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GridLab – A Grid Application Toolkit and Testbed

D13.4 “Dissemination and Use Plan ”

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Abstract: This document presents a GridLab dissemination and use plan and serves as a deliverable D13.4

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1. Introduction

1.1 Objectives of this document

This document is the main deliverable of the "Information Dissemination and Exploitation" WorkPackage of the GridLab project, as it collects and presents in a formalised and coherent way all the activities carried out in this WP.

The aim of the dissemination is to create the critical mass of interest necessary for the deployment, on the target scale, of the results of the project. This allows the development of the skills, experience and software tools necessary to the growth of the world-wide GridLab.

The dissemination and exploitation activity will provide the coordination of the technological and organizational aspects of the interactions between the providers (like the GridLab) and the potential users of resources specifications, applications requirements and project results.

NOTE: DataGrid project's dissemination plan has been used as a pattern for GridLab.

1.2 Application areas

This document specifies the actions that the WorkPackage 13 will perform in order to create the critical mass of interest for the success of the project. It does not give an exhaustive view of all the actions that GridLab members are performing in this field.

1.3 Document amendment procedure

The Dissemination and Use Plan is the deliverable D11.4 of WP 11. It will be updated at Month 18 and 30. The produced addendum will be delivered to the Project Technical Board and to the Project Manager.

The plan for the participation to workshop and conferences requires to be updated every six months. A new plan will be delivered at month 18, 24, 30.

1.4 Terminology

Glossary

GDO	GridLab Dissemination Office
ASC	Astrophysics applications
TRIANA	Triana workflow applications
IEF	Information Exchange Framework
SC	GridLab Steering Committee
MW	MiddleWare
PTB	Project Technical Board
WP	Work Package

2. Objectives of the dissemination

The aim of the dissemination is to create the critical mass of interest necessary for the deployment, on the target scale, of the results of the project. This allows the development of the skills, experience and software tools necessary to the growth of the world-wide GridLab.

The dissemination activity has the following objectives:

- G-1. share the technical results of the project with the scientific community interested to the topics addressed by the GridLab project, in order to promote the research and receive useful inputs from other scientists and International Communities;
- G-2. improve the knowledge of Grid and GridLab results in the industrial community as a basis to create new opportunities for building quality products and services;
- G-3. attract potential customers and generate expectation towards the project results, in order to prepare its exploitation;
- G-4. identify additional potential application fields, customers and business opportunities based on the reactions to the dissemination activity.

In this documents, these objectives are expressed in a clearer and measurable way. For such a purpose, we introduce the main initiatives that the Dissemination WP will lead:

1. the Information Exchange Framework, actions and tools to foster the exchange of technical information among ongoing and future European and International grid initiatives;
2. the wide promotion of the GridLab through the Internet and traditional media (press, participation to events...).

With this introduction, we may argue what follows:

- The reach of the first goal is measured by the success of the Information Exchange among Grid related projects.
- The reach of G2 is mainly measured by the level of participation of the industries to GridLab meetings and conferences. Also number of SME companies and big industrial companies using the GridLab solutions will be a measure here.
- The reach of G3 is measured with the success of the initiatives for the wide promotion of the GridLab (popularity of the web site, media coverage ...);
- The reach of G4 objective is measured by the heterogeneity (in terms of field of interests and geographical coverage) of the industries and the research organisations that will show a concrete interest in the GridLab project.

The users of the dissemination activity are the organisations and the individuals that will contact the GridLab project. The following class of users were identified:

- Technical and strongly interested: Users formally involved in the technical development of the Grid (mainly researchers) are invited to contribute to the IEF (Information Exchange Framework);
- Not only technical, but interested people: Users that express interest in the early exploitation of the project and in giving an external contribution to the project are invited to subscribe the Industry and Research Forum;
- Basic users: Users interested to be informed on the advancement of the GridLab project and Grid technologies, non technical users, students and web visitors in general.

