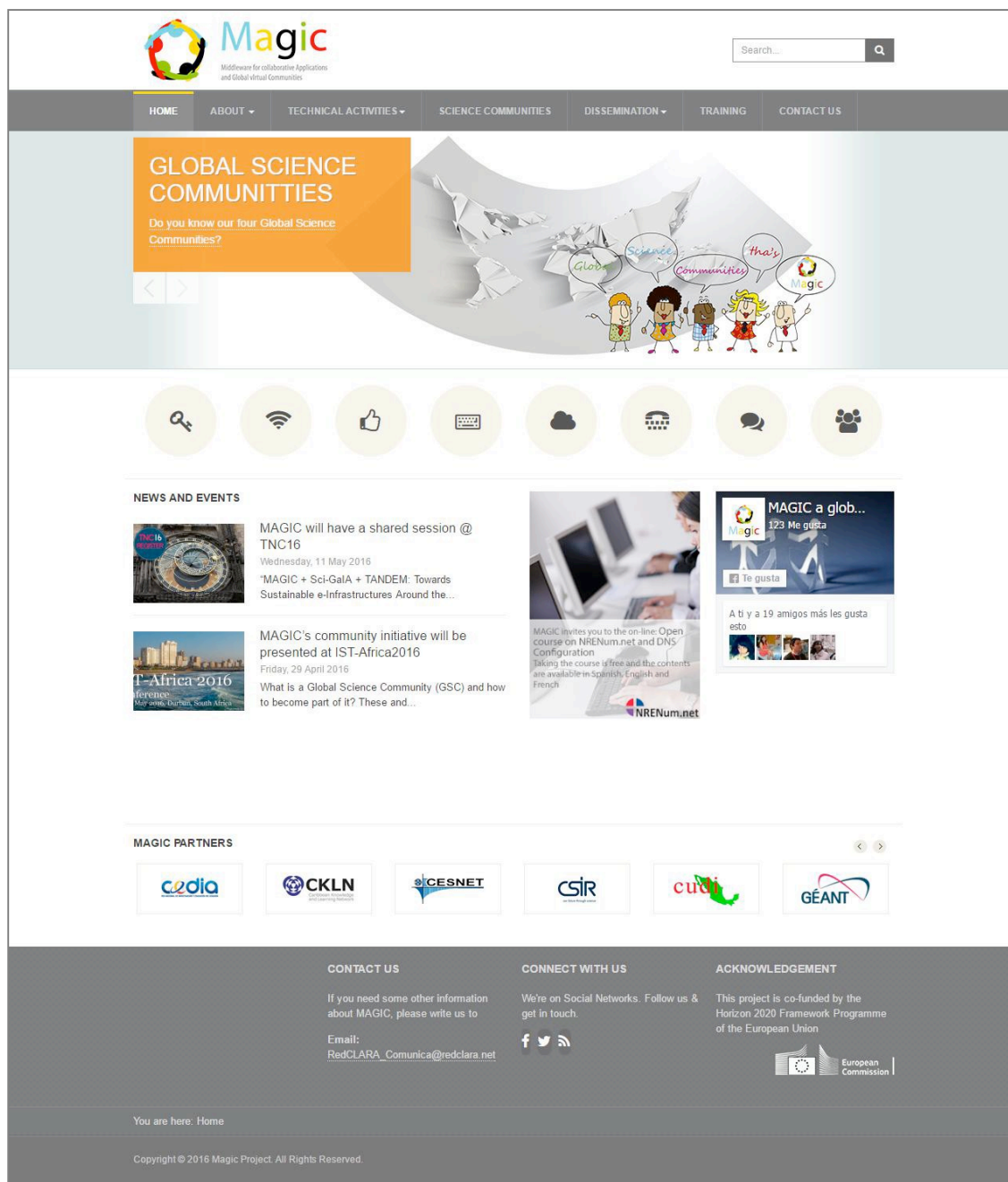
Figure 1: MAGIC website - home page [12-05-2016]

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Regarding website statistics, visitors numbers have kept growing slowly but constantly, with substantial growth in November 2015, when MAGIC participated in the UbuntuNet Connect2015 Conference (20 November 2015; Maputo, Mozambique).

