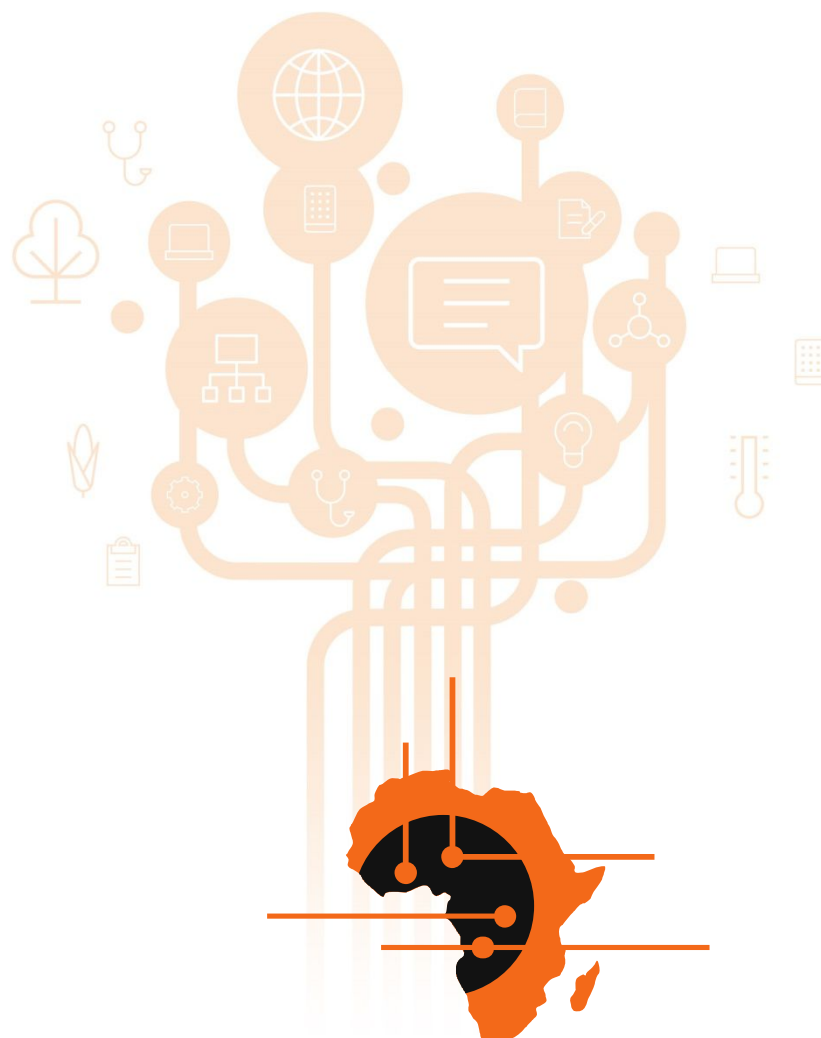




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D5.2 DISSEMINATION AND EXPLOITATION PLAN (DEP) AND COMMUNICATION CHART - REVISED (CoC)



TANDEM
TRANSAFRICAN NETWORK DEVELOPMENT

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Executive summary

This document is a deliverable of the TANDEM project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement #654206.

The present document is a deliverable of the TANDEM project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement #654206.

The document presents the project "Dissemination and Exploitation Plan and Communication Chart (DEP & CoC) revised, defining the strategy and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 5 – "Dissemination, Communication and outreach".

The DEP & CoC has been structured into 3 main parts: (A) A "setting the scene" part describing the framework of communication and dissemination activities; (B) the communication and dissemination strategy with their corresponding charts of activities and their expected impact exemplified in Key Performance Indicators (KPIs); (C) the Exploitation Plan, presenting briefly the paths that will be investigated when encompassing project sustainability perspectives.

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Introduction

The present document is a deliverable of the TANDEM project, which is funded by the European Union’s Horizon 2020 Programme under Grant Agreement #654206.

The document presents the project “Dissemination and Exploitation Plan and Communication Chart - Revised” (DEP & CoC revised), defining the strategy and implementation measures envisioned to efficiently communicate about project objectives and activities and disseminate project outputs in order to ensure the best exploitation of its results, as part of Work Package 5 – “Dissemination, Communication and outreach”.

This document takes into account the withdrawal of the project of SIGMA ORIONIS, lead participant of Workpackage 5, and the sharing of the remaining tasks between the other partners.

The DEP & CoC has been structured into 3 main parts: (A) A “setting the scene” part describing the framework of communication and dissemination activities; (B) the communication and dissemination strategy with their corresponding charts of activities and their expected impact exemplified in Key Performance Indicators (KPIs); (C) the Exploitation Plan, presenting briefly the paths that will be investigated when encompassing project sustainability perspectives.

1. FRAMEWORK OF COMMUNICATION DISSEMINATION ACTIVITIES

1.1. KEY CONCEPT AND OBJECTIVES

The following definitions of the key terms used in this document originates from the European Commission participant portal website¹.

Communication: “Communication on projects is a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

The general purpose of communicating about European projects is to promote European collaborative research and innovation².

TANDEM project communication objectives are:

- Raise public awareness and ensure maximum visibility of the project key facts, objectives, activities and findings among EU and Africa public at large;
- Announce and promote TANDEM events, contributing to upgrade its attendance and engagement potential;
- Support the dissemination objectives;
- Promote EU research and EU-Africa cooperation in the ICT domain.

Communication will therefore contribute to supporting dissemination and exploitation objectives while targeting stakeholders beyond dissemination and exploitation purposes such as the public at large comprising civil society and EU and African citizens at large.

Dissemination: “The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”

The dissemination of the project outputs to key stakeholders aims at (1) making the knowledge (results) developed through the project available to the widest audience and (2) enhancing project exploitation potential.

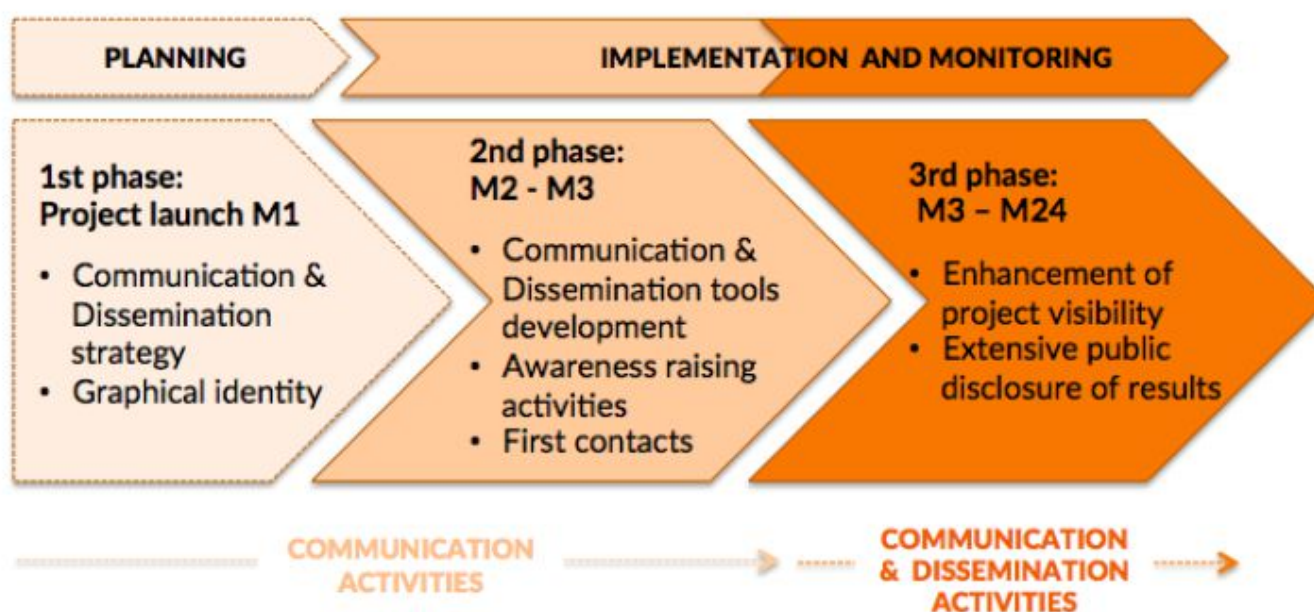
¹http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

² http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

1.2. ROADMAP OF ACTIVITIES

At the start of the project, as no results will be available, the communication strategy will focus on raising project awareness among the stakeholders community, then as first project results will become available, dissemination of project outputs will start and last until the end of the project period. During the last quarter of the project, the consortium will make sure the project results will be available to the wider audience to be used in future research activities and further exploited.