WP13 is classifying the users of the dissemination according to general criteria that are consistent with the GridLab project layers:

- *Fabric resource provider*: industries and research organisations that provide CPUs, storage and networks (and the human power to manage this) for the construction of physical Grids or that co-ordinates the construction of physical testbeds to run Grid applications;
- *Middleware developer*: industries and research centres that develop or customise the software code (Globus, Condor, Jini, Corba..) that is the potential middleware for the construction of logical Grids;
- *Application developer*: industries and research organisations that develop, customise and test the software to solve specific application problems exploiting the power of the Grid middleware, usually in collaboration with end users and Fabric Resource Providers;
- *End User*: industries and research organisations using the Grid applications to solve specific problems;
- *Grid coordinators*: initiatives aimed to coordinate the development of Grid middleware and Grid testbeds or to foster discussions and meetings among Grid interested parties.

The number and the heterogeneity of the potentially interested users is much higher at the application and user level than at the Middleware and Fabric level. The glue role of GridLab middleware is fundamental for cross-application within many different reference areas, three of which are addressed by the project itself: Astrophysics, general Workflow Applications (including such as Data Grid applications, bioinformatics etc), and all the other, further called Generic Applications.

Orthogonal criteria to classify the potential GridLab users are the following:

- Organisation type: industry or research;
- Main location: Europe (EU or not EU), America, Asia Pacific Area.

3. Dissemination Plans

This section describes the planning, set up, monitoring and refining of a framework for the dissemination of the project results. It is worth making the following preliminary considerations:

- the GridLab results are much more attractive since in the context of a worldwide development of the Grid technologies.
- the strategy for an effective dissemination to the industry community should be different from the strategy for the dissemination to the scientific community;
 - the Grid concept is quite unknown in the industrial community; the more effective way to catch the industrial interest is the concrete demonstration of applicability of the new Grid technologies;
 - the scientific community mainly knows the Grid concepts as the evolution of High Performance Computing. The initiatives from EU and national governments to support research efforts for the establishments of national and global Grids are strongly attracting the interest of research and academic institutes;
- the scenario we are dealing with is still very dynamic. The dissemination strategy should be refined during the project lifetime.

The Dissemination efforts will be mainly focused to involve the Industry Communities, with the final goal to move the usage of the Grid technologies from e-Science to e-Business. For such a purpose, the experience that the scientific community is collecting is fundamental to catch the interest of the industry. The GridLab will use its commercial partners to address together the potential users of the GridLab results and create an effective interest in the new technologies we are developing.

The following table lists the main milestones of the dissemination activity and reflects the need for feedback from the potential user community.

TimeSlot (PM)	Description
T1: From project month 1 to project month 6	Preliminary Actions: prepare contacts, an address book of institute representatives, industry R&D departments, researchers and technicians completed
T2: project month 6 to project month 12	First Dissemination year. It is concluded with the report on the new users of the GridLab project software and preparation for the first yearly conference, to which the industry and scientific partners will be invited
T3: project month 13 to project month 24	Second Year of Dissemination. It is concluded with the report on the new users of the GridLab project software and preparation for the second yearly conference, to which the industry and scientific partners will be invited
T4: project month 24 to 36 project month 12	Third Year of Dissemination. It is concluded with the report on the new users of the GridLab project software and preparation for the third yearly conference, to which the industry and scientific partners will be invited

During the first timeslot (T1, month 1-6) the dissemination activity has been focused on:

- the establishment of a base of GridLab related information and news that can be attractive for the potential users;
- the creation of contacts and relationships with potential users, both from industry and research;
- the development of tools and promotional material to support the dissemination activity.

The future timeslots will be dedicated to the planned dissemination of the results of the project.

This plan identifies the following activities as key elements:

- the establishment of a network of collaborations, point of contacts, sources of information through Europe and US ;
- the availability of information and news to catch the attention of people;
- the management of the Information Exchange initiative
- the production of newsletters, flyers, the maintenance of Web Based information;
- the participation to workshops, conferences, exhibitions, press conferences with the presentations of demos;
- the monitoring and the management of the Dissemination activities.

In the following a detailed plan of dissemination is described.

3.1 Resources and point of contacts

The dissemination of a big and pervasive project as the GridLab is a huge task that requires a lot of human resources. We invested part of our initial efforts to create a group of people dedicated to the dissemination and to establish a set of collaborations and alliances with institutes, departments and organisations inside and outside the PSNC.