MAGIC website statistics

	Nov.'15	Dec.'15	Jan.'16	Feb.'16	Mar.'16	Apr.'16	May '16
MAGIC Project							
Number of unique visitors	849	412	563	408	378	417	261
Number of pages seen	2062	887	1102	876	821	779	622

Figure 2: MAGIC website statistics of visitors [11-05-2016]

As can be seen in the following table, there are visitors from all continents around the world. As reported in D6.3., the three regions of America combined provide the highest number of visitors, followed by Europe (that in the previously reported period was in the fourth position after Asia and Africa).

Origin of visitors by continents	
Europe	1031
Africa	816
South America	599
North America	351
Asia	228
Unknown	160
Central America	96
Oceania	24

Figure 3: MAGIC website statistics of continent of origin of the total visitors [11-05-2016]

The ten most visited pages of the MAGIC website are measured on a weekly basis. The following table shows the 20 most viewed pages of the website from November,1, 2015 to 8 May 2016.

	Total of viewed pages	Unique visitors
Magic Project	2727	2193
About MAGIC	369	298

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Objectives	309	264
Partners	232	198
Training	224	201
MAGIC's WP4 makes available on-line: Open course on NRENum.net and DNS Configuration	208	162
Science Communities	207	179
Deliverables	123	110
The Ethiopian NREN is now part of MAGIC	117	107
WP3: Cloud Provisioning and Groupware Standards	98	83
News and Events	85	39
Presentations	77	66
Project Structure	53	43
Milestones	50	47
EthERNet	43	36
10 months doing MAGIC	38	35
Contact us	37	23
H2020	27	25
Join the First virtual meeting of the Global Science Community on e-Health	27	23
About	26	23

**Figure 4: MAGIC website statistics of most viewed pages
[11-05-2016]**

These statistics tell us about the interest that the project gained over its first year, which areas raise most interest (as stated in the previous deliverable), the importance of training activities, and how interest in the Global Science Communities and their activities are growing.

Social Networks

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

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Figure 5: Facebook - MAGIC a global connection - [12-05-2016]
https://www.facebook.com/MAGICglobalCollaboration

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By November 11, 2015, "Magic a global connection", the project's presence on Facebook, which went live on-line on 25 June 2015, had 72 likes. By 12 May 2016, this number had grown to 173, 240% higher than the previously reported figure. The growth of likes since July 2015 is shown in the following figure.

Figure 6: Facebook - MAGIC a global connection
Evolution of Likes (total of likes)[12-05-2016]
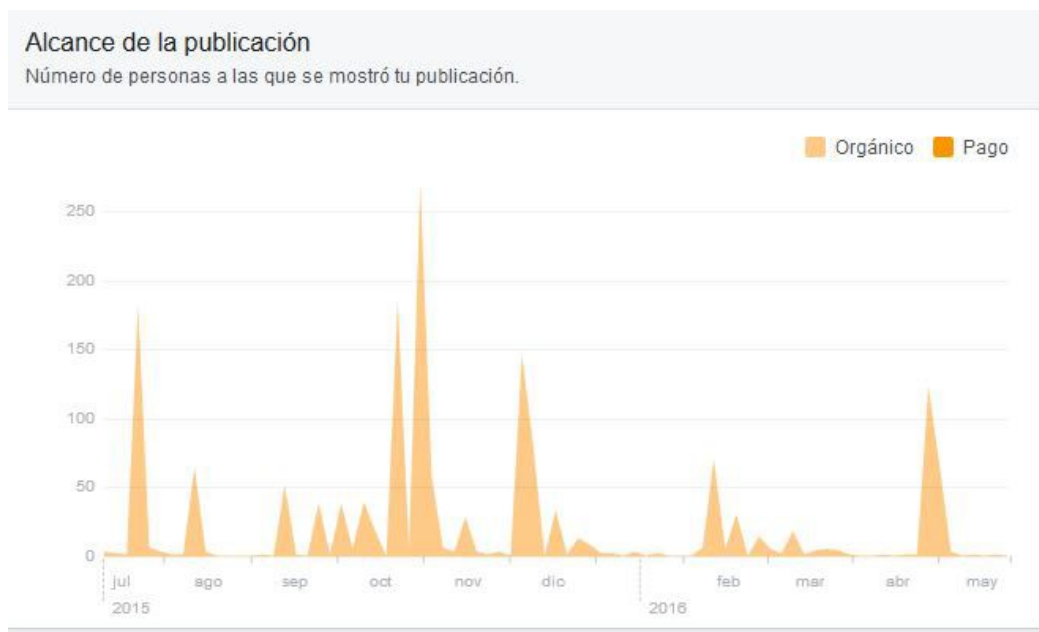
Figure 7: Facebook - MAGIC a global connection
Publications outreach [12-05-2016]