Graph 1 below represents the different communication, dissemination and sustainability phases corresponding to the different project periods.



GRAPH 1 - COMMUNICATION AND DISSEMINATION PHASES OF TANDEM PROJECT

1.3. ROLES AND RESPONSABILITIES

Given the withdrawal of SIGMA Orionis project, communication and dissemination activities were assigned to the remaining partners from May, 1st, 2016. All partners are encouraged to contribute to the activities. The following list presents in more details the communication and dissemination activities and the roles and responsibilities of each partner following the withdrawal of SIGMA Orionis:

Communication & Dissemination activities	WACREN	IRD	BRUNEL	UBUNTUNET	GEANT	RENATER	CIRAD	REDCLARA
WEBSITE								
Upgrade and management	L							
Constant update	L	ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE WEBSITE						
NEWSLETTER								
Content and dissemination		L	ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE N'LETTER					
TAILORED TOOLS								
Production of printed and audio-video materials in support of specific project activities (NREN dissemination materials, questionnaire, events, etc)		L	DEPENDING ON THE ACTIVITY					
Dissemination of materials		L	ALL PARTNERS COMMITTED TO THE TASK					
SOCIAL AND PROFESSIONAL NETWORKS								
Management	L	ALL PARTNERS COMMITTED TO THE TASK						
PUBLICATIONS								
Publications in specialized journals, magazines or newsletters		L	ALL PARTNERS COMMITTED TO THE TASK					
EVENTS								
Planning and organisation of Awareness and Dialogue Workshops	L	C	C	C	C	C	C	C
Planning and organisation of Community Workshops	L	C	C	C	C	C	C	C
Animation of Community Workshops				C				C
Planning and organisation of the Final conference	L	L	ALL PARTNERS COMMITTED TO THE TASK					
CONTRIBUTION TO EXTERNAL EVENTS								
Presentations of project outcomes at external ICT events (M1-M24)	C	L	C	C	C	C	C	C
ASSESSMENT AND STRATEGY REVISION								
Monitoring of the project communication and dissemination activities (M3 - M24)		L						
Revision of the communication and dissemination strategy (M12 - M24)		L						
	WACREN	IRD	BRUNEL	UBUNTUNET	GEANT	RENATER	CIRAD	REDCLARA

L = Leader; C = Contributor

TABLE 1- COMMUNICATION AND DISSEMINATION ACTIVITIES ROLES AND RESPONSABILITIES

1.4. TARGET AUDIENCES

TANDEM partners have identified the following groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for communication and dissemination activities:

TARGETED AUDIENCES (reached through communication and dissemination, for awareness, understanding and support purposes)		ROLE
<p>“Policy-Makers, Donors, Regulatory Authorities” Community</p>	<ul style="list-style-type: none"> ▪ African Union Commission and agencies (NEPAD, Africa-EU-Partnership) ▪ European Commission (DG CONNECT, DG Research, EEAS, EUROPEAID) ▪ Regulatory Authorities (WATRA) ▪ Regional organisations (ECOWAS, ECCAS, UEMOA) ▪ National Governments and Parliaments ▪ International Funding organisations (WB, AfDB, BOAD, etc) and Advocacy groups (NGOs, lobbies, think tanks) ▪ Heads of major Research and Education Institutions (University Chancellors) ▪ World-wide Global Connectivity Networks (Telecom operators) 	<ul style="list-style-type: none"> ▪ Strong policy support to the implementation and strengthening of REN at national and regional level, needed for the development of WACREN. The project will reach them through the PODWAG group.
<p>NREN Community</p>	<ul style="list-style-type: none"> ▪ NRENs Focal Points 	<ul style="list-style-type: none"> ▪ Ensure awareness of the available infrastructures services ▪ Gather end users requirements and questions ▪ Bring a collective answer to a common problem in several countries ▪ Liaise with WACREN

<p>NREN Community</p>	<ul style="list-style-type: none"> ▪ NREN Managers ▪ University staff in charge of e-services 	<ul style="list-style-type: none"> ▪ Ensure awareness of policy and decision makers mainly at national level ▪ Coordinate and ensure smooth implementation of the project activities in their respective countries
<p>End Users Community (on strategic topics)</p>	<ul style="list-style-type: none"> ▪ Research and Education institutions International Research Communities (by subject) – PPR SREC on food security ▪ West and Central Africa Regional and National research organisations (CRA, CARI, MRTC, FARA, CSE, Pan African University) 	<ul style="list-style-type: none"> ▪ Help identify priorities so that tailor project activities be tailored to their needs ▪ Enhance project’s visibility via promotion throughout their contact network
<p>Related projects & initiatives</p>	<ul style="list-style-type: none"> ▪ H2020 projects on Research Infrastructures ▪ H2020 EU-Africa cooperation projects ▪ AfricaConnect2 (pan-African connectivity project for Research and Education) ▪ Other relevant initiatives 	<ul style="list-style-type: none"> ▪ Maximize the visibility, impact and cost-effectiveness of project activities (through synergies) ▪ Share knowledge and create long-term research collaboration
<p>WIDER AUDIENCES (reached through communication, for awareness purposes)</p>		
<p>General public</p>	<p>European and African civil citizens and the civil society at large</p>	

TABLE 2 - TANDEM DISSEMINATION TARGET AUDIENCES AND ROLES

1.5. COMMUNICATION AND DISSEMINATION TOOLS

1.5.1. Visual identity

Reinforcing WACREN in a sustainable way is one of the core objectives of the TANDEM project. Hence communication activities ensure that the project improves the visibility of WACREN and builds foundations for long-term Public Relations (PR) management. Consequently, the corporate identity of TANDEM shows clearly that this is a WACREN-related initiative, while giving the project its own identity as an EU-funded cooperation action.

Based on the same colour palette, fonts and logo, a **set of templates** have been designed by SIGMA ORIONIS. The templates ensure that the TANDEM visual identity is consistent throughout the duration of the project. This set of templates includes:

- A template for project deliverables;
- A template for project PowerPoint presentations;
- A template for the project.

1.5.2. Brochures

A TANDEM **brochure** was already produced at M2 to present the topic, objectives and activities of the project. This brochure was printed in 500 copies (English version) to be handed out at each event TANDEM partners participate in. It was largely distributed at ICT 2015 event (Lisbon, October 2015) and at all other events (Tandem workshops). It was also distributed online under the form of clear and appealing info-graphics (as.jpg files), that can be much more easily spread through social networks and interested websites. It will be shared online and printed only when necessary to be handed out at events.

A french version of the brochure was produced at M9 as French language is widely spoken in Western and Central Africa.

1.5.3. Info-graphic videos

A very lively video of the project (1:54 mn) was produced at M9, uploaded on Tandem website (<http://www.tandem-wacren.eu/>) and on YouTube (<https://www.youtube.com/watch?v=-HKI3drclQg>).

Easily shared on the web and displayed on wide screens at events, this video trailer promotes clearly and succinctly the projects objectives and challenges. It is used on the website, shared on social networks and used during events.

1.5.4. Media articles

Media articles make reference to all types of written press articles focusing on presenting the project, its activities, its outcomes, etc, that are published on different channels. They may take the form of news, announcements, tweets, LinkedIn posts, press releases, published on the project website, on external websites including partners' websites, on social networks, etc.