The following actions has been undertaken to maximise the effectiveness of the Dissemination efforts.

- the establishment of contacts with big industries to act as sponsors;
- the establishment of synergies with other Grid related projects in order to undertake common dissemination activities;
- the establishment of collaborations with other institutes and PSNC departments to find the multidisciplinary skills needed to perform the Dissemination;
- the participation to the main initiatives for the exchange of Grid related information, as the Global Grid Forum;
- the establishment of a network of points of contact in most European Countries;
- the establishment of relationships with the Press Offices of the main partners involved in the project, in order to exploit the multiplicative effect of press and media coverage.

3.2 The Staff at the Dissemination Office

At the time of writing, the following persons are fully or partially staffed in the GridLab Dissemination Office at PSNC:

- Krzysztof Kurowski; computer scientist, started January 2002
- Zbyszek Krzewinski; expert in marketing and economics, started February 2002
- Jarek Nabrzyski; computer scientist, started January 2002.
- Maciej Rutkowski, graphics designer, started January 2002.

The office is supervised by Maciej Stroinski, computer scientist.

3.3 External Collaborations

The following collaborations with PSNC have been established to group together the heterogeneous skills that are needed to manage the dissemination activities:

- Information Processing Institute (CPI), Warsaw is providing human resources and money for dissemination of the GridLab project on behalf of the Polish Committee for Scientific Research,
- Polish Metropolitan Area Consortium and Polish NREN provides dissemination channel to the GEANT network,
- The *PSNC department for International Relationship* is providing information to contact researchers through Europe;

3.4 Joint Dissemination Activities

This actions aims to organise dissemination initiatives together with other EU funded Grid related projects under the GRIDSTART project.

The following actions have been undertaken:

- a package of promotional documents and materials (brochures, posters, clips) describing the GRIDSTART projects has been developed under GRIDSTART;
- now we are preparing for the IST2002 conference where GridLab will be presented and displayed at the GRIDSTART booth,
- CPI and GridLab, together with Polish State Committee for Scientific Research have organised in London the Forum of Polish Science. GridLab had it's own booth there. UK business and science have been visiting GridLAB both and some collaboration will probably start together with British Council.

The following meetings among GridLab and CrossGrid were held:

- Zakopane, September 2002;
- Linz, September 2002.

3.5 Point of Contacts for Local Dissemination

The point of contacts are members of the project in charge to be "national point of contact" for local people who have an interest in GridLab. POCs will act on a national scale.

Local point of contacts have the following roles:

- act as a point of contact for the local research and industry institutions,
- give a contribution to the organisation of a half day seminar on a national scale;
- give a contribution to the collection of infos about national Grid projects;
- give a contribution, on a national scale, to enlarge the number of subscribers of the industry and science;

POCs will be nominated within PM13, in accordance with the Project Management Office. At the moment, no POCs have been identified but the Polish one. It is assumed the the first POCs will be established in Germany, Hungary and Czech Republic by the end of 2002.

Regular and planned information exchange with the Press Offices through Europe and the project members will help us to organize a local event in a country also in absence of a formal responsible

3.6 Relationships with Press Offices

An adequate coverage of the press is important for the promotion of the GridLab project. For such a purpose, the following actions are planned:

- establishment of a regular exchange of information with the Press Offices of the main partners;
- maintenance of an address book of interested journalists;
- organization of press conferences in some European countries;
- strong collaboration with EnterTheGrid electronic magazine. The first relations with EnterTheGrid have already been established.
- Compaq (HP) and Sun Microsystems provide access to their Press Release distribution, which reaches around 5000+ customers.

3.7 Information Exchange with the Press Offices of partners

WP13 is establishing contacts with the P.O. of the following main partners: AEI, Lecce, VU, MU, Compaq (HP), Sun. Good relationships have already been established with the AEI and the KBN press offices. This is assuring a good geographical coverage.

WP13 will maintain contacts via e-mail and phone. Every two months starting from year 2 WP13 will send an email asking for:

- up-to-date press release of the GridLab project;
- news about press conference organized locally;
- the list of contacts with interested journalist.