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Figure 8: Twitter - @MAGIC_our_voice - [12-05-2016]
https://twitter.com/MAGIC_our_voice

By 11 November 2015 @MACIC_our_voice, the project's presence on Twitter, which was on 5 June 2015, had 30 followers. By 12 May 2016, this number grew by 233% to 70, with several interactions (most of them mentions).

As reported in the past deliverables, the RedCLARA Colaboratorio environment is used to provide the intranet for the MAGIC community and is continuously used by project members.

7.1.3. Newsletters

Deliverable D.6.1 defined the need for a project newsletter that would be issued to project members every three month starting in M03. As was reported in D.6.3, the first edition of "MAGIC TIME" was delivered in July 2015 (M03). It became clear that one issue every

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three months was not enough to cover all projects news and events, so it started to be published every two months, with three editions in 2015. 2016 has not had the same intensity in terms of public news, and so for the reported period the initial plan of quarterly newsletters as reinstated with one issue in January and a second one in May. All issues can be found on the project website at: http://magic-project.eu/index.php/2015-05-28-22-53-32/newsletter.

Figure 9: MAGIC TIME - 5ᵗʰ edition, May 2016 [http://www.redclara.net/MAGIC-TIME/05_may2016.html].

To measure the outreach of the newsletter, the OpenEMM mail-marketing open-source tool was implemented and has been used since the first issue. The statistics in Figure 10 below relate to the following mailing lists: MAGIC-all-members; MAGIC-TIME; and the Latin American NREN Communications and Public Relations network (LA NRENs PR Network):

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	July	September	November	January	May
Opened emails	42	42	38	44	78
Failed	0	0	0	0	0
Rebound	0	0	0	0	0
Recipients	73	78	78	83	184
Total recipients clicks	15	9	5	9	7
Total clicks	48	10	6	42	10

Figure 10: MAGIC TIME newsletters mailing statistics.

MAGIC has also been disseminated via the project members' own communication channels.

7.1.4. Promotional material

Different types of promotional material have been created for the MAGIC project and have been distributed at international events at which MAGIC has been represented with an exhibition booth.

The following photos show the items that have been made.

Figure 11: MAGIC branded pen drive and key holder.

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Figure 12: MAGIC branded pen drives.

Within the reported period, the number of branded promotional items for distribution at international events was as follows:

   150 pen drives and key holders

   300 pen drives

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

7.1.5. Printed material

In order to serve the dissemination needs of WP5 at the IST-Africa 2016 Conference, project brochures focused on raising awareness of the Global Science Communities that MAGIC is currently fostering were designed and printed in English (300 copies). A total of 150 invitations were sent out for the session that WP5 carried out at the event.

As with all project brochures, the new one has been published on the project website under Dissemination section, tab >> MAGIC Brochures (http://magic-project.eu/index.php/2015-05-28-22-53-32/magic-brochures) and is available to download in pdf format. The brochure, and those that were reported on in D.6.3 were distributed at international events where MAGIC had representation.

All printed material is in line both with the MAGIC branding guidelines and the Visibility Guidelines established by the European Commission [R2].

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Figure 13: MAGIC Global Science Community brochure in English.

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Figure 14: MAGIC Global Science Community invitation to the session at IST-Africa 2016.