1.5.5. e-Newsletters and email blasts

A quarterly newsletter was issued to ensure that all stakeholders are regularly updated on project's developments:

TANDEM Newsletter #1: July 2015
TANDEM Newsletter #2: Aug-Oct 2015
TANDEM Newsletter #3: Nov 2015-Jan 2016

There are sent to a database of contacts merging the network of all partners via a professional emailing solution (Mailpoet) used to ensure the best delivery rate. Target groups are segmented and regular analysis are driven on newsletter results (opens and clicks) to optimise the impact.

The following schedule is planned:

TANDEM Newsletter #4: Fev-Avr 2016
TANDEM Newsletter #5: Mai-July 2016
TANDEM Newsletter #6: Aug-Oct 2016
TANDEM Newsletter #7: Nov 2015-Jan 2017
TANDEM Newsletter #8: Fev-Avr 2017

1.5.6. Project reports

A major expression of external dissemination is the production of deliverables. Over the entire project duration, the TANDEM consortium will produce 17 official deliverables. All of them are public reports, therefore they will be made publicly available in the project website resources area in order to spread the project excellence and disseminate knowledge to the project target groups.

1.5.7. Other specific tools

To support the activity of Task 3.1 “Awareness raising among End Users”, A3 posters displaying the survey were produced in order to be distributed in universities/research institutions in West and Central Africa by Focal Point. SIGMA Orionis took in charge the production (content development, design specifications) of the posters (English/French version) and Wacren took in charge the printing.

Other dissemination tools such as Kakemono (English/French version), Banner, Vinyl stickers, Notebooks (goodies) were also produced by SIGMA Orionis and largely used or disseminated in the frame of events (ICT2015, Sci Gala workshop on Open Science, Maputo, November 2015, JRES 2015, Montpellier, France, all Tandem Workshops).

1.5.8. Communication tools versus dissemination tools

Some tools will be tailored for communication and others for dissemination purposes. The distinction is made in the table below.

Tools	Communication	Dissemination
Visual identity		
Brochure - Generalist		
Brochure - Thematic, topic specific		
Info graphic video		
Media articles – Generalist		
Media articles – Specialised, targeted, scientific		
e-Newsletters		
Project reports – Deliverables on specific research topics		
Email blasts – Topic specific, to a segmented list		

TABLE 3 - COMMUNICATION AND DISSEMINATION TOOLS

1.6. COMMUNICATION AND DISSEMINATION ONLINE CHANNELS

1.6.1. Project website

The project website constitutes a key communication tools in order to increase the project visibility and impact, especially towards wider communities and the general public. Online at M3, and constantly updated, the TANDEM website will contain all relevant information about the project (project objectives, information, news, event announcements, public reports, analysis). However, postings will not be limited to project activities and results but will also include all useful information from the field of e-Infrastructures. It will serve both as a dissemination and communication tool.

It has been carefully designed and set up to highlight the link between the project and the WACREN initiative and to address policy makers, the NREN community, the End Users and the general public, in the most effective way through a user-friendly interface, accessible from mobile devices. The website highlighted the three TANDEM pillars (Advocacy, Services, Community) which lead to the description of the project activities in the respective areas. A specific page has been dedicated to the description of Research and Education Networks.

A section “In the spotlight” will feature the latest developments of the project.

The invitation to join the TANDEM community on the social networks is also highlighted on the homepage, inciting to interaction and exchange, as this is what the project is about.

The TANDEM virtual platform will also be integrated into the website well in view.

Analytics tools such as Google analytics and Google webmaster tools were installed in order to optimize on-page and off-page Search Engine Optimisation (SEO), and improve overall website’s efficiency.

The TANDEM website will not duplicate services offered by other related initiatives or programmes. Links with initiatives such as MRTC (Malaria Research and Training Center) and CRA (Centre Régional AGRHYMET) will be made, and the website will be used to further disseminate existing materials

(e.g. UBUNTUNET and REDCLARA training materials). Links to this website from each partner's website and from relay websites will be ensured (including European Commission's websites).

The project website will be maintained for at least one year following the end of the project in order to increase the project's dissemination and sustained impact.

1.6.2. Contact databases

TANDEM will build during these two years a database of contacts made through the different project activities, which will be used in order to keep this audience interested in the project and regularly updated on its developments. The databases will be segmented (newsletter subscriptions, project events, partners' contacts, etc) in order to have a targeted communication when needed. Newsletters, emails blasts, invitations to events and to fill in evaluation surveys, etc., will be regularly sent.

1.6.3. Social media

The **project social media strategy** was drafted at a very early stage of the project, focusing on strengthening its presence in the European and African Social Media space.

An objective of the TANDEM project is to build synergies with similar initiatives. Sci-GaIA project (Energising Scientific Endeavour through Science Gateways and e-Infrastructures in Africa) is a project that TANDEM is already in contact with and planned common events: a joint Final Conference and a common booth and a joint networking session at the ICT2015 event). Sci-GaIA focuses more on development of application but aims at conveying the same message: Africa needs more and better e-Infrastructures. Activities of the two projects are complementary while aiming at reaching the same target groups: policy makers, research and education community and end-users of e-Infrastructures. Moreover, the two projects have partners in common (WACREN, UbuntuNet Alliance, Brunel and SIGMA ORIONIS). Both projects will also be supported by GÉANT and the African R&E network community through AfricaConnect2 project.

Branding the two projects TANDEM and Sci-GaIA, under common LinkedIn and Twitter accounts appears to be a mutually beneficial strategy that the projects' respective partners welcomed and agreed upon. The idea was to build around a community, rather than a single project: the "e-Infrastructures for Africa Community". Moreover, in order to give this strategy stronger foundations, it was decided, jointly by SIGMA ORIONIS, as communication leader of the two projects, and all the partners of the two consortia, to use the social networks accounts of the eI4Africa project and build on them.

This has several advantages:

- Avoid spending time in setting up and populating two newly created accounts;
- Build on networks that are already popular within the e-Infrastructure community;
- Build on the eI4Africa project legacy and therefore on the eI4Africa project contacts and not start from scratch (recover all the existing members);
- Higher visibility as we join forces with Sci-GaIA project with which synergies are already created;

- Develop a rich and strong community to be passed on to future EU-Africa projects on e-Infrastructures with higher and higher chances of impact.

The projects have therefore:

- 1) A [Twitter account](#). The eI4Africa project account will be used to inform the broader European and African community about both technical and less technical information. Extensive use of Twitter was made since the official launch of the project as it served as main communication channel with the target audience, before the two websites went online.

Ways to differentiate the two projects within the same community:

Two separate hashtags have been created and promoted for use, one for each project, namely #SciGaIA and #TandemWacren and thus have specific project related statistics.

Situation at M13

At mid term of TANDEM project (M13) the account has 941 tweets and 385 followers.

Several popular hash tags in relation to the projects' area of activity have been identified and will be used on a regular basis to increase the project visibility.

Hashtags to use	
Africa + Sectorial	General
#Africa	#Bigdata
#citizenscience	#Digital
#DigitalDivide	#Digital4EU
#eInfrastructUres	#DGCONNECT
#hpc	#EC
#ictafrica	#EU
#innovation	#H2020
#NREN	#hackathons
#openaccess	#ICT
#opendata	#ICT2015
#OpenInnovation	#ICTpropday
#OpenScience	#infoday
#research	#Brussels
#tech	#opencall
#technology	#SMEs
#datacite	
#AfricaConnect2	

TABLE 4 - TWITTER HASHTAGS TO BE USED

- 2) A [LinkedIn group](#). The eI4Africa project account will continue to serve as a platform for formal discussions, interaction, collection of information, and communication of the project outputs, to experts. The group has been renamed e-Infrastructures for Africa Community.

Ways to differentiate the two projects within the same community:

The strategy to create two different subgroups TANDEM and Sci-GaIA has been initially analysed but the decision to continue with one community was finally taken in order to ensure more cohesion between its members, avoid spending time on populating the subgroups and avoid dispersing the discussions into three directions. The main goal is to keep discussions concentrated in one space and around one reference - the community.