3.8 Collection of a base of information

In order to attract potential users of the dissemination, a complete and up-to-date base of information and news related with the world of Grid was created and will be maintained for the project lifetime.

That base of information is useful for the editing of the web site, flyers, white papers etc. The aim of this action is the search, collection, selection and publishing of information, documents and other media contents. An extensive research has been done and is still in progress of all the material (papers, press releases, information, etc.) that could be interesting for the project members and for people interested in Grid technologies.

The results of the research are maintained in an electronic form at the GridLab Dissemination Office.

A selection of this material is available on the GridLab Portal. The following list describes the kind of material in course of collection:

- GridLab Slide Presentations
- GridLab Technical Papers
- Grid Tutoring papers and presentations
- Events
- GridLab press releases
- GridLab Newsletter

Slide presentations

The presentations made by GridLab members during conferences and other events are collected and maintained in the GridLab Office and put at the following link:

<http://www.gridlab.org/Project/Publications.html>

Period	Description of the Action	Output
Monthly	Mail to the WP managers to ask for new presentations	Collection of presentations
Monthly	Visit and analyse the WP web sites to look for new presentations	Collection of presentations
Monthly	Analysis of the detailed programme of incoming events to look for the participation of GridLab members.	List of authors of presentations

Technical Papers

Technical papers edited by the project members are collected and published on the web site at the following link: <http://www.gridlab.org/Project/Publications.html>

The approval of technical papers is notified by the Project Management to the GDO. The list of published papers is reviewed every three months in the Project Quarterly Report.

Period	Description of the Action	Output
Continuous	Information Exchange with the PMO to update the collection of papers	New papers collected
Every Three months	Search in the Quarterly Report for new publications	Collection of papers
Monthly	Web scanning by means of the most popular search engines	Collection of papers
Monthly	Information Exchange with the GridLab WP managers	Collection of papers

Event Calendar

The GridLab Dissemination Office searches events about Grid and GridLab. The events can be conferences, workshops, meetings, exhibitions and demonstrations. The events are analysed and commented before publishing on the web. The following actions are undertaken to find the events

Period	Description of the Action	Output
Continuous	Information Exchange with the PMO to update the events	Notification of a new event
Monthly	Web scanning by means of the most popular search engines	List of events
Monthly	Search into the web site of related projects	List of events
Monthly	Information Exchange with the GridLab WP managers	List of events

Press releases

The GridLab Dissemination Office searches and collects articles appeared on national and international press about Grid and GridLab in particular.

The GDO is notified by the Project Management Office, the Point of Contacts and the Press Offices of new articles on national and international press.

Period	Description of the Action	Output
Monthly	Information Exchange with the press offices of the GridLab partners	Collection of press articles
Monthly	Web scanning by means of the most popular search engines	Collection of press articles
Monthly	Information Exchange with the partners of the Information Exchange Framework	Collection of press articles

Editing of Promotional material

The following promotional material will be edited and produced in the framework of the dissemination activities:

- the newsletter of the project;
- project advertisement material- folders, leaf-lets, brochures, posters;
- a CD-ROM containing the project publications, demos and presentations;
- slide presentations;
- GridLab mugs, pens, T-Shirts and polo shirts.

The GridLab portal is the key element of the dissemination e-environment. The public section of the portal is on-line (at the www.GridLab.org address) and will be enriched of new contents during the project lifetime. The produced promotional material will be published on the project web site.

Promotional material has been elaborated during the first months of the project. The produced material will be enhanced and specialized to allow a selected and effective approach to the potential GridLab users.

The following preliminary actions were performed:

- analysis of similar material;
- selection of a typographic company (to print brochure and posters);
- selection of a gadget company (to produce GridLab mugs, pens, TShirts and polo shirts)
- editing of the material;
- collection of video and photos during attended events

The following material has been produced:

- a new version of the GridLab brochure, printed in 2000 copies
- 4 posters (A0 and A1 format);
- set of presentations with about 100 slides altogether, approved by the PTB as part of the WP13 official presentation;
- collections of photo during events and conferences;

The production of promotional material is a complex and expensive task. The production of contents requires a deep knowledge of heterogeneous matters, the printing and editing of material in a large scale is an expensive task. PSNC devotes to this task a professional graphics designer to prepare all the materials. The cost of the material has been covered by the PSNC own funds.