7.1.6. Promotion at relevant international events

MAGIC has been represented by project partners at relevant conferences and events around the world, in the form of either an exhibition stand/booth and/or a presentation given to the event's participants. In the reported period MAGIC was represented at the following international events:

- e-AGE 2015, December 7 and 8, 2015, Casablanca - Morroco, Arab States
- APAN41, January 24 - 29, Manila, The Philippines, Asia
- IST-Africa 2016 – 11-13 May 2016, Durban, South Africa

e-AGE 2015, December 7 and 8, 2015, Casablanca - Morroco, Arab States:

A stand was shared with TEIN*CC where MAGIC project information and promotional material was distributed. The project was included in the third session of the conference ("Evolving Services for Science, Research, and Education Communities") with the

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presentations entitled "Advanced services for international cooperation: case of VI-SEEM and MAGIC projects" and "MAGIC, a Global Connection Community", given by GRNet - and RedCLARA representatives, enabling MAGIC to describe face-to-face the importance of the participation of the Arab research and education networking community in the project.

The MAGIC project wants to thank ASREN for its support and collaboration in making the project's participation in the event a success.

300 MAGIC brochures in English and 200 MAGIC-branded pend rives and key holders were distributed among attendees.

Figure 14: MAGIC stand in e-AGE2015.

APAN41, January 24 - 29, Manila, The Philippines, Asia:

At the 41st Asia Pacific Advanced Network Meeting (Manila Revisited: Enabling Connectivity for an Integrated World), MAGIC was represented with a presentation entitled "MAGIC Project and NRENum Service Middleware for collaborative Applications and Global Virtual Communities".

WACREN 2016 Conference – Enabling Virtual Research and Education Communities, 14-18 March 2016, Dakar, Senegal, Africa:

Organised by WACREN (West and Central African Research and Education Network), MAGIC was represented through a presentation given by the GRnet representative, entitled "National, Regional and Global e-Infrastructures".

Second joint Sci-GaIA-TANDEM-MAGIC workshop, 15 March 2016, Dakar, Senegal, Africa:

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MAGIC was represented through two presentations: "MAGIC - Colaboration tools and communities/group sharing for science applications", given by the representative of RedCLARA, and "Sharing e-Research services across borders", given by the representative of GRnet.

IST-Africa 2016 – 11-13 May 2016, Durban, South Africa:

What is a Global Science Community (GSC) and how to become part of it? This and many other important questions about the MAGIC GSCs were answered by WP5 at the IST-Africa2016 Conference. WP5 participation at the conference was led by representatives of the MAGIC project partners, UbuntuNet Alliance, CKLN and RedCLARA, who led the workshop "Global Science Communities - That's MAGIC!" on the second day of the conference.

Figure 15: The MAGIC WP5 team at IST-Africa 2016: Colleen Wint (CKLN), Tiwonge Banda (UbuntuNet Alliance), Tania Altamirano (RedCLARA) and Omo Oaiya (WACREN).

All the material specially prepared for this event was distributed among attendees: 150 invitations for the session, 300 brochures and 300 pen drives. The demonstration of the use of Colaboratorio within the session was very successful; 20 attendees participated in the session.

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Future activities

At the time of writing, WP6 was also preparing MAGIC participation at the TNC16 Conference (2-16 June 2016, Prague, Czech Republic). It should nevertheless be noted that MAGIC WP6 coordinated a proposal for a joint full session with Sci-GAia and TANDEM which was accepted.

The session is entitled "MAGIC + Sci-GaIA + TANDEM: Towards Sustainable e-Infrastructures Around the World". The session will start with brief introductions of the three sister projects. The introductions will consist of with one short presentation per project and will show how the projects are fostering and empowering scientific collaboration around the world.

The introductions will be followed by a joint session in which the three projects will showcase real examples of the benefits that they are already giving to science and research communities.

Finally, there will be a slot of 20 minutes for questions and answers, in which the audience will be invited to ask questions about the projects and how the projects interact, and also to exchange ideas on what is still required and/or missing in order to better foster and enhance global collaboration.

The results of this activity will be reported in D.6.5.

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 there were no face-to-face training sessions, but an intense dissemination to the on-line open course on NRENum.net and DNS - was carried out by means of the MAGIC communication channels and of those of its partners as well.

WP6 also did the translation into Spanish of the On line Training Material on AAI development.