Discussions that refer to a project in particular may be preceded by #TandemWacren and respectively #SciGaIA thus creating a link with the Twitter account and reinforcing the project's identity in the audience's mind.

Situation at M13

At mid-term of TANDEM project (M13) the account registers 248 members.

Individual invitations will be sent out soon to targeted contacts in order to attract more members.

- 3) A [YouTube account](#). A channel has been created to disseminate the project videos, not only the infographic ones but also videos taken at the several events organised by the project. The objective is to further utilize the video capabilities in order effectively promote project activities and outputs.

1.6.4. TANDEM Virtual Collaboration platform

TANDEM has created a virtual collaboration platform for WACREN/NRENS' staff and other related communities to engage and interact on a continual basis. Though a project output in itself, this platform, integrated with the project website, constitutes a valuable dissemination channel to reach the target groups. It was delivered on September 1st, 2015.

1.6.5. External channels

Project activities will be communicated and results will be disseminated on a series of external websites of different organisations, institutions and projects and their respective social networks.

Particular attention will be given to the AfricaConnect2 project. TANDEM communication activities will be relayed by the AfricaConnect2 project, which aims to expand high-capacity connectivity for research and education (R&E) across Africa and create a pan-African digital gateway for global collaborations in R&E. The connectivity provided through AfricaConnect2 will support TANDEM e-infrastructure services further and vice-versa.

Therefore:

- The AfricaConnect2 website will display a banner on its homepage promoting TANDEM and other ICT-related projects such as Sci-GaIA and Magic and point to their respective websites

- There will also be an internal page on the AfricaConnect2 website to explain the projects further
- AfricaConnect2 will also support and relay TANDEM social media activities through its own social media accounts

External media monitoring activities will be carried out to track print, radio, television and online news coverage referencing the project and contributing to increase its visibility.
 A list of external channels organised by topic – generalist and specialized and set up an internal document will be used for following up.

TITLE	Website
Policy	
African Union Commission	www.au.int
NEPAD Agency	www.nepad.org
Africa-EU-Partnership	www.africa-eupartnership.org
EU Delegations to AU	http://eeas.europa.eu/delegations/au
EU INCO Policy: Africa region	http://ec.europa.eu/research/iscp/index.cfm?lg=en&pg=africa
EU-Africa Chamber of Commerce	Eu-africa-cc.org
EU Research Innovation infrastructures	http://ec.europa.eu/research/infrastructures
ITU – United Nations specialized agency for ICT	http://www.itu.int
Related projects / initiatives	
CASST-Net Plus	www.casst-netplus.org/
EUMEDCONNECT3	www.eumedconnect3.net
AfricaConnect2	www.africaconnect2.net
OpenAIRE2020	www.openaire.eu
e-Science Talk	www.e-sciencetalk.org/
Related H2020 projects	
MAGIC	www.magic-project.eu/
B3Africa	
ODIP 2	http:// www.odip.org/
ENVRI PLUS	
EUDAT2020	http://eudat.eu/
SafeCloud	
INDIGO-DataCloud	http:// www.indigo-datacloud.eu/
PROIntensAfrica	http://www.intensafrica.org/
IPAD-MD	https://www.infrafrontier.eu/infrafrontier-research-infrastructure/international-collaborations-and-projects/ipad-m
STR-ESFRI	http://www.esfri.eu/
GEANT2020	http://www.geant.org/Projects/GEANT_Project_GN4/Pages/Supporting_Horizon_2020.aspxE
EGI-engage	http://www.egi.eu/about/egi-engage
LEARN	
RINEA	

RICH	http://www.rich2020.eu/
GLOBIS-B	http://www.globis-b.eu/
Topic specific websites	
TERENA	www.terena.org/
ISGTW	lsgtw.org
EGI	www.egi.eu/
GEANT	www.geant.net
PRACE	www.prace-ri.eu/
AIBST – African Institute for Biomedical S&T	www.aibst.com/
e-IRG	www.e-irg.eu
Research Data Alliance	https://rd-alliance.rog/
AfNog (African Network Operators Group)	www.afnog.org/a
IUPHAR (Pharmacology)	www.iuphar.org
e-Health News Africa	www.ehna.org/home/
PAEPARD-PLATFORM for African-Europe Partnership on Agricultural Research for Development	http://paepard.org/wakka.php?wiki=HomePage
African research and education websites	
AAU – Association of Africa Universities	www.aau.org
AVU – African Virtual University	www.avu.org
African Academy of Sciences	www.aasciences.org
RUFORUM – Regional Universities forum for Capacity Building	www.ruforum.org
EUROPEAN COMMISSION	
CORDIS News	http://cordis.europ.eu
Digital agenda for Europe	https://ec.europa.eu/digital-single-market/en/digital4eu
Magazine “Research*eu”	http://cordis.europ.eu
EC DG Research & Innovation	http://ec.europa.eu/research/index.cfm
Ideal IST	http://www.ideal-ist.eu/event
General IT news: online journals	
SCI-Dev	www.scidev.net
Jeune Afrique	www.jeuneafrique.com/
IT News Africa	www.itnewsafrika.com
African Innovator	www.africaninnovatormagazine.com
IT Web Africa	www.itwebafrica.com/
AllAfrica	http://allafrica.com/
Biz Tech Afric	www.biztechafrika.com/
Supercomputing online	www.supercomputingonline.com/
African Journaliste	http://afriquejournaliste.com/
infoDev	www.infodev.org/
GIS and Technological Innovation Forum	http://www.gisinnovation.org/2015/en/about.aspx

Events	
EU agenda	http://www.eu.agenda.eu/
EU Events Brussels	http://eu-events.eu/

TABLE 5 - LIST OF EXTERNAL CHANNELS

1.7. COMMUNICATION AND DISSEMINATION OFFLINE CHANNELS

1.7.1. Project events

The TANDEM events come as a dissemination support to WP2, WP3 and WP4’s objectives. They help in spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming.

Dialogues and Awareness Workshops

TANDEM plans to organise 3 National Policy Development Workshops and 1 Regional High-Level Policy Development workshop.

OBJECTIVE:

With a particular focus on specific thematic topics (like health, food security, environment), the workshops represent the opportunity to spread awareness, debate with national and regional stakeholders (governmental authorities, regulatory bodies, deciders of research and education institutions, donors).

OUTPUT:

An event report is produced and compiles all the outcomes of the workshops. It will include proceedings, attendee list, press clippings, and the results of the working sessions.

Community Workshops

TANDEM will identify the members of the community of NREN Focal Points, and the members of the community of NREN managers and will organise three working events.

OBJECTIVES:

The goal of these events will be to transfer skills on: using the collaboration platform; using the social media; elaborating a work plan, with goals, roles, activities and deadlines for the communities.

OUTPUT:

A report will be published on the three Community Workshops compiling all the outcomes of the workshops. It will include proceedings, attendee list, press clippings, and the results of the working sessions especially on the work plans of the NREN community.

High-Level Conference for a Trans African Network

In addition to the TANDEM Awareness and Dialogues Workshops and the TANDEM Community Workshops, a High-Level Conference for a Trans African Network will be organised by the project consortium, most probably in March 2017.

OBJECTIVES:

The main objectives of the high-level conference are to present the project's outputs to a broad community of stakeholders and offer direct interaction between experts and key stakeholders in the field in order to harness the vast opportunities offered by e-Infrastructures and related services for socio-economic growth.

OUTPUT:

An event report will be produced and will compile all the outcomes of this final event. It will include proceedings, attendee list, press clippings, and the results of the M&E questionnaire.

1.7.2. External events

Already regular and widely attended events are unique opportunities to reach and meet targeted communities. The TANDEM partners will use them to disseminate key results, and will do so by carefully selecting the events that will allow optimal impact. The objective is to represent the project in at least 6 events.