A printer company has been selected. It will offer also some suggestions to reach a satisfactory result in term of look and feel.

Regular information exchange with the press and dissemination office of other members have been planned, with the purpose of reusing contents and illustrations.

The GridLab Newsletter

The production of a newsletter is planned as part of the dissemination activity of the GridLab project. The newsletter is targeted to "interested, non technical people". It will be distributed to the address book members and published on the web site. It will be used as a mean to promote a wider participation to the GridLab project activities.

The GridLab Newsletter is an electronic document, produced in standard formats (word, pdf) every six months or more often if necessary. The standard format of the newsletter is A4 four pages.

The Newsletter, as a minimum, will contain the following sections:

- *Project reviews*: update results of the project will be briefly described;
- *News from a Grid project*: in this section a brief article from a related project will be hosted.
- *Interviews with project members or users using GridLab software*.

An ad hoc section will be added to the GridLab Newsletter in order to support the Information Exchange with other grid projects as described in D13.2.

The Newsletter will publish the contributions of selected authors, both GridLab and not GridLab members.

Brochure & Posters

Brochure and Posters are edited by the Dissemination Office. A company for the press of brochure and posters have already been selected.

- The GridLab brochure is an appealing description of the project targeted, but not limited, to potentially interested, not technical people.

A preliminary release of the brochure was produced at PSNC at PM2. It was a double sided A4 brochure. A new version was produced and published at PM9. It had the format of a folder, that can be customised with the insertion of flyers in the brochure. This version of the GridLab Brochure will be distributed at the IST2002 Exhibition and at the Supercomputing 2002 Conference. The new version of

Period	Description of the Action	Output
PM 2	First release of the Brochure	Brochure presented at the first GridLab Workshop and at the Polish Science Forum in London (May)
PM 9	Second release of the Brochure	To be distributed at IST2002 in Copenhagen and at SC2002 in Baltimore
PM18	Third release of the Brochure	To be distributed at future conferences (HPDC-12, GGF8)

3.9 Information Exchange with the Scientific Community

This section describes the plan for the dissemination users formally interested to contribute to the technical development of the Grid (mainly researchers with experiences in the Grid technologies).

GridLab aims to establish inter-project collaboration with other European (GRIDSTART and beyond) and international (US, Japan,...) GRID development projects/activities.

The deliverable D13.2 (Information Exchange) and Annex1 define a plan for inter-project collaboration between the GridLab project and other European and international GRID initiatives, finalised to the exchange of relevant technical information.

The set of actions, tools and information flows described in that document, named as "information exchange framework" (IEF), is born to join the efforts of the parties that will benefit for the Information Exchange, rather than spending efforts in creating a one-way information flow from the GridLab project to other initiatives.

The information exchange aims to foster:

- interoperability among grid middleware produced by the most important grid initiatives
- cross-application usability of grid middleware
- mutual benefit for all the participants from the description of their respective experiences in setting up testbeds.
- Building a common repository for Grid middleware. This action has already started in collaboration with US partners of the project and the repository will be setup at www.globustoolkit.org

4. A Plan for basic dissemination

This section describes the plan for the dissemination to users interested in the advancement of the GridLab and Grid in general. They expect to be both non technical and technical users, students and occasional visitors of the project web site. The GridLab Portal

A Web site has been set up at www.GridLab.org as a means for disseminating the results of the GridLab project. This Web site will primarily be aimed at attracting new users, at every level of interest. The GridLab Dissemination Office is responsible for the maintenance of the Web site. Physically the Web site is situated on the servers of the Masaryk University.

The GridLab portal is the key element of the dissemination e-environment. It will also support the project management and the Project Technical Board with a minimal set of tools as a document repository and a member address book. Moreover it could be used as a tool to improve the information exchange among partners, according to D13.2.

