

# WP9 – Outreach / Communication Dissemination / Impact

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# PaNOSC WP9 - Roadmap

## EXTERNAL COMMUNICATION / DISSEMINATION

- Continuous update and development of the PaNOSC website;
- Regular Social Media updates (Twitter: @Panosc\_eu / Youtube: <http://bit.ly/PaNOSC-on-Youtube>);
- Produce and distribute promotional material of our main projects achievements (via news posts, social media posts, posters, infographics, videos, partners newsletters and other online channels, etc.)
- Collection and promotion of PaNOSC presentations and publications
- Support other WPs by promoting their activities (to be evaluated case by case, and upon request by each single WP)
- Support in the preparation + follow-up of PaNOSC & ExPaNDS **annual meeting** (2022)
- Participation in **ESOF 2022** (TBC)
- **D9.4** – Dissemination and outreach activities (Report, M48)
- Draft and publication of a **brochure** on main PaNOSC results

# PaNOSC WP9 – Roadmap 2022

## USER ENGAGEMENT

- Identify, collect and publish **user success stories** at PaN facilities – **inputs needed from ILL, ESS, ELI**
- Support PaNOSC/ExPaNDS WPs in the organisation and promotion of **user-centric workshops / meetings** and attract participants from the PaN community – **inputs on foreseen calendar needed**
- Actively contribute to upcoming **PaN user meetings** + other events and conferences targeting users:
  - 7-9 February 2022, [ESRF User Meeting](#)
  - 5-7 October 2022 [ESS/ILL European User Meeting](#), Lund - Sweden
- Promote and distribute **>4 demos / video interviews on PaN use cases** – **suggestions welcome**
  - **Human Organ Atlas**
  - **H5nuvola** (cloud file browsing, data visualisation services, and selective exporting of data) + **xrfftivis**
  - **TBD** – Partners' comms offices may contribute
- Promote and distribute **>3 video interviews** on Open Data (Women in Science) – **suggestions welcome**
  - **Mousumi Upadhyay Kahaly** (end of 2021 – start 2022)
  - **Alessandra Gianoncelli** (TBC)
  - **Tiziana Ferrari** (TBC)
- Present progress and achievements at our partners **scientific board meetings**
- Promote services and policies via **PaN networks** (comms staff at the partners, user offices, LENS, LEAPS, lightsources, neutronsources)

# PaNOSC WP9 - Roadmap

## Collaboration with other EOSC-related projects:

- Cross-grant (PaNOSC/ExPaNDS) regular communication and joint participation in PaN- and EOSC-related events
- Ensure all cluster projects attend our Annual Meeting and that we attend theirs
- Invite 5b / cluster projects representatives to all our workshops / events
- Periodical meetings among coordinators of the cluster projects and transfer of the relevant inputs to the leaders of WP comms/dissemination in the various projects, to ensure appropriate communications/dissemination of the set actions and results achieved

# Promotional actions

WP Service / Tool / Deliverable	Target group	Action
Data Policy Framework	PaN user community	
Data catalogue services (M40)	User offices, users	Inform user offices about such services, and the PaN user community via user offices at single facilities
Common Portal for Data Analysis Services, and of the related available services for data search and analysis	User offices, users	Promote services + VISA via videos, demos, news articles, presentation at events targeting PaN users
D5.3 Repository of documented jupyter notebooks and Oasys canvases showcasing simulation tasks executable via JupyterHub or remote desktop	User offices, users	Produce and promote one or more demo
PaN EOSC Sustainability Plan (M48)	PaN facilities, EOSC governance, LENS, LEAPS	WP7 – collecting stakeholders' feedback; WP9 – Dissemination business model + sustainability plan
D8.1 - Report on lessons learned and future prospects for adopting best practices on data stewardship at the PaNOSC facilities	PaN facilities, LENS, LEAPS	News article + social media posts (additional actions to which WP9 may contribute may be further discussed)
Training for users on pan-learning.org	PaN facilities, users, user offices, universities	Email campaigns + presentation at events targeting users + promo video on pan-learning (courses + how it works)
Promotion PaN services in EOSC Portal	User offices, users	Continuous promotion of services made available via the EOSC portal (news + social media posts + events)
Annual meeting + PaN EOSC Symposium 2022	PaN community, IT staff, users	Support to programme/organising committee, event's promotion + follow-up

# PaNOSC WP9 - KPIs

Activity	KPI description			FINAL TARGET VALUE
		<b>PaNOSC</b>		
Outreach through the project's website and social media platforms	No. of visitors/views to website	Views: 25997 Visitors: 3828	25/11/2021	Not defined (as high as possible)
	No. of tweets mentioning PaNOSC/ExPaNDS	465	25/11/2021	500
	No. of social media posts	500	25/11/2021	Not defined (as high as possible)
	No. of followers on social media	656	25/11/2021	1000
	No. of video views	3263	25/11/2021	Not defined (as high as possible)
Dissemination and communication	No. of user meetings in which PaNOSC/ExPaNDS are presented	9	09/11/2021	15
	No. of invited talks as PaNOSC/ExPaNDS representatives on topics of relevance for the projects and their partners	53	25/11/2021	70
	No. of PaNOSC/ExPaNDS-related publications' downloads on Zenodo	Views: 5506 Downloads: 4100	25/11/2021	Not defined (as high as possible)
	No. of peer-reviewed OA publications	7	25/11/2021	Not defined (as high as possible)

# Thank you