A list of events where the project has already been represented, since its official launch, on May 1st, 2015 and where the project has been introduced:

Name	Contribution	Place and Date
IST-Africa 2015	Presentation: "TANDEM Strengthening the WACREN Community and Promoting Global Research Collaboration"	May 6-8, 2015 Lilongwe, Malawi
EGI Conference	Presentation: "TANDEM Strengthening the WACREN Community and Promoting Global Research Collaboration"	May 18-22, 2015 Lisbon, Portugal
ICT 2015	Exhibition Booth Networking session	Oct 20-22, 2015 Lisbon, Portugal
UbuntuNet-Connect 2015 Sci-Gala Workshop on Open Science	Presentation of possible synergies between Tandem and similar projects	5-6 November 2015 Maputo, Mozambique

JRES 2015	TANDEM presentation	8-12 December Montpellier, France
WACREN annual conference	TANDEM workshops: National & Regional workshop Community workshop Podwag meeting	14-18 March 2016 Dakar, Senegal
IST-Africa 2016	Presentation of TANDEM project on AfricaConnect2 booth (workshop on value-added connectivity)	12 May 2016 Durban, South Africa

TABLE 6 - LIST OF EXTERNAL EVENTS WHERE THE PROJECT WAS REPRESENTED

A tentative list of external events in the short-term, is presented below:

Name	Expected Contribution	Place and Date
TNC 16	TANDEM presentation	12-16 June Prague
Annual Nigeria Com	TANDEM presentation	21- 22 September 2016 Lagos, Nigeria
ICRI 2016	TANDEM presentation	Cape Town? South Africa 3-5 October 2016
SC16	TANDEM presentation	14-17 Nov, 2016 Conference 13-18 Nov, 2016 Exhibition Salt Lake City - USA
e-AGE 2016	TANDEM presentation	December 1-2, 2016 Beirut Lebanon

TABLE 7 - TENTATIVE LIST OF EXTERNAL EVENTS

All partners will look for major events in the field in order to contribute to the project and will report their contributions to SIGMA ORIONIS. A shared internal document has been set up in order to list the relevant events and follow partners' contribution. All partners will fill it in regularly.

1.7.3. Publications in scientific journals

Using existing dissemination channels - such as peer-reviewed journals, specialised magazines and websites, institutional newsletters, etc. – makes it possible to build on pre-existing communities and is often more effective than creating project-specific media. A strong focus will be put on regularly publishing news and articles in those existing media. Over the project duration: project partners commit to release at least 6 publications.

The Consortium has already identified a preliminary list of publications.

Publication name	Area of interest	Coverage
Proceedings and report of UbuntuNet Alliance Annual Conference (peer reviewed)	e-Infrastructure, research, eLibraries, policy, collaborative initiatives	Global but Africa bias
NUANCE e-newsletter	News from and of Interest to Research and Education Networks	Global, but Africa bias
WACREN Newsletter	e-Infrastructures	West and Central Africa
Sciences au Sud (IRD's periodical)	Science - general	Global
e-ScienceTalk e-publications	e-Infrastructures	Europe
iSGTW e-Newsletter	Distributed computing	Global
e-IRG White Paper	e-Infrastructures	Europe
Research *EU magazine	S&T research	Europe
DG CNECT Newsletter	Newsletter on Information Society	Europe
EGI newsletter	Grid infrastructures	Europe
GEANT/CONNECT Magazine	Communication Infrastructures	Europe
CAAST-Net Plus e-Newsletter	Science	Sub-Saharan Africa
ERAfrica e-Newsletter	Science	Africa
African Journal of Science and Research	International & Multidisciplinary	Africa
African Journal of Science and Technology	Science and technology	Africa
African Research Review	Multidisciplinary	Africa
International Journal of Science and Technology	Interdisciplinary scientific research	Africa
The Information Technologist	ICT	Nigeria
Nigerian Journal of Technological Research	ICT and more	Nigeria

TABLE 8 - SCIENTIFIC JOURNALS, E-JOURNALS AND E-NEWSLETTERS – PRELIMINARY LIST

H2020 guidelines for publication submission

Before submitting a scientific publication, partners are invited to send a draft version to the consortium members According to Art. 29.1 of the [Annotated Model Grant Agreement of the European Commission](#) (V2.0.1, May 2015): “Beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise — at least 45 days,

together with sufficient information on the results it will disseminate”. Therefore, “Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests”.

H2020 guidelines for open access to scientific publications

According to Art. 29.2 of the same Annotated Model Grant Agreement of the European Commission: “Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results”.

All partners will make sure that the project publications will abide by these rules. A shared internal document has been set up in order to follow up partners’ contribution to publications. All partners will fill it in regularly and all partners will also contribute to the promotion and dissemination of the various publications.

1.7.4. Synergies with related projects and initiatives

Cross-promotion of project outcomes with related on-going projects funded by the European Commission (H2020 in particular) will be ensured. TANDEM will take advantage from the direct involvement of the partners in other international projects such as AFRICACONNECT, ELCIRA, SIST, ERINA4AFRICA, e4Africa, GÉANT, EuroAfrica-P8, etc., but also from the active role that the Research Institutes involved, i.e. IRD and CIRAD – French Research Institutes located in WACREN region, and other project partners already play in WACREN region.

In order to reach all stakeholders, close attention will be drawn to languages: all major communications will be produced both in English and French (the two most widely spoken languages in Western and Central Africa).

Objectives of cooperation:

- Foster connections with other communities that would be difficult to reach otherwise;
- Create long-term research collaboration;
- Increase TANDEM project visibility;
- Maximize TANDEM project impact;
- Share knowledge on e-Infrastructure related topics;
- Share experience on technical challenges encountered;
- Avoid work duplication;
- Networking;
- Support and enhance participation to AfricaConnect2.

TANDEM communication activities will be relayed by the AfricaConnect2 project which aims to expand high-capacity connectivity for research and education (R&E) across Africa and create a pan-African digital gateway for global collaborations in R&E. The connectivity provided through AfricaConnect will support TANDEM e-infrastructure services further and vice-versa.

Therefore:

- The AfricaConnect2 website will display a banner on its homepage promoting TANDEM and other ICT-related projects such as Sci-GaIA and Magic and point to their respective websites
- There will also be an internal page on the AfricaConnect2 website to explain the projects further
- AfricaConnect2 will also support and relay TANDEM social media activities through its own social media accounts

Types of cooperation:

- Mutual promotion of events and news by exchange of announcements published on project website or newsletters;
- Logo inclusion on project materials like event flyers, banners, etc.;
- Mutual invitations to participate in and speak at project workshops and conferences;
- Joint organisation of events;
- Joint applications for external events: booths, networking sessions, workshops, conferences;
- Exchange of feedback on project publications and deliverables.

Please refer to chapter 1.6.5 for the list of related projects and initiatives including H2020 projects to be targeted.

1.7.5. Communication channels versus Dissemination channels

Channels	Communication	Dissemination
Project website – General presentation pages		
Project website – Specific pages dedicated to outputs		
Mailing lists & Contact databases – General		
Mailing lists & Contact databases – Segmented		
Social media		
TANDEM Virtual Collaboration Platform		
External channels – Generalist		
External channels – Specialised, sectorial, targeted		
Project events – Presentation of project outputs		
External events – A channel for oral announcements of project updates, distribute project brochures and flyers, etc		
External events – Presentation of project results		
Publications in scientific magazines		