The web site was designed to:

- simplify the management of the users and their profile: simple member, WP administrator, chairmen, portal administrator, mailing list administrator;

- allow the ubiquitous update of the contents with a web browser and CVS by the registered users;
- support the information exchange among partners, thanks to a document repository tool(CVS);
- perform the sophisticated search of information, thanks to the adoption of a structured database;
- put all the web pages on the CVS for the versioning control, controlling the access and sharing the documents.

The detailed design of the GridLab portal can be found in D13.2.

4.1 Maintenance of the GridLab Portal

As previously described, an extensive search has been done and will be continuously in progress of all the material (papers, press releases, information, etc.) that could be of any interest for the project members and for people interested in Grid technologies.

Suggestions and comments to the GridLab web sites must be mailed to the webmaster address published on the web. Every mail will be acknowledged by the web master within two days from the receipt. The problem solving process, if necessary, will be activated within the week following the receipt of the problem notification.

Every Workpackage manager will assign one person to be administrator of the particular workpackage web page.

The availability, the capability and the e-tools will be technically managed in order to be always available and well performing

4.2 Advertisement of the GridLab Portal

The GDO is responsible of the advertisement of the GridLab web site. The following actions are planned:

- registration to the main search engines in the Internet;
- agreements with related projects in Europe and US to have reciprocal links to the GridLab web site,
- dsistributing GridLab brochures and gadgets (mugs, pens, t-shirts, polo shirts).

4.3 Participation to Conferences and Exhibitions

Due to the proliferation of Grid related events, it is not opportune to add new events to a crowded calendar, so we decided to organise demonstrations and in conjunction with some major attractors in sector. The GridLab will present at several conferences and exhibitions, in order to reach a wide audience. The events the GridLab project will participate are classified as follows:

- events attended by technical people, highly focused on Grid technologies or High Performance Computing;. The examples here are Supercomputing Conference, HPDC conference.
- events focused to the coordination of the community of early Grid users;

- events targeted to a particular segment of potential Grid applications. The core members of the GridLab project participate to most of the major events focused on Grid, publish technical papers and perform technical speeches.

The GridLab Dissemination Office, aimed at creating the critical mass of interest on the GridLab project, is going to participate in a reasonable number of public events,. In the first year of the project the GridLab Dissemination Office complements the technical participation with promotional speeches and exhibitions, aimed to create and raise the awareness of the potential of the Grid and GridLab technologies in multiple fields of science and business.

The GridLab Dissemination Office has defined different levels of participation during a Conference:

- Level 0: brochure distribution, poster presentation, attendance and public relationship
- Level 1: level 0 + speech of a project member;
- Level 2: Level 0 + demonstration or/and exhibition.

An active co-operation with other Grid projects is welcome in order to give the maximum visibility to the European involvement in the Grid technologies.

In case a presentation of the GridLab was required, a coordination between the GridLab partners would be welcome in order to grant the presentation to be consistent with the event.

The events are selected according to the following criteria:

- events strongly related with the GridLab project and with a high number of attendants;
- events not directly related with the GridLab, focused on scientific applications that can benefit from the GridLab results and with a large attendance.

The participation to events should assure a fair coverage of the European countries.

5. Expected results and performance indicators

Monitoring and report the dissemination results is essential to tune up the dissemination activities. Reports will be produced every three months starting from month 12. In this section, we define the performance indicators of the Dissemination activities.

As mentioned in the introduction, the Dissemination activities have the following goals:

- G-1. share the technical results of the project with the scientific community related to the topics addressed by the GridLab project, in order to promote the research and receive useful inputs from other scientists and International Communities;
- G-2. improve the knowledge of Grid and GridLab results in the industrial communities as a basis to create new opportunities for building quality products and services;
- G-3. attract potential customers and generate expectation towards the project results, in order to prepare its exploitation;
- G-4. identify additional potential application fields, customers and business opportunities based on the reactions to the dissemination activity.

In the following we define the indicators used to meter the effectiveness of the Dissemination actions.

Performance of the IEF activities

In order to give a clear measures of success of the Information Exchange initiative, the following class of performance indicators are measured:

- Indicators of the level of participation to the IEF;
- Indicators of the level of activity of the IEF;
- Indicators of the effectiveness of the IEF