TABLE 9 - COMMUNICATION AND DISSEMINATION CHANNELS

2. COMMUNICATION AND DISSEMINATION STRATEGY

Tailoring tools and channels to the target audience	Policy-makers	NREN Community	End Users Community	Related projects & initiatives	General public
Tools					
Visual identity	✓	✓	✓	✓	✓
Brochure - Generalist	✓	✓	✓	✓	✓
Brochure - Thematic, topic specific	✓	✓	✓	✓	
Infographic video				✓	✓
Media articles – Generalist	✓	✓	✓	✓	✓
Media article – Specialised, targeted, scientific	✓	✓	✓	✓	
e-Newsletters	✓	✓	✓	✓	✓
Project reports (depending on subject)	✓	✓	✓		
Email blasts – General announcements					
Email blasts – Topic specific, to a segmented list	✓	✓	✓		
Channels					
Project website	✓	✓	✓	✓	✓
Mailing lists & Contact databases	✓	✓	✓		
Social media	✓	✓	✓	✓	✓
External channels – Generalist	✓	✓	✓	✓	✓
External channels – Specialised, sectorial, targeted	✓	✓	✓	✓	
Project events – Awareness and dialogues workshops	✓				
Project events – Community workshops		✓	✓		
Project events – Final high-level conference	✓	✓	✓	✓	✓
External events		✓	✓		
Publications in scientific magazines	✓	✓	✓		

TABLE 10 - TOOLS AND CHANNELS TAILORED TO THE TARGET GROUPS

2.1. COMMUNICATION CHART

COMMUNICATION ON PROJECT OBJECTIVES, ACTIVITIES AND ACHIEVEMENTS					
Communication activities address all target groups including the general public					
WORK PACKAGE	PROJECT ACTIVITY	RELATED MESSAGE(S) TO BE COMMUNICATED	COMMUNICATION TOOL USED	COMMUNICATION CHANNEL USED	TIMING (*)
WP1 – Coordination and Management Information related to the project progress from an administrative point of view	Selection of the project to receive funding	New Africa-EU cooperation project funded by the EC	Graphic identity developed –project visuals & logo	Online channels: generalist external websites	M1 before Kick-off meeting
	Kick-off meeting	TANDEM project has been officially launched	Media articles, e-Newsletter 1, Presentations (Project introduction)	Online channels: project social networks and generalist external channels Offline channels: external events (EGI, IST-Africa)	M1-M2
	Set up of the External Advisory Board	Meet the members of the TANDEM project EAB	Media articles	Online channels: social networks	When relevant
	Review meetings	Evaluation of the project by the European Commission	Media articles	Online channels: project channels	M12 (Mid term Review meeting) M24 (Final Review meeting)
	Project public deliverables	Project reports available	Media articles, e-Newsletters	Online channels: social networks and generalist external channels	At the moment of the publication
WP2 – Advocacy Information related to the dialogue enhancement activities at policy level	Creation of PODWAG	TANDEM set up the PODWAG group <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media articles, e-Newsletters	Online channels: project channels and generalist external channels	Starting with M3

	Survey on financial and Regulatory issues	TANDEM works on a policy-makers' cost and benefit tool kit, with the support of PODWAG	Media articles, e-Newsletters	Online channels: project channels and generalist external channels	Starting with M4
		TANDEM's recommendations on policy, financial and regulatory issues have been published. <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media article, Thematic brochure, e-Newsletter 8	Online channels: project channels and generalist external channels	M22
	Organisation of 3 National Policy Development Workshops and 1 Regional High-Level Workshop	Pre-event communications: <ul style="list-style-type: none"> ▪ Mark your calendar ▪ Invitations to event ▪ Agenda is online ▪ Registrations are open ▪ Last chance to register, etc Post-event communication: <ul style="list-style-type: none"> ▪ Thank you email ▪ Proceedings are online 	Media articles, e-Newsletters, email blasts, Event flyers	Online channels: project channels and generalist external channels (priority to local communication) contact databases Offline channels: External events	Starting two months before the event
		Report on the 3 Workshops is out <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media article, Infographic video n. 2, e-Newsletters 7	Online channels: project channels and generalist external channels	M19
WP3 – Services Activities related to the identification of key e-Infrastructure services	Awareness raising - Creation of a set of dissemination materials on the benefits of NRENs services	Dissemination materials on the benefits of NREN services are available	Media article, Newsletter n. 2, Poster	Online channels: project channels and generalist external channels	M4-M6

		<i>Dissemination of the related output is explained in the Dissemination Chart</i>		Offline channels: Poster printed and displayed onsite at selected African universities	
Gather end-user requirements and analyse results	TANDEM launched a questionnaire to gather end user requirements! Take the survey!		Media articles, e-Newsletter 2 & 3, Poster, Brochure	Online channels: project channels and generalist external channels Offline channels: Project workshops, External events	M4-M12
	Analytical results of the questionnaire have been published <i>Dissemination of the related output explained in the Dissemination Chart</i>		Media articles, Thematic brochure, Infographic video 2, e-Newsletter 4,	Online channels: project channels and generalist external channels Offline channels: Project workshops & Final conference, External events	M12
Identification of representative use cases and service portfolios, based on the questionnaires	Thank you for taking the survey, the results are being analysed in order to identify key use-cases		Media articles	Online channels: project channels and generalist external channels Offline channels: project events, external events	M12
	The Service Portfolio - A set of key services that NRENS and WACREN will have to support - has been published <i>Dissemination of the related output is explained in the Dissemination Chart</i>		Media articles, Thematic brochure, Infographic video 2, e-Newsletter 6	Online channels: project channels and generalist external channels Offline channels: Project Final conference, External events	M18
Elaboration of a WACREN roadmap	WACREN is working on a roadmap for future implementation of key NREN services in the region		Media articles, e-Newsletter 6, oral communication	Online channels: project channels and generalist external channels Offline channels: project events and external events	M18
	Roadmap with recommendations for the future		Media articles, e-Newsletter 8	Online channels: project channels and generalist external channels	M23

		implementation of NRENS service has been released <i>Dissemination of the related output is explained in the Dissemination Chart</i>			
WP4 – Community Information related to the activities aiming at reinforcing the NREN Community	Set up of a virtual collaboration platform	The WACREN virtual collaboration platform is operational	Media articles, e-Newsletters	Online channels: project channels and generalist external channels Offline channels: Project Final conference, external events	M4
	Organisation of 3 Community workshops	Pre-event communications: <ul style="list-style-type: none"> ▪ Mark your calendar ▪ Invitations to event ▪ Agenda is online ▪ Registrations are open ▪ Last chance to register, etc Post-event communication: <ul style="list-style-type: none"> ▪ Thank you email ▪ Proceedings are online 	Media articles, e-Newsletters, email blasts, event flyers	Online channels: project channels and generalist external channels (priority to local communication) contact databases Offline channels: External events	Starting two months before the event
		Report on the three community workshops is out! <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media articles, Infographic video 2, e-Newsletter 7	Online channels: project channels and generalist external channels	M20
	Incubation of two communities: PODWAG community and End-user community	TANDEM aims at targeting different communities of practice of Africa	Media articles, Infographic videos, e-Newsletters	Online channels: project channels and generalist external channels Offline channels: Project Final conference	Starting with M4

		TANDEM elaborated Community roadmaps including workplans identified for all communities <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media articles, Infographic video 2, e-Newsletter 8	Online channels: project channels and targeted external channels	M23
WP5 – Communication, Dissemination Information related to communication and dissemination activities	Set up of project website	The project website is online	Media articles, Infographic video 1, e-Newsletter 1	Online channels: project channels, especially social networks and generalist external channels	M3
	Set up of project social networks	Join the e-Infrastructures for Africa community online	Media articles, Infographic video 1, e-Newsletter 1	Online channels: project social networks and external social networks	Starting with M2
	Creation of project brochure	Get familiar with the project objectives and activities	Media articles, Infographic video 1, e-Newsletter 1	Online channels: project channels, generalist external channels Offline channels: project events and external events	Starting with M2
	Release of project related Infographic videos	Find out more about the project (video 1) and about the project results (video 2)	Media articles, e-Newsletters, email blasts	Online channels: project channels, generalist external channels Offline channels: project events and external events, whenever possible (ex. ICT event Lisbon – booth)	M5 & M21
	Synergies with related initiatives	TANDEM and <PROJECT> <ul style="list-style-type: none"> ▪ Signed a Memorandum of Understanding ▪ Organised a joint event, etc 	Media articles, e-Newsletters, project reports	Online channels: project channels, generalist external channels	When relevant
	Publications in scientific journals	<PUBLICATION> features an article about	Media article, e-Newsletters	Online channels: project channels and generalist external channels	As soon as the presentation is

		TANDEM project recognised by <SCIENTIFIC BODY>			included in the Event agenda
	Participation to external events	<EVENT> will feature a presentation about TANDEM project <TOPIC> by <PARTNER>	Media article, Project reports	Online channels: project channels and generalist external channels	As soon as the presentation is included in the Event agenda
	Organisation of a Final Conference	Pre-event communications: <ul style="list-style-type: none"> ▪ Mark your calendar ▪ Invitations to event ▪ Agenda is online ▪ Registrations are open ▪ Last chance to register, etc Post-event communication: <ul style="list-style-type: none"> ▪ Thank you email ▪ Proceedings are online 	Media articles, e-Newsletters, email blasts, Event flyers	Online channels: project channels and generalist external channels contact databases Offline channels: Project Workshops, External events	Starting six months before the event M16 – 24
		Report on the High-Level Conference is out <i>Dissemination of the related output is explained in the Dissemination Chart</i>	Media article, Newsletter n 8	Online channels: project channels and generalist external channels Offline channels: External events organised beyond the end of the project	M24

2.2. DISSEMINATION CHART

DISSEMINATION OF PROJECT OUTPUTS						
WORK PACKAGE	PROJECT ACTIVITY	RELATED OUTPUT	DISSEMINATION TOOL USED (**)	DISSEMINATION CHANNEL USED	TIMING (***)	TARGET
WP2 – Advocacy Outputs related to dialogue enhancement activities at policy level	Creation of PODWAG	Report on the PODWAG definition and sub-group structure	Deliverable 2.1	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project events and external events	Starting with M3	Policy makers / NREN
	Survey on financial and Regulatory issues	Report on financial support opportunities coming from both public and private donors for the development of NRENS and WACREN	Deliverable 2.3, Publication/Presentation	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project workshops & Final conference, External events, Scientific journals	M14	Policy-makers/ NREN
		Final recommendations on policy, financial and regulatory issues	Deliverable 2.4, Publication/Presentation	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project Final conference, external events beyond the end of the project, Scientific journals	M22	Policy makers / NREN

	Organisation of 3 National Policy Development Workshops and 1 Regional High-Level Workshop	Report on the policy workshops	Deliverable 2.2	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project final conference, External events	M19	Policy makers/ NREN
WP3 – Services Outputs related to the identification of e-Infrastructure services	Awareness raising - Creation of a set of dissemination materials on the benefits of NRENs services	A desktop study of existing services that NRENs can provide	Deliverable D3.1, Thematic brochure Poster, NREN service benefit	Online channels: project networks and targeted specialized external channels, TANDEM virtual platform, website Offline channels: Project workshops, External events	M6	End Users / NRENs (focal points)
	Gather end-user requirements and analyse results	Analytical results of the questionnaire	Deliverable D3.2, Thematic brochure, Publication/Presentation, online survey	Online channels: project channels and targeted specialized external channels, TANDEM virtual platform Offline channels: Project workshops & Final conference, External events, Scientific journals	M12	NREN / End Users

	Identification of representative use cases and service portfolios, based on the questionnaires	Service Portfolio - A set of key services that NREs and WACREN will have to support	Deliverable D3.3	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project Final conference, External events	M18	NREN / End Users
	Elaboration of a WACREN roadmap	Roadmap with recommendations for the future implementation of NREs service	Deliverable D3.4, Thematic brochure	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project Final conference	M23	NREN / End Users
WP4 – Community Outputs related to the reinforcement of NREN Community	Organisation of 3 Community workshops	Report on the Community workshops	Deliverable D4.2	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project Final conference	M20	NREN

	Incubation of two communities: PODWAG community and End-user community	Community roadmaps including workplans identified for all communities	Deliverable D4.3	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: Project Final conference	M23	Policy makers / End Users
WP5 - Outreach Outputs related to communication and dissemination activities	Organisation of a Final conference to present project outputs to a broad community of stakeholders and to provide a forum of discussion and debates on future perspectives	Report on the High-Level Conference	Deliverable D5.3	Online channels: project channels and targeted specialised external channels, TANDEM virtual platform Offline channels: External events organised beyond the end of the project	M24	Policy makers / NREN / End Users

(*) TIMING MAY VARY DEPENDING ON POSSIBLE DELAYS CONCERNING THE END OF THE ACTIVITIES

(**) THE DISSEMINATION TOOL, OTHER THAN THE DELIVERABLE, WILL BE DECIDED IN CLOSE CONSULTATION WITH THE RELATIVE PARTNER(S)

(**) TIMING MAY VARY DEPENDING ON THE ACTUAL SUBMISSION DATE OF DELIVERABLES

2.3. IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES

A series of key performance indicators (KPI) has been defined in the very early stages of the project, to measure the impact of the dissemination and communication activities carried out by the project consortium. Given the situation at M13, those indicators will not be modified.



TOOLS

KPIs

EXPECTED RESULTS

PODWAG	➔	Number of members	➔	> 15	ACHIEVED
NREN Focal Points	➔	Number of focal Points	➔	> 10	ACHIEVED
National Policy Workshops	➔	Number of participants	➔	> 40	ACHIEVED
Regional Policy Workshop	➔	Number of participants	➔	> 60	ACHIEVED
WACREN Community workshops	➔	Number of participants	➔	> 20	ACHIEVED
High-Level Conference	➔	Number of participants	➔	> 100	Foreseen M23
External Events	➔	Number of participants to external events	➔	At least 6 participations	ACHIEVED
Publications	➔	Number of publications	➔	At least 6 publications	NOT ACHIEVED YET
Dissemination materials for NRENS	➔	Number of visits on the dedicated webpage	➔	> 300	ACHIEVED
Virtual platform	➔	Number of members	➔	> 40	ACHIEVED

TABLE 11 – KEY PERFORMANCE INDICATOR OF THE TANDEM PROJECT

Regarding the Community Workshops, at this stage TANDEM will invite only the NREN Focal Points at each workshop.

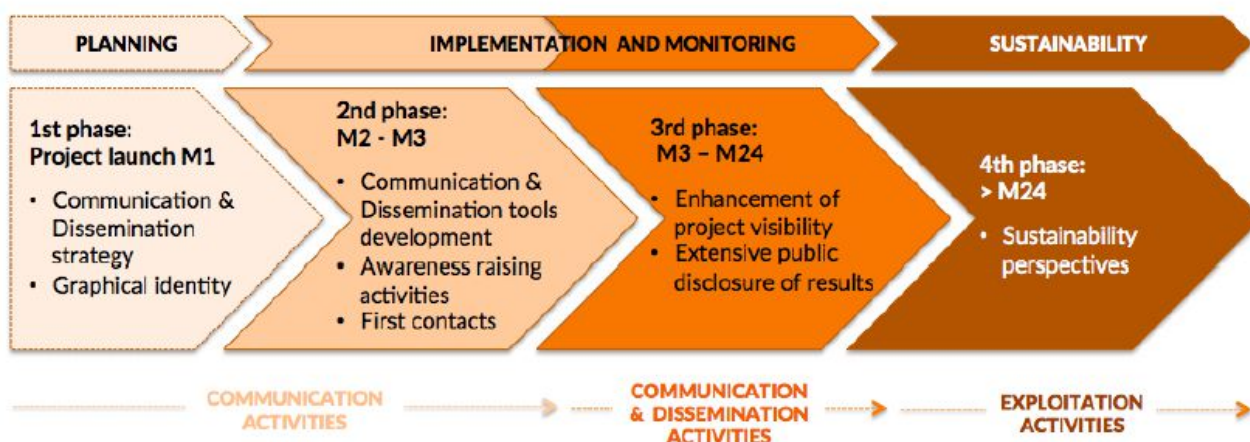
Through its communication and dissemination activities, TANDEM aims at creating a sustainable community (formed around the social media, the user forum and the website), which will be active after the grant period and thus be able to move forward the project’s outputs. The website will be active for at least two years after the grant period. As for the social media community, this will be managed and maintained as well for at least two years after the grant period so that it may continue to grow and be alive a long time afterwards.

A constant monitoring using appropriate tools (Web analytics for example) and performance measurements (targeted surveys, for example) will be done, in order to measure the quality and success of communication and dissemination efforts, and to readjust actions whenever required.

3. EXPLOITATION STRATEGY

Exploitation is referred to by the European Commission as: “The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”

Project partners will strive to identify the strongest project exploitation potential (1) at the level of each partner and (2) of the project partnership as a whole, in order to support the development of their current activities, and to possibly enable the launch of new ones.



GRAPH 2 - COMMUNICATION, DISSEMINATION AND EXPLOITATION PHASES OF TANDEM PROJECT

3.1. EXPLOITATION PLAN AT PARTNERS' LEVEL

IRD

Main role in the project: coordinator

IRD's involvement in the development of e-infrastructures in Africa started in the 90's with the "RIO" project and since 2011, IRD works together with RENATER and CIRAD to support the development of WACREN. As a research institute working in partnership with the countries in the WACREN area, IRD will by nature exploit the outputs of TANDEM in order to facilitate distant collaboration (Europe-Africa) between researchers and the use of e-Science resources.

WACREN

Main role in the project: Leader of WP2 and WP 5

The WACREN community being the primary beneficiary of the TANDEM project, it is involved in all work packages, with a leading role for WP2. Through the network of NREN Focal Points, WACREN will ensure that the project is visible at the end-users level and facilitate their direct participation.

RENATER

Main role in the project: Leader of WP3

Since the MoU with WACREN signed together with CIRAD and IRD in March 2011, RENATER is strongly involved to help the development of WACREN and its NRENs. Being part of TANDEM is in line with RENATER strategy and international cooperation.

BRUNEL

Main role in the project: Involved in WP3 (Task Leader T3.1 & T3.2)

This is the fourth Africa-EU project that Brunel has been involved with or had led. The survey work will continue to strengthen Brunel's expertise in this area and will enable the University to promote and establish the African NREN "movement" as an emerging theme of study and enhancement in computer science and information systems, as well as other academic areas of study. This in turn will help to lay the foundation for an international education program in Science Gateway development that could be deployed at Masters and PhD levels between European and African partners as well as enhancing Brunel's international reputation for science by helping projects to develop science gateways. This project will also further enhance Brunel's reputation in Big Data and e-Science.

UBUNTUNET

Main role in the project: Leader of WP4

TANDEM project is in line with the core activities of UBUNTUNET – supporting the development of NRENs. The lessons gained in TANDEM will enforce UBUNTUNET's international experience, especially in West and Central Africa sub regions. The main role of UBUNTUNET is leading WP4 –

Community, but in more general terms, UBUNTUNET will ensure the participation of NRENs of Eastern and Southern Africa in the project. The TANDEM approach in development of Focal Points and engagement of policy makers and development partners is of particular interest. UBUNTUNET therefore will ensure the trickle down of that experience in its region, especially in those countries where NREN development is still in its infancy stage.

CIRAD

Main role in the project: Involved in WP2 (T2.3), WP3 (T3.1, T3.2, T3.3, T3.4), WP4 (T4.3), WP5 (T5.2, T5.3)

As a research institute working in the WACREN area, CIRAD has been involved in several projects of e-Infrastructure development and since 2011, CIRAD along with RENATER and IRD works to support the development of WACREN. The output of Tandem, will be used by CIRAD's researchers and partners in their project in the WACREN area to facilitate communication, collaboration and e-Science development.

REDCLARA

Main role in the project: Involved in WP3 (T3.3), WP4 (T4.1, T4.2, T4.3)

REDCLARA has been involved in the development of tools and applications for the collaboration of research and academic communities. In particular, in the ELCIRA project a Virtual Portal (Colaboratorio) was allowed allowing the research communities, in a interoperability framework, to share and manage information, to work in joint activities, file senders, among other services. In the TANDEM project, REDCLARA will transfer this Portal to be used by the African Communities. The results of TANDEM, using the tools and services of the Portal made available by REDCLARA will enable the improvement and optimization of the Virtual Portal and services, tasks which are part of the MAGIC project,

GÉANT

Main role in the project: Support to all WP and synergy-building

As one of the main coordinators of AfricaConnect2, the pan-African connectivity project which aims to develop and consolidate high-capacity internet networks for research and education across Africa, GÉANT will provide support and foster synergies with TANDEM and other related ICT projects such as Sci-GaIA and Magic to avoid duplication of efforts, enhance capacity building and optimise results.

GÉANT will feed TANDEM with its experiences as a coordinator of the AfricaConnect2 project in the West and Central African region. GÉANT will share results and ambitions with TANDEM to ensure that the support given by the project is consistent with the developments of AfricaConnect2. GÉANT will equally encourage cross-sharing of knowledge and resources between complementary projects to minimise repetition, advance the impact of all projects and develop ownership by users.

3.2 EXPLOITATION PLAN AT CONSORTIUM LEVEL

The major project outputs that will have the most value for exploitation are:

1. Constitution of the PODWAG;
2. Recommendations on policy, financial (funding opportunities, sustainable funding models for NREN and WACREN) and regulatory issues;
3. WACREN portfolio of services answering End User's needs;
4. WACREN implementation roadmap of the service portfolio;
5. Reinforcement of the NREN community;
6. Virtual collaboration platform;
7. NREN dissemination materials;
8. Comprehensive set of dissemination and communication tools for WACREN.

In order to optimise the impact and exploitation of those results beyond the timeframe of the TANDEM project, WACREN agrees on the following preliminary exploitation plan of the 8 TANDEM outputs listed above:

1. Constitution of the PODWAG:

The PODWAG “platform” which was created within TANDEM will be animated by WACREN beyond the scope of the project. This is a unique opportunity for WACREN to be the “coordinator” in the region between all decision-makers in order to make the NRENs developed in a coherent way.

2. Recommendations on policy, financial (funding opportunities, sustainable funding models for NREN and WACREN) and regulatory issues;

Starting from these documents, WACREN could adopt a productive approach to the policy matters and policy actors in the region and at international level. Starting from these recommendations WACREN will have at its disposal of an operational and structural guide on the various opportunities proposed by national, regional or international financing programmes on e-infrastructure and services implementation and recommendations on improving RREN and NREN governance structures;

3. WACREN portfolio of services answering end user's needs:

WACREN will implement a number of services and applications supporting the research and education end-user activity in key thematic central in the development goal of the region and the African continent;

4. WACREN implementation roadmap of the service portfolio:

In order to meet the end user requirements and to allow the efficient interconnection between the NRENs, WACREN will refer to the roadmap at different levels: technical (network connectivity, applications) or organisational (governance, funding models, regulation aspects).

5. Reinforcement of the NREN community (especially NREN Focal Points and NREN managers):

Enhance the bilateral flow of information between WACREN and the NRENs, in real time, supporting management of the regional issues of the network and facilitating training actions and capacity building;

6. Virtual collaboration platform:

With the implementation and use of this virtual platform from project activities and partners, WACREN will be able to support the day-by-day animation of the enlarged PODWAG, NRENs and end-user communities;

7. NREN dissemination materials:

WACREN will support the NREN Focal Points mission with these materials;

8. Comprehensive set of dissemination and communication tools for WACREN:

WACREN will reinforce its communication potential in view of the improved demand arising from the second phase of AfricaConnect.

CONCLUSIONS

The hereby Dissemination and Exploitation Plan & Communication Chart (DEP & CoC) **revised** aimed at describing the measures proposed by the TANDEM consortium to communicate on its activities and disseminate project results. The document also presented how partners would exploit project activities and results.

The DEP & CoC **revised** serves as a management tool for both the project partnership and the European Commission to ensure that the TANDEM dissemination and exploitation activities are adequately and timely planned and implemented. It is meant to be a living document that take into account the strategy for the second year of the